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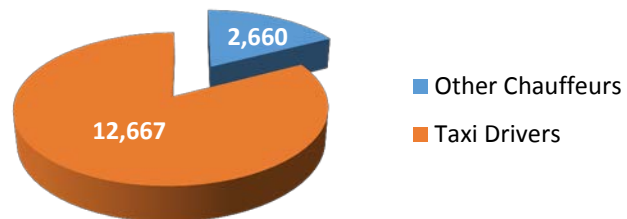
PUBLIC CHAUFFEUR TRAINING
REFORM TASK FORCE
RECOMMENDATIONS

Public Chauffeur Drivers in Chicago

Chicago is home to the second largest number of public chauffeur licensees in the United States. The City licenses just fewer than 7,000 taxi medallions and there are currently more than 15,000 licensed public chauffeurs in Chicago of which more than 12,500 are taxi drivers. There are two types of motorized public chauffeur licenses: taxicab drivers and livery drivers. Drivers for a new type of public vehicle business called “rideshare” or Transportation Network Providers (TNP) are categorized as livery drivers. The two types of public chauffeur licenses issued by the City of Chicago’s Department of Business Affairs and Consumer Protection (BACP) are: a **Public Chauffeur license** which is unrestricted and authorizes one to drive a taxicab, a livery vehicle and Transportation Network vehicle (TNV) and a **Restricted Livery Public Chauffeur license** which is restricted and authorizes one to only operate a livery vehicle as well as a TNV vehicle. Other types of restricted public chauffeur licenses are for non-motorized public vehicles, specifically for horse drawn carriages and pedicabs.

The City of Chicago requires applicants for a taxicab driver or unrestricted public chauffeur license to take a course and pass a test to operate a taxi in Chicago. Currently the class lasts two weeks. Other factors impact the timeline to issue a public chauffeur license, including testing time and necessary licensing steps.

Chicago's Licensed Public Chauffeurs*

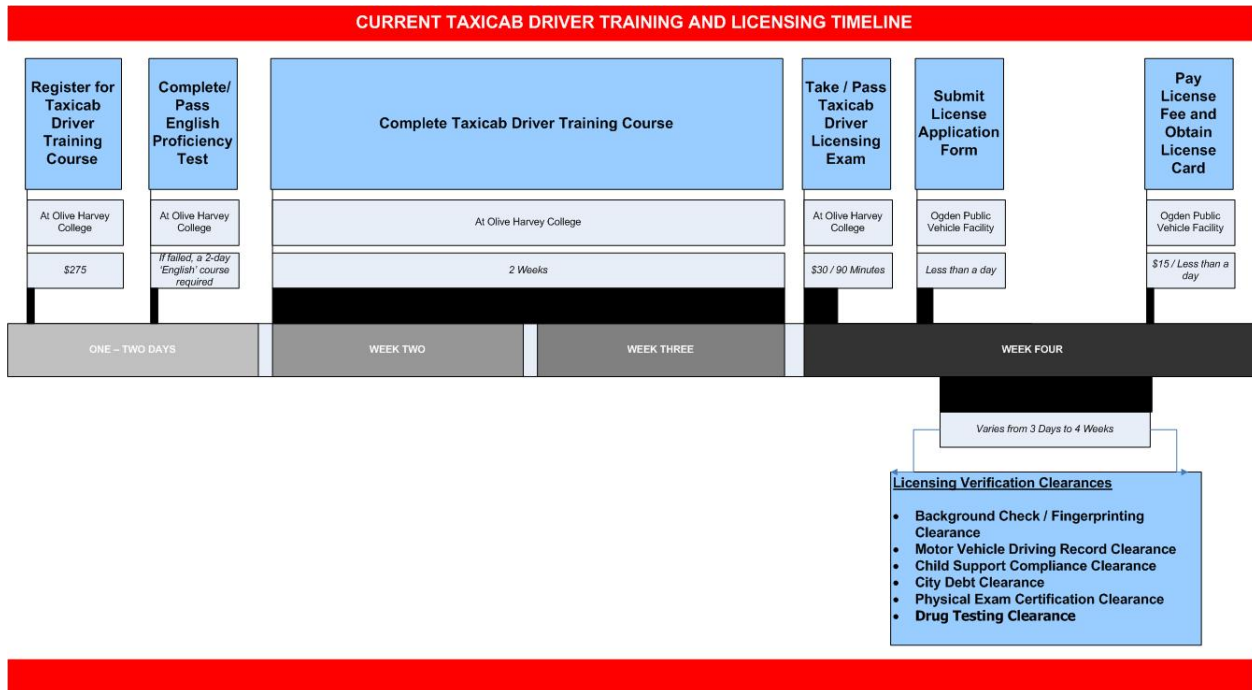


*July 2014 data

Most municipalities that license public chauffeurs have requirements similar to those in Chicago. As the chart below indicates; course time, cost and locations where courses are offered vary city-by-city while course curriculums consistently address areas such as customer service, safety, geography, and local taxi law knowledge. On one end of the spectrum, Toronto, Ontario (Canada) and Ottawa, Ontario (Canada) have the lengthiest courses at over two weeks and the most costly chauffeur training programs at more than \$580. Conversely, municipalities such as Charlotte, North Carolina and Indianapolis, Indiana have the shortest training programs lasting between one and two days and costing \$120 or less.

Public Chauffeur Driver Training				
City	Agency	Length	Cost	Who offers training
Toronto, ON	Toronto Licensing Commission	17 days	\$580	City's Taxi Training Center
Ottawa, ON	Licenses & Permits	15 days	\$887	Community College
New York City, NY	Taxi & Limousine Commission	24 or 80 hours, time in-class	\$150 - \$325	Private Companies / Community Colleges
Chicago, IL	Business Affairs & Consumer Protection	12 days	\$275	Community College
Minneapolis, MN	Business Licenses & Consumer Services	8 days	\$90	Community College
San Francisco, CA	Municipal Transportation Agency	4 days	\$130-150	Private Company
Charlotte, NC	Police Department	2 days	\$120	Private Company contracted to train & test
Indianapolis, IN	Department of Code Enforcement	1-3 days	\$25-\$50	Yellow Cab Affiliation, or City's Indy Training School

Completing Chicago’s public chauffer/ taxicab driving training is one requirement necessary to satisfy the City’s licensing requirement for a public chauffeur/taxicab driver license. The process to be licensed as a public chauffeur may take about four weeks to complete. Depending on the applicant’s overall readiness, his/her ability to complete the training course, and pass the exam can take more or less time. The graph below depicts the licensing process and essential requirements that must be met:



Introduction

In May of 2014, the Public Chauffeur Training Reform Task Force was formed to review the current City of Chicago public chauffeur training requirements and curriculum. The Task Force was charged with making recommendations for reforming the training curriculum while focusing on public safety, reducing training class time, enhancing convenience for drivers, and establishing the City’s public chauffeur training requirements for companies providing training outside of the City Colleges. The Public Chauffeur Training Reform Task Force consisted of representatives from the taxi (including public chauffeurs) livery, tourism, and rideshare industries, as well as representatives from the City of Chicago.

The Task Force was initiated on May 6th of 2014 to discuss ways in which to improve the City’s current public chauffeur license training requirements and process. This is the first time a task force comprised of stakeholders was formed to review public chauffeur training. The task force used six guiding tenets as a lens through which it crafted its recommendations. These recommendations range from increased use of technology to improved delivery and access, to training content, to a restructured classroom training cutting time spent in half.

I. The Task Force

The Task Force included a wide spectrum of City and industry professionals. Representing the City of Chicago from the Department of Business Affairs and Consumer Protection, the regulatory agency overseeing public vehicle licensing and operations, was Maria Guerra Lapacek, Commissioner; Rupal Bapat, Deputy Commissioner of Public Vehicles; and Jeffrey Lewelling, First Deputy Commissioner. Representing the Mayor's Office from the City of Chicago was Rosa Escareno, Deputy Chief Operating Officer. From the Mayor's Office of People with Disabilities was Laurie Dittman, Senior Policy Analyst. The Chicago Police Department was represented by two officers from the public vehicle/traffic division, Salvador Avila and Marc Luikey. Greg McGhee represented Landside Operations from the City's Department of Aviation. Joanne Ivory, Associate Dean at Olive Harvey City College of Chicago, represented the educational institution that currently conducts the classroom training and testing for prospective public passenger vehicle chauffeurs. Rose Horcher represented Choose Chicago, the City's tourism bureau, on the task force. Taxicab drivers, Tariq Kamill and Rashid Temuri, participated on the task force. Tariq Kamill is the winner of the 2013 Taxicab Driver Excellence Award. Representing the taxicab industry were John Henry Assabill, President of Gold Coast Taxicab Affiliation; John Moberg, President of Taxi Affiliation Services; and Jong Lee, President of Sun Taxi Association. From the livery industry were Greg Eggan of O'Hare-Midway Limousine, Tony Douvli of AMMS Limousines, and Art Rento from Pontarelli Companies. Representatives from the rideshare industry were also invited to participate and included Andrew MacDonald and Chris Taylor from Uber, Beth Stevens from Sidecar, and Candice Taylor from Lyft.

The Task Force met each Wednesday for an hour and half over a period of sixty days. A majority of the meetings were in person, with only two meetings toward the start taking place via conference call. The in person meetings included presentations on training methods from industry stakeholders, brainstorming exercises on improving the chauffeur training and curriculum, as well as reviewing and prioritizing their recommendations.

II. Establishment of Task Force Chauffeur Training Tenets

Establishing chauffeur training tenets provided a framework and focus for the ongoing task force discussions. The task force arrived at key tenets through several discussions focusing on the current public chauffeur training curriculum used by Olive Harvey, by considering the City's chauffeur training requirements, and by obtaining input from the task force members. As a result of this process, the task force crafted six tenets that would be used as building blocks to reach recommendations. The tenets are as follows: upholding public safety, create an efficient process by reducing training and testing time, enhancing convenience for applicants, boosting professionalism of public chauffeur licensees, promote the benefits of servicing a diverse passenger pool, and deliver on driver curriculum recommendations.

III. Recommendations

The taskforce is presenting the following recommendations, which reform the training curriculum while focusing on public safety, reducing training class time, enhancing convenience for drivers, and establishing the City's public chauffeur training requirements. As the City /BACP consider the following recommendations, it will be important to establish a strong communication strategy that will reach potential applicants and work with Industry to establish a campaign and provide services to attract/expand the driver pool. Taskforce recommendations organized by tenet are as follows:

UPHOLD PUBLIC SAFETY

- Incorporate Chicago Police Department traffic rules as part of the classroom curriculum with the City Colleges of Chicago.

REDUCE TRAINING AND TESTING PROCESS TIMEFRAME

- Reduce the cost of classroom training.
- Restructure classroom training to reduce time spent in the classroom by at least half taking it from just over two weeks to one week in the classroom.
- Consider providing a summary of the training exam areas drivers do not pass, and allow them to retake exam within 30 days from initial test.

ENHANCE CONVENIENCE FOR APPLICANTS

- Require applicants to complete fingerprinting and background checks prior to enrolling in the taxicab driver training program. This ensures only those who pass the background check continue the process.
- Offer sections of classroom training to be delivered through an online course. This will maximize access and allow applicants to work from a remote location, and reduce time traveling to, or spent in the classroom.
- Enhance new training curriculum as well as continuing education by producing instructional videos which will be made available online. This maximizes access of coursework to applicants. Importantly for continuing education, existing public chauffeurs who have completed the course may continue to access these instructional videos as needed.

The online instructional videos suggested for production are:

A training video, in collaboration with the Chicago Police Department (CPD), covering basic traffic rules, common citations and interacting with police;

A training video, in collaboration with the Chicago Department of Aviation, covering all protocols and safety measures involved with servicing the airports;

A training video, in collaboration with the Metropolitan and Pier Exposition Authority, covering protocols and safety measures involved with servicing Navy Pier and McCormick Place; and

A training video, in collaboration with Mayor's Office with People with Disabilities, covering servicing all passengers, enhanced customer service, and business acumen

- Explore alternative locations for provision of aspects of the classroom training.

BOOST PROFESSIONALISM OF PUBLIC CHAUFFEURS LICENSEES

- Provide drivers intensive business management training focused on best practices in customer service, as well as trip level strategies that can help maximize driver income.
- Explore incorporating into curriculum on-site orientations for drivers covering the airports and McCormick Place / Navy Pier.
- Develop customer service and professional driver development via continuing education.

PROMOTE BENEFITS OF SERVICING A DIVERSE PASSENGER POOL

- Continue providing and strengthen in-class instruction for servicing passengers with disabilities.
- Enhance new training curriculum as well as continuing education by producing an instructional video focusing on servicing passengers with disabilities.
- Provide ongoing continued education about public chauffeur benefits to servicing neighborhoods and the disability community.

DELIVER ON DRIVER CURRICULUM

- Consider allowing drivers who meet certain criteria (such as those who have an active CDL or a restricted livery public chauffeur's license for a minimum of two years) to bypass the training and take the driver training exam so long as they fulfill disability training.
- Explore a temporary license option for drivers who have been accepted by an affiliation into an on the job training course and who meet certain criteria (such as have an active CDL or a restricted livery public chauffeur's license for a minimum of two years) to bypass the training and take the driver training exam so long as they fulfill disability training.
- Allow the sponsorship of chauffeur applicants by affiliations, paying the partial or full cost of chauffeur training under certain terms.

IV. Driver Input Provides Additional Insight

As part of the process, the Department of Business Affairs and Consumer Protection conducted one on one interviews with taxicab drivers and also held a round-table discussion with drivers at the Ogden Facility that took place on Wednesday, July 16th at 10AM. Drivers were provided questions such as what they thought slowed down or hindered the licensing process, what they were not prepared for entering the taxi industry, how they felt about a possible chauffeur trainee ride along, and what the City could do to improve retention. Questions were asked surrounding driver's goals and expectations were when entering the industry, and how those goals and expectations might have changed at present with their current experience.

General input and recommendations from the taxicab driver round-table discussion included:

- Continue in class simulations on interacting with passengers;
- Increase customer service and taxi driver professional development training;
- Continue teaching basic Chicago geography, with focus on grid system and major attractions;
- Revisit geography instruction related to hospitals, cemeteries, and parks;
- Have experienced taxicab drivers offer instruction on ways to maximize income potential; and
- Ensure new drivers understand rules and regulations that govern the taxicab industry.

V. Implementation

The City of Chicago will take into consideration all of the recommendations by the Public Chauffeur Task Force. The Department of Business Affairs and Consumer Protection will provide leadership, oversight and work with other agencies to establish an implementation plan.