



Appendix B

Taxi Upfront Fare Program Application Form For Third-Party 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.

The Program also allows Taxi E-Hail Apps to dispatch trips that originate with third-party entities (e.g. entities that do not receive permits issued by the SFMTA), which may offer upfront fares that are not based on Taximeter rates.

Third-Party Trips have the following characteristics:

- originates with a customer ride request through a third-party entity (Third-Party Provider)
- transferred to a Taxi E-Hail App
- dispatched by a Taxi E-Hail App
- provided by a permitted San Francisco taxi driver in a permitted SF taxi vehicle
- upfront fare is **not** required to be based on the estimated Taximeter amount

The SFMTA will review completed applications and determine whether each applicant meets the SFMTA’s requirements to provide Third-Party Trips, as established in the July 1, 2025 Taxi Upfront Fare Program memo. An applicant must be SFMTA-approved for Taxi Upfront Fare Trips in order to be considered for approval for Third-Party Trips.

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:	

Third-Party Business Name:		Business Phone:	
Contact Person:		Email:	
Third-Party 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:	

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: Third-Party Trips.”

Application Agreement

By signing this application, the applicant verifies on behalf of itself, and any affiliated Third-Party provider, that all the information provided 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 Third-Party Trips shall submit the following information:

- 1) Program Description: Written description of the applicant team (E-Hail App, Dispatch Services, Color Schemes, and Third-Party partners), and its plan to offer Third-Party Trips. The Program description must include the following:
 - a) Written evidence that each affiliated Dispatch Service, Color Scheme, and Third-Party partner agrees to participate in the Program.
 - b) Describe how Third-Party Trips will work from a customer perspective.
 - c) Describe how Third-Party Trips will work from a taxi driver perspective and include description of any associated taxi driver training Program.
 - d) Describe how drivers will be able to opt-out of servicing Third-Party Trips.
 - e) Submit sample images of how the upfront fare offer will be communicated to both customers and taxi drivers (e.g. what will the customers and taxi drivers see on the app).
 - f) Describe the 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.
 - g) Describe plan to meet demand for Third-Party Trips, including any driver incentive and/or recruitment plans.

- 2) Submit the schedule of fees charged to drivers for Third-Party Trips.
- 3) Submit proof that the required Third-Party 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 Third-Party Trip process, showing SFMTA staff how Third-Party 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:

- The Taxi E-Hail App has been approved by the SFMTA to provide Taxi Upfront Fare Trips
- 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 Third-Party 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