

For-Hire Driver Training

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Background

- Consulting and Programs on Screening, Training, Testing
- Also Direct Training
- Multi-mode operations and training emphasis
 - Taxi / limo but also transit and charter bus, airport shuttles, ADA paratransit, taxi, limo, medical transportation, etc.
 - For-hire and public transit / contract operations, plus for-hire advanced certifications
 - General training and mode specific training (*regulation and training examples*)
- Driver, dispatcher, reservationists, maintenance and management
- Modules emphasis with levels

Regulatory Training Options

1. Hands off
2. Limited training information & testing
3. Regulations, but still rely on companies or associations to provide
4. Company proposes, such as in franchise or permit award via RFPs
5. Require approved training programs
6. Regulatory authority provides or outsources or Approve a single training provider

Potential Problems with the Market, “Hands-off” & Limited Programs

- Open entry & other smaller company markets
- Independent contractor / lease / medallion mkts
- Independent contractors issues from State / Fed
- Increased complexity / specialization of training
- Economies of scale / improve overall training
- Need to involve stake-holders in training (Police, Hotel Motel, disability community, drivers, etc.)
- Multi or specialty jurisdictions, airports, etc.
- Public safety and driver security cannot be left to chance

Considerations

- Current situation, regulatory framework, industry structure
- Stakeholder viewpoints, involvement
 - Policy makers, regulators, police, drivers, companies, convention bureaus, hotel / motel groups, disabled ...
- How extensive; modules to be included; self-study options for some modules
- Modes to be included & how mixed?
 - taxicabs, limousines / sedan services, special needs transportation vehicles, contract vehicles, touring companies (vehicle / walking), pedicabs, horse-drawn carriages . . .
- Class sizes and frequency / cost

Considerations (Cont.)

- Quality & professionalism desired
 - Program, instructors, training manuals, audio-visuals...
- Testing & test cut-off scores (important)
- Driver acceptance / legitimacy (especially if existing drivers trained)
- Desire for control
- Administrative capabilities & updating

Require Companies to Train or Company Proposals

- Level of detail in your requirements
- Option of central testing as standard for companies to train to
 - Minimum skills versus larger training objectives, attitudinal, hands-on, larger skill set.
- Franchise markets w/ RFPs: company training proposals on top of minimum standards
 - If no central testing, consider detailed responses on testing and cut-offs also

Single Approved Trainer Option

Charlotte, NC Case Study

- Fragmented / nearly open entry market
- Large scale problems with service
- Driver qualifications
- Large number of existing drivers
- High rates of driver ordinance violations due to ignorance of requirements
- New ordinance requirements and ongoing changes
- Robberies and murders of drivers
- High turnover

Approved Trainer RFP Process

- Ordinance to attend approved training program
- RFP for training program design and delivery
- Minimum / maximum class size/ frequency issues
 - (Especially with driver security, disabled training, etc.)
- Contract executed with one firm, two-year with option years

Modules

- English proficiency and money skills pre-testing
 - Failures should be given a self-practice for money, referred for English as 2nd Language
- For-hire regulations (Local, State, Federal)
- Airport & other transportation terminal procedures
- Map reading and routing / navigational tools
- Knowing and appreciating the area
- Driver professionalism & customer service skills

Modules (Cont.)

- Assisting customers with special needs / disabilities
- Vehicular Safety
 - Safe and defensive driving
 - Vehicle inspection and safety
 - Vehicular emergencies
- Driver security and crime / public safety
- Business management
- Review, course evaluation and testing

Additional Modules

(Company Modules in Most Markets)

- Vehicle specific training
- Vehicular equipment
 - Radios, Meters, Lifts, etc.
- Dispatching procedures / MDTs
- Transit / subsidized trip procedures
- Company specific account procedures
- Company policies and procedures
- Advanced disability assistance
- First Aid / CPR

Professionalism & Customer Service

- A theme of all modules, plus a dedicated module
- A note on testing minimum skills versus testing retention of learned material
- Topics:
 - Why customer service?
 - Where have the customers gone?
 - Respecting cultural diversity
 - Greeting the customer
 - Maintaining a good attitude
 - Importance of health and exercise
 - What does the customer want?
 - Exceeding customer expectations

Professionalism & Customer Service Sample Topics (Cont.)

- Conversation?
- Dress and hygiene
- **Dealing with combative customers**
- Cell phone usage
- Music?
- Responding to customer requests
- Transporting the Queen of England
- Handling incidents
- Etc.

Driver training not a substitute for trained dispatchers

- Dispatchers are an important line of defense with customer service issues and in emergency protocols
- Require company dispatchers and company representative to attend training
- Require on-duty radio dispatchers during all business hours
- Make driver / dispatcher interaction a key component of driver security training

Some driver security tips

- Single most important safety feature?
- Make the threat clear
- Teaching threat awareness and observation skills, avoiding threats 1st, reacting 2nd
- **Suspicion and Threat Communications Procedures for Ground Transportation Drivers and Dispatchers**
 - Work for radio and even better w/ MDTs & GPS
 - Work for all modes
 - Emphasis on prevention
 - Results
- Require cameras and advertise them
- Teamwork, Cabs on Patrol (COPS), public protection, working with police

Review, Driver Surveys & Testing

- Pre-tests and post-tests
- Testing Requirements
 - Validity
 - Reliability
- Testing for minimum requisite skills versus testing for broader content
- Cut-off scores
- Retake policies
- Surveying drivers













Thank you

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