



SUBJECT: Proposal to Discontinue Tag Day Program

TO: Community Planning, Regulation & Mobility Cttee.

FROM: Building and By-law Department

Report Number: BB-01-21

Wards Affected: all

File Numbers: 49-1

Date to Committee: March 2, 2021

Date to Council: March 23, 2021

Recommendation:

Approve the discontinuation of the requirement that charitable/non-profit organizations receive permission from the City of Burlington to conduct Tag Days.

PURPOSE:

Vision to Focus Alignment:

- Building more citizen engagement, community health and culture
 - Deliver customer centric services with a focus on efficiency and technology transformation
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Executive Summary:

Background information and statistical data is provided on the Tag Day program from the City of Burlington and adjoining municipalities in this report.

Background and Discussion:

Tag Days are events that allow charitable/non-profit organizations to conduct fundraising on private property at various locations throughout the City of Burlington, with permission

from the property owner and the City of Burlington. In return for a charitable donation, the donor typically receives a tag or sticker indicating that they have contributed.

Discontinuing this process eliminates the unnecessary municipal requirement for charitable organizations and property owners to receive approval from the City. It is a very manual and time-consuming process for staff to administer, as there is no administrative fee associated with this service. The Licensing Section has commenced the evaluation of work administered by the Customer Service Representatives and it has been determined that staff time dedicated to tag days can be better utilized elsewhere within services that are currently provided to our customers.

The volume of Tag Day requests has significantly declined over the last few years. In 2020, the City of Burlington issued 15 letters of permission; compared to 33 letters of permission in 2019 and 33 in 2018. Understanding that 2020 numbers could have been affected by the global pandemic, wherein fundraising opportunities were not prominent. Included are previous years for historical reference:

2017: 39

2014: 49

2012: 111

From our experience in the Licensing Section and with our partners in Parks & Recreation, charities have shared that they struggle to find volunteers to help run fundraising events. It's similar to a second occupation but with no actual pay. This clearly ties into the decline in requests for Tag Days over the last few years.

The Licensing team recently conducted a market analysis of surrounding municipalities to determine the use of Tag Days. The results of the survey are as follows:

Municipality	Tag Days Status
Halton Hills	No Tag Day program and no plans on implementing one
Hamilton	Discontinued tag days in 1993
Milton	Discontinued tag days in 2011
Mississauga	Discontinued tag days in 1997
Oakville	No Tag Day program and no plans on implementing one

The results of this survey confirm that Burlington is the only remaining municipality that regulates tag days. The recommendation to discontinue the program would align the City of Burlington with surrounding municipalities and would allow staff to focus on core and revenue generating services.

In 2013, a similar report recommending discontinuation of the tag day program was provided to Council and they chose not to discontinue the program at that time. If a decision is made to discontinue, the Licensing section would advise charities that moving forward in 2021, Tag Days would now be managed strictly by the property and business owners.

Strategy/process

As there is no cost recovery for administering Tag Days in the City of Burlington nor any enforcement, this can be self-regulated by the property/business owners and charities, similarly, to adjoining municipalities.

Options Considered

1. Discontinue the Tag Day program. This option would align the City of Burlington with neighboring municipalities and would allow Customer Service Representatives to focus on revenue generating services and customer focused initiatives. Tag Days would be managed independently by local business owners and the charities looking to run the Tag Days.
2. Tag Day program continues to operate with an imposed user fee to ensure that the program is not diverting staffing resources away from core customer focused initiatives, services aligned to revenue sources and service functions that relate to the administration of licensed businesses/operations

Financial Matters:

Total Financial Impact

The tag day program is not related to any City or departmental policy or by-law within the Licensing Section. As noted, there is no cost recovery for the service that is currently provided and is consuming staffing efforts in offering this service. The Tag Day program requires 0.03 dedicated FTE – Customer Service Representative which was determined by means of our data and this approximately equates to a cost of \$2,157 on a yearly basis. In 2019, there were 33 letters of approval issued by the City of Burlington. In order

to attain cost recovery, the City of Burlington would need to charge approximately \$65 per application to cover the cost in providing this service.

Source of Funding

An associated Tag Day user fee would have to be implemented for the Building and By-Law annual budget.

Other Resource Impacts

Bringing Tag Days to an end in 2021 would allow our staffing resources to be utilized in areas of need, such as lottery licensing, sign permits, pool permits and freedom of information search requests involving the Building, By-law and Licensing enforcement sections.

Climate Implications

Not applicable.

Engagement Matters:

Staff will communicate any changes in service through various means, including letters to all registered charities, notification on the City's web site, advertising in the local media, and a posting on the Building and By-Law Departments service counter.

Conclusion:

The process of permitting charitable organizations to solicit donations on private property should be left to the property and business owners to administer and regulate themselves, with no regulatory process by the City of Burlington's Building and By-Law Department.

It is our recommendation as it was back in 2013 to Council that the City of Burlington Licensing Team no longer take on the responsibility of administering and issuing letters for Tag Days within the City of Burlington.

Respectfully submitted,

Grant Ziliotto

Manager of Animal Services and Licensing

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Report Approval:

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.