



www.canadiancarwash.ca

# CANADIAN CARWASH ASSOCIATION



SEPTEMBER 2011

President  
**Scott Murray**  
EZEE CLEAN

Vice-President -  
Carwash Owners/Operators

**Diane Parker**  
RIMS AND ROVERS AUTO AND PET WASH

Vice-President - Oil Companies

**Mike Dietrich**  
PIONEER PETROLEUM

Vice-President - Secretary/Treasurer

**Al MacDonald**  
CANADIAN TIRE CORPORATION LIMITED

Vice-President -  
Manufacturers/Distributors/Suppliers

**Nancy Schmutz**  
ODESSA DEVELOPMENTS

Past President

**Richard McKinnon**  
MIAMI CAR CARE CENTRE INC.

Executive Director

**Jorge de Mendonça**

Operations Manager

**Karen Dalton**

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Brad Baldwin – ECOLAB/BLUE CORAL  
Nick Dudley-Smith – SUNCOR/PETRO-CANADA  
Nathan Ewing – TRANSCHEM INC.  
Brad Goetz – MONDO PRODUCTS CO. LTD .  
Brad Laurier – MACNEIL WASH SYSTEMS LTD.  
Bob Walsh – FERNROB PCS Inc.  
JJ Woodley – RED HILL CAR WASH INC.

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## INDUSTRY FORUM

### CCA SIGNS INTERNATIONAL MEMORANDUM

The Canadian Carwash Association (CCA) signed a Memorandum of Understanding along with Italian Car Washing Equipment Manufacturers and Trade Association (FEDERLAVAGGI), the International Carwash Association, Inc. (ICA), the German Car Wash Association (BTG), the Dutch Car Wash Association (BOVAG) and the British Car Wash Association (CWA) on May 27th, 2011 in Bologna, Italy where the association presidents met during an international trade show and conference for the industry.

The Memorandum spells out that the six associations will share with one another information relevant to the carwash industry and develop further ties between the different national groups. The intent of the Memorandum is to give each of the signing associations additional resources to assist in policy development, promotion and adding resources for their respective members.

The CCA was represented at the conference and signing by its newly elected President, Scott Murray owner of Ezee Clean Car Wash in Stoney Creek, Ontario.

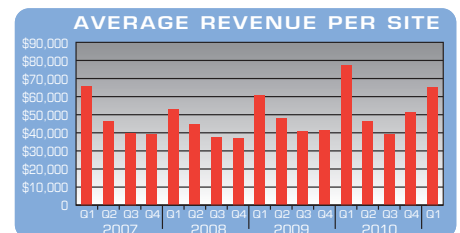
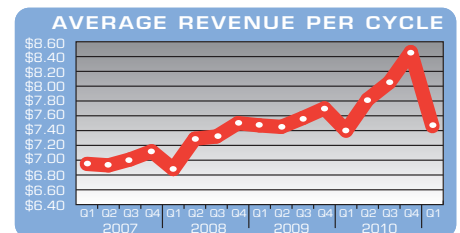
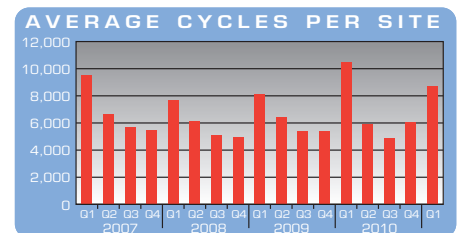
### WASH VOLUME DOWN FOR 1ST QUARTER

The Wash Volume Report (WVR) had 1980 carwash sites reporting for the 1st quarter of 2011, a new record high. Unfortunately, the average revenue per site went down by 14.6 percent to \$65,262 from a record high of \$76,458 in the same quarter of 2010.

At the same time the average revenue per cycle was \$7.46 for the 1st quarter, up from \$7.44 for the same period last year, which was a modest rise of just under 2 percent. When compared to the 4th quarter of 2010, however, the average cycle revenue dropped a whole dollar, from the all time high of \$8.46, representing an approximate 12 percent reduction.

Average cycle revenue does not reflect season changes as much as average revenue per site. Average revenue has tended to climb with inflation, periodically taking a backwards step.

With the decline in average revenue per site came a corresponding reduction in average cycles per site, which was down from 10,271 for the 1st quarter of 2010 to 8,751 for 2011, or a 14.8% drop. Given the better than normal weather in the first quarter of 2010 compared to this year generally across the country, the linkage between volume and weather is yet again reinforced.





## OTTAWA CARWASH BAN FOLLOW-UP

We reported in our electronic May newsletter that seven carwashes were forced to close by the City of Ottawa due to a water main break. Resulting repairs were then expected to take until mid-August.

In the last week of June, however, the City of Ottawa reported that repairs were well ahead of schedule and business could resume for the carwashes. So instead of three months, the carwashes had to “only” forego a month and a half of revenue.

The Ottawa Mayor Jim Watson was quoted in one *Ottawa Sun* article as saying, “In fact, it takes a lot of water to wash a car and we’re telling people in their residential driveways they can’t wash their cars, so we’re hoping that the companies understand the severity of the problem and are good corporate citizens.”

The target for participation in the WaterSavers™ program is 150 litres per car for automatics, or about the same as an average bath or an eight minute shower with a standard showerhead. As a result of this misinformation, the CCA distributed to local Ottawa media, the mayor and councilors the Carwash Myths Debunked document which can be found on the [canadiancarwash.ca](http://canadiancarwash.ca) website. This material is copyrighted; however, CCA members are licensed to use parts or all of the content in their own literature to promote their own water conservation practices to customers.



## CITY OF TORONTO PUBLISHES WASH WISELY

In an effort to convince the public not to wash their cars in the driveway, the City of Toronto has published a new bulletin called *Washing Wisely* – what you need to know when washing your car. It offers three suggestions to consumers, the first of which is that they should use a professional carwash.

The bulletin states as the rationale, that “The dirt on cars can contain toxic chemicals, heavy metals, oil and grease. When you wash a car in your driveway or on the street, that dirty water runs into the storm sewers and straight into local waterways, contributing to water pollution and affecting Lake Ontario’s water quality.”

The bulletin will be distributed at city events over the summer to help promote water conservation. Part of the bulletin has been incorporated into the new Carwash Myths Debunked page on the website. The online article has a link to the PDF copy the bulletin, which was made available to the CCA by the City of Toronto prior to it being published.

The CCA has worked with the City of Toronto on the charity carwash issues, and continues to look to supply all municipalities with any assistance required to help better prepare bylaws related to the carwash industry. Carwash operators in the Greater Toronto Area should post copies of this bulletin in their windows to help educate the public about the environmental benefits of professional carwashing.

## CITY OF CALGARY REVISING WASTEWATER BYLAW

The City of Calgary is proposing changes to their Wastewater Bylaw to replace the existing Sewer Service Bylaw 24M96. The CCA was asked in June of this year by the City officials to provide feedback on the proposed bylaw changes.

The proposed text for the revised Wastewater Bylaw is available for anyone’s review on the City of Calgary website. The most significant part of the changes was the indication it “may” be a requirement for

operators to install a wastewater pre-treatment system and also equalize the composition or flow rate into the water system.

Nancy Schmutz, the CCA vice-president of Manufacturers/Distributors/Suppliers, worked with the CCA executive director, Jorge de Mendonca, to prepare a response. The response was due July 15th, 2011, and has been posted the CCA site along with links to material from the City of Calgary.

## MEMBER REFERRAL PROGRAM

New members will receive \$100 off of their first year’s membership fees if they are referred by any existing member. Member operators will in turn receive \$50 off of their membership fee for the subsequent year for each member they refer. Suppliers will receive \$200 towards the cost of a CCA sponsorship package for each new member they refer.

With increased pressures on carwashes from municipalities to comply with new

regulation it is more important than ever to have a strong voice for the industry. CCA is that voice for you.

We represent well over a thousand carwash sites across the country. Take advantage of this offer to join us and to make our collective voices stronger.

To participate in the program an existing member must notify the national office by phone (416-239-0339) or email ([office@canadiancarwash.ca](mailto:office@canadiancarwash.ca)) that they will sponsor

a new operator member. We will then email the perspective member a special link for the discount to join and apply the credit for the sponsoring operator or supplier. Program applies to operators only who have never been members of the CCA.

