

FINANCIAL MANAGEMENT COMMITTEE

TO: *MAYOR AND COUNCILLORS*

SUBJECT: UNITED WAY PERIOD PROMISE CAMPAIGN

RECOMMENDATION:

THAT the report titled “United Way Period Promise Campaign” dated May 21, 2024, be received for information.

REPORT

The Financial Management Committee, at its meeting held on May 21, 2024, received and adopted the attached report providing an update on the status of the Period Promise Campaign.

On behalf of the Financial Management
Committee,

Councillor P. Calendino
Chair

Councillor A. Gu
Vice Chair

TO: FINANCIAL MANAGEMENT COMMITTEE (FMC)
FROM: GENERAL MANAGER LANDS AND FACILITIES
SUBJECT: UNITED WAY PERIOD PROMISE CAMPAIGN
PURPOSE: To share an update on the status of the Period Promise Campaign

RECOMMENDATION

THAT the report titled “United Way Period Promise Campaign” dated May 21, 2024, be received for information.

1.0 POLICY SECTION

The advancement of this initiative aligns with the Corporate Strategic Plan (2017), the Social Sustainability Strategy (2011), and the Canada Labour Code.

2.0 BACKGROUND

Period poverty, which affects girls, women, and transgender individuals, refers to restricted access to menstrual 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 those who are poor and often face the choice of purchasing needed menstrual products or buying other essentials, including food.

In September 2019, the United Way requested that the City commit to the Period Promise Campaign and support efforts to expand access to no-cost menstrual products in municipal facilities.

On December 06, 2019, the Financial Management Committee approved a recommendation from the Director of Parks, Recreation and Culture Services to recommend that Council support the United Way Period Promise Campaign.

On January 17, 2020, Council approved a recommendation from the Financial Management Committee to support the United Way Period Promise Campaign over a 6-month pilot project.

The pilot program was delivered and included installation of 26 new dispensers across Cameron Recreation Centre, Edmonds Community Centre, Eileen Dailly Pool, Shadbolt Centre, McGill Library and Tommy Douglas Library.

On December 05, 2022, Council approved a recommendation from the General Manager, Parks, Recreation & Culture to expand the program to an additional 148 public washrooms.

In early 2024, because of departmental re-organizations, The Facilities Management division of the Lands & Facilities Department reviewed the status of the campaign and delivered the second phase as per direction from Council.

3.0 GENERAL INFORMATION

The final phase of the Period Promise Campaign is now complete with the installation of an additional 206 dispensers across various City facilities. A new standard of no-cost, disposable menstrual product availability has been adopted at City of Burnaby owned and operated facilities where staff are present.

The program directly serves all women’s and “everyone welcome” washrooms in addition to men’s washrooms at the RCMP building and the four Community Police Offices. This is to ensure compliance with a December 15, 2023, notification of the requirement to make available menstrual products to all federal employees. Park washroom and fieldhouse facilities are excluded from the program currently due to the absence of staff on site, and the expected high rates of theft and vandalism.

Some facilities are owned by the City and operated by third parties. Request for support letters have been issued to twenty-four (24) third party facility operators advising of this initiative and, while optional, requesting support. The City will install dispensers for those third-party operators who agree to support the initiative and will expect operators to supply products as required.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

Not applicable.

5.0 FINANCIAL CONSIDERATIONS

The costs for delivery of the United Way Period Promise Campaign are included in annual operating budgets.

Respectfully submitted,

James Lota, General Manager Lands and Facilities

ATTACHMENTS

Not applicable.

REPORT CONTRIBUTORS

This report was prepared by Brad Domaas, Director, Facilities Management.