



**SFMTA**

# Taxi Quarterly Meeting

**November 21, 2024**



# Agenda

## 1. Taxi Upfront Fare Pilot

- 2024-Q3 Metrics
- Yellow Dispatch/Curb Mobility 3rd Party Pilot Participation
- SF Taxi Dispatch/Arro 3rd Party Pilot Participation

## 2. Taxi Stands

- Night Enforcement
- Beach and Hyde update

## 3. Taxi Driver Income Analysis Status Update

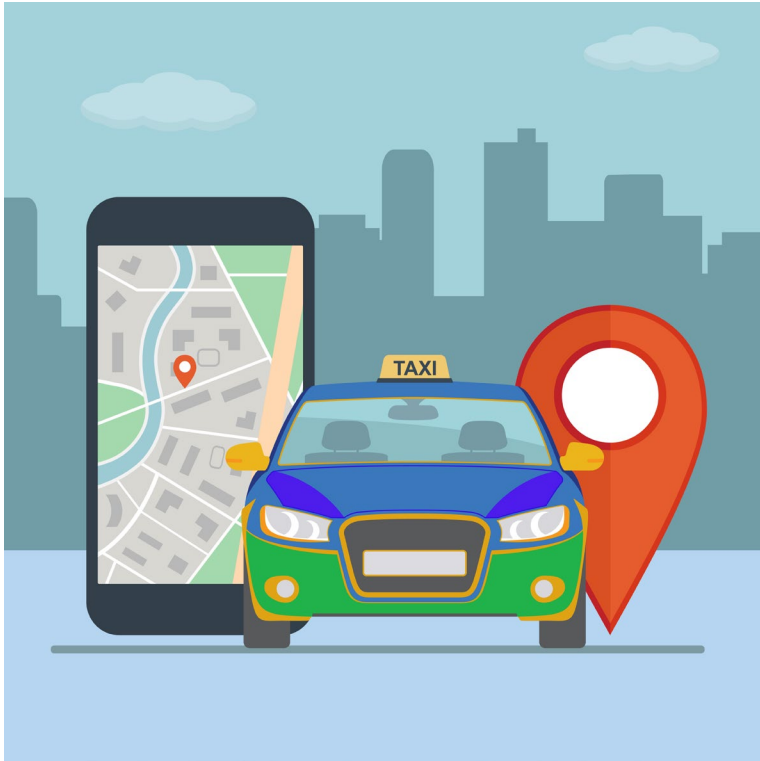
## 4. SFMTA Announcements

- Taxi Promotional Videos
- Updated Ramp Taxi Service Requirements Effective 1/1/2025
- Access for All Grant Award Status Update
- Bayview Shuttle Launch

# Taxi Upfront Fare Pilot

## Background

- ❖ Launched November 2022
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **1. Taxi Pilot Trips** and **2. Third-Party Pilot Trips**
- ❖ Pilot term extended by SFMTA Board until June 30, 2025
- ❖ SFMTA can issue interim guidance and rule changes as needed



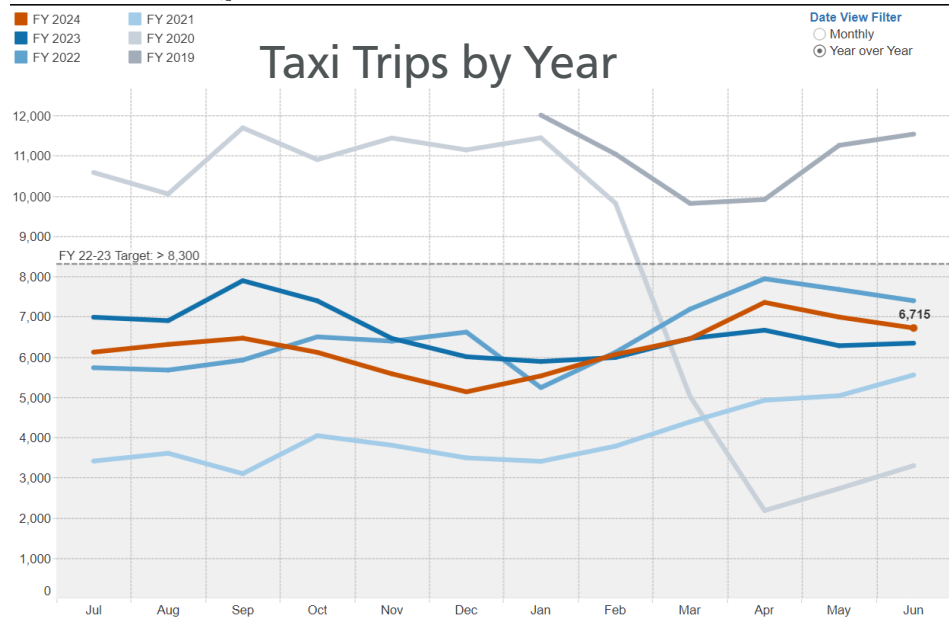
# Upfront Fare Pilot Key Rules

- ❖ Drivers may opt out of Third-Party Trips without any penalty
- ❖ Participants must send required data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for Taxi Pilot Trips must be based on the meter rate, including meter and a half trips
- ❖ Fares for Third-Party Trips do not have to be based on taxi meter rates



# Goals: Desired Outcomes

1. Improve customer service
2. Increase taxi trips
3. Maintain a consistent level of service for taxi trips, including Paratransit taxi trips
4. Increase taxi driver fare revenue
5. Increase the number of taxi drivers
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rate





# Metrics: Measuring Success

- ❖ Track total number of Pilot trips
- ❖ Track complaints
- ❖ Geographic distribution of trips
- ❖ Increase total taxi trips by 10%
- ❖ Track taxi trips by hail type
- ❖ Track the relative proportion of paratransit taxi trips to all taxi trips
- ❖ Increase participating driver fare revenue by 10%
- ❖ Increase the number of new, active, and Pilot participating taxi drivers
- ❖ Taxi Pilot Trip fares should be within 10% of the Taximeter rate on average



# Pilot Timeframe

## Pilot Term Year 1

- ❖ Quarter 1: December 2022 – February 2023
- ❖ Quarter 2: March 2023 – May 2023
- ❖ Quarter 3: June 2023 – August 2023
- ❖ Quarter 4: September 2023 – November 2023
- ❖ [Links to Quarterly Reports](#)

## Pilot Term Year 2

- ❖ Quarter 1: December 2023 – February 2024
- ❖ Quarter 2: March 2024 – May 2024
- ❖ Quarter 3: June 2024 – August 2024
- ❖ Quarter 4: September 2024 – November 2024

## Data Quality impacting reporting of Goal Metrics

3rd party pilot trip records were not properly received and are being reprocessed now. This impacts reporting for goal metrics related to trip counts, including the pilot's impact on paratransit service.

This presentation will be reissued with complete statistics when the data is available.



# Goal 5: Increase the Number of Drivers

## ❖ Metric 5B: Increase the Number of New Drivers

- The SFMTA has issued 92 permits (A-Cards) to new taxi drivers in 2024 YTD as of 8/31/2024

New Taxi Drivers by Calendar Year

Year	2018	2019	2020	2021	2022	2023	2024 YTD as of 8/31/24
New Taxi Drivers	43	33	23	22	135	198	92

New Taxi Drivers Q1 - Q4 compared to the same periods from previous year

	December - February			March - May			June - August			September - November	
	Before Pilot	2023-Q1	2024-Q1	Before Pilot	2023-Q2	2024-Q2	Before Pilot	2023-Q3	2024-Q3	Before Pilot	2023-Q4
<b>Total</b>	11	65	<b>35</b>	18	52	<b>30</b>	38	59	<b>32</b>	58	<b>38</b>

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

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

- During 2024-Q3 of the Pilot, the average upfront fare (\$14.26) was 4.5% below the estimated average Taximeter fare (\$14.93), which is within the allowable 10% range

	Avg Taxi Upfront Fare	Avg Estimated Taximeter Fare	% Different
2023-Q1	\$13.01	\$13.53	-3.80%
2023-Q2	\$14.22	\$14.83	-4.10%
2023-Q3	\$13.85	\$14.45	-4.10%
2023-Q4	\$14.49	\$15.18	-4.60%
2024-Q1	\$14.21	\$14.93	-4.80%
2024-Q2	\$14.30	\$14.99	-4.70%
2024-Q3	\$14.26	\$14.93	-4.50%

# Yellow Dispatch/Curb Mobility

- ❖ Approved for 3rd party pilot trips in Q3 of the Pilot
- ❖ Service started in Q4 of the Pilot



**Curb - Request & Pay for Taxis**

Curb Mobility, LLC

# SF Taxi Dispatch/Arro

- ❖ Application received and approval pending



# Public Comments – Call in

If you would like to make a comment, please unmute yourself or call the USA number at **415.523.2709**.

You will need to enter the Participant Code **356 484 205#**

SFMTA is also accepting written comments at [SFTaxi@sfmta.com](mailto:SFTaxi@sfmta.com).

Download documents of this meeting here:

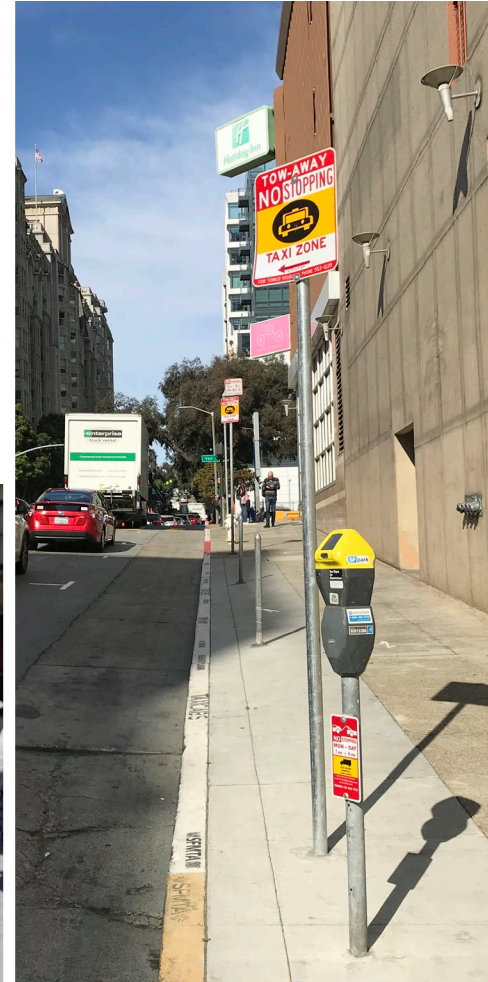
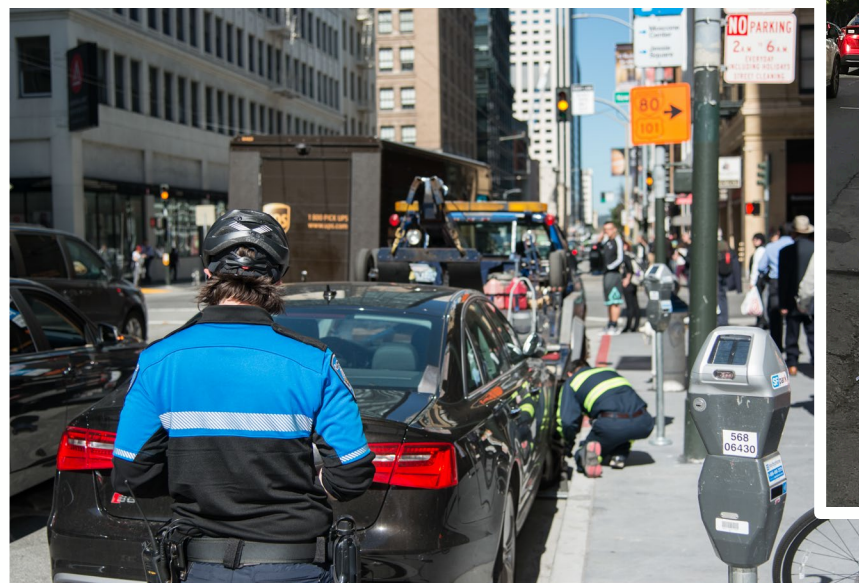
<https://www.sfmta.com/reports/november-2024-taxi-outreach-quarterly-meeting-documents>

# Taxi Stands Update

## ❖ Night Enforcement

- Scott Edwards

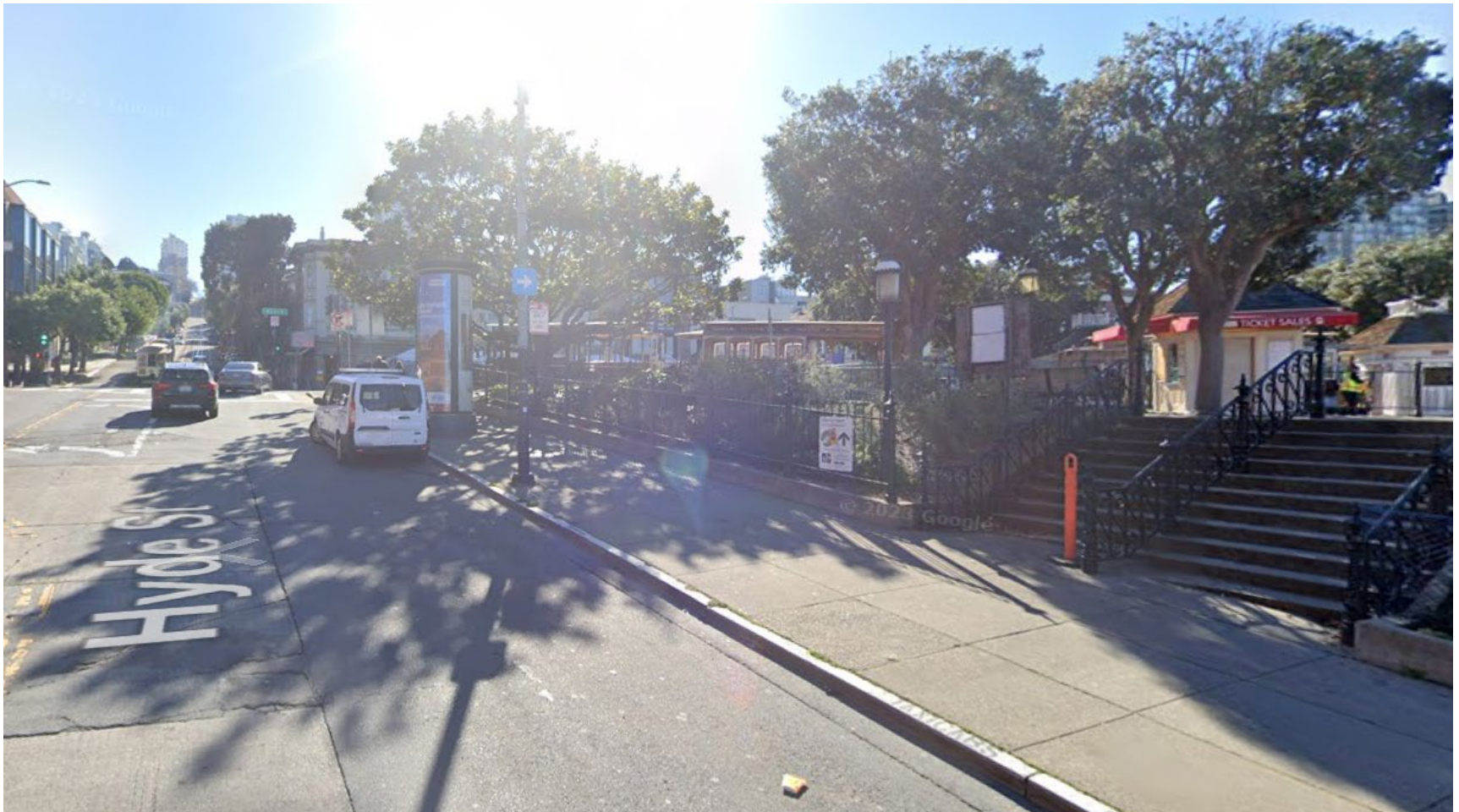
Deputy Director/ Deputy Chief of Parking Enforcement & Traffic Streets Division





# Taxi Stands Update

## ❖ Updates to Hyde & Beach Taxi Stand





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# Taxi Driver Income Survey

*Survey was open from August 28 to October 1, 2024*

## **Survey Goals:**

- ❖ Gain a deeper understanding about taxi driver expenses and daily experiences
- ❖ Compare survey data about income with existing SFMTA data
- ❖ Share data with the taxi industry

# Survey Overview

Questions about...

- ❖ Medallion types
- ❖ Average monthly income from fares, fees, and tips
- ❖ Expenses on gate/ affiliate fees, tolls, fuel, maintenance, etc

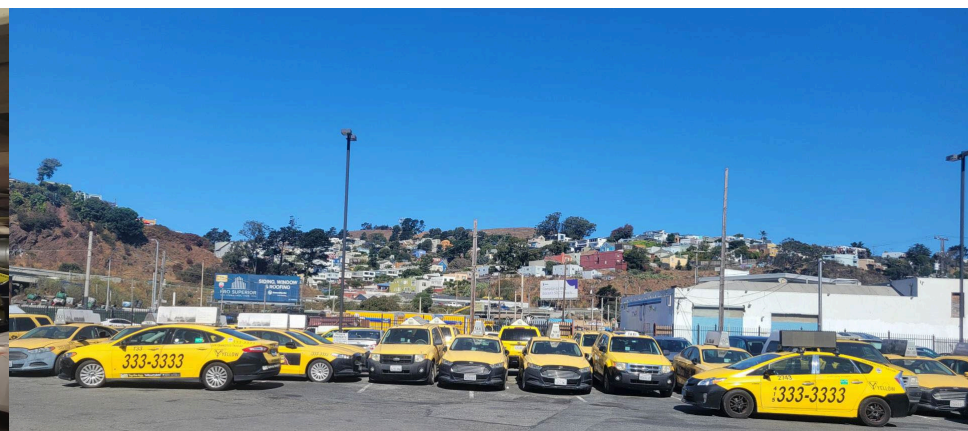
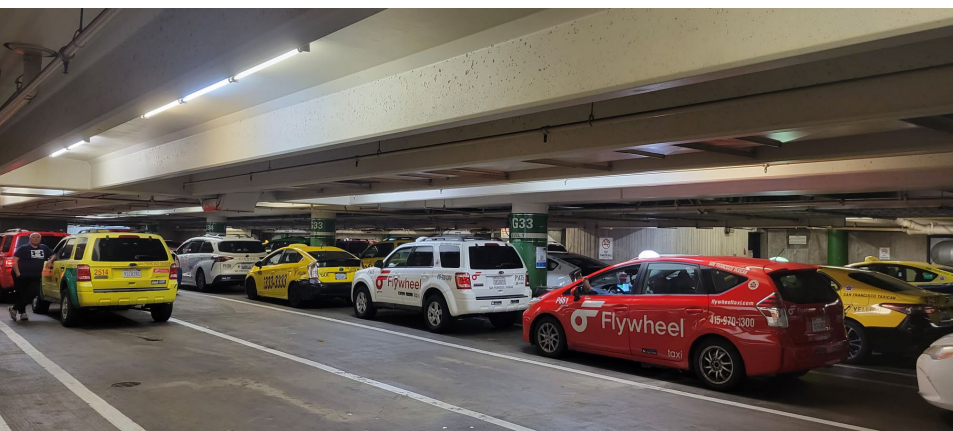


# Outreach

- ❖ Color Scheme taxi lots – Flywheel, Yellow, National Veterans, SF Taxi
- ❖ SFO waiting area
- ❖ SFMTA Taxi Window

**Resulted in 80 responses!**

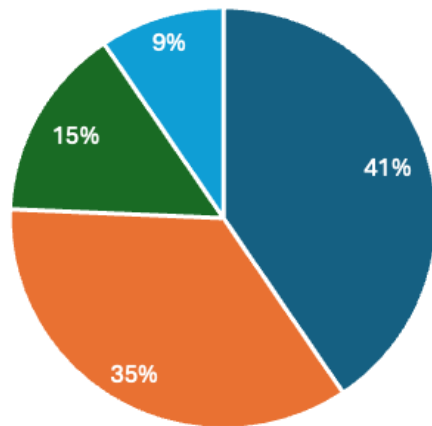
The survey was available in English, Arabic, Vietnamese, Russian, Tigrinya, Chinese (traditional), Spanish, & Tagalog!



# Results – In Progress...

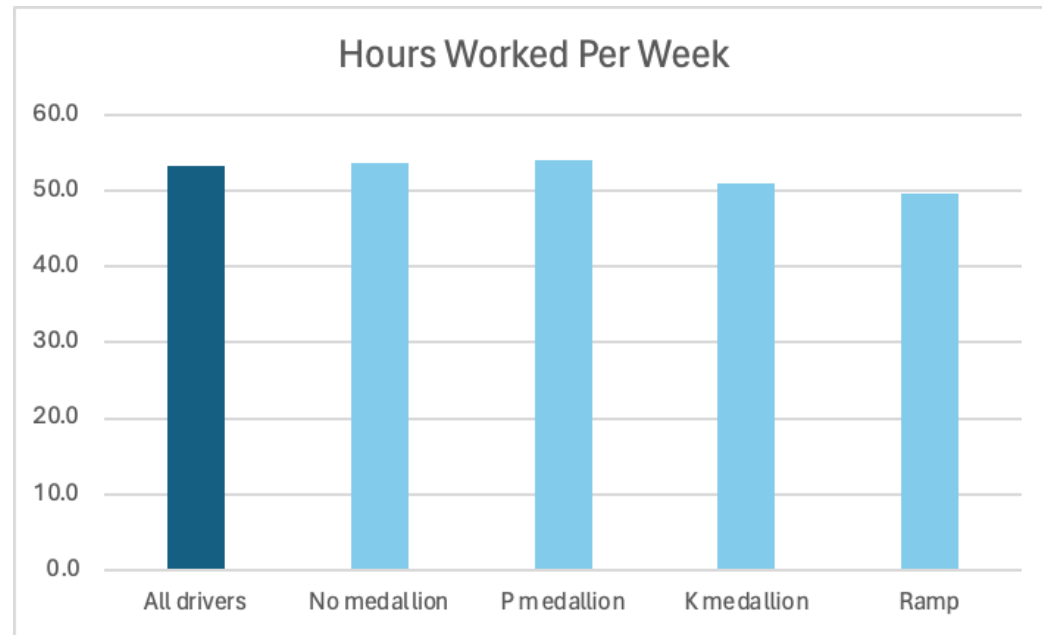
	All Drivers	Non Medallion Holders	Purchased Medallion Holders	Pre-K & Post-K Medallion Holders	Ramp Taxi Drivers
Number of Respondents	79	30	26	11	7
Hours Worked per Week	53.3	54	54.1	51	49.57

Respondents by Medallion Type



■ Non Medallion Holder ■ P Medallion ■ K Medallion ■ Ramp

Hours Worked Per Week



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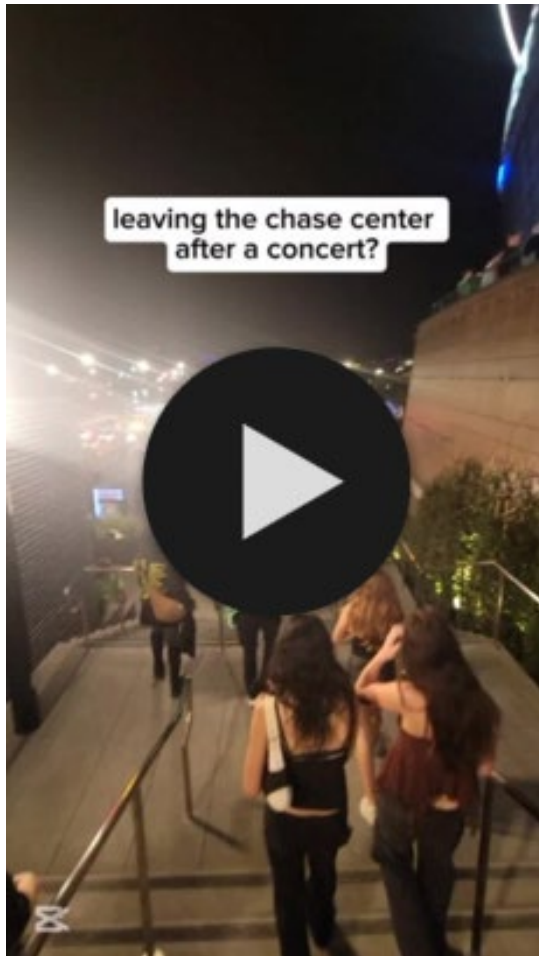
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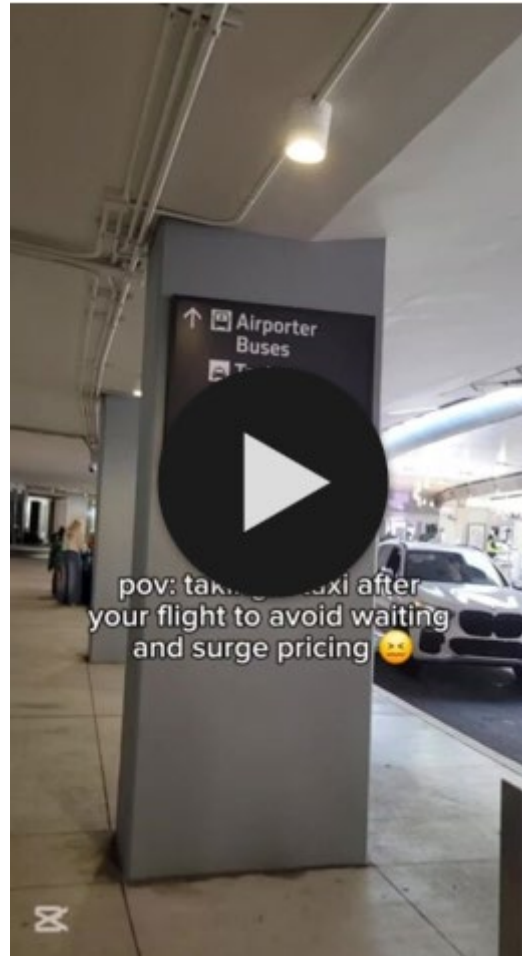
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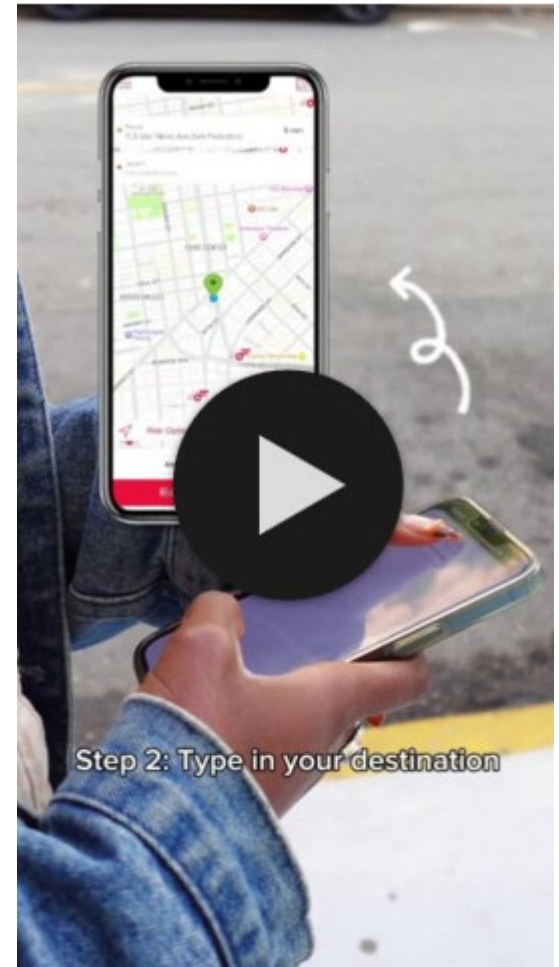
# SFMTA Announcements - Taxi Promotional Videos



[Chase Center Taxi Stand](#)



SFO Taxi Stand



Taxi Flywheel App

# SFMTA Announcements

- ❖ Updated Ramp Taxi Service Requirements Effective 1/1/2025
  - [Ramp Taxi Requirements Notice | SFMTA](#)
- ❖ Access for All Grant Award Status Update
- ❖ Bayview Shuttle Launch
  - [Bayview Community Shuttle | SFMTA](#)

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# Quarterly Meetings with Taxi Industry

- ❖ February 2025
- ❖ May 2025
- ❖ August 2025
- ❖ November 2025

