



SFMTA

Taxi Outreach Meeting

April 16, 2026



Agenda

- 1) Taxi Code Reform Proposals
 - a) Proposed taxi meter rate amendments
 - Flat rate from SFO to downtown SF – discussion item
- 2) Access for All Request for Proposals (RFP)
- 3) Announcements
 - a) SFMTA announcements
 - b) Code reform suggestions from the taxi industry

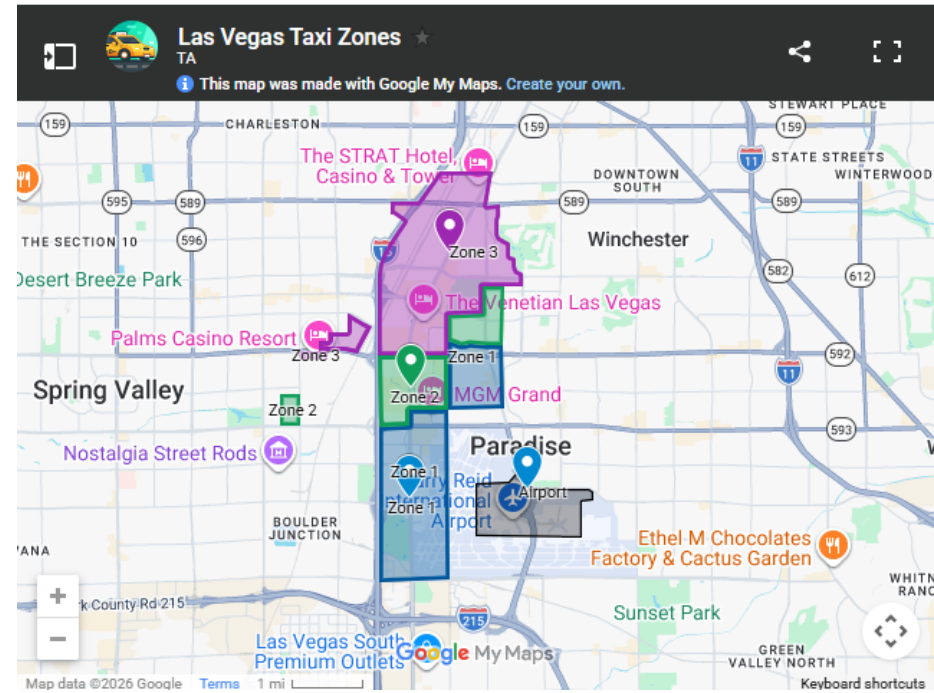
Taxi Code Reform

- ❖ The SFMTA is working on the next round of review of taxi requirements ([Article 1100 of the Transportation Code](#))
- ❖ Our intent: **continue to modernize rules to allow the taxi industry to innovate and compete, while maintaining safety and consumer protection**
- ❖ Feedback from the taxi industry is an important part of the process
- ❖ Next steps
 - Ongoing monthly meetings to discuss potential changes
 - Proposed amendments to the taxi code require approval of the SFMTA Board of Directors
 - Proposed amendments for SFMTA Board consideration

Taxi Meter Rate Amendment: Flat Rate from SFO to Downtown

❖ Proposal: Flat Rate to hotel areas from SFO

- Flat Rate based on meter data
- Issues solved: fare clarity for passenger, allows price shopping with fixed fare, no meter anxiety
- Applies to all passengers
- 24/7/365
- Other cities have similar systems

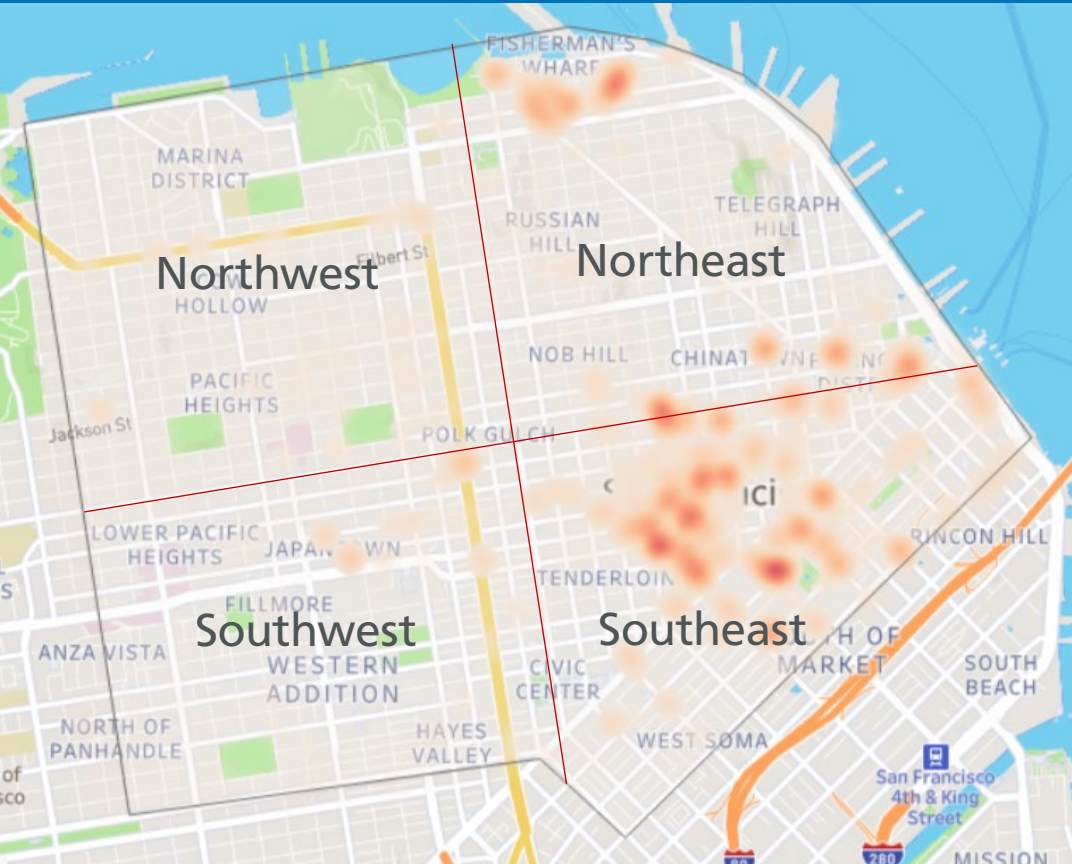


Boundaries selected to include all hotels which bill themselves as “Fisherman’s Wharf” or “Close to Alcatraz” or otherwise “Downtown” including the ones on Lombard Street, but still close enough in that you can get a city fare easily after dropoff.

Goals: increase fare revenue by increasing market share of trips from SFO, straightforward pricing to allow tourists and influencers to show how easy/simple the fare to tourist destinations is.

Flat Rate from SFO – Current Fares to Downtown

Heatmap of Trips to Proposed Zone



- ❖ Most trips end in tourist destinations
- ❖ Average Fares to Downtown*
 - Average Fare: \$62.42
 - Median Fare: \$61.50
 - Half of fares are higher than this amount and half of fares are lower

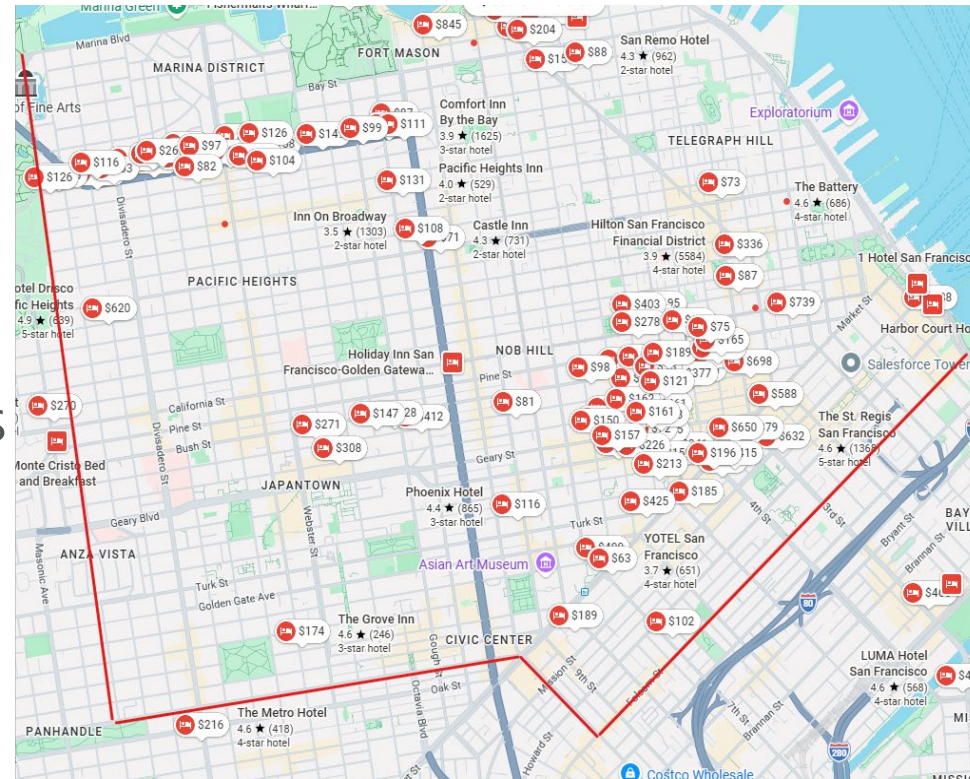
Average and Median by Quadrant

DROPOFF_QUADRANT	Average Meter Fare	Median
Northeast (Fishermans Wharf/Pier 39)	\$64.63	\$63.45
Northwest (Marina/Fort Mason)	\$65.73	\$64.75
Southeast (North Beach/Embarcadero)	\$60.37	\$59.55
Southwest (Lyon/Western Side)	\$61.61	\$60.85

*Includes flag drop fee, meter amount, \$6 SFO fee

Proposed Flat Rate from SFO to Downtown

- Flat Rate to Downtown San Francisco, including Fisherman's Wharf and Union Square:
 - North of Folsom/10th St /Fell, East of Lyon
 - All-inclusive fare for passenger*, minus tips
 - Proposed Flat Rate Options for Discussion:
 - \$60
 - \$65
 - \$70



*Including all fees

Flat Rate Comparison

Comparison to other locations that use flat rate fares

Location	Size of zone (sq miles)	Fare (tolls not included)	Miles to nearest edge	Miles to furthest edge
JFK to Manhattan	22.82	\$75 (\$80 rush hr)	16.8	28 (Belt to Battery)
Proposed SFO zone	5.75	\$60 or \$65 or \$70 (tentative)	12.4	16.2
Las Vegas Zone 3	2.8	\$29.25	4.2	11
Las Vegas Zone 1	2.3	\$21.25	2.1	7.1

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 **347 190 773#**

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

Download documents of this meeting here:

<https://www.sfmta.com/reports/april-2026-taxi-outreach-meeting>

Access for All Request for Proposals (RFP)

FY 24-25, 25-26, and 26-27 Funding Cycles

- ❖ \$2.4M available to support on-demand wheelchair accessible vehicle (WAV) service within San Francisco
- ❖ Access for All Request for Proposals is now open for bids (see [proposal portal](#))
 - Pre-proposal conference: April 23, 2026
 - Proposal due date: May 7, 2026
 - Visit the [Access for All webpage](#) for more information

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CPUC contact information:

[CPUC TNC Access for All webpage](#)

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Announcements

- ❖ SFMTA announcements
- ❖ Code reform suggestions from the taxi industry