



**SFMTA**

# Taxi Quarterly Meeting

**August 29, 2024**



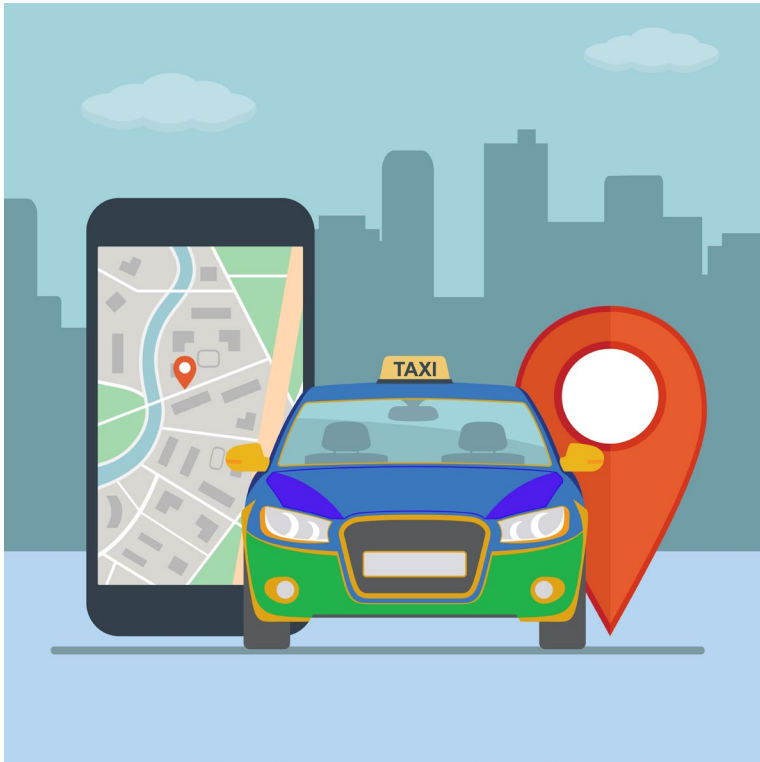
# Agenda

1. Taxi Upfront Fare Pilot: 2024-Q2
  - Metrics
  - Yellow Dispatch/Curb Mobility Participation
2. Taxi Clean Air Rebate Program
3. Taxi Stands and Taxi Stands at Special Events
4. Ramp Taxi Incentive Update
5. Access for All Act Grant Update
6. SFMTA Announcements
  - Taxi Driver Income Survey
  - Updated Taxi Services Phone Number: 415.646.4400

# Taxi Upfront Fare Pilot

## Background

- ❖ Launched November 2022
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Pilot allows both upfront pricing for **1. Taxi Pilot Trips** and **2. Third-Party Pilot Trips**
- ❖ Pilot term extended by SFMTA Board until June 30, 2025
- ❖ SFMTA can issue interim guidance and rule changes as needed



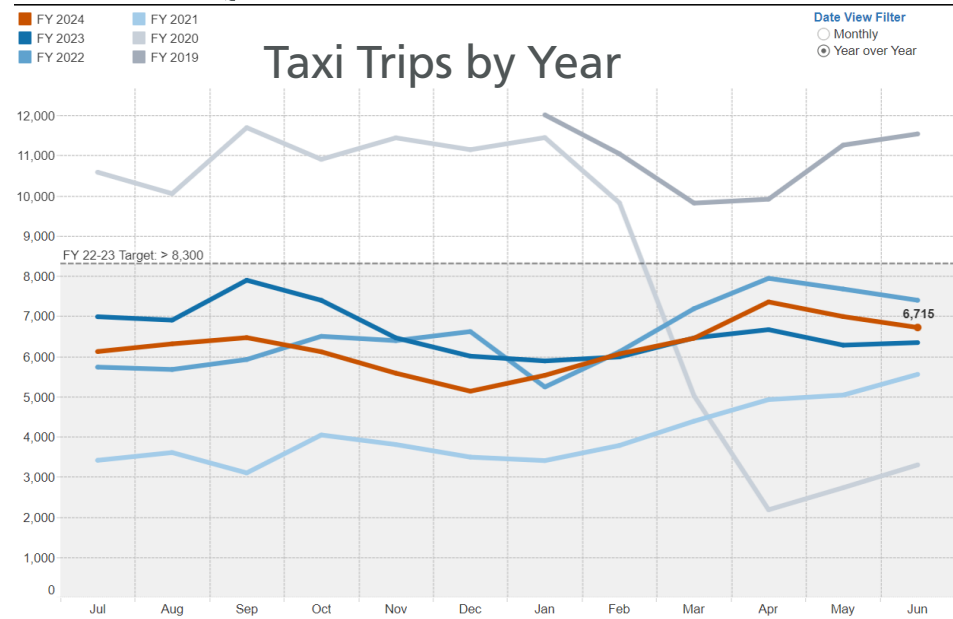
# Upfront Fare Pilot Key Rules

- ❖ Drivers may opt out of Third-Party Trips without any penalty
- ❖ Participants must send required data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for Taxi Pilot Trips must be based on the meter rate, including meter and a half trips
- ❖ Fares for Third-Party Trips do not have to be based on taxi meter rates



# 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





# Metrics: Measuring Success

- ❖ Track total number of Pilot trips
- ❖ Track complaints
- ❖ Geographic distribution of trips
- ❖ Increase total taxi trips by 10%
- ❖ Track taxi trips by hail type
- ❖ Track the relative proportion of paratransit taxi trips to all taxi trips
- ❖ Increase participating driver fare revenue by 10%
- ❖ Increase the number of new, active, and Pilot participating taxi drivers
- ❖ Taxi Pilot Trip fares should be within 10% of the Taximeter rate on average



# Pilot Timeframe

## Pilot Term Year 1

- ❖ Quarter 1: December 2022 – February 2023
- ❖ Quarter 2: March 2023 – May 2023
- ❖ Quarter 3: June 2023 – August 2023
- ❖ Quarter 4: September 2023 – November 2023
- ❖ [Links to Quarterly Reports](#)

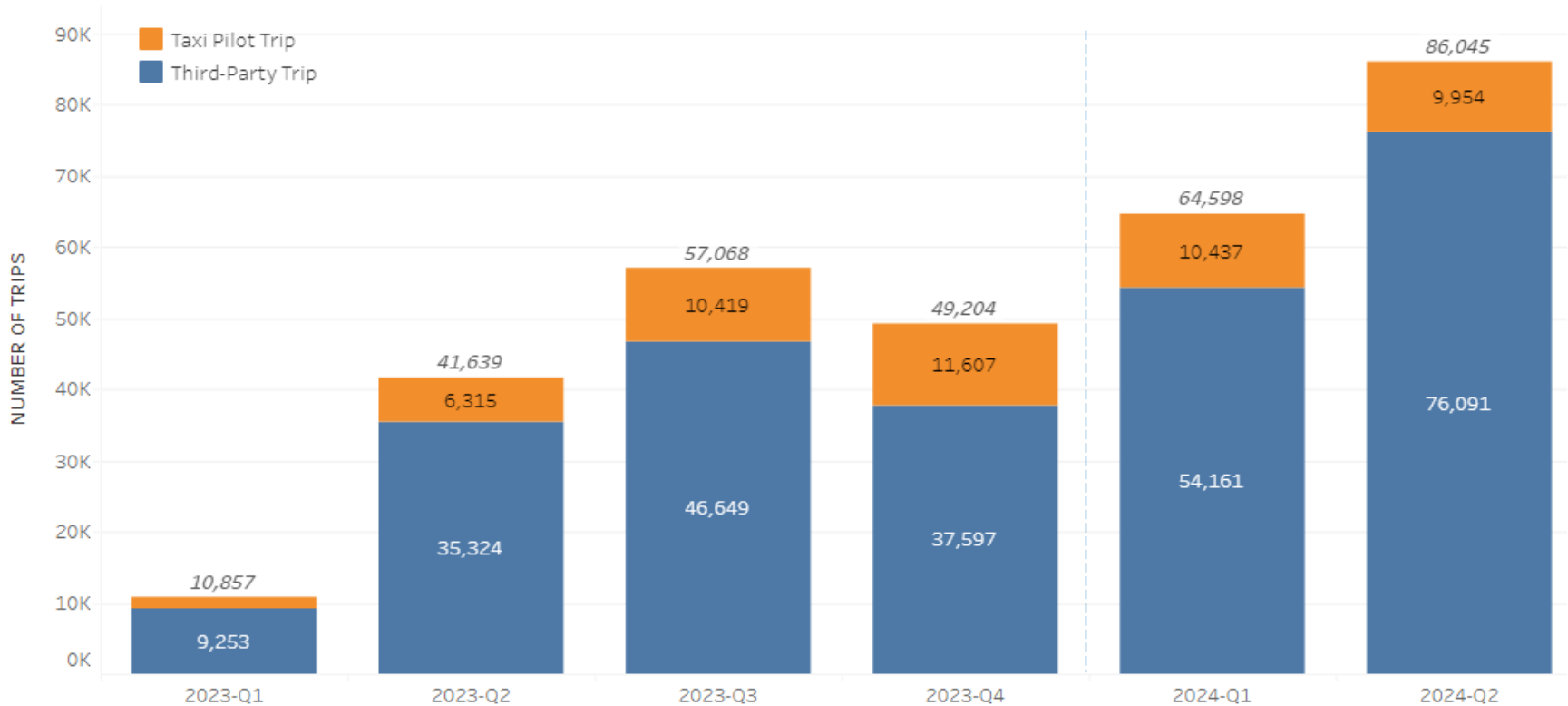
## Pilot Term Year 2

- ❖ Quarter 1: December 2023 – February 2024
- ❖ Quarter 2: March 2024 – May 2024
- ❖ Quarter 3: June 2024 – August 2024
- ❖ Quarter 4: September 2024 – November 2024

# Goal 1: Improve Customer Service

## ❖ Metric 1A: Number of Pilot Trips

- 86,045 total Pilot Trips in 2024-Q2
- 11.6% (9,954) were Taxi Pilot Trips
- 88.4% (76,091) were Third-Party Trips
- Total Pilot trips increased 691% from the start of the Pilot (2023-Q1)
- Increased 107% from same period of prior year (2023-Q2)





# Goal 1: Improve Customer Service

## ❖ Metric 1B: Complaints

- Comparison of taxi complaints per 1,000 trips before Pilot launch and during the Pilot term

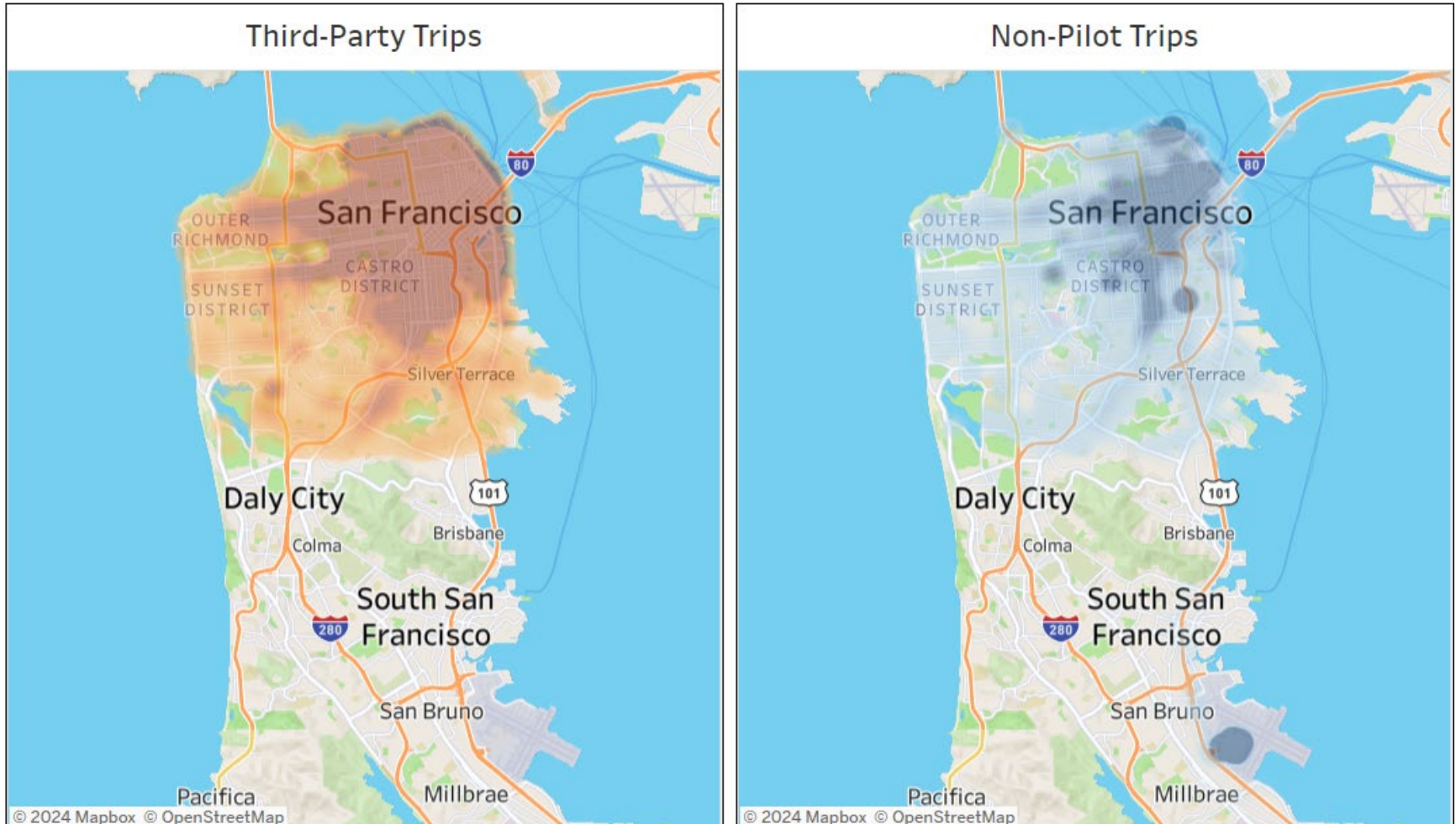
	December - February				March - May			June - August			September - November		
	Before Pilot	2023-Q1	2024-Q1		Before Pilot	2023-Q2	2024-Q2		Before Pilot	2023-Q3		Before Pilot	2023-Q4
Average	0.07	0.08	<b>0.15</b>		0.12	0.08	<b>0.1</b>		0.09	<b>0.13</b>		0.13	<b>0.16</b>

- SFMTA is monitoring 311 for complaints related to Taxi Upfront Fare Pilot
- To date, no complaints related to the Taxi Upfront Fare have been received through 311

# Goal 1: Improve Customer Service

## ❖ Metric 1C: Geographic Distribution of Pilot Trips

### 2024-Q2 Pickup Locations

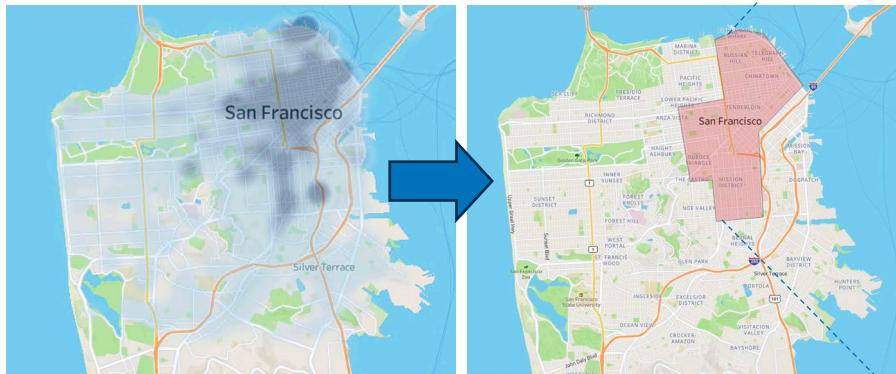


# Goal 1: Improve Customer Service

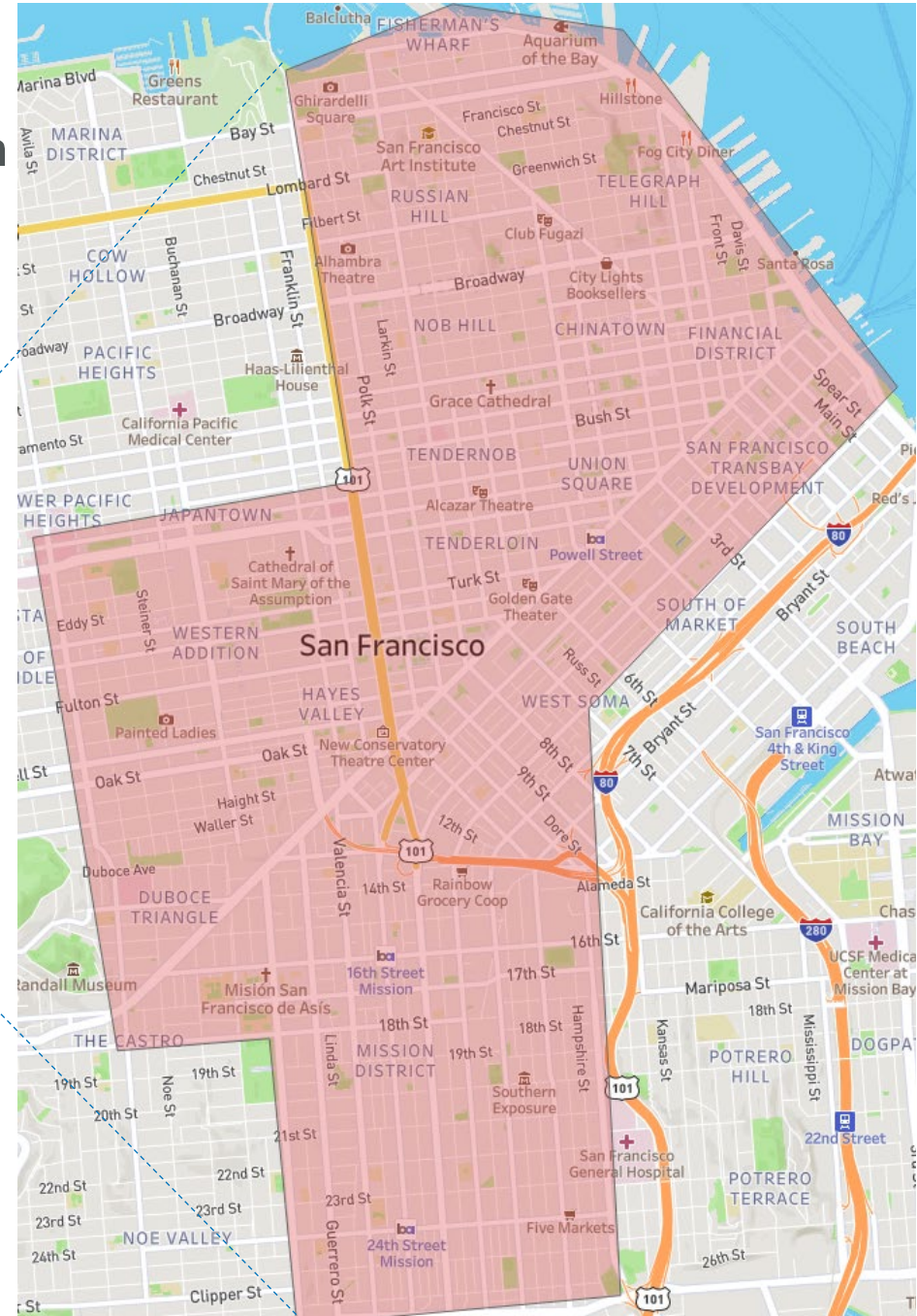
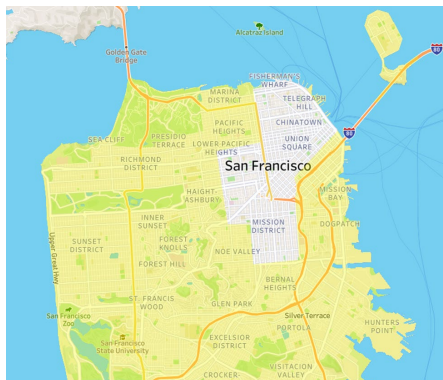
## ❖ Metric 1C: Geographic Distribution of Pilot Trips

- **City Pickups** = within the city of SF (no airport or out-of-town pickups)
- Defining the **peripheral** vs **core** service areas

### ▼ Core Services Area



**Peripheral Areas** ▶  
is outside the core  
service area





# Goal 1: Improve Customer Service

## ❖ Metric 1C: Geographic Distribution of Pilot Trips



- Measured and tracked changes in the geographic coverage of taxi service within the city
  - Percentage of trips originating in peripheral service areas outside the core service area.

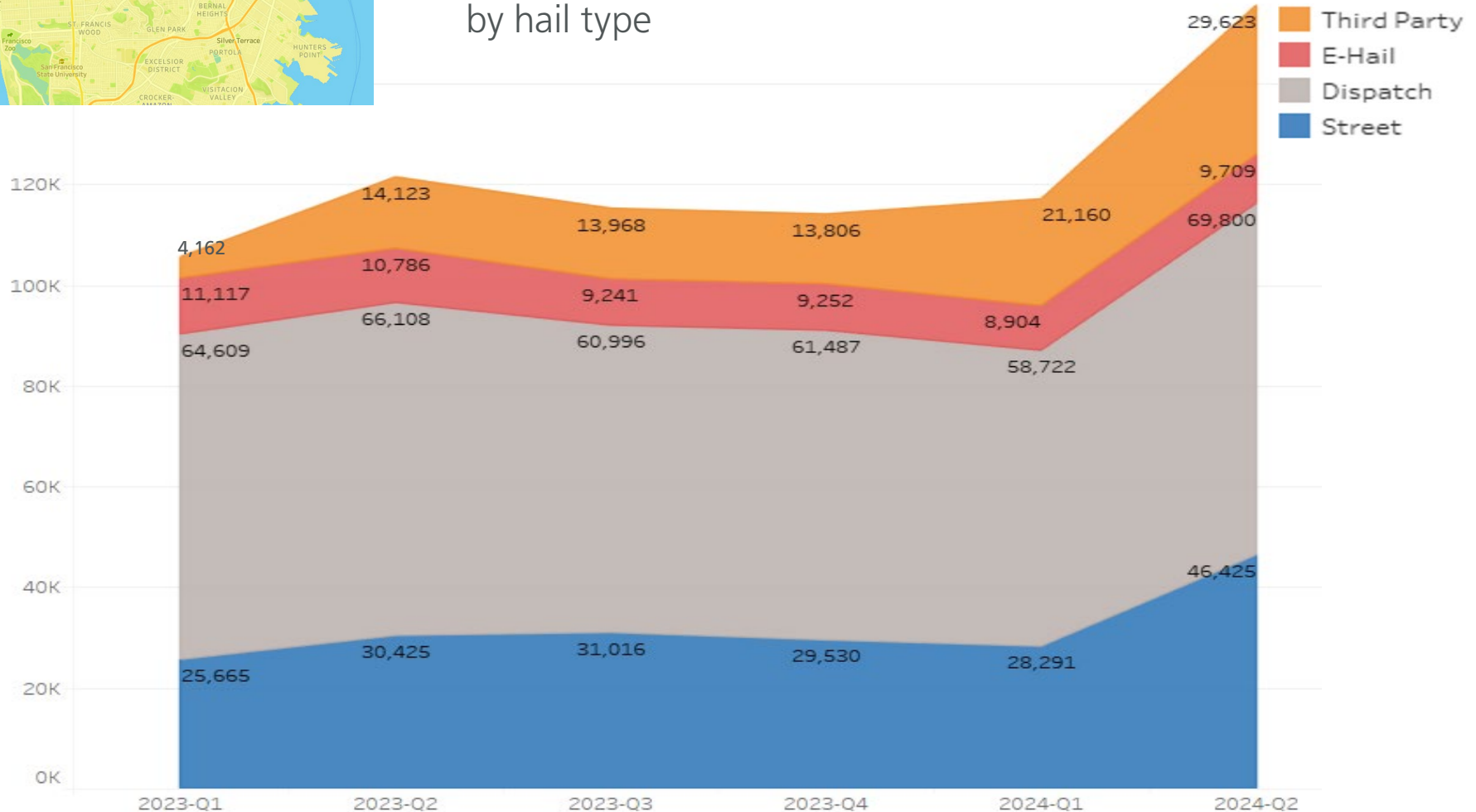
**Percentage of City Pickups in Peripheral Areas to Whole San Francisco City**

	Overall Periphery Pct	Third Party Periphery Pct	Non-Third Party Perip..	Street Periphery Pct	Dispatch Periphery Pct	E-Hail Periphery Pct
2023-Q1	31.1%	45.0%	30.7%	20.0%	38.2%	34.3%
2023-Q2	31.5%	41.3%	30.5%	20.3%	38.7%	34.5%
2023-Q3	30.9%	36.8%	30.2%	20.5%	38.9%	34.0%
2023-Q4	30.8%	37.9%	30.0%	19.2%	39.6%	36.8%
2024-Q1	32.3%	39.1%	31.1%	20.8%	39.7%	36.6%
2024-Q2	33.5%	39.0%	32.5%	24.7%	40.2%	37.4%

# Goal 1: Improve Customer Service

## ❖ Metric 1C: Geographic Distribution of Pilot Trips

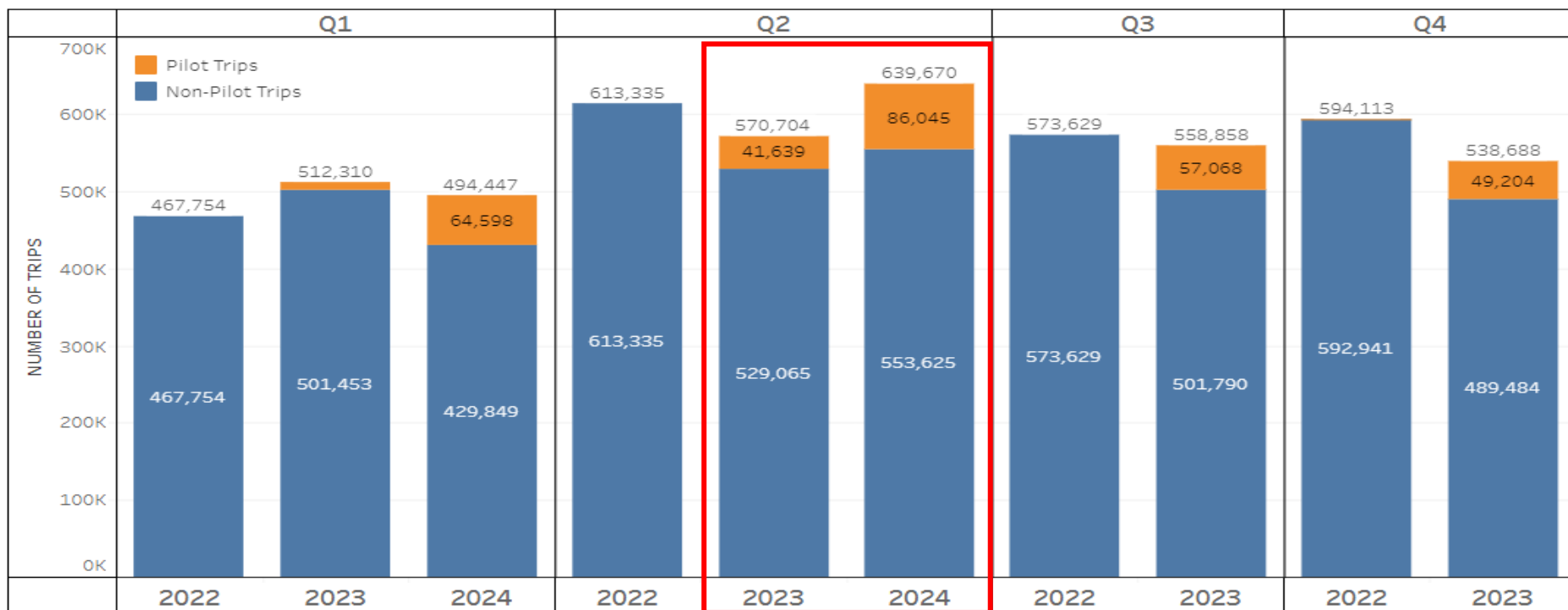
- Distribution of trips in Peripheral Area by hail type



# Goal 2: Increase Taxi Trips

## ❖ Metric 2A: Increase Taxi Trips by 10%

- Total taxi trips increase 12% in 2024-Q2 as compared to the same period of the prior year (2023-Q2)
- With the addition of Pilot trips, the increase in 2024-Q2 has been more significant
- The year-over-year difference in trips 2023-Q3 through 2024-Q2 (12 months) as compared to the same period from the previous year remains relatively flat

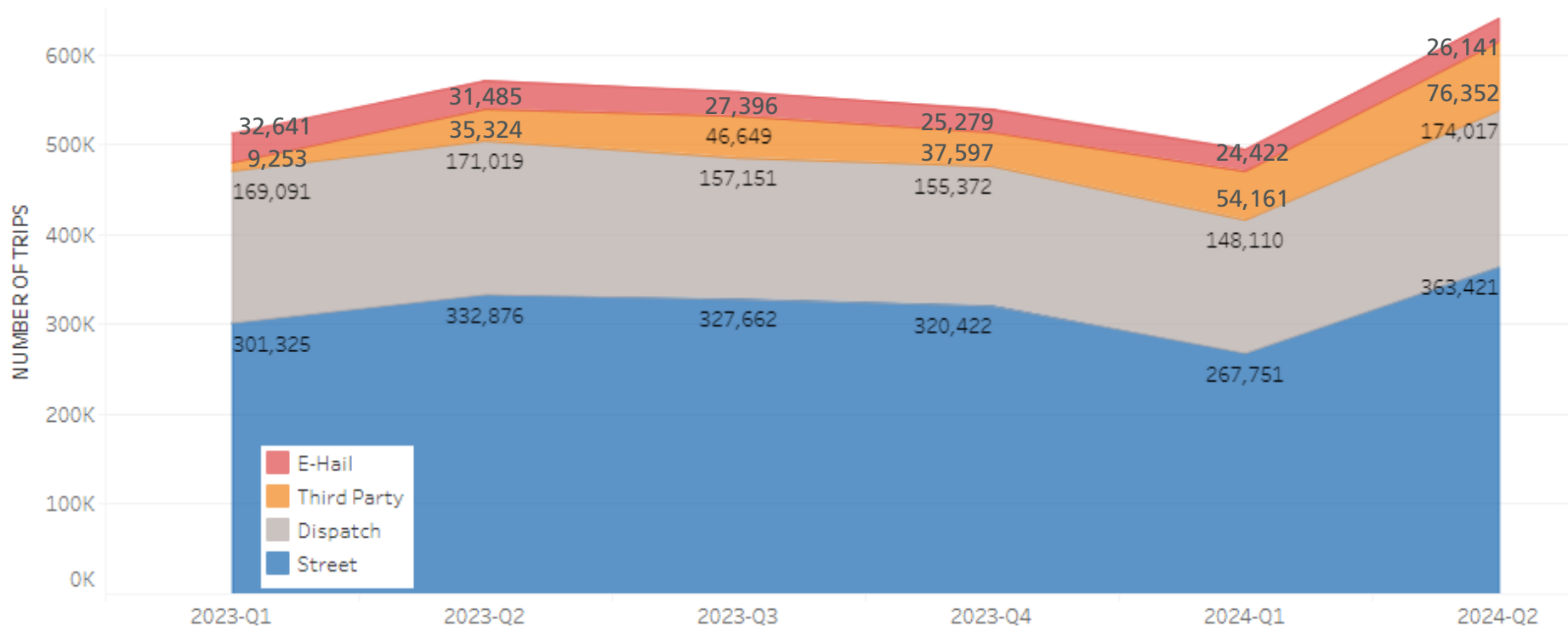




# Goal 3: Maintain Traditional Taxi Service

## ❖ Metric 3A: Distribution of Trips by Hail Type

	Street Hails	Dispatch	E-Hails	Third-Party Hails
<b>Baseline (October 2022)</b>	62.3%	31.1%	6.6%	-
<b>2023-Q1</b>	58.8%	33.0%	6.4%	1.8%
<b>2023-Q2</b>	58.3%	30.0%	5.5%	6.2%
<b>2023-Q3</b>	58.6%	28.1%	4.9%	8.3%
<b>2023-Q4</b>	59.5%	28.8%	4.7%	7.0%
<b>2024-Q1</b>	54.2%	30.0%	4.9%	10.9%
<b>2024-Q2</b>	56.8%	27.2%	4.1%	11.9%



# Goal 3: Maintain Traditional Taxi Service

## ❖ Metric 3B: Paratransit Taxi Trips

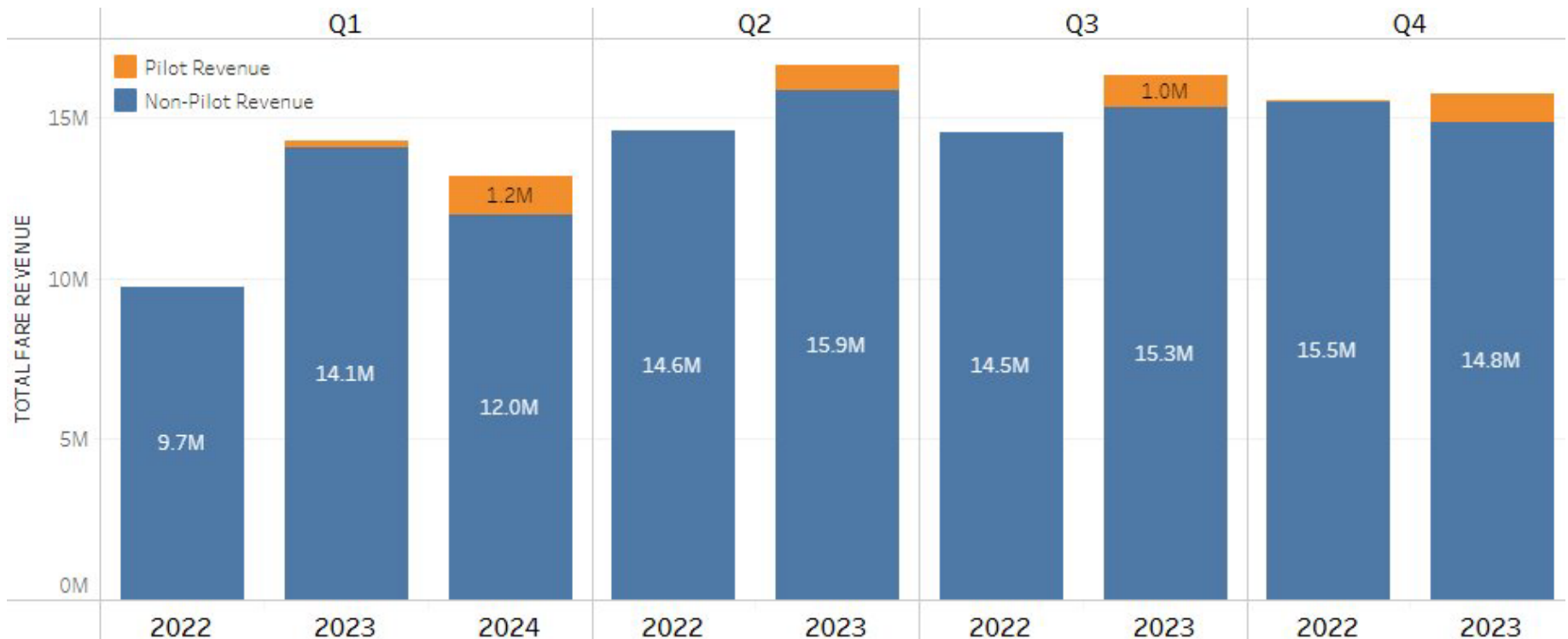
	Non-Paratransit Taxi Trips	Paratransit Taxi Trips
<b>Baseline (October 2022)</b>	88.4%	11.6%
<b>2023-Q1</b>	87.5%	12.5%
<b>2023-Q2</b>	88.2%	11.8%
<b>2023-Q3</b>	88.1%	11.9%
<b>2023-Q4</b>	87.8%	12.2%
<b>2024-Q1</b>	86.7%	13.3%
<b>2024-Q2</b>	TBD	TBD

- ❖ Taxi Driver Fare Income for 2024-Q2 is still being validated and the SFMTA will update this slide when the data has been validated and analyzed.

# Goal 4: Increase Taxi Driver Fare Revenue

## ❖ Fare Revenue for All Drivers

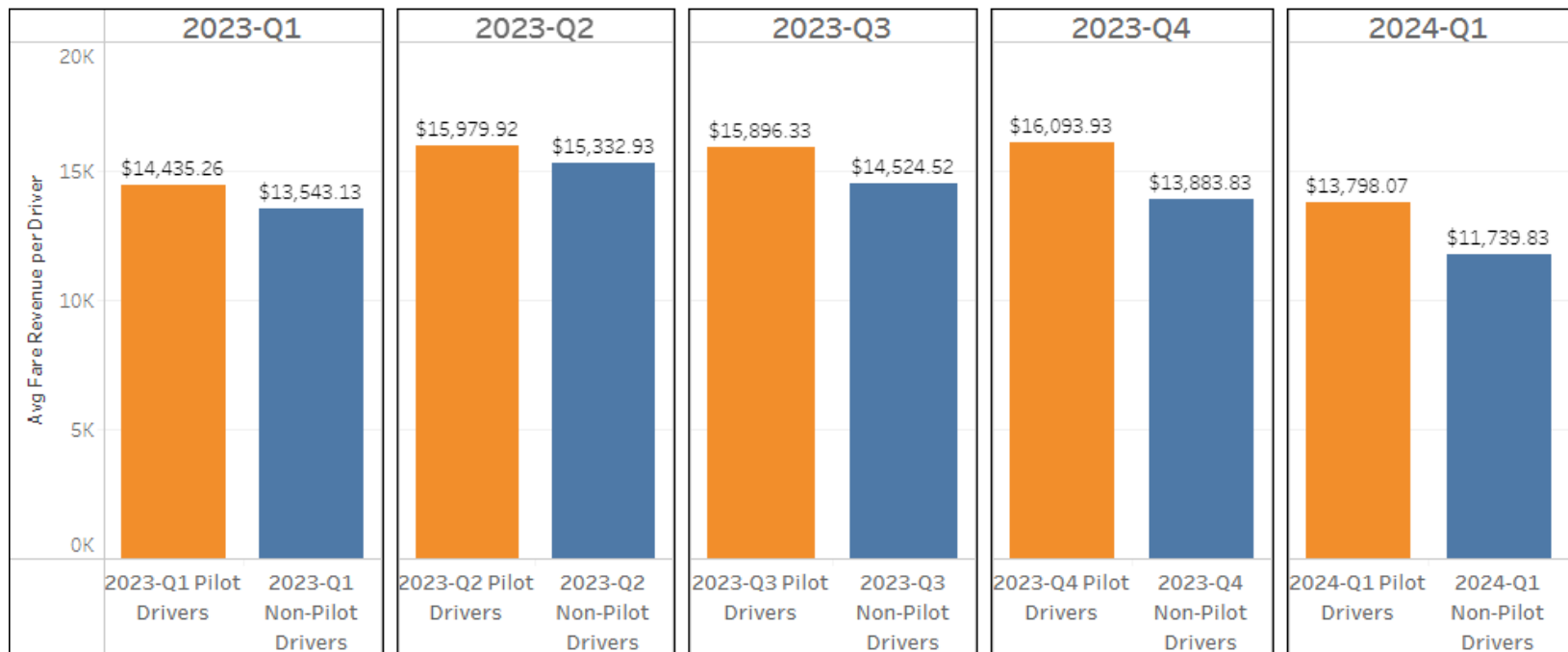
- Taxi Driver Fare Income for all drivers for 2024-Q2 is still being validated and the SFMTA will update this slide when the data has been validated and analyzed



# Goal 4: Increase Taxi Driver Fare Revenue

## ❖ Metric 4A: Increase participating taxi driver fare revenue by 10%

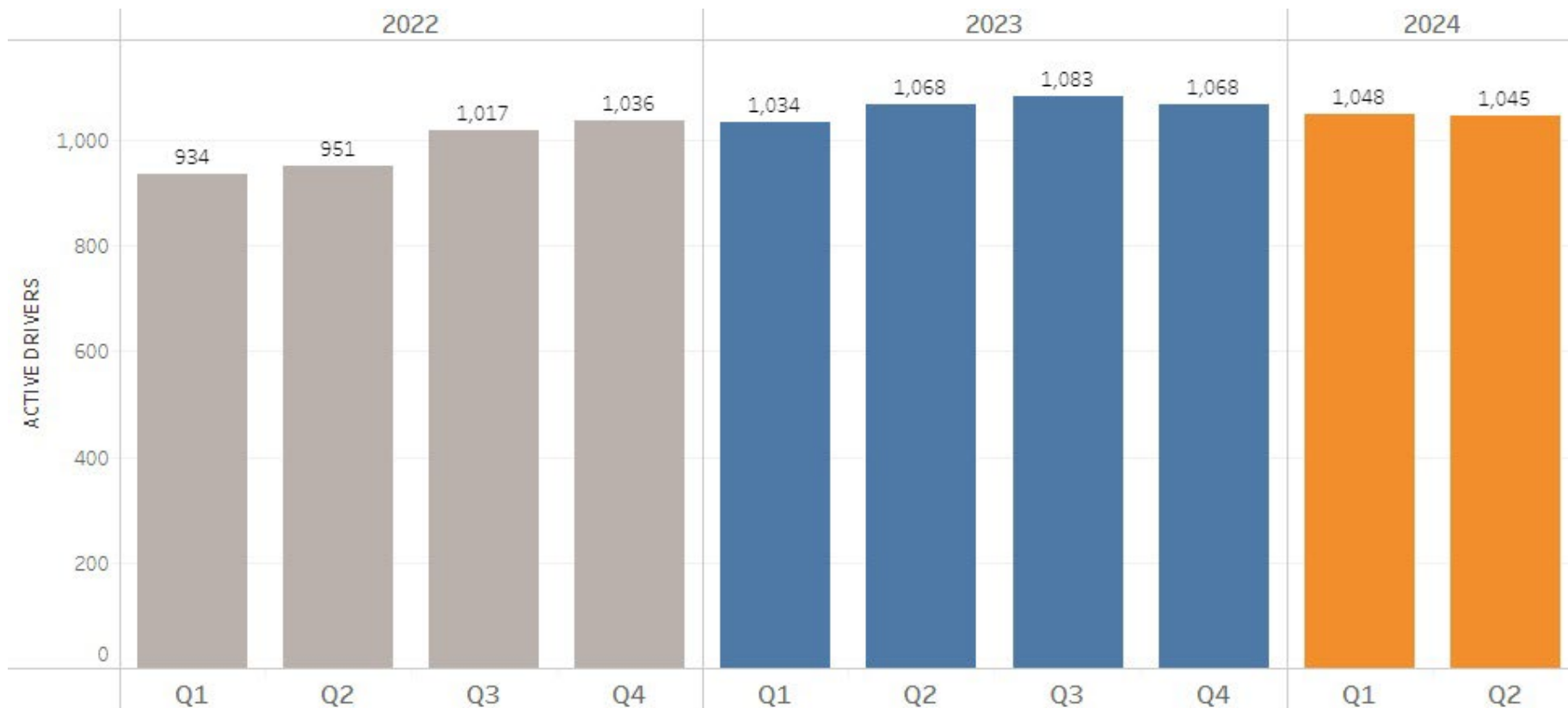
- The SFMTA has updated Metric 4A to better target the impact of the Pilot on driver income
- Taxi Driver Fare Income for 2024-Q2 is still being validated and the SFMTA will update this slide when the data has been validated and analyzed



# Goal 5: Increase the Number of Drivers

## ❖ Metric 5A: Increase the Number of Active Drivers

- Active taxi drivers increased 11.9% from 2023-Q1 to 2024-Q2; decreased 2.2% from 2024-Q1 to 2024-Q2



# Goal 5: Increase the Number of Drivers

## ❖ Metric 5B: Increase the Number of New Drivers

- The SFMTA has issued 84 permits (A-Cards) to new taxi drivers in 2024 YTD

New Taxi Drivers by Calendar Year

Year	2018	2019	2020	2021	2022	2023	2024 YTD
New Taxi Drivers	43	33	23	22	135	198	84

New Taxi Drivers Q1 - Q4 compared to the same periods from previous year

	December - February			March - May			June - August		September - November	
	Before Pilot	2023-Q1	2024-Q1	Before Pilot	2023-Q2	2024-Q2	Before Pilot	2023-Q3	Before Pilot	2023-Q4
<b>Total</b>	11	65	<b>35</b>	18	52	<b>30</b>	38	<b>59</b>	58	<b>38</b>

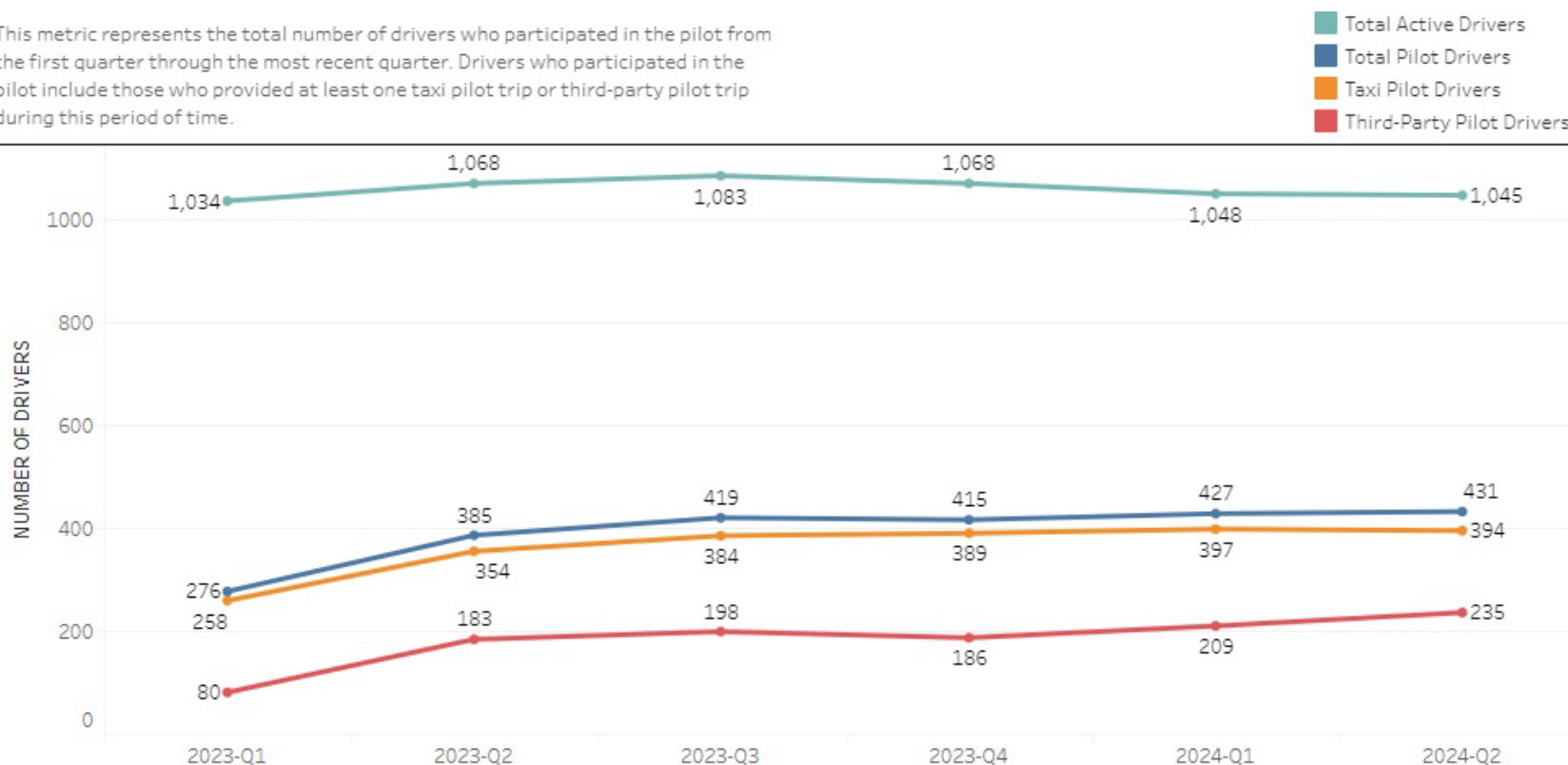


# Goal 5: Increase the Number of Drivers

## ❖ Metric 5C: Increase the Number of Drivers Participating in Pilot

- 624 drivers have participated since the Pilot start by providing at least one Pilot trip
- The number of drivers who provided Pilot trips increased by 56.2% from 2023-Q1 (276) to 2024-Q2 (431) and increased 1.2% from 2024-Q1 (426) to 2024-Q2 (431)

This metric represents the total number of drivers who participated in the pilot from the first quarter through the most recent quarter. Drivers who participated in the pilot include those who provided at least one taxi pilot trip or third-party pilot trip during this period of time.



## Goal 6: Ensure Taxi Pilot Trip Fares closely match Taximeter rates

### ❖ Metric 6A: Upfront Fare within 10% of Taximeter rate

- During 2024-Q2 of the Pilot, the average upfront fare (\$14.30) was 4.7% below the estimated average Taximeter fare (\$14.99), which is within the allowable 10% range

	Avg Taxi Upfront Fare	Avg Estimated Taximeter Fare	% Different
2023-Q1	\$13.01	\$13.53	-3.80%
2023-Q2	\$14.22	\$14.83	-4.10%
2023-Q3	\$13.85	\$14.45	-4.10%
2023-Q4	\$14.49	\$15.18	-4.60%
2024-Q1	\$14.21	\$14.93	-4.80%
2024-Q2	\$14.30	\$14.99	-4.70%

# New Taxi Mobile App – Curb

- ❖ Curb mobile app was approved by SFMTA to provide Taxi Upfront Fare Pilot Trips and Third-Party Pilot Trips on August 1, 2024



**Curb - Request & Pay for Taxis**

Curb Mobility, LLC

# Public Comments – Call in

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# Taxi Clean Air Rebate Program

- ❖ Grant of \$186,000 for the program. Rebate for Electric Vehicle (EV) only
- ❖ First-come, first-served and will last until June 30, 2025
- ❖ To scrap the previous taxi vehicle may receive a rebate of no more than 90% of the value of the newly purchased or leased EV
  - Rebate depends on the model year and fuel type of scrapped vehicle
- ❖ Not to scrap the previous taxi vehicle may receive a rebate of \$3,750
- ❖ More info on [FAQs – Clean Air Taxi Rebate](#) webpage




# Taxi Clean Air Rebate Program

## ❖ Essential document for scrapping the previous vehicle

- DMV Dismantler's Notice of Acquisition form, REG 42
- Receipt when you bring the vehicles to the dismantler shop with license plate and VIN number.

❖ The DMV instructions for the Dismantler's Notice of Acquisition form can be found on [DMV website](#)

❖ Other required documents post on [Clean Air Taxi Rebate - Electric Vehicle \(EV\) webpage](#).



**DISMANTLER ACQUISITION, REG 42  
ORDER FORM**

**DMV USE ONLY**  
OCCUPATIONAL LICENSING NUMBER

**Instructions:**

- Print clearly in black ink or type.
- This order form will only be accepted for ordering Dismantler Acquisitions. Separate order forms are available for each type. Any changes made to this order form for a different type will **not** be filled.
- Mail completed order form to: Department of Motor Vehicles, Occupational Licensing Section, P.O. Box 932342, Mail Station L224, Sacramento, CA 94232-3420

**Please send \_\_\_\_\_ Dismantler Acquisitions to:**  
NUMBER OR SHEETS

FIRM NAME		FIRM NUMBER	
FIRM ADDRESS	CITY	STATE	ZIP CODE
MAIL TO ADDRESS (IF AUTHORIZED BY DMV)	CITY	STATE	ZIP CODE

Please enter the first number, the last number, and dates of Dismantler Acquisitions used for a 12-month period prior to the date of this request. The number of acquisitions requested may be reduced based on usage reported for the last 12-month period.

FIRST DISMANTLER ACQUISITION NUMBER	DATE ISSUED	LAST DISMANTLER ACQUISITION NUMBER	DATE ISSUED
FIRST DISMANTLER ACQUISITION NUMBER	DATE ISSUED	LAST DISMANTLER ACQUISITION NUMBER	DATE ISSUED
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FIRST DISMANTLER ACQUISITION NUMBER	DATE ISSUED	LAST DISMANTLER ACQUISITION NUMBER	DATE ISSUED

**I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct. Must be signed by a sole owner, partner, corporate officer, or managing member of record.**

PRINTED NAME	TITLE	AREA CODE/TELEPHONE NUMBER
		( )
SIGNATURE	DATE	
X		

**NOTE:** Allow 4 – 6 weeks to process your order. Courier Service will deliver all orders. Someone must be present to receive and sign for shipment.

If the above address differs from our records, this order will not be filled. Contact your local Inspector for assistance with your change of address

**FOR DEPARTMENTAL USE ONLY – Complete this section when issuing Dismantler Acquisitions.**

BEGINNING NUMBER	ENDING NUMBER	REISSUED	ISSUING EMPLOYEE'S PRINTED NAME	ID NUMBER
BEGINNING NUMBER	ENDING NUMBER	REISSUED	ISSUING EMPLOYEE'S SIGNATURE	OFFICE/REGION
			X	
AUTHORIZED AGENT'S NAME (ONLY REQUIRED FOR OFFICE PICK-UPS)			AGENT'S SIGNATURE	DATE
			X	



# Taxi Clean Air Rebate Program

## ❖ Clean Air Taxi Rebate Eligibility Checklist form

- Vehicle Registration (photo example)
- IRS Form W-9
- Proof of Sale
- Payment
- Photos
- Spreadsheet listing each EV's  
(For large cab company fleet purchases only)
- More details on  
[https://www.sfmta.com/  
clean-air-taxi-rebate-electric-vehicle-ev](https://www.sfmta.com/clean-air-taxi-rebate-electric-vehicle-ev)



# Public Comments – Call in

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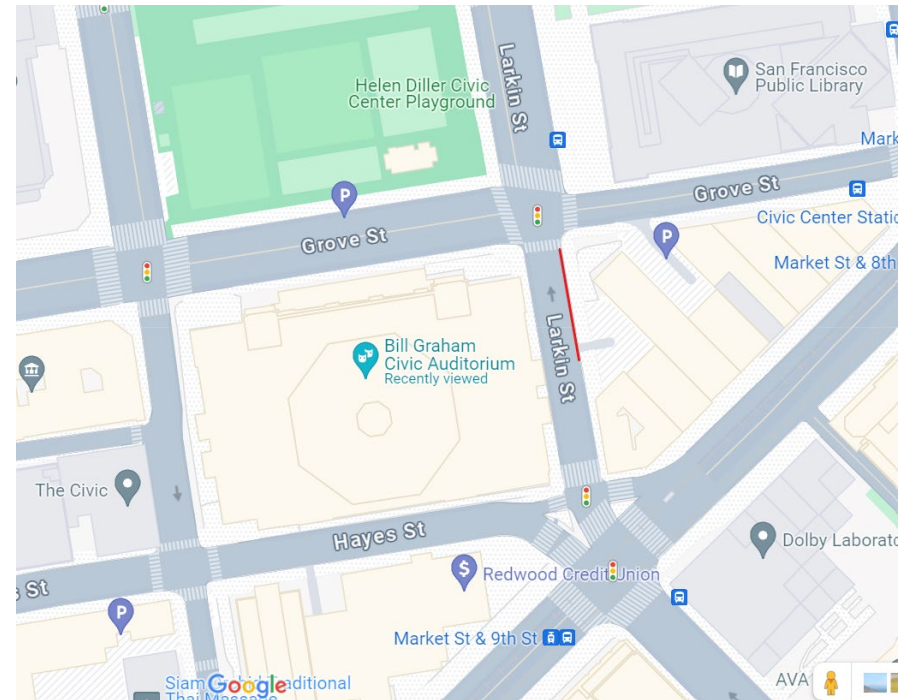
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# Taxi Stands at Special Events

- ❖ TAMS staff has worked to ensure that taxi stands are established at large events
- ❖ Outside Lands had four taxi stands:
  - 29th & Fulton (Main entrance)
  - 25th & Fulton
  - 26th & Irving (Sunset side)
  - Larkin & Grove (\*NEW\* to allow service of shuttle passengers)



- ❖ Feedback on events that may need a temporary taxi stand or on location of temporary taxi stands email [sftaxi@sfmta.com](mailto:sftaxi@sfmta.com)

# Proposed Changes to Existing Stands



- ❖ Pier 33 (Alcatraz Landing): low pick-up usage, often blocked by other vehicles. Staff is proposing to convert this zone into general loading.
- ❖ Westin St. Francis (Union Square): traffic changes necessitate shortening the zone by 20 feet.

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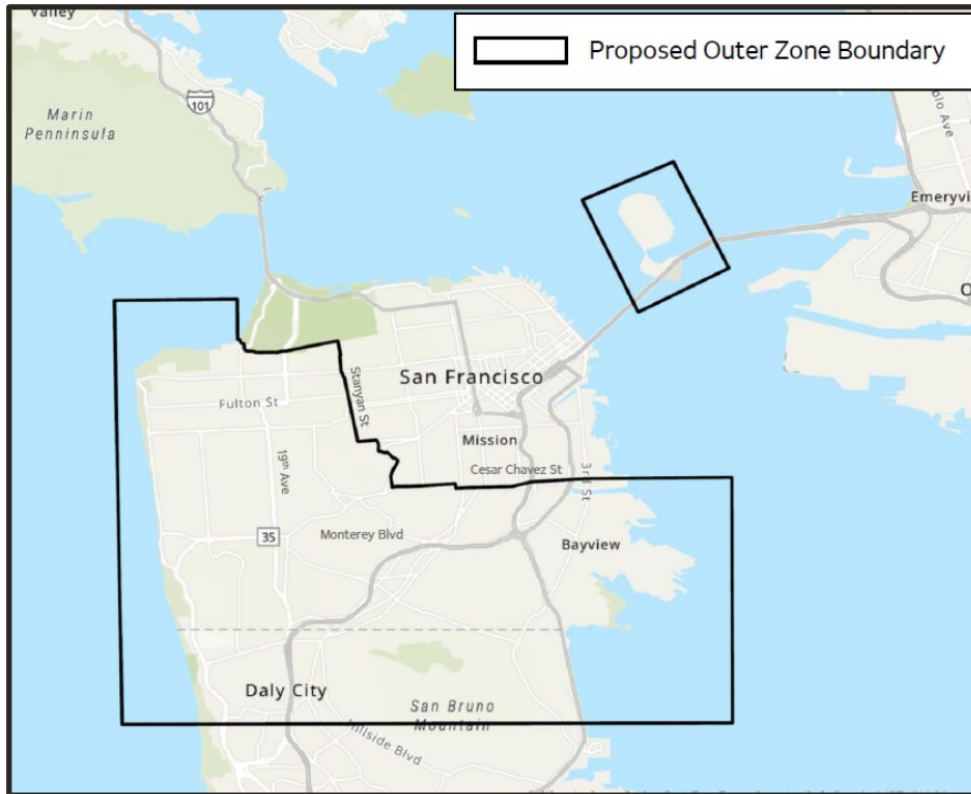
# Ramp Taxi Incentive Update – Per Trip Incentives

	Current	Trips Performed Starting October 1, 2024
Paratransit wheelchair trip	\$10	\$12
Paratransit wheelchair trips for Outlying Neighborhood/Nighttime (8PM - 6AM)	\$15	\$20
General public wheelchair trips	\$10	\$12
General public wheelchair trips for Outlying Neighborhood/Nighttime (8PM - 6AM)	\$15	\$12

All manual IVR transactions will earn \$12 per wheelchair trip



# Ramp Taxi Incentive Update – Outlying Areas



Expanded Outlying Areas includes all areas south of Cesar Chavez and Clipper St and west of Clayton St, 17th St, and Stanyan St. This revised boundary includes UCSF Parnassus and Laguna Honda

# Ramp Taxi Incentive Update – SFO Access

## Airport Short Pass

	Current	Trips Performed Starting October 1, 2024
Total Number of Wheelchair Trips	30	40
Total Number of Paratransit Wheelchair Trips	20	30
Outlying Neighborhood/Nighttime (8PM - 6AM)	10	15
Unique Riders	8	10

## SFO Access

General Access to SFO	10	15 (Paratransit Only)
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Ramp taxi drivers that do not complete 15 Paratransit wheelchair trips **WILL NOT** be allowed to access the airport

# Ramp Taxi Incentive Update – General Public Wheelchair Trips

- ❖ No incentives for general public wheelchair trips will be awarded if the (driver or medallion holder) fails to complete the monthly minimum trip requirement of 10 Paratransit wheelchair trips.
- ❖ Any driver found to have submitted false general public wheelchair trip, as verified through random post trip video audit, shall be suspended from the ramp taxi incentive program for that month.
- ❖ Failure to submit a video chip upon request by a SFMTA taxi investigator shall result in the invalidation of all general public wheelchair entries submitted in the prior three days (72 hours).
- ❖ Drivers may be subject to additional discipline for submitting false trips including fine, suspension or termination of use agreement.

# Ramp Taxi Medallion Update - Proposed Requirements to Enter into a Use Agreement and Maintain Ramp Medallion

	Current	Starting January 1, 2025
Trip Requirement	60 wheelchair trips (Paratransit and/or general public) or 90 Paratransit ambulatory trips	60 Paratransit wheelchairs only or 120 Paratransit trips including at least 30 Paratransit wheelchair trips
Substantiated Complaints (SFO and SFMTA)	2 complaints in the past six months	No complaints in the past 12 months
Requirement to Maintain Ramp Medallion	10 wheelchair trips (Paratransit or general public) per month	10 Paratransit wheelchair trips per month

## New Requirement

- ❖ Taxi Drivers applicant shall have at least three consecutive years of experience operating a taxi in San Francisco preceding the request to enter into a Ramp Taxi Use Agreement

# Ramp Taxi Incentive and Ramp Medallion Update

- ❖ All ramp taxi incentives will be effective for trips completed starting October 1, 2024. These new incentives will be reflected in the December 2024 distribution of incentives.
- ❖ Updated requirements to enter and maintain a ramp medallion are anticipated to be effective January 1, 2025.



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# Access for All Act Grant Update

- ❖ The Access for All Program was created by the California Public Utilities Commission (CPUC) to address the on-demand transportation needs for wheelchair users
- ❖ An Access Fund was created and is funded through a \$0.10 fee levied on every TNC trip performed in CA
- ❖ TNCs can request offsets to fund WAV service if they meet certain requirements established by the CPUC
- ❖ Any excess Access Funds are then distributed to the Local Access Fund Administrators (LAFA) for each county in a proportional amount to the total fees generated

# Access for All Act Grant Update

- ❖ SFMTA is the LAFA for San Francisco County
- ❖ The agency was awarded \$3.4M in Local Access Funds for FY23/24
- ❖ In its role, SFMTA is responsible for
  - Collecting community input
  - Developing a competitive solicitation process
  - Developing a webpage for the program
- ❖ RFP was issued in March 2024 with proposals due in April 2024



# Access for All Act Grant Update

- ❖ SFMTA awarded funds to the top three scoring proposals
  - Nomad/Via: \$1.8M
  - Tower WAV: \$1.5M
  - Green Cab: \$113K
- ❖ SFMTA is in the process of entering into grant agreements with all the selected Access Providers
- ❖ SFMTA will be providing quarterly reports to the CPUC

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# SFMTA Announcements

- ❖ Taxi Driver Revenue Survey open now!
  - [Link to the survey](https://www.sfmta.com/notices/taxi-driver-revenue-survey)  
<https://www.sfmta.com/notices/taxi-driver-revenue-survey>
  - Please complete by September 20, 2024
- ❖ Taxi Services phone number has been updated to 415.646.4400



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# Quarterly Meetings with Taxi Industry

- ❖ November 2024
- ❖ February 2025
- ❖ May 2025
- ❖ August 2025

