



SFMTA

Taxi Outreach Meeting

March 19, 2026



Agenda

1) Taxi Code Reform Proposals

a) Proposed taxi meter rate amendments

- i. SFO minimum fare – status update
- ii. Meter and a half – discussion item
- iii. Flat rate to hotels

2) Announcements

a) SFMTA announcements

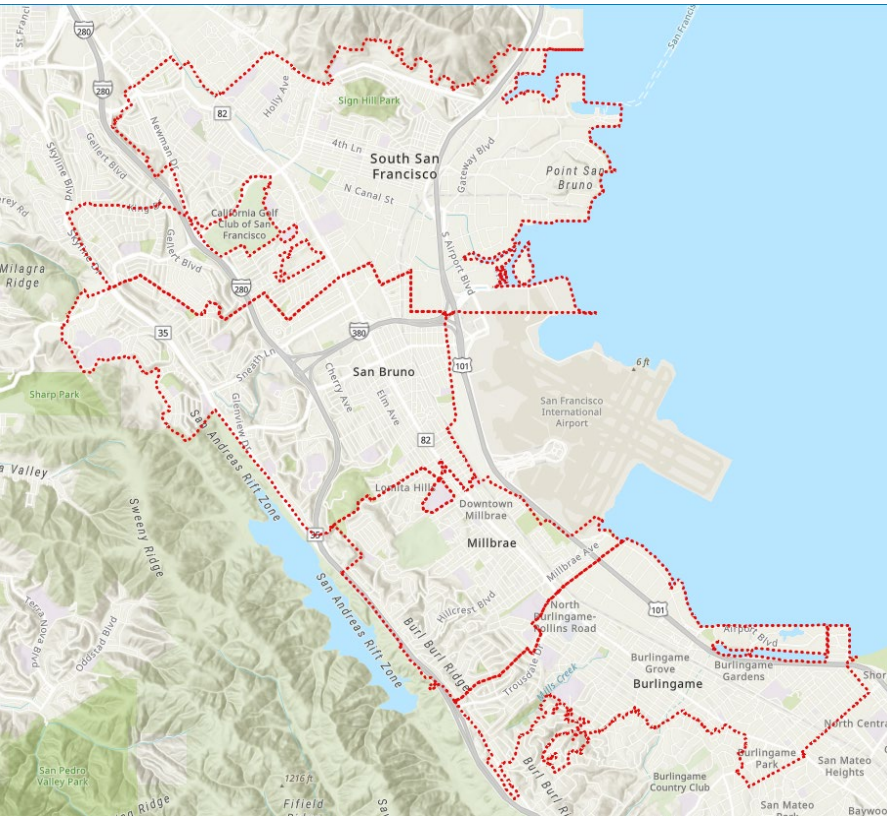
b) Code reform suggestions from the taxi industry

c) Access for All FY24-25 - FY25-26 Request for Proposals

Taxi Code Reform

- ❖ The SFMTA is working on the next round of review of taxi requirements ([Article 1100 of the Transportation Code](#))
- ❖ Our intent: **continue to modernize rules to allow the taxi industry to innovate and compete, while maintaining safety and consumer protection**
- ❖ Feedback from the taxi industry is an important part of the process
- ❖ Next steps
 - Ongoing monthly meetings to discuss potential changes
 - Proposed amendments to the taxi code require approval of the SFMTA Board of Directors
 - Proposed amendments for SFMTA Board consideration in 2026

Taxi Meter Rate Amendments



- ❖ Proposed rate amendments:
 - Minimum fare from SFO**
 - Status update: still under review

Public Comments – Call in

If you would like to make a comment, please unmute yourself or call the USA number at **415.523.2709**

You will need to enter the Participant Code **972 404 389#**

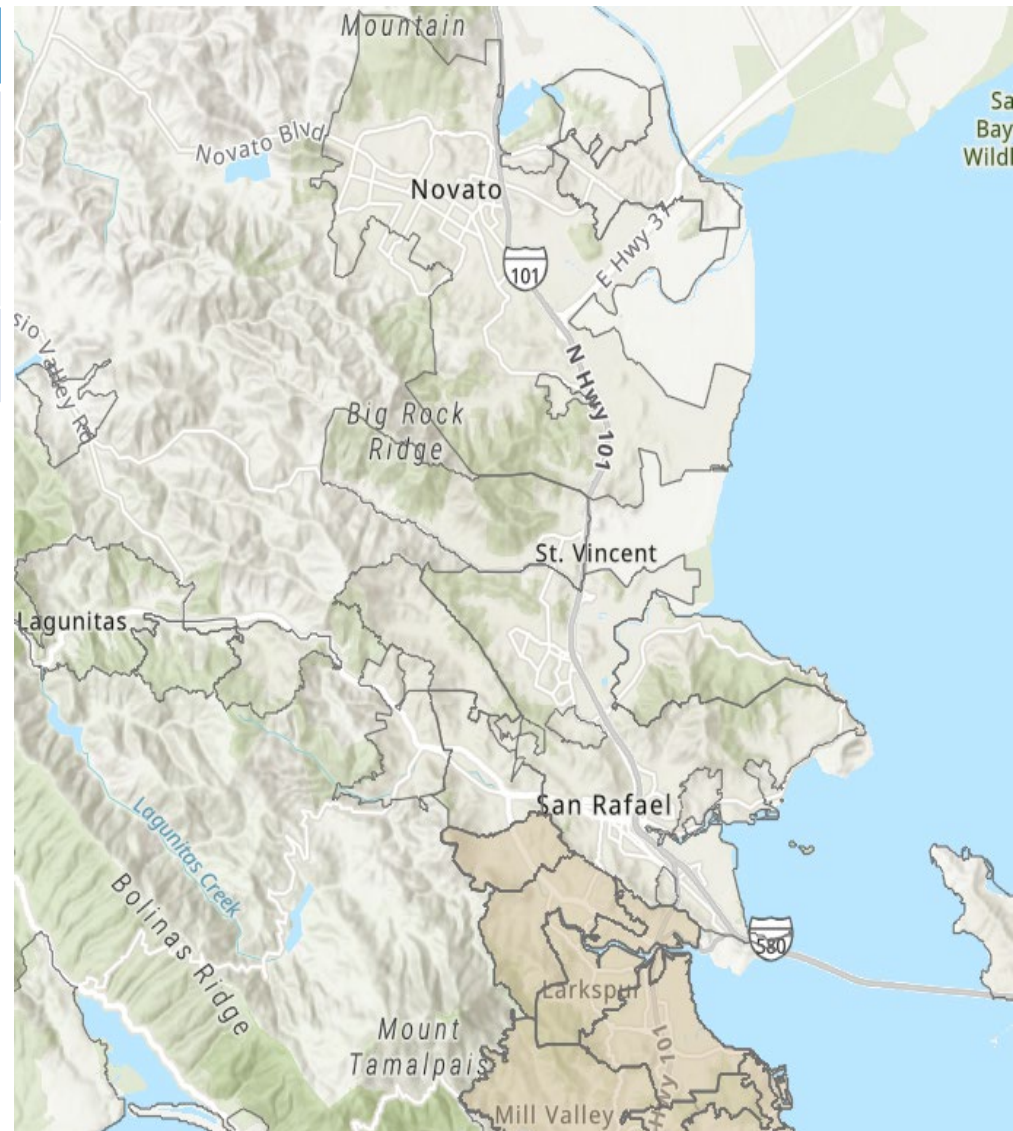
SFMTA is also accepting written comments at SFTaxi@sfmta.com.

Download documents of this meeting here:

<https://www.sfmta.com/reports/march-2026-taxi-outreach-meeting>

Meter and a Half

	Larkspur	San Rafael	Novato
Current fare (straight)	\$101-121	\$110-133	\$144 - \$170
1.5 Meter	N/A	\$156	\$234
Sample Flat Rate		\$130	\$190

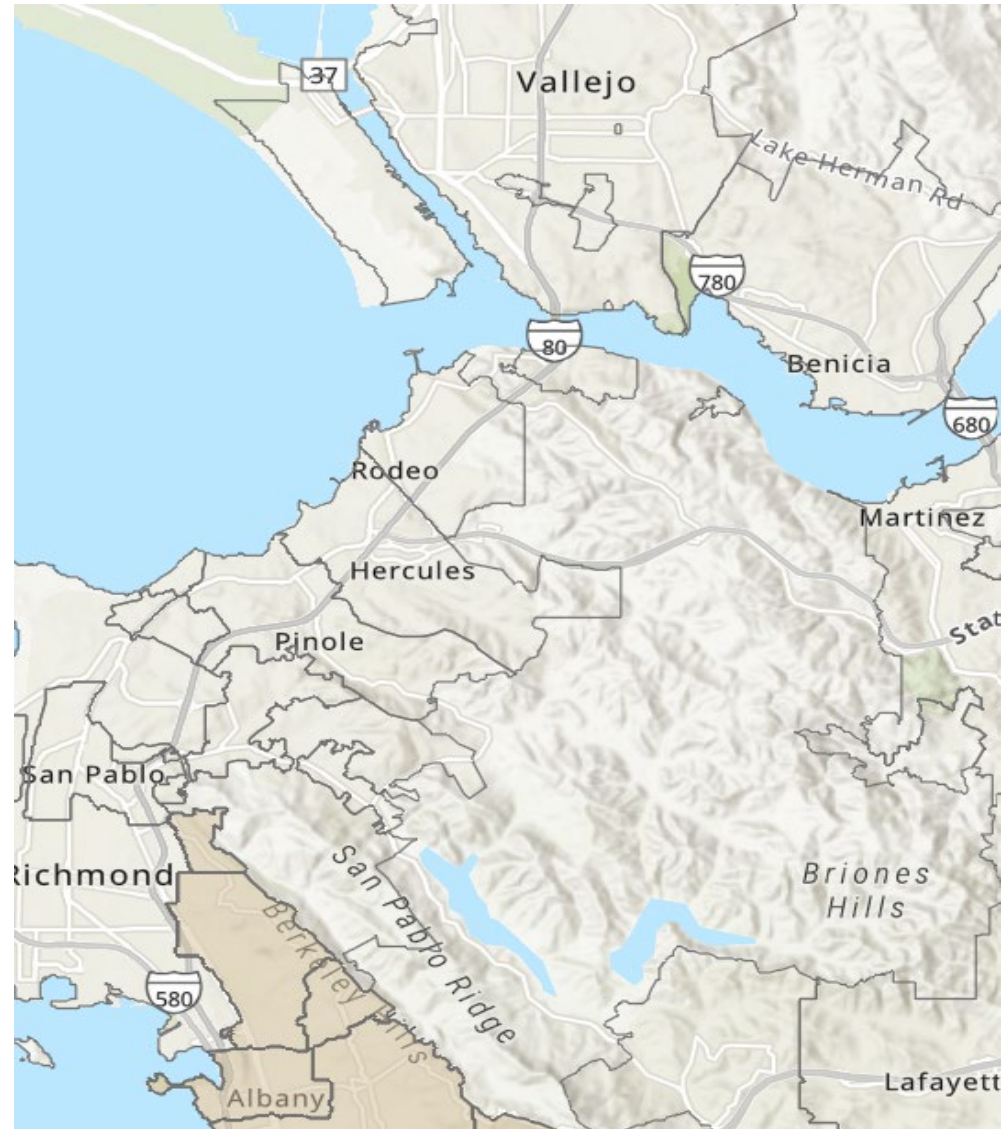


* Trips originating from SFO

Meter and a Half

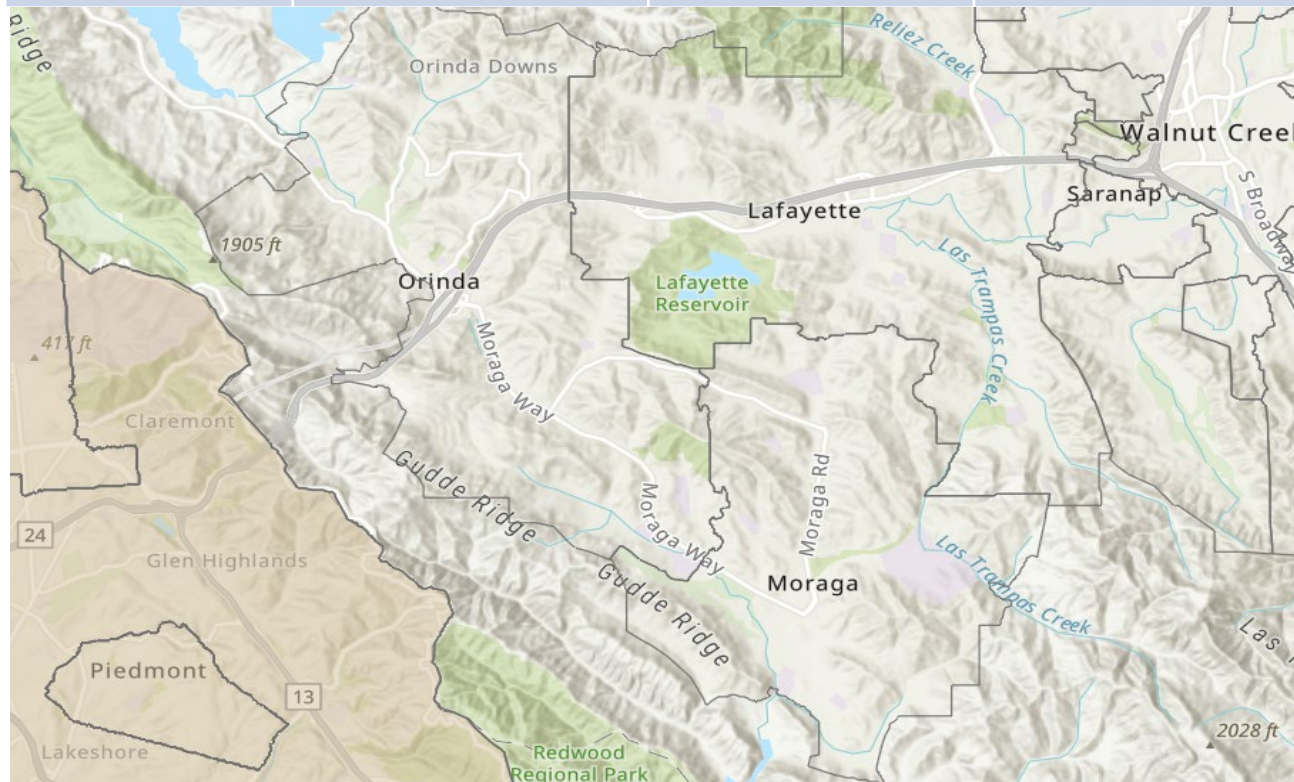
	Albany	Pinole	Vallejo
Current fare (straight)	\$89 - \$119	\$118-157	\$148-187
1.5 Meter	N/A	\$176	\$247
Sample Flat Rate		\$150	\$200

* Trips originating from SFO



Meter and a Half

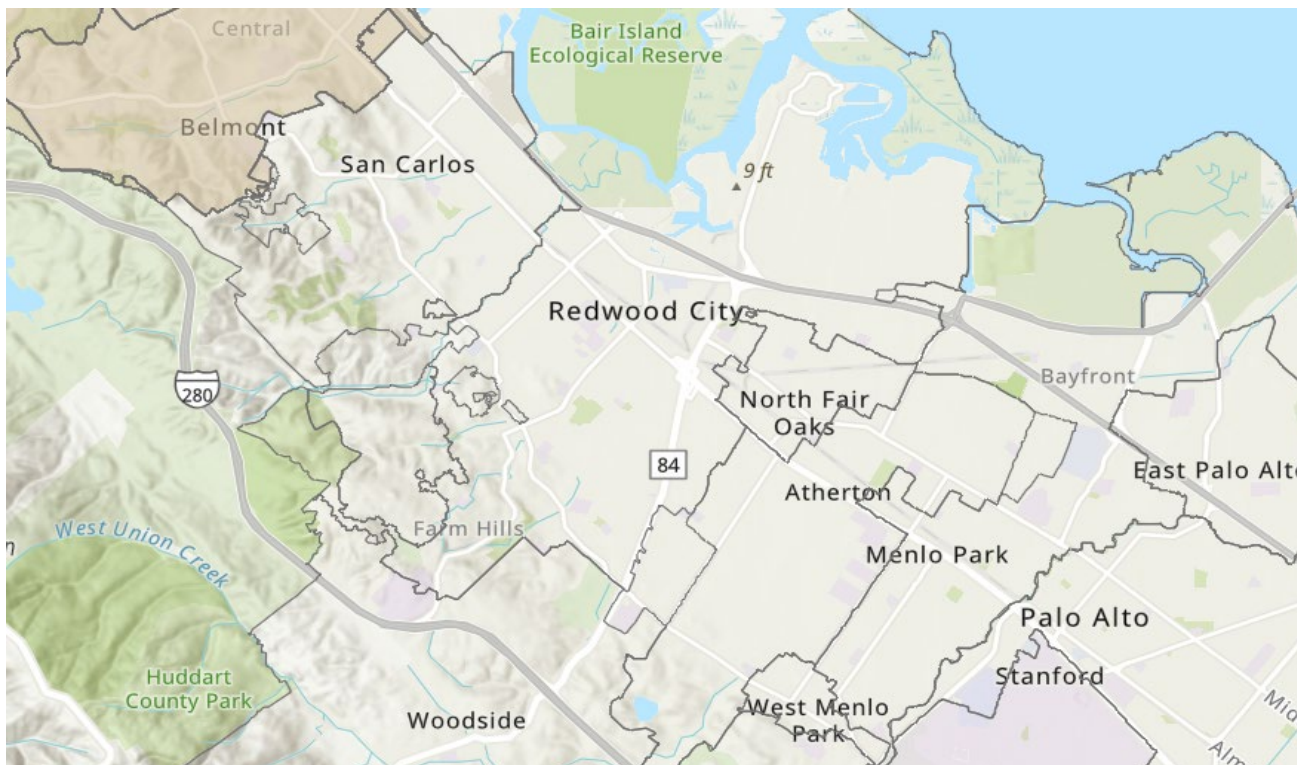
	Piedmont	Lafayette	Walnut Creek
Current fare (straight)	\$81-110	\$115-154	\$126-165
1.5 Meter	N/A	\$168	\$209
Sample Flat Rate		\$140	\$170



* Trips originating from SFO

Meter and a Half

	Belmont	Redwood City	Palo Alto
Current fare (straight)	\$47-53	\$57-63	\$81-88
1.5 Meter	N/A	\$95	\$122
Sample Flat Rate		\$75	\$100



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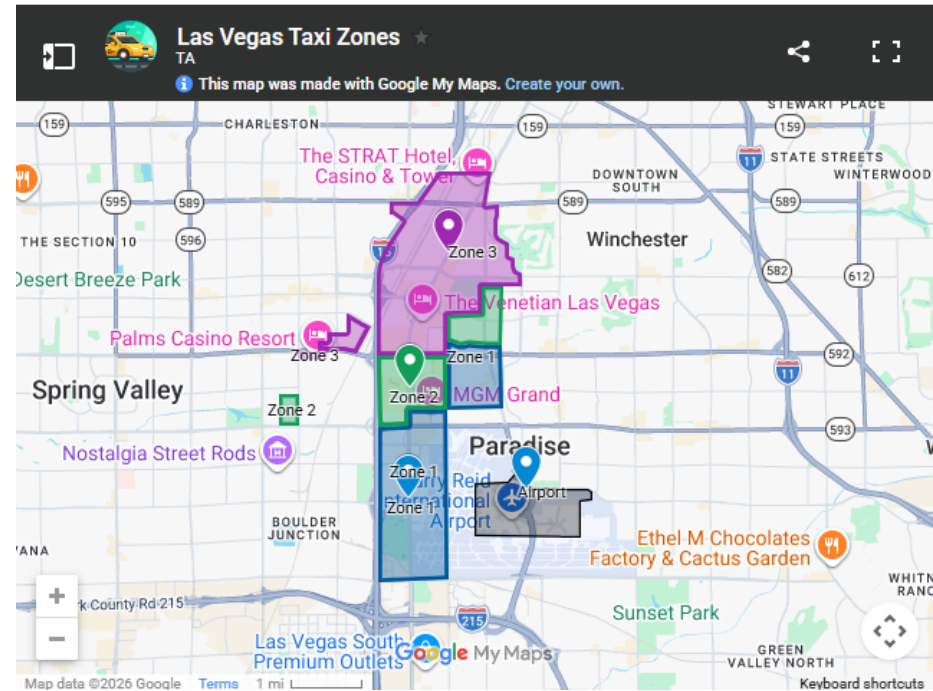
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Taxi Meter Rate Amendments

◆ Proposed rate amendments:

- **Flat Rates to hotel areas (from SFO):**

- Proposal: Flat Rate Zones for hotel areas
- Zones to be published on SFMTA website for customer transparency
- Flat Rate based on meter data
- Issue solved: fare clarity for passenger, allow price shopping with fixed fare, no meter anxiety
- Applies to all passengers
- 24/7/365
- Other cities have similar systems

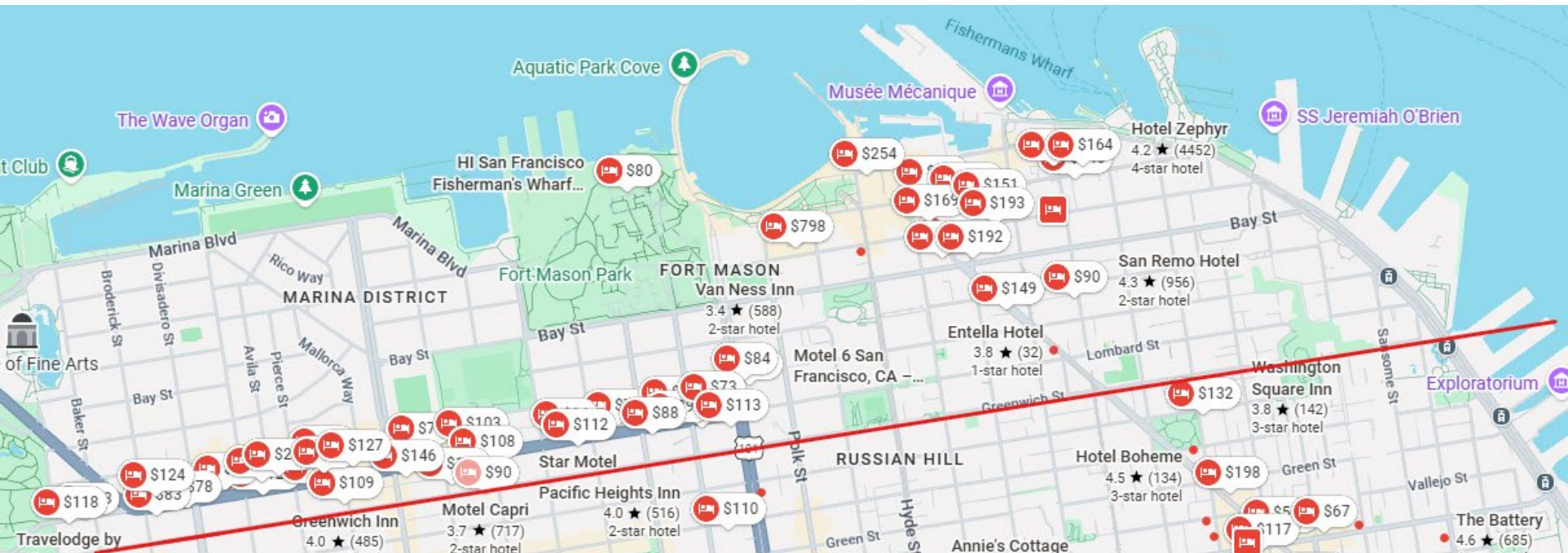


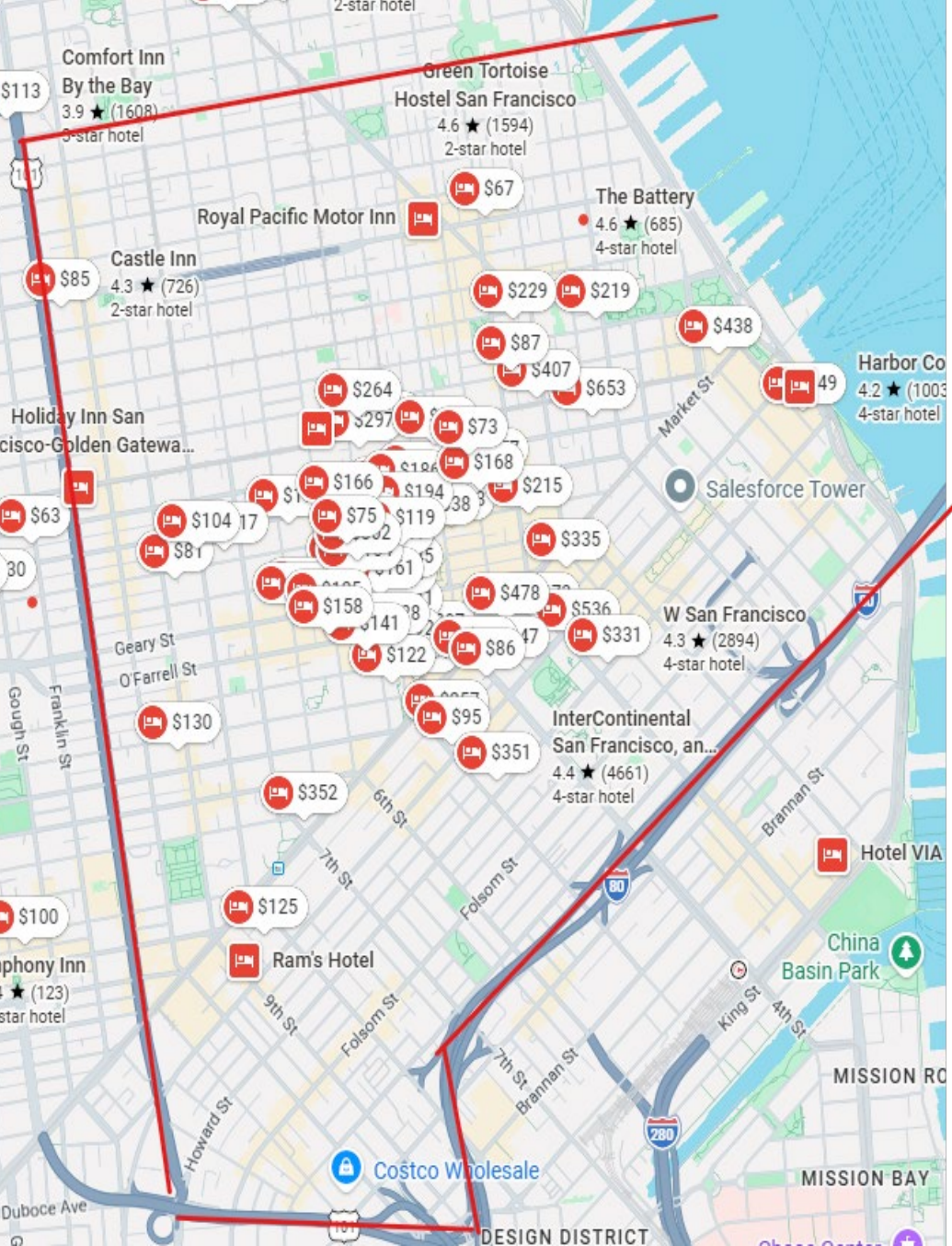
Flat Rate from SFO

❖ Proposed rate amendments:

■ Marina/Fisherman's Wharf Area:

- Proposal: destinations on Greenwich and north
- Fare: \$60





Flat Rate from SFO

❖ Proposed rate amendments:

■ Downtown Area:

- Proposal: destinations
 - East of Van Ness
 - North of Central Freeway/101, north of 80
 - South of Greenwich
- Fare: \$55

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Announcements

- ❖ SFMTA announcements
- ❖ Code reform suggestions from the taxi industry
- ❖ Access for All FY24-25 - FY25-26 Request for Proposals