



SFMTA

Taxi Outreach Meeting

June 30, 2021

Public Comments – ATT Call in

If you would like to make a public comment, please call the USA Toll-Free number at **888-251-2909**.

You will need to enter the Participant Code **4584731**.

When prompted, dial "1 - 0" to be added to the speaker line. The auto-prompt will indicate callers are entering "Question and Answer" time; this is the "Public Comment" period.

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

Download documents of this meeting here:

<https://www.sfmta.com/reports/virtual-taxi-outreach-meeting-20210630-documents>



Agenda

1. Taxi Marketing Campaign Update
2. SFO Fee Pass-Through
3. Draft Transportation Code Reform
 - ❖ New Proposals
 - ❖ Meter and a half survey

Taxi Marketing Campaign Overview

- ❖ SFMTA is initiating a taxi marketing campaign to increase ridership
- ❖ Various marketing channels to reach target market
- ❖ Campaign to begin early summer
- ❖ 4-6 weeks digital ad campaign using a messaging testing for messaging approach



SFMTA Photography Department | sfmta.com/photo

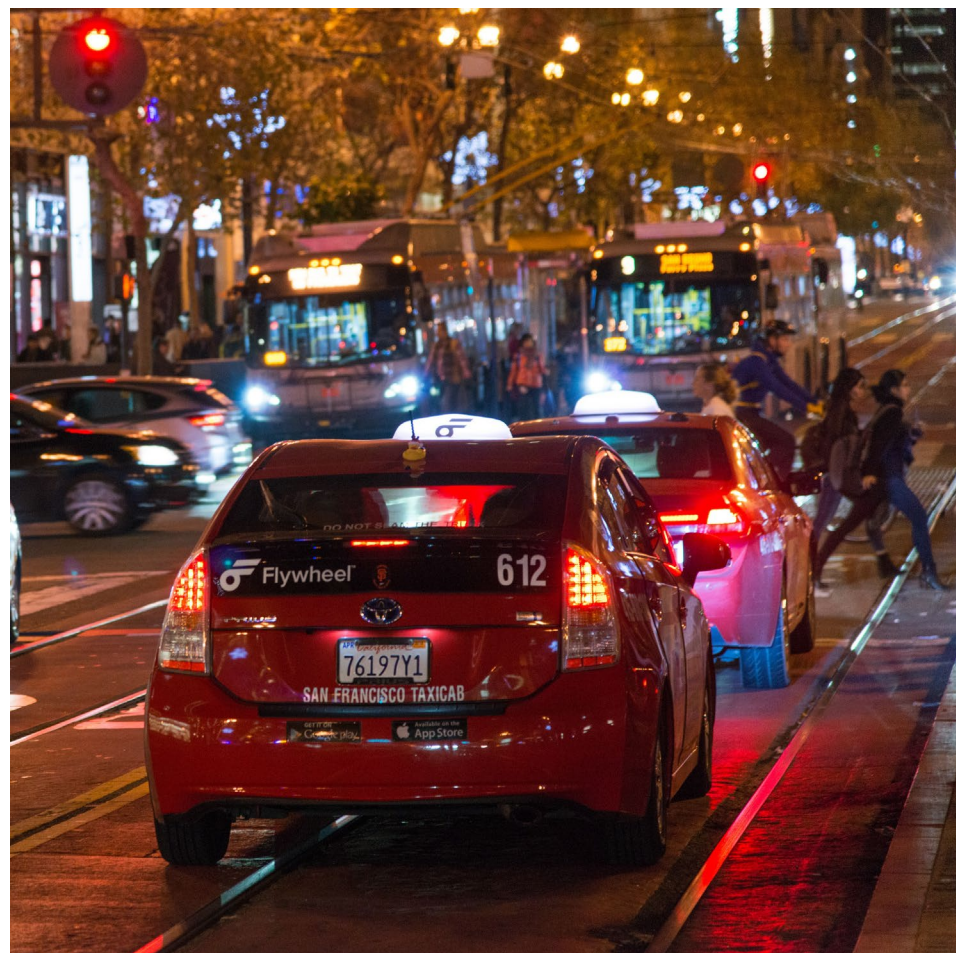
What we heard: Taxi Marketing Campaign

- ❖ Focus on Taxis as small businesses
 - Both taxi drivers and medallion holders
- ❖ Request to advertise on more platforms
 - Instagram, Facebook, and Twitter
- ❖ Promote Mobile Apps to hail a taxi
- ❖ Advertise that taxis don't have surge pricing



Timeline

- ❖ Summer 2021
 - Digital Campaign Launch
- ❖ Fall 2021
 - Develop and Launch Phase 2 of Campaign
 - Senior Campaign Launch
 - Refine Messaging and Create “Always On” Messaging



Marketing channels

- ❖ Digital
 - Facebook, Twitter, Instagram, Spotify, Google Ads
- ❖ Muni Car Card (in vehicle ads)
- ❖ Emails
- ❖ Blogs
- ❖ Website
- ❖ Postcards
 - Senior Centers, Medical Offices, YMCA,
- ❖ QR code on Muni car card to the SFMTA web page with content/links for downloading one of the apps.



Target Markets

❖ General Public

- Where, when, and how to hail a taxi
- Educate the ride-hailing users of ease of hailing a taxi via Mobile Apps
 - Tourists
 - TNC users
 - Business Professionals
- Ease and convenience of adoption and payment

❖ Seniors (Phase 2)



Campaign Messages – General Public

- ❖ Taxi medallion holders and drivers are small business owners who are an integral part of what makes San Francisco unique and contribute to the economic vitality of San Francisco.
 - Use of Red lanes
 - Green taxi fleet
 - Convenience of Mobile Apps to hail a taxi
 - Connect SF with safe, clean, and efficient e-hail taxi service with reliable, trained, and experienced small business professionals



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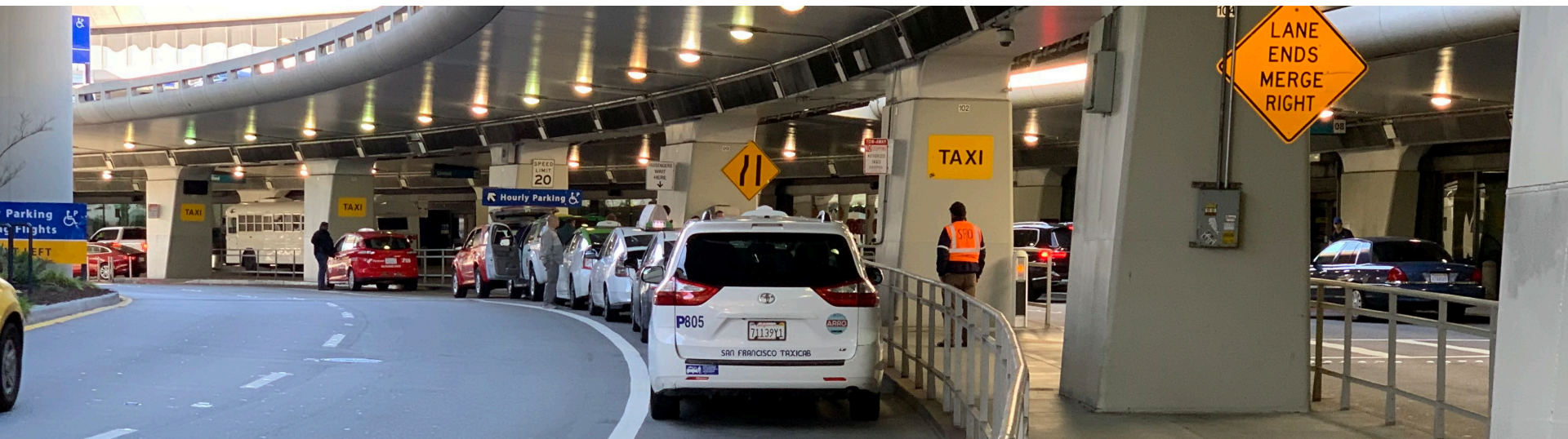
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SFO Fee Pass-Through

- ❖ Currently, Transportation Code allows a \$4.00 pass through of the SFO pick-up fee
- ❖ SFO increased all single occupancy mode trip fees by \$1.00, including taxi fees
- ❖ SFMTA Board is anticipated to consider a 100% SFO fee pass-through at the July 20th meeting



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Draft Transportation Code Reform

❖ New proposed amendments:

- **1102:** Full Time Driver or Full Time Driving: update definition from calendar year to fiscal year
- **1103:** consolidate medallion renewal requirements
- **1105(a)(12):** move unattended vehicle requirement to 1106 Conditions Applicable to Color Scheme Permits
- **1107(e)(6):** strike the direct voice access deletion
- **1113(m)(1):** camera age requirement
- **1113(v):** expand current requirement to remove taxi markings of vehicles being sold to the public to all retired vehicles
- **Surrender:** clarify Pre-K medallions are not eligible to surrender and eliminate surrender eligibility based on disability status
- **1120(e):** clarify Hearing Officer's authority

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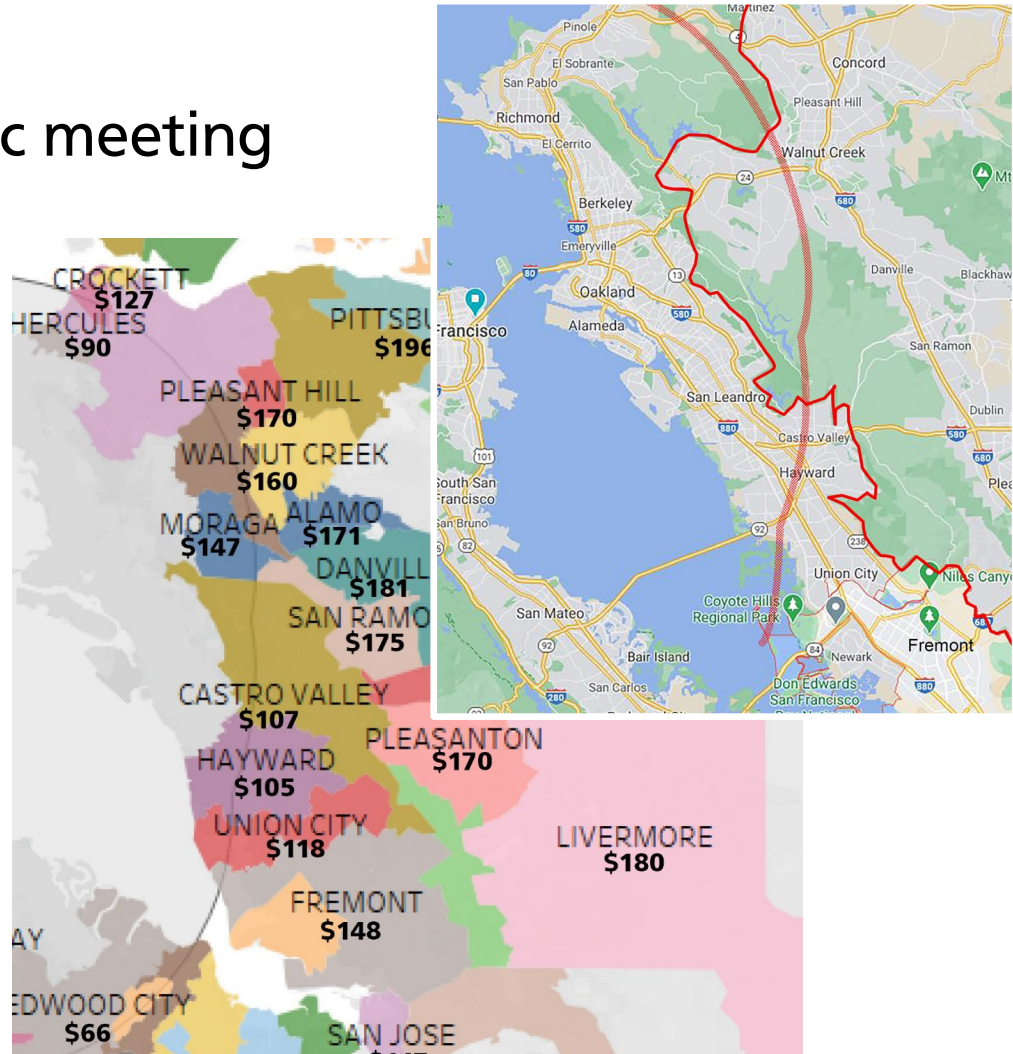
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Draft Transportation Code Reform Cont'd

- ❖ Delegate authority to Director of Transportation to set Meter and a Half rules.
- ❖ Add requirement for public meeting before changing rules.
- ❖ A survey for the Industry options:
 - Status Quo
 - Update boundaries
 - Flat rate by city
 - Flat rate by negotiation
 - Elimination
- ❖ Public meeting once survey is complete



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Thank You!

