



SFMTA

Taxi Pick-up Rules at San Francisco International Airport



Taxi Town Hall

December 7, 2018

Kate Toran, Director of Taxis and Accessible Services

The Important Role of the Taxi Industry

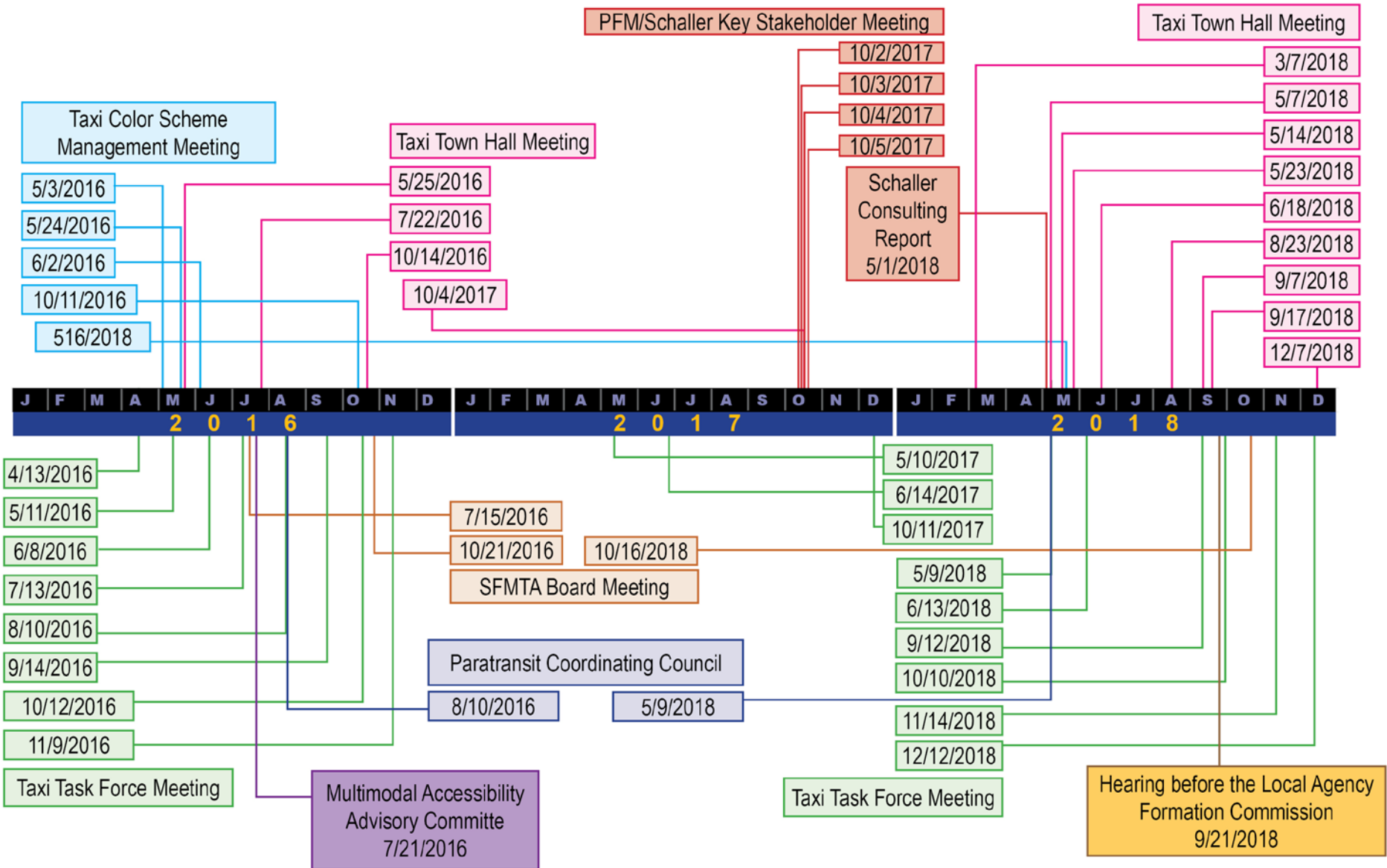
SFMTA's regulatory framework should allow the taxi industry to innovate and compete, while maintaining a core focus on safety and consumer protection.

- ❖ Street hail service
- ❖ High level of safety requirements
 - Fingerprint background check
 - Drug and alcohol test
 - Complaint investigation and due process
 - Professional drivers
- ❖ 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
 - Serves seniors and people with disabilities

Efforts to Level the Playing Field

- ❖ On-going regulatory reform
 - Streamline new driver on-boarding
 - Update vehicle age and mileage requirements
 - Eliminate shift change and SF business location requirements
- ❖ Reduced fees by approximately \$10.2M
- ❖ Ramp Taxi Incentives
- ❖ Participate in TNC rulemaking – 30+ briefs submitted to CPUC
- ❖ PFM/Schaller Report: to review health of the industry and recommend potential regulatory changes

Medallion Reform Outreach



MTA Board 10.16.18

MTA Board Approved:

- ❖ Open up buyer's market
 - Eliminate driving requirement for purchased medallion holders
 - Remove natural person requirement
 - Allow entities to hold up to 50 medallions
- ❖ Waive 5% medallion retransfer fee for three years
- ❖ Authorize the Director of Transportation to set rules for medallion pick-ups at SFO

MTA Board did not approve:

- ❖ Non-renewal of Corporate and Pre-K medallions

SFO Rules: MTA Policy Goals

1. Support Purchased Medallion Program
2. Bring taxi supply to the City
3. Incentivize ramp taxi trips





Industry Suggestions for SFO Rules

- ❖ Should be exclusive for purchased medallions
- ❖ Should not be exclusive for purchased medallions
- ❖ Eliminate 8000-series medallions
- ❖ Two shorts per day for purchased medallion holders
- ❖ Use pricing at SFO to control congestion – escalate fees based on # of trips
- ❖ Keep status quo

SFO Rules: Compromise Solution

Phase I: February 1, 2019

- ❖ Purchased Medallions: pick-up at SFO at all times, expedited access
- ❖ Post-K Medallions: pick-up at SFO at all times, no expedited access
- ❖ Corporate, Pre-K, 8000-series and spares: prohibited from picking up at SFO at all times
- ❖ Ramp Taxis: expedited access based on compliance with monthly wheelchair pick-ups incentive thresholds

Optional Phase II: If necessary

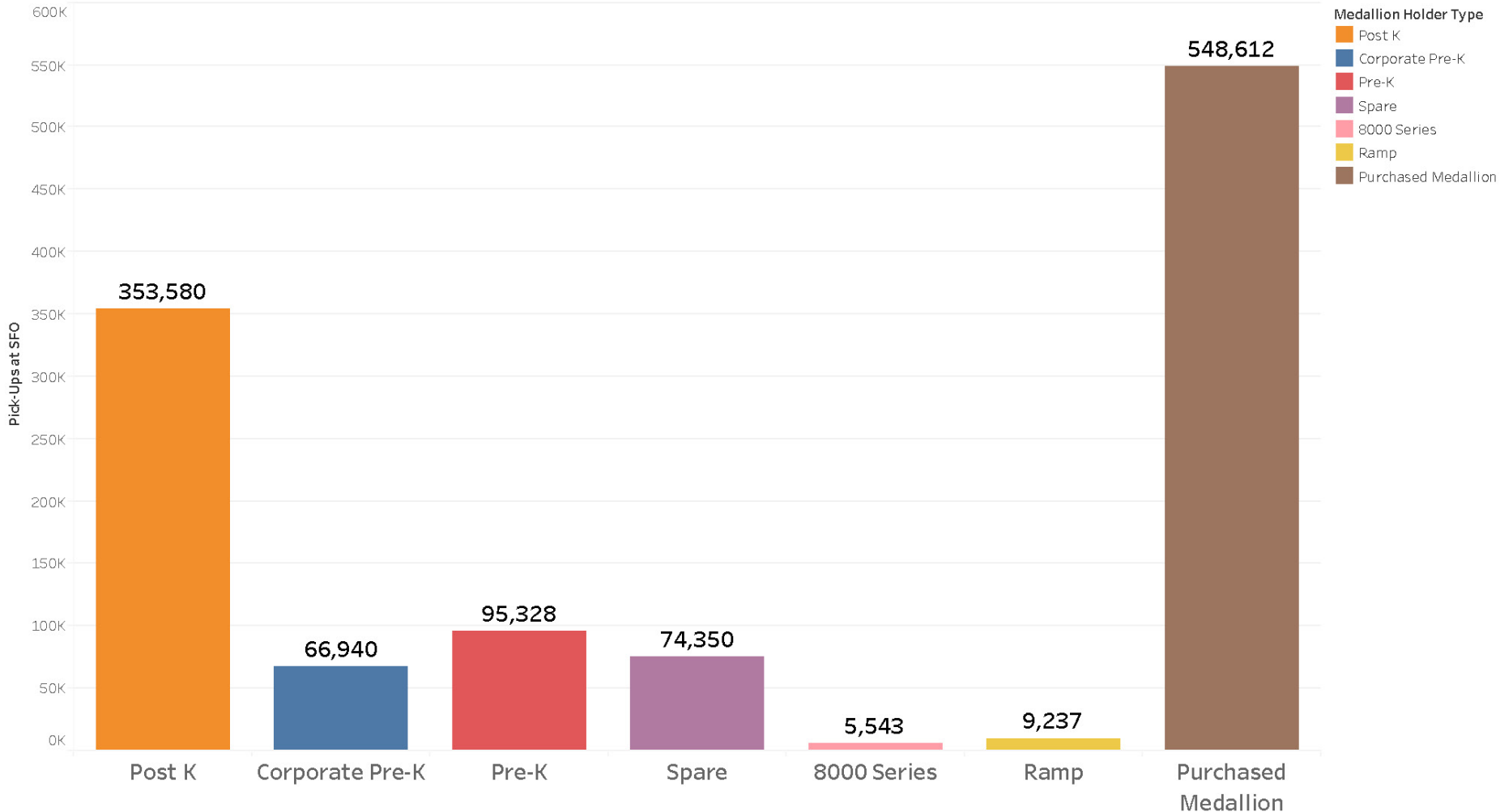
- ❖ Post-K Medallions to pick at SFO under the following conditions:
 - Alternating on odd/even basis
 - At SFO discretion, when demand for taxis is high and additional supply is needed

Phase III: TBD

- ❖ Digital Queue for taxi pick-ups at SFO

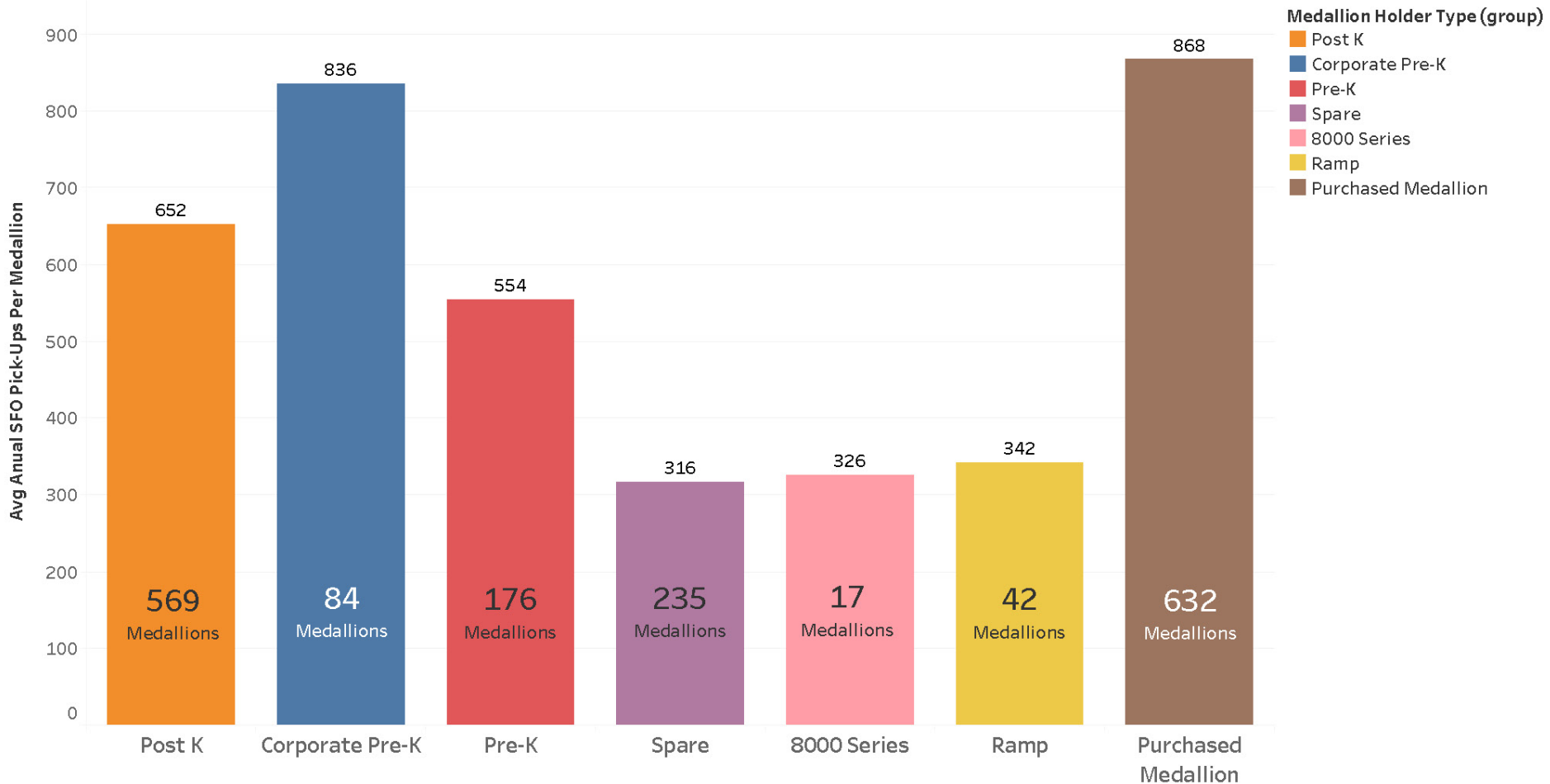
SFO Taxi Total Pick-Ups Per Medallion Type: July 2017 to June 2018

Medallion Holder



SFO Taxi Avg Pick-Ups Per Medallion: July 2017 to June 2018

Medallion Type



Metrics

- ❖ For purchased medallion holders
 - Reduce wait time at SFO
 - Increase pick-ups at SFO
 - Increase fare revenue
- ❖ Improve taxi supply in SF proper
- ❖ Increase ramp taxi pick-ups



Next Steps

- ❖ Provide report to MTA Board before implementation and quarterly thereafter
- ❖ Report out at Taxi Task Force, 12/12/18
- ❖ Director of Transportation memo to Taxi Industry
- ❖ Work with SFO to iterate, as needed

