



SFMTA

Taxi Quarterly Meeting

February 26, 2025

Agenda

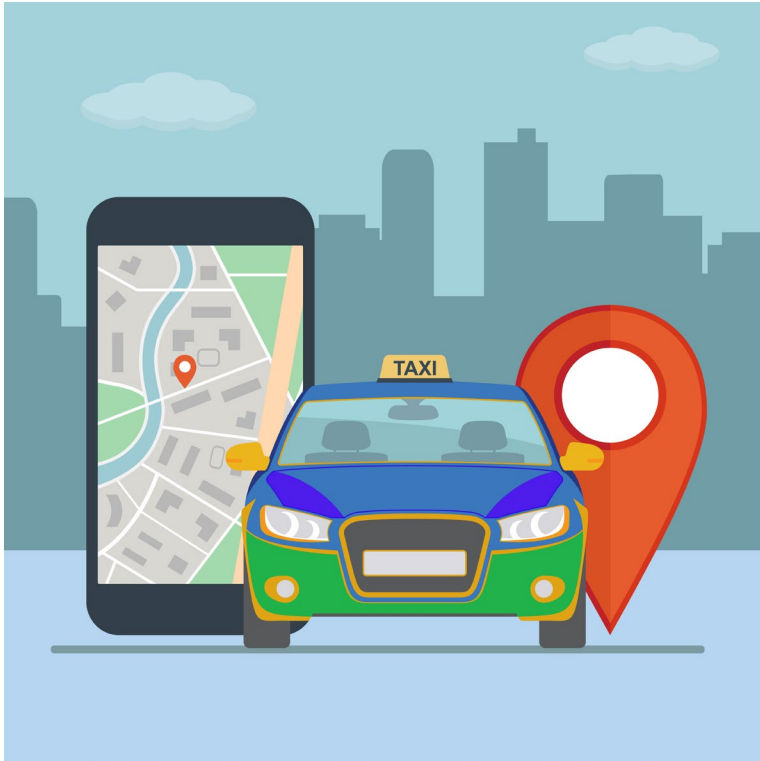
1. Taxi Upfront Fare Pilot:
 - Review metrics
 - Next steps: request SFMTA Board approval for permanent program
 - 3rd party WAV trips
2. Updated Taxi Vehicle Inspection Requirement
3. NBA All Star De-brief
4. Trade Dress Change Request Process
5. SFMTA Announcements
 - Driver Income Survey
 - PASS Disability Sensitivity Train-the-Trainer
 - Rules of Conduct for SF Paratransit Taxi
 - Taxi Medallion Annual Sworn Statement



Taxi Upfront Fare Pilot

Background

- ❖ Launched November 2022
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **1. Taxi Pilot Trips** and **2. Third-Party Pilot Trips**
- ❖ Pilot term extended by SFMTA Board until June 30, 2025
- ❖ SFMTA can issue interim guidance and rule changes as needed



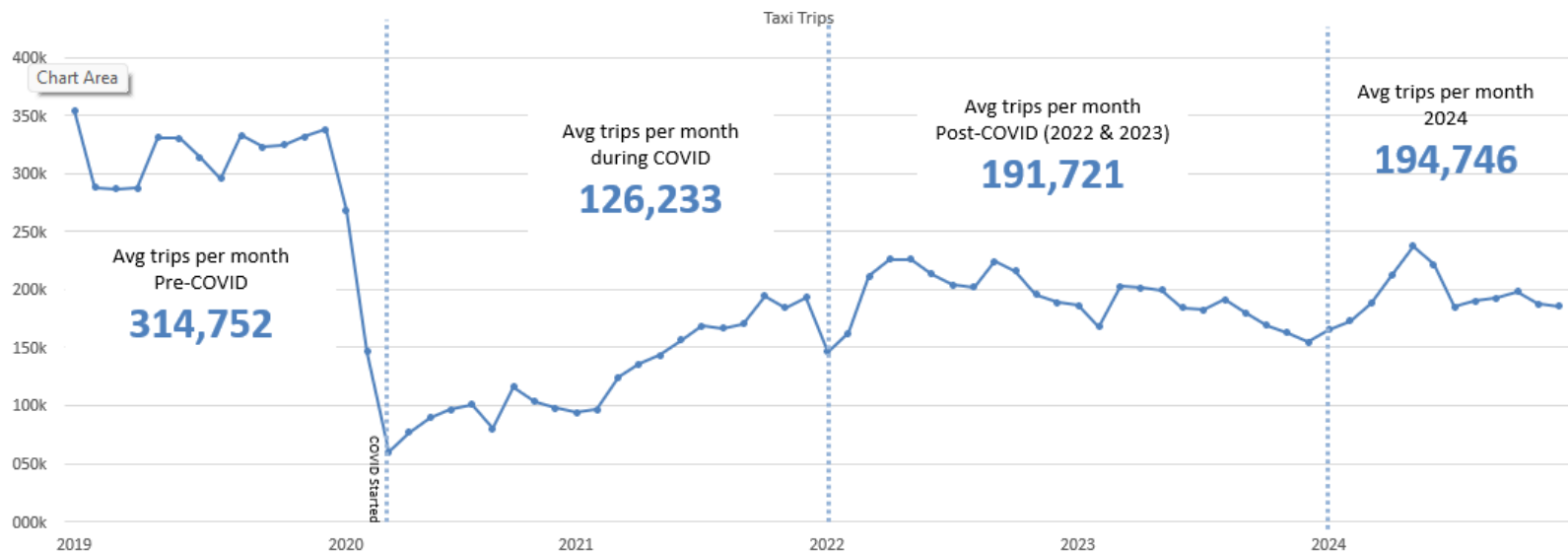
Upfront Fare Pilot Key Rules

- ❖ Drivers may opt out of Third-Party Trips without any penalty
- ❖ Participants must send required data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for Taxi Pilot 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



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

- ❖ Track total number of Pilot trips
- ❖ Track complaints
- ❖ Geographic distribution of trips
- ❖ Increase total taxi trips by 10%
- ❖ Track taxi trips by hail type
- ❖ Track the relative proportion of paratransit taxi trips to all taxi trips
- ❖ Increase participating driver fare revenue by 10%
- ❖ Increase the number of new, active, and Pilot participating taxi drivers
- ❖ Taxi Pilot Trip fares should be within 10% of the Taximeter rate on average



Pilot Timeframe

Pilot Term Year 1

- ❖ Quarter 1: December 2022 – February 2023
- ❖ Quarter 2: March 2023 – May 2023
- ❖ Quarter 3: June 2023 – August 2023
- ❖ Quarter 4: September 2023 – November 2023
- ❖ [Links to Quarterly Reports](#)

Pilot Term Year 2

- ❖ Quarter 1: December 2023 – February 2024
- ❖ Quarter 2: March 2024 – May 2024
- ❖ Quarter 3: June 2024 – August 2024
- ❖ Quarter 4: September 2024 – November 2024

Data Quality impacting reporting of Goal Metrics

Both pilot participants had data challenges and inaccuracies during Q3 and Q4 and had to re-send data

Re-sent data is being reprocessed now

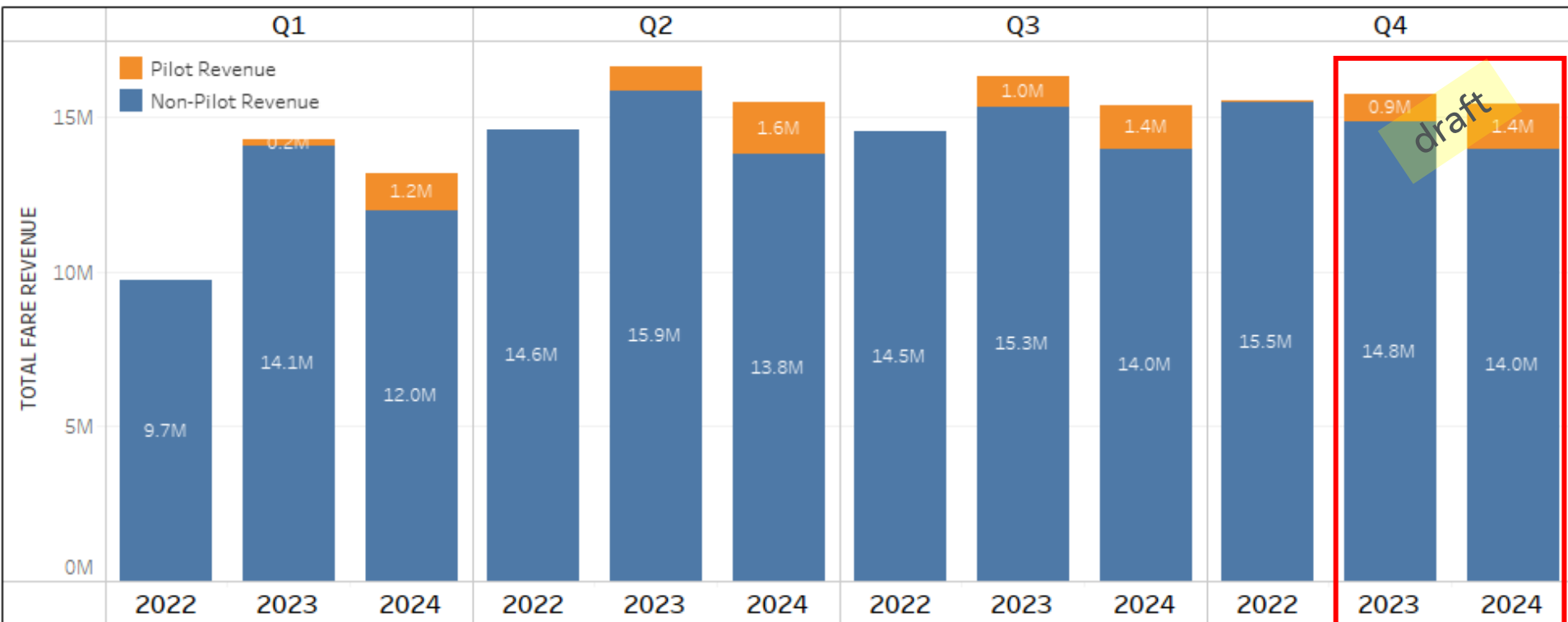
This impacts reporting for many of the pilot metrics and the preliminary data results reported in this presentation will be revised as needed

This presentation will be reissued with complete statistics when the data has been validated

Goal 4: Increase Taxi Driver Fare Revenue

Fare Revenue for All Drivers Slide

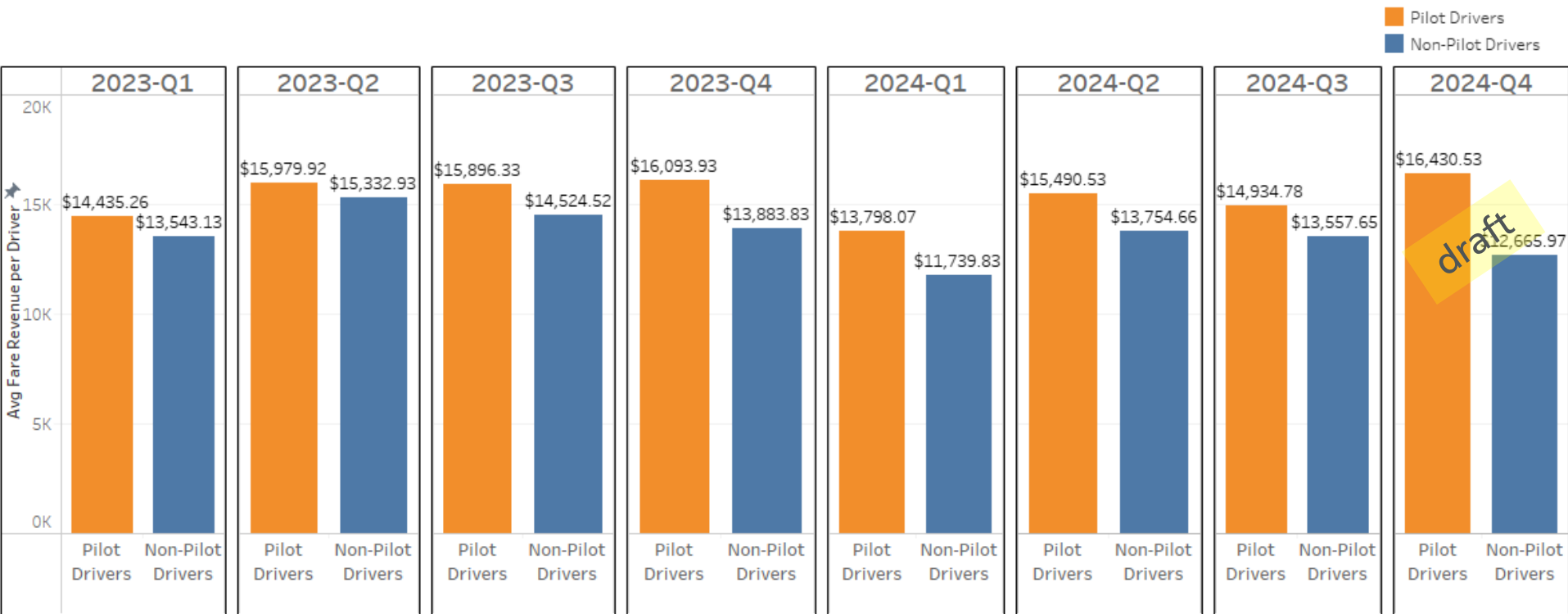
- Preliminary data indicates total fare revenue for all drivers decreased by 2.21% in 2024-Q4 as compared to the same period from the previous year
- Preliminary data indicates total fare revenue from 2024-Q1 through 2024-Q4 as compared to the same period from the previous year decreased by 5.58%



Goal 4: Increase Taxi Driver Fare Revenue

❖ Metric 4A: Increase participating taxi driver fare revenue by 10%

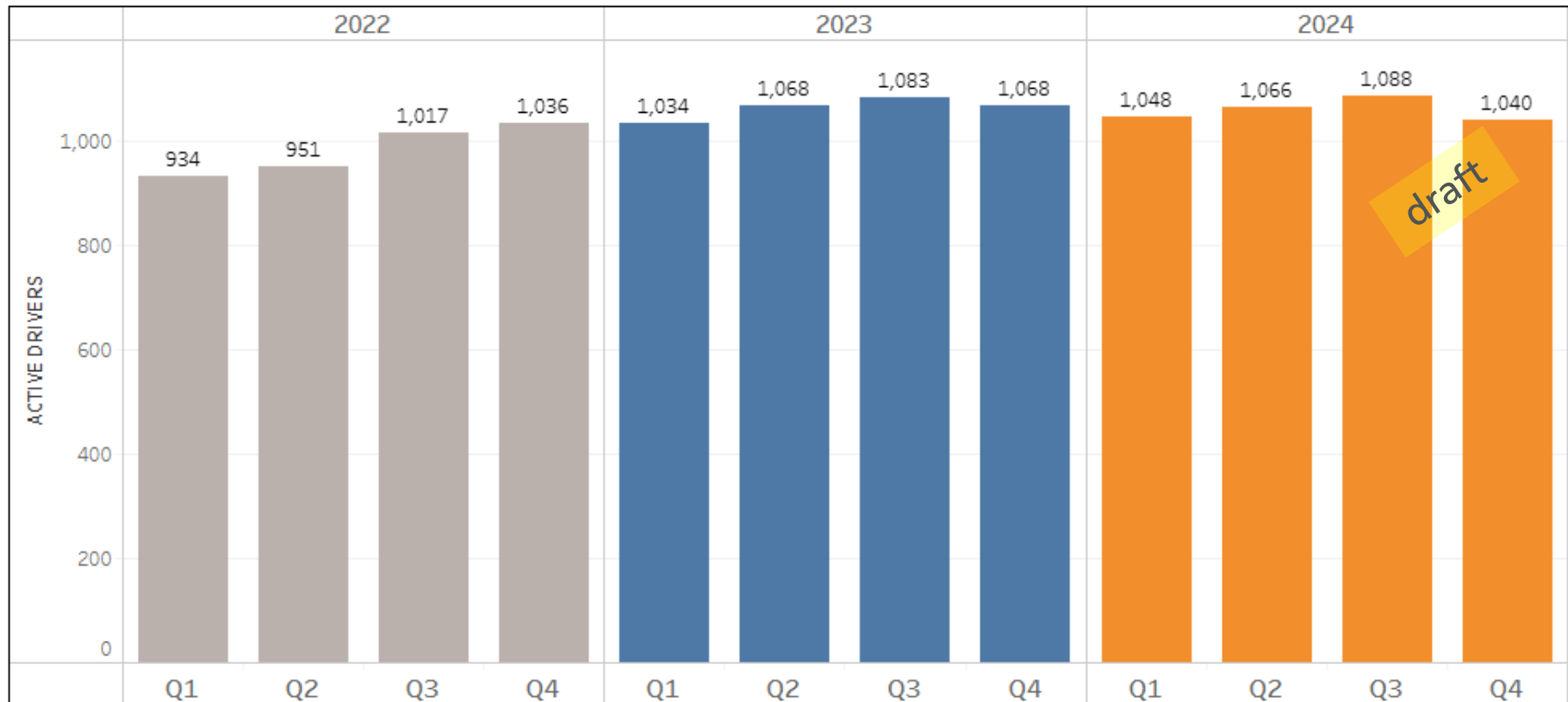
- The SFMTA has updated Metric 4A to better target the impact of the Pilot on driver income
- Preliminary data indicates average Taxi Pilot Driver Fare Income for 2024-Q4 was \$16,430.53, 29.7% more than average non-pilot driver income for the same period (\$12,665.97)



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- Preliminary data indicates active taxi drivers increased 11.4% from 2023-Q1 to 2024-Q4;
decreased 4.4% from 2024-Q3 to 2024-Q4



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

- The SFMTA has issued 142 new driver permits during 2024 calendar year

New Taxi Drivers by Calendar Year

| Year | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|------------------|------|------|------|------|------|------|------|
| New Taxi Drivers | 43 | 33 | 23 | 22 | 135 | 198 | 142 |

New Taxi Drivers Q1 - Q4 compared to the same periods from previous year

| | December - February | | | March - May | | | June - August | | | September - November | | |
|--------------|---------------------|---------|---------|--------------|---------|---------|---------------|---------|---------|----------------------|---------|-----------|
| | Before Pilot | 2023-Q1 | 2024-Q1 | Before Pilot | 2023-Q2 | 2024-Q2 | Before Pilot | 2023-Q3 | 2024-Q3 | Before Pilot | 2023-Q4 | 2024-Q4 |
| Total | 11 | 65 | 35 | 18 | 52 | 30 | 38 | 59 | 32 | 58 | 38 | 34 |

Next Step: Making the Pilot Permanent

- Pilot expires June 30, 2025
- Staff will request the SFMTA Board make the program permanent
- Program rules will generally follow pilot regulations

Feedback requested: Upfront taxi fares

- Under the 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



Public Comments – Call in

If you would like to make a comment, please unmute yourself or call the USA number at **415.523.2709**.

You will need to enter the Participant Code **252 610 40#**

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

Download documents of this meeting here:

<https://www.sfmta.com/reports/february-2025-taxi-quarterly-quarterly-meeting-documents>

Third-Party Wheelchair Accessible Vehicle Trips

- ❖ Allowing ramp taxis to provide Third-Party WAV trips requires a rule change to the Access for All program regulations by the California Public Utilities Commission (CPUC)
- ❖ The SFMTA has been discussing this concept with the taxi industry and paratransit stakeholders over the past year and is supportive of this rule change
- ❖ Approval of Third-Party WAV trips may require SFMTA Board action



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Taxi Vehicle Inspections

Approved Rule Change

- ❖ Approved rule change: replace Brake Certificate (defunct) requirement with existing 19-point inspection that is industry standard
 - Reduce costs while maintaining brake inspections
 - SFMTA requires inspections to be conducted by Automotive Repair Dealer (ARD) licensed station
 - No change to inspection intervals



Taxi Vehicle Inspections

- ❖ 19-point inspections required for vehicles used as Transportation Network Companies (TNC) and Transportation Charter Parties (TCP/Limos)
- ❖ 19-point inspections are widely available statewide, and include both foot and emergency brake inspection points
- ❖ 19-point inspections are industry standard for other motor vehicles for hire
- ❖ Inspection station must have Automotive Repair Dealer (ARD) license with Bureau of Automotive Repair (BAR)



Taxi Vehicle Inspections

- ❖ Taxis inspected since 10/2024 will need to submit completed form to GTU
- ❖ Price Comparison (varies by station)
 - Brake Certificate: ~\$200
 - 19-Point Inspection: ~\$50



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NBA All-Star Debrief

- ❖ NBA All-Star Game
 - Game & Associated Events
 - Transportation to and from venue provided by event promoter
- ❖ Taxi Stands
 - Chase stand under investigation
 - Moscone stands
- ❖ Road Closures – Chase & Moscone
- ❖ Other issues/feedback



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Trade Dress – Minor Changes

Process:

Submit first for review in advance
Obtain approval
Repaint fleet

Review:

| | |
|-----------------|----------------------|
| SFMTA Staff | SF Paratransit Staff |
| Disabled Riders | SFO Staff |

Considerations:

| | |
|------------------|--------------------------------|
| Legible | Identifiable |
| Low Vision Users | Seniors / Disabled |
| Memorable | Explainable via Phone Dispatch |

Criteria:

| | |
|-------------------|----------------|
| Unique | |
| Patterns / Shapes | Graphic / Logo |
| Primary Colors | |



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SFMTA Announcements

- ❖ Driver Income Survey
- ❖ PASS Disability Sensitivity Train-the-Trainer
- ❖ Rules of Conduct for SF Paratransit Taxi



SFMTA Announcements

- ❖ Taxi Medallion Annual Sworn Statement: Taxi Forms and Procedures | SFMTA sfmta.com/reports/taxi-forms-and-procedures
- ❖ If your mailing address has changed, please email SFTaxi@sfmta.com or call the main number 415.646.4400 to update your information.
- ❖ Make sure your CDL is valid/not expired

The screenshot shows the SFMTA website header with the logo and navigation links. Below the header is an alert banner: "Alerts FINAL UPDATE: Delay at Third and 19th has cleared. NB/SB #TThird and 15 resuming regular service. (More: 9 in last 48 hours)". A "Subscribe" button is visible in the top right. The main content area has a breadcrumb trail: "Home / About Us / Reports & Documents / Taxi Forms and Procedures". The page title is "Taxi Forms and Procedures". Below the title are social sharing icons for Facebook, Twitter, and LinkedIn, with the text "Share this: SFMTA.com/TaxiForms". The date "Monday, August 17, 2020" is displayed. The main section is titled "A) Online Sworn Statement Forms" and includes a sub-section "a1. For Medallion Holders". There are three links: "Annual Sworn Statement Online Form", "Annual Sworn Statement - FAQ", and "Online Payment". A paragraph of text follows: "If you have any outstanding invoices, you may submit payment online. You will need your payment record number. If you do not know your payment record number, please contact SFMTA Taxi Services at (415)-646-4400 or email sftaxi@sfmta.com."

SFMTA Announcements

❖ Signup for Email and SMS Alerts:
[Email and SMS Alerts](https://sfmta.com/signup-alerts)
sfmta.com/signup-alerts

❖ Self-subscribe for email and/or SMS messages regarding taxi industry news, special events, road closures, and notices from SFO

Step 1: Please select what you would like to subscribe to and how you would like it delivered.

Muni Metro Elevator Alerts

Muni Alerts

Projects

Agency News

Agency News [Select All](#) [Select All](#)

| | | |
|--|--|---|
| Become a Muni Operator | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Chase Center Transportation Updates | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Chinatown Neighborhood | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Color Curb Hearings | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Employer Transportation Resources | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Engineering Public Hearings | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Moving SF Update | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Moving SF Weekly Update | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Press Releases | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Safe Routes to School Monthly Newsletter | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| SFMTA and Muni Merchandise Updates | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Taxi News | <input checked="" type="radio"/> Email Off | <input checked="" type="radio"/> Text Off |
| Taxi Task Force (TTF) | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Vision Zero SF Newsletter | <input type="radio"/> Email Off | <input type="radio"/> Text Off |
| Weekend Traffic & Transit Advisories | <input type="radio"/> Email Off | <input type="radio"/> Text Off |

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Quarterly Meetings with Taxi Industry

- ❖ May 2025
- ❖ August 2025
- ❖ November 2025
- ❖ February 2026

