

A.T.T.C.L. NEWS

JULY 2014



TORONTO CITY COUNCIL APPROVES NEW TAXI BYLAW

On Wednesday, June 11, 2014, Toronto City Council passed the controversial bylaw that will change the face of the taxi industry for years to come.

After three years of deliberation, debate and delay, Council voted 31-12 in favour of significant changes that will affect both passengers and everyone else involved in the industry.

The vote created a new kind of taxi licence, the Toronto Taxicab Licence (TTL), which all plate owners must obtain by 2024. Everyone with a TTL will have to use a wheelchair-accessible vehicle. That means the city's entire taxi fleet will be accessible within 10 years.

LATE BREAKING NEWS – LATE BREAKING NEWS

The Toronto Taxi Alliance, the industry group composed of taxi owners and taxi fleet operators filed an application for an interim court injunction to “quash” the recently approved City Taxi Bylaw.

On Wednesday, June 25th, the Ontario Superior Court of Justice ordered that the City of Toronto is hereby enjoined (forbidden) from acting upon or implementing those sections of the new Bylaw (503-2014) that apply to Standard Taxicab Licence holders until the final adjudication of the Application by the Superior Court of Justice so as to permit the issuance of a Standard Taxicab Licence to the purchaser upon the sale of the standard taxicab.

The Court further ordered that in the event the Bylaw is upheld by the Superior Court of Justice, no rights are conferred (awarded) by this order that would entitle a party who acquires a Standard Taxicab Licence after June 30th, 2014, to be treated as if they had been a Standard Taxicab Licence holder prior to July 1, 2014.

The Court upheld all aspects of the new City of Toronto Bylaw with the exception of the Standard Taxicab Licence as stated above.

The matter will be heard in full before the Superior Court of Justice in the Fall of 2014.

Municipal Code Chapter 545 – New Bylaw Highlights

The Toronto Taxi Licence (TTL):

- Must be driven by its owner (167 hours/month)
- Can be rented out to other drivers
- Requires a wheelchair accessible vehicle that is D409 compliant
- Must be associated with a licensed brokerage
- Is transferable, which means that the taxicab can be sold after two (2) years
- Up to 290 TTLs will be issued to drivers on the waiting list
- Election letters will be sent to drivers on the waiting list starting in June 2014 by order of seniority
- TTLs will also be issued to purchasers of Standard, Ambassador or TTL taxicabs after July 1, 2014
- Existing taxicab drivers who would like to drive the TTL taxicab on a shift basis, must complete an accessible course (unless you already have an accessible endorsement)
- All new taxicab drivers will be trained to drive on TTL taxicabs

Additional Bylaw changes:

- The new Taxicab Bill of Rights combines the rights of passengers with the rights of drivers
- Drivers can charge a \$25 cleaning fee if a passenger soils the taxicab
- Drivers can request payment of fare in advance, to a maximum of \$25
- Taxicabs are required to have snow tires from December 1 to March 15
- Review of leasing and designated agents (to begin in 2015)
- City of Toronto is creating a working group to research: dedicated vehicle; vehicle information technology passenger information monitors; credit and debit terminal;
- For additional information visit the Municipal Licensing and Standards website at: www.toronto.ca

DRIVER PROFILE: TYRONE GENTLES



Congratulations to Tyrone Gentles, Co-op Cabs' Driver of the Month!

Co-op Cabs recently received a compliment from a Wheel-Trans customer advising that Tyrone provided her with a friendly, courteous and safe ride.

Tyrone has been driving taxi in Toronto for the past 38 years and for the past 7 years with Co-op Cabs providing service to Wheel-Trans customers.

Tyrone will receive \$50 from Co-op Cabs for his exemplary customer service. Well done!

A.T.T.C.L. Launches Its A.O.D.A. Program

The Accessibility for Ontarians with Disabilities Act, 2005 (A.O.D.A.) requires employers in the province to establish a program in support of customer service delivery to those with disabilities. While A.T.T.C.L. has always strived to provide customer service excellence, it welcomed the opportunity to formalize its customer service commitments.

This program consists of three-parts. First a formal declaration as outlined in A.T.T.C.L.'s A.O.D.A. Customer Service Standard in which is described our service commitment and an invitation for feedback to verify the program's effectiveness. The second part is the establishment of a Workplace Coordinator position. Barbara Whitehurst, who has assumed the role, will be instrumental in monitoring the program for its effectiveness. She is available to those wishing to provide feedback on the program. The program's third part is the extensive training provided to all A.T.T.C.L. staff as well as new drivers. The training includes an in-depth review of the A.T.T.C.L. A.O.D.A. Customer Service Standard and its application to service delivery.

The A.T.T.C.L.'s A.O.D.A. Customer Service Standard has been posted throughout the workplaces at both Crown Taxi and CO-OP Cabs offices. It is also available for review on our website. We invite you to read it and provide any comments or suggestions.

MEET THE NEW GENERAL MANAGER of A.T.T.C.L.

ABDULKADIR MOHAMOUD (ABDUL)



At its meeting held in May 2014, the Board of Directors of Associated Toronto Taxi-Cab Co-operative Limited (A.T.T.C.L.) unanimously voted that Abdulkadir Mohamoud (Abdul) be appointed to the permanent position of General Manager of A.T.T.C.L., after serving as Interim GM of Co-op Cabs for the past year.

Abdul brings a wealth of knowledge and experience to the new position having been involved in the taxi business and Co-op Cabs for the past 24 years.

Abdul's ascension to GM is truly an industry success story and serves as a blueprint for taxi drivers aspiring to become successful within the industry.

Abdul immigrated to Canada from Somalia during the winter of 1986 and landed his first job at Molson's Brewery. Shortly after, with the encouragement of a few friends, he started driving at Co-op part-time in 1990 and eventually joining Co-op Cabs full time as a lessee in 1992.

His ascension has seen him hold a number of positions in Co-op Cabs, from Driver, to Fleet Manager, Leasing Manager, Operations Manager, Assistant General Manager, Owner Shareholder, Interim General Manager and Contract Administrator of both the sedan and accessible Wheel-Trans contracts.

Married with 5 children, Abdul has managed the challenge of balancing his family life with the responsibilities associated with managing both Co-op Cabs and recently acquired Crown Taxi.

"It's always about customer service, and ensuring Co-op / Crown drivers are able to earn a decent living while providing high quality service to its clientele" says Abdul.

Abdul envisions the growth and profitability of A.T.T.C.L. for years to come and having secured the T.T.C. Wheels-Trans contracts for an additional five years (+) and with the introduction of a new voice assisted/computer tablet dispatch system in the very near future and the integration of Co-op Cabs and Crown Taxi, the future indeed looks very bright for the many drivers, owners, and shareholders associated with A.T.T.C.L.

Congratulations Abdul, you are an inspiration for all!

UPCOMING EVENTS: JULY – SEPTEMBER, 2014



July 8: The Career, Education and Settlement Fair – South Building

Aug. 28-31: Fan Expo Canada 2014 - North & South Buildings

Sept. 19-21: Ontario Universities Fair 2014 – South Building

July 26: IMPORTFEST 2014 – North Building

Sept. 5-7: Canada's Bridal Show Fall 2014 – North Building

Sept. 20: Toronto Vintage Clothing Show – North Building

Aug. 6-10: Canfitpro International Fitness and Club Business Conference and Trade Show 2014 - North & South Buildings

Sept. 6: QS Connect 1-2-1 - North Building

Sept. 27-28: Student Life Expo 2014 – South Building

Aug. 16: Filipinas Expo & Multicultural Trade Show – North Building

Sept. 16-17: The National Job Fair & Training Expo – North Building

For all events at the MTCC, visit: www.mtccc.com/attendees/events.aspx



July 4-6: Toronto Outdoor Art Exhibition - Nathan Phillips Sq.

Aug. 2: Scotiabank Caribbean Carnival – CNE & Lakeshore Blvd.

Aug.15 – Sept.1: Canadian National Exhibition (CNE) – Exhibition Place

July 11-12: We Are Pan Am Nathan Phillips Sq.

Aug. 2-10: Tennis Canada Rogers Cup – Rexall Centre, York University

Aug. 22-25 Scotiabank Busker Fest Yonge St. (Queen to Gerrard)

July 18-20: Honda Indy Exhibition Place & Lakeshore

Aug. 5-24: FIFA U-20 Woman's World Cup - BMO Field, Exhibition Place

Sept. 4-14: Toronto International Film Festival – TIFF Bell Lightbox and other venues

July 18-27: Beaches International Jazz Festival – The Beach Neighbourhood

Aug. 8-10: Pilaros Taste of the Danforth – Danforth Ave. (east of Broadview)

For all Tourism Toronto events, visit: www.seetorontonow.com.



July 3-6: Crocs & Camping Event

Sept. 5-7: Fall National Bridal Show

Sept. 13-14: Canadian Reptile Breeders Expo

Aug. 2-3: The Main Event-HD Edition

Sept. 6-7: The Franchise & Business Opportunities Show

Sept. 13-14: VIP Dance Events

Aug. 23-24: Carry The Light Annual Convention

Sept. 9-10: Canadian Utilities Equipment & Engineering Show

Sept. 15-16: Tops+

Sept. 13: The Parent Bazaar

For all events at the International Centre, visit: <http://www.internationalcentre.com>



NEWS is published and distributed by Associated Toronto Taxi-Cab Co-operative Limited (Co-op Cabs and Crown Taxi), for the enjoyment of our members, drivers and staff.

If you have any questions, comments or would like to submit an article to the newsletter, please contact: **Heather Schell**, Supervisor of Business Development 416 504 4016 x243 or by email at heather@co-opcabs.com