

Important Role of the Taxi Industry

SFMTA's regulatory framework allow the taxi industry to innovate and compete, while maintaining safety and consumer protection.

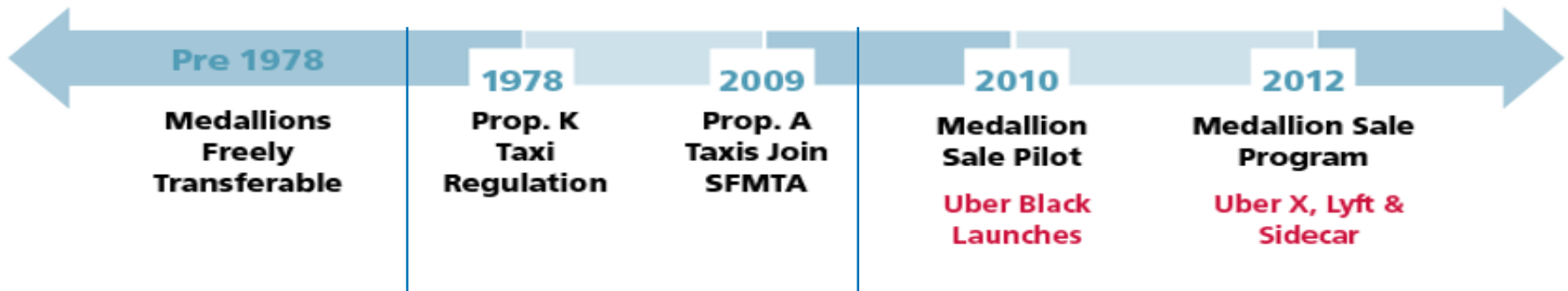
- ❖ Safety requirements
- ❖ Clean fleet: ~95% clean air vehicles
- ❖ Equity
 - Safety Net Service
 - Required to serve all neighborhoods
 - Does not require smart phone or credit card
 - Regulated fares
 - Serve seniors and people with disabilities



SF Taxi Industry Snapshot:

- ❖ 19 taxi companies
- ❖ 3 dispatch services
- ❖ 1,075 medallions
- ❖ 2,678 drivers
- ❖ 3 taxi e-hail apps

Taxi Timeline



LEGACY

NOMINAL COST &
NO DRIVING
REQUIREMENT

Corporate:
16 medallions held by
3 business investors

Pre-K:
122 medallions held
by 88 holders

FREE & DRIVING
REQUIREMENT

Post-K:
473 individual
medallion holders

MEDALLION TYPES

PURCHASED

423 individual medallion holders

Ramp:
41 Wheelchair accessible

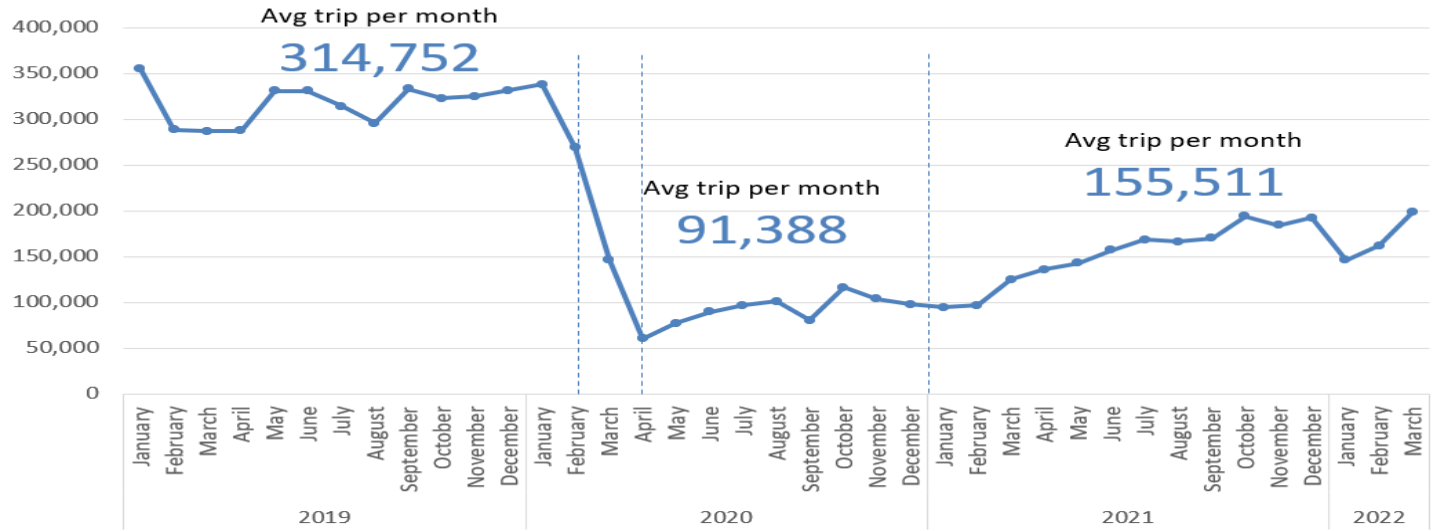


SF Dispatch Services

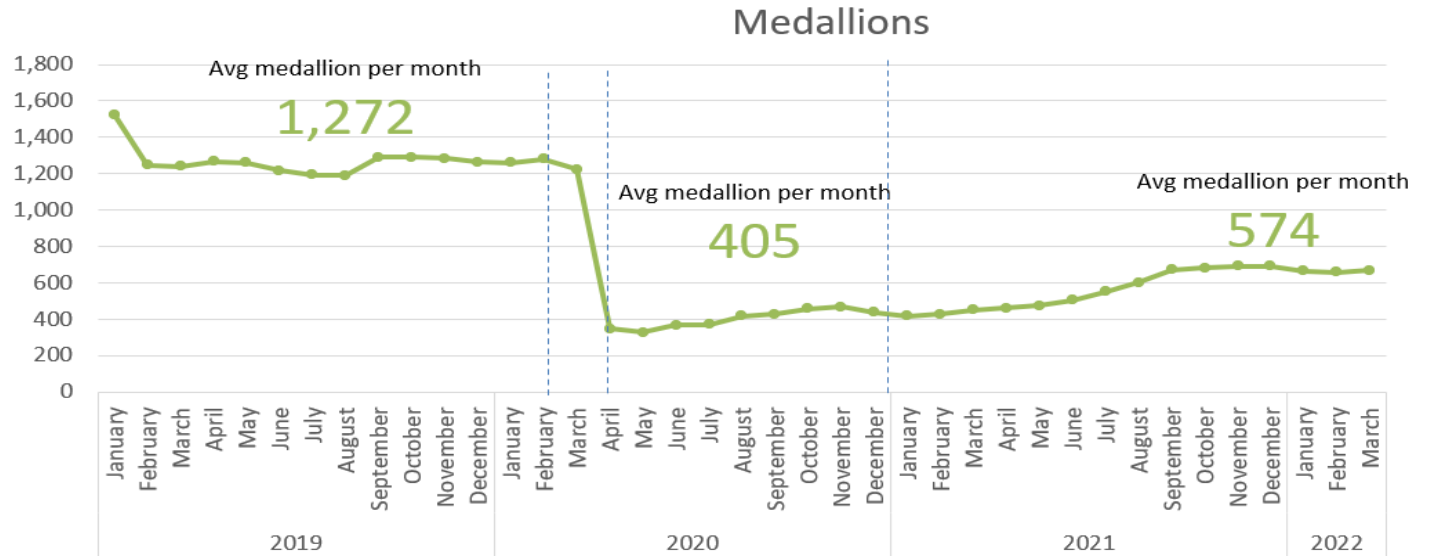
Dispatch Service	E-Hail Mobile App	Color Scheme	Number of Medallions	Total Number of Medallions
San Francisco Taxi	Arro	Comfort Cab	24	
		San Francisco Taxicab	131	155
San Francisco Centralized Dispatch	Flywheel	ABC Taxicab	2	
		Alliance Cab	7	
		Eco Taxi Cab Co	27	
		Flywheel Taxi	226	
		Fog City Cab	43	
		Lucky Cab	6	
		Max Cab	12	
		National Cab	59	
		Regents Cab	7	
		San Francisco Super Cab	37	
		USA Cab	37	
		Veterans Cab	27	490
		Yellow Cab	YoTaxi	American Taxicab
Crown Cab	2			
Green Cab	8			
Metro Cab	0			
Yellow (391) & Luxor (27)	418			430
			Total	1075

Taxi Trips And Medallions: Pre & Post-COVID

Average Taxi Trips Per Month



Average Medallions in Service Per Month



COVID-19: Key Efforts to support the taxi industry

- ❖ Waived all taxi-related fees for FY20-22
- ❖ Provided PPE & plastic shields barrier in taxicabs
 - Trained taxi company representatives and posted [training video on proper cleaning procedures](#).
 - Distributed [face mask stickers](#) to taxi companies
- ❖ Established the Essential Trip Card (ETC) program
- ❖ Included taxis in Temporary Transit Only (red) Lanes
- ❖ Launched Taxi Marketing Campaign



Essential Trip Card Program (ETC Program)



- ❖ Launched in April 2020 to complement Muni Core Service for older adults and people with disabilities
- ❖ Subsidized taxi program for older adults and people with disabilities to complete essential trips (grocery, prescription, doctor's appt, etc.)
- ❖ Over 4,700 registered riders who have completed ~130,500 trips (as of March 2022)

Taxi Marketing Campaign

- ❖ Key Messages:
 - Focus on Taxis as small businesses
 - Safety background check requirements
 - Promote Taxi E-Hail Apps
- ❖ Multiple channels
 - Digital
 - Facebook, Twitter, Instagram, Spotify, Google Ads
 - Muni Car Cards (in vehicle ads), including QR code
 - Website, Blogs, Postcards & Local Newspapers

Help keep our city moving.

Do your part – ride with a driver who is a professional, trusted, and a small business owner.

Download the app now.

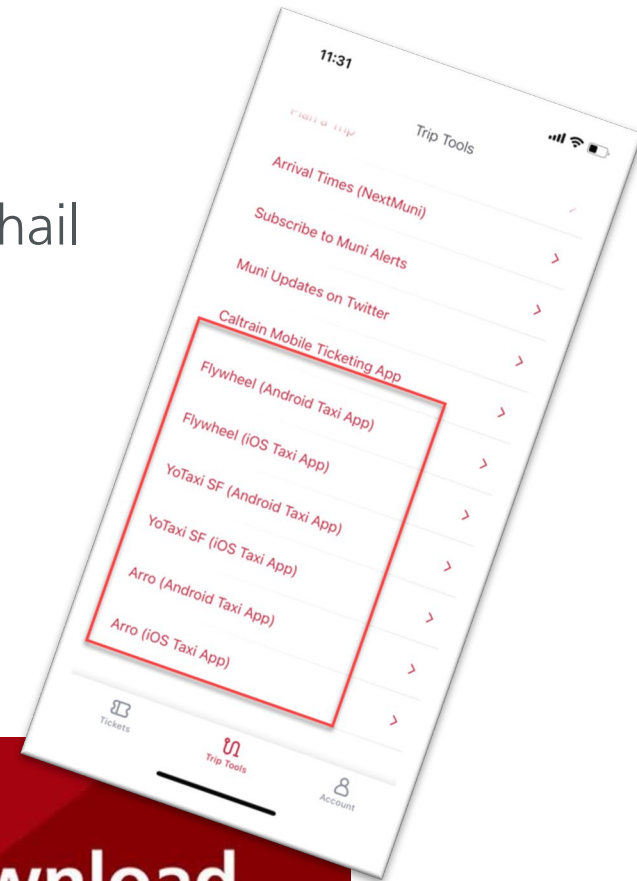
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REMOVE DATE: APRIL 2022

Lyft YoTaxi SF ARRO SFMTA

Upcoming Initiative: Deep Link to MuniMobile

- ❖ Deep linking to MuniMobile App will allow customers to jump to pre-populated taxi e-hail app and book directly
- ❖ MuniMobile App will show taxi e-hail wait times and prices
- ❖ Taxi e-hail apps could also integrate with Google Maps, Apple Maps, etc.



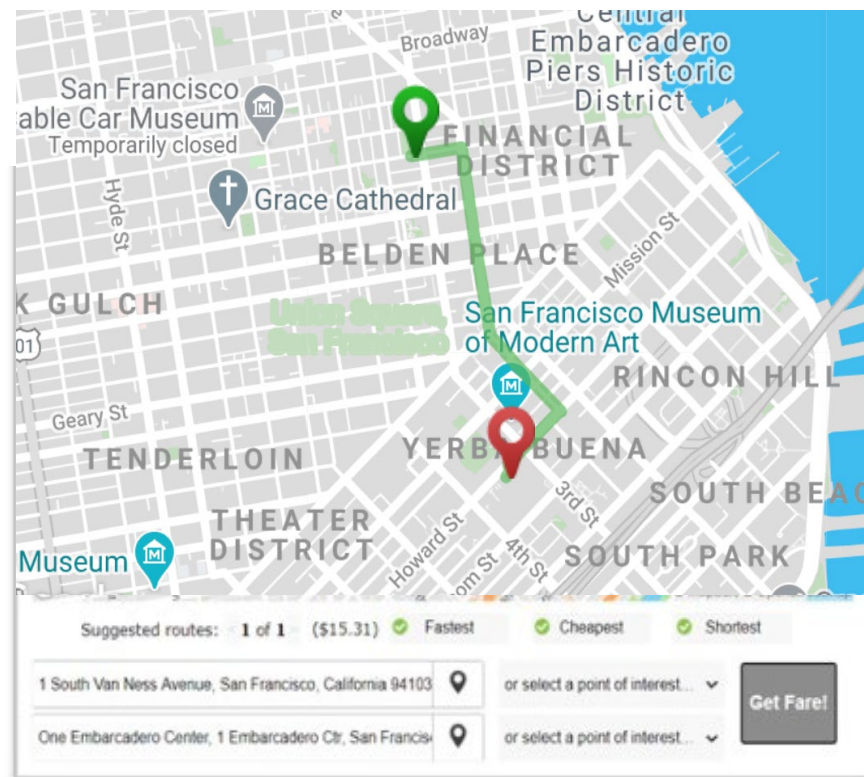
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Your Ticket to Ride San Francisco.

Taxi Upfront Fare Pilot

SFMTA Board approved in September 2021

- ❖ Authorized the Director of Transportation to establish Upfront Fare Pilot
- ❖ Upfront Fares
 - Estimate trip fare
 - Reduce meter anxiety
 - Improve customer service
- ❖ How are fares determined?
 - Algorithm used to estimate fare based on taximeter rates (trip distance and time)



Taxi Upfront Fare Pilot Amendment: Third-Party Dispatch

- ❖ Requesting Board approval to expand Pilot to allow taxi e-hail apps to dispatch trips that originate with third-party entities, which may offer fares that are not based on taximeter rates
- ❖ Extend the implementation date of the Pilot (by no later than August 5th) to allow time to develop program rules



Taxi Upfront Fare Pilot Goals

- ❖ Allow taxis to offer services in line with current trends in the for-hire transportation industry
- ❖ Increase taxi trips (shift demand from third-party entities)
- ❖ Increase driver income
- ❖ Increase the number of taxi drivers
- ❖ Improve customer service by:
 - Offering upfront fare estimates and booking through taxi e-hail apps
 - Relieving meter anxiety for customers by providing cost certainty for taxi trips
 - Allowing customers the ability to price shop for similar on-demand services

Taxi Upfront Fare Pilot Analytics

- ❖ Test driver and customer satisfaction with upfront fare trips generated by taxi e-hail apps and those generated by third-party entities that may not be based on taxi meter rates
- ❖ Assess impacts, if any, on traditional taxi trips by allowing taxis to service trips that originate with third-party entities
- ❖ Test how upfront fares generated by taxi e-hail apps and by third-party entities compare to SFMTA's taxi meter rates

Taxi Upfront Fare Pilot Next Steps

- ❖ Continue outreach regarding Pilot Rules
- ❖ Update SFMTA Application Program Interface (API) to ensure required data flows to SFMTA
- ❖ Establish dashboards to track metrics
- ❖ Pilot launch
- ❖ Track key metrics and revise Pilot rules as needed



Questions

