



SFMTA

Taxi Outreach Meeting

February 22, 2022



Agenda

1. Taxi Marketing Campaign Update
2. Taxi Medallion Reform
3. Updated Taxi E-Hail App Requirements: Blind and Low Vision Access
4. Upfront Fare Pilot
5. SFO TaxiVQ

Taxi Marketing Campaign Overview

What we heard

- ❖ 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



Taxi Marketing Campaign Overview - Continued

- ❖ After a message test phase during the summer of last year, the SFMTA initiated a taxi marketing campaign on January 4, 2022, promoting taxis as a small business to increase ridership.
- ❖ A Taxi Mobile App landing page was created on the SFMTA's website that linked SF booking apps Flywheel, YoTaxi, and Arro that connects riders to taxis in San Francisco with the tap of a button.
- ❖ Phase Two of the Campaign launched 1/4/2022



SFMTA Photography Department | sfmta.com/photo

Marketing channels

- ❖ Digital
 - Facebook, Twitter, Instagram, Spotify, Google Ads
- ❖ Muni Car Card (in vehicle ads), including QR code
- ❖ Emails
 - Senior Centers, Medical Offices, YMCA
- ❖ Blogs
- ❖ Website
- ❖ Local Newspapers
- ❖ Postcards

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.

24/7 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков / Trợ giúp thông dịch miễn phí / Assistance linguistique gratuite / 無料の言語支援 / Libreng tulong para sa wikang Filipino / 무료 언어 지원 / خط المساعدة المجاني على الراج

REMOVE DATE: APRIL 2025

Flywheel YoTaxi SF ARRO SFMTA

Public Comments – Call in

If you would like to make a comment, please unmute yourself or call the USA number at **415.915.0757**.

You will need to enter the Participant Code **852402837**.

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

Download documents of this meeting here:

<https://www.sfmta.com/reports/taxi-outreach-meeting-2222022-document>

Medallion Reform

- ❖ Jury found SFMTA did not breach lender agreements with the SF Federal Credit Union regarding taxi medallion loans
- ❖ SFMTA cannot lower the \$250,000 price without the lenders' consent
- ❖ BOS passed a resolution urging the Credit Union to collaborate with SFMTA, and consult with Purchased Medallion Holders on reforms
- ❖ Currently SFMTA is in mediation with the Credit Union
- ❖ A Purchased Medallions Holder representative group was convened three times to solicit feedback

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Taxi E-Hail App Update

Updated 2015 requirements

Added phase-in period for compliance with 100 medallion affiliation requirement

Final Approvals

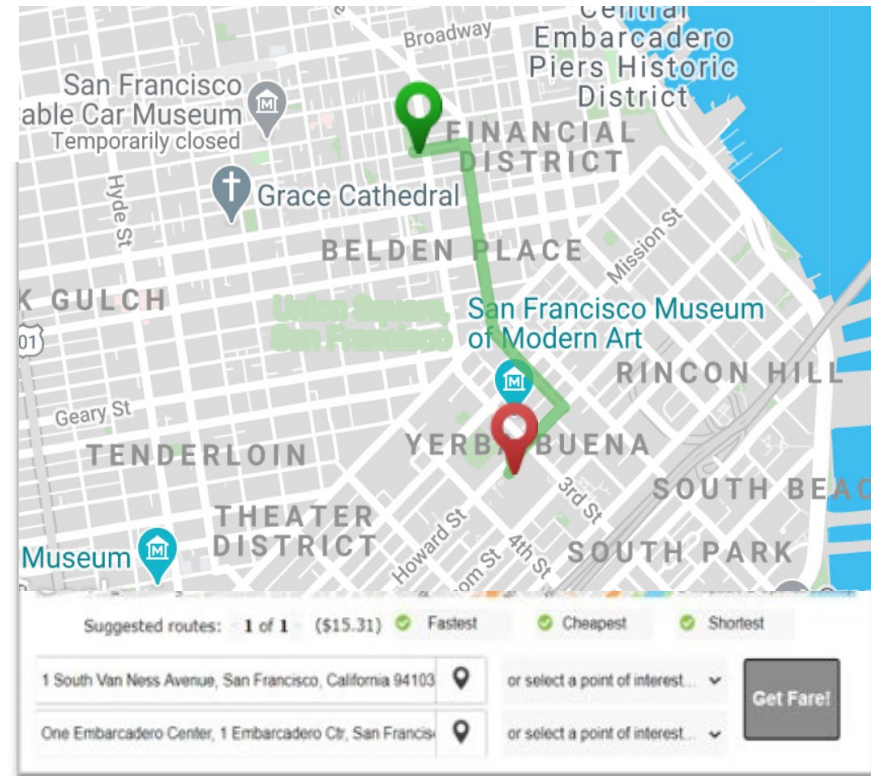
Verifying apps are accessible to blind and low vision riders

Prepare for integration with 3rd party apps (e.g. Muni Mobile app)



Upfront Fare Pilot Program Update

- ❖ Approved by SFMTA Board in September 2021
- ❖ Upfront Fares
 - Estimate trip fare
 - Improve customer service
 - Reduce meter anxiety
- ❖ How are fares determined?
 - Algorithm calculate estimate fare based on trip distance and time
 - Dynamically using live and historical trip data



Upfront Fare Pilot Metrics



1. Increase Taxi E-hail App Trips by 10%
2. Increase Taxi Driver Income by 10%
3. Increase in the Number of Drivers
4. Complaints
5. Impact on Traditional Taxi Trips
6. Estimation of Meter Rates

Upfront Fare Pilot Rules

- ❖ Dispatch and all color schemes on app must participate in pilot collectively
- ❖ All color schemes and dispatch companies must be in good standing with the SFMTA
- ❖ Taxi Apps are fully approved by SFMTA
- ❖ Apps must send over data through SFMTA Taxi APIs
- ❖ Upfront fares offered by taxi e-hail apps must be based on meter rates



Upfront Fare Pilot Rules

- ❖ If approved by the SFMTA Board, 3rd party dispatch services may partner with taxi e-hail app providers and offer upfront fare trips for taxi customers
 - For 3rd party dispatch trips, the meter rate does not need to adhere to taxi meter rates
- ❖ All 3rd party dispatch trips are considered taxi trips and all state and local taxi rules must be adhered
- ❖ If dispatch is not complying with pilot rules, they will be prohibited from continuing in the pilot
- ❖ The customer should see the upfront fare on the meter
- ❖ The fare charged to passengers and the fare the driver is paid must exactly match



Upfront Fare Pilot Goals

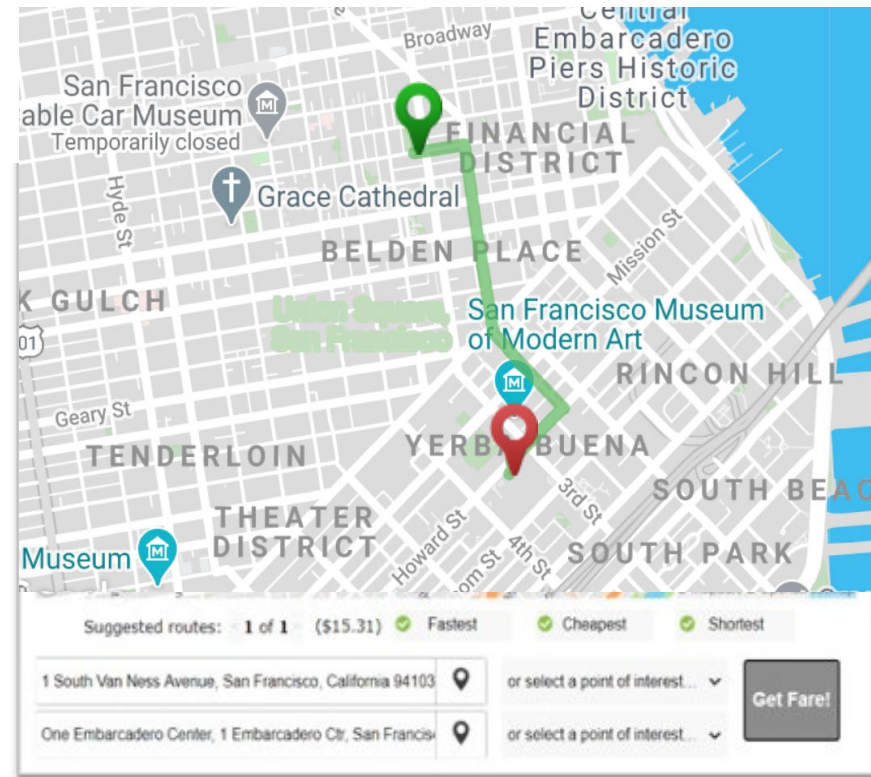
1. Allow taxis to offer services in line with current trends in the for-hire transportation industry
2. Increase taxi e-hail trips
3. Increase taxi drivers' fare income
4. Improve customer service by:
 - offering upfront fare estimates and booking through the e-hail app
 - relieving meter anxiety for customers by providing cost certainty for taxi trips
 - allowing customers the ability to price shop for similar on-demand services
5. Test driver and customer satisfaction
6. Assess impacts on traditional taxi trips from 3rd party dispatch trips
7. Test how fares from taxi e-hail apps and by 3rd party dispatch services compare to SFMTA's meter rates



Upfront Fare Pilot Program Next Steps

❖ Next Steps

- Update SFMTA Application Program Interface (API) to ensure upfront rates match meter rates
- Continue working with app providers and dispatch services
- Work with Paratransit Broker on integration
- Complete Accessibility check for E-hail app approvals



Upfront Fare Pilot Program Questions

1. Surge pricing
2. Paratransit will not be in the pilot program
3. Paratransit trips are a key concern:
 - Paratransit payment card customer integration
 - Potential that paratransit taxi trips are disincentivized and the service quality declines
 - Potential for ramp taxi supply to be redeployed to non-paratransit trips
 - Paratransit fraud protection must be maintained
 - Paratransit incentives



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SFO TaxiVQ

Launched Tuesday, February 8th

Goal is to partially replace taxi holding lots in Domestic Garage with a “virtual queue”

- ❖ Increases SFO parking revenue opportunities
- ❖ Increases earnings for taxi drivers since they can be taking city fares while waiting
- ❖ Meets SFMTA policy goals
 - SFMTA regulatory reforms intended to assist purchased medallion owners partly reliant on our efforts to develop this app
 - Helps meet SFMTA transport policy goal to increase City taxi availability

Training Video and Guidebooks: www.sfoconnect.com/taxi-vq

SFO TaxiVQ

Basic System Design

STEP 1 LOG IN

Login using your current **Short App** login, plus the medallion number you're driving that day.

STEP 2 REQUEST

When you are ready to get on the list, tap "Request Entry".

STEP 3 CONFIRM

When it's your turn, you will have 10 minutes to confirm that you're on the way

STEP 4 ARRIVE AT LOTS

You will have 40 minutes after confirming to arrive at the lots. A staff member will check you in.

STEP 5 GET YOUR FARE

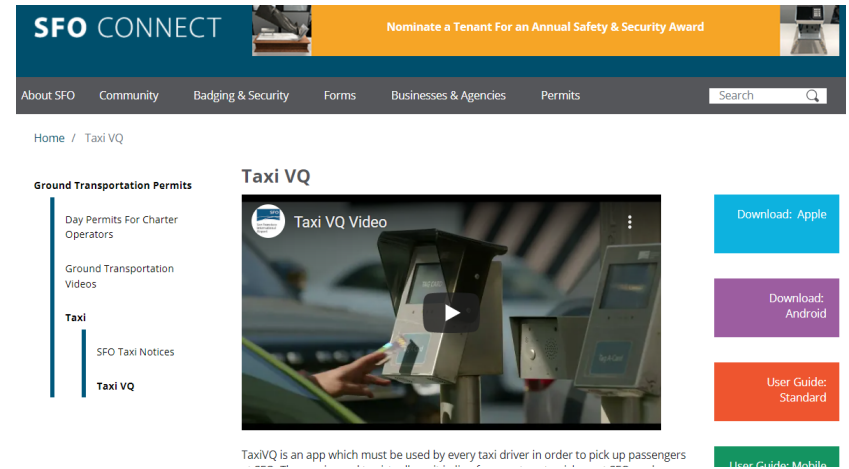
You'll quickly be sent to the curb following the same process as today.

Training Video and Guidebooks: www.sfoconnect.com/taxi-vq



SFO TaxiVQ

- ❖ Available for download Jan 25
- ❖ Printed and digital materials distributed to drivers
- ❖ Replaces current short app
- ❖ Went Live Feb 8, 2022



Training Video and Guidebooks: www.sfoconnect.com/taxi-vq



SFO TaxiVQ

Technical Challenges

- ❖ There were some operating system glitches in the first few days
 - Waitlist position number not updating properly
 - Frozen screens
 - Missed notification windows
- ❖ We apologize if you were inconvenienced by these errors
- ❖ The app is generally stable now, still working on minor fixes
- ❖ Cause of these errors included:
 - Security updates pushed by outside companies
 - Initially we tried to update each driver's status constantly, causing flood of 100 million "messages" behind the scenes which gummed up the works

Training Video and Guidebooks: www.sfoconnect.com/taxi-vq

SFO TaxiVQ

Driver Concerns

- ❖ Some drivers prefer only Airport calls, and this may be harder in the new system. SFO recognizes this will be challenging for some.
- ❖ Some drivers have raised concerns about the facilities at the “Remote Staging Lot”
 - This is intended for very short-term use
 - Added more portable restrooms, sprayed for mosquitos
 - SFO has heard requests for more facilities, will consider these, but encourages everyone to remember you don’t have to be at SFO to get a call
 - Nearby areas have restaurants, entertainment and religious centers

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Questions

