



SFMTA

Taxi Outreach Meeting

May 26, 2021



Agenda

1. E-hail Requirements Update
2. Taxi Marketing Campaign Update
3. Draft Transportation Code Reform
 - Surrender Program
 - Ramp Taxi Requirements
 - Taxi Fines
4. Draft Transportation Code Reform Cont'd
 - Update meter and a half
 - SFO Fee Pass-Through

E-Hail Requirements Update

- ❖ Added phase-in period for compliance with 100 medallion affiliation requirement
- ❖ Effective date: July 1, 2021
- ❖ App Approval Process



Public Comments – ATT Call in

If you would like to make a public comment, please call the USA Toll-Free number at **888-398-2342**.

You will need to enter the Participant Code **8647385**.

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:

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Taxi Marketing Campaign Update

- ❖ Taxi marketing campaign to begin early summer
- ❖ 4-6 weeks digital ad campaign using a messaging testing for messaging approach
 - Long term campaign goal is to have an “always on” digital campaign
- ❖ Two messaging campaigns
- ❖ General audience messaging
- ❖ Seniors



Taxi Marketing Campaign Phases

Phase 1:

- ❖ Digital advertising campaign
- ❖ Muni Car Card Campaign
- ❖ Blog
- ❖ Social Media ads
- ❖ Landing page

Phase 2:

- ❖ Determine best strategy based on response and plan next phase



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Draft Transportation Code Reform

- ❖ Surrender Program
- ❖ Delegate authority to Director of Transportation to set ramp taxi requirements
 - Ramp Taxi Requirements
 - Shorter timeframe (6-month)
 - Paratransit and general public wheelchair trips, and ambulatory Paratransit trips



Draft Transportation Code Reform

❖ Fines: Streamline and Standardize

- Generally reduce fines
- Graduated based on severity of infraction:
 - \$50, \$100, \$150
 - Elimination of some fines



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Draft Transportation Code Reform Cont'd

- ❖ Fares
- ❖ Delegate authority to Director of Transportation to set Meter and a Half rules
 - A survey for the Industry options:
 - Elimination
 - Status Quo
 - Update boundaries
 - Flat rate by city
 - Flat rate by negotiation
- ❖ SFO Fee: Allow 100% Pass-Through



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Thank You!

