



LIVERY TRANSPORT ADVISORY COMMITTEE

MINUTES of MEETING
COMMENCING 2017, MAY 04 AT 2:02 PM
Legal Traditions Committee Room, 4th Floor
Administration Building (Municipal Complex)
313 - 7th Avenue SE Calgary

COMMUNICATIONS ENGAGEMENT AND RESEARCH SUBCOMMITTEE (THE SUBCOMMITTEE)

MEMBERS PRESENT: Cheryl McLaughlin – General Public – Subcommittee Chair
Spencer Villiam – Calgary Hotel Association – Subcommittee Vice Chair
Ian Lawson – Limousine Broker
Tongjie Zhang – General Public- LTAC Chair (ex-officio)
Lisa Skierka – Community Member
Stewart Lang – Community Member

MEMBERS ABSENT: Lauri Brunner – Advisory Committee on Accessibility
Shawnah Whittaker – Calgary Airport Authority

CITY SUPPORT STAFF PRESENT:
Marcia Andreychuk – LTAC Business Analyst
Kristen Brown – Research Coordinator

ASCERTAIN QUORUM

The Chair ascertained that quorum was present.

CONFIRMATION OF AGENDA

CONFIRM AGENDA, Moved by Ian Lawson that the Agenda for today's meeting be confirmed. **CARRIED**

CONFIRMATION OF MINUTES

CONFIRM MINUTES, Moved by Lisa Skierka that the Minutes of the 2017, April 3 meeting of the Communications and Engagement Subcommittee be confirmed as amended.

CARRIED

DECLARATION OF PECUNIARY INTEREST

The following persons declared a pecuniary interest:

Ian Lawson, Limousine Broker

CHAIR'S OPENING REMARKS

The Chair thanked everyone for attending.

NEW BUSINESS

Customer Satisfaction Research Kick-off Meeting

The subcommittee reviewed the questionnaire from the 2016 telephone survey and requested several additions and deletions for the 2017 survey.

The 2017 survey will:

- Measure users of accessible taxi services as individuals who require an accessible taxi for the accommodation of a mobility device
- Clarify customer expectations with the "pre-book" method of obtaining taxi services
- Add a 'value-for-money' question for TNCs
- Reduce the number of 'awareness of rights' questions related to service quality
- Include additional questions on safety
- Add a follow-up question as to why a user might bypass and accessible taxi or non-accessible taxi van

EXCUSING ABSENCE OF MEMBERS: All absent members gave prior notice to the Chair.

ADJOURNMENT

ADJOURN, Moved by Ian Lawson that the meeting adjourn. (3:14 p.m.) **CARRIED**

C. McLaughlin, Chair

S. Villam, Vice Chair