



SFMTA

Purchased Medallion Holder Meeting

April 12, 2023

City Hall

Hearing Room 408



Agenda

1. Medallion Lawsuit Update
2. SFO Pick-Up Policy
3. Taxi Upfront Fare Pilot
4. Beneficiary Form
5. Open Forum

Medallion Lawsuit Update

- ❖ Jury trial occurred in September 2021, and the jury decided that SFMTA had not breached its Lender Agreement with SF Federal Credit Union (SFFCU), and SFMTA did not owe SFFCU any damages
- ❖ SFFCU has appealed the jury verdict
 - SFFCU filed its opening appeal brief in January
 - SFMTA's respondent's brief is due in late April
 - SFFCU's reply brief will be due in June
 - The Court of Appeal will schedule the hearing after all the briefs are filed, typically within 6-18 months
- ❖ SFMTA and SFFCU are engaged in judicial mediation

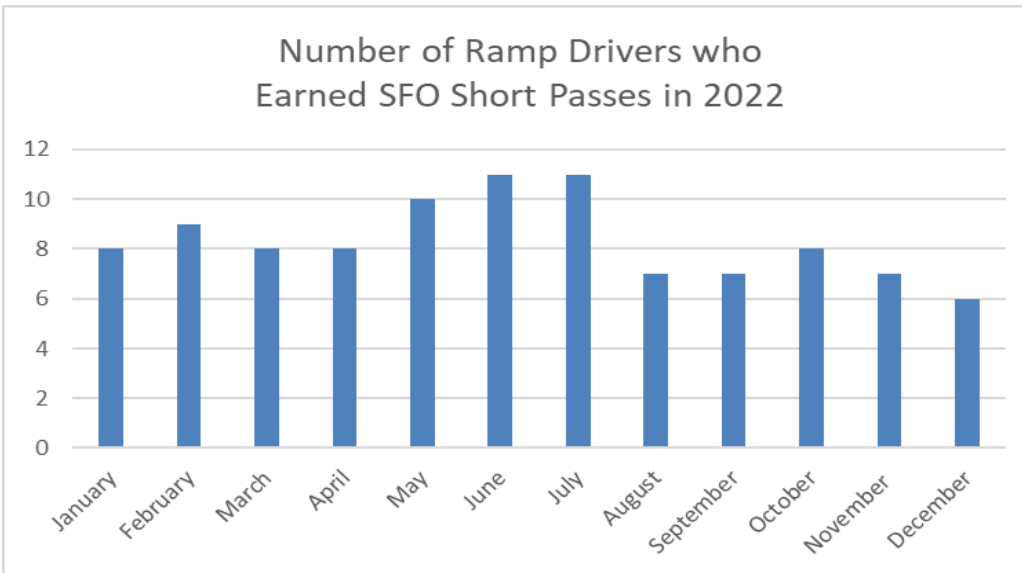
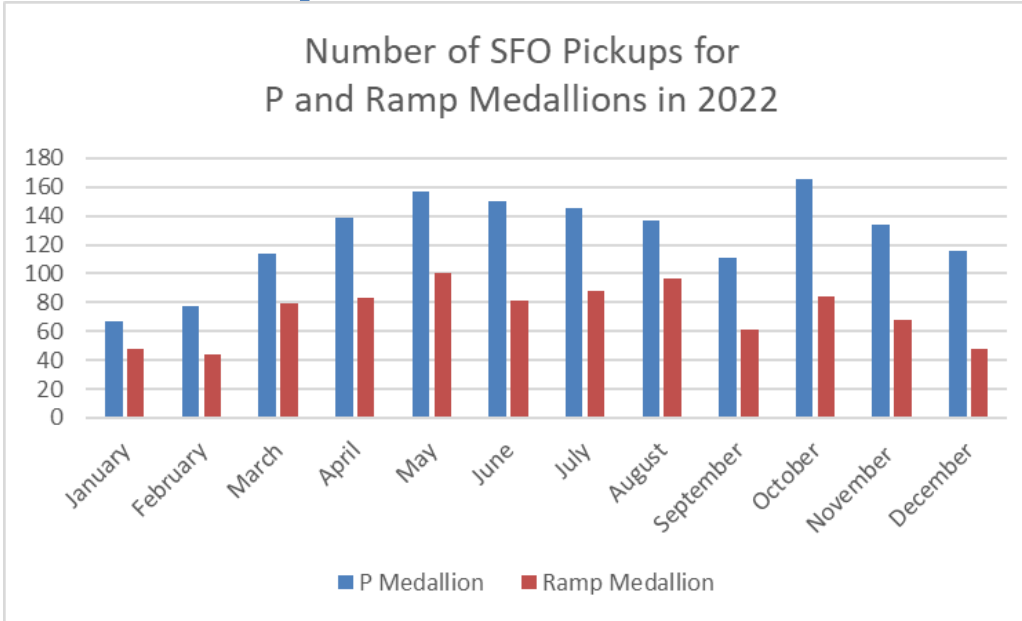
SFO Pick-Up Policy

Ramp Taxi Incentives at SFO

- ❖ Increase to the number of Airport Short Passes from 15 passes to 30 passes each month
- ❖ Must complete at least 30 wheelchair trips each month
- ❖ On average, "P" medallions complete 71% more SFO pick ups than ramp medallions
- ❖ ~ 15x more "P" medallions serving SFO compared to ramp medallions
- ❖ Start date: March 2023



SFO Pick-Ups



Since the launch of SFO's VQ App:

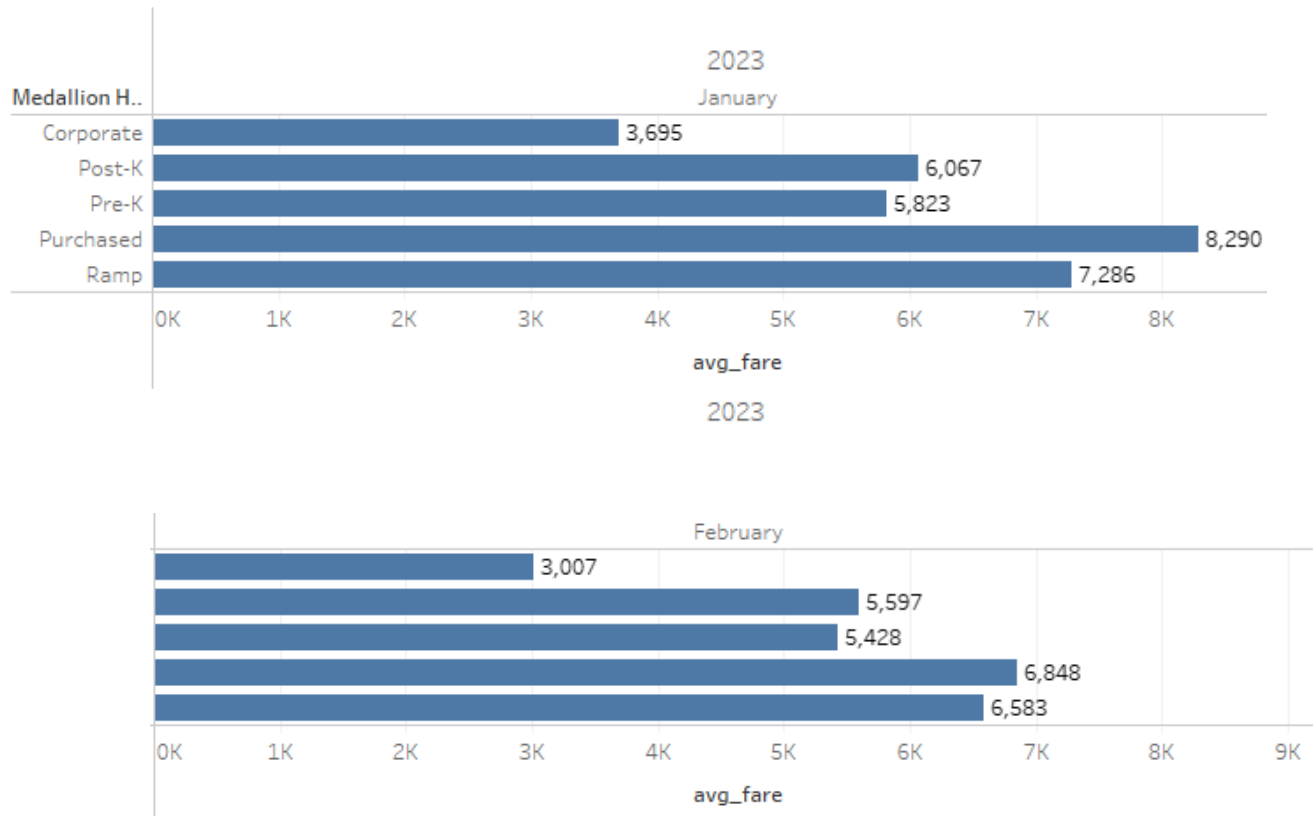
- ❖ Wait time decreased from a median of 145.5 minutes to 16 minutes
- ❖ Daily airport trips per driver increased from 3.1 to 5.3
- ❖ Median daily unique driver count at SFO increased from 264 to 394

Purchased Medallion Holders

❖ Bar chart of earnings per medallion type

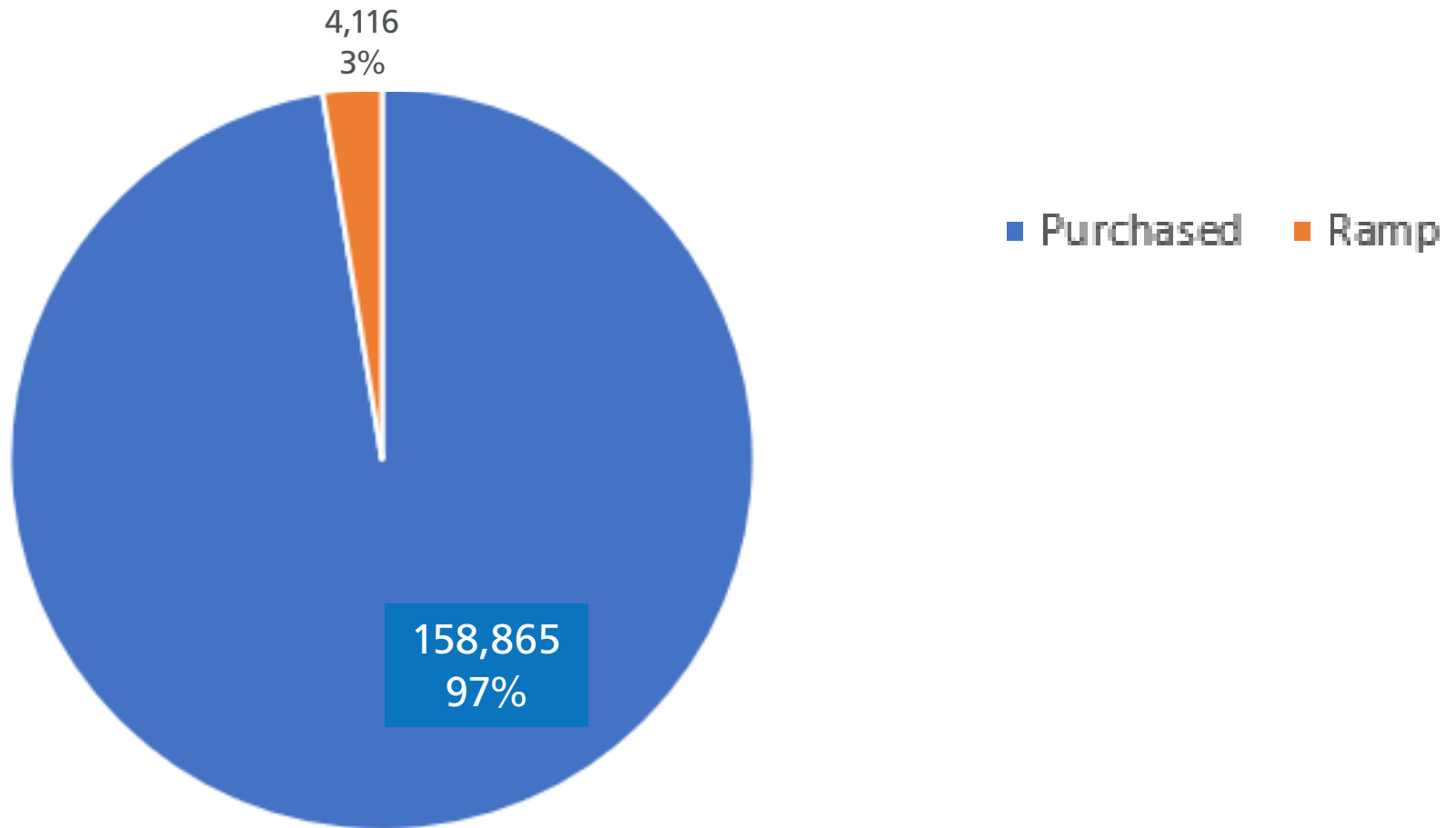
Average Revenue by Medallion Holder Type (Dollars)

The calculation of total revenue excludes all tips, tolls, and fees.
It also does not include incentives for subsidized trips.

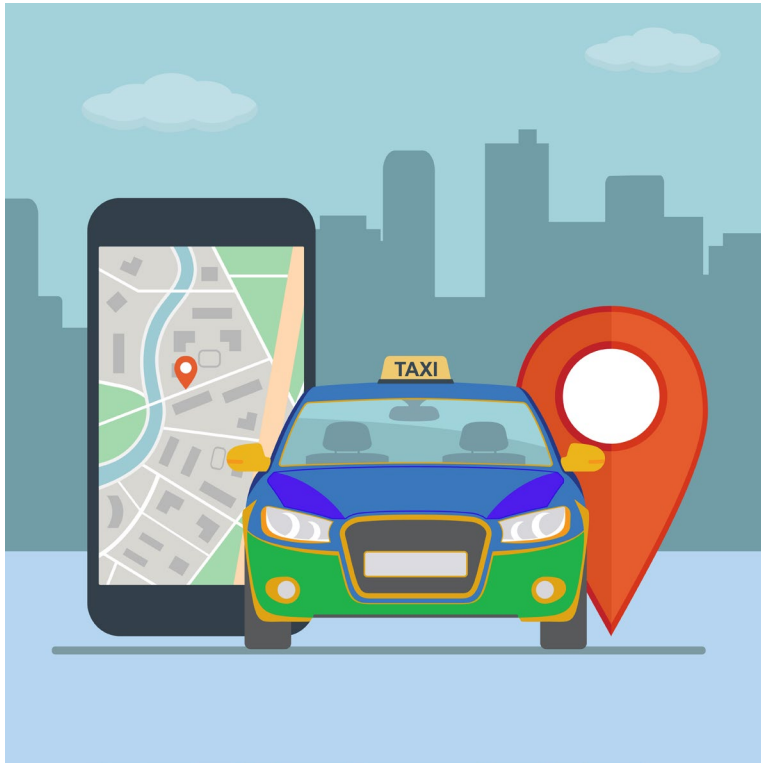


Taxi Trips Originating from SFO January 1, 2023 – April 10, 2023

Purchased and Ramp Trips originated from SFO



Taxi Upfront Fare Pilot



Background

- ❖ Launched on November 9
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ Pilot will run for one year
- ❖ SFMTA can issue interim guidance and rule changes as needed

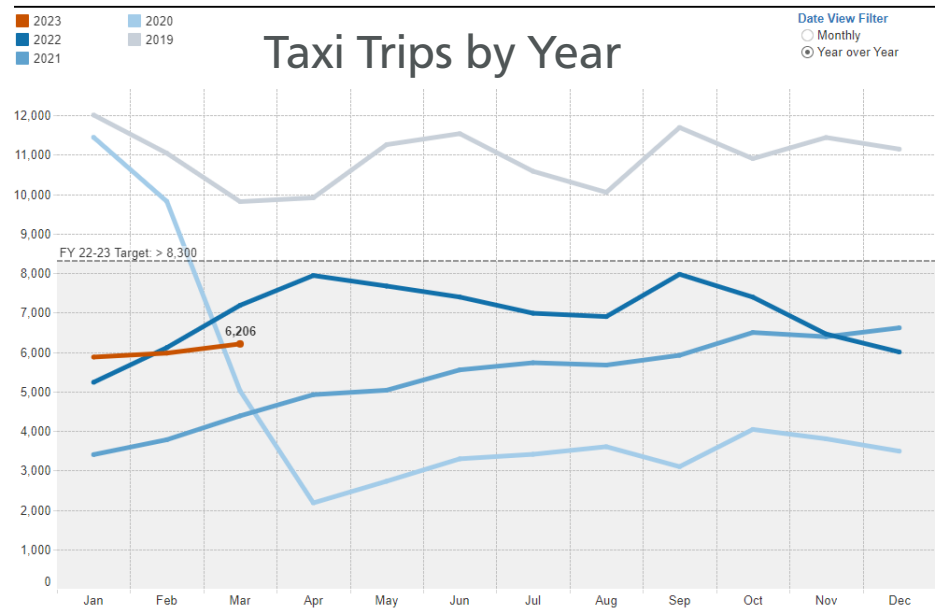
Upfront Fare Pilot Key Rules

- ❖ Drivers may opt out of third-party trips without any penalty
- ❖ Applicants must send data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for taxi e-hail originated 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



Upfront Fare Pilot Metrics

- ❖ Increase E-Hail App Trips by 10%
- ❖ Increase Taxi Driver Income by 10%
- ❖ Increase the Number of Drivers
- ❖ Track Complaints
- ❖ Study Impact on Traditional Taxi Trips
- ❖ Comparison of Upfront Fares and Meter Rates



Taxi Upfront Fare Pilot

Approved Providers

- ❖ **Arro** / CMT (SF Taxi Dispatch): **Taxi Pilot Trips** only
- ❖ **Flywheel**: both **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ **YoTaxi** (Yellow SF): tentative for both **Taxi Pilot Trips** and **Third-Party Pilot Trips**



Taxi Upfront Fare Pilot

Data collection

- ❖ Staff are tracking data through Taxi APIs and 311 complaints to track pilot metrics
- ❖ Data dashboards will allow for robust analysis
- ❖ Analytics staff is working on paratransit-specific dashboards

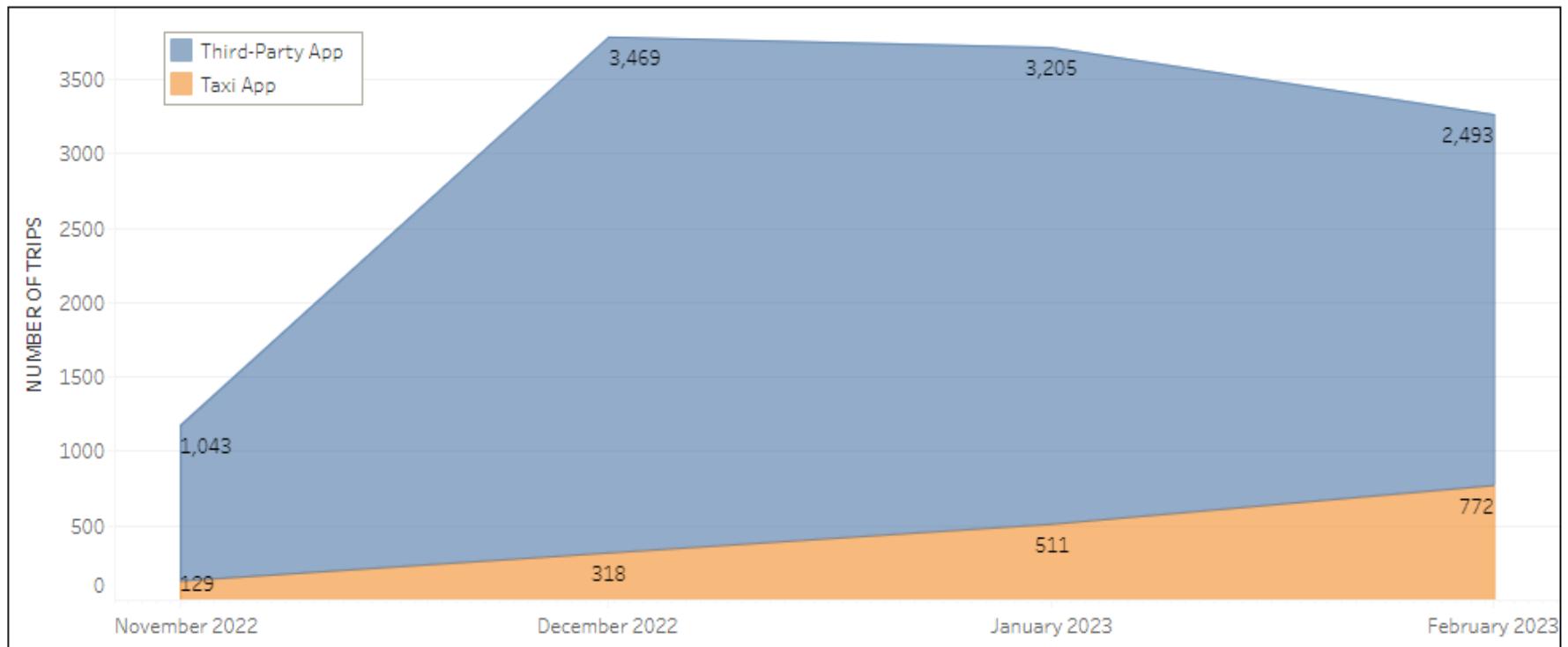


Taxi Pilot Trips

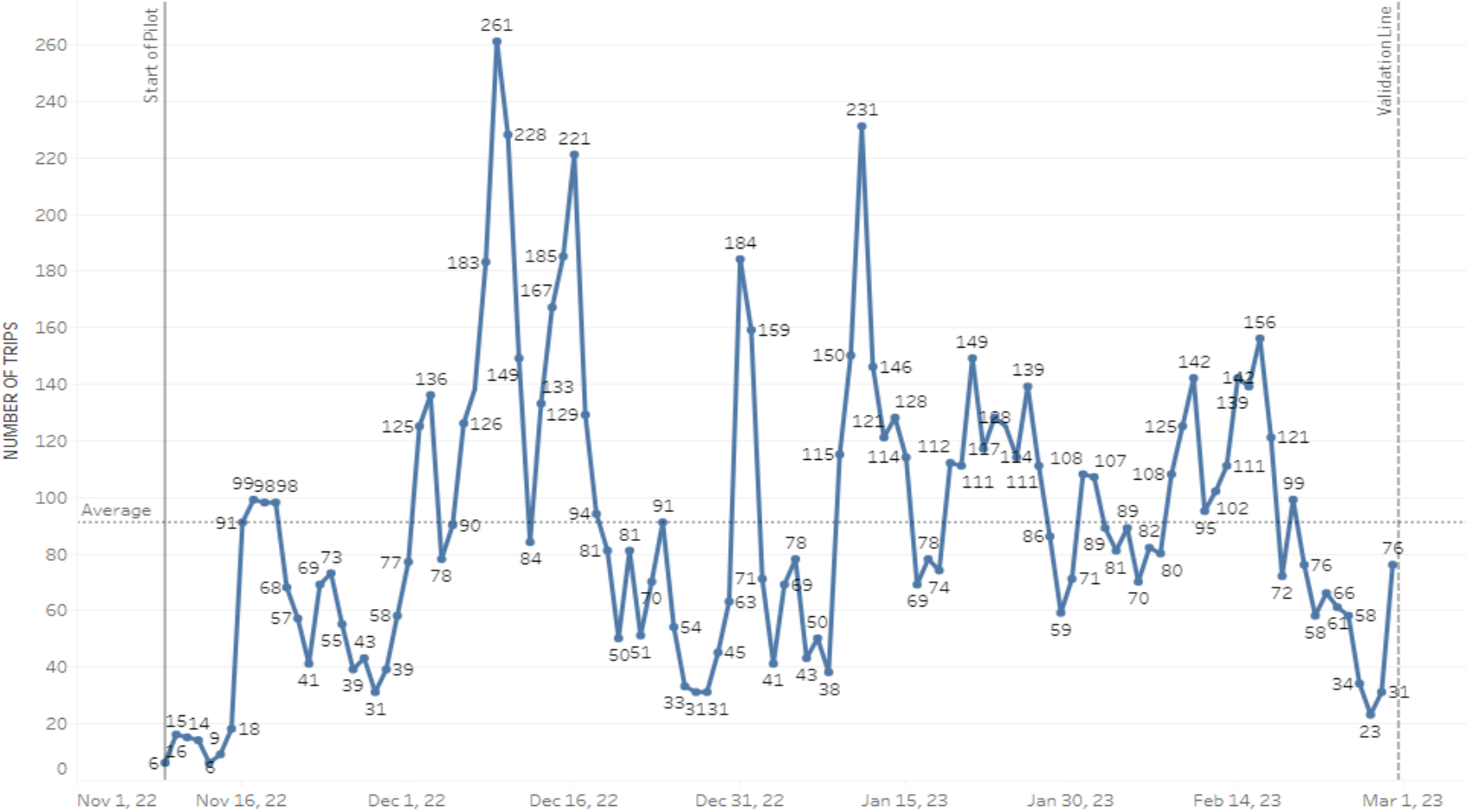
Total Number
of Pilot Trips

11,940

	Total Pilot Trips	Taxi Pilot Trips	Third-Party Trips	Total Taxi Trips	Pilot Trip Percentage
November 2022	1,172	129	1,043	183,520	0.6%
December 2022	3,787	318	3,469	177,505	2.1%
January 2023	3,716	511	3,205	175,315	2.1%
February 2023	3,265	772	2,493	158,154	2.1%
Grand Total	11,940	1,730	10,210	694,494	1.7%



Third-Party Trips

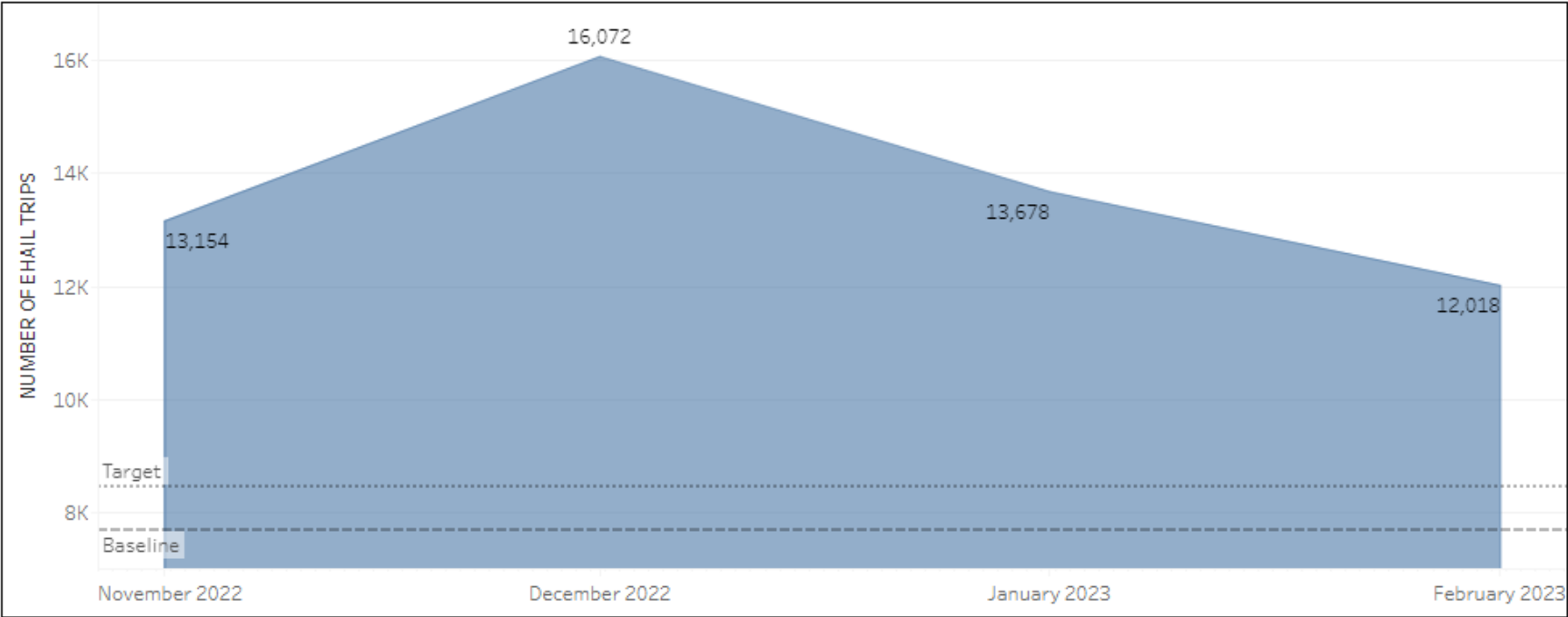


Taxi E-Hail Trips

Current Increase
in E-hail Trips

56.2%

	Number of E-hail Trips	Change vs Baseline	Total Number of Trips	E-hail Pct of Total
November 2022	13,154	70.9%	183,520	7.17%
December 2022	16,072	108.8%	177,505	9.05%
January 2023	13,678	77.7%	175,315	7.80%
February 2023	12,018	56.2%	158,154	7.60%



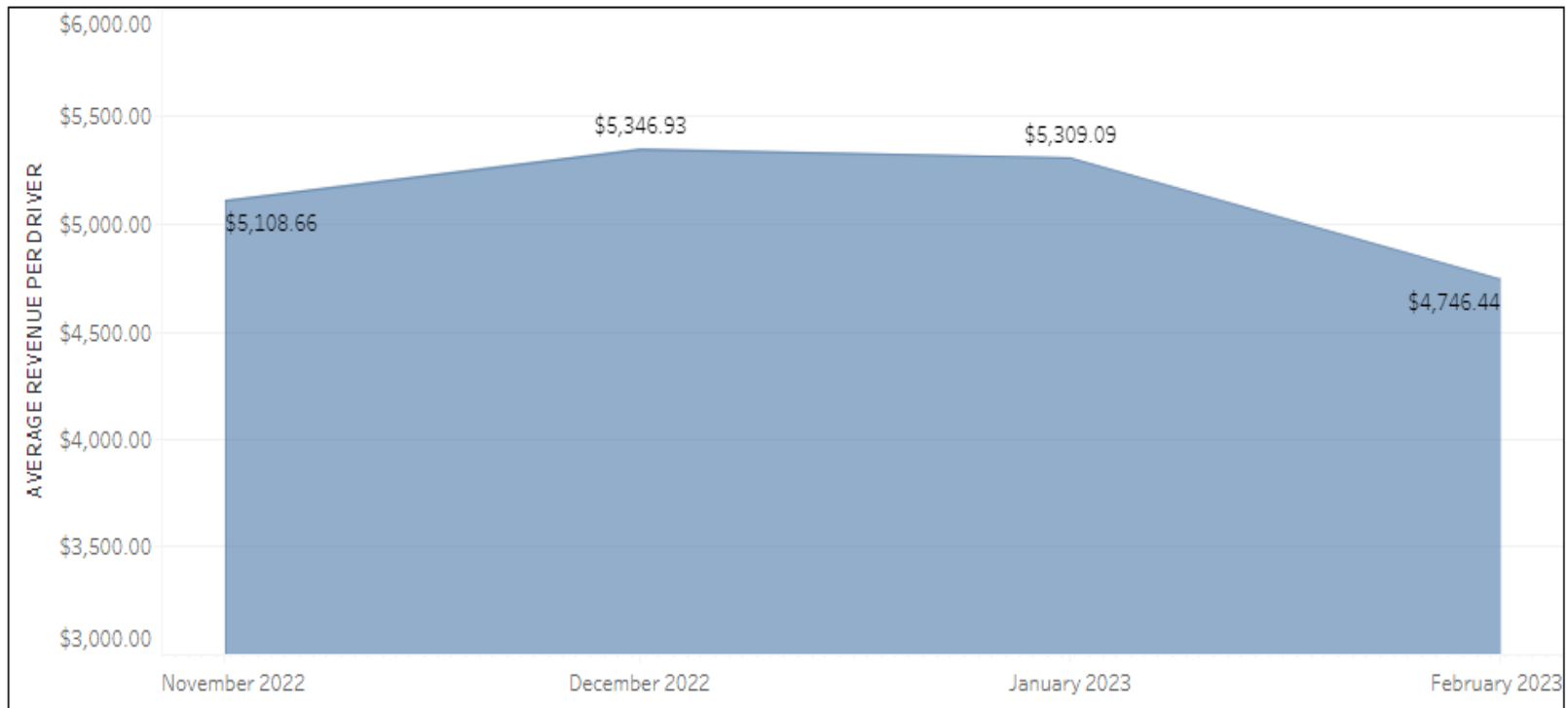
Driver Fare Revenue* per Week

Current Year-over-Year Increase
in Driver Fare Revenue

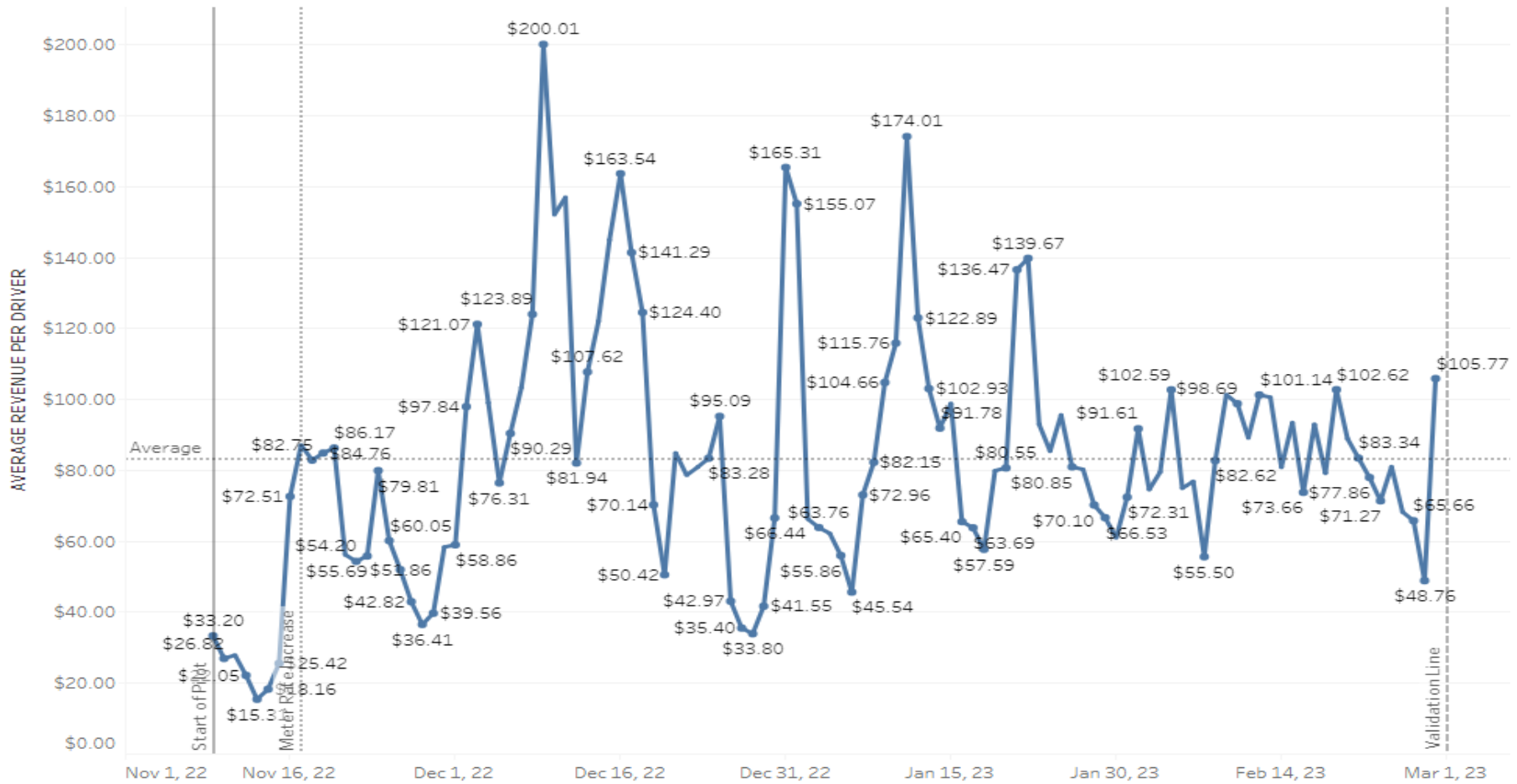
26.3%

	Avg Total Revenue	YoY Change	Avg Taxi Pilot Revenue	Avg Third Party Revenue
November 2022	\$5,108.66	15.8%	\$16.69	\$438.57
December 2022	\$5,346.93	18.8%	\$39.74	\$1,415.03
January 2023	\$5,309.09	58.4%	\$39.69	\$1,136.12
February 2023	\$4,746.44	26.3%	\$43.60	\$791.32

* Does not include tips.



Driver Fare Revenue* from Third-Party Trips



* Does not include tips.

New Taxi Drivers

Year	2018	2019	2020	2021	2022
# of new A-Cards issued	43	33	23	22	135

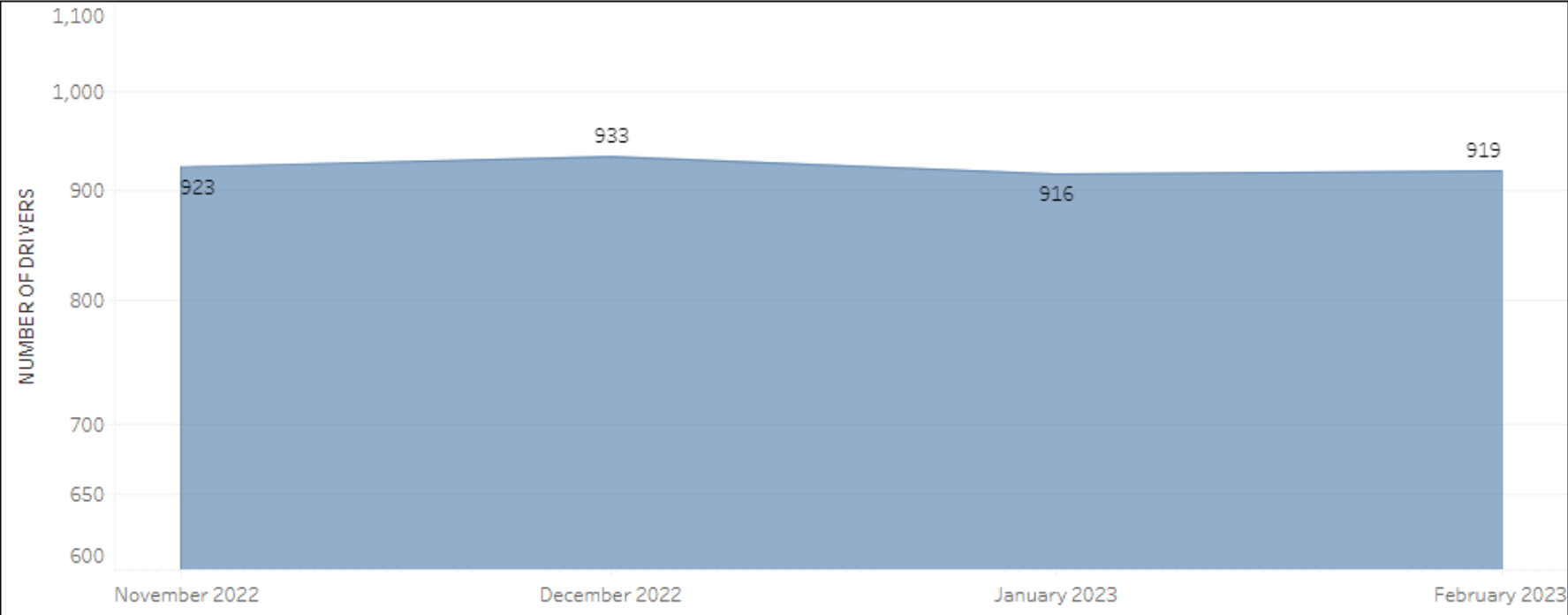


Active Drivers per Week

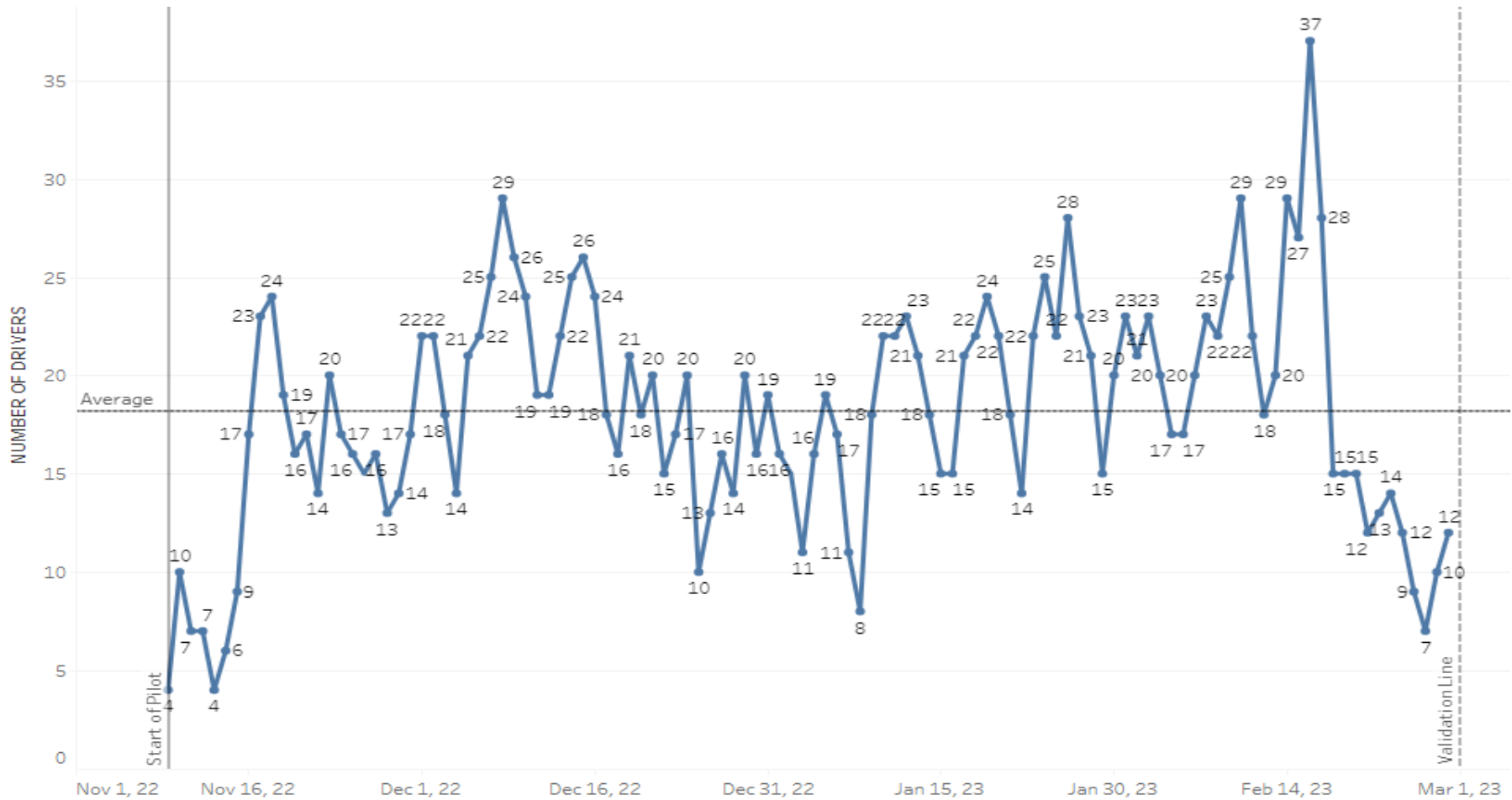
Current Year-over-Year Increase in Active Drivers

108

	Total Drivers	YoY Change	Taxi Pilot Drivers	Third Party Drivers	Trips per Driver
November 2022	952	115	88	41	190
December 2022	933	69	116	45	189
January 2023	916	89	177	46	173
February 2023	919	108	210	57	161



Drivers with Third-Party Trips



Beneficiary Form

- ❖ Download the form online and fill out information
- ❖ Submit the form online in near future

Beneficiary Designation Form
Side A

SFMTA
San Francisco Taxi Services
One South Van Ness, San Francisco, CA 94103
Telephone (415) 701-4500, 8:00 a.m. – 5:00 p.m. Monday-Friday

Check One:
 Initial Election
 Change

1. Medallion Holder Information			
Name (First, Middle Initial, Last)	Social Security Number	Birth Date	Today's Date
Mailing Address (Street, City, State, Zip Code)		Daytime Phone Number	
Medallion Number:			

2. Beneficiary Designation for Medallion Equity Upon Death of Medallion Holder

You may name one or more primary and contingent beneficiaries. You may name individuals, your estate or trust. If you name a trust, you must attach a copy of the front and signature pages of the trust document.

You may change beneficiaries at any time.

Primary Beneficiary(ies)		
Name (First, Middle Initial, Last)	Mailing Address (Street, City, State, Zip Code)	Relationship to Member
1.		
2.		
3.		

Contingent Beneficiary(ies)		
Name (First, Middle Initial, Last)	Mailing Address (Street, City, State, Zip Code)	Relationship to Member
1.		
2.		
3.		

SIDE A
COMPLETE SIDE B ALSO
Form updated 1/19/2016

Open Forum for Purchased Medallion Holders

