

November 2, 2020

Dear Hartley Lefton,

I would like to bring the Board Members up to date on current matters within The Toronto Parking Authority. The TPA employees have been hit hard during this pandemic with roughly 25% of full time and 100% of our students on EI to this day. The Union has had many meetings with TPA management during the different stages of re-opening about bringing our members back to work, which will increase revenue. Most of the meetings have been very frustrating.

When the pandemic first hit Toronto in March of 2020 the Union understood the shortfalls that the TPA were facing. Parking revenue was at historical lows as the City and much of Ontario was in lock down. The Union worked with TPA management to make sure that we came out of this pandemic sustainable.

Currently the City has for the most part opened, and our facilities are a lot busier. The Union has pushed for the return of employees where we know that it makes sense operationally. We have suggested positions that we know will create revenue for the TPA. The Union has explained this in multiple meetings. The Senior Management Team continuously quotes low revenues, and produces low customer data that we believe is incorrect.

The data for off street Pay and Display lots isn't 100% accurate, and leaves out a really important majority of parkers. These are the parkers who don't pay and get away with it on a daily basis. These parkers continually get away with free parking because we simply don't have the resources back at work to efficiently and effectively enforce the City of Toronto. Management has taken the approach of designating low, medium, and high priority to all surface lots. If the lot is low, it might be visited 1 day a week and a high priority 3 times a week. This leaves a lot of days and times where surface lots are not enforced. This is revenue the City desperately needs.

The TPA currently has only 12 Enforcement Officers back to work, and it is simply not enough. Enforcement currently writes only Parking Violation Notices which generates revenue that goes directly to the City. We know that if there is a strong Enforcement presence, that compliance will go up. This revenue goes straight to the Toronto Parking Authority. Without our Parking Enforcement Officers on the job, neither is achievable as potential customers will get away with free parking.

Our On Street Meter Department generates millions of dollars with a relatively small department. We currently have 3 M2 Techs and 3 Collectors on EI. Pay and Display Machines continue to go with little or no preventive maintenance, therefore the majority of service calls are reactive. Machines are not regularly collected because of lack of employees, and revenue sits on the street. Recently painted machines sit on the street covered in graffiti as there is minimal staff to clean them. Pay and Display machines

have many issues during the winter, with battery, printer and board failures, frozen buttons and jammed receipts. Having our Meter Shop fully staffed will help negate these issues and help improve revenues.

It seems that the Toronto Parking Authority is losing its identity. For almost 70 years the Toronto Parking Authority has been cultivating a brand that stands for quality, affordability, exceptional customer service, safety and cleanliness. We can't afford to lose sight of this now. Attendants sit at home while our customer service has become a thing of the past. We are becoming like most other parking companies where safety, and a friendly face are shadowed by the drive of profit. TPA attendants are a crucial part of customer service and without them we sacrifice the best customer experience possible. It is simple, if customers have a great experience they will come back. Having a great customer experience also means that entry and payment machines, gates, cameras are in working order.

Of further concern is the hiring of Management Staff during the Pandemic, while many of our staff are still at home since March. Our Attended Facilities for example has only 22 staff and over 12 Management Positions to oversee their operations.

The TPA claims it successfully supported various City of Toronto initiatives and that might be true, however let's not forget what makes this all possible "Green P Parking" and all of its customers and valued employees.

The Union Executive is inviting any or all Board Members who would like to meet together and have meaningful conversations about moving forward. We are available to meet at any time. Please feel free to share with your fellow board members. I look forward to your response.

Regards,

Sheldon Brake

TPA Unit Chair
sbrake@local416.org
905-409-7522