



October 17, 2019

Mayoress Valérie Plante  
and Montreal City Council  
City Hall  
275, East Notre-Dame Street  
Montreal, Quebec H2Y 1C6

To Mayoress Valérie Plante and Montréal City Council:

We are writing on behalf of Sierra Club Canada Foundation to support Charles Montpetit's proposal to restrict the distribution of advertising material to residences that actually subscribe to it, as well as his subsidiary proposal to ban the use of plastic bags for such purposes.

Sierra Club Canada Foundation (SCCF) is a national, grassroots environmental organization that empowers people to explore, enjoy, and protect a healthy and safe planet. The global plastic pollution problem has reached a crisis point, and plastic pollution is contaminating freshwater and oceans, choking wildlife, and overwhelming municipal waste management systems.

SCCF has encouraged waste reduction and promoted the "polluter pays" principle for decades and is currently working with our membership to reduce plastic use, inspire others, and demand action on behalf of governments. Recently, we joined with 40 + other leading organizations to push for a zero plastic waste Canada by 2025 (<http://www.sierraclub.ca/en/Joint-Declaration-On-Plastics>).

We congratulate Montréal on being the first major city in Canada to ban thin single-use plastic bags at retail stores and hope further measures will be taken to reduce waste and encourage a circular economy where waste products are reused and recycled. We believe Montréal can go even further to enhance its efforts to reduce unnecessary waste and encourage you to take immediate steps recommended by Mr. Montpetit to further reduce unnecessary plastic and paper waste.

Every week, 900, 000 plastic bags (called "Publisacs") filled with various store leaflets are delivered to just about every residence in Montréal. In order for a resident to decline Publisac delivery, the existing [bylaw](#) requires a resident to get an official red "no leaflet" sticker from the nearest district office and paste it on their mailbox. Needless to say, few people bother to do so, and the weekly distribution of 500 tonnes of unsolicited paper & plastic bags goes on almost unabated. The municipality is then responsible for collecting and, if possible, recycling this waste. Unfortunately, because people often do not separate the plastic and paper waste this overwhelms the triage centres and keeps the paper from being recycled because there is too much plastic left in the reprocessed mix. Some Publisacs do not enter the waste system at all, and remain as litter in the environment.

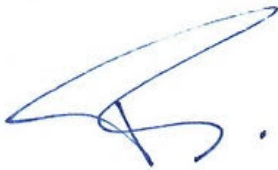
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We recommend Montréal Municipal Council support Mr. Montpetit's initiative and take the following steps :

- 1) amend the sticker regulation (Article 8) so that advertising material can be delivered ONLY to those who expressly post a "leaflets welcome" sticker; and
- 2) extend the ban of plastic bags to those used in the distribution of advertising material.

Thank you for your attention. We look forward to seeing even greater progress in reducing waste in Montréal.

Sincerely,

A handwritten signature in blue ink, appearing to be 'I. Bisson'.

Isabelle-Anne Bisson, PhD  
Director  
Co-chair, Quebec Chapter

A handwritten signature in black ink, reading 'Gretchen Fitzgerald'.

Gretchen Fitzgerald  
National Program Director