

**Goals**

- Enforce taxi rules and regulations and local laws to provide maximum public safety and public service.
- Work cooperatively with the San Francisco taxi industry in support of the SFMTA goals to enhance transportation options available to the public, reduce congestion, increase parking availability and improve air quality.
- Increase the effectiveness and efficiency and decrease the costs of San Francisco taxi regulation through the use of appropriate technology.
- Achieve industry reform, to include reform of the nature of medallion ownership and associated continuing revenue to the SFMTA for FY 2009-2010 and beyond.
- **Taxi Complaints:** To successfully resolve back logged complaints submitted through 3-1-1 regarding service related issues in the Taxi Industry. Conduct 5-10 driver interviews per week to address any egregious complaints. My objective is to get up-to-date with complaints so we can provide resolution within 30 days.
- **New Driver Training & Examinations:** Educate New Drivers on the SFMTA Taxi Regulations, SFO Regulations and Paratransit guidelines through our "New Driver Training."
- **Experienced Driver Re-Training:** Increase our service performance and public safety by re-educating our experienced drivers through "New Driver Training" to prevent reoccurring violations of the Taxi Regulations.
- **Taxi Lost & Found Claims:** Continuously maintain records of lost property and implement new lost & found procedures.

**Responsibilities**

- Enforcement of all applicable rules and regulations that affect the taxi industry in San Francisco
- Provide service and support to San Francisco's Taxi Industry, and its customers.

**Accomplishments: What got done?**

- **Permits:** One regular Taxi Permit was issued this month.
- **Website:** The Taxi website is continuously being updated with archive and new information for the public. Recently, we posted a list of all dates in which Hearings for Applicants who are purchasing medallions will be held.
- **Driver Applications:** 13 New Driver Applications were processed this month.
- We received \$55,000 from Color Schemes for the month of May for the continuous operation of medallions that would have otherwise been returned to the SFMTA after the death of a medallion holder. Allowing the companies to continuously operate the medallions allows for those cabs to continue serving the public until we are ready to reissue the medallion permit to the next person.
- **Medallion Reform:** The response to our Medallion Buy and Sell letter has been tremendous. Approximately 1300 drivers notified the SFMTA of their desire to purchase a medallion if the opportunity is available, and 207 Medallion Holders, have offered to sell their medallions.
- **Medallion Purchase:** 123 Letters were mailed to the top eligible applicants who wanted to purchase a medallion. Most of these potential buyers will be qualified for a medallion through a hearing process in June.
- **Medallion Purchase:** Approximately 330 letters were mailed out to the top 123 applicants eligible to purchase medallion as well as sellers of medallion notifying them of a June 7 town hall meeting to discuss various financing options for purchase of a medallion.
- **Medallion Purchase:** Various agreements including a Buyer/Seller Agreement, and a Lender Agreement have been created in conjunction with the City Attorneys' office and participating lending institutions to facilitate the sale of the medallions.

- **Clean Vehicles:** The SFMTA Taxi Services has applied for 2 million in grant funding for the purchase of 50 electric vehicles for the taxi fleet, as well as installation of home charging stations. The program is called the Zero Emission Neighborhood (ZEN) Taxi Program. Taxi Services is also supportive of other electric vehicle grants such as a regional grant to install publicly available charging stations, as well as a battery swap program, spearheaded by "Better Place", which will develop battery swapping facilities for taxi vehicles.
- **Complaints:** Taxi Services staff closed 227 back logged complaints from July-November 2009. Since the complaints are dated, a weekly report style memo is sent to each Color Scheme manager outlining the complaint details and the Taxi Regulation that was violated. This system is used to re-enforce the regulations and assist the Taxi Companies in driver communication specifically targeting areas where there is a need for service improvement. Any complainant that requested a call back from our section has been contacted and informed of this process.
- **Driver Training:** Taxi Services staff has designed a new layout for the "New Driver Examination" booklet with instructions on how to use our new scantron test keys.
- **Enforcement:** In conjunction with Veolia, and the SFMTA Accessible Services Staff, a program has been created to help prevent paratransit fraud using the new debit card/ITE machines that have recently been installed in Taxis.

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

- **Electric Vehicles:** As stated above, Taxi Services staff has applied for a grant to begin a Zero Emission Neighborhood Taxi program that will serve the underserved areas of San Francisco, and provide electric vehicles and infrastructure into San Francisco, while lowering Greenhouse Gas Emissions.
- **Development of A-Card/Smart Card:** In conjunction with SFO, Taxi Services is in the process of developing an A-Card/Smart Card for all of our taxi drivers that will allow us to keep better track of our drivers, as well as their disciplinary history. SFO has only recently obtained the contracts and necessary approvals to begin the Request for Proposal process.
- There are approximately 200 taxi vehicles (out of 1500) that do not have the new paratransit debit card equipment installed. This task is expected to be completed by June 30, 2010.
- New Driver Applications continue to be processed as well as Medallion Issuance. A limited number of Transferable medallions will soon be sold to drivers
- Update and redesign the website for Taxi Section.
- New regulations went before the board on June 1 related to adding a \$.75 cent surcharge to all Taxicab Debit/Credit Card Transactions. (This will not affect Paratransit Debit Cards)
- Developing Lost & Found procedures to include property sweep from all companies by our investigators. Staff has made contact with building management on how to obtain space in the basement of our building for storage of the voluminous lost and found items. To store all property staff met with Dolores Velasquez (Muni Lost & Found coordinator) on June 1 to look at the space and discuss lost & found policy and procedures.

**Concerns, Risks and Challenges**

- **Lost & Found (311 Claims):** A large percentage of 311 claims we receive are for lost property. As of March, we do not have a staff member working on this on-going project.
- **SFO(GTU) communication with SFMTA Taxi Services Section:** Issuance of invalid administrative violations. Taxicab driver Lost & Found protocol at SFO and how it may conflict with our regulations. **Resolution:** Hold a meeting with GTU to understand their chain of command and specific point of contacts for GTU operations. Introduce our new Citation Stock and train them on how to issue them properly using our new SFMTA Taxi Codes. Learn the SFO lost & found protocol so this can be communicated to New Drivers in our "New Driving

Training" class.

- **Revenue generation targets for FY 2009-2010:** Taxi Services is expected to hold 50 medallion qualification hearings during the month of June. Two additional taxi investigators have been hired to help, but there are thousands of waybills that will be reviewed covering five years for each applicant. Investigators will be unable to handle basic enforcement responsibilities related to illegal vehicle enforcement among other issues. **Resolution:** Hiring of additional Investigators to handle 24 hour on street investigations and enforcement for the taxi industry.

**Performance Measures**

**COMPLAINTS:** Based on the backlog of complaints, it takes approximately 180 days from the date we receive a complaint to resolve and close. 227 back logged complaints (July-November 2009) have been resolved and closed for the month of May.

- **Training**

**New Driver Training Class & Examination**

New Drivers	Drivers Retested	Pass Rate	Fail Rate
54	17	80%	20%
<b>Total Attendees</b>	<b>71</b>		

**Experience Driver Re-Training & Discipline**

Type of Disciplinary Action	Number of Disciplinary Actions
Taxi Driver Re-Training	10
Driver Admonishments	4

**Lost & Found**

As Taxi Services is still understaffed the lost & found claims submitted through 3-1-1 are not being followed-up on. The number below reflects the total number of lost & found claims received for the month of May.

Type of Claim	Number of Claims
Open Lost Property Claims	106

**INVESTIGATIONS:**

A) Color Scheme:

Total: 0

B) Permit Applicant investigations:

Total 8

C) Fines issued:

Total: 0

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<b>Staffing</b>
• FILLED: 8 (2 <i>Temps</i> ) -- Vacant/Funded: 5 (1 <i>Temp</i> ) – Vacant/Defunded: 0 -- <b>TOTAL: 10 (2 <i>Temps</i>)</b>
<b>Miscellaneous</b>