

Anti-graffiti Solution for Street Furniture

Presentation to the City of Toronto
November 2009



Background



- There are over **32,000 Street Letter Boxes (SLBs)** across the country, including approximately **5,500** in the Greater Toronto Area.
- They are Canada Post's most visible and iconic touch-point.
- In urban settings SLBs are located so customers usually do not have to travel more than 500m to deposit mail.
- SLBs are located in greater density where volume warrants, such as concentrated business areas, major intersections, shopping centers etc.



Background



- Canada Post and Municipalities across the country have identified graffiti as a major nuisance.
- Defacing street furniture negatively impacts Canada Post's brand and the urban environment.
- The City of Toronto launched a Graffiti Abatement Program that includes a strong Enforcement Plan and Public Education Campaigns. Citizens are encouraged to report graffiti by calling 416-39-CLEAN.
- The City of Toronto Graffiti Bylaw requires that, in case of graffiti, owners of properties should clean them within 72 hours (chapter 485).



In Case of Street Letter Box Tagging



- Canada Post takes responsibility for removing graffiti on our street furniture.
- We have worked with the City of Toronto to address graffiti.
- As per our current practice in the Greater Toronto Area, when graffiti is reported, we act within 24 to 72 hours.
- If Graffiti is to be found on Canada Post Street Furniture, **local authorities can contact:**
 - Abinashi Walwyn, Divisional Maintenance Officer
Email: abinashi.walwyn@canadapost.ca
(via email you will receive a confirmation email with the work order)
Or call: **905-845-2403, ext. 2008**
- **Citizens** are encouraged to contact Canada Post's Customer Service at:
1-800-267-1177.

Canada Post's Anti-Graffiti Pilot (2004)

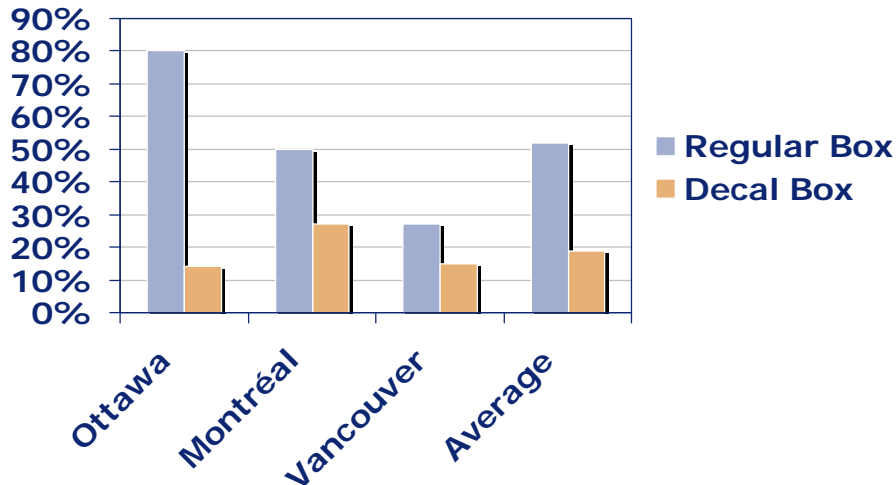


In 2004, Canada Post piloted an “anti-graffiti” strategy in selected urban areas, including Vancouver, Ottawa and Montréal.

“**Hit rate**”: Extent to which graffiti was evident on the regular and decal street letter boxes in the three pilot areas.

In late 2006, early 2007, an online survey was conducted by Léger Marketing to test Canadians’ attitudes to a completely redesigned series of street furniture.

The research revealed that nine in ten Canadians believed that SLBs in areas prone to graffiti should have an anti-graffiti decal.



Creating the New Anti-Graffiti Design in 2008



Canada Post commissioned its advertising agency in early 2008 to develop an original design that will dissuade graffiti.

Objectives:

- to clearly identify SLBs as belonging to Canada Post;
- to improve corporate image and reputation by reducing the amount of graffiti found on SLBs;
- to increase the level of trust of customers and consumers;
- to help customers and consumers across Canada see Canada Post as the Modern Post.



Selected Design: **Postal Codes**

- Postal codes are unique to Canada Post;
- A red background with postmarks allows for easy brand recognition.
- The box is wrapped in a decal which is a Scotchprint 3M 2 mil Controltrac vinyl, with comply adhesive.
- The decal can be installed on both styles of SLBs currently used by Canada Post.



Launching the New Anti-Graffiti Street Letter Box



In 2009, Canada Post launched its new anti-graffiti design SLB.

The new mailbox was presented to municipal officials at the 2009 Federation of Canadian Municipalities (FCM) Annual Convention in Whistler, BC.



Deploying the New Anti-Graffiti Street Letter Box



- All new street letter boxes are wrapped in the new decal.
- Canada Post will also refurbish existing SLBs with the new anti-graffiti wrap.
- The distribution of these boxes is being closely monitored to ensure they are installed strategically.



DEPLOYMENT PLAN FOR THE CITY OF TORONTO:

- In September 2009, Canada Post began working with the City of Toronto Licensing and Standards Committee to start working on the deployment plan of its new anti-graffiti SLBs.
- In collaboration with city officials, Canada Post is deploying these SLBs in high risk graffiti neighborhoods
- We are presently compiling a list of locations in the 6 FSAs that the City has identified as the most prone to graffiti (M3A, M4C, M4X, M5A, M6C & M6E)
- From here we'll determine deployment of the 500 boxes.

No Notices, Stickers or Graffiti Decal



- A new decal has been designed to be placed on all new and existing street furniture to educate customers that graffiti and posters are not to be placed on our equipment.
- The decal will be applied to the side of each box or location (street letter boxes, relay boxes and community mailboxes).
- Canada Post will apply the decals during regular maintenance visits.



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