



SFMTA Taxi News

Taxi Task Force

Work Plan Progress Report: April 8, 2015

Taxi Driver Recruitment/Retention:

- **Recruitment/retention initiative:**
 - Driver outreach events:
 - Western Addition spotlight event: 2/11
 - Civic Center spotlight event: 2/18
 - Veterans Job Fair: 2/23
 - Chinatown spotlight event: 3/18
 - Mission spotlight event (planning stage)
 - Professional Driver Job Fair: 4/21
 - Taxi Driver Appreciation Events held quarterly (9/26/14, 12/15/14, 4/30/15)
- Improve English language assessment
- **Improve waiting area at front window:** new chairs, new blinds and Customer Service Commitments Posters hanging. Frontline staff training scheduled for May.
- **Expedite A-Card renewal:** letter sent to individuals whose A-Cards have expired within the last six months and who prior to that held an A-Card for at least two years, offering an expedited renewal process.
- **Smoking cessation effort:** Two events held at SFO (2/25 and 3/25)

What a memorable day at SFO!

I'm still thinking about the dozens of brave yet bashful drivers who came over during the afternoon: the driver who admitted to smoking 40 cigarettes a day, who, upon realizing that he could use that \$4000 a year for something else, is starting to think about how he can now reconsider the relationship he has with "his best friends"; the man who curiously only smokes when he works his cab, yet never at home; the driver who ashamedly admits that when he comes home and puts his jacket on the kitchen table chair, his young daughter recoils from the stinky smell; the three drivers who said they'd give a call to <http://www.asiansmokersquitline.org/content/trung-t%C3%A2m-cai-thu%E1%BB%91c-l%C3%A1> the Vietnamese version of the California Smokers' Helpline (1-800-NO-BUTTS) <http://www.nobutts.org/tobacco-users-welcome> ...

And then there was the overwhelmingly positive response that Ted received from dozens upon dozens of drivers who were excited to have no-smoking signs affixed to their vehicles right then and there (thanks Andres, we missed you!) ...as well as the many who visited the tables with one eye on their cabs, gobbling up no-smoking signage as well as snacks provided by our new friends from San Francisco Federal Credit Union.

- Improve work environment for drivers at color schemes
 - Shorter shifts
 - Improve amenities
 - Don't charge drivers for parking
- Develop plan for Driver's Fund
- Articulate and post Taxi Drivers' rights
- Develop a hiring hall with centralized info. This could be real or virtual. Make it easy for drivers to work for multiple companies
- **Improve driver safety**: implement Taxi Driver Trouble Lights or Panic Button
On agenda for 4/8
- **Positive reinforcement of taxi industry culture change**: SFMTA posted Customer Service Commitments and SFO has developed similar commitments and will use them a training tool with their staff (enclosed)

Improve Customer Service

- Better serve all neighborhoods in SF
- Add Customer Service training component to driver training
- **Free ESL class for taxi drivers**: class re-starts 4/7
- Update taxi driver materials to be more user-friendly
- **Develop/implement progressive discipline schedule**: draft plan on 4/8 agenda and has been sent to Taxi Town Hall outreach list

Better Integrate Taxis into SFMTA:

- **Increase Taxi Representative presence on committees and planning efforts:** Charles Rathbone is representing the Taxi Industry on the Better Market Street Plan and was the representative on the Late Night Transportation Working Group
- Increase Transit/Taxi only red carpet lanes
- Integrate Taxis in Vision Zero efforts
- **Clarify taxis use of bus stops and train PCOs:** draft bulletin in process
- **Improve flow of taxis in SF: develop list of intersections to advocate that cabs can make left hand turns:** in process. On 4/8 agenda

Medallion Sales:

- **Improve medallion sales transparency and process:** A-Card Seniority List posted to website and sent to outreach list. 4129 letters of interest sent to all A-Card holders on the list. Developed a streamlined process to expedite sales.
- **Re-Transfer Fee:** Reduced re-transfer fee from 20% to 5%.

Ramp Taxi Program:

- Clarify program rules and requirements
- Execute use agreements with eligible drivers and color schemes

Implement Late Night Transportation Working Group Recommendations:

- **Develop cab sharing regulations:** sent to DOT with recommendation
- **Pop up cab stands:** sent to DOT with recommendation
- **Subsidized taxi rides for low-income late night workers:** sent to DOT with recommendation

TNC regulations

- **Taxi Industry White Paper:** sent to DOT with recommendation

Color Scheme Standards

- Articulate what color scheme should provide to medallion holders and drivers
- Eliminate deposit
- Require standard language in lease agreements