

Appendix C: Workplan and Budget for Checkout Bag Regulation Bylaw Implementation

Objective	Action	Responsibility	Timing	Stakeholders	Budget
<ul style="list-style-type: none"> <li>To obtain approval of proposed workplan and budget.</li> </ul>	Report to Council	Development Services	Jan, 2019		
<ul style="list-style-type: none"> <li>To obtain feedback from Esquimalt businesses and other stakeholders on the proposed draft bylaw and timeline for implementation.</li> <li>To build awareness with the public, business, residents and tourist representatives.</li> <li>To ensure that retailers and food services are informed of the regulations and the timeline for implementation</li> </ul>	New webpage for checkout bags	Communications Development Services	Mar, 2019	All stakeholders	
	Chamber of Commerce newsletter with feedback opportunity	Development Services Corporate Services	Mar, 2019	Esquimalt Businesses	
	Individual meetings	Development Services		Esquimalt retailers Non-profits Charities Youth Neighbouring municipalities Tourist associations	\$200
	Online survey	Communications		Esquimalt Residents	
	'Pop ups' at retailers/farmers markets			Esquimalt shoppers	\$300
	Environmental Advisory Committee	Development Services	April-May, 2019	Committee members	
	Article in "The Current"	Communications	May, 2019		
	Open House	Development Services	July, 2019	All stakeholders	\$200
	<ul style="list-style-type: none"> <li>Second and third reading of bylaw.</li> </ul>	Report to Council	Development Services	July, 2019	
<ul style="list-style-type: none"> <li>Final reading of bylaw</li> </ul>	Report to Council	Development Services	Aug, 2019		

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<ul style="list-style-type: none"> <li>To ensure that the public is aware of the impending changes and why they are being implemented.</li> </ul>	<b>Article in Esquimalt Recreation Guide (Fall)</b>	<b>Development Services Parks and Recreation</b>	<b>Sept, 2019</b>		
	Print ads - Victoria News	Communications	Dec, 2019 Jan, 2019		\$1500
	Article in 'The Current'	Communications	Dec, 2019		
	Website and Social Media-Township Facebook and Twitter sites	Communications	Dec, 2019- Feb, 2020		
<ul style="list-style-type: none"> <li>To ensure that impacted businesses have all the tools and resources they need to implement the bylaw.</li> </ul>	Business Toolkits	Development Services	Sept-Dec, 2019		\$500
	Posters		Nov-Dec, 2019		\$100
	Meeting with suppliers	Development Services	Nov, 2019		
<ul style="list-style-type: none"> <li>To ensure all existing regulations are consistent with new bylaw</li> </ul>	Amend Bylaw Enforcement Notice Bylaw	Community Safety Services	Jan, 2019		
<ul style="list-style-type: none"> <li>To measure effectiveness of the bylaw</li> </ul>	Random compliance checks	Development Services Community Safety Services	May-June, 2020		
<ul style="list-style-type: none"> <li>To implement transition measures</li> </ul>	Communication with businesses	Development Services Communications	July, 2020		
<ul style="list-style-type: none"> <li>To ensure bylaw implementation is supported by the municipality.</li> </ul>	Continue education, liaison and provide clarification to businesses and residents	Development Services	Jan-Dec, 2020		
	Contingency				\$200
				<b>Total</b>	<b>\$3000</b>