



SFMTA

Taxi Quarterly Meeting

May 14, 2025

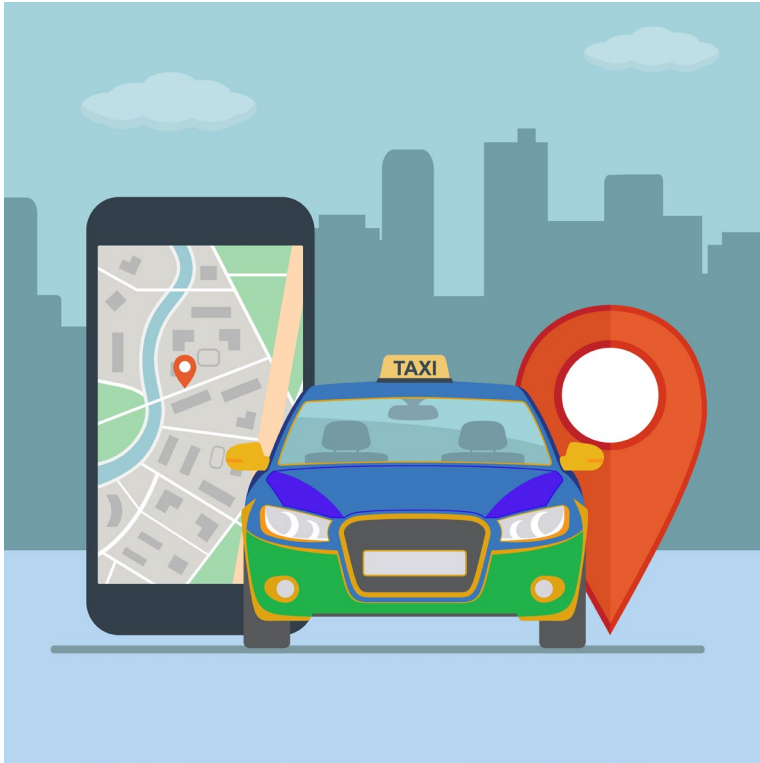


Agenda

1. Taxi Upfront Fare Pilot:
 - Review metrics
 - Next steps: request SFMTA Board approval for permanent program
2. Third-Party Wheelchair Accessible Vehicle (WAV) trips
3. Taxi Trip Data on DataSF
4. SFMTA Announcements
 - Rules of Conduct for SF Paratransit Taxi
 - Taxi Medallion Annual Sworn Statement
 - Updated Taxi Vehicle Inspection Requirement

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

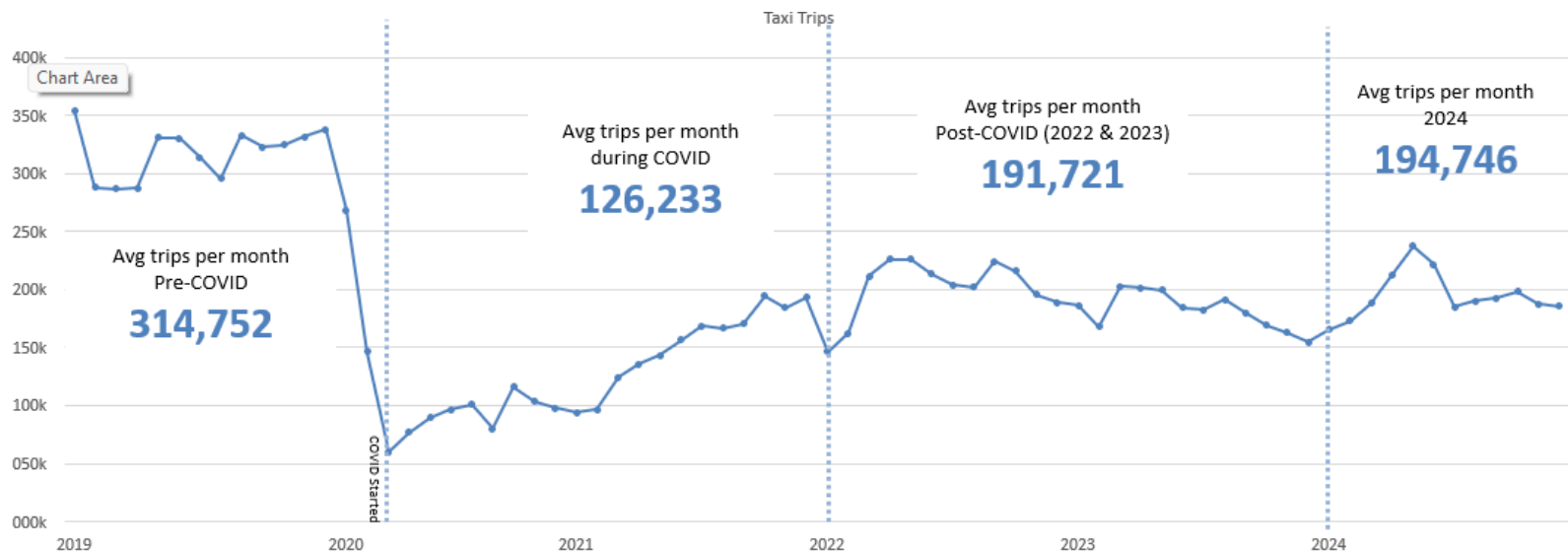
Upfront Fare Pilot Key Rules

- ❖ 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 1B: Complaints

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

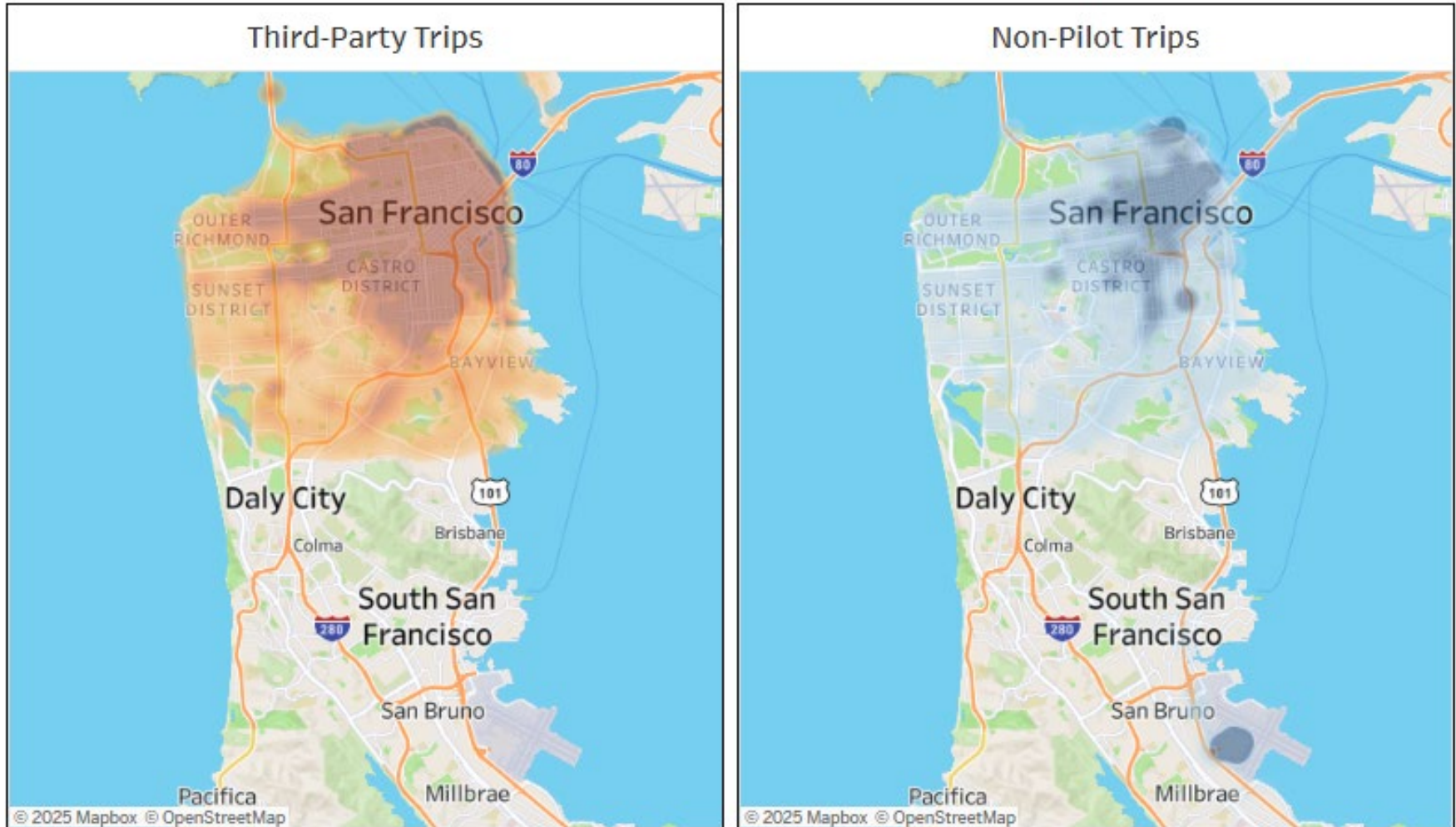
	December - February				March - May				June - August				September - November	
	Before Pilot	2023-Q1	2024-Q1		Before Pilot	2023-Q2	2024-Q2		Before Pilot	2023-Q3	2024-Q3		Before Pilot	2023-Q4
Avg	0.07	0.08	0.15		0.12	0.08	0.1		0.09	0.13	0.19		0.13	0.16

- 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 - Q3 Pickup Locations

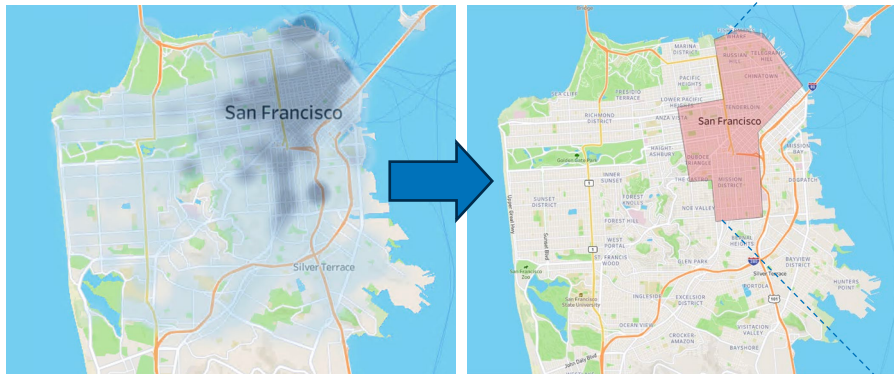


Goal 1: Improve Customer Service

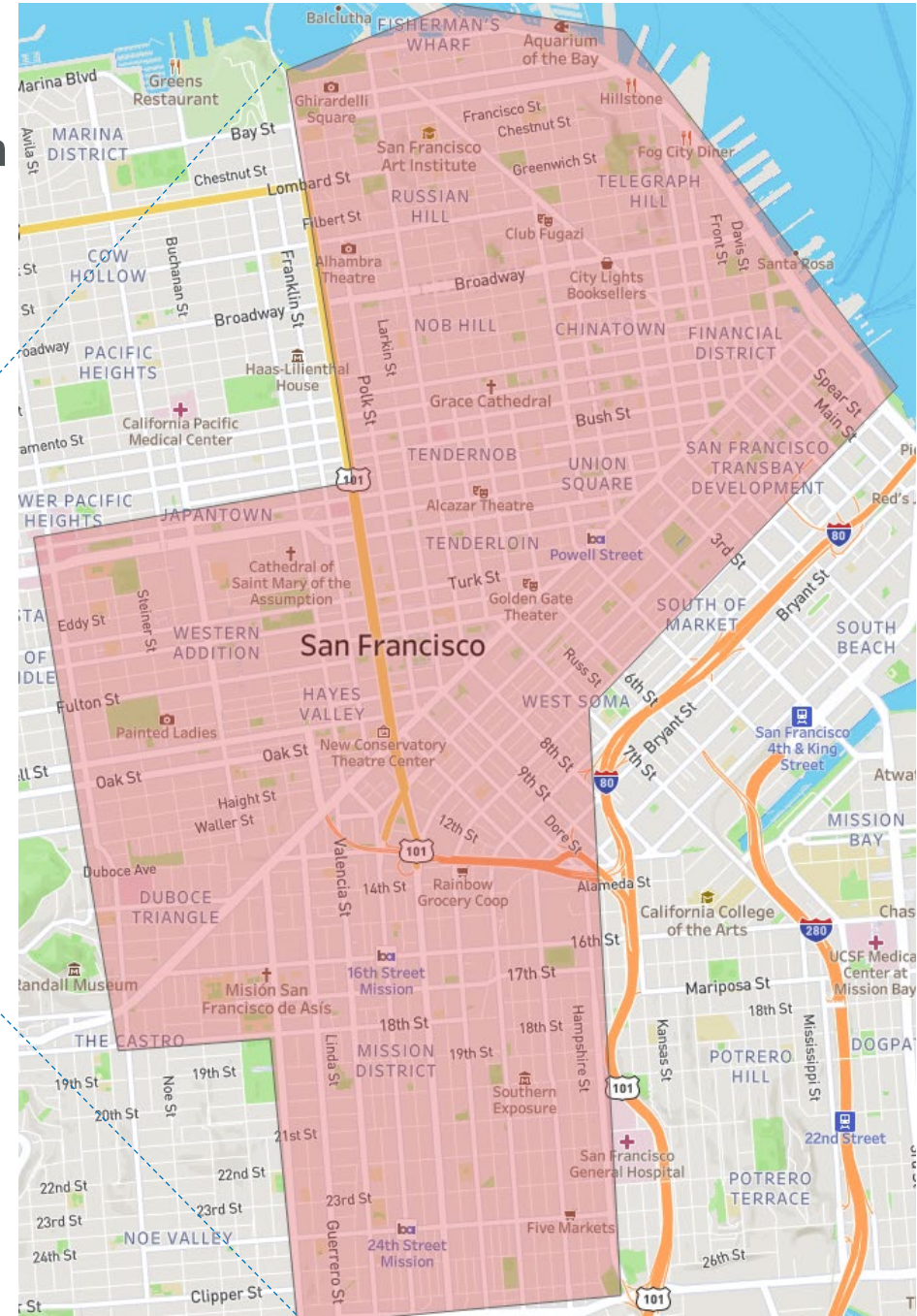
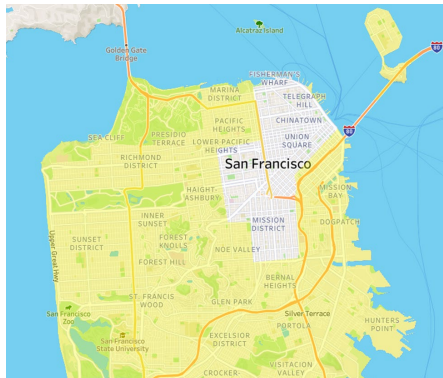
❖ Metric 1C: Geographic Distribution of Pilot Trips

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

▼ Core Services Area

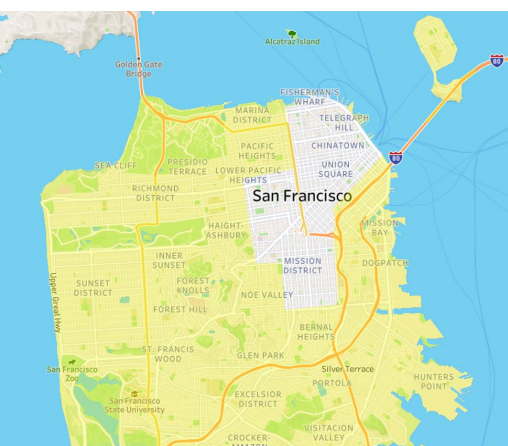


Peripheral Areas ▶
is outside the core
service area



Goal 1: Improve Customer Service

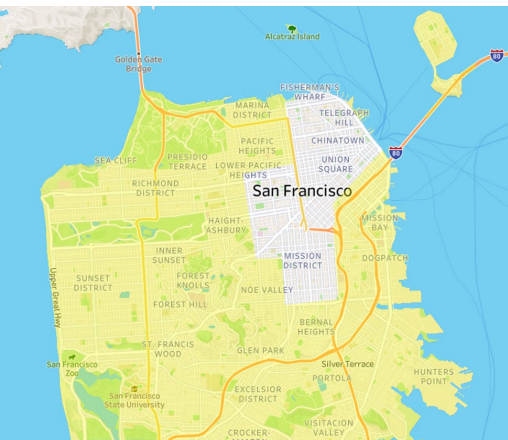
❖ Metric 1C: Geographic Distribution of Pilot Trips



- *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
 - Pickups in the Peripheral Service Area make up a higher proportion of Third-Party Trips than non-Third-Party Trips

Percentage of City Pickups in Peripheral Areas

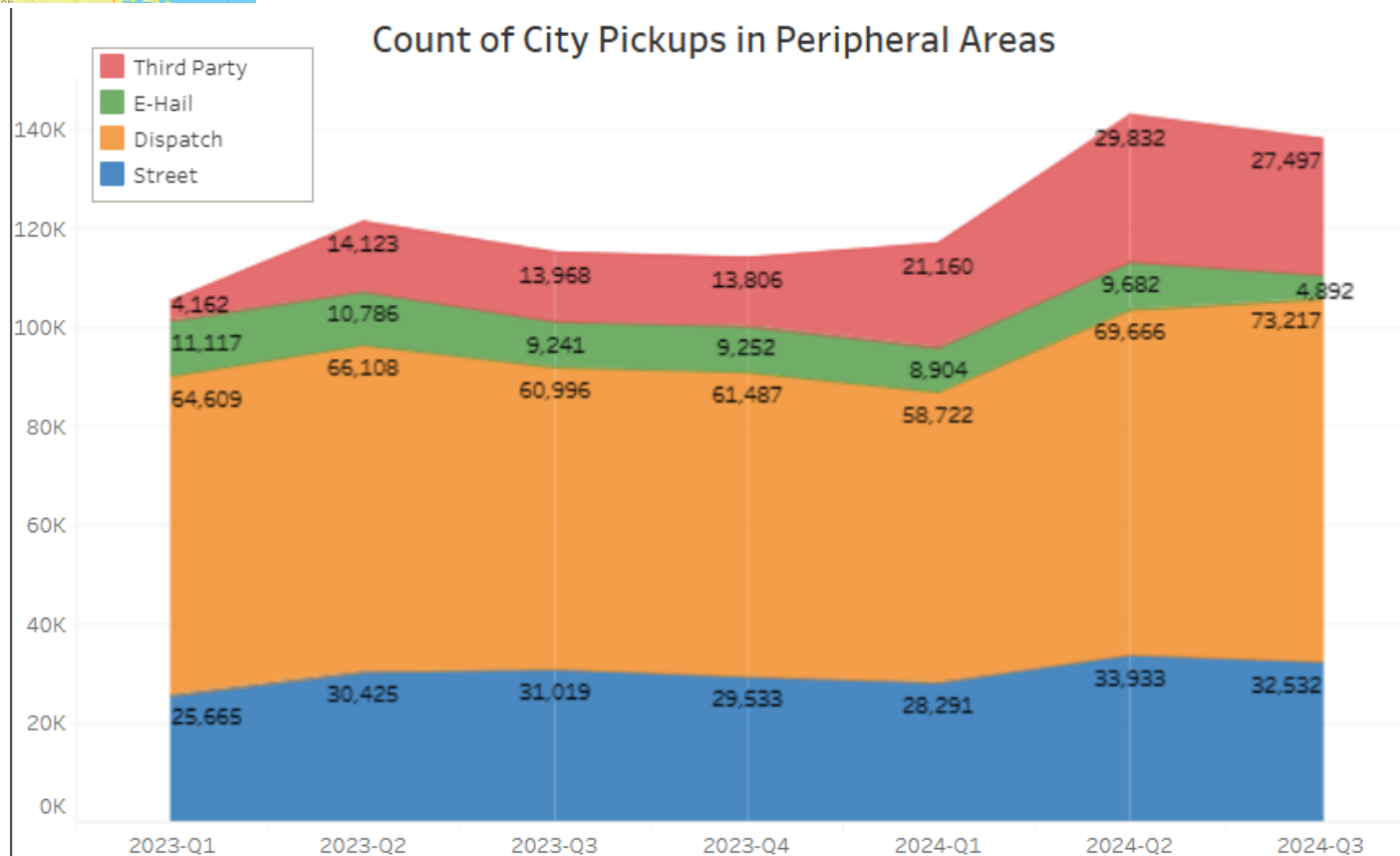
	Overall Periphery Pct	Third Party Periphery Pct	Non-Third Party Periphery Pct	Street Periphery Pct	Dispatch Periphery Pct	E-Hail Periphery Pct
2023-Q1	31.1%	45.0%	30.7%	20.0%	38.2%	34.3%
2023-Q2	31.5%	41.3%	30.5%	20.3%	38.7%	34.5%
2023-Q3	30.9%	36.8%	30.2%	20.5%	38.9%	34.0%
2023-Q4	30.8%	37.9%	30.0%	19.2%	39.6%	36.8%
2024-Q1	32.3%	39.1%	31.1%	20.8%	39.7%	36.6%
2024-Q2	34.1%	39.0%	33.0%	23.5%	40.2%	37.4%
2024-Q3	33.4%	38.3%	32.3%	22.6%	39.7%	34.9%



Goal 1: Improve Customer Service

❖ Metric 1C: Geographic Distribution of Pilot Trips

- Distribution of trips in Peripheral Area by hail type
- In 2024-Q3, proportion of Third-Party Trips in the Peripheral Service Area remained relatively flat compared to 2024-Q2



Goal 1: Improve Customer Service

❖ Metric 1A: Number of Pilot Trips

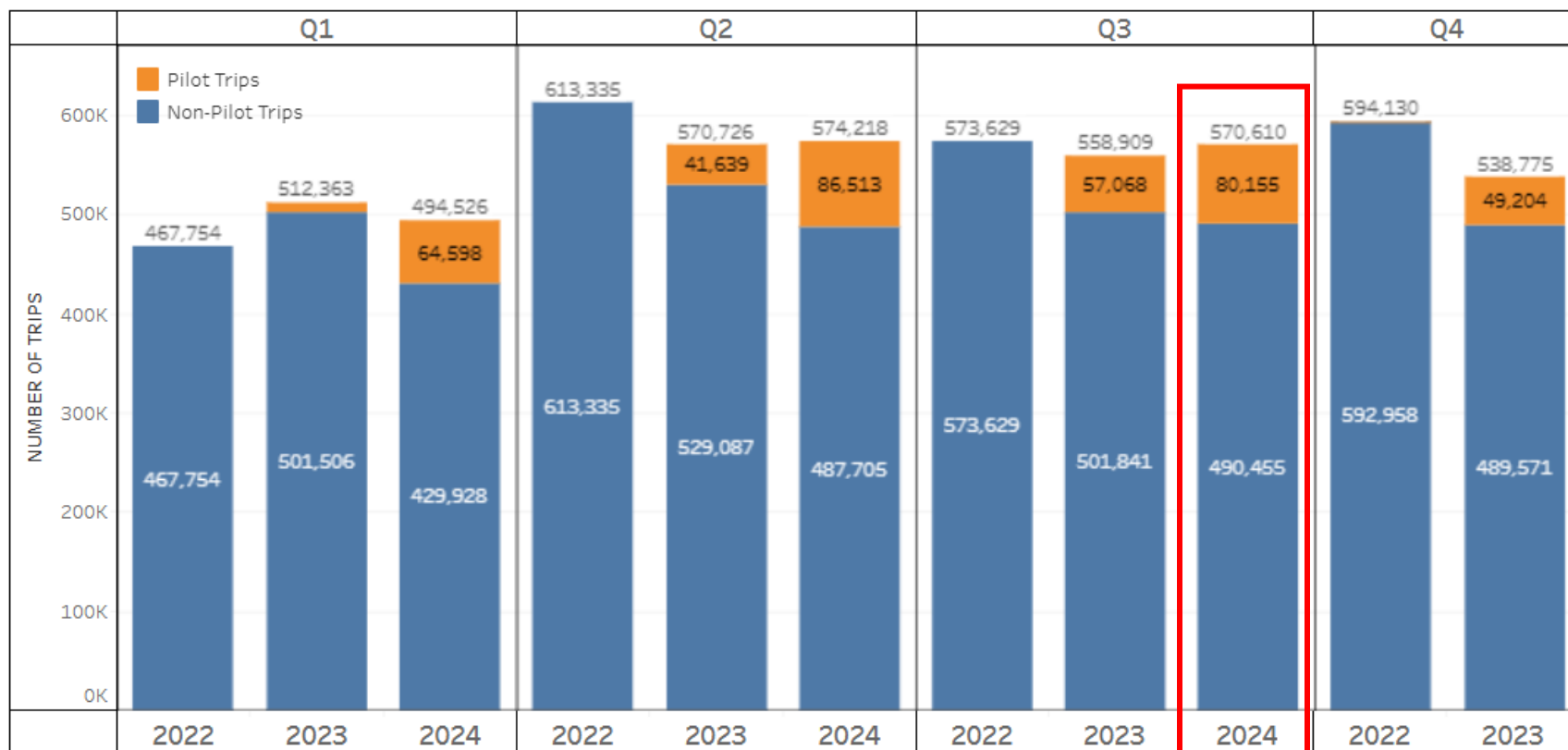
- 80,155 total Pilot Trips in 2024-Q3
- 10.2% (8,179) were Taxi Pilot Trips
- 89.8% (71,976) were Third-Party Trips
- Total Pilot trips increased 638% from the start of the Pilot (2023-Q1)
- Increased 40.5% from same period of prior year (2023-Q3)



Goal 2: Increase Taxi Trips

❖ Metric 2A: Increase Taxi Trips by 10%

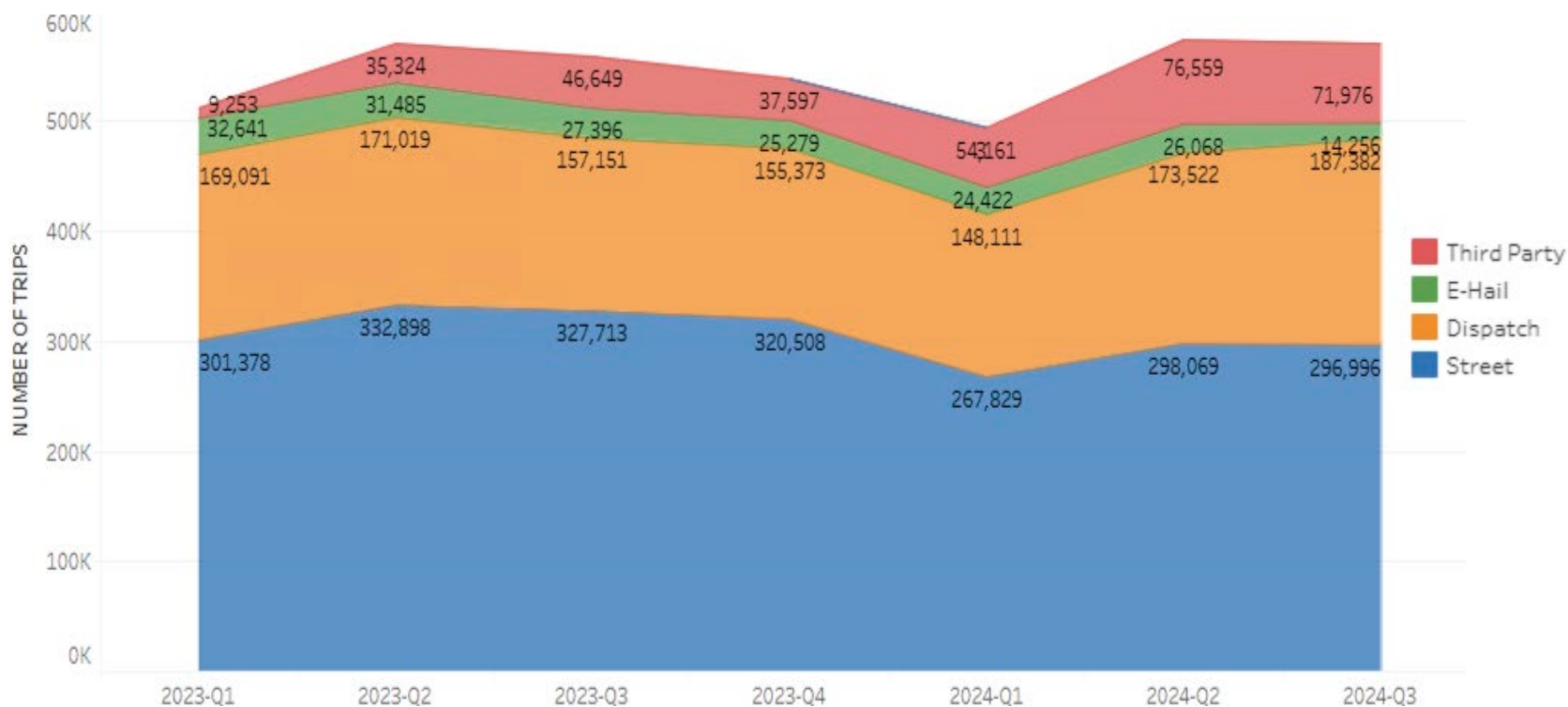
- Total taxi trips decreased 2% in 2024-Q3 as compared to the same period of the prior year (2023-Q3)
- Taxi trips slightly decreased from 2024-Q2 to 2024-Q3
- The number of trips in 2022-Q4 through 2024-Q3 (12 months) as compared to the same period from the previous year decreased 2.6%



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3A: Distribution of Trips by Hail Type

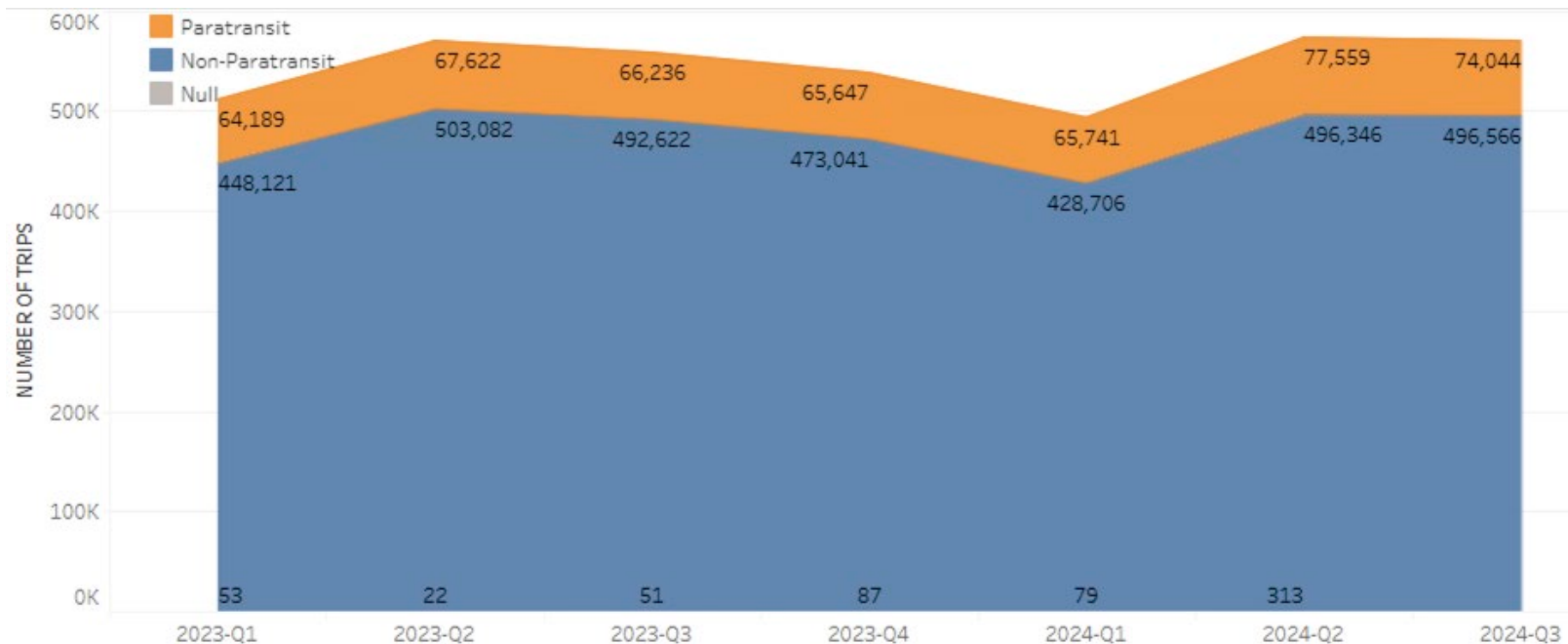
	Street Hails	Dispatch	E-Hails	Third-Party Hails
Baseline (October 2022)	62.3%	31.1%	6.6%	1.8%
2023-Q1	58.8%	33.0%	6.4%	1.8%
2023-Q2	58.3%	30.0%	5.5%	6.2%
2023-Q3	58.6%	28.1%	4.9%	8.3%
2023-Q4	59.5%	28.8%	4.7%	7.0%
2024-Q1	54.2%	30.0%	4.9%	11.0%
2024-Q2	51.9%	30.2%	4.5%	13.3%
2024-Q3	52.0%	32.8%	2.5%	12.6%



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3B: Paratransit Taxi Trips (Updated 12/5/24)

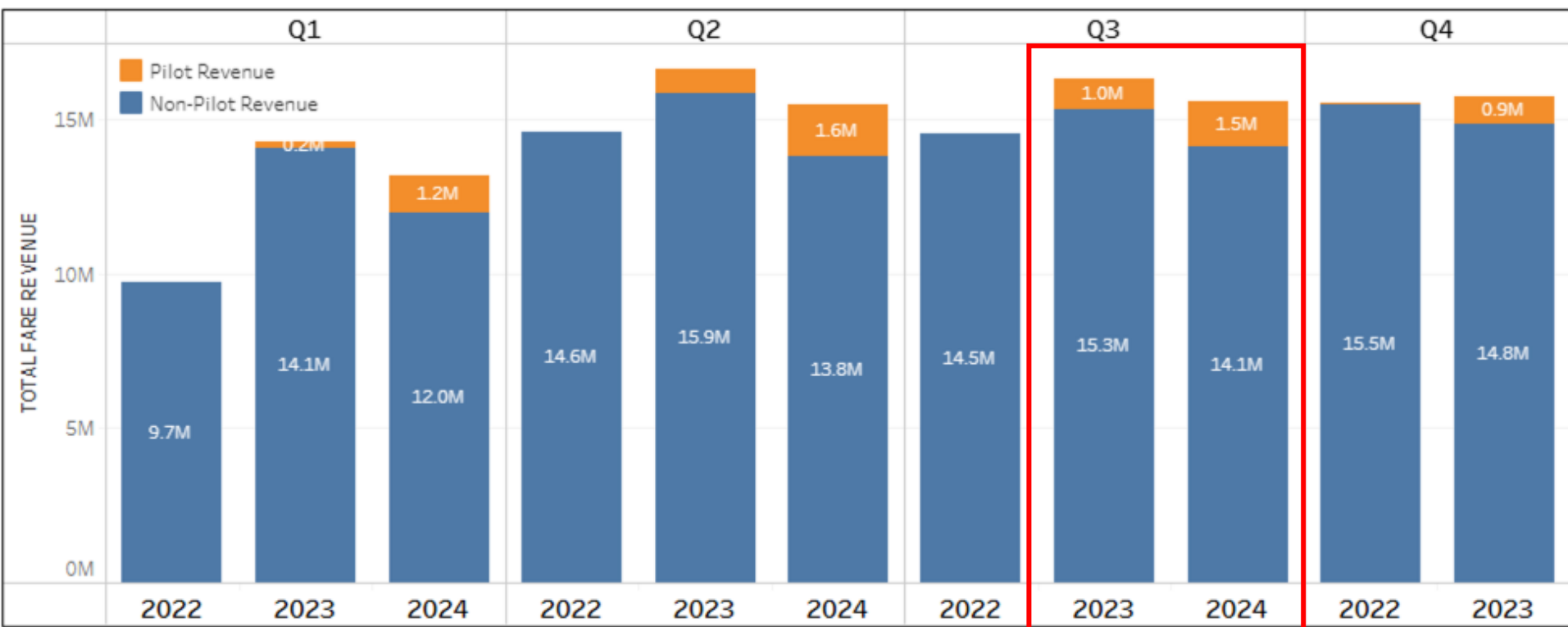
	Non-Paratransit Taxi Trips	Paratransit Taxi Trips
Baseline (October 2022)	88.4%	11.6%
2023-Q1	87.5%	12.5%
2023-Q2	88.2%	11.8%
2023-Q3	88.1%	11.9%
2023-Q4	87.8%	12.2%
2024-Q1	86.7%	13.3%
2024-Q2	86.5%	13.5%
2024-Q3	87.0%	13.0%



Goal 4: Increase Taxi Driver Fare Revenue

Fare Revenue for All Drivers Slide

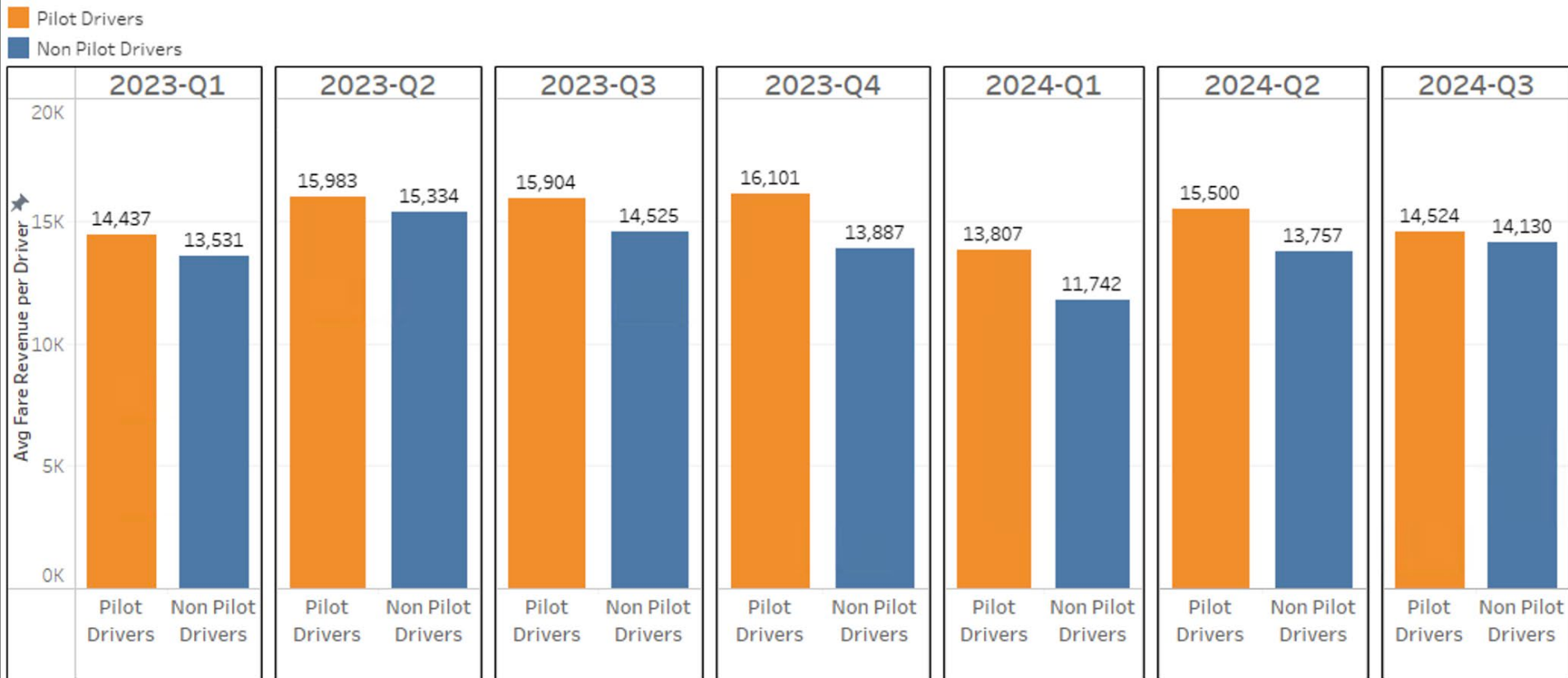
- Total fare revenue for all drivers decreased by 4.45% in 2024-Q3 as compared to the same period from the previous year
- Total fare revenue from 2024-Q1 through 2024-Q3 as compared to the same period from the previous year decreased by 6.47%



Goal 4: Increase Taxi Driver Fare Revenue

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

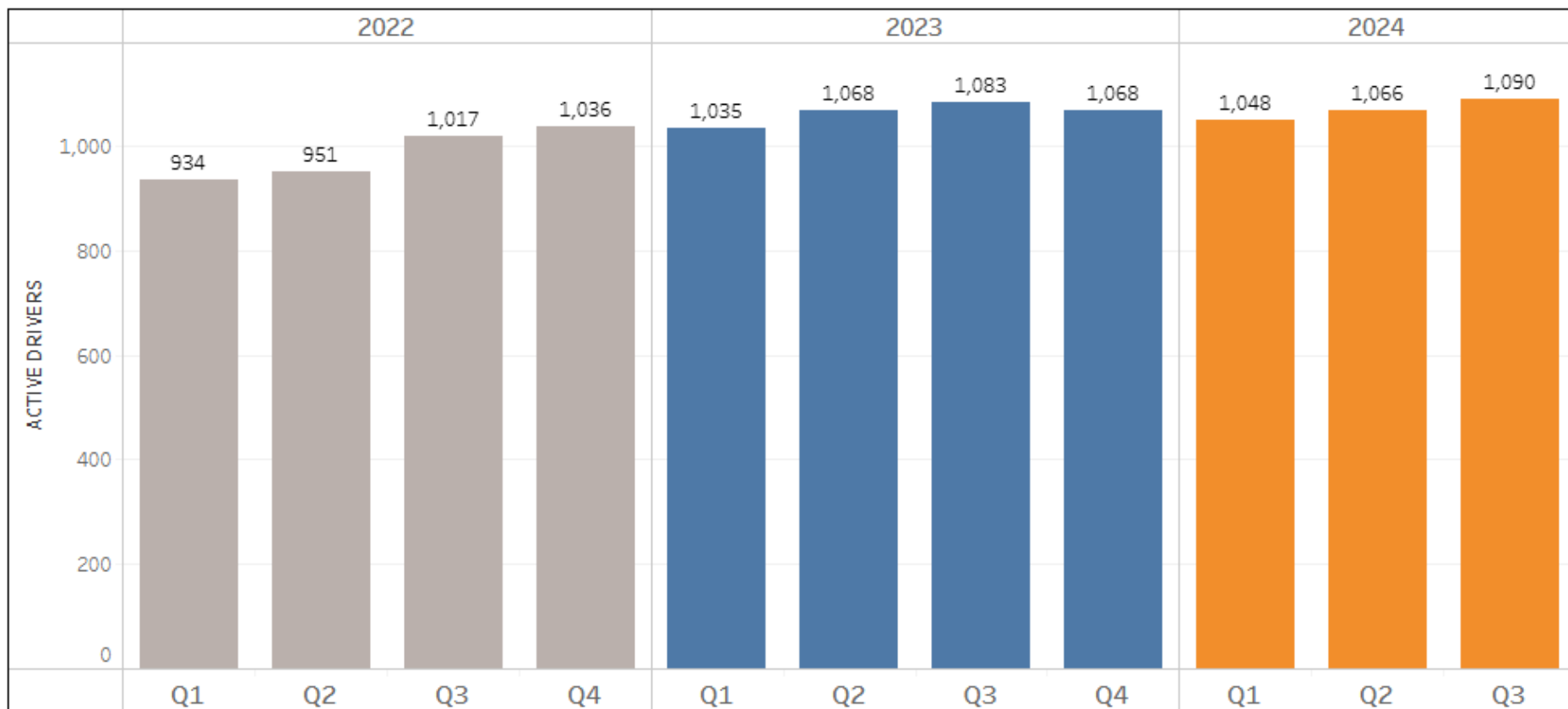
- The SFMTA has updated Metric 4A to better target the impact of the Pilot on driver income
- Data indicates average Pilot Driver Fare Income for 2024-Q3 was \$14,524, 2.8% more than average non-pilot driver income for the same period (\$14,130)



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- Active taxi drivers increased 5.3% from 2023-Q1 to 2024-Q3; increased 2.3% from 2024-Q2 to 2024-Q3



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

- The SFMTA has issued 142 new driver permits during 2024 calendar year

New Taxi Drivers by Calendar Year

Year	2018	2019	2020	2021	2022	2023	2024
New Taxi Drivers	43	33	23	22	135	198	142

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

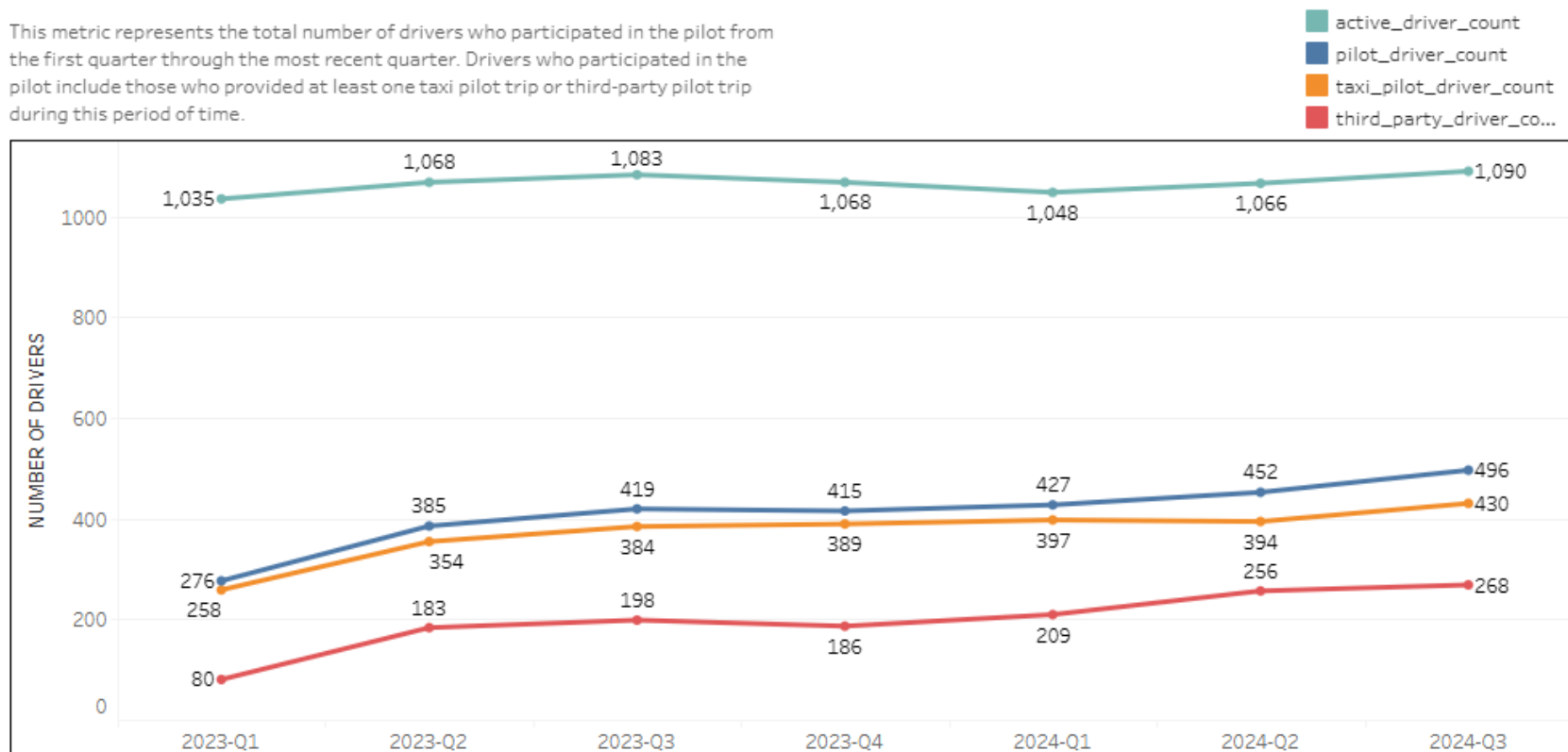
December - February				March - May			June - August		September - November					
	Before Pilot	2023-Q1	2024-Q1		Before Pilot	2023-Q2	2024-Q2		Before Pilot	2023-Q3	2024-Q3		Before Pilot	2023-Q4
Total	11	65	35		18	52	30		38	59	32		58	38

Goal 5: Increase the Number of Drivers

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

- 704 drivers have participated since the Pilot start by providing at least one Pilot trip
- The number of drivers who provided Pilot trips increased by 80% from 276 in 2023-Q1 to 496 in 2024-Q3 and increased 9.7% from 452 in 2024-Q2 to 496 in 2024-Q3

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-Q3 of the Pilot, the average upfront fare (\$13.95) was 5.2% below the estimated average Taximeter fare (\$14.72), which is within the allowable 10% range

	Avg Taxi Upfront Fare	Avg Estimated Taximeter Fare	% Different
2023-Q1	\$13.01	\$13.53	-3.8%
2023-Q2	\$14.22	\$14.83	-4.1%
2023-Q3	\$13.85	\$14.45	-4.1%
2023-Q4	\$14.49	\$15.18	-4.6%
2024-Q1	\$14.21	\$14.93	-4.8%
2024-Q2	\$14.30	\$14.99	-4.7%
2024-Q3	\$13.95	\$14.72	-5.2%

Next Step: Making the Pilot Permanent

- ❖ Pilot expires June 30, 2025
- ❖ Staff will request the SFMTA Board make the program permanent
- ❖ Program rules will generally follow pilot regulations, including taxi upfront fares remaining within 10% of the estimated taximeter rate



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 **575 508 950#**

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

Download documents of this meeting here:

<https://www.sfmta.com/reports/may-14-2025-taxi-quarterly-meeting-documents>

Third-Party Wheelchair Accessible Vehicle Trips

- ❖ Allowing ramp taxis to provide Third-Party WAV trips requires a rule change to the Access for All program regulations by the California Public Utilities Commission (CPUC)
- ❖ Uber requested the CPUC update the rules to allow ramp taxis to provide TNC-originated WAV trips
- ❖ SFMTA supported this request in a [filing with the CPUC](https://www.sfmta.com/media/42368/download)
<https://www.sfmta.com/media/42368/download>



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Taxi Trip Data on DataSF

- ❖ To support data transparency, the SFMTA is making taxi trip data available on DataSF
- ❖ Contains all taxi trips during Pilot reporting period Dec 2022 through May 2024 (18 months)
- ❖ Will update with more data, older and newer
- ❖ Privacy protected for both drivers and passengers
 - Redacted Driver A-Card number
 - Truncated pickup and drop-off latitude / longitude to several block level

Taxi Trip Data on DataSF – Live Demo

https://data.sfgov.org/Transportation/Taxi-Trips/m8hk-2ipk/about_data

The screenshot shows the DataSF interface for the 'Taxi Trips' dataset. At the top right, there is a search bar and a 'Sign In' button. Below the search bar, there is an 'Actions' dropdown menu with options: 'Query data' (Group, aggregate and more), 'Visualize' (highlighted with a red box), 'API', 'Access via oData', 'Share and Embed', and 'Contact dataset owner' (Log in to perform action). To the right of the 'Actions' menu is an 'Export' button (also highlighted with a red box). The main content area is divided into two sections. The left section, titled 'Taxi Trips' with a 'Transportation' tag, contains a summary: 'A. SUMMARY' followed by a paragraph stating that the dataset contains information on taxi trips including pickup location, destination, and fare, and that additional fields have been integrated to the raw data through automated and manual procedures to facilitate easier data analysis. Below this is a 'Read more' link. The right section, titled 'Last Updated', shows the date 'May 1, 2025'. At the bottom, there is a section titled 'About this Dataset' with an 'Updated' date of 'May 1, 2025' and a 'Department Metrics' section.

Search

Sign In

Export

Actions

Query data
Group, aggregate and more

Visualize

API

Access via oData

Share and Embed

Contact dataset owner
Log in to perform action

Taxi Trips Transportation

A. SUMMARY

This dataset contains information on taxi trips including pickup location, destination, and fare. Additional fields have been integrated to the raw data through automated and manual procedures to facilitate easier data analysis. Those fields are indicated in the...

Read more

Last Updated
May 1, 2025

About this Dataset

Updated
May 1, 2025

Department Metrics

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SFMTA Announcements

- ❖ Rules of Conduct for SF Paratransit Taxi
- ❖ Taxi Medallion Annual Sworn Statement
- ❖ Updated Taxi Vehicle Inspection Requirement



SFMTA Announcements

- ❖ Taxi Medallion Annual Sworn Statement: Taxi Forms and Procedures | SFMTA sfmta.com/reports/taxi-forms-and-procedures
- ❖ If your mailing address has changed, please email SFTaxi@sfmta.com or call the main number 415.646.4400 to update your information.
- ❖ Make sure your CDL is valid/not expired

The screenshot shows the SFMTA website header with the logo, navigation links (Home, About Us, Reports & Documents, Taxi Forms and Procedures), and a search bar. A red alert banner at the top states: "Alerts FINAL UPDATE: Delay at Third and 19th has cleared. NB/SB #TThird and 15 resuming regular service. (More: 9 in last 48 hours)". A red "Subscribe" button is also visible. The main content area is titled "Taxi Forms and Procedures" and includes social media sharing links for Facebook, Twitter, and LinkedIn. Below this, the date "Monday, August 17, 2020" is displayed. The section "A) Online Sworn Statement Forms" is highlighted, with a sub-section "a1. For Medallion Holders". Under this, there are three links: "Annual Sworn Statement Online Form", "Annual Sworn Statement - FAQ", and "Online Payment". A paragraph of text follows: "If you have any outstanding invoices, you may submit payment online. You will need your payment record number. If you do not know your payment record number, please contact SFMTA Taxi Services at (415)-646-4400 or email sftaxi@sfmta.com."

SFMTA Announcements

❖ Signup for
[Email and SMS Alerts](https://sfmta.com/signup-alerts)
sfmta.com/signup-alerts

❖ Self-subscribe for email and/or SMS messages regarding taxi industry news, special events, road closures, and notices from SFO

Step 1: Please select what you would like to subscribe to and how you would like it delivered.

Muni Metro Elevator Alerts

Muni Alerts

Projects

Agency News

Agency News

Select All

Select All

Become a Muni Operator	☐ Email Off	☐ Text Off
Chase Center Transportation Updates	☐ Email Off	☐ Text Off
Chinatown Neighborhood	☐ Email Off	☐ Text Off
Color Curb Hearings	☐ Email Off	☐ Text Off
Employer Transportation Resources	☐ Email Off	☐ Text Off
Engineering Public Hearings	☐ Email Off	☐ Text Off
Moving SF Update	☐ Email Off	☐ Text Off
Moving SF Weekly Update	☐ Email Off	☐ Text Off
Press Releases	☐ Email Off	☐ Text Off
Safe Routes to School Monthly Newsletter	☐ Email Off	☐ Text Off
SFMTA and Muni Merchandise Updates	☐ Email Off	☐ Text Off
Taxi News	☒ Email Off	☒ Text Off
Taxi Task Force (TTF)	☐ Email Off	☐ Text Off
Vision Zero SF Newsletter	☐ Email Off	☐ Text Off
Weekend Traffic & Transit Advisories	☐ Email Off	☐ Text Off

Taxi Vehicle Inspections

- ❖ Approved rule change: Defunct Brake Certificate requirement replaced with 19-point inspection
- ❖ 19-point inspections are widely available statewide
- ❖ Inspection station must have Automotive Repair Dealer (ARD) license with Bureau of Automotive Repair (BAR)
- ❖ Have Inspection Station complete SFMTA form as part of inspection and submit to GTU
- ❖ Taxis inspected since 10/2024 will need to submit completed form to GTU



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Quarterly Meetings with Taxi Industry

- ❖ August 2025
- ❖ November 2025
- ❖ February 2026
- ❖ May 2026

