



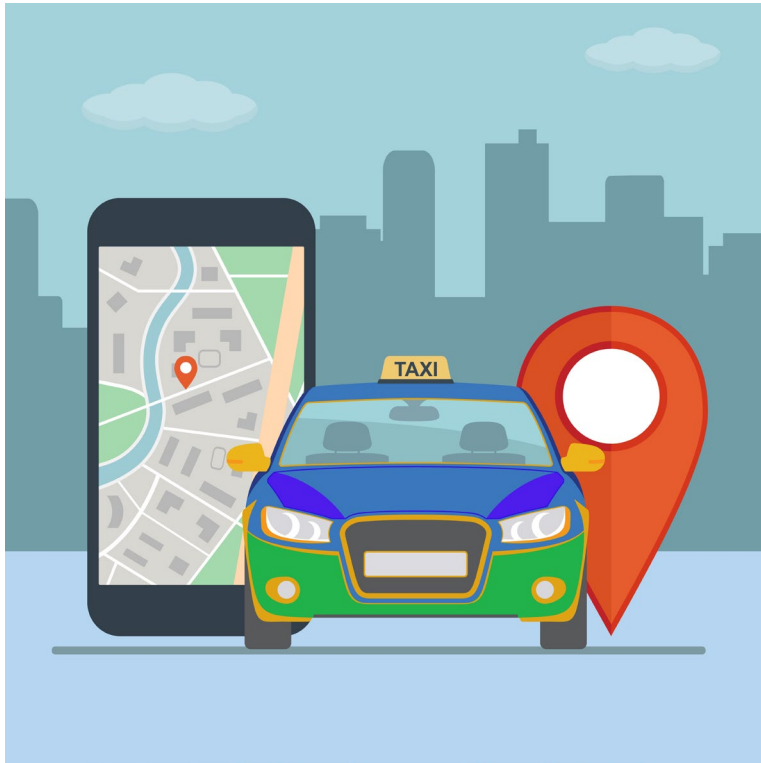
SFMTA

Taxi Upfront Fare Pilot

SFMTA Citizens' Advisory Council

May 4, 2023

Taxi Upfront Fare Pilot



Background

- ❖ Launched on November 9
- ❖ 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 will run for one year
- ❖ SFMTA can issue interim guidance and rule changes as needed

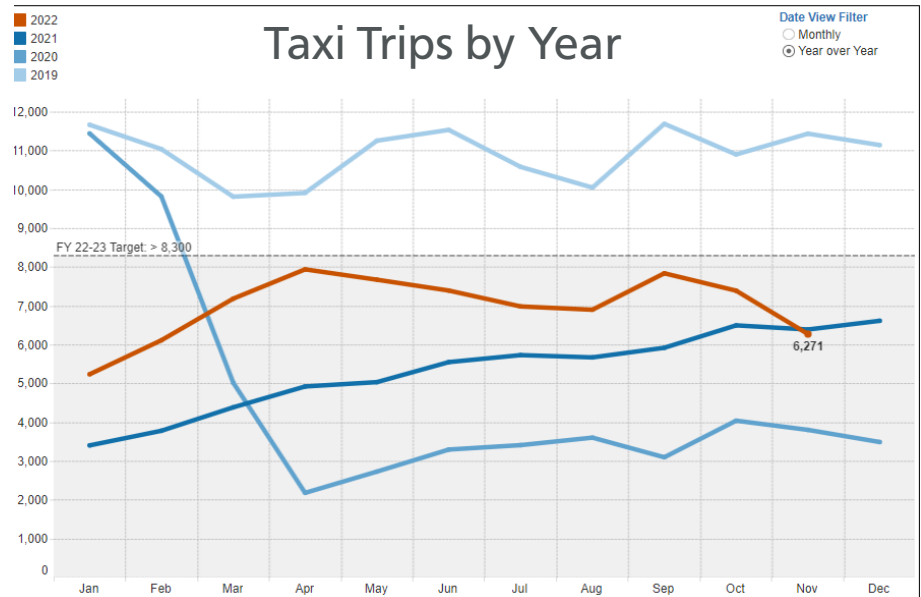
Upfront Fare Pilot Key Rules

- ❖ Drivers may opt out of third-party trips without any penalty
- ❖ Applicants must send data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for taxi e-hail originated trips must be based on the meter rate, including meter and a half trips
- ❖ Fares for third-party trips do not have to be based on taxi meter rates



Upfront Fare Pilot Metrics

- ❖ Increase E-Hail App Trips by 10%
- ❖ Increase Taxi Driver Income by 10%
- ❖ Increase the Number of Drivers
- ❖ Track Complaints
- ❖ Study Impact on Traditional Taxi Trips
- ❖ Comparison of Upfront Fares and Meter Rates



Taxi Upfront Fare Pilot

Approved Providers

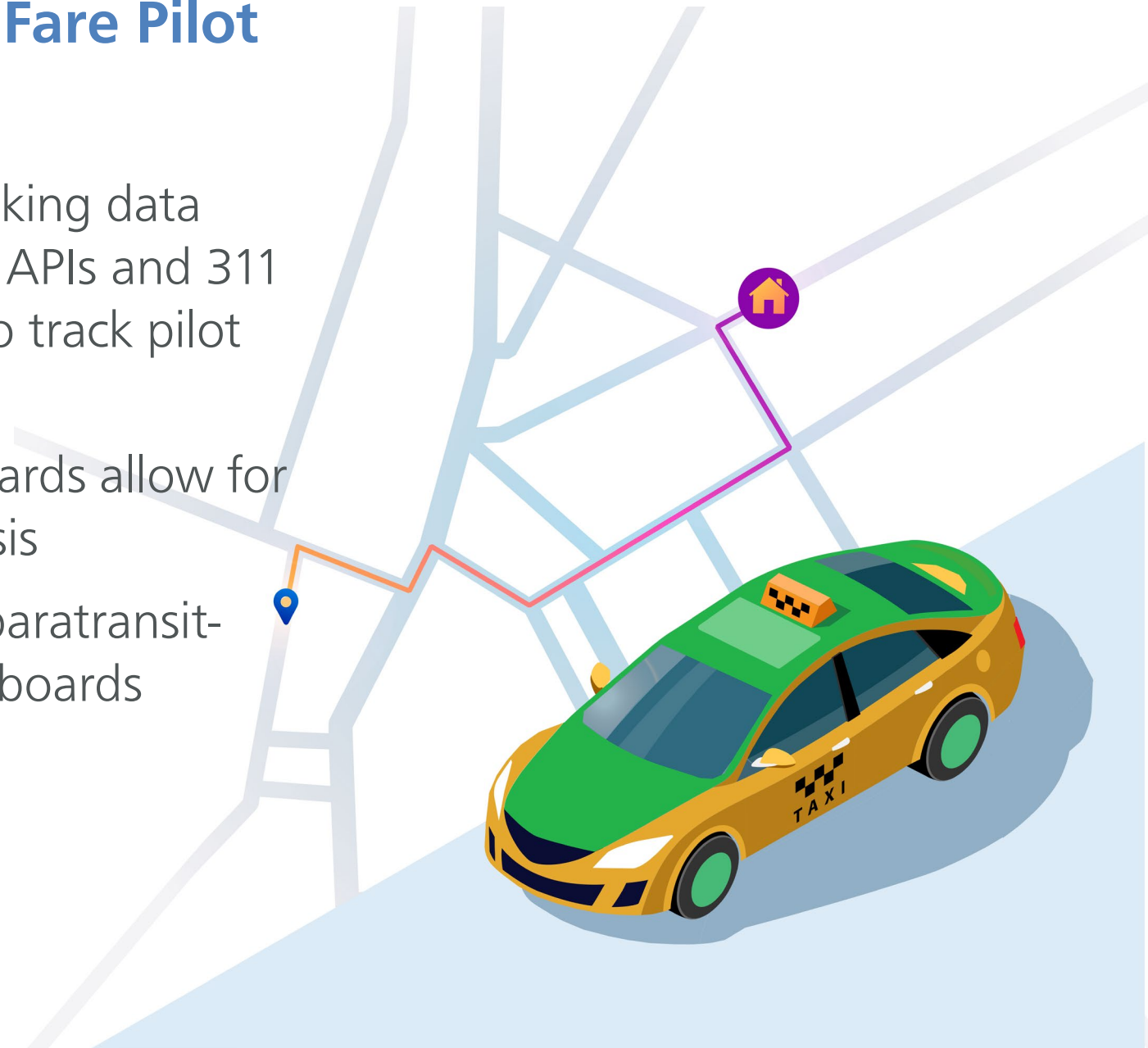
- ❖ **Arro** / CMT (SF Taxi Dispatch): **Taxi Pilot Trips** only
- ❖ **Flywheel**: both **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ **YoTaxi** (Yellow SF): tentative for both **Taxi Pilot Trips** and **Third-Party Pilot Trips**



Taxi Upfront Fare Pilot

Data collection

- ❖ Staff are tracking data through Taxi APIs and 311 complaints to track pilot metrics
- ❖ Data dashboards allow for robust analysis
- ❖ Developing paratransit-specific dashboards

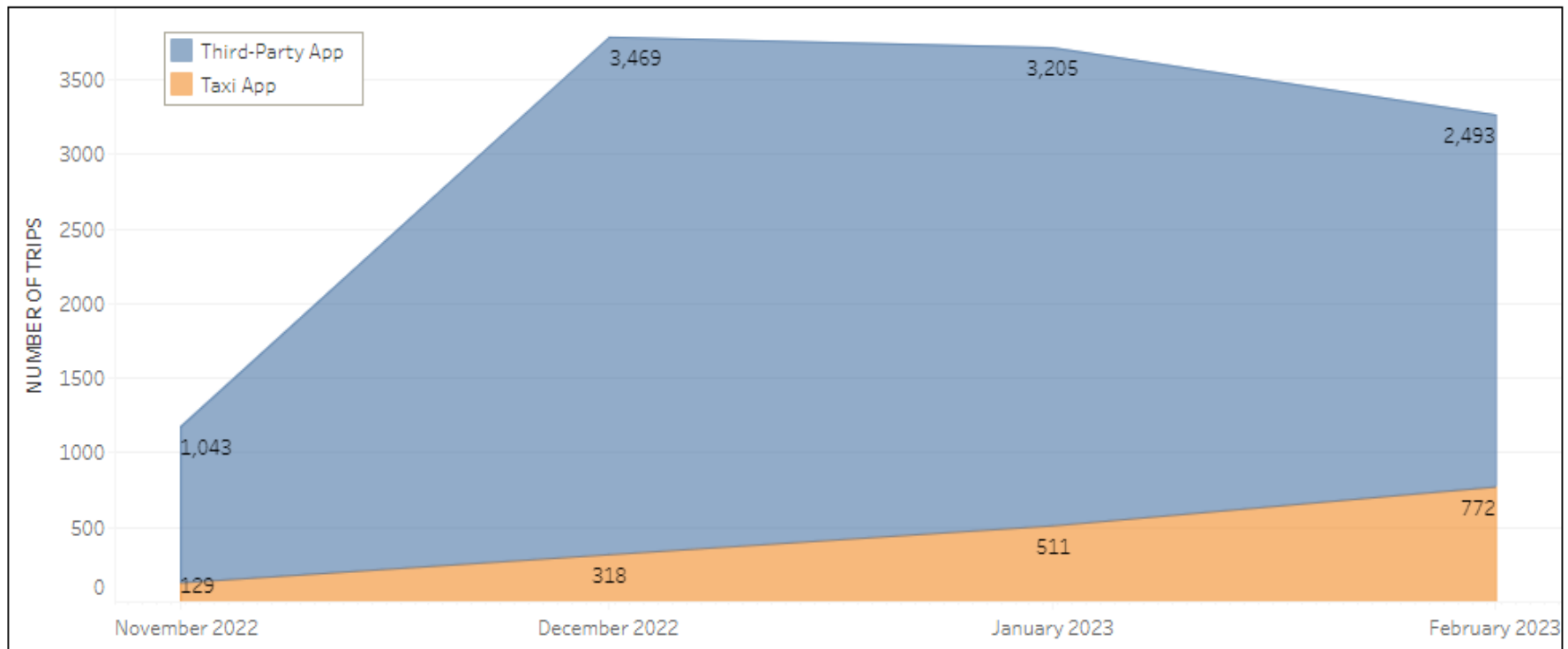


Taxi Pilot Trips

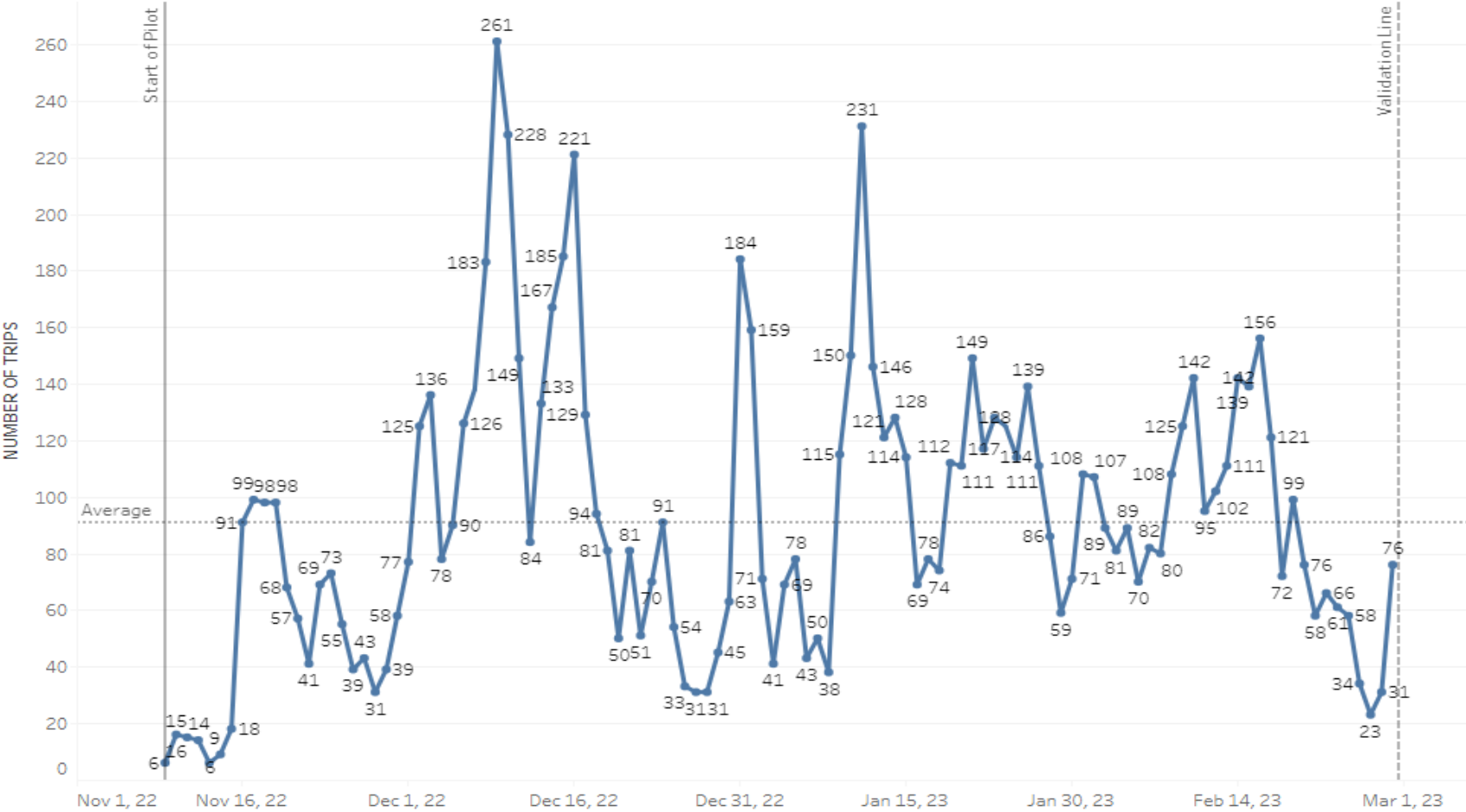
Total Number
of Pilot Trips

11,940

	Total Pilot Trips	Taxi Pilot Trips	Third-Party Trips	Total Taxi Trips	Pilot Trip Percentage
November 2022	1,172	129	1,043	183,520	0.6%
December 2022	3,787	318	3,469	177,505	2.1%
January 2023	3,716	511	3,205	175,315	2.1%
February 2023	3,265	772	2,493	158,154	2.1%
Grand Total	11,940	1,730	10,210	694,494	1.7%



Third-Party Trips

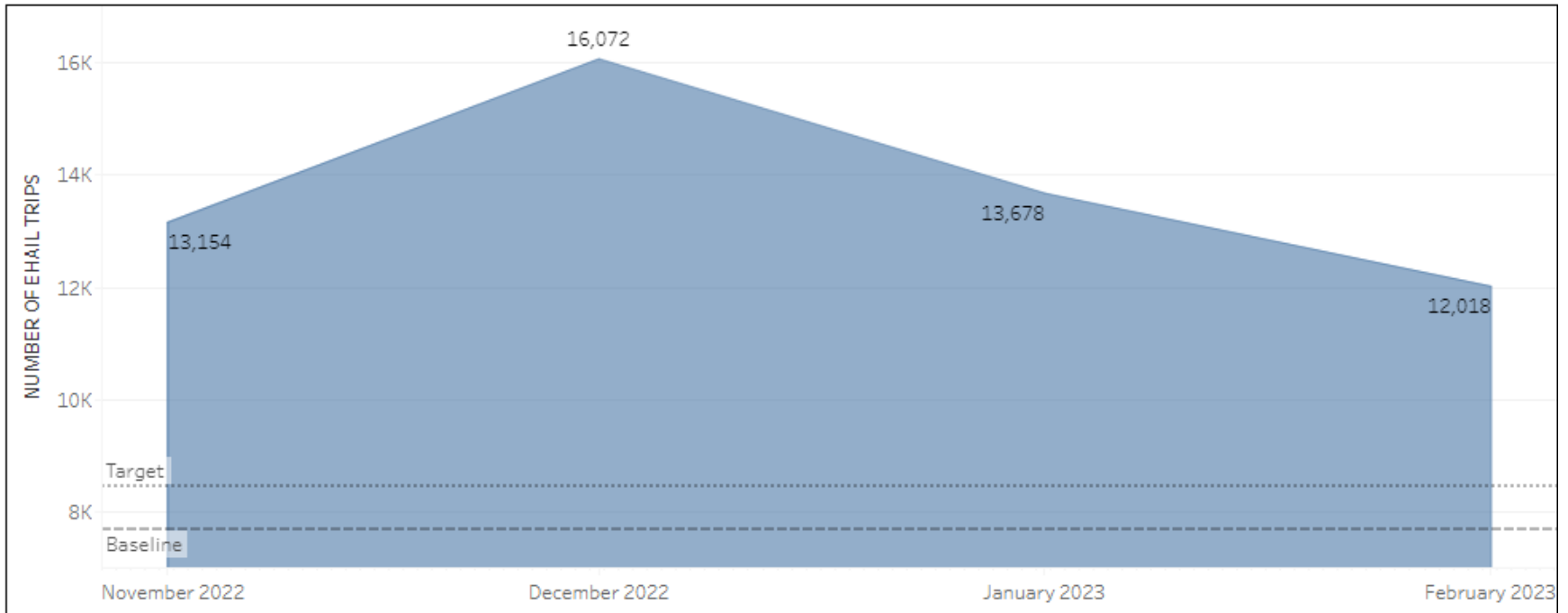


Taxi E-Hail Trips

Percent Increase in
E-hail Trips

78.4%

	Number of E-hail Trips	Change vs Baseline	Total Number of Trips	E-hail Pct of Total
November 2022	13,154	70.9%	183,520	7.17%
December 2022	16,072	108.8%	177,505	9.05%
January 2023	13,678	77.7%	175,315	7.80%
February 2023	12,018	56.2%	158,154	7.60%



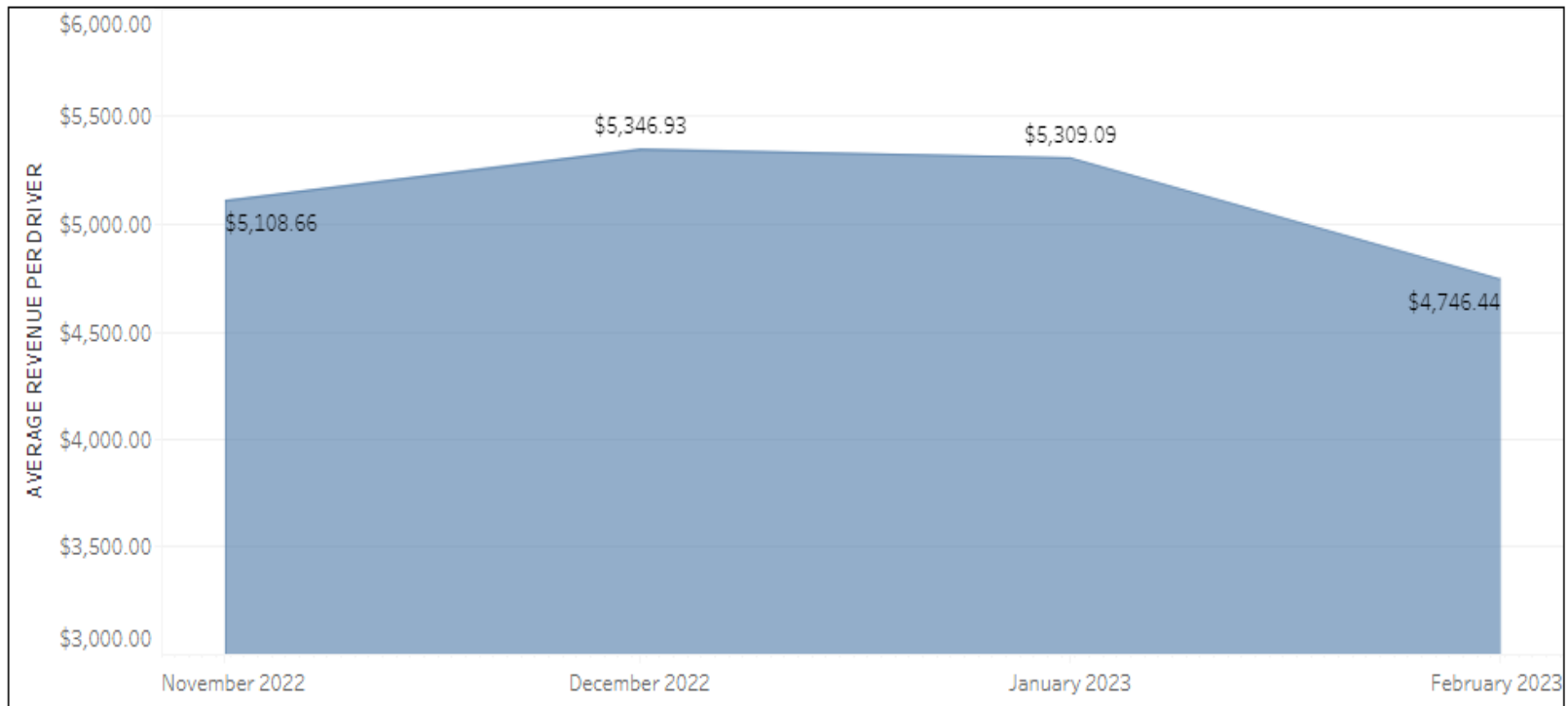
Driver Fare Revenue* per Week

Year-over-Year Increase in
Driver Fare Revenue

29.3%

	Avg Total Revenue	YoY Change	Avg Taxi Pilot Revenue	Avg Third Party Revenue
November 2022	\$5,108.66	15.8%	\$16.69	\$438.57
December 2022	\$5,346.93	18.8%	\$39.74	\$1,415.03
January 2023	\$5,309.09	58.4%	\$39.69	\$1,136.12
February 2023	\$4,746.44	26.3%	\$43.60	\$791.32

* Does not include tips.



Driver Fare Revenue* from Third-Party Trips



* Does not include tips.

New Taxi Drivers

Year	2018	2019	2020	2021	2022	2023 (YTD)
# of new A-Cards issued	43	33	23	22	135	84

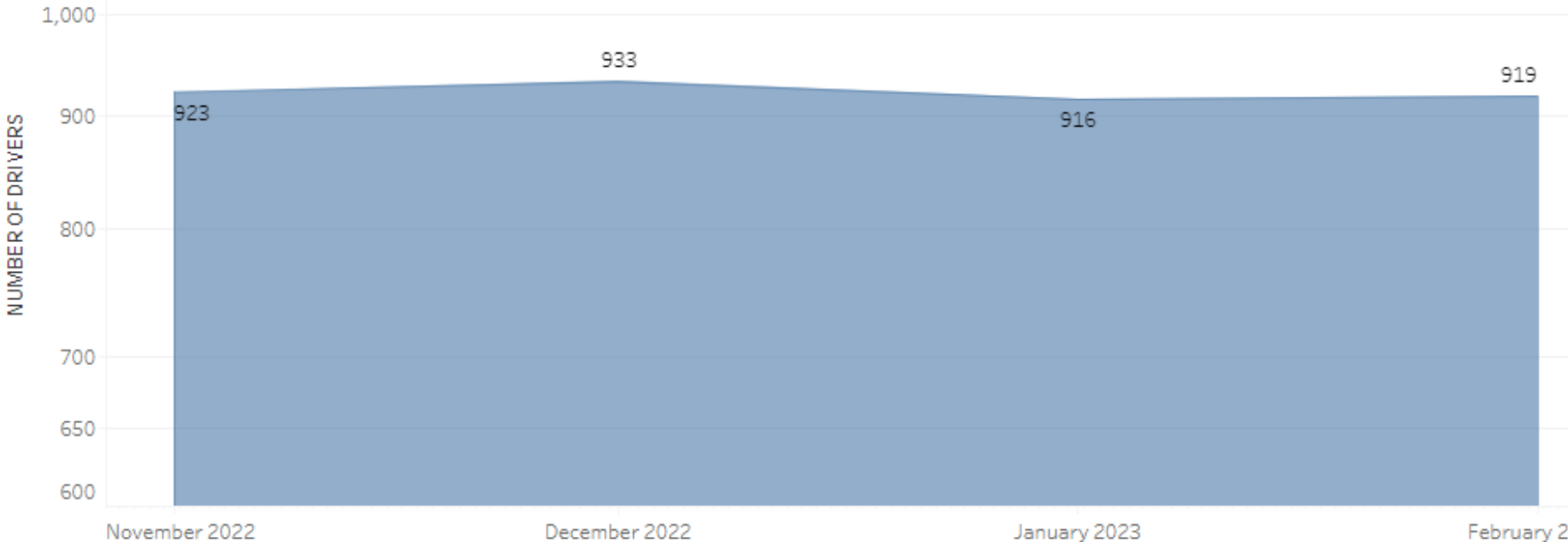


Active Drivers per Week

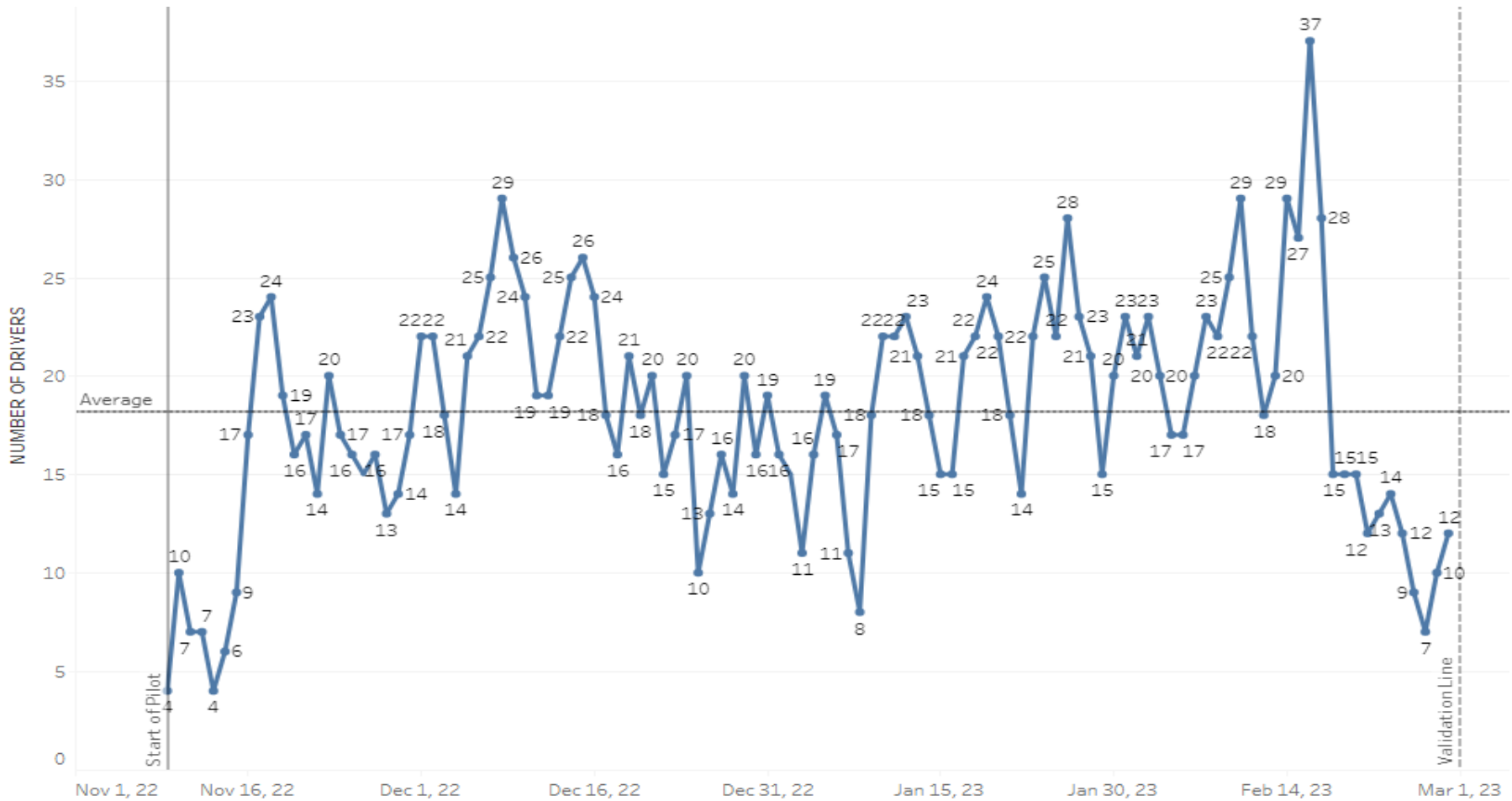
Year-over-Year
Increase in Active Drivers

103

	Total Drivers	YoY Change	Taxi Pilot Drivers	Third Party Drivers	Trips per Driver
November 2022	952	115	88	41	190
December 2022	933	69	116	45	189
January 2023	916	89	177	46	173
February 2023	919	108	210	57	161



Drivers with Third-Party Trips

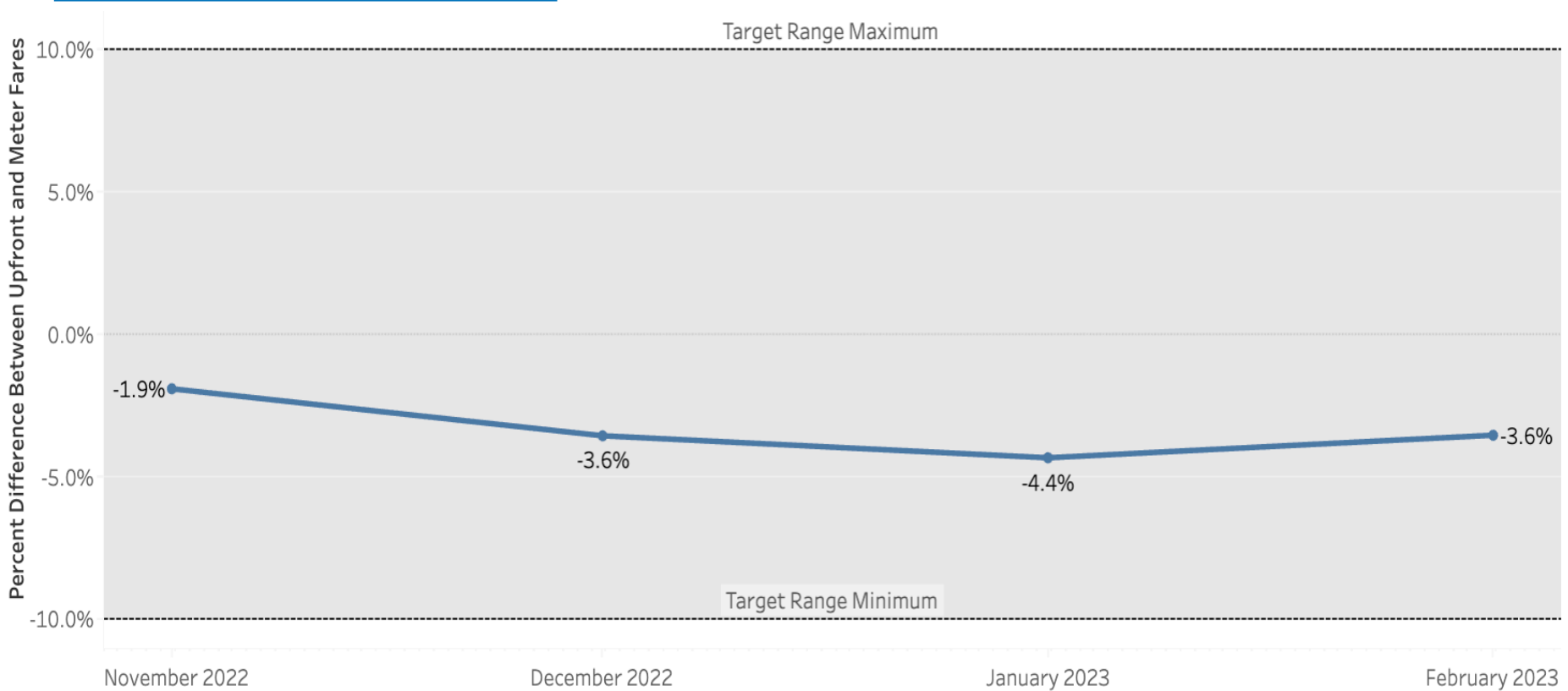


Meter Fare & Upfront Fare

Percent Difference Between
Upfront and Meter Fares

-3.7%

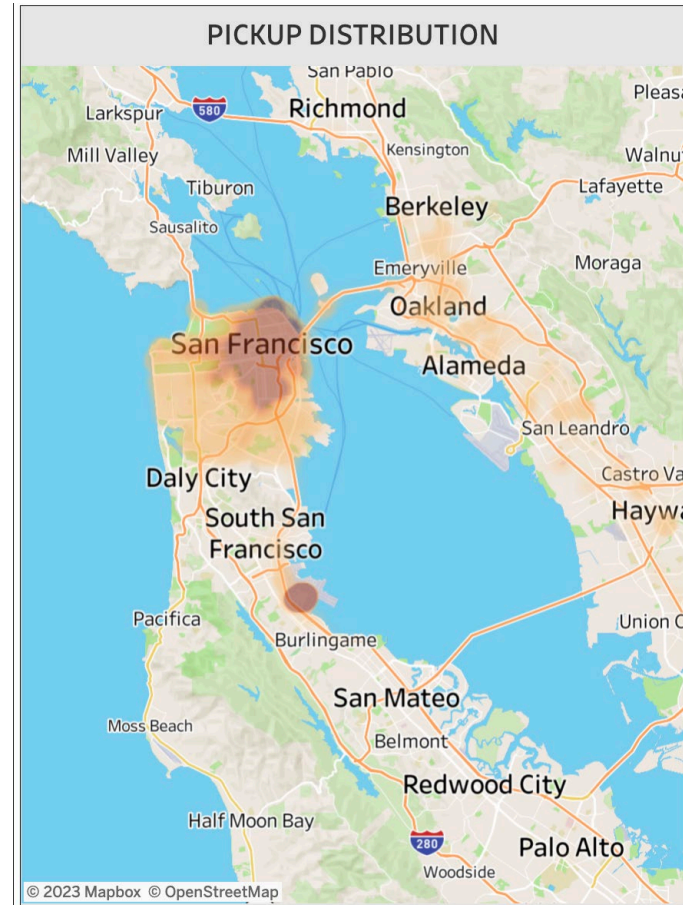
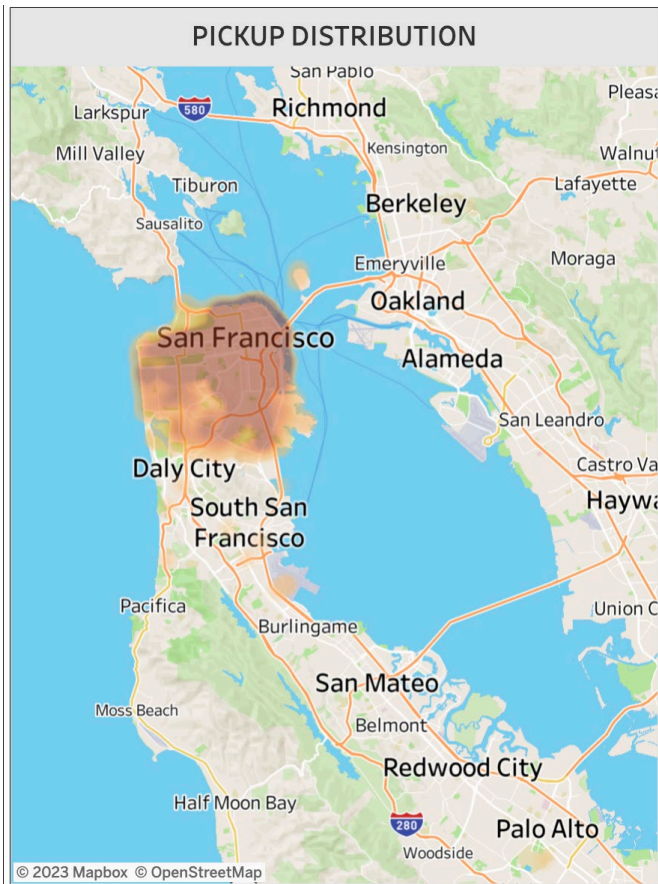
	Avg Taxi Upfront Fare	Avg Taxi Meter Fare	Pct Difference	Avg Third Party Fare
November 2022	\$11.57	\$11.80	-1.9%	\$17.27
December 2022	\$14.59	\$15.13	-3.6%	\$18.36
January 2023	\$13.79	\$14.42	-4.4%	\$16.34
February 2023	\$11.86	\$12.30	-3.6%	\$18.22



Geographic Distribution of Pickup Locations

(11/9/2022 to 2/28/2023)

Taxi Company trips ►



◀ Third-party trips only

Paratransit Impact Dashboard (work-in-progress)

Paratransit Percentage of Taxi Trips During the Pilot

12.6%

	Paratransit Trips	Percent Change	YoY Pct Change	Percent of All Trips
November 9, 2022	5,588		-6.3%	12.2%
November 16, 2022	5,844	4.6%	-5.2%	14.3%
November 23, 2022	4,270	-26.9%	-9.1%	11.7%
November 30, 2022	5,559	30.2%	-14.4%	12.5%
December 7, 2022	5,534	-0.4%	-14.6%	12.4%
December 14, 2022	5,559	0.5%	-9.5%	14.6%
December 21, 2022	4,265	-23.3%	-5.2%	12.6%
December 28, 2022	4,031	-5.5%	-6.1%	10.2%
January 4, 2023	4,390	8.9%	-23.3%	10.1%
January 11, 2023	4,763	8.5%	-9.7%	12.5%
January 18, 2023	5,192	9.0%	-7.9%	13.4%
January 25, 2023	4,917	-5.3%	-13.0%	12.8%
February 1, 2023	5,491	11.7%	-13.0%	13.7%
February 8, 2023	5,519	0.5%	-12.6%	14.1%
February 15, 2023	4,916	-10.9%	-10.6%	12.9%
February 22, 2023	5,074	3.2%	-10.1%	12.8%



Quarterly Meetings with Taxi Industry

- ❖ May 2023
- ❖ August 2023
- ❖ November 2023
- ❖ February 2024

