



**SFMTA**

# Taxi Outreach Meeting

**May 21, 2026**



# Agenda

- 1) Meeting Code of Conduct
- 2) Taxi Code Reform Proposals
  - a) Proposed taxi meter rate amendments: status update
    - Flat rate from SFO to downtown SF: SFO Driver Survey Results
    - Flat rate from SFO for short trips
    - Meter and half
- 3) Upfront Fare Program Snapshot
- 4) Annual Sworn Statement
- 5) Announcements
  - a) SFMTA announcements
  - b) Code reform suggestions from the taxi industry

# Taxi Meeting Code of Conduct

Good etiquette in meetings requires all participants to adhere to a number of ground rules. Ground rules are the standards of conduct expected at Taxi Outreach Meetings and are important to ensure that our meetings run efficiently and effectively.

1. Speak one at a time, once recognized by the meeting chair.
2. Generally, each participant can speak on each item for 2 minutes. After everyone who wants to has spoken once, participants may speak again for 1 minute each. The chair may set and announce a different speaking time limit depending on the agenda and timing.
3. You may only speak during your allotted time and must stop speaking when your time is up.
4. No interrupting others.
5. Listen to all contributions.
6. No side conversations.
7. Keep comments on the agenda topics.
8. Treat each other with respect.
9. Staff will warn if rules are being violated. Each participant gets one warning of a code of conduct violation. If the inappropriate behavior continues, you may be asked to leave. If you refuse to leave, staff may end the meeting. If the inappropriate behavior continues, the meetings will move to fully remote. Online speakers may be muted if they are not following the rules of conduct.

# 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 Code Reform Proposal: Flat Rate from SFO to Downtown

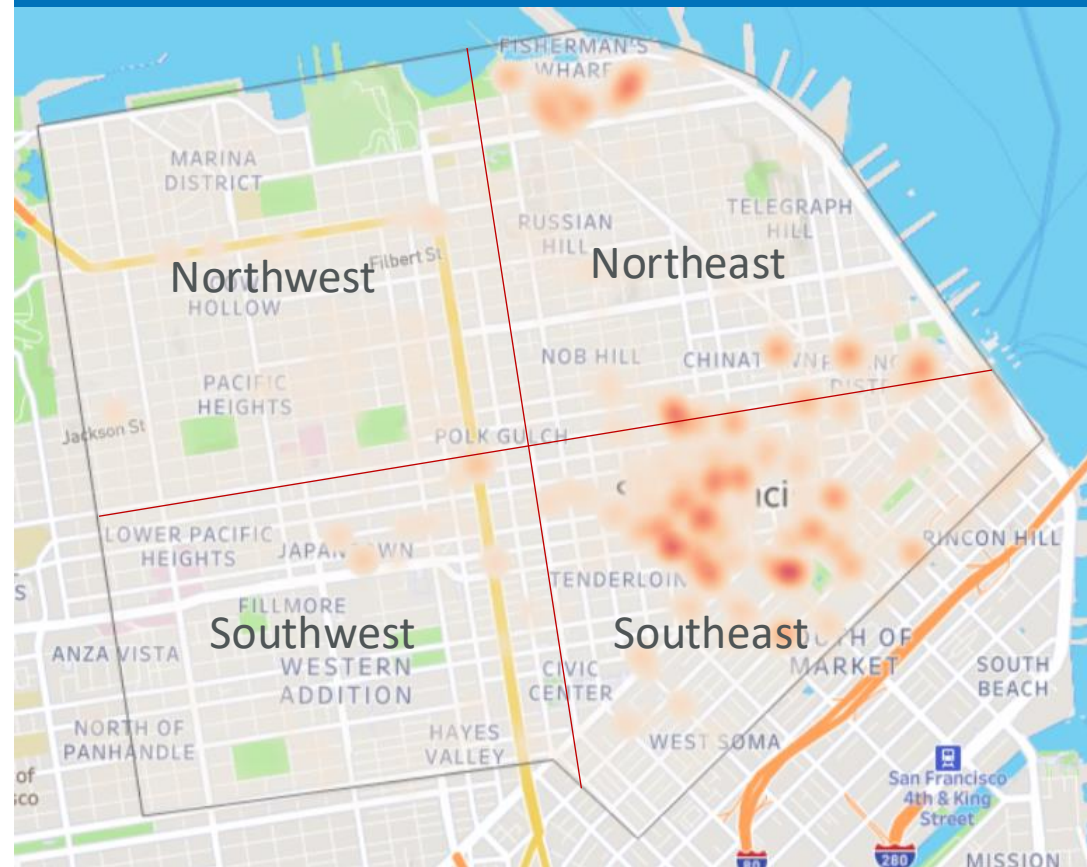
❖ Proposal: Flat Rate to hotel areas from SFO

- Flat Rate for all trips ending inside zone
- 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 are frequently a destination from SFO.

Goal: 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.

## Heatmap of Trips to Proposed Zone



# Flat Rate from SFO to Downtown

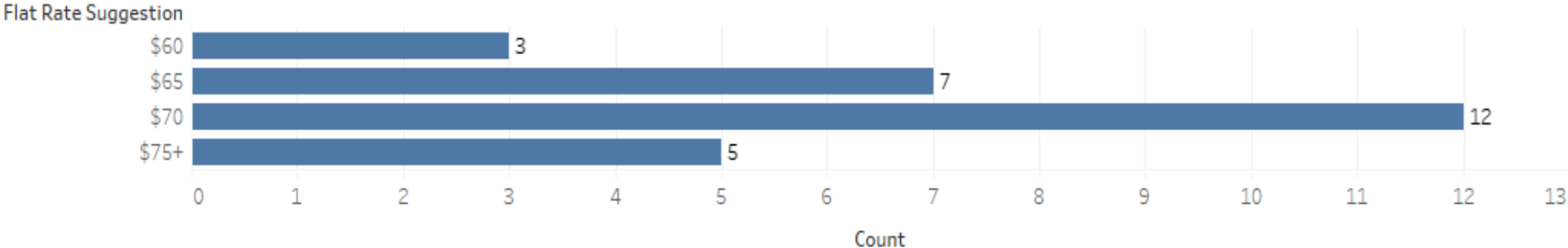
## ❖ Survey Results

- Staff conducted survey at SFO, surveying 36 drivers

## ❖ Q1: Do you agree that switching to a flat rate for trips from SFO to Downtown SF makes sense for drivers and customers?

- Agree: 17
- Neutral: 7
- Disagree: 12

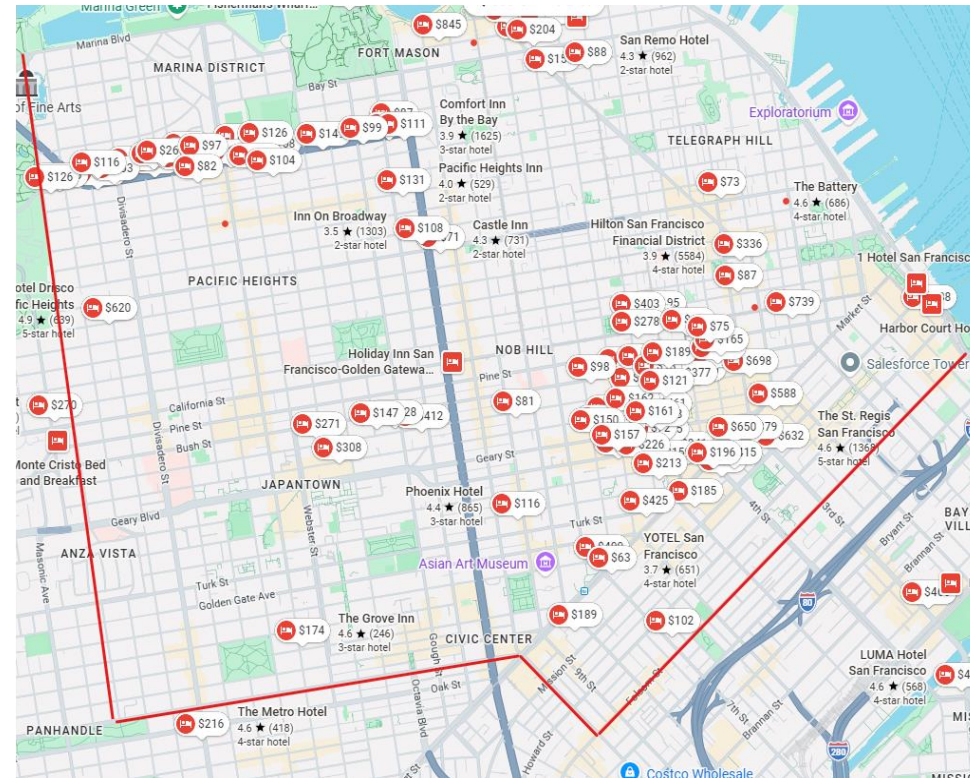
## ❖ Q2: Within the proposed flat rate zone, the current average fare is \$62.42, including the flag drop fee, meter amount, and \$6 SFO fee. We want to choose a fare that helps drivers while still being competitive for customers. If we switch to a flat rate, what should that rate be?



# 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
- Simple fare for passenger\* minus tips
- Proposed Flat Rate:
  - \$68



\*Not including fees

# Public Comments -- Call in

If you would like to make a comment, please unmute yourself or call the USA number at **415.523.2709**

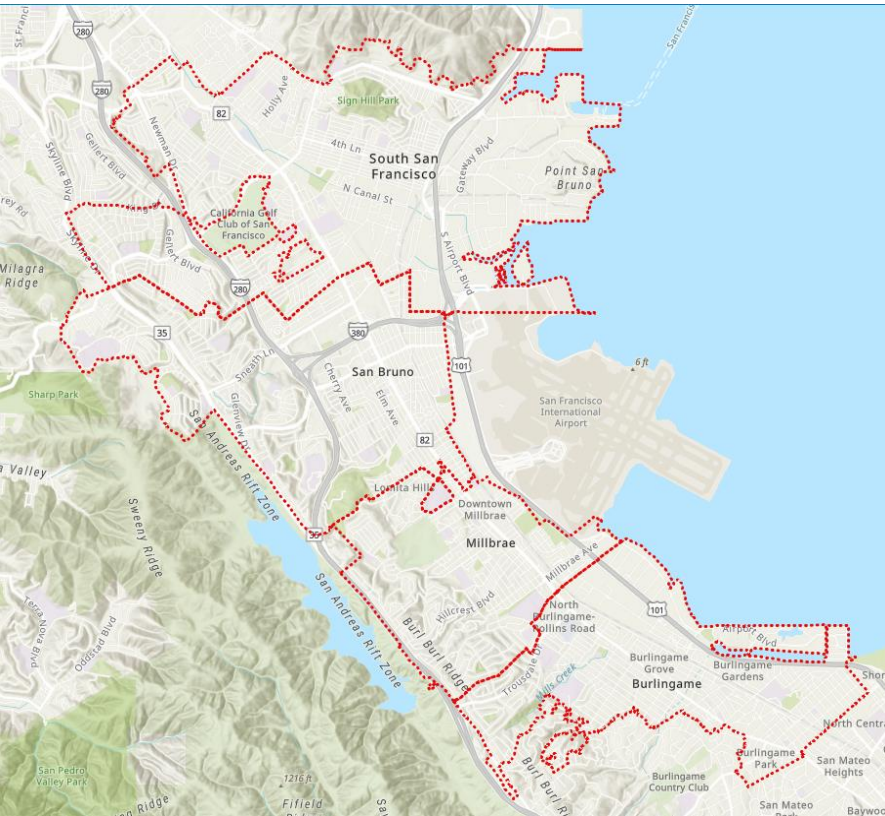
You will need to enter the Participant Code **461 450 572#**

SFMTA is also accepting written comments at [SFTaxi@sfmta.com](mailto:SFTaxi@sfmta.com).

Download documents of this meeting here:

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

# Taxi Code Reform Proposal: Minimum Fare from SFO



## ❖ Proposed rate amendments:

### Minimum flat rate from SFO:

- Minimum Fare: **\$24** not including fees
- Fare is clear to customers
- Applies 24/7/365
- Drivers still eligible for Short line
- Meter will read \$24 from flag drop, for trips leaving area, meter resumes normal operation.

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# Taxi Upfront Fare Program snapshot\*: January 2025 - June 2025

- ❖ Total Trip Count
  - Taxi Upfront Fare Trips: 13,376
  - Third-Party Upfront Fare Trips: 461,400
  - Non-Upfront Fare Trips: 809,238
- ❖ Total Fare Revenue (excluding tips, tolls and fees)
  - All Upfront Fare Trips: \$8m
  - Non-Upfront Fare Trips: \$23.7m
- ❖ Driver Fare Revenue from Third-party Trips
  - **2/3** taxi drivers provided Third-Party Upfront Fare trips
  - Making a monthly average of **\$2,400** from such trips

\* based on data provided to the SFMTA from the In-Taxi Equipment providers and may be revised, as needed

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# Annual Sworn Statement

- ❖ Online Submission:  
Taxi Forms and Procedures  
[sfmta.com/reports/taxi-forms-and-procedures](https://sfmta.com/reports/taxi-forms-and-procedures)

\*do not use old links

- ❖ If your mailing address has changed, please email [SFTaxi@sfmta.com](mailto:SFTaxi@sfmta.com) or call the main number 415.646.4400 to update your information.

- ❖ Make sure your CDL is valid / not expired

- ❖ July 1 Renewal Sticker Enforcement



The screenshot shows a web browser window with the URL [sfmta.com/reports/taxi-forms-and-procedures](https://sfmta.com/reports/taxi-forms-and-procedures). The page features the SFMTA logo and a navigation menu with links for Home, About Us, Reports & Documents, and Taxi Forms and Procedures. A red alert banner at the top states: "Alerts FINAL UPDATE: The 25 Treasure Island has resumed regular route (More: 6)". The main heading is "Taxi Forms and Procedures". Below this, there are social media sharing options for Facebook, Twitter, and LinkedIn, along with the URL [SFMTA.com/TaxiForms](https://sfmta.com/TaxiForms). The date "Monday, August 17, 2020" is displayed. The primary section is titled "A) Online Sworn Statement Forms" with a sub-heading "a1. For Medallion Holders". It includes the text "Annual Sworn Statement Online Form" and "The Annual Sworn Statement Forms are available for submission." Below this, there are three links: [Annual Sworn Statement Online Form](#), [Annual Sworn Statement - FAQ](#), and [Online Payment](#).

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# Announcements

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