

December 2, 2020

Report To: Travis Rob, P.Eng., Manager of Operations & Facilities
Planning and Development Executive Committee

From: Craig Miller, P.Eng., Environmental Superintendent
Patrick Briere, MLEO/Alternate CEMC/Public Information Officer

SUBJECT: Bylaw 11/20 – Ban on Single Use Plastics

On January 27, 2020, Mayor and Council passed Bylaw 11/20, a ban on single use plastics with exceptions as noted in the bylaw.

The bylaw is set to take effect on January 1, 2021 with enforcement set to take effect on January 1, 2022.

Patrick Briere and I have been working with local media to develop a public awareness campaign for this bylaw. It is a multi-faceted approach utilizing various forms of media, including:

- Advertising in the Fort Frances Times Bulletin, Thursday edition. This edition is circulated to all residents in town, free of charge. A sample of the ad that will run is attached.
- Advertising on 93.1 The Border. Daily ads will run 3-4 times per day until January and then continue with educational ads in the summer and fall 2021. A new campaign will commence in December 2021 and January 2022 focusing on the start of enforcement. The script for the radio ad is attached along with the schedule.
- Advertising on social media (the Town's Facebook page and Twitter account). These will be awareness campaigns utilizing the ads that the Fort Frances Times has created.
- Both the Fort Frances Times and 93.1 The Border will run news stories this month to highlight the bylaw coming into effect.
- An information insert will be included with the January water bills from the Town that would be mailed out in January 2021 and would be very similar to the ad published in the Fort Frances Times.
- The Town of Fort Frances website will have the relevant pages updated to raise awareness with respect to bylaw 11/20.

These communications are set to start the week of December 7th, 2020 and will continue through until January 2021. A reminder campaign will be launched in the summer and fall of 2021 and a campaign highlighting enforcement will commence in the 4th quarter of 2021.

We believe that this will be an effective approach and will reach a wide range of the population driving local education and awareness of bylaw 11/20.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Craig Miller', with a stylized, flowing script.

Craig Miller, P.Eng.
Environmental Superintendent

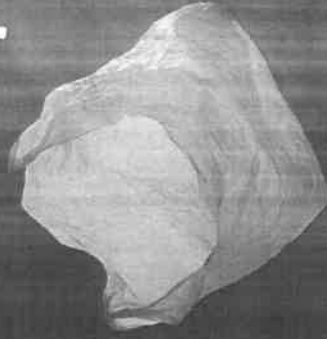
Patrick Briere
MLEO/Alternate CEMC/Public Information
Officer

Attached:

- Sample ads for the Fort Frances Times Bulletin
- Script for ad on 93.1 The Border
- Ad schedule for 93.1 The Border

It is estimated that a town the size of Fort Frances could send nearly 2 million plastic bags to the landfill each year.

Single-use plastics, it's time for change.



On January 27th, 2020, Mayor and council of the Town of Fort Frances passed By-Law No. 11/20, a ban on plastic bags, and single use food packaging. This By-Law comes into effect on Friday January 1st, 2021.

The new regulations are clearly set out and do include a number of specific exemptions. Here are the details;

PART 2: REGULATIONS

- 2.1 **Ban of Plastic Bags.** Except as provided in this by-law, no Business shall sell or provide a Checkout Bag to a Customer that is a Plastic Bag.
- 2.2 **Reusable Bags Allowed.** No Business shall deny or discourage the use by a Customer of the Customer's own reusable bag for the purpose of transporting items purchased or received by the Customer from the Business.
- 2.3 **Ban of Single-Use Food Packaging.** No Business shall sell or provide Single-Use Food Packaging to a Customer for the purpose of transporting, containing or facilitating the consumption of Prepared Food or Beverages received by the Customer from the Business.
- 2.4 **Exceptions.**
 - (1) Section 2.1 does not apply to a bag used to:
 - (a) package loose bulk items such as fruit, vegetables, nuts, grains, or candy;
 - (b) package loose small hardware items, such as nails, nuts, and bolts;
 - (c) contain or wrap frozen foods, meat, poultry, or fish, whether pre-packaged or not;
 - (d) wrap flowers or potted plants;
 - (e) protect prepared foods or bakery goods that are not pre-packaged;
 - (f) contain prescription drugs received from a pharmacy;
 - (g) transport live fish;
 - (h) protect clothing or other linens after professional laundering or dry-cleaning;
 - (i) package medical supplies and items used in the provision of health services;
 - (j) protect tires that cannot easily fit in a reusable bag; or
 - (k) collect and dispose of pet waste.
 - (2) Sections 2.1 and 2.3 do not limit or restrict the sale of bags (including Plastic Bags) or Single-Use Food Packaging intended for use at the Customer's home or business, provided the items are sold in packages of multiple quantities and are not utilized or distributed in the manner restricted by Sections 2.1 and 2.3.
 - (3) Section 2.3 does not prohibit a Business from providing a Customer with a plastic drinking straw upon individual request, provided that plastic drinking straws are not made available by the Business by default or made accessible for Customer self-service. When requesting a plastic drinking straw, the Customer does not need to specify a reason for needing a plastic drinking straw in order to receive one. Nothing in this by-law obligates a business to carry plastic drinking straws for use by Customers.

If you have questions please contact
the Town of Fort Frances By-Law Department
at 274-5323, ext. 1218.





Client: Town of Fort Frances

Slug: Single Use Plastics

Writer:

Cart #:

Starts:

Ends:

Instructions:

It is estimated that a town the size of Fort Frances could send nearly *two million* plastic bags to the landfill *each* year. It's time for a change!! Earlier this year the Mayor and Council of the Town of Fort Frances passed a By-Law banning plastic bags and single use food packaging. This ban comes into effect Friday, January 1st, 20-21. The new regulations encourage you to start using alternatives to plastic before enforcement begins in 2022. For more info, contact the Town of Fort Frances By-Law Department at 274 53 23, extension 12-18.



Revised: 2020-12-02 12:45:25 PM
Ref: 5295
Page: 1

Revised: 2020-12-02 12:45:25 PM
Ref: 5295
Page: 1

Agency: Direct
Contact: Craig Miller
AE: TRIMBLE, KATY
Assistant:

Campaign Summary

P.O. #:

Market: Fort Frances

Total Occ: 168

Aud Source: (1) FL11

Number of Weeks: 8

Campaign Dates: 2020-12-07 to 2021-01-03 [4 wk(s)]; 2021-01-04 to 2021-01-31 [4 wk(s)];

Comments: Prime(Rtgs): Mo-Su 6:00 pm-11:30 pm 0%.

Proposed Schedule

Days			Aud (000)	Len (m:ss)	Rate(\$)	Rtg	Dec. 7 14 21 28	Jan.					Totl Occ.
MTWTFSS	Hours	Program						4	11	18	25		
Mo-Su	06:00 - 19:00	RP 6A - 7P	0.0(1)	0:30	\$20.00	0.00	14 14 14 14					56	
[DSA: M=2, T=2, W=2, Th=2, F=2, Sa=2, Su=2]													
Mo-Su	06:00 - 19:00	RP 6A - 7P	0.0(1)	0:30	\$0.00	0.00	14 14 14 14					56	
[DSA: M=2, T=2, W=2, Th=2, F=2, Sa=2, Su=2]Non-Profit Matching ads													
Mo-Su	06:00 - 19:00	RP 6A - 7P	0.0(1)	0:30	\$20.00	0.00		7	7	7	7	28	
[DSA: M=1, T=1, W=1, Th=1, F=1, Sa=1, Su=1]													
Mo-Su	06:00 - 19:00	RP 6A - 7P	0.0(1)	0:30	\$0.00	0.00		7	7	7	7	28	
[DSA: M=1, T=1, W=1, Th=1, F=1, Sa=1, Su=1]non-profit match													

Source: Estimates, Based on Numeris-NMR Meter Data, Audience in thousands. C/P's based on exact ratings while Display Ratings have been rounded off.



Proposed: 2020-12-02

Ph:

Fax:

Revised: 2020-12-02 12:45:25 PM

Ref: 5295

Page: 2

CFOB

Client: TOWN OF FORT FRANCES - FF

Agency: Direct

AE: TRIMBLE, KATY

Product: Single Use Plastics ByLaw

Contact: Craig Miller

Assistant:

Campaign Summary

Contract Total: \$1,680.00

Demo: A25-64

Market: Fort Frances

Total Occ: 168

Aud Source: (1) FL11

Number of Weeks: 8

Campaign Dates: 2020-12-07 to 2021-01-03 [4 wk(s)]; 2021-01-04 to 2021-01-31 [4 wk(s)];

Comments: Prime(Rtgs): Mo-Su 6:00 pm-11:30 pm 0%.

Month (Calendar)	# of Occ	Ttl Imp (000)	Total Gross
Dec,2020	100	0.0	\$1,000.00
Jan,2021	68	0.0	\$680.00
			\$1,680.00
Total	168	0.0	Total Net \$1,680.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

Date

Date

Date