



SFMTA

Taxi Quarterly Meeting

February 28, 2023



Agenda

1. Taxi Industry Updates:
 - Plastic Shield Requirement
 - Drug and Alcohol Testing Contract
 - Taxi Stands
 - Ramp Taxi Incentives at SFO
2. Report back from the Paratransit Coordination and Operations Subcommittee
3. Taxi Upfront Fare Pilot
4. Taxi Appeals Process - Board of Appeals

Taxi Industry Updates

Taxi Shield Requirement

- ❖ California COVID-19 State of Emergency ends on February 28, 2023
 - Shield requirement will end on February 28, 2023
 - As of March 1, shields will be optional but encouraged



Taxi Industry Updates

Drug and Alcohol Testing Contract

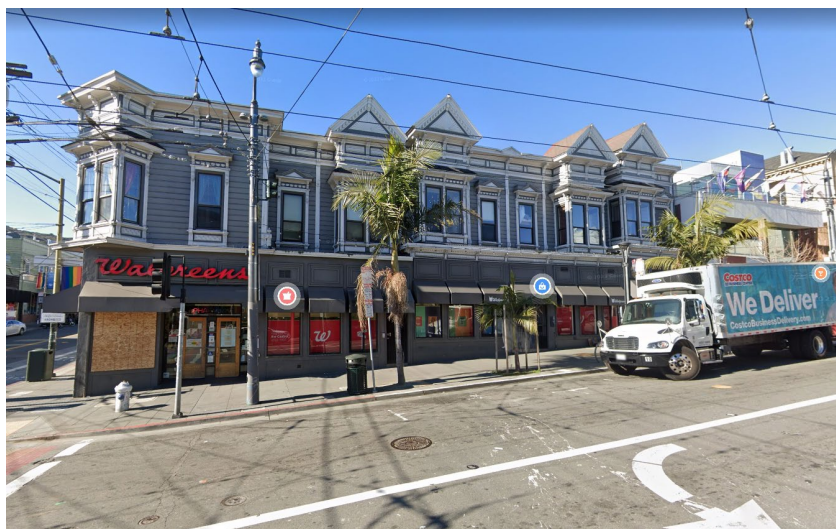
- ❖ Drug Testing Contractor to remain: Energetix
 - New contract will be heard by the SFMTA Board on 3/7
- ❖ No changes to Drug/Alcohol Testing Locations
- ❖ No changes to Drug Testing Policy
- ❖ SFMTA continues to pay for services
 - New Driver Testing
 - Annual Driver Testing
 - Substance Abuse Professional Services

Taxi Industry Updates

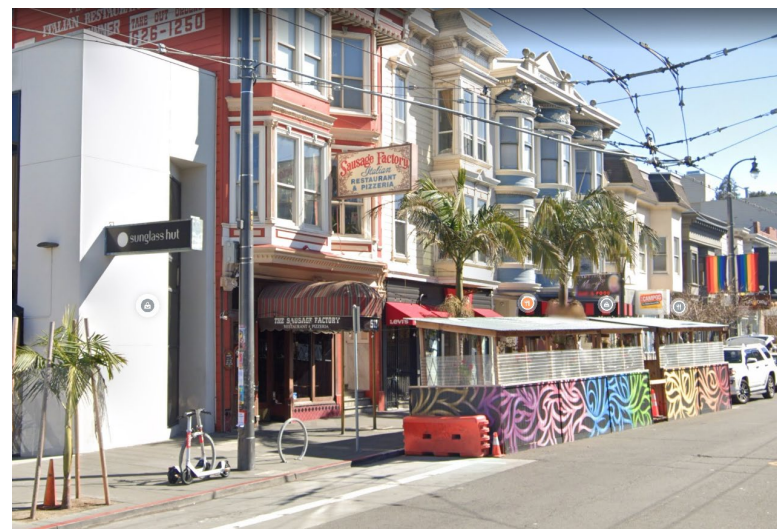
Taxi Stands

Castro

- ❖ Old location (517 Castro) being converted to permanent shared space
- ❖ New location (498 Castro) will be made permanent; signs being updated for clarity



New location 4 spaces in front of Walgreens



Old location 2 spaces

Taxi Industry Updates

Taxi Stands

24th & Mission

- ❖ 2773 Mission will be kept in place
- ❖ 2843 Mission will be moved to 2786 Mission



▼ Location to be removed

▲ New Location

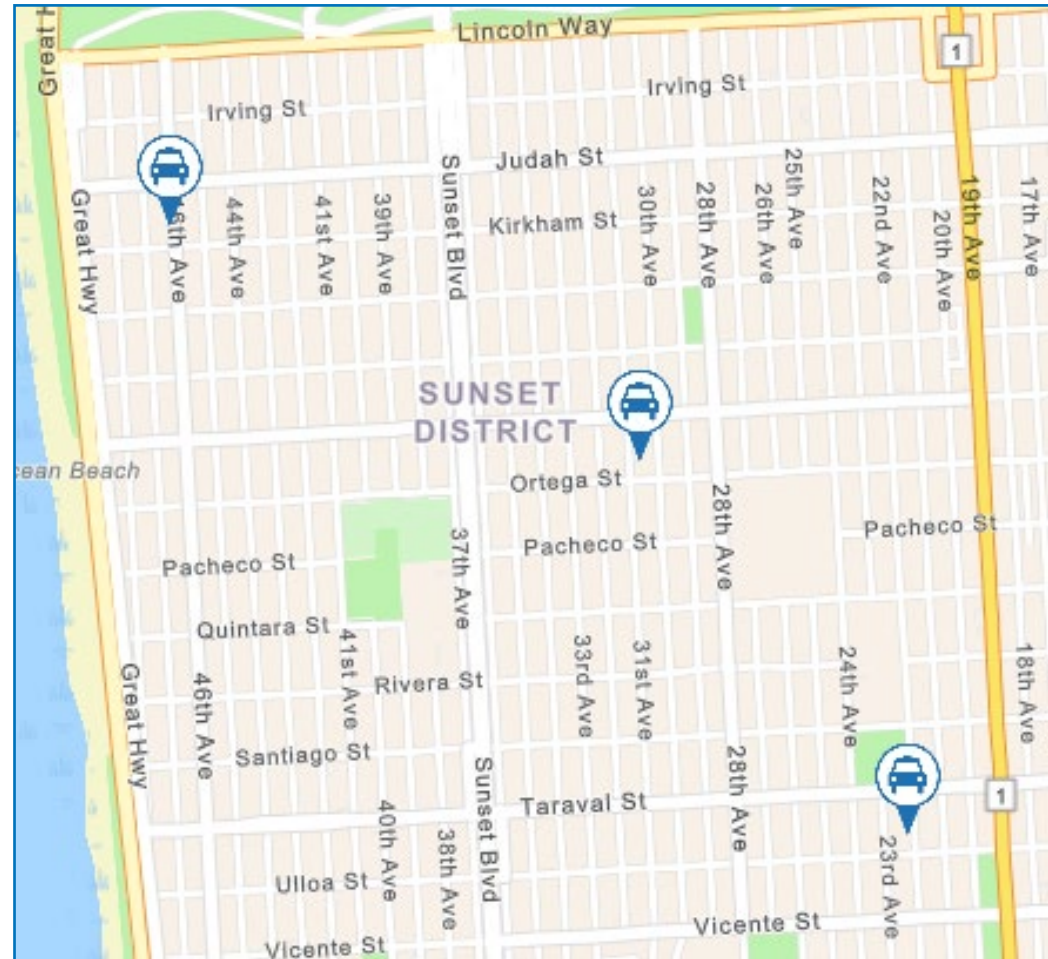


Taxi Industry Updates

Taxi Stands

Sunset District

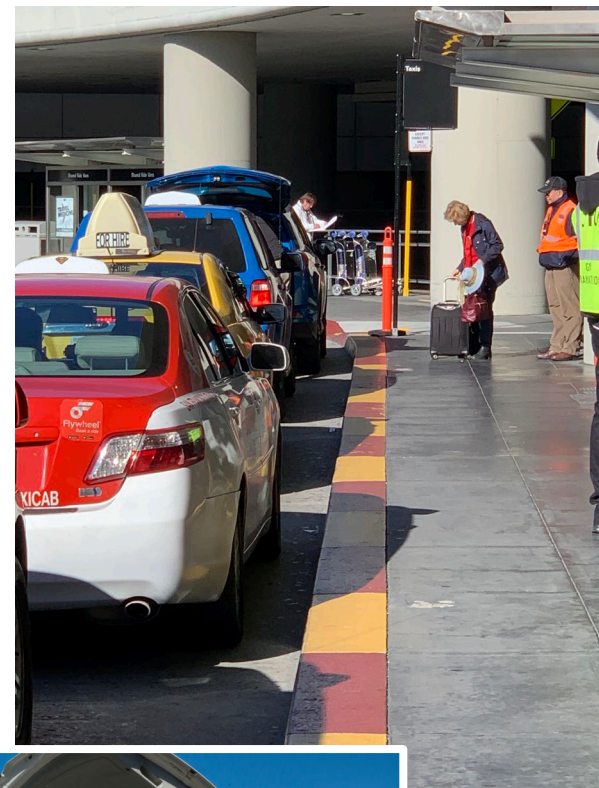
- ❖ Taxi Stands located at 46th & Judah, 30th & Noriega (Safeway) and 22nd & Taraval



Taxi Industry Updates

Ramp Taxi Incentives at SFO

- ❖ Increase to the number of Airport Short Passes from 15 passes to 30 passes each month
- ❖ Must complete at least 30 wheelchair trips each month
- ❖ On average, "P" medallions complete 71% more SFO pick ups than ramp medallions
- ❖ ~ 15x more "P" medallions serving SFO compared to ramp medallions
- ❖ Start date: March 2023



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 **306 488 66#**

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

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Paratransit Coordination and Operations Taxi/Ramp Taxi Subcommittee Report

- ❖ SFMTA Taxi Services provided an update the current state of taxi industry and agency led initiatives to provide better support
- ❖ SF Paratransit announced a CTAA Train-the-Trainer course to develop trainers to certify ramp taxi drivers
- ❖ Discussion on the potential impact of third-party pilot dispatching on Paratransit services



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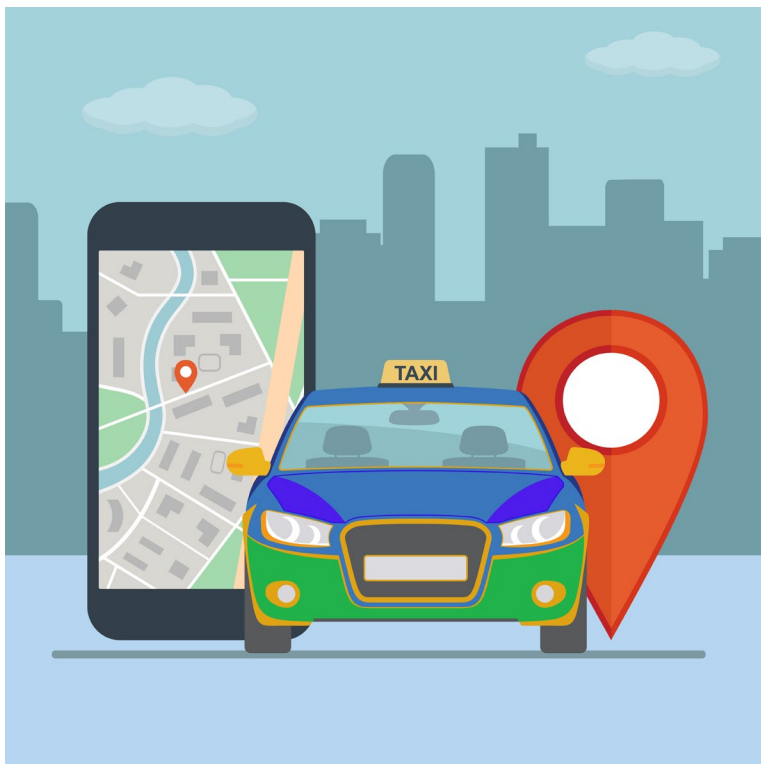
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Taxi Upfront Fare Pilot



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

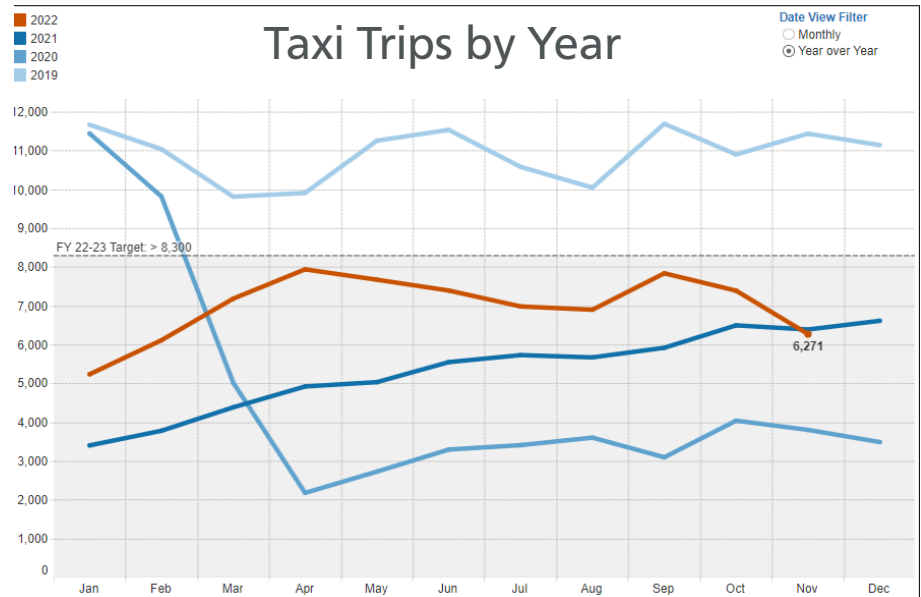
Upfront Fare Pilot Key Rules

- ❖ 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

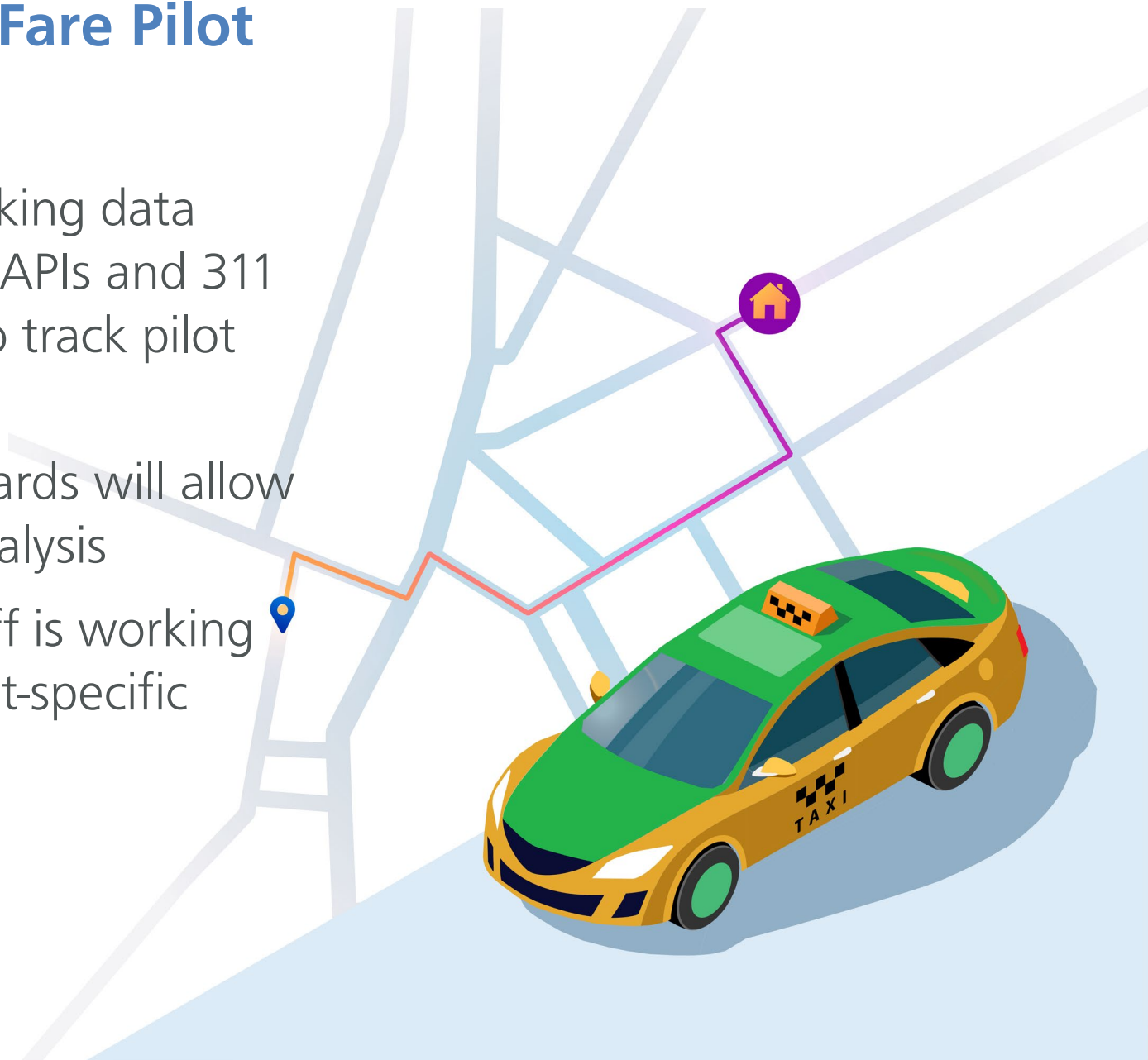
- ❖ **Arro** / CMT (SF Taxi Dispatch): **Taxi Pilot Trips** only
- ❖ **Flywheel**: both **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ **YoTaxi** (Yellow SF): tentative for both **Taxi Pilot Trips** and **Third-Party Pilot Trips**



Taxi Upfront Fare Pilot

Data collection

- ❖ Staff are tracking data through Taxi APIs and 311 complaints to track pilot metrics
- ❖ Data dashboards will allow for robust analysis
- ❖ Analytics staff is working on paratransit-specific dashboards

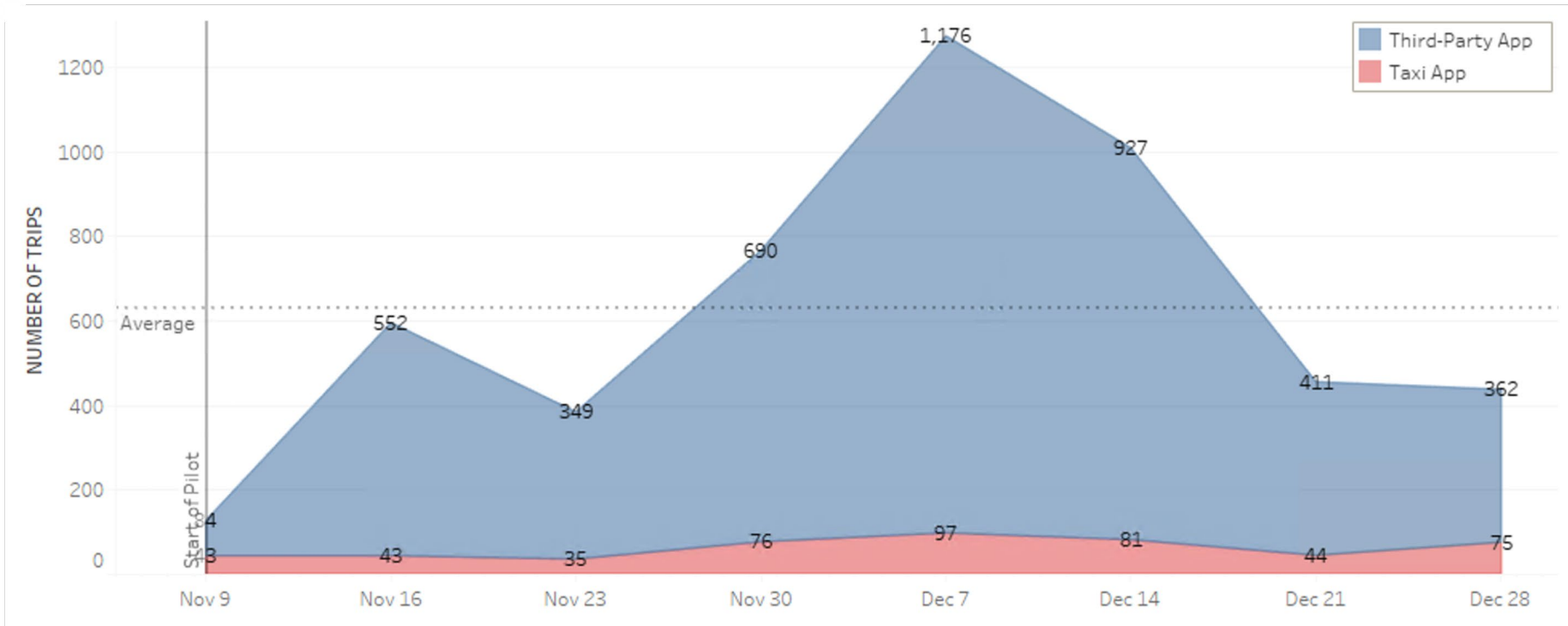


Taxi Pilot Trips

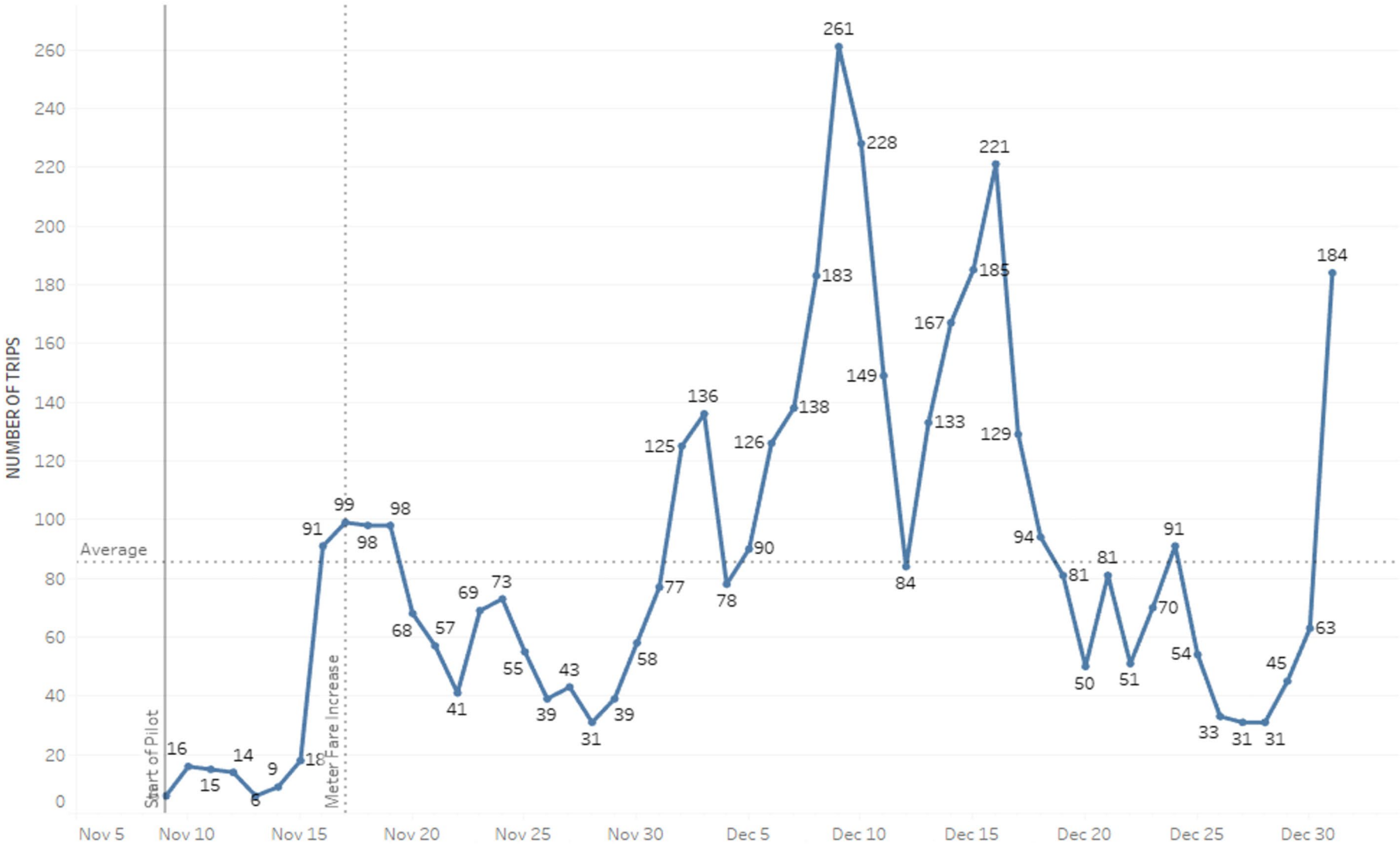
Total Number
of Pilot Trips

5,045

	Total Pilot Trips	Taxi Pilot Trips	Third-Party Trips	Total Taxi Trips
November 9, 2022	127	43	84	45,836
November 16, 2022	595	43	552	40,798
November 23, 2022	384	35	349	36,505
November 30, 2022	766	76	690	44,582
December 7, 2022	1,273	97	1,176	44,548
December 14, 2022	1,008	81	927	38,131
December 21, 2022	455	44	411	33,753
December 28, 2022	437	75	362	39,214



Third-Party Trips

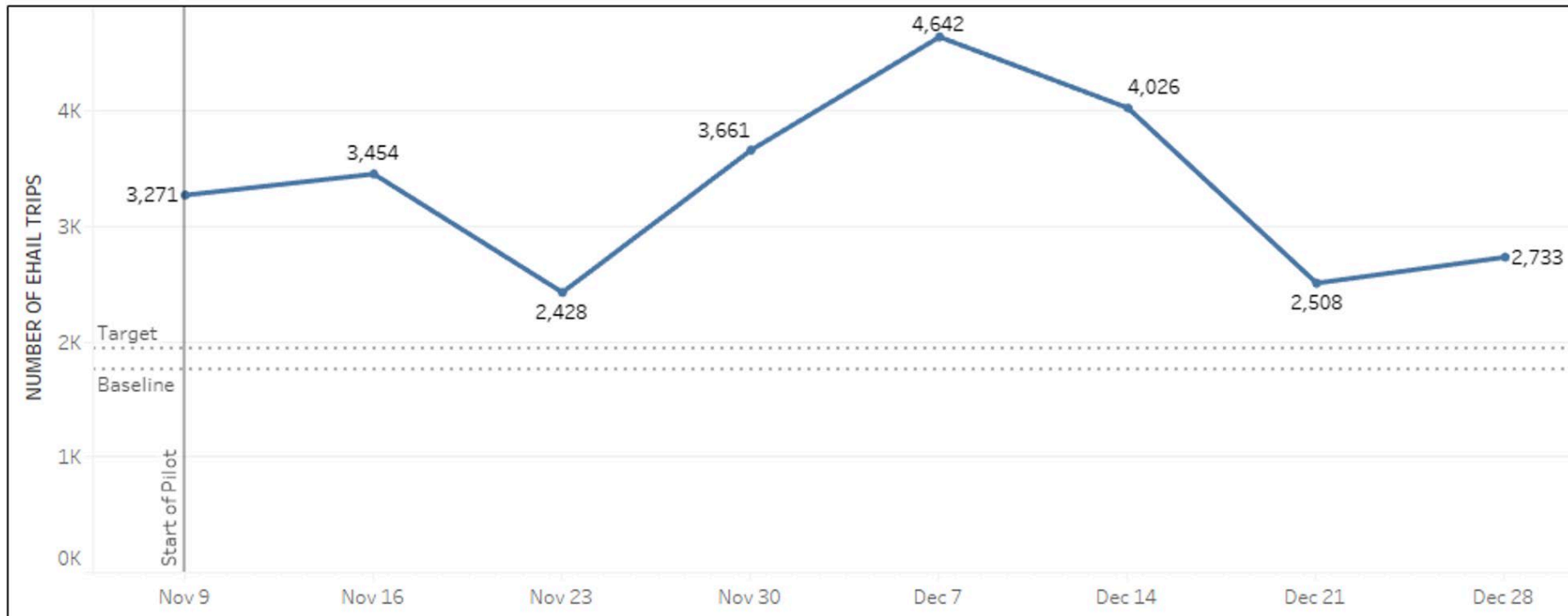


Taxi E-Hail Trips

Current Increase
in E-hail Trips

55.5%

	Number of Ehail Trips	Change vs Baseline	Total Number of Trips	Ehail Pct of Total
November 9, 2022	3,271	86.1%	45,836	7.14%
November 16, 2022	3,454	96.5%	40,798	8.47%
November 23, 2022	2,428	38.1%	36,505	6.65%
November 30, 2022	3,661	108.2%	44,582	8.21%
December 7, 2022	4,642	164.1%	44,548	10.42%
December 14, 2022	4,026	129.0%	38,131	10.56%
December 21, 2022	2,508	42.7%	33,753	7.43%
December 28, 2022	2,733	55.5%	39,214	6.97%

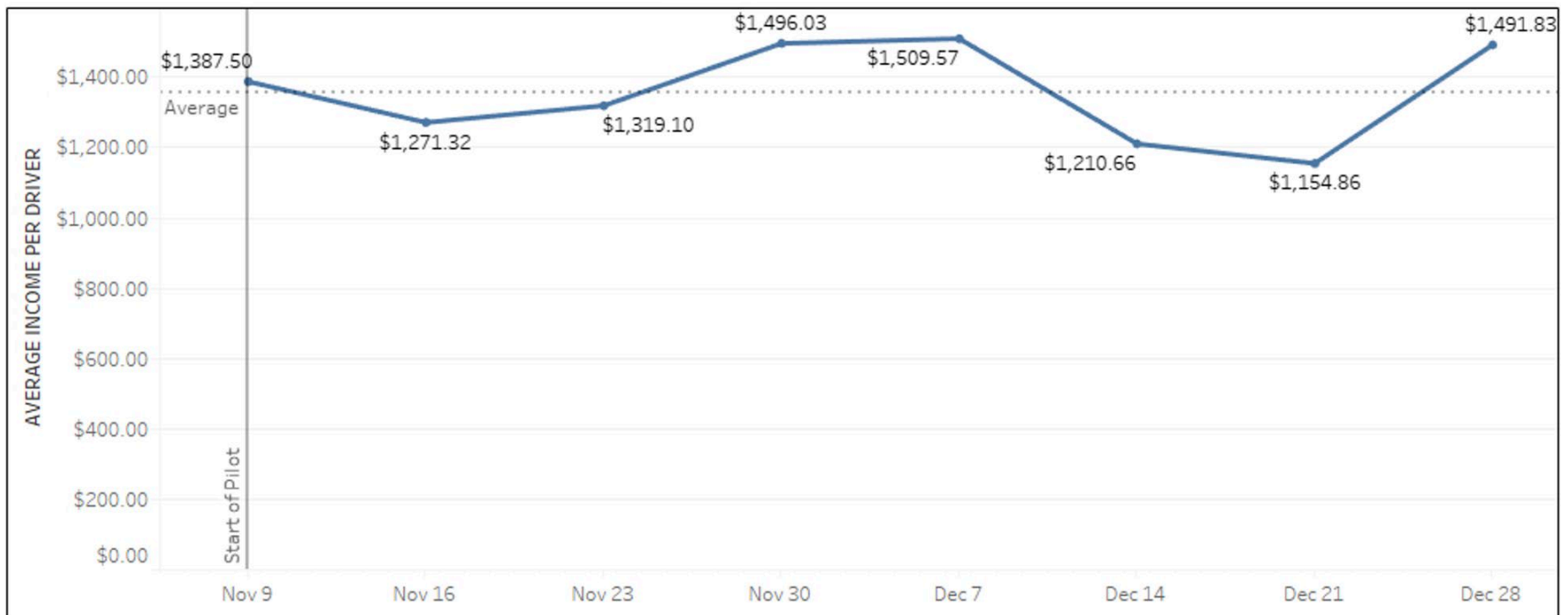


Driver Fare Revenue* per Week

Current Year-over-Year Increase
in Driver Fare Revenue

49.9%

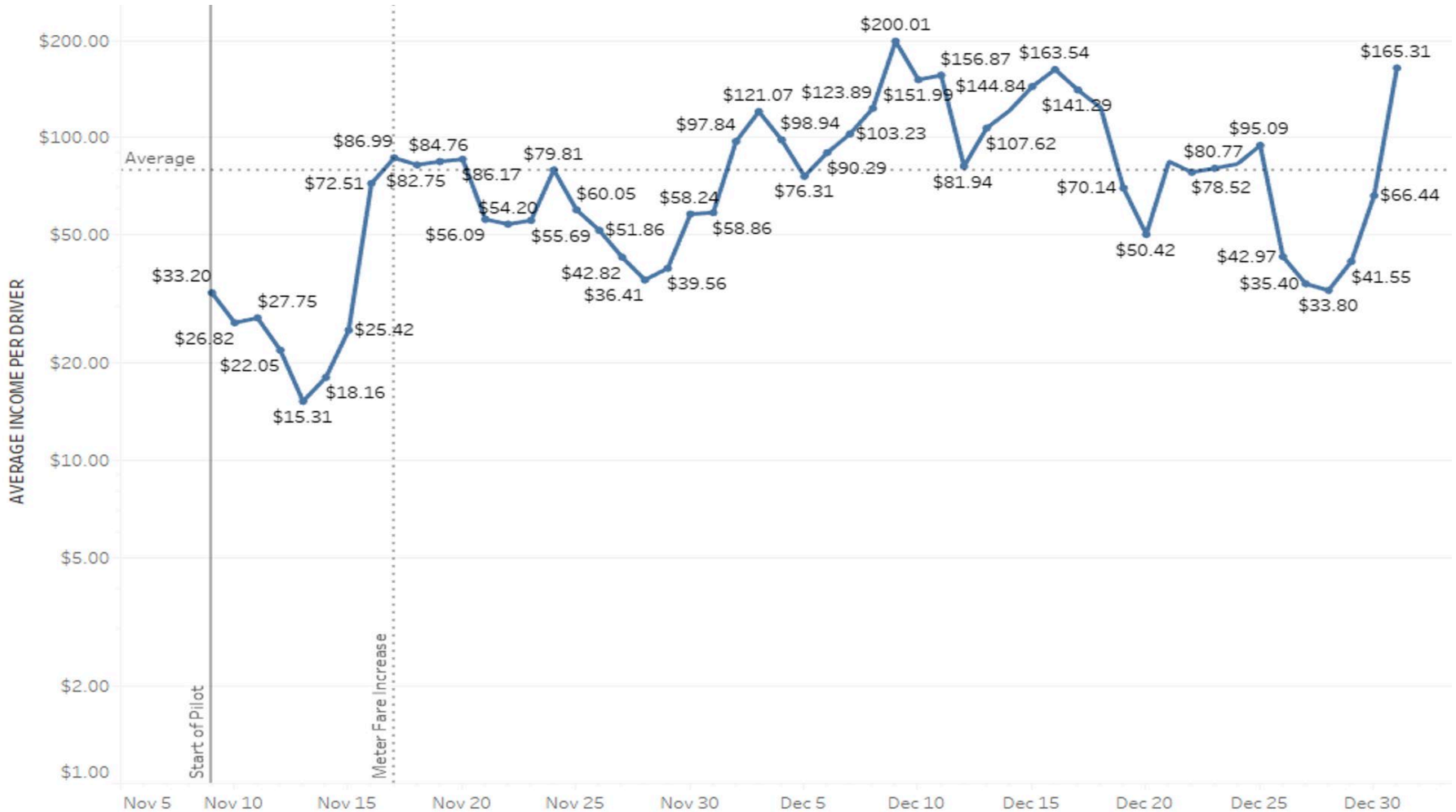
	Avg Income	YoY Change	Number of Drivers	Number of Trips	Trips per Driver
11/9/2022	\$1,387.50	18.8%	850	45,282	53
11/16/2022	\$1,271.32	20.3%	844	40,285	48
11/23/2022	\$1,319.10	19.8%	824	36,092	44
11/30/2022	\$1,496.03	25.5%	857	44,000	51
12/7/2022	\$1,509.57	26.7%	847	44,006	52
12/14/2022	\$1,210.66	7.9%	825	37,787	46
12/21/2022	\$1,154.86	11.4%	792	33,307	42
12/28/2022	\$1,491.83	49.9%	792	38,643	49



* Does not include tips.

Driver Fare Revenue* from Third-Party Trips

❖ 55 Drivers and 4,512 Trips



* Does not include tips.

New Taxi Drivers

Year	2018	2019	2020	2021	2022
# of new A-Cards issued	43	33	23	22	135

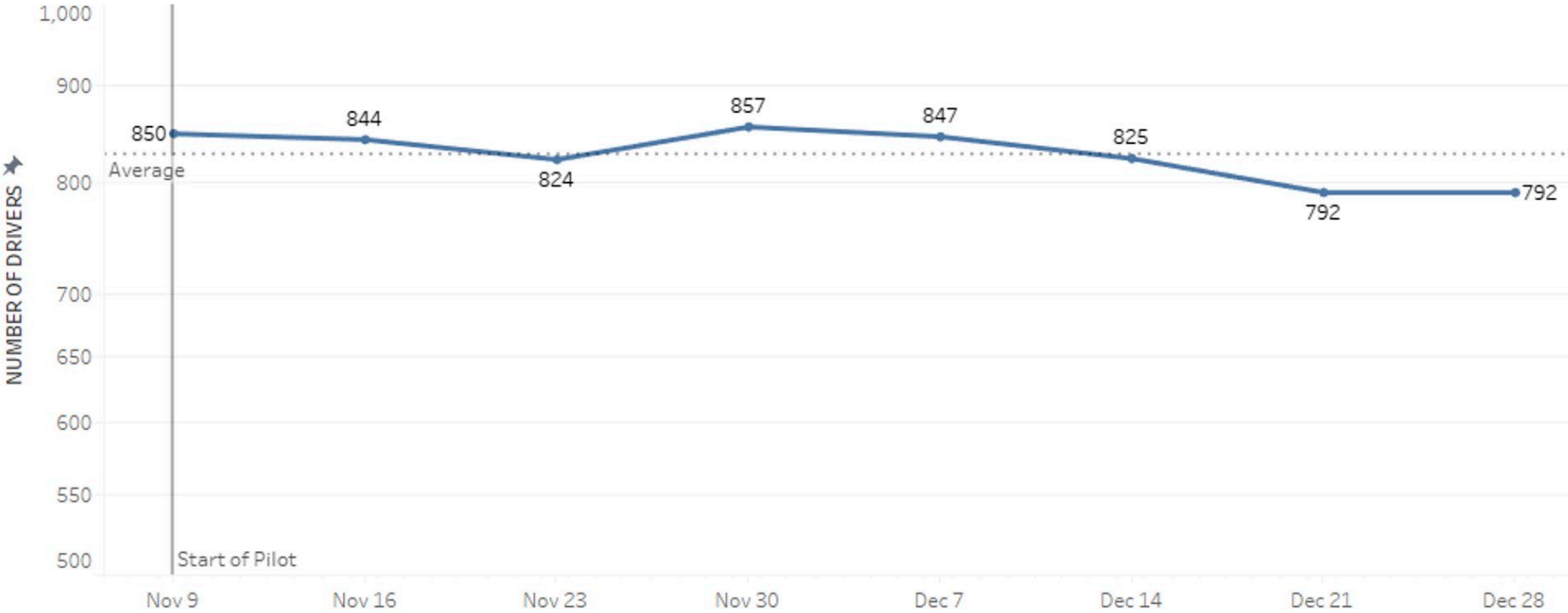


Active Drivers per Week

Current Year-over-Year Increase in Active Drivers

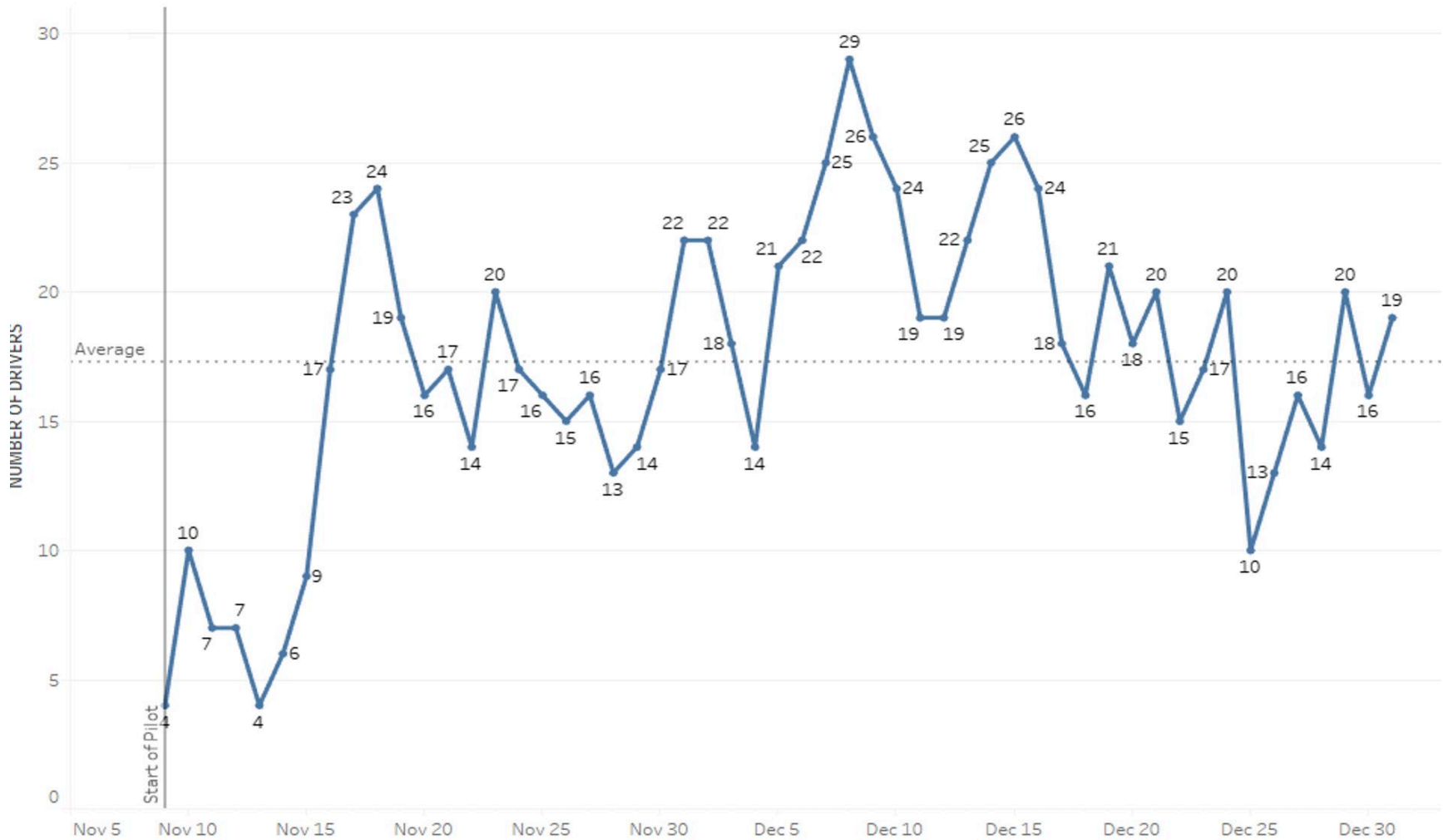
64

	Number of Drivers	YoY Change	YoY Pct Change	Number of Trips	Trips per Driver
November 9, 2022	850	88	11.5%	45,282	53
November 16, 2022	844	82	10.8%	40,285	48
November 23, 2022	824	74	9.9%	36,092	44
November 30, 2022	857	91	11.9%	44,000	51
December 7, 2022	847	84	11.0%	44,006	52
December 14, 2022	825	55	7.1%	37,787	46
December 21, 2022	792	76	10.6%	33,307	42
December 28, 2022	792	64	8.8%	38,643	49



Drivers with Third-Party Trips

❖ Number of Trips 4,512 Trips

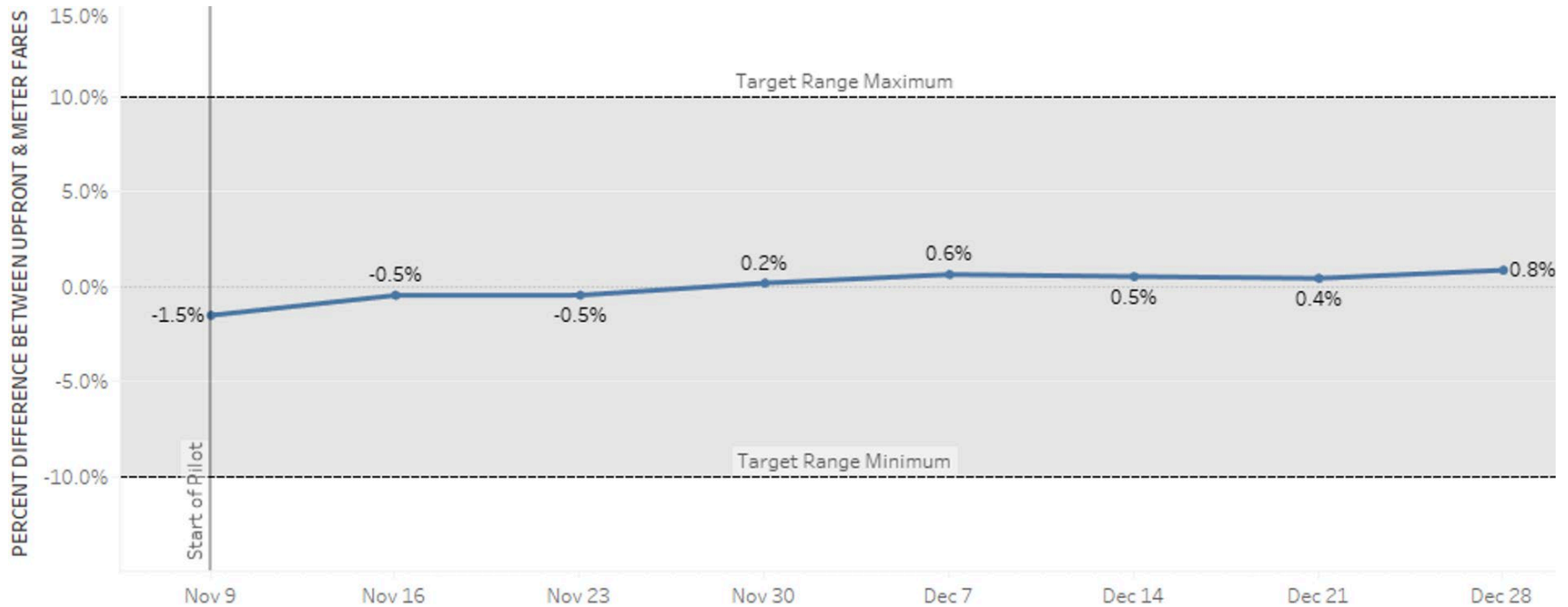


Meter Fare & Upfront Fare

Current Difference
Between Upfront and
Meter Fares

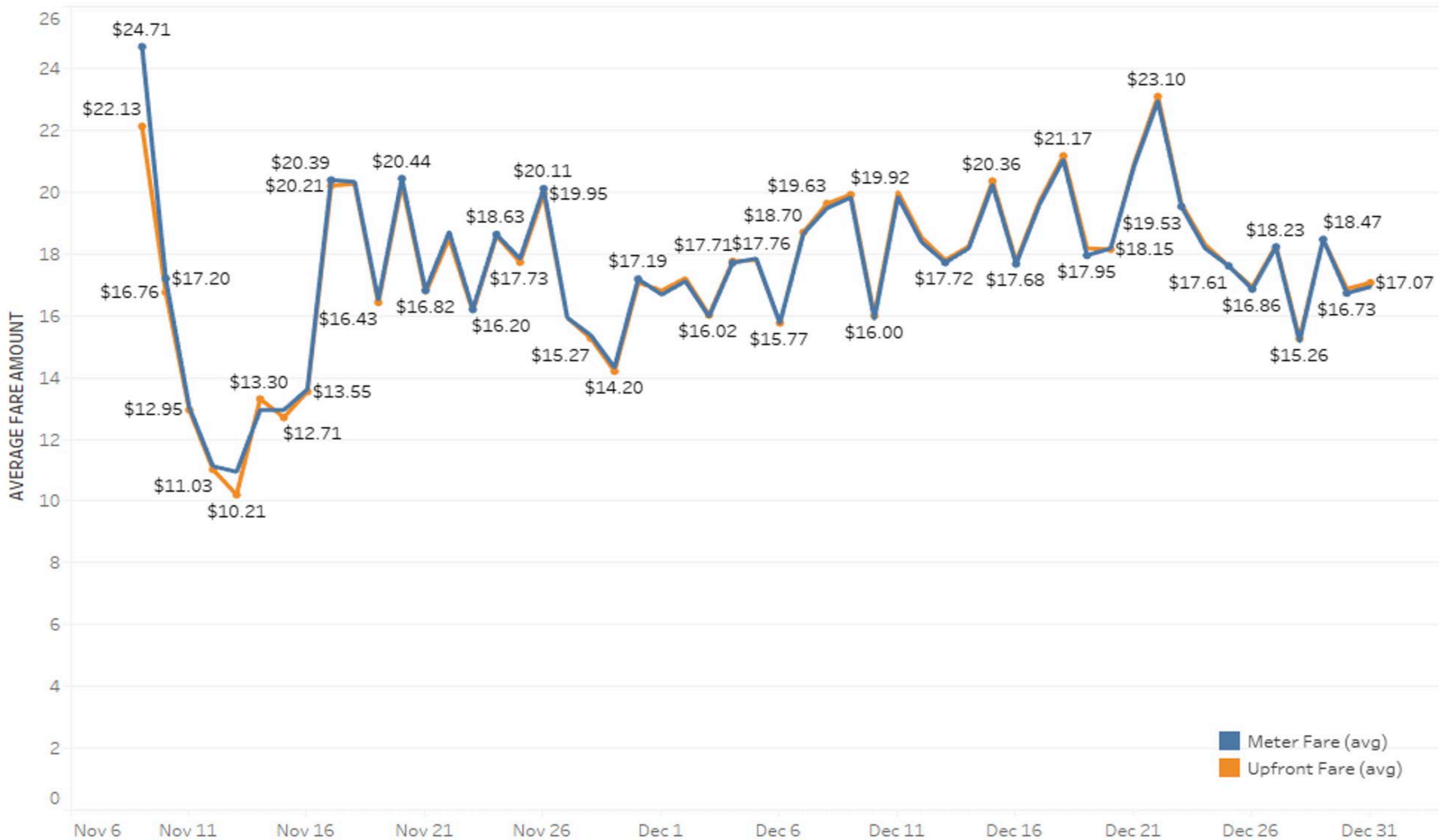
0.8%

	Upfront Fare Trips (count)	Upfront Fare (avg)	Meter Fare (avg)	Difference (pct)
November 9, 2022	126	\$12.89	\$13.09	-1.5%
November 16, 2022	595	\$17.45	\$17.54	-0.5%
November 23, 2022	383	\$16.75	\$16.83	-0.5%
November 30, 2022	766	\$16.41	\$16.39	0.2%
December 7, 2022	1,273	\$18.34	\$18.22	0.6%
December 14, 2022	1,008	\$18.74	\$18.64	0.5%
December 21, 2022	455	\$19.12	\$19.04	0.4%
December 28, 2022	434	\$16.06	\$15.92	0.8%



Meter Fare & Upfront Fare

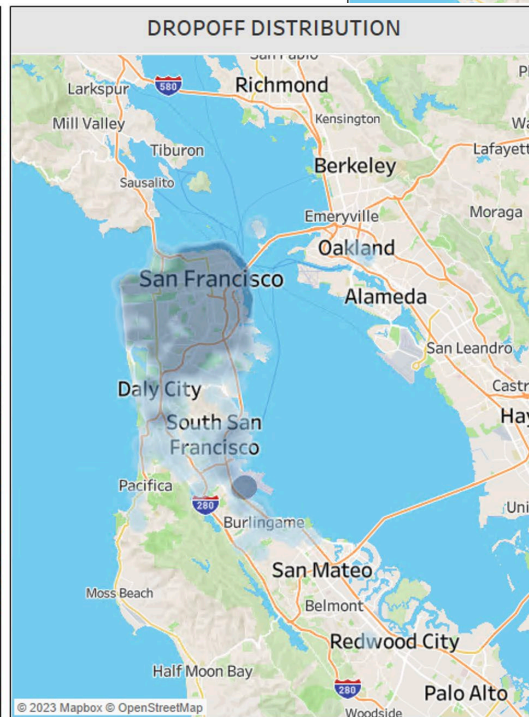
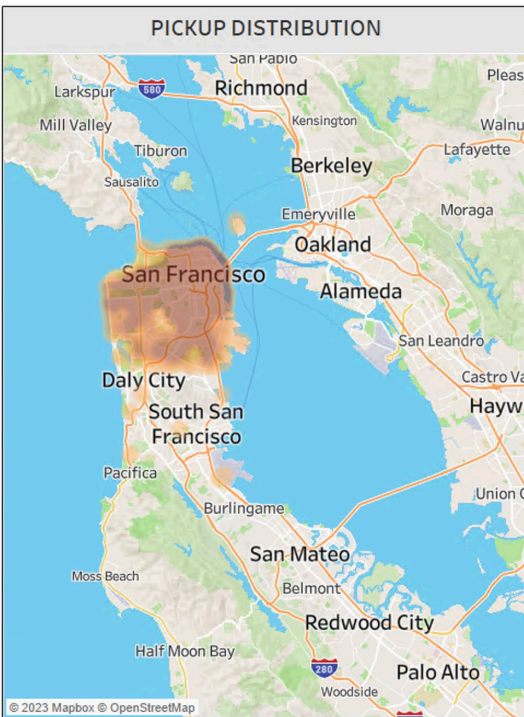
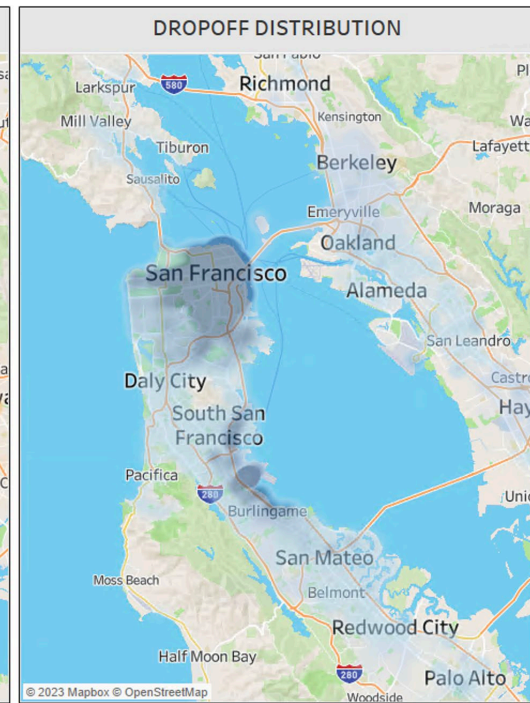
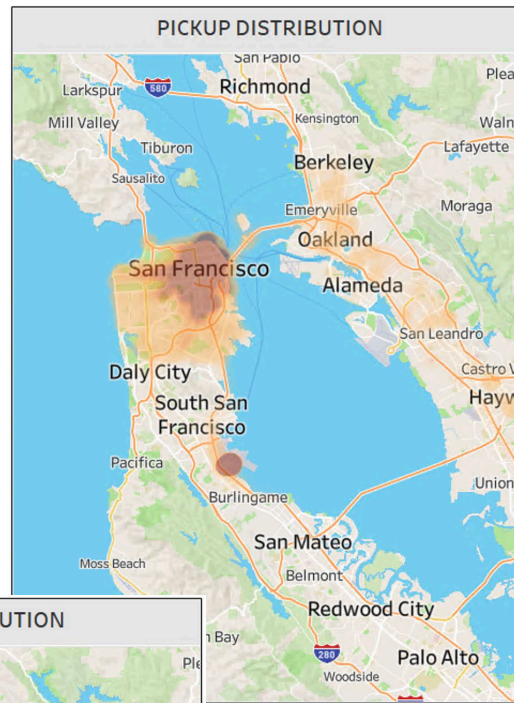
❖ Number of Trips 4,512 Trips



Geographic Distribution

(11/9/2022 to 12/31/2022)

Total taxi trips ▶
(not including Third-party trips)



▶ **Third-party trips only**



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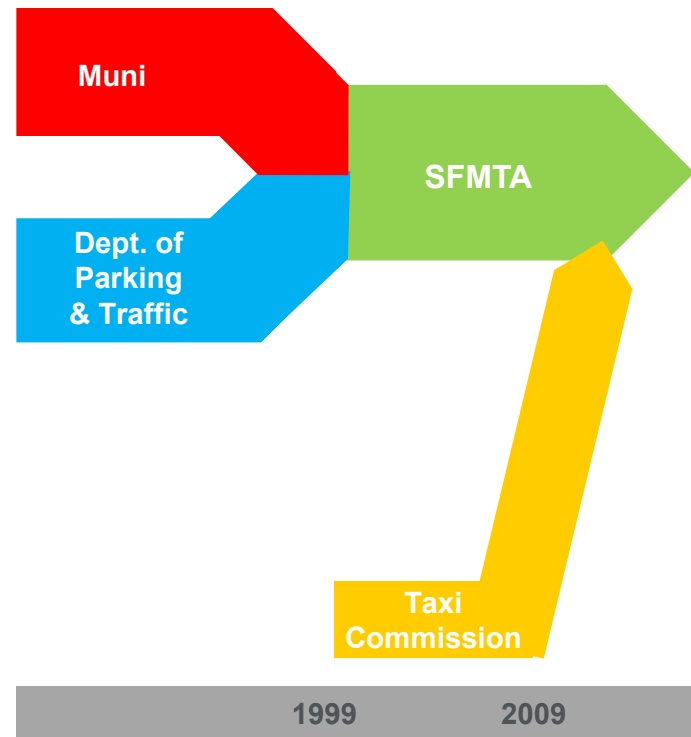
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Board of Appeals and Taxi Appeals Background

- ❖ Until 2007, the Board of Appeals had jurisdiction under the City Charter to hear appeals of taxi permitting decisions
- ❖ Proposition A passed in 2007 and authorized the Board of Supervisors to transfer exclusive regulatory authority of taxis to the SFMTA
- ❖ The Board of Supervisors adopted Ordinance No. 308-08, abolishing the Taxi Commission in 2008
- ❖ Taxis joined the SFMTA in 2009, operating under the regulatory framework established by the SFMTA Board: Article 1100 of the Transportation Code
- ❖ Article 1100 sets standards for taxi permit issuance and provides a structured hearing process for permit holders & applicants



Board of Appeals and Taxi Appeals Background

- ❖ In 2013, the SFMTA and the Board of Appeals negotiated a Memorandum of Understanding (MOU) intended to memorialize the SFMTA's consent to the Board of Appeals' exercise of jurisdiction over appeals from taxi permit decisions issued by the SFMTA's Hearing Section.
- ❖ The **MOU was never executed**, instead the SFMTA and Board of Appeals developed an **informal arrangement** that allowed the Board of Appeals to continue hearing appeals of taxi permit decisions

Board of Appeals and Taxi Appeals Background

- ❖ The Director of Transportation requested guidance from the City Attorney's Office about SFMTA's authority to discontinue allowing taxi permit decisions to be heard by the Board of Appeals
- ❖ In accordance with the City Attorney's guidance and to align the taxi appeals process with other appeals at SFMTA, the Director of Transportation discontinued the informal practice of allowing taxi new permit decisions to be appealed to the Board of Appeals in September 2022, while allowing for the completion of pending appeals
- ❖ SFMTA conferred with the Board of Appeals Executive Director prior to discontinuing new taxi appeals to be heard by the Board of Appeals

Taxi Appeals Process

- ❖ The last three taxi appeals were heard by the Board of Appeals in November 2022
- ❖ In order to reset the process and allow for further consultation, the Director of Transportation rescinded the discontinuation of consent to **allow taxi permit decisions to be heard by the Board of Appeals in December 2022**
- ❖ There are no upcoming taxi appeals

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Quarterly Meetings with Taxi Industry

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

