



Presentation to Georgina

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Shift from paper to digital



2006



ABC Enterprises
123 MARTIN AVE
MONTREAL QC H4B 1E3

ALAN SMITH
123 MIN ST NW
ANYCITY MB R3C 1E3

1.2 BILLION

2013



Changing the way
Canada Post delivers
mail across the country
will help secure the
postal service for all
Canadians



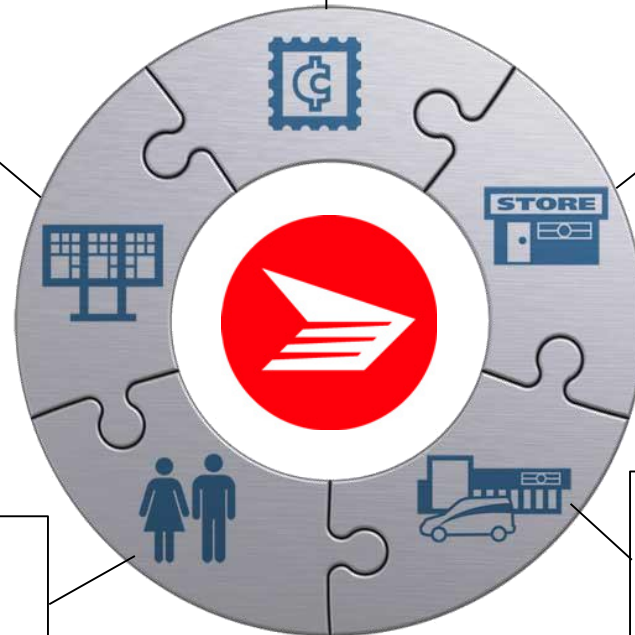
Tiered pricing structure

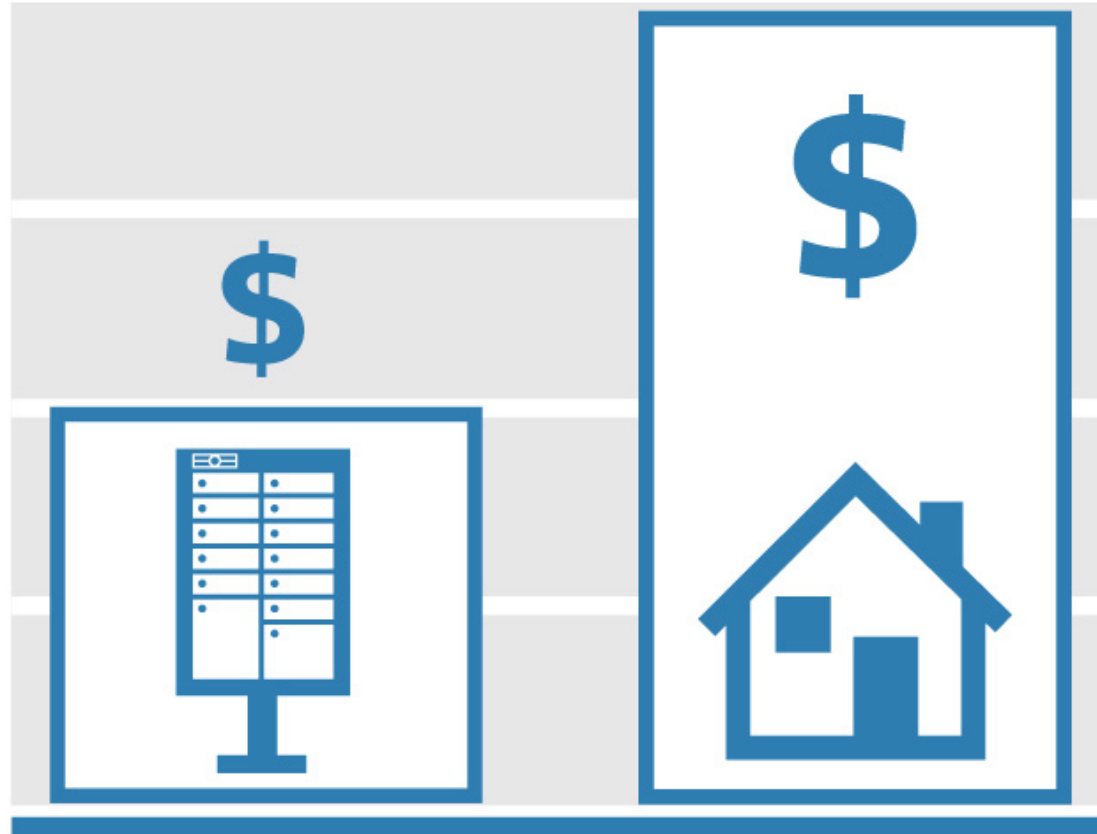
Community mailboxes
5M addresses in 5 years

Expanding convenience
Franchise Post Offices

Addressing Labour Costs

Streamlining operations
Reduce costs, achieve efficiency





Delivery to the door costs ***twice as much*** as delivery to a community mailbox

Delivery breakdown – all Canadians



2/3



1/3



Unique
Tailored
Individual
circumstances





- **On public easements**

- As unobtrusive as possible;
- As close as possible to the customers it will serve;
- Sidewalks are present; if available
- Sides of corner lots, away from windows and driveways;
- Set back from intersections to provide clear sight lines (metres minimum);
- Walkways or other public spaces;
- Close to street lighting wherever possible.

- **On private property with permission**

- Church parking lot, convenience store, strip mall, gas station, etc.

Features and benefits





- **Canada Post will:**
 - Engage early and often with mayors and councillors
 - Communicate regularly with residents and hold meaningful consultation
 - Share residents' feedback with mayors, councillors and city planners
 - Provide preliminary siting maps to planning departments
 - Work closely with planning departments to determine suitable locations for CMBs

A one-size-fits-all approach will not work.



- 1. Notification package mailed to every address**
 - Survey (paper & online options)
 - Guidebook
- 2. Support customers throughout the conversion process**
 - Dedicated toll-free number and team
 - Online Q&A forum
- 3. Send summary of community feedback to all impacted households**





4. **Meet face-to-face with residents of homes immediately adjacent new mailbox sites**
5. **Advise all customers by mail of future location of community mailbox**
6. **Deliver keys and community mailbox user guide**
 - Answers to common questions
 - Describes mailbox features

Face-to-face
meetings



CMB location
letter



Keys delivered





7. **Follow-up with every customer to ensure they have received their keys; if not, change lock and issue new keys**
8. **Continue to support customers following the conversion**

Keys delivered

Key recovery

Live



Results from feedback



Residents are overwhelmingly choosing small sites



Thank you