



SFMTA

Taxi Outreach Meeting

December 9, 2021

Public Comments – ATT Call in

If you would like to make a public comment, please call the USA Toll-Free number at **888-251-2909**.

You will need to enter the Participant Code **4584731**.

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.

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Agenda

1. Taxi Marketing Campaign Update
2. Upfront Fare Pilot Update
3. SFO TaxiVQ
4. Draft Taxi Medallion Reform
 - ❖ Discuss concepts to support purchased medallion holders

Taxi Marketing Campaign Overview

- ❖ SFMTA initiated taxi marketing campaign to increase ridership
- ❖ Various marketing channels to reach target market
- ❖ Phase One (message test phase) of the campaign conducted in early summer
- ❖ 4-6 week digital ad campaign testing for messaging approach



- ❖ Phase Two of the Campaign is expected to launch in near future

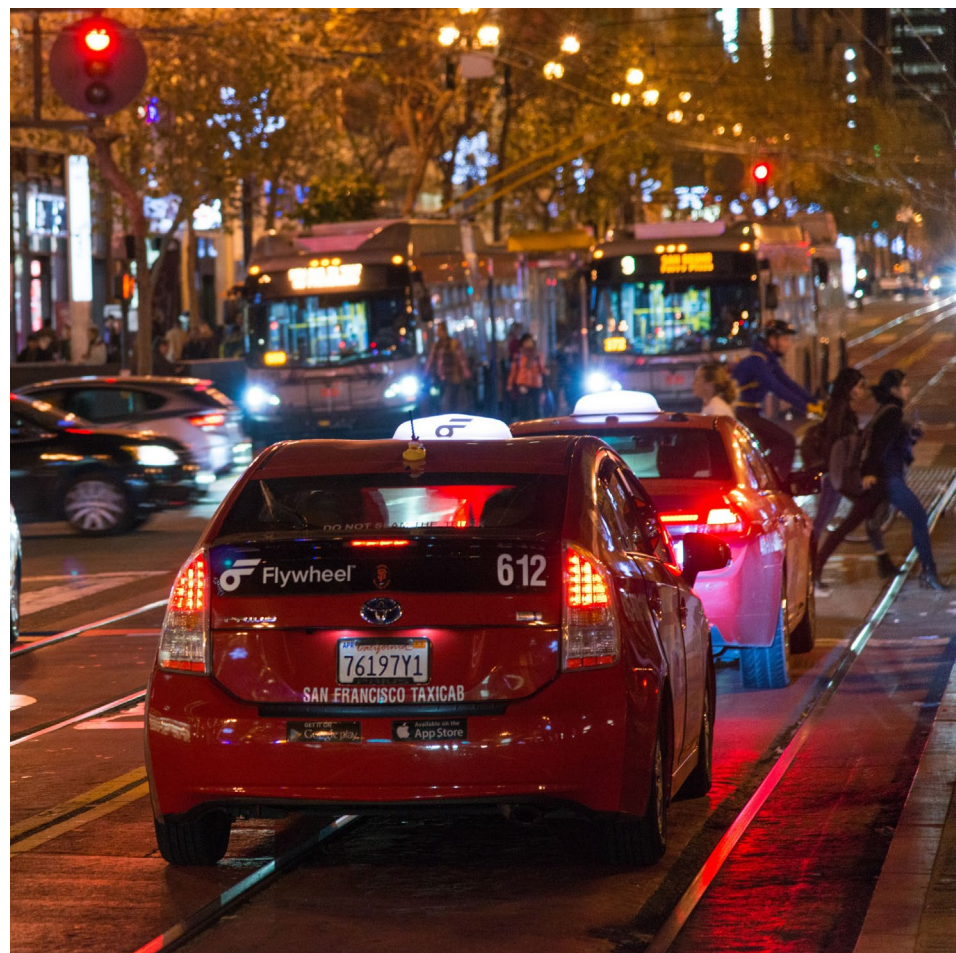
What we heard: Taxi Marketing Campaign

- ❖ Focus on Taxis as small businesses
 - Both taxi drivers and medallion holders
- ❖ Request to advertise on more platforms
 - Instagram, Facebook, and Twitter
- ❖ Promote Mobile Apps to hail a taxi
- ❖ Advertise that taxis don't have surge pricing



Timeline

- ❖ Summer 2021
 - Digital Campaign Completed
- ❖ Fall/Winter 2021-22
 - Develop and Launch Phase 2 of Campaign
 - Refine Messaging and Create “Always On” Messaging



Marketing channels

- ❖ Digital
 - Facebook, Twitter, Instagram, Spotify, Google Ads
- ❖ Muni Car Card (in vehicle ads)
- ❖ Emails
- ❖ Blogs
- ❖ Website
- ❖ Local Newspapers
- ❖ Postcards
 - Senior Centers, Medical Offices, YMCA,
- ❖ QR code on Muni car card to the SFMTA web page with content/links for downloading one of the apps



Target Markets

❖ General Public

- Where, when, and how to hail a taxi
- Educate the ride-hailing users of ease of hailing a taxi via Mobile Apps
 - Tourists
 - TNC users
 - Business Professionals
- Ease and convenience of adoption and payment

❖ Seniors



Campaign Messages – General Public

- ❖ Taxi medallion holders and drivers are small business owners who are an integral part of what makes San Francisco unique and contribute to the economic vitality of San Francisco.
 - Use of Red lanes
 - Green taxi fleet
 - Convenience of Mobile Apps to hail a taxi
 - Connect SF with safe, clean, and efficient e-hail taxi service with reliable, trained, and experienced small business professionals



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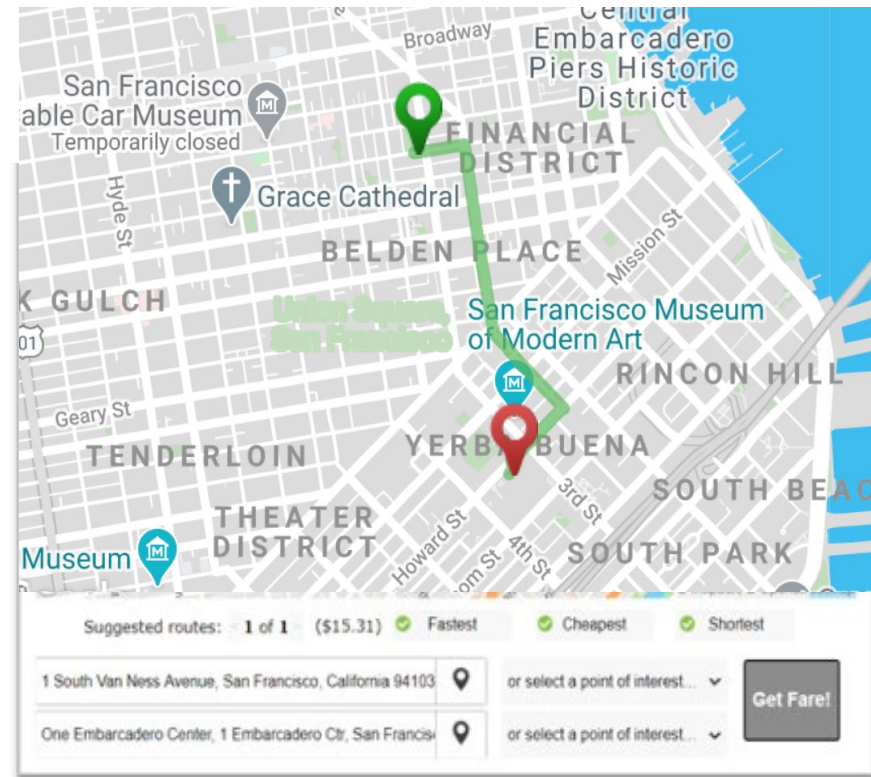
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Upfront Fare Pilot

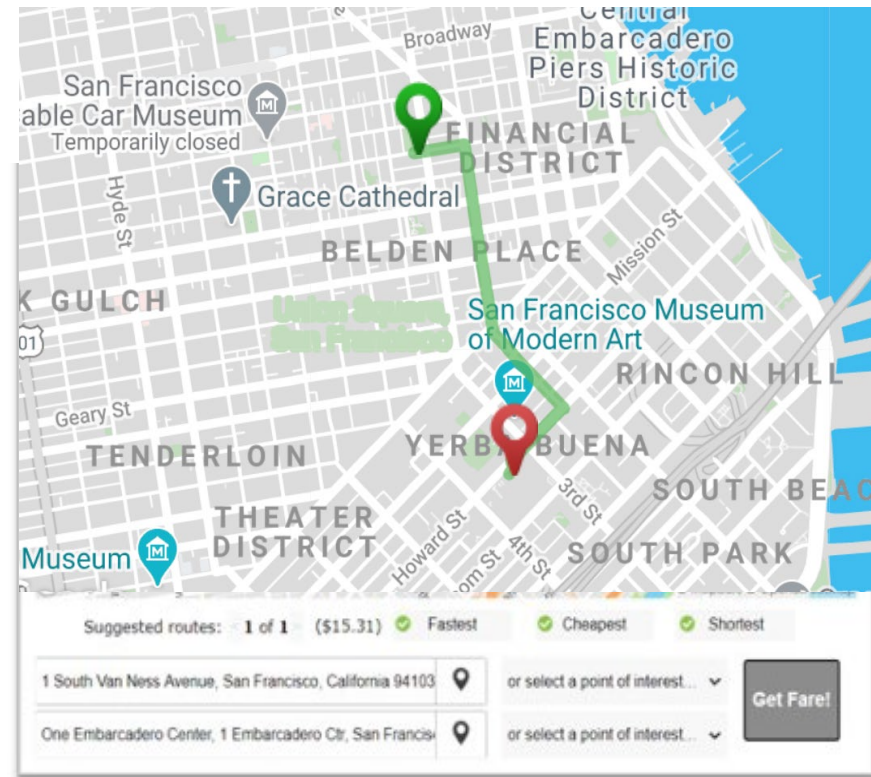
- ❖ Approved by SFMTA Board in September
- ❖ Upfront Fares
 - Estimate trip fare
 - Improve customer service
 - Reduce meter anxiety
- ❖ How are fares determined?
 - Algorithm estimates meter amount
 - Dynamically using live and historical trip data
 - Matches what meter fare would have been



Upfront Fare Pilot Next Steps

❖ Next Steps

- Update SFMTA Application Program Interface (API) to ensure upfront rates match meter rates
- Share draft rules with taxi drivers for feedback
- Continue working with app providers and dispatch services
- Work with Paratransit Broker on integration



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SFO TaxiVQ App Driver Guide

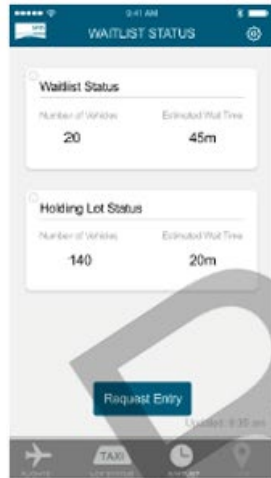
How It Works

STEP 1 LOG IN



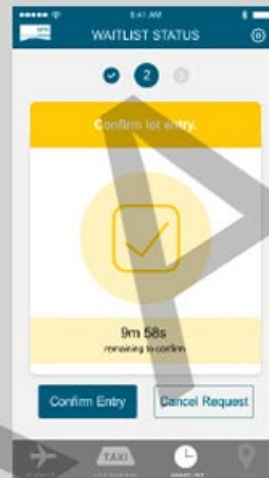
Login using your current **Short App** login, plus the medallion number you're driving that day.

STEP 2 REQUEST



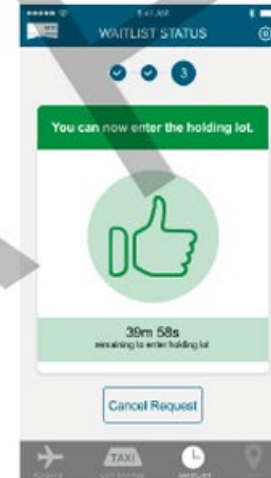
When you are ready to get on the list, tap "Request Entry".

STEP 3 CONFIRM



When it's your turn, you will have 10 minutes to confirm that you're on the way

STEP 4 ARRIVE AT LOTS



You will have 40 minutes after confirming to arrive at the lots. A staff member will check you in.

STEP 5 GET YOUR FARE



You'll quickly be sent to the curb following the same process as today.

SFO TaxiVQ App Driver Guide

How It Works

STEP ① : LOG IN

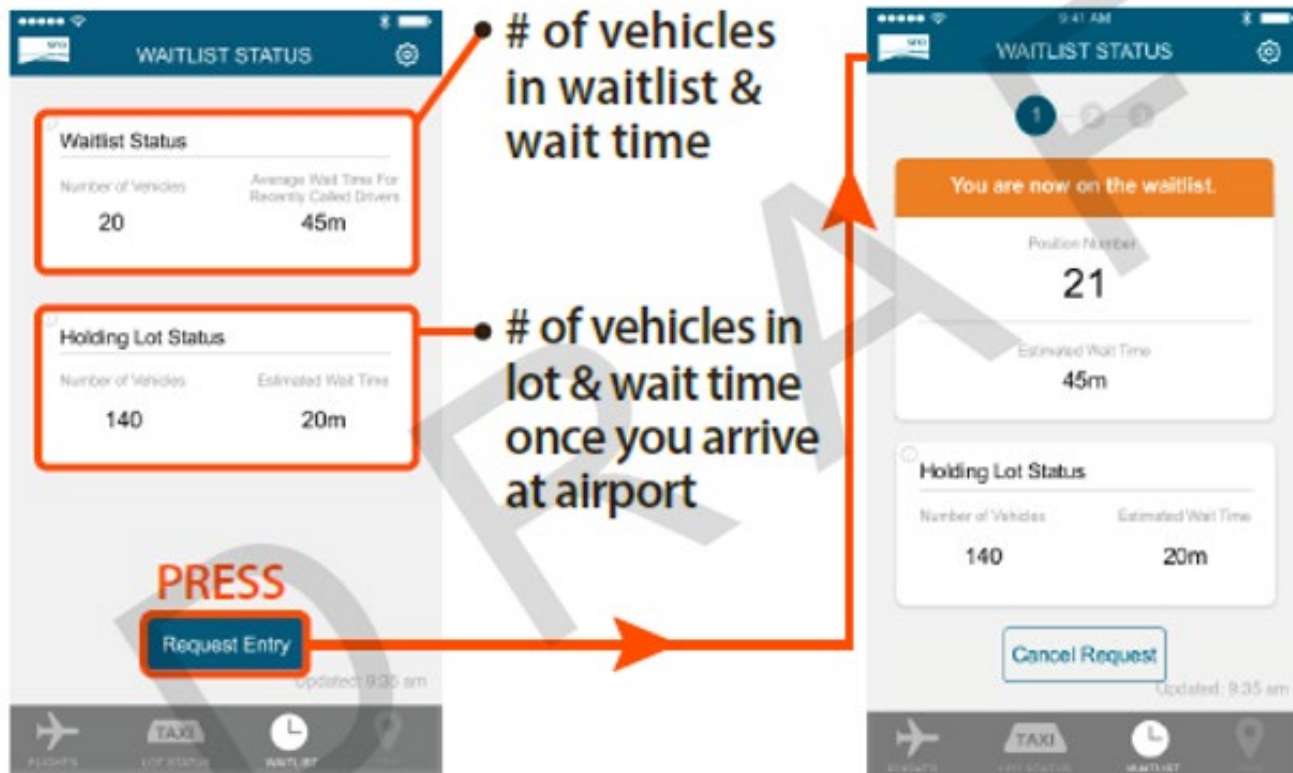


- Use the same username and password as your current **Short App**.
This is tied to your **A-Card number**.
- Enter the medallion you are driving today
(ie: P147)
- **LOG OFF** at the end of your shift
- If driving a **SPARE**: put in P medallion displayed on your vehicle. (ie: P7)
- If driving a **RAMP**: input the Ramp medallion number. (ie: 9411)

SFO TaxiVQ App Driver Guide

How It Works

STEP 2: REQUEST

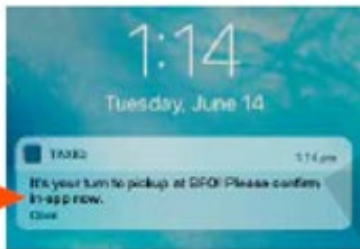


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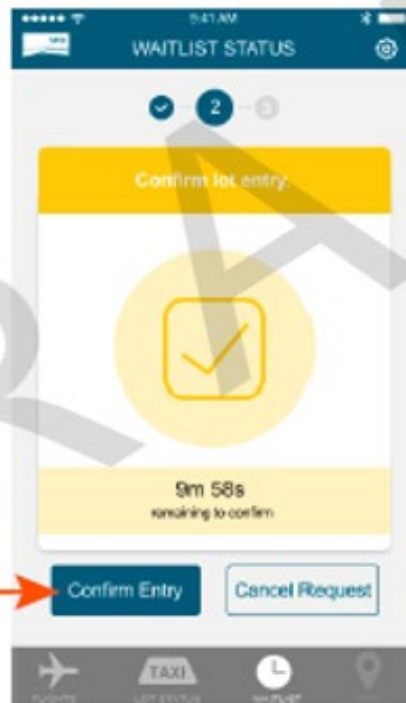
How It Works

STEP ③ : CONFIRM

- When it is your turn, you will get a notification on your home screen.



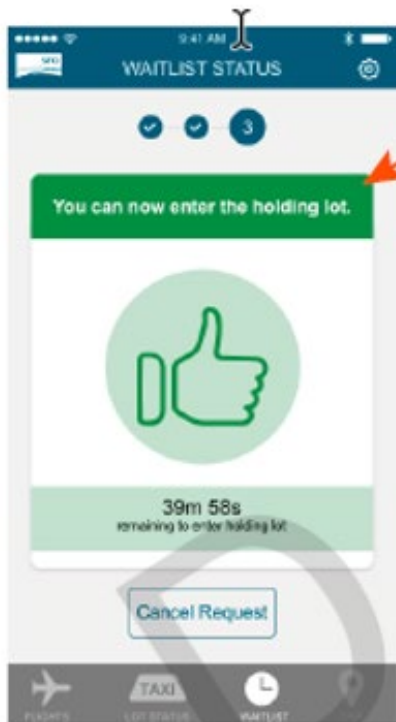
- You will have **10 minutes** to **CONFIRM** you are coming.



SFO TaxiVQ App Driver Guide

How It Works

STEP ④ : ARRIVE AT LOTS

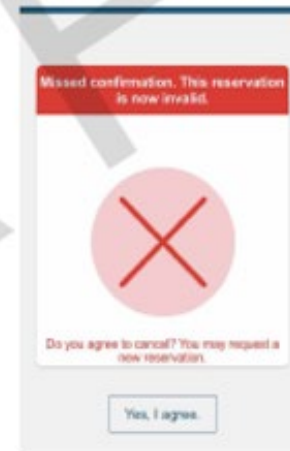


After you press confirm entry, you will have a **40 minute window** to arrive at SFO.

This screen **MUST** be showing on your phone before you're allowed into the lots.

If you take more than 40 minutes to arrive, you will be turned away.

IF YOU MISS THE WINDOW:



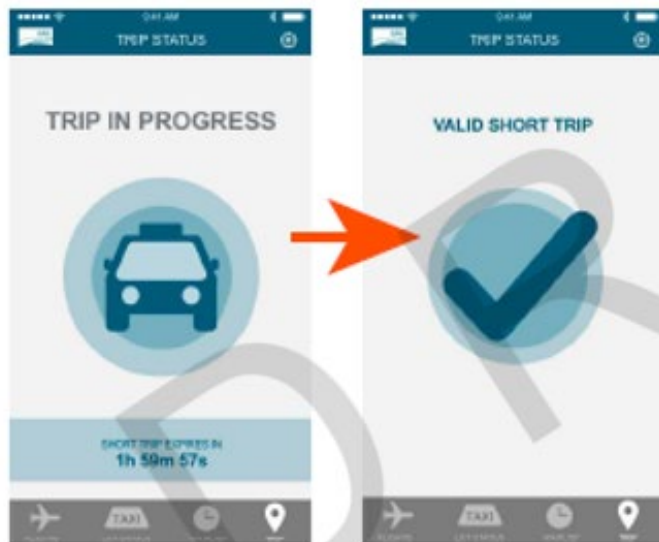
If you accept that you missed the window, hit "Yes, I Agree" and you can make a new request to enter. This screen will also appear if you arrive in a spare cab. Do NOT select "Yes, I agree" in this case. A staff member will assist.

SFO TaxiVQ App Driver Guide

How It Works

SHORT TRIPS:

When you exit SFO, you'll be on a short trip following the same rules as today.



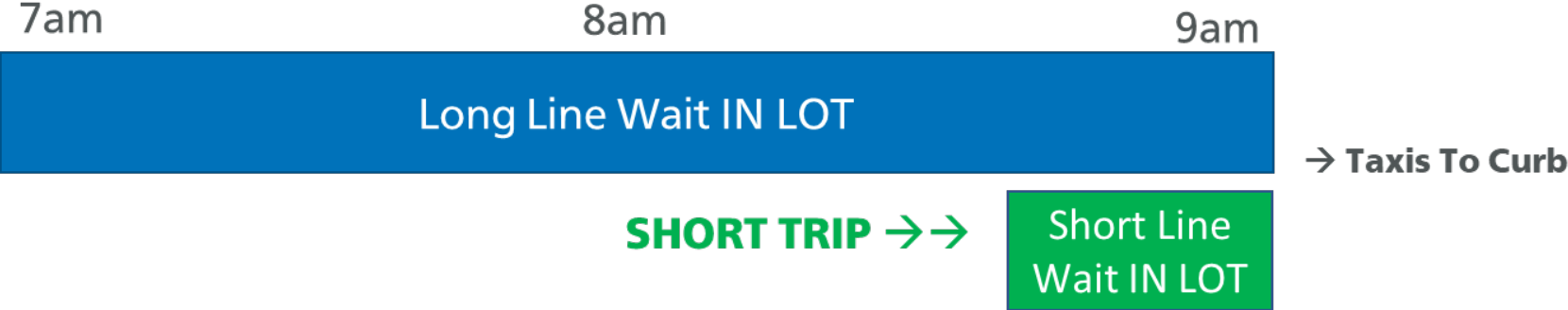
RAMP TAXIS

Ramp Taxis will log in with a "P" followed by their medallion number. Follow steps 1-5.

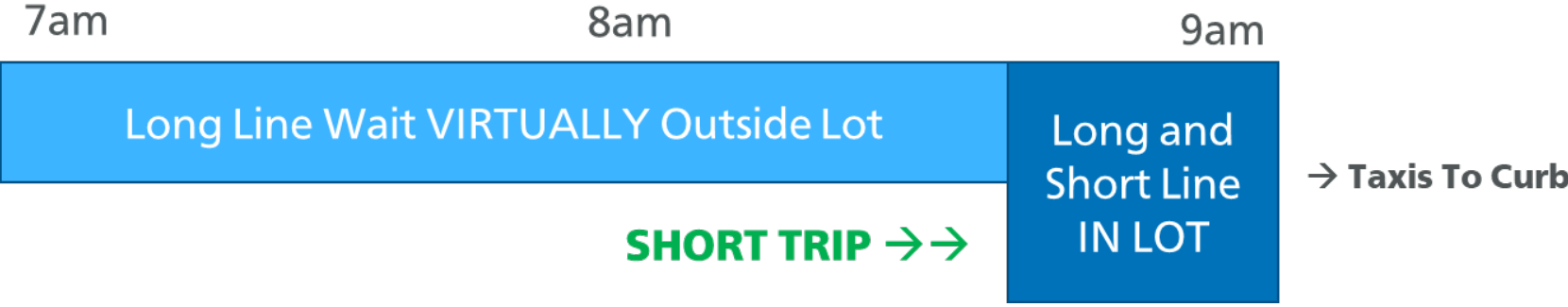
If you meet the SFMTA criteria for wheelchair pickups, you may be given a Short pass. A ramp taxi with a short pass does NOT need to request entry through the app.

Proposed Changes To Short Line

Currently



After App Rollout:



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Medallion Reform Context

- ❖ Jury found SFMTA did not breach lender agreements with the SF Federal Credit Union regarding taxi medallion loans
- ❖ Prior to trial, SFMTA proposed to resolve the litigation with a collaborative program to restructure the medallion program and provide loan relief to medallion holders



Medallion Reform Context

- ❖ Credit Union was not interested in SFMTA's proposal and chose to continue litigation at the time
- ❖ SFMTA cannot lower the \$250,000 price without the lenders' consent
- ❖ BOS passed a resolution urging the Credit Union to collaborate with SFMTA, and consult with Purchased Medallion Holders on reforms



SFMTA Photography Department | sfmta.

Comprehensive Medallion Reform

Goals:

- ❖ Develop collaborative approach to medallion reform with Credit Union
- ❖ Consult with purchased medallion holders
- ❖ Reinvigorate purchased medallion program
- ❖ Transition the medallion sale program from a system that SFMTA facilitates to an open market, with a market-based price that allows for easy entry/exit
- ❖ Simplify taxi medallion market



Comprehensive Medallion Reform

Innovative Ideas from Stakeholders

- ❖ Suggestions from industry to support Purchased Medallion Holders



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