

AGENDA

**The Changing Face of
Airport Ground Transportation**

**Miami Beach Resort and Spa
April 19-22, 2015**



**A CONFERENCE OF THE
AIRPORT GROUND TRANSPORTATION ASSOCIATION**

AIRPORT LANDSIDE TRAINING PROGRAM is for airport officials and others who wish to receive University certification for training in airport ground transportation. Participants will attend a four-hour training program over the three days of this conference that will include two hours of instruction and a Wednesday morning tour of the Miami International Airport landside facilities.

The Changing Face of Airport Ground Transportation

SUNDAY, APRIL 19

- 3:00 Board Meeting *Miramar North*
- 3:00 - 5:30 AGTA ON-SITE REGISTRATION CHECK-IN *Mediterranean Center Foyer*
- 6:30 - 8 President's Reception (*Sponsored by GO Airport Shuttle/GO Executive Car Service*)
Pool Deck West (Oceanview Room)
Cocktail attire appropriate

MONDAY, APRIL 20

- 7:45 REGISTRATION DESK OPEN *Regency Foyer*
- 8:00 WELCOME BREAKFAST *Oceanview Room*
- Seated Breakfast
AGTA President Welcome.....David Bird, SuperShuttle
Mini-Presentations by vendors/exhibitors
Conference Overview.....Ray Mundy, AGTA Executive Director
- 9:00 GENERAL SESSION I *Regency Ballroom*
TNCs at North American Airports – An Update
Transportation Network Company issues continue to dominate airport ground transportation access issues. Questions regarding their legality, insurance, background checks, vehicle safety, fees, and impacts on existing ground transportation operators are being discussed by most airport authorities today. Various methods are used by TNCs to elude airport fees and registrations. What happens when TNC drivers are caught?
Panelists
Abu Azam San Francisco International Airport
Terry Smith Denver International Airport
Stephanie Box Leigh Fisher
Paul Halloran Mesirow Financial (insurance)
Matt Daus IATR Update
Ray Mundy AGTA TNC Survey
- 10:45 BEVERAGE BREAK - EXHIBITS AVAILABLE (*Sponsored by Clean Energy*) *Regency Conference*
- 11:00 GENERAL SESSION II *Regency Ballroom*
Curb Placement for Commercial and Courtesy Vehicles
In an era of remote ground transportation car rental and general ground transportation facilities, where do the various commercial and courtesy ground transportation providers pick up and drop off? How are the fees and usage affected by a move to remote facilities? And, are single or limited occupancy vehicles and providers being given preference over the high occupancy vehicles (HOVs)?
Panelists
Bill Lanham Washington Dulles International Airport
Don Hobbs DFW International Airport
Darrin McKenna Ricondo & Associates
- 12:00 LUNCHEON AND SPEAKERS
Joe Mora Miami/Dade County Regulatory Authority
Mark Mitros Landside Operations, Miami/Dade County International Airport

1:30

CONCURRENT WORKSHOPS

These workshops will further explore the topics addressed in the opening general sessions. Participants will discuss their particular local situation, how to build collective responses to the challenges posed by these new technologies and business models, and yet protect the airline traveling public. Workshops will feature an expert moderator with sub-groupings of airport and ground operators who will be tasked with providing their collective view on these issues affecting both airport and their ground operators. Preliminary topics include:

- **Virtual Dispatch/Holding Lots**
Can airports eliminate large taxi, shared ride, and prearranged vehicle holding lots through technology?
Moderator.....Forrest Swensen, TransCore
- **Accessible/ADA Transportation**
Should Airports be obligated to ensure availability of on-demand accessible transportation?
Moderator.....Eric Hudak, Minneapolis-St. Paul International Airport
- **Landside Certificate Workshop I**
Drafting an Airport's TNC Permit Program -- What to consider, what to include, what to not include, and whether to bargain with TNC operators?
Leader.....Peter Mandle, Leigh Fisher

3:15

BEVERAGE BREAK - EXHIBITS AVAILABLE (Sponsored by Roush CleanTech)

Regency Conference Room

3:30

WORKSHOPS CONTINUED

- **Managing the back office ground transportation data at airports** Valencia E & W
Moderator.....Beth Humphrey, Mitchell-Humphrey & Co.
- **Vehicle Maintenance Breakout -- Systematic reduction in breakdowns and fleet vehicle operating costs** Castillian
Moderator.....Ron Humphrey, CodeRed Business Solutions
- **Landside Certificate Workshop II** Madrid
Placement of Commercial Ground Transportation at Large Airports
Leader.....Darrin McKenna, Ricondo & Assoc.

6:00 - 7

COCKTAIL HOUR (Sponsored by Mitchell-Humphrey & Co)

Oceanview Room

Dinner on your own

TUESDAY, APRIL 21

8:00

CONTINENTAL BREAKFAST

Oceanview Room

8:30

GENERAL SESSION III

Regency Ballroom

Rationale Used by Airports in Determining Ground Transportation Fees

Airport ground transportation fees have evolved over the years from less technical forms as an amount per vehicle, a percentage of gross, an amount per company, etc., to more of a use fee charged through AVI systems on the airport for commercial vehicles. However, there seems to be little uniformity of just how different airports set these fees and rationales used to establish different fees for different types of carriers even though they may be using the same vehicle. This panel will discuss these differences and provide their views on what is needed to move to a more standard practice of determining fees through more common criteria. Panelists

Presenters

Dawn Huddleston	Port of Portland
Stacy Mattson	Sea-Tac International Airport
April Russ	Southwest FL International Airport
Larry Bowers	Salt Lake City International Airport

10:00

BEVERAGE BREAK: EXHIBITS AVAILABLE (Sponsored by Clean Energy)

Regency Conference

- 10:15** **GENERAL SESSION IV** Regency Ballroom
Do Changing Technologies Require Changes in Airport Ground Transportation?
- The advent of internet and the new app technologies have significantly changed the behavior of individuals as they plan for and obtain their ground transportation. While a few seasoned travelers have always phoned for their travel planner to book their ground transportation, the user today is presented with ground transportation options while booking his/her airline ticket -- or the traveler can now use their cell phone or app once they arrive to arrange for a vehicle or just go to the on-demand ground transportation curbside to catch a ride. In many airports the need for, or use of, a ground transportation concession booth may be obsolete. On the other hand, at many smaller and medium sized airports, the ground transportation booth can be the welcoming beacon and information source for many travelers. How the ground transportation booth and new technologies might be used for maximum customer service in today's airports will be the topic for this general session. Panel members will be discussing the benefits of the old system -- where and how technology is being used to streamline and improve upon the efficiencies of ground transportation.
- Presenters
- | | |
|-----------------|--|
| Mark Ustik | Organizing tour groups "The Hudson Way" |
| Lynn Richardson | GateKeeper Systems on their new system |
| David Bird | SuperShuttle apps and their new TNC program i.e. Kansas City |
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- 11:00** **GENERAL SESSION V** Regency Ballroom
Airport Fees to Commercial and Courtesy Vehicles: What do operators want (expect?) for their fees?
- Airport ground transportation fees differ by the type of service(s) being offered. Airport car rentals and some off-airport parking lot operations are charged a percentage of gross while others pay a per trip fee. Still others bid against competitors to pay a concession fee that usually has a MAG (Minimum Annual Guarantee). Like taxes, we all feel we are paying too much, but have fee charges from airports become excessive for some operations, creating an adversarial relationship between the airport and its operators?
- Presenters
- | | |
|-------------------|--------------------------------------|
| Allen Fugate..... | VanGalder Bus/Coach USA |
| Sarah Fisher..... | The Parking Spot |
| Jeff Finkel..... | GO Yellow Checker Shuttle/Yellow Cab |
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- 11:45** **Should Private Vehicles Pay to Use the Airport Curbside for Pickups and Drop-offs?**
- Airports, for the most part, operate roadways open to the public, but roadway construction, maintenance, and management are all costs of the airport. As with new bridge and road construction today, many of these transportation facilities require the assistance of tolls for their construction and maintenance. Why should airport roadways be any different? How much revenue would only modest tolls provide? And why should airports charge only commercial and courtesy vehicles for the use of their roadways? This panel will discuss the current research underway at the University of Missouri's Center for Transportation Studies with regard to charging private vehicles and the potential reaction of users and airport officials.
- Presenter.....Ray Mundy, UMSL Center for Transportation Studies
Charging the private automobile for curbside access
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- 12:00** **Luncheon** Oceanview Room
State of the Association
Passing of the President's Gavel to Lorraine Wilde
You're invited!.....Eric Hudak, Minneapolis-St. Paul Int'l Airport
Florida's Battle with TNC Legislation.....John Camillo, GO Airport Shuttle/Exec Car Svc
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- 1:30** **Concurrent Breakout Sessions/Workshops**
- Smaller breakout sessions will engage delegates in discussions involving important issues for ground transportation operations and airports from the morning presentations. While an expert moderator is assigned for each breakout, each delegate is encouraged to relate how these things are operated or administered at their airport and/or operations. The objective of these roundtable discussions is to learn from each others' successes and/or mistakes/failures.

- **How could private car charges work at my airport?** *Valencia E & W*
Moderator.....Ray Mundy, AGTA
- **Should there be just one "per vehicle size" charge at an airport regardless the purpose of the vehicle?** *Castillian*
ModeratorRobert Bergeron, DFW Int'l Airport
- **Landside Certificate Workshop III** *Madrid*
Placement of Commercial Ground Transportation at Medium and Small Airports:
Leader Moderator.....Darrin McKenna, Ricondo & Associates

2:45 BEVERAGE BREAK -- EXHIBITS AVAILABLE (*Sponsored by Sojern*) Regency Conference Room

3:00 Workshops Continued

- **How do we maximize limited airport curb space?** Should we have specific assigned pick up areas or maintain flexibility through common-use loading areas? What impact will increasing pre-arranged and TNC services have on our curbs? *Madrid*
Moderator.....Ray Mundy, AGTA
- **SFO's Geo-Fencing for TNC's – How it works and how other airports can use it** *Castillian*
Moderator.....Abu Azam, San Francisco International Airport
- **How are the new technologies changing my operations?** *Valencia E & W*
Moderator.....Jim Gleich, SuperShuttle

6:00 Departure for Jungle Island -- "Only in Florida!" AGTA Reception and Association Dinner
(Transportation sponsored by GateKeeper Systems) (Co-sponsored by Karsan USA-Vehicle on display)

WEDNESDAY, APRIL 22

8:30 AGTA Continental Breakfast and Meeting Wrap Session *Regency Ballroom*
 • AGTA Questionnaire - Meeting in review
 • Planning ahead --- Fall 2015 AGTA Meeting - Minneapolis August 30 - September 2

10:00 Depart for Miami International Airport Landside Operations Tour
Departing delegates may place luggage on tour bus and leave tour for departing flights.

12:00 Adjournment

SPOUSE ACTIVITIES

Because we are located directly on the beach, the scheduled spouse activities for this meeting have been kept at a minimum (and lowered registration). Monday you can sleep in -- BUT meet in the lobby at 11:00 to head south for lunch and culture with the Miami Culinary Tours South Beach Food Tour. Tuesday brunch is at 9:30, but then you are encouraged to enjoy the sun and beach. Tuesday evening the entire group leaves at 6 pm for Jungle Island for a taste of Florida hospitality, cocktails, and dinner.

SUNDAY, APRIL 19

6:30 pm Welcome reception Pool Deck West (Oceanview Room if inclement weather)
Cocktail or smart resort attire appropriate

MONDAY, APRIL 20

11:00 am South Beach Food Tour Check <http://www.miamiculinarytours.com/> Call Sandy 314-753-3432 to register for this 2 1/2 hour walking/eating tour ASAP

TUESDAY, APRIL 21

9:30 am Brunch poolside Hibiscus outdoor restaurant

6:00 pm Meet in hotel lobby Departure for Jungle Island reception and dinner