



MEMORANDUM

DATE: December 17, 2015

TO: Dispatch Service Permit Holders

FROM: Edward D. Reiskin
Director of Transportation 

SUBJECT: *E-Hail Application Criteria*

This memorandum establishes the e-hail application provider criteria referenced in Transportation Code § 1107(c)(7), which provides that a Dispatch Service “[m]ust affiliate with an e-hail application provider that meets criteria established by the Director of Transportation.” To comply with Section 1107(c)(7), each Dispatch Service must, by February 1, 2016, make available to each Color Scheme with which it is affiliated an e-hail mobile application that meets the following criteria and performance standards:

1. To ensure adequate supply for taxi customers, the mobile application must provide at least 1,000 completed trips per day.
2. To ensure adequate response rates, at least 80% of the requests for pick-ups via the mobile application must result in a taxi driver arriving to pick up the passenger within five minutes.
3. To ensure adequate customer communication, at least 80% of customers requesting a taxi trip through the mobile application must receive confirmation from the mobile application service that they have been connected with an available taxi within 30 seconds.
4. The mobile application must have a documented grievance procedure for drivers.
5. The mobile application must have a driver rating feature.
6. The mobile application must allow the customer to view available taxis filtered by vehicle type (Ramp Taxi, SUV, or sedan).
7. The mobile application must integrate with SFMTA’s Electronic Access Taxi System and report all trips in the required format. Technical specifications to be made available upon request.

8. The mobile application must integrate with the SF Paratransit Debit Card System at no cost to the SF Paratransit Program in the manner prescribed by the SF Paratransit Broker. Technical specifications to be made available upon request.
9. The mobile application must provide taxi customers a shared ride option. The shared ride option will allow passengers whose origin and destination are different to share a taxi.

A Dispatch Service is not precluded from affiliating with more than one mobile application or with a mobile application that does not meet the above requirements, as long as it is affiliated with at least one mobile application that does meet the requirements.

The mobile application must be available and in the active state -- able to accept hails in every vehicle in the dispatch fleet -- at all times that the vehicle is in service with a Driver. Transportation Code § 1108(e)(13) requires all Drivers to log into all in-taxi equipment at all times while operating a taxi vehicle, including the e-hail application with which the Dispatch Service is affiliated.

Each Dispatch Company must demonstrate compliance to the satisfaction of the SFMTA.

For more information, please contact Paige Standfield, SFMTA Manager of Taxi Permits, at paige.standfield@sfmta.com or (415) 701-4400.