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Submission to City of Toronto Government Management re Committee - Item 2015.GM1.5  
“Increasing Parking Enforcement on Arterial Roads During Rush Hours and on All Bike Lanes”

I am David Turnbull, President & CEO of the Canadian Courier & Logistics Association (CCLA). CCLA is the trade association representing time sensitive delivery service company operations of all types and sizes across Canada. Our members include; large firms with global logistics delivery networks, such as DHL, FedEx, Purolator, TNT, UPS and the TransForce group of companies as well as mid size and smaller local firms such as same day and local messenger companies.

Traffic, congestion and gridlock are nothing new to residents and businesses operating in the Greater Toronto Area. Rush hours are getting longer, commutes are taking more time and public frustration grows as nothing seems to change. We understand the problem. At any given point during the day, 2.5 per cent of the world’s gross domestic product is somewhere in our members network of delivery vehicles, sorting facilities, airplanes, warehouses or ships. The vast majority of the volume is commercial, moving from producers to consumers.

Gridlock is one of our greatest impediments to keeping the system moving effectively and we wish nothing more than to help fix it. However with the City implementing a zero tolerance initiative to penalize courier companies and drivers who stop during rush-hour traffic as of today January 5<sup>th</sup>, businesses in the GTA will be the unintended casualties, as will the city’s economy. It’s time we look at alternative solutions that have proven powerfully effective rather than fall prey to punitive measures that hurt everyone.

Couriers make a significant contribution to the Toronto and indeed the Canadian economy, delivering vital supplies such as important documents needed to close a major real estate deal, a component to specialized technology vital to a company’s production line or a life-saving medication. Every shipment that is locked in gridlock, unable to make it to an airport on time is a major concern for us, the producer and ultimately the consumer.

CCLA has been working cooperatively with Toronto Transportation Services for several years. Approximately five years ago we proposed the creation of Courier Delivery Zones (CSZs), at that time we submitted a list of 60 most ticketed locations in Toronto.

Toronto has made an important first step by creating 13 courier delivery zones in the downtown core. The growth of Toronto’s role in the global economy, however, has created much more demand than the current initiative can supply. Transportation Services have indicated that it will be adding

approximately 20 additional CTZs this year however these will not be available when the zero tolerance initiative is implemented. Of concern is the fact that these additional CTZs do not address the most problematic area for deliveries – the financial district.

By way of illustrating this, both First Canadian Place and Scotia Plaza have a single elevator to take delivery vehicles to the receiving areas. Vehicles must queue up on south side Adelaide Street to gain access to these office towers. No thought has been given to making allowance for these queuing vehicles. Indeed when pointed this out to a city official the response was that was the responsibility of the building management to address. I pointed out that it was the city planning department that had authorized the issuance of the building permits, received with no response!

Solutions:

- Accelerate the creation of additional dedicated Courier Delivery Zones (CDZs) off main streets from the list of the 60 most frequently ticketed locations.
- Instruct Police that no tickets be issued at locations where the additional 20 CTZs have signs that are still to be installed.
- Enforcement against private vehicles parking in CTZ spots.
- Encourage bulk deliveries out of business hours – soft drinks, beer, kitchen supplies etc.
- Require street level dedicated delivery spots in all new offices, retail and residential buildings.
- Create a committee of City Transportation, Planning, Economic Development, Office owners and courier companies to study experience of other major world cities.
- Pass By-Law to enforce CDZs instead of the current advisory status.
- Require city planners and all departments of the city to consider goods movement as a priority.

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Urban centers such as New York and London and Hamburg have worked collaboratively with service providers to develop pragmatic solutions that effectively curb congestion. This includes the implementation of courier loading and parking zones, introduction of alternative vehicles by the industry and strategically located locker boxes for consumer pick up of packages. In our experience, these measures have helped to mitigate the impact of urban centre population growth, combating increased congestion and improving traffic flow.