

ITEM 1  
MANAGER'S REPORT NO. 27  
COUNCIL MEETING 90/04/09

RE: PROBLEMS ASSOCIATED WITH FLYER DELIVERY SERVICE IN BURNABY

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Finance be adopted.

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TO: MUNICIPAL MANAGER

1990 APRIL 03

FROM: DIRECTOR FINANCE

SUBJECT: PROBLEMS ASSOCIATED WITH FLYER DELIVERY SERVICE IN BURNABY

PURPOSE: To respond to a letter from Mrs. N. Mercer regarding the continued delivery of unwanted flyers.

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RECOMMENDATION

1. THAT a copy of this report be sent to: Mrs. N. Mercer; Ms. Phill Williams, Circulation Manager of Tri-City News; Mr. Scott Mills, Circulation Manager of The Flyer Force; Ms. Judy Taylor, Circulation Manager of Burnaby Now and Jagdish Mann, President of Mann Advertising.

REPORT

Appearing under Correspondence on Council's 1990 April 02 agenda was a letter from Mrs. Norma Mercer expressing concern over unwanted delivery of flyers and community newspapers.

We contacted Mrs. Mercer and discussed her letter. She explained that her concern was the continued unsolicited delivery of flyers and community newspapers, specifically, the Tri-City News and Burnaby Now.

The Circulation Managers of each of these companies have been contacted and informed of Mrs. Mercer's concerns. We have been assured that delivery of all unsolicited advertising and community newspapers will be discontinued immediately. To assist these companies, Mrs. Mercer will display a notice at her residence stating "No Flyers".

Mrs. Mercer originally approached Council with her concerns over unsolicited flyer delivery in 1989 October. Subsequently, we contacted all licenced advertising distributors in Burnaby and received a commitment from these companies to discontinue delivery immediately. A similar commitment was obtained from community newspaper management.

We understand from discussions with local advertising distributors that delivery personnel are provided with circulation lists which exclude any households who have requested that flyer delivery be stopped. However, high turnover of staff contributes to the recurrence of the problems similar to Mrs. Mercer's.

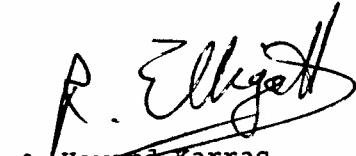
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We share Mrs. Mercer's frustration and concern that the problem has not been resolved. In the past we have made considerable effort to ensure unsolicited material is discontinued upon request. An article appeared in the 1989 November edition of Information Burnaby outlining the steps to follow if problems were experienced with delivery service. In addition, we have met with representatives of licenced flyer delivery services in Burnaby. This resulted in a commitment from the various flyer distribution companies that they would discontinue delivery service upon request. In spite of these commitments, complaints concerning unsolicited flyer delivery continue.

For this reason, we will monitor more closely the delivery of flyers and community newspapers, place another article in a future edition of Information Burnaby, and explore other ways of controlling or regulating flyer delivery in Burnaby.

Mrs. Mercer is satisfied with the actions taken.

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Howard Karras  
for DIRECTOR FINANCE

DC:vm