

TO: CHIEF ADMINISTRATIVE OFFICER **DATE:** 2022 Nov 24

FROM: GENERAL MANAGER PARKS,
RECREATION AND CULTURAL
SERVICES

SUBJECT: PERIOD PROMISE CAMPAIGN UPDATE

PURPOSE: To provide Council with an update on the campaign and seek direction on recommendations to proceed.

RECOMMENDATION:

1. **THAT** Council approve the ongoing commitment to the Period Promise Campaign as outlined in option 2 of this report.

REPORT

1.0 INTRODUCTION

This report provides information about the performance of the Period Promise campaign and provides several recommendations for a pathway forward for the City of Burnaby

2.0 POLICY SECTION

The provision of free menstrual products directly relates to the City of Burnaby's Social Sustainability Strategy.

3.0 BACKGROUND

In September 2019 the United Way requested the City commit to the Period Promise Campaign and support efforts to expand access to menstrual products in municipal facilities. Period poverty, which affects girls, women, and transgender individuals, refers to having a lack of access to sanitary products due to financial constraints. The inability to afford these products is considered by some to be a health equity issue that disproportionately affects persons who menstruate. Having access to menstrual products is essential for the health, well-being, and full participation of persons who menstruate in society, however, if an individual is living in poverty, access to these essential products can be challenging. The cost and availability of these products is of particular concern to

To: Chief Administrative Officer
From: General Manager Parks, Recreation and Cultural Services
Re: Period Promise Campaign Update

.....Page 2

those who are poor and often face the choice of purchasing needed menstrual products or buying other essentials, like food.

United Way's Period Poverty Campaign

The United Way's Period Promise Campaign aims to remove the financial barriers that some people face in accessing menstrual products and increase access of these products to vulnerable populations, including addressing period poverty in communities. The campaign has been successful in increasing the awareness around the need for universal access to such products and has led to a number of organizations committing to providing these products for free.

City of Burnaby Facilities

The period promise campaign in Burnaby was initially interrupted by the COVID-19 pandemic, but ran from January to June 2022 at the following locations. Cameron, Eileen Daily and Edmonds Community Centre's, McGill and Tommy Douglas Libraries and the Shadbolt Center for the Arts. An upgrade of dispensing machines was required at a total cost of \$15,000. During the Campaign, 5260 menstrual products were distributed through the machines with a total supply cost of \$1, 578. See Appendix 2 for detail on product usage. As the City moves towards being more inclusive and diverse, staff are recommending menstrual products be installed in all washrooms. This is similar to the program implemented in the City of London, Ontario, referred to in the original report in November of 2019.

Staff have 2 options for Council consideration:

1. Maintain the Period Promise Campaign as-is.
2. Expand the Period Promise Campaign to an additional 148 public washrooms identified in Appendix 2 (recommended) This includes all washrooms, women's, men's and "everyone welcome", and will include signage to publicize the availability of these products.

The attached City of Burnaby inventory of Public Washrooms Appendix 2 identified a total of 148 units. The City's estimated supply cost to purchase new units is \$51,800 with an additional estimated installation cost of \$22,200. The total impact on City's operating budgets including contingency is estimated at \$88,800.

Next Steps: If Council approves Option 2 as outlined in this report, staff will proceed with an installation plan for dispensing menstrual products in the following order:

Cultural Venues
Large Recreation Centres

To: Chief Administrative Officer
From: General Manager Parks, Recreation and Cultural Services
Re: Period Promise Campaign Update

.....Page 3

Libraries
Small Recreation Centres
Arenas
Youth Centres
Seniors Centres
Small Community Centres, and Outdoor Pools
City owned facilities operated by third parties

That all newly constructed City of Burnaby facilities be designed to include this equipment as standard in the women's, men's and all welcome washrooms.

4.0 RECOMMENDATION

Expand the Period Promise Campaign to an additional 148 public washrooms identified in Appendix 2. Signage will be included to publicize the availability of these products

That the expenditures for the capital cost and installation be covered by each departments operating account.

That during the installation time frame, menstrual products will continue to be available for free at the facilities front counters upon request.

Appendix 1: Period Promise Product usage per Facility
Appendix 2: Inventory of Public Washrooms



Mary Morrison-Clark
GENERAL MANAGER PARKS, RECREATION AND CULTURAL SERVICES

EB:dc

Copied to: Deputy CAO/CFO
GM Corporate Services
City Solicitor

To: Chief Administrative Officer
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 Re: Period Promise Campaign Update

Appendix 1 Period Promise Product Usage per Facility

2022 Period Promise results per facility.

	January	February	March	April	May	June	Totals for test period.
Cameron	27	30	31	39	40	40	207
Edmonds	181	340	121	56	124	153	975
Eileen Daily	108	168	248	617	394	102	1637
Shadbolt	110	165	212	98	338	248	1171
McGill Public Library	28	49	85	97	102	98	459
Tommy Douglas Library	41	91	151	166	162	200	811
Total usage per month	495	843	848	1073	1160	841	5,260
Average cost per unit .30	\$148.50	\$252.90	\$254.40	\$321.90	\$348.00	\$252.30	\$1,578.00