



STAFF REPORT TO COUNCIL

Report No: AD-2021-16

October 25, 2021

From: Sarah Huskinson, Chief Administrative Officer

RE: Service Line Warranties Canada Program

Recommended Motion:

THAT Council receives report No. AD-2021-16 for information purposes.

Background / Analysis:

In March of 2019, Council approved a partnership agreement with Service Line Warranties Canada (SLWC). The partnership agreement with SLWC allows the company to utilize North Glengarry's logo on the advertisements sent to residents as a form of endorsement for the program. The program is endorsed by Local Authority Services (LAS) which is a part of the Association of Municipalities of Ontario (AMO).

Attached to the Council report is summary of the Township program since inception, plus other information regarding SLWC program.

Staff have received feedback that the mailings provided by SLWC to residents looks like junk mail and there has been some confusion about the program. Staff met with SLWC last week to discuss the program and options for advertisements going forward. SLWC is favourable to continuing the contract with the Township and have suggested the following for options to change the partnership until the end of the contract which expires in Spring of 2022:

- Update the letter sent to residents with the removal of the logo (sample attached)
- Change the mailing frequency
- Less mailings combined with social media/website
- No mailing and instead communication through social media/website
- Inserts or other communication sent out by the Township

The contract can be terminated by the Township with no cost and residents who have contracts with SLWC can continue to do so.

Alternatives:

Option 1: That Council continues with the program until the end of the contract with SLWC.

Option 2: That Council terminates the contract with SLWC.

Financial Implications:

None. The program is of no cost to the Township. The Township receives a small royalty from SLWC.

Attachments & Relevant Legislation:

SLWC Partnership Overview

Sample Mailing

Agreement

Others Consulted:

Zoe Bougie, Public Works Specialist

Dean McDonald, Environmental Services Manager

Reviewed and Approved by:
Sarah Huskinson, CAO/Clerk