

## Questions

5. A project officer from Headquarters and several officers appointed by the District Director of Postal Service and the Postmaster, Toronto.

6. April 19, 1967.

7. The work of the planning group was completed when zoning was inaugurated on May 1, 1969.

8. \$130,681 comprised of: Salary of one Project Officer for approximately 4 months, \$3,996.00; Travel Expenses, \$300.00; Salary of 11 Public Relations Officers for varying periods, \$3,600.00; Artwork printing and production costs, \$12,000.00; Advertising, \$60,785.09; Printing of Zone Books, \$50,000.00; Total, \$130,681.09.

9. Yes, for Metropolitan Toronto.

10. Yes.

Note: It is expected that, if a postal code is introduced in Canada, the new zone designation will be integrated with it.

11. No, however a task force to study the use of a postal code in Canada has been appointed.

12. Messrs. J. W. Moody, S. H. Bacon, F. Gagnon, with the assistance of a firm of management consultants to be selected shortly.

13. Toward the latter part of 1969.

## VANCOUVER POSTAL ZONE SYSTEM

Question No. 2,409—**Mr. Macquarrie:**

1. Is the postal zone system which was in force in Vancouver on January 1, 1969 now in force?

2. Is the 3 digit postal zone system which was to go into use in Vancouver on June 15 now also in effect?

3. How many postal zone books outlining the new 3 digit postal zone numbers for Vancouver were distributed?

4. When were these books first given out and when did the Post Office Department stop distributing them?

5. How much did these books cost the Post Office Department?

6. Did the Post Office Department renumber the postal zones of addresses on mailing lists for Vancouver destinations and at what cost to the Post Office Department?

7. When was the campaign advertizing the new 3 digit postal zones in Vancouver first put into effect and when was this advertizing discontinued?

8. How much did this advertizing campaign cost?

9. For how long is it estimated that Vancouver will continue to have two overlapping postal zone systems?

10. Is the Post Office Department suggesting that clients now using the 3 digit postal zone system might revert to the system formerly in use?

[Mr. Kierans.]

**Hon. Eric W. Kierans (Postmaster General and Minister of Communications):** In so far as the Post Office Department is concerned:

1. Yes.

2. Yes.

3. 900 advance copies in the form of printed sheets.

4. Begun 26 February 1969, ended 23 May 1969.

5. \$250.

6. Yes; \$644.

7. No direct advertising campaign was conducted. The Vancouver Post Office requested local mailers to have their mailing lists re-zoned.

8. No direct cost.

9. Until the study of the possible use of a postal code in Canada, now being organized, is completed and its results and recommendations are evaluated.

10. No. Customers are told they may use either zoning system.

## THREE DIGIT ZONING

Question No. 2,412—**Mr. Macquarrie:**

1. Which cities are zoned by a 3 digit zone system?

2. Is it possible that the 3 digit zone system now in force in these cities will be dropped as a result of the review of zoning systems suggested by the Minister of Communications on May 29?

3. For which 3 cities were changes in postal zones planned at the time of the Minister's suggestion of May 29 and what was the planned date of implementation in each case?

4. In which cities have advertising campaigns been undertaken to advise users of postal services of impending changes to a different postal zone system and at what cost in each city?

5. In which of these cities were clients of the Post Office advised to change letterheads and stationery to comply with the projected zones?

6. What was the response to these Post Office Department suggestions?

7. Is it the intention of the Post Office Department to determine which clients of the Post Office paid to have stationery printed to include changed postal zone numbers only to find that plans for implementation of the changed postal zone programmes cancelled or postponed?

8. Is it the intention of the Post Office Department to reimburse these clients of the Post Office for these expenditures?

**Hon. Eric W. Kierans (Postmaster General and Minister of Communications):** In so far as the Post Office Department is concerned:

1. Montreal, Toronto and Vancouver.

2. Yes, but not probable. It is expected that, if a national postal code is adopted in