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TO: Arro Inc./Creative Mobile Technologies

FROM: Kate Toran  
Director of Taxis, Access & Mobility Services Division

DATE: November 9, 2022

SUBJECT: Taxi Upfront Fare Pilot Application Response

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Dear Dan Rogers,

San Francisco Municipal Transportation Agency (SFMTA) staff have reviewed your submittal regarding Arro Inc./Creative Mobile Technologies's (Arro) request to participate in the Taxi Upfront Fare Pilot (Pilot). We find that as of October 2022, Arro meets all SFMTA requirements for conducting Taxi Pilot Trips and hereby approve Arro Inc.'s request to participate in the Pilot. SFMTA staff has made this determination based on its review and analysis of the materials submitted with Arro Inc.'s application, your written responses to clarifying questions, and the in-person technology demonstration conducted on October 11, 2022.

Arro Inc.'s application and submitted documents are attached below, including follow up questions and answers, and are hereby incorporated into this approval by reference as though fully set forth herein.

Arro Inc. may begin offering Taxi Pilot Trips on November 9, 2022. This approval is subject to Arro Inc.'s continued compliance with all Taxi Upfront Fare Pilot rules.

The Taxi Upfront Fare Pilot rules may be updated from time to time to address unanticipated negative outcomes. Should the SFMTA make rule changes during the term of the Pilot, SFMTA will provide no less than 15 calendar days' notice of said change.

In the event that Arro Inc. and/or its affiliated Dispatch Service or Color Scheme(s) fails to comply with any of the Pilot rules, SFMTA will issue a written notice to cure such non-compliance (Notice of Non-Compliance). The Notice of Non-Compliance will identify the rule(s) the Taxi E-Hail App and/or its related Dispatch, or Color Scheme(s) have violated. The Notice of Non-Compliance will also include the timeframe to cure the documented instance(s) of non-compliance.



Failure to timely cure any and all violation(s) noted in a Notice of Non-Compliance may result in fine(s), if the violation constitutes a violation of the San Francisco Transportation Code, and/or suspension or termination of Taxi Upfront Fare Pilot participation