



SFMTA

Taxi Quarterly Meeting

November 30, 2023



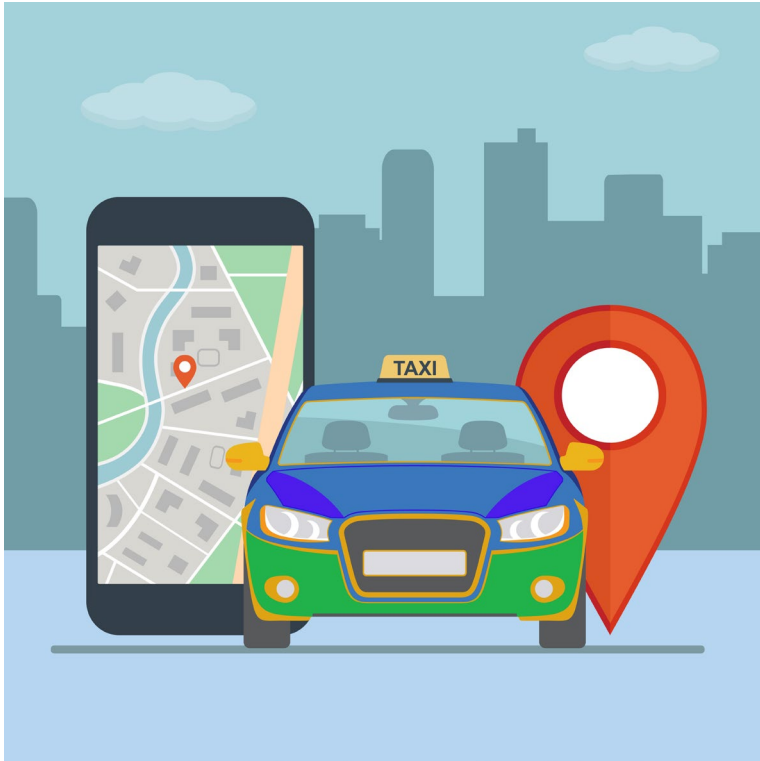
Agenda

1. Taxi Upfront Fare Pilot:
 - Term extension and updates
 - Q3 results
 - Explore Ramp Taxi use for Third-Party Trips
 - Driver income analysis
2. SFMTA Grant Administrator for On-demand Wheelchair Accessible Transportation Update
3. Paratransit Coordination & Operations Taxi/Ramp Taxi Subcommittee Report
4. SFMTA Announcements
 - Clean Air Grant
 - Camera Standards
 - Enforcement Audits
 - Continuation of Hybrid Meetings (in-person & remote)

Taxi Upfront Fare Pilot

Background

- ❖ Launched November 2022
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **1. Taxi Pilot Trips** and **2. Third-Party Pilot Trips**
- ❖ Pilot term extended by SFMTA Board until June 30, 2025
- ❖ SFMTA can issue interim guidance and rule changes as needed



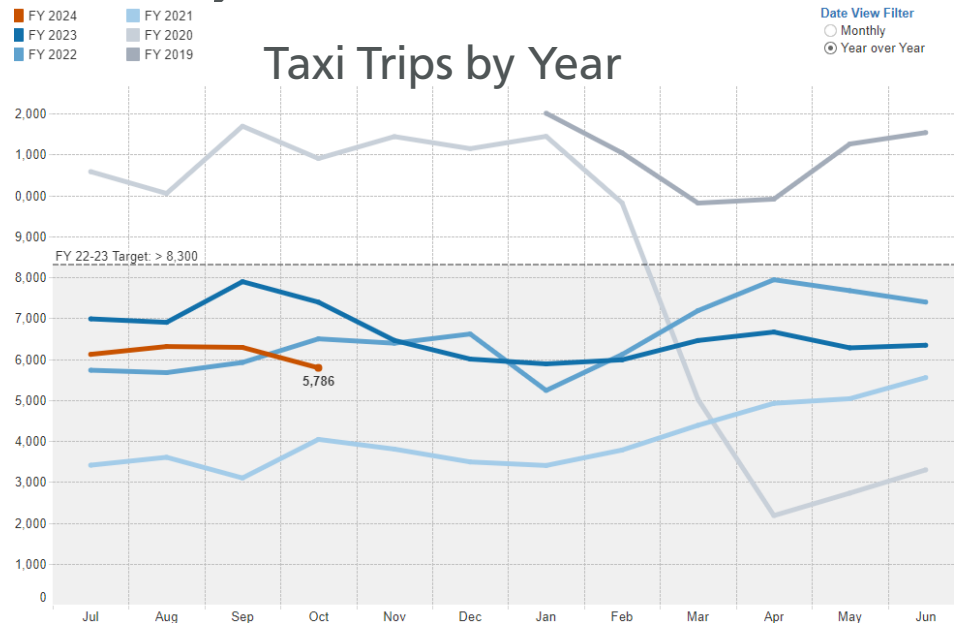
Upfront Fare Pilot Key Rules

- ❖ Drivers may opt out of Third-Party Trips without any penalty
- ❖ Participants must send required data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for Taxi Pilot Trips must be based on the meter rate, including meter and a half trips
- ❖ Fares for Third-Party Trips do not have to be based on taxi meter rates



Goals: Desired Outcomes

1. Improve customer service
2. Increase taxi trips
3. Maintain a consistent level of service for taxi trips, including Paratransit taxi trips
4. Increase taxi driver fare revenue
5. Increase the number of taxi drivers
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rate



Metrics: Measuring Success

- ❖ Track total number of Pilot trips
- ❖ Track complaints
- ❖ Geographic distribution of trips
- ❖ Increase total taxi trips by 10%
- ❖ Track taxi trips by hail type
- ❖ Track the relative proportion of paratransit taxi trips to all taxi trips
- ❖ Increase participating driver fare revenue by 10%
- ❖ Increase the number of new, active, and Pilot participating taxi drivers
- ❖ Taxi Pilot Trip fares should be within 10% of the Taximeter rate on average



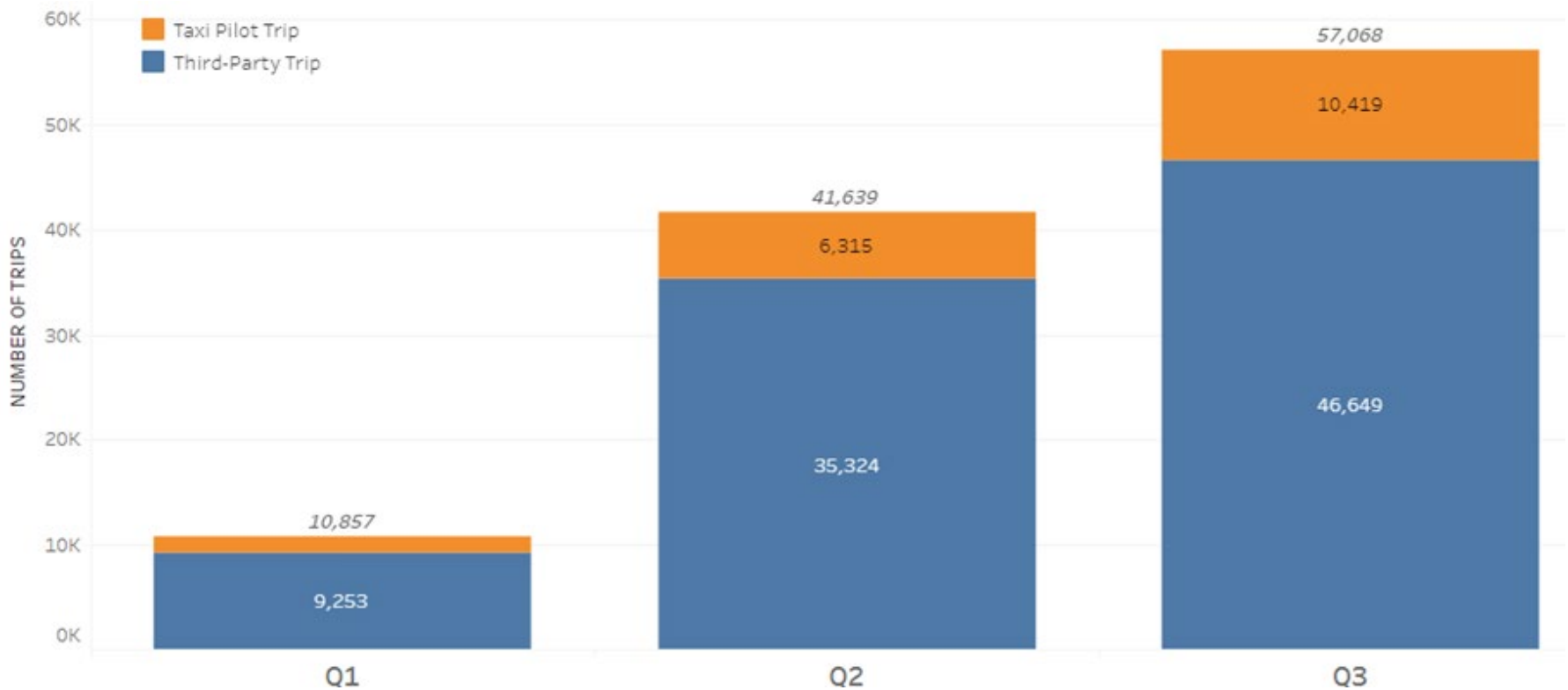
Upfront Fare Pilot: Q1 – Q3 Key takeaways

- ❖ Pilot trips have **increased over 425% from Q1** (10,857) to Q3 (57,068)
- ❖ App-based trip requests **accounted for 13.2% of all hail types** in Q3
- ❖ Drivers who service Third-Party Trips earn on average **27% more in fare revenue** during Q3 than drivers who did not
- ❖ Drivers who provided Third-Party Trips earned an average of \$1,773 per month from those trips alone in Q3, which represents a **62% increase from Q1** (\$1,093)
- ❖ Driver participation in the Pilot **increased 52%** from Q1 (276) to Q3 (419)
- ❖ Pilot has helped **expand geographic distribution** of taxi service

Goal 1: Improve Customer Service

❖ Metric 1A: Number of Pilot Trips

- 57,068 total Pilot trips in Q3
- 18% (10,419) were Taxi Pilot Trips
- 82% (46,649) were Third-Party Trips
- Total Pilot trips increased 37% in Q3



Goal 1: Improve Customer Service

❖ Metric 1B: Complaints

- Comparison of taxi complaints per 1,000 trips before Pilot launch and during the Pilot term

	Before Pilot (Dec 2021 – Feb 2022)	Q1 of Pilot (Dec 2022 – Feb 2023)		Before Pilot (March - May 2022)	Q2 of Pilot (March - May 2023)		Before Pilot (June – Aug 2022)	Q3 of Pilot (June – Aug 2023)
Average	0.07	0.08		0.12	0.08		0.09	0.13

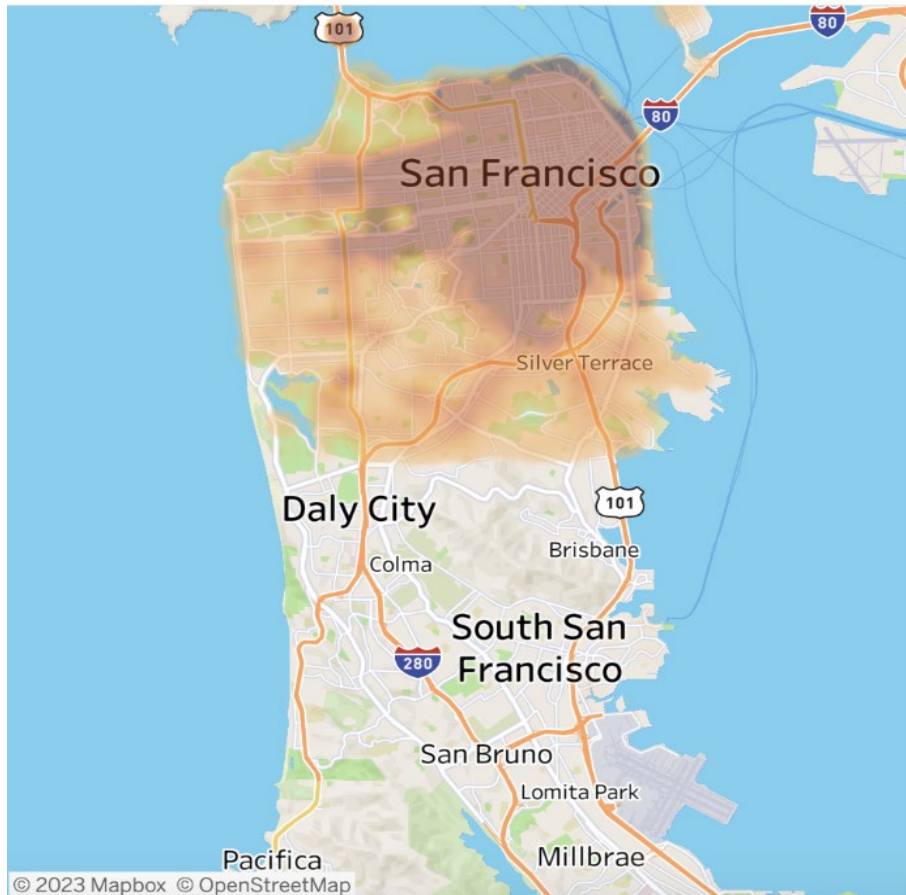
- SFMTA is monitoring 311 for complaints related to Taxi Upfront Fare Pilot
- To date, no complaints related to the Taxi Upfront Fare have been received through 311

Goal 1: Improve Customer Service

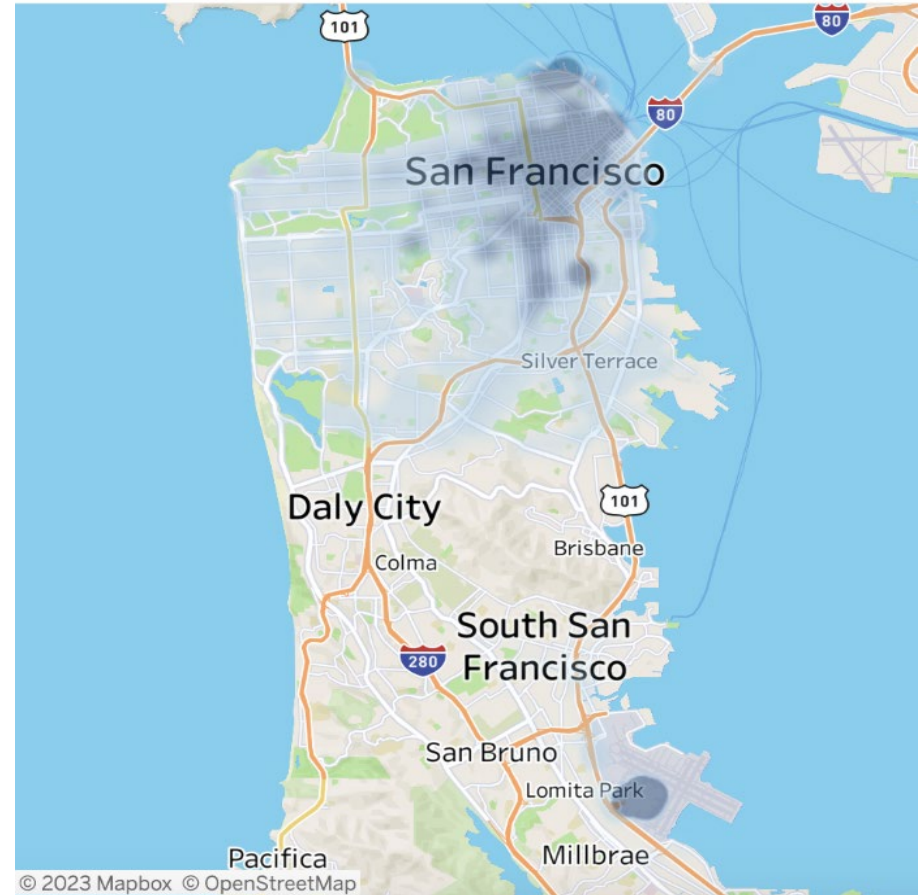
❖ Metric 1C: Geographic Distribution of Pilot Trips

Q3 Pickup Locations

Third-Party Trips



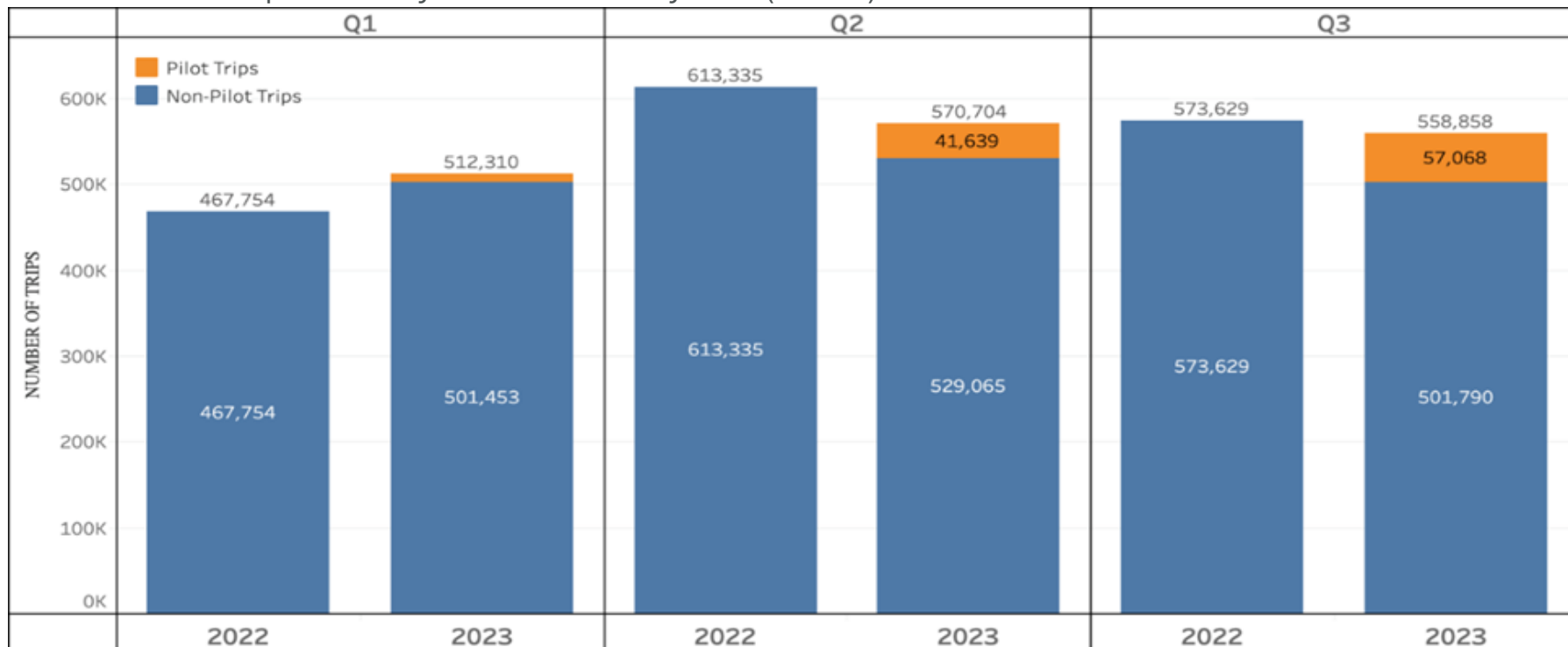
Non-Pilot Trips



Goal 2: Increase Taxi Trips

❖ Metric 2A: Increase Taxi Trips by 10%

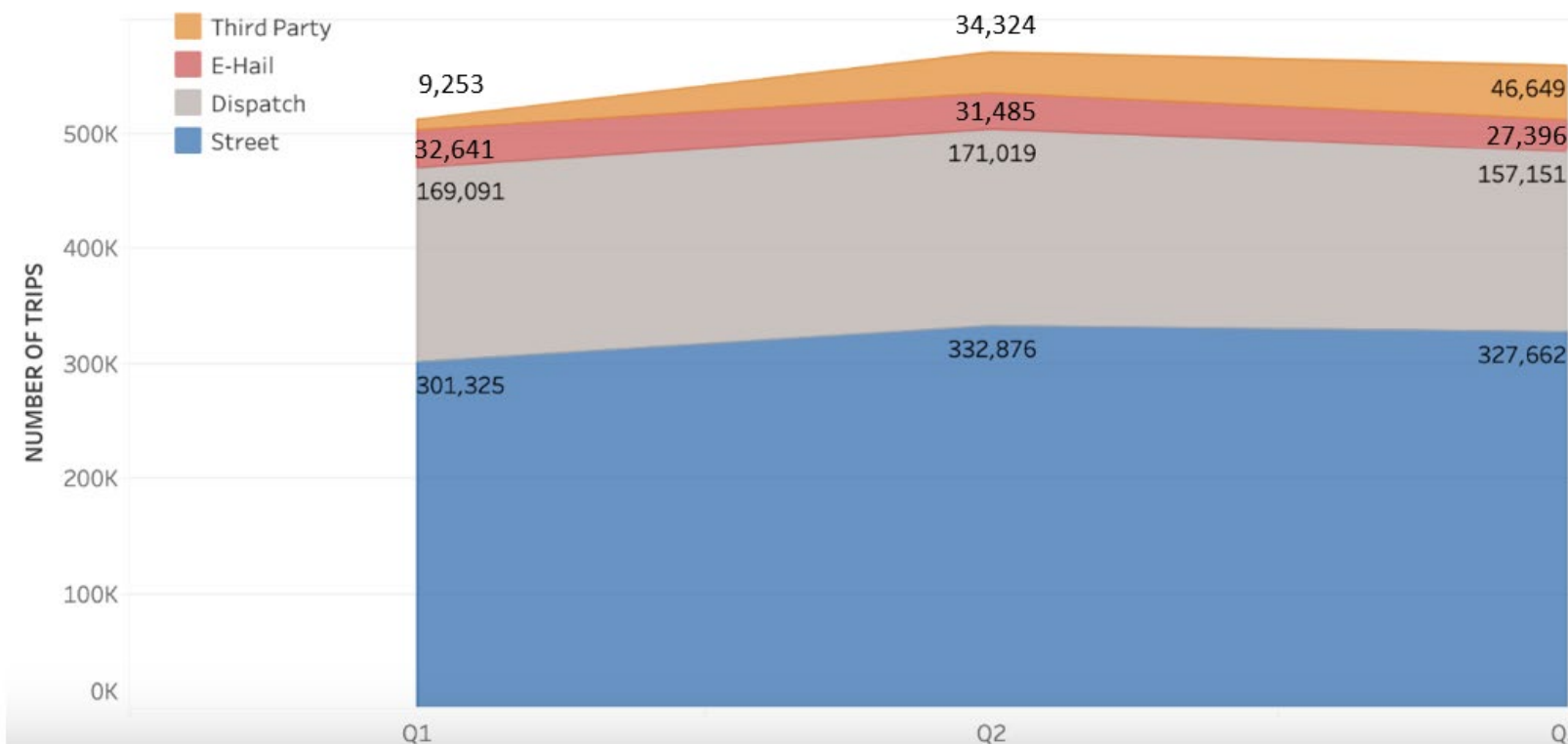
- Total taxi trips declined in Q2 and Q3 as compared to the same period of the prior year
- Without the addition of Pilot trips, the declines in Q2 and Q3 would have been more substantial
- The difference in trips Q1 – Q3 as compared to the same period from the previous year is relatively flat (0.8%)



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3A: Distribution of Trips by Hail Type

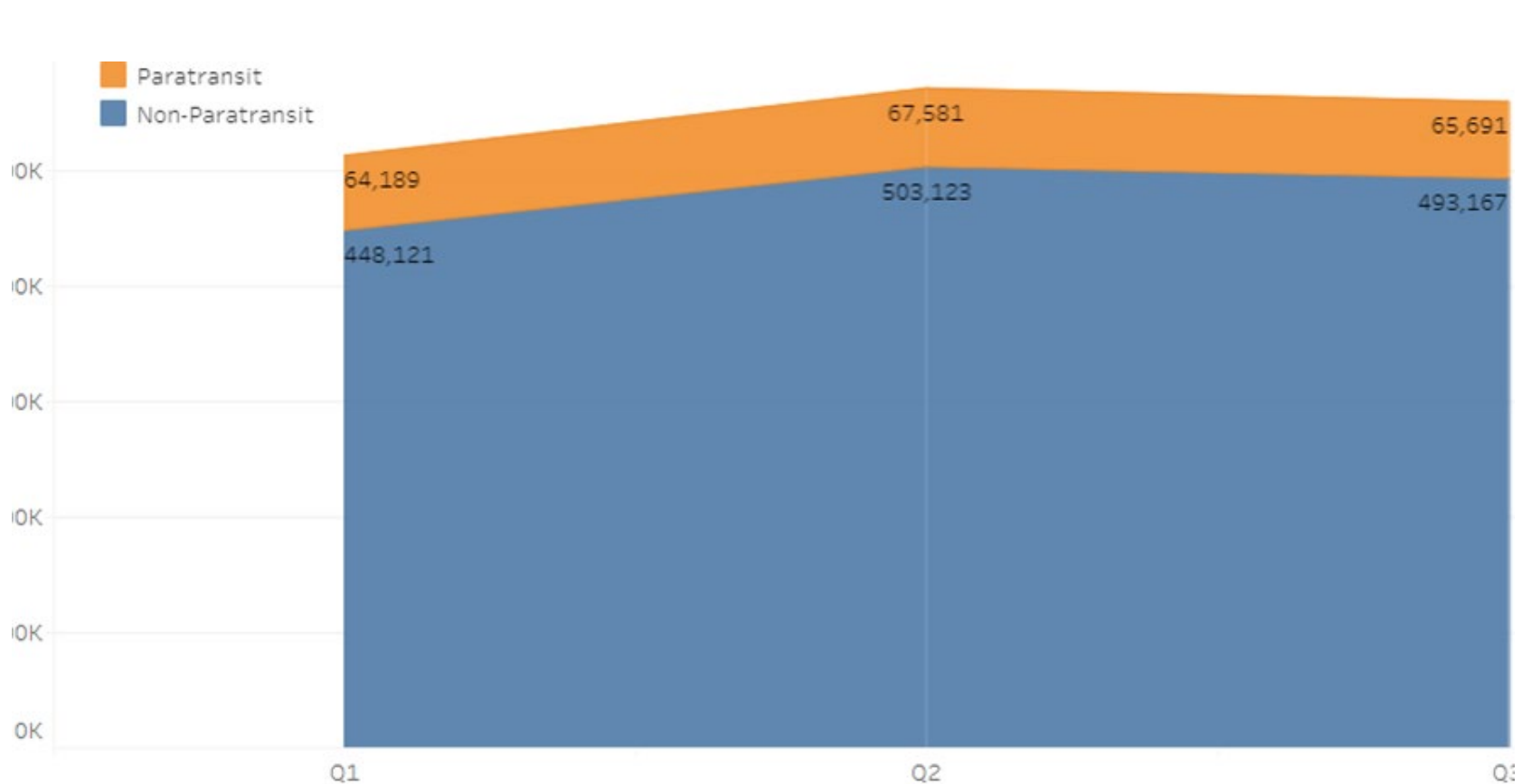
	Street Hails	Dispatch Hails	E-Hails	Third-Party Hails
Baseline (October 2022)	62.3%	31.1%	6.6%	-
Q1	58.8%	33.0%	6.4%	1.8%
Q2	58.3%	30.0%	5.5%	6.2%
Q3	58.6%	28.1%	4.9%	8.4%



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3B: Paratransit Taxi Trips

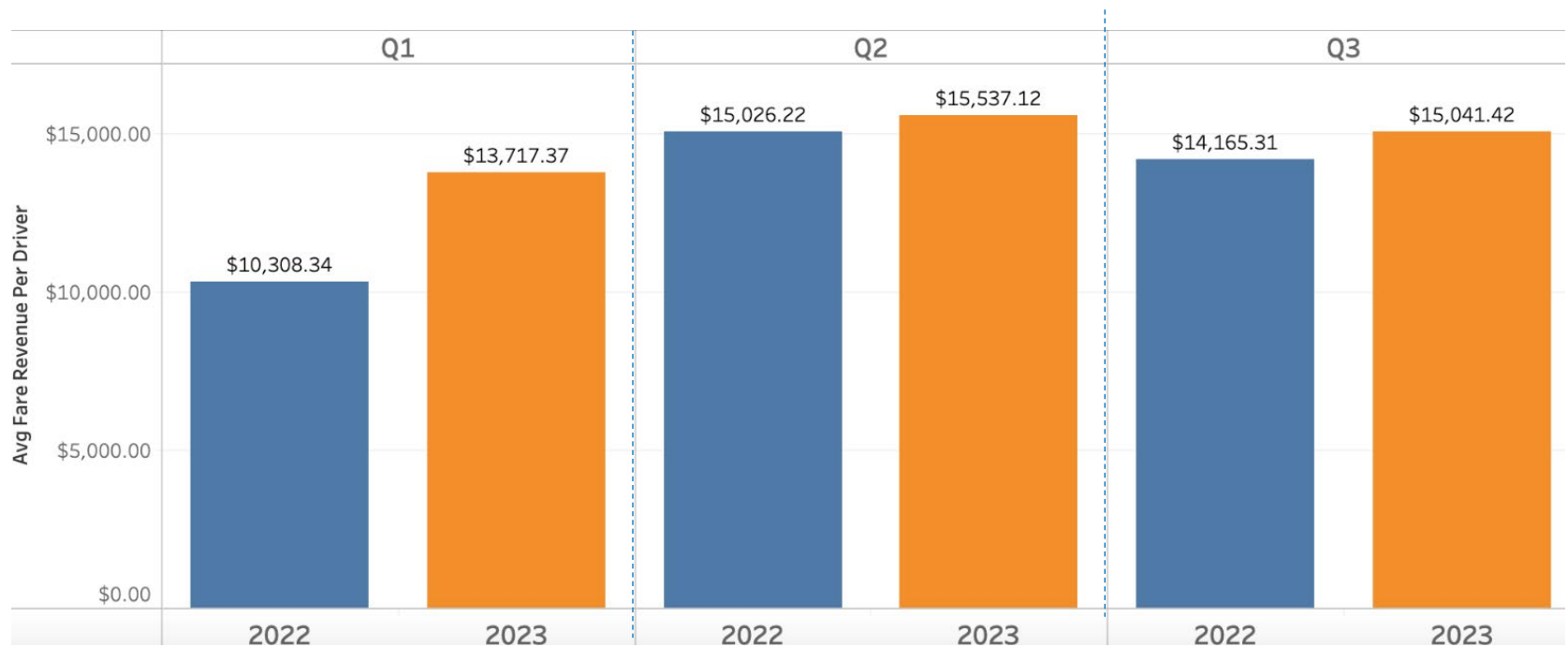
	Non-Paratransit Taxi Trips	Paratransit Taxi Trips
Baseline (October 2022)	88.4%	11.6%
Q1	87.6%	12.4%
Q2	88.2%	11.8%
Q3	88.2%	11.8%



Goal 4: Increase Taxi Driver Fare Revenue

❖ Fare Revenue per Driver

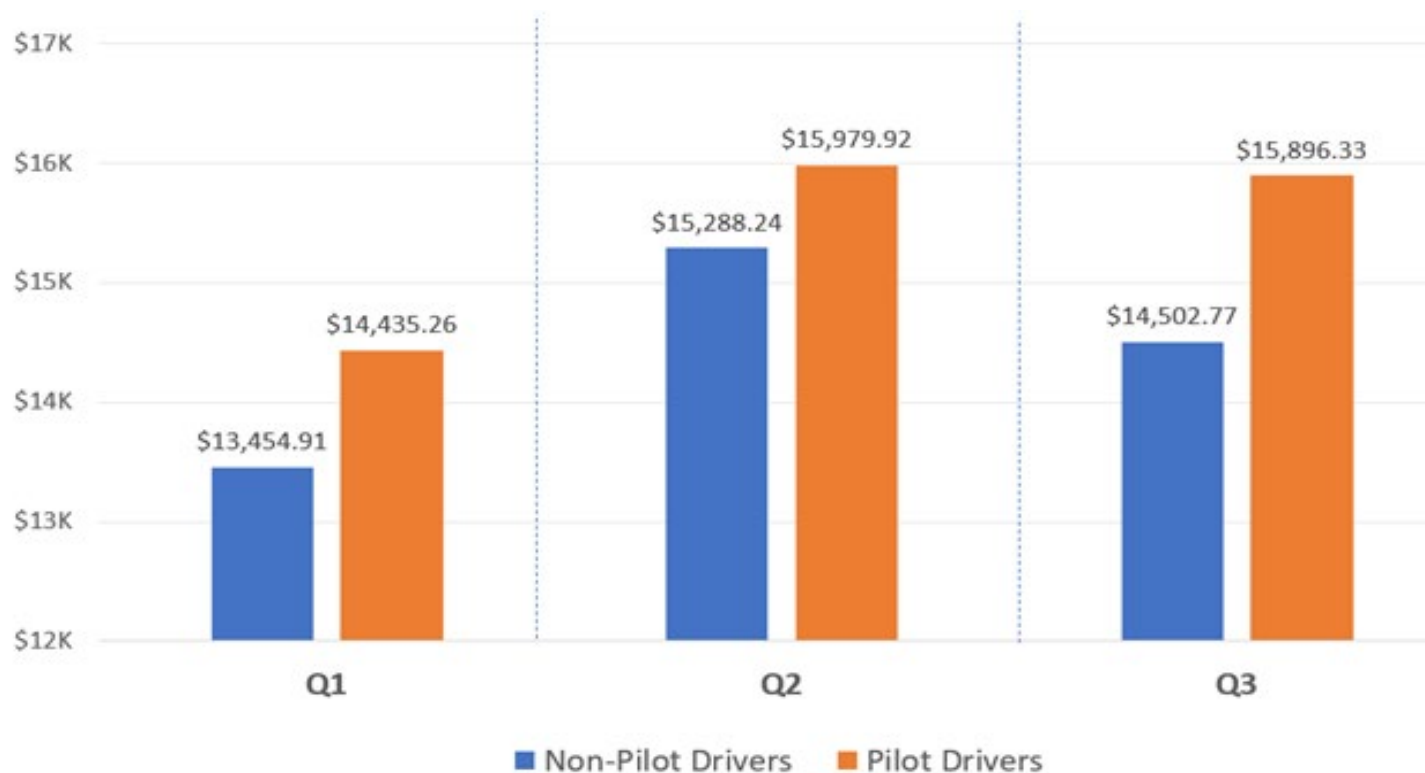
- Average fare revenue for all drivers increased 8.1% Q1 – Q3 as compared to the same period from the previous year
- This increase tracks with the taximeter rate increase and cannot be attributed solely to the Pilot



Goal 4: Increase Taxi Driver Fare Revenue

❖ Metric 4A: Increase participating taxi driver fare revenue by 10%

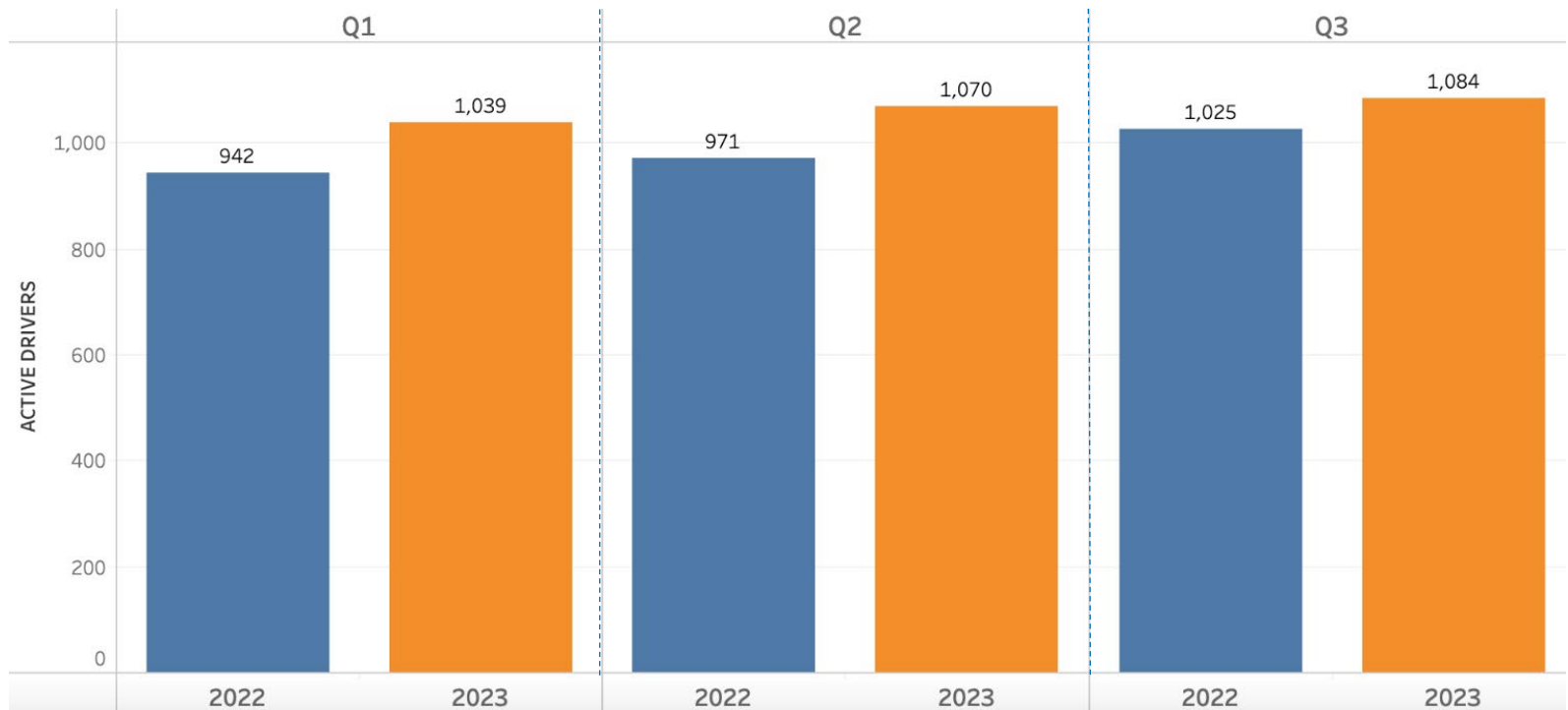
- The SFMTA has updated Metric 4A to better target the impact of the Pilot on driver income
- During Q3, participating drivers earned 9.6% more on average than non-participating drivers



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- Active taxi drivers increased 4.3% from Q1 to Q3 and 8.7% year-over-year



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

- The SFMTA has issued 39% more permits (A-Cards) to new taxi drivers in 2023 through mid-November as compared to the full year in 2022
- The number of drivers who provided Pilot trips increased by 51.8% from Q1 (276) to Q3 (419).

New Taxi Drivers by Calendar Year

Year	2018	2019	2020	2021	2022	2023 (YTD through 11/16)
New Taxi Drivers	43	33	23	22	135	187

New Taxi Drivers Q1 - Q3 compared to the same periods from previous year

	Before Pilot (Dec 2021 – Feb 2022)	Q1 of Pilot (Dec 2022 – Feb 2023)		Before Pilot (March - May 2022)	Q2 of Pilot (March - May 2023)		Before Pilot (June – Aug 2022)	Q3 of Pilot (June – Aug 2023)
Total	11	65		18	52		38	58

Goal 6: Ensure Taxi Pilot Trip Fares closely match Taximeter rates

❖ Metric 6A: Upfront Fare within 10% of Taximeter rate

- During Q3 of the Pilot, the average upfront fare (\$13.85) was 4.3% below the estimated average Taximeter fare (\$14.45), which is within the allowable 10% range

	Avg Taxi Upfront Fare	Avg Estimated Taximeter Fare	% Different
Q1	\$13.01	\$13.53	-3.80%
Q2	\$14.22	\$14.83	-4.10%
Q3	\$13.85	\$14.45	-4.10%

Explore Ramp Taxi Use for Third-Party Trips

- ❖ During the Pilot extension, the SFMTA will explore allowing wheelchair accessible vehicle (WAV) trips to be provided by ramp taxis for Third-Party Trips
- ❖ Will require collaboration with the SF Paratransit team and the California Public Utilities Commission, the regulator of Transportation Network Companies



Taxi Driver Income Analysis

- ❖ Goal: to develop a more comprehensive picture of taxi driver income, to supplement the current fare revenue analysis
- ❖ Staff is developing a driver survey to gather information about additional revenue (e.g. tip revenue which is not reported consistently and accurately enough to include in the current revenue analysis) and costs associated with driving a taxi



Public Comments – Call in

If you would like to make a comment, please unmute yourself or call the USA number at **415.523.2709**.

You will need to enter the Participant Code **829 137 135#**

SFMTA is also accepting written comments at SFTaxi@sfmta.com.

Download documents of this meeting here:

<https://www.sfmta.com/reports/november-taxi-outreach-quarterly-meeting-documents>

SFMTA: Grant Administrator for On-demand Wheelchair Accessible Transport

- ❖ SFMTA approved as the Local Access Fund Administrator for San Francisco
- ❖ SFMTA has set up a [website](#) with information regarding the Access for All program in San Francisco.
- ❖ [Survey](#) for potential Access Providers to better understand how on-demand service to wheelchair users is currently being provided
- ❖ SFMTA will develop the solicitation process in coordination with a working group that represents the disability community



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Paratransit Coordination & Operations (OTP) Taxi/Ramp Taxi Subcommittee Report

	July 2023	August 2023	September 2023
Number of Ramp Taxi Trips	651	679	731
Incentives Earned	\$13,860	\$15,570	\$16,590
On Time Performance	93.55%	98.92%	95.56%
Earned Airport Short Pass	12	13	12

- ❖ Discussion on driver training, including enhanced sensitivity training and/or mentorship
- ❖ No taxi companies represented at this meeting



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SFMTA Announcements

- ❖ Clean Air Rebate Program

- <https://www.sfmta.com/clean-air-taxi-rebate>

- ❖ Camera Standards

- ❖ Compliance Audits

- ❖ Hybrid Meeting Continuation



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Quarterly Meetings with Taxi Industry

- ❖ February 2024
- ❖ May 2024
- ❖ August 2024
- ❖ November 2024

