

Important Role of the Taxi Industry

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

- ❖ Safety requirements
- ❖ Clean fleet: >90% clean air vehicles
- ❖ Equity
 - Safety Net Service
 - Required to serve all neighborhoods
 - Does not require smart phone or credit card
 - Regulated fares
 - Serve seniors and people with disabilities



SF Taxi Industry:

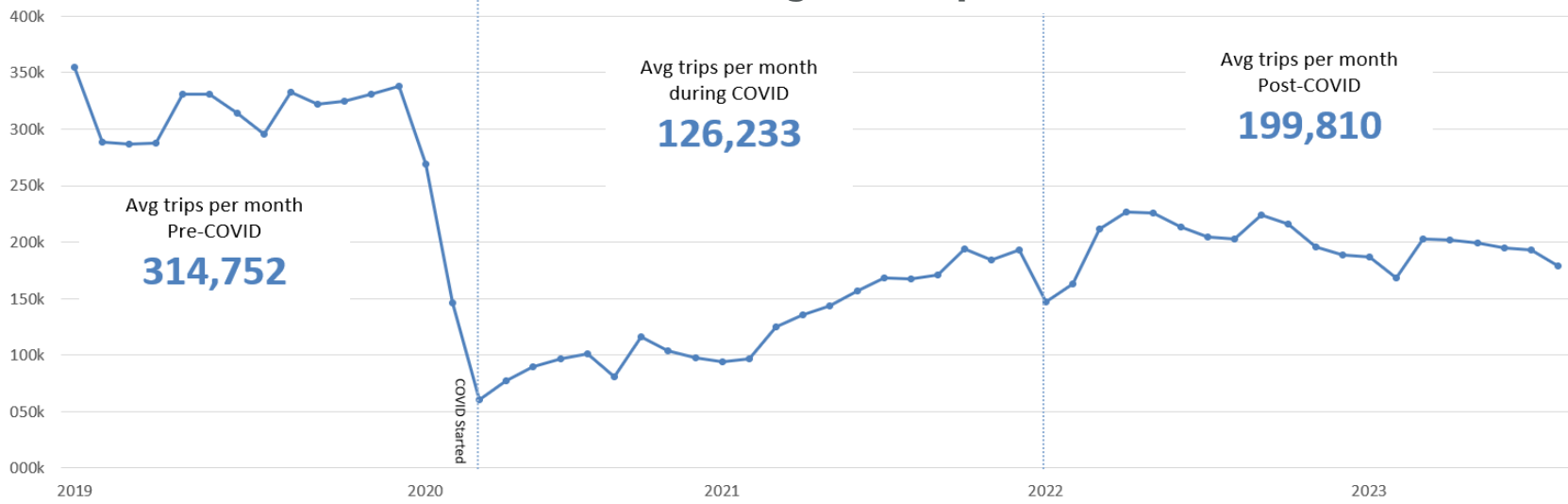
- ❖ 17 taxi companies
- ❖ 3 dispatch services
- ❖ 1,023 medallions
- ❖ 2,500+ drivers
- ❖ 3 e-hail apps

SF Dispatch Services

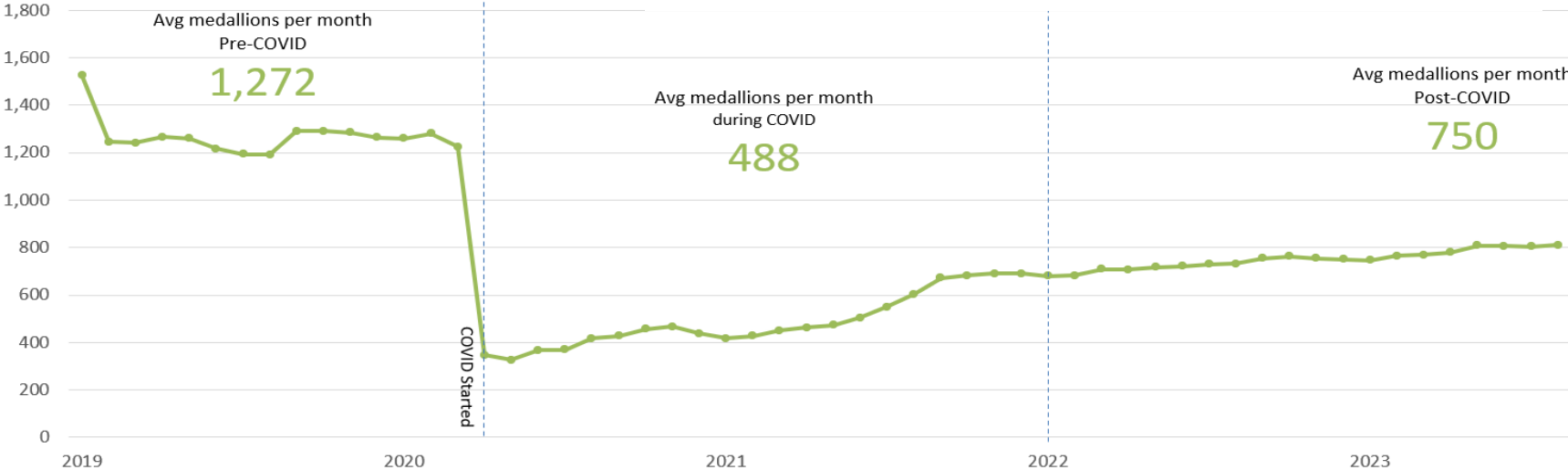
Dispatch Service	E-Hail Mobile App	Color Scheme	Total	Total Number of Medallions
San Francisco Taxicab Dispatch	Arro	San Francisco Taxicab	141	141
SF Centralized Dispatch	Flywheel	ABC Taxicab	2	
		Alliance Cab	6	
		Crown Cab	2	
		Eco Taxi	28	
		Flywheel Taxi	233	
		Fog City Cab	34	
		Lucky Cab	2	
		Max Cab	6	
		National Cab	55	
		Regents Cab Company	7	
		San Francisco Super Cab	21	
		USA Cab	40	
		Veterans Cab	26	462
Yellow Cab Dispatch	YoTaxi	American Cab	1	
		Green Cab	10	
		Yellow Cab of San Francisco	409	420
Total			1,023	

Taxi Trips And Medallions: Pre & Post-COVID

Average Taxi Trips Per Month

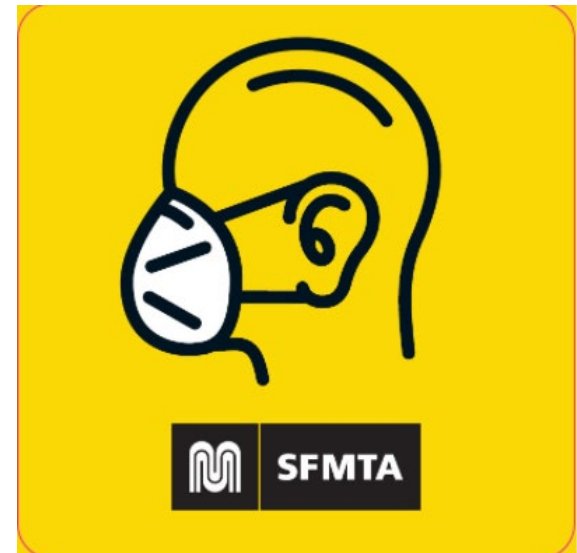


Average Medallions in Service Per Month



Key Efforts to Support the Taxi Industry

- ❖ ~18% Taximeter rate increase Nov '22
- ❖ Waived all taxi-related fees from FY20 – FY24 (estimated over \$11M in savings for taxi industry)
- ❖ Standardized and reduced fine amounts
- ❖ Provided personal protective equipment (PPE) & plastic shields barrier in taxicabs
- ❖ Taxi Marketing Campaign
- ❖ Established the Essential Trip Card (ETC) program
- ❖ Increased Paratransit Taxi tip
- ❖ Expanded Taxi Stands



Essential Trip Card (ETC) Program



- ❖ Subsidized taxi program for seniors and people with disabilities to complete essential trips during pandemic
- ❖ Launched in April 2020 to complement Muni Core Service for seniors and persons with disabilities
- ❖ There are 6,589 registered ETC riders
- ❖ Over 252,000 trips have been provided and \$3.2M expended since program inception

Paratransit Taxi Tip Increase

- ❖ Paratransit taxi tip increased in September 2022 from 10% to 15% of the fare, with a maximum tip of \$4
- ❖ New tipping policy applies to all Paratransit taxi programs, including ADA, Essential Trip Card (ETC), Shop-a-Round, and CHOICE taxi programs
- ❖ 64% increase in tips since implementation in Sept '22 (\$432,893) as compared to prior 10 months



Taxi Meter Rate Increase

- ❖ Taxi Meter Rates increased by 18% in November 2022
- ❖ Increase goes directly to drivers



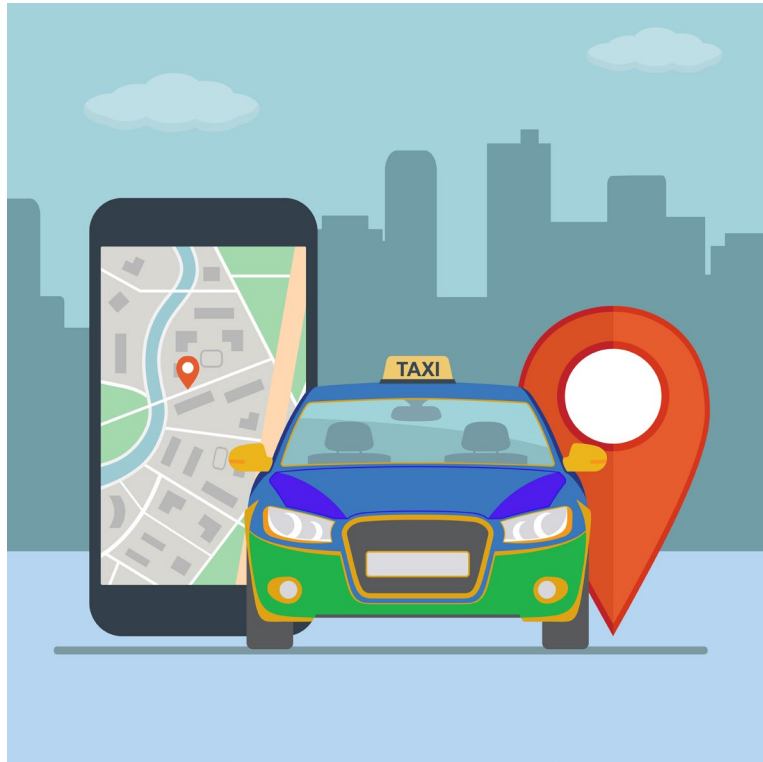
Upcoming Initiatives

- ❖ Taxi Electrification Plan
- ❖ \$348,000 grant funds available for EV vehicle and charging infrastructure rebates
- ❖ SFMTA approved by the California Public Utilities Commission to disburse Local Access Funds (\$4M for FY23-24) to support on-demand wheelchair accessible service
- ❖ Transition Essential Trip Card program from a pilot to a permanent program



Taxi Upfront Fare Pilot

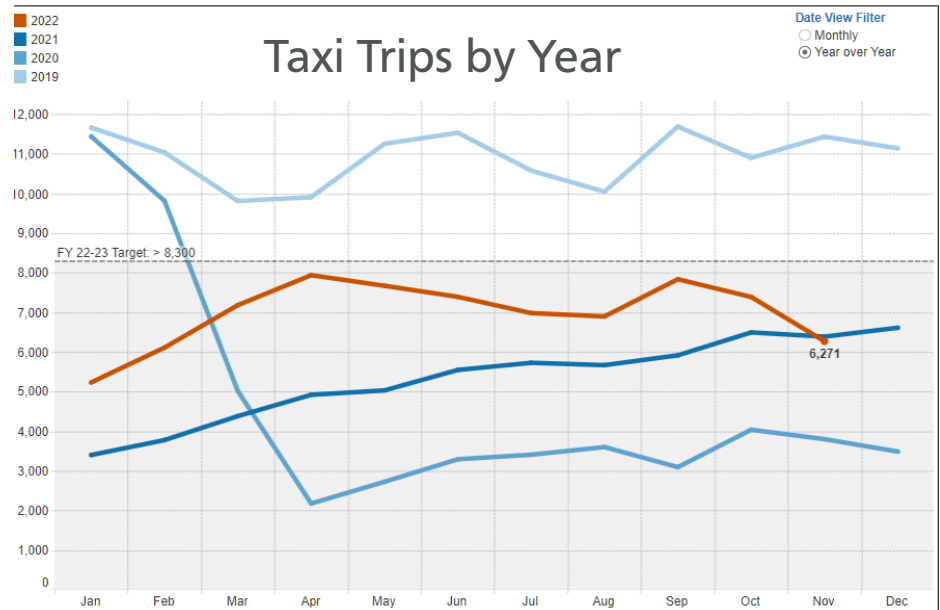
Background



- ❖ Launched November 9, 2022
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ Pilot currently approved for one year
- ❖ SFMTA can issue interim guidance and rule changes as needed

Goals: Desired Outcomes

1. Improve customer service
2. Increase taxi trips
3. Maintain a consistent level of service for taxi trips, including Paratransit taxi trips
4. Increase taxi driver fare revenue
5. Increase the number of taxi drivers
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rate



Metrics: Measuring Success

- ❖ Track total number of Pilot trips
- ❖ Track complaints
- ❖ Increase total taxi trips by 10%
- ❖ Track taxi trips by hail type
- ❖ Track the relative proportion of paratransit taxi trips to all taxi trips
- ❖ Increase driver fare revenue by 10%
- ❖ Increase the number of new taxi drivers
- ❖ Taxi Pilot Trip fares should be within 10% of the Taximeter rate on average



Upfront Fare Pilot: Key takeaways

- ❖ Total Pilot trips nearly **quadrupled** in the second quarter, reaching 41,639 total trips in Q2 compared to 10,834 total trips in Q1
- ❖ Drivers who service Third-Party Pilot trips earn on average **23.8% more in monthly fare revenue** than drivers who did not
- ❖ Active taxi drivers increased by 6.8% in the first half of the Pilot as compared to the same six-month period from the previous year
- ❖ Driver participation in the Pilot increased 37% from Q1 to Q2
- ❖ Trips hailed through an app are increasing in proportion as compared to trips hailed through traditional methods
- ❖ Pilot has helped **expand geographic distribution** of taxi service
- ❖ Taxi Pilot Trips are still ramping up

Key Stakeholder Engagement

- ❖ SFMTA Citizens' Advisory Council (CAC): 7/7/22 and 5/4/23
- ❖ Taxi Industry quarterly outreach meetings since 2022
- ❖ Taxi Workers Alliance: 3/23/22, 7/13/22, 8/4/22, 7/26/23
- ❖ Feedback very helpful
 - Attribution is a work in progress
 - Added contextual factors
 - Updated data displays
 - Additional analysis: active driver analysis by major color scheme
- ❖ Q1 Report and Q2 Report are posted [online](#)

Proposed Transportation Code Amendments

- ❖ Extend Taxi Upfront Fare Pilot to June 2025 to provide additional time for:
 - service to continue to ramp up
 - additional participation by drivers and the taxi industry
 - staff to review and evaluate the Pilot outcomes to determine impacts
- ❖ Delegate authority to the Director of Transportation to establish safety camera requirements and revise electronic trip data standards

Proposed Transportation Code Amendments

- ❖ SFMTA staff will solicit input from the taxi industry prior to establishing safety camera requirements and revising electronic trip data standards
- ❖ Safety camera considerations:
 - Technology shifting to cloud-based systems
 - Provide guidance on minimum storage
 - Align requirements with current industry standards
- ❖ Electronic trip data considerations:
 - Prepare for transition to Mobility Data Standards

Questions



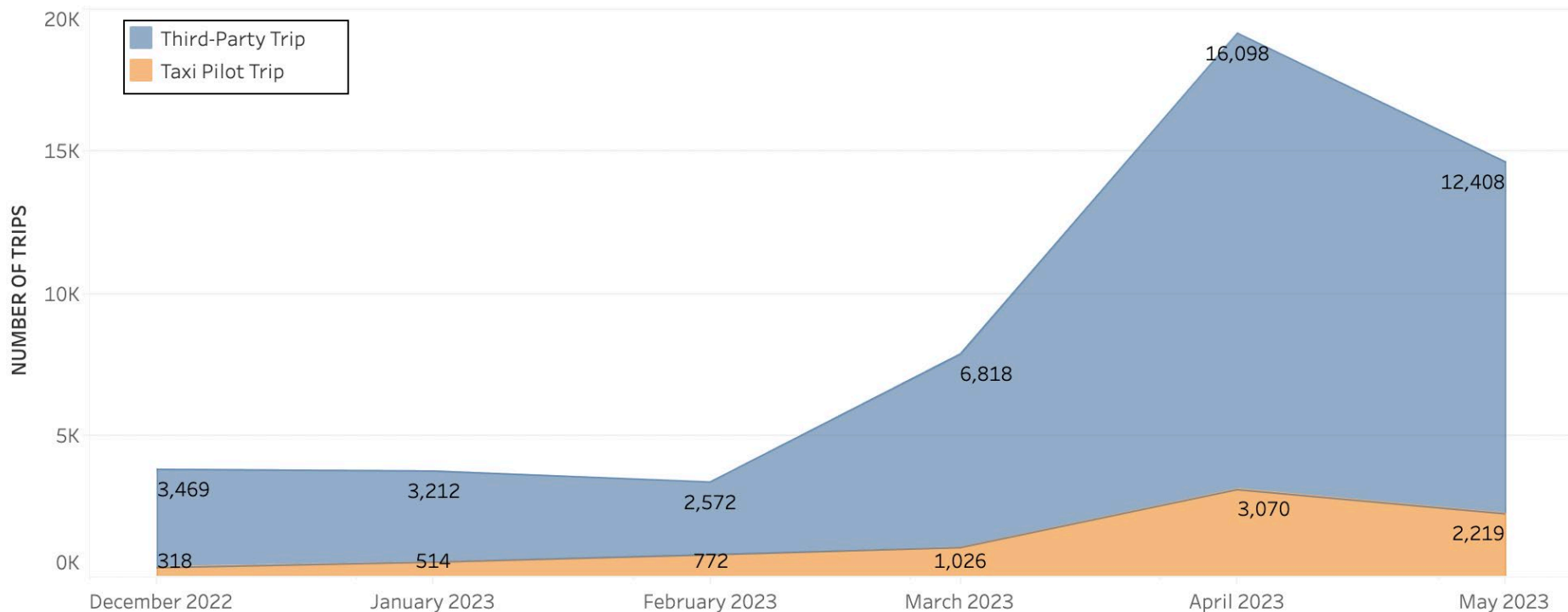
Appendix A: Detailed Pilot Results



Goal 1: Improve Customer Service

❖ Metric 1A: Track Number of Pilot Trips

- 52,473 Total Pilot Trips during Q1 and Q2
- 41,639 Pilot Trips in Q2 (increased from 10,834 in Q1)
 - 6,315 Taxi Pilot Trips Q2 (15.2%)
 - 35,324 Third-Party Trips Q2 (84.8%)



Goal 1: Improve Customer Service

❖ Metric 1B: Complaints

- Comparison of taxi and paratransit taxi complaints per 1,000 trips before Pilot launch and during both quarters of the Pilot

	Before Pilot (Dec 2022 – Feb 2023)	Q1 of Pilot (Dec 2022 – Feb 2023)	Before Pilot (March-May 2022)	Q2 of Pilot (March – May 2023)
Average complaint rate for all taxi trips	0.07	0.08	0.12	0.08
Average complaint rate for Paratransit taxi trips	0.14	0.12	0.13	0.11

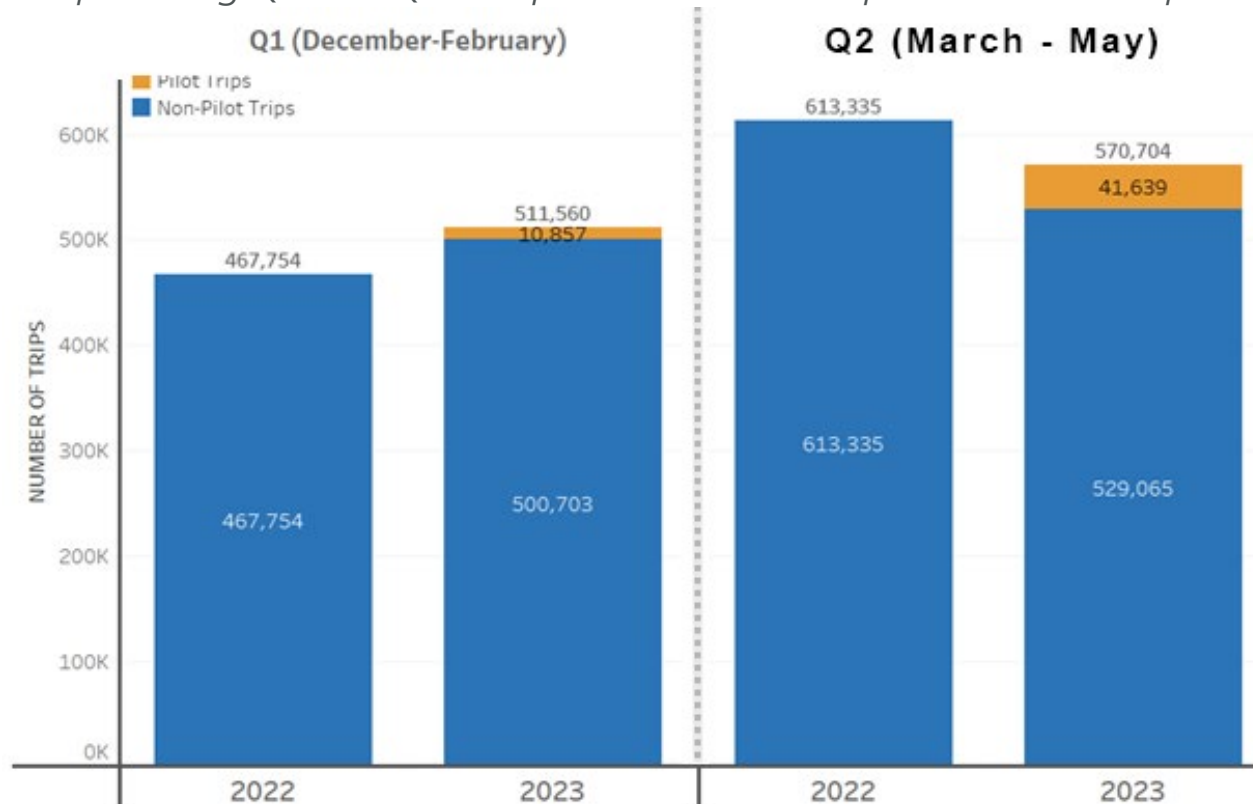
- SFMTA is monitoring 311 for complaints related to Taxi Upfront Fare Pilot
- No significant change in complaint rates
- To date, no Taxi Upfront Fare complaints have been received through 311

Goal 2: Increase Taxi Trips

❖ Metric 2A: Increase Taxi Trips by 10%

- Total taxi trips during first half of Pilot (1,082,241) remained fairly consistent as compared to the same period for the prior year (1,080,889)
- 11.6% increase from Q1 to Q2
- Pilot trips comprised 7.3% of total Taxi Trips in Q2 (increased from 2.1% in Q1)

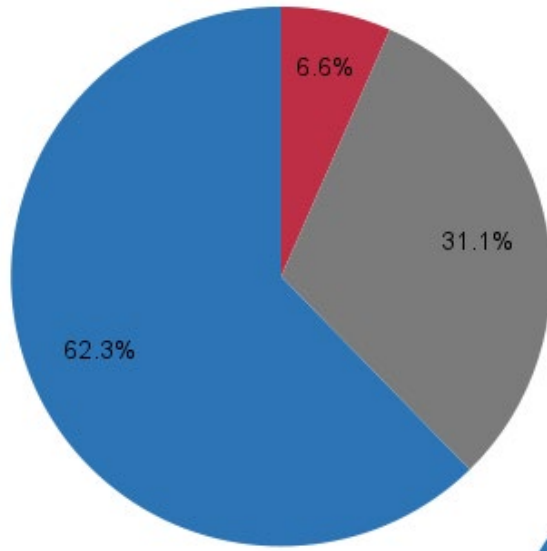
Total Taxi Trips during Q1 and Q2 compared to the same periods from the previous year



Goal 3: Maintain Traditional Taxi Service

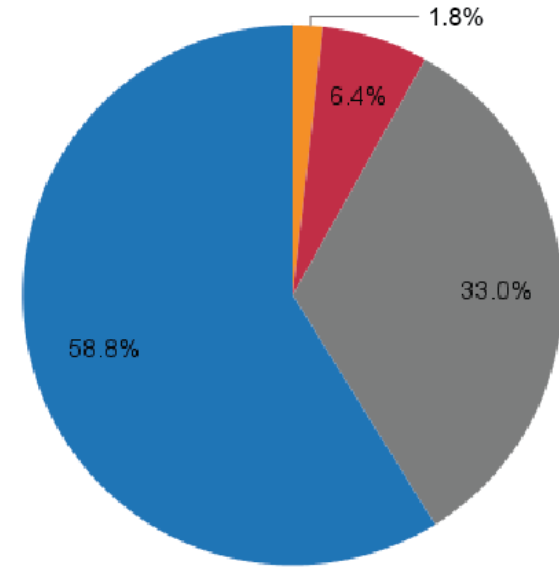
❖ Metric 3A: Distribution of Trips by Hail Type

Baseline (October 2022)

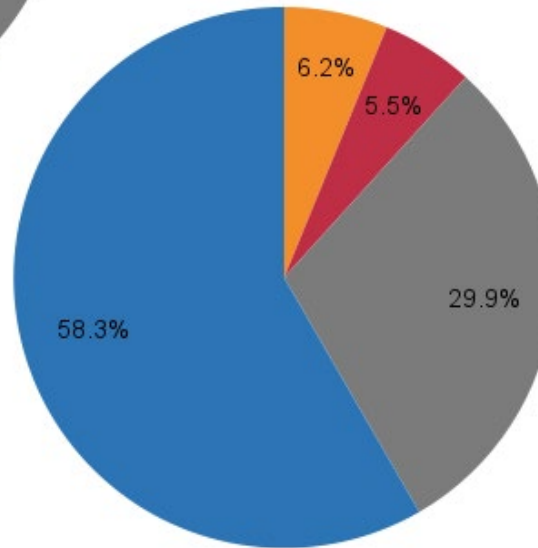


- Third-Party
- E-hail
- Dispatch
- Street

Quarter 1



Quarter 2

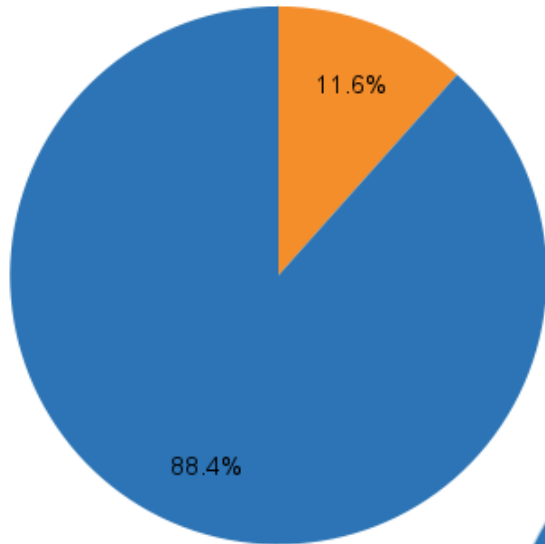


- 4.4% increase in Third-Party Trip hail requests from Q1 to Q2
- Third-Party Trip hail requests account for more ride hails than E-hail
- App-based requests account for 11.7% of all hail types in Q2

Goal 3: Maintain Traditional Taxi Service

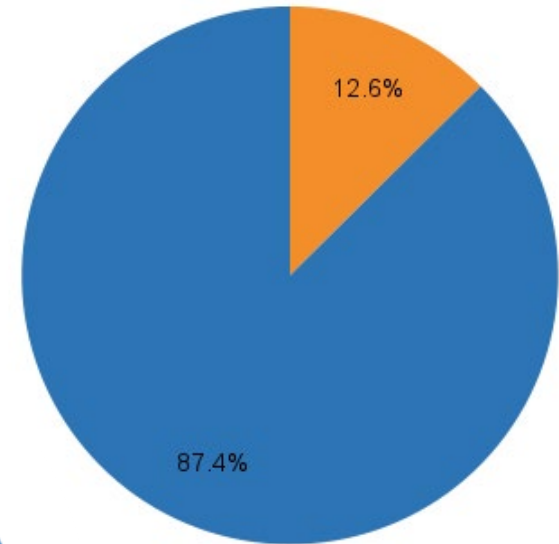
❖ Metric 3B: Paratransit Taxi Trip Percentage

Baseline (May - October 2022)

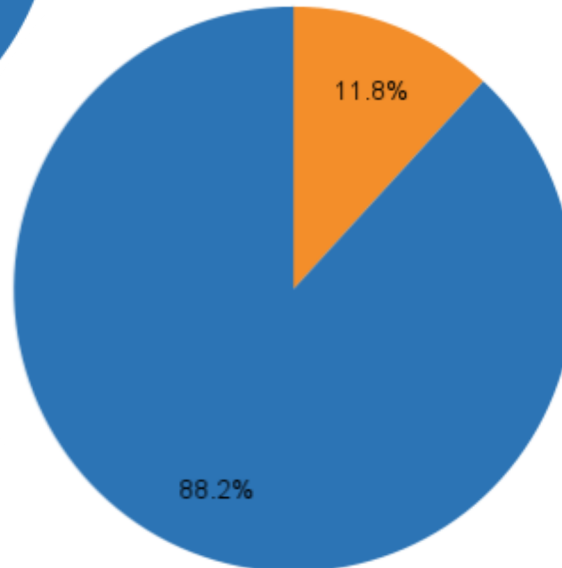


- Paratransit Taxi Trips
- Non-Paratransit Taxi Trips

Quarter 1



Quarter 2

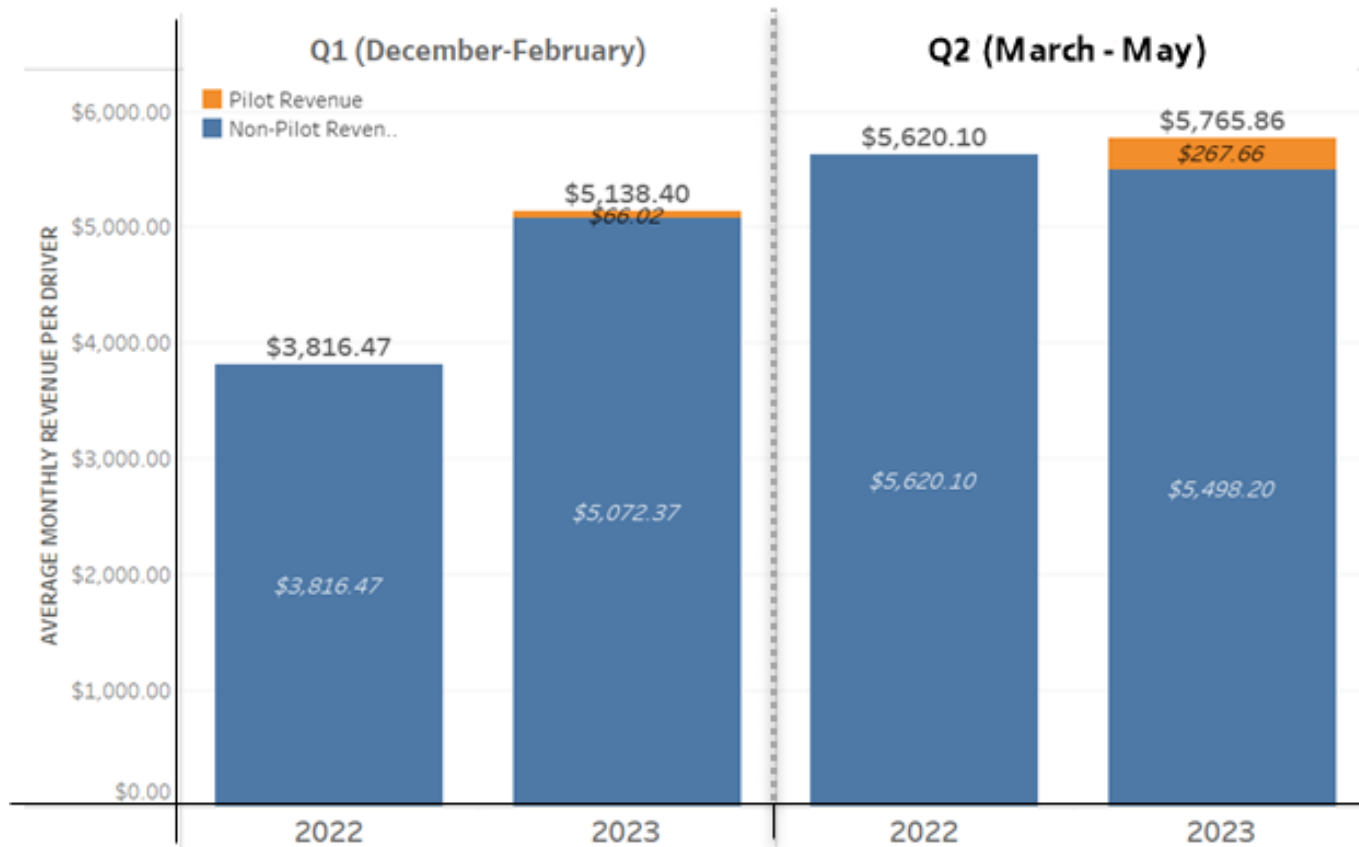


- No significant change in paratransit taxi trips

Goal 4: Increase Taxi Driver Fare Revenue by 10%

❖ Metric 4A: Fare Revenue per Driver

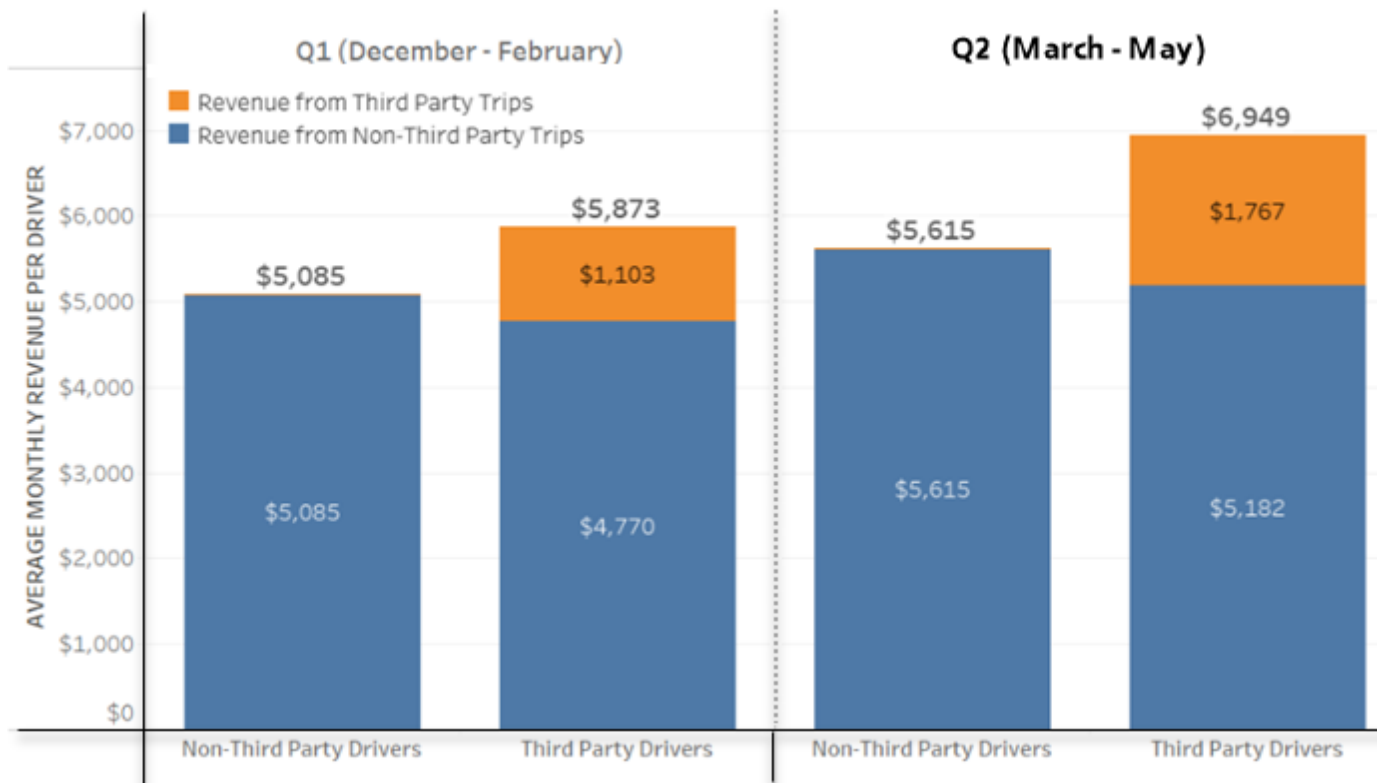
- Average monthly fare revenue per driver during first half of Pilot (\$5,452) increased 15%% as compared to the same period for the prior year (\$4,746)
- 12.3% increase from Q1



Revenue from Third-Party Trips

- During Q2, drivers who provided Third-Party Pilot Trips earned on average 23.4% more per month than drivers who did not
- 60.2% increase in earnings solely from Third-Party Trips from Q1 to Q2
- 11.4% average driver fee on Third-Party Trips during first half of Pilot

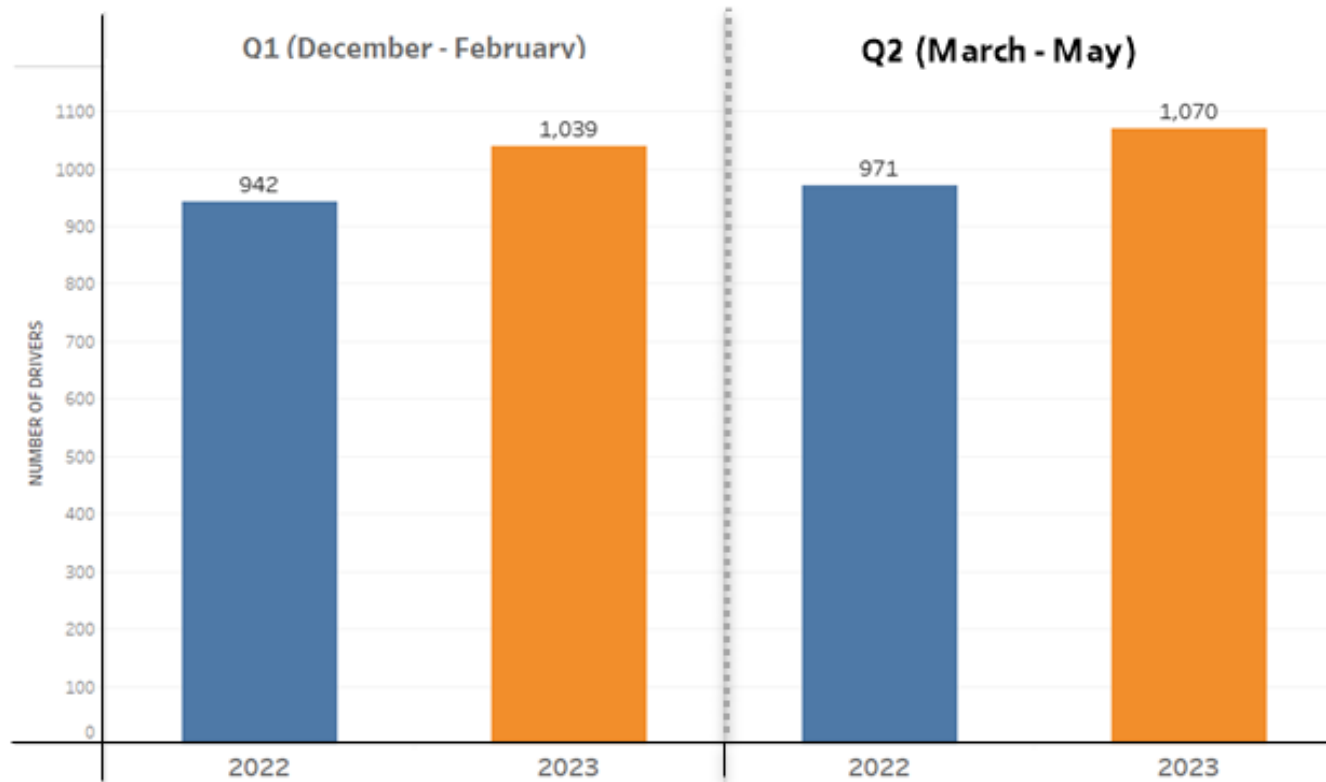
Comparison of Revenue during Q2 for Drivers that Provide Third-Party Pilot Trips and Drivers that do not Provide Third-Party Trips



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- Active drivers increased in the first half (1,154) of the Pilot by 6.8% as compared to the same period during the prior year (1,081)
- Drivers providing Pilot trips increased 37% from Q1 (275) to Q2 (378)
- Flywheel Taxi experienced a 45% increase in active drivers during Q2 as compared to the same period during the prior year



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

Year	2018	2019	2020	2021	2022	2023 (YTD)
# of new A-Cards issued	43	33	23	22	135	153



Goal 6: Ensure Taxi Pilot Trip Fares closely match Taximeter rates

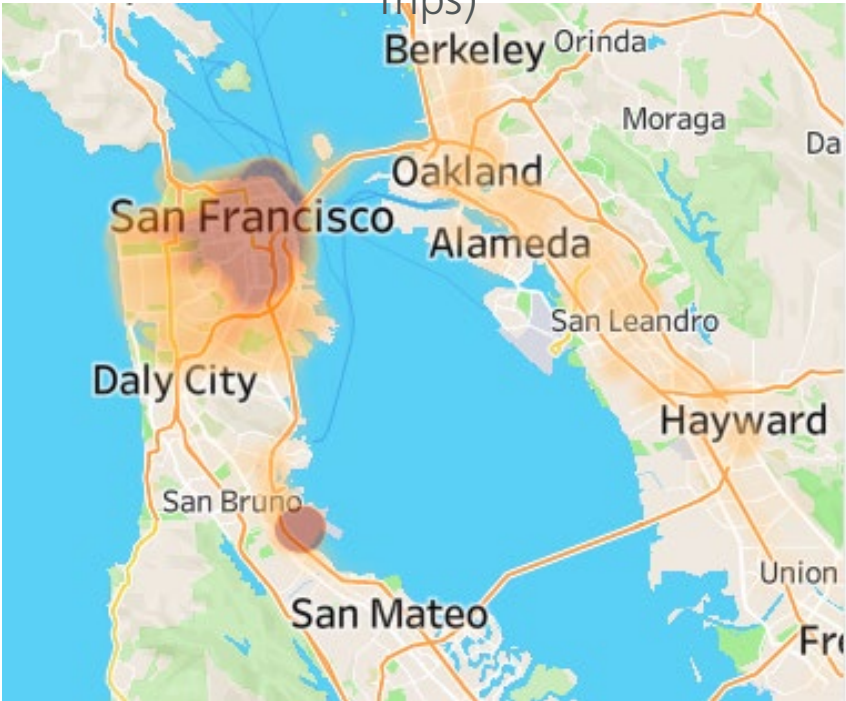
❖ Metric 6A: Upfront Fare within 10% of Taximeter rate

- 4.2% difference between average upfront price and estimated meter fare for Taxi Pilot Trips during the first half of the Pilot



Geographic Distribution of Service Pickup Locations

Taxi Trips (excluding Third-Party Trips)



Third-Party Trips

