



## LATE BREAKING NEWS – LATE BREAKING NEWS

### Uber Wins Court Battle against Toronto

The City of Toronto had sought a permanent injunction on Uber's operations, arguing Uber is a taxi company and must abide by the city's regulations.

An Ontario judge has sided with the ride-hailing service Uber in its legal dispute with the City of Toronto.

Ontario Superior Court of Justice - Judge Sean Dunphy, dismissed the application, saying there is "no evidence" the company is operating as a taxi broker. In his decision, he says questions surrounding the regulation of evolving communications technology should be resolved politically.

On Monday, July 6<sup>th</sup>, Mayor Tory said the city is still considering whether to appeal the judge's decision. An appeal would need to be authorized by council.

### Mayor Tory Meets with the City's Cab Industry and Representatives of Uber

On Monday, July 6<sup>th</sup>, Mayor Tory met with Licensing Committee Chairman Cesar Palacio, Uber's Toronto general manager Ian Black, Co-op Cabs CEO Peter Zahakos along with representatives from iTaxiworkers and the Toronto Taxicab Alliance. The meeting was held to discuss a taxi bylaw review and "changes going forward".

Mayor John Tory says modernized laws that would regulate Uber car and limousine services are now "priority number one" for the city. "We need to level the playing field," he said. "We need to have everybody who wishes to participate in this industry doing so within the law, and that means the law is going to have to be changed."

"The Ontario Superior Court ruling was clear: our bylaws, which were written many years before technology had advanced to where it is today, simply do not adequately capture the operations of companies like Uber," Tory said at a city hall press conference Monday. "And, as a result, what we have today is not a level playing field."

Mayor Tory called for an expedited bylaw review to start immediately. He said the plan is to have a new bylaw before council this fall. "What we need is one bylaw that applies without question to everybody," Tory added.

## **Charges against Uber Drivers Withdrawn**

Half the charges against 11 Uber drivers were dropped on Wednesday, June 17th, at Old City Hall courthouse.

Lisa Sholish, a lawyer for the City of Toronto, said the prosecution was dropping the operating a commercial vehicle without proper insurance charges. "There was no reasonable prospect of conviction," Solish told Justice of the Peace Keith Currie. Defence lawyer Gerald Chan thanked Solish and her colleague Amanda Ross for acting swiftly once the prosecution determined it wouldn't proceed on these charges.

The 11 Uber drivers were not present in court, but they are still facing charges of picking up customers without proper authority. The case on those charges will be back in court on August 12, 2015.

## **Mayor Intervenes - City Council Votes to Defer L&S Committee Recommendations**

Toronto City Council, at its meeting held on May 5th, passed Mayor John Tory's "motion of deferral" by a vote of 31-13, of the City's Licensing & Standards Committee (LSC) recommendations which included permitting the issuance of Standard taxicab owners' licenses to qualified purchasers upon the sale or transfer of Standard taxicabs, restorative to July 1, 2014. Mayor Tory introduced his motion of deferral with the caveat of "until such time as City Council considers a report from the City Solicitor, with respect to the Court decision on Uber".

The Chair of LSC, Cesar Palacio, stressed that, "what is before us today was a set of recommendations from the committee, (unanimously passed at its April 21 meeting) and that hundreds of people had sat for many hours in the Council Chambers and were expecting this issue to be dealt with once and for all". Several councillors sitting on LSC argued that Council should have only been addressing the motion at hand, and not muddying the waters by bringing Uber into the debate.

Mayor Tory acknowledged that the Standard plate has been a difficult and divisive issue at city hall for many years, and said, "I regret it has become that."

Councillor Frank Di Giorgio told Mayor Tory the L&S Committee had "done its work and its due diligence" on its motion, and, "your motion does away with that." He also alleged the Mayor's actions amounted to, "a back door attempt to regulate Uber."

Now that the Ontario Superior Court of Justice has made its ruling on the City of Toronto's request for a permanent injunction to shut down all of Uber's operations, and the Mayor having said that all other taxi matters will be subject to a further review, it may be awhile before the industry see the Licensing & Standards Committee recommendations back before City Council.

## **Co-op Calls On Mayor to 'Take Handcuffs off Licensed Taxi Industry'**

By John Q. Duffy – Taxi News

Some in Toronto's licensed taxi industry are fighting back against the inroads of app-based Uber taxi services with a concerted public education and information campaign.

Among those making this effort is Co-op Taxi which started a serious multi-media campaign about a month ago, to combat Uber, specifically the Uber X service, which has been making striking inroads into the city's licensed taxicab business.

The overall theme of the campaign, which actively targets women customers, is "Friends Don't Let Friends Take Uber X." It suggests that before jumping into an Uber X vehicle, customers should ask pertinent questions.

The questions include, “What kind of insurance does Uber have for passengers? Why did Uber make me sign a waiver? What type of screening is there for Uber X drivers? Is Uber X even licensed?”

Alex Pierson, spokesperson for Co-op Cabs, says the campaign is just the first phase of a larger communications campaign starting in the coming weeks as Uber’s so-called ridesharing program “comes under scrutiny in cities around the world.” Parts of this effort include the setup of a twitter account and a web site, plus radio ads and a poster campaign, to get the message across that it is not necessarily a good thing for customers to use Uber services.

Pierson said, “The poster campaign is designed to do one simple thing and that is to get people talking about personal safety and the risks associated with riding in an unmarked Uber X car.” The ads encourage people to visit the website [choosetaxi.ca](http://choosetaxi.ca) where they can write to their local City councillor to register their concerns.

Pierson says, “Our campaign is targeting women because we are already hearing that a lot of them would never get in an Uber X car,” Pierson says. “And the reasons they won’t take Uber X are because they don’t feel safe. And those concerns are exactly why the City has been arguing that Uber should be regulated under the existing regulations for taxi brokerage companies.”

Up until now Uber has insisted it is a technology company in the business of ridesharing. Recently, however, after mounting pressure from the City and a pending court case, Uber agreed to register Uber Taxi as a taxi brokerage company, but not Uber X.

“We are all for competition,” Pierson says. “But we are also asking for a level playing field where the riding public are protected across the board, no matter what ground transportation service they take.”

**The Twitter account is #choosetaxi and the website is [www.choosetaxi.ca](http://www.choosetaxi.ca).**

Posters are appearing in 200 prominent locations across the city, including popular bars, asking, “Do you know who’s driving you?” The viewer is told, “Friends don’t let friends take Uber X without asking the right questions.” For more information, viewers are directed to the web site “[choosetaxi.ca](http://choosetaxi.ca).”

Twitter users were also offered the chance to win \$500 in free Co-op taxi rides by entering a contest at #choosetaxi. This contest ran from May 4, 2015 through June 4, 2015.

Furthermore, Letters to the Editor supporting Toronto’s licensed taxi industry signed by Co-op’s CEO Peter Zahakos have been published in mainstream newspapers. Two different radio ads have also aired presenting the same message.

“I think in a short period of time since the campaign began we have changed the conversation in the media around Uber. There have been two incidents that were reported widely about passengers in Uber X cars – one who jumped out fearing for his life and the other who was allegedly sexually assaulted – that would not have come to light had it not been for Co-op’s campaign,” said Jeff Silverstein, Senior Associate, Communications with Sussex Strategy Group, which is handling the Co-op effort.

“This is a huge safety issue for people as we’ve seen in every other jurisdiction that Uber X operates in,” Zahakos says. “Especially for vulnerable populations including women and people with special needs. Uber X drivers haven’t gone through any sort of training on dealing with vulnerable people which the City mandates all taxi drivers to do. There are no identifying markers on these cars, and in the event that something should happen, who do you call at Uber if you have a problem?”

In a letter to the editor published in some Toronto papers, dated June 1, 2015, Zahakos complains that Toronto’s licensed taxicabs are “handcuffed” by outdated City-imposed laws and regulations, that expensively stifle innovation, while the City turns a blind eye to allegedly illegal activities conducted by Uber, specifically through its’ Uber X operation.

Typically, Uber X allows unlicensed, untrained drivers using their own uninspected vehicles which are not commercially insured, to carry passengers for hire without regulatory interference.

Zahakos wrote, "An Ontario Superior court ruling in March reinforced this point when it quashed Uber's attempt to keep details of its insurance policy secret. Uber said the policy was 'highly confidential'. The judge didn't buy it, but Uber continues to insist it deserves special treatment, and essentially continues to do as it pleases. Charge as it pleases. Drive what it pleases and use any driver it pleases."

He maintains that Uber is not a simple ride-sharing service, as some make it out to be. He says it is a business that must be licensed according to City laws.

Money is exchanged. It's a business with a bottom line meaning it must use licensed drivers, plated cars, logoed vehicles, City approved and maintained cars, and carry commercial insurance. And it must use rates dictated by the City just like every cab company in Toronto."

He continues, "We may not like these laws, but this is the system the City of Toronto created. And until it gets with the times, our industry, and your service, is held back by archaic regulations that have not helped to foster innovation."

He points out that this is a world-wide problem for taxis, with many jurisdictions aggressively trying to combat Uber incursions into the marketplace.

In Canada, he says, "Cities all across Canada such as Hamilton, Ottawa, Calgary, Vancouver and Edmonton have targeted Uber. In Montreal police carry out routine blitzes against Uber X."

Since his comments were published, serious anti-Uber protests have occurred. Italy and India have reportedly banned taxi-hailing apps. France is passing laws regulating app-based ride-hailing technologies, and serious and violent licensed taxi driver protests have occurred.

Toronto has seen non-violent anti-Uber protests conducted by licensed taxi drivers.

Zahakos notes, "In Toronto, despite a lawsuit before the courts, and a growing war with the cab industry, its business as usual for Uber. A blind eye is turned to blatant violations of City laws. Strange that. Restaurants can't open without a permit. Bars and pubs can't operate in family homes. Farmers can't bring unpasteurized milk to market. City inspectors would shut those offenders down pronto because they are breaking laws and because when it comes to the population at large they have a responsibility to protect safety. Uber, however, keeps operating, championed by a mayor who scolds the cab industry for failing to keep up even though he knows very well Uber is operating illegally and the City's own rules handcuff the cab industry."

He says he welcomes competition and recognizes that the Toronto taxi industry must do better.

He said, "It's why Co-op launched its own app earlier the other day called Gata Hub. With a swipe of the finger you can now have every convenience the Uber app offers, but the Gata Hub app also provides the safety of licensed, regulated and commercially insured drivers."

Launched May 29, Co-op says the Gata Hub app can be used in 110 cities across in Canada and the United States where Toronto-based Gata Labs has partnered with licensed taxi brokerages.

Among its features, the app allows passengers to GPS track the location of their taxi, pay in-app for their ride, receive electronic receipts instantly and the option to rate their driver and the ride experience.

The Gata Hub app will allow passengers to not only pay by credit card but also by debit, cash, taxi chits, and coupons.

Zahakos steadfastly maintains he believes in a free market, however, “no matter how much technology Co-op Cabs might implement (and we’ve invested heavily), we are handcuffed by stringent, outdated regulations that drive up costs and create an un-level playing field - something Uber is counting on.”

He concludes, “Let consumers decide. The City must either take the handcuffs off and let the cab industry compete on a level playing field, or put in regulations that keep the public safe without suffocating new economies and technology, while at the same time not putting the taxi industry at competitive disadvantage.”

He calls on Mayor John Tory to take the handcuffs off Toronto’s licensed taxi industry.

© 2015 Taxi News

## A.T.T.C.L. SERVICE EXCELLENCE AWARD

### DRIVER PROFILE



**MAHMUD NADERIAN**

Congratulations to Mahmud Naderian!

Recipient of the A.T.T.C.L. Service Excellence Award!

A.T.T.C.L. recently received a compliment from a customer commending Mahmud for his professional customer service.

At approximately 2:30 AM on Sunday, May 17<sup>th</sup>, Mahmud picked up two female customers. The customer states that “the gentleman was incredible. He was a driver in the old style we all miss so much. He was courteous, attentive, and thoughtful; he opened the doors for us, which is a part of the service that is almost non-existent these days. I can't praise this driver highly enough and he should be commended. He is a huge credit to Co-op, and I truly wish all drivers provided this sort of service”.

Mahmud, originally from Afghanistan, immigrated to Canada in 2005 from Germany after living there for 20 years. He recently obtained his taxi driver’s licence and has been providing superior customer service driving with Co-op Cabs for the past 4 months.

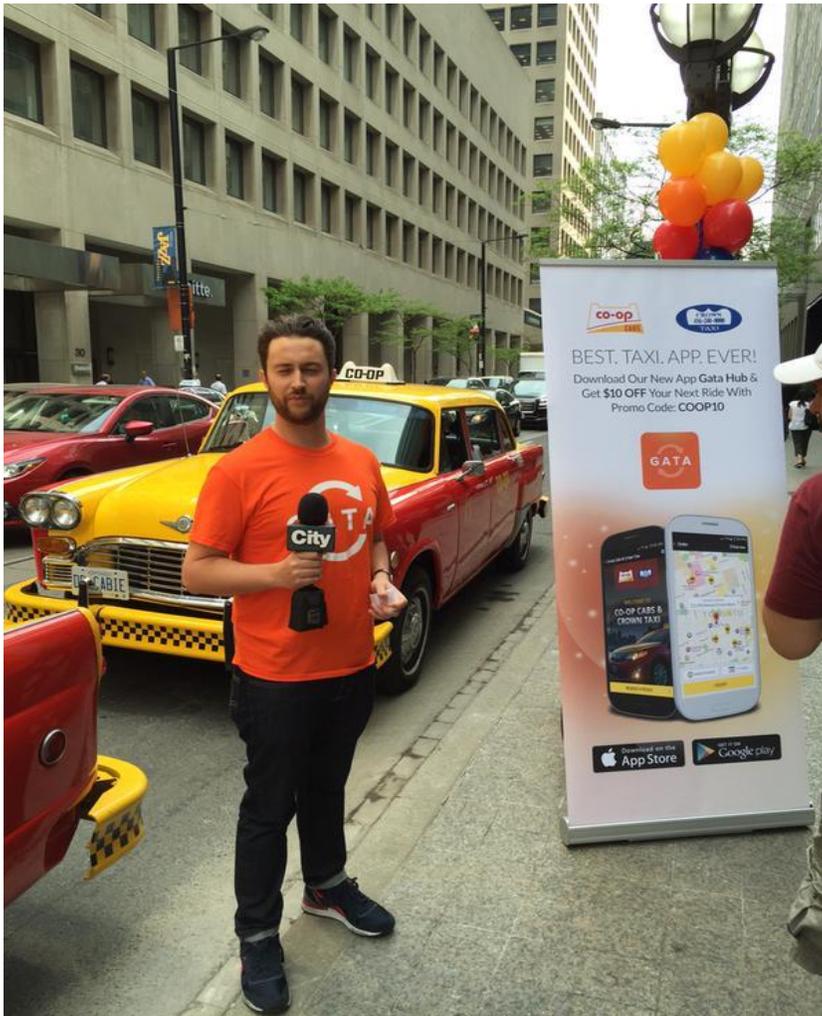
Mahmud will receive \$50 from A.T.T.C.L. for his exemplary customer service. Well done!



## A.T.T.C.L. VINTAGE CO-OP CAB DISPLAYED ON THE MMVA RED CARPET

The Much Music Video Awards (MMVAs) were held in Toronto on Saturday June 21<sup>st</sup>, and our vintage Co-op Cab #13 pulled up on the red carpet with non-other than the members of the Echosmith band.

Attendees at the awards ceremony were enthralled with the vintage vehicle.



## OFFICIAL LAUNCH of GATA HUB APP

A.T.T.C.L. (Co-op Cabs / Crown Taxi), Toronto's oldest and most trusted taxi company with a fleet of over 900 cars, officially launched its new app called Gata Hub.

Street teams were out in numbers at downtown locations on May 29<sup>th</sup> helping people to download the app, which stands for "Get a Taxi Anywhere", as well as handing out discounts and explaining the many features of the app including safety features.

"We identified a need right away, not just in Toronto but in other cities across North America, for taxi fleets to innovate in order to compete, so we decided to help them develop an app of their own," says Simon Bourgeois, President and Co-Founder at Gata Labs Inc. (pictured on left)

"We've partnered with Gata Hub for one simple reason," says A.T.T.C.L.'s CEO, Peter Zahakos. "We heard loud and clear that our customers wanted more convenience when it comes to getting a cab and this app does all the things passengers are looking for, which also happens to include getting in an insured and inspected cab with a licensed driver."



The app, developed by Toronto start-up Gata Labs Inc., allows for maximum flexibility when it comes to payment. Unlike other apps that only accept credit cards, the Gata Hub app will allow passengers to not only pay by credit card but also by debit, cash, taxi chits, and coupons.

Currently, over 2,000 Co-op and Crown drivers are now using the Gata App. The APP is now installed in more than half of the fleet.

**Don't have the App yet?** Stop by the Co-op Help Desk and speak with Bill or attend the Crown office and speak with Nayeem. It only takes a few minutes to have it installed on your computer tablet.

## PAN AM GAMES and PARAPAN AM GAMES are COMING to TORONTO

The Pan American Games are the world's third largest international multi-sport games; they are only surpassed in size and scope by the Olympic Summer Games and the Asian Games.



**PAN AM GAMES: JULY 10 – 26, 2015**

**PARAPAN AM GAMES: AUGUST 7 – 15, 2015**

**Ways to Volunteer** - Volunteering is your chance to share your talents and be part of something unlike anything else. No matter what your skills are, there's a volunteer opportunity perfect for you. Volunteers will work in all areas of the Games. They will help prepare the field of play, take tickets, usher spectators to their seats, shuttle athletes and dignitaries to venues or participate in the Opening and Closing Ceremonies. To learn more visit:

<http://www.toronto2015.org/volunteer>

### Temporary High Occupancy Vehicle Lanes



Temporary HOV lanes will operate from 5:00 a.m. to 11:00 p.m. on several major routes from June 29 - August 18, including stretches of Highway 401, Highway 404, the DVP, the Gardiner Expressway, the QEW, Highway 427, Lake Shore Blvd. and Jane St. (north of Steeles Ave. W.)

**Temporary HOV lanes will be open to:**

- accredited Games vehicles used to transport athletes, media, technical officials etc.
- motor vehicles with 3+ occupants (from June 29 – July 27)
- motor vehicles with 2+ occupants (from July 28 – August 18)
- emergency vehicles
- public transit
- **licensed taxis**, airport limousines (on provincial highways only)
- electric vehicles with green license plates (on provincial highways only)

**NOTE: Confused about the symbols and acronyms' on the road signs, see a complete listing at:**

<http://www.toronto2015.org/transportation>



### A.T.T.C.L. HAS TWO WHEEL-TRANS CONTRACTS (Wheelchair Accessible and Sedan Services)

#### To obtain the Wheel-Trans Certification:

- Drivers must successfully complete the one-day A.T.T.C.L. Driver Orientation and Special Needs Training Course.
- Upon successful completion of the course, drivers will be issued a Wheel-Trans Training Certificate, and will then be eligible to receive Wheel-Trans orders.
- Drivers are required to provide a Vulnerable Sector Police Check.
- Drivers can register for the course at either the Co-op or Crown offices.
- Classes are held at 130 Rivalda Rd., A.T.T.C.L. Training Room every 2<sup>nd</sup> Tuesday: 9:00 A.M. - 4:30 P.M.

## UPCOMING EVENTS: JULY – SEPTEMBER 2015



July 4: VOCOLIRRE 2015 - North Building

August 12: Job Fair & Training Expo - North Building

August 13-16: Canfitpro World Fitness Expo - North Building

August 22: IMPORTFEST 2015 - North Building

August 22: Sole Exchange - North Building

Sept. 3-6: FAN EXPO Canada 2015 - North & South Buildings

Sept. 11-13: Canada's Bridal Show Fall 2015 - North Building

Sept. 12: QS MBA Fair - North Building

Sept. 12-13: Beauty & Health Expo - South Building

Sept. 13: Made in Iran - North Building

Sept. 25-27: The Gentlemen's Expo 2015 - North Building

Sept. 25-27: Ontario Universities Fair 2015 - South Building

**For all events at the MTCC, visit: [www.mtccc.com/attendees/events.aspx](http://www.mtccc.com/attendees/events.aspx)**



July 1-12: Fringe of Toronto Theatre Festival - various locations

July 2-5: Taste of Toronto - Fort York National Historic Site

July 2-11: Summerlicious - various locations

July 10-26: Beaches International Jazz Festival - Woodbine Park

July 11-26: CIBC Panamania Live - The Distillery Historic District

July 15: Youth Day Toronto - Yonge & Dundas Square

July 18-19: Festival of India - Downtown Toronto & Centre Island

July 22-26: UNITY Festival - various locations

July 24-26: Toronto's Festival of Beer - Band Shell Exhibition Place

August 1: Scotiabank Caribbean Carnival Toronto - Lakeshore Blvd. W.

August 7-9: Krinos Taste of the Danforth - The Danforth

August 8-16: Rogers Cup - Rexall Place at York University

August 15-16: TD Festival of South Asia - Gerrard Indian Bazaar

August 16: Fusion of Taste Festival - Albion Islington Square

August 21- Sept. 7: Canadian National Exhibition - Exhibition Place

August 22-23: Toronto Chinatown Festival - Chinatown (Spadina Ave.)

Sept. 12-13: GWN Dragon Boat Challenge - Marilyn Bell Park

Sept. 18-20: Toronto Ukrainian Festival - Bloor West Village

**For all Tourism Toronto events, visit: [www.seetorontonow.com](http://www.seetorontonow.com)**



July 11: MAHOTSAV 2015 - South Asian Summer Fest

July 31-Aug. 2: Unplugged Expo

Sept. 5-6: CMR Star Fest 2015

Sept. 11-13: Depth Scuba, Diving & Snorkelling Expo

Sept. 12-13: The National Franchise & Business Opportunities Show

Sept. 13: Kiemet Wedding Show

Sept. 19-20: Canadian Reptile & Breeders Expo

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



A.T.T.C.L. 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.

Should you have any questions, comments or would like to submit an article to A.T.T.C.L. NEWS, please contact: **Heather Schell**, Supervisor of Business Development (416) 504-4016 x 243 or by email at [heather@co-opcabs.com](mailto:heather@co-opcabs.com)