



Associated Toronto Taxi-Cab Co-operative Limited (A.T.T.C.L.)  
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Friday, March 14, 2025

Mayor Olivia Chow and Members of Executive Committee  
Toronto City Hall  
100 Queen St. W.  
Toronto ON M5H 2N2

**Subject: Support for Mayor's Item EX21.5,  
and request to bring back outstanding taxi reports to June 2025 Executive Cmmtt meeting.**

Dear Mayor Chow and Members of Toronto Executive Committee:

We are writing to express our strong support for the recommendations outlined in agenda item 2025.EX21.5, as well as to present our suggestions regarding the additional reports the Mayor has requested. We appreciate your continuous advocacy for taxi drivers and Canadian taxi companies. As a Co-operative, our mission is to support and empower our member drivers, and we are grateful for your commitment to our industry.

We also endorse the Mayor's suggestion to allow the Executive Director of Municipal Licensing and Standards more time to complete the necessary work related to taxi data and accessibility, as highlighted in 2024.EX21.5. We would like to underscore key points that should be incorporated into these reports.

Regarding taxi data and smart meters, we urge staff and members of the Executive Committee to consider the following:

**1. No need for Smart Meter Financial Assistance for Drivers:** We recommend against providing financial assistance to taxi drivers for the acquisition of smart meters. Soft smart meter applications are available for an initial licensing fee of approximately \$40, along with a modest monthly subscription. Drivers can install these applications on their existing smartphones, avoiding additional hardware expenses, or utilize the Android tablets currently supplied by taxi companies for dispatching. We believe that mandating hardware smart digital meters, which require hardwiring, presents significant challenges, particularly for sensitive electric vehicles that the city envisions for the future of the vehicle-for-hire industry.

**2. Need for Consumer Protection:** All vehicle for hire rides, should adhere to the City of Toronto's tariff rate to safeguard consumers against surge pricing. The City has regulated fare



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structures for over 50 years using its own algorithm (comprising drop rate, distance, and number of passengers).

**3. Need for Driver Protection:** We advocate for a licensing model whereby all drivers are directly licensed by the City—adopting a one-driver, one-license approach—enabling drivers to work with the platform that offers them the best financial compensation.

Concerning accessibility, we support the following:

**1. City should utilize existing TTC Wheel-Trans dispatch/call centre:** We propose that the existing TTC WheelTrans dispatch/call center be permitted to handle on-demand requests for accessible services. The infrastructure required to serve Toronto's disabled community is already in place, and we see no justification for the City to invest additional resources in creating a separate dispatch/call center for accessible rides.

**Lastly, we request that staff be instructed to present these reports—including one addressing the appropriate number of licenses permitted in Toronto—back to the Executive Committee by June 2025.** Our Canadian companies have faced an uneven playing field since Mayor Tory endorsed a “carve out” for Uber, a US-based multinational company valued at approximately \$220 billion CAD. This allowance permits them to set their own rates, hire unlimited drivers, and compensate their drivers at will, resulting in a distinctly unfair competitive landscape, where Canadian companies are subject to regulation (designed to protect both consumers and drivers) while American firms operate under self-regulation.

Should you have any questions regarding our recommendations, please do not hesitate to contact me at 416-504-4016 x 230.

Thank you once again for your unwavering support of the member drivers in our co-operative.

Sincerely,

Abdulkadir Mohamoud,  
CEO & General Manager,  
Co-Op Cabs