



SFMTA

Taxi Outreach Meeting

April 28, 2021

3:00 PM -5:00 PM



Agenda

1. Taxi Marketing Campaign
2. Draft E-hail Requirements
3. Draft Transportation Code Reform
 - ❖ Streamline key requirements
 - ❖ Eliminate Surrender Program
 - ❖ Non-substantive clean up
4. Draft Transportation Code Reform cont'd: Fares
 - ❖ Increase cleaning fee
 - ❖ Allow flat rate fare up to \$20 per person for shared rides
 - ❖ Update meter and a half boundaries
 - ❖ Upfront fare pilot

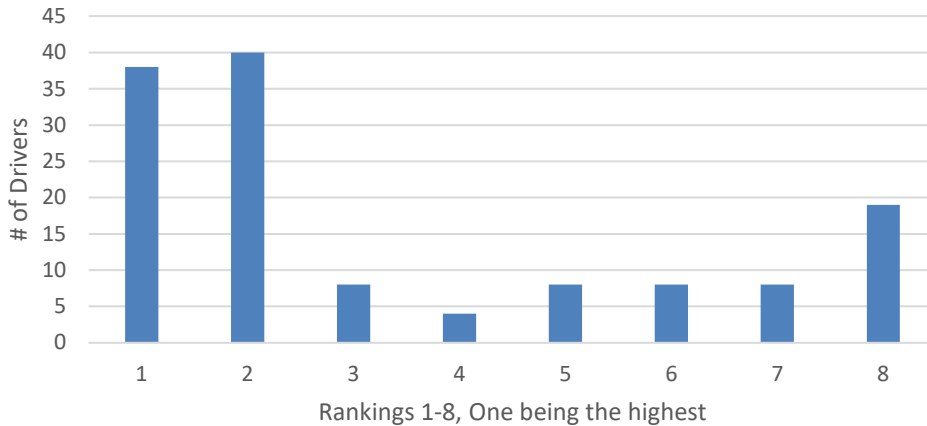
Taxi Marketing Campaign Survey Results*

Item	Overall Rank # 1-8	Rank Distribution	Score
Taxi medallion holders are small business owners who are an integral part of what makes San Francisco unique and contribute to the economic vitality of San Francisco.	1		821
Taxi rides offer accessible services for all.	2		817
Taxi rides offer an easy solution for moving through congested roads, avoiding parking, maintenance, and other cost related to owning a vehicle.	3		727
Taxi drivers provide safer service as they go through background/drug test.	4		695
The taxi clean air fleet offers a better choice for the environment.	5		619
Taxis have strict cleaning protocols for a clean safe ride during COVID.	6		611
Taxis offer more payment options. (Cash, Credit Card, App, Paratransit Card)	7		548
Taxis offer ease and convenience of finding and paying for a taxi through a smartphone-based app.	8		441

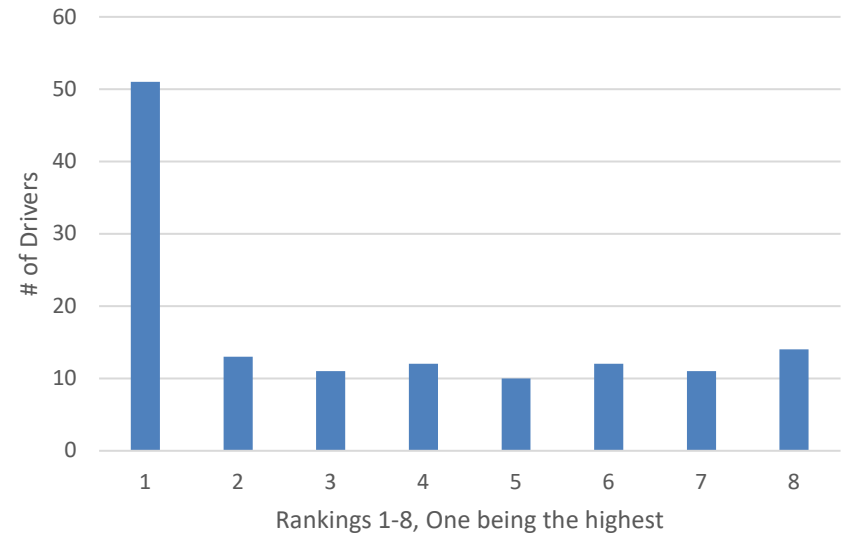
Lowest Highest

*Survey results can be found [here](#).

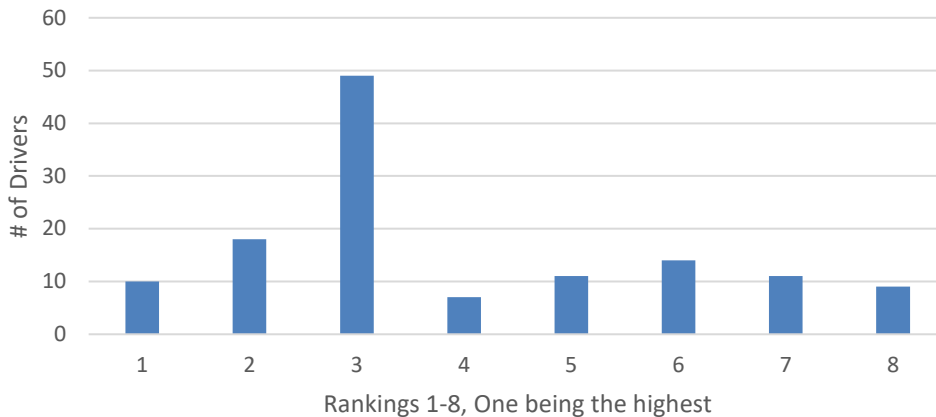
Taxi medallion holders are **small business owners** who are an integral part of what makes San Francisco unique and contribute to the economic vitality of San Francisco.



Taxi rides offer **accessible services** for all.



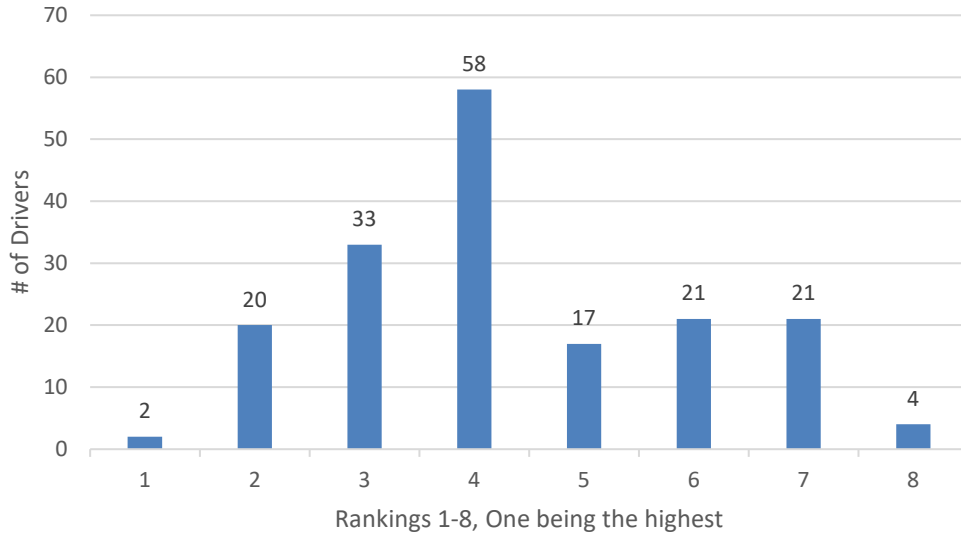
Taxi rides offer an **easy solution for moving through congested roads**, avoiding parking, maintenance, and other cost related to owning a vehicle.



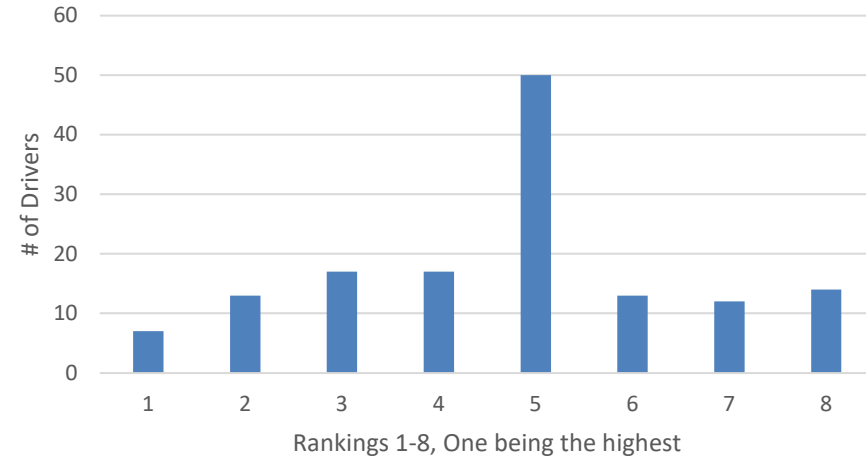
Taxi drivers **provide safer service** as they go through background/drug test.



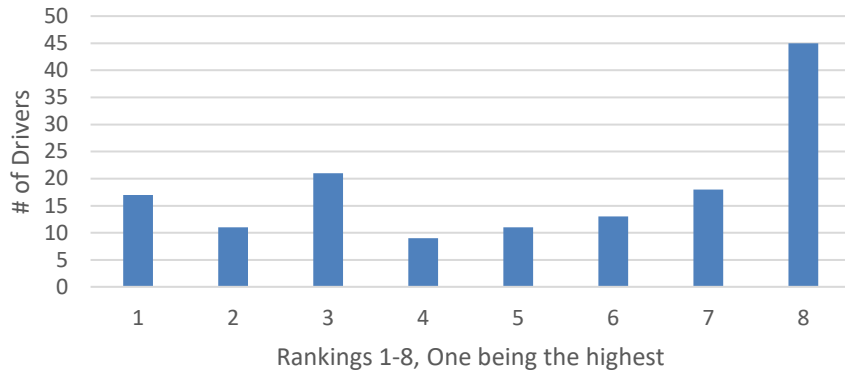
The taxi **clean air fleet** offers a better choice for the environment.



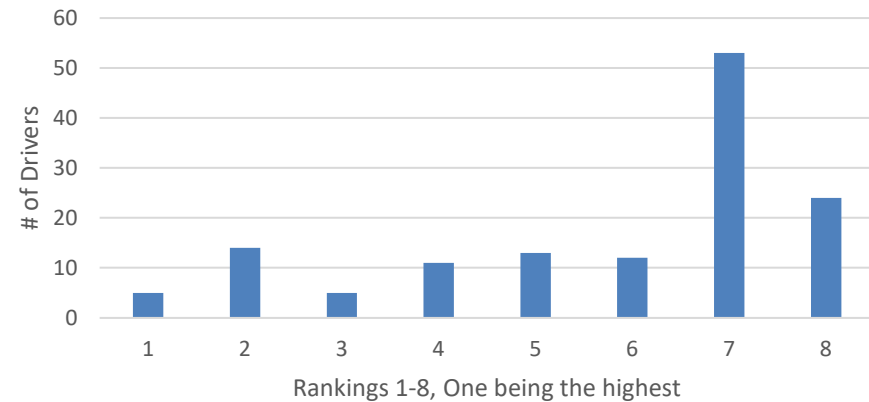
Taxis have **strict cleaning protocols** for a clean safe ride during COVID.



Taxis offer **more payment options**. (Cash, Credit Card, App, Paratransit Card)



Taxis offer **ease and convenience** of finding and paying for a taxi through a smartphone-based app.



Draft E-Hail Requirements Updates

App and 3rd Party Integration Features

- ❖ Input pick up and drop off location
- ❖ Estimated trip time
- ❖ Fare estimation of trip
- ❖ Taxi type (sedan, SUV, ramp)
- ❖ Integrate with 3rd party apps



Draft E-Hail Requirements Update

App requirements

- ❖ App must affiliate with at least 100 medallions
- ❖ Adequate response rates
- ❖ Documented grievance procedure
- ❖ Integrate with SFMTA's Electronic Taxi Access System
- ❖ Integrate the Paratransit trip and payment features
- ❖ Pay drivers 5 business days
- ❖ Pick-up response rate and time



Draft Transportation Code Reform

- ❖ Streamline key requirements regarding:
 - Reporting
 - Driver eligibility
 - Dispatch Service
 - Ramp Taxi Requirements
- ❖ Eliminate Surrender Program
- ❖ Non-substantive clean up



Draft Transportation Code Reform cont'd

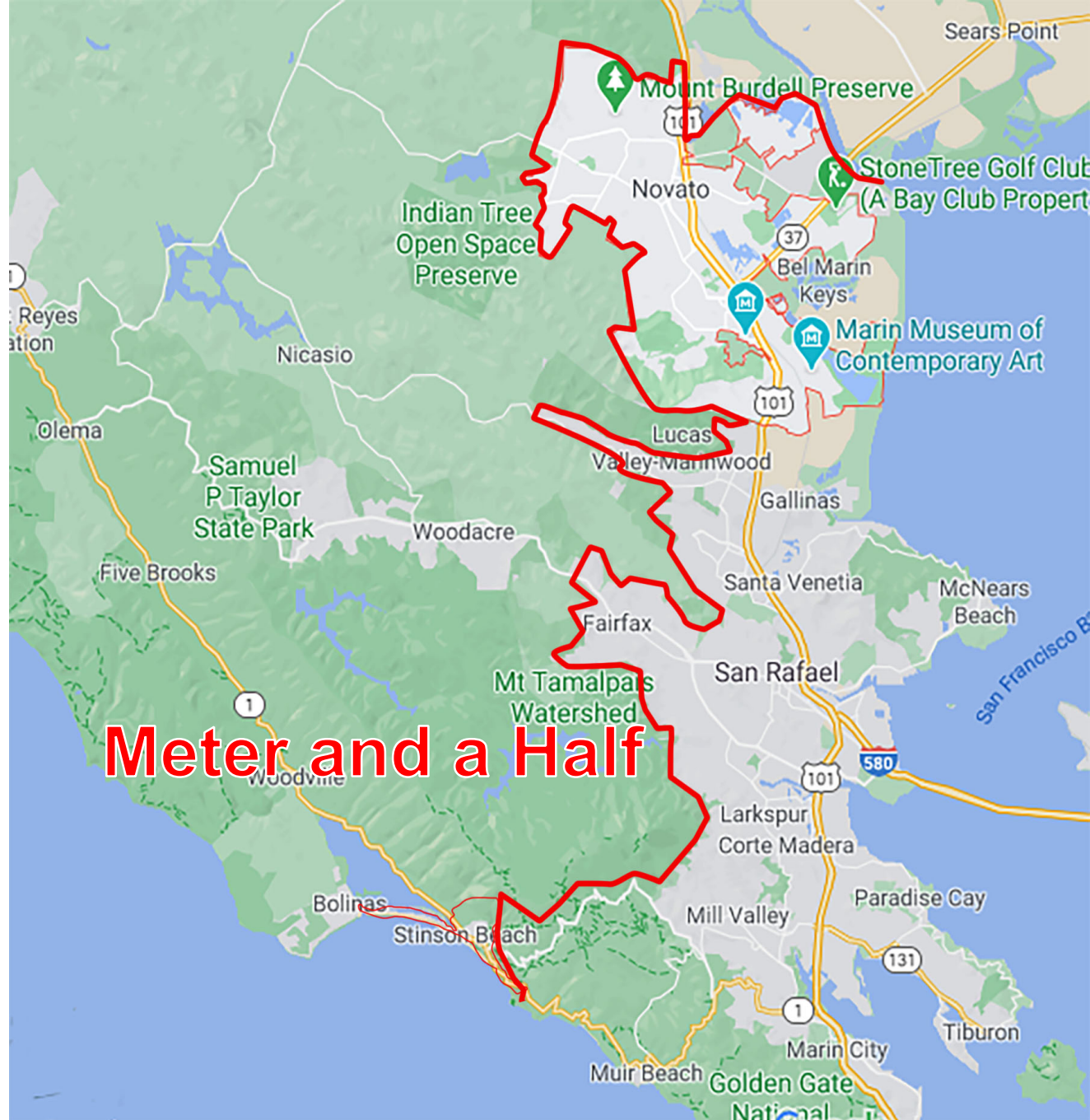
❖ Fares

- Increase cleaning fee
- Allow flat rate fare up to \$20 per person for shared rides
- Update meter and a half boundaries
- Upfront fare pilot



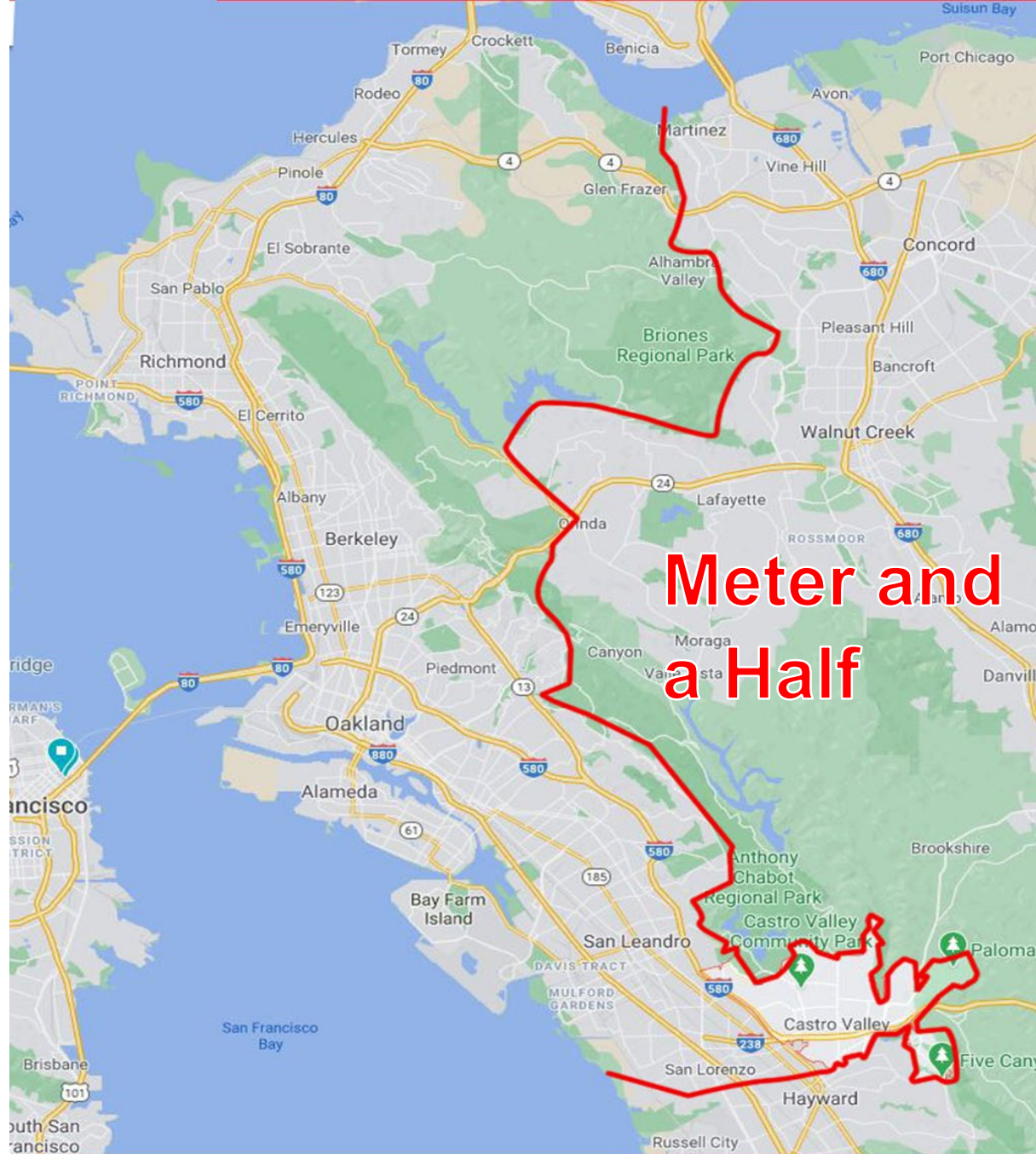
Update Meter and a Half Boundary

- ❖ North Bay from both San Francisco and SFO



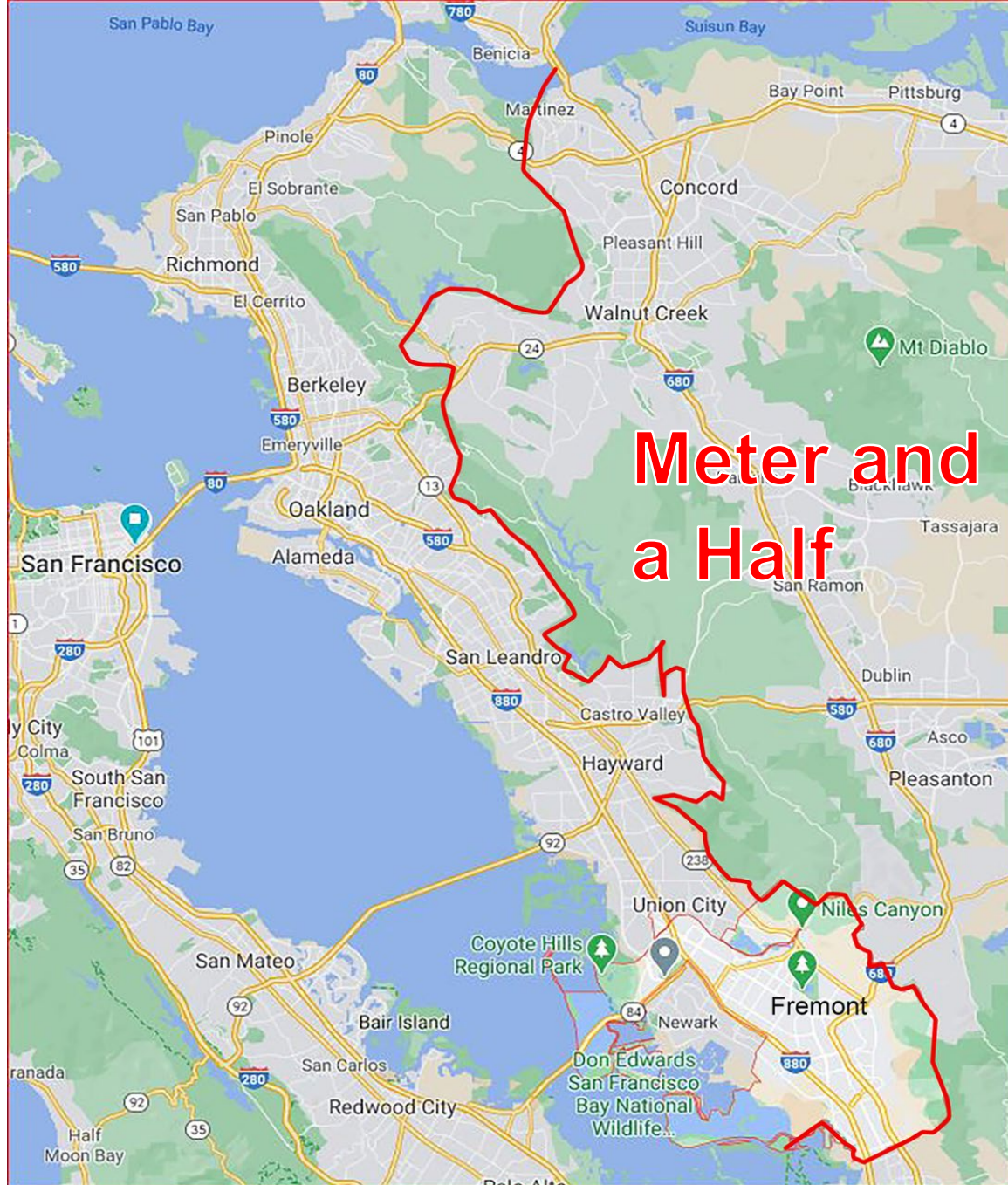
Update Meter and a Half Boundary

- ❖ East Bay from San Francisco



Update Meter and a Half Boundary

❖ East Bay from SFO



Update Meter and a Half Boundary

- ❖ South Bay from San Francisco



Meter and a Half

Update Meter and a Half Boundary

- ❖ South Bay from SFO



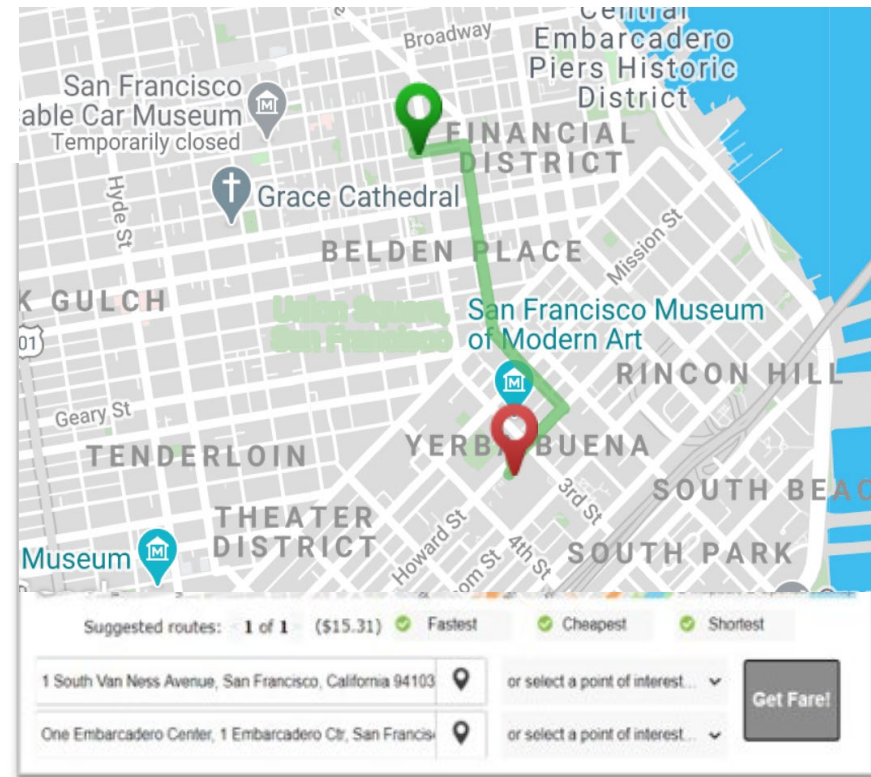
Upfront Fare Pilot

❖ Upfront Fares

- Estimate trip fare
- Improve customer service
- Reduce meter anxiety

❖ How are fares determined?

- Algorithm estimates meter amount
- Dynamically using live and historical trip data



Public Comments

ATT Call in

JOIN ONLINE

For the online experience, join the MS Teams Live event at SFMTA.com/Taxi428.

For public participation or to join by phone, use the instructions below.

PUBLIC PARTICIPATION

Call Toll-Free: 888-251-2909 then enter Participant Code: 4584731.

When prompted, dial "1 - 0" to be added to the speaker line. The auto-prompt will indicate callers are entering "Question and Answer" time; this is the "Public Comment" period.

Public Comments

ATT Call in

Taxi Services Meeting Ground Rules

Good etiquette in meetings requires all participants to adhere to basic ground rules. Ground rules are the standards of conduct expected at Taxi Services meetings and are important to ensure that our meetings run efficiently, effectively, and respectfully.

- ❖ Adhere to your allotted speaking time
- ❖ Keep comments on the agenda topics
- ❖ Minimize background noises and distractions
- ❖ Treat each other with respect

Thank You!

