THIS PRINT COVERS CALENDAR ITEM NO. : 13

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY

DIVISION: Finance and Information Technology

BRIEF DESCRIPTION:

Requesting the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors to amend Transportation Code Section 1113, to require all taxi color scheme permit holders provide taxi customers with a credit and debit card payment system that is accessible to the visually impaired and that allows all taxi customers to swipe their own payment cards and choose their own tip amounts from the back seat of all taxicab vehicles by December 31, 2012.

SUMMARY:

- In 1997, the San Francisco Board of Supervisors adopted an ordinance prohibiting taxi companies from passing on the cost of credit card interchange fees to taxi drivers who cash credit card payments with company cashiers. San Francisco is the only jurisdiction in the country that requires taxi companies to pay interchange fees for drivers.
- During 2010, the Paratransit Debit Card equipment was installed in the San Francisco taxi fleet, creating for the first time the universal capacity for all San Francisco taxicabs to accept credit and debit cards. This in addition to the recent overall trend toward cashless forms of payment resulted in a significant increase in the number of transactions subject to interchange fees in taxis over the past two years.
- As a result of the increasing volume of non-cash payments, taxi companies reported that the rising overhead costs were unsustainable, and requested reconsideration of the allocation of interchange fees to taxi companies.
- On July 26, 2010, Taxi Services staff received authorization to waive the prohibition against taxi companies charging these interchange fees to drivers under certain conditions. The Board required that one of the conditions of the waiver be that in exchange for financial relief from the burden of interchange fees, the companies would take measures to demonstrably improve 1) the quality of taxi service to the public and 2) driver working conditions.
- Accordingly, following discussions with the industry at public meetings that included demonstration of a variety of vendors' rear-seat credit card processing equipment, Taxi Services staff required that as a condition of being able to charge taxi drivers credit card interchange fees, the companies would be required to install Passenger Information Monitors (PIMs) in the rear seat of taxis to improve signage and information to customers, to increase the security of the non-cash transaction, and to increase driver tips.
- For reasons that included taxi driver resistance to PIMs, staff commissioned a study by Nelson-Nygaard & Assoc., and the results of that study were reported to the Board at its December 6, 2011 meeting.
- This proposed legislation addresses the consultant's recommendations with respect to rear-seat PIMs.

ENCLOSURES:

1. SFMTAB Resolution
2. Transportation Code Division II amendment

APPROVALS:		**DATE**
DIRECTOR	_____	5/30/12
SECRETARY	_____	5/30/12

ASSIGNED SFMTAB CALENDAR DATE: June 5, 2012

PURPOSE

Requesting the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors amend Transportation Code Section 1113, to require all taxi color scheme permit holders provide taxi customers with a credit and debit card payment system that is accessible to the visually impaired and that allows all taxi customers to swipe their own payment cards and choose their own tip amounts from the back seat of all taxicab vehicles by December 31, 2012.

GOALS

Goal 1—Customer Focus: To provide safe, accessible, clean, environmentally sustainable service and encourage the use of auto-alternative modes through the Transit First Policy

Objectives:

1.1 Improve safety and security across all modes of transportation
1.4 Improve accessibility across transit services

Goal 3—External Affairs/Community Relations: To improve the customer experience, community value, and enhance the image of the SFMTA, as well as ensure SFMTA is a leader in the industry

Objectives:

3.1 Improve economic vitality by growing relationships with businesses, community, and stakeholder groups

3.2 Pursue internal and external customer satisfaction through proactive outreach and heightened communication conduits

Goal 6—Information Technology: To improve service and efficiency, the SFMTA must leverage technology

Objective:

6.1 Information and Technology Leadership: Identify, develop and deliver the enhanced systems and technologies required to support SFMTA's 2012 goals

DESCRIPTION

In 1997, the San Francisco Board of Supervisors passed legislation (currently codified as Transportation Code Division II, Section 1106(p)(6)) that prohibited taxi companies from passing on the cost of credit card interchange fees to taxi drivers who cash credit card payments with company cashiers. San Francisco is the only jurisdiction in the country that requires taxi companies to pay interchange fees for drivers. During 2010, the Paratransit Debit Card equipment was installed in the San Francisco taxi fleet, creating for the first time the universal capacity for San Francisco taxicabs to accept credit and debit cards. This and the recent overall trend toward cashless forms of payment resulted in a significant increase in the number of credit card transactions in taxis over the past two years. Yellow Cab Cooperative reports that trips paid by credit card reflect about 30% to 35% of the taxi trips in 2011, (as high as 40% on weeks when conventions and major events are in town) and that credit card usage has been steadily increasing. In

the cities of Boston and New York, where credit card acceptance was made mandatory and back seat payment processing systems were installed several years ago, initial rates of usage began at 30-35 percent, and have steadily risen over time to the point where nearly half of all taxi payment transactions are made using credit or debit cards in both cities.

As a result of the increasing volume of non-cash payments, in early 2010 taxi companies reported to the SFMTA that the rising overhead costs of interchange fees were unsustainable, and requested the SFMTA Board to reconsider the existing allocation of responsibility for interchange fees to taxi companies. In response, on July 26, 2010 Taxi Services staff requested and received authorization from the SFMTA Board (subject to the Board's continuing jurisdiction) to waive Section 1106(p)(6) prohibiting taxi companies from recouping interchange fees from drivers under certain conditions. The Board required that as a condition of the waiver, taxi companies install passenger information monitors (PIMs) that would improve signage in taxicabs and allow customers to process their own credit and debit card transactions and choose their own tips amounts.

Five taxi companies -- DeSoto, Luxor, Metro, National, and Yellow -- initially opted to participate in the waiver program and began installing PIMs throughout their fleets. As a result, by the end of 2011, approximately 350 cabs (23%) of SF's 1535 cabs had been equipped with PIMs.

PIMs are touch screens mounted on the back of the front passenger seat or between the front seats, which are accessible to passengers in the back seat. One of the primary advantages of a PIM is to provide a means for customers to retain their payment card when they pay for credit card trips and select a tip amount without assistance from the driver. PIMs also provide a back-lit color touch screen that can be used to provide important passenger information, such as the cab number, meter rate information, taxi company information, instructions for lodging complaints and commendations and making lost and found inquiries, as well as the potential to view maps, public service announcements, advertisement for local businesses and other information of interest to taxi customers and tourists and respond to passenger surveys.

PIMs are hard-wired to the taximeter through the vehicle's central processing unit. If the customer is unable or unwilling to process the transaction in the back seat, the driver can do so using the front seat equipment.

According to Nelson/Nygaard, back seat monitors are required in Boston and New York, and have been installed by some taxi companies in Dallas/Ft. Worth, Las Vegas, Los Angeles, Philadelphia, and Seattle. Due to advances in technology and the proliferation of cashless payment systems, many regulatory agencies are currently exploring options for credit card payment solutions in taxis, including the possibility of universally requiring PIM units.

The Cities of Houston and Washington DC solicited contract offers for industry-wide PIM installation that were due in the first quarter of 2012. Miami and New Orleans have proposed laws and regulations mandating universal PIM installation as part of a credit and debit card processing solution.

When a PIM is installed in a taxicab, the fare and any surcharges appear on the screen at the end of the trip and the customer is prompted to enter a tip. The customer has the option of manually entering any tip amount or using one of several pre-programmed tip amounts. After the customer has selected as tip

amount the customer is prompted to swipe his or her payment card and the driver can then provide a printed receipt from the front-seat printer.

The PIM's programmed tip amount selections are calculated based on all charges, including extra fees and bridge tolls. The programming can be changed by the vendor to suggest any amount or percentage, and can vary depending on the amount of the fare (e.g. making up for a small fare amount with prompts representing larger tip percentages). While a customer can also enter any tip amount, the Nelson/Nygaard study indicated that in cities where PIMs are currently used, the pre-programmed selections are chosen 70 percent of the time.

For reasons that included taxi driver resistance to PIM units, staff commissioned a study of the issue by Nelson-Nygaard & Assoc. The results of the Nelson/Nygaard study were reported to the Board at its meeting of December 6, 2011.

Customer Response to PIMs:

As the Nelson/Nygaard study observed, it is difficult to gauge the public reaction to existing PIMs because they present several aspects that may generate different customer responses. For example, a hypothetical customer might like the fact that she can use the monitor to pay for her trip with a credit card without surrendering it to the driver. That same customer also might appreciate the monitor's display of information relating to the medallion/cab number, and rate information as opposed to how that information is posted in cabs that do not have back seat monitors. As she is visiting SF for the first time, she also might like the wayfinding and tourist information. At the same time, she might dislike the advertising, TV clips, volume and brightness of the monitor, and have difficulty figuring out how to control the volume.

In a February 2011 "Taxi of Tomorrow Survey," the NYC Taxi and Limousine Commission undertook a customer satisfaction survey, including the question: What do you dislike most about cabs today? After "Too expensive," (36.8%), the number two answer was "Taxi TV is annoying (31.3%)." "From this result," the Nelson/Nygaard report concluded, "we can conclude that there is at least one aspect of the back seat monitor that is not appreciated by a significant number (but still a minority) of NYC taxi customers."

As there is no hard data about customer reaction to PIMs in San Francisco taxis, the Nelson/Nygaard study recommended future customer surveys to ask more specific questions about customer reactions to different characteristics of the PIMs. A comprehensive taxi user survey is planned as part of the ongoing Taxi Best Practices Study that will include information about customer feedback to existing PIM units.

PIM Accessibility :

After the Nelson/Nygaard report was presented, Taxi Services was contacted by the Rose Resnick Lighthouse for the Blind and Visually Impaired with questions about the accessibility of the PIM units to visually-impaired customers. Creative Mobile Technologies (CMT) which provided PIMs for all Boston taxis, was contacted by the Lighthouse for the Blind in Boston with the same question. CMT met with the respective Lighthouse organizations and with regulators about potential accessibility features that could be

built into the unit. CMT recently debuted their blind and low-vision accessible PIM units in New York City.

The current signage in taxicabs is sparse even for sighted people. Besides the driver's photo and badge number, the passenger is able to see information on the legal rate of fare, the number to call to record complaints, compliments and lost property. There is a raised Braille tape on the door handle that is supposed to indicate the taxi company and cab number, but no one at the San Francisco International Airport's Ground Transportation Unit (which conducts annual taxi vehicle inspections) can read Braille, so the accuracy of the information has not been confirmed. Further, Braille is a means of communication that has become accessible to fewer and fewer people with vision impairments over time, as electronic screen readers become more prevalent.

PIM units that are connected to the meter can be fully accessible to the individuals with vision impairments by configuring them to provide audible information about the vehicle number of the taxi, the amount of the meter as it progresses, and the amount to be charged to a card. Whether or not a credit or debit card payment processing unit is connected to the taximeter, it can be made accessible to the blind through audio functionality that gives a blind person the total amount to be charged, the ability to swipe their own card from the back seat and choose their own tip amount.

Driver Response to PIMs :

Drivers have expressed mixed reactions to the PIMs that were installed as part of the credit card waiver program in 2011, mostly negative. The primary complaints include:

- The inability to completely disable the audio
- The brightness of the screen at night
- The increased time it takes passengers to process the transaction on the new equipment, resulting in lost fares, traffic congestion and potential Muni delays
- Annoying advertising content
- Malfunctioning or non-functioning equipment
- Concerns about electromagnetic radiation or radio frequency exposure within the cab
- Depending on how the PIM units are mounted, concerns about safety for vehicle occupants in the event of a collision
- Some drivers feel that the PIM unit destroy the interaction between driver and customer, and those drivers believe that this interaction generates a higher tip than the tip prompts on a PIM unit would generate.

PIMs and Tipping

The Nelson/Nygaard study requested companies to provide data from before and after PIM installation in specified cabs to determine whether or not increased tip amounts could be attributed to the PIMs. Yellow Cab Co-op and DeSoto Cab Company did have limited comparative data available, which tended to confirm slightly higher tipping percentages in taxis with PIM units (approximately 2.5-3.5 percent 'before-and-after' increase from the time that PIMs were installed). The amount upon which the tip percentage is calculated also increased with a PIM unit because the unit automatically adds all extra

charges like bridge tolls and airport charges and bases the prompt on a larger base fare amount. Without a PIM, most people would likely calculate the tip on the amount they can see on the meter.

Another issue that arose with respect to the PIM units was advertising; the potential for advertising revenue was untested at the outset of the program. The staff waiver program adopted in 2010 required that 10% of advertising revenue be paid into the Drivers Fund. To date none of the three PIM vendors that have units installed in San Francisco have reported advertising revenue in excess of the costs of the PIM hardware.

Exposure Concerns of Drivers

Two drivers interviewed by Nelson/Nygaard expressed a concern about back seat monitors adding to a driver's long-term radio frequency (RF) exposure. Nelson/Nygaard reported that RF exposure is associated with wireless equipment, and that the existing back seat monitors are not wireless but are connected with a cable.

Nevertheless, the SFMTA conducted an RF exposure test specifically to respond to this concern. Three cabs were sampled at various locations in and around the vehicles. These locations included: the driver's seat (abdomen, chest and head areas); flush against the driver's side door panel; outside the vehicle (centered on top of the engine hood); under the driver's side dash; flush against the radio microphone, driver's mobile data terminal, taximeter, PIM, and vehicle computer, modem, and router; and outside the vehicle near the driver's side rear wheel well. Real time direct reading RF measurements were made using an isotropic electric field probe with a measurement range of 0.5 MHz – 6 GHz., and a digital system readout . The probe was placed in a general area, or directly adjacent to equipment.

According to the report, all recorded data was zero for all samples, noting that the meter used for the sample collection encompassed most – but not all - of the necessary frequency region needed for collection (0.5MHz – 6GHz). Due to the range limitation of the testing equipment, a small part of the UHF RF region -- from 0.3 to 0.5MHz – was not tested. Accordingly, the Nelson/Nygaard report recommended that for a complete assessment, the missing region should be sampled to confirm the absence, or presence of RF exposure.

Nelson/Nygaard Study

The results of the Nelson/Nygaard study were reported to the Board at its December 6, 2011 meeting. With respect to PIM units, the study concluded that:

- SFMTA should require that companies with back seat monitors either disable the audio component or enable drivers to control the volume and/or audio on/off switch from the driving position.
- SFMTA should drop the waiver condition involving back seat monitors. The installation of back seat monitors should not be required by SFMTA, nor presented as a condition to the waiver. Whether or not a company installs back seat monitors should be a business decision.
- SFMTA should conduct – or direct the conduct of – a comprehensive, statistically relevant "before–and–after" analysis on tip amounts to determine whether -- and to what extent -- back seat monitors prompt higher tip amounts.

- In addition, staff learned a few 'on-the-ground' lessons from the experience with PIMs during 2011, including:

    - The installation process is very important; much driver and customer frustration resulted from malfunctioning and non-functioning units that were incorrectly installed;
    - There is general agreement that any audio programming should be capable of being easily and completely disabled by the driver or passenger.
    - Both customers and drivers have complained that the PIM lighting can be too bright. PIMs should have easy-to-use dimmer controls.
    - PIM systems should be required to allow the driver to use the front seat driver information monitor to see the back-seat passenger interface screen and guide the passenger through the payment cues when required, and to swipe the card in the front seat if the passenger requests or requires assistance. Otherwise, the driver is required to get out of the taxi and climb into the back seat to assist the customer to pay.
    - There may be some initial confusion on the part of passengers as to how to use a PIM to process a payment, but that most customers do not have significant difficulty using the PIM or have become accustomed to using them over time.

This proposed legislation would partially implement the consultant's recommendations with respect to rear-seat passenger information monitors.

Staff agrees with Nelson/Nygaard's recommendations that the credit card interchange fee issue should be "de-coupled" from the issue of PIM units, and that a driver using a vehicle with a PIM unit connected to the meter should be capable of assisting the customer with the transaction from the driver information monitor in the front seat. However, rather than leaving the decision of whether to utilize PIM units to each taxicab company, the proposed legislation would require a color scheme to provide a primary credit and debit card payment processing system that is accessible to the visually impaired in all vehicles because of the significant benefit provided to taxi customers, including visually impaired customers, to be able to swipe their own payment card and choose their own tip amount to pay for the ride. For companies that choose to install PIM units connected to the taximeter, the customer enjoys the additional benefits of improved signage and passenger information

If this legislation is adopted, the penalty for failure to comply with this requirement will be the subject of a succeeding amendment to address needed revisions of penalties for regulatory violations that are listed in Section 310 of the Transportation Code.

The City Attorney has reviewed this report.

ALTERNATIVES CONSIDERED

The Board could elect not to require a back seat payment processing solution for use by taxi customers in San Francisco taxicabs. If it does so, passengers in San Francisco taxicabs may or may not be able to swipe their own payment card and choose their own tip amount from the back seat of a taxicab, depending on the equipment choices of each taxi company.

The Board could require PIM units connected to the meter be installed in all San Francisco taxicabs. If it does so, all San Francisco taxi customers would enjoy enhanced functionality of a PIM unit that displays information from the taximeter. The proposed legislation would allow other payment solutions that may not provide important passenger information such as the vehicle number, the authorized fare and charges, the ongoing meter amount and tourist resources. However, because of the need to get authorization from the Department of Weights and Measures for any device connected to the meter and the comparatively high hardware and installation costs, such a requirement would likely be more expensive to taxi companies and more difficult to implement than the regulation as proposed.

FUNDING IMPACT

This item does not have any funding impact to the SFMTA.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

None.

RECOMMENDATION

Requesting the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors to amend Transportation Code Section 1113, to require by December 31, 2012 that all taxi color scheme permit holders provide taxi customers with a credit and debit card payment system that is accessible to the visually impaired and that allows all taxi customers to swipe their own payment cards and choose their own tip amounts from the back seat of all taxicab vehicles.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, In 1997, the San Francisco Board of Supervisors adopted an ordinance prohibiting taxi companies from passing on the cost of credit card interchange fees to taxi drivers who cash credit card payments with company cashiers; and

WHEREAS, Recent installation of Paratransit Debit Card equipment capable of processing credit and debit card payments in the San Francisco taxi fleet, in addition to overall trends toward cashless forms of payment, resulted in a significant increase in the number of transactions subject to interchange fees in taxis over the past two years; and

WHEREAS, As a result of the increasing volume of non-cash payments, taxi companies reported that the rising overhead costs of interchange fees were unsustainable, and requested the SFMTA to reconsider the allocation of interchange fees to taxi companies; and

WHEREAS, On July 26, 2010, the Board SFPD amended Division II of the Transportation Code to require that all taxi drivers accept credit cards, and that all taxi companies cash drivers' credit card payments, and to continue to do so at no cost to drivers, except that staff was authorized to waive the prohibition against taxi companies charging the interchange fees to drivers under certain conditions including the requirement that participating color schemes install back-seat passenger information monitors in their taxi vehicles; and

WHEREAS, For reasons that included taxi driver resistance to the passenger information monitors that were required as part of the staff waiver program, staff commissioned a study of the issue by Nelson-Nygaard & Assoc., and the results of that study were reported to the Board at its meeting of December 6, 2011.

WHEREAS, The proposed legislation would address the consultant’s recommendations with respect to credit and debit card interchange fees; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors amends Transportation Code Section 1113, to require that all taxi color scheme permit holders provide taxi customers with a credit and debit card payment system that is accessible to the visually impaired and that allows all taxi customers to swipe their own payment cards and choose their own tip amounts from the back seat of all taxicab vehicles by December 31, 2012.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 5, 2012.

_____

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

Rear-seat Passenger Information Monitors]

Resolution amending Section 1113 of Division II of the San Francisco Transportation Code to require by December 31, 2012 that all taxi color scheme permit holders provide taxi customers with a credit and debit card payment system that is accessible to the visually impaired and that allows taxi customers to swipe their own cards and choose their own tip amounts from the back seat of all taxicab vehicles.

NOTE: Additions are [begin addition] single-underline Times New Roman [end addition] ; deletions are [begin deletion] ~~strike-through Times New Roman~~ [end deletion] .

The Municipal Transportation Agency Board of Directors of the City and County of San Francisco enacts the following regulations:

Section 1. Article 1100 of Division II of the Transportation Code is hereby amended by amending Section 1113, to read as follows:

SEC. 1113. TAXI AND RAMP TAXI EQUIPMENT REQUIREMENTS.

(a) Vehicle Operation.

(1) Safe Operating Condition. All Taxis and Ramp Taxis must be maintained in a safe operating condition. Except as otherwise specified herein, all Taxi and Ramp Taxi Medallion Holders and Color Schemes are jointly and severally responsible for ensuring that all Taxis and Ramp Taxis for which they hold permits or with which they are affiliated meet all equipment requirements listed in this Section. In addition to imposing any applicable penalty for non-compliance with requirements, The SFMTA may remove any vehicle from service for any violation of this Section until the violation is corrected and the vehicle is inspected and approved by the SFMTA.

(2) Operation by Driver Permit Holders. No Permit Holder shall knowingly allow the use of a Taxi or Ramp Taxi vehicle as a motor vehicle for hire by any person who does not hold a Driver Permit and California driver's license.

(b) Equipment Placement. The placement of any equipment or information required by this Section 1113 shall not interfere with the Driver's visibility or the operation of any O.E.M. equipment.

(c) Exterior Display of Identifying Information. Every Taxi or Ramp Taxi shall have the following information displayed on the exterior of the vehicle:

(1) Vehicle Number.

(A) The Vehicle Number in numerals of a color that contrasts with the color of the rest of the vehicle, at least four inches high and positioned directly under the windows on or within six inches of the forward most portion of both front doors, and on the rear facing portion of the trunk lid of the vehicle.

(B) The Vehicle Number on the roof, hood or trunk of the vehicle in numbers at least 18 inches in length of a color that contrasts with the color of the rest of the vehicle. If the numbers are displayed on the roof, they shall be mounted and centered directly behind the top light.

(2) San Francisco Taxicab. The words "San Francisco Taxicab" with letters at least two inches high, in a color which contrasts with the color of the rest of the vehicle on both sides of the vehicle's rear quarter panels and to the trunk directly above the rear bumper.

(3) Inspection Certificate. A current and valid decal indicating satisfactory completion of vehicle inspection.

(4) Trade Name. The name of the Color Scheme with which the vehicle's Medallion is affiliated in letters at least two inches in height on the exterior of the side doors of each side of the vehicle.

(5) Trade Dress. The exterior of every Taxi and Ramp Taxi shall be well painted with the color(s) of the Color Scheme with which it is affiliated.

(6) Medallion. During all hours of operation of a Motor Vehicle for Hire the Medallion shall be placed in the front windshield in such a manner that the Medallion number shall be clearly visible from the exterior of the vehicle.

(7) Security Camera Notice. A notice meeting all requirements of applicable law notifying passengers of the presence of a security camera in the vehicle.

(8) Telephone Number for Dispatch. A telephone number enabling the public to reach the dispatch service with which the vehicle is affiliated":

(9) Tobacco Advertising Ban.

(A) Color Schemes and Medallion Holders are prohibited from placing or maintaining, or causing or allowing to be placed or maintained, any advertising or promotion of cigarettes or tobacco products on any Taxi or Ramp Taxi.

(B) For the purposes of this subsection, "tobacco product" shall mean any substance containing tobacco leaf, including but not limited to, cigarettes, cigars, pipes, tobacco, snuff, chewing tobacco and dipping tobacco. For the purposes of this Section, "promote" or "promotion" shall include a display of any logo, brand name, character, graphics, colors, scenes, or designs that are trademarks of a particular brand of tobacco product.

(d) Interior Display of Information. Every Taxi or Ramp Taxi shall have the following items in the interior of the vehicle in a place clearly visible to passengers and in a format approved by the SFMTA:

(1) Rate Information. Information regarding the rates and fees that a Driver is authorized to charge a passenger.

(2) 311 Information. Information about using the 311 system for complaints and lost property, including the Vehicle Number and the name of the Color Scheme.

[begin deletion] ~~(3) Braille Display. A large sign in Braille mounted on the interior of the right rear door immediately above the door handle indicating the Vehicle Number and the name of the Color Scheme.~~

[end deletion] (3) [begin addition] By December 31, 2012, every Taxi and Ramp Taxi shall be equipped with either an operational rear-seat passenger information monitor (PIM) that is connected to the Taximeter, or another credit and debit card payment processing device that is installed in the back seat or may be handed to the passenger in the back seat and allows the passenger to swipe his or her own payment card and choose a tip amount. Such PIM or payment processing device must meet any functional requirements and standards established, in writing, by the Director of Transportation.

(A) Any back seat PIM that is connected to the Taximeter shall:

(i) Display, at a minimum, the information required in this subsection (d), in addition to any further display specifications established, in writing, by the Director of Transportation;

(ii) Be accessible to individuals with visual impairments and compliant with standards that shall be developed by the SFMTA to ensure that the Color Schemes' interface to the visually impaired is uniform; and

(iii) Provide the Driver and the passenger the ability to completely mute the sound and dim or turn off the display by means of clearly perceptible instructions.

(B) Any PIM that is not connected to the Taximeter shall allow a passenger with visual impairments to hear the total to be charged to a payment card, and to swipe his or her own card and select his or her own tip amount from the back seat of the taxicab by means of audio cues.

[end addition] (4) Driver Identification. A holder for a Color Scheme Identification Card.

(e) Communication Equipment. Every Taxi and Ramp Taxi shall be equipped with direct voice access and two-way communication with a Dispatch Service affiliated with the Taxi or Ramp Taxi.

(f) Taximeters.

(1) Seal Required. The Taximeter installed in any Taxi and Ramp Taxi must have a current and valid seal from the Department of Public Health Weights and Measures. Any Taximeter removed from a Taxi or Ramp Taxi with or without its seals intact and placed in the same or another Taxi or Ramp Taxi must be certified and resealed by the Weights and Measures. Any Taxi or Ramp Taxi found to have Taximeter seals that are broken, removed, destroyed, marred or otherwise tampered with will be taken out of service until correctly repaired.

(2) Installation. All Taximeter makes and models must meet the approval of the SFMTA prior to their installation and must meet all requirements of the Paratransit Program. The Taximeter shall be mounted in an area that is clearly visible at all times by any passenger in the vehicle.

(g) Safety Partition. Safety partitions of a design that is approved by the SFMTA may be installed in Taxi and/or Ramp Taxi vehicles at the option of the Color Scheme.

(h) Emergency Equipment. All Taxis and Ramp Taxis shall have at all times a functional spare tire, a working jack and wrench to replace a flat tire, and two 2 flares or 2 two freestanding reflectors.

(i) Signage, Advertising and Displays.

(1) Only materials, signs and devices that are safety related, required by law or approved by the SFMTA may be placed on the windows of a Taxi or Ramp Taxi.

(2) Advertising or other displays on the exterior or interior of a taxi may not impede the driver's vision in any way.

(3) Advertising or other displays may not cover mandated San Francisco Taxi or Ramp Taxi identifiers, including but not limited to airport inspection stickers, logos identifying the Taxi or Ramp Taxi as a San Francisco taxicab, the medallion/vehicle number or the trade name of the color scheme.

(4) Advertising or other displays may not cover any portion of the license plate of the vehicle.

(5) Advertising or other displays affixed to the wheel of the Taxi or Ramp Taxi vehicle may not interfere with vehicle operation, including but not limited to the tire inflation valve or any wheel balancing dynamics. Defects in any portion of the wheel must be remedied before any advertisement or other display is affixed to the wheel.

(6) No advertising or other displays on a Taxi or Ramp Taxi may interfere with any safety features of the vehicle or present a safety hazard to passengers.

(7) Vehicle wrap advertising, whether partial or full, is not allowed on a Taxi or Ramp Taxi vehicle.

(j) Lights.

(1) Standard Lights. All Taxi and Ramp Taxi vehicles shall be equipped with exterior lights as required by the Vehicle Code, an inside dome light, and dashboard lights. All O.E.M. lights must be maintained in working condition as designed, and all lenses of such lights are to be reasonably intact. No O.E.M. light may be obstructed or disconnected during operation. Any additional modifications of O.E.M. lights or installation of additional lights requires prior approval by the SFMTA.

(2) Top Lights.

(A) All Taxis and Ramp Taxis must be equipped with a working top light containing a light or lights permanently attached to the roof of the vehicle, which

may either have the name of the Color Scheme printed on it, or the words "Taxicab" or "taxi".

(B) Each Driver shall ensure that such top light is illuminated at all times except when the vehicle is engaged in the transportation of a passenger. The top light shall turn on while the Taximeter is in the non-recording position and shall turn off while the Taximeter is in the recording position.

(k) Standard Equipment. All Taxis and Ramp Taxi vehicles shall have all equipment required by the Vehicle Code maintained in good working order such that the equipment functions effectively for the purpose for which it was intended. All Taxi and Ramp Taxi vehicles shall also be equipped with:

(1) Automatic door locks that can be controlled by the Driver and the passenger.

(2) Available and easily visible seat belts in all seating positions where passengers may ride.

(3) Speedometer and odometer.

(4) Heater and air conditioner.

(5) Door hinges, locks and latches.

(6) Doors that operate easily and open and close securely from either the outside or inside of the vehicle.

(7) Bumpers and body moldings in good condition and securely attached as the manufacturer intended.

(8) Shock absorbers and springs.

(9) Suspension.

(10) Steering.

(11) A holder for the Medallion placed in such a position that the Medallion is clearly visible from the front exterior of the vehicle and that is either attached to the dashboard or to the left side of the right front support beam, on the interior of the vehicle.

(12) In-Taxi Equipment.

(13) Wheels with all lug nuts in place and secured, of matching design, and with matching hubcaps attached. Hubcaps must be of either the original manufacturer's design or of a design authorized by the SFMTA, unless wheels are of a custom design that does not use hubcaps.

(14) Tires in safe operating condition and of matching design (i.e., all whitewalls or all black walls), without tire repair plugs or cuts in the sidewall, separated treads, bumps, bubbles, or anything protruding from the tire; and with a minimum remaining tread of at least 1/32 of an inch. Any Taxi or Ramp Taxi that violates this requirement will be placed immediately out of service.

(15) Only O.E.M. size tires of the same size used at the time of the Taximeter inspection may be used on any vehicle, including spare vehicles.

(l) Windows. All windows and the windshields of Taxis and Ramp Taxis shall be kept clean and clear, both the outside and inside. No additional tinting or reflective material may be placed on any vehicle window except factory installed tinting. Only safety glass with the lowest factory installed tint may be used.

(m) Security Cameras.

(1) All Taxis and Ramp Taxis shall be equipped with an approved operational security camera.

(n) Condition of Vehicle.

(1) Vehicle Integrity. The vehicle shall be structurally sound and operate with minimum vibration and noise.

(2) Vehicle Body. Vehicle bodies must be free of noticeable dents, rust and holes. A Taxi or Ramp Taxi shall not be placed in service if:

(A) There are visible dents that exceed three square feet in any single area of the exterior surface of the vehicle and the deepest point of depression is ¾ of an inch or greater; or

(B) There are visible dents that exceed four square feet of the total exterior surface of the vehicle and the deepest point of depression is ¾ of an inch or greater, or

(C) There are visible dents that exceed six lineal feet of the total exterior surface of the vehicle and the deepest point of depression is ¾ of an inch or greater, or

(D) There is any area of the exterior surface of the vehicle that contains a hole larger than six square inches, or there is a visible dent that exceeds 144 square inches and the deepest point of depression is more than two inches.

(o) Cleaning and Disinfection of Vehicle.

(1) Every Taxi or Ramp Taxi must be regularly cleaned so that the interior is clean, orderly and kept free of offensive odors and stains.

(2) A Taxi or Ramp Taxi vehicle must be disinfected whenever required by SFMTA.

(3) Seats. Rear seats shall be upholstered with vinyl or leather in good repair and matching the vehicle's interior colors Seat covers may not be stained or torn. Seat springs may not be broken nor may they protrude through the upholstery. Seats shall be firm and comfortable with the tension of the seat springs evenly distributed.

(4) Floormats. Rubber floormats are required on the floor of the rear seating area of the vehicle.

(p) Vehicle Title. The principal vehicle authorized for the operation of a Taxi or Ramp Taxi Medallion may be registered only in the name of the Medallion Holder, Color Scheme, and/or a Driver holding a valid lease for the vehicle that meets the requirements of this Article. If the vehicle is registered to the Driver, the registration must also include the name of the Medallion Holder or Color Scheme.

(q) Vehicle Mileage. Starting mileage may not be more than 70,000 miles when a vehicle is placed into service. No vehicle may be operated as a Taxi or Ramp Taxi after the vehicle has reached 325,000 miles.

(r) Vehicle Age. No vehicle older than six model years may be placed into service as a Taxi or Ramp Taxi vehicle, and no vehicle older than eight model years may remain in service as a Taxi or Ramp Taxi vehicle.

(s) Inspections.

(1) Inspection Required. All Taxis and Ramp Taxis shall be inspected by the SFMTA or its designee, every six months if they are used as spare vehicles or have 200,000 miles or more on the odometer, and every 12 months for regular vehicles, at a date and time designated by the SFMTA, and at any other time deemed necessary by the SFMTA. At the time of a scheduled inspection of the vehicle, the Color Scheme or Taxi or Ramp Taxi Medallion Holder must provide the following:

(A) Valid and current State of California vehicle registration.

(B) Valid and current Brake Certificate issued by an official inspection station certified by the State of California within 60 days prior to inspection.

(C) Proof of insurance meeting the requirements of all applicable laws and regulations.

(D) A Vehicle Introduction Form signed and approved by the SFMTA.

(2) New Vehicle. If a new vehicle is purchased for use as a Taxi or Ramp Taxi, the vehicle owner may furnish a written certificate of compliance issued by the automobile dealership in lieu of the documents required in subparagraphs 1113(s)(1)(A) through 1113(s)(1)(D) above, provided that the certificate is dated within 60 days of the annual inspection. The automobile dealership must be certified by the State of California as an official inspection station.

(3) Salvage Vehicle. No vehicle which has been designated as "Salvage" by the California Department of Motor Vehicles may be placed into service as a taxicab unless the vehicle has been inspected and approved by the SFMTA. The SFMTA may require documents to establish the chain of title for Salvage Vehicles.

(4) Inspection Certification. Upon satisfactory completion of all inspection requirements the SFMTA shall affix a decal and transponder to the Taxi or Ramp Taxi that authorizes the Taxi or Ramp Taxi to be operated for the time period specified upon the decal.

(5) Failing Inspection. If, on inspection the SFMTA determines that a vehicle does not meet applicable requirements, the vehicle may fail inspection and may be ordered out of service until the condition(s) are corrected. A failed vehicle must be re-inspected and approved before being returned to service and must pass another inspection in six months from the date of return to service. The decision whether to pass or fail a vehicle shall be within the sole discretion of the SFMTA.

(6) Removal of Vehicle from Service.

(A) A Color Scheme shall make any vehicle available for inspection upon SFMTA request. If a Color Scheme fails to make a vehicle available for inspection or if the SFMTA determines that a vehicle is not in compliance with all applicable laws and regulations, the SFMTA may order the vehicle to be removed from service until it passes inspection.

(B) If the SFMTA determines that additional repairs or further inspection of the mechanical condition or safety equipment of a Taxi or Ramp Taxi is necessary, the Color Scheme or Medallion Holder shall make the necessary repairs or arrangements in order to determine if repairs are necessary, and must provide a statement of findings to the SFMTA from the repair person.

(7) Fraud in Connection with Inspection Prohibited. Misconduct in connection with required inspection is strictly prohibited and is grounds for revocation of a permit. Misconduct may include, but is not limited to, substitution of registered owners on a temporary basis for inspection purposes, substitution of any vehicle part or equipment within 30 days before or after an inspection for the purpose of passing inspection, or knowingly making false statements to SFMTA or SFPD or their designees in connection with an inspection. This Section shall be strictly enforced to ensure the integrity of the San Francisco taxi fleet and the safety of the public.

(t) Replacement Vehicles. Whenever an existing Taxi or Ramp Taxi is replaced with another vehicle, the replacement vehicle must be inspected and approved prior to use.

(u) Ramp Taxis. Every vehicle used as a Ramp Taxi shall have a ramp at least 30 inches wide. Any new model of Ramp Taxi vehicle proposed for use as a Ramp Taxi shall be subject to the prior approval of the SFMTA and the Paratransit Coordinating Council.

(v) Retired Vehicles. No Permit Holder may offer any Taxi or Ramp Taxi vehicle for sale to the public until all remnants of the Color Scheme, including the top light and all exterior lettering, numbering, signage, and any other item required to be displayed on a Taxi or Ramp Taxi are completely removed.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By: _____

Mariam Morley
Deputy City Attorney

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 5, 2012.

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Secretary to the Board of Directors
San Francisco Municipal Transportation Agency