MEMORANDUM

TO: San Francisco Taxi Dispatch Services

FROM: Jeffrey Tumlin
Director of Transportation

DATE: May 12, 2021

SUBJECT: Revised Taxi E-Hail Requirements

This memorandum updates the e-hail application provider criteria referenced in Transportation Code § 1107(c)(7), which provides that a Dispatch Service "[m]ust affiliate with an e-hail application provider that meets criteria established by the Director of Transportation." The memorandum that established the original e-hail criteria, which are now superseded, is attached as Appendix I for reference.

To comply with Section 1107(c)(7), each Dispatch Service must make available to each Color Scheme with which it is affiliated an e-hail mobile application that meets the following criteria and performance standards, which are effective as of July 1, 2021:

1. To ensure adequate supply for taxi customers, the mobile application must be affiliated with at least 100 medallions. New mobile application providers must comply with this requirement no later than six months after approval. Failure to come into compliance within six months of approval will result in the mobile application provider losing approval status.

2. To ensure adequate response rates, the mobile application must provide the average pick-up response rate and time to the affiliated dispatch service and to SFMTA upon request.

3. The mobile application must provide the following functionality to customers:
    a. Ability to view available taxis filtered by vehicle type (Ramp Taxi, SUV, or sedan) and to book desired vehicle type
    b. Ability to input pick up and drop off location in the application
    c. Estimate time of trip, including estimate for a taxi to arrive at customer's desired pick up location and estimate of drop off time at desired destination
    d. Fare estimation of trip (which may be given as a range)

4. The mobile application must have a documented grievance procedure for drivers and passengers.

5. The mobile application must transmit all e-hail trip information to SFMTA's Electronic Taxi Access System (ETAS). This e-hail trip information can be transmitted by directly integrating

with ETAS, interfacing with the existing In-Taxi Equipment, or flowing through another system that is already integrated with ETAS. Technical specifications are available at https://www.sfmta.com/reports/taxi-forms-and-procedures, and may be updated from time to time.

6. The mobile application must integrate with the Paratransit trip and payment features outlined in *Prescreening Checklist for Evaluation of Taxi E-Hail App Integration with San Francisco Paratransit* at no cost to the SF Paratransit Program (Appendix II).

7. The application shall not charge passengers, drivers, or the SF Paratransit program any app fee(s) for trips that are paid for with Paratransit debit cards.

8. The mobile application must pay drivers within 5 business days of completion of the trip.

9. To expand the e-hail application customer reach, the Director of Transportation may also require integration with specific third-party platforms (e.g. Muni Mobile application). Taxi mobile applications (or their operators) must be able to transmit the same trip information as required above in Requirement #3. Taxi mobile applications must be able to link to mobile application from the third-party platform.

   The SFMTA may require mobile applications to integrate with third-party platforms using a specific API standard at a future date.

A Dispatch Service is not precluded from affiliating with more than one mobile application or with a mobile application that does not meet the above requirements, as long as it is affiliated with at least one mobile application that does meet the requirements. The SFMA encourages Dispatch Services to use APIs to integrate with multiple applications, including trip planning and mapping applications.

The mobile application must be available and in the active state – able to accept hails in every vehicle in the dispatch fleet – at all times that the vehicle is in service with a Driver. Transportation Code § 1108(e)(13) requires all Drivers to log into all In-Taxi Equipment at all times while operating a taxi vehicle, including the e-hail application with which the Dispatch Service is affiliated.

Each Dispatch Service must affiliate with an e-hail app that demonstrates compliance to the satisfaction of the SFMTA. A Dispatch Service that is not affiliated with an approved e-hail app or the e-hail app with which a Dispatch Service is affiliated loses its approval status, is subject to citation pursuant to Transportation Code § 1107(c)(7) and may be placed on administrative probation.

Appendix I

MEMORANDUM

DATE: **December 17, 2015**

TO: **Dispatch Service Permit Holders**

FROM: **Edward D. Reiskin**
Director of Transportation

SUBJECT: ***E-Hail Application Criteria***

This memorandum establishes the e-hail application provider criteria referenced in Transportation Code § 1107(c)(7), which provides that a Dispatch Service "[m]ust affiliate with an e-hail application provider that meets criteria established by the Director of Transportation." To comply with Section 1107(c)(7), each Dispatch Service must, by February 1, 2016, make available to each Color Scheme with which it is affiliated an e-hail mobile application that meets the following criteria and performance standards:

1. To ensure adequate supply for taxi customers, the mobile application must provide at least 1,000 completed trips per day.

2. To ensure adequate response rates, at least 80% of the requests for pick-ups via the mobile application must result in a taxi driver arriving to pick up the passenger within five minutes.

3. To ensure adequate customer communication, at least 80% of customers requesting a taxi trip through the mobile application must receive confirmation from the mobile application service that they have been connected with an available taxi within 30 seconds.

4. The mobile application must have a documented grievance procedure for drivers.

5. The mobile application must have a driver rating feature.

6. The mobile application must allow the customer to view available taxis filtered by vehicle type (Ramp Taxi, SUV, or sedan).

7. The mobile application must integrate with SFMTA's Electronic Access Taxi System and report all trips in the required format. Technical specifications to be made available upon request.

8. The mobile application must integrate with the SF Paratransit Debit Card System at no cost to the SF Paratransit Program in the manner prescribed by the SF Paratransit Broker. Technical specifications to be made available upon request.

9. The mobile application must provide taxi customers a shared ride option. The shared ride option will allow passengers whose origin and destination are different to share a taxi.

A Dispatch Service is not precluded from affiliating with more than one mobile application or with a mobile application that does not meet the above requirements, as long as it is affiliated with at least one mobile application that does meet the requirements.

The mobile application must be available and in the active state -- able to accept hails in every vehicle in the dispatch fleet -- at all times that the vehicle is in service with a Driver. Transportation Code § 1108(e)(13) requires all Drivers to log into all in-taxi equipment at all times while operating a taxi vehicle, including the e-hail application with which the Dispatch Service is affiliated.

Each Dispatch Company must demonstrate compliance to the satisfaction of the SFMTA.

For more information, please contact Paige Standfield, SFMTA Manager of Taxi Permits, at paige.standfield@sfmta.com or (415) 701-4400.

SF Paratransit
Appendix II

TO: Taxi E-Hail Application Providers

FROM: Philip Cranna, Enforcement and Legal Affairs Manager
Taxis, Access & Mobility Services

DATE: March 25, 2022

SUBJECT: Prescreening Checklist for Evaluation of Taxi E-Hail App Integration with San Francisco Paratransit Program

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The San Francisco Municipal Transportation Agency (SFMTA) Taxi E-Hail application provider criteria require that applications "must integrate with the SF Paratransit Debit Card System at no cost to the SF Paratransit Program in the manner prescribed by the SF Paratransit Broker." The purpose of this memo is to provide guidance as to how to integrate with the SF Paratransit Debit Card System, satisfying the requirement. This memo supersedes any memos issued prior to the date listed above.

To determine if your Taxi E-Hail application (app) is able to integrate into San Francisco Paratransit Program (SF Paratransit Program) and should be considered for approval, please complete the checklist on page 2.

This checklist will allow the City's Paratransit Broker to screen your Taxi E-Hail app for integration into the SF Paratransit Program. This process is only one phase of the SFMTA's Taxi E-Hail app approval process conducted by SFMTA's Taxis, Access & Mobility Services (TAMS) Division. The SF Paratransit Program does not approve Taxi E-Hail apps but assists the SFMTA with evaluating such apps for working efficacy and integration into the SFMTA's Paratransit program so it can be reliably and effectively used by the program's riders.

After completing this prescreen checklist, your firm will be required to demonstrate each required feature. You may email the City's SF Paratransit Broker at *us.sfcontractadmin@transdev.com* with any questions. The City's Paratransit Broker will contact you to schedule the demonstration after your prescreen is evaluated.

Your Taxi E-Hail app will fail the evaluation if it does not meet all of the checklist evaluation criteria. The City's Paratransit Broker will inform you and the SFMTA in writing whether your Taxi E-Hail app has met the SF Paratransit criteria. If your Taxi E-Hail app does not meet the criteria, the Paratransit Broker will provide specific reasons for the failure.

Please note: As previously explained, the Paratransit Broker's review and evaluation doesn't automatically mean approval, as integration with Paratransit is only one requirement. Final approval of the Taxi E-Hail app will be determined by the SFMTA. Please contact Forest Barnes at Forest.Barnes@SFMTA.com with any questions regarding all other SFMTA requirements for approval.

SFMTA

Checklist for Taxi E-Hail App Integration with SF Paratransit Program:

Evaluation Criteria:	*Note:*	Response:
1. Riders can specify a wheelchair-accessible vehicle when hailing a taxi via the app.	*The app must maintain an accurate inventory of wheelchair-accessible vehicles. The app must be available to all SFMTA-issued ramp taxi medallions, without regard to their color scheme affiliation or the make/model of their in-taxi equipment.*	☐
2. Riders can register an account using their 16-digit paratransit debit card in lieu of a credit or bank card if the app requires a card on file.	*The app must not require the paratransit rider to register a credit or bank card.*	☐
3. At the end of the ride, the app does not charge the rider's paratransit debit card. Instead, the app allows the paratransit rider to pay by handing their paratransit debit card to the driver to manually swipe at the ITE.	*This checklist item only applies if the app requires a credit or bank card on file, and the rider has chosen to input their paratransit debit card in lieu or a credit or bank card. At this time SF Paratransit does not permit in-app payment via the paratransit debit card (subject to change).*	☐
4. A qualified 3rd-party has conducted an audit of the app and prepared a written report validating that the app meets the minimum standards for accessibility for people with disabilities, as defined in WCAG 2.0 technical specifications, levels A and AA. ***Or*** *in lieu of a 3rd party Web Content Accessibility Guide audit, a taxi E-Hail app may complete a self-attestation form utilizing the Web Content Accessibility Guide (WCAG) checklist in Appendix 1.*	*You must email a copy of the written report to us.sfcontractadmin@transdev.com along with your completed checklist.* *Alternatively, please submit the completed self-attestation and checklist form in Appendix 1 to forest.barnes@sfmta.com.*	☐
5. The app maintains a log of each Ramp Taxi drivers' time spent logged in the app.	*For the purpose of counting toward certain Ramp Taxi incentives, your firm must provide a monthly report to SF Paratransit (via email to us.sfcontractadmin@transdev.com) containing the following data (at a minimum):* ▪ *Timestamp for each login and logout event* ▪ *time spent logged in* ▪ *driver name* ▪ *driver ID* ▪ *vehicle or medallion number*	☐

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.

_____ Taxi E-Hail Application meets Web Content Applicability Guidelines where applicable.

_____ _____

Signature Print name and title

Web Content Accessibility Guidelines (WCAG) Accessibility Checklist:

Guideline	WCAG Criteria	Meets Success Criteria
1.1.1 Non-text Content	*All non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for the situations listed below:* • ***Controls, Input:*** *If non-text content is a control or accepts user input, then it has a name that describes its purpose. (Refer to Success Criterion 4.1.2 for additional requirements for controls and content that accepts user input.)* • ***Time-Based Media:*** *If non-text content is time-based media, then text alternatives at least provide descriptive identification of the non-text content. (Refer to Guideline 1.2 for additional requirements for media.)* • ***Test:*** *If non-text content is a test or exercise that would be invalid if presented in text, then text alternatives at least provide descriptive identification of the non-text content.* • ***Sensory:*** *If non-text content is primarily intended to create a specific sensory experience, then text alternatives at least provide descriptive identification of the non-text content.* • ***CAPTCHA:*** *If the purpose of non-text content is to confirm that content is being accessed by a person rather than a computer, then text alternatives that identify and describe the purpose of the non-text content are provided, and alternative forms of CAPTCHA using output modes for different types of sensory perception are provided to accommodate different disabilities.* • ***Decoration, Formatting, Invisible:*** *If non-text content is pure decoration, is used only for visual formatting, or is not presented to users, then it is implemented in a way that it can be ignored by assistive technology.*	☐
1.3.1 Information & Relationships	*Information, structure and relationships conveyed through presentation can be programmatically determined or are available in text.*	☐
1.3.2 Meaningful Sequence	*When the sequence in which content is presented affects its meaning, a correct reading sequence can be programmatically determined.*	☐
1.3.5 Identify Input Purpose	*The purpose of each input field collecting information about the user can be programmatically determined when: Hide full description*	☐

	• *The input field serves a purpose identified in the Input Purposes for User Interface Components section; and* • *The content is implemented using technologies with support for identifying the expected meaning for form input data.*	
1.4.1 Use of Color	*Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.*	☐
1.4.2 Audio Control	*If any audio on a web page plays for more than 3 seconds, either a mechanism is available to pause or stop the audio, or a mechanism is available to control audio volume independently from the overall system volume.*	☐
1.4.3 Contrast (minimum)	*The visual presentation of text and images of text has a contrast ratio of at least 4:5:1 (except for large text, incidental text, or logo text).*	☐
1.4.4 Resize Text	*Except for captions and images of text, text can be resized without assistive technology up to 200% without loss of content or functionality.*	☐
1.4.11 Non-text Contrast	*The visual presentation of User Interface Components and Graphical Objects is at least 3:1 against adjacent color(s).*	☐
1.4.12 Text Spacing	*In content implemented using mark-up languages that support text style properties including line height, letter spacing, word spacing and spacing following paragraphs, no loss of content or functionality occurs by setting these properties to the values identified in 1.4.2.*	☐
2.1.1 Keyboard	*All functionality of the content is operable through a keyboard interface without requiring specific timings for individual keystrokes, except where the underlying function depends on input that depends on the path of the user's movement and not just the end points.*	☐
2.2.2 Pause, Stop, Hide	*For moving, blinking, scrolling or auto-updating information, all of the following are true:* • ***Moving, blinking, scrolling:*** *For any moving, blinking or scrolling information that (1) starts automatically, (2) lasts more than five seconds, and (3) is presented in parallel with other content, there is a mechanism for the user to pause, stop, or hide it unless the movement, blinking, or scrolling is part of an activity where it is essential; and* • ***Auto-updating:*** *For any auto-updating information that (1) starts automatically and (2) is presented in parallel with other content, there is a mechanism for the user to pause, stop, or hide it or to control the frequency of the update unless the auto-updating is part of an activity where it is essential.*	☐

	Note 1: For requirements related to flickering or flashing content, refer to Guideline 2.3. *Note 2: Since any content that does not meet this success criterion can interfere with a user's ability to use the whole page, all content on the Web page (whether it is used to meet other success criteria or not) must meet this success criterion. See Conformance Requirement 5: Non-Interference.* *Note 3: Content that is updated periodically by software or that is streamed to the user agent is not required to preserve or present information that is generated or received between the initiation of the pause and resuming presentation, as this may not be technically possible, and in many situations could be misleading to do so.* *Note 4: An animation that occurs as part of a preload phase or similar situation can be considered essential if interaction cannot occur during that phase for all users and if not indicating progress could confuse users or cause them to think that content was frozen or broken.*	
2.2.3 No Timing	*Timing is not an essential part of the event or activity presented by the content, except for non-interactive synchronized media and real-time events.*	☐
2.2.6 Timeouts (if applicable)	*Users are warned of the duration of any user inactivity that could cause data loss unless the data is preserved for more than 20 hours when the user does not take any actions.*	☐
2.3.3 Animation from Interactions (if applicable)	*Motion animation triggered by interaction can be disabled, unless the animation is essential to the functionality or the information being conveyed.*	☐
2.4.3 Focus Order	*If a web page can be navigated sequentially and the navigation sequences affect meaning or operation, focusable components receive focus in an order that preserves meaning and operability.*	☐
2.4.6 Headings & Labels	*Headings and labels describe topic or purpose.*	☐
2.5.5 Target Size	*The size of the target for pointer inputs is at least 44 by 44 CSS pixels except when: Hide full description* • ***Equivalent:*** *The target is available through an equivalent link or control on the same page that is at least 44 by 44 CSS pixels.* • ***Inline:*** *The target is in a sentence or block of text.*	☐

	• ***User Agent Control:*** *The size of the target is determined by the user agent and is not modified by the author.* • ***Essential:*** *A particular presentation of the target is essential to the information being conveyed.*	
3.2.2 On Input	*Changing the setting of any user interface component does not automatically cause a change of context unless the user has been advised of the behavior before using the component.*	☐
3.3.1 Error Identification	*If an input error is automatically detected, the item that is in error is identified and the error is described to the user in text.*	☐
3.3.2 Labels or Instructions	*Labels or instructions are provided when content requires user input.*	☐
3.3.3 Error Suggestion	*If an input error is automatically detected and suggestions for correction are known, then the suggestions are provided to the user, unless it would jeopardize the security or purpose of the content.*	☐
4.1 Compatible	*Maximize compatibility with current and future user agents, including assistive technologies.*	☐
4.1.2 Name, Role, Value	*For all user interface components (including but not limited to: form elements, links and components generated by scripts), the name and role can be programmatically determined; states, properties, and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies.* *Note 1: This success criterion is primarily for Web authors who develop or script their own user interface components. For example, standard HTML controls already meet this success criterion when used according to specification.*	☐