CCLA
CANADIAN COURIER &
LOGISTICS ASSOCIATION

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Re GM 8.11; Relieving Congestion by Increasing Fines and Enforcement for Motorists and Delivery Vehicles that Obstruct Traffic During Rush Hour Periods.

I am David Turnbull, President & CEO of the Canadian Courier & Logistics Association (CCLA). This represents the express delivery industry in Canada. Our members range from the integrated global courier operations to local messenger companies delivering point to point within the GTA.

The stated objective of Relieving Congestion on Toronto's roads is obviously shared by my members as well as the businesses we service that use Toronto's roads. CCLA member's vehicles make every effort to avoid arterial roads in rush hour.

The proposal under consideration today is ill-conceived and lacking an understanding of the impact on business in Toronto. The cost for couriers and messengers doing business in Toronto is excessively high due to the lack of places to legally park while making deliveries and pickups. This results in high numbers of parking tickets.

According to a 2009 academic study by Professor Haider, of Ryerson Ted Rogers School of Management, it is estimated there are 80,000 daily deliveries in downtown Toronto. The Canadian courier industry is a key component in many companies overall supply chain management strategies. It contributes significantly to the Canadian economy. Toronto invests significant amounts on selling the city as a good place to do business. Implementation of this proposal would make it difficult for businesses to get any service in downtown in much of the day, making it a bad place to do business.

CCLA has been working with the Toronto Traffic Department to create dedicated "Courier Delivery Zones". To date seven pilot locations have had signs installed from a list of sixty potential sites. These are predominantly on side streets located adjacent to most ticketed locations. These are similar to bus and taxi bays currently ubiquitous in the city.

Most of Toronto's down town has a lack of sufficient, if any, parking bays to accommodate deliveries. Express delivery's average 7 minutes per stop. Vehicles cannot wait as much as an hour for a delivery bay to become available.

The Transportation Department is currently working on a proposal to be brought forward to Public Works Department to address the challenges our vehicles face. We urge you to direct that process be pursued instead of this.

By way of background I would ask you to consider the following:

Most of Toronto's down town has a lack of sufficient if any parking bays to accommodate deliveries. Express delivery averages 7 minutes per stop. Vehicles cannot wait as much as an hour for a delivery bay to become available.

Some have suggested that courier deliveries should be made out of business hours. This is patently impractical as this would require staff in customers businesses to stay after business hours adding to costs. Imagine the reaction from your voters who have to stay late for deliveries. Additionally this would put Toronto businesses out of sync with the world-wide courier delivery cycle. Worldwide aircraft movements are coordinated to ensure next day deliveries. This would result in Toronto having a one day disadvantage compared to other competing cities in North America. Of course Mississauga would love you to do this!

Once again, let me emphasize CCLA has demonstrated its commitment to work toward mutually beneficial solutions. We hope to continue to cooperate with the Transportation Department to improve traffic movement particularly in rush hour.

Let me take this opportunity to point out the conflicting mandates between the city departments charged with traffic movement and business development versus revenue generation.

I look forward to any questions you may have.

Respectfully submitted,

David Turnbull
President & CEO
Canadian Courier & Logistics Association