



SFMTA

Taxi Quarterly Meeting

May 30, 2024

Agenda

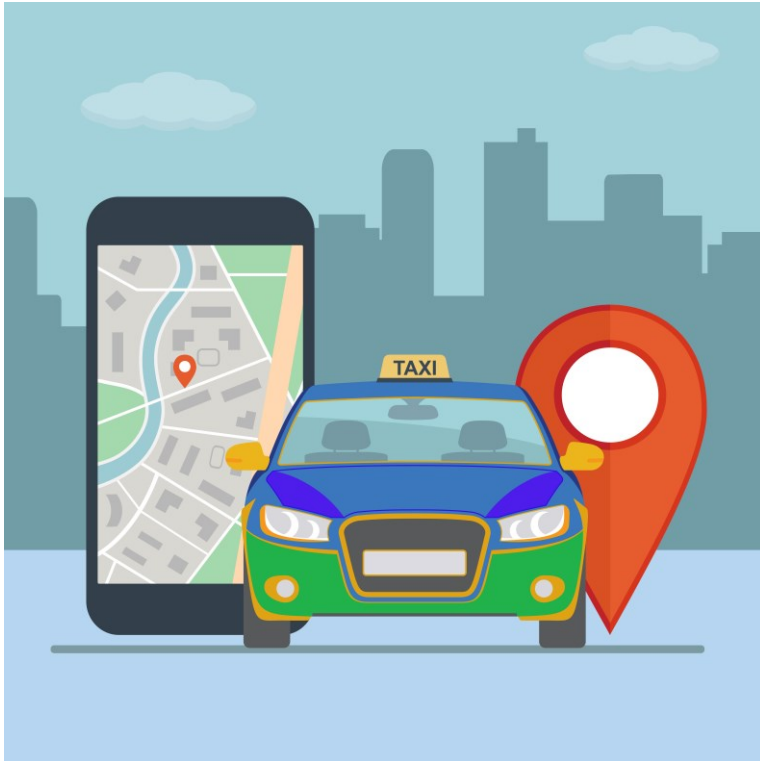
1. Taxi Upfront Fare Pilot: 2024, Quarter 1 (2024-Q1)
 - What's new in Year 2
 - Metrics
2. Ramp Taxi Service Requirements and Enforcement
3. SFO Enforcement Process
4. Annual Sworn Statement / Permit Renewal Process
5. Announcements
 - Taxi Medallion Litigation (SFFCU v. SFMTA) update
 - Taxi E-Hail Requirements update
 - Access for All Act grant status update



Taxi Upfront Fare Pilot

Background

- ❖ Launched November 2022
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **1. Taxi Pilot Trips** and **2. Third-Party Pilot Trips**
- ❖ Pilot term extended by SFMTA Board until June 30, 2025
- ❖ SFMTA can issue interim guidance and rule changes as needed



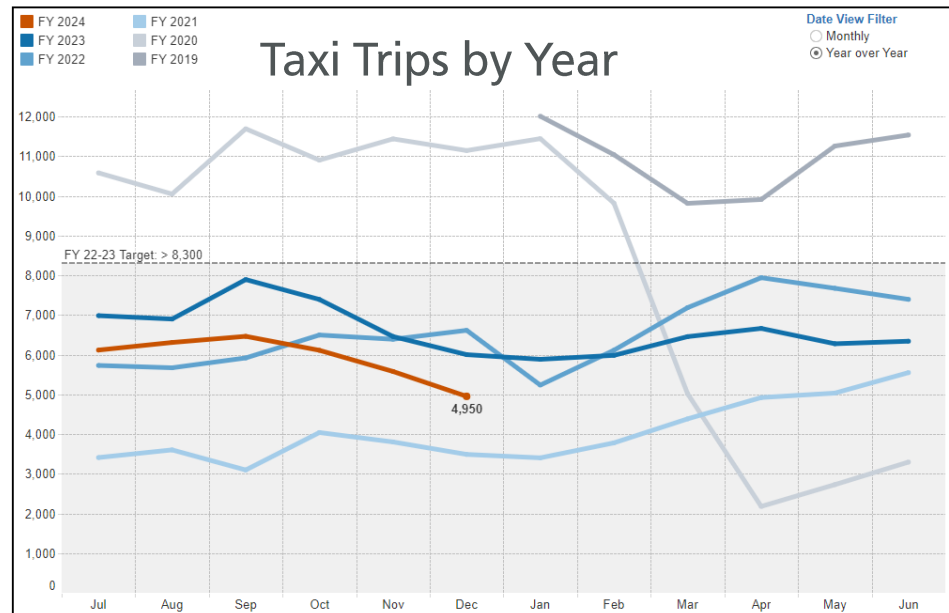
Upfront Fare Pilot Key Rules

- ❖ Drivers may opt out of Third-Party Trips without any penalty
- ❖ Participants must send required data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for Taxi Pilot 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



Goals: Desired Outcomes

1. Improve customer service
2. Increase taxi trips
3. Maintain a consistent level of service for taxi trips, including Paratransit taxi trips
4. Increase taxi driver fare revenue
5. Increase the number of taxi drivers
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rate



Metrics: Measuring Success

- ❖ Track total number of Pilot trips
- ❖ Track complaints
- ❖ Geographic distribution of trips
- ❖ Increase total taxi trips by 10%
- ❖ Track taxi trips by hail type
- ❖ Track the relative proportion of paratransit taxi trips to all taxi trips
- ❖ Increase participating driver fare revenue by 10%
- ❖ Increase the number of new, active, and Pilot participating taxi drivers
- ❖ Taxi Pilot Trip fares should be within 10% of the Taximeter rate on average



Pilot Timeframe

Pilot Term Year 1

- ❖ Quarter 1: December 2022 – February 2023
- ❖ Quarter 2: March 2023 – May 2023
- ❖ Quarter 3: June 2023 – August 2023
- ❖ Quarter 4: September 2023 – November 2023
- ❖ [Links to Quarterly Reports](#)

Pilot Term Year 2

- ❖ Quarter 1: December 2023 – February 2024
- ❖ Quarter 2: March 2024 – May 2024
- ❖ Quarter 3: June 2024 – August 2024
- ❖ Quarter 4: September 2024 – November 2024

What's new in Year 2

❖ Update Pilot Rules:

- Taxi e-hail app provider may allow any SF driver to participate service Pilot trips
- To be approved and to maintain eligibility to provide Third-Party Pilot trips, E-hail providers must account for 3% of trips provided by affiliated fleets

❖ Ability to track Pilot data year-over-year

❖ Geographic Distribution: in addition to heat map, the SFMTA is tracking the expansion of service by comparing the distribution of pick-up locations for Third-Party Pilot trips with non-Pilot taxi trips

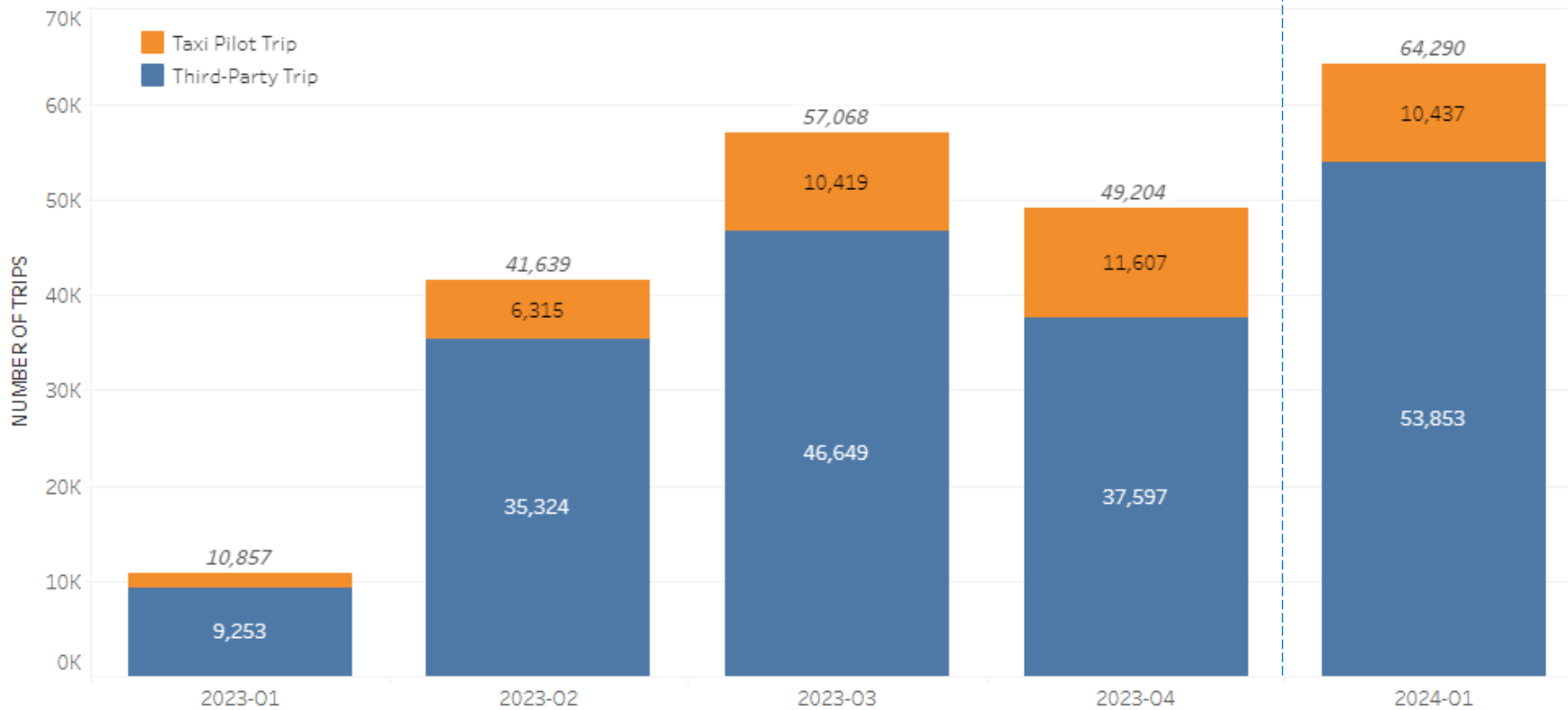
❖ Paratransit Taxi Analysis: as needed during last six-months of Pilot

- Extended analysis from year one indicated no significant impact on the level of paratransit taxi service based on time-of-day trip distribution and driver analysis

Goal 1: Improve Customer Service

❖ Metric 1A: Number of Pilot Trips

- 64,290 total Pilot trips in 2024-Q1
- 16.2% (10,437) were Taxi Pilot Trips
- 83.8% (53,853) were Third-Party Trips
- Total Pilot trips increased 493% from 2023-Q1



Goal 1: Improve Customer Service

❖ Metric 1B: Complaints

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

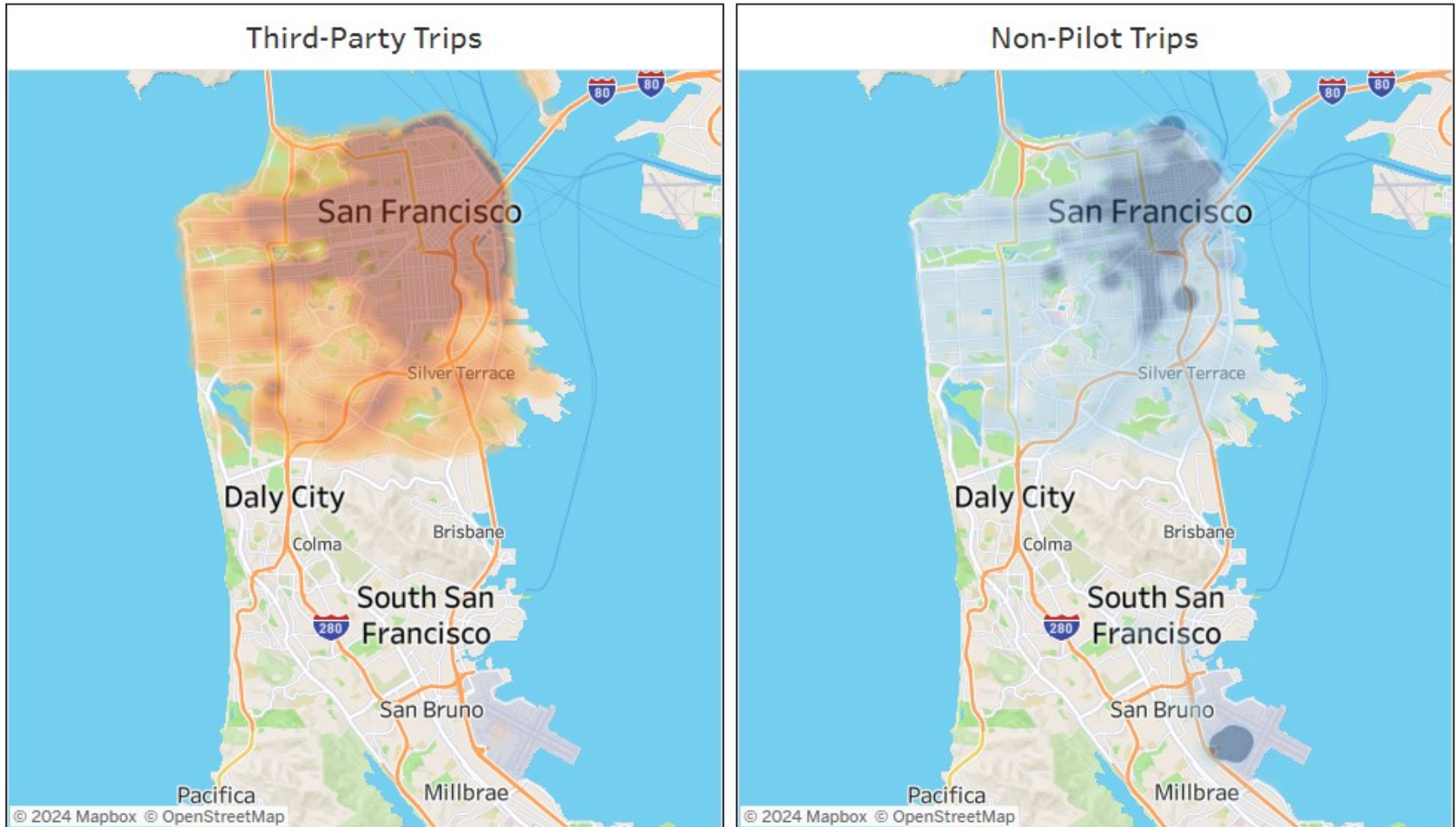
| | December - February | | | March - May | | June - August | | September - November | |
|---------|---------------------|---------|-------------|--------------|-------------|---------------|-------------|----------------------|-------------|
| | Before Pilot | 2023-Q1 | 2024-Q1 | Before Pilot | 2023-Q2 | Before Pilot | 2023-Q3 | Before Pilot | 2023-Q4 |
| Average | 0.07 | 0.08 | 0.15 | 0.12 | 0.08 | 0.09 | 0.13 | 0.13 | 0.16 |

- 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 1: Improve Customer Service

❖ Metric 1C: Geographic Distribution of Pilot Trips

2024-Q1 Pickup Locations

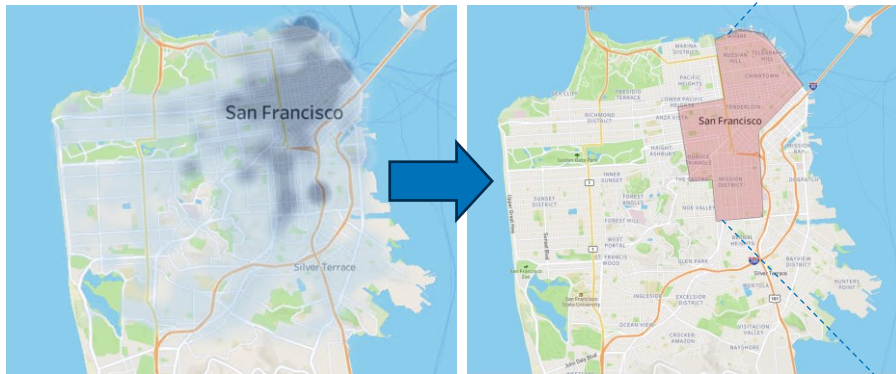


Goal 1: Improve Customer Service

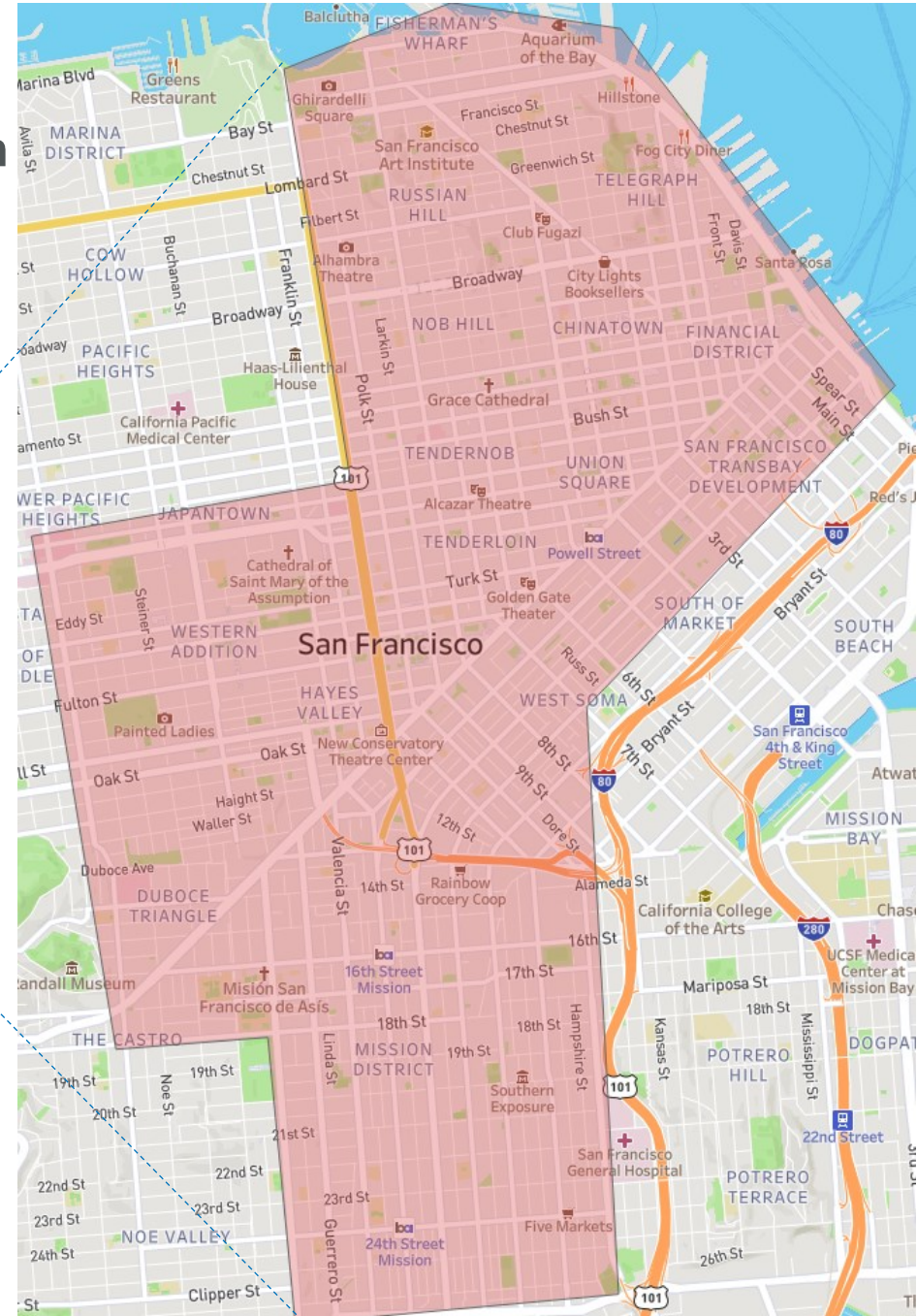
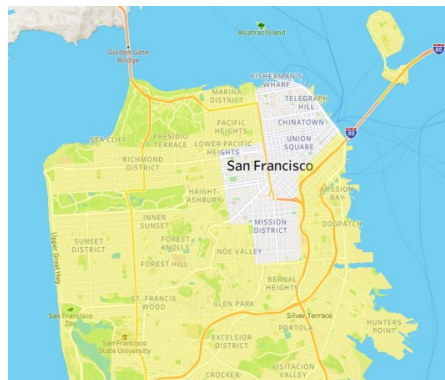
❖ Metric 1C: Geographic Distribution of Pilot Trips

- **City Pickups** = within the city of SF (no airport or out-of-town pickups)
- Defining the **peripheral** vs **core** service areas

▼ Core Services Area



Peripheral Areas ▶
is outside the core
service area



Goal 1: Improve Customer Service

❖ Metric 1C: Geographic Distribution of Pilot Trips



- *Measured and tracked changes in the geographic coverage of taxi service within the city*
 - Percentage of trips originating in peripheral service areas outside the core service area.

Percentage of City Pickups in Peripheral Areas to Whole San Francisco City

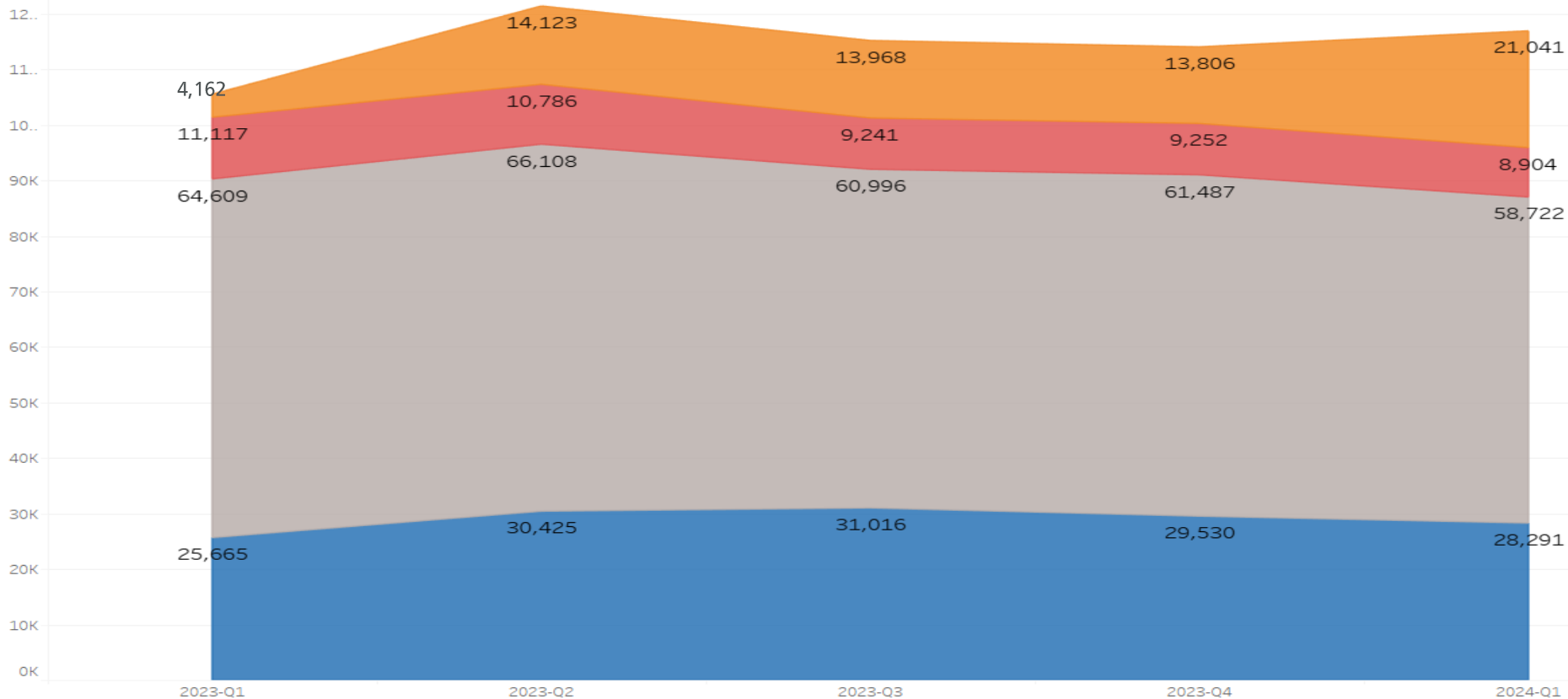
| | Overall Periphery Pct | Third Party Periphery Pct | Non-Third Party Perip.. | Street Periphery Pct | Dispatch Periphery Pct | E-Hail Periphery Pct |
|---------|--------------------------|------------------------------|----------------------------|-------------------------|---------------------------|-------------------------|
| 2023-Q1 | 31.1% | 45.0% | 30.7% | 20.0% | 38.2% | 34.3% |
| 2023-Q2 | 31.5% | 41.3% | 30.5% | 20.3% | 38.7% | 34.5% |
| 2023-Q3 | 30.9% | 36.8% | 30.2% | 20.5% | 38.9% | 34.0% |
| 2023-Q4 | 30.8% | 37.9% | 30.0% | 19.2% | 39.6% | 36.8% |
| 2024-Q1 | 32.3% | 39.1% | 31.1% | 20.8% | 39.7% | 36.6% |



Goal 1: Improve Customer Service

❖ Metric 1C: Geographic Distribution of Pilot Trips

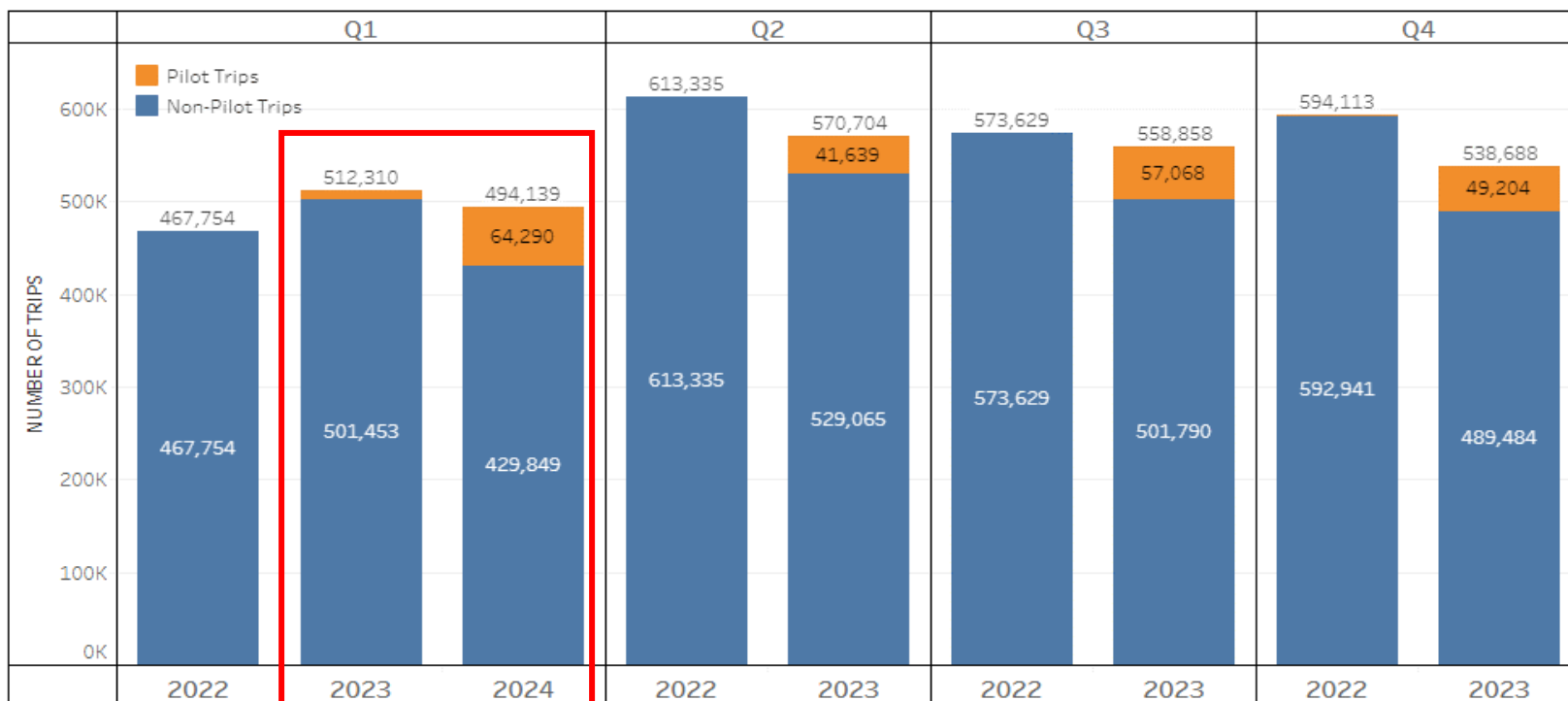
- Distribution of trips in Peripheral Area by hail type



Goal 2: Increase Taxi Trips

❖ Metric 2A: Increase Taxi Trips by 10%

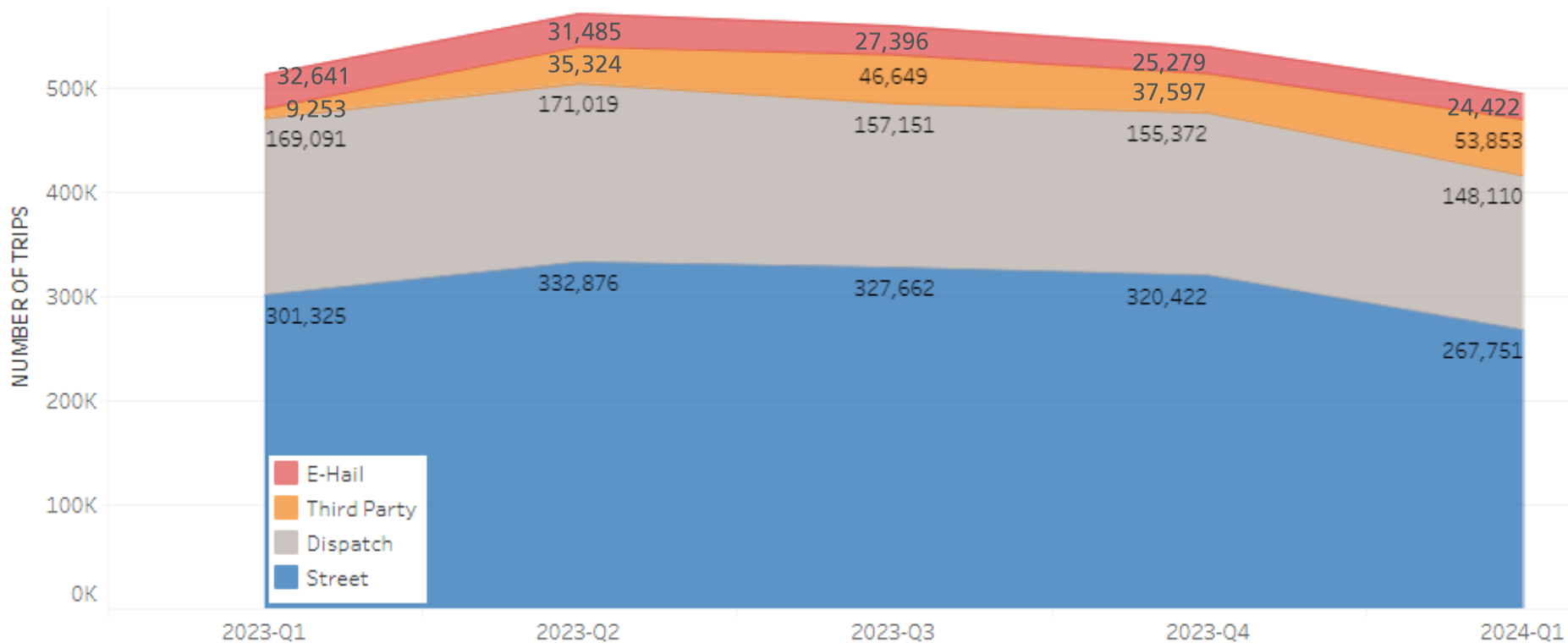
- Total taxi trips declined in 2023-Q2 through 2024-Q1 as compared to the same period of the prior year
- Without the addition of Pilot trips, the decline in 2024-Q1 would have been more significant
- The year-over-year difference in trips 2023-Q2 through 2024-Q1 (12 months) as compared to the same period from the previous year decreased by -5.7%



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3A: Distribution of Trips by Hail Type

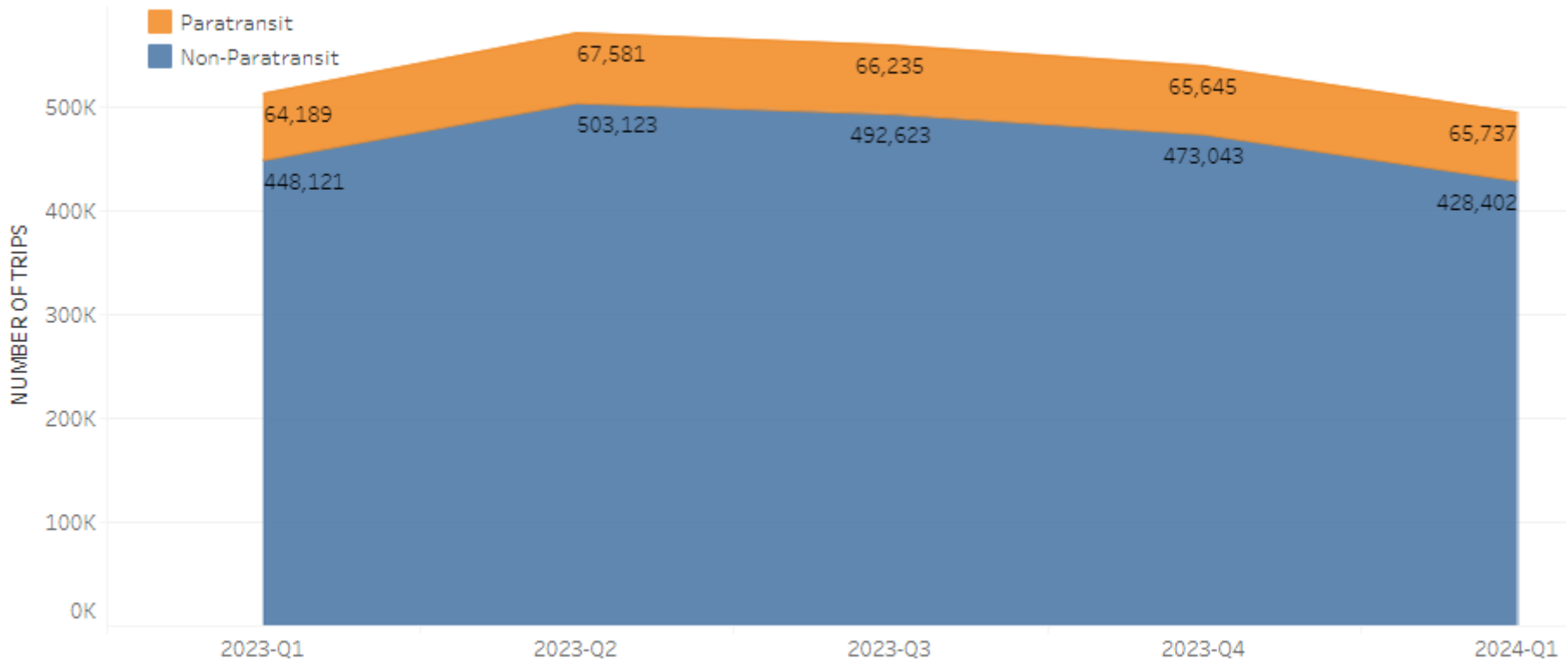
| | Street Hails | Dispatch | E-Hails | Third-Party Hails |
|--------------------------------|--------------|----------|---------|-------------------|
| Baseline (October 2022) | 62.3% | 31.1% | 6.6% | - |
| 2023-Q1 | 58.8% | 33.0% | 6.4% | 1.8% |
| 2023-Q2 | 58.3% | 30.0% | 5.5% | 6.2% |
| 2023-Q3 | 58.6% | 28.1% | 4.9% | 8.3% |
| 2023-Q4 | 59.5% | 28.8% | 4.7% | 7.0% |
| 2024-Q1 | 54.2% | 30.0% | 4.9% | 10.9% |



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3B: Paratransit Taxi Trips

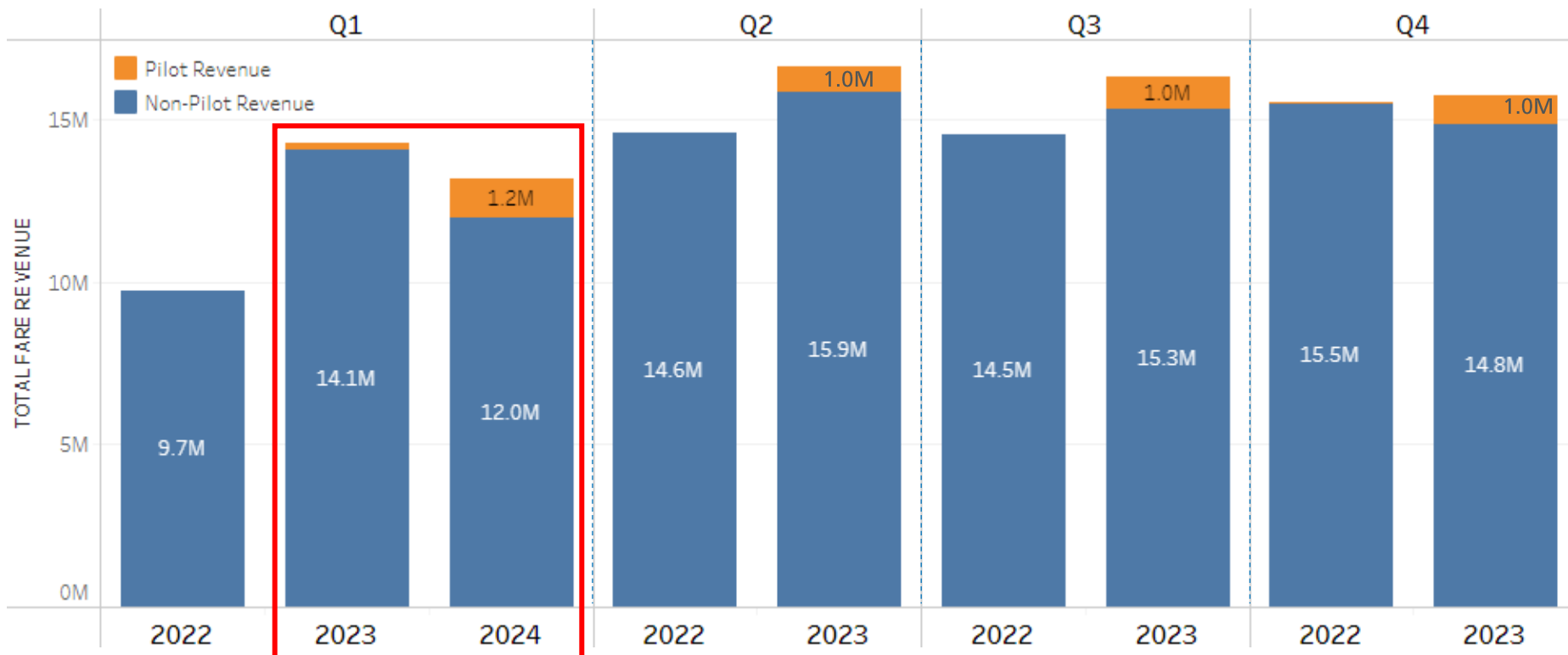
| | Non-Paratransit Taxi Trips | Paratransit Taxi Trips |
|--------------------------------|----------------------------|------------------------|
| Baseline (October 2022) | 88.4% | 11.6% |
| 2023-Q1 | 87.5% | 12.5% |
| 2023-Q2 | 88.2% | 11.8% |
| 2023-Q3 | 88.1% | 11.9% |
| 2023-Q4 | 87.8% | 12.2% |
| 2024-Q1 | 86.7% | 13.3% |



Goal 4: Increase Taxi Driver Fare Revenue

❖ Fare Revenue per Driver

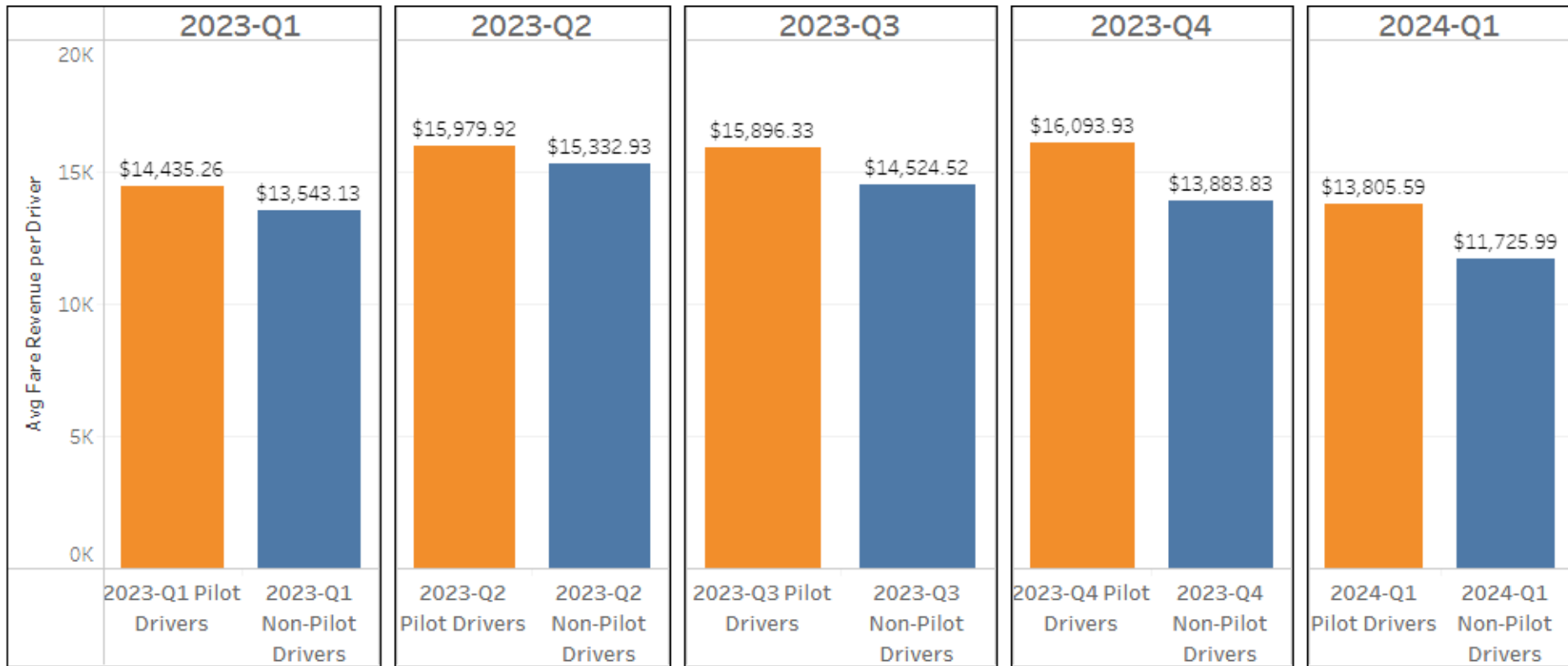
- Total fare revenue for all drivers decreased 7.6% in 2024-Q1 as compared to the same period from the previous year
- The year-over-year difference in total fare revenue 2023-Q2 through 2024-Q1 (12 months) as compared to the same period from the previous year increased by 5.2%



Goal 4: Increase Taxi Driver Fare Revenue

❖ Metric 4A: Increase participating taxi driver fare revenue by 10%

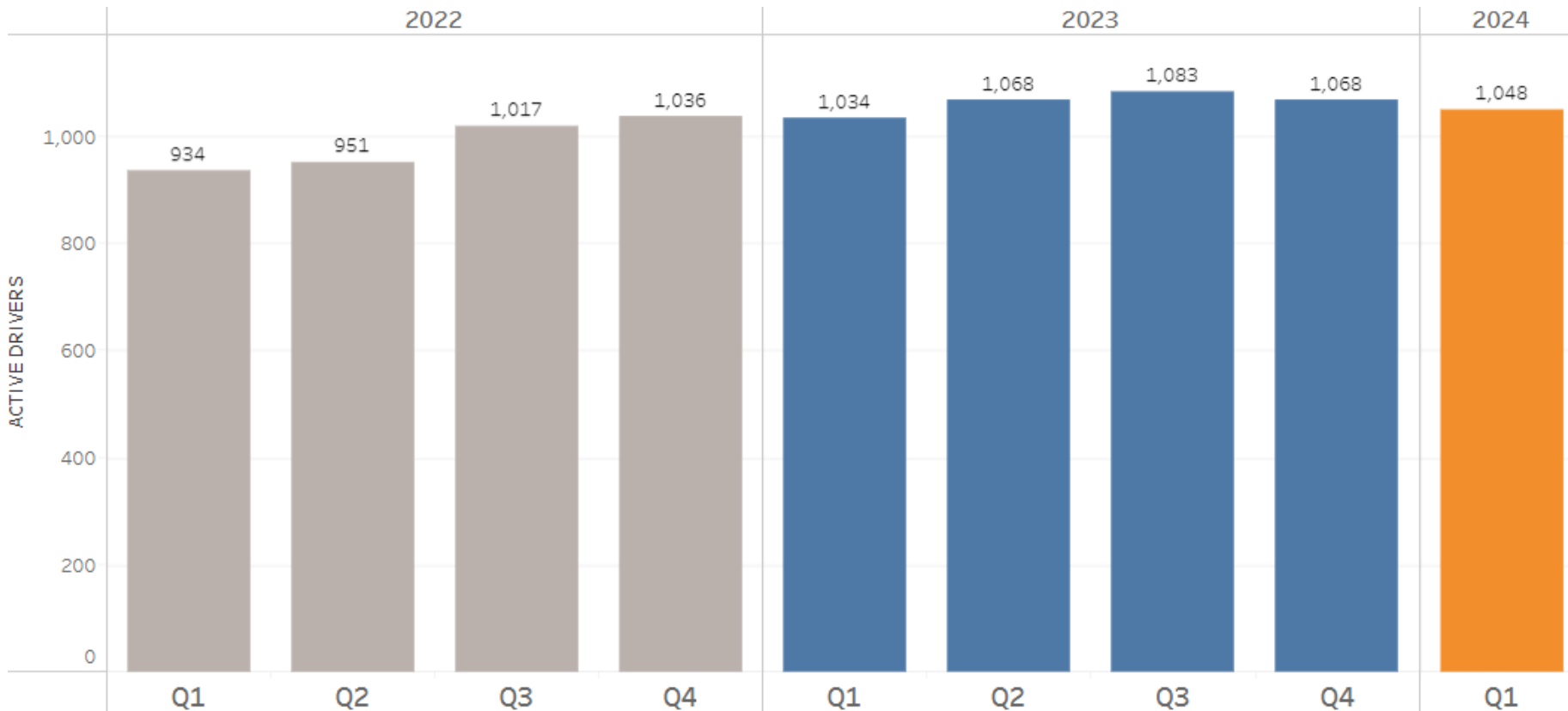
- The SFMTA has updated Metric 4A to better target the impact of the Pilot on driver income
- During 2024-Q1, participating drivers earned 17.7% more on average than non-participating drivers



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- Active taxi drivers increased 1.4% from 2023-Q1 to 2024-Q1; decreased 1.9% from 2023-Q4 to 2024-Q1



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

- The SFMTA has issued 55 permits (A-Cards) to new taxi drivers in 2024 YTD

New Taxi Drivers by Calendar Year

| Year | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 YTD |
|------------------|------|------|------|------|------|------|----------|
| New Taxi Drivers | 43 | 33 | 23 | 22 | 135 | 198 | 55 |

New Taxi Drivers Q1 - Q4 compared to the same periods from previous year

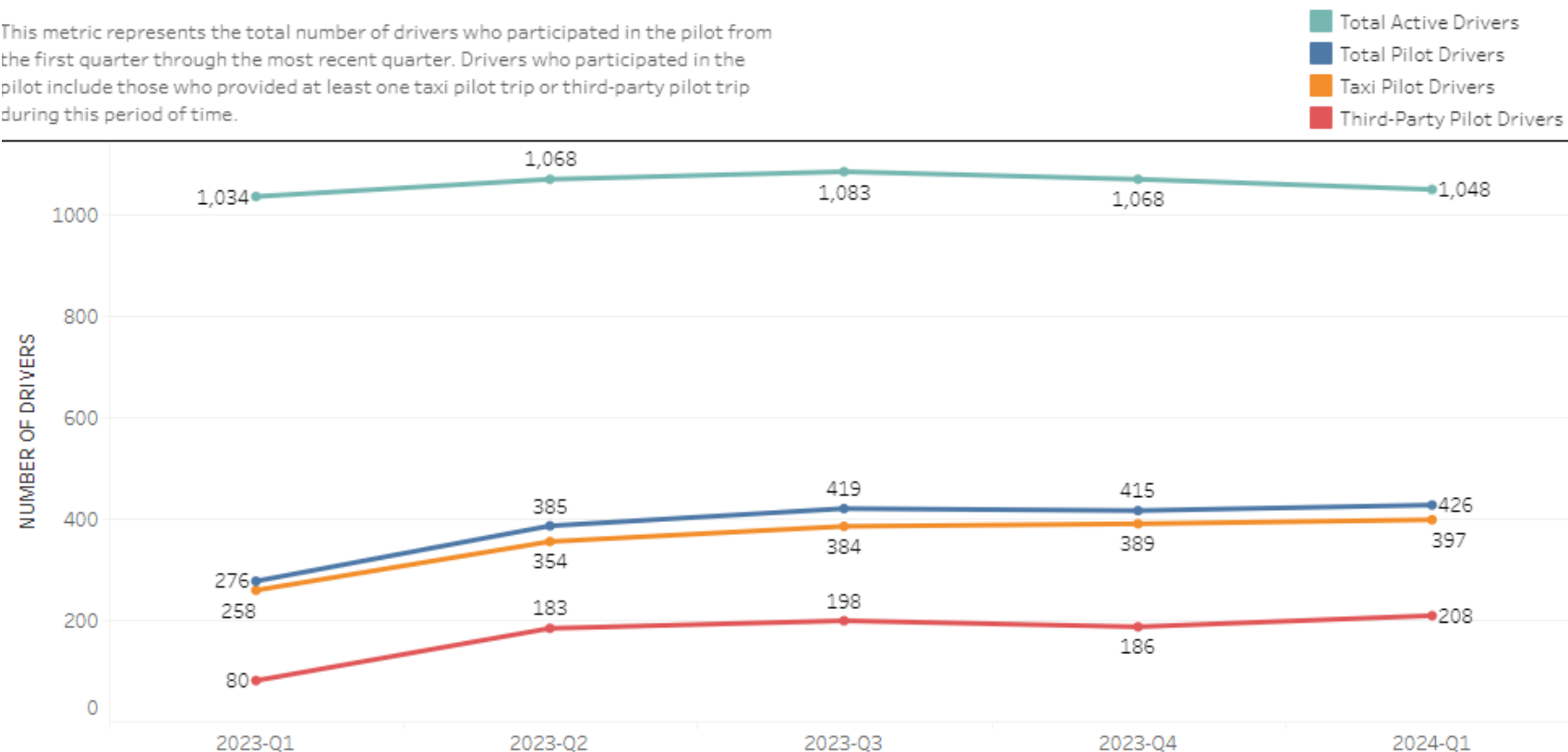
| | December - February | | March - May | | June - August | | September - November | | |
|--------------|---------------------|---------|-------------|--------------|---------------|--------------|----------------------|--------------|---------|
| | Before Pilot | 2023-Q1 | 2024-Q1 | Before Pilot | 2023-Q2 | Before Pilot | 2023-Q3 | Before Pilot | 2023-Q4 |
| Total | 11 | 65 | 35 | 18 | 52 | 38 | 59 | 58 | 38 |

Goal 5: Increase the Number of Drivers

❖ Metric 5C: Increase the Number of Drivers Participating in Pilot

- 586 drivers have participated since the Pilot start by providing at least one Pilot trip
- The number of drivers who provided Pilot trips increased by 54.3% from 2023-Q1 (276) to 2024-Q1 (426) and increased 3% from 2023-Q4 (415) to 2024-Q1 (426)

This metric represents the total number of drivers who participated in the pilot from the first quarter through the most recent quarter. Drivers who participated in the pilot include those who provided at least one taxi pilot trip or third-party pilot trip during this period of time.



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

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

- During 2024-Q1 of the Pilot, the average upfront fare (\$14.21) was 4.8% below the estimated average Taximeter fare (\$14.93), which is within the allowable 10% range

| | Avg Taxi Upfront Fare | Avg Estimated Taximeter Fare | % Different |
|---------|-----------------------|------------------------------|-------------|
| 2023-Q1 | \$13.01 | \$13.53 | -3.80% |
| 2023-Q2 | \$14.22 | \$14.83 | -4.10% |
| 2023-Q3 | \$13.85 | \$14.45 | -4.10% |
| 2023-Q4 | \$14.49 | \$15.18 | -4.60% |
| 2024-Q1 | \$14.21 | \$14.93 | -4.80% |

Public Comments – Call in

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

You will need to enter the Participant Code **737 262 646#**

SFMTA is also accepting written comments at SFTaxi@sfmta.com.

Download documents of this meeting here:

<https://www.sfmta.com/reports/may-2024-taxi-outreach-quarterly-meeting-documents>

Ramp Taxi Service Requirements

- ❖ To maintain their ramp medallion and to be eligible to use the Virtual Queue (VQ) at SFO, each medallion holder must complete **ten wheelchair trips per month**, which can be a combination of Paratransit wheelchair trips and documented general public wheelchair trips
- ❖ Must ensure that any driver who is allowed to operate the Ramp Taxi holds a valid Driver Permit and satisfies any Ramp Taxi Driver training requirement, including possessing a Ramp Taxi Training Certificate
- ❖ Operate the Ramp Taxi Medallion at all times pursuant to the regulations of Article 1100 of the San Francisco Transportation Code, the provisions of the Ramp Taxi Medallion Use Agreement and the requirements of the San Francisco Paratransit Program

Ramp Taxi Service Enforcement

- ❖ A monthly report is generated by SF Paratransit showing the number of wheelchair trips completed by each ramp medallion for the previous month
- ❖ Medallion holders who do not meet the monthly minimum requirement are informed of the following:
 - Monthly minimum requirement was not met
 - Medallion cannot be operated at SFO during specified month and will be subject to a citation for any pick-ups performed at SFO during specified month
 - Notified of progressively disciplinary actions should they not meet the minimum requirement, including possibly revocation of medallion
- ❖ Staff will call the Medallion Holder the first time they are receiving a notice to explain
- ❖ Citations are issued to Medallion Holders if their Medallion operates at SFO during the month a restriction was in place
- ❖ Continued failure to meet minimum wheelchair pick-ups may result in revocation

Ramp Taxi Incentive Requirements

- ❖ \$10 per trip incentive for Paratransit and general public wheelchair trips
- ❖ \$15 per trip incentive for all wheelchair performed from 8PM – 6AM or in the outlying neighborhood of San Francisco
- ❖ Airport Short Pass: 30 short pass issued to qualifying drivers to expedite access to SFO
- ❖ Capital and Maintenance Vehicle Incentive: Up to \$1,000 each month to eligible applicants

Enforcement Mechanism:

- ❖ General public trips are validated through random post-trip video audits conducted by taxi investigators
- ❖ Paratransit taxi trips are validated through review by SF Paratransit staff

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SFO Enforcement: Background

- ❖ All ground transportation providers expected to know SFO rules
- ❖ SFO Rules and Regulations covers everything at SFO including taxis
 - Rule 4.0, pages 22-31
- ❖ [Sfoconnect.com/taxi](https://sfoconnect.com/taxi) is your one-stop shop for all SFO taxi info
 - Includes a link to the rules and regulations
- ❖ SFO enforces SFMTA rules, SFO rules and California Vehicle Code
- ❖ Most of our rules are self-explanatory: if it sounds wrong, it probably is
 - Unfair advantage, getting in the way, safety hazards, etc.
 - Always follow staff instructions

SFO Enforcement: Taxi Process

❖ Step 1: Violation Observed

- Can be observed by
 - Ground Transportation Unit Investigator
 - Curbside Staff
 - SFPD
 - Other SFO Staff

❖ Step 2: Formal Report

- Observation is summarized into a report by Curbside Shift Manager
- Curbside General Managers confirms the report
- Does it make sense? Do the facts add up? Is it actually a violation?
- Is this most appropriate as an SFMTA citation or an SFO suspension?

SFO Enforcement: Taxi Process

- ❖ Step 3: Determine Suspension based on last 6 months of violations
 - No violations: Suspended from Airport 24hrs
 - 1 violation: 48 hours
 - 2 violations: 72 hours
 - More than 2 previous violations in 6 months: escalated to Hearing Officer, but usually 7 days suspension is the next step.
 - Serious violations are minimum 7 day suspensions. Some examples:
 - Solicitation
 - Fighting (physical or verbal)
 - Damaging Property
 - Overcharging
 - Short or VQ fraud
 - 7-day suspensions come with 6-12 month probation

SFO Enforcement: Taxi Process

❖ Step 4: Notification

- Driver is called, then A-card blocked
- In serious cases, Driver will need to meet with Management

❖ Step 5: Appeals

- If you do not agree with the decision, you can appeal
- Must be in writing, within 10 days, with specific reasons & evidence
- Hearing Officer will review
- If Hearing Officer was involved in decision (serious violation), Secondary Hearing Officer (SFO senior management) reviews

SFO Enforcement: Reality

- ❖ SFO is disciplining taxi drivers *less* now than before the pandemic
 - About 60-70% fewer suspensions
 - Largely due to TaxiVQ
- ❖ We do sometimes change discipline based on review
- ❖ If a driver is confused, we do provide coaching with the suspension



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Annual Sworn Statement/Permit Renewal Process for Medallion Holders

❖ Medallion Renewal Form on SFMTA website

<https://www.sfmta.com/annual-sworn-statement-online-forms>

Applications and fees due June 24, 2024


Taxi Forms and Procedures

Share this: [Facebook](#) [Twitter](#) [LinkedIn](#)
[SFMTA.com/TaxiForms](https://www.sfmta.com/TaxiForms)

Monday, August 17, 2020

A) Online Sworn Statement Forms

a1. For Medallion Holders

[Annual Sworn Statement Online Form](#) 

[Annual Sworn Statement - FAQ](#)

[Online Payment](#)

If you have any outstanding invoices, you may submit payment online. You will need your payment record number. If you do not know your payment record number, please contact SFMTA Taxi Services at (415)-646-4400 or email sftaxi@sfmta.com.

Annual Sworn Statement/Permit Renewal Process for Color Scheme and Dispatch Permit Holders

- Renewal in community portal
- Pay Color Scheme/Dispatch fee by June 24

The screenshot shows the SFMTA Tax Community Portal. At the top, there is a navigation bar with the SFMTA logo and a menu with items: Applications, Medallions, Vehicles, PCO Citations, TAS Citations, Recalls, and Insurance Policies. Below the navigation bar, the main heading reads "Welcome to the SF MTA Tax Community Portal." There are two prominent buttons: "Email All Medallions" and "Email All Vehicles", each with an envelope icon. Below these buttons, a paragraph states: "Here you can see your fleet's vehicles, medallions, review citations, and make changes to your fleet by creating applications through the completion of web-based forms." At the bottom, there is a section titled "Having an issue?" with a subtext: "You can create a support ticket which will be sent directly to our taxi administrators." and a button labeled "Send Message to SFMTA Staff".

This screenshot shows the "Submit a new application" page. At the top right, there are icons for search, notifications, and user profile. Below these, there are links for "Submit Applications" and "Send Message". The main heading is "Submit a new application" with a subtext: "You can make changes to your fleet by creating applications." There are three tabs: "Medallion", "Vehicle", and "Administrative". The "Administrative" tab is highlighted with a red box. Below the tabs, there are three blue buttons: "Insurance Policy Update", "Update Designated Manager", and "Annual Sworn Statement - Color Scheme/Dispatch". The "Annual Sworn Statement - Color Scheme/Dispatch" button is also highlighted with a red box.

Taxi Fee Schedule

| Permit | Effective July 1, 2024 |
|--|------------------------|
| New Driver Permit Application | 0 |
| Driver Permit Renewal | 0 |
| New Dispatch Application | \$8,229 |
| Dispatch Application Renewal | \$9,034 |
| New Color Scheme Application (per Medallion) | \$3,795 – \$9,990 |
| Color Scheme Application Renewal (per Medallion) | \$1,248 - \$13,039 |
| Color Scheme Change | \$570 |
| Medallion Holder Renewal (Purchased) | eliminated |
| Medallion Holder Renewal (Pre-K/Pre-K Corporate) | \$1,369 |
| Medallion Holder Renewal (Post K) | \$685 |
| Lost Medallion | \$150 |

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SFMTA Announcements

- ❖ Taxi Medallion Litigation (SFFCU v. SFMTA) update
- ❖ Update taxi e-hail app requirements to include a service level standard: effective July 1, 2024
- ❖ Access for All Act Grant Status Update



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Quarterly Meetings with Taxi Industry

- ❖ August 2024
- ❖ November 2024
- ❖ February 2025
- ❖ May 2025

