



Taxis, Access & Mobility Services Division

Taxi E-Hail Application Summary September 2, 2020

Transportation Code Requirements

Section 1102. Definitions

E-Hail shall mean the use of any electronic device in any manner, including but not limited to internet site, email, text message, push notification, or application, for the connection of or communication between a passenger and a taxi Driver, or any agent thereof, irrespective of whether such communication is from a portable or handheld device, monitor, smartphone or other electronic device or unit, excluding telephone voice communication, to request taxi service.

Section 1107. Conditions Applicable to Dispatch Service Permits.

(c) **Dispatch Service Operational Requirements.** A Dispatch Service must:

(7) Must affiliate with an e-hail application provider that meets criteria established by the Director of Transportation.

Section 1108. Conditions Applicable to Driver Permits.

(e) **Driver Duties During Shift.**

(13) During a shift a Driver may not monitor or listen to any Dispatch Service other than the Dispatch Service that provides service to the Color Scheme with which the vehicle is affiliated. A Driver must be logged into all In-Taxi Equipment at all times while operating a taxi vehicle, using a means of identification approved by the SFMTA, and a Driver must be logged into the e-hail application with which the Dispatch Service is affiliated.

1124. Taxi Fares and Fees; Gate Fees.

(c) Taxi Fees in Addition to Fares

(5)(B) **E-Hail Fee.** An E-Hail Fee of up to \$5 may be charged by a Color Scheme that provides E-hail service to any customer who requests taxi service by E-Hail.



MEMORANDUM

DATE: December 17, 2015
TO: Dispatch Service Permit Holders
FROM: Edward D. Reiskin
Director of Transportation
SUBJECT: *E-Hail Application Criteria*

This memorandum establishes the e-hail application provider criteria referenced in Transportation Code § 1107(c)(7), which provides that a Dispatch Service “[m]ust affiliate with an e-hail application provider that meets criteria established by the Director of Transportation.” To comply with Section 1107(c)(7), each Dispatch Service must, by February 1, 2016, make available to each Color Scheme with which it is affiliated an e-hail mobile application that meets the following criteria and performance standards:

1. To ensure adequate supply for taxi customers, the mobile application must provide at least 1,000 completed trips per day.
2. To ensure adequate response rates, at least 80% of the requests for pick-ups via the mobile application must result in a taxi driver arriving to pick up the passenger within five minutes.
3. To ensure adequate customer communication, at least 80% of customers requesting a taxi trip through the mobile application must receive confirmation from the mobile application service that they have been connected with an available taxi within 30 seconds.
4. The mobile application must have a documented grievance procedure for drivers.
5. The mobile application must have a driver rating feature.
6. The mobile application must allow the customer to view available taxis filtered by vehicle type (Ramp Taxi, SUV, or sedan).
7. The mobile application must integrate with SFMTA’s Electronic Access Taxi System and report all trips in the required format. Technical specifications to be made available upon request.

8. The mobile application must integrate with the SF Paratransit Debit Card System at no cost to the SF Paratransit Program in the manner prescribed by the SF Paratransit Broker. Technical specifications to be made available upon request.
9. The mobile application must provide taxi customers a shared ride option. The shared ride option will allow passengers whose origin and destination are different to share a taxi.

A Dispatch Service is not precluded from affiliating with more than one mobile application or with a mobile application that does not meet the above requirements, as long as it is affiliated with at least one mobile application that does meet the requirements.

The mobile application must be available and in the active state -- able to accept hails in every vehicle in the dispatch fleet -- at all times that the vehicle is in service with a Driver. Transportation Code § 1108(e)(13) requires all Drivers to log into all in-taxi equipment at all times while operating a taxi vehicle, including the e-hail application with which the Dispatch Service is affiliated.

Each Dispatch Company must demonstrate compliance to the satisfaction of the SFMTA.

For more information, please contact Paige Standfield, SFMTA Manager of Taxi Permits, at paige.standfield@sfmta.com or (415) 701-4400.



Taxi E-Hail Application Lateral Integration with 3rd Party Platforms

Staff is proposing to review and update the E-Hail App Criteria based on the current operating environment, and to engage with the taxi industry to solicit input. A key new performance standard under consideration is e-hail application lateral integration with 3rd party platforms.

Draft Lateral Integration Requirement:

The taxi e-hail mobile application must have the functionality to integrate with third party applications and websites to provide customers with the ability to do the following:

- *Input pick-up and drop-off location and the app will provide an approximate pick-up time and fare*
- *Ability to specify wheelchair accessible ramp taxi*

The customer will have the ability to select their preferred app and go directly to the app (or the app store if they don't have the app already downloaded), to book the trip.

Additionally, staff is exploring the option of this type of integration to occur on the MTA website. Customers will be able to click on a location and see taxi availability, get an estimate of pick-up time and fare and have ability to specify that they need a wheelchair accessible ramp taxi.

This matrix below shows the popular local 3rd party apps that support more than one mode of transport, which can be used as an indicator of which apps may be likely and willing to integrate with taxi apps. We anticipate that four of the apps, Transit App, Citymapper, Moovit, and TripGo, are likely able to, since they have integrated with many of the other various local transport modes, and it fits within their app model of being a truly multimodal app to get from a specified origin to destination. Uber and Lyft are included for comparison purposes only.

3rd Party App	Public Transit	Uber	Lyft	Bay Wheels	Lime	Scoot	Spin	Maven	Carpool	Taxi	Accessible
Google Maps	X	X	X								X
Apple Maps	X	X									
Transit App	X	X	X	X	X	X	X		X		*
Citymapper	X	X	X	X	X	X	X		X		
Moovit	X	X	X	X			X	X			
TripGo	X	X		X	*					*	
Uber	X	X			*				X	X	X
Lyft	X		X	X					X		X
Bay Wheels	*			X							
Flywheel										X	X
YoTaxi										X	X

X = implemented

* = limited or previously recent feature



Taxis and Accessible Services Division

SF Dispatch Services

Dispatch Services	E-Hail Mobile Applications	Color Schemes	Number of Medallions	Total Number of Medallions
SF Centralized	Flywheel	ABC*	1	
		Alliance	6	
		Flywheel	233	
		National	87	
		USA*	29	
		Veterans	34	390
Fog City	Flywheel	American	4	
		Eco	33	
		Fog City	39	
		Lucky	8	
		Max	22	
		Regents	12	
		SF Super	51	169
SF Taxicab		Comfort	39	
		SF Taxicab	113	152
Yellow	YoTaxi	Crown	2	
		Green	6	
		Metro	4	
		Yellow (481) & Luxor (66)	547	559
			Total	1270

*Not operating due to SIP
9/2/2020



Name of Apps	Features	Driver Onboarding	Rider Onboarding	Platform	Covered US Cities
Arro	Fast pick ups Easy Payments no surge pricing Accessibility-Wheelchair accessible vehicles, trained drivers, and 24-hour customer support. Safety first- drivers go through extensive background and safety training Real time vehicle status	Quick and easy for driver to set up account Use Android tablet	Quick and easy for riders to set up account Online via Tablet/API/Cell/E-hail Book now, select "Pickup & Book" Select "Accessible" if required Rate driver	open APIs (3rd party app)	New York Chicago Boston San Francisco Houston Miami
Curb	Licensed and fully insured drivers -Pay taxi fare with a credit card, PayPal, cash -Receive an e-receipt at the end of each ride for easy expensing -Earn free Curb rides via referral -Currently available in 65 US cities	Quick and easy for driver to set up account Fleet selection Trip Requests communicated through icons and text Can see Accessible needs (i.e. Wheelchair request "WAV" or "Visually" impaired trips sent to drivers with "Upfront Fare" or trips can be completed with "Meter"	Quick and easy for riders to set up account Online via Website/Tablet/API/Cell/Call/E-hail Book now or in advance, select "Pickup & Book" Select "Accessible" if required Enter destination Rate driver	open APIs (3rd party app)	SF Burlingame Daly City LA Las Vegas New York
Flywheel	Instant ETAs -Request cab -Notified when a cab arrived -Pay online -Rate driver	Quick and easy for driver to set up account Use Android tablet	Quick and easy for riders to set up account Online via Tablet/API/Cell/E-hail Book now, select "Pickup & Book" Select "Accessible" if required Rate driver	open APIs (3rd party app)	San Francisco Seattle San Diego Los Angeles Chicago Washington D.C. several Florida counties
Talixo	Price based on taximeter Executed by local taxi fleet online and offline payment		Quick and easy for riders to set up account Online via Tablet/API/Cell/E-hail Book now to set a pick up time Rate driver	open APIs (3rd party app)	Chicago European based
YoTaxi	Instant ETAs -Request cab -Notified when a cab arrived -Pay online -Rate driver	Quick and easy for driver to set up account Use Android tablet	Quick and easy for riders to set up account Online via Tablet/API/Cell/E-hail Book now, select "Pickup & Book" Select "Accessible" if required Rate driver	open APIs (3rd party app)	SF