



## REPORT

---

**TO:** Mayor Lawlor and Members of Council

**FROM:** Erin Kaiser, Manager of Economic Development and Innovation  
Alexandra Fuller, Director of Corporate Communications

**DATE:** April 24, 2024

**REPORT NO.:** BEC-2024-006

**SUBJECT:** Postal Code Change Survey Results

---

### RECOMMENDATION:

THAT Report No. BEC-2023-006, dated April 24, 2024, regarding the Postal Code Change Survey Results, be received;

AND FURTHER THAT the Town not proceed with a request to Canada Post to change existing postal codes given that less than 60% of survey respondents were in favour of making a change;

AND FURTHER THAT staff be directed to issue correspondence to the residents and businesses advising them of the results of the survey and Council's decision to keep the status quo.

### KEY POINTS:

The following are key points for consideration with respect to this report:

- This report is a follow-up to Council Resolution No. 2023-0128, and subsequent report BEC-2023-015 which directed staff to survey potentially impacted residents and businesses about a potential change in address and noted that a change would be pursued only if 60% or more of the respondents were in favour of a change.
- Staff conducted a targeted, but widely communicated, survey with identified residents and businesses to determine whether they supported or were opposed to changing their address to align with the boundaries of the Town of Halton Hills.

- The survey results showed that only 18% of respondents were in favour of changing their address, whereas 82% of respondents were against making a change, indicating a strong desire to stay with the status quo.

## **BACKGROUND AND DISCUSSION:**

Town Council directed staff to report on potential implications of aligning postal codes with municipal boundaries in defined areas of the Town. In Report BEC-2023-15, a targeted survey strategy was outlined, along with establishing a 60% survey response threshold in favour of the postal code change as the criterion to continue.

Staff engaged with Canada Post to understand the process and implications for making address changes and was advised that, should the change occur, they would forward mail free of charge. However, property owners would bear responsibility for updating all of their documentation and covering associated expenses.

To ensure that only potentially affected stakeholders participated in the survey, staff devised a project page featuring a succinct survey and supplementary materials, including the staff report, Council motion, and FAQs. This project page remained accessible solely through a designated link, excluding it from the general public view, to ensure only those potentially impacted would complete the survey on the Let's Talk platform.

Utilizing data from property tax rolls, staff compiled a list of addresses within the affected regions. A letter, containing the private link to access the project page on [letstalkhaltonhills.ca](http://letstalkhaltonhills.ca) and complete the survey (or visit Town Hall and both branches of the Halton Hills Public Library to complete a hard copy survey), was distributed via mail to 291 property owners in the specified area.

Additionally, Communications initiated a targeted advertising campaign on Spotify, investing \$500 to generate 36,668 impressions. Of these, 33,334 were displayed as digital ads, with the remainder appearing in broadcast format, reaching 13,354 individuals within the L9T area code.

The Town extended the original submission date to April 23 as staff heard that the delivery of the letters was not completed at the same time. As a result, staff received over a dozen calls from unhappy residents, who cited the lack of communication (they had heard about the survey but not yet received their own correspondence) and questioned why the Town was going through this exercise.

Overall, the Town received an excellent response from property owners, with 104 online surveys and two hard copy surveys submitted, constituting 36% of potential respondents. An overwhelming consensus emerged, with 16% in favor and 84% opposed to changing their address.

Furthermore, respondents were asked to provide comments on their voting rationale. Many of the comments echoed those that staff received by phone. The comments can be found in Appendix A of this report.

**STRATEGIC PLAN ALIGNMENT:**

This report is administrative in nature and does not have an impact on the Town's Strategic Plan.

**RELATIONSHIP TO CLIMATE CHANGE:**

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

**PUBLIC ENGAGEMENT:**

Public Engagement was conducted through a private survey on the Town's Let's Talk engagement platform that was promoted through a targeted mailing and advertising campaign to the potentially impacted stakeholders.

**INTERNAL CONSULTATION:**

Corporate Communications and Economic Development staff were involved in the contents of this report.

**FINANCIAL IMPLICATIONS:**

This report is administrative in nature and does not have any financial implications.

Reviewed and approved by,

Damian Szybalski, Commissioner of Business, Environment & Culture

Laura Lancaster, Commissioner of Corporate Services and Acting Chief Administrative Officer