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## MEMORANDUM

TO: San Francisco Taxi Dispatch Services

FROM: Jeffrey Tumlin   
Director of Transportation

DATE: May 12, 2021

SUBJECT: Revised Taxi E-Hail Requirements

This memorandum updates the e-hail application provider criteria referenced in Transportation Code § 1107(c)(7), which provides that a Dispatch Service “[m]ust affiliate with an e-hail application provider that meets criteria established by the Director of Transportation.” The memorandum that established the original e-hail criteria, which are now superseded, is attached as Appendix I for reference.

To comply with Section 1107(c)(7), each Dispatch Service must make available to each Color Scheme with which it is affiliated an e-hail mobile application that meets the following criteria and performance standards, which are effective as of July 1, 2021:

1. To ensure adequate supply for taxi customers, the mobile application must be affiliated with at least 100 medallions. New mobile application providers must comply with this requirement no later than six months after approval. Failure to come into compliance within six months of approval will result in the mobile application provider losing approval status.
2. To ensure adequate response rates, the mobile application must provide the average pick-up response rate and time to the affiliated dispatch service and to SFMTA upon request.
3. The mobile application must provide the following functionality to customers:
  - a. Ability to view available taxis filtered by vehicle type (Ramp Taxi, SUV, or sedan) and to book desired vehicle type
  - b. Ability to input pick up and drop off location in the application
  - c. Estimate time of trip, including estimate for a taxi to arrive at customer’s desired pick up location and estimate of drop off time at desired destination
  - d. Fare estimation of trip (which may be given as a range)
4. The mobile application must have a documented grievance procedure for drivers and passengers.
5. The mobile application must transmit all e-hail trip information to SFMTA’s Electronic Taxi Access System (ETAS). This e-hail trip information can be transmitted by directly integrating



with ETAS, interfacing with the existing In-Taxi Equipment, or flowing through another system that is already integrated with ETAS. Technical specifications are available at <https://www.sfmta.com/reports/taxi-forms-and-procedures>, and may be updated from time to time.

6. The mobile application must integrate with the Paratransit trip and payment features outlined in *Prescreening Checklist for Evaluation of Taxi E-Hail App Integration with San Francisco Paratransit* at no cost to the SF Paratransit Program (Appendix II).
7. The application shall not charge passengers, drivers, or the SF Paratransit program any app fee(s) for trips that are paid for with Paratransit debit cards.
8. The mobile application must pay drivers within 5 business days of completion of the trip.
9. To expand the e-hail application customer reach, the Director of Transportation may also require integration with specific third-party platforms (e.g. Muni Mobile application). Taxi mobile applications (or their operators) must be able to transmit the same trip information as required above in Requirement #3. Taxi mobile applications must be able to link to mobile application from the third-party platform.

The SFMTA may require mobile applications to integrate with third-party platforms using a specific API standard at a future date.

A Dispatch Service is not precluded from affiliating with more than one mobile application or with a mobile application that does not meet the above requirements, as long as it is affiliated with at least one mobile application that does meet the requirements. The SFMA encourages Dispatch Services to use APIs to integrate with multiple applications, including trip planning and mapping applications.

The mobile application must be available and in the active state – able to accept hails in every vehicle in the dispatch fleet – at all times that the vehicle is in service with a Driver. Transportation Code § 1108(e)(13) requires all Drivers to log into all In-Taxi Equipment at all times while operating a taxi vehicle, including the e-hail application with which the Dispatch Service is affiliated.

Each Dispatch Service must affiliate with an e-hail app that demonstrates compliance to the satisfaction of the SFMTA. A Dispatch Service that is not affiliated with an approved e-hail app or the e-hail app with which a Dispatch Service is affiliated loses its approval status, is subject to citation pursuant to Transportation Code § 1107(c)(7) and may be placed on administrative probation.



## Appendix I

### MEMORANDUM

**DATE:** December 17, 2015

**TO:** Dispatch Service Permit Holders

**FROM:** Edward D. Reiskin  
Director of Transportation

A handwritten signature in black ink, appearing to read 'E. Reiskin', is written over the name and title of the sender.

**SUBJECT:** *E-Hail Application Criteria*

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This memorandum establishes the e-hail application provider criteria referenced in Transportation Code § 1107(c)(7), which provides that a Dispatch Service “[m]ust affiliate with an e-hail application provider that meets criteria established by the Director of Transportation.” To comply with Section 1107(c)(7), each Dispatch Service must, by February 1, 2016, make available to each Color Scheme with which it is affiliated an e-hail mobile application that meets the following criteria and performance standards:

1. To ensure adequate supply for taxi customers, the mobile application must provide at least 1,000 completed trips per day.
2. To ensure adequate response rates, at least 80% of the requests for pick-ups via the mobile application must result in a taxi driver arriving to pick up the passenger within five minutes.
3. To ensure adequate customer communication, at least 80% of customers requesting a taxi trip through the mobile application must receive confirmation from the mobile application service that they have been connected with an available taxi within 30 seconds.
4. The mobile application must have a documented grievance procedure for drivers.
5. The mobile application must have a driver rating feature.
6. The mobile application must allow the customer to view available taxis filtered by vehicle type (Ramp Taxi, SUV, or sedan).
7. The mobile application must integrate with SFMTA’s Electronic Access Taxi System and report all trips in the required format. Technical specifications to be made available upon request.

8. The mobile application must integrate with the SF Paratransit Debit Card System at no cost to the SF Paratransit Program in the manner prescribed by the SF Paratransit Broker. Technical specifications to be made available upon request.
9. The mobile application must provide taxi customers a shared ride option. The shared ride option will allow passengers whose origin and destination are different to share a taxi.

A Dispatch Service is not precluded from affiliating with more than one mobile application or with a mobile application that does not meet the above requirements, as long as it is affiliated with at least one mobile application that does meet the requirements.

The mobile application must be available and in the active state -- able to accept hails in every vehicle in the dispatch fleet -- at all times that the vehicle is in service with a Driver. Transportation Code § 1108(e)(13) requires all Drivers to log into all in-taxi equipment at all times while operating a taxi vehicle, including the e-hail application with which the Dispatch Service is affiliated.

Each Dispatch Company must demonstrate compliance to the satisfaction of the SFMTA.

For more information, please contact Paige Standfield, SFMTA Manager of Taxi Permits, at [paige.standfield@sfmta.com](mailto:paige.standfield@sfmta.com) or (415) 701-4400.



# SF Paratransit

## Appendix II

TO: E-Hail Application Providers

FROM: Philip Cranna, Enforcement and Legal Affairs Manager  
Taxis, Access & Mobility Services 

DATE: February 22, 2021

SUBJECT: Prescreening Checklist for Evaluation of Taxi E-Hail App Integration with San Francisco Paratransit Program

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The San Francisco Municipal Transportation Agency (SFMTA) E-Hail application provider criteria require that applications “must integrate with the SF Paratransit Debit Card System at no cost to the SF Paratransit Program in the manner prescribed by the SF Paratransit Broker.” The purpose of this memo is to provide guidance as to how to integrate with the SF Paratransit Debit Card System, satisfying the requirement.

To determine if your taxi E-Hail app is able to integrate into San Francisco Paratransit Program (SF Paratransit Program) and should be considered for approval, please complete the checklist on page 2.

This checklist will allow the City’s Paratransit Broker to screen your taxi E-Hail app for integration into the SF Paratransit Program. This process is only one phase of the SFMTA’s E-Hail app approval process conducted by SFMTA’s Taxis, Access & Mobility Services (TAMS) Division. The SF Paratransit Program does not approve E-Hail apps but assists the SFMTA with evaluating such apps for working efficacy and integration into the SFMTA’s Paratransit program so it can be reliably and effectively used by the program’s riders.

After completing this prescreen checklist, your firm will be required to demonstrate each required feature. You may contact Kevin McDonald at [Kevin.McDonald@transdev.com](mailto:Kevin.McDonald@transdev.com) or at (415) 351-7021 with any questions. The City’s Paratransit Broker will contact you to schedule the demonstration after your prescreen is evaluated.

If you have not yet integrated your E-Hail app with the SF Paratransit Debit Card Central System (“DCCS”) in a manner that meets the checklist criteria, you must do so prior to review of your app. If you need assistance with that integration, please contact Cabconnect DCCS Support at [DCCS\\_Support@cabconnect.com](mailto:DCCS_Support@cabconnect.com) and copy Philip Cranna at [Philip.Cranna@SFMTA.com](mailto:Philip.Cranna@SFMTA.com) and Kevin McDonald at [Kevin.McDonald@transdev.com](mailto:Kevin.McDonald@transdev.com).

Your E-Hail app will fail the evaluation if it does not meet all of the checklist evaluation criteria. The City’s Paratransit Broker will inform you and the SFMTA in writing whether your E-Hail app has met the SF Paratransit criteria. If your E-Hail app does not meet the criteria, the Paratransit Broker will provide specific reasons for the failure.

Please note: As previously explained, the Paratransit Broker’s review and evaluation doesn’t automatically mean approval, as integration with Paratransit is only one requirement. Final approval of the E-Hail app will be determined by the Director of Transportation. Please contact Philip Cranna at [Philip.Cranna@SFMTA.com](mailto:Philip.Cranna@SFMTA.com) with any questions regarding all other SFMTA requirements for approval.

**Checklist for E-Hail App Integration with SF Paratransit Program:**

Evaluation Criteria:	Note:	Response:
<p>1. Riders can specify a wheelchair-accessible vehicle when hailing a taxi via the app.</p>	<p><i>The app must maintain an accurate inventory of wheelchair-accessible vehicles. The app must be available to all SFMTA-issued ramp taxi medallions, without regard to their color scheme affiliation or the make/model of their in-taxi equipment.</i></p>	<p><input type="checkbox"/></p>
<p>2. Riders can register an account using their 16-digit paratransit debit card in lieu of a credit or bank card.</p>	<p><i>The app must not require the paratransit rider to register a credit or bank card.</i></p>	<p><input type="checkbox"/></p>
<p>3. The app performs a paratransit balance check upon registering an account.</p>	<p><i>For the purpose of verifying that the paratransit rider's card is valid.</i></p>	<p><input type="checkbox"/></p>
<p>4. The app performs a paratransit balance check upon hailing a taxi.</p>	<p><i>For the purpose of verifying that the paratransit rider's card is funded.</i></p>	<p><input type="checkbox"/></p>
<p>5. At the end of the ride, the app <u>does not</u> charge the rider's paratransit debit card. Instead, the app allows the paratransit rider to pay by handing their card to the driver to manually swipe at the ITE.</p>	<p><i>At this time, SF Paratransit does not permit in-app payment via the paratransit debit card (subject to change).</i></p>	<p><input type="checkbox"/></p>
<p>6. A 3rd-party has conducted an audit of the app and prepared a written report validating that the app meets the minimum standards for accessibility for people with disabilities, as defined in <a href="#">WCAG 2.0 technical specifications</a>, levels A and AA.</p>	<p><i>You must email a copy of the written report to <a href="mailto:Kevin.McDonald@transdev.com">Kevin.McDonald@transdev.com</a> along with your completed checklist.</i></p>	<p><input type="checkbox"/></p>
<p>7. The app maintains a log of each Ramp Taxi drivers' time spent logged in the app.</p>	<p><i>For the purpose of counting toward certain Ramp Taxi incentives, your firm must provide a monthly report to SF Paratransit containing the following data (at a minimum):</i></p> <ul style="list-style-type: none"> <li>▪ <i>Timestamp for each login and logout event</i></li> <li>▪ <i>time spent logged in</i></li> <li>▪ <i>driver name</i></li> <li>▪ <i>driver ID</i></li> <li>▪ <i>vehicle or medallion number</i></li> </ul>	<p><input type="checkbox"/></p>