



SFMTA



Taxi Upfront Fare Program

SFMTA Citizens' Advisory Council // March 6, 2025

**Help support our taxi drivers in
providing more rides,
serving outer neighborhoods, and
earning additional income**

Recommendation: make Upfront Fare Pilot permanent

- ❖ Allow mobile taxi apps to display and book upfront fares and other transportation apps to refer rides to local taxis
- ❖ Requesting feedback on policy issue

Important Role of the Taxi Industry

SFMTA's regulatory framework allows the taxi industry to innovate and compete, while maintaining safety and consumer protection.

- ❖ Safety requirements
- ❖ Clean fleet: majority clean air vehicles
- ❖ Equity
 - Safety net service
 - Required to serve all neighborhoods
 - Does not require smart phone or credit card
 - Regulated fares
 - Serves seniors and people with disabilities



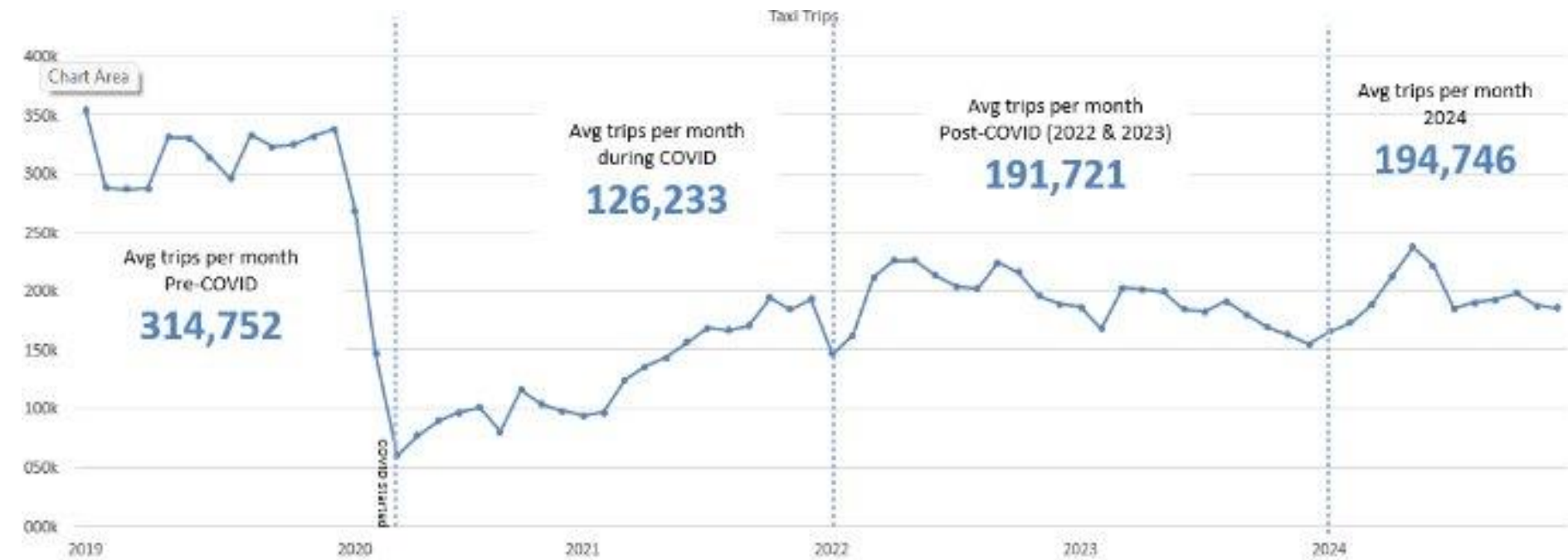
SF Taxi Industry: February 2025

- ❖ 15 taxi companies
- ❖ 3 dispatch services
- ❖ 850+ active medallions
- ❖ 2,250+ active drivers
- ❖ 4 e-hail apps

SF Dispatch Services

Dispatch Service	E-Hail Mobile App	Color Scheme	Total	Total Number of Medallions
SF Taxicab Dispatch	Arro	SF Taxi	134	134
SF Centralized Dispatch (Flywheel)	Flywheel	Alliance Cab	2	446
		ABC Taxicab	1	
		Crown Cab	1	
		Eco Taxi	24	
		Flywheel Taxi	242	
		Fog City Cab	29	
		National Cab	34	
		Regents Cab Company	24	
		San Francisco Super Cab	19	
		USA Cab	43	
		Veterans Cab	27	
Yellow Cab Dispatch	Curb	American Cab	2	306
	YoTaxi	Green Cab	9	
		Yellow Cab of San Francisco	295	
			Total	886

Trends in Taxi Trips



Key Efforts to Support the Taxi Industry

- ❖ ~18% Taximeter rate increase November 2022
- ❖ Waived all taxi-related fees from FY20 – FY24 (estimated over \$11M in savings for taxi industry)
- ❖ Taxi marketing campaign, including Reels
- ❖ Established the Essential Trip Card (ETC) program
- ❖ Increased Paratransit Taxi tip in response to taxi industry
- ❖ Expanded taxi stands

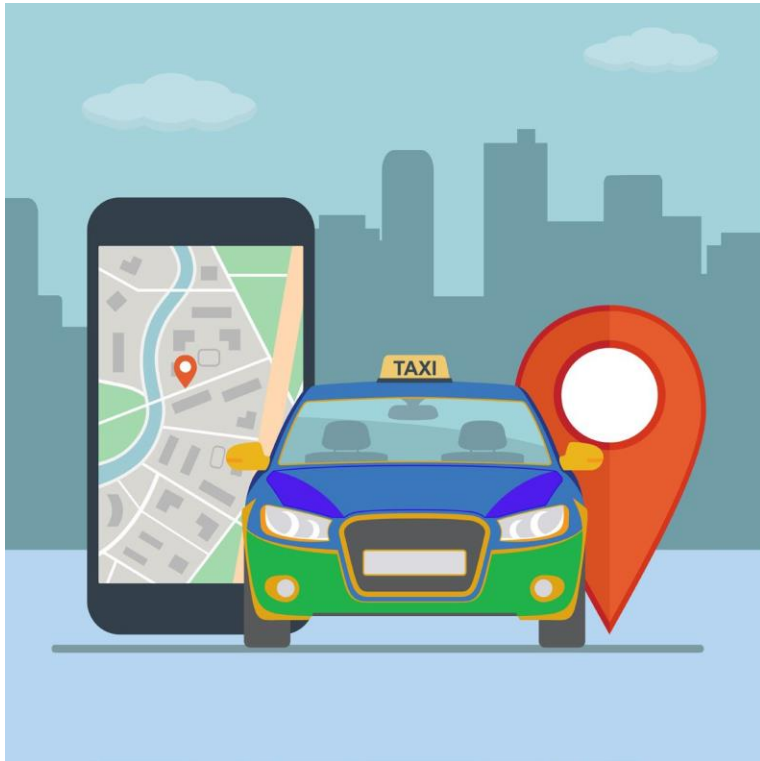


Essential Trip Card (ETC) Program



- ❖ Subsidized taxi program for seniors and people with disabilities to complete essential trips
- ❖ Launched in April 2020 to complement Muni core service for seniors and people with disabilities
- ❖ Over 8,500 registered ETC riders
- ❖ Over 400,000 trips have been provided and \$5.2M expended since program inception

Taxi Upfront Fare Pilot



- ❖ Launched November 9, 2022
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Voluntary program for drivers
- ❖ Pilot allows both upfront pricing for **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ Pilot expires June 30, 2025
- ❖ SFMTA has issued interim guidance and rule changes as needed

Two Types of Upfront Fare Trips: Taxi Pilot & Third-Party

Taxi Pilot Trips originate with a customer requesting a ride through a Taxi E-Hail App

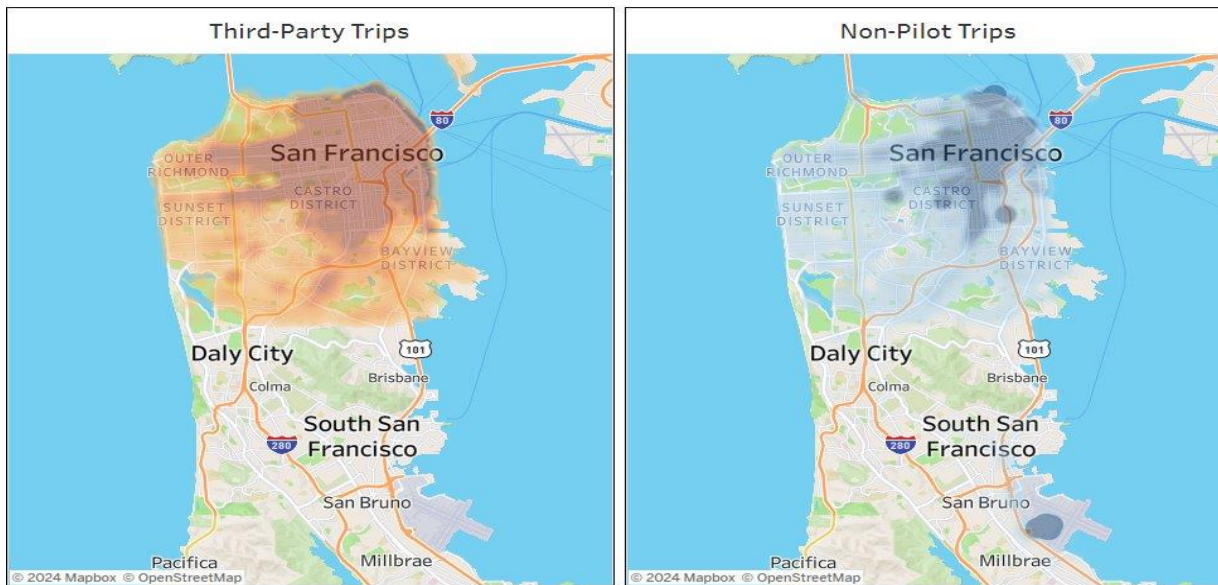
- ❖ Driver dispatched by a Taxi E-Hail App
- ❖ Ride provided by a permitted San Francisco taxi driver in a permitted San Francisco taxi vehicle
- ❖ Upfront fare payment based on the estimated Taximeter amount

Third-Party Pilot Trips originate with a customer requesting a ride through a third-party entity (Third-Party Provider, e.g. Uber)

- ❖ Ride transferred to a Taxi E-Hail App
- ❖ Driver dispatched by a Taxi E-Hail App
- ❖ Ride provided by a permitted San Francisco taxi driver in a permitted San Francisco taxi vehicle
- ❖ Upfront fare **not** required to be based on the estimated Taximeter amount

Key Successes of the Pilot

- ❖ ~700 drivers have participated in the pilot
- ❖ Pilot drivers earn ~30% more in monthly fare revenue than drivers who do not participate
- ❖ ~75,000 pilot trips per quarter in 2024
- ❖ New taxi drivers increased significantly during the pilot (198 in 2023 & 142 in 2024 compared to 43 in 2018 & 33 in 2019)
- ❖ No negative impacts on paratransit taxi service
- ❖ Pilot has helped expand geographic distribution of taxi service



Goals: Desired Outcomes

1. Improve customer service
2. Increase taxi trips
3. Maintain a consistent level of service for taxi trips, including Paratransit taxi trips
4. Increase taxi driver fare revenue
5. Increase the number of taxi drivers
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rate



Metrics: Measuring Success

- ❖ Total number of Pilot trips
- ❖ Number of complaints
- ❖ Total taxi trips
- ❖ Taxi trips by hail type
- ❖ Relative proportion of paratransit taxi trips to all taxi trips
- ❖ Driver fare revenue
- ❖ Number of new taxi drivers
- ❖ Taxi Pilot trip fares



Key Stakeholder Engagement

- ❖ MTAB Pilot Approval: 4/5/22
- ❖ MTAB Pilot Extension: 9/19/23
- ❖ SFMTA Citizens' Advisory Council (CAC): 7/7/22 and 5/4/23, 3/6/25
- ❖ Taxi Industry Quarterly Outreach Meetings since 2022
- ❖ Quarterly reports are posted [online](#)



Next Steps

❖ Feedback requested: Upfront Taxi Fare Program fares

- Under the Taxi Pilot program, upfront taxi fares must be within 10% of the taximeter
- Should this requirement:
 1. Continue as is
 2. Be modified
 3. Be eliminated



Later this spring: Request SFMTA Board make the Taxi Upfront Fare Pilot permanent



Questions and Discussion

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