



2016 IATR 29th ANNUAL CONFERENCE
INTERNATIONAL ASSOCIATION OF TRANSPORTATION REGULATORS

SEPTEMBER 22 - 25, 2016

**HILTON SAN FRANCISCO, UNION SQUARE | SAN FRANCISCO, CALIFORNIA
333 O'FARRELL ST, SAN FRANCISCO, CA 94102**

**Conference Theme: 21st Century Transportation Regulation -
A Vision for Shared Mobility, Multi-Modal Integration & Governance**

CONFERENCE PROGRAM
(Preliminary Schedule - Subject to Change)

WEDNESDAY, SEPTEMBER 21ST

12:00 PM – 5:00 PM	IATR Board of Directors Meeting	Hilton San Francisco, Union Square Vista Lounge 45th Floor Tower One
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THURSDAY, SEPTEMBER 22ND

9:00 AM – 4:00PM	IATR Board of Directors Meeting	Hilton San Francisco, Union Square Vista Lounge 45th Floor Tower One
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3:00 PM – 6:00 PM	Registration	Hilton San Francisco, Union Square Cityscape 46 th Floor Tower One
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6:00 PM – 8:00 PM	Welcome Reception	Hilton San Francisco, Union Square Cityscape 46 th Floor Tower One
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DAY 1 - FRIDAY, SEPTEMBER 23RD

8:00 AM – 12:00 PM	Registration	Imperial Ballroom Foyer
7:00 AM – 9:00 AM	Breakfast	Yosemite Ballroom
5:00 AM – 8:00 AM	Exhibit Set-up	Yosemite Ballroom
9:00 AM – 9:30 AM	Exhibit Exploration	Yosemite Ballroom
9:30 AM – 11:00 AM	<u>Welcoming Keynote Speech</u> Edward D. Reiskin <i>Director of Transportation</i> San Francisco Municipal Transportation Agency (SFMTA)	Imperial Ballroom

Plenary Session 1: Hack-A-Thon Presentations & Kick-off

Phase 1 (IATR/SECA/Bridge SF) Presentations: The finalists of the Phase 1 IATR sponsored Hack-A-Thon, held over the Labor Day weekend with Bridge SF & UC Berkeley, will present their findings designed to address Shared Automated Electric and Connected (SECA) vehicles, and how they will: help move goods and people within cities; impact residents, commuters and businesses; better served the underserved; increase safety; adapt to new and unpredictable changes including emergencies; and how multiple shared services can work together.

Phase 2 Kick-Off: The IATR on-site Hack-A-Thon will be kicked-off at the end of this session, with an explanation and introduction of the teams, the challenge posed and the rules and guidelines. New York Institute of Technology (NYIT) will simultaneously kick-off the hack-a-thon on the east coast, and data release will take place at 11:30 am (Pacific), 9:30 am (Central); and 8:30 am (Easter) time, and will last for exactly 24 hours, at which time each registered individual or team must submit their innovative solutions. Breakout rooms will be provided for teams to hack via secure portals at the San Francisco Hilton. Prizes will be awarded at the Gala Event on the evening of September 25th.

The IATR hack-a-thon will analyze local, national and international taxi and for-hire vehicle data provided by sponsors, private companies and government agencies, and will be modeled by a wide field of academic researchers, institutions and private companies. The **Phase 2 Hack-a-thon challenge** will focus on analysis of all local, national and international data sets, with the goal of solving problems or enhancing services to achieve equity, shared mobility, multi-modal transport, wheelchair accessibility and underserved communities. In addition to private taxicab, for-hire vehicle (limousine and livery) technology companies and black box or telematics providers that have agreed to submit data for analysis by hackers (private companies, public employees, researchers, and students), several government transportation agencies and cities have agreed to turn over fresh and detailed taxicab, FHV, TNC and agency regulatory data. The following are the members of the IATR's Hack-A-Thon Organizing Committee and Sponsor/Data Providers.

Academic Institutions & Supporters

- The United States Department of Transportation's University Transportation Research Center (Region 2) at The City College of New York, of The City University of New York;
- The University of California, Berkeley;
- New York University, Stern School of Business;
- Perdue University; and
- New York Institute of Technology.

DAY 1

Government Agency & Municipal Supporters

- NYC Taxi & Limousine Commission;
- District of Columbia Department of For Hire Vehicles;
- City of Calgary;
- Philadelphia Parking Authority;
- TransAd, Abu Dhabi, UAE; and
- San Francisco Municipal Transportation Agency (SFMTA).

Private Company Sponsors & Other Organizations

- International Road Transport Union (IRU);
- Flywheel;
- Zendrive;
- Datatrack 247; and
- CabConnect.

11:00 AM – 11:30 AM	Coffee Break & Exhibit Review <i>Sponsored by Mitchell Humphrey</i>	Yosemite Ballroom
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Hack-A-Thon Individuals and Teams to Assemble & Commence Hacking in Breakout Rooms

Breakout rooms will be available from 11:30 am on September 23rd through 11:30 am on September 24th for any IATR conference attendees to observe or attend/interact.

11:30 AM – 1:00 PM	Plenary Session 2: Shared Mobility – The Future of Transportation in the Aftermath of TNC Disruption – A Case Study of Seattle & King County, Washington	Imperial Ballroom
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Transportation officials for the last several decades have made efforts to minimize the use of personal motor vehicles (PMVs) at every level, and to experiment with sustainable transportation solutions that include group riding, bike-sharing, micro-transit and mobility management techniques. The world of transportation/traffic management professionals and for-hire vehicle regulators is colliding, given the explosive and unchecked proliferation of Transportation Network Companies (TNCs) over the last several years. Experts in the field, including academics and practitioners, will provide an overview of the expanding field and philosophy of shared mobility, while focusing on a specific case study of the City of Seattle and King County. As innovative neighbors of San Francisco, the results of a recent undertaking to engage stakeholders and improve its mobility Eco-system in the wake of TNC disruption will be presented for discussion.

Moderator: Joe Iacobucci, Sam Schwartz Consulting, LLC

Panelists:

- **Professor Susan Shaheen**, University of California, Berkeley (Transportation Research Board)
- **Gabe Klein**, former Chicago & District of Columbia Transportation Director (Zipcar/ NACTO)
- **Sean Bouffiou**, King County, Seattle, Washington.



DAY 1

1:00 PM – 2:30 PM Luncheon Yosemite Ballroom
Keynote Speaker (TBA)

2:30 PM – 4:00 PM **Plenary Session 3:** Imperial Ballroom

**Re-Inventing the Regulatory Paradigm:
Beyond the Playing Field**

In the last few years, vastly different approaches and reactions to TNCs and the use of smartphone apps have been witnessed around the globe. Regulators and stakeholders will share their experiences in undertaking regulatory reviews and reforms of their systems, by-laws and regulations to not just “level the playing field” between incumbent industry licensees and new entrants, but to seize the opportunity to remove unnecessary regulations and create new and different categories, sub-modes and methods for regulatory licensure and enforcement. De-regulation and/or self-regulation may not need to be a race to the bottom, but could be a new beginning, according to stakeholders and regulators alike. The United States has experienced a paradigm shift, with new TNC laws in most states, while TNCs had a slightly later start in Canada, Australia, and have had significant resistance in Europe and Asia. Experienced transportation regulators will share their thoughts, and the future of regulation and technology will be discussed, and in particular some of the following questions will be posed: whether and what taximeters will look like, if they will exist at all (e.g., NIST National Working Group progress)?; who will govern or regulate and how (self-regulation, automation, data use and sharing APIs)?; what will be regulated (logistics, food and package delivery, etc)?; how will modes and sub-modes be defined (e.g., DC Class X)?; and how will regulators be integrating for-hire with other transport modes and will they be working more closely with other agencies or entities (public transit and planning organizations, airports, etc). Reports, studies, technological solutions, litigation and legislative/regulatory developments will be discussed and debated, and best emerging practices will be identified and explored.

Panelists:

- **Tracey Cook**, Municipal Licensing and Standards for the City of Toronto, Ontario
- **Ernest Chrappah**, District of Columbia Department of For-Hire Vehicles
- **Kate Toran**, San Francisco Municipal Transportation Agency (SFMTA)
- **John Barton**, National Institute for Standards & Technology (NIST).

4:00 PM – 4:30 PM Snack & Refreshment Break Yosemite Ballroom
Sponsored by Via



DAY 1

4:30 PM – 6:00 PM	Plenary Session 4: I Love the –“Safe”– Nightlife	Imperial Ballroom
	<p>Cities throughout the world are challenged by the need for integrated plans to use for-hire, taxicab and other mobility management modes for safe and efficient nightlife transportation. This session will examine and explore expanding interests in urban revitalization, the growth of nightlife districts and the role that taxicabs, shuttles, pedicabs, TNCs, public transit, and parking must play with local business improvement districts and businesses to reduce traffic congestion, and prevent impaired driving and pedestrian injuries.</p> <p>Moderator: Jim Peters, Responsible Hospitality Institute</p> <p>Panelists:</p> <ul style="list-style-type: none">• Allison Harnden, City of Pittsburgh, Pennsylvania• Lieutenant Heath King, Charleston, South Carolina Police Department• Ben Van Houten, San Francisco Office of Economic and Workforce Development• Marc Halat, the City of Calgary.	
6:00 PM	Dinner on Your Own: Free Evening <i>(Free transportation to be provided by Flywheel Taxi and Cabconnect)</i>	

DAY 2 - SATURDAY, SEPTEMBER 24TH

8:00 AM – 12:00 PM	Registration	Imperial Ballroom Foyer
7:00 AM – 9:00 AM	Breakfast	Yosemite Ballroom
	<i>Taxicab, Limousine & Paratransit Association (TLPA) Update (Speakers TBA)</i>	
9:00 AM – 10:00 AM	Plenary Session 5: Apps Around the World	Imperial Ballroom
	<p>Technology start-ups and industry stakeholders will share their experiences around the world, probing the differing business models, regulatory approaches and unique investor and other alliances and trends.</p> <p>Moderator: Blair Davies, Australian Taxicab Industry Association</p> <p>Panelists:</p> <ul style="list-style-type: none">• Oneal Bhambani, Flywheel• Tal Brenner, Gett	



DAY 2

10:00 AM – 10:30 AM Coffee Break & Exhibit Review Yosemite Ballroom
Sponsored by iCabbi

10:30 AM – 12:00 Noon **Plenary Session 6:** Imperial Ballroom
TNCs and Equity – Wheelchair Accessibility, Social Responsibility, Under-Served Communities, Environmental Sustainability and Labor Fairness

The rise of TNCs, both in North America and around the globe, have led to a variety of concerns raised by stakeholders, academics, regulators, economists, lawyers and others. This panel will engage in a visioning exercise to attempt to plan our regulatory future, in terms of the proper role of regulation, technology and political approaches to handling issues surrounding equity. The future role of various sub-modes, and what transportation needs they should fill, and what they may evolve into, will be discussed and debated.

This panel or presentation will address the impact that the proliferation of Transportation Network Companies (“TNCs”) have or may be having on people with disabilities, under-served communities, the environment, social responsibility, and the sharing economy. Panelists will discuss the past and current climate of equity related legislation and litigation, the impact of the TNC business model on achieving wheelchair accessible service for persons with disabilities in public, private and quasi-public transportation; an examination of TNC driver income issues, and the effect on rural, minority, unbanked and technologically deprived communities. Other topics to be addressed may include the impact of vehicle proliferation and surge pricing may have on increased carbon emissions and congestion and the cost to taxpayers and governments resulting from TNC financial practices.

Panelists:

- Isabelle Ducharme, Keroul
 - Izzy Aala, Cab Connect
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12:00 Noon – 1:30 PM Luncheon Yosemite Ballroom
Keynote Speaker (TBA)

1:30 PM – 3:00 PM **Plenary Session 7:** Imperial Ballroom
Regulatory & Technology Safety Initiatives & Programs

This panel discussion will explore the role technology is playing in taxicab and for-hire ground transportation safety, including Vision Zero program developments in various jurisdictions, black box technology, the future need for partitions or safety shields in lieu of new technologies and “state of the art” in-vehicle cameras and other devices. This session will introduce transportation regulators to the world of telematics, for-hire insurance, and Vision Zero policy-making. Panelists will explore the impact various hardware (black boxes and in-vehicle cameras), smartphone apps, On-Board Diagnostics (OBD) retrieval devices, and related software used to analyze data to predict driver behavior and deter/prevent vehicular crashes. Also, the impact that new technologies and related training can have on passenger, driver and pedestrian safety, as well as insurance rates/losses will be explored. Regulators will learn about how insurance incentives, safety training programs and voluntary initiatives can help with taxicab and for-hire driver, passenger and pedestrian safety.



DAY 2

Panelists:

- **Madeline Labadie**, NYC Taxi & Limousine Commission
 - **Jonathan Matus**, CEO, Zendrive
 - **Effie Dror**, CEO Datatrack 247
 - **Ira Goldstein**, Executive Director of the New York Black Car Fund & Industry Compensation Fund
 - **Cammie Chaumont Menendez**, Epidemiologist, National Institute for Occupational Safety & Health
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4:30 PM

Departure from Hotel

Kindly meet in the main lobby by the bellman desk
no later 4:15pm (*Roundtrip transportation will be provided*)

Ram's Gate Winery Sonoma

Gala Awards Dinner

- Norma Reyes IATR Regulator Scholarship Recipients
 - IATR International Driver of the Year Award
 - IATR Regulator of the Year Award
 - IATR Hack-A-Thon Awards
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DAY 3 - SUNDAY, SEPTEMBER 25TH

8:00 AM – 12:00 PM	Registration	Imperial Ballroom Foyer
7:00 AM – 9:00 AM	Breakfast	Yosemite Ballroom
9:00 AM – 10:30 AM	<u>Plenary Session 8:</u> Airport TNC Regulation – Regulatory Developments	Imperial Ballroom

The last few years have seen both resistance and acceptance of TNCs at airports.

In the past the IATR has highlighted the distinctions, similarities and overlap between airports, for-hire regulations of for-hire vehicles and limousines, and local regulation of taxicabs. With the advent of state TNC laws, deals being cut for TNC entry at airports, and the many layers of regulation involved, the world seems to be evolving into more, and not less, complexity. Transportation regulators, shared-ride franchise operators and airport authorities will opine on whether airports are or should be different from the regulatory paradigm. The panelists will explore current developments and the impact they may have on service for traditional government transportation regulators. Panelists will discuss TNC airport infiltration and the response of operators and airport officials, and debate whether airports should be treated differently in terms of regulatory compliance, revenue and standards.



DAY 3

Moderator: Dr. Ray Mundy, Executive Director,
Airport Ground Transportation Association

Panelists:

- **Abubaker Azam**, The San Francisco International Airport (SFO)
 - **Stacy Mattson**, The Seattle-Tacoma International Airport (Sea-Tac)
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10:30 AM – 11:00 AM

Coffee Break & Exhibit Review

Yosemite Ballroom

Sponsored by BraunAbility Taxi and MobilityWorks Taxi

11:00 AM – 12:30 PM

Plenary Session 9: Universal App Workshop

This workshop will present various approaches to the detailed implementation of universal app projects that attempt to utilize taxicabs and other for-hire sub-modes, either separately or together as part of open platforms to provide more coordinated and efficient ground transportation service. Projects completed or underway in the following jurisdictions will be discussed: Chicago, Illinois; the District of Columbia; Montreal, Quebec; Montgomery County, Maryland; and Hillsborough County, Florida. Also, alternative approaches and solutions from the private sector will be explored, including aggregation apps, universal platforms and global taxi networks. This session will start with a high-level discussion to define terms and policy developments, but the bulk of the session will be devoted to technical implementation components of both business models and IT integration. A number of jurisdictions have engaged in the process of implementing universal apps for taxicabs, and those various approaches will be explored in an interactive session that will help regulators decide whether to explore such initiatives, and how to do so from a procedural standpoint taking into consideration various projects already underway. Transportation regulators and others will present their ideas and projects with a virtual brainstorming or blackboard session to follow.

Panelists:

- **Linda Marchand**, Montréal Taxi Bureau
 - **Yousuf Abdulla Al-Madani**, TransAd, Abu Dhabi
 - **Maria Guerra Lapacek**, Chicago Business Affairs and Consumer Protection Department (BACP)
 - **Jenny Teo**, Singapore Land Transport Authority
 - **Sonila Metushi**, International Road Transport Union
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12:30 PM

Closing Remarks & Parting Salutations

1:00 PM

Conference Adjournment & Exhibit Breakdown



SFMTA
Municipal
Transportation
Agency