Appendix A
Taxi Upfront Fare Program Application Form
For Taxi Upfront Fare Trips
July 1, 2025

The Taxi Upfront Fare Program (Program) allows Taxi E-Hail application (Taxi E-Hail App) providers to offer taxi customers the ability to book a taxi trip and pay a flat rate upfront fare, instead of paying the Taximeter amount at the end of the trip. Under the Program, the upfront fare offered to taxi customers through a Taxi E-Hail App must be based on the estimated Taximeter amount and is intended to closely match the cost to the customer of a trip fare based on the Taximeter rate.

The SFMTA will review completed applications and determine whether each applicant meets the SFMTA's requirements to provide Taxi Upfront Fare Trips, as established in the July 1, 2025 Taxi Upfront Fare Program memo.

Applicant Information

Please Print Clearly			
Taxi E-Hail App Business Name:		Business Phone:	
Contact Person:		Phone:	
Mailing Address:			
Street Address if different than above:			

Affiliated Dispatch Service Business Name:		Business Phone:	
Contact Person:		Email:	
Affiliated Dispatch Service Business Name:		Business Phone:	
Contact Person:		Email:	

Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	

Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	
Affiliated Color Scheme:		Business Phone:	
Contact Person:		Email:	

Submission Instructions

By submitting an application, applicants acknowledge that they have read and understand the Program rules established in the July 1, 2025 Taxi Upfront Fare Program memo and, if approved, agree to comply with such rules. A completed application must include all application materials specified below to demonstrate an applicant's ability to comply with all corresponding Program rules.

Submit completed application form and required application materials by email to SFTaxi@sfmta.com with the subject: "Taxi Upfront Fare Program Application."

Application Agreement

By signing this application, the applicant verifies that all of the information provided in this application and the associated attachments is true and accurate and agrees that if approved, the applicant will comply with the Program rules and requirements, as they may be updated from time to time.	
Name of Applicant	
Signature of Authorized Representative	
Printed Name, Title and Date	

By signing this application, the undersigned Dispatch Service agrees, if the application is approved, to comply with the Program rules and requirements, as they may be updated from time to time.	
Name of Dispatch Service	
Signature of Authorized Representative	
Printed Name, Title and Date	

Application Materials

Applicants seeking participation in the Taxi Upfront Fare Program to provide Taxi Upfront Fare Trips shall submit the following information:

1) Program Description: Written description of the applicant team (E-Hail App, Dispatch Services, and Color Schemes), and its plan to offer Taxi Upfront Fare Trips. The Program description must include the following:
   a) Written evidence that each affiliated Dispatch Service and Color Scheme agrees to participate in the Program.
   b) Describe Taxi E-Hail App taxi customer functionality (e.g. how the Taxi E-Hail App will work from a taxi customer perspective).
   c) Describe the Taxi E-Hail App taxi driver functionality (e.g. how the Taxi E-Hail App will work from a taxi driver perspective), and any taxi driver training Program.
   d) Submit sample images of how the upfront fare offer will be communicated to both taxi customers and drivers (e.g. what will the customers and drivers see on the app).
   e) Describe how the Taxi E-Hail App will ensure that the upfront fares for Taxi Upfront Fare Trips will closely match the Taximeter rates.
   f) Describe whether the applicant will allow SF Paratransit customers the ability to book and pay for Paratransit taxi trips (which would also be considered Taxi Upfront Fare Trips) through the Taxi E-Hail App using their Paratransit Debit Card as a payment method. If yes, describe the Taxi E-Hail App will integrate with SF Paratransit.
   g) Describe your plan to ensure that traditional taxi trips, including Paratransit taxi trips, will continue to meet the response time goals specified in Section 1102 of the Transportation Code, including any driver incentive and/or recruitment plans.
   h) Describe your plan to meet demand for Taxi Upfront Fare Trips, including any driver incentive and/or recruitment plans.

2) Submit the schedule of fees charged to drivers for Taxi Upfront Fare Trips

3) Submit proof that the required Program test data has been successfully submitted to the SFMTA's taxi APIs and has been validated by SFMTA staff.

4) Live Demonstration: In-person demonstration of Taxi Upfront Fare Trip process, showing SFMTA staff how Taxi Upfront Fare Trips will work from both the driver and customer perspective. SFMTA staff may request additional information be shared via live demonstration and may record the live demonstration as well.

Staff Evaluation

Staff will review each application for completeness and responsiveness in the evaluation process. Once staff complete an initial evaluation, staff will schedule a live demonstration for the applicant to demonstrate their ability to meet the requirements of the Program. SFMTA staff may request additional information or clarification of information already provided from applicants and may provide an applicant the opportunity to revise or modify its application.

Staff will provide written determination as to whether an applicant has demonstrated an ability to meet the Program requirements.

Date Application Received:_____

Staff Reviewer: _____

Evaluation checklist:

- ❑ Applicant has submitted a complete application

- ❑ The Taxi E-Hail App is SFMTA-approved

- ❑ All affiliates are in compliance with all applicable state and local rules and regulations regarding taxis, including Article 1100 of the Transportation Code
- ❑ Applicant has submitted all required information included in Items 1 and 2 above

- ❑ Applicant has submitted required test data to the SFMTA's taxi APIs
- ❑ Staff has validated that the test data has been received and complies with the SFMTA's requirements
- ❑ Applicant has demonstrated the ability to meet requirements of the Program via live demonstration
- ❑ Applicant has demonstrated the ability to comply with all Taxi Upfront Fare Program rules