



SFMTA

Taxi Quarterly Meeting

May 31, 2023



Agenda

1. Ramp Taxi Use Agreement and Updates
2. SFMTA: Grant Administrator for On-demand Wheelchair Accessible Transport
3. Paratransit Coordination & Operations Taxi/Ramp Taxi Subcommittee Report
4. Taxi Upfront Fare Pilot Update: First Quarter Metrics
5. SFMTA Announcements

Ramp Taxi Use Agreement

- ❖ **Step 1:** To enter into a use agreement, drivers must complete at least 90 Paratransit trips or 72 wheelchair trips in the last six months
 - Drivers must also have a ramp taxi training certificate
- ❖ **Step 2:** Drivers must undergo an interview with the Paratransit Coordinating Council
- ❖ **Step 3:** Based on the interview, a recommendation will be made and Taxi Services will make the final determination
- ❖ **Step 4:** If successful, Taxi Services will contact the driver to sign a use agreement

All ramp medallion holder must complete at least 10 wheelchair trips each month to maintain their medallion

SFO Pick-up Rules Update for Ramp Taxis

- ❖ Starting June 1, 2023, Ramp Medallions that are eligible to enter SFO may no longer use a non-accessible Taxi to perform pick-ups at SFO
- ❖ Eligible Ramp Medallions may only use Ramp Taxis to pick up passengers at SFO
- ❖ SFMTA will monitor trip activity for pick-ups in non-accessible vehicles (spares) and for ineligible Ramp Medallions
- ❖ Ramp drivers who enter SFO in a non-accessible Taxi (spare) or using an ineligible Medallion may be subject to discipline



Public Comments – Call in

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

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SFMTA: Grant Administrator for On-demand Wheelchair Accessible Transport

- ❖ State law (SB1376) requires TNCs to collect a \$0.10 per trip fee to fund on-demand wheelchair accessible transportation
- ❖ Funds collected created the Access Fund
- ❖ Access Funds not reimbursed to TNCs for providing wheelchair accessible transportation is then made available to eligible Access Providers. Taxis are eligible access providers. SFMTA is researching which other entities will be eligible.



SFMTA: Grant Administrator for On-demand Wheelchair Accessible Transport

- ❖ ~\$3.4M in San Francisco is to be distributed by a Local Access Fund Administrator through a competitive process
- ❖ SFMTA is conditionally approved to be a Local Access Fund Administrator for San Francisco (pending final CPUC action at their meeting this month and SFMTA submitting required forms by July 14)
- ❖ SFMTA will develop the solicitation process in coordination with a working group that represents the disability community
- ❖ The call for applications is expected in early 2024

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Paratransit Coordination & Operations (OTP)

Taxi/Ramp Taxi Subcommittee Report

- ❖ Revised on-time performance reporting for Paratransit taxi trips
 - OTP breakdown for trips that arrive within 10 minutes, 11-20 minutes, 21-30 minutes, and after 30 minutes
- ❖ Discussion on ramp taxi incentive program
 - Increasing the ramp taxi incentive program to \$800 - \$1000/month



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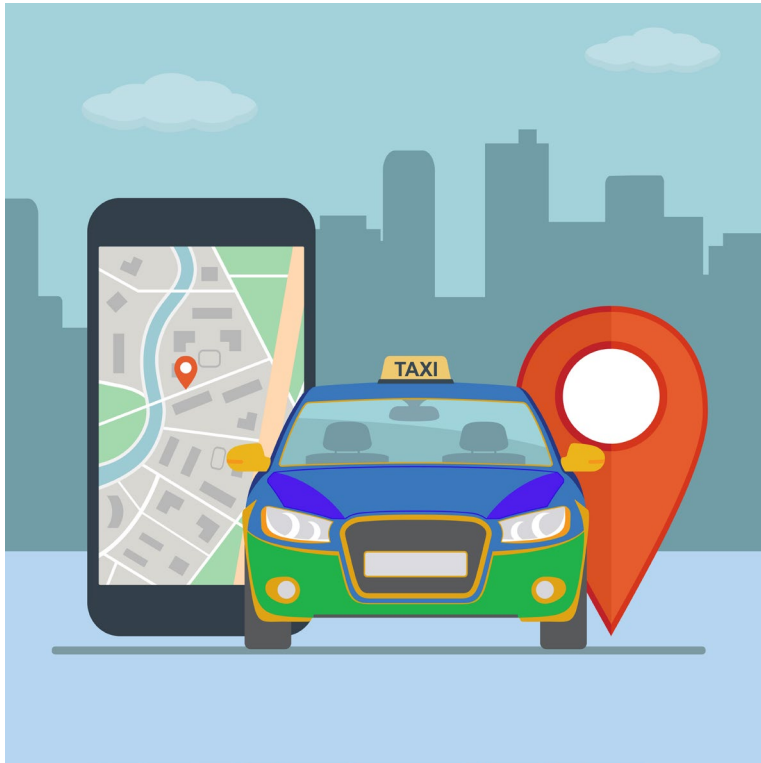
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Taxi Upfront Fare Pilot



Background

- ❖ Launched on November 9
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ Pilot will run for one year
- ❖ 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
- ❖ Applicants must send data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for taxi e-hail originated 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



Upfront Fare Pilot Goals & Metrics

❖ Goal 1: Improve Customer Service

- Metric 1A: Number of Pilot Trips
- Metric 1B: Complaints

❖ Goal 2: Increase Taxi Trips

- Metric 2A: Increase Taxi Trips by 10%

❖ Goal 3: Maintain Traditional Taxi Service

- Metric 3A: Distribution of Trips by Hail Type
- Metric 3B: Paratransit Trip Percentage



Upfront Fare Pilot Goals & Metrics

- ❖ **Goal 4: Increase Taxi Driver Fare Revenue by 10%**
 - Metric 4A: Fare Revenue per Driver
- ❖ **Goal 5: Increase the Number of Drivers**
 - Metric 5A: Active Drivers
 - Metric 5B: New Drivers
- ❖ **Goal 6: Ensure Taxi Pilot Trip Fares closely match Taximeter rates**
 - Metric 6A: Upfront Fare within 10% of Taximeter rate



Taxi Upfront Fare Pilot

Approved Providers

- ❖ **Arro** / CMT (SF Taxi Dispatch): **Taxi Pilot Trips** only
- ❖ **Flywheel**: both **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- ❖ **YoTaxi** (Yellow SF): tentative for both **Taxi Pilot Trips** and **Third-Party Pilot Trips**



Taxi Upfront Fare Pilot

Analytics Methodology

❖ Data Collection

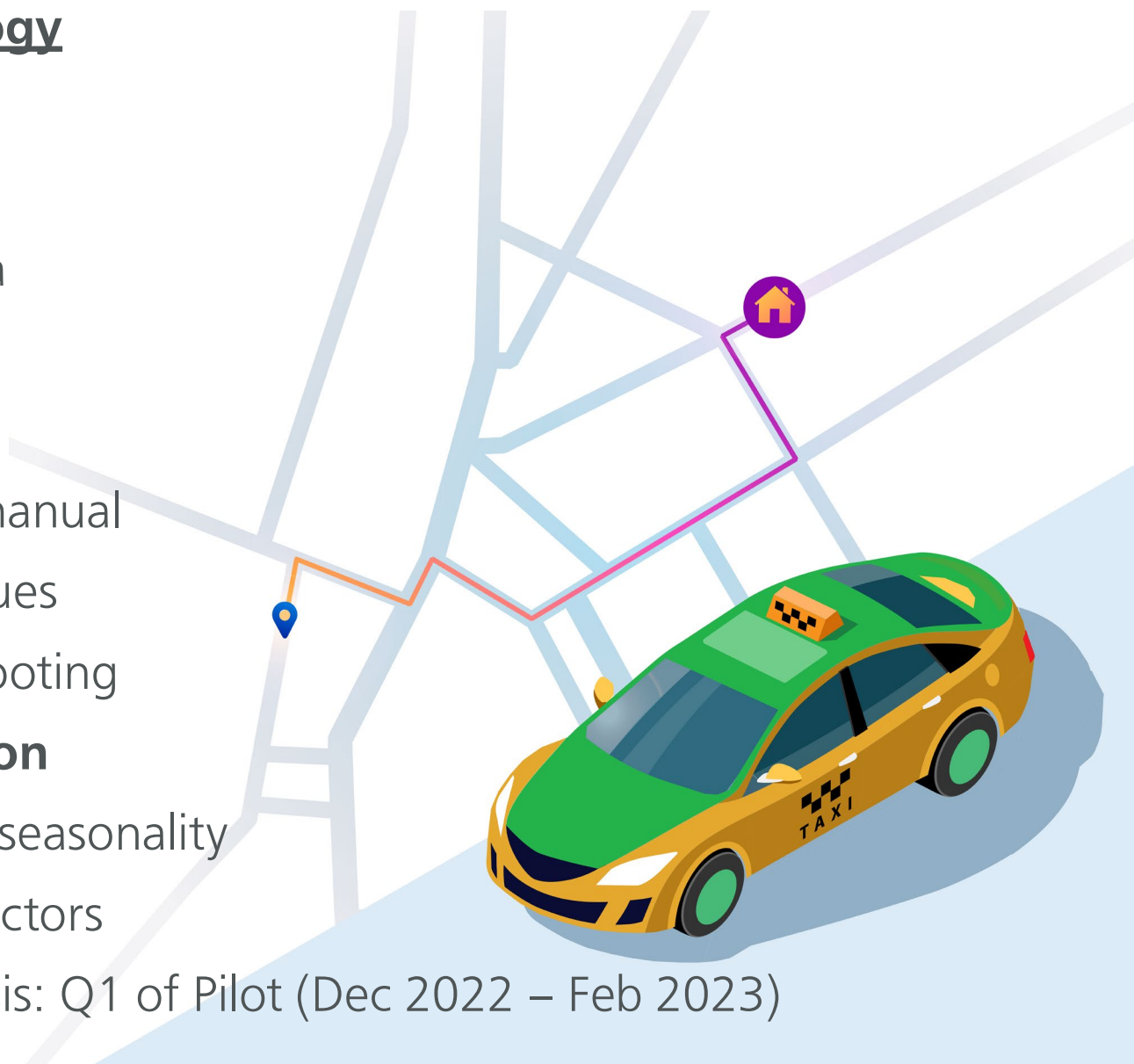
- Industry data
- Third-party data
- Complaint data

❖ Data Validation

- Automated & manual
- Data quality issues
- Joint troubleshooting

❖ Metrics Calculation

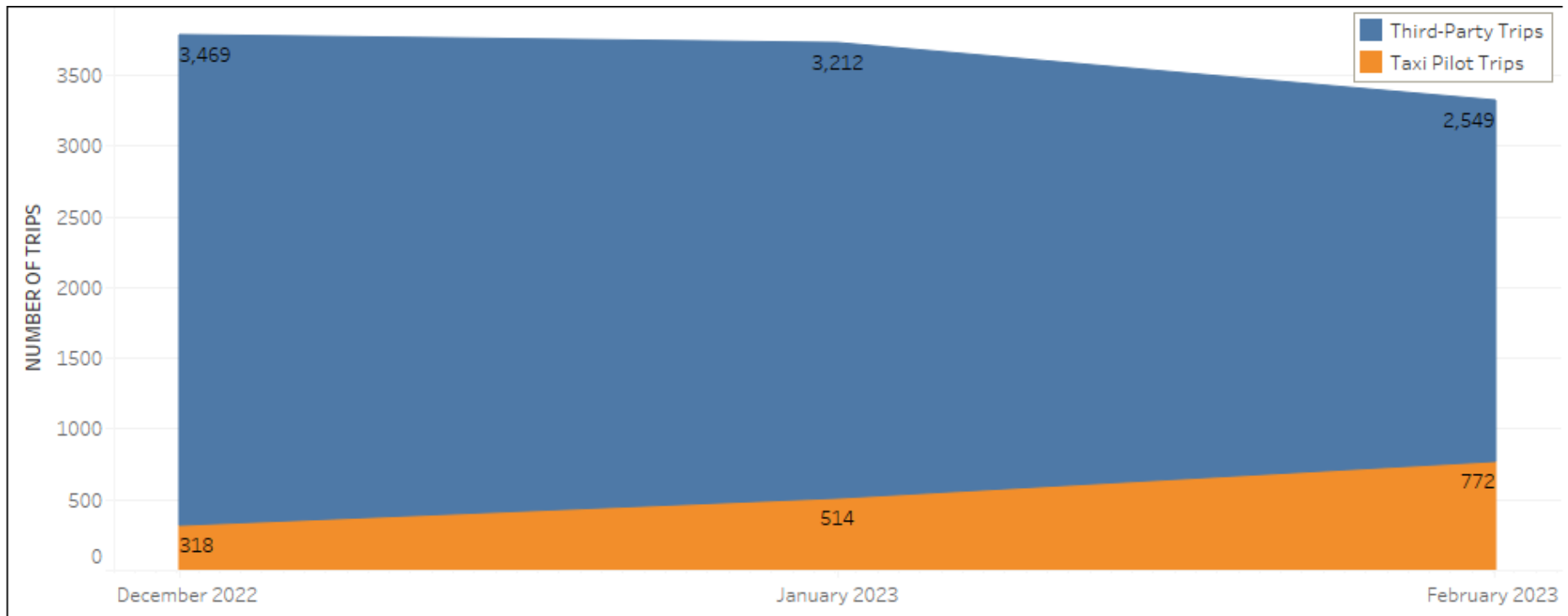
- Accounting for seasonality
- Confounding factors
- Period of analysis: Q1 of Pilot (Dec 2022 – Feb 2023)



Goal 1: Improve Customer Service

❖ Metric 1A: Number of Pilot Trips

- 10,834 total pilot trips
- 1,604 taxi pilot trips (15%)
- 9,230 third-party trips (85%)
- 2.1% of all taxi trips



Goal 1: Improve Customer Service

❖ Metric 1B: Complaints

- Comparison of taxi complaints per 1,000 trips before Pilot launch and during the Pilot term

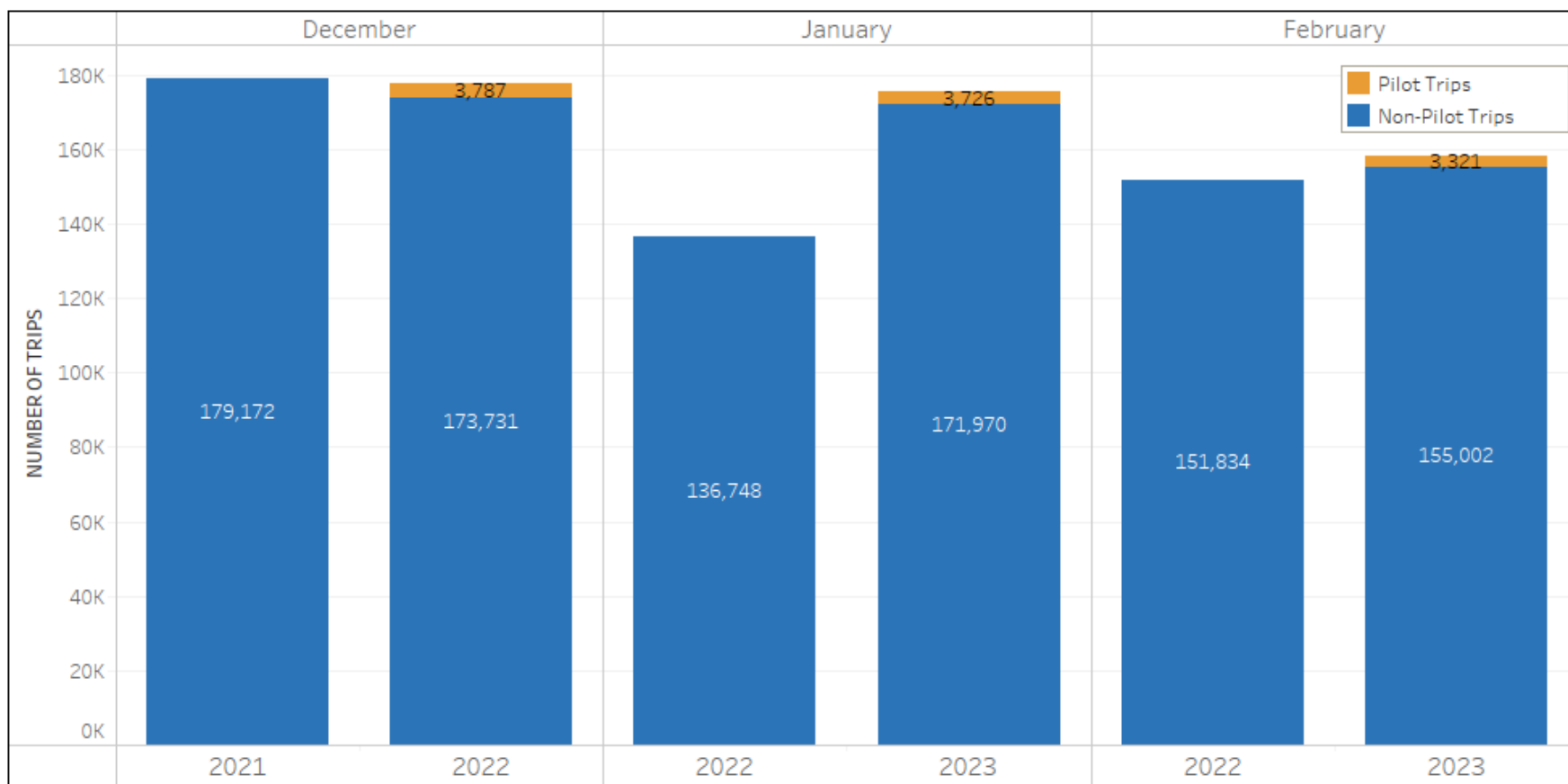
	Before Pilot (Dec 1, 2021 to Feb 2022)	During Pilot (Dec 1, 2022 to Feb 2023)
Dec	0.06	0.11
Jan	0.07	0.08
Feb	0.09	0.04

- SFMTA is monitoring 311 for complaints related to Taxi Upfront Fare Pilot
- To date, no complaints related to the Taxi Upfront Fare have been received through 311

Goal 2: Increase Taxi Trips

❖ Metric 2A: Increase Taxi Trips by 10%

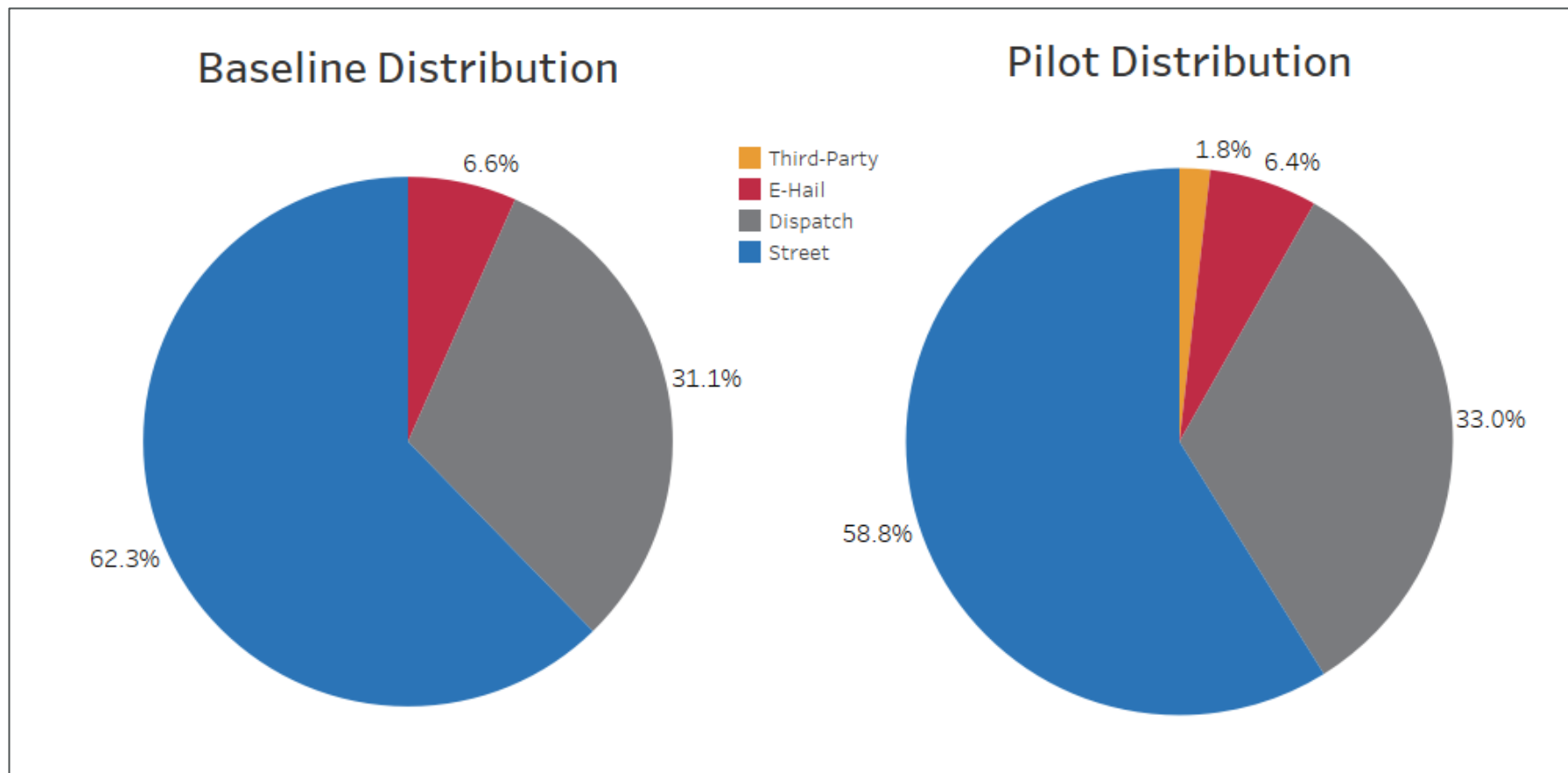
- 511,537 total taxi trips
- 9.4% year-over-year increase
- 2.1% pilot trips



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3A: Distribution of Trips by Hail Type

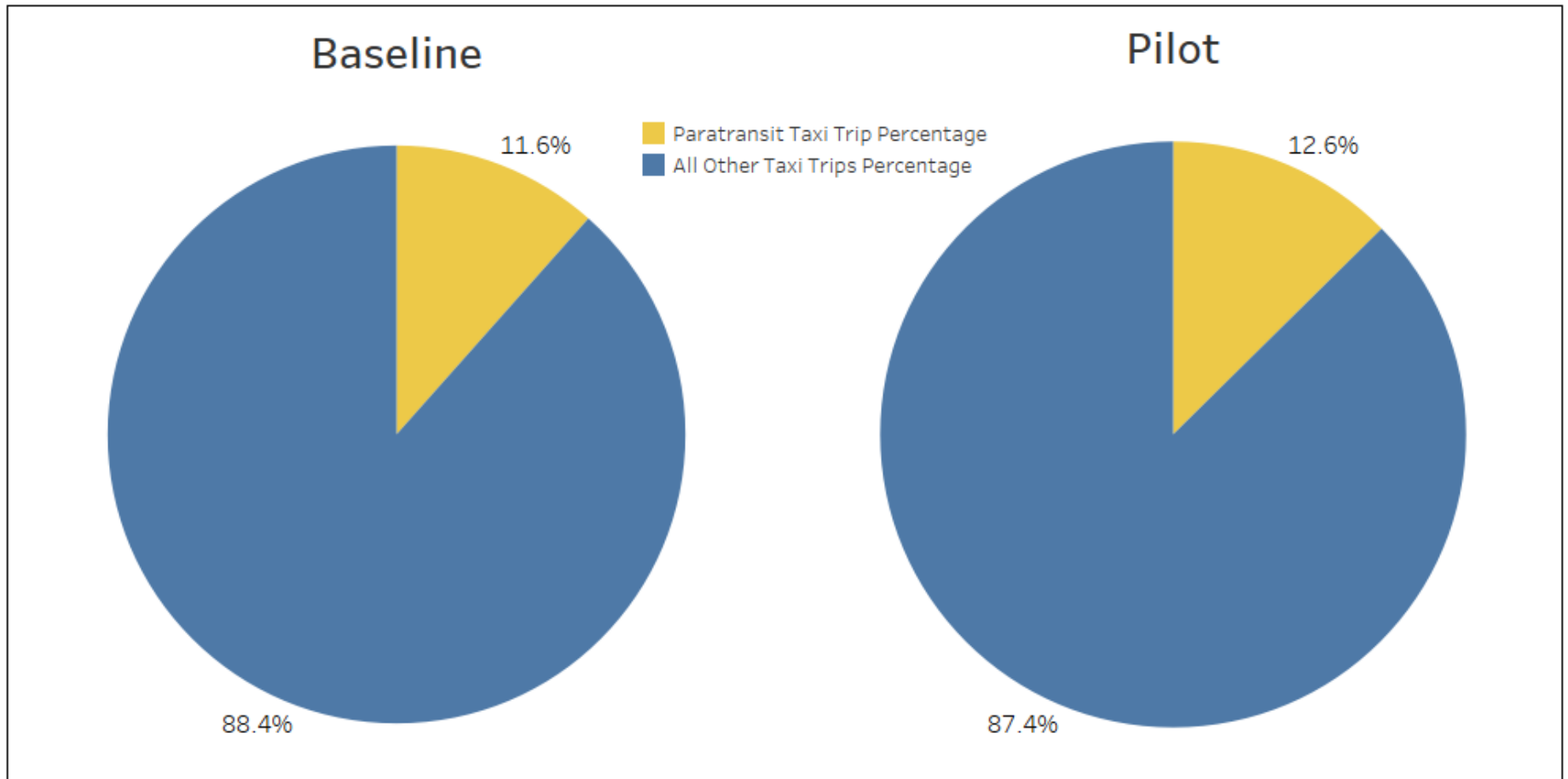
- Baseline period: October 2022



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3B: Paratransit Trip Percentage

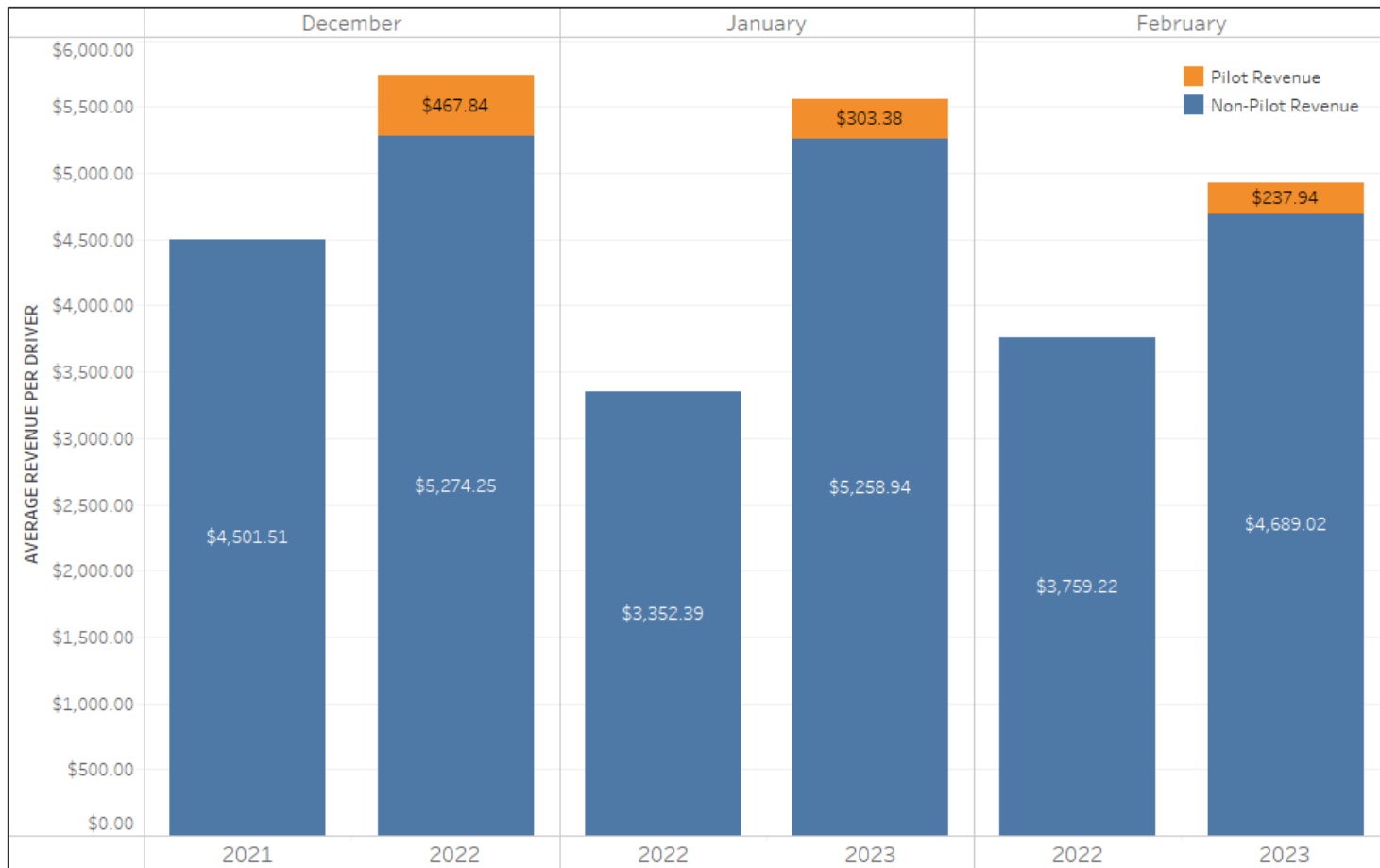
- Baseline period: May-October 2022



Goal 4: Increase Taxi Driver Fare Revenue by 10%

❖ Metric 4A: Fare Revenue per Driver

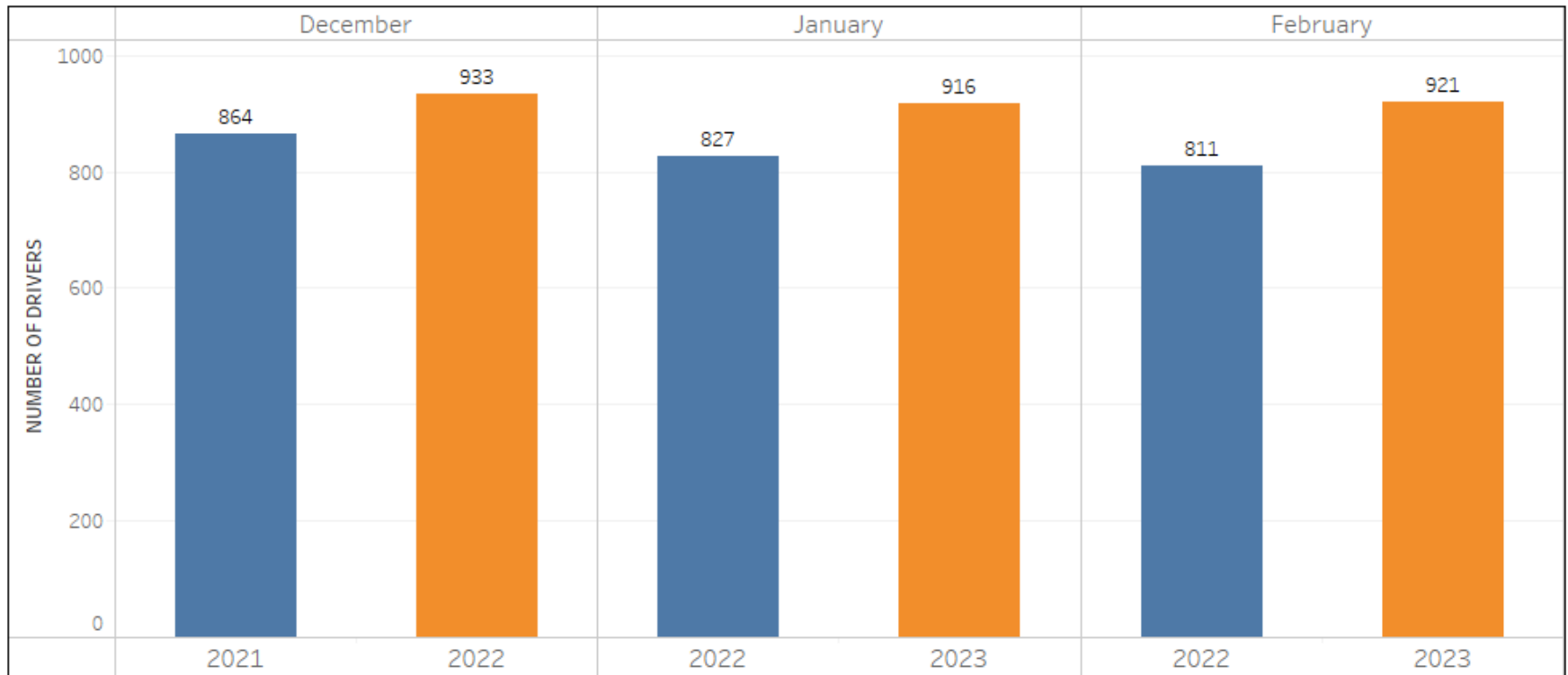
- \$5,134.15 average monthly fare revenue per driver
- 32.6% year-over-year increase
- 15.6% average driver fee on third-party trips



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- 1,039 active drivers
- 10.3% year-over-year increase
- 276 drivers (27%) serviced pilot trips



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

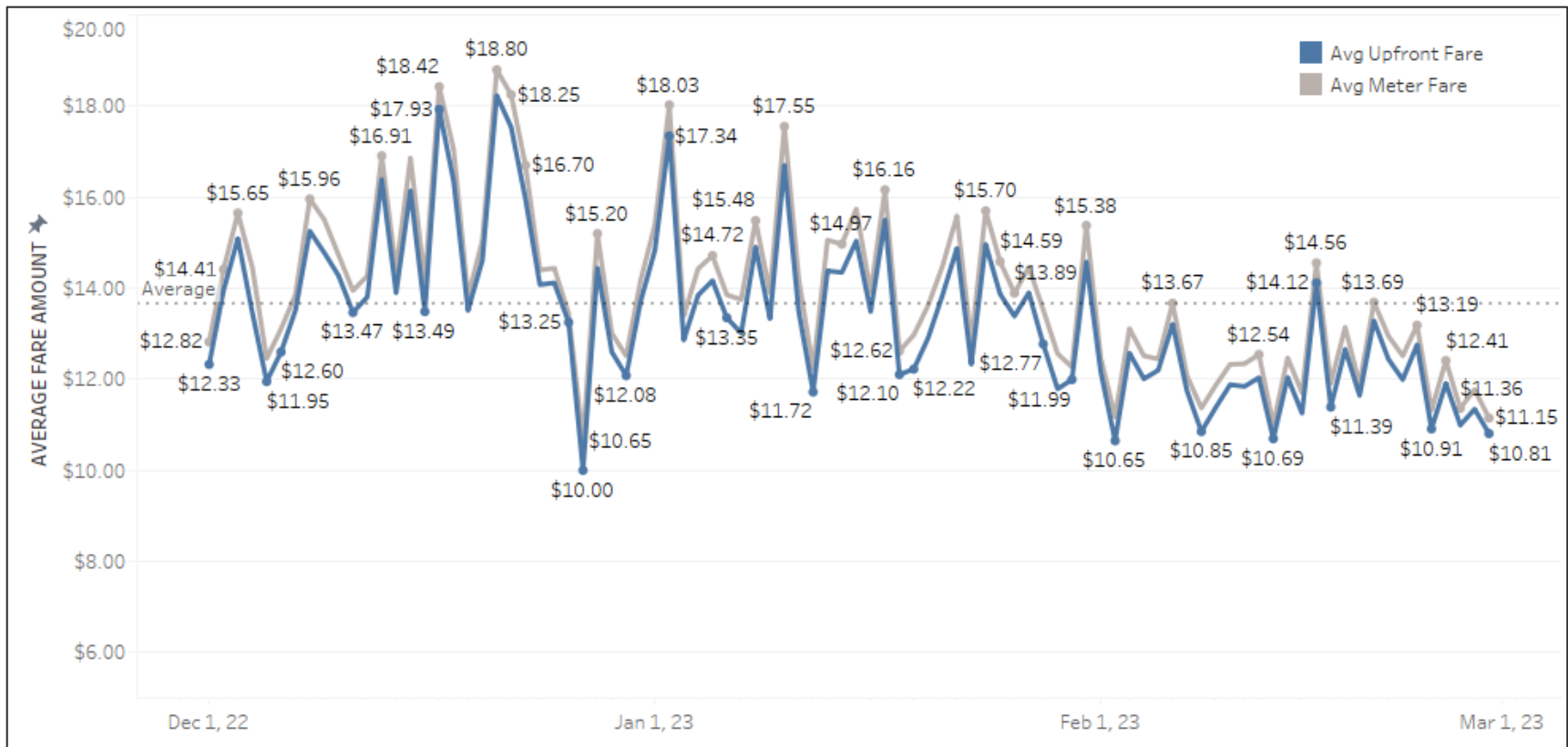
Year	2018	2019	2020	2021	2022	2023 (YTD)
# of new A-Cards issued	43	33	23	22	135	95



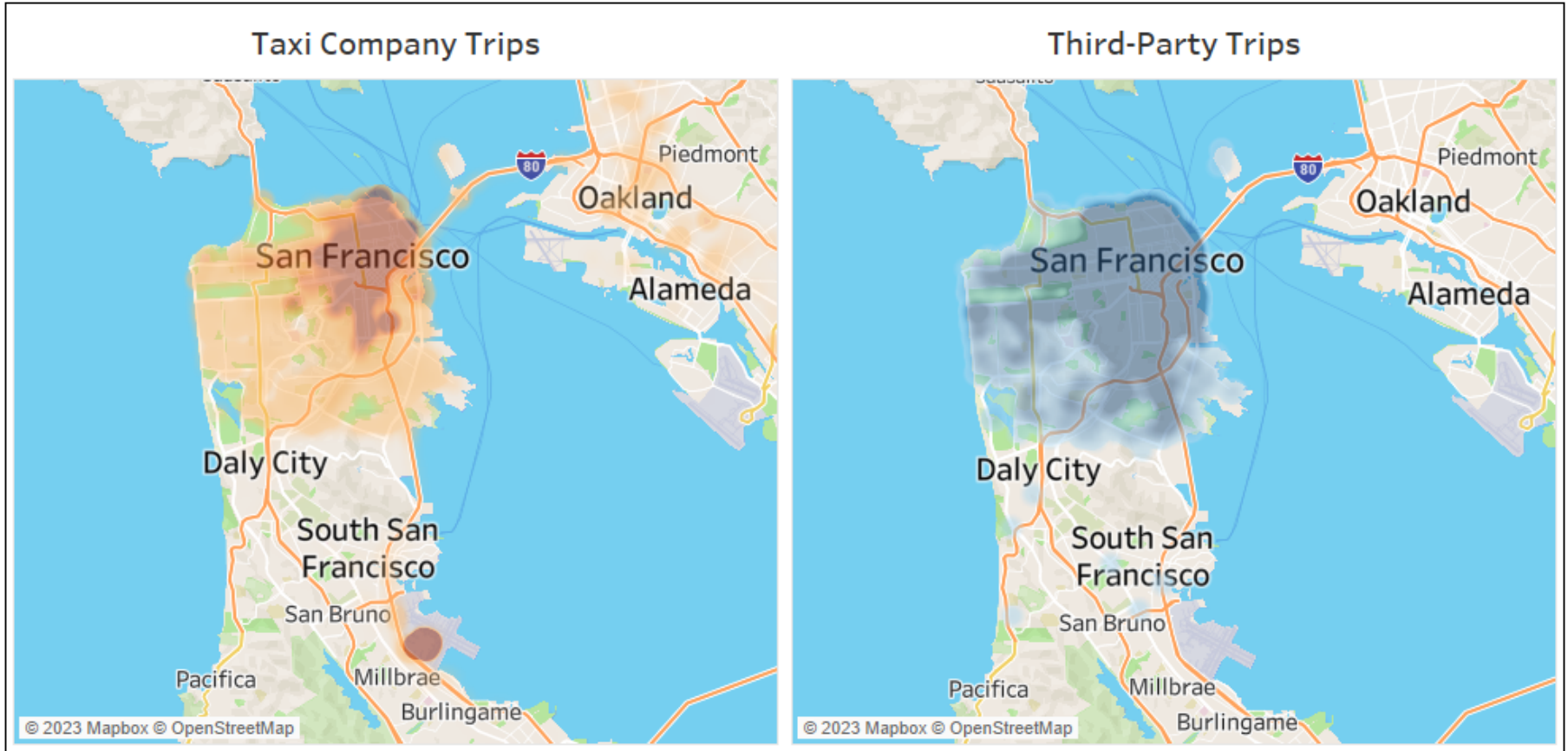
Goal 6: Ensure Taxi Pilot Trip Fares closely match Taximeter rates

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

- -3.8% difference between average upfront price and estimated meter fare for taxi pilot trips
- -10.4% difference between average upfront price and estimated meter fare for third-party pilot trips



Geographic Distribution of Service Pickup Locations



1st Quarter of Pilot Takeaways

- ❖ Slow Ramp Up of Pilot Trips
 - Pilot not changing overall taxi industry dynamics
- ❖ Data intensive process – data validation is key to measuring pilot outcomes
- ❖ Staff working to understand attribution of metric results
- ❖ Increase of drivers
- ❖ Greater geographic reach of taxis in city
- ❖ Taxi Pilot Trip Rates very similar to taximeter rates
- ❖ Paratransit trips not impacted
- ❖ Drivers who take 3rd party trips have higher fare income overall

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SFMTA Announcements

- ❖ Clean Air Rebate Program
- ❖ Mobility Data Specification (MDS) for Passenger Services (including taxis) recently released
- ❖ Annual Sworn Statement is due June 16
- ❖ Taxi Driver Appreciation Planning underway for fall event
- ❖ Compliance audits

Quarterly Meetings with Taxi Industry

- ❖ August 2023
- ❖ November 2023
- ❖ February 2024
- ❖ May 2024

