

Goals

Industry Reports: Taxi fares and gate fees, the appropriate number of medallions to serve the public convenience and necessity; solutions for peak time and neighborhood taxi service and the opportunities to improve ramp (wheelchair accessible) taxi service in the City.

Clean Vehicles: Continuing conversion of the taxi fleet to hybrid/CNG and electric vehicles through grant opportunities.

Enforcement: Regulatory (administrative) enforcement of Transportation Code with respect to permit holders and unpermitted operators.

Administrative Infrastructure: (1) Create 'forms and procedures' manual; (2) retain adequate staff resources required for administrative and enforcement functions, (3) implement medical leave policy for medallion holders, (4) update the Controller's City-wide performance metrics for San Francisco taxi regulation; (5) implement lost and found operations; (6) improve the regulatory infrastructure; (7) clean-up the taxi medallion waiting list; and (8) collect and archive historical materials and data.

Data integration: (1) Establish web-based taxi company reporting to eliminate data entry by SFMTA staff and allow real-time monitoring; (2) implement electronic waybills to replace the current paper system to improve enforcement and develop taxi industry data (e.g. miles driven, number of passengers carried, average fares and other trip statistics). (3) Convert historical driver permit data from the Treasurer/Tax Collector's system and from paper files, and link all driver data to the PRWT citation collection system. (4) Implement office tracking systems for inquiries, tips and complaints that come into the office. (5) Establishing a link to driver DMV records through pull-notice contract. (6) Work with the Airport to integrate Driver identification cards and the soon-to-be procured Airport smart cards for taxi driver payment of Airport fees.

Responsibilities

Identify, implement and enforce appropriate policies through local motor vehicle for hire laws and regulations to:

- Protect public safety
- Improve public service
- Reduce congestion and increase parking availability
- Improve air quality, and
- Support the economic productivity and sustainability of the San Francisco motor vehicle for hire industry.

Accomplishments: What got done?

- **Website:** Information about the number of medallions that have been issued is now posted on the Taxi Services webpage. Taxi Services is actively working to improve its web page design and to post new information for to increase its utility to the industry and to the public.
- **New Revenue:** We have received \$66,500 from taxi companies in the month of August for the continuous operation of medallions that would have otherwise been returned to the SFMTA after the death of a medallion holder. Total new revenues collected through this program since December 2009: \$243,800. The SFMTA has realized \$187,500 to date in revenue from five completed medallion sales transactions, and \$62,500 was allocated to the Driver Fund.

- **Clean Vehicles:** With SFMTA Taxi Services as the lead, an \$8,000,000 grant application was submitted for a 3-year project involving the acquisition of approximately 100 all-electric taxi vehicles, including 25 Nissan Leaf vehicles to be used as single-shift taxis to serve neighborhood and peak time demands, and 76 electric "battery-switch" specially-built vehicles to be fueled by five regional battery switch stations to be installed between San Jose and San Francisco as part of a larger regional goal of developing an electric vehicle fueling corridor.
- **Credit Card Processing:** In response to industry (company) complaints about the increasing burden of credit card fees, and in accordance with the authority provided by the SFMTA Board, staff convened an informational meeting with presentations from potential providers of credit card processing services, including TaxiPass, Veriphone, Creative Mobile Technologies, DDS, Wireless Edge and George Anderson. With the information developed from that meeting, staff has drafted proposed specifications for credit card processing options that would be approved for use in San Francisco taxis in return for allowing companies to pass processing costs on to taxi drivers. Those proposed specifications were shared with the Taxi Advisory Council on August 18 and will be the subject of further discussion before the TAC at its August 30 meeting prior to adoption by SFMTA.
- **Proposition K Audits:** Taxi Services is continuing its complete audit of all 1500 medallion holders throughout San Francisco. To complete this audit, Taxi Services Investigators and staff visit each taxicab company and reviews the waybills of every medallion holder for that particular company. Approximately 5 companies remain on schedule to be audited. This process should be completed in September.
- **Coordination with the Airport:** Taxi Services continues to work in conjunction with SFO to develop a Smart "A" Card, which will function not only as driver identification, but also as electronic storage of disciplinary information. Specifications and planning are currently being done by Booz, Allen Hamilton. This is expected to continue into 2011.
- **Coordination with SFMTA Planning:**
 - Taxi Services staff participated in meetings and exercises for planning the new interim Central Control facility to ensure that the taxi fleet is fully integrated with other real-time transportation management, communications and emergency response functions of the agency.
 - Taxi Services staff contributed to the agency's review of proposed capital improvement projects through the Decision Lens system.
 - Taxi Services has been working closely with the Transbay Joint Powers Authority (TJPA), as well as SFMTA Planning engineers to establish taxi service at the new temporary Transbay Terminal. After some initial concerns with the original location of the taxi stand, after some cooperative discussion it was determined that service would be better provided by relocating the taxi stand into the turnout area for the Greyhound bus terminal.
 - Taxi Services has made contact with Davies Symphony Hall as well as the War Memorial Opera House and will coordinate to provide taxi service for the upcoming Opera and Symphony season, using new taxi stand.

- **Coordination with Accessible Services and the Paratransit Broker:** Staff met with the Paratransit Broker and Accessible Services staff regarding credit card processing options for taxicabs in order to ensure that all Paratransit concerns are addressed in any solution that is approved.
- **Implementing a Lost and Found Program:** We were able to secure an office to store all lost property collected from taxi companies.
- **Taxi Advisory Council:** The inaugural meeting of the SFMTA Taxi Advisory Council was held on August 18, 2010. Executive Director/CEO Nat Ford and Director Jerry Lee of the SFMTA Board were in attendance and welcomed the TAC members. Members received a presentation on public meeting laws from the City Attorney’s Office and discussed their Rules of Procedure. The regular meeting time and place of the SFMTA-TAC will be the second and fourth Monday of each month at 1:00 p.m. in the Atrium Conference Room of 1SVN.
- **Citizens Advisory Council Taxi Subcommittee:** The August meeting of the SFMTA CAC Taxi Subcommittee included discussion of the frustration of drivers and passengers with the current taxi toplights as an indicator of the cab’s availability and potential solutions, and the potential for installing taxi “hail” lights at bus stops.

Ongoing Projects/Forthcoming Developments: What’s in the works?

- **Paratransit Debit Card Equipment:** All taxicab companies have now received the ITE debit card equipment for Paratransit. Previously there was an issue with several companies not yet receiving all of the proper equipment. Installation of this equipment has begun and should be concluded over the next 6-8 weeks.
- **Implementing a Lost and Found Program:** We are developing procedures for property sweeps from all companies and lost property handling in compliance with state law requirements. We were able to secure storage space at 1SVN for lost property collected from taxi companies.
- **Processing Complaints:** Our objective is to get up-to-date with complaints submitted through 311 and be able to provide resolution within 30 days. To achieve this, we will continue to conduct five to ten driver interviews per week, with priority given to egregious complaints.
- **Experienced Driver Re-Training:** We have begun in earnest to define the Taxi Master advanced driver training/certification program. It will include advanced training in traffic safety, customer service, geographical knowledge, financial and business planning, and other training that will benefit both taxi drivers and the public.
- **Regulatory Reform Project:** Town Hall meetings were re-initiated in August in order to review all taxi regulations in detail in anticipation of publishing a rule book towards the end of the calendar year. Staff will also conduct outreach in the field in order to make sure to reach drivers on any changes that they would like to see in the regulations.

CONCERNS, RISKS AND CHALLENGES

Project/Area of Concern	Issue	Resolution (or support required)
SMART Goals	We have worked diligently on performance	Recruitment and hiring of full-time,

planning and our staff is excited about their new projects and SMART goals, but have also expressed frustration that it is difficult to focus/concentrate on their own tasks because we are so short staffed: "Everyone is needed to multi-task and cover any area when necessary which can result in falling behind in our own set priorities and/or goals." In addition, we have not been able to do field enforcement because the three Taxi Investigators' time is fully committed to preparing for hearings for medallion issuance and disciplinary matters.

permanent clerical staff for the customer service window and lost and found handling and an additional Taxi Investigators will be critical to Taxi Services' long-term success.

MISCELLANEOUS

PERMITS

New Driver Training Class & Examination

New Driver Applicants	Drivers Retested	Pass Rate	Fail Rate
74	8	78%	22%
Total Attendees	82		

New Driver Permits Issued in August: 101

Medallion purchasers qualified to date: 17

This means that the applicants have been qualified for the medallion permit by the SFMTA, but their medallion purchase will also depend on qualifying with the lending institution for any loan required for the purchase.

Medallion Sales closed to date: 5

DISCIPLINE/COMPLAINTS

Experienced Driver Re-Training & Discipline

Type of Disciplinary Action	Number of Disciplinary Actions
Taxi Driver Re-Training	16
(7) SFO Administrative Citation/(9) SFMTA Taxi Complaints	
Administrative Fines Issued (Muni Drive Cam –Taxi Footage)	1
Paratransit Complaints	1
Administrative Fines Issued by Taxi Services Investigators this year for violations of the Transportation Code	8

Complaints:

Based on current rate of processing complaints, it takes approximately 180 days from the date we receive a complaint until the date that we can resolve and close it. A total of 80 backlogged complaints (January - February 2010) have been resolved and closed during the month of August.

INVESTIGATIONS

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A) Color Scheme:

Total: 2

B) Permit Applicant investigations:

Total: 5

C) Medallion Holders:

Total: 0

D) Drivers:

Total: 1

E) Complaints Non-311:

Total: 1

E) Other Investigations.

Total: 15

F) Regulatory

Total: 1

Complete Total Investigations: 25

LOST AND FOUND

Lost & Found:

Due to a lack of staff, Taxi Services is not currently able to follow up on lost & found claims submitted through 311. The number below reflects the total number of lost & found claims received for the month of August.

Type of Claim	Number of Claims
OPEN lost property claims	60

HEARINGS

Waiting List Medallion Applicant Qualification: 6

Prospective Medallion Purchaser Qualification: 3

Board of Appeals: 2

- Two Hearings were held last month in front of the Board of Appeals on August 11, 2010 and August 18, 2010.
- In the August 11, 2010 hearing, the denial of a medallion permit was upheld by the Board of Appeals, as the applicant could not demonstrate sufficient compliance with the appropriate rules and regulations.
- On August 18, 2010, the Board of Appeals adopted its finding relating to a hearing held in July, wherein the Board upheld the revocation of a Color Scheme Permit, and suspended the Permit Holder's medallion for one year.

Staffing

FILLED: 7 -- Vacant/Funded: 5 – Vacant/Defunded: 0 –

TOTAL: 7 (PLUS 2 Temps and one clerk from SFPD work order)