

Goals

1. **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.
2. **Clean Vehicles:** Continuing conversion of the taxi fleet to hybrid/CNG and electric vehicles through grant opportunities.
3. **Enforcement:** Regulatory (administrative) enforcement of Transportation Code with respect to permit holders and unpermitted operators.
4. **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.
5. **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:** Updates and maintenance continues throughout the year to improve availability of taxi information to the public and taxi industry.
- **New Revenue:** Taxi Services has received \$72,200 from Color Schemes for the month of September for the continuous operation of medallions that would have otherwise been returned to the SFMTA after the death of a medallion holder. The total collected since December 2009 is \$511,000. Allowing taxi companies to continuously operate medallion permits allows for those cabs to continue serving the public until we are ready to reissue the medallion permit to the next person on the waiting list.
- **Proposition K Audits:** Taxi Services completed its audit of all 1500 medallion holders in San Francisco.

To complete this audit, Taxi Services Investigators and staff visited each taxicab company and reviewed the waybills of every medallion holder for that particular company.

- **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 has drafted 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 specifications were shared with the Taxi Advisory Council, on August 18 and will be finalized and published during the first week of October.
- **Coordination with the Airport:** During September Taxi Services coordinated with Airport staff on enforcement issues between the two agencies, including citation design, respective jurisdiction of Airport and SFMTA staff and other planning activities for enforcement operations.
- **Coordination with SFMTA Planning:**
 - 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, and following some cooperative discussion, it was determined that service would be better provided by relocating the taxi stand into the turnabout area for the Greyhound bus terminal. Because of the success of this arrangement, there will likely be no need to make any changes to the Taxi Layout for Phase II as was originally envisioned.
 - Taxi Services is working with Accessible Services, Parking Enforcement, Bike Share and other sections of the SFMTA to resolve issues related to the loading and unloading of customers, particularly paratransit customers, in bus zones. A comprehensive memo is being developed that will help clarify this process for taxicab driver, Muni operators, parking control and others involved with traffic safety.
- **Taxi Advisory Council:** The SFMTA Taxi Advisory Council held meetings on September 13 and September 27, 2010. Items on the agenda included issues related to the Driver Fund, Leasing Arrangements, and the impact of the Medallion Sales Pilot Program on the industry. At these meetings, staff provides reports related to medallion sales and other regulatory changes.
- **Conference:** Taxi Services staff attended the International Association of Transportation Regulators conference in Chicago during September as a Conference presenter on the issue of medallion reform, and brought back a wealth of information and contacts that will be used to enhance the quality of Taxi Services' operations. During the conference the Deputy Director of Taxi Services was invited to become an associate of the new international taxi 'thank tank', the "Taxi Research Network". See, www.taxiresearch.net.
- **Special Events:** Taxi Services staff opened channels of communication with the SFPD Bayview Station, as well as Parking Control, and with their help is increasing its field enforcement of taxi stands and zones at Candlestick Park during 49er games. Taxi Services staff was also present during Oracle

World to assist with taxi traffic.

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

- **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.

CONCERNS, RISKS AND CHALLENGES

Project/Area of Concern	Issue	Resolution (or support required)
New driver training and advanced driver certification	The staff person who has been conducting all new driver training is leaving us on October 1.	We are working with Safety Division to identify in-house resources to staff new driver training
Field investigations	Taxi Investigators' time is entirely consumed by reviewing paper waybills in order to prepare for medallions sales, and they do not have any time for field work that is critical to public safety or for the implementation of our SMART goals.	Taxi Services requires an additional 4 FTE Taxi Investigators in order to meet its responsibility to enforce regulations with respect to companies, medallion holders and drivers, and to provide support to PCOS and the SFPD for special events
Driver discipline	The staff person who has been handling all driver discipline is leaving us on October 1.	We are working with Safety Division to identify in-house resources to staff driver discipline
311 complaint processing	The staff person who has been processing 311 complaints is leaving us on October 1.	We will screen 311 complaints for urgent safety issues such as assaults, drunken driving, etc., and wait until we are able to replace the staff person who is leaving to continue processing the daily complaints. We expect a backlog of 311 complaints to develop in the interim.

MISCELLANEOUS

PERMITS

New Driver Permits Issued in September: 105

Medallion purchasers qualified to date: 22

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: 13

Medallion Issuance (Non-Sale) for September: 6

Medallion Sale Revenue to date: \$487,500.00

Driver Fund Revenue from Medallion Sale to date: \$162,500.00

INVESTIGATIONS

A) Color Scheme:

Total: 3

B) Permit Applicant investigations:

Total: 2

C) Medallion Holders:

Total: 0

D) Drivers:

Total: 0

E) Complaints Non-311:

Total: 0

E) Other Investigations.

Total: 14

F) Regulatory

G) Fines/Admonishments

Total: 1

Complete Total Investigations: 22

DISCIPLINE/COMPLAINTS

Due to loss of staff, information not available during this reporting period.

LOST AND FOUND

Due to loss of staff, information not available during this reporting period.

HEARINGS

Waiting List Medallion Applicant Qualification: 5

Prospective Medallion Purchaser Qualification: 1

Board of Appeals: 1

- On September 15, 2010 a petition for Rehearing was held at the board of Appeals related to the prior suspension of a medallion for one year and a revocation of a color scheme permit. The Rehearing was denied and the Board of Appeals adopted its findings upholding the revocation of the Color Scheme Permit, and suspending the Permit Holder's medallion for one year.

Staffing

FILLED: 7 -- Vacant/Funded: 6 – Vacant/Defunded:

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