

Goals

- Enforce taxi rules and regulations and local laws to provide maximum public safety and public service.
- Work cooperatively with the San Francisco taxi industry in support of SFMTA goals to enhance transportation options available to the public, reduce congestion, increase parking availability and improve air quality.
- Increase the effectiveness and efficiency and decrease the costs of San Francisco taxi regulations through the use of appropriate technology.
- Achieve industry reform to include reform of the nature of Medallion ownership and associated continuing revenue to the SFMTA for FY 2009-2010 and beyond.
- Support Clean Air Taxi Grant Program.
- Update Web site and redesign “Taxi Industry” page.
- Secure acquisition of financing support from private lenders for Taxi Medallion Sales Pilot Program.
-

Responsibilities

- Enforcement of all applicable rules and regulations that affect the taxi industry in San Francisco
- Provide service and support to San Francisco’s Taxi Industry and its customers.

Accomplishments: What got done?

- **Green Taxis:** Approximately 58 percent of the eligible taxi fleet is now green. A successful news conference was held in March with the Mayor Gavin Newsom to highlight this milestone.
- **Permits:** Three Ramp Medallion Permits and one regular Taxi Permit were issued this month. A total of 10 offer letters for regular Taxi Permits were sent, and processing of the applications and reviewing the waybills submitted by applicants are underway.
- **Web site:** The Taxi Web site is continuously being updated with archive and new information for the public. Recently, a list of all Taxi Companies was posted which includes contact phone numbers and pictures for each company and an updated Medallion Waiting List.
- **Driver Applications:** Eighty-one new driver permit applications were issued along with 71 Public Convenience and Necessity driver permits. This includes many drivers who were previously processed by the San Francisco Police Department Taxi Detail who have been waiting over one year to receive their A-Card and badge.
- Received \$140,600 from Color Schemes for the months of December through March 2010 for the continuous operation of Medallions that would have otherwise been returned to the SFMTA after the death of a medallion holder. Allowing the companies to continuously operate the Medallions allows for those cabs to continue serving the public until we are ready to reissue the Medallion permit to the next person.
- **Medallion Reform:** Acquisition of financing support from private lenders for Taxi Medallion Sales Pilot Program. Staff has conducted two meetings that included five credit unions, three in San Francisco that include many employees of the City and County of San Francisco among their members, and two New York credit unions with experience in Medallion financing in several United States jurisdictions. It appears that the financial institutions will be formally cooperating with each other through a participation agreement which will share the benefits and the risks of the program.

- The response of the taxi industry to the reform program remains largely positive when the specifics of the program are accurately explained.

Ongoing Projects/Forthcoming Developments: What's in the works?

- **Electric Vehicles:** In conjunction with the Mayor's Office and some other entities, Taxi Services is looking at developing a pilot program for Electric Taxi Vehicles within the next two years. Research into various levels of Grant Funding is currently being conducted for this project.
- **Development of A-Card/Smart Card:** In conjunction with SFO, Taxi Services is in the process of developing an A-Card/Smart Card for all of taxi drivers that will keep better track of drivers, as well as their disciplinary history. It is expected that the Cards will be ready for next year.
- **Medallion Revocation Actions:** After having a two-week amnesty program, Taxi Services will begin filing of Medallion Revocation Actions against numerous Medallion holders who have been in violation of the Prop-K requirements. This is part of an effort to extricate offenders out of the system, return the Medallions to the City and place them in the hands of working drivers.
- Developing New Driver Application and Medallion Issuance process.
- Reconstructing New Driver Application Files.
- Supporting Clean Air Taxi Grant funding.
- Developing regulations governing financing procedures for April 20 Board of Directors meeting.
- Mailing to 8,000 potential Medallion buyers and sellers to solicit interest, then matching buyers and sellers according to priority.
- Developing six legal instruments that will be required to process Medallion sales transactions and accompanying instructions and forms.

Concerns, Risks and Challenges

- **Staffing:** Currently only one investigator to handle investigations for an industry filled with 7,000 drivers, 1,500 Medallion holders and 32 companies. This does not include issues with illegal taxi and limousine enforcement, which is needed 24 hours/day, as well as pending Medallion revocation hearings.
- **Revenue generation targets for FY 2009-2010:** Each Medallion sale requires a hearing that must be prepared by investigation and hearings staff, which includes reviewing at least four years of waybills and drafting declarations and administrative pleadings. Once the case is prepared it can be scheduled and heard. Revenue generation targets will require issuing at least 50 Medallions before July 1. Currently there is only one investigator to prepare those hearings who is also working on large volumes of Medallion revocation cases.
RESOLUTION: Immediate hiring of up to seven Taxi Investigators (9144) to prepare Medallion issuance and revocation hearings.
-

Performance Measures

- Provide the results for **up to seven key metrics used to gauge the section's performance** on a monthly basis.
- Update the headers to reflect the appropriate months (e.g., change Jan 2010 to Feb 2010)
- Provide month-over-month, and if available, year-over-year results. If metrics are currently reported quarterly, please note the section accordingly and include results in the April 2010 report. If metrics are not currently in place, please advise timeline for measure development and/or assistance needed.

Staffing

Filled	7	Vacant/Funded	4	Vacant/ Defunded	0	Total	11
--------	---	---------------	---	------------------	---	-------	-----------

MONTHLY REPORT INSTRUCTIONS

March 2010

Christiane Hayashi

Explanatory notes/concerns

Miscellaneous

- Staff published a comprehensive collection of Proposition K Reform proposals that were received by the taxi industry during the outreach process, posted it on the Internet and printed several hundred copies to circulate to drivers without Internet access. Staff also developed a one-page tri-fold brochure to explain the Taxi Medallion Sales Pilot Program and distributed thousands of copies to drivers through the taxi companies in order to clarify the proposal and to minimize damaging and untrue rumors.