



SFMTA

Taxi Quarterly Meeting

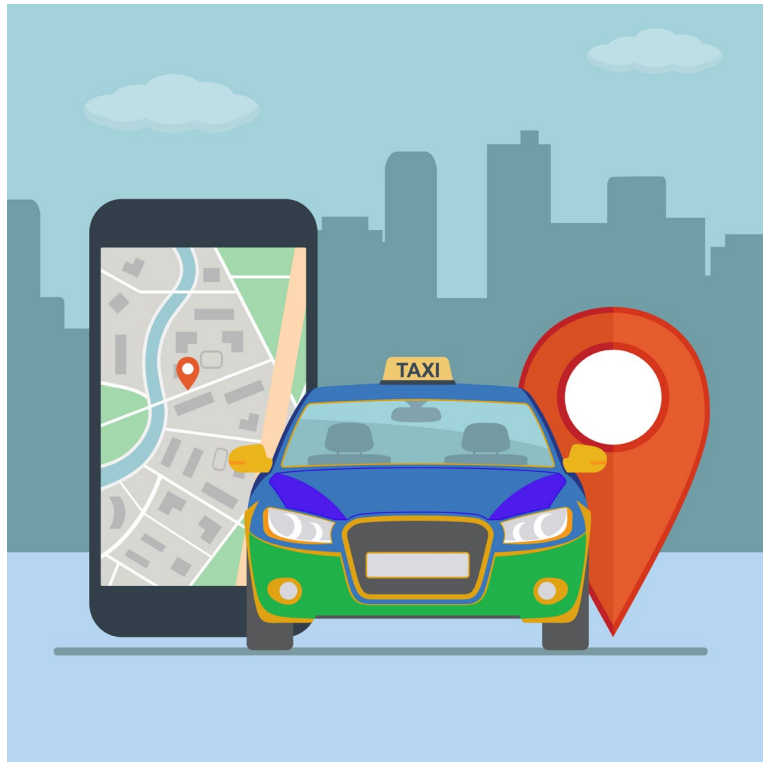
August 31, 2023



Agenda

1. Taxi Upfront Fare Pilot
2. Discuss Draft Transportation Code Reform
 - Upfront Fare Pilot term extension
 - Authorize the Director of Transportation to clarify standards related to dispatch data standards
 - Delegate authority to the Director of Transportation to establish security camera standards
3. Long-term Taxi Electrification Plan
4. Clean Air Rebate Program
5. Grant Administrator for On-Demand Wheelchair Accessible Service Update
6. Paratransit Coordination & Operations
Taxi/Ramp Taxi Subcommittee Report
7. Autonomous Vehicle Passenger Service

Taxi Upfront Fare Pilot



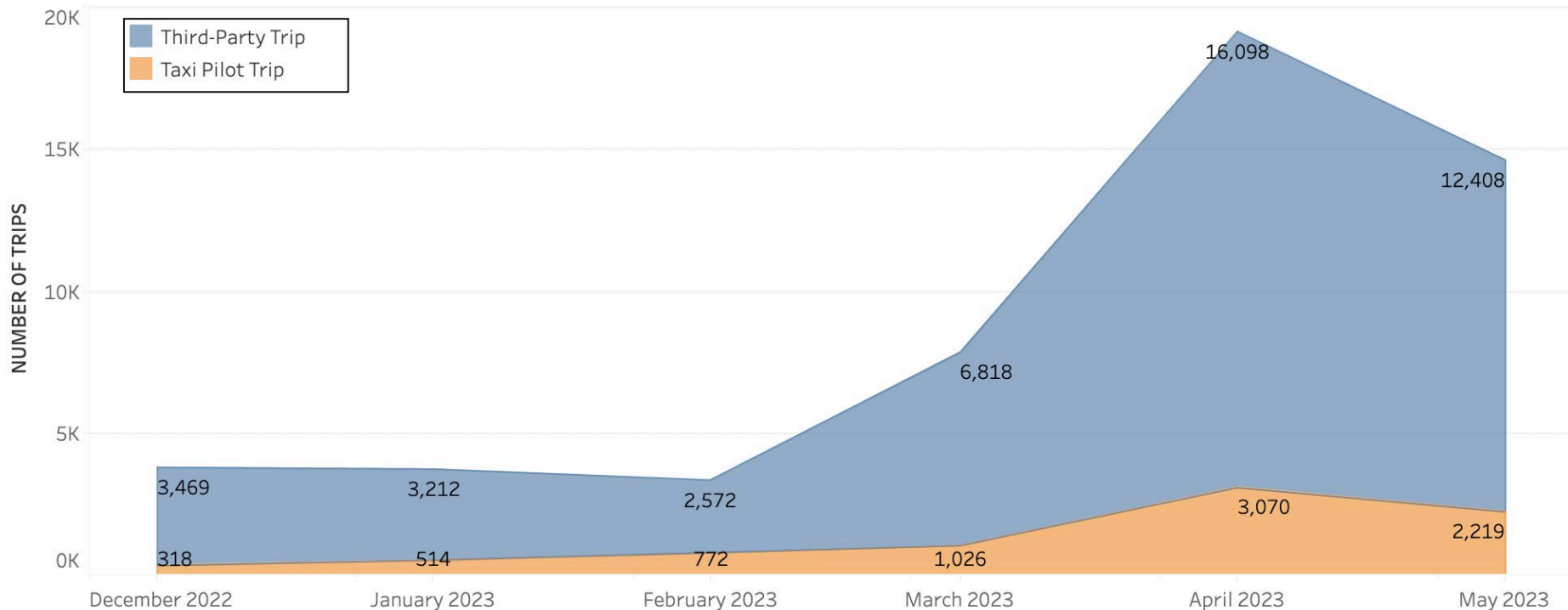
Background

- ❖ Launched on Nov 9, 2022
- ❖ 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 approved for one year
- ❖ SFMTA can issue interim guidance and rule changes as needed

Goal 1: Improve Customer Service

❖ Metric 1A: Number of Pilot Trips

- 52,473 Total Pilot Trips during Q1 and Q2
- 41,639 Pilot Trips in Q2 (increased from 10,834 in Q1)
 - 6,315 Taxi Pilot Trips Q2 (15.2%)
 - 35,324 Third-Party Trips Q2 (84.8%)



Goal 1: Improve Customer Service

❖ Metric 1B: Complaints

- Comparison of taxi complaints per 1,000 trips before Pilot launch and during both quarters of the Pilot

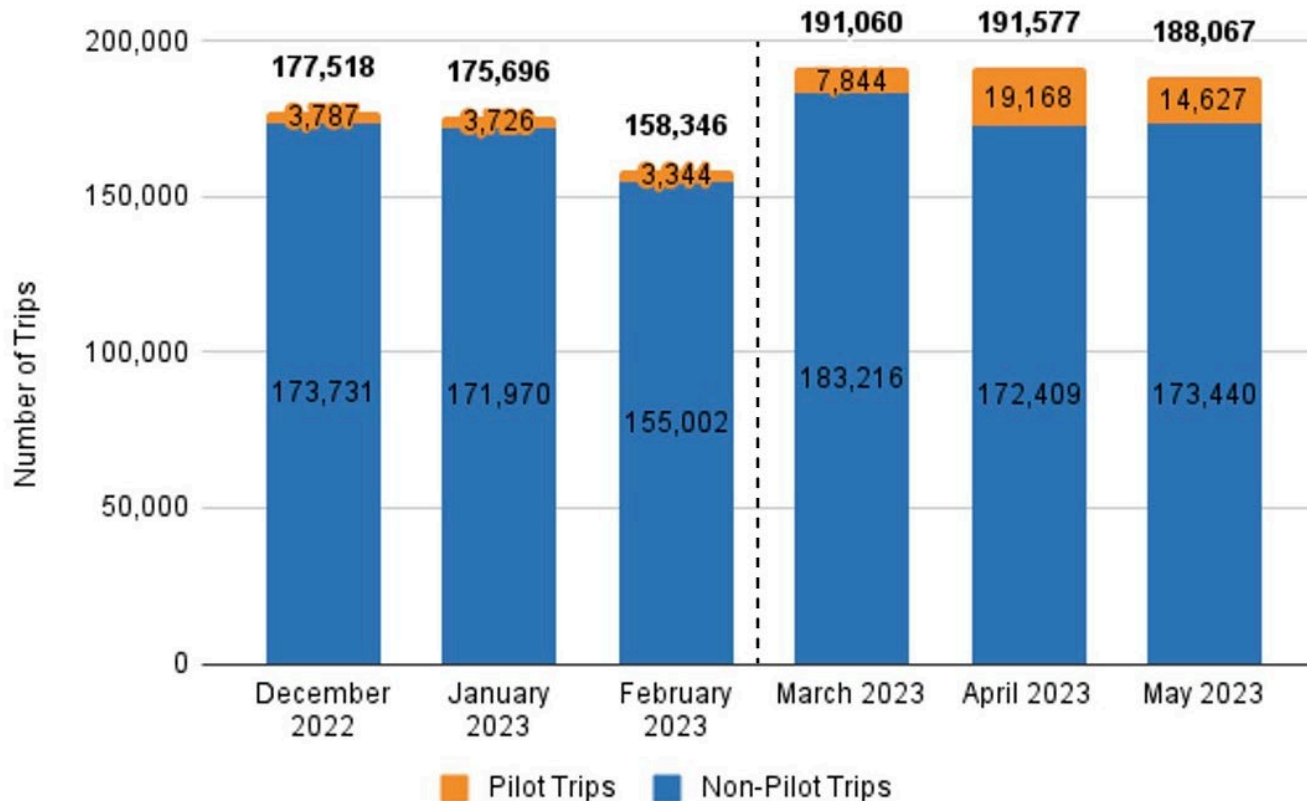
	Before Pilot (Mar to May 2022)	Pilot Q1 (Dec 2022 to Feb 2023)	Pilot Q2 (Mar to May 2023)
Month 1	0.10	0.11	0.04
Month 2	0.11	0.08	0.09
Month 3	0.12	0.04	0.08
Average	0.11	0.08	0.07

- SFMTA is monitoring 311 for complaints related to Taxi Upfront Fare Pilot
- To date, no Taxi Upfront Fare complaints have been received through 311

Goal 2: Increase Taxi Trips

❖ Metric 2A: Increase Taxi Trips by 10%

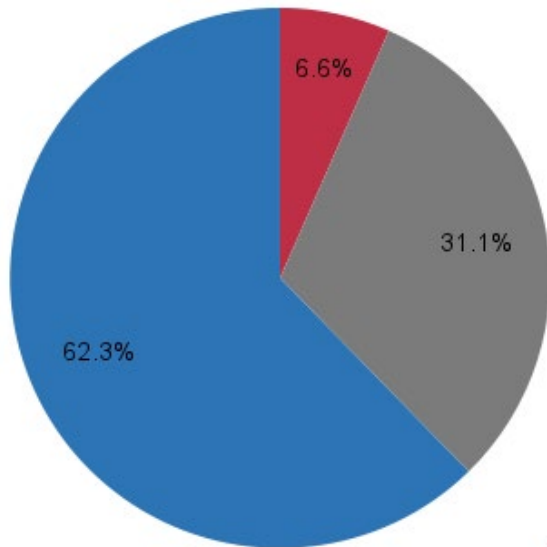
- 570,704 total taxi trips in Q2
- 11.6% increase from Q1 to Q2
- Pilot trips comprised 7.3% of total Taxi Trips in Q2 (increased from 2.1% in Q1)



Goal 3: Maintain Traditional Taxi Service

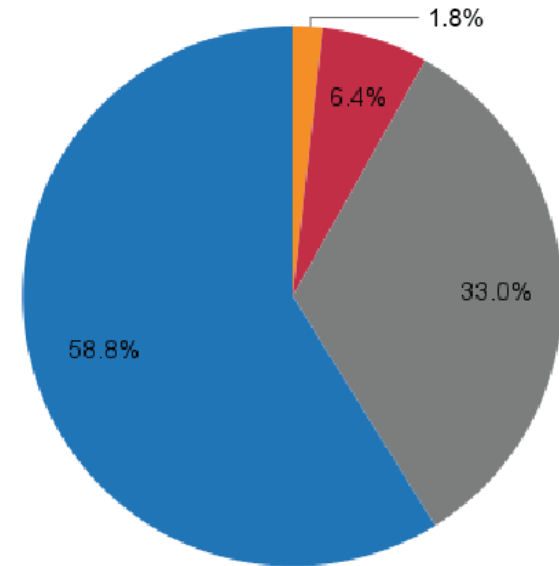
❖ Metric 3A: Distribution of Trips by Hail Type

Baseline (October 2022)

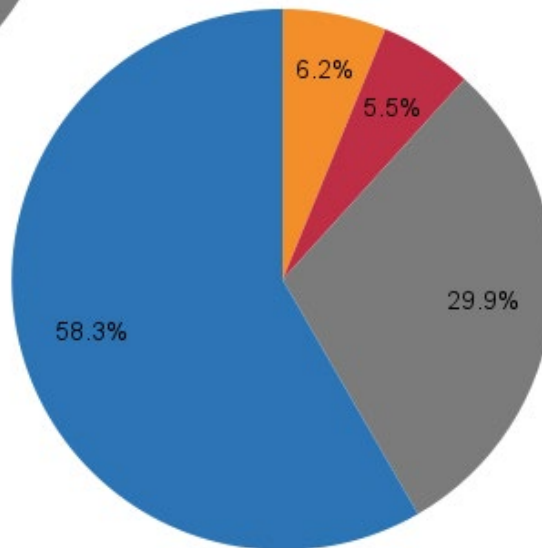


- Third-Party
- E-hail
- Dispatch
- Street

Quarter 1



Quarter 2

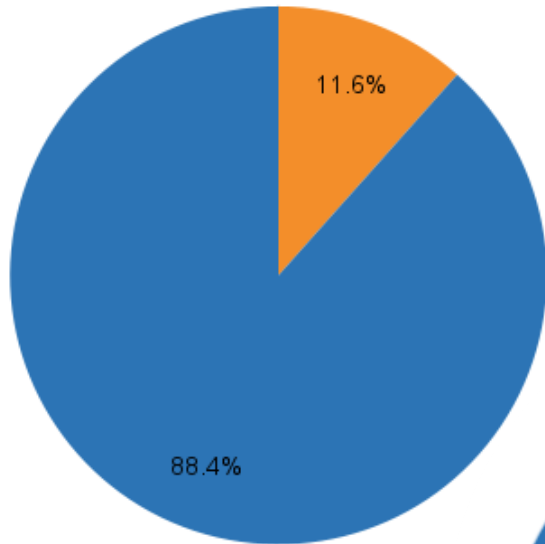


- 4.4% increase in Third-Party Trip hail requests from Q1 to Q2
- Third-Party Trip hail requests account for more ride hails than E-hail
- App-based requests account for 11.7% of all hail types in Q2

Goal 3: Maintain Traditional Taxi Service

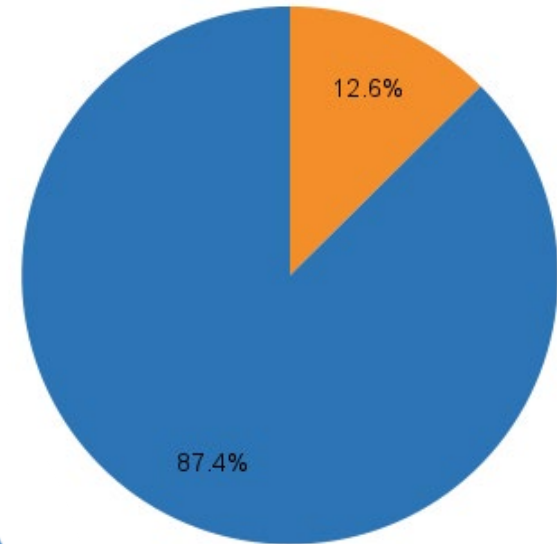
❖ Metric 3B: Paratransit Taxi Trip Percentage

Baseline (May - October 2022)

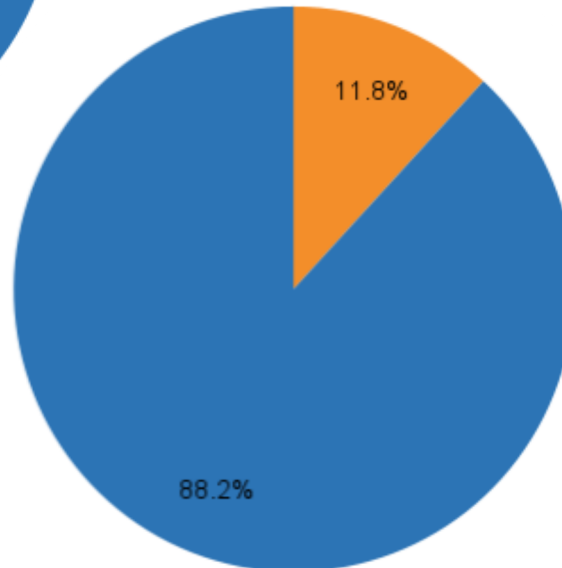


- Paratransit Taxi Trips
- Non-Paratransit Taxi Trips

Quarter 1



Quarter 2

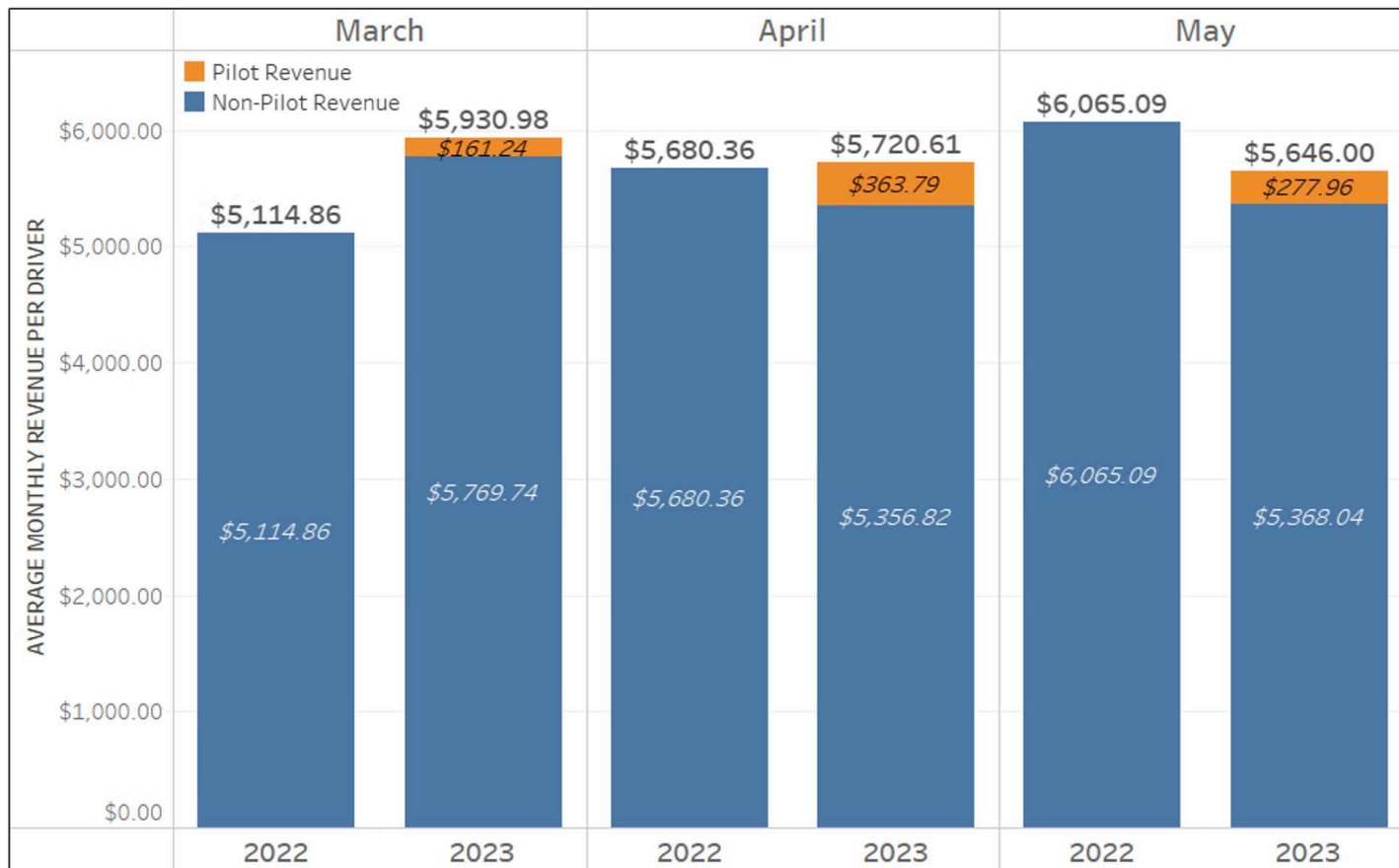


- No significant impact on paratransit taxi trips

Goal 4: Increase Taxi Driver Fare Revenue by 10%

❖ Metric 4A: Fare Revenue per Driver

- \$5,766 average monthly fare revenue per driver in Q2
- 12.3% increase from Q1
- 2.6% year-over-year increase
- 12.5% average driver fee on Third-Party Trips



Goal 4: Increase Taxi Driver Fare Revenue by 10%

❖ Metric 4A: Fare Revenue per Driver

Current Year-over-Year
Change in Driver Fare
Revenue
+18.9%

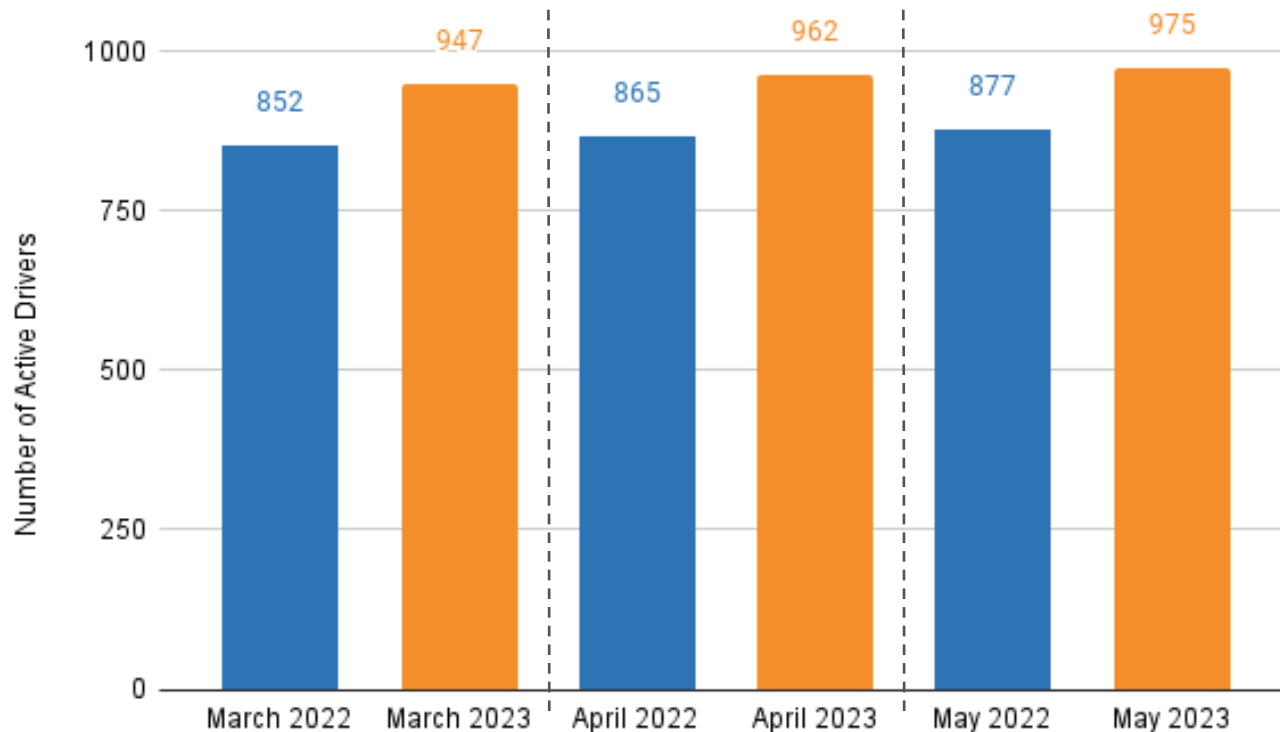
	Avg Fare Revenue	YoY Change	Avg Taxi Pilot Fare Revenue	Avg Third Party Fare Revenue
November 2022	\$5,205.86	18.1%	\$16.94	\$438.57
December 2022	\$5,347.46	18.8%	\$39.56	\$1,415.03
January 2023	\$5,323.86	58.8%	\$39.45	\$1,139.15
February 2023	\$4,744.28	26.2%	\$43.38	\$725.45
March 2023	\$5,930.97	16.0%	\$59.53	\$1,476.18
April 2023	\$5,720.62	0.7%	\$144.23	\$2,380.89
May 2023	\$5,646.00	-6.9%	\$115.91	\$1,442.96



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- 1,070 active drivers during Q2
- 10.3% year-over-year increase
- 378 drivers (37%) serviced Pilot trips in Q2 up from 275 drivers in Q1



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

Year	2018	2019	2020	2021	2022	2023 (YTD)
# of new A-Cards issued	43	33	23	22	135	153



Goal 6: Ensure Taxi Pilot Trip Fares closely match Taximeter rates

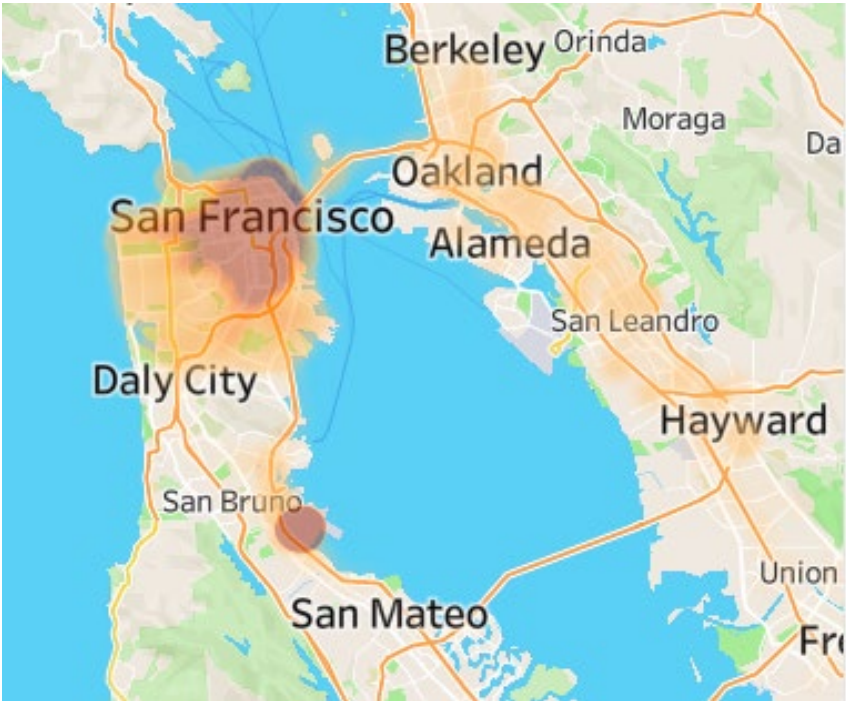
❖ Metric 6A: Upfront Fare within 10% of Taximeter rate

- 4.1% difference between average upfront price and estimated meter fare for taxi pilot trips

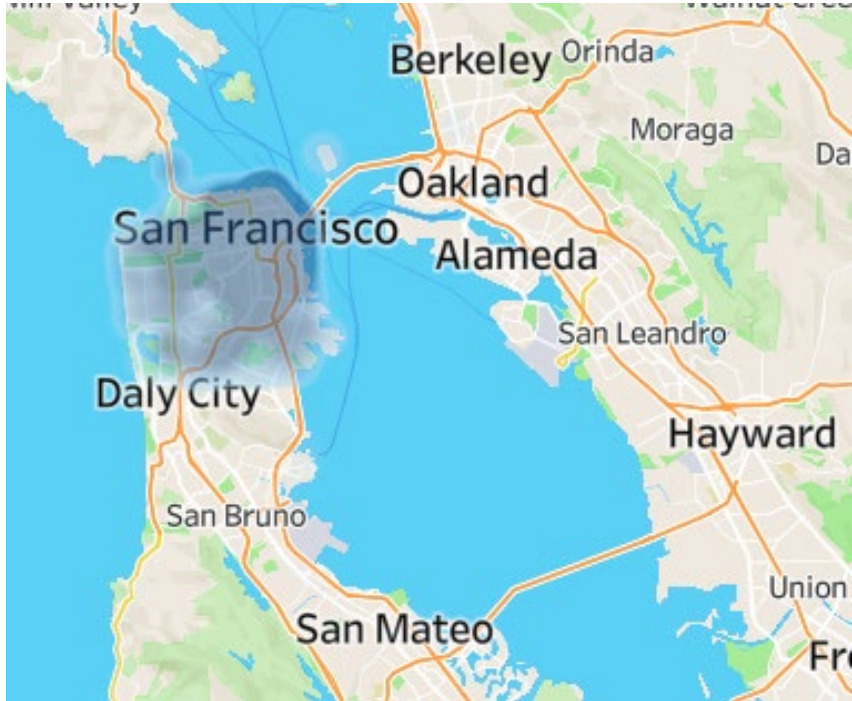


Geographic Distribution of Service Pickup Locations

Taxi Trips (excluding Third-Party Trips)



Third-Party Trips



Upfront Fare Pilot: Q2 key takeaways

- ❖ Total Pilot trips nearly quadrupled in the second quarter, reaching 41,639 total trips in Q2 compared to 10,834 total trips in Q1
- ❖ Drivers who service Third-Party Pilot trips earn on average 23.8% more in monthly fare revenue than drivers who did not
- ❖ Active taxi drivers increased by 10.3% in Q2 as compared to the number of active drivers over the same three-month period from the previous year
- ❖ In Q2, the number of drivers that are participating in the Pilot Program has increased by 37% from Q1
- ❖ Trips hailed through an app are increasing in proportion as compared to trips hailed through traditional methods

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 **810 473 433#**

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

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Draft Transportation Code Reform

- ❖ Upfront Fare Pilot term extension: staff is intending to request an extension until June 30, 2025
- ❖ Request authorization for the Director of Transportation to clarify standards related to dispatch data requirements
- ❖ Delegate authority to the Director of Transportation to establish security camera standards
- ❖ Non-substantive clean-up



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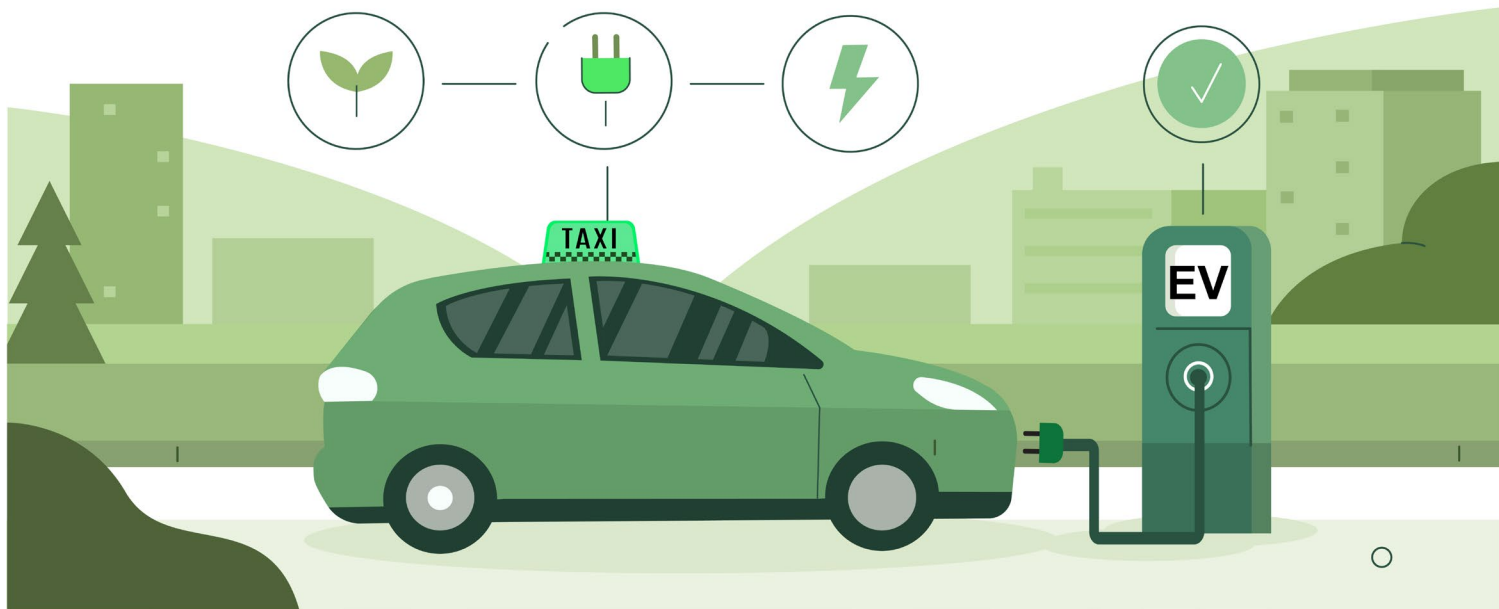
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Long-Term Taxi Electrification Plan

- ❖ By 2035, no new gas-powered vehicle sales permitted (State)
- ❖ Where might drivers charge their vehicles
- ❖ Differences between gas, hybrid, and fully electric vehicles
- ❖ TAMS is developing an Electrification Strategy with the goal that all services we regulate being zero emission by ...
- ❖ Employee operator training
- ❖ Cost of maintenance
- ❖ General feedback



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DRAFT

Clean Air Rebate Program

- ❖ SFMTA awarded \$186,000 grant funding
- ❖ First-come, first-served
- ❖ Must purchase an electric vehicle (EV) to receive any amount of money
- ❖ New, used, and leased EVs qualify

Separate Grant
Application Session
to be Scheduled



DRAFT

Clean Air Rebate Program

- ❖ Currently, there are over 1,500 taxis in operation in the fleet, over 90% are low emission vehicles, but none are zero emission vehicles
- ❖ Any qualifying taxi driver who has purchased an EV (electric vehicle) is eligible to receive a rebate to replace their previous gas-powered or hybrid vehicle
- ❖ Rebate amounts range from \$3,750 to \$30,000 dependent on the previous vehicle's:
 - Title status
 - Model Year
 - Fuel Type



Draft Eligibility

DRAFT

You must meet ALL these requirements to be for the Clean Air Taxi Rebate.

- ✓ Current active medallion holder, color scheme, or taxi driver with valid A-card in good standing for at least one year prior to program launch
- ✓ Purchase of EV (electric vehicle) to replace taxi vehicle
- ✓ EV fully introduced into taxi fleet & actively providing trips
- ✓ Agree to operate EV as a taxi for at least two years
- ✓ EV is properly transmitting trip data
- ✓ Place BAAQMD grant sticker on the EV – SFTaxi@sfmta.com for the sticker



DRAFT

Required Documentation – EV Taxi Replacement

- ❖ Vehicle Registration
- ❖ IRS Form W-9
- ❖ Proof of CA Sale (ONE of the following):
 - Copy of Sales Invoice from Dealer
 - Purchase Order from Dealer
- ❖ Proof of Payment (ONE of the following):
 - Deposited Purchase Check
 - Cashier's Check
- ❖ Photos
 - EV before and after conversion to taxi
 - BAAQMD Grant Sticker placed on EV

Previous



Replace to

Electric Vehicle



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Additional Required Documentation – Previous Taxi Vehicle

- ❖ Vehicle Registration
- ❖ IRS Form W-9
- ❖ Photos
 - Vehicle operating as taxi
 - Receipt from authorized vehicle dismantler showing surrender of vehicle's title

Previous



Replace to

Electric Vehicle



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Scrapping Your Previous Taxi Vehicle

Rebate amounts differ depending on your decision to either scrap or not to scrap your previous taxi vehicle

Previous vehicle must have been used as a taxi in past years

If you choose to **scrap**, the rebate amount depends on your previous vehicle's:

- ❖ **Model Year**
- ❖ **Fuel Type**
Scrapped



Rebate Amounts for Scrapped Vehicles



MODEL YEAR	REBATE AMOUNT – GASOLINE	REBATE AMOUNT – HYBRID
2002	\$30,000	\$22,500
2003	\$30,000	\$22,500
2004	\$27,500	\$20,625
2005	\$20,000	\$15,000
2006	\$17,000	\$12,750
2007	\$16,000	\$12,000
2008	\$15,000	\$11,250
2009	\$13,500	\$10,125
2010	\$13,500	\$10,125
2011	\$13,500	\$10,125
2012	\$12,500	\$9,375
2013	\$12,250	\$9,188
2014	\$12,000	\$9,000
2015	\$11,750	\$8,813
2016	\$11,500	\$8,625
2017	\$11,000	\$8,250
2018	\$10,000	\$7,500
2019	\$9,000	\$6,750
2020	\$7,250	\$5,438
2021	\$5,500	\$4,125



Examples of Electric Vehicles (with MSRP < \$40,000)

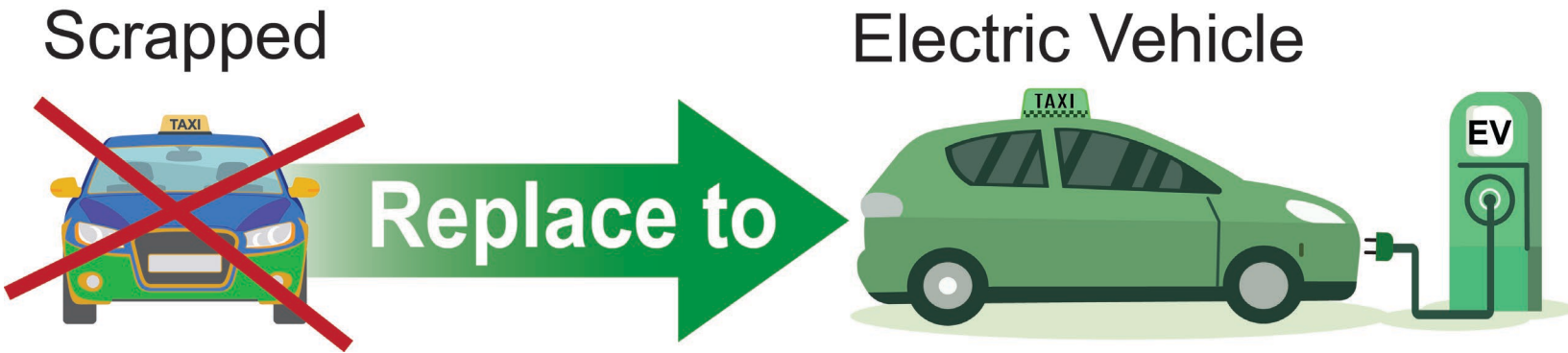
- ❖ Nissan Leaf (\$27,400)
- ❖ Mini Cooper SE (\$29,900)
- ❖ Chevrolet Bolt EV (\$31,500)
- ❖ Mazda MX-30 (\$33,470)
- ❖ Chevrolet Bolt EUV (\$33,500)
- ❖ Hyundai Kona (\$34,000)
- ❖ Kia Niro EV (\$39,900)



DRAFT

Scrapping Your Previous Taxi Vehicle

Rebate amounts differ depending on your decision to either scrap or not to scrap your previous taxi vehicle

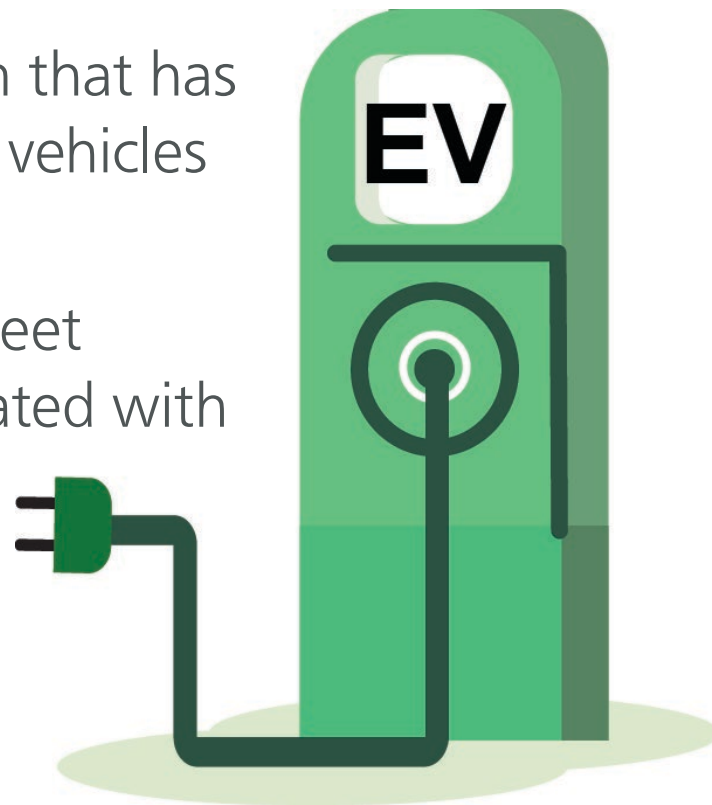


If you choose **not to scrap**, the rebate amount is **\$3,750**

DRAFT

EV Charging

- ❖ SFMTA awarded \$162,000 for EV charging stations
- ❖ The cost of a DC fast charging station that has the capacity to charge at minimum 6 vehicles per day is \$90,000
- ❖ Our grant, available only for shared fleet charging, covers 90% of costs associated with the charging station development
 - \$81,000



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Grant Administrator for On-Demand Wheelchair Accessible Service Update

- ❖ SB 1376 created the TNC Access for All program, which required Transportation Network Companies (TNCs) operating in the state to collect a \$0.10 fee with each vehicle trip to deposit into a statewide “Access Fund” established by the Commission.
- ❖ The access funds go to Local Access Fund Administrators (LAFAs) in each county or geographic area in proportional amounts to the total fees generated in that region.
- ❖ As the LAFA for San Francisco, SFMTA was awarded \$4,045,161 in Local Access Funds, including \$606,774 for administrative costs, for FY 2023-24

Grant Administrator for On-Demand Wheelchair Accessible Service Update

- ❖ SFMTA met with the working group to provide an overview of the program as well as their role.
- ❖ Timeline for Distribution of Funds:
 - RFP will be issued in late 2023/early 2024
 - By July 1, 2024, all Access Providers will be selected and contracted
 - By July 1, 2025, all funds should be obligated to eligible Access Providers
- ❖ Survey will be issued to all possible Access Providers to better understand gaps and needs.



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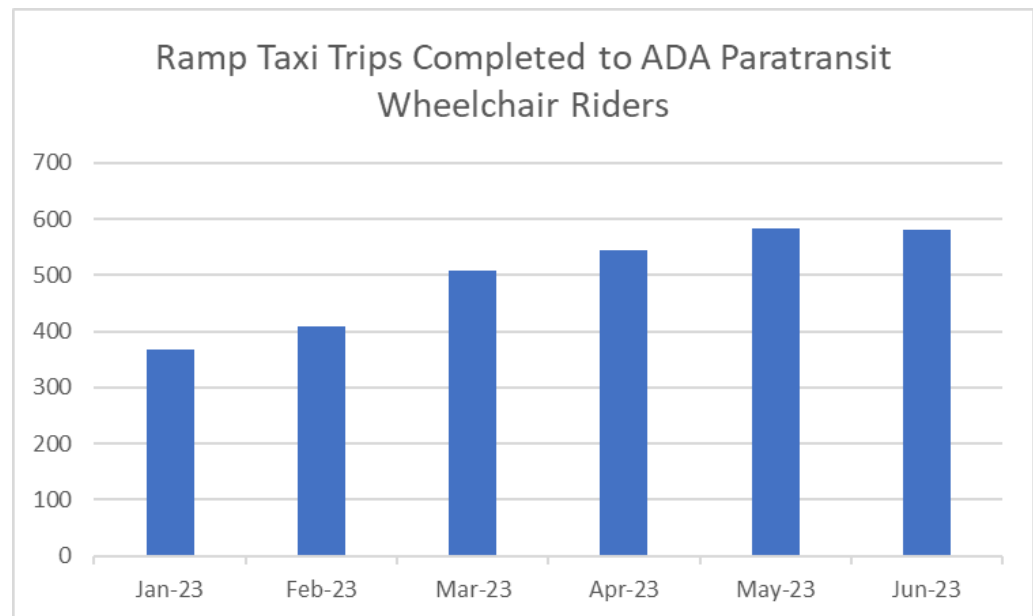
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Paratransit Coordination & Operations Tax / Ramp Taxi Subcommittee Report

- ❖ Members expressed interested in providing input as well as submitting a letter to the CPUC in advance of the August 10th hearing on AVs
- ❖ SFMTA staff provided an overview of the enforcement activities on ramp taxis with a focus on access to SFO
- ❖ Ramp Taxi Capital & Operating incentives increased in July to \$1,000 for new vehicles and \$800 for used vehicles



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Autonomous Vehicle (AV) Passenger Service - Federal, State and Local AV Roles

Federal Role:

- **NHTSA:** sets minimum safety standards for vehicle features (FMVSS) to prevent unreasonable risk of injuries & fatalities
- **NHTSA:** approves exemptions from safety standards
- **NHTSA:** investigates defects & mandates recalls



State Role:

- **DMV:** tests human drivers; issues & revokes licenses
- **DMV:** issues permits to test & commercially deploy AVs on public roads
 - w/safety drivers
 - w/o safety drivers
- **CPUC:** issues permits to *carry passengers* in AVs



City Role:

- **San Francisco:** as early testing city, shares observations with industry, regulators & stakeholders
- **Adopts** traffic regulations, identifies proper use of street lanes & curbs
- **Designs and deploys** traffic control devices
- **Enforces** curb regulations & rules of the road



Today's Primary Operators

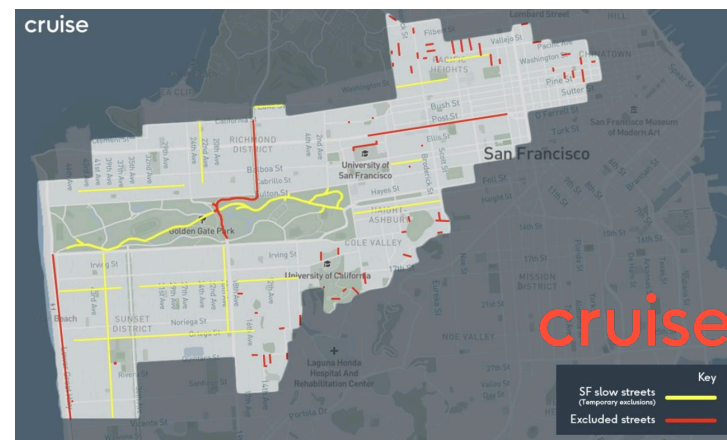
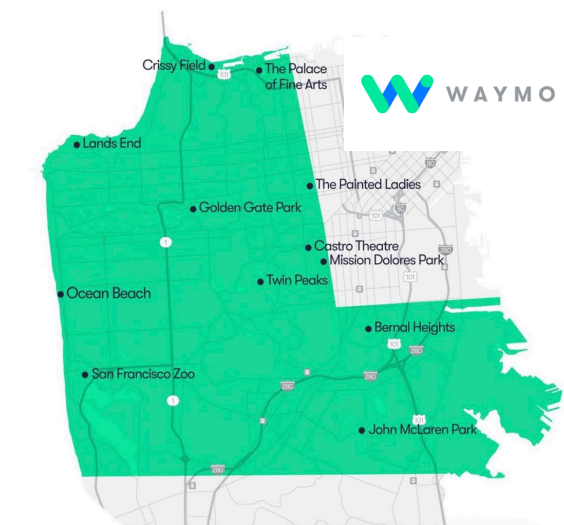


Coming Soon ?



SAE Level 4 Automated Driving in San Francisco

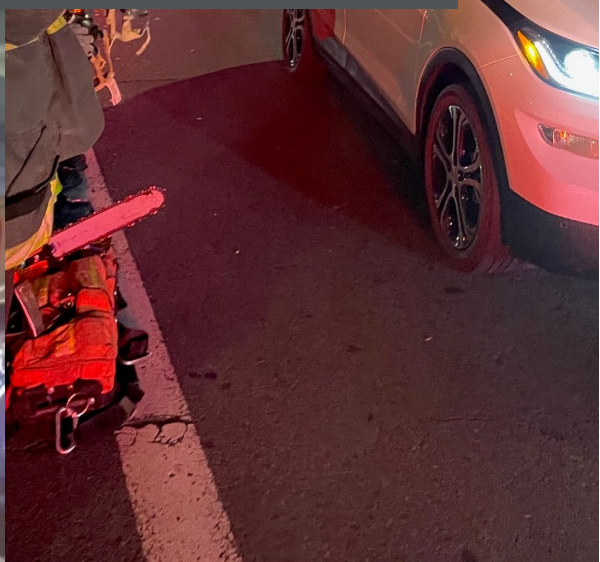
ZOOX



- Testing with safety drivers in vehicle with conventional human controls
- Testing without safety drivers & testing commercial operations with safety drivers
- **As of Aug 10 2023:** Received CPUC permit to provide commercial services with no limits on geographic area, hours of service or fleet size up to 65 mph
- Testing without safety drivers citywide
- **June 02 2022:** Received permit to authorize commercial driverless service in limited area from 10 pm to 6 am
- **AS of Aug 10 2023:** Received CPUC commercial service permit similar to WAYMO but only up to 35 mph
- **Aug 18 2023:** During investigation, DMV asked Cruise to reduce driverless Cruise AV fleet by 50% to 50 daytime & 150 night-time



State & federal regulators collect no data documenting the frequency or impacts of these incidents



Autonomous Vehicle Passenger Service - Conclusions

AV Driving Performance:

- Still under development
- *Still working on critical competencies for safe urban driving*
- *NOT ready to scale without improved performance*

AVs are a *system* not just vehicles:

- Regulation must address system as a whole and include performance of human advisors & field responders

Data Collection & Transparency: Existing data collection not adequate:

- To assess unreasonable risks to public safety
- To assess impacts of driverless operation on transportation network, climate, disability access, and transportation equity

Autonomous Vehicle (AV) Passenger Service

Thank you

See SFMTA AV -TNC regulatory filings here:

<https://www.sfmta.com/reports/transportation-network-companies-tnc-rulemaking-proceedings-sfmta-comments>

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Quarterly Meetings with Taxi Industry

- ❖ November 2023
- ❖ February 2024
- ❖ May 2024
- ❖ August 2024

