



SFMTA Taxi News

The SFMTA Taxi Task Force has been established by the Director of Transportation as a one-year pilot to advise the Director on taxi-related matters.

Approved Work Plan

Taxi Driver Recruitment/Retention:

- Recruitment/retention initiative
- Improve English language assessment
- Improve waiting area at front window
- Expedite A-Card renewal
- Driver outreach events
- Smoking cessation effort
- 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
- Positive reinforcement of taxi industry culture change: Taxi drivers are PROFESSIONALS

Improve Customer Service

- Better serve all neighborhoods in SF
- Add Customer Service training component to driver training
- Free ESL class for taxi drivers
- Update taxi driver materials to be more user-friendly
- Develop/implement progressive discipline schedule

Better Integrate Taxis into SFMTA:

- Increase Taxi Representative presence on committees and planning efforts
- Increase Transit/Taxi only red carpet lanes
- Integrate Taxis in Vision Zero efforts
- Clarify taxis use of bus stops and train PCOs
- Improve flow of taxis in SF: develop list of intersections to advocate that cabs can make left hand turns

Medallion Sales:

- Improve medallion sales transparency and process

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
- Pop up cab stands
- Subsidized taxi rides for low-income late night workers

TNC regulation

- Taxi Industry White Paper

Color Scheme Standards

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