

Goals

- **Industry Reports:** Comprehensive studies and reports to the Board of Directors regarding taxi fares and gate fees, the appropriate number of medallions to serve the public convenience and necessity.
- **Clean Vehicles:** Update emissions regulations to convert San Francisco taxi fleet to 'green' vehicles.
- **Enforcement:** Enforce industry regulations as well as being empowered to issue citations to illegal operators.
- **Enhance Administrative Infrastructure**

Responsibilities

Identify, implement and enforce appropriate policies through local motor vehicle for hire laws and regulations to:

- Protect public safety
- Improve public service
- Reduce congestion and increase parking availability
- Improve air quality and
- Support the economic productivity and sustainability of the San Francisco motor vehicle for hire industry.

Accomplishments: What got done?

- **Website:** The SFMTA web page for the "Taxi Industry" section was substantially improved. The page is now easier to navigate and highlights information for taxi meetings and hearings, company change notices and current information about the Taxi Medallion Sales Pilot Program. Additionally, various forms, applications and information were added to the website for the convenience of the taxi industry.
- **Permit fees:** A total of \$997,263.08 in annual permit fees were collected in the month of July when over 1500 taxi-related permits were renewed at our customer service window.
- **New Revenue:** During the month of July we realized new revenue in the amount of \$62,700 from taxi companies for the continuous operation of medallions that would have otherwise been returned to the SFMTA after the death of a medallion holder or surrender of the medallion. 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.
- **Clean Vehicles:** Currently 59% of the taxi fleet that is being operated in assigned vehicles is comprised of hybrid or alternative fuel vehicles. This does not include medallions being operated by companies pending their re-issuance to a medallion holder, because those medallions are not currently assigned to vehicles and are being operated in spare vehicles that do not count toward the clean air goals.
- **Complaints:** A total of 93 backlogged complaints (December 2009-January 2010) have been resolved and closed during the month of July. 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.

- **Enforcement:**
 - **Proposition K Audits:** Taxi Services has begun its annual audit of all medallion holder waybills. This is expected to continue throughout August and possibly September.
 - **Color Scheme Revocation:** A hearing was held before the Board of Appeals on July 14 regarding Executive Taxi's Color Scheme permit and the medallion held by its owner. The outcome was that the Board upheld the revocation of the Color Scheme permit, but suspended the medallion for one year in lieu of revoking the medallion.
- **Coordination with the Airport:** Staff established improved communication channels with Airport staff and the Ground Transportation Unit of the SFPD at the Airport. This communication has made enforcement more effective and less frustrating for all of these three entities. We look forward to increased coordination going forward to efficiently address mutual areas of concern.
- **Coordination with Accessible Services and the Paratransit Broker:**
 - Taxi Services partnered with the Paratransit Broker to develop an effective system of discipline for drivers who refuse to comply with requirements for use of the paratransit debit card equipment. Five out of a total of five referrals for re-training that have been made to date were scheduled for July and August of 2010. Taxi Services believes that this new referral program will reduce the number of taxi-related paratransit complaints.
 - Participated with Accessible Services on a ramp taxi responsiveness survey in June and July. The data is being compiled and will be made available shortly.
- **Coordination with TEP Program regarding potential jitney service:** Staff met with a prospective jitney permit applicant and TEP staff to discuss whether a new jitney service could supplement and assist transit in San Francisco. TEP staff is reviewing the data and will forward the results of its review to higher management in Transit Operations for further consideration.

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

- **Paratransit Debit Card Equipment Installation:** Verifone and Wireless Edge are continuing to install the new paratransit debit card equipment in all San Francisco taxicabs. This task is expected to now be completed by July 30, 2010 and when complete, will result in universal capacity for credit card and debit card payment in taxis.
- **Implementing a lost and found program:** developing procedures to include a property sweep from all companies by Taxi Investigators; identifying appropriate space to store lost and found items. 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.
- **Improvements in New Driver Testing:** Three new tests for the "New Driver Examination" are being developed. It will include five new questions that were suggested by the SF Paratransit Coordinating Council, which will increase the number of questions on the new driver exam to 65.

- **Safety improvements:** Taxi Services is working with the Safety Division to obtain login information for the "Silver Light" website, which will allow Taxi Services to obtain additional information from the Muni Drive-Cam clips that are forwarded to the department.
- **Airport "shorts":** Taxi Services is working closely with San Francisco International Airport to identify and implement a new system to replace the current "short ride" system for taxi service to SFO.
- **Processing Complaints:** Our objective is to get up-to-date with complaints submitted through 3-1-1 and be able to provide resolution within 30 days. To achieve this, we will continue to conduct 5-10 driver interviews per week, with priority given to egregious complaints.
- **Experienced Driver Re-Training:** Increase our service performance and public safety by re-educating our experienced drivers to prevent recurring violations of the Taxi Regulations; reinforce paratransit training for the new debit card system; implement an advanced certification program for drivers.

Concerns, Risks and Challenges

- **Lost & Found (3-1-1 Claims):** A large percentage of 3-1-1 claims we receive are for lost property. As of June 2010, we do not have adequate staff to follow up on lost and found items. Before we can implement a lost and found system, we also await approval by building management on using space in the basement of 1SVN for secure storage of voluminous lost and found items.
- **Vehicle Introduction Form (VIF):** The first step in our web-based company reporting project is an on-line VIF form, which we had hoped to complete by June 30. We are waiting for Finance & Information Technology (FIT) to provide us with a new estimated completion date. They will keep Taxi Services informed and obtain time estimate for the project within a few weeks.

Performance Measures

PERMITS

New Driver Training Class & Examination

New Driver Applicants	Drivers Retested	Pass Rate	Fail Rate
64	15	77%	23%
Total Attendees	79		

New Driver Permits Issued: 51

Ramp Medallions Issued: 1

Medallion purchasers qualified: 3

This means that the applicants have been qualified for the medallion permit by the SFMTA, but their medallion purchase will also depend on qualifying with the lending institution for any loan required for the purchase.

DISCIPLINE/COMPLAINTS

Experienced Driver Re-Training & Discipline

Type of Disciplinary Action	Number of Disciplinary Actions
Taxi Driver Re-Training (1) SFO Administrative Citation/(5) SFMTA Taxi Complaints	6
Administrative Fines Issued (Muni Drive Cam –Taxi Footage)	2
Paratransit Complaints	2

Complaints:

Based on current rate of processing complaints, it takes approximately 180 days from the date we receive a complaint until the date that we can resolve and close it. A total of 93 backlogged complaints (December 2009-January 2010) have been resolved and closed during the month of July.

LOST AND FOUND

Lost & Found:

Due to a lack of staff, Taxi Services is not currently able to follow up on lost & found claims submitted through 3-1-1. 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	104

INVESTIGATIONS

- Color Schemes:** 3
- Permit Applicants:** 5
- Medallion Holders:** 2
- Drivers:** 1
- Complaints from 311:** 2
- Other Investigations:** 1

Total Investigations: 14

HEARINGS

Revocation of Medallion Permit: 2

Waiting List Medallion Applicant Qualification: 1

Prospective Medallion Purchaser Qualification: 5

Board of Appeals: 2

Staffing

FILLED: 7 -- Vacant/Funded: 5 – Vacant/Defunded: 0 –

TOTAL: 7 (PLUS 2 Temps and one clerk from SFPD work order)