

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON  
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT  
RAPPORT

Our File/N/Réf.  
Your File/V/Réf.

DATE 9 June 1997

TO/DEST. Co-ordinator  
Corporate Services and Economic Development Committee

FROM/EXP. Regional Clerk and Acting Director, Information and Public Affairs

SUBJECT/OBJET **COUNCIL RESOLUTION RE: CANADA POST ADMAIL  
MOTION NO. 130 - 28 MAY 1997 COUNCIL MEETING**

### **DEPARTMENTAL RECOMMENDATIONS**

**That the Corporate Services and Economic Development Committee recommend Council approve:**

- 1. That the Regional Municipality of Ottawa-Carleton convey to Canada Post Corporation the importance of maintaining unaddressed admail as an affordable method of communicating with the residents of Ottawa-Carleton;**
- 2. That Canada Post be asked to include a special provision in its unaddressed admail policy that ensures all households will continue to receive unaddressed admail originating from all levels of government.**

### **BACKGROUND**

As its meeting of May 28, 1997 Regional Council approved a resolution on the need to continue the use of unaddressed admail as a means of communicating regional information to the residents of Ottawa-Carleton. The resolution also emphasized that the communication need was equally shared between members of regional council and the corporation, who are both required to inform the residents of Ottawa-Carleton regarding policies and services.

The resolution was adopted following correspondence issued by Canada Post indicating that a plan is being developed to respect the wishes of those who do not want to receive unaddressed admail. As a customer of Canada Post, the Regional Municipality of Ottawa-Carleton is being asked to provide some comments to help guide the development of the plan.

## DISCUSSION

The Regional Municipality of Ottawa-Carleton currently uses unaddressed admail on an ad hoc basis to communicate information ranging from notices dealing with waste and blue box collection to a householder on regional services. Other methods of delivery are also being used such as insertion in community newspapers, insertion in the Pennysaver and the ad-bag service.

Members of regional council also utilize the admail service to communicate with constituents.

Although other methods of distribution have and will continue to be utilized, unaddressed admail has provided the Region with an affordable and reliable method of communicating with residents of the region. Unaddressed admail also offers the Corporation service that is not available through other means -- for example, delivery directly to an apartment dweller's mailbox can only be done by a Canada Post letter carrier. While delivery to apartment buildings can be done through other means, the service can primarily consist of a number of copies being dropped in the building for general pickup.

As such, it is in the interest of the Region to maintain the unaddressed admail as one of the options available for wide range distribution.

## CONCLUSION

As was stated, the RMOC utilizes unaddressed admail as one method of distributing notices and general information on regional services. Members of regional council have also made use of the service to communicate with their constituents. In an effort to balance the need to respect the wishes of those who do not want to receive admail and the necessity to communicate information from all levels of government, it seems important to recognize that government correspondence is separate from admail in general. As such, RMOC will urge Canada Post to identify and treat communication from all levels of government as a separate category from the remaining unaddressed admail.

*Approved by  
Mary Jo Woollam*

*Approved by  
Luce Lavoie*