

Co-op NEWS

Produced by:



July/August 2012

OWNER'S RIGHTS ON THE AGENDA:

Ways to make taxi cab licensing more fair for drivers

Dear Drivers,

It is my belief that the property rights of owners should be enhanced. The position below, which I shared at the Standard Owners Consultation Meeting on May 4th in Toronto is a balanced industry view:

Improved Spousal Transfer Procedure

Upon the death of a standard plate owner there should be an automatic one time transfer at no charge to the spouse. The spouse should not be required to complete the cab drivers course.

The right to incorporate

The standard plate owner should have the right to incorporate his taxicab business.

Recognize the taxicab as an asset

It should be recognized that the taxicab is an asset and that it has collateral value.

Multiple-plate ownership

Owners should be able to own multiple plates.

Mandatory completion of the Cab Drivers course

Anyone wishing to purchase a taxicab owners license should

have completed the Cab Drivers course.

No required refresher course for non-drivers

Owners who do not drive should not be required to attend the owner's refresher course.

The right to lease taxicabs and hold multiple leasing

Owners should have the right to lease out their taxicabs. The lessee should also have the right to register the vehicle in their own name. Thus there would be split ownership licenses – the plates should be registered in owner's name and the vehicle in lessee's name. Further multiple leasing should be allowed.

The right to employ managing agents

Owners should have the right to employ agents to manage their taxicabs. The city should ensure that the agents are of good character by licensing them and they should also have a place of business and also be bonded.

A new taxicab issuing formula

It is important that the City develop a proper taxicab issuing formula. One that is tailor made for the city of Toronto, is objective and free of political interference. The formula should dictate how many standard

taxicab licenses there are in operation. Also the formula should determine the amount of vehicles that are accessible or for van service. The formula should be reviewed on a yearly basis.

One license class

There should only be one class of license and that should be the standard license with these enhanced property rights.

Immediate transfer of Ambassador and Accessible owner's licenses to Standard licenses

All existing Ambassador Licenses and existing Accessible owners' licenses should be transferred to Standard licenses immediately. Conversion should occur as the formula dictates. Ambassador or accessible owners while waiting for the conversion to occur should have the right to employ drivers if they have a serious illness and in the event that they pass away then their license should be immediately transferred to their spouse at no charge as a standard license.

Thank You
Peter Zahakos
GM, Co-op Cabs



Peter Zahakos, General Manager
Co-op Cabs

Two New Corporate Clients to Bolster Sales

Co-op Cabs is very excited to announce that we have been awarded a contract with the Centre for Addiction and Mental Health (CAMH). We will take over the account on June 1st.

CAMH is Canada's largest mental health and addiction teaching hospital. The facility combines clinical care, research, education, policy development and health promotion to help transform the lives of people affected by mental health and addiction issues.

This account represents an incredible amount of business for our drivers. We are placing a post at 1001 Queen St, West (at Shaw St.) entrance as well as 250 College St. (at Spadina Ave.) entrance which are CAMH main locations.

There is a flat rate list pertaining to this account that must be in each vehicle to ensure we are providing CAMH employees and clients with the correct flat rates for various locations, the flat rate sheet can be obtained at the office.

Please provide the highest level of priority service at all times.



CASEY HOUSE

Co-op is also excited to announce that we have been awarded a contract with Casey House.

Founded in 1988, Casey House is a specialty hospital with community programming including home care and outreach programs. Their mission is to provide exemplary treatment, support and palliative care for people affected by HIV/AIDS, in collaboration with their communities.

The contract has been in effect as of April 27th, 2012. Casey House is located at 9 Huntley Street.



FROM THE BACK SEAT:

What our customers are saying about us

On Friday, May 25, I had the opportunity to experience the excellent customer service that Co-op Cabs is known for in Toronto.

I was walking to a friend's house late at night, along Queen Street West. There was a very intoxicated man ahead of me, some would call him a drunk homeless man, I just felt sorry for him. He was being belligerent (yelling and screaming at me) and violent (kicking at a newspaper box).

I crossed the street for my own safety, which only infuriated the man even more. It was at this point that I felt it would be safer to continue my journey by cab. Luckily there was a Co-op Cab coming toward me so I quickly hailed it and got in. Once I was in the vehicle, the man started to approach the taxi, continuing to scream and yell at me. He then proceeded to try to get into the cab.

The driver responded quickly and professionally, managing to lock the doors and tried to roll up the windows. Before he could get the window rolled up all the way, the man stuck his arm through the window, while continuing to yell at me and the driver. The driver was finally able to get the man to withdraw his arm from the cab, and we proceeded on our way.

I was very impressed by the driver's alertness to the situation. First, he saw me trying to hail a taxi and picked me up very quickly. He also acted very professionally when dealing with the man who approached the vehicle.

Thank you to the driver in cab1414 for making sure I arrived at my destination safely!

- Sarah from Toronto

CO-OP'S GOT GREAT PEOPLE

Driver of the Month: Mehran Mehrain

This month's first driver of the month is Mehran Mehrain, driver number 870.

After 22 years of driving taxis in Toronto (and even longer before he arrived in the city), Mr. Mehrain has learned the two keys to being a great driver is giving top-notch customer service and having a sense of humour.

Mr. Mehrain suggests that one of the easiest and best ways to go above and beyond with each



Mehran Mehrain accepts Driver of Month Prize from Heather Schell, Manager of Business Development, at head office

passenger is to ask which route they prefer before starting the meter.

Since he works mostly at night, Mr. Mehrain meets many interesting passengers. He says that having a good sense of humour and to keep smiling is the best way to do a great job, no matter who gets into his taxi.

Being able to make enough money to travel and being in charge of his own taxi are two of Mr. Mehrain's favourite things about his job.

Thank you for the two decades of service Mehran!



Metro Toronto Convention Centre

July 17-19, 2012 – Assembly of First Nations 33rd Annual Meeting – South Building – TRADE

July 21-24, 2012 – American Head & Neck Society 2012– South Building – TRADE

July 28, 2012 – Mabuhay Festival & Trade Show – PUBLIC

Aug. 11-12, 2012 – Jamaica’s 50th Anniversary of Independence – South Building – PUBLIC

Aug. 12-14, 2012 – JCK Toronto 2012 – South Building – TRADE

Aug. 16-19, 2012 – Canfitpro International Fitness and Club Business Conference and Trade Show 2012 – North & South Building – PUBLIC

Aug. 20-22, 2012 – IncentiveWorks 2012 – North Building – TRADE

Aug. 23-26, 2012 – Fan Expo Canada 2012 – South Building – PUBLIC

Aug. 25, 2012 – IMPORTFEST 2012 – North Building – PUBLIC

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

Tourism Toronto



June 22-July 1, 2012 – Toronto Pride – Various locations city-wide

July 4-15, 2012 – Fringe Festival – Various theatres city-wide

UPCOMING EVENTS

July 6-8, 2012 – Honda Indy Toronto – Exhibition Place

July 6-27, 2012 – Summerlicious Toronto – Various restaurants city-wide

July 7&8, 2012 – Salsa on St. Clair – St. Clair St. West between Oakwood Ave. and Christie St.

July 10-Aug. 4, 2012 – Scotiabank Caribbean Carnival – Various locations city-wide

Aug. 10-12, 2012 – Pilaros Taste of the Danforth – Danforth Ave. in Greek Town

Aug. 17– Sep. 3, 2012 – Canadian National Exhibition (CNE) – Exhibition Place

For more events visit the Tourism Toronto website:
<http://www.seetorontonow.com/Events.aspx>

International Centre



July 6-8, 2012 – 36th Annual Convention Ahmadiyya Muslim Jama’at Canada – Special Event – Hall 1, 2, 3, 4 & 5 Entrances

July 14&15, 2012 – NASL Season 3 Finals & Blizzard Canadian Nationals – Consumer Show – Hall 4 Entrance

Aug. 5&6, 2012 – Shining Punjab Business Expo – Trade Show – Hall 4 Entrance

Aug. 12-15, 2012 – Toronto Gift Show – Consumer Show – Hall 1, 2, 3, 4 & 5 Entrances, Conference Centre

For more events visit the International Centre’s website www.internationalcentre.com/events

Co-op News is published and distributed by Co-op Cabs, 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:

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