

Activity	Week(s)	Description	Output	Utilization & Features
PREPARATION				
<i>WP1 – Hire staff</i>	<i>1 - 3</i>	The PM and ESL staff will interview and contract one coordinator and three trainers proficient in the areas of map-reading, customer service and the rules and procedures of taxi driving. The three positions and their job-descriptions will posted on relevant job websites and will be announced at the TLC and at taxicab companies.	One coordinator and three trainers will be hired for project.	Coordinator and trainers will complete paperwork necessary to work for TFLI.
<i>WP2 – Focus Group</i>	<i>4-5</i>	Key stakeholders will attend a focus group. Invited participants will include the TLC Director, taxicab owners, taxicab drivers, and business owners.	Data will be collected. Data will be transcribed, analyzed, and classified by topic.	Information gathered through this focus group will be utilized in developing the training course.
<i>WP3a – Passenger Questionnaires</i>	<i>6-9</i>	<p><i>Extrinsic Evaluation.</i> At least 50 interviews will be conducted at city taxi stands and Nashville airport by the Taxi Pro training team.</p> <p>Taxicab passengers will be asked specific questions to rate their experience on a scale of 1-10.</p> <p>Sample inquiries will include: <i>Rate your taxis driver’s knowledge of your destination; Rate your driver on his/her courteousness; Rate the driver on his/her professionalism; Did you driver use a cell phone while driving; Did your driver observe speed limits?</i></p> <p>There will also be a section</p>	Data including transcripts, field notes and questionnaire s results will be collected and analyzed. Data will be classified based by topic.	<p>3.a.1. Questions on the cards will help to identify the areas that need to be addressed in the training.</p> <p>3.a.2. Interviews will promote an awareness of the training program among taxi passengers.</p>

		for passenger's anecdotal, open-ended comments.		
<i>WP3b – Business Owner Questionnaires</i>	<i>10-14</i>	<p><i>Business Owner Evaluation.</i> This is an extrinsic evaluation designed to collect quantitative and qualitative data from Nashville business owners, specifically those in the tourist industry. This component will be in the form of a questionnaire and be designed in a similar format to the face-to-face interviews (WP3a).</p> <p>Questionnaires will be sent to 400 members of the NCVB via an on-line survey tool¹.</p>	Data including transcripts, field notes and questionnaires results will be collected and analyzed. Data will be classified based on topic.	<p>3.b.1. At least 75 questionnaires will be returned.</p> <p>3.b.2. Surveys will promote an awareness of the training program in the business community.</p>
<i>WP3c – Develop on-line presence</i>	<i>10-14</i>	The program outline and schedule will be posted on-line linked to TFLI's existing website.	TFLI's website will host Taxi Pro information.	<p>WP3c.1. Students will have the option of registering on-line.</p> <p>WP3c.2. On-line awareness will promote a presence of the program.</p>
<i>WP4 – Develop program</i>	<i>15-18</i>	The program will be developed under the leadership of the Project Manager (PM). The PM and the three trainers will work together for a total of 50 hours during a three-week period to develop the program.	Initial 3-day Taxi Pro training program will be developed.	A cohesive schedule, curriculum, materials and assessment suitable for the target population.
<i>WP5 – Advertise program</i>	<i>16-44</i>	During the program development, the PM will announce the workshops at the taxi companies and at the TLC. Additionally, all new applicants will receive information about the training workshops during	Workshops will be announced and advertised.	Announcements and advertisements will promote the program in the taxi community.

¹ Hosted Survey Tool: <http://hostedsurvey.com/market-research.html>

		the permit application process.		
IMPLEMENTATION		The program will be launched and will run in three-day increments over the course of 30 weeks.	Program will be launched.	The training will take place at the offices of TFLI.
<i>WP6 – Launch Program</i>	19			
<i>WP7 – Register participants</i>	19-44	Participants to the workshops will be registered from the commencement until the conclusion of the workshops.	Participants will be registered for workshop.	Participants will pay a \$25 fee through TFLI.
<i>WP8 – Manage workshops</i>	19-44	TFLI will coordinate and manage 30 workshops over a seven-month period.	30 workshops will be in progress.	At least 300 participants will have completed the training by the end of the nine-month period.
<i>WP9 – Create rewards</i>	19-44	At the end of each three-day workshop, participants’ meeting attendance and quiz requirements will receive a certificate of completion and a professional shirt embossed with the Taxi Pro design and logo.	Logo will be designed. Certificates and awards will be presented.	9.a.1. Participants will possess a document to indicate completion of the program. 9.b.2 Shirts will bring recognition to the program.
EVALUATION				
<i>W10 – Evaluate the project</i>	See evaluation component	See evaluation component	See evaluation component	See evaluation component
REPORTING				
<i>W11 – Disseminate project information</i>	50-52	After 11 months, the PM will recap the project, assessing the participants presenting the evaluation results. The local media, government entities, and the NCVB and its members will receive this report.	Information will be disseminated throughout the community.	The results will be used to request funding from these institutions to sustain the training project in the future.