

Scooper Stats & Initiatives

Paladin Security (Private Security):

- 24 hour coverage, 365 days a year
- 2 dedicated guards @ each Terminal)

May 2018 - April 2019

Interception & Interdictions	"\$" Brought Back to Taxis & Limos
95,000	\$3.8M

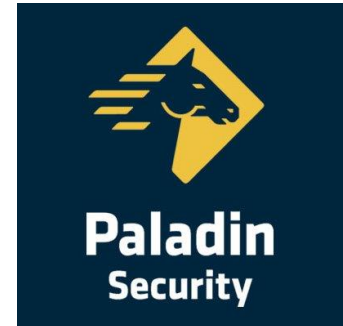
**Note: \$3.8M is based on \$40.00 fee*

Peel Police Increased Presence & Scooper Blitzes (Effective December 2018)

- 120+ Charges
- Involvement by GTAA Public Safety Officers, Paladin Scooper Patrol & dedicated tow truck

Highway Traffic Act (HTA):

- Peel Police
- Prosecutor
- Legal
- Government Affairs & Stakeholder Relations – Premier & Minister's Offices



Raising Awareness – Social Media & Digital

or getting to
a meeting...

Choose the Right Ride.
Options available to fit your needs at
torontopearson.com/transportation



...We've got you covered.

TORONTOPEARSON.COM/TRANSPORTATION



Take #therightride home. Over 600+ authorized and licensed taxis & limos are operational at Pearson.

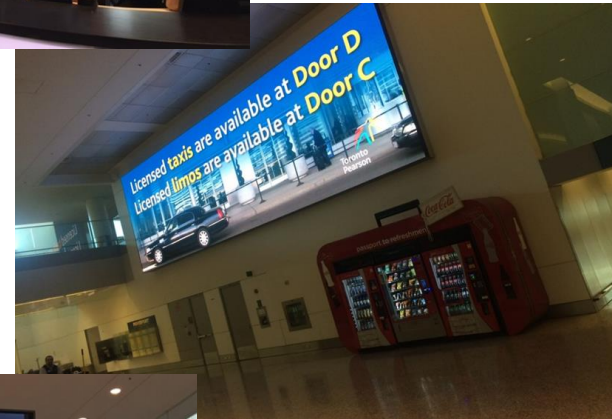
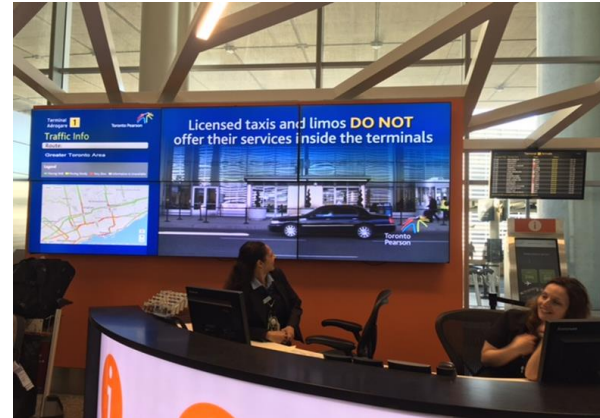
<http://www.torontopearson.com/en/toandfrom/taxilimo/#>

Be sure to choose #therightride home from Pearson. Grab an authorized taxi or limo from Arrivals Doors C and D in Terminal 1 and Door F in Terminal 3

<http://www.torontopearson.com/en/toandfrom/taxilimo/#>

Always choose #therightride home from Pearson. Be sure to check out the multiple options for a safe ride to your final destination:

<http://www.torontopearson.com/en/toandfrom/taxilimo/#>



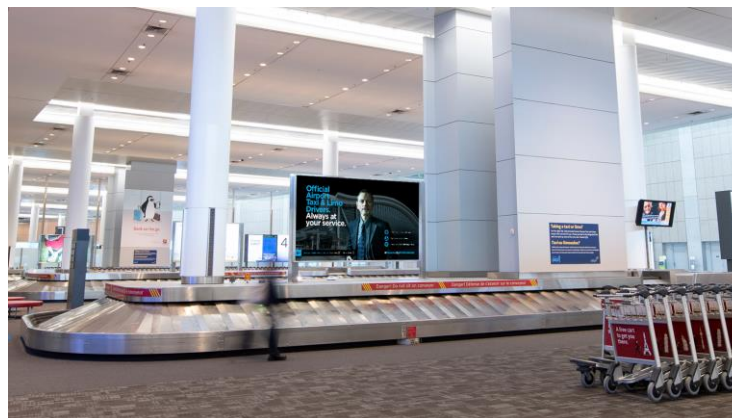
Raising Awareness – Branding (Creative #1)

Official Airport Taxi & Limo Drivers. Always at your service.

- Fully Trained Professional Drivers
- Any day, every day, any time
- Flat rates incl. HST & **NO Surge Pricing**

Find your official drivers waiting at:
Taxis: Door **D** Limos: Door **C**

#PoweredByProfessionals



Raising Awareness – Branding (Creative #2)

**TRUST
EARNED WITH
EXPERIENCE.**
#WEDRIVEFORYOU

Official Airport
Taxis & Limousines

Flat rates HST included.
NO Surge Pricing.

Fully Trained Drivers.
Approved Standards.

Any day, every day, any time.
The worry-free choice

Find your official drivers waiting at:
Taxis: Door **D** Limos: Door **C**

←

