Taxi Code Reform

Municipal Transportation Agency Board

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Important Role of the Taxi Industry

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

❖ Safety requirements

❖ Clean fleet: ~95% clean air vehicles

❖ Equity
- Safety Net Service
- Required to serve all neighborhoods
- Does not require smart phone or credit card
- Regulated fares
- Serve seniors and people with disabilities

SF Taxi Industry Snapshot:

- ❖ 19 taxi companies
- ❖ 4 dispatch services
- ❖ 1,072 medallions
- ❖ 2,778 drivers
- ❖ 3 e-hail apps
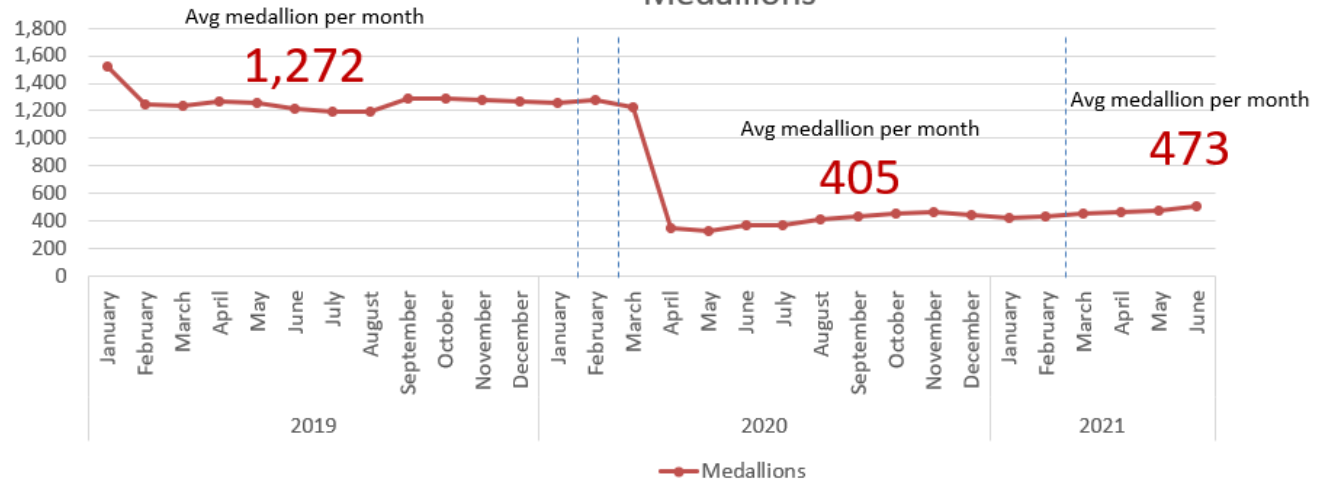
SF Dispatch Services

Dispatch Service	E-Hail Mobile App	Color Scheme	Number of Medallions	Total Number of Medallions
San Francisco Centralized	Flywheel	Alliance Cab	7	
		Eco Taxi	25	
		Flywheel Taxi	222	
		Fog City Cab	32	
		Max Cab	12	
		National Cab	65	
		Regents Cab Company	8	
		Veterans Cab	30	
		USA Cab	24	**425**
San Francisco Neighborhood	Arro	ABC Taxicab	2	
		Lucky Cab	6	
		Metro Cab SF	1	
		San Francisco Super Cab	55	**64**
San Francisco Taxi	Arro	Comfort Cab	26	
		San Francisco Taxicab	111	**137**
Yellow Cab	YoTaxi	American Cab	2	
		Crown Cab	2	
		Green Cab	5	
		Yellow (407) & Luxor (40)	437	**446**
			Total	**1072**

Taxi Trips And Medallions:
Pre & Post-COVID

Average Taxi Trips Per Month

Avg trip per month
314,752

Avg trip per month
92,126

Avg trip per month
140,004

2019   2020   2021

— Trips

Average Medallions in Service Per Month

Medallions

Avg medallion per month
1,272

Avg medallion per month
405

Avg medallion per month
473

2019   2020   2021

— Medallions

COVID-19: Key Efforts to support the taxi industry

❖ Waived all taxi-related fees for FY20-22

❖ Established the Essential Trip Card (ETC) program

❖ Provided PPE & plastic shields barrier in taxicabs
  - Trained taxi company representatives and posted training video on proper cleaning procedures.
  - Distributed face mask stickers to color schemes

❖ Included taxis in Temporary Transit Only (red) Lanes

❖ Launched Taxi Marketing Campaign

Taxi Marketing Campaign

❖ Key Messages:

- Focus on Taxis as small businesses

- Promote E-hail Apps

- Advertise that taxis don't have surge pricing

❖ Multiple channels

- Digital

  o Facebook, Twitter, Instag

- Muni Car Card (in vehicle ads) page to link to app.

- Postcards

Taxi E-Hail App Update

Updated 2015 requirements

Added phase-in period for compliance with 100 medallion affiliation requirement

Customer Functionality

❖ Input pick up and drop off location

❖ Estimated trip time

❖ Fare estimation of trip

❖ Taxi type (sedan, SUV, ramp)

Prepare for integration with 3rd party apps (e.g. Muni Mobile app)

Proposed Taxi Code Revisions

❖ Standardize administrative penalty structure §310
- Generally reduce fines
- Fines graduated based on severity of infraction:
  - ○ $50, $100, $150
  - ○ Elimination of some fines

❖ Reform taxicab rules and regulations §1100

Taxi Code Reform Summary

❖ Full Time Driver or Full Time Driving: update definition from calendar year to fiscal year

❖ Consolidate medallion renewal requirements

❖ Move unattended vehicle requirement to 1106 Conditions Applicable to Color Scheme Permits

❖ Delegate authority to Director of Transportation to set ramp taxi requirements

❖ Update camera age requirement

❖ Expand current requirement to remove taxi markings of vehicles being sold to the public to all retired vehicles

❖ Clarify Pre-K medallions are not eligible to surrender and maintain surrender eligibility based on age (60+) for Post-K holders
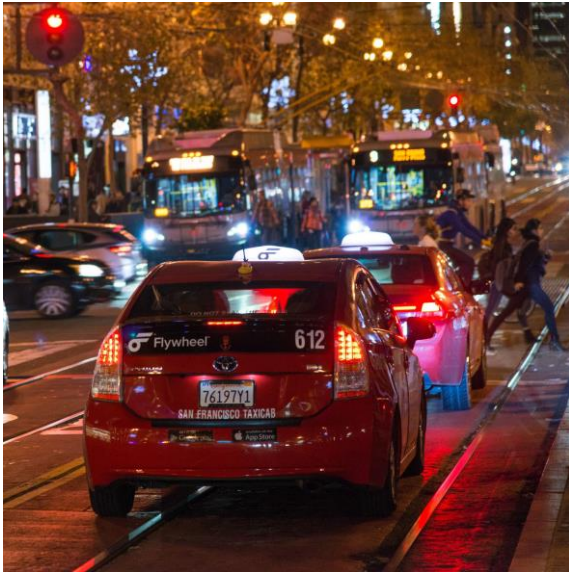
❖ Clarify Hearing Officer's authority

Taxi Code Reform

❖ 1124: Taxi Fares and Fees

- Increase cleaning fee from $100 to $150

- Allow flat rate fare up to $20 per person for shared rides

- Allow upfront fare pilot to test flat rate fare provided through an e-hail app to provide higher level of customer service and reduce 'meter anxiety'

Stakeholder Engagement

❖ Weekly Color Scheme meetings

❖ Held three industry-wide meetings

❖ Conducted on-line surveys regarding marketing campaign messages and out of town trips

❖ Feedback also received via email

Questions