



SFMTA

Taxi Outreach Meeting

September 24, 2026



Agenda

- 1) Flat Rate Fare from SFO within geofenced boundary (Continued)
- 2) Special Event Fee
- 3) Dreamforce Post-Event Debrief
- 4) 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 Fare from SFO

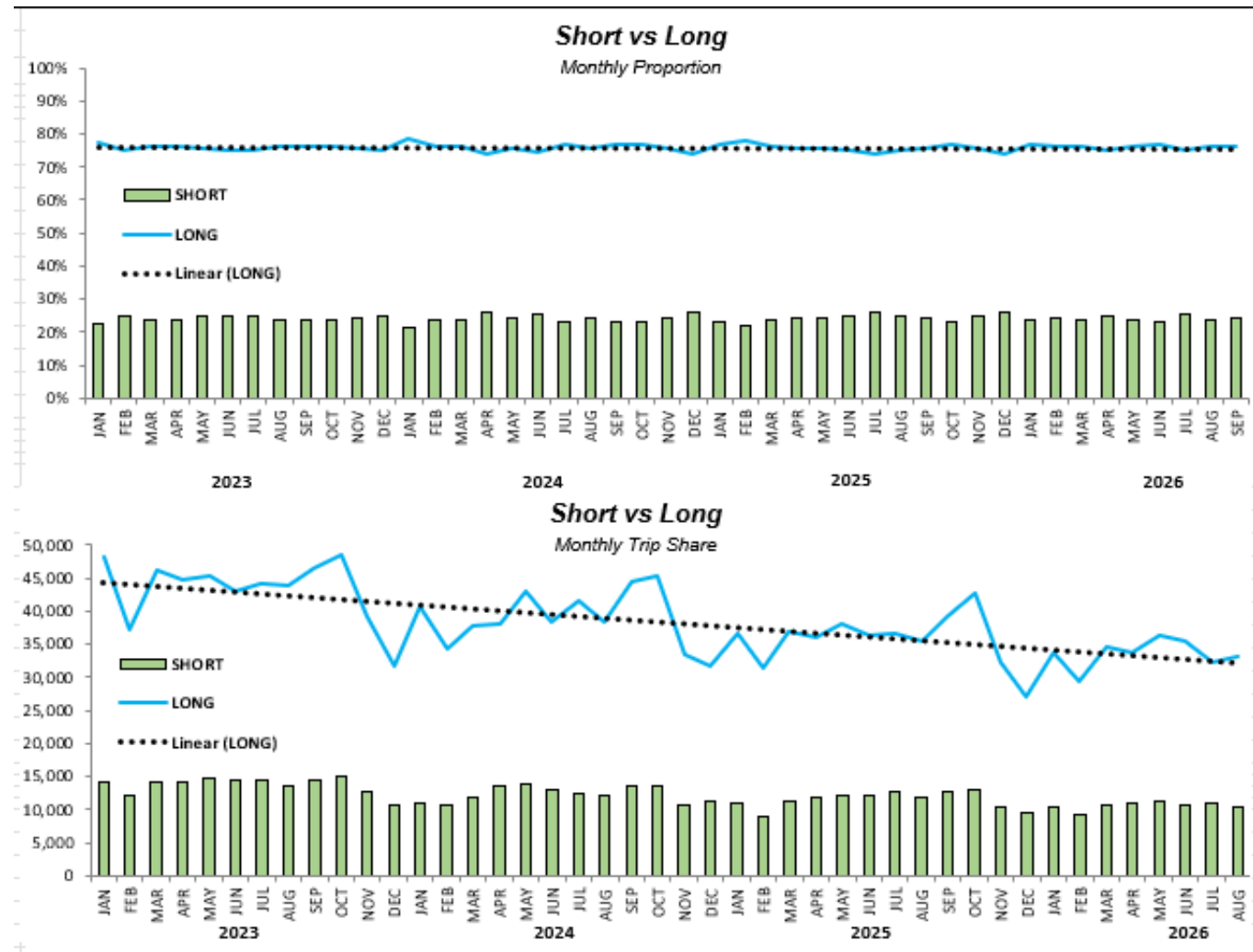
❖ Continued Discussion From May 2026 Meeting:

Flat rate from SFO within geofenced boundary:

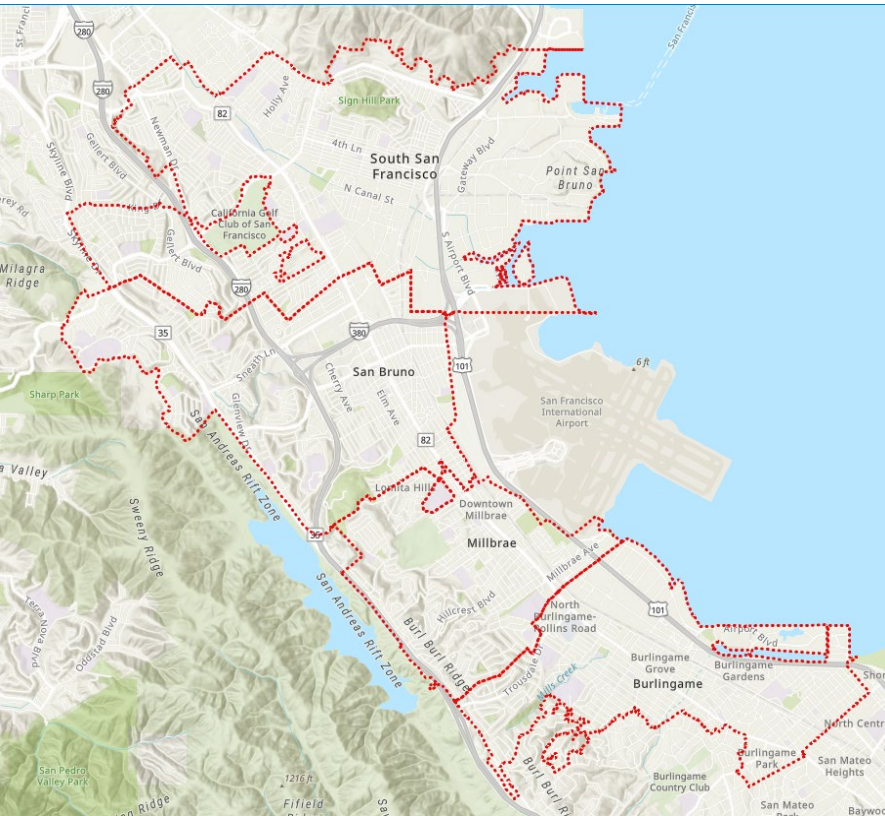
- Concept is to establish flat fare for short trips originating from SFO
- Fare is clear to customers – easily explainable boundaries
- Compensates drivers for very short trips
- Time of day/only certain hours is too complicated
- Fare needs to be competitive to prevent loss of volume

Taxi Code Reform Proposal: Flat Fare from SFO

- ❖ Data shows decreasing long trips; short volumes relatively stable
- ❖ Proportion of short trips increasing due to declining long trips



Taxi Code Reform Proposal: Flat Fare from SFO



❖ Proposed rate amendments:

Flat rate from SFO:

- Flat Fare: **\$24** not including fees
- Fare applies to trips within boundaries
- Fare is clear to customers
- Applies 24/7/365
- Drivers still eligible for SFO Short Line
- Meter will read \$24 from flag drop
- For trips beyond area, meter resumes normal operation.

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 598 450 669#

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

Download documents of this meeting here:

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

Taxi Code Reform Proposal: Special Event Fee

❖ New Concept for Discussion:

Special Event Fee:

- Fee that Drivers can charge after specified large events
- Events include Outside Lands, games/concerts at Chase and Oracle
- Customer complaints about Drivers overcharging/flat rating
- Drivers close to venue when event ends are not able to return after first trip
- Fee would compensate driver for the event, reducing overcharging complaints

❖ If there is interest, staff will further develop proposal

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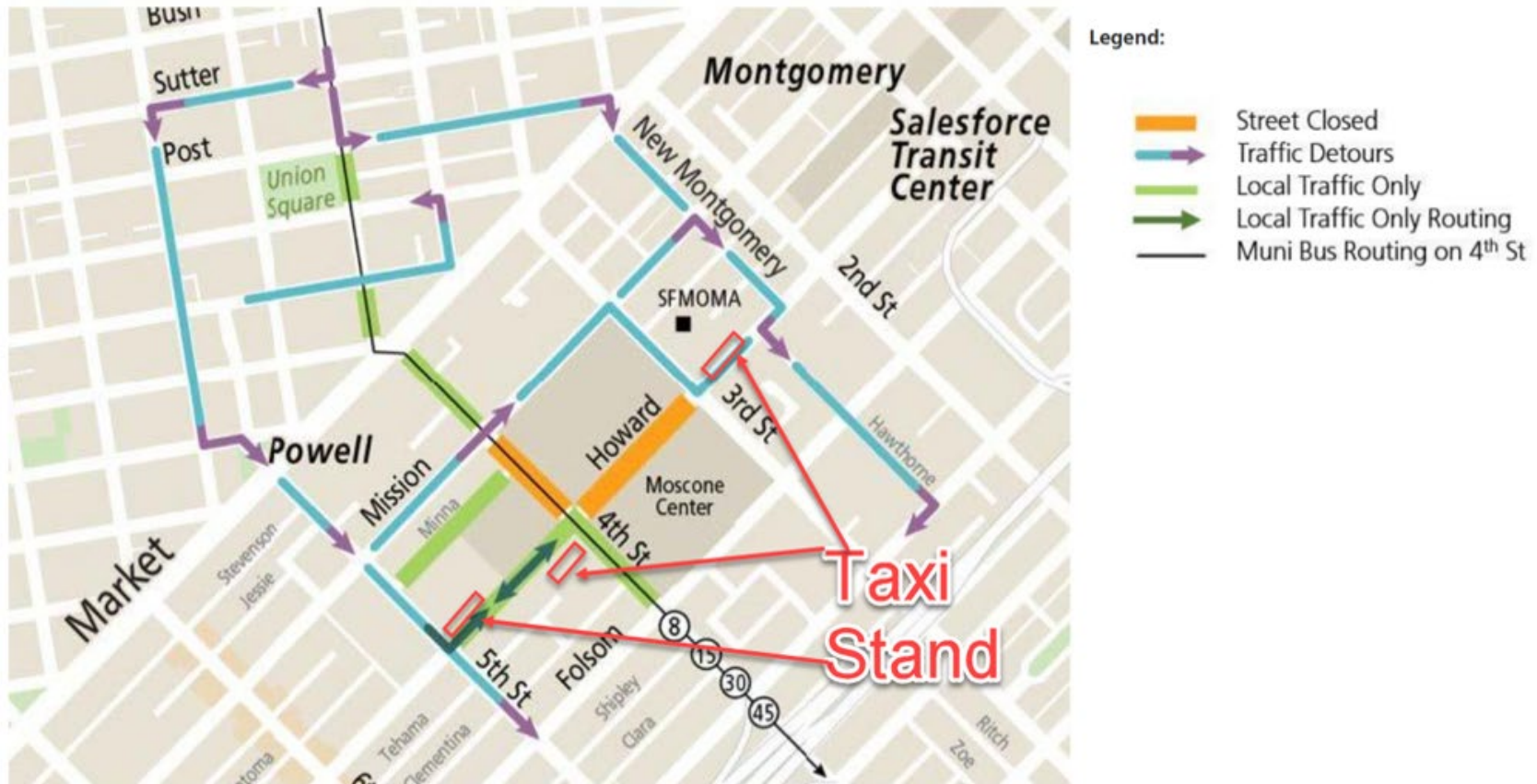
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Dreamforce: Post Event Debrief

❖ Dreamforce 9/15-9/17:

- Feedback on how event went – SFO, Taxi Stands, Peripheral Events
- Compare 2026 to prior years?



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Announcements

- ❖ SFMTA announcements
 - Essex Street Turn Restriction 10/16/26
 - Stockton Street Taxi Stand Update
- ❖ Code reform suggestions from the taxi industry