



**SFMTA**  
Municipal  
Transportation  
Agency

# Taxis and Accessible Services Update Five Years Later

SFMTA Board of Directors Workshop  
February 4, 2014

# March 2009: SFMTA takes on Taxi Regulation

- Inadequate resources available for new driver applications...complaint processing
- Staffing at less than 50 percent of historical levels, new hires were frozen; Taxi Commission's temp exempt staff did not come to SFMTA as part of merger
- Permit hearing process had to be entirely revised to avoid having SFMTA Board hold administrative permit hearings in the shoes of Taxi Commission
- All forms and procedures had to be re-created
- Mayor's Office demanded medallion reform as first priority
- No institutional knowledge, no agency understanding of regulatory role, no administrative support
- 11 presentations to the Board of Directors in 2009

# 2010: Medallion Reform Accomplished

- Achieved consensus after 175 hours of Town Hall meetings
- As of today, medallion program has yielded \$47 million in new revenue over 3.5 years (over \$13M per year)
- Best loan terms for drivers in the country
- Closed medallion waiting list in favor of A-Card seniority
- Better medallion circulation: before transferability 25 medallions per year (on average) transferred between drivers upon the death of the medallion holder; now voluntary retirement circulates 104 medallion per year to new medallion holders

# Unique Qualities of SF Medallion System

- No driver has failed to qualify to buy a medallion
- Down payment assistance available, as little as five percent down
- Fixed medallion price, not auction, to ensure affordability
- Maintained Prop K's "working driver" system
- 365 medallion holders have retired with \$200,000 before taxes
- Driver Fund - \$3.5M and growing by \$15,000 per month

## Also in 2010

- Established Taxi Advisory Council
- Created 9144 civil service class, hired first Taxi Investigator
- Amended Police Code to create taxi-related misdemeanors and give Taxi Investigators authority to write parking citations
- Required all taxis to accept credit cards and established credit card payment policies
- Required passenger information monitors (PIMs)
- Nine presentations to the Board of Directors

# 2011 Accomplishments

- Secured \$1M grant funding to acquire 25 electric taxis
- Issued 35 new medallions
- Created and issued 50 new “Single Operator” part-time permits
- Implemented new wheelchair pick-up incentive/penalty program
- Took over driver permit renewal of ~8,000 drivers from Treasurer/Tax Collector’s Office
- Issued PCO bulletin and bumpersticker allowing taxis to pick up drop off in bike lanes and bus stops
- Reviewed and adjusted taxi meter rates
- Eight presentations to the Board of Directors

# 2012 Accomplishments

- First in the country to required PIMs to be blind and low-vision accessible; created first technical specifications
- Required electronic trip data, ended paper waybills
- Engaged best practices consultant
- Reduced medallion waiting list by half by removing unqualified applicants
- Converted Medallion Pilot Program to permanent Medallion Transfer Program
- Issued half-price medallions to the top 200 applicants on the waiting list
- Issued 150 medallions leased to companies
- Created advertising policy for taxi displays
- 12 presentations to the Board of Directors

# 2013 Accomplishments

- Completed Public Convenience and Necessity study
- Secured authorization to issue 320 new medallions
- Implemented full field enforcement program with eight Taxi Investigators
- Reviewed gate fee limits
- Developed ramp taxi reforms to improve wheelchair service
- Retained vendor and began design of Electronic Taxi Access System
- Retained marketing consultant to help promote taxis
- Began interactive live streaming of town hall meetings
- Created [www.sftaxilive.com](http://www.sftaxilive.com) website for drivers
- Seven presentations to the Board of Directors

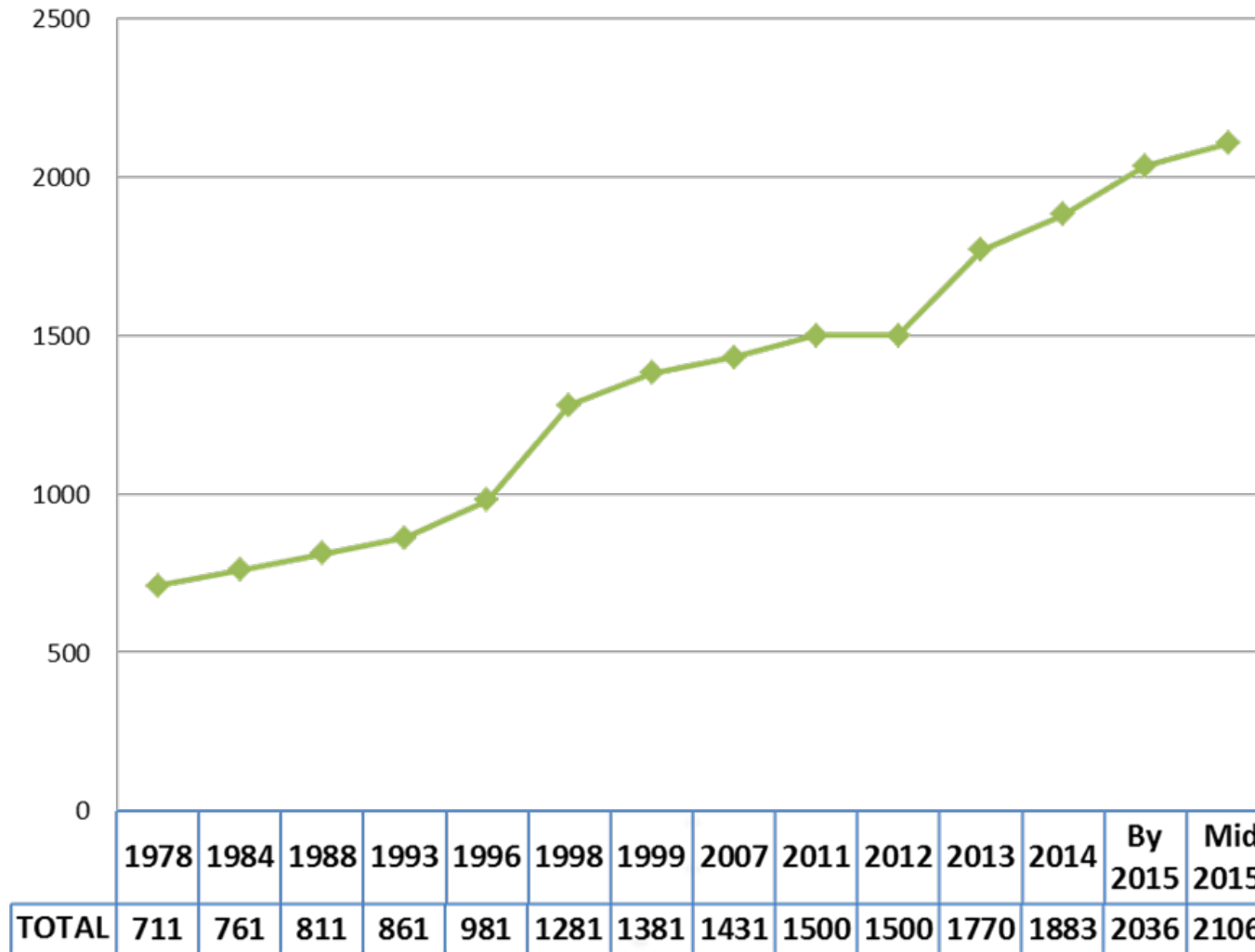


# Taxi Supply and Demand

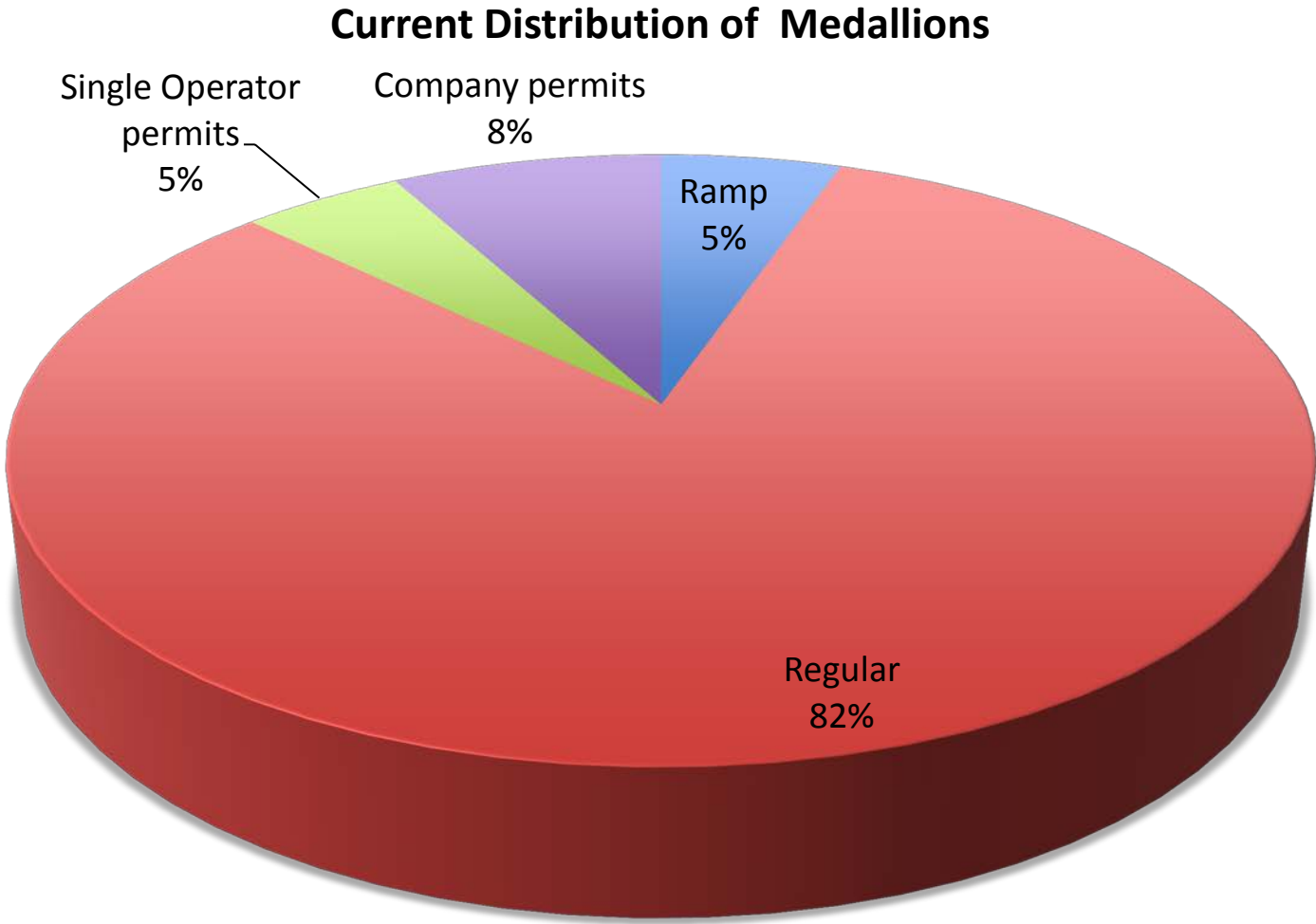
- 29 percent increase in numbers of medallions between 2009-2014 (1,500-2106)
- 100 Single Operator Permits created to cover peak time demand, issued to drivers in order of A-Card seniority (to drivers with 1985 seniority date)
- Company lease permits created (200 authorized, 150 issued to select taxi companies) for taxi company stability and accountability
- Ramp medallions issued to well-performing companies at reduced lease rate
- Moratorium on new color schemes and dispatch service permits

# SF Taxi Medallions 1978-2015

## Total Number of Medallions



# Distribution of Medallion Types



# Electronic Taxi Access (ETA) System

- Also known as “Open Taxi Access” (OTA), “Electronic Taxi Hailing” (ETH), “Taxi Real Time Data System” (TRDS), and now, ETA
- Intent is to provide a single data source that identifies all available SF taxis in real time
- Smartphone access is the only thing that gives TNCs an advantage over taxis
- Smartphone access can finally satisfy demand for ‘centralized dispatch’
- Private apps can add a layer of accountability for customer service

# Electronic Taxi Access (ETA) System

Project schedule in phases: Target Rollout April 1, 2014

- Step 1: Capture all data in real time
  - Step 2: Assign e-hails to vehicles in real time
    - Step 3: Connect data to third party application providers

ETA Project Phases



# RideIntegrity Software

SFMTA desktop dashboard for viewing taxi trip data in real time:

The dashboard interface includes a top navigation bar with the user name 'Smith, John' and a 'Logout' link. Below this is a menu with tabs for 'Trip View', 'Vehicle View', 'Driver View', 'Supply-Demand View', and 'Parameters View'. A 'Trip Data' button and a 'Query' button are also present.

Trip ID	Company Name	OBD ID	Vehicle Code	Driver ID	Start Time	Status	Pick-Up	Drop-Off	End Time	Fare
338283	FTI		141	1045	1/16/2014 2:05:13 AM	Complete	325 Townsend St, San Francisco, CA 94107	426 Sutter St, San Francisco, CA 94108	1/16/2014 2:14:45 AM	\$9.00
338282	FTI		141	1045	1/16/2014 1:43:17 AM	Complete	713 Hyde St, San Francisco, CA 94109	538 4th St, San Francisco, CA 94107	1/16/2014 1:52:08 AM	\$10.10
338281	FTI		48	48	1/15/2014 3:43:49 PM	Complete	2328 Fulton St, San Francisco, CA 94118	890 25th Ave, San Francisco, CA 94121	1/15/2014 3:48:51 PM	\$8.44
338280	FTI		48	48	1/15/2014 3:15:59 PM	Complete	692 Geary St, San Francisco, CA 94102	147 Baker St, San Francisco, CA 94117	1/15/2014 3:25:05 PM	\$11.20
338279	FTI		48	48	1/15/2014 2:32:18 PM	Complete	2789 Jones St, San Francisco, CA 94133	62 4th St, San Francisco, CA 94103	1/15/2014 2:45:34 PM	\$11.75
338278	FTI		1070	1050	1/15/2014 2:27:37 PM	Complete	28 Al Scoma Way, San Francisco, CA 94133	1958 Green St, San Francisco, CA 94123	1/15/2014 2:36:11 PM	\$9.00
338277	FTI		48	48	1/15/2014 2:22:41 PM	Complete	292 Sansome St, San Francisco, CA 94104	564 Beach St, San Francisco, CA 94133	1/15/2014 2:31:44 PM	\$10.10
338276	FTI		48	48	1/15/2014 2:13:57 PM	Complete	377 O'Farrell St, San Francisco, CA 94102	443 Clay St, San Francisco, CA 94111 Clay St, San Francisco, CA 94111	1/15/2014 2:20:28 PM	\$7.90
338275	FTI		48	48	1/15/2014 2:01:47 PM	Complete	93 Cyril Magnin St, San Francisco, CA 94102	251 3rd St, San Francisco, CA 94103	1/15/2014 2:07:01 PM	\$6.80
338274	FTI		1070	1050	1/15/2014 1:42:40 PM	Complete		367 O'Farrell St, San Francisco, CA 94102	1/15/2014 2:05:50 PM	\$45.30
338273	FTI		48	48	1/15/2014 1:41:18 PM	Complete	409 Castro St, San Francisco, CA 94114	1347 Howard St, San Francisco, CA 94103	1/15/2014 1:55:11 PM	\$12.85
338272	FTI		48	48	1/15/2014 1:26:20 PM	Complete	1670 Fillmore St, San Francisco, CA 94115	493 Noe St, San Francisco, CA 94114 3994 18th St, San Francisco, CA 94114	1/15/2014 1:39:10 PM	\$12.30

The 'Detailed Status' panel for driver Benjamin Henderson shows: TA Number 48, Driver License NV 2009837677, Vehicle Code 48, Vehicle VIN jkl3j4kj5ol3j4, For Hire Vehicle Type Taxi, and OBD ID. It also includes an 'Add Note' section with fields for Title, Note Type, Note Severity, and Note.

The map shows a view of San Francisco with a red line indicating a taxi trip path through the city streets. A scale bar at the bottom right of the map indicates 1000 meters.

## Vehicle Management System

- One-time data entry by taxi companies, not SFMTA staff
- Paperless approval through e-routing to SFMTA and SFO Ground Transportation Unit (GTU) for vehicle inspection
- Today we use faxed, handwritten forms, with separate data entry required for taxi company, SFMTA and GTU
- Will allow up-to-the-minute tracking of vehicle emissions data that currently has to wait until data entry is caught up and numbers can be analyzed

## Driver Management System

- Allows companies to easily add and remove drivers from their driver roster
- Eliminates the need for companies to submit two weekly reports: driver roster and list of terminated drivers

## Lost Items

- Allows companies to enter information about lost items turned in by drivers
- Eliminates the requirement for companies to submit weekly lost item reports



# RideIntegrity Software

Automatically generates a 'probable match' report between lost items reported by passengers and turned in items logged by companies.



## Lost Item Report

Date Range

Date Filed	Ticket No.	Item Category	Brand	Lost Item Description	Status
12/27/2013	<u>2045</u> ?	Smart phone	Apple	iPhone 4S	Open
12/28/2013	<u>2024</u>	Tablet	Apple	iPad Pink cover	Open
12/28/2013	<u>2032</u>	Tablet	Apple	iPad	Closed
12/29/2013	<u>2065</u>	Drugs	Pfizer	100 Pill bottle	Closed

## Lost Item Inventory

Date Range

Date Filed	Item No.	Item Category	Brand	Lost Item Description	Status
12/27/2013	2045	Smart phone	Apple	iPhone 4S	Unclaimed
12/28/2013	2045	Tablet	Apple	iPad Pink cover	Unclaimed
12/28/2013	2045	Tablet	Apple	iPad	Unclaimed
12/29/2013	2045	Drugs	Pfizer	100 Pill bottle	Unclaimed

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<<  
Best Match

- My Profile
- Assign Roles
- Vehicle Management
- Medallion Management
  - Link Medallion to Vehicle
  - Transfer Medallion Between Vehicles
  - Swap Medallion Between Vehicles
  - Medallion Approval
- Driver Management
- Dispatcher Management
- Lost/Found Item Matching
- Lost Item Inventory

# RideIntegrity Software

Allows passengers to track the lost items that they have reported with a unique tracking number, including comments entered by taxi company and SFMTA staff

The screenshot displays the RideIntegrity software interface. The main window shows a 'Lost Item Report' for SFMTA. A modal window titled 'Lost Item Details' is open, providing comprehensive information about a specific lost item report.

**SFMTA Lost Item Report**

Date Range: 30/12/2013 - 30/01/2014

Date Filed	Ticket Number	Item
12/27/2013	2045	Sm...
12/28/2013	2024	Tab...
12/28/2013	2032	Tab...
12/29/2013	2055	Dir...

Comments:   Close this ticket

**Lost Item Details Modal**

**Tracker Status:** Open (Yellow circle with question mark)

**Passenger Information:** John Doe (john-doe@gmail.com), 989-898-9825. Added on Dec-24-2013.

**Trip Information:** Trip Date and Time: Dec 24 2013, 6:00. Fleet service name: Yellow Cab. Trip Origin and Destination: LA Airport To MK Towers. Taxi No.: OKD 454. Driver Name: Michel Cole. Other Trip Details: -

**Lost Item Information:** Item Category: Electronics. Brand: Nokia. Item Color (Primary): Red. Serial No.: 450ANH05. Item Description: -

**Comments by Fleet Operator:** Added on Dec-25-2013. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute...

**Comments by SFMTA Officer:** Added on Dec-26-2013. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud...

**Comment:**

Close this ticket

**Update Tracker** **Cancel**

**Lost Item Report Table:**

nd	Lost Item Description	Status
ble	iPhone 4S	Unclaimed
ble	iPad Pink cover	Unclaimed
ble	iPad	Unclaimed
er	100 Pill bottle	Unclaimed

# RideIntegrity Software

Driver portal for drivers to access their information to update their address, check permit expiration dates and see their own trip sheets

Could include online permit renewal payment capacity; today all drivers have to come to the SFMTA to renew permits.



My Profile

- Dispatcher Affiliation
- Renewals
- Notifications

## My Profile (Driver)

Registration Details

First Name	John	Refresh
Last Name	Doe	
A-Card No.	AC-JDI054	
Issued Date	4/12/2013	
Expiry Date	4/12/2014	
Address	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut	
My Fleets	DeSoto Cab Arrow Cab	
Email ID	<input type="text" value="john@doe.com"/>	?
Mobile No.	<input type="text" value="952-259-2012"/>	

# Taxi Services Goals Going Forward

Toplights: available/not available light that is not tied to meter, SF taxi brand, driver emergency indicator, advertising space SF taxi brand

Vehicle inspections: review and upgrade current procedures

Driver training: ongoing traffic safety and customer service driver training improvement, promote taxi driver professional pride

Continued GHG reduction:

- Improved wheelchair accessible vehicle selection
- Electric taxis and Level III chargers

Improved communications: SFMTA-Driver, SFMTA-Customer, SFMTA-Regulated taxi business

Development and adherence to SFMTA performance standards for the benefit of customers AND for permit holders

# Accessible Services

**FTA Triennial Audit:** No findings on the Accessibility/Paratransit section of recently completed FTA Triennial Audit; auditors found a number of best practices they would share with other transit agencies

**Bike Facilities:** Developing guidelines for Bike Share station placement/accessible bikeway design to provide predictability and consistent specifications for SFMTA planners and engineers, ensure Bike Share station detectability, and serve as national models for improving bikeability while preserving and/or increasing accessibility in the public realm

**Speed humps/speed cushions:** Organized a field test to investigate the impact that traffic calming measures such as speed cushions, raised crosswalks, and speed humps have on passengers whose disabilities make them sensitive to sudden movements

# Accessible Services

## **Partnered with Taxi Services staff on key policy initiatives:**

- Ramp medallion reform
- Development of accessible PIM specifications
- Paratransit fraud prosecutions
- Taxi company performance standards based on Paratransit data

**Van Gogh shuttle:** Expanded scope of Shop-a-Round Lifeline grant to include group trips for seniors and persons with disabilities to social and cultural activities as part of an isolation reduction program

**Transit Cooperative Research Program Handbook for Paratransit**

**Emergency Preparedness:** Encouraged the Transit Research Board through the TCRP program to prioritize and fund the development of a national handbook for Paratransit Emergency preparedness

**Yielding seats campaign:** Holiday themes on YouTube (Muni Mash)