

THIS PRINT COVERS CALENDAR ITEM NO.: 11

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Taxis, Access & Mobility Services

BRIEF DESCRIPTION:

Amending Transportation Code, Division II, Article 1100, Section 1124(b)(5) to authorize the Director of Transportation to extend the Taxi Upfront Fare Pilot Program to a date no later than June 30, 2025, amending Section 1113(m) to authorize the Director of Transportation to establish security camera standards, amending Section 1114(f) to authorize the Director of Transportation to revise standards related to Electronic Trip Data and integration with the Electronic Taxi Access System, and other non-substantive clean up, including minor grammatical fixes.

SUMMARY:

- On September 7, 2021, the SFMTA Board amended Transportation Code, Division II, Article 1100, Section 1124 to authorize the Director of Transportation to establish a pilot project for taxi upfront fares to test the concept of providing taxi customers with a flat rate fare estimate through a Taxi E-Hail application (app).
- On April 5, 2022, the SFMTA Board approved the expansion of the taxi upfront fare pilot to allow Taxi E-Hail applications to dispatch trips that originate with third-party entities, which may offer upfront fares that are not based on Taximeter rates.
- The Taxi Upfront Fare Pilot (Pilot) [application process launched on August 5, 2022](#) and service under the Pilot began on November 9, 2022 and is authorized for a one-year term from the service start date. Pilot trips have ramped up gradually in part because they require extensive technical development of taxi apps including integration with third-party entities.
- Staff is requested that the SFMTA Board extend the term of the Pilot to allow more time for the service to operate and for staff to analyze and measure the outcomes.
- In an ongoing effort to reform the taxi regulations, staff is also requesting that the Board delegate authority to the Director of Transportation to establish Security Camera standards and revise Electronic Trip Data standards.

ENCLOSURES:

1. SFMTAB Resolution
2. Transportation Code Division II amendment

APPROVALS:

DIRECTOR  _____

SECRETARY  _____

DATE

September 13, 2023

September 13, 2023

ASSIGNED SFMTAB CALENDAR DATE: September 19, 2023

PURPOSE

Amending Transportation Code, Division II, Article 1100, Section 1124(b)(5) to authorize the Director of Transportation to extend the Taxi Upfront Fare Pilot Program to a date no later than June 30, 2025, amending Section 1113(m) to authorize the Director of Transportation to establish security camera standards, amending Section 1114(f) to authorize the Director of Transportation to clarify standards related to Electronic Trip Data and integration with the Electronic Taxi Access System, and other non-substantive clean up, including minor grammatical fixes.

STRATEGIC PLAN GOALS & TRANSIT FIRST POLICY PRINCIPLES

This action supports the following Strategic Plan Goals:

- 4. Make streets safer for everyone.
- 5. Deliver reliable and equitable transportation services.

This action supports the following Transit First Policy Principles:

- 1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.
- 2. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.
- 3. Decisions regarding the use of limited public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit, and shall strive to reduce traffic and improve public health and safety.

DESCRIPTION

The Taxis, Access & Mobility Services Division of the San Francisco Municipal Transportation Agency (SFMTA) is responsible for the regulation of the private businesses that make up the San Francisco taxi industry, including qualifying and licensing permit holders, monitoring regulatory compliance, and administering discipline for regulatory violations.

The proposed legislation is part of an ongoing effort to reform and modernize taxicab rules and regulations to ensure a high standard of public safety, consumer protection and customer service while updating requirements to better allow innovation and competition. The proposed Transportation Code amendments would extend the current Taxi Upfront Fare Pilot, allowing more time to test the Pilot and analyze the outcomes, as well as authorize the Director of Transportation to establish Security Camera and revise the Electronic Trip Data requirements.

BACKGROUND

In [September 2021](#), the SFMTA Board of Directors authorized the Director of Transportation to create a one-year Upfront Fare Pilot Program (Pilot) to allow taxi E-Hail application providers to offer taxi customers the ability to book a taxi trip through the Taxi E-Hail app and pay a flat rate fare in advance of the trip, instead of paying the Taximeter amount at the end of the trip. Under the Pilot, the upfront fare offered to taxi customers through the Taxi E-Hail app is based on the estimated Taximeter and should closely match the cost to the customer of a fare based on the Taximeter rate.

The Pilot allows taxi customers to book a ride through a Taxi E-Hail app and pay the upfront fare in advance of the trip or book a trip through the app and pay the fare at the end of the trip. Allowing the taxi industry to provide customers with an upfront fare can potentially eliminate the price uncertainty and “meter anxiety” that some riders may experience, while allowing the taxi industry to evolve and offer services that align with current trends within the for-hire transportation industry.

Subsequent to SFMTA Board approval in September 2021, during the development of Pilot program rules, taxi industry stakeholders requested that the SFMTA allow Taxi E-Hail app providers to dispatch trips that originate with third-party entities (e.g., entities that do not operate under permits issued by the SFMTA), which may offer upfront fares that are not based on Taximeter rates. This requested expansion of the Pilot program required an amendment to the Transportation Code, which was approved by the SFMTA Board in [April 2022](#). Allowing additional price flexibility for trips generated by third-party entities and dispatched through E-Hail apps is intended to increase the number of taxi trips and allow taxis to be more competitive in the for-hire transportation marketplace.

The Upfront Fare Pilot allows two types of trips:

1. **Taxi Pilot Trips** have the following characteristics:
 - originates with a customer requesting a ride through a Taxi E-Hail App
 - driver is dispatched by a Taxi E-Hail App
 - ride is provided by a permitted San Francisco taxi driver in a permitted San Francisco taxi vehicle
 - upfront fare payment is based on the estimated Taximeter amount

2. **Third-Party Pilot Trips** have the following characteristics:
 - originates with a customer requesting a ride through a third-party entity (Third-Party Provider)
 - ride is transferred to a Taxi E-Hail App
 - driver is dispatched by a Taxi E-Hail App
 - ride is provided by a permitted San Francisco taxi driver in a permitted San Francisco taxi vehicle

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- upfront fare is **not** required to be based on the estimated Taximeter amount

Uber is currently the only approved Third-Party Provider and is partnering with Flywheel Technologies under the Pilot. An example of a Third-Party Pilot Trip is as follows:

An UberX customer requests a trip through the Uber app in San Francisco. If a participating taxi is the closest vehicle to that customer, the customer is notified that a taxi will be dispatched to service their trip. The customer has the option of cancelling the trip or requesting a different driver. If the trip is provided, the customer pays the UberX rate for that trip.

Taxi drivers have the option to opt out of providing Third-Party Trips with no penalty. They may opt out for all Third-Party Trips, they may choose to opt out of servicing those trips for a day/shift, and they have the choice to decline or accept on a trip-by-trip basis. Prior to deciding whether to accept a trip, drivers are informed of the pick-up location, drop-off location and they will know the amount they will earn for servicing the trip. The taxi driver can make an informed choice about providing the trip.

Taxi Upfront Fare Pilot Goals: Desired Outcomes

The SFMTA has established six main goals for the Pilot:

1. Improve taxi customer service by:
 - Offering upfront fare estimates and bookings through Taxi E-Hail Apps
 - Relieving meter anxiety for customers by providing price certainty for taxi trips
 - Allowing customers to price shop for similar on-demand services
2. Increase taxi trips
3. Maintain a consistent level of service for traditional taxi trips, including Paratransit taxi trips
4. Increase taxi drivers' fare revenue
5. Increase the number of permitted taxi drivers offering service to the public
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rates

Taxi Upfront Fare Pilot Metrics: Measuring Success

The SFMTA requires Pilot participants to submit various types data, including Taxi Pilot Trips and Third-Party Pilot Trips, driver fare income, and other relevant datasets to help measure the success of the Pilot in meeting the stated goals. Staff may also use the data to identify potential areas for improvement, assess participant compliance, and to update program criteria and processes. Some metrics do not have a specific numeric target, but rather, describe the data that will be collected. Since the Pilot is novel, there may be multiple variables associated with an enumerated metric, showcasing the importance of identifying associations or trends within the

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Pilot and the data itself. The metrics may be updated during the Pilot term, depending on staff assessment and key stakeholder feedback.

A full description and analysis of the metrics for the first half of the Pilot term can be found in the Taxi Upfront Fare [first quarter report and second quarter report](#).

Pilot Launch

The Pilot launched on November 9, 2022 with two approved participants: Flywheel Technologies and Arro. Flywheel Technologies provides Taxi E-Hail app services to SF Centralized Dispatch Service, which serves the following taxi companies: Flywheel, ABC Taxicab, Alliance Cab, Eco-Taxi, Flywheel Taxi, Fog City Cab, Lucky Cab, Max Cab, National Cab, Regents Cab, San Francisco Super Cab, USA Cab and Veterans Cab. Flywheel Technologies is approved to provide both Taxi Pilot Trips and Third-Party Pilot Trips. Arro provides Taxi E-Hail app services to SF Taxi Dispatch, which serves SF Taxi Cab Company and Comfort Cab Company. Arro was only approved for Taxi Pilot Trips and has only provided a handful of these trips.

YoTaxi provides Taxi E-Hail app services to Yellow Cab Dispatch, which serves Yellow Cab Company, American Taxicab, SF Taxi, Metro Cab and Green Cab taxi service providers. YoTaxi was conditionally approved, pending full compliance with the Pilot's data integration requirements, but has yet to achieve full compliance and therefore is not yet participating in the Pilot.

The Pilot service launched on November 9, 2022, and data collection for reporting purposes began December 1, 2022. The first two quarterly reports, covering the period from December 1, 2022 – May 31, 2023, have been issued, and staff expects the third quarterly report to be issued later this fall. Given the benefit of taxi industry feedback, staff generally prefers to release the report after each taxi quarterly outreach meeting.

Overall, the Pilot experienced a slow start due to many technical issues, including the need to update the upfront fare estimate algorithm based on the Taximeter rate increase, which went into effect in mid-November 2022, shortly after the launch of the Pilot. Flywheel Technologies is the only Taxi E-Hail App currently participating. The level of technical integration required for Pilot trips is significant and the SFMTA Data Analytics team meets regularly with Flywheel Technologies to provide integration support and to work through any challenges.

During the first two quarters of the Pilot launch, Flywheel Technologies ensured the data integration for Third-Party Pilot Trips was functioning properly and that the data stream provided to the SFMTA properly tracked the required data fields. The SFMTA Data Analytics

team spent significant time ensuring that the data received as part of the Pilot was accurately labeled, establishing internal dashboards for data review and analysis, and reviewing the data for proper validation.

In addition to the technical issues associated with data integration, Flywheel requires that drivers undergo a training process before they can participate in the Pilot. This was a factor that contributed to a slower Pilot rollout.

As part of SFMTA's ongoing commitment to transparency, staff holds quarterly Taxi Outreach meetings, shares data and updates on the Pilot's status, and solicits feedback regarding the Pilot. Some of the key Pilot rules were developed in response to taxi industry feedback, for example, the requirement that drivers have the option to opt out of providing Pilot trips without any penalty. Staff also attended the SFMTA's Citizen's Advisory Council (CAC) at the May 4, 2023 meeting, to report on the results of the first quarter of the Pilot. The feedback from the taxi industry and the CAC has been very helpful and has resulted in clarifications to metrics and further refining of the analyses, particularly to attempt to better understand and explain the benefits of the Pilot. Staff will continue to hold quarterly meetings with the taxi industry.

A quick snapshot of key data points during the first two quarters of the Pilot shows the following:

- 52,473 total number of Pilot trips provided
 - 10,834 Pilot trips provided in Q1
 - 41,639 Pilot trips provided in Q2
 - Third-Party Trips comprise 85% of the total Pilot trips provided and Taxi Pilot Trips comprise 15%
 - Pilot trips comprised 2.1% of total Taxi trips in Q1
 - Pilot trips comprised 7.3% of total Taxi trips in Q2
 - App-based trip requests account for 11.7% of all hail types in Q2
- A total of 378 drivers participated in the Pilot, notably increasing 37% from Q1 to Q2
 - Active taxi drivers increased by 6.8% as compared to the number of active drivers over the same six-month period from the previous year
 - Drivers who service Third-Party Pilot trips earn on average 23.8% more in monthly fare revenue than drivers who do not service those types of trips
 - Drivers who provide Third-Party Pilot Trips earn an average of \$1,430 per month from those trips alone, and it increased 60% from Q1 (\$1,093) to Q2 (\$1,767)
 - Flywheel Color Scheme experienced the biggest increase in active drivers in Q2 of the Pilot as compared to the same period during the prior year:
 - Flywheel Taxi = 45.5% increase (from 222 to 323)
 - Yellow Cab = 2.3% increase (from 400 to 409)
 - San Francisco Taxicab = 26.4% increase (from 121 to 153)

- An analysis of the geographic distribution of Third-Party Pilot Trips indicates that these trips are helping to extend the density of taxi pick-ups to outer neighborhoods in San Francisco that have historically been underserved by the taxi industry
- The relative proportion of paratransit taxi trips to all taxi trips before and during the first half of the Pilot term has remained fairly consistent and there have not been an increase in paratransit taxi complaints attributed to the Pilot.

Although the Pilot has been slower to fully ramp up than anticipated, particularly for the Taxi Pilot Trips, the data show some promising trends as noted above, particularly in comparing the growth in trips, driver participation and earnings from Q1 to Q2 of the Pilot term. Staff is requesting the SFMTA Board extend the Pilot to June 30, 2025, to allow more time for full ramp up and service delivery. The term extension will provide the needed time to continue data collection and analysis so that SFMTA can measure the Pilot's success with our stated goals and metrics. This extended timeframe will allow for more robust data analysis and the ability for staff to conduct a year-over-year comparison within the Pilot term. This is important due to the seasonal nature of taxi service. Currently, staff is analyzing and reporting on the Pilot outcomes both as compared to the year prior to the Pilot launch and from Q1 to Q2 of the Pilot term. This allows staff and the public to understand the data in these two contexts. By extending the Pilot term, staff will be able to compare the Pilot outcomes for the same period from one year to the next within the Pilot. For example, within the current term, staff has analyzed data from Q2 to Q1, but because there are seasonal differences in service between those two quarters, an additional comparison between Q1 of the Pilot during the first year of service as compared to Q1 of the second year of service will allow for more robust understanding of the Pilot.

During the first two quarters of the Pilot, the SFMTA data analysis team worked with Yellow Cab Company to provide technical assistance in support of their ability to achieve full compliance with the data requirements. Yellow Cab is currently on the cusp of achieving full compliance and the Pilot term extension would allow time for Yellow to participate in the Pilot. This is important from a customer service perspective, as Yellow has the highest number of affiliated medallions as compared to other Color Schemes.

The term extension will also allow for a transition to the fiscal year timeframe, which provides an administrative benefit for staff managing the Pilot. If the SFMTA Board approves the request to extend the Pilot, Staff will continue to track and analyze Pilot metrics and report quarterly to the SFMTA Board, as well as other key stakeholders.

Proposed Transportation Code Revisions

Article 1100

Section 1102. DEFINITIONS.

Staff is proposing a non-substantive amendment to update the term from Electric Taxi Access System to Electronic Taxi Access System.

Section 1113. TAXI AND RAMP TAXI EQUIPMENT REQUIREMENTS.

Staff is proposing to amend Section 1113 to authorize the Director of Transportation to establish security camera requirements. Given the pace of technological change, delegating authority to the Director of Transportation to establish technical requirements will provide the ability to address changing conditions more efficiently. If approved, prior to the promulgation of these technical requirements, staff will solicit feedback from taxi industry stakeholders on proposed standards. This is a critical component of the development of any new standards, and the taxi industry provides important expertise that the SFMTA staff values.

Section 1114. RECORDS AND REPORTING REQUIREMENTS APPLICABLE TO PERMIT HOLDERS.

In preparation for the anticipated transition to the internationally-established Mobility Data Standards (MDS), which provides a standard data specification so that taxis and other mobility services can integrate to one standard across multiple jurisdictions, staff is proposing that the ability to specify data standards be delegated to the Director of Transportation. Authorizing the Director of Transportation to upgrade data standards will allow for more responsiveness in this technical area. Staff is also proposing that certain data requirements in Section 1114 be clarified in some cases or deleted in others. Staff will solicit feedback and work with the taxi industry regarding the data standards and the transition to MDS.

Section 1124. TAXI FARES AND FEES, GATE FEES.

Staff is proposing that Section 1124(b)(5) be amended to: (1) extend the Pilot Program to a date no later than June 30, 2025

STAKEHOLDER ENGAGEMENT

Stakeholder engagement is an important part of SFMTA's development of the Pilot rules, the data analysis in the quarterly reports, and the on-going status of the Pilot. In the quarterly Taxi Outreach meetings, the taxi industry provides valuable input and insights and staff considers all feedback and in many cases has refined the analysis based on industry comments. Specifically, staff has worked hard to more specifically attribute outcomes to the Pilot and acknowledge external contextual factors that pertain to specific metrics, such as the taximeter rate in relation to an overall increase in taxi driver fare revenue.

ALTERNATIVES CONSIDERED

The SFMTA staff considered allowing the Pilot to sunset at the end of the one-year term, but that would not allow for a full understanding of the Pilot outcomes. Staff also considered requesting an extension of the Taxi Pilot Trips but not the Third-Party Trips but is not proposing this option because it would limit the number of Pilot trips to drivers that choose to participate and likely decreasing their monthly earnings. And finally, staff considered requesting a one-year time period for the extension, but this was considered an inadequate time period given the slow ramp up and the potential addition of Yellow Cab Cooperative as a Pilot participant.

FUNDING IMPACT

The proposed Transportation Code amendments will not have an impact on SFMTA revenue.

ENVIRONMENTAL REVIEW

On August 22, 2023, the SFMTA, under authority delegated by the Planning Department, determined that the proposed Transportation Code amendments are not a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b).

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

The City Attorney has reviewed this report.

No other approvals are required.

RECOMMENDATION

Amending Transportation Code, Division II, Article 1100, Section 1124(b)(5) to authorize the Director of Transportation to extend the Taxi Upfront Fare Pilot Program to a date no later than June 30, 2025, amending Section 1113(m) to authorize the Director of Transportation to establish security camera standards, amending Section 1114(f) to authorize the Director of Transportation to clarify standards related to Electronic Trip Data and integration with the Electronic Taxi Access System, and other non-substantive clean up, including minor grammatical fixes.

RESOLUTION NO.
SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The SFMTA would like to reform and modernize taxicab rules and regulations to ensure a high standard of public safety and customer service while updating requirements to better allow innovation and competition; and,

WHEREAS, On September 7, 2021, the SFMTA Board of Directors approved an Upfront Fare Pilot Program (Pilot) to test upfront fare concept which would provide customers a set fare in advance of a trip based on estimated meter rate; and,

WHEREAS, On April 5, 2022, the San Francisco Municipal Transportation Agency Board of Directors amended the Transportation Code, Division II, Article 1100, Section 1124(b)(5) to expand the Taxi Upfront Fare Pilot Program to allow Taxi E-Hail applications to dispatch trips that originate with third-party entities, which may offer upfront fares that are not based on Taximeter rates and extend the implementation date of the Pilot by 90 days; and,

WHEREAS, Service under the Pilot launched on November 9, 2023 and the term is valid for one year; and,

WHEREAS, The Pilot has been slow to ramp up but has demonstrated benefits during the first two quarters that meet stated Pilot goals, such as increasing taxi trips and increasing driver income; and,

WHEREAS, The ability to establish technical requirements regarding security cameras in taxi vehicles in an efficient manner at an administrative level, in consultation with the taxi industry, is an important aspect of the SFMTA's oversight of the taxi industry; and,

WHEREAS, The ability to revise technical standards regarding the provision of data by Dispatch Services at an administrative level, in consultation with the taxi industry, in preparation to transition to the Mobility Data Standards specification, is an important aspect of the SFMTA's oversight of the taxi industry; and,

WHEREAS, The California Environmental Quality Act (CEQA) applies to "projects" that have the potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect change in the environment; and,

WHEREAS, On August 22, 2023, the SFMTA, under authority delegated by the Planning Department, determined that the proposed Transportation Code amendments are not a "project" under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

RESOLUTION NO.

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; and be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors amend Transportation Code, Division II, Article 1100, Section 1124(b)(5) to authorize the Director of Transportation to extend the Taxi Upfront Fare Pilot Program to a date no later than June 30, 2025, amending Section 1113(m) to authorize the Director of Transportation to establish Security Camera standards, amending Section 1114(f) to authorize the Director of Transportation to revise standards related to Electronic Trip Data and integration with the Electronic Taxi Access System, and other non-substantive clean up, including minor grammatical fixes.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of September 19, 2023.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

[Transportation Code – Regulation of Motor Vehicles for Hire]

Resolution amending the Transportation Code to authorize the Director of Transportation to establish criteria for taxi security camera specifications, clarify the requirements related to the transmission of electronic taxi trip data and authorize the Director to establish additional electronic data transmission requirements, and extend the duration of the Upfront Fare Pilot Program to July 1, 2025.

NOTE: Additions are single-underline Times New Roman; deletions are ~~strike-through Times New Roman~~.

The Municipal Transportation Agency Board of Directors of the City and County of San Francisco enacts the following regulations:

Section 1. Article 1100 of Division II of the Transportation Code is hereby amended by revising Sections 1102, 1113, 1114, and 1124, to read as follows:

SEC. 1102. DEFINITIONS.

For purposes of this Article 1100, the following words and phrases shall have the meanings set forth below:

* * * *

“**Electronic Taxi Access System**” shall mean a data collection software system for the real-time reporting of all required Electronic Trip Data.

* * * *

SEC. 1113. TAXI AND RAMP TAXI EQUIPMENT REQUIREMENTS.

* * * *

(m) **Security Cameras.** ~~(1)~~—All Taxis and Ramp Taxis shall be equipped with an operational security camera. The camera model year may not be older than ten calendar years. All cameras shall meet criteria established by the Director of Transportation.

* * * *

SEC. 1114. RECORDS AND REPORTING REQUIREMENTS APPLICABLE TO PERMIT HOLDERS.

* * * *

(f) Additional Requirements Applicable to Dispatch Services.

(1) **Electronic Trip Data.** Each Dispatch Service Permit Holder shall implement a system or enhance an existing system to generate Electronic Trip Data in a format approved by the SFMTA for all affiliated vehicles. Such system must, at a minimum, archive all taxi trip data for at least five years, produce data that can generate reports using commonly available database and spreadsheet software, and record the following information:

(A) Driver's identification established by authentication through Driver's license swipe or other secure system;

(B) Date of shift;

(C) Vehicle number, vehicle license number, and vehicle status (available or hired);

(D) Medallion number (manually entered);

~~(E) Number of passengers on each trip (manually entered);~~

~~(E)~~ GPS-generated origin, incremental, destination coordinates of each trip;

~~(G)~~ The fare for each trip including applicable fees charged and method of payment, which may include, but shall not limited to, the following: cash, credit card, debit card, voucher, and mobile payment;

~~(H)~~ The ~~mileage for~~ distance traveled for each trip; and

~~(I)~~ The total number of trips for each shift;

~~(J)~~ The local time of hire and discharge for each trip;

~~(K)~~ The starting and ending times and total hours of each shift.

(2) Integration with Electronic Taxi Access System.

(A) Each Dispatch Service Permit Holder shall implement a system or extend an existing system to integrate and exchange Electronic Trip Data with the Electronic Taxi Access System.

(B) Each Dispatch Service Permit Holder shall use systems to share Electronic Trip Data in real-time. ~~As Drivers start their daily shift~~ operate the vehicle, systems used by Dispatch Service Permit Holders shall exchange taxi trip data including, but not be limited to, the Driver, vehicle, date/time of the trip, and origin and destination location with the Electronic Taxi Access System. The data exchanged with the Electronic Taxi Access System shall be transmitted in accordance with data specifications set forth by the Director of Transportation. ~~company, Driver, vehicle, and day/time data with the Electronic Taxi Access System. As Drivers begin and end trips, systems used by Dispatch Service Permit Holders must share pick-up location, real-time telemetry during the trip, destination location, and fare payment data, not including personal customer information. As Drivers end their daily shift, systems used by Dispatch Service Permit Holders shall exchange company, Driver, vehicle, and day/time data with the Electronic Taxi Access System.~~

(C) The systems used by Dispatch Service Permit Holders shall ~~transmit Electronic Trip Data to the Electronic Taxi Access System at a periodic rate. The transmission rate must be configurable with a default setting of every six seconds~~ meet the data standards specified by the Director of Transportation.

(3) **Service Report.** All Dispatch Services must provide the SFMTA with dispatch service reports upon request and in a format approved by the SFMTA.

* * * *

SEC. 1124. TAXI FARES AND FEES; GATE FEES.

* * * *

(b) Taxi Fares.

* * * *

(5) **Establishment of Upfront Fare Pilot Program.** By no later than August 5, 2022, the Director of Transportation shall create ~~an one-year~~ Upfront Fare Pilot Program (“Pilot Program”) intended to test the concept of providing customers with a flat rate fare estimate through an e-hail application. The Pilot Program shall expire on July 1, 2025. Under the Pilot Program, the customer will have the option of choosing the advance, upfront fare or paying for the trip based on the meter amount. The upfront fare estimate will be calculated using an algorithm based on trip distance and time.

* * * *

Section 2. **Effective Date.** This resolution shall become effective 31 days after enactment. Enactment occurs when the San Francisco Municipal Transportation Agency Board of Directors approves this resolution.

Section 3. Scope of Resolution. In enacting this resolution, the San Francisco Municipal Transportation Agency Board of Directors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, letters, punctuation marks, charts, diagrams, or any other constituent parts of the Transportation Code that are explicitly shown in this resolution as additions or deletions in accordance with the "Note" that appears under the official title of the resolution.

APPROVED AS TO FORM:
DAVID CHIU, City Attorney

By: _____
STEPHANIE STUART
Deputy City Attorney

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I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of September 19, 2023.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency