



SFMTA

Taxi Outreach Meeting

June 18, 2026



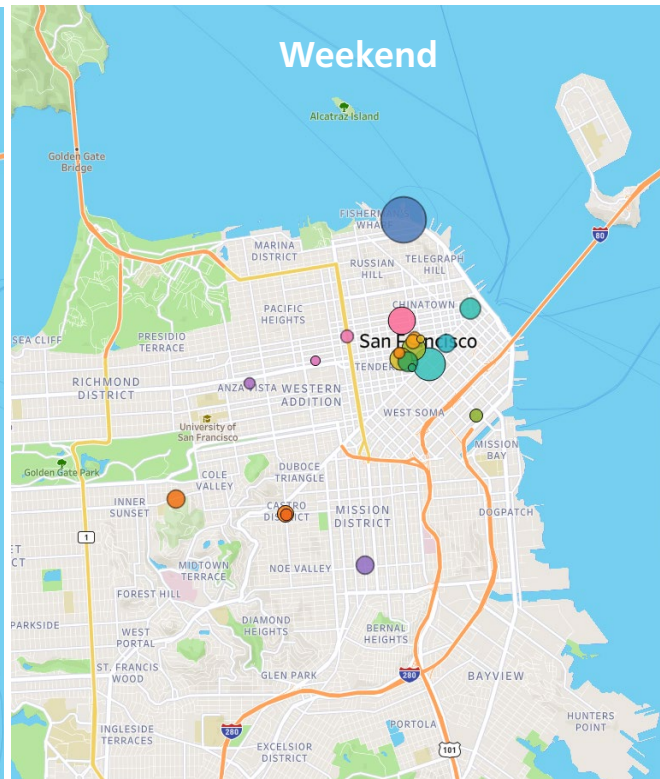
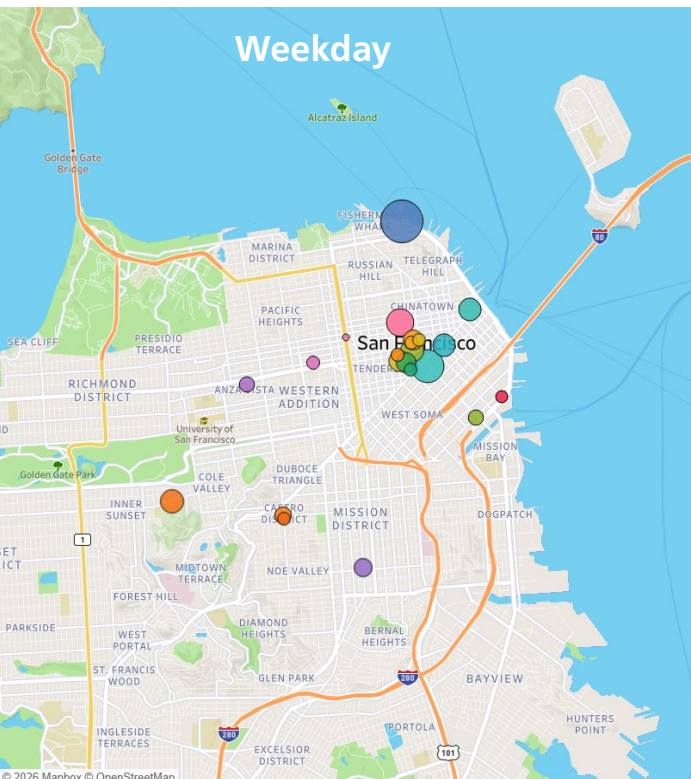
Agenda

- 1) Taxi Data Analytics
 - a) Taxi Stand Usage
 - b) Pickup Location Hot Spots
 - c) Busiest Times of Day
- 2) How to access and analyze taxi data using DataSF
- 3) Response Time Goals
- 4) Announcements
 - a) SFMTA announcements
 - i) Annual Sworn Statement reminder
 - b) Code reform suggestions from the taxi industry

Taxi Stand Usage

- ❖ **Timeframe & Filters:** One week; March 23–29, 2026; Street and Dispatch only
- ❖ **Top Performer:** Pier 39 is the most highly utilized stand, averaging 57 trips/day on weekdays and 67 trips/day on weekends

Taxi Stand Pick-up Map

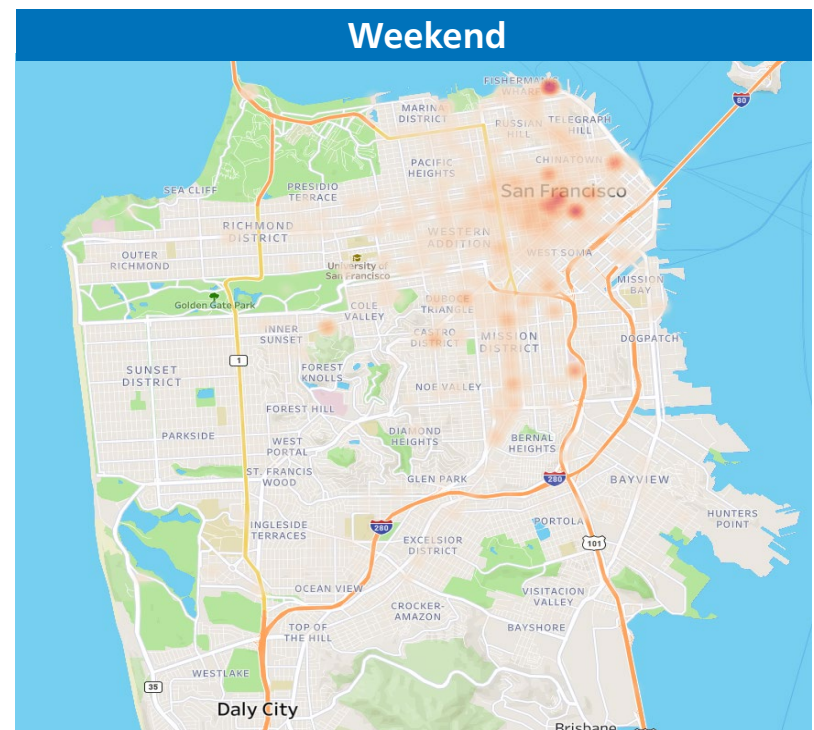
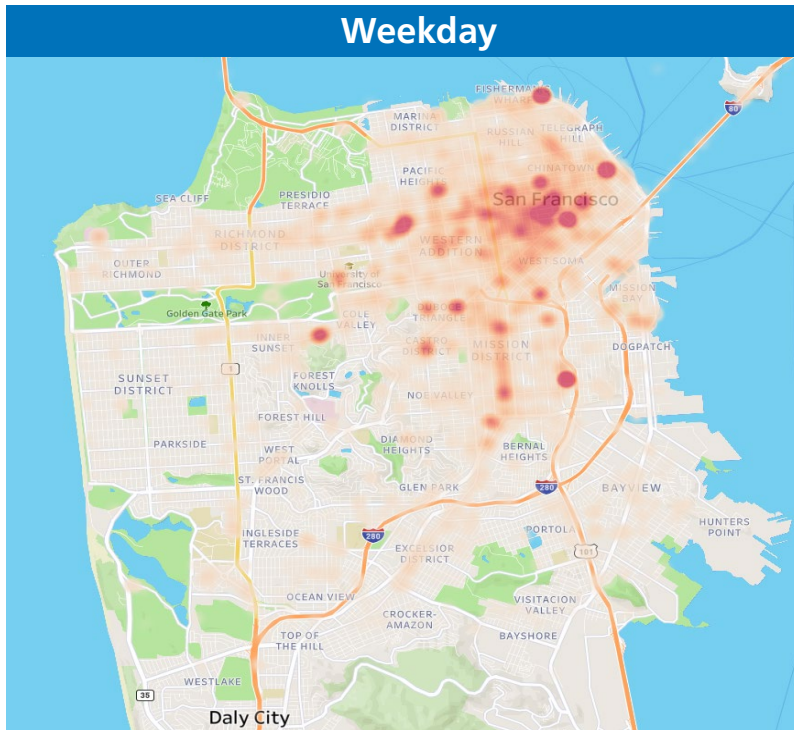


Address	Weekday	Weekend
Pier 39	57	67
33 4th Street	34	34
950 Mason Street	24	24
505 Parnassus	17	11
335 Powell Street	17	18
48 Drumm Street	16	14
2 New Montgomery ..	15	10
370 Taylor Street	14	16
222 Mason Street	12	12
480 Sutter Street	12	5
2773 Mission Street	10	10
498 Castro Street	9	9
333 Townsend Street	7	6
2350 O'Farrell Street	7	4
1625 Post Street	6	3
495 Geary Street	6	4
450 Powell Street	5	7
70 Eddy Street	5	2
517 Castro Street	5	5
395 Sutter Street	5	2
777 2nd Street	5	
750 2nd Street	5	
1500 Van Ness Aven..	2	5

Pickup Location Hot Spots

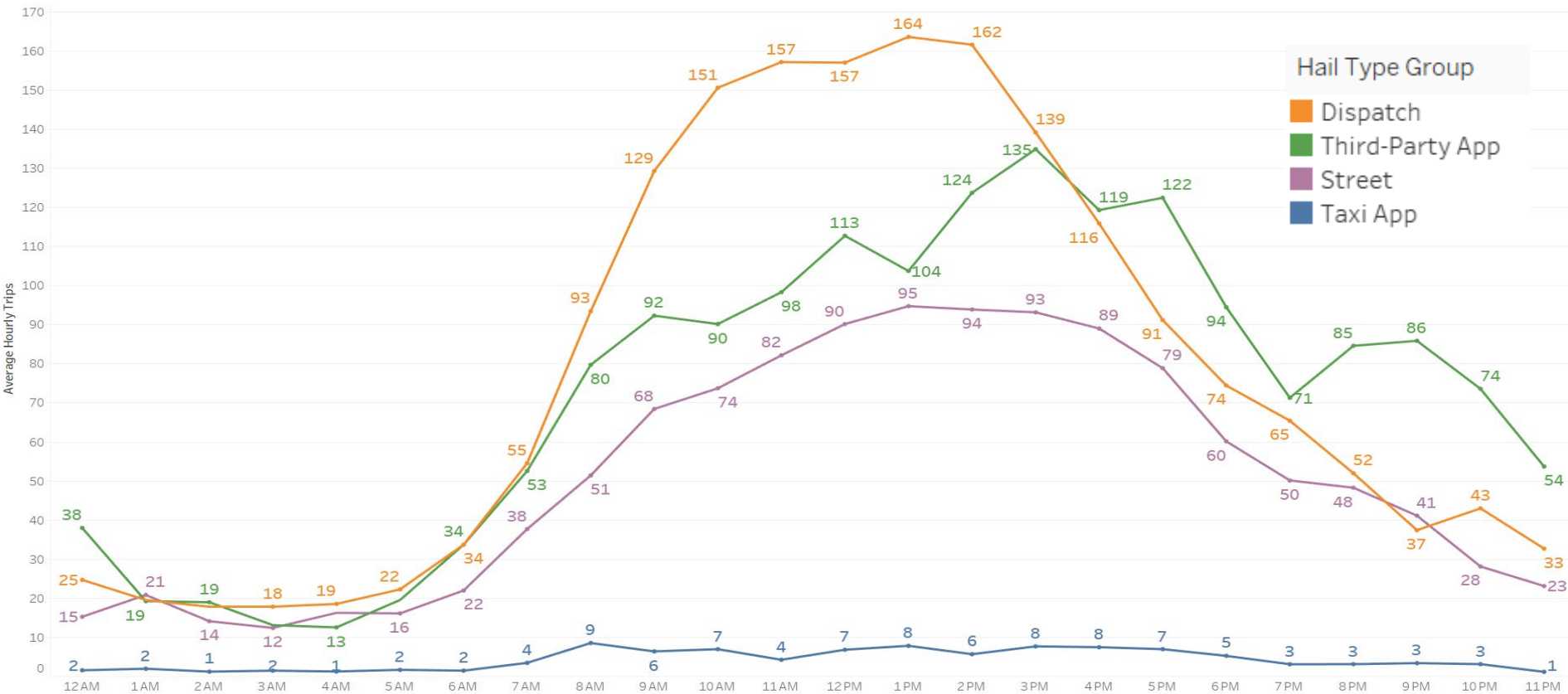
- ❖ **Timeframe:** All citywide taxi pickups for the week of March 23–29, 2026. Excludes SFO trips
- ❖ **Daily Comparison:** Side-by-side view compares average trip density on Weekdays vs. Weekends
- ❖ **Notable Hot Spots:** Heavy concentration in the downtown core alongside specific neighborhood and medical hubs (Fisherman's Wharf, Downtown, Financial District, Kaiser/UCSF Mt. Zion, UCSF Parnassus, and SF General Hospital).

Taxi Pick-up Heatmap



Busiest Times of Day by Hail Type

- ❖ **Timeframe:** Average hourly trips for the week of March 23–29, 2026; Excludes SFO trips
- ❖ **Categories:** Compares four hail types: Street, Dispatch, Third-Party App, and Taxi App
- ❖ **Peak Volume:** Dispatch trips drive highest volume, peaking mid-day (10 AM–2 PM, 150+ avg. trips)
- ❖ **Third-Party App Trends:** Usage rises steadily, peaking during evening commute (2 PM–6 PM)



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 **223 455 323#**

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

Download documents of this meeting here:

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

Accessing Taxi Trip Data on DataSF

- ❖ **DataSF Open Data Portal:** data.sfgov.org — home page for all city datasets; search “taxi” to find related pages
- ❖ **Taxi Trip Dataset:** data.sfgov.org/Transportation/Taxi-Trips/m8hk-2ipk — every SF taxi trip, updated regularly by SFMTA
 - Tip: the “About” tab on the dataset page describes every column. Helpful if you’re unsure what a field means
- ❖ No account required. Anyone can view and create visualizations for free
- ❖ **Finding your trips by Driver ID:** first letter + dash + last 4 digits of your driver's license
 - *Example: License number is A1234567 → Driver ID is **A-4567***
- ❖ **Alternate lookup by Vehicle Placard Number:** use your medallion number to see all trips for that vehicle across all drivers (keep leading zeros - "0001")

Creating a Visualization & Setting Filters

❖ Step 1 — Open the dataset page

- Click the “Actions” button in the top right corner
- Select “Create Visualization” from the dropdown

❖ Step 2 — Set your filters (right panel)

- **qa_flags** → “Does not contain” → DR (removes duplicate records. always do this first)
- **start_time_local** → choose your date range (e.g. “This Month”)
- **driver_id** → type your ID to see your own trips
- **vehicle_placard_number** → use your medallion number as an alternate lookup

DataSF | Open Data Portal

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About Data Related Content

Taxi Trips Transportation

A. SUMMARY
This dataset contains information on taxi trips including pickup location, destination, an fare. Additional fields have been integrated to the raw data through automated and man procedures to facilitate easier data analysis. Those fields are indicated in the column...
[Read more](#)

Open visualization in...
Carto
Plot.ly
More integrations

Actions (dropdown menu)
Query data (Group, aggregate and more)
Visualize
API
Access via oData
Share and Embed
Contact dataset owner (Log in to perform action)

About this Dataset

Updated **May 1, 2025**

Data Last Updated: April 7, 2025 | Metadata Last Updated: May 1, 2025

Date Created: April 7, 2025

Department Metrics
Publishing Department: Municipal Transportation Agency

Internal Management
Inventory ID: MTA-0136

Detailed Descriptive

Filters (2)

Add Filter **Clear All**

driver_id
Select... (dropdown)

start_time_local
This Month (dropdown)

qa_flags
Does not contain dr (dropdown)

vehicle_placard_number
Select... (dropdown)

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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

Response Time Goals

Transportation Code, Sec. 1102. Definitions.

A Taxi or Ramp Taxi will arrive...

- ❖ 70% of the time within 10 minutes of the service call
- ❖ 80% of the time within 15 minutes of the service call
- ❖ 99% of the time within 30 minutes of the service call

For Discussion:

1. What does the taxi industry think of these thresholds?
2. How does the taxi industry track these goals, if at all?
3. Should we keep these goals, in context for good customer service?

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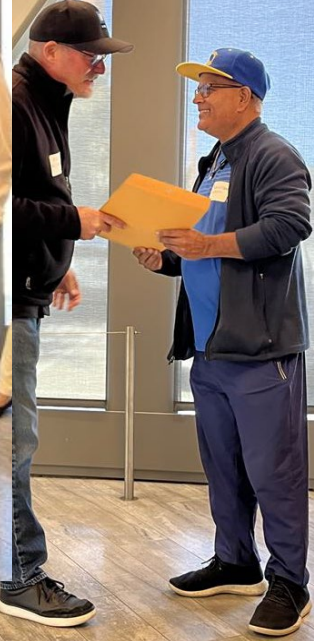
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Announcements

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



Annual Sworn Statement Reminder

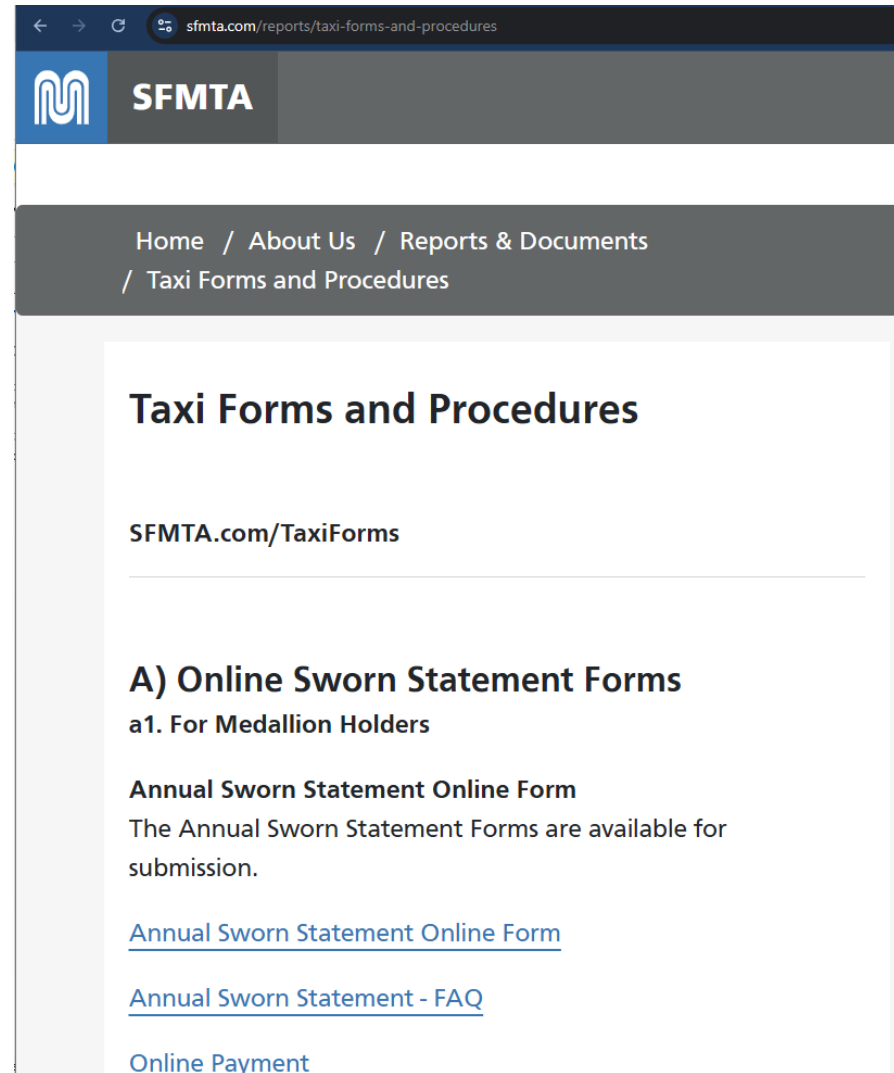
- ❖ Online Submission:
Taxi Forms and Procedures
sfmta.com/reports/taxi-forms-and-procedures

*do not use old links

- ❖ 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

- ❖ **July 1** Renewal Sticker Enforcement



The screenshot shows a web browser window with the URL sfmta.com/reports/taxi-forms-and-procedures. The page features the SFMTA logo and navigation links: Home / About Us / Reports & Documents / Taxi Forms and Procedures. The main heading is "Taxi Forms and Procedures" with a sub-link "SFMTA.com/TaxiForms". The content is organized under the heading "A) Online Sworn Statement Forms" with a sub-section "a1. For Medallion Holders". It lists "Annual Sworn Statement Online Form" with a description: "The Annual Sworn Statement Forms are available for submission." Below this are three links: "Annual Sworn Statement Online Form", "Annual Sworn Statement - FAQ", and "Online Payment".

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