



London Breed, Mayor

Amanda Eaken, Chair
Stephanie Cajina, Vice Chair
Steve Heminger, Director

Dominica Henderson, Director
Fiona Hinze, Director
Janet Tarlov, Director

Jeffrey Tumlin, Director of Transportation

TO: Yellow Cab Dispatch of San Francisco and Curb Mobility, LLC

FROM: Danny Yeung, Acting Permits Manager, *Danny Yeung*
Taxis, Access & Mobility Services Division

DATE: July 31, 2024

SUBJECT: Taxi Upfront Fare Pilot Application Approval

Dear Chris Sweis and Athan Rebelos,

San Francisco Municipal Transportation Agency (SFMTA) staff have reviewed Yellow Cab Dispatch of San Francisco's (Yellow Cab) application to participate in the Taxi Upfront Fare Pilot (Pilot) using Curb Mobility's app (Curb). We find that Yellow Cab and Curb meet all SFMTA requirements for conducting Taxi Pilot Trips and Third-Party Trips, and hereby approve Yellow Cab and Curb's request to participate in the Pilot subject to the conditions set forth below. SFMTA staff has made this determination based on its review and analysis of the materials submitted with Yellow Cab and Curb's application, written responses to clarifying questions, and the in-person technology demonstration conducted on April 17, 2024. Yellow Cab and Curb's application and related response documents, and the clarifying questions from staff and your follow up responses are attached hereto and are hereby incorporated into this approval by reference as though fully set forth herein.

The Taxi Upfront Fare Pilot rules may be updated from time to time to address unanticipated negative outcomes. Should the SFMTA make rule changes during the term of the Pilot, SFMTA will provide no less than 15 calendar days' notice of said change.

In the event Yellow Cab Dispatch, Curb, and/or its affiliated Color Scheme(s) fail to comply with any of the Pilot rules, SFMTA will issue a written notice to cure such non-compliance (Notice of Non-Compliance). The Notice of Non-Compliance will identify the rule(s) that Yellow Cab and Curb and/or its affiliated Color Scheme(s) have violated. The Notice of



Non-Compliance will also include the timeframe to cure the documented instance(s) of non-compliance.

Failure to timely cure any and all violation(s) noted in a Notice of Non-Compliance may result in fine(s), if the violation constitutes a violation of the San Francisco Transportation Code, and/or suspension or termination of Pilot participation.

The above-referenced approval to provide Taxi Pilot Trips and Third-Party Trips is subject to Yellow Cab and Curb's compliance with all Taxi Upfront Fare Pilot rules. Yellow Cab and Curb may begin offering Taxi Pilot Trips and Third-Party Pilot Trips on August 1, 2024.

Curb Mobility

Taxi Upfront Fare Pilot Program

For Taxi Pilot Trips

ATTN: Matthew Thompson, Mingyang Wang

Department SFMTA

Email: Matthew.Thompson@sfmta.com, Mingyang.Wang@sfmta.com

Taxi Upfront Ehaul (Appendix A) - Taxi Pilot Trips

1) Program Description: Written description of the applicant team (E-Hail App, Dispatch Services and Color Schemes), and its plan to offer Taxi Pilot Trips. The program description must include the following:

a) Written evidence that each affiliated Dispatch Service and Color Scheme agrees to participate in the Pilot.

Acknowledged

b) Describe Taxi E-Hail App taxi customer functionality (e.g. how the Taxi E-Hail App will work from a taxi customer perspective).

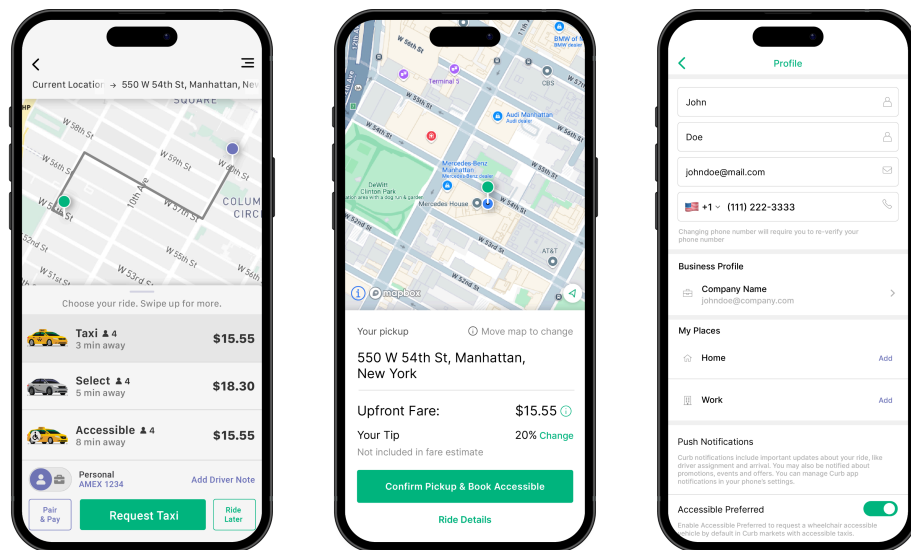
The Curb Rider App (iOS/AND) has over 100K app reviews and has been providing an industry leading experience to hail taxis throughout the country.

Riders will have the option to book rides on-demand and/or pre-schedule trips up to 72 hours in advance in 15 minute increments. Within the booking flow a rider will have the option to set the pick up location based on their current location, by entering an address, dropping a pick up pin within the map or selecting saved addresses, past used addresses or recommended addresses (Transportation hubs). To set the drop off address a rider will be able to either enter the drop off address, drop a pin on the map or also select from a series of saved, past used, or recommended locations.



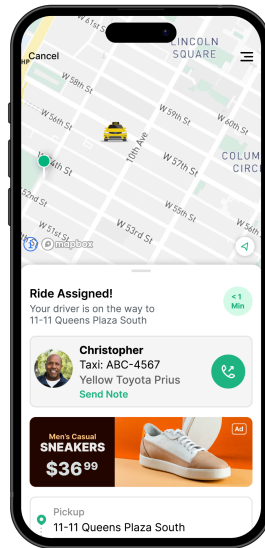
(Curb Rider App: Homescreen, Address Selection)

After selecting a pick up and drop off address the rider will be able to see a fare estimate generated for a taxi option, and an Accessible (WAV) option to choose their preferred/needed vehicle type. If a rider prefers or needs to be serviced by an Accessible (WAV) vehicle regularly, they are able to adjust within their rider profile for WAV to be their preferred vehicle type. A rider will also be able to see an estimated generated route between their pick up and drop off points. Riders will also be able to select their preferred payment method (Personal or Business SF Paratransit profile) or add Driver Notes, which are pick up notes sent along to the assigned driver, before confirming the final quoted price and selecting the preferred tip amount. Within Curb’s rider app tips are able to be selected/adjusted before requesting a ride, and during a ride, but not after completion.



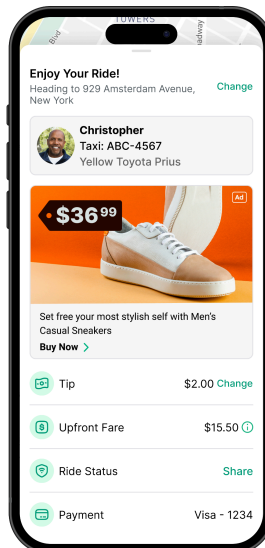
(Curb Rider App: COAM Fare Estimates, Confirm Booking, User Profile)

Throughout the ride experience riders will receive ride status updates via push notifications, letting them know when their ride has been assigned, along with ETA approximations and vehicle specific taxi information. Within the app riders will also be able to view the same ride specific information of their assigned driver/vehicle in addition to seeing the ETA and vehicles actual location. For pre-scheduled trips in advance riders will receive a confirmation email confirming their booking reservation, along with a phone number to communicate with Curb’s dedicated reservation team. Riders will also have the ability to call their driver or receive calls from the assigned drivers through masked numbers, and/or utilize our rider-driver chat feature to communicate.



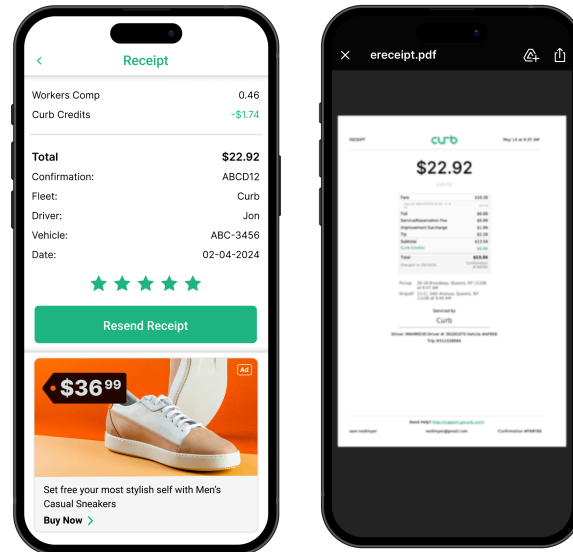
(Curb Rider App: Ride Assigned Screen)

Riders will also have the ability to adjust their drop off destination during a ride, where the fare for both the rider and driver will be recalculated based on our pricing engine logic. Lastly when in a ride riders will have the option to share their ride for tracking purposes, where a message is sent to the selected individual providing a URL taking them to a web app where they can view live status updates of vehicle location.



(Curb Rider App: Adjustable Drop-Off and Share Location Safety Feature)

After ride completion a rider will be shown a screen where they can rate their experience on a 5-star basis and see their final charged fare. Riders will also be sent a PDF version of the receipt to the email associated with their rider account.



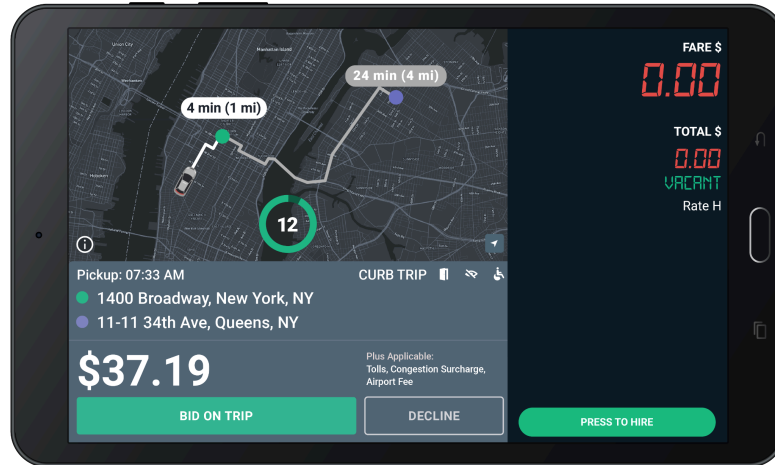
(Curb Rider App: Ride Complete Screen, PDF of E-receipt)

c) Describe the Taxi E-Hail App taxi driver functionality (e.g. how the Taxi E-Hail App will work from a taxi driver perspective), and any taxi driver training program.

Driver Ride Experience

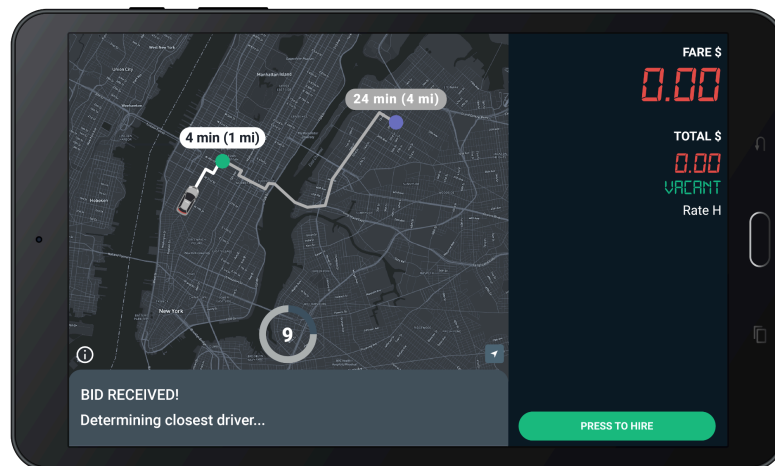
Drivers equipped with Curb’s in-vehicle systems will go through the same industry leading user experience experienced by other drivers throughout the country.

When a ride is offered to the driver they will be provided with all the sufficient information upfront to make a decision if they want to Bid on the job or not. Drivers will be provided the fare, pick up and drop off address, ETA in minutes and miles on how far the pick up is from their current location, and be provided a map showing the complete route of the trip from current location to pick up, to drop off. Drivers will have 12 seconds to decide if they want to bid on the job. If a driver decides to decline the offer and/or ignore the offer they are not penalized for consideration of future taxi E-hail offers.



(Curb Dash+: Trip Offer Screen)

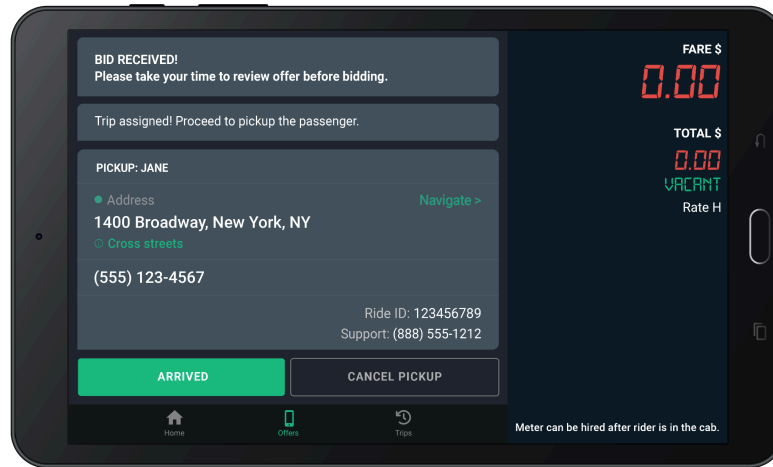
If a driver decides to Bid on the ride, they will wait a few seconds to receive if the job was awarded to them. Curb offers a specific rider request to multiple drivers at the same time (scatter-shot), and awards the ride to the driver with the closest proximity to the rider to optimize for ETA and benefit the rider experience, we don't award rides to the drivers that Bids on the ride first.



(Curb Dash+: Bid Received, Pending Screen)

Once awarded the driver will be shown pick up specific information such as the pick up address, riders first name, a masked phone number to call and be connected with the rider, utilize the Chat option, and have Curb's driver support number to communicate with. Drivers will also have the option to select "Navigation" where Google maps will open and navigate the driver to the pick up location, or select "Cross Streets" that will tell the driver the nearest intersection to the pick up location. Within this stage drivers have the

option to cancel the trip still after being rewarded, although this is highly discouraged through our driver training. Once a driver arrives at the pick up location they will select “Arrived”



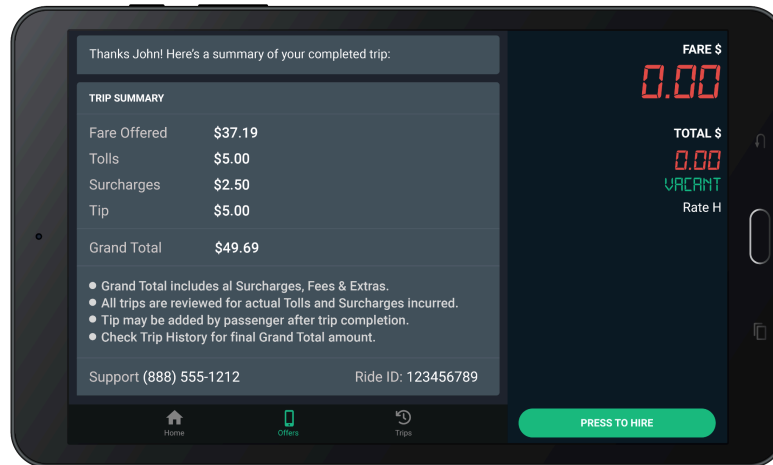
(Curb Dash+: Pick-up Screen)

Once the rider has gotten into the taxi, and confirmed they are the correct passenger, the driver is able to start the ride. Drop off information will be provided to the driver showing them the address, ability to navigate, see the cross streets, and still be provided Curb’s support number. The fare on the drivers digital meter will not show the fare amount, but be displayed as CURB, any applicable Extra’s within the ride though will be visible in monetary value.



(Curb Dash+: Rider in Cab, Drop-off Screen and Trip Complete)

After a trip is completed the driver will see a Trip Summary within their screen giving a detailed line by line breakdown of all the components that make up the total trip fare.



(Curb Dash+: Trip Summary)

Driver Training

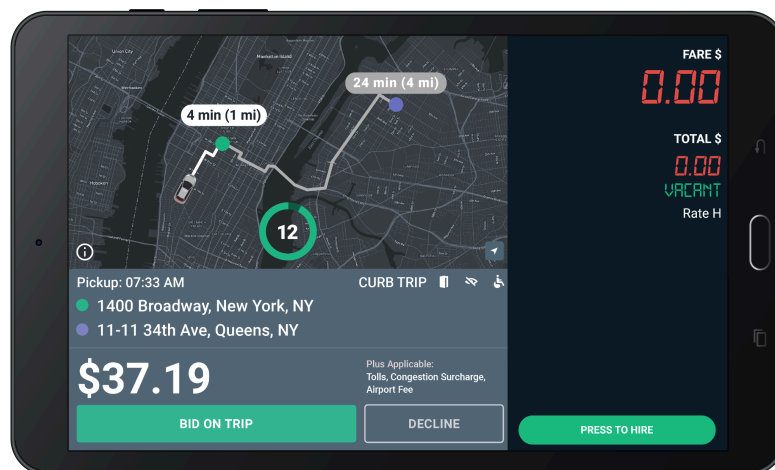
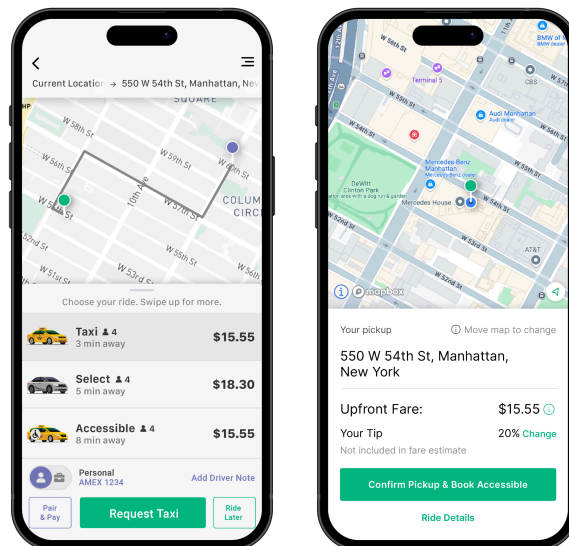
Curb believes we are able to provide significant value to drivers through our thought out and long history of creating a great driver experience through collaboration with drivers over the years. We aim to continuously on a regular basis help remind and educate existing and new drivers on best driver practices, how to properly interact with Curb’s driver application, and on existing and new features.

All drivers go through an overview of the Curb platform and experience when we newly launch within a city or begin to work with a new fleet partner. Drivers also receive training within their in-vehicle system upon login (scheduled by Curb) or ad hoc accessible to them when they want with specific training material. In addition we also send drivers SMS/Email updates with training material in addition to hosting quarterly in-person events. To reference some of Curb’s driver training material please select below for reference.

Link to Driver Training	Links
Ehail Trips	Slides - Video - DIM
Meter Ehail Trips	Slides - Video
Request a Trip	Slides - DIM
Next Trip Offer	Slides - DIM
Chat Messaging	DIM

(Link to Driver Training Materials)

d) Submit sample images of how the upfront fare offer will be communicated to both taxi customers and drivers (e.g. what will the customers and drivers see on the app).



*(Curb Rider App: Rider Fare Estimate & Confirmation Screens
Curb Dash+: Driver Offer Screen)*

e) Describe how the Taxi E-Hail App will ensure that the upfront fares for Taxi Pilot Trips will closely match the Taximeter rates.

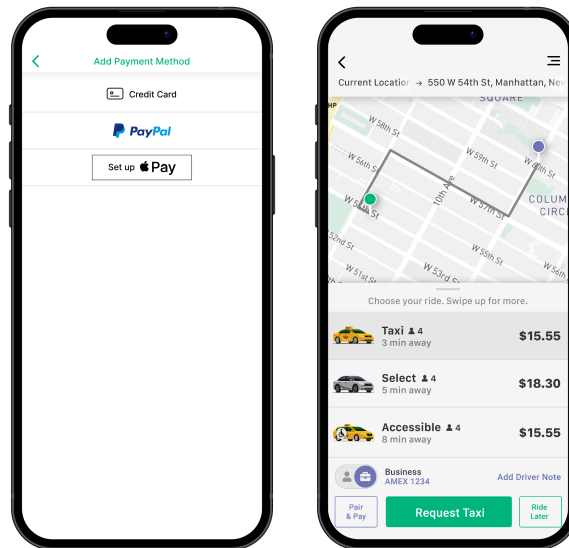
Through Curb’s pricing algorithm we have developed techniques to be able to closely resemble what the meter price would be, through the utilization of time and mileage variables. Based on real-time traffic conditions between the pick up and drop off point, through a disinterested third party we are able to calculate the appropriate time and mileage variables used to give an approximate meter rate estimate.

f) Describe whether the applicant will allow SF Paratransit customers the ability to book and pay for Paratransit taxi trips (which would also be considered Taxi Pilot Trips) through the Taxi E-Hail App using their Paratransit Debit Card as a payment method. If yes, describe how the Taxi E-Hail App will integrate with SF Paratransit.

Riders part of SFMTA's paratransit program will be able to book a taxi ride through Curb's rider app (iOS/AND) and pay for the ride in-vehicle using their paratransit debit card. When a rider creates an account they will also be prompted to add a payment method. Riders will be able to add their paratransit debit card as a payment method, that will automatically add them to a special booking group i.e (SFMTA Paratransit), based on the identified BIN range. This will allow riders to E-hail a taxi and pay in-vehicle using their paratransit debit card rather than processing the payment in-app. The special booking group is part of Curbs business profile feature, where riders are able to toggle/select which payment method and associated booking group with each payment method they want to use. This allows certain unique rules such as paying in-vehicle to be utilized when a rider has (SFMTA Paratransit) selected which is tied to their paratransit debit card, but have payments processed automatically in-app if they have an alter payment type selected.

Being a part of the special booking group dedicated to individuals part of the paratransit program will only be possible if you have a paratransit card. If the same individual wants to book a "personal" ride, then they would use the "Personal" payment profile (as opposed to Business) and their payment would be processed in-app rather than pay in-vehicle.

Drivers will be notified upon being offered the ride and again at the end of the ride that it is pay in-vehicle rather than to expect the payment to be processed automatically in-app. Curb will be relying on the SFMTA to manage the authorization and eligibility of riders' paratransit cards to remain eligible within the SFMTA Paratransit group. Non-eligible cards will not be able to request a taxi Ehaul with a pay in-vehicle option.



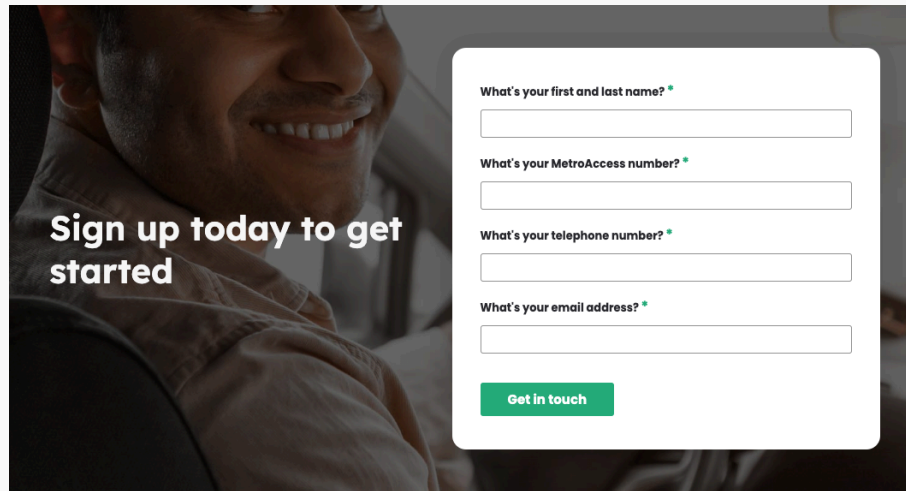
(Curb Rider App: Add Payment Screen, Curb Rider Business VS. Personal Payment Toggle)

In the short run, Curb will offer a webpage to SFMTA riders that allows them to submit the information below in order to be added to Curb's SFMTA Paratransit group:

- First and last name
- email address
- phone number
- SFMTA member # and/or Format
- BIN range of paratransit debit card.

Based on the provided information a Curb representative will review the submitted inquiry and be able to validate the BIN range of the provided paratransit debit card to see if this individual should be added to the special

booking group. The individual will need to create a Curb Rider app account with the same email address and phone number that was submitted, so that Curb can add them to the SFMTA group, thus creating their SFMTA business profile and payment method in the app.



(Driver Sign-up)

g) Describe your plan to ensure that traditional taxi trips, including Paratransit taxi trips, will continue to meet the response time goals specified in Section 1102 of the Transportation Code, including any driver incentive and/or recruitment plans.

The opportunities that 3rd parties will bring to our drivers will help to enhance recruitment. The program involves social media advertising and organic content along with job posts on various job boards to attract more drivers. More drivers will ensure better response times however this will be an ongoing challenge due to the overall shortage of labor in the service industry, but are confident in the opportunistic influence additional rides from Ehaul will have on attracting drivers to the industry.

h) Describe your plan to meet demand for Taxi Pilot Trips, including any driver incentive and/or recruitment plans.

Please refer to our answer to question (g) above

2) Submit the schedule of fees charged to drivers for Taxi Pilot Trips

Drivers will not be charged a fee for taxi pilot trips.

3) Submit proof that the required Pilot test data has been successfully submitted to SFMTA's taxi APIs and has been validated by SFMTA staff.

Please refer to the below attached image of our recent correspondence with SFMTA staff.

[EXT] RE: SFMTA taxi data integration

 Reply  Forward

From: Yeung, Danny <Danny.Yeung@sfmta.com>
Sent: Tuesday, May 28, 2024 20:29
To: Chiu, Mona <Mona.Chiu@sfmta.com>; Athan Rebelos <AthanR@gocurb.com>; Nestor Guzman <NestorG@gocurb.com>
Cc: Chris Sweis <chris@yellowsf.com>; Viktoria Grushko <ViktoriaG@gocurb.com>; Dipesh Patel <DipeshP@gocurb.com>; Kayesh Quddus <KayeshQ@gocurb.com>; Aristeo Layson <AristeoL@gocurb.com>; Kathleen Delarosa <KathleenD@gocurb.com>; Wang, Mingyang <Mingyang.Wang@sfmta.com>
Subject: RE: [EXT] RE: SFMTA taxi data integration

Athan and Nestor, feel free to expand your in-taxi equipment to more vehicles.

We will continue monitoring the data, as it all seems ok as far as I'm aware.

Taxi Upfront Ehaul (Appendix B) - Third Party Pilot Trips

1) Program Description: Written description of the applicant team (E-Hail App, Dispatch Services, Color Schemes and Third-Party partners), and its plan to offer Third-Party Pilot Trips. The program description must include the following:

a) Written evidence that each affiliated Dispatch Service, Color Scheme and Third-Party partner agrees to participate in the Pilot.

Acknowledged

b) Describe how Third-Party Pilot Trips will work from a customer perspective.

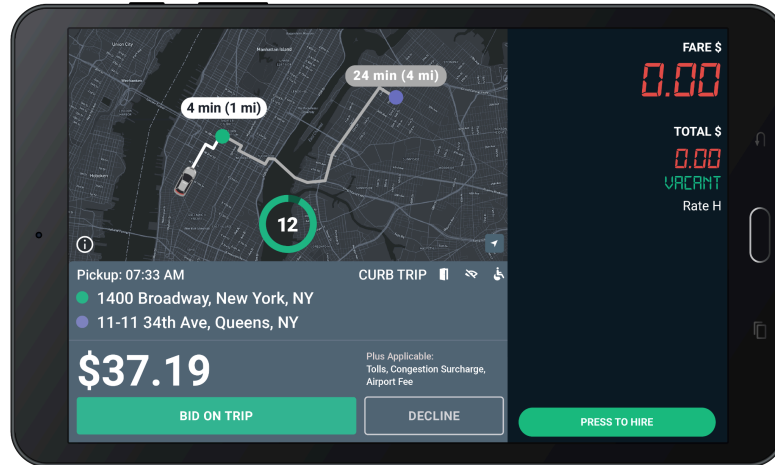
For third party pilot trips the rider experience remains the same within the third party's user experience. Riders will be eligible to use all if not most of the same features within their riding experience that they are already familiar with. Riders will also still be quoted an upfront fare before requesting their ride.

c) Describe how Third-Party Pilot Trips will work from a taxi driver perspective and include description of any associated taxi driver training program.

Driver Ride Experience

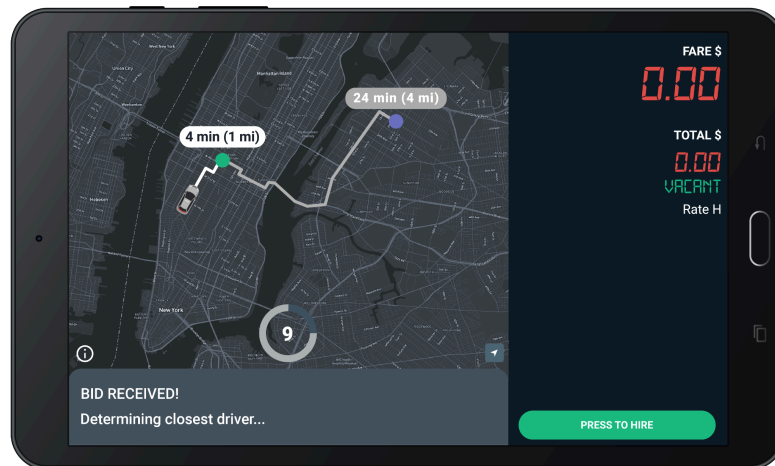
Drivers equipped with Curb's in-vehicle systems will go through the same industry leading user experience experienced by other drivers throughout the country. The driver experience and user interface is kept as a one pain point model, which means regardless of the source of demand the experience for the driver is kept the same within the Curb ecosystem.

When a ride is offered to the driver they will be provided with all the sufficient information upfront to make a decision if they want to Bid on the job or not. Drivers will be provided the fare, pick up and drop off address, ETA in minutes and miles on how far the pick up is from their current location, and be provided a map showing the complete route of the trip from current location to pick up, to drop off. Drivers will have 12 seconds to decide if they want to bid on the job. If a driver decides to decline the offer and/or ignore the offer they are not penalized for consideration of future taxi Ehaul offers.



(Dash+: Offer Screen)

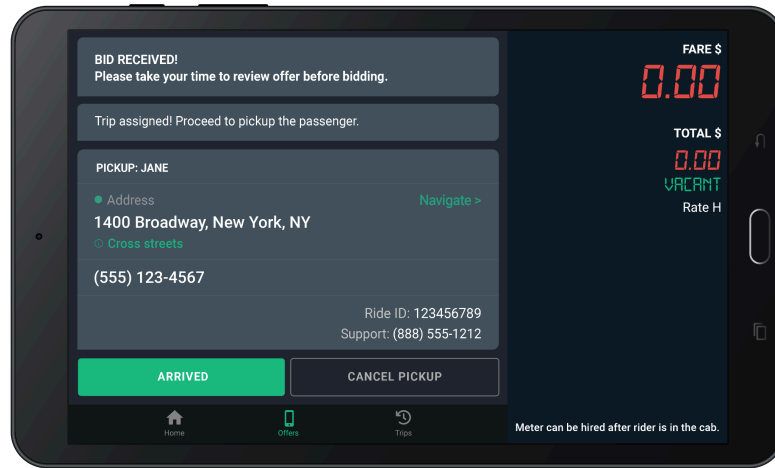
If a driver decides to Bid on the ride, they will wait a few seconds to receive if the job was awarded to them. Curb offers a specific rider request to multiple drivers at the same time (scatter-shot), and awards the ride to the driver with the closest proximity to the rider to optimize for ETA and benefit the rider experience, we don't award rides to the drivers that Bids on the ride first.



(Dash+: Bid Received, Pending Screen)

Once awarded the driver will be shown pick up specific information such as the pick up address, riders first name, a masked phone number to call and be connected with the rider, utilize the Chat option, and have Curb's driver support number to communicate with. Drivers will also have the option to select "Navigation" where Google maps will open and navigate the driver to the pick up location, or select "Cross Streets" that will tell the driver the nearest intersection to the pick up location. Within this stage drivers have the

option to cancel the trip still after being rewarded, although this is highly discouraged through our driver training. Once a driver arrives at the pick up location they will select “Arrived”



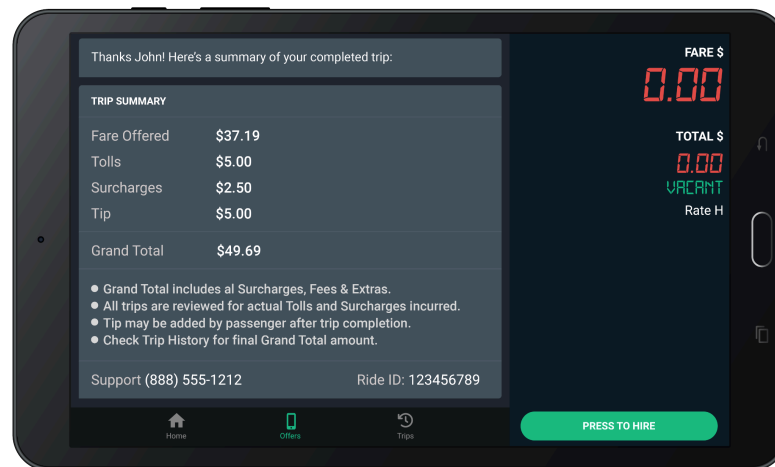
(Dash+: Pick-up Screen)

Once the rider has gotten into the taxi, and confirmed they are the correct passenger, the driver is able to start the ride. Drop off information will be provided to the driver showing them the address, ability to navigate, see the cross streets, and still be provided Curbs support number. The fare on the drivers digital meter will not show the fare amount, but be displayed as CURB, any applicable Extra’s within the ride though will be visible in monetary value.



(Dash+: Rider in Cab, Drop-off Screen and Trip Complete)

After a trip is completed the driver will see a Trip Summary within their screen giving a detailed line by line breakdown of all the components that make up the total trip fare.



(Dash+: Trip Summary)

Driver Training

Curb believes we are able to provide significant value to drivers through our thought out and long history of creating a great driver experience through collaboration with drivers over the years. We aim to continuously on a regular basis help remind and educate existing and new drivers on best driver practices, how to properly interact with Curb's driver application, and on existing and new features.

All drivers go through an overview of the Curb platform and experience when we newly launch within a city or begin to work with a new fleet partner. Drivers also receive training within their in-vehicle system upon login (scheduled by Curb) or ad hoc accessible to them when they want with specific training material. In addition we also send drivers SMS/Email updates with training material in addition to hosting quarterly in-person events. To reference some of Curb's driver training material please select below for reference.

Link to Driver Training	Links
Ehail Trips	Slides - Video - DIM
Meter Ehail Trips	Slides - Video
Request a Trip	Slides - DIM
Next Trip Offer	Slides - DIM
Chat Messaging	DIM

(Link to driver training deck, DIM trainings)

d) Describe how drivers will be able to opt-out of servicing Third-Party Pilot Trips.

Curb doesn't penalize a driver for not accepting any Ehail offers originating within the Curb platform or from third party partners. Curb also doesn't penalize drivers for requesting to opt-out of third party rides, and allows drivers to request to re-join at any time.

If a driver wishes to no longer participate in any existing third party rides within their city, a driver will need to communicate with our dedicated driver support team via email and/or by phone, where we can remove their eligibility to receive such third party rides and will no longer receive offers. The process of removing eligibility is done, during receiving the request from the driver, and will be realized by the driver upon their next successful login to their in-vehicle system.

If a driver wishes to regain eligibility for third party rides, they will also need to reach out to Curb's dedicated driver support team, who will reinstate their eligibility while receiving the request of the driver, and will also be realized upon the drivers next successful login to their in-vehicle system.

e) Submit sample images of how the upfront fare offer will be communicated to both customers and taxi drivers (e.g. what will the customers and taxi drivers see on the app).

Customer Experience

Customers using a third party rider app will be able to see their upfront fare prior to confirming their booking. Throughout the ride experience riders will receive ride status updates via push notifications, letting them know when their ride has been

assigned, along with ETA approximations and vehicle specific taxi information. Within the app riders will also be able to view the same ride specific information of their assigned driver/vehicle in addition to seeing the ETA and vehicles actual location.

Within the booking flow a rider will have the option to set the pick up location based on their current location, by entering an address, dropping a pick up pin within the map or selecting saved addresses, past used addresses or recommended addresses (Transportation hubs). To set the drop off address a rider will be able to either enter the drop off address, drop a pin on the map or also select from a series of saved, past used, or recommended locations.

Driver Experience

Please refer to our response in question (C) that shows how the fares will be communicated along with the full driver flow and training index.

f) Describe the plan to ensure that traditional taxi trips, including Paratransit taxi trips, will continue to meet the response time goals specified in Section 1102 of the Transportation Code, including any driver incentive and/or recruitment plans.

The opportunities that 3rd parties will bring to our drivers will help to enhance recruitment. The program involves social media advertising and organic content along with job posts on various job boards to attract more drivers. More drivers will ensure better response times however this will be an ongoing challenge due to the overall shortage of labor in the service industry, but are confident in the opportunistic influence third-party rides will have on attracting drivers to the industry.

g) Describe plan to meet demand for Third-Party Pilot Trips, including any driver incentive and/or recruitment plans.

Please refer to our answer to question (f) above.


2) Submit the schedule of fees charged to drivers for Third-Party Pilot Trips or report the weighted average driver fee to SFMTA on a monthly basis no less than 7 calendar days after the end of each month.

Drivers will not be charged a fee for taxi pilot trips.

3) Submit proof that the required Third-Party Pilot test data has been successfully submitted to SFMTA's taxi APIs and has been validated by SFMTA staff.

Please refer to the below attached image of our recent correspondence with SFMTA staff.

[EXT] RE: SFMTA taxi data integration

 Reply

 Forward

From: Yeung, Danny <Danny.Yeung@sfmta.com>

Sent: Tuesday, May 28, 2024 20:29

To: Chiu, Mona <Mona.Chiu@sfmta.com>; Athan Rebelos <AthanR@gocurb.com>; Nestor Guzman <NestorG@gocurb.com>

Cc: Chris Sweis <chris@yellowsf.com>; Viktoria Grushko <ViktoriaG@gocurb.com>; Dipesh Patel <DipeshP@gocurb.com>; Kayesh Quddus <KayeshQ@gocurb.com>; Aristeo Layson <AristeoL@gocurb.com>; Kathleen Delarosa <KathleenD@gocurb.com>; Wang, Mingyang <Mingyang.Wang@sfmta.com>

Subject: RE: [EXT] RE: SFMTA taxi data integration

Athan and Nestor, feel free to expand your in-taxi equipment to more vehicles.

We will continue monitoring the data, as it all seems ok as far as I'm aware.



Appendix A

Taxi Upfront Fare Pilot Program Application Form For Taxi Pilot Trips

November 1, 2023

The Taxi Upfront Fare Pilot Program (Pilot) allows Taxi E-Hail application (Taxi E-Hail App) providers to offer taxi customers the ability to book a taxi trip and pay a flat rate upfront fare, instead of paying the Taximeter amount at the end of the trip. Under the Pilot, the upfront fare offered to taxi customers through a Taxi E-Hail App must be based on the estimated Taximeter amount and is intended to closely match the cost to the customer of a trip fare based on the Taximeter rate.

The SFMTA will review completed applications and determine whether each applicant meets the SFMTA's requirements to provide Taxi Pilot Trips¹, as established in the November 1, 2023 [Taxi Upfront Fare Pilot Program updated memo](#).

Applicant Information

Please Print Clearly			
Taxi E-Hail App Business Name:	Curb Mobility, LLC	Business Phone:	(718) 222-0600
Contact Person:	Athan Rebelos	Phone:	650-732-9374
Mailing Address:	11-11 34th Ave, Queens, NY 11106		
Street Address if different than above:			

Affiliated Dispatch Service Business Name:	Yellow Cab of San Francisco	Business Phone:	415-333-3333
Contact Person:	Christopher Sweis	Email:	chris@yellowsf.com
Affiliated Dispatch Service Business Name:		Business Phone:	
Contact Person:		Email:	

Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	

¹ Any capitalized terms that are not otherwise defined herein shall have the meaning ascribed in the August 5, 2022 Taxi Upfront Fare Pilot Program memo.

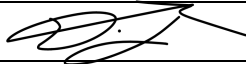
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	

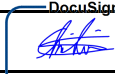
Submission Instructions

Applications are evaluated on a rolling basis. By submitting an application, applicants acknowledge that they have read and understand the Pilot rules established in the November 1, 2023 [Taxi Upfront Fare Pilot Program updated memo](#) and, if approved, agree to comply with such rules. A completed application must include all application materials specified below to demonstrate an applicant’s ability to comply with all corresponding Pilot rules.

Submit completed application form and required application materials by email to SFTaxi@sfmta.com with the subject: “Upfront Fare Pilot Program Application: Taxi Pilot Trips.”

Application Agreement

By signing this application, the applicant verifies that all of the information provided in this application and the associated attachments is true and accurate and agrees that if approved, the applicant will comply with the Pilot rules and requirements, as they may be updated from time to time.	
Name of Applicant	Curb Mobility, LLC
Signature of Authorized Representative	
Printed Name, Title and Date	Dorel Tamam, Director 5/29/2024

By signing this application, the undersigned Dispatch Service agrees, if the application is approved, to comply with the Pilot rules and requirements, as they may be updated from time to time.	
Name of Dispatch Service	Yellow Cab of San Francisco
Signature of Authorized Representative	
Printed Name, Title and Date	CEO Christopher Sweis 5/29/2024

Application Materials

Applicants seeking participation in the Upfront Fare Pilot Program to provide Taxi Pilot Trips shall submit the following information:

- 1) Program Description: Written description of the applicant team (E-Hail App, Dispatch Services and Color Schemes), and its plan to offer Taxi Pilot Trips. The program description must include the following:
 - a) Written evidence that each affiliated Dispatch Service and Color Scheme agrees to participate in the Pilot.
 - b) Describe Taxi E-Hail App taxi customer functionality (e.g. how the Taxi E-Hail App will work from a taxi customer perspective).
 - c) Describe the Taxi E-Hail App taxi driver functionality (e.g. how the Taxi E-Hail App will work from a taxi driver perspective), and any taxi driver training program.
 - d) Submit sample images of how the upfront fare offer will be communicated to both taxi customers and drivers (e.g. what will the customers and drivers see on the app).
 - e) Describe how the Taxi E-Hail App will ensure that the upfront fares for Taxi Pilot Trips will closely match the Taximeter rates.
 - f) Describe whether the applicant will allow SF Paratransit customers the ability to book and pay for Paratransit taxi trips (which would also be considered Taxi Pilot Trips) through the Taxi E-Hail App using their Paratransit Debit Card as a payment method. If yes, describe the Taxi E-Hail App will integrate with SF Paratransit.
 - g) Describe your plan to ensure that traditional taxi trips, including Paratransit taxi trips, will continue to meet the response time goals specified in Section 1102 of the Transportation Code, including any driver incentive and/or recruitment plans.
 - h) Describe your plan to meet demand for Taxi Pilot Trips, including any driver incentive and/or recruitment plans.
- 2) Submit the schedule of fees charged to drivers for Taxi Pilot Trips
- 3) Submit proof that the required Pilot test data has been successfully submitted to SFMTA's taxi APIs and has been validated by SFMTA staff.

Staff Evaluation

Staff will review each application for completeness and responsiveness in the evaluation process and will provide written determination as to whether an applicant has demonstrated an ability to meet the Pilot application requirements. SFMTA staff may request additional information or clarification of information already provided from applicants and may provide an applicant the opportunity to revise or modify its application.

Date Application Received: _____

Staff Reviewer: _____

Evaluation checklist:

- Applicant has submitted a complete application
- The Taxi E-Hail App is SFMTA-approved
- All affiliates are in compliance with all applicable state and local rules and regulations regarding taxis, including Article 1100 of the Transportation Code.
- Applicant has submitted all required information included in Items 1 and 2 above
- Applicant has submitted required test data to SFMTA's taxi APIs
- Staff has validated that the test data has been received and complies with SFMTA's requirements
- Applicant has demonstrated an ability to comply with the Pilot application requirements.



Appendix B

Taxi Upfront Fare Pilot Application Form For Third-Party Pilot Trips

November 1, 2023

The Taxi Upfront Fare Pilot Program allows taxi E-Hail application (Taxi E-Hail App) providers to offer taxi customers the ability to book a taxi trip and pay a flat rate upfront fare, instead of paying the Taximeter amount at the end of the trip.

The Pilot also allows Taxi E-Hail Apps to dispatch trips that originate with third-party entities (e.g. entities that do not receive permits issued by the SFMTA), which may offer upfront fares that are not based on Taximeter rates.

Third-Party Pilot Trips¹ have the following characteristics:

- originates with a customer ride request through a third-party entity (Third-Party Provider)
- transferred to a Taxi E-Hail App
- dispatched by a Taxi E-Hail App
- provided by a permitted San Francisco taxi driver in a permitted SF taxi vehicle
- upfront fare is **not** required to be based on the estimated Taximeter amount

The SFMTA will review completed applications and determine whether each applicant meets the SFMTA's requirements to provide Third-Party Pilot Trips, as established in the November 1, 2023 [Taxi Upfront Fare Pilot Program updated memo](#). An applicant must be SFMTA-approved for Taxi Pilot Trips in order to be considered for approval for Third-Party Pilot Trips.

Applicant Information

Please Print Clearly			
Taxi E-Hail App Business Name:	Curb Mobility, LLC	Business Phone:	(718) 222-0600
Contact Person:	Athan Rebelos	Phone:	650-732-9374
Mailing Address:	11-11 34th Ave, Queens, NY 11106		
Street Address if different than above:			

¹ Any capitalized terms that are not otherwise defined herein shall have the meaning ascribed in the August 5, 2022 Taxi Upfront Fare Pilot Program memo.

Affiliated Dispatch Service Business Name:	Yellow Cab of San Francisco	Business Phone:	415-333-3333
Contact Person:	Christopher Sweis	Email:	chris@yellowsf.com
Affiliated Dispatch Service Business Name:		Business Phone:	
Contact Person:		Email:	

Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	


Third-Party Business Name:		Business Phone:	
Contact Person:		Email:	
Third-Party Business Name:		Business Phone:	
Contact Person:		Email:	


Submission Instructions

Applications are evaluated on a rolling basis. By submitting an application, applicants acknowledge that they have read and understand the [Pilot rules](#) and, if approved, agree to comply with such rules. A completed application must include all application materials specified below to demonstrate an applicant's ability to comply with all corresponding Pilot rules.

Submit completed application form and required application materials by email to SFTaxi@sfmta.com with the subject: "Upfront Fare Pilot Program Application: Third-Party Pilot Trips."

Application Agreement

By signing this application, the applicant verifies on behalf of itself, and any affiliated Third-Party provider, that all the information provided is true and accurate and agrees that if approved, the applicant will comply with the Pilot rules and requirements, as they may be updated from time to time.	
Name of Applicant	Curb Mobility, LLC
Signature of Authorized Representative	
Printed Name, Title and Date	Dorel Tamam, Director 5/29/2024

By signing this application, the undersigned Dispatch Service agrees, if the application is approved, to comply with the Pilot rules and requirements, as they may be updated from time to time.	
Name of Dispatch Service	Yellow Cab of San Francisco
Signature of Authorized Representative	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid black; border-radius: 50%; padding: 2px;">  </div> <div style="font-size: small;">DocuSigned by:</div> </div>
Printed Name, Title and Date	CEO Christopher Sweis 5/29/2024 40F9A3C3839E45C...

Application Materials

Applicants seeking participation in the Upfront Fare Pilot Program to provide Third-Party Pilot Trips shall submit the following information:

- 1) Program Description: Written description of the applicant team (E-Hail App, Dispatch Services, Color Schemes and Third-Party partners), and its plan to offer Third-Party Pilot Trips. The program description must include the following:
 - a) Written evidence that each affiliated Dispatch Service, Color Scheme and Third-Party partner agrees to participate in the Pilot.
 - b) Describe how Third-Party Pilot Trips will work from a customer perspective.
 - c) Describe how Third-Party Pilot Trips will work from a taxi driver perspective and include description of any associated taxi driver training program.
 - d) Describe how drivers will be able to opt-out of servicing Third-Party Pilot Trips.
 - e) Submit sample images of how the upfront fare offer will be communicated to both customers and taxi drivers (e.g. what will the customers and taxi drivers see on the app).
 - f) Describe the plan to ensure that traditional taxi trips, including Paratransit taxi trips, will continue to meet the response time goals specified in Section 1102 of the Transportation Code, including any driver incentive and/or recruitment plans.
 - g) Describe plan to meet demand for Third-Party Pilot Trips, including any driver incentive and/or recruitment plans.

- 2) Submit the schedule of fees charged to drivers for Third-Party Pilot Trips or report the weighted average driver fee to SFMTA on a monthly basis no less than 7 calendar days after the end of each month.
- 3) Submit proof that the required Third-Party Pilot test data has been successfully submitted to SFMTA's taxi APIs and has been validated by SFMTA staff.

Staff Evaluation

Staff will review each application for completeness and responsiveness in the evaluation process and will provide written determination as to whether an applicant has demonstrated an ability to meet the Pilot application requirements. SFMTA staff may request additional information or clarification of information already provided from applicants and may provide an applicant the opportunity to revise or modify its application.

Date Application Received: _____

Staff Reviewer: _____

Evaluation checklist:

- The Taxi E-Hail App has been approved by SFMTA to provide Taxi Pilot Trips
- Applicant has submitted all required information included in Items 1 and 2 above
- Applicant has submitted required test data to SFMTA's taxi APIs
- Staff has validated that the Third-Party Pilot test data has been received and complies with SFMTA's requirements
- Applicant has demonstrated an ability to comply with all Pilot rules established in the August 5, 2022 [Taxi Upfront Fare Pilot Program memo](#)



Appendix 1: Web Content Accessibility Guidelines (WCAG) Accessibility Self-Attestation:

Taxi E-Hail apps are required to comply with Web Content Accessibility Guidelines [WCAG 2.1 Accessibility Requirements](#). Taxi E-Hail apps may choose to comply with this checklist in lieu of submitting a 3rd party audit. SFMTA staff and the Paratransit Broker will verify that the requirements on this checklist are met to satisfy Paratransit Checklist Item 4.

Alternatively, Taxi E-Hail Apps may complete the following self-attestation form certifying that they have reviewed the WCAG Accessibility Checklist and they believe the following statement to be true:

The Internet-enabled application or digital platform used to connect drivers and passengers is accessible to customers who are blind, visually impaired, deaf and hard of hearing.

Before Taxi E-Hail apps submit the self-attestation, staff recommend they review [How to Meet WCAG \(Quick Reference Guide\)](#). The guide provides access criteria for complying with each of the guidelines and techniques for achieving compliance. The ["Mobile Accessibility" Guide](#) identifies the WCAG guidance that applies to apps on mobile devices.

The table below contains a list of guidelines and the associated success criteria that when applicable should be met to ensure that Taxi E-Hail apps are accessible for blind and low vision users.

Please check each box of the checklist that the Taxi E-Hail app meets. Sign this page and return along with the completed checklist to forest.barnes@sfmta.com when complete.

I attest that the following is true and accurate:

The Internet-enabled application or digital platform used by this Taxi E-Hail application provider to connect drivers and passengers is accessible to customers who are blind, visually impaired, deaf and hard of hearing.

Curb Mobility, LLC Taxi E-Hail Application meets Web Content Applicability Guidelines where applicable.

Dorel Tamam, Director Head of Rideshare Operations

Signature

Print name and title



Certificate Of Completion

Envelope Id: 7C7A087D5305492A9C4C51D361A5C9C4	Status: Completed
Subject: Complete with DocuSign: Yellow Dispatch Curb Upfront Response Letter 20240731.docx, SFMTA Appli...	
Source Envelope:	
Document Pages: 32	Signatures: 1
Certificate Pages: 2	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Disabled	Danny Yeung
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	1 South Van Ness, 3rd Floor
	San Francisco, CA 94103
	danny.yeung@sfmta.com
	IP Address: 75.10.236.3

Record Tracking

Status: Original	Holder: Danny Yeung	Location: DocuSign
7/31/2024 5:29:14 PM	danny.yeung@sfmta.com	

Signer Events

Signature	Timestamp
Danny Yeung danny.yeung@sfmta.com Acting Manager – Permits & Administration, TAMS SFMTA Security Level: Email, Account Authentication (None)	Sent: 7/31/2024 5:35:03 PM Viewed: 7/31/2024 5:35:14 PM Signed: 7/31/2024 5:35:26 PM
Signature Adoption: Pre-selected Style Using IP Address: 75.10.236.3	
Electronic Record and Signature Disclosure: Not Offered via DocuSign	

In Person Signer Events

Signature	Timestamp

Editor Delivery Events

Status	Timestamp

Agent Delivery Events

Status	Timestamp

Intermediary Delivery Events

Status	Timestamp

Certified Delivery Events

Status	Timestamp

Carbon Copy Events

Status	Timestamp
Athan Rebelos athanr@gocurb.com Curb Mobility, LLC Security Level: Email, Account Authentication (None)	Sent: 7/31/2024 5:35:28 PM Viewed: 7/31/2024 5:37:34 PM
Electronic Record and Signature Disclosure: Not Offered via DocuSign	

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Christopher Sweis chris@yellowsf.com CEO Security Level: Email, Account Authentication (None)	Sent: 7/31/2024 5:35:28 PM
Electronic Record and Signature Disclosure: Not Offered via DocuSign	

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Jason Herschel Jason.Herschel@sfmta.com Security Level: Email, Account Authentication (None)	Sent: 7/31/2024 5:35:28 PM
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Kate Toran
Kate.Toran@sfmta.com
SFMTA
Security Level: Email, Account Authentication (None)

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Mingyang Wang
Mingyang.Wang@sfmta.com
Data Consultant
CCSF - MTA - Municipal Transportation
Security Level: Email, Account Authentication (None)

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Philip.Cranna@sfmta.com
SFMTA
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Witness Events	Signature	Timestamp
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Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
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Payment Events	Status	Timestamps
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