Taxi Services’ Mission

• To promote a vibrant taxi industry through intelligent regulation, enforcement and partnership. We champion the following values:

  – Public Safety
  – Outstanding Customer Service
  – Accessibility
  – Economic and Environmental Sustainability
Accessible Services’ Mission

• To shape San Francisco’s transportation system to work for all.

  – We cultivate San Francisco’s accessible transportation network by engaging with the community to inform and develop projects, programs, and policies.
TAS Division Mission

• TAS represents a combination of two distinct functions of the SFMTA that substantially overlap in the regulation of the taxi mode of transportation. Paratransit is the bridge.

– TAS Division: Together we make a difference in San Francisco.
The Importance of Regulation

• The SFMTA has an interest in maintaining a strong taxi industry and we champion the following values:

  - Public Safety
  - Good Customer Service
  - Accessibility
  - Sustainability
Taxis and Public Safety

- $1M Insurance
- Vehicle inspections
- Clearly marked vehicles
- Driver training
- Background checks based on fingerprints
- 2-way communication with drivers
- Cameras in vehicles
- Emergency Preparedness
Taxis and Customer Service

– All customers required to be served
– All neighborhoods in SF required to be served
– All cabs are required to accept credit cards and Paratransit debit card
– Price regulation: clear and fixed fare structure
Taxis and Accessibility

– Taxis have been part of Paratransit since 1981!!
– Wheelchair accessible ramp taxi service started in 1994 with 6 cabs
– Wheelchair trips have declined and ramp medallions have been turned in to SFMTA
– If there were no paratransit taxi, it would cost the City an estimated additional $6.1M annually
– Ability to request a trip over the phone
Taxis and Sustainability

– Taxis have clean air requirement (97% of the fleet are low emission vehicles)
– Taxis are part of the City’s congestion management strategy
– Economic Development: this is a sustainable career
  • Value of the industry distributed over a broad range of medallion holders, companies and drivers
  • Career path for drivers who have the opportunity to become medallion holders – there’s a pride of ownership
  • All drivers are covered by worker’s comp
– Due Process: for customers, drivers, medallion holder
Transportation Network Companies

• Transportation Network Companies (UberX, Lyft, Sidecar): provide a very similar service through an app

• Primary difference between taxi service and TNC service
  – Street hails: TNCs are not supposed to pick up street hails
  – Airport: TNCs are not presently permitted to pick up passengers at the airport
  – Regulatory requirements: TNCs regulated by the California Public Utilities Commission
Misaligned Regulatory Framework

- Insurance
- Number of vehicles
- Due Process requirements
- Clean air requirements
- Worker protections
- Driver background checks
Impact of TNCs

• Major impact on overall taxi industry
Impact of TNCs

• Major impact on ramp taxi service
Economic Relief Provided

• FY14-15 Fees Waived:
  – Dispatch renewal
  – Color Scheme renewal
  – Taxi driver application

• Fees Reduced:
  – 8000 series medallion use fee
  – Medallion renewal

• Eliminated metal plate fee
Economic Relief Contemplated

- Reduce 20% medallion re-transfer fee
- Waive $500 ramp taxi medallion use fee
- Lower medallion renewal fees for transferrable medallion holders
- Allow taxi wrap advertising
Taxi Industry Resilience

• Market Response: Taxi E-Hail Apps
  – FlyWheel: 80% of the SF Taxi Fleet
  – Curb: 60% of the SF Taxi Fleet

• Taxi drivers improving pick-up times: 3.5 minute average for Flywheel trips

• More drivers accepting credit cards

• Taxi industry working to unify in mission

• SF Taxi Driver Workers Alliance
SFMTA Taxi Services Mission
Making it real

• Intelligent Regulation and Enforcement

• Partnership
Intelligent Regulation

• Review all regulations: allow greater flexibility while maintaining public safety
  – Develop Color Scheme Standards
  – Review Vehicle Age Requirements

• Improve transparency: better define process for regulatory amendments and medallion sale activity
Intelligent Enforcement: RideIntegrity

- Taxi Data Management System
  - All vendors currently integrated
    - CMT
    - Verifone
    - Wireless Edge
  - Standard Reports
    - Driver shift stats
    - Company report
    - Spare vehicle report
    - Complaints
    - Taxi stand usage
    - Medallion holder driving requirement
Intelligent Enforcement: RideIntegrity
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<table>
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<tr>
<th>Trip ID</th>
<th>Driver</th>
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**TRIP DETAILS**

- **Passenger Name**: Don Waters
- **Trip Date**: April 12, 2014
- **Trip ID**: 14672
- **Vehicle ID**: 665743
- **Driver ID**: 665743
- **Fleet Name**: Bell
- **Company Name**: Bell

- **Trip Distance**: 50 Miles
- **Fare**: $0.00 Miles

**Pick-Up Location**: 2584 White Oak Pass, Henderson NV 89042

**Drop-Off Location**: 16493 W. Wearing Way, Las Vegas NV 89113

**Trip Start Time**: 9:30PM  
**Trip End Time**: 12:30PM

**Vehicle Type**: Taxi

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Intelligent Enforcement: RideIntegrity
Intelligent Enforcement

• Enforcement Initiative
  – Enhance and align existing SFMTA enforcement efforts
    • Special Events coordination
    • Regular meetings with SFO, SFPD, CPUC, PCO and Taxi Services Enforcement team
  – Increase Taxi Services on-street enforcement capacity
  – Well trained and dedicated staff: 8 taxi investigators
Partnership: Better Integration

• Better integrate taxis into the SFMTA and City network
  – Better Market Street CAC
  – Vision Zero Task Force
  – Safe Streets SF pedestrian safety program
    • Striving for 100% Taxi Industry Participation
  – Sunset District Blueprint
Partnership: Broaden Stakeholder Base

• Establish Taxi Task Force
  – Taxi industry reps
  – SF Credit Union
  – SFO
  – Hospitality industry
  – Paratransit customer
  – General Public customer
• Provide regular reports to MTAB
Partnership: Outreach

• Monthly Newsletter

Changing the Narrative

• Quarterly on-site outreach to:
  – taxi drivers
  – taxi customers
  – medallion holders
Partnership: Driver Recruitment and Retention

• Driver Recruitment focus group
  – Partner with OEWD

• Free ESL classes specifically for taxi drivers
  – Partner with City College

• Create a more positive experience for taxi drivers

• Driver Dental and Vision Benefits RFP

• Driver Fund: $3.8M and growing by $10,100 per month
Partnership: SF Paratransit

• All newly eligible customers in Paratransit program are provided access to Paratransit Taxi mode when first registered.
• Improved ramp taxi incentives
• Shift peak time overflow and off-hours SF Access trips to taxi to reduce operating costs for SF Access.
• Conduct targeted outreach to get feedback on the expansion of Paratransit taxi services and service quality.
SF Access Provider Transition

• September 1, 2014, Transdev (formerly called Veolia) took over operation of SF Access and the Group Van services previously operated by MV Transportation.
• All MV drivers, maintenance and dispatch employees were given the opportunity to work for Transdev.
• Transdev negotiated with MV to inherit the operating and maintenance facilities leased by MV.
• Transdev conducted employee orientation/training sessions
• Five new SFMTA owned ramp-equipped minivans have been deployed in the service and 35 new larger vans will be coming in the next few months.
Thank you, Chris!