



SFMTA Board of Directors | May 20, 2025

Important Role of the Taxi Industry

SFMTA's regulatory framework allows the taxi industry to innovate and compete, while maintaining safety and consumer protection.

- ❖ Safety requirements
- ❖ Clean fleet: >92% clean air vehicles
- ❖ Equity
 - Safety net service
 - Required to serve all neighborhoods
 - Does not require smart phone or credit card
 - Regulated fares
 - Serves seniors and people with disabilities

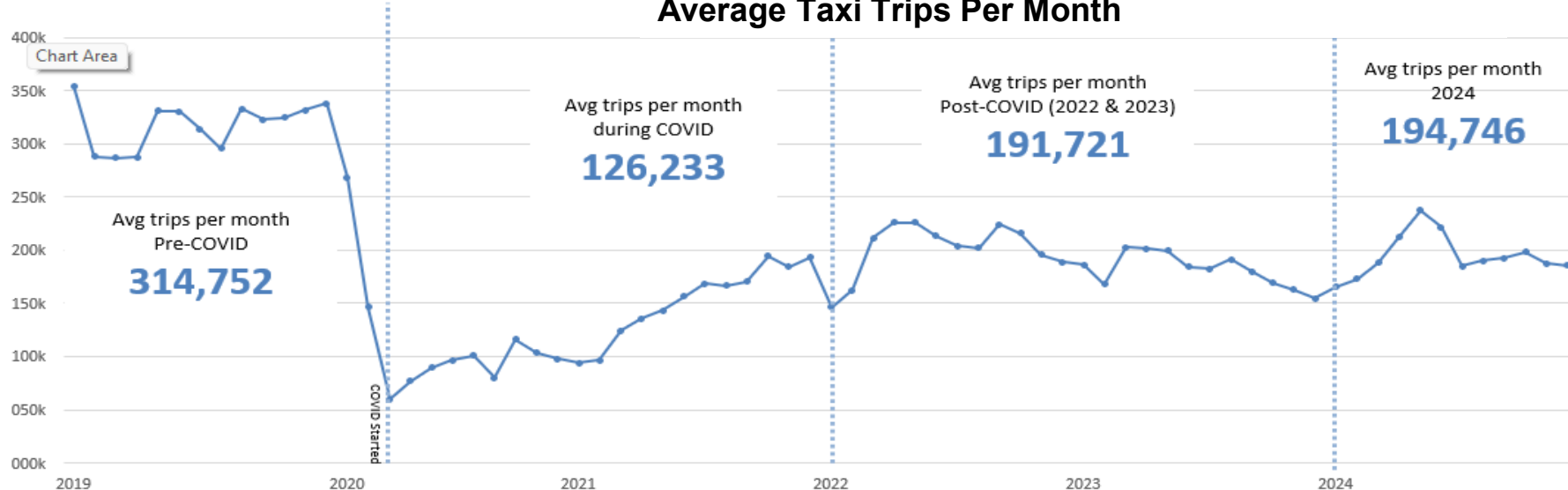


SF Taxi Industry in 2025

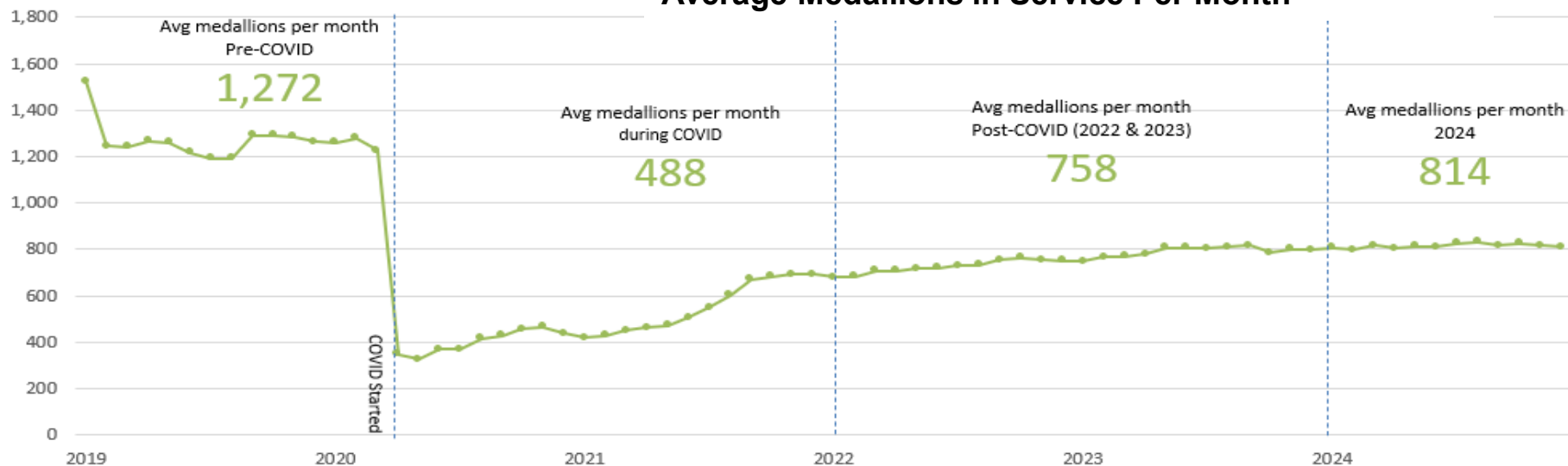
- ❖ 15 taxi companies
- ❖ 3 dispatch services
- ❖ 850+ active medallions
- ❖ 2,250+ active drivers
- ❖ 4 e-hail apps

Trends in Taxi Trips And Medallions

Average Taxi Trips Per Month



Average Medallions in Service Per Month



Key Efforts to Support the Taxi Industry

- ❖ ~18% Taximeter rate increase November 2022
- ❖ Waived all taxi-related fees from FY20 – FY24 (estimated over \$11M in savings for taxi industry)
- ❖ Taxi marketing campaign, including Reels
- ❖ Established the Essential Trip Card (ETC) program
- ❖ Increased Paratransit Taxi tip in response to taxi industry
- ❖ Expanded taxi stands
- ❖ Taxis allowed in most transit-only lanes



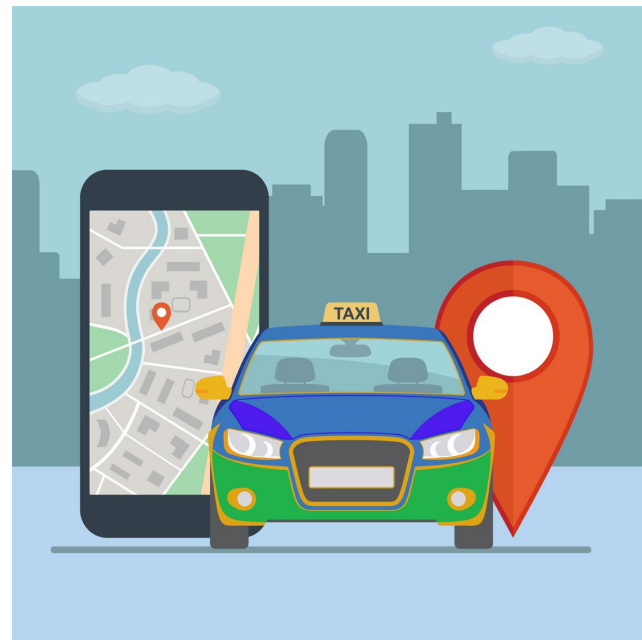
Essential Trip Card (ETC) Program



- ❖ Subsidized taxi program for seniors and people with disabilities to complete essential trips
- ❖ Launched in April 2020 to complement Muni core service for seniors and people with disabilities
- ❖ Over 8,500 registered ETC riders
- ❖ Over 400,000 trips have been provided and \$5.2M expended since program inception

Taxi Upfront Fare Pilot

- Allows riders to see taxi fare in advance
- Designed to eliminate meter anxiety for customers and increase trips and income for taxi drivers
- Voluntary program for drivers
- Two types of trips: **Taxi Pilot Trips** and **Third-Party Pilot Trips**
- Launched November 9, 2022; Pilot expires June 30, 2025
- Increasingly popular concept: peer cities with upfront pricing options / third-party trips include Los Angeles, New York, and San Diego



Two Types of Upfront Fare Trips: Taxi Pilot & Third-Party

Taxi Pilot Trips originate with a customer requesting a ride through a Taxi E-Hail App

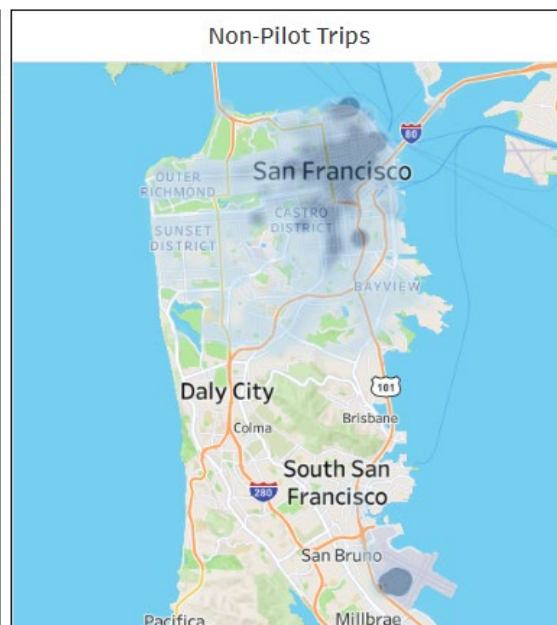
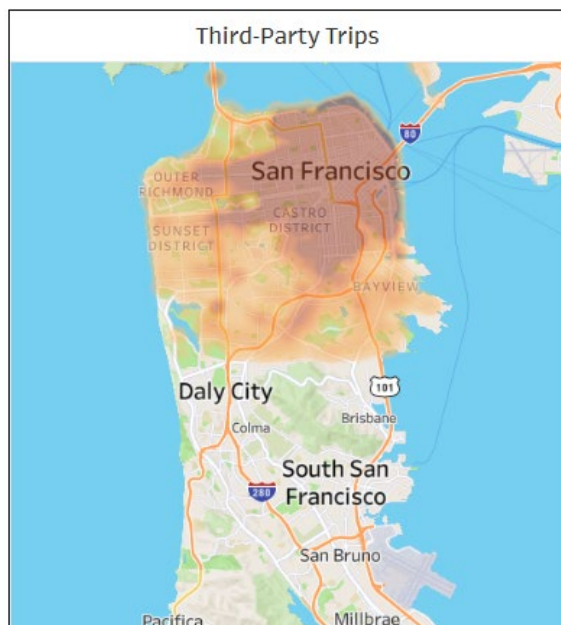
- ❖ Driver dispatched by a Taxi E-Hail App
- ❖ Ride provided by a permitted San Francisco taxi driver in a permitted San Francisco taxi vehicle
- ❖ Upfront fare payment based on the estimated Taximeter amount

Third-Party Pilot Trips originate with a customer requesting a ride through a third-party entity (Third-Party Provider, e.g. Uber)

- ❖ Ride transferred to a Taxi E-Hail App
- ❖ Driver dispatched by a Taxi E-Hail App
- ❖ Ride provided by a permitted San Francisco taxi driver in a permitted San Francisco taxi vehicle
- ❖ Upfront fare **not** required to be based on the estimated Taximeter amount

Key Successes of the Pilot

- ❖ **~700 drivers** have participated in the Pilot program.
- ❖ **Pilot drivers who provide both Taxi Pilot and Third-Party trips earn ~25% more on average in quarterly fare revenue** than drivers who do not participate
- ❖ Average of **~56,000 pilot trips per quarter**.
- ❖ **New taxi drivers increased** significantly during the pilot (over 300 new drivers in total compared to annual average of 30 new drivers before the pilot)
- ❖ No negative impacts on paratransit taxi service
- ❖ Pilot has helped **expand geographic density** of taxi service









Goals: Desired Outcomes

1. Improve customer service
2. Increase taxi trips
3. Maintain a consistent level of service for taxi trips, including Paratransit taxi trips
4. Increase taxi driver fare revenue
5. Increase the number of taxi drivers
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rate



Pilot Metrics

Goal	Outcome
Improve taxi customer service	
Increase total taxi trips by at least 10%	
Maintain consistent level of service for traditional taxi trips, including Paratransit taxi trips	
Increase participating driver revenue by at least 10%	
Increase the number of permitted taxi drivers	
Ensure that Taxi Pilot Trip fares are within 10% of the Taximeter rate	

Key Stakeholder Engagement

- ❖ MTAB Pilot approval: 9/7/2021
- ❖ MTAB approved inclusion of Third-Party Trips: 4/5/2022
- ❖ MTAB Pilot extension: 9/19/2023
- ❖ SFMTA Citizens' Advisory Council (CAC): 7/7/2022, 5/4/2023, 3/6/2025
- ❖ Taxi Workers Alliance (TWA): 4/2/2025
- ❖ Taxi Industry Quarterly Outreach Meetings since 2022
- ❖ Quarterly reports are posted [online](#)



Responding to Feedback

❖ Feedback requested: Upfront Taxi Fare Program fares

- Under the Taxi Pilot program, upfront taxi fares must be within 10% of the taximeter, setting a floor and a ceiling on fares
- Requested stakeholder feedback on whether requirement should:
 1. Continue as is
 2. Be modified
 3. Be eliminated



❖ CAC recommendation: Retain 10% requirement

❖ TWA recommendation: Restrict to within 5%

❖ Others in taxi industry: Generally supportive of maintaining requirement to base fares on taximeter

Board Action Requested

Taxi Upfront Fare Program

- Make the Taxi Upfront Fare Pilot Program permanent
- Maintain requirement that taxi upfront fare be within 10% of the taximeter rate

Administrative Hearings

- Correct discrepancy in Administrative Hearing timing

Questions and Discussion



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