

REPORT

Parks & Recreation

To: Mayor Cote and Members of Council **Date:** May 9, 2022
From: G. Dean Gibson **File:** 2080798
Director of Parks & Recreation **Item #:** 2022-332
Subject: **Period Promise Pilot Initiative**

RECOMMENDATION

THAT this report be received for information.

PURPOSE

The purpose of the report is to provide Council with the results of the Period Promise Pilot initiative.

SUMMARY

The City of New Westminster had committed to a pilot program in response to the United Way of the Lower Mainland's Period Promise Campaign to provide free menstrual products in civic facilities and to non-profit organizations. The initiative aimed to increase access to menstruation products to vulnerable populations and addresses period poverty in the community. The following motion was passed on May 17, 2021:

THAT staff report back to Council in the Fall 2021 with the results of the Period Promise pilot program.

ADOPTED ON CONSENT

ANALYSIS

The pilot program was implemented from May 2021 to October 2022 in locations at the Queensborough Community Centre, Centennial Community Centre, the Youth Centre, the New Westminster Main Branch Library, Westminster Pier Park and Quayside Park.

Staff reported that there were low use of products and minimal vandalism to the dispensers. It is recommended that additional public education and signage be accompanied in future installations to bring more awareness to Menstrual Equity.

The costs associated with this pilot were covered under the operational budget of each of the facility business units.

NEXT STEPS

Parks and Recreation and Engineering (Civic Buildings & Properties) staff will be implementing the installation of dispensers and disposal containers starting this summer in female washrooms and universal washrooms and anticipate that this will continue into 2023, with the ultimate goal of supplying all washrooms (gendered and non-gendered) with free menstrual products.

Through this initiative, staff have developed a greater understanding around menstrual equity and will work with the City's Communications department to create new messaging and signage to accompany the installation of the dispensers and disposal containers to help educate the public about the initiative.

FINANCIAL IMPLICATIONS

Dispensers, disposal containers and product will be funded within existing operating budgets very similar to other washroom equipment and supplies required in civic facilities.

INTERDEPARTMENTAL LIASION

The New Westminster Library, Office of the CAO, Development Services, Engineering (Civic Buildings & Properties), and Parks and Recreation Departments have been working closely on the Period Promise initiative and support the implementation of additional dispensers.

OPTIONS

1. That Council receives this report for information; *or*
2. That Council provide staff with further direction.

Staff recommends Option #1

APPROVALS

This report was prepared by:
Renee Chadwick, Manager Special Projects and Community Partnerships.

This report was reviewed by:
Tobi May, Manager, Civic Buildings and Properties

This report was approved by:
Dean Gibson, Director of Parks and Recreation
Lisa Spitale, Chief Administrative Officer