



# SFMTA Taxi News

## Taxi Task Force

### Work Plan Progress Report, September 9, 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:** SFMTA has reached out to City College ESL experts to work on this effort. Ruach Graffis has volunteered to help.
- **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. **Taxi Services has revised the policy and will offer the expedited A-Card renewal process to individuals whose A-Cards have expired within the last 12 months.**
- **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). Increased fine for drivers smoking in vehicle and updated regulations to include a prohibition on vaping (e-smoking). **SFMTA is making stop-smoking stickers available upon request**
- **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: Completed**
  - **Finalize and make available felony warning stickers: completed. Verifone has added the graphic for display on their M10 screens in SF.**



- **Include SFPD in new taxi driver training: Taxi Services Staff has set up a train the trainer session with SFPD and will incorporate safety tips into the new 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: was discussed at TTF Customer Service Subcommittee meeting. Three undercover surveys were conducted to test dispatch response rates. Results are included in a separate document. In**

conjunction with industry experts, SFMTA is preparing a “tip sheet” for new drivers with tips on how to best benefit by servicing the outer neighborhoods.

- Add Customer Service training component to driver training: New driver training conducted by SFMTA and the Taxi Training Schools include a strong focus on customer service
- **Free ESL class for taxi drivers:** first session complete. Second session will take place starting September 2015
- Update taxi driver materials to be more user-friendly: SFMTA is working with City College to develop user-friendly brochures.
- **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. Discussed at Color Scheme meeting on 9/1. On TTF agenda for 9/9/15. SFMTA’s goal is to take this to the SFMTA Board for approval in October.

#### **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
  - **On-Line Driver Safety Training:** As part of the A-Card renewal process, all Taxi Drivers will be required to complete an on-line safety training course developed specifically for taxi drivers. After conducting research on various on-line training courses, SFMTA will pilot the STOP Safety Course. After the pilot, SFMTA anticipates to roll out the course to all drivers renewing their A-Cards in fall 2015.
  - **Taxi Safety Video in production:** SFMTA is developing a taxi safety video which will be incorporated in the On-Line Safety Course noted above. The video is expected to be finalized fall 2015.
- **Clarify taxis use of bus stops and train PCOs:**

- **Improve flow of taxis in SF: develop list of intersections to advocate that cabs can make left hand turns:** in process. Internal SFMTA staff meeting to review list. **Still in process.**
- **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. Approved by SFMTA Board on 2/16/15. Turn restrictions will be implemented on August 11, 2015.
- **Improve Taxi Stand Placement at AT&T Park:** Staff has worked with industry representatives and SFMTA internal staff to develop a plan to improve taxi access at AT&T Park. Taxi Services staff has submitted an application to have five spaces of the lower 700 block Taxi Stand moved to the east side of 2nd Street and add two additional spaces for a total of seven spaces on the east side of 2nd Street and leaving two spaces on the west side in the 700 block. The taxi stand in the 600 block of Second Street will remain in the same configuration. This item will be on the September 25, 2015 ISCOTT agenda and will be implemented immediately following approval at ISCOTT.

A fixed-post PCO for special events and baseball games will be tasked with keeping both taxi stands on 2nd Street clear of non-taxi vehicles and will remain on post for up to one hour after the event. Additionally, Taxi Services staff will work to identify a location adjacent to AT&T Park for the location of a ramp taxi stand. Both Taxi Stands on 2nd Street will remain after completion of the 2nd Street streetscape improvement project.

The stand on 3rd Street will remain the same, however, a roving PCO will keep the stand clear of non-taxis and Taxi Services will increase advertisement of the location of the 3rd Street stand to encourage Taxi Drivers to make greater use of the 3rd Street event Taxi Stand.

#### **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%
- **Medallion Sale Program Subcommittee met on 9/2/15. Report back on TTF agenda, 9/9/15.**

### **Ramp Taxi Program:**

- Clarify program rules and requirements: completed. Memo detailing ramp taxi standards has been issued to taxi industry and posted on the SFMTA website.
- Ramp Taxi Medallion Use Agreements for color schemes have been finalized and executed with those that meet the requirements.
- **Ramp Taxi Medallion Use Agreements for individual drivers have been finalized. TAS staff is conducting outreach to drivers that meet the requirements about the opportunity to enter into a Use Agreement.**

### **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

### **Enforcement**

- **Taxi Investigators now have the authority to issue citations for additional parking violations. Ordinance 56-15, by which the Board of Supervisors amended Section 3.1 of the Transportation Code, eliminated language specifying the particular parking laws that Taxi Investigators may enforce, and clarified that the Director of Transportation has authority to determine which SFMTA employees may enforce parking laws in San Francisco. The Director of Transportation has specified that**

Taxi Investigators have the authority to issue parking citations for the following violations:

Sec. 7.2.25. Curb Parking – Red Zones (NEW)

Sec. 7.2.27. Curb Parking – White Zones

Sec. 7.2.38. Parking in Stands

Sec. 7.2.39. Parking Within Transit-Only Lanes

Sec. 7.2.70. Obstructing Traffic – Vehicle

Sec. 7.2.80. Vehicles for Hire and Taxis; Parking prohibited in  
Certain Use Districts

VC22500h Double Parking (NEW)

VC22500i Bus Zone (NEW)