

International Association of Transportation Regulators
24th Annual Conference
Toronto, ON
September 10-14, 2011

TRAINING AND HOSPITALITY – THE KEYS TO TAXI SUCCESS

Saturday, September 10, 2011

- 10:00 – 5:00 pm Board of Directors Meeting and Golf Event
Braeben Golf Course, 5700 Terry Fox Way, Mississauga, ON
Registration and Complimentary Driving Range Starts at 10:00;
Tee-offs between 11:00 – 12:00
- 5:00 – 7:00 pm Associate Member Advisory Committee Meeting – Braeben Golf Course
(Dinner Only Tickets available online at www.iatr.org)
- All Day Tours/Excursions – To be booked directly with the Sheraton Centre Tour Desk
- All Day Tap Into TO! Greeters Program – Walking Tours available for pre-booking by
visiting <https://wx.toronto.ca/inter/city/tap.nsf/VisAppl?OpenForm>

Sunday, September 11, 2011

- 12:00 - 4:00 pm IATR Board of Directors Meeting, Pinnacle Boardroom, 43rd Floor
- 2:00 – 4:00 pm Vehicle Inspection Standards Workshop – Elgin Boardroom
Moderator: James Bisson, City of Mississauga
Presenter: Rolf VanderZwaag, TechniCom Consulting
- Enhanced Livery Vehicle Inspection Standard;
 - Accessible Vehicles
 - National Safety Code Standards
- 3:00 – 7:00 pm Registration (Conference Level- Outside Sheraton Hall E & F)
- 3:00 – 6:00 pm Exhibitor/Sponsor Display Set-Up (Sheraton Hall E & F)
- 4:30 – 5:30 pm Regulatory Focus Group – By Invitation Only – Kenora Boardroom
Sponsored by Platinum Sponsor Frias Transportation Infrastructure
- 7:00 - 10:00 pm Welcome Reception: Club Lounge, 43rd Floor, Sheraton Centre
- Speakers:* Matthew W. Daus
IATR President
- Bruce Robertson, City of Toronto
Conference Host

Welcoming Remarks from City of Toronto Mayor Rob Ford (Tentative)

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Monday, September 12, 2011 – Training Trends and Best Practices

Day 1 Moderator – Richard Mucha

8:00 – 9:30 am **Breakfast: Sheraton Hall E & F**
Continental Breakfast amongst the vehicle and sponsor displays

8:00 - 2:00 pm **Registration – Conference Level – Sheraton Hall E & F**

8:00 - 5:00 pm **Exhibits and Poster Sessions - Sheraton Hall E & F**

Exhibits will include indoor displays of vehicles, technology and business solutions offered by our sponsors. Authors of research projects will be available to discuss projects on display as posters.

9:30 – 9:45 am **Opening Remarks – Sheraton Hall B & C**
Welcome to Toronto - Richard Mucha, Acting Manager, Licensing Enforcement, City of Toronto

9:45 – 10:15 am **SESSION 1 – Sheraton Hall B & C**
Driver Training – Regulator Training Methods and Programs
Presenter – Emilio Leonardis, Manager, Training Centre, Municipal Licensing and Standards, City of Toronto

Training is an essential element to ensuring service quality and safety standards. Around the world, a variety of approaches are taken to the design and implementation of training programs. Data collected from our pre-conference survey informs this discussion on the benefits, necessity and structure of training programs, particularly with respect to how these programs are sold to decision-makers at the time of approval. An overview of trends, approaches and best practices sets the context for the day.

10:15 – 11:00 am **Break – Sheraton Hall E & F - Exhibitor Displays and Poster Sessions**

11:00 – 12:00 pm **Concurrent Sessions**

SESSION 2A – Sheraton Hall B & C
Driver Training Implementation and Administration

Once you've made the commitment to implement a training program, there are a number of decisions that need to be made. This will be an open discussion to share experiences and current challenges being faced, given the different approaches that exist.

- Exemptions? Challenge Exams? Grandfather Rights?
- Drivers from Other Jurisdictions – Transferability of Training Completed?
- Delivery Options – In-house or contracted out?
- Learning Methods – Distance Education? Online? Classroom?
- Buying Curriculum off-the-shelf or developing your own?
- Testing Methodologies and Examination Approaches
- Renewal and Refresher Training?

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SESSION 2A (Con't)

Presenters:

- Andrew Vollo, NYC Taxi and FHV Driver Institute, LaGuardia Community College
- Cesar Padilla, Hillsborough County Public Transportation Commission, FL
- Emilio Leonardis, City of Toronto

11:00 – 12:00 pm **Concurrent Sessions (Con't)**

SESSION 2B – Sheraton Hall E & F
Enforcement Officer Training

Career colleges have courses in (1) Police Foundations; (2) Security; and (3) Customs and Corrections. But there are no programs specifically designed to train for bylaw and code enforcement. A wide range of competencies and skill sets are required to be an effective taxi inspector. Different cities have identified the need for more and better training of enforcement officers and will present their approaches to curriculum development and delivery. This session will explore the unique skills, experience, and qualifications needed to effectively enforce complex transportation regulations.

Presenters:

- Deputy Commissioners Ray Scanlon and Conan Freud, New York City Taxi and Limousine Commission
- Elaine Buckstein, Former Director of Enforcement, City of Mississauga

12:00 – 2:00 pm **Luncheon with Our Sponsors and Exhibitors: Sheraton Hall E & F**
Keynote Speaker – Mr. William Millar
President, American Public Transit Association (APTA)

President Matt Daus Presentation

“State of the IATR” Address

IATR’s mission can only effectively be accomplished with a growing membership, adequate funds, and real benefits of membership, as well as strategic partnerships with related organizations and associations. President Matt Daus will share the thinking behind the Board of Directors’ three-year strategic plan, to become a full-service association.

2:00 – 3:00 pm **SESSION 3 – Sheraton Hall B & C**
Training from an Industry Perspective – Web-Based Driver Education
Program and TOPS (Taxis on Patrol)

Presenters:

- Al Lagasse, Executive Director, Taxi Limousine Paratransit Association (TLPA)
- Robert McBride, TLPA President;
- Gene Hauck, TLPA Past President

3:00 – 3:30 pm **Break – Sheraton Hall E & F - Exhibitor Displays and Poster Sessions**

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3:30 – 5:00 pm **SESSION 4 – Sheraton Hall B & C**
Panel Discussion – Where Do You Draw the Regulatory Line?

There is no one approach to training. How do you know how much or how little training is required? Does it need to be mandated? Should the industry be responsible for sourcing and developing programs? Our panel represents a variety of approaches and experiences.

Presenters:

- Michael Moses, The Moses Group
- Blair Davies, Australian Taxi Industry Association
- Charles Johnson, Total Contract Solutions
- Jack Matrosov, Wheelchair Accessible Transit, Toronto
- Barry Lefkowitz, Member, New Jersey Governor's Passenger Transportation Advisory Council

5:30 – 7:30 pm Tour of Toronto: Double Decker Bus (Buses load on Richmond Street)
Sponsored by Platinum Sponsor VeriFone Transportation Systems

7:30 pm Free Evening to enjoy Toronto (Restaurant suggestions and reservation assistance are available from the Sheraton Centre Tour Desk in the Lobby.)

Tuesday, September 13, 2011 – IATR Research and Reform Initiatives – New Directions

Day 2 Co-Moderators: Professor Matthew W. Daus, Esq., City University of NY (UTRC II); Dr. James Cooper, Taxi Research Network/Napier University, Scotland

8:00 - 2:00 pm **Registration (Sheraton Hall E & F)**

8:00 - 4:00 pm **Exhibits and Poster Sessions in Sheraton Hall E & F**

8:00 - 9:30 am **Breakfast - Sheraton Hall E & F**
Keynote Speaker – Prof. Allan Fels, State of Victoria, Taxi Industry Inquiry

The newly elected state government of Victoria, Australia recently announced a major review into taxi and hire car services, on the back of record low customer satisfaction and escalating complaints particularly in the capital city of Melbourne (population over 4 million). The government's stated objectives are to deliver major and enduring reform to service, safety and competition. In doing so, they have appointed Professor Allan Fels AO, former head of the Australian Competition and Consumer Commission, to head an independent review. The Victorian Taxi Industry Inquiry commenced in May 2011.

Professor Fels' keynote address will outline the major issues facing Victoria's taxi and hire car services, and the fundamental questions these problems raise about the high degree of regulation and market concentration (some of which have a national dimension) and the associated impact on service outcomes. Professor Fels will discuss whether there is a consensus view about the right framework for taxis, gleaned from relevant international bodies and on-the-ground experiences of reform in various jurisdictions, and the challenges for achieving and sustaining reform.

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9:30 – 11:00 am **SESSION 5 – Sheraton Hall B & C**
IATR's New Research Initiative: Getting Respect and Results through
Research: Driving Taxis Into Mainstream Transportation Planning

The IATR is travelling in a new educational direction. Our Committee on Research and Academic Initiatives will engage various stakeholders to create a long-term and short-term research agenda. This new committee will be comprised of members representing universities and colleges with transportation studies and programs, whose members represent balanced intermodal expertise (public or private) to work closely with the Taxi Research Network and government designated Transportation Research Centers.

This initiative will be geared towards (1) elevating taxi studies and bringing them into the mainstream of transportation planning, funding and international research; (2) increase the comprehensiveness of IATR sponsored reports and studies to supplement and expand its catalogue of surveys and regulatory library; and (3) select and pursue studies and research initiatives that will lead to real reform, improvements and pragmatic applications for IATR members, the industry, passengers and the broader transportation community.

Panelists:

- Camille Kamga, City University of New York, City College (UTRC Reg. 2)
- Dr. Ray Mundy, University of Missouri/AGTA/Taxi Research Network
- Professor David King, Columbia University
- Professor Jonathan Peters, City University of New York, Staten Island College
- Dr. James Cooper, Napier University, Scotland; Taxi Research Network

11:00 – 11:45am **Break – Sheraton Hall E & F - Exhibitor Displays and Poster Sessions**

11:45 – 12:30 pm **SESSION 6 – Sheraton Hall B & C**
PARATAXIS: MIND THE GAP
A New Paradigm for Bridging the Accessibility Gap Between Transit and Taxis

The new concept of replacing paratransit and Access-A-Ride type van service with wheelchair accessible taxicabs known as "Parataxis" will be explored, via both rural and urban case studies in the United States and the United Kingdom. A new paradigm using centralized dispatch services, GPS, debit/credit cards, as well as the coordination of responsible government agencies and consolidation of all government funding and subsidies to offset the additional costs of providing "Paratransit" services" will be introduced. Significantly enhanced efficiencies, increased service, major cost-savings and environmental benefits will be demonstrated. The studies and joint research projects and initiatives of the IATR, Taxi Research Network and the Transportation Research Board will be covered and input will be sought from IATR members and conference attendees.

Presenters:

- Professor Matthew W. Daus, Esq., IATR President and Distinguished Lecturer, City University of NY, Transportation Research Center
- Professor James Cooper, Edinburgh Napier University and Taxi Research Network

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12:30 – 1:30 pm LUNCH – Sheraton Hall E & F

During lunch, a presentation will be delivered on the upcoming 2012 IATR conference in Washington, D.C., as well as a presentation and open discussion regarding the IATR's United States and Canadian legislative agendas and legislative plans for the coming year.

Presenters:

- Dena Reed, Washington DC Taxicab Commission and Monique Russell, Destination DC
- Barry Lefkowitz, MGR Associates
- John Nunziata, Former Member of Parliament, Partner, The Parliamentary Group

1:30 - 3:00 pm SESSION 7 – Sheraton Hall B & C
Regulatory Reform – A Tale of Many Cities?

On May 31, 2011, Toronto's Municipal Licensing and Standards Committee passed a motion which initiated a comprehensive review of Toronto's taxi licensing system, including Ambassador Licenses. Other international cities including Washington, Calgary and the State of Victoria are also in the middle of major reform initiatives. But these reviews are only as good as the political will that defines them. Too often, staff find themselves responsible for a technical review process that either limits the scope to consider real solutions beyond the traditional role of taxis, or fails to appreciate the political nature of the approval process that will decide its fate. In Toronto's case, there is the additional opportunity to address the needs of the disabled community, and include the delivery of shared-ride and on-demand trips using accessible taxis.

Panelists:

- Councillor Denzil Minnan-Wong, City of Toronto
- Geoffrey Riesel, Radio Taxis Group, London, England
- Prof. Allan Fels, Australian State of Victoria, Taxi Industry Inquiry
- Dr. David Cousins, Commissioner, Taxi Industry Inquiry

3:00 – 3:30 pm Break – Sheraton Hall E & F - Exhibitor Displays and Poster Sessions

3:30 – 3:45 pm SESSION 8A – Sheraton Hall B & C
National Institute for Occupational Safety and Health (NIOSH)
Status Report – Joint Research Project – Evaluation of Taxi Driver Safety
Equipment

In 2009, IATR signed a Letter of Agreement with NIOSH to conduct research on effective methods to reduce the frequency of robberies, assaults, and homicides committed against taxicab drivers. NIOSH has evaluated whether safety equipment in taxicabs are associated with reductions in the risk of robbery, assault, and homicide crimes against taxicab drivers and whether the equipment is associated with increases in arrest and conviction rates. NIOSH has been evaluating safety equipment such as security cameras, safety partitions, GPS, cashless systems, emergency signal lights, and emergency dispatch alerts. Additionally, NIOSH has been developing specifications for evaluating security cameras and safety partitions in taxicabs and preparing a recommended guideline for the selection of security cameras and safety partitions.

Presenter:

- Cammie Menendez, Epidemiologist, NIOSH/CDCP

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3:45 – 5:15 pm SESSION 8B – Sheraton Hall B & C
Mandating Credit Card Acceptance

A major issue regarding credit card acceptance in several U.S. cities and elsewhere is – “Who pays the fees?” This session will commence with an explanation of the breakdown of the fees associated with payment processing, and the regulatory history and current status of various practices and approaches employed by different jurisdictions. A major cause for concern among regulators is the standard 5% processing charge, and driver opposition to paying such charges. After an explanatory run down of how NY City set the 5% standard, and a primer in processing procedures, the panel, comprised of payment industry stakeholders and regulators grappling with such issues, will openly debate existing practices and explore alternative approaches to setting fees and deciding which parties will bear the cost of credit card transactions.

Panelists:

- *Debate Moderator – Matthew Daus, IATR President*
- Christiane Hayashi, San Francisco Municipal Transportation Agency
- Mark Cohen, City of Boston
- James Ney, Philadelphia Parking Authority, Taxicab and Limousine Division
- Tom Drischler, Los Angeles Department of Transportation
- Jesse Davis, Creative Mobile Technologies
- Amos Tamam, VeriFone Taxi Systems
- Sanders Partee, Taxi Magic

6:30 – 10:00 pm Tuesday Evening Dinner Gala and International Driver of the Year Awards
CN Tower – Horizon’s Lounge and 360 Restaurant

Transportation sponsored and provided by:

- Diamond Taxis
- Cabconnect, Inc.

6:30 – 8:00 pm Cocktail Reception – Horizon’s Lounge – Sponsored by VerifEye Technologies
7:30 – 8:00 pm Driver of the Year Awards
8:00 – 10:00 pm 360 Restaurant Gala Dinner – Sponsored by Creative Mobile Technologies

Wednesday, September 14, 2011 – Tourism and Hospitality

Day 3 Moderator – Jim Peters, Responsible Hospitality Institute

8:00 – 9:00 am Breakfast

8:00 - 10:00 pm Registration – Sheraton Hall A & B

9:00 – 10:00 am Session 9 - Mobility Management and Nightlife – Overview of Trends:
Nightlife Activity’s Implications for Transportation

Demographic, policy, economic and lifestyle trends are creating more demand for an active nighttime economy, centered in downtowns throughout the world. Successful nightlife management requires an efficient and coordinated mobility management system. The Wednesday morning session will feature an overview of trends driving the need for policy and practices on nighttime transportation systems,

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showcase case studies of innovative approaches and present a discussion among key association representatives discussing challenges in today's economy to meet growing demand.

Jim Peters, President, Responsible Hospitality Institute, will present an overview of trends driving the nighttime economy. Topics will include the positive influence of nightlife on tourism, residential development and commercial expansion. Insights will also be featured on the role of improved transportation systems to enhance economic development, reduce impacts on public safety and improve quality of life of residents and visitors. Among case studies to be presented in Peters' presentation are:

- Seattle, Washington: Mayor's initiative integrates several transportation systems to enhance safety and convenience to support the nighttime economy, including taxi stands, extended bus service, overnight meter parking rules.
- Calgary, Alberta, Canada: An innovative "Ride Home Centre" project coordinates taxi service at designated locations, adapted from daytime bus transit stops, to facilitate more efficient late-night transportation in Calgary's high activity nightlife districts.
- Brisbane, Queensland, Australia: Expedited taxi stands are blended into a coordinated public safety strategy to assure a safe location for access to taxi service, with security staff monitoring customers and protecting safety of the drivers.
- Boulder, Colorado: Closing time crowds on Pearl Street fought to get limited taxi cars, resulting in fights and disturbances. A collaborative with the University of Colorado and the city extended the popular Hop bus service to continue until 3 am.

10:15 – 11:30 Session 10 – Toronto's Entertainment District - Building Alliances for Mobility Management and Nightlife

This session will feature an introduction of the challenges in Toronto's active nightlife district from multiple perspectives, and serve as a model demonstration of how to organize a working group to represent all stakeholders. The session will allow for a discussion among conference attendees on how all stakeholders can work towards improvements in late-night transportation alternatives. The key question for panelists and conference attendees will be to define the emerging nighttime needs to improve public transportation, parking, valet, taxi and shuttle services, and how these services can be enhanced.

Toronto Entertainment District Panel:

- Moderator - Janice Solomon, Executive Director, Toronto Entertainment District Business Improvement Area
- David Whitaker, President, Tourism Toronto
- David McCormack, Unit Commander, 52 Division Police - Toronto Police Services (Invited)
- John Kiru, Executive Director - Toronto Association of Business Improvement Areas (TABIA)
- Tony Elenis, President - Ontario Restaurant, Hotel & Motel Assoc. (ORHMA)
- Ian Maher, Vice President, Strategic Planning & IT, Toronto Parking Authority
- Jim Bell, Diamond Taxi and Canadian Taxi Association
- Toronto Councillor Karen Stintz, Chair, Toronto Transit Commission (Invited)
- Mitch Stambler, Manager of Service Planning, Toronto Transit Commission (Invited)