



SFMTA

Taxi Code Reform



SFMTA Board of Directors

October 18, 2022

Kate Toran, Director of Taxis, Access & Mobility Services



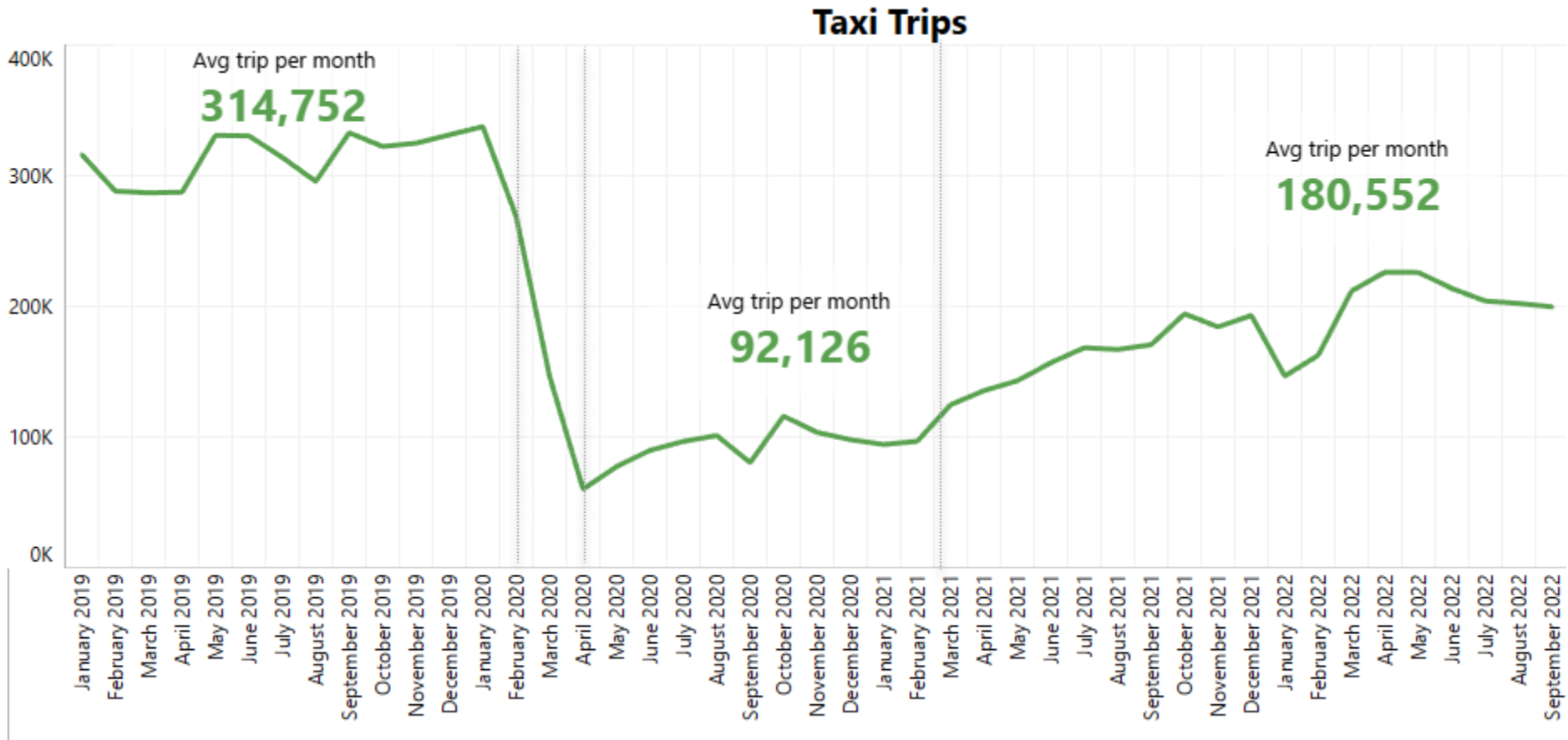
SF Taxi Industry:

- ❖ 18 taxi companies
- ❖ 3 dispatch services
- ❖ 1,058 medallions
- ❖ 2,578 drivers
- ❖ 3 e-hail apps

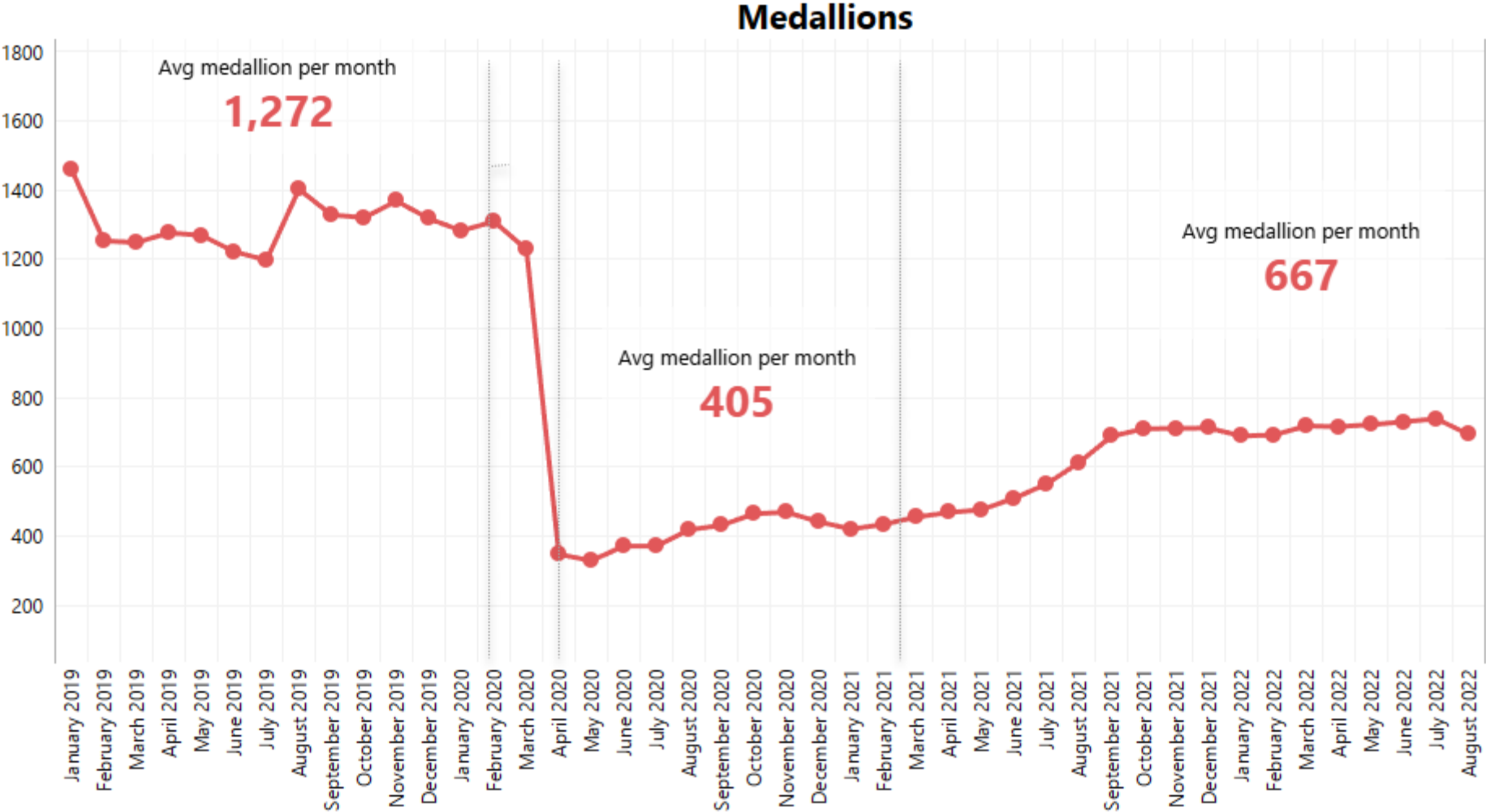
SF Dispatch Services

Dispatch Service	E-Hail Mobile App	Color Scheme	Grand Total	Total Number of Medallion
San Francisco Taxicab Dispatch	Arro	Comfort Cab	23	
		San Francisco Taxicab	138	161
SF Centralized Dispatch	Flywheel	ABC Taxicab	2	
		Alliance Cab	6	
		Eco Taxi	28	
		Flywheel Taxi	230	
		Fog City Cab	34	
		Lucky Cab	2	
		Max Cab	7	
		National Cab	57	
		Regents Cab Company	7	
		San Francisco Super Cab	35	
		USA Cab	40	
		Veterans Cab	26	474
		Yellow Cab Dispatch	YoTaxi	American Cab
Crown Cab	2			
Green Cab	9			
Yellow	411			423
			Total	1058

Average Taxi Trips Per Month

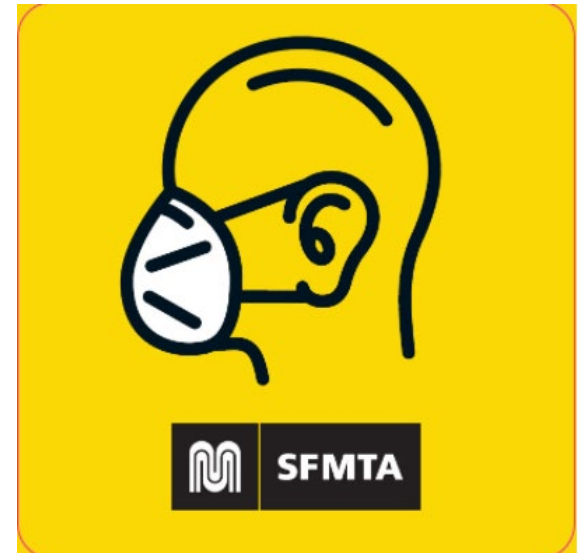


Average Taxi Medallions in Service Per Month



Key Efforts to support the taxi industry

- ❖ Waived all taxi-related fees from FY20 – FY24
- ❖ Established the Essential Trip Card (ETC) program
- ❖ Provided personal protective equipment (PPE) & plastic shields barrier in taxicabs
 - Trained taxi company representatives and posted [training video on proper cleaning procedures](#).
 - Distributed [face mask stickers](#) to color schemes that inform passengers that they must wear a face mask while riding in a taxi.
- ❖ Included taxis in Temporary Transit Only (red) Lanes
- ❖ Taxi Marketing Campaign



Essential Trip Card (ETC) Program



- ❖ Subsidized taxi program for seniors/disabled to complete essential trips during pandemic
- ❖ Launched in April 2020 to complement Muni Core Service for seniors and persons with disabilities
- ❖ There are 3,231 active ETC riders who have completed 174,716 trips since program inception

Ramp Taxi Incentives

- ❖ **\$10 per wheelchair trip** provided in a ramp taxi
- ❖ **\$15 per wheelchair trip** for trips after 8:00pm and before 6:00am and for wheelchair trips that originate in outlying areas
- ❖ **\$500 - \$600 Capital and Operating Incentive:** ramp taxi medallion holders who purchase and operate their own vehicle and meet monthly pick-up requirement
- ❖ **SFO incentive:** 15 short passes per month based on meeting wheelchair pick-up requirements
- ❖ **Additional \$100/month** for gas/operating expenses for ramp taxi drivers who meet wheelchair pick-up requirements.

Paratransit Taxi Tip Update

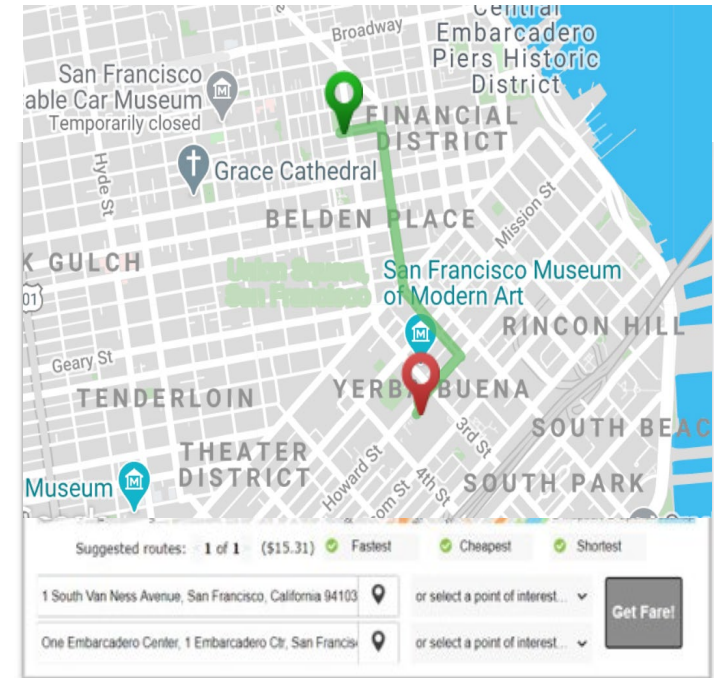
Paratransit Taxi Tip Policy Update

- ❖ Effective September 1st, tipping increased to **15%** of the meter fare, up to **\$4** (from 10% with a \$2.00 max)
- ❖ Applies for all SF Paratransit taxi programs (ADA, Essential Trip Card, Paratransit Plus, Shop-a-Round, CHOICE)



Upfront Fare Pilot Program

- ❖ One-year Pilot approved by SFMTA Board in September 2021
- ❖ Amendment approved by SFMTA Board in April 2022
 - Allow third party entities to originate trips that are dispatched via taxi e-hail apps, which do not need to be based on taxi meter rates
- ❖ [Pilot Rules](#) on August 5, 2022
- ❖ [Applications](#) for Pilot participation were due to SFMTA by September 15th
- ❖ 3 applications under review: Arro, Flywheel and YoTaxi



Proposed Transportation Code Revisions

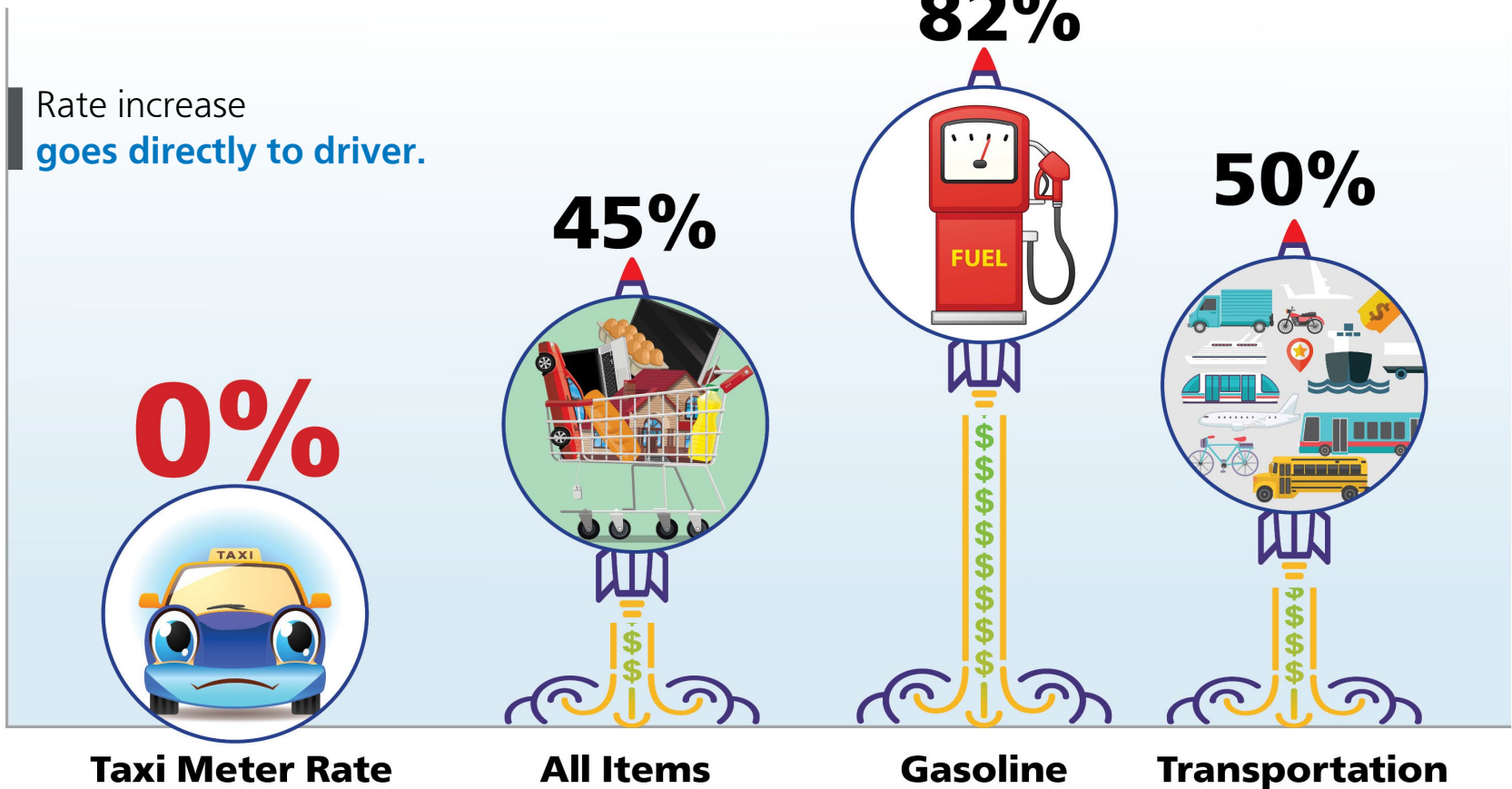
- ❖ Increase standard taxi fare
- ❖ Simplify the Gate Fee cap and add reporting requirement
- ❖ Remove outdated references to Board of Appeals



SFMTA is Proposing to Raise the Taxi Meter Rate

The taxi meter rate has not increased since 2011.

Price Increases Since 2011 in SF/Bay Area



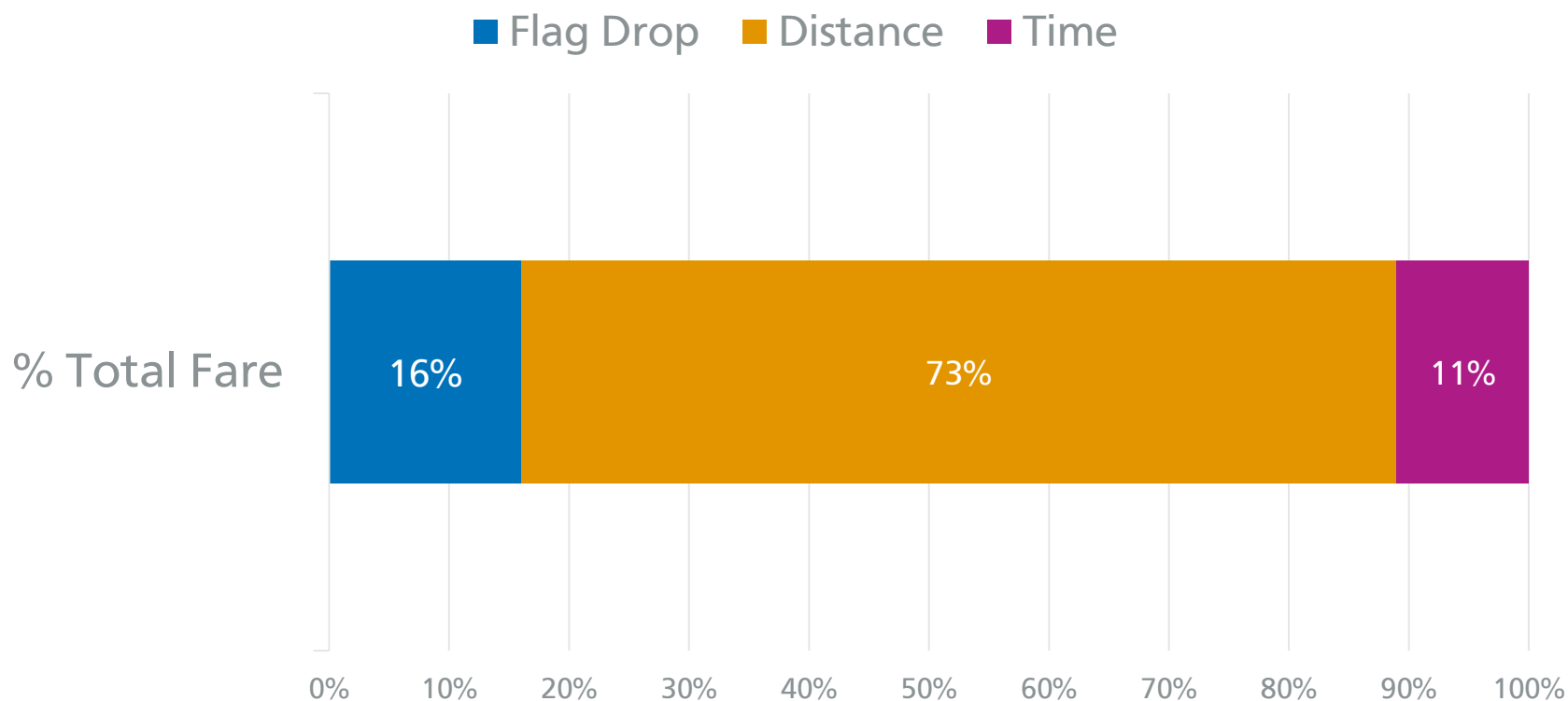
SF Taxi Meter Rate: Current and Proposed

Fare Component	Current Meter Rate	Proposed Meter Rate Increase
Flag Drop: First one-fifth of a mile	\$3.50	\$4.15
Distance: Each additional one-fifth mile or fraction thereof	\$0.55	\$0.65
Time: Each minute of waiting or traffic delay time	\$0.55	\$0.65

Taxi Meter Rate

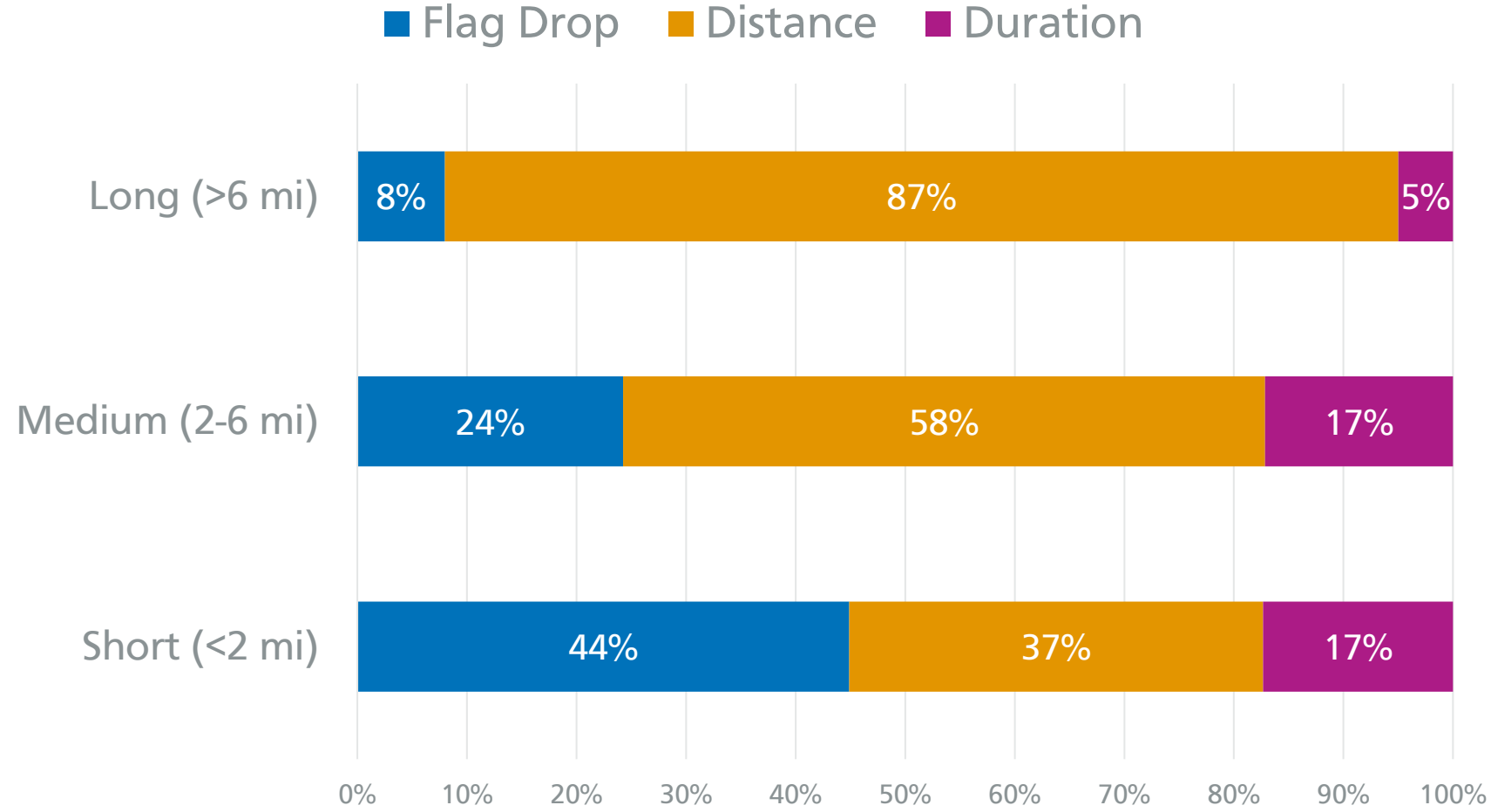
SF Trip Characteristics Jan-May 2022

❖ Median cost for all trips: **\$12.85**



Taxi Meter Rate

Fare Components by Trip Distance Jan-May 2022



Taxi Meter Rate

Comparison Across Jurisdictions

Metered Fare for Five Mile Trip



*cost of living is higher in SF

Recent Fare Surcharges in Other Jurisdictions

Cities Enacting Trip Surcharges	
Houston	\$0.50 per trip
Seattle	\$1 per trip
Las Vegas	\$0.39 increase / metered mile
Chicago (proposed)	\$1 for trips < \$20 \$2 for trips \$20-\$40 \$3 for trips > \$40

Recent Fare Adjustments in Other Jurisdictions

Cities Raising Base Fare (Flag Drop)

Toronto	\$1 per trip
New York (proposed)	\$2.50 increase from \$3.30 to \$5.80

Cities Raising Fares

Montreal	17% increase in fares and increased rates allowed for late night rides
Los Angeles	Flag increase to \$3.10, \$0.33 per 1/9th mile and per 37 seconds of wait time

Taxi Meter Rate

Initial Staff Considerations

- ❖ Considered fuel surcharge
- ❖ Fares based on time of day or location
- ❖ Meter and a half structure

Not proposing either fuel surcharge or other fare restructuring at this time, but may consider them in the future



Estimated Cost Impact for a Typical Trip

General Public Rider: **\$2.94 Increase**

	Flag Drop	Distance/ Wait Time	15% Tip	Total Cost
Current	\$3.50	\$10.45	\$2.09	\$16.04
Proposed	\$4.15	\$12.35	\$2.48	\$18.98



Estimated Cost Impact for a Typical Paratransit Taxi Trip

Paratransit Rider: **\$0.50 Increase**

	Flag Drop	Distance/ Wait Time	15% Tip	Total Cost	Rider's Share*
Current	\$3.50	\$8.25	\$1.76	\$13.51	\$2.70
Proposed	\$4.15	\$9.75	\$2.09	\$15.99	\$3.20



*SFMTA subsidizes 80% of Paratransit taxi trip cost.

Gate Fees

- ❖ Gate Fee is charged to drivers by Color Schemes to drivers for use of a taxi
- ❖ Current rule based upon mean Gate Fee, a complex calculation
- ❖ Proposed change maintains hourly maximum of \$10.62
Applies to lease periods up to 12 hours or ending on following day



Board of Appeals

- ❖ SFMTA has discontinued the informal practice of allowing taxi permit appeals to be heard by the Board of Appeals
- ❖ The process is duplicative of the due process hearing requirements established in Sections 1120 and 1121 administered by the Hearing Section
- ❖ The decision by a Hearing Officer is the final administrative decision
- ❖ Remove outdated references from Transportation Code

Non-substantive clean up

- ❖ Approved by the SFMTA Board in 2018 and needs to be codified: Medallion Holders be allowed to hold up to a maximum of 50 Transferable Medallions
- ❖ Approved by SFMTA Board in 2021: parking restriction applies to Color Schemes rather than drivers. Delete outdated reference to driver requirement
- ❖ Minor grammatical corrections

Outreach and Feedback

- ❖ SFMTA Citizens' Advisory Council (CAC)
- ❖ Taxi Industry quarterly outreach meeting
- ❖ Taxi Workers Alliance
- ❖ Color Scheme meetings
- ❖ SF Paratransit / Transdev
- ❖ Paratransit Coordinating Council,
Multimodal Accessibility Advisory Committee,
Mayor's Disability Council
- ❖ Board of Supervisors

Questions

