



SFMTA

Taxi Outreach Meeting

August 25, 2022



Agenda

1. Taxi Plastic Shield Requirement
2. Paratransit Taxi Tip
3. Taxi Meter Rate
4. Upfront Fare Pilot Program

Taxi Plastic Shield Requirement

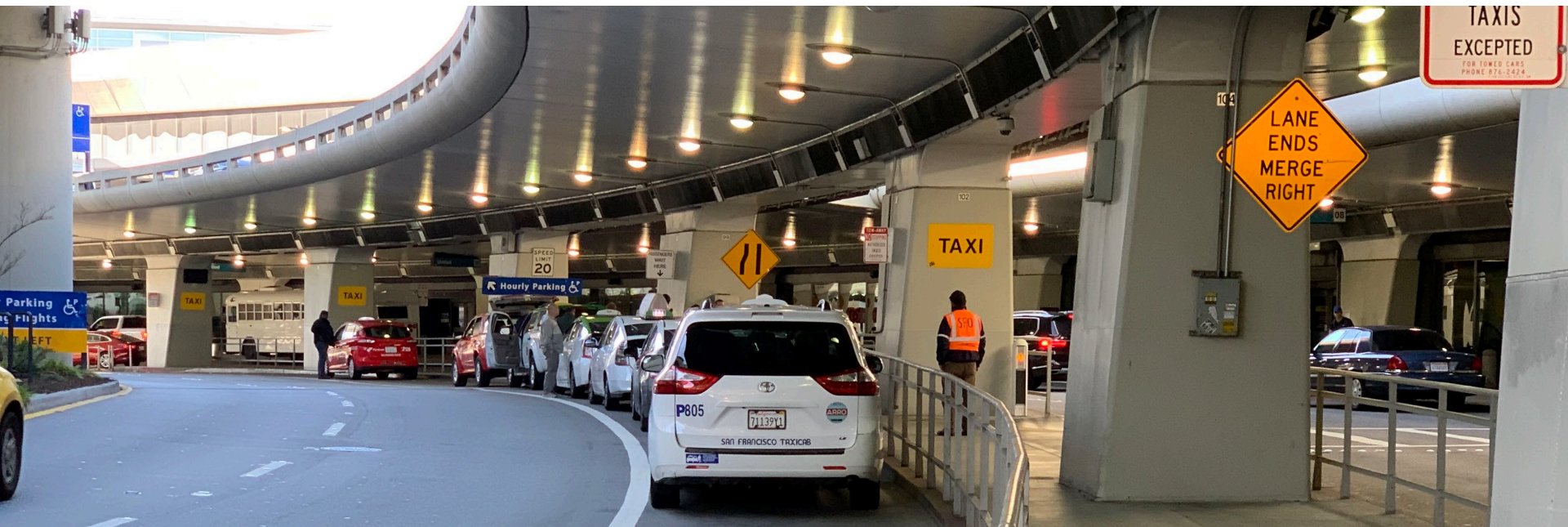
- ❖ Discuss on-going status of Plastic Taxi Shield Requirement
- ❖ Established in June 2021 to increase driver and passenger safety during the pandemic



- Separate rear passenger area from front seating
- Allow passenger access to rear Passenger Payment Device
- Allow Paratransit customers to hand card to driver
- Not impede access to safety – seatbelts
- SFMTA provided 800+ plastic shields to Color Schemes at no cost. Color Schemes and Medallion Holders responsible for installation and maintenance and procuring additional shields, as needed

SFO Operations: Front Seat Passenger Policy

- ❖ Current SFO Implementation
 - Many travelers are in parties of 4
 - Drivers Choice - place optional placard to designate desire for no front-seat rider
 - Group riders matched with appropriate taxi vehicle



Public Comments – Call in

If you would like to make a comment, please unmute yourself or call the USA number at **415.915.0757**.

You will need to enter the Participant Code **991 752 133#**

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

Download documents of this meeting here:

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Paratransit Taxi Tip

Current Tipping Policy for SF Paratransit Taxi

- ❖ 10% of the meter fare, up to \$2
- ❖ Tipping is optional with consent from rider
- ❖ Either tip or no tip option
- ❖ No change since 2009

Updated Tipping Policy

- ❖ Effective September 1st, tipping will be 15% of the meter fare, up to \$4
- ❖ Applies for all SF Paratransit taxi programs (ADA, Essential Trip Card, Paratransit Plus, Shop-a-Round, CHOICE)



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Taxi Meter Rate

SFMTA Considering Raising Taxi Meter Rates

- ❖ Taximeter rates have not increased since 2011
- ❖ Inflation in Bay Area is 41% overall and 41% for transportation since 2011
- ❖ Fuel costs peaked over 200% last 2 years, price fluctuates
- ❖ Request from taxi industry
- ❖ Rate increase **goes directly to driver**



Taxi Meter Rate

Current Taxi Meter Rates

Taxi Service	Fare Amount
First one-fifth mile of flag rate (Flag Drop)	\$3.50
Each additional one-fifth mile or fraction thereof	\$0.55
Each minute of waiting or traffic time delay	\$0.55
SFO pick-up fee (100% customer pass through)	\$5.50
Bridge Tolls	Paid by passenger
Out-of-Town trips (greater than 15 miles beyond SF)	150% of fare

Taxi Meter Rate

Recent Fare Surcharges in Other Jurisdictions

Cities Enacting Trip Surcharges	
Houston	\$0.50 per trip
Seattle	\$1 per trip
Las Vegas	\$0.39 increase / metered mile
Chicago (proposed)	\$1 for trips < \$20 \$2 for trips \$20-\$40 \$3 for trips > \$40

Taxi Meter Rate

Recent Fare Adjustments in Other Jurisdictions

Cities Raising Base Fare (Flag Drop)

Toronto	\$1 per trip
New York (proposed)	\$2.50 increase from \$3.30 to \$5.80

Cities Raising Fares

Montreal	17% increase in fares and increased rates allowed for late night rides
Los Angeles	Flag increase to \$3.10, \$0.33 per 1/9th mile and per 37 seconds of wait time

Taxi Meter Rate Summary

SFMTA Staff's Proposals based on Research / Feedback

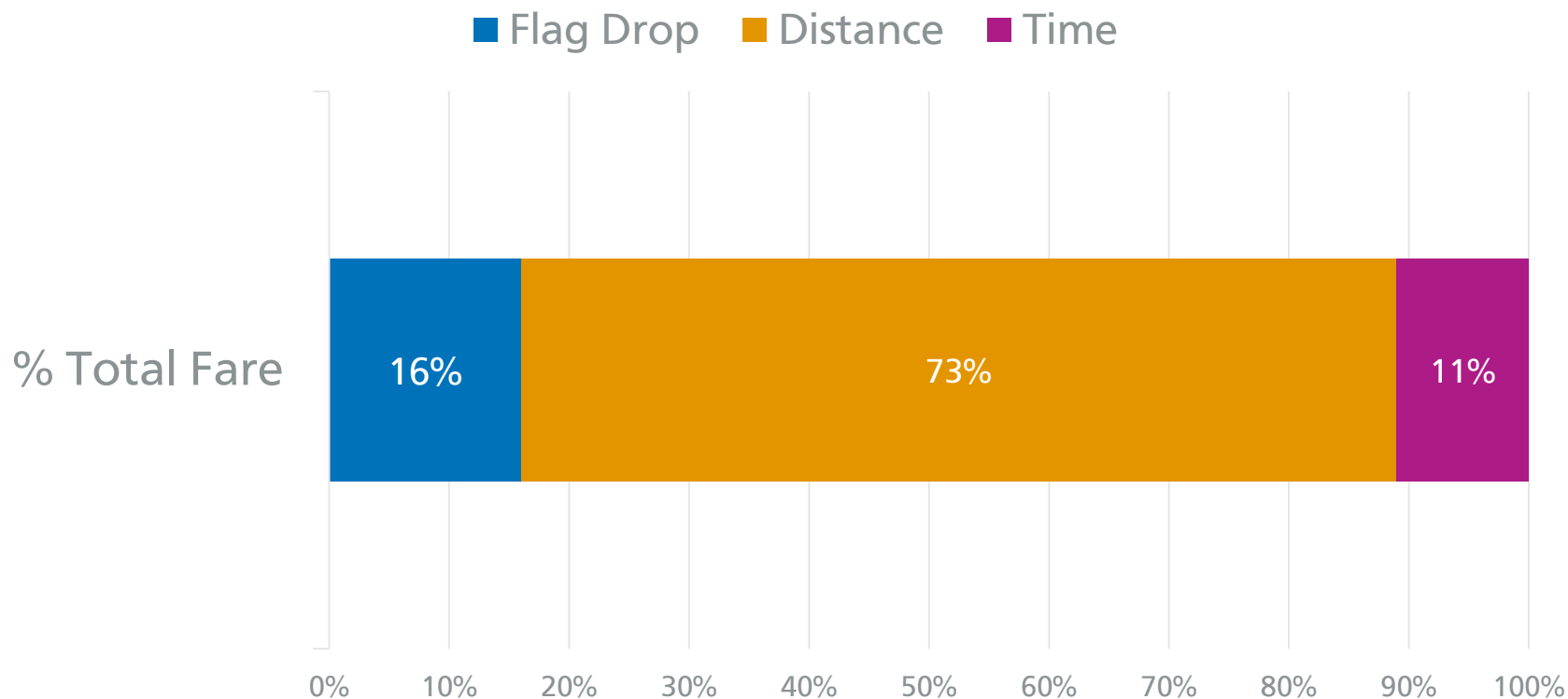
- ❖ Initial analysis
 - Flag Drop: \$0.65 increase from \$3.50 to **\$4.15**
 - Time + Distance: \$0.10 increase from \$0.55 to **\$0.65**
 - **~18%** overall increase



Taxi Meter Rate

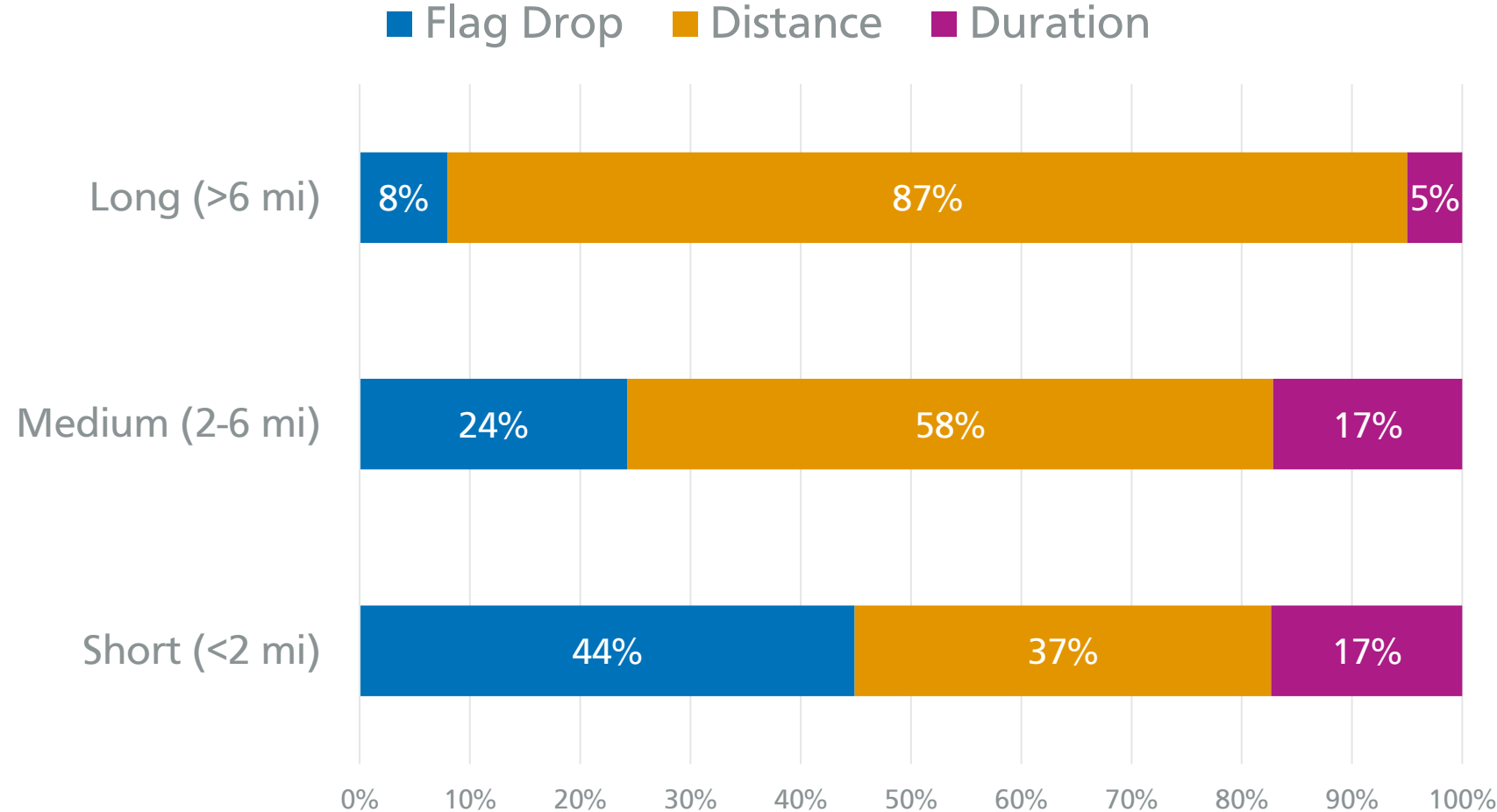
SF Trip Characteristics Jan-May 2022

❖ Median cost for all trips: **\$12.85**



Taxi Meter Rate

Fare Components by Trip Distance Jan-May 2022



Taxi Meter Rate

Comparison Across Jurisdictions

Metered Fare for Five Mile Trip



*cost of living is higher in SF

Taxi Meter Rate

Estimated Cost Impact to General Public Rider for a Typical Trip

Draft Proposal (Flag Drop/ Time, Distance)	Flag Drop	Distance/ Wait Time	15% Tip	Total Cost	Rider Share Increase
Current FY21/22	\$3.50	\$10.45	\$2.09	\$16.04	
Proposed +\$0.65/ +\$0.10	\$4.15	\$12.35	\$2.48	\$18.98	\$2.94

Taxi Meter Rate

Initial Staff Considerations

- ❖ Considered fuel surcharge
- ❖ Fares based on time of day or location
- ❖ Meter and a half structure

Not proposing either fuel surcharge or other fare restructuring at this time, but may consider them in the future



Taxi Meter Rate

Impacts on Paratransit Riders

- ❖ SFMTA would increase allotment for Paratransit riders and for Essential Trip Card programs and maintain subsidy ratio
- ❖ Currently SFMTA subsidizes Taxi Trips through the Paratransit Taxi Debit Card
 - 80% Subsidy by SFMTA
 - 20% Paid by Rider



Taxi Meter Rate

Estimated Cost Impact to Paratransit Rider for a Typical Trip

❖ Paratransit Trips were ~13% of all taxi trips in last fiscal year

Draft Proposal (Flag Drop/ Time, Distance)	Flag Drop	Distance/ Wait Time	15% Tip	Total Cost	Rider's Share	Rider Share Increase
Current FY21/22	\$3.50	\$8.25	\$1.76	\$13.51	\$2.70	
Proposed +\$0.65/ +\$0.10	\$4.15	\$9.75	\$2.09	\$15.99	\$3.20	\$0.50

Taxi Meter Rate

Outreach and Feedback

- ❖ SFMTA Citizens' Advisory Council (CAC)
- ❖ Taxi Industry quarterly outreach meeting
- ❖ Taxi Workers Alliance
- ❖ Color Scheme meetings
- ❖ SF Paratransit / Transdev
- ❖ Paratransit Coordinating Council,
Multimodal Accessibility Advisory Committee,
Mayor's Disability Council
- ❖ Board of Supervisors

Taxi Meter Rate

Approval Process for Rate Change

- ❖ Gather Community Feedback
Taking comments at SFTaxi@sfmta.com
- ❖ Rate change must be approved by SFMTA Board, targeting late fall meeting
- ❖ Rate change would take effect 30 days after SFMTA Board approval

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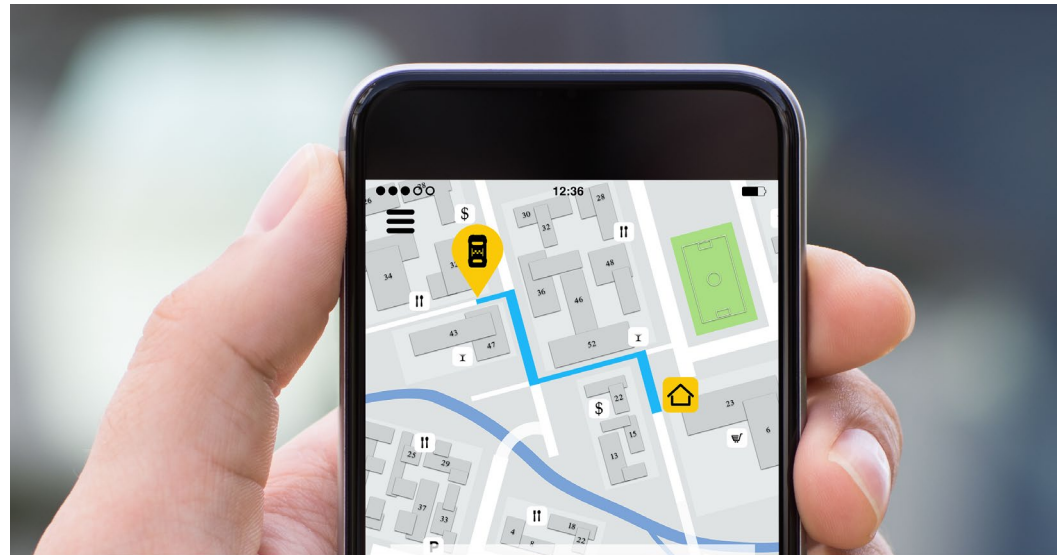
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Upfront Fare Pilot Program

- ❖ SFMTA issued [Pilot Rules](#) on August 5, 2022
 - Key program rules include driver ability to opt out of 3rd party trips with no penalty
 - Data requirements
- ❖ [Applications](#) for Pilot participation are due to SFMTA by September 15th
- ❖ No applications have been received as of 8.24.22



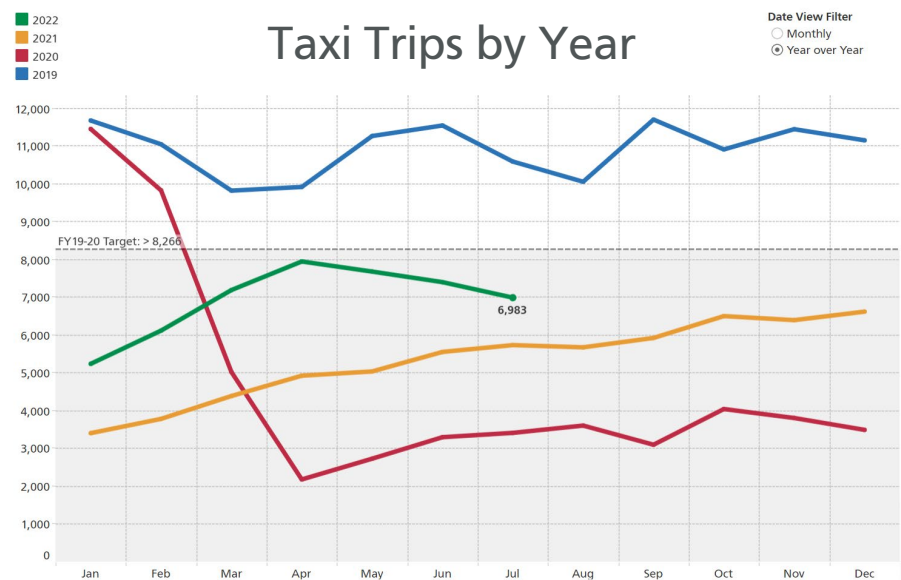
Upfront Fare Key Rules

1. Drivers may opt out of third-party trips without any penalty
2. Applicants must send data on all trips to SFMTA
3. Apps must send SFMTA what the fare would have been by taxi meter
4. Fares for taxi e-hail originated trips must be based on the meter rate, including meter and a half trips
5. Fares for third-party trips do not have to be based on taxi meter rates
6. Driver fee schedule must be reported before the pilot begins
7. Only a limited number of third-party drop-offs allowed at SFO, and no pick-ups



Upfront Fare Pilot Metrics

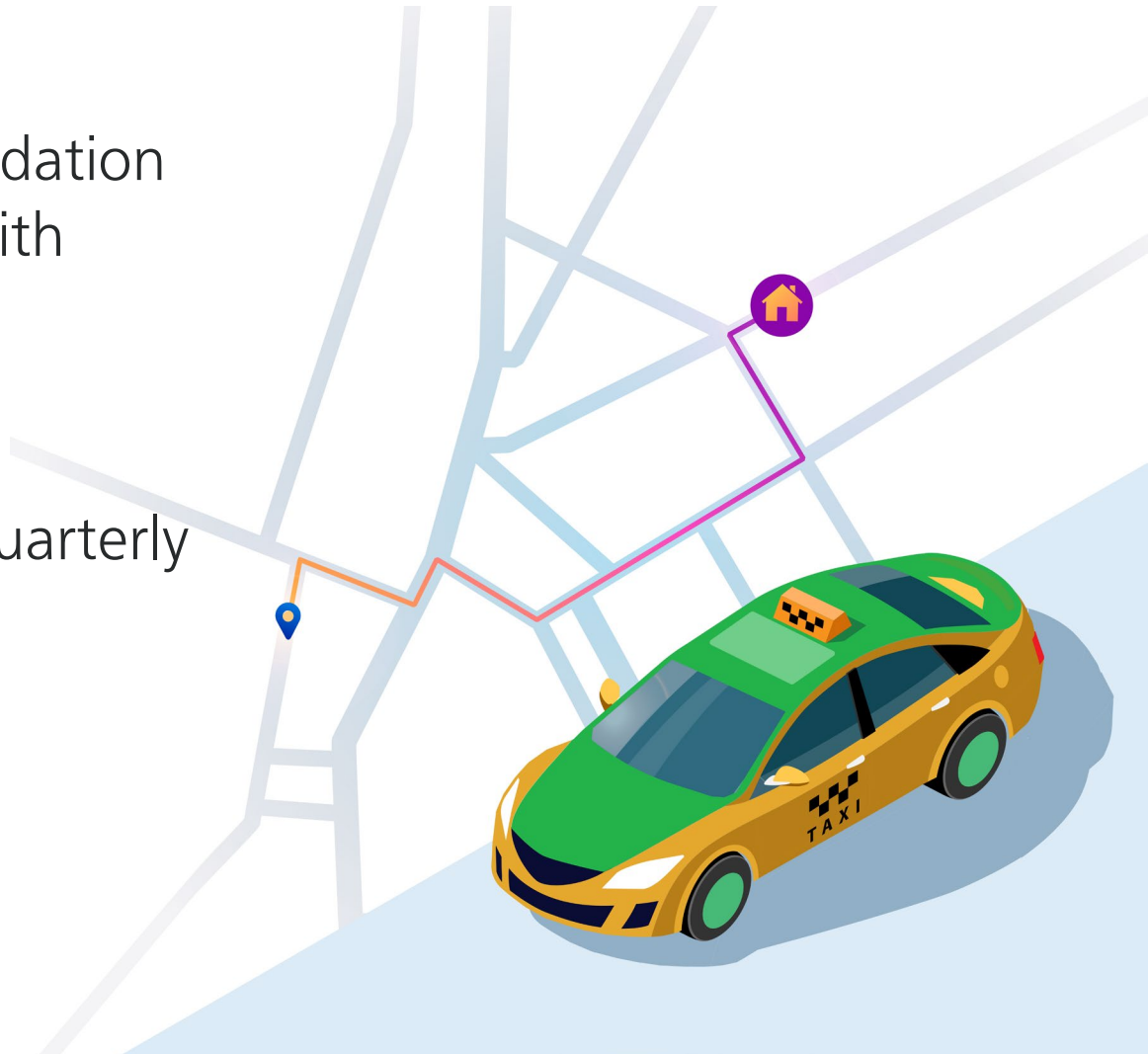
- ❖ Increase E-Hail App Trips by 10%
- ❖ Increase Taxi Driver Income by 10%
- ❖ Increase the Number of Drivers
- ❖ Track Complaints
- ❖ Study Impact on Traditional Taxi Trips
- ❖ Comparison of Upfront Fares and Meter Rates



Upfront Fare Pilot Program Next Steps

❖ Next Steps:

- Review applications
- Data testing and validation
- Continue working with Taxi E-Hail Apps
- Begin quarterly program reviews
- Solicit feedback at quarterly outreach sessions



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Quarterly Meetings

- ❖ November 2022
- ❖ February 2023
- ❖ May 2023
- ❖ August 2023

