

COMMITTEE OF THE WHOLE – SEPTEMBER 4, 2007

LITTER-FREE CANADA POST SUPERMAILBOXES

Recommendation

Councillor Tony Carella and Councillor Alan Shefman recommend that the following resolution be adopted:

WHEREAS the proliferation of litter in the vicinity of the Canada Post super mailboxes has marred the appearance of adjacent streetscapes and has resulted in significant maintenance costs for the City since the development of this form of postal delivery; and

WHEREAS this type of litter has been one of the greatest sources of complaint by residents living in the vicinity of these facilities; and

WHEREAS the majority of such litter consists of unsolicited direct marketing or bulk mail (e.g., advertising flyers) delivered by Canada Post; and

WHEREAS the direct marketing or bulk mail industry provides a service by which recipients of unsolicited direct marketing or bulk mail may request that the discontinuing of delivery of unsolicited direct marketing or bulk mail delivered by Canada Post; and

WHEREAS the facilitation of requests to stop delivery by Canada Post of direct marketing or bulk service providers will greatly reduce the amount of direct marketing or bulk mail which forms much of the aforesaid litter;

THEREFORE BE IT RESOLVED

That the City of Vaughan request that all householders receiving mail by Canada Post super mailboxes who wish to continue to receive direct marketing or bulk mail register that fact with the Clerks Department prior to March 31, 2008; and

*That within 30 days of that date the Clerk of the City of Vaughan communicate to bulk mail service providers and the Canadian Marketing Association “do not mail service” and Canada Post, the name and/or address of all households whose mail is delivered via Canada Post super mailbox in the City of Vaughan and which have **not** requested the continuation of direct marketing or bulk mail delivery, in order that said households may be removed from the list of direct marketing or bulk mail recipients; and*

That this resolution be communicated to all municipalities within the Greater Toronto Region, Canada Post, the Federation of Canadian Municipalities, the Association of Municipalities of Ontario and local MPP’s and MP’s

Economic Impact

Nil

Purpose

1. To reduce the amount of unsolicited litter in the vicinity of Canada Post super mailboxes
2. To respond to the local budgetary impact of the litter generated by Canada Post super mailboxes
3. to address concerns raised by the residents of the City of Vaughan living in the vicinity of Canada Post super mailboxes

Communication Plan

The intent of this resolution, once adopted, will be communicated on the *City Page* of local newspapers between the date of its adoption and March 31, 2008

Background – Analysis and Options

Since the institution of the Canada Post super mailboxes, the Crown corporation has refused to take responsibility for the litter which is typically found around every super mailbox site. Furthermore, the City of Vaughan by resolution and letter, has contacted the Crown Corporation, the Federal Minister responsible for Canada Post and local Members of Parliament express our concerns without adequate response.

In light of the fact of the public's overwhelming disinterest in the vast majority of bulk mail items, known commonly, and rightfully, as 'junk mail', considerable problems result. Rather than being carried to the recipient's home, this junk mail is usually discarded at the point of delivery, with Canada Post making no effort to ensure that receptacles are available for the orderly collection on-site of such discarded items which, as a result, are immediately transformed into items of litter on adjacent sidewalks, boulevards, and roadways.

While the Crown corporation may argue that the collection of litter is a municipal responsibility, the fact that this litter, prior to being discarded by the recipient, constitutes a significant revenue stream for Canada Post, it is not unreasonable to argue that the corporation, as a good corporate citizen and a steward for the environment, can and should take responsibility for the appropriate disposal of these items which are by definition unsolicited by the recipient.

With the foregoing in mind, this resolution provides a means by which those who wish to continue to receive unsolicited bulk mail may register that fact with the City, which in turn will, on behalf of all other households communicate the desire of these latter residents to forego the opportunity to receive unsolicited bulk mail. This, we believe will go a long way to solve the excessive litter issues that arise from Canada Post super mailboxes.

Regional Implications

Nil

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Attachments

None

Report prepared by:

Councillor Tony Carella

Respectfully submitted,

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