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TO: San Francisco Taxicab Dispatch and Arro Inc./Creative Mobile Technologies

FROM: Danny Yeung, Acting Permit Manager  
Taxi, Access & Mobility Services Division *Danny Yeung*

DATE: November 21, 2024

SUBJECT: Taxi Upfront Fare Pilot Application Response

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Dear Dan Rogers,

San Francisco Municipal Transportation Agency (SFMTA) staff have reviewed San Francisco Taxicab Dispatch's (SF Taxicab) application to conduct Third-Party Trips using Arro Inc./Creative Mobile Technologies (Arro) in the Taxi Upfront Fare Pilot (Pilot). We find that SF Taxicab and Arro meet all SFMTA requirements for conducting Third-Party Trips, and hereby approve SF Taxicab and Arro's request to conduct Third-Party Trips 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 SF Taxicab and Arro's application, written responses to clarifying questions, and the screen recording of demonstration sent on November 21, 2024.

SF Taxicab and Arro'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 SF Taxicab Dispatch, Arro, 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 SF Taxicab and Arro and/or its related 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 Taxi Upfront Fare Pilot participation.

The above-referenced approval to provide Third-Party Trips is subject to SF Taxicab and Arro's compliance with all Taxi Upfront Fare Pilot Rules. SF Taxicab and Arro may begin offering Third Party Trips on November 22, 2024.



# 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 Trips<sup>1</sup>** 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:	ARRO Inc.	Business Phone:	718-937-4444
Contact Person:	Dan Rogers	Phone:	x2747
Mailing Address:	42-32 21st St, LIC NY 11101		
Street Address if different than above:	same		

<sup>1</sup> 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.

<b>Affiliated Dispatch Service Business Name:</b>	San Francisco Taxi Dispatch	Business Phone:	415-870-2388
Contact Person:	Igor Kopetman	Email:	sftaxicab206@gmail.com
<b>Affiliated Dispatch Service Business Name:</b>		Business Phone:	
Contact Person:		Email:	

<b>Affiliated Color Scheme:</b>	SF Taxi	Business Phone:	415-535-8755
Contact Person:	Igor Kopetman	Email:	sftaxicab206@gmail.com
<b>Affiliated Color Scheme:</b>		Business Phone:	
Contact Person:		Email:	
<b>Affiliated Color Scheme:</b>		Business Phone:	
Contact Person:		Email:	
<b>Affiliated Color Scheme:</b>		Business Phone:	
Contact Person:		Email:	
<b>Affiliated Color Scheme:</b>		Business Phone:	
Contact Person:		Email:	


<b>Third-Party Business Name:</b>	Uber USA LLC	Business Phone:	929-254-8444
Contact Person:	Michelle Quilici Trujillo	Email:	mquilici@uber.com
<b>Third-Party Business Name:</b>		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](mailto:SFTaxi@sfmta.com) with the subject: "Upfront Fare Pilot Program Application: Third-Party Pilot Trips."

## Application Agreement

<b>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.</b>	
Name of Applicant	ARRO Inc.
Signature of Authorized Representative	
Printed Name, Title and Date	Dan Rogers, Director of Sales, November 27, 2023

<b>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.</b>	
Name of Dispatch Service	San Francisco Taxi Dispatch
Signature of Authorized Representative	
Printed Name, Title and Date	Igor Kopetman

## 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: 11/1/2024

Staff Reviewer: Mingyang Wang

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](#)

Arro Inc.  
42-32 21st Street  
Long Island City, NY 11101  
www.ridearro.com

November 1, 2024

RE: Appendix B Taxi Upfront Fare Pilot Application Form For Third-Party Pilot Trips

Dear SFMTA,

Thank you for approving ARRO Inc to participate in the Taxi Upfront Fare Pilot Program. Please review this document which is being submitted to seek approval for ARRO Inc. to provide Third-Party Pilot Trips. The ARRO Inc response to each request below is in [blue](#).

- 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.

[ARRO Inc has entered into an agreement with San Francisco Taxi Dispatch and associated Color Schemes to allow any and all Arro platform Third-Party trips to be sent to the existing CMT In-vehicle equipment and integration including recent SFMTA requirements.](#)

[ARRO has partnered with Uber Technologies, Inc. to provide Third-Party Pilot Trips to all Color Schemes affiliated with San Francisco Taxi Dispatch.](#)

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

[The ARRO e-hail platform has supported Third-Party Trips in the NYC market for the past two years. For Third-Party Uber Trips specifically, the passenger, using the Uber Passenger App, simply chooses their pickup, drop off and vehicle type \(UberTaxi or UberX\), then they are offered a firm upfront price. The trip flow continues like a standard Uber booking.](#)

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

[See attached file: ARRO Platform 3rd-Party Uber Trip- Driver Experience. There is little training needed since Third-Party trips will be similar to ARRO E-Hail Upfront Pricing trips. However, ARRO will be providing the driver's with an optional Driver Companion app. This driver app will be available in both Android and iOS versions and will require a driver to be logged into the ITE](#)



in order for the Driver Companion app to work. The app will provide an optimal experience for the driver to see, accept, and navigate to trip requests.

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

The driver can opt out of Third-Party Pilot Trips by contacting ARRO Driver Support or simply can choose to ignore trip offers sent to their mobile data terminals. These trip offers will include the trip source.

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).

See attached files: ARRO Platform 3rd-Party Uber Trip- Driver Experience. The Uber Passenger App will provide the same experience as all Uber Trips.

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.

ARRO will work with the color schemes to be most effective by sharing key data such as popular pick up locations and times.

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

In addition to the color scheme working directly with the drivers, ARRO has a variety of driver education, marketing and recruitment materials at its disposal. These materials have been utilized to attract and retain thousands of drivers across the country. Arro's third-party partners currently run driver incentive programs on occasion. ARRO has a mechanism in place to quickly fund the drivers with these incentives.

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.

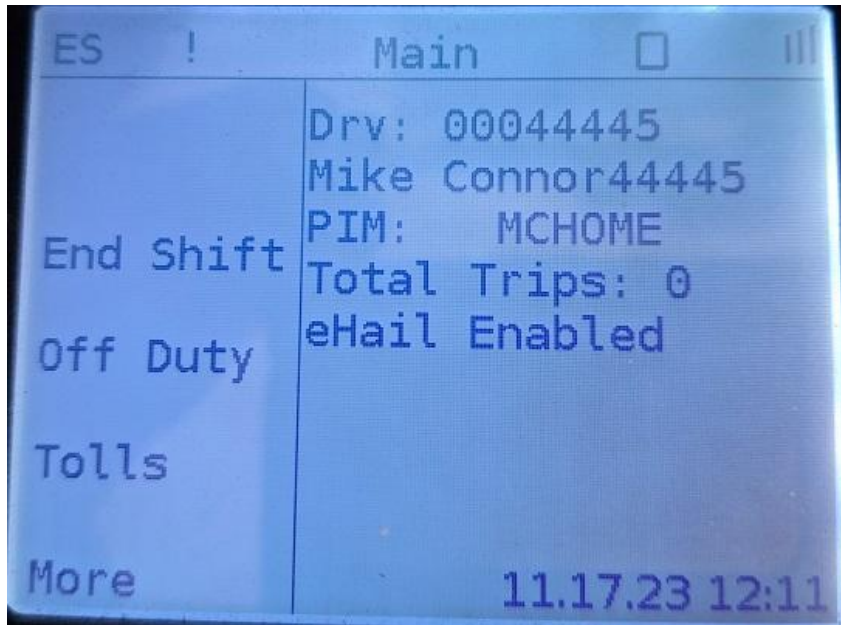
Uber sets the fare charged to the rider and calculates the driver fees based upon such fare.

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.

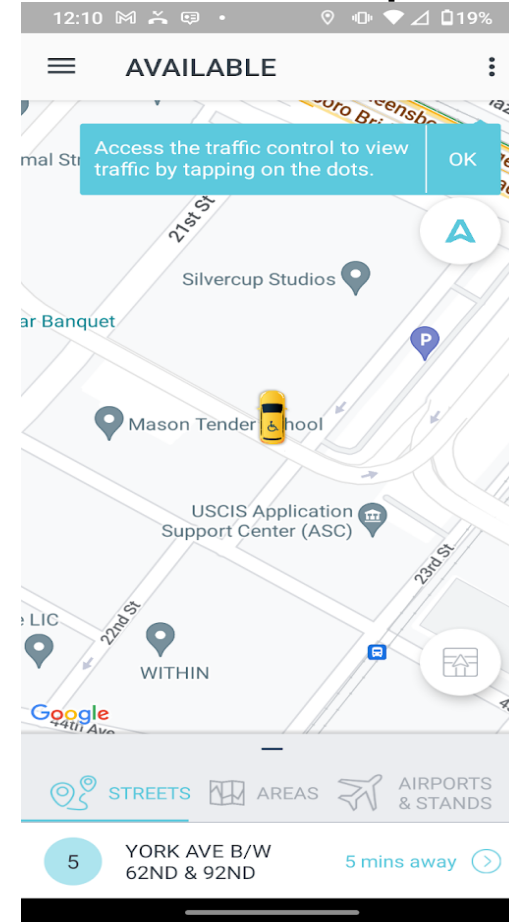
ARRO has successfully submitted Third-Party trip data to SFMTA's taxi API, per Danny Yeung.

# Driver in-vehicle experience for an Uber trip using a Navman860 MDT or ARRO Companion App

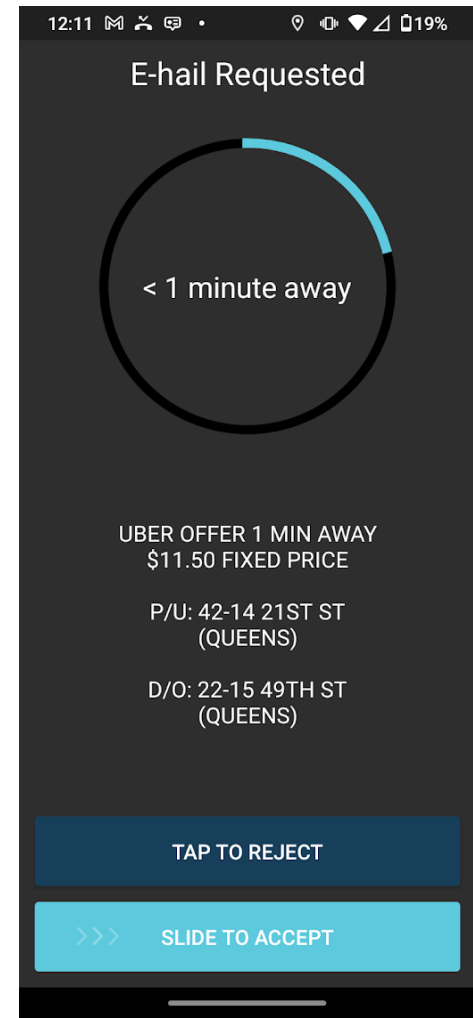
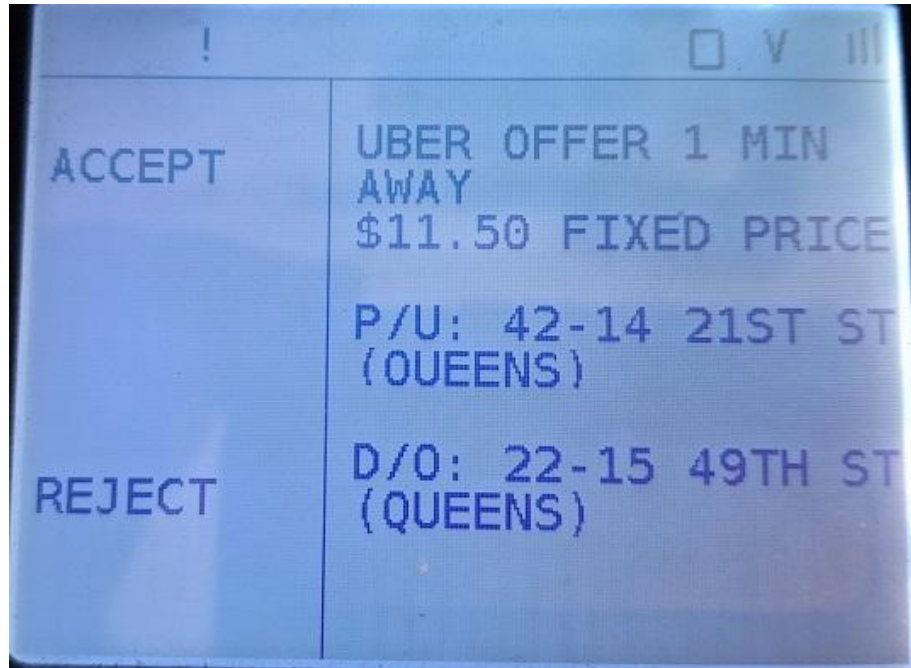
## Navman with driver logged in but idle



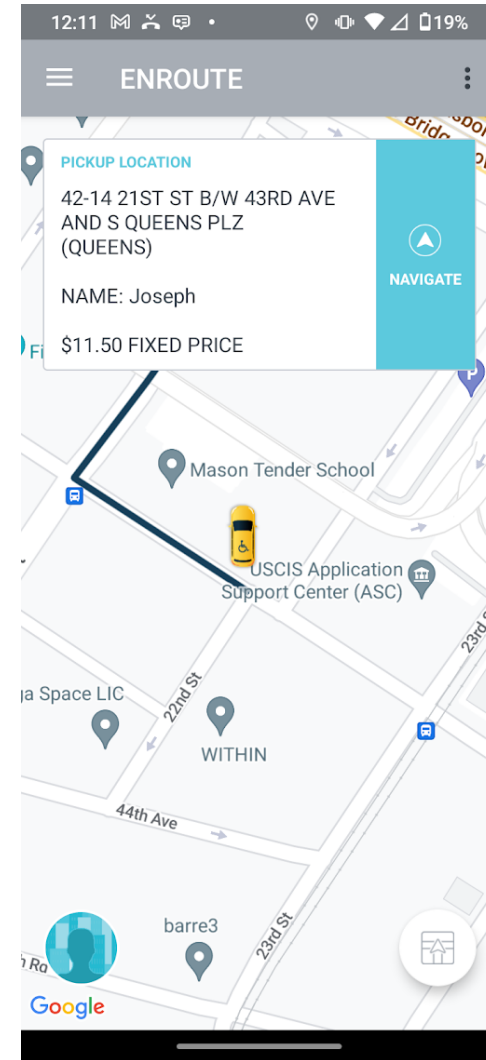
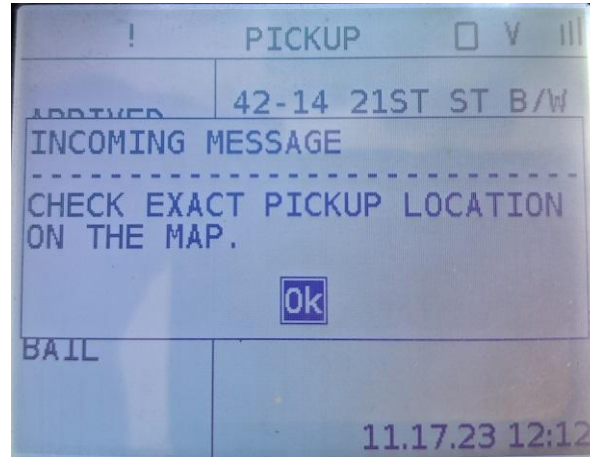
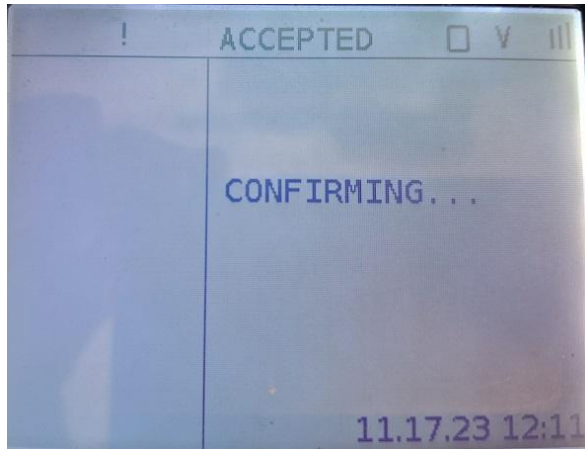
## ARRO Driver Companion App



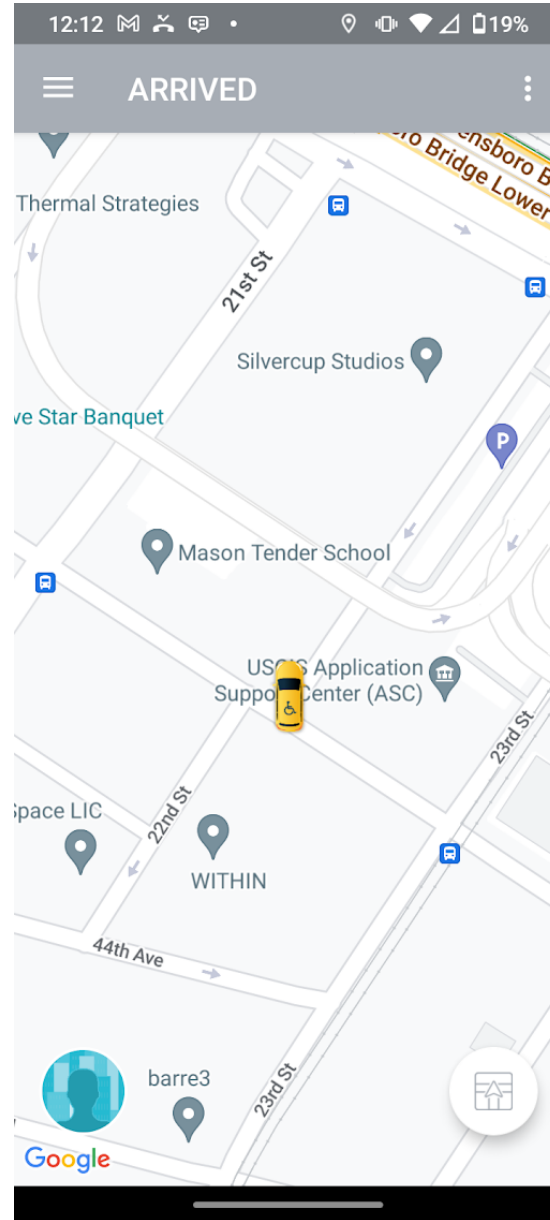
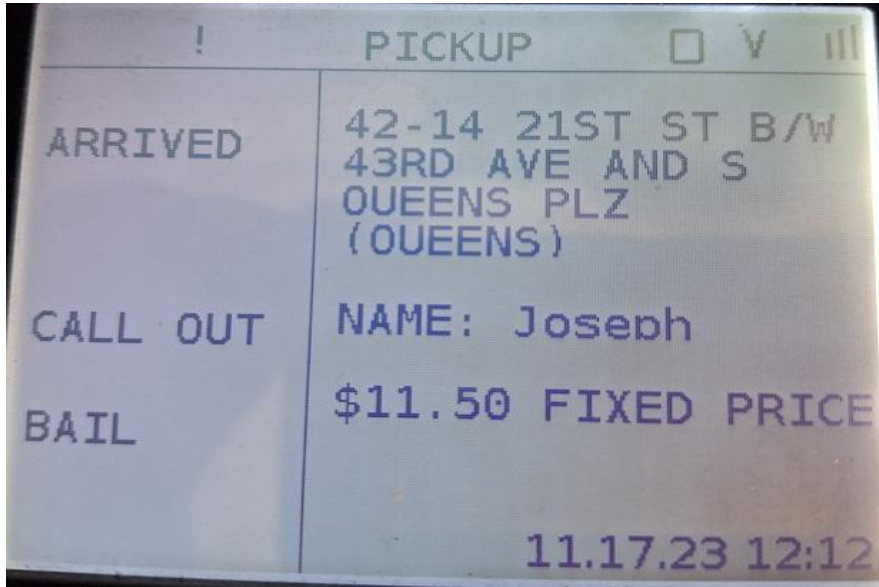
# Offer coming to driver



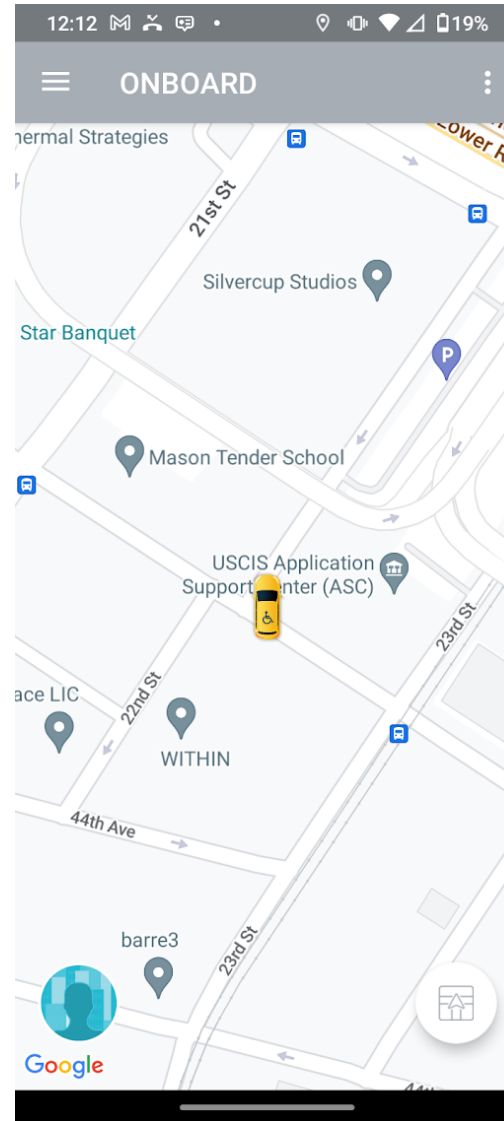
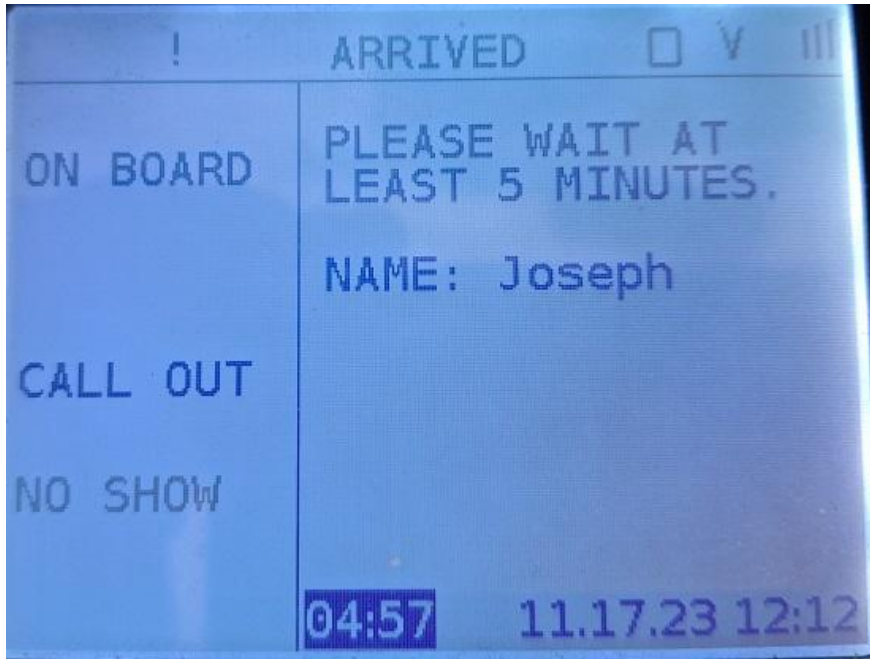
# Driver Accepted offer



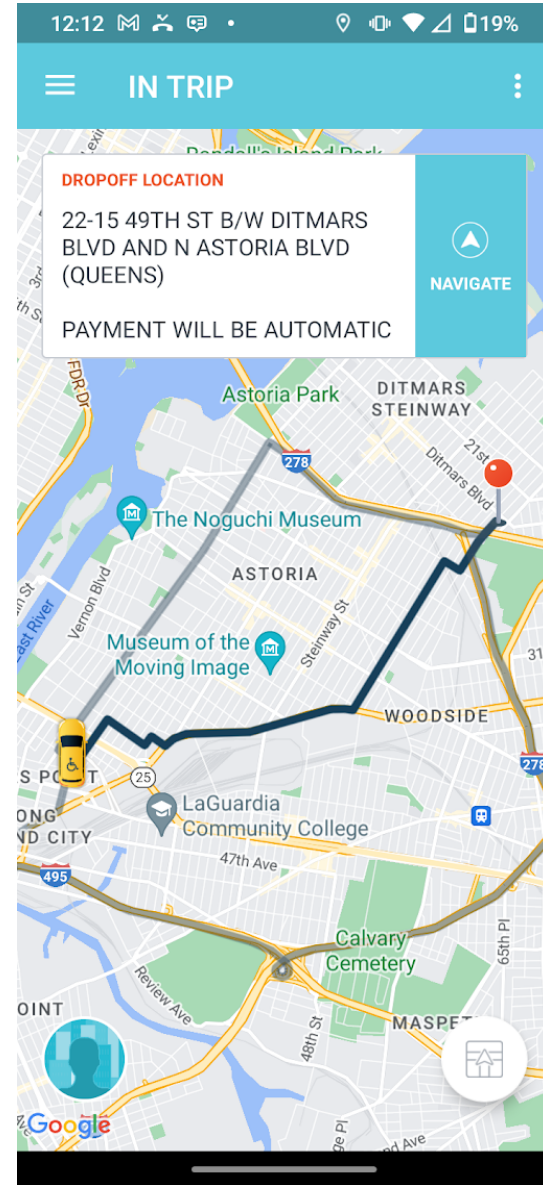
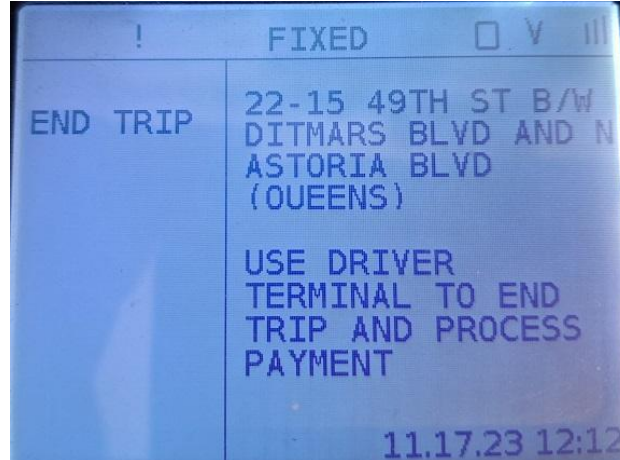
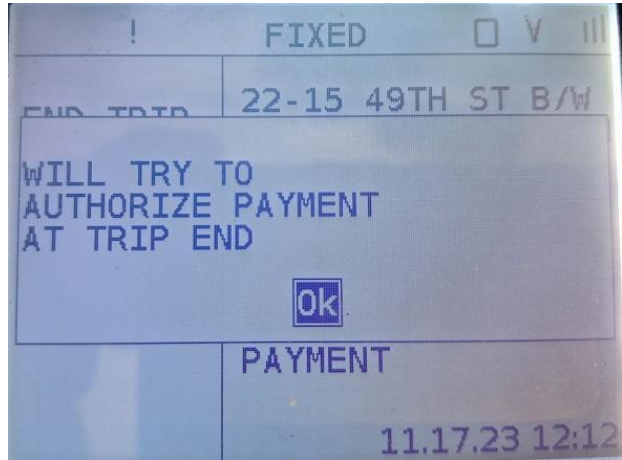
# Driver Arrived on site and now needs to click Arrived button



# Driver has passenger Onboard and now needs to click Onboard button



# Driver is in trip and when arrives at destination, now needs to click End Trip button



**Payment is shown to driver (Uber passengers receive an electronic receipt)**

