



2009 Ground Transportation Newsletter

Volume 1, Issue 11

July 2009

Commercial Roadway Gate Arm Project Update

Our July 6 tentative start date on this project has been pushed back to the 4th Quarter. We will notify you in advance of the new Card activation date.

The delay has been caused by a few items that still need to be installed in both our GT office and Dispatch. These items are essential to making the Gate Arm active and user friendly.

TAA asked our GT providers to update our vehicle lists via a Vehicle Query Form, and you all delivered! We appreciate your very speedy response.

We will bill you the refundable deposit due for each Card your company needs based on that returned Vehicle Query form. Once billed, funds will need to be received before the Gate Arm activation date.

Cards will still have to be picked up at the TAA GT office. Each card will be clearly labeled for each specific vehicle.

Some GT providers will not get

cards at all or will get cards for only certain vehicles in their fleet. These providers use the Commercial Roadway on an "infrequent" basis. For such users, a modified Daily Permit Procedure will be put into place to allow them access. More details on that will follow as soon as they are complete.

The most common question is: "What are the fees associated with the Cards?" Here is the **tentative** cost structure:

- \$25 refundable deposit
- \$15 lost/stolen card replacement fee
- \$10 forgotten card fee
- \$15 reassignment fee

The forgotten card fee will be charged if TAA must manually raise the Gate Arm because a driver "forgot" his or her active card. The fee will be limited to \$10 per vehicle per day, and will strongly encourage drivers and companies to take care of the Cards — especially if you pass the charge on to the "forgetter".

The reassignment fee will apply

when we need to reprogram a Card you currently possess to a different vehicle in your fleet. You will not need to get a new Card, so you avoid the additional refundable deposit.

You will notice these four items appearing on all future bills once these fees have been approved. In addition, you will see "0.00 ea." on each of these four line items unless you have used it for that month.

The refundable deposit will be paid prior to receiving the Card; all other charges will be billed monthly.

Thank you for your support of this project! If you have any questions about this process, please call the GT office.

AIRPORT AMBASSADORS
 We have had some response from GT providers interested in the Airport Ambassadors! The assistance this team provides in helping welcome visitors to the airport, and helping those in the terminal who have not yet found their destination, has been very well received. If you'd like to join the program, please call Dee.

TAA GT-101, Lesson 2

TAA GT operates on a Quarterly schedule. As a reminder, Quarters begin every January 1, April 1, July 1 and October 1. Why is this important? **CUR-RENT** Permits or Cards must be in your vehicles on those dates, or access to the Commercial Roadway will be denied.

The delays for GT providers not gaining Permits for the new Quarter are usually, in order:

- 1) Lack of a returned completed Drivers' Certification Form. A new one is sent to you each Quarter with the billing, even if you

- 2) Outstanding fees. Permits are, and Cards will be, processed promptly upon receipt of your fees. You'll get a call asking if we should mail your Permit, or if you will pick it up.

Once the Card system is in place, Permits will no longer be mailed. Therefore, we will utilize an e-mail notification that verifies your funds have been received and your Card activated for the new Quarter. If it's close to the 1st (Jan/Apr/Jul/Oct) and you've not heard from us, please do call.

GT Office Change

Effective August 1, 2009, the TAA GT Office will no longer accept any payments. Your billing payment should be mailed or hand-delivered (8 AM to 5 PM, Monday-Friday) to the Remit To address on the bottom of your invoice:

Tucson Airport Authority
 7005 South Plumer Avenue
 Tucson, AZ 85756

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Special points of interest:

If you have any questions, please let us know by contacting:

- **Dee Brunner, 573-8374**
- **Dan Morelos, 573-8016**
- **TAA Police Department via PSO at the roadway**
- **Rules and Regulations revision is under final legal review**
- **Changes to your vehicle fleet MUST be on file with the GT office and reflected on your Permit/Card. You may not change the Permit/Card yourself! To do so risks an "unauthorized use of permit" violation and penalty.**



Tucson Airport Authority Ground Transportation

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**Check out
www.tucsonairport.org
and sign up for GT update
tweets on twitter,
www.twitter.com/TucsonAirport**

To help you plan for upcoming vehicle changes, new Permit needs, etc., the **TAA GT Office will be closed Monday, August 17 through Friday, August 24.** Please contact Dan Morelos at 573-8016 if you need assistance during this time.

New GT Commercial Roadway Map

The GT Commercial Roadway Map was revised on July 13, and is attached for your drivers. A PDF of the map is available electronically by request. You will notice:

- The first canopy is the waiting area for all off-airport parking shuttle customers, and the second canopy is the waiting area for all hotel shuttle "load and go" customers. Please notify your customers of this change.
- The right hand curb on the east side of the outer Commercial Roadway has been changed to reflect new designated parking, rather than first-come, first-serve "load and go" spots, for the off-airport parking shuttles in an effort to improve safety and reduce overall congestion in this area. The canopy also now has a direct ring down phone for off-airport parking company customers.
- Hotel shuttles may still use the back in pre-arranged parking spaces if they need to go in and greet their guests. If you are picking up flight crews or guests who have used the callboard, and they are already waiting at the canopy, the Chateau/Hotel "load and go" spaces (2) at the curb may be utilized.
- It is vital that your vehicles use ONLY the appropriate designated space along this curb — not wherever your customers may flag down the driver.
- A tour bus parking space has been eliminated on the right hand curb of the east side of the second Commercial Roadway for this change.
- We are evaluating this move and will revisit it on October 1.
- The off-airport car rental shuttle space is now identified. No pick-ups allowed in this area except by off-airport car rental shuttles. This is still part of the upper level roadway, so if your customer asks to get a rental car, you may drop them off near the RAC building.
- The Daily Permit Procedure has been included on the map. Now your newer drivers will have the instructions, phone number, and map all in one place.
- NOT on the map — but you will notice as you walk from the terminal toward the Commercial Roadway — are two new, large way-finding directory signs that will help get people to the Ground Transportation option of their choice.

Solicitation: Commercial GT Rules and Regulations, and TAA Rules, Regulations and Minimum Standards

The TAA Commercial GT Rules and Regulations are under final legal review and go to the TAA Board for approval or comment on August 6. They should be out for our providers shortly.

GT providers are bound by the TAA Commercial GT Rules and Regulations. In addition, GT providers are airport users to which TAA's Rules, Regulations and Minimum Standards (RRMS) apply. The RRMS are not limited only to GT providers who are also tenants bound by lease and/or operating agreements. These documents may be viewed on our website, www.tucsonairport.org under Administration, and then Commerce.

A topic that was brought up during our April GT Company Owners' meeting was solicitation. Since then, the GT office has continued to receive several reports of solicitation from companies against competitor companies. One comment made during a recent report is that a clarification on the term "solicitation" needs to be made.

The term "solicitation" appears in the GT Rules and Regulations on page 10 under 6. Rules Applicable to All Ground Transporta-

tion Personnel, 6.1 Parking, Staging and Loading, and reads:

"No solicitation of passengers is permitted at any place on the Airport."

It also appears on page 12 under 6.8 Meet/Greet Personnel:

"Solicitation of passengers by M/G Personnel is strictly prohibited."

Page 15 and 16 covers Rules Applicable to Shared Ride Van Service (7) and Executive Sedan Service (8) respectively under 7.9 and 8.9: *"In no event shall Company place any signage, advertisement, solicitation or other form of information on top of or outside of its leased space."*

While our Minimum Standards are silent on the issue, the TAA Rules and Regulations address it on page 10 under General Rules and Regulations, by stating:

3.16 *"Airport users shall comply with TAA's policy regarding solicitation, demonstration, or the distribution of literature on Airport premises,"* and

3.17.2 *"No person shall use or cause to be used the airport public address system for the solicitation of business."*

To further clarify, drivers from any company should NEVER

approach a passenger with a question such as, "May I give you a ride?", "Are you an XYZ customer?", or "Can I direct you to a ground transportation option?" **Any such contact is considered soliciting!**

If a customer appears lost and makes the first contact in approaching a driver, a very simple, "May I help you?" will suffice. From there, a customer should be directed to the company he or she indicates, which may or may not include your company. This is not an opening to "plug" your company.

In any event, it is essential that the customer approaches the driver FIRST.

Charges of solicitation will be investigated and brought to the attention of the accused company to get that side of the story and request any needed action.

If a TAA representative actually sees the solicitation occur, the GT provider will automatically receive the penalty outlined in the Commercial GT Rules and Regulations: *Category I Violation (1 week first offense, 1 month second, 6 month revocation third).*

Upcoming Key Dates

August/September/ October

TAA will be resurfacing our main parking lot, which will be phased to cover the hourly and daily parking areas as cars need to be moved or redirected to certain areas.

This means that you may encounter some changing traffic patterns along the entrance at Tucson Boulevard during this time. Please keep an extra careful watch for drivers navigating this area during this time.

October 1

The Information Centre will change on October 1 to an in-house operation with assistance from TAA staff and our volunteer Airport Ambassador team.

We understand that some companies have been faxing the meet/greet signs to the Information Centres. If you currently do this, let me hear from you for an alternative option if you are unable to send the sign out to the airport with the driver.

Tentatively, a direct ring phone will be at the desk so those seeking assistance may reach someone.



2009 Ground Transportation Newsletter

Volume I, Issue I

May 2009

TAA, GT Providers Strengthen Communications

On Tuesday, April 7 at 10:30 AM the first bi-annual GT Company Owners' communication meeting was held at Tucson International Airport. A total of 54 representatives from over 35 GT companies, and 6 TAA representatives were in attendance. This first-ever meeting was an excellent beginning towards enhancing our partnerships.

Several agenda topics were covered, such as:

- Meeting the new TAA GT team
- Rules and Regulations update
- Revised roadway map
- Contracts up for renewal
- No solicitation reminder

- Gate Arm for Commercial Roadway project status
- Update from TAA Police Department

A summary of many of these items will be highlighted in this newsletter. This will be a regular publication to help inform GT providers about changes at the airport, and to answer commonly asked questions. If you'd like to see a topic discussed here, send your request into TAA GT.

Contact:

Dee Brunner, 573-8374

Dan Morelos, 573-8016

TAA Police Department via a PSO at the roadway

AIRPORT AMBASSADORS

TAA is looking for volunteers to be Airport Ambassadors! Our team helps welcome visitors to the airport, and assists those in the terminal who have not yet found their destination. If you'd like to join this program, please call Dee.

The MTCVB also has a Certified Tourism Ambassador training program to help everyone in the tourism industry be a better resource for our customers. FMI: www.CTAnetwork.com

Violations

Did you know that the most frequent GT violation is caused by drivers operating on the wrong roadway? It's also the most avoidable — please ask your drivers to operate only in the approved areas!

As a reminder:

- All commercial GT vehicles must use the lower level **commercial roadway** to pick up passengers
- All GT vehicles may use the upper level roadway to drop off passengers (no permit required)
- Any commercial vehicle found on the lower level non-commercial public roadway for any reason will ensure a visit from the TAA PSOs & Police Department

PLEASE MAKE SURE YOU READ THE SPECIAL MEMORANDUM FROM THE TAA POLICE DEPARTMENT, ATTACHED WITH THE ROADWAY MAP

We suggest placing a copy in each vehicle for your drivers' reference.

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Special points of interest:

- Rules and Regulations revision is under final legal review
- No GT contracts currently up for renewal
- Please remember we do not allow soliciting; remind your drivers, as reports of soliciting have increased and may result in a loss of permit
- Flight Tracker complaints may be recorded through 573-8008
- Contact a PSO at the roadway if you have an ADA passenger pick up

TAA GT-101

TAA operates on a Quarterly schedule for most GT functions. The Quarters begin January 1, April 1 (no foolin'!), July 1 and October 1 each year.

For GT operators to be considered currently registered with TAA each Quarter, the following must be in place:

A current application — a new application is required at the 1st Quarter each year. This document has the list of vehicles you plan to run at the airport.

A completed and signed Drivers' Certification Form — a new one each Quarter, sent out with the billing, even if you owe no fees

Insurance Certificate — this must be current, and show both the Tucson Airport Authority and the City of Tucson as additionally insured. More on insurance details in another column!

Permit Fees — Quarterly Permit Fees must be paid in advance before permits may be issued. If you use Daily Permits, your fees cannot be in arrears to be kept on the approved Daily Permits list.

Billing — The billing for Permit Fees is largely based on the permit types and quantity that your company received last Quarter. Bills will be generated 4-6 weeks in advance of the Quarter start date, to allow for processing.

Vehicle Change?

If you need to add a vehicle to your fleet or change a vehicle, please remember that the GT office must be notified and our records updated before that vehicle can use the commercial roadway. Otherwise, you risk an "unauthorized use of permit" violation and penalty.



Tucson Airport Authority Ground Transportation

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tweets on twitter,
www.twitter.com/TucsonAirport**

Insurance

It is the GT company's responsibility to ensure that an updated Certificate of Insurance has been sent to TAA at each renewal period. TAA will no longer call or send reminder notices when insurance is due. However, if we receive a Certificate of Insurance that is incomplete or incorrect, we will call you to clarify so the issue may be settled.

Sometimes GT companies find they must use a rental vehicle or substitute a vehicle in their fleet on file with us. Notifying TAA's GT office of this change is one key to success; the other is carrying the proper insurance for such a case.

Automobile Liability certificates of insurance carry choices of:

- | | |
|--|--|
| <input type="checkbox"/> Any Auto | <input type="checkbox"/> Hired Autos |
| <input type="checkbox"/> All Owned Autos | <input type="checkbox"/> Non-owned Autos |
| <input type="checkbox"/> Scheduled Autos | |

Any Auto or Non-owned Autos selection will cover a rental vehicle, provided TAA and COT are still additionally insured.

Gate Arm Project Update — July 6 tentative start

TAA has installed a gate arm at the entrance to the commercial roadway to help increase efficiency and convenience for our GT providers as well as TAA staff. Only infrequent users or emergency situations will require a call ahead for Daily Permits! Simply swipe your card and enter the roadway.

The gate arm allows us to begin collecting data on the frequency of all traffic moving through the commercial roadway. This will help us plan better for our future needs, such as parking spaces.

Our plan for deployment: **Starting in June** to prepare for the 3rd Quarter on July 1, all current GT companies will:

- Be issued a unique card for each vehicle using the commercial roadway
- Be issued a 3rd Quarter paper permit for the same vehicles, unless you use Daily Permits. Daily Permits will continue to be issued during the transition
- Infrequent users will have the option of getting a card or using a Daily Permit

We anticipate the gate arm will be lowered for the first time on Monday, July 6.

Will this raise my permit fees?

Not at this time. A new monthly option will be added. TAA has not raised permit fees since 1992.

Will there be a cost associated with getting the card?

Yes, a refundable deposit will likely be assessed for each card (not applicable for off-airport parking lots). This deposit is tentatively \$25 per card, for your planning purposes. Additional fees will apply for lost/stolen cards, as well as "forgotten" cards. These details are still being worked out, and we will let you know as soon as they are finalized.

What happens if my card doesn't work or the equipment breaks?

There is a call box at the gate arm that the driver can use for assistance.

What happens if I swipe my card and there are no parking spaces on the commercial roadway?

Until further notice, simply follow the same procedure that happens now — drive around the circle for another try, or go into the parking lot.

Quarterly or Daily, you still choose

At the beginning of each Quarter, just like now, your company will notify TAA of the permits you expect to use that Quarter.

If you think you'll have vehicles at the airport every day, you would want your card to be activated at the Quarterly rate. You will be billed in advance, and when all the paperwork is in order, your card will be activated.

If you will be here occasionally but not every day, you could choose Daily for your card activation. As long as your paperwork and payments are current, the card is activated.

Companies will keep the same cards from Quarter to Quarter, and they will be activated appropriately at the beginning of each Quarter. Billing will continue at the same schedule as now — in advance for Quarterly use, after the 1st of the month for prior month's Daily use.

What if a driver swipes the wrong card?

We will be doing spot checks to verify the correct card is being used for that vehicle. Should a company be found to have attempted to use a card assigned to another vehicle, there will be stiff penalties assessed.

It will be very easy to identify which card belongs in which vehicle.

Why are we getting both permits & a card this time?

The long July 4 weekend is too near the beginning of the upcoming Quarter, should there be additional questions in the first few days of the transition. Although many companies have expressed enthusiasm about the new gate arm, some are concerned. Having the old permit system still in place will ensure an easier transition with on-the-spot solutions should any problems arise.

What's next?

TAA GT will be sending each company a list of vehicles we currently have in our records. Each company will check off each vehicle they want a card for, and indicate if that card is to be for Quarterly or Daily use.

Billing will be prepared accordingly and sent to the GT companies. Once the fees are paid — either for the cards themselves or the cards plus the Quarterly fee — and all paperwork is in order, your company will receive a call when you may come into the GT office to pick up your cards and permits.

The cards will need to have someone sign off for receipt, and they can't easily be mailed.

MEMORANDUM

May 11, 2009

TO: All Ground Transportation Owners and Drivers

FR: John Ivanoff, Chief of Police

RE: Enforcement of Ground Transportation Infractions

As you are aware, Tucson International Airport (TIA) services several million people a year, many of who use commercial vehicles to either depart or arrive at our airport. In order to properly serve these patrons, the Tucson Airport Authority has set forth Ground Transportation rules and regulations for all commercial vehicle owners and drivers to follow.

The Tucson Airport Authority Police Department has been charged with protecting all people using TIA and its roadways. Because of this, the Public Service Officers as well as the police officers monitor traffic flow on the upper and lower level roadways. During their patrol duties, there are situations in which a state law, city ordinance or TAA Ground Transportation Rules and Regulations has been broken and the officers must take action. When these situations occur, the driver of the vehicle who committed the infraction should expect the following:

A Public Service Officer (PSO) will likely make first contact with the violator. The violator will be expected to stand by until a law enforcement officer arrives. The police officer will conduct a brief investigation of the incident. This will include checking the driver for a valid license as well as for valid insurance. The officer may or may not choose to write the violator a citation for any state law that has been broken.

It is not the intent of this police department to inconvenience the patron, however when a law is broken the officers must act to investigate the infraction. Their actions may include speaking to the driver for some period of time. This will be done away from the passengers whenever possible, however some situations may not allow for this.

