

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.
- **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 in June.
- **Website:** The Taxi website has been updated with all Medallion Sales Pilot Program information for the public to review. It contains a summary of the pilot program, listings of all offer letters sent to taxi drivers to purchase a medallion, medallion sales regulations, commitment to sell agreement and hearing notices among other items.
- **Driver Applications:** 110 driver permits were issued in June.
- We have received \$62,700.00 from Color Schemes for the month of June 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 on the waiting list.
- **Medallion Reform:** 11 applicants have been approved to purchase medallions. The Taxi Section is awaiting the completion of several contracts being created in conjunction with the City Attorney's office, as well as a Board Resolution to finalize and initiate the sale.

- **Clean Vehicles:** The SFMTA Taxi Services has learned that its application for approximately 2 million dollars in grant funding for the purchase of 50 electric vehicles for the taxi fleet, as well as installation of home charging stations is being looked upon favorably. The Taxi Section application will likely be combined with the "Better Place" battery swap program, which will develop battery swapping facilities for taxi vehicles.
- **Complaints:** Taxi Services staff closed 109 back logged complaints from July-December 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 department has been contacted and informed of this process.
- **Weekly Reports:** Taxi Services staff has reinstated weekly reporting requirements from all Taxi Companies in order to improve enforcement and provide better service.

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

- **Electric Vehicles:** 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.
- 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 will go before the Board on July 6, 2010 related to the Credit Card Transactions and the Taxi Medallion Sale Pilot Program.
- 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. This project is still ongoing.
- Taxi Services Administrative Citation Stock is nearly completed. These Booklets amongst other enforcement issues, will allow Taxi Services to issue administrative citations to illegal taxis worth \$5,000.00 each.
- The San Francisco Airport Ground Transportation Unit (GTU) has provided staff with enforcement information for drivers who visit the airport. This new information is being integrated into information currently held by Taxi Services.
- Staff will be working with the paratransit office regarding complaints related to refusal to use the new debit card system. A template has been created and will go into effect shortly whereby staff will be

able to report paratransit/taxi related complaints in the future.

- In conjunction with Accessible Services, a Ramp Taxi Survey has begun in order to ascertain whether the Ramp Taxis are providing proper service to the disabled community.

Concerns, Risks and Challenges

- **Lost & Found (311 Claims):** A large percentage of 311 claims we receive are for lost property. As of June 2010, we do not have a staff member working on this on-going project. **Resolution:** At minimum (1) Full-time support staff is needed to handle all claims, inquire, maintain lost property records and tracking of property booked.
- **Vehicle Introduction Form (VIF):** In conjunction with the Finance and Information Technology Department (FIT), an online VIF form was scheduled to be completed by June 30. **Resolution:** After discussions with FIT, staff believes the project will be completed by August 2010.
- **Re-design of Taxi Industry section of Taxi website:** This project was to be completed with the Webmaster's assistance. **Resolution:** Staff is working with the Marketing and Communications Section to ensure timely completion of this project.

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. 109 back logged complaints (July-December 2009) have been resolved and closed for the month of June.

- **Training**

New Driver Training Class & Examination

New Drivers	Drivers Retested	Pass Rate	Fail Rate
69	12	77%	23%
Total Attendees	81		

Experience Driver Re-Training & Discipline

Type of Disciplinary Action	Number of Disciplinary Actions
Taxi Driver Re-Training (Administrative Citations/Complaints)	10
Driver Admonishments	1
Muni Drive Cam – Taxi Footage	1

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 June.

Type of Claim	Number of Claims
Open Lost Property Claims	153

INVESTIGATIONS:

A) Color Scheme:

Total: 0

B) Permit Applicant investigations:

Total: 3

C) Medallion Holders:

Total: 4

D) Regulatory

Total: 2

E) Other Investigations related to Spare Taxi usage

Total: 2

Complete Total Investigations: 11

Staffing

- FILLED: 8 (2 Temps) -- Vacant/Funded: 5 (1 Temp) – Vacant/Defunded: 0 -- **TOTAL: 10 (2 Temps)**