



To Council  
February 4, 2019

# REPORT

To: Lorraine Hilton  
Chief Administrative Officer

Date: January 23, 2019  
File: 7900.03

From: Tina Neurauter  
Corporate Officer

**Subject: AVICC Council Resolution**

## PURPOSE

To approve the AVICC Council Resolution regarding Canada Post's Neighbourhood Mail Campaign and have staff forward it to the 2019 AVICC Annual meeting.

## BACKGROUND:

At the November 19, 2018 Council meeting, Council received a report regarding Canada Post changes to the Neighbourhood Mail System, a link to that report is here: <http://www.highlands.ca/AgendaCenter/ViewFile/Item/4563?fileID=4889>.

Council passed a motion to forward a resolution to AVICC, UBCM and FCM regarding the changes to this neighbourhood mail system affect on local governments. Councillor Roessingh volunteered to draft the resolution.

## OPTIONS:

1. That Council direct staff to forward the attached resolution to AVICC for the 2019 Annual meeting. (*Recommended*)
2. That Council amend the resolution to forward to AVICC for the 2019 Annual meeting.
3. That the report be received.

## DISCUSSION:

The attached resolution, forwarded to staff by Councillor Roessingh, was sent to both AVICC and UBCM staff for review. The attached version of the resolution is the amended version resulting from review of the two agencies. The resolution deadline is February 7, 2019.

UBCM encourages its members to submit their resolutions first to their area association (AVICC). Resolutions endorsed at Area Association annual meetings are submitted automatically to UBCM for consideration and do not need to be re-submitted to UBCM by the sponsor.

Should Council wish to submit the resolution to FCM their next intake or deadline is the second Monday of July, and they too have a process which would need to be followed.

## RECOMMENDATION:

That Council direct staff to forward the attached resolution to AVICC for the 2019 Annual meeting.

Respectfully submitted,

CAO Concurrence

Tina Neurauter  
Corporate Officer

Lorraine Hilton  
Chief Administrative Officer

### **Background Information:**

The District of Highlands has been sending out newsletters and municipal announcements to District of Highlands residents by Canada Post's Neighbourhood Mail Campaign service since incorporation in 1993 as an economical way to communicate with its residents. Previous Canada Post forms for neighbourhood mail permitted the sender to specify delivery to portions of rural routes falling within Highlands municipal boundaries, so that **only** Highlands's residents would receive the neighbourhood mail.

District staff has been told by Canada Post that the neighbourhood mail campaign service can only be sent using an online tool, "Precision Targeter", which does not allow delivery to a specified area. Using Precision Targeter, staff must now send out a minimum of 1500 pieces of mail (from the previous 800), substantially increasing staff copying and preparation time, and sending out almost as many notices outside the municipality than there are Highlands addresses. Cost per mail out increase from \$750 to an estimated \$1750.

This not only causes financial harm to small municipalities with limited financial resources, it makes distribution of municipal notices far more cumbersome, to a far wider area than necessary. It also increases staff and material costs significantly, along with unnecessary paper waste.

### **Proposed Resolution**

Whereas Canada Post's Neighbourhood Mail Campaign was a cost effective program that allowed local governments to mail notices to residents within a local government boundary;

And whereas changes to the program now see mailouts going to "precision targeted areas" that are no longer aligned with local government boundaries;

And whereas the changes result in properties outside of the local government receiving mailouts that are not relevant to them, and to higher costs for local governments conducting the mailouts:

Therefore be it resolved that AVICC urge Canada Post to continue to allow neighbourhood mail to be delivered to properties within the local government boundary.