

Developing Your Response to TNCs and Other New Technologies

POINTE HILTON SQUAW PEAK RESORT

PHOENIX, ARIZONA

SEPTEMBER 14 - 17, 2014



**THE ASSOCIATION THAT BRINGS
AIRPORTS AND GROUND TRANSPORTATION PROVIDERS
TOGETHER TO BENEFIT THE AIR TRAVELER**

Developing Your Response to TNC's and Other New Technologies

SUNDAY, SEPTEMBER 14

AGTA GOLF Lookout Mountain Golf Club (Suggest tee times BEFORE 8 a.m.) See attachment
RESERVE YOUR TEE TIME MONDAY, 9/8! [Jim Gleich at jgleich@supershuttle.net](mailto:jgleich@supershuttle.net)

3:00 p.m. Board Meeting *Arroyo*

3:00-5 p.m. ON-SITE REGISTRATION CHECK-IN *Anasazi Lobby*

6:30 p.m. President's Reception *Fountain Terrace, Pointe Hilton Squaw Peak Resort*
Cocktail attire appropriate

MONDAY, SEPTEMBER 15

7:45 a.m. Registration Desk Open *Anasazi Lobby*

8:00 a.m. **WELCOME BREAKFAST - SPONSORED BY ALLIANCE AUTOGAS** *Kiva*
Seated Breakfast Dave Bird, AGTA President
Local Welcome Chad Makovsky, Assistant Aviation Director, PHX
Conference Overview Ray Mundy, AGTA Executive Director
Mini-Presentations by vendors/exhibitors Dave Bird, Moderator

9:00 a.m. **GENERAL SESSION I** *Kachina*
Responding to TNCs

Transportation Network Companies have moved beyond city regulations to now challenge airport ground transportation regulations as not applying to them. In the few states and cities where they are legally permitted, they have challenged the airport rules as being over-restrictive and the airports as being "uncooperative". However, airports face loss of revenue, increased vehicle congestion, less curb space, and non-permitted vehicles picking up only one passenger, thus contributing to more pollution and the possibility of more deregulations of airport requirements.

At this conference, AGTA will update its members and others on what is happening with TNCs. Do we work with TNCs, continue to fight them, or compete? How do we integrate TNCs at our airports? Where do they pick up/drop off, do we collect fees, do we provide dispatch services for passengers and TNCs, how does the RIDE ACT fit in? What regulations do we need to modify, how do we enforce our regulations?

Covered will be the legal, social, safety, and economic aspects of working with TNCs. Experts in each of these areas will form several panels to inform and advise airports and operators on how to form their response to the challenges presented by these new ground transportation carriers. The "myths" associated with using the term ridesharing will be debunked and programs for legitimate integration of these carriers with other prearranged carriers will be presented.

Presenters.....Abu Azam, SFO/Representing California airports
.....Matt Daus, IATR/Representing regulators' viewpoints
.....Steve Rice, Attorney/Paul Marron Lawyers/Employee status of CA Über & Lyft Drivers
.....Ray Mundy, AGTA/Results of the TNC Update Survey

10:15 a.m. BEVERAGE BREAK/EXHIBITS AVAILABLE *Anasazi Lobby*

10:30 a.m. **GENERAL SESSION II**

Kachina

Digital & Social Media 102 Applied to Airports and Ground Transportation Operators

Digital and Social Media 101 was extremely well-received at the Spring Tampa/Clearwater 2014 meeting, with meeting delegates requesting more education and assistance in its use in airport ground transportation. It has been a driving force for many changes in airport ground transportation -- especially TNCs. Learning how this has happened, how to track and develop your own response to social and digital media for both airports and ground transportation operators will also be a central focus for this Fall Phoenix 2014 Meeting. Noted media expert, Perry Drake of UMSL's Marketing Department will once more develop these general issues with the group and, in addition, will conduct an afternoon working breakout to delve more deeply into specific examples and questions. *Presenter:* Perry Drake.....University of Missouri-St. Louis Dept of Marketing

12:00 p.m. **Luncheon and Speaker**

Kiva

"Airport Ground Transportation of the Future"

Speaker.....Stephen Grubbs, Deputy Director of Aviation, Phoenix Sky Harbor Int'l Airport

1:30 p.m. **Concurrent Workshops**

These workshops will further explore the topics addressed in the opening general session. Participants will discuss their local situation, how to build collective responses to the challenges posed by these new technologies and business models 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 which affect both airport and their ground operators. Topics include:

- ***An effective social media program - Developing and monitoring your own*** Pueblo
Presenter.....Perry Drake, UM-SL Dept of Marketing
 - Effective ways to respond to negative online posts
 - Responding to negative online review
 - Maintaining your online reputation
 - How to handle it when a customer "fabricates" or hypes up a service issue to blackmail you into a free ride

- ***How to use Geo-fencing and other electronic means to identify TNCs?*** Sonora
Moderator.....Stephanie Box, Leigh Fisher

- ***How can other ground transportation operators use these new technologies and business models?*** Adobe
Moderator.....Dwight Kines, Veolia Transdev

3:15 p.m. **BEVERAGE BREAK/EXHIBITS AVAILABLE -- SPONSORED BY PLANNING TECHNOLOGY (PTI)** Anasazi Lobby

3:30 p.m. **Workshops Continued**

- ***Should Airports Develop a Competitive Concession Agreement for TNCs?*** Pueblo
Moderator.....Monica Beltran, Miami International Airport

- ***Managing curb operations with significantly more pre-arranged trips*** Sonora
Moderator.....Bill Lanham, MWAA Washington Dulles Int'l Airport

- ***Contracts or permits? Should airports provide permits for ground transportation or contract with companies? Pro/cons? What do the airports think? What do the operators think?*** Adobe
Moderators TBD

6:00 p.m. **COCKTAIL HOUR -- CO-SPONSORED BY ROUSH CLEANTECH AND AGTA**

Fountain Terrace

TUESDAY, SEPTEMBER 16

8:00 a.m. Continental Breakfast

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8:30 a.m. GENERAL SESSION III

Industry Response to TNC Business Model

Kachina

Presenters.....Dwight Kines, Transdev -- Taxi industry response; probable future actions
.....John Secrest, SuperShuttle Phoenix -- Shared ride industry response;
probable future actions
.....Lyndy Burnham, The Hudson Group and GO Shuttle -- Shared ride
operator point of view; probable future actions
.....Shawnah Whittaker, Calgary Airport -- Canadian perspective on TNCs

10:00 a.m. BEVERAGE BREAK/EXHIBITS AVAILABLE -- SPONSORED BY CLEAN ENERGY

Anasazi Lobby

10:15 a.m. GENERAL SESSION IV

Kachina

Advances in Equipment

Equipment used in airport ground transportation is increasingly required to meet not only customers' satisfaction but also environmental as well as commercial viability for the life of its use. Equipment providers demonstrating their equipment during the Fall AGTA Meeting will overview what is available in the market and how it is changing.

Presenters/Meeting SponsorsAlliance AutoGas
.....Marc Klein, Clean Energy
.....Roger Vartanian, Mobility Works
.....Eric Bates, Roush CleanTech
.....Dave Bird, AGTA Position Papers

11:00 a.m. GENERAL SESSION V

Kachina

New/Challenging Technologies, Business Models and Ride-Sharing in Airport Ground Transportation

New business models and technologies for sharing taxi rides, off-airport parking, and "car-sharing" arrangements present revenue and operational challenges to airports and traditional airport parking and car rental companies. A panel of experts will examine these new challenges and offer suggestions as to how they should be handled and what we may expect in the future.

Speakers.....Lynn Richardson, Gate Keeper -- New challenges in fee collections
.....Tim Csontos, CURB (formerly TaxiMagic)
.....Krista Grotte, Planning Technology (PTI)
.....Mark Harrison, Bandwagon

12:00 p.m. Luncheon

Speaker.....David Bird, President of AGTA: **AGTA Now and Its Future**

Kiva

1:30 p.m. 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.

• ***What should airports do to protect revenues from ground transportation operations that***

- ***bypass the off-airport car rental terminal?***
- ***use vacant off-airport parking spaces to offer very low parking rates?***
- ***offer off-airport parking/personal car rental?***

Pueblo

Moderator.....Stacy Mattson, Port of Seattle/SeaTac

- **Financing airport taxi, limo, bus, or shared ride van services in today's markets** Sonora
Moderator.....John McCarthy, GO Airport Express
- **Does the "driver control" exhibited by TNC apps make drivers employees?** Adobe
Moderator.....Ray Mundy, AGTA

2:45 p.m. BEVERAGE BREAK/EXHIBITS AVAILABLE -- SPONSORED BY MOBILITY WORKS Anasazi Lobby

3:00 p.m. Workshops Continued

- **How to collect use fees from TNCs?** Pueblo
Moderator.....Eric Hudak, Minneapolis/St. Paul Intl Airport
- **How to level the playing field, regulate all or regulate none. Is regulation going away?** Sonora
Moderator TBD
- **Do large airports move shared and single ride commercial vehicles off-property to consolidated transportation facilities?** Adobe
Moderator.....Peter Mandle, Leigh Fisher

6:00 p.m. Departure to Rustler's Rooste for Reception and Association Dinner

Join us for an evening promising "Dinner and Brew With A View" - Enjoy western hospitality high atop a butte in the foothills of South Mountain, legendary former hideout for cattle rustlers, today turned Cowboy Steakhouse. You might even have a chance to try a bit of boot-scootin' before the evening's over!

WEDNESDAY, SEPTEMBER 17

7:45 a.m. AGTA Continental Breakfast and Meeting Wrap Session

8:30 a.m. Joint Meeting with Leigh Fisher/AAAE Conference on Parking and Ground Transportation

Moderator.....Peter Mandle, Leigh Fisher
Speakers.....Terry Smith, Denver International Airport (invited)
.....Tracy Rivas, Phoenix Sky Harbor International Airport
.....Ken Griggs, Monterey Regional Airport
.....Don Hobbs, Dallas/Ft. Worth International Airport
.....Ray Mundy, AGTA Executive Director

10:30 a.m. Depart for Phoenix International Airport Landside Operations Tour

Departing delegates may place luggage on tour bus and leave tour for departing flights.

12:00 p.m. AGTA Adjournment

* * * * * **SPOUSE/GUEST ACTIVITIES** * * * * *

SUNDAY, SEPTEMBER 14

6:30 - 8 Kickoff Reception
Cocktail attire appropriate

Fountain Terrace (Outdoors)

Because of the extreme heat expected in Phoenix over the days we will be there, we have opted to select activities that will keep us primarily indoors. If free time is available and you are so inclined, then we would highly recommend that you plan to visit the Desert Botanical Garden on your own.

MONDAY, SEPTEMBER 15

9:15 a.m. The Heard Museum -- A Phoenix "Must See" - Meet in main lobby to depart to the foremost showcase of Native American art and culture in the U.S., revealing the cultures of tribes in the region through exhibits, demonstrations and live performances and displays of work of contemporary Native American artists.

6:00 p.m. Cocktail hour
Dinner is on your own

TUESDAY, SEPTEMBER 16

9:15 a.m. The MIM (Musical Instrument Museum) -- Ranked by Trip Advisor, among many, the #1 attraction in Phoenix, the "MIM" is the only museum in the world devoted to global musical instruments. It includes exhibits for every country in the world, along with exhibits that offer an insider's view of how some instruments are made, how they are played, or the varied contexts in which they are used. Exhibits are enhanced by state-of-the art audio and video technologies that bring to life the sounds and sights of the instruments on display. What's more, you will be invited to play instruments from around the world in the Experience Gallery. See also instruments from music icons such as John Lennon, Taylor Swift, Elvis Presley, Carlos Santana, and many more in the Artist Gallery. *(Your admission includes the use of wireless headsets to enjoy the galleries, but guests are welcome to bring your own personal headphones for use during your visit.)*

5:30 p.m. Rustler's Rooste - Buses depart promptly at 5:30 for this legendary cowboy steakhouse far above the valley lights. In addition to a fine dining experience, Rustler's Rooste boasts an indoor waterfall and famous "Tin Slide" (originally part of a clever escape plan from bounty hunters). Before the end of the evening, you'll even have a chance to try the country 2-step or maybe you can finally figure out how to line dance.

WEDNESDAY, SEPTEMBER 17

7:45 a.m. Delegates meet for continental breakfast and meeting wrap

10:30 a.m. Depart for Phoenix Sky Harbor International Airport landside tour -- Delegates can take their luggage with them and depart the tour as needed for flight home. Safe travels!!

SET YOUR 2015 AGTA CALENDAR NOW
MIAMI, FLORIDA -- SPRING 2015
MINNEAPOLIS, MINNESOTA -- FALL 2015