



SFMTA Taxi News

Taxi Task Force

Work Plan Progress Report, June 10, 2015

Updates since the last meeting are highlighted.

Taxi Driver Recruitment/Retention:

- **Recruitment/retention initiative:**
 - Driver outreach events:
 - Western Addition spotlight event: 2/11
 - Civic Center spotlight event: 2/18
 - Veterans Job Fair: 2/23
 - Chinatown spotlight event: 3/18
 - Mission spotlight event (planning stage)
 - Professional Driver Job Fair: 4/21
 - Taxi Driver Appreciation Events held quarterly (9/26/14, 12/15/14, 4/30/15): over 70 drivers appreciated to date
- **Improve English language assessment**
- **Improve waiting area at front window:** new chairs, new blinds and Customer Service Commitments Posters hanging. Frontline staff training scheduled for May.
- **Expedite A-Card renewal:** letter sent to individuals whose A-Cards have expired within the last six months and who prior to that held an A-Card for at least two years, offering an expedited renewal process.
- **Waive A-Card and Medallion Renewal fees for FY15-16:** Approved by SFMTA Board on 5/5/15
- **Increased SFO Customer Pass-Through:** Approved by SFMTA Board on 5/5/15 and in effect on 6/5/15. Drivers will be able to pass through \$4.00 of the \$5.00 SFO trip fee charge.
- **Smoking cessation effort:** Three events held at SFO (2/25, 3/25 and 4/22)
- **Improve work environment for drivers at color schemes**
 - Shorter shifts
 - Improve amenities

- Don't charge drivers for parking
- Develop plan for Driver's Fund
- Articulate and post Taxi Drivers' rights
- Develop a hiring hall with centralized info. This could be real or virtual. Make it easy for drivers to work for multiple companies
- **Improve driver safety:**
 - Include security camera and notice inspection in GTU inspection checklist
 - Finalize and make available felony warning stickers
 - Include SFPD in new taxi driver training
- **Positive reinforcement of taxi industry culture change:** SFMTA posted Customer Service Commitments and SFO has developed similar commitments and will use them a training tool with their staff

Improve Customer Service

- Better serve all neighborhoods in SF
- Add Customer Service training component to driver training
- **Free ESL class for taxi drivers:** first session complete
- Update taxi driver materials to be more user-friendly
- **Develop/implement progressive discipline schedule:** draft plan on 4/8 agenda and has been sent to Taxi Town Hall outreach list. Updated draft on agenda for 5/13. Discussed at Color Scheme meeting on 5/12. On TTF agenda 6/10.

Better Integrate Taxis into SFMTA:

- **Increase Taxi Representative presence on committees and planning efforts:** Charles Rathbone is representing the Taxi Industry on the Better Market Street Plan and was the representative on the Late Night Transportation Working Group
- **Increase Transit/Taxi only red carpet lanes**
- **Integrate Taxis in Vision Zero efforts:** added VZ training video to new taxi driver training class

- **Clarify taxis use of bus stops and train PCOs:** draft bulletin in process
- **Improve flow of taxis in SF: develop list of intersections to advocate that cabs can make left hand turns:** in process. On 6/10 agenda
- **Safer Market Street:** Turn restrictions for private vehicles onto Market Street from 3rd to 8th Streets. Taxis will not be subject to the turn restrictions because they are commercial vehicles. The Safer Market Street project will be implemented this summer pending SFMTA Board approval June 16th. Safer Market Street is one of 24 fast-track Vision Zero projects that will address the high number of severe and fatal collisions along high-injury corridors like Market Street. The project will be a key step toward achieving Vision Zero, our goal of eliminating all traffic fatalities in San Francisco. The project will improve safety across all transportation modes by reducing conflicts between vehicles and pedestrians, reducing conflicts among turning vehicles, extending transit-only lanes, restricting turns onto Market Street and other supplemental safety treatments between 3rd and 8th streets.

Medallion Sales:

- **Improve medallion sales transparency and process:** A-Card Seniority List posted to website and sent to outreach list. 4129 letters of interest sent to all A-Card holders on the list. Developed a streamlined process to expedite sales.
- **Re-Transfer Fee:** Reduced re-transfer fee from 20% to 5%

Ramp Taxi Program:

- **Clarify program rules and requirements:** on 6/10/15 TTF agenda
- **Execute use agreements with eligible drivers and color schemes on 6/10/15 TTF agenda**

Implement Late Night Transportation Working Group Recommendations:

- **Develop cab sharing regulations:** sent to DOT with recommendation
- **Pop up cab stands:** sent to DOT with recommendation
- **Subsidized taxi rides for low-income late night workers:** sent to DOT with recommendation

TNC regulations

- **Taxi Industry White Paper:** sent to DOT with recommendation

Color Scheme Standards

- Articulate what color scheme should provide to medallion holders and drivers
- Eliminate deposit
- Require standard language in lease agreements