

Co-op NEWS

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Tune into dispatch this summer Co-op Cabs to release new website, blog and iphone app

“Co-op Cabs values its drivers. We continually strive to provide the support needed to ensure quality service for as many Torontonians as possible. A big part of that support means embracing technology to attract customers and provide fast, reliable service.” - Peter Zahakos, General Manager, Co-op Cabs

Our new website is launching this March! Customers will now be able to order cabs from our homepage making it easier and more convenient to use our service.

The site will also include a brand new online hub where you, our drivers and shareholders, can find news and important information.

Our team will be posting content about Toronto's best neighbourhoods, hotspots and attractions to provide value to our customers.

Co-op Cabs shareholders and drivers know Toronto. We've been serving the city for over 55 years. Now we are sharing that insight with our customers online.

We are also developing a new iphone app to be released this summer that will drive business and give customers a fast and easy way to order cabs. Be sure to tell your customers and friends to keep their ears peeled for details.

Mobile apps are emerging as a competitive advantage for Toronto's taxi drivers. They connect customers and drivers in a more seamless and convenient way, which makes the customer more likely to use the service more often.

Co-op Cabs is upgrading its technology this summer to enhance service and make it easier for customers to connect.

This means more fares for you.



The new Co-op Cabs iPhone app will be available for download this spring. The app will allow customers to order a cab with ease and convenience and will provide a top of the line user experience.

“Customers are demanding fast, reliable service at the touch of a finger and we are delivering. Tune into dispatch this summer to help deliver for our customers.”

-Abdul-Kadir Mohamoud, Assistant General Manager, Co-op Cabs Toronto

Training review underway at Co-op Cabs

- Former Manager of Training at City of Toronto leading the charge-

Co-op Cabs is renewing its driver training program!

For our 55 year history, Co-op Cabs has been a leader in equipping our drivers with the tools they need to be safe and effective. Now management is taking things to the next level.

Co-op has hired the best in the business to review its training program and provide recommendations on how we can do things better.

Glenn Steeves developed, instructed, administered and managed the City of Toronto's taxi training program over the course of his 30 year career. He was the Manager of Taxi Training in the Municipal Licensing and Standards Division where he developed City of Toronto new taxi and limousine programs and collaborated with other municipalities in the development of their training programs.



Glenn Steeves, former Manager of the City of Toronto's taxi training program

General Manager Peter Zahakos hired Mr. Steeves to modernize and improve Co-op's training program and he isn't wasting any time.

"Training is one of the most important aspects of the business," said Co-op Cabs General Manager Peter Zahakos. "We hired Glenn to do an extensive review of our program to ensure that we are giving drivers the tools they need to provide optimal service. We are a large provider of Wheel Trans for the City of Toronto and so training has always been a focus for us. We are building on that success to make things even better."

Co-op drivers are required to take an orientation course within two weeks of being hired. Co-op also offers training on WheelTrans policy and procedures and the Q string – occupant restraint system (van service).

Mr. Steeves reviewed all existing training and has made a series of recommendations regarding how to improve the systems that are in place.

"One of the areas that I am working to improve is the driver orientation process," said Mr. Steeves. "As it stands now, after the orientation course, drivers walk away with a big stack of paper that gives them the lay of the land on Co-op policies and procedures. We are streamlining that information to make it easily digestible and accessible for drivers."

Mr. Steeves is also updating the other areas of training and has recommended that all drivers complete the Canada Safety Council (CSC) defensive driving course as part of the standard training, which is now being adopted.

This CSC course includes a section on vulnerable road users, which is an area that Co-op Cabs is particularly interested in enhancing in the coming months.

"Vulnerable road users are at the top of our list of priorities when it comes to ensuring a safe working environment for our drivers and contributing to safer streets in our community," said Mr. Zahakos.

"In addition to the training initiatives that we are undertaking, we are pursuing some exciting partnerships in the coming months that will further enhance the safety of all Torontonians."

While there is still much to do, Co-op's investment in improved training for drivers is sure to pay off, especially when that charge is being led by one of Toronto's finest, Mr. Glenn Steeves.

Share the Road with Pedestrians and Cyclists

Not a year goes by when don't hear about cyclist and pedestrian accidents and deaths in the City of Toronto. These unfortunate incidents occur for a myriad of reasons but impact all Torontonians.



As cab drivers who are on Toronto's streets more than the average driver, you have a unique role to play to help make our roads safer for everyone. That is why Co-op Cabs is leading the charge this year to call upon the industry to invest in ways for drivers, cyclists and pedestrians to more success fully share the road together.

Over the coming months, Co-op Cabs will team up with the Share the Road Cycling Coalition, Ontario's cycling advocates and Baird & MacGregor insurance specialists to explore ways to that Toronto's cab industry can help change the conversation.



Co-op Cabs has already incorporated better vulnerable road user training into its existing programs and more training initiatives are being explored. The trio is also looking at ways to engage Toronto's other cab companies to invest in a 'Look for Cyclists' campaign to encourage passengers to look before they open their cab door upon exiting. Similar campaigns have been wildly successful in New York City. Co-op is also considering a pilot project where it will install bike racks on the back of its cars to help cyclists get home if they can't cycle home safely.

Stay tuned for more details on this exciting initiative in the coming months.

CO-OP'S GOT GREAT PEOPLE

Driver of the Month: Nisar Ahmed

Nisar Ahmed has been driving with Co-op for eight years and has been awarded as this month's Driver of the Month.

Originally from Pakistan, Nisar cites the importance of being polite, on time and taking direct routes to destinations as the secret to good customer service.

When asked about his favourite part of his job he cites the countless interesting people he meets each day and the freedom to see the city.

Congratulations Nisar!



Nisar Ahmed with his Co-op Cab in Toronto.



UPCOMING EVENTS

Metro Toronto Convention Centre

March 1-3, 2013—Toronto Golf and Travel Show - North Building

March 1-6, 2013 — Prospectors & Developers Association of Canada 2013 International Convention Trade Show & Investors Exchange—North & South Building

March 3, 2013 —Study and Go Abroad Fair - North Building

March 9, 2013— Yu-Gi-Oh! Regional - South Building

March 9-10, 2013—Toronto’s ComicCON—South Building

March 20-24, 2013—Yoga Pilates Conference and Show 2013 - North Building

March 24, 2013—Allied Beauty Show 2013 - South Building

April 3-4, 2013—National Job Fair & Training Expo Spring 2013 - North Building

April 5-7, 2013—Total Health 2013 - North Building

April 12-14, 2013—Toronto Art Expo 2013—North Building

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

March 16-17, 2013—Toronto International Motorcycle spring show.

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

International Centre



February 28-March 3, 2013 –Toronto International RV Show– Entrances 1, 3 & 5

March 8-10, 2013—The British Isles Show Canada-Entrance 6

March 22-24, 2013 –Megaspeed Custom Car & Truck Show– Entrances 1 & 5

March 29-31, 2013—All About Pets Show– Entrances 2,3 & 4

April 5-7, 2013-Spring Cottage Life Show-Entrance 5

April 9, 2013—Toronto’s Transportation Expo—Entrance 5

April 20,2013– Made By Hand Show—Entrance 6

April 26-27, 2013-Creativ Festival—Entrance 1

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



Tourism Toronto

March 11-15, 2013 - March Break Camps at Harbourfront Centre

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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