

Goals

1. **Industry Reports:** Taxi fares and gate fees, the appropriate number of medallions to serve the public convenience and necessity, solutions for peak time and neighborhood taxi service and the opportunities to improve ramp (wheelchair accessible) taxi service in the City.
2. **Clean Vehicles:** Continuing conversion of the taxi fleet to hybrid/CNG and electric vehicles through grant opportunities.
3. **Enforcement:** Regulatory (administrative) enforcement of Transportation Code with respect to permit holders and unpermitted operators.
4. **Administrative Infrastructure:** (1) Create 'forms and procedures' manual; (2) retain adequate staff resources required for administrative and enforcement functions, (3) implement medical leave policy for medallion holders, (4) update the Controller's City-wide performance metrics for San Francisco taxi regulation; (5) implement lost and found operations; (6) improve the regulatory infrastructure; (7) clean-up the taxi medallion waiting list; and (8) collect and archive historical materials and data.
5. **Data integration:** (1) Establish web-based taxi company reporting to eliminate data entry by SFMTA staff and allow real-time monitoring; (2) implement electronic waybills to replace the current paper system to improve enforcement and develop taxi industry data (e.g. miles driven, number of passengers carried, average fares and other trip statistics). (3) Convert historical driver permit data from the Treasurer/Tax Collector's system and from paper files, and link all driver data to the PRWT citation collection system. (4) Implement office tracking systems for inquiries, tips and complaints that come into the office. (5) Establishing a link to driver DMV records through pull-notice contract. (6) Work with the Airport to integrate Driver identification cards and the soon-to-be procured Airport smart cards for taxi driver payment of Airport fees.

Responsibilities

Identify, implement and enforce appropriate policies through local motor vehicle for hire laws and regulations to:

- Protect public safety
- Improve public service
- Reduce congestion and increase parking availability
- Improve air quality, and
- Support the economic productivity and sustainability of the San Francisco motor vehicle for hire industry.

Accomplishments: What got done?

- **Website:** Information about the number of medallions that have been issued is now posted on the Taxi Services website. Updates and website maintenance continues throughout the year to improve availability of taxi information to the public and taxi industry.
- **New Revenue:** Taxi Services has received \$72,200.00 from Color Schemes for the month of September for the continuous operation of medallions that would have otherwise been returned to the SFMTA after the death of a medallion holder. The grand total collected since December 2009 is \$511,000. Allowing taxi companies to continuously operate medallion permits allows for those cabs to continue serving the public until we are ready to reissue the medallion permit to the next person

on the waiting list.

- **Proposition K Audits:** Taxi Services has completed its audit of all 1500 medallion holders throughout San Francisco. To complete this audit, Taxi Services Investigators and staff visited each taxicab company and reviewed the waybills of every medallion holder for that particular company.
- **Coordination with the Airport:** Taxi Services continues to work in conjunction with SFO to develop a Smart “A” Card, which will function not only as driver identification, but also as electronic storage of disciplinary information. Specifications and planning are currently being done by Booz, Allen Hamilton. This is expected to continue into 2011.
- **Coordination with SFMTA Planning:**
 - Taxi Services staff contributed to the agency’s review of proposed capital improvement projects through the Decision Lens system.
 - Taxi Services has been working closely with the Transbay Joint Powers Authority (TJPA), as well as SFMTA Planning engineers to establish taxi service at the new temporary Transbay Terminal. After some initial concerns with the original location of the taxi stand, after some cooperative discussion it was determined that service would be better provided by relocating the taxi stand into the turnabout area for the Greyhound bus terminal. Because of the success of this arrangement, there will likely be no need to make any changes to the Taxi Layout for Phase II as was originally envisioned.
 - Taxi Services is working with Accessible Services, Parking Enforcement, Bike Share and other sections of the MTA to resolve issues related to the loading and unloading of passengers, particularly paratransit passengers, in bus zones. A comprehensive memo is being developed that will help clarify this process for taxicab driver, MUNI operators, parking control and others involved with traffic safety.
- **Taxi Advisory Council:** The SFMTA Taxi Advisory Council held meetings on September 13 and September 27, 2010. Items on the agenda included issues related to the Driver Fund, Leasing Arrangements, and the impact of the Medallion Sales Pilot Program on the industry. At these meetings, staff provides reports related to medallion sales and other regulatory changes.
- **Conference:** Taxi Services staff attended the International Association of Taxi Regulators conference in Chicago during September, and brought back a wealth of information that will be used to enhance Taxi Services.
- **Special Events:** Taxi Services staff has made contact with the SFPD Bayview Station, as well as Parking Control, and with their help is increasing its field enforcement of Taxicab stands and zones at Candlestick Park during 49er games.

Ongoing Projects/Forthcoming Developments: What’s in the works?

- **Implementing a Lost and Found Program:** We are developing procedures for property sweeps from all companies and lost property handling in compliance with state law requirements. We were able to secure storage space at 1SVN for lost property collected from taxi companies.
- **Processing Complaints:** Our objective is to get up-to-date with complaints submitted through 311 and

be able to provide resolution within 30 days. To achieve this, we will continue to conduct five to ten driver interviews per week, with priority given to egregious complaints.

- Experienced Driver Re-Training:** We have begun in earnest to define the Taxi Master advanced driver training/certification program. It will include advanced training in traffic safety, customer service, geographical knowledge, financial and business planning, and other training that will benefit both taxi drivers and the public.

CONCERNS, RISKS AND CHALLENGES

Project/Area of Concern	Issue	Resolution (or support required)
SMART Goals	We have worked diligently on performance planning and our staff is excited about their new projects and SMART goals, but have also expressed frustration that it is difficult to focus/concentrate on their own tasks because we are so short staffed: "Everyone is needed to multi-task and cover any area when necessary which can result in falling behind in our own set priorities and/or goals." In addition, we have not been able to do field enforcement because the three Taxi Investigators' time is fully committed to preparing for hearings for medallion issuance and disciplinary matters.	Recruitment and hiring of full-time, permanent clerical staff for the customer service window and lost and found handling and an additional Taxi Investigators will be critical to Taxi Services' long-term success.

MISCELLANEOUS

PERMITS

New Driver Training Class & Examination

New Driver Applicants	Drivers Retested	Pass Rate	Fail Rate
56	12	87%	13%
Total Attendees	68		

New Driver Permits Issued in September: 105

Medallion purchasers qualified to date: 22

This means that the applicants have been qualified for the medallion permit by the SFMTA, but their medallion purchase will also depend on qualifying with the lending institution for any loan required for the purchase.

<u>Medallion Sales closed to date:</u>	13
<u>Medallion Issuance (Non-Sale) for September:</u>	6
<u>Medallion Sale Revenue to date:</u>	\$487,500.00
<u>Driver Fund Revenue from Medallion Sale to date:</u>	\$162,500.00

DISCIPLINE

Experienced Driver Re-Training & Discipline

Type of Disciplinary Action	Number of Disciplinary Actions
Taxi Driver Re-Training	9
Administrative Fines Issued (Muni Drive Cam –Taxi Footage)	1
Paratransit Complaints	1

LOST AND FOUND

Lost & Found

We do not have enough staff so all lost & found claims submitted through 3-1-1 are not being followed-up on. The number below reflects the total number of lost & found claims received for the month of September.

Type of Claim	Number of Claims
OPEN Lost property claims	97

INVESTIGATIONS

INVESTIGATIONS:

A) Color Scheme:

Total: 3

B) Permit Applicant investigations:

Total: 2

C) Medallion Holders:

Total: 0

D) Drivers:

Total: 0

E) Complaints Non-311:

Total: 0

E) Other Investigations.

Total: 14

F) Regulatory

G) Fines/Admonishments

Total: 1

Complete Total Investigations: 22

HEARINGS

Waiting List Medallion Applicant Qualification: 5

Prospective Medallion Purchaser Qualification: 1

Board of Appeals: 1

- On September 15, 2010 a petition for Rehearing was held at the board of Appeals related to the prior suspension of a medallion for one year and a revocation of a color scheme permit. The Rehearing was denied and the Board of Appeals adopted its findings upholding the revocation of the Color Scheme Permit, and suspending the Permit Holder's medallion for one year.

Staffing

FILLED: 7 -- Vacant/Funded: 5 – Vacant/Defunded: 0 –

TOTAL: 7 (PLUS 2 Temps and one clerk from SFPD work order)