

To: David Creery, Chief Administrative Officer
From: Amy Humphries, Deputy Chief Administrative Officer & City Clerk
Re: Opting Out of Flyer Deliveries

AIM

To inform Council of options for residents to opt-out of unsolicited flyer delivery.

BACKGROUND

At the regular Council meeting held on February 2, 2023, Council heard from a delegation requesting an opt-out option for unsolicited flyer distribution in the City. Council passed the following resolution in response to the delegation:

“That Woodstock City Council refer the request from Laszlo Alt for an opt-out option for un-solicited flyer distribution to staff for a report.”

COMMENTS

The concerns of the delegation were specifically in relation to the delivery of the Oxford Review, a community newspaper. There was also discussion regarding flyer deliveries through Canada Post, but it was not the focus of the concerns. Further investigation into options has identified that each entity has its own formal opt-out process.

Oxford Review

Residents can opt-out by contacting the Oxford Review directly through the form on the Sentinel Review website at <https://www.woodstocksentinelreview.com/contact/>. Once the request has been received, they will notify Flyer Force to stop delivery. A Distribution and Services Representative will contact the resident to confirm that the address has been added to the “stop delivery list” and a notice has been given to the driver. It can take 2-3 weeks for the termination of delivery due to internal processing.

Canada Post

Canada Post has a defined process for stopping unaddressed advertising mail. The first step is to put a note on the mailbox stating that you do not wish to receive Canada Post Neighbourhood Mail. If unaddressed advertising continues to be delivered, the Canada Post website allows for the submission of a service ticket to commence an investigation into the issue. This process will not stop the delivery of community newspapers, government mailings, and election materials. Further information on this process can be found on the Canada Post website at: <https://www.canadapost-postescanada.ca/cpc/en/support/kb/receiving/mail-delivery/how-to-stop-receiving-advertising-mail>.

This information has been shared with the City's frontline Customer Service staff as occasional inquiries are received through the main switchboard. Although it is not a City process, being able to point the resident in the right direction enhances the service experience.

RECOMMENDATION

That Woodstock City Council receive the report regarding Opting Out of Flyer Deliveries as information.

*Authored by: Amy Humphries, B. Math, M.P.A., Deputy Chief Administrative Officer
and City Clerk*

Approved by: David Creery, M.B.A., P. Eng., Chief Administrative Officer