
2016 OPERATING BUDGET BRIEFING NOTE

Opportunities to restore the Advertising and Promotion Budget

Issue/Background:

The Solid Waste Education & Enforcement Service includes communication on how to participate in the City's waste management programs through a communication plan which includes Promotion and Education, By-Law Enforcement and Community Environment Days.

Budget Committee at their November 13, 2015 meeting requested that the Acting General Manager, Solid Waste Management Services review and report on reallocating funds within the recommended budget to restore the reduction in the Education & Enforcement Service.

The Budget Committee concern was related to restoring funding for the Advertising and Promotion Budget which was reduced from \$2.238 M to \$1.938 M by \$0.300 M as part of the Communication Budget Efficiencies as the Division shifts to leverage new communications techniques such as social media, that has been found to be less costly.

Key Points:

- In developing the 2016 Recommended Operating Budget for Solid Waste Management Services (SWMS), staff undertook an extensive review of opportunities to reduce the net cost to deliver the Program's operations, with the aim of directing all identified savings towards increasing support of the SWMS Capital Program.
- Following the request from Budget Committee on November 13th, 2015 staff conducted an additional line by line review of the SWMS Budget, which did not result in any additional opportunities for efficiencies, to restore the 2015 level of funding in Advertising and Promotion.
- The Advertising and Promotion budget is allocated to five service areas within SWMS. The following table illustrates the budget reduction breakdown by service area:

Service Area	Recommended Reduction	Remaining 2016 Budget
City Beautification	(\$2,310)	\$14,900
Solid Waste Collection & Transfer	(\$18,690)	\$120,700
Solid Waste Processing and Transport	(\$17,640)	\$113,900
Residual Management	(\$13,950)	\$90,100
Solid Waste Education & Enforcement	(\$247,410)	\$1,598,200
Total	(\$300,000)	\$1,937,900

- While not recommended, to enable the restoration of the Advertising and Promotion Budget to 2015 levels, a \$0.300 M reduction in the Solid Waste Management Service Contribution to the Waste Management Reserve Fund would be required. This change would result in the loss of funding dedicated to planned Capital projects in the amount of \$3.3 M over the 10 year planning period, assuming three percent (3%) annual rate increases.
- The proposed three percent (3%) rate increased would not be affected by this fund reallocation.

Prepared by: Rob Orpin, Acting Deputy General Manager, Solid Waste Management Services,
416-392-8286, rorpin@toronto.ca

Further information: Sharon Fleming, Manager, Business Systems & Revenue, Solid Waste Management Services, 416-397-0207, sfleming@toronto.ca

Date: November 23, 2015