# Memorandum to the Board of Directors

Quarterly Taxi Report–November 2019 to January 2020

TO: SFMTA Board of Directors Gwyneth Borden, Chair Amanda Eaken, Vice Chair Cheryl Brinkman, Director Steve Heminger, Director Sharon Lai, Director

THROUGH: Jeffrey Tumlin, Director of Transportation

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FROM: Kate Toran, Director of Taxis and Accessible Services

DATE: October 23, 2020

SUBJECT: Fourth Quarterly Report on Taxi Medallion Rules at San Francisco International Airport: November 2019 – January 2020

# Introduction

The San Francisco Municipal Transportation Agency (SFMTA) is providing the Board with the fourth quarterly update along with a one year comparison regarding the implementation of the <u>airport taxi rules</u>, which imposed restrictions on the types of taxi medallions that are authorized to provide taxicab trips originating at San Francisco International Airport (SFO or Airport). The first <u>three quarterly reports</u> provided background information and track implementation of the SFO rules, while also providing updates on information and additional initiatives to support the taxi industry.

This fourth and final quarterly report tracks progress in meeting the policy goals, summarized on page two, from November 2019 through January 2020, comparing the three-month period in November 2018 through January 2019 "before" with the same three-month period "after" the Airport rule changes. Additionally, this report provides a consolidated 12-month summary analysis of the full year of implementation as compared with the prior year. The before and after comparison accounts for both seasonal variation and assures the comparison is for the same number of days in the analysis period; both factors can significantly impact taxi ridership.

The data quality issues detailed in prior quarterly reports remain an on-going challenge. This report uses the same methodology with data from the four largest color schemes to allow for a consistent comparison with the prior reporting period. For a full discussion of data quality issues, see Appendix C in the <u>first quarterly report</u>.

The issuance of this report has been delayed due to the Covid-19 global pandemic. San Francisco declared a Local Emergency on February 25, 2020 to accelerate citywide efforts to

plan for, prevent, and mitigate community spread of Covid-19. Staff had been working on analyzing data for this report in February and early March of this year. After the Shelter In Place (SIP) ordered was issued on March 15, 2020, staff resources were impacted by the emergency and Disaster Service Worker (DSW) assignments, and priorities shifted to supporting the taxi industry throughout the continuing emergency.

The impact of Covid-19 on the San Francisco taxi industry has been so significant that analytical comparisons of trips, income earned and wait time at SFO before and after the emergency will not generate any meaningful insights. Additionally, the Taxi Director has recommended to the Director of Transportation – who has the authority to set restrictions on types of medallions that are authorized to pick-up at SFO -that only Purchased medallions and ramp taxis be allowed to pick-up at SFO. Therefore, this will be the final report tracking the impact of this first phase of the SFO pick-up rules, which were implemented in February 2019.

# Background

The SFO rules implemented on February 1, 2019 prioritize pick-ups for Purchased medallions, while still allowing Post-K medallions standard access to pick-up at SFO. Corporate and Pre-K medallions are prohibited from picking up at the Airport. All wheelchair accessible "ramp" taxis have access to SFO and, as an incentive, can earn short line access based on the number of wheelchair trips provided.

The three policy goals of the taxi pick-up rules at SFO are:

- 1. Support Purchased Medallions
- 2. Bring taxi supply to San Francisco
- Increase wheelchair accessible ramp taxi pick-ups for paratransit customers and general public wheelchair users.



Since the implementation of the SFO rules in February 2019, 74 foreclosed medallions were placed back into service under an operating agreement between Yellow Cab Cooperative and the San Francisco Federal Credit Union. Table 1 on page 3 shows the changes in supply by medallion type before and after the implementation of the rules for each quarter, and total for the year since the new rules were implemented. There is no change to the number of Purchased medallions in operation this quarter compared to the past two quarters.

There were no significant changes to the non-Purchased medallion types this quarter, as the total supply of available taxi medallions remained stable during this fourth quarter. The largest reductions occurred during the first three quarters after the SFO rules change, and primarily resulted in reductions from Corporate and Pre-K medallions retiring from the fleet.

## Table 1: Change in Supply by Medallion Type

| Medallion Type   | In Service<br>Prior to New<br>Rules                   | In Service<br>Q1<br>(2/19- 5/19)                      | In Service<br>Q2<br>(5/19-7/19)                       | In Service<br>Q3<br>(8/19-10/19)                      | In Service<br>Q4<br>(11/19-2/20)                      |
|--|---|---|---|---|---|
| <b>Corporate:</b> Prior to Prop-K (1978), medallions<br>could be owned by a corporation and were<br>freely transferable. Corporations can hold<br>more than one medallion and there is no<br>driving requirement. The corporation cannot<br>change ownership by more than ten percent<br>or the medallion will revert to the City.<br>Currently, these medallions cannot be<br>transferred or surrendered for consideration.   | <b>83</b><br>medallions<br>held by 25<br>corporations | <b>79</b><br>medallions<br>held by 22<br>Corporations | <b>60</b><br>medallions<br>held by 20<br>Corporations | <b>36</b><br>medallions<br>held by 13<br>Corporations | <b>38</b><br>medallions<br>held by 13<br>Corporations |
| <b>Pre-K:</b> Prior to Prop-K (1978), medallions could<br>be held by anyone and could be held by more<br>than one person and were freely transferable.<br>Individuals can hold more than one medallion<br>and there is no driving requirement. Currently,<br>these medallions cannot be transferred or<br>surrendered for consideration.   | <b>176</b> medallions<br>held by 133<br>individuals   | <b>174</b> medallions<br>held by 131<br>individuals   | held by 120<br>individuals                            | held by 105<br>individuals                            | held by 104<br>individuals                            |
| <b>Post-K Earned:</b> These medallions were issued<br>after 1978 at no cost to taxi drivers based on<br>the waiting list. They are limited to one per<br>taxi driver and can only be held by an<br>individual. There is a driving requirement and<br>these medallions can be surrendered for<br>consideration if the medallion holder is at<br>least 60 years old or has a permanent<br>disability, and if there is a buyer. These<br>medallions are not transferable. | 569   | 558   | 550   | 543   | 544   |
| <b>Purchased:</b> These medallions were<br>Purchased under the Medallion Sales Pilot<br>Program that started 2010 and the Medallion<br>Transfer Program that replaced the Medallion<br>Sales Pilot Program in 2012. Any individual<br>who Purchased a medallion under either<br>program may retransfer their Purchased<br>permit for sale, with no restriction on age or<br>disability, if there is a buyer.   | 558   | 625   | 619   | 619   | 619   |
| <b>Ramp Taxis:</b> These medallions operate in<br>wheelchair accessible ramp vehicles. Some<br>medallions are operated by drivers and some<br>are leased to color schemes. Ramp Medallions<br>cannot be transferred or surrendered for<br>consideration.   | 42  | 38  | 38  | 35  | 37  |
| <b>8000-Series:</b> These medallions are leased by SFMTA to the taxi companies for a monthly use fee. These medallions cannot be transferred or surrendered for consideration.   | 14  | 2   | 0   | 0   | 0   |
| Total  | 1,442   | 1,476   | 1,426   | 1,372   | 1,375   |

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## **Policy Goals Results**

To measure the effectiveness of the new SFO rules in achieving SFMTA's policy goals, specific metrics were established. Table 2 below shows a summary of the metrics. Overall, four out of the five metrics have been met in the fourth quarter of implementation, and the rule changes at SFO have generally had the intended positive effects.

## Table 2: Summary of Metric Results

| Q1            | Q2                                    | Q3   | Q4  | 12-month   |
|---------------|---------------------------------------|--|---|--|
| <b>-27</b> %  | -7%                                   | -14%   | -17%  | -12%   |
| +136%         | +59%                                  | +50%   | +54%  | +69%   |
| +41%          | +13%                                  | +32%   | +33%  | +28%   |
| -16%          | <b>-27</b> %                          | -34%   | -27%  | -27%   |
| +20%          | +40%                                  | +26%   | +44%  | +37%   |
| (+38%)<br>4/5 | (+59%)<br><b>3/5</b>                  | (+63%)<br>4/5  | (71%)   | (64%)<br><b>4/5</b>  |
|               | -27%<br>+136%<br>+41%<br>-16%<br>+20% | -27% -7%<br>+136% +59%<br>+41% +13%<br>-16% -27%<br>+20% +40%<br>(+38%) (+59%) | -27%       -7%       -14%         +136%       +59%       +50%         +41%       +13%       +32%         -16%       -27%       -34%         +20%       +40%       +26%         (+38%)       (+59%)       (+63%) | -27%       -7%       -14%       -17%         +136%       +59%       +50%       +54%         +41%       +13%       +32%       +33%         -16%       -27%       -34%       -27%         +20%       +40%       +26%       +44%         (+38%)       (+59%)       (+63%)       (71%) |

Analyzing the average impact since the one-year implementation mark of the new Airport rules, which provides a bigger picture understanding over the longer time period, also shows that four out of five of the metrics have been met. By limiting the classes of medallions that can access the Airport, Purchased medallions have experienced reduced wait times in the SFO pick-up lot by an average of 12% over the past year (equivalent to saving each driver about 12 minutes per airport trip, thus allowing them to provide more trips per shift), and an increase in SFO trips overall and corresponding fare revenues. Congestion at SFO has been reduced, as evidenced by the decrease in taxi turnarounds. Ramp taxi incentives have resulted in a 37% increase in wheelchair trips for paratransit customers, and overall ramp taxi trips (including general public wheelchair trips) have substantially increased by 64% with the additional incentives offered.

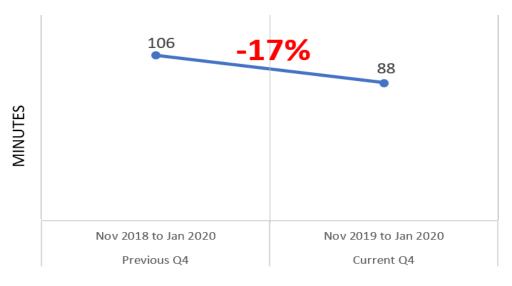
One of the metrics - *increase taxi supply within San Francisco proper* - has not been met at any point during the entire year of the implementation of the SFO rules. Reversing this long-standing trend remains a challenge and has been severely impacted by the Covid-19 pandemic. Staff continues to work on a broad array of initiatives to support the taxi industry, which is discussed in the Additional Initiatives and Conclusion sections of the report.

#### Policy Goal 1. Support Purchased Medallions

<u>Metric 1:</u> Goal of 10% reduction in wait times at SFO for Purchased medallions.

Q4 Result: Average wait time for a pick-up at SFO for Purchased medallions decreased 17%.

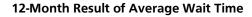
12-Month Result: Average wait time for a pick-up at SFO for Purchased medallions decreased 12%.

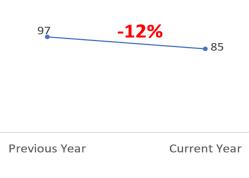


Purchased Medallion Wait Time at SFO (Q4 November to January)

During November 2018 through January 2019, the average wait time at SFO for all Purchased medallion taxicabs was 106 minutes. The current average for November 2019 through January 2020 is 88 minutes, a savings of an average of 18 minutes each time a Purchased medallion enters the SFO taxi lot to perform a pick-up. This represents a 17% decrease in wait times for Purchased medallions, which exceeds the goal of 10%.

SFO continues working to expand the functionality of the existing TaxiQ app to include a virtual queue mechanism that will further reduce wait times at SFO and increase fleet efficiency. SFO is currently rebuilding the existing taxi app to support the future addition of a virtual queue functionality and full roll-out of the virtual queue is anticipated in early 2021.





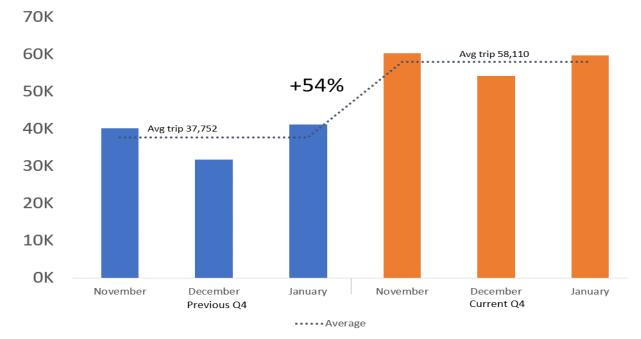
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## Policy Goal 1. Support Purchased Medallions

Metric 2: Goal of 10% increase in trips for Purchased medallions originating at SFO

## Q4 Result: Trips originating at SFO provided by Purchased medallions increased 54%.

12-Month Result: Trips originating at SFO provided by Purchased medallions increased 69%.

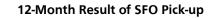


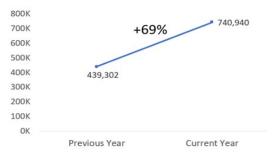
Purchased Medallion Pick-ups at SFO (Q4 November to January)

During November 2018 through January 2019, the quarterly trips originating at SFO for all Purchased medallion taxicabs was 113,256. The quarterly trips for November 2019 through January 2020 are

now 174,330, an increase of 61,074 additional trips provided by Purchased medallions originating at SFO. This represents a 54% increase in the number of trips for Purchased medallions, as shown in the chart above, which exceeds the goal of 10%.

Comparing the year after implementation of the SFO rule changes to before, the trips for Purchased medallions increased by 69%, as shown in the chart on the right.



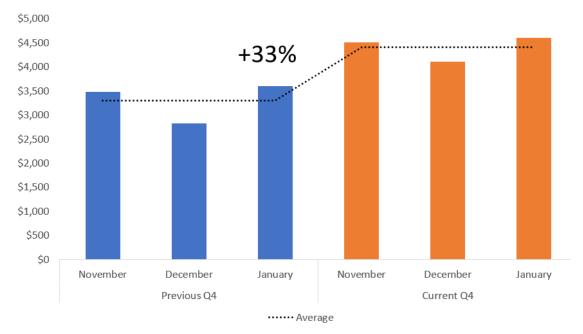


#### **Policy Goal 1. Support Purchased Medallions**

Metric 3: Goal of 10% increase in average monthly fare revenue for Purchased medallion holders.

#### Result: Average monthly fare revenue for Purchased medallion holders increased by 33%.

12-Month Result: Average monthly fare revenue for Purchased medallion holders increased by 28%.



### Purchased Medallion Fare Revenue at SFO (Q4 November to January)

SFMTA estimated the average monthly fare revenue for Purchased medallion holders from November 2019 through January 2020 grew by 33% in 2019, compared to the same period in last year, which exceeds the 10% goal.

We should note that the estimated average fare from SFO for this quarter is \$43.91, a \$0.13 decrease (less than 1%) from the prior quarter, which means the per trip fare revenues are generally consistent.

#### 12-Month Result of Purchased Medallion Revenue



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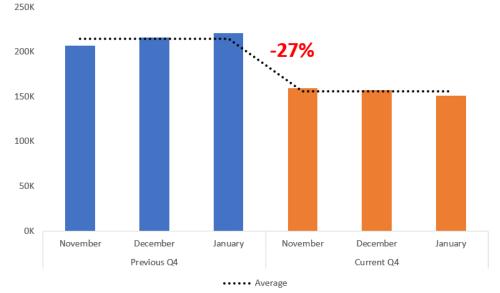
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Policy Goal 2. Bring more taxi supply to San Francisco Metric 4: Goal of 5% increase in number of taxi trips originating in San Francisco proper.

Result: Taxi supply in San Francisco proper is estimated to have decreased approximately 27%.

12-Month Result: Taxi supply in San Francisco proper is estimated to have decreased approximately 27%.



## Taxi Trips Originating in San Francisco Proper (Q4 November to January)

SFMTA estimated the percentage of trips originating from San Francisco proper decreased by 27% from November 2019 through January 2020 compared to the same period in previous year, which does not meet this goal of 5% increase. Reversing this long-standing trend remains a challenge and staff continues to work on various strategies to increase taxi trips within San Francisco proper, which are detailed in the Additional Initiatives section of this report and the two prior reports.

This metric remains challenging to analyze due to significant data quality issues and has been estimated based on a sample representing 64% of the taxi fleet. Staff continues to work with the taxi industry to address the data quality issues discussed in Appendix C from the <u>first quarterly report.</u>



12-Month Result of Taxi Supply in San Francisco

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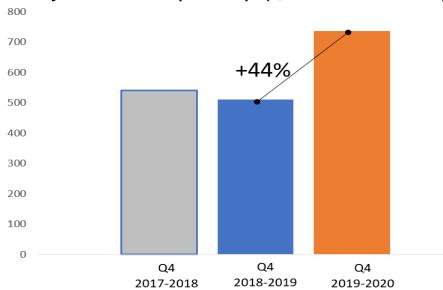
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**Policy Goal 3. Increase ramp taxi wheelchair pick-ups** <u>Metric 5:</u> Goal of 10% increase in wheelchair accessible ramp taxi pick-ups

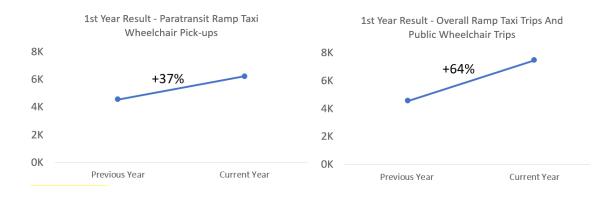
Q4 Result: Paratransit Ramp taxi wheelchair pick-ups increased 44% and overall ramp taxi trips, including general public wheelchair trips, increased 71%.

12-Month Result: Paratransit Ramp taxi wheelchair pick-ups increased 37% and overall ramp taxi trips, including general public wheelchair trips, increased 64%.



Monthly Paratransit Ramp Taxi Trips (Q4 November to January)

From November 2018 through January 2019, the average number of ramp taxi paratransit pick-ups was 561 per month. The current average for November 2019 through January 2020 is 844, an increase of 226 per month. This represents a 44% increase in the number of ramp taxi wheelchair pick-ups, which exceeds the goal of 10%.



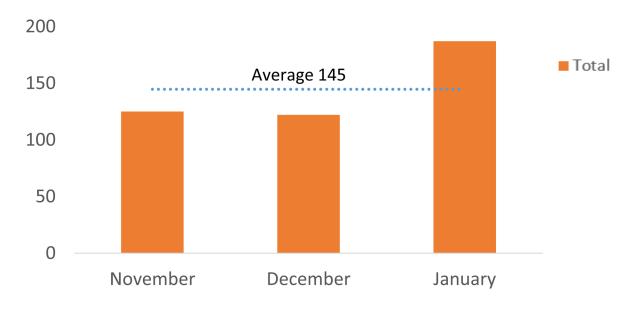
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#### General Public Wheelchair Trips, Q4 (November 2019 through January 2020)

This quarter has shown a significant increase in the number of general public wheelchair trips, compared to the previous three quarters, now that SFMTA has begun tracking and incentivizing general public wheelchair user trips. This quarter shows an average of 145 reported trips a month (shown below), while the past three quarters show 93, 85 and 188 average reported trips per month. This represents a 71% increase in the overall number of ramp taxi trips provided.



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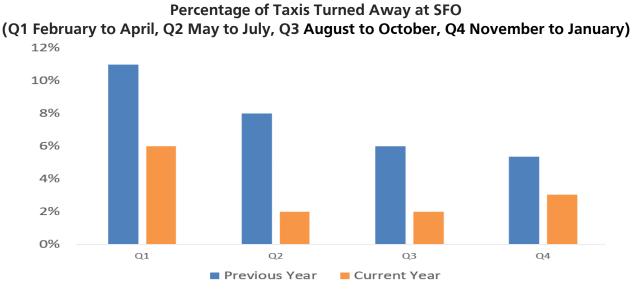
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# Additional Benefit: Taxi Congestion Reduced at SFO

## Additional Benefit Reduction of taxi congestion at SFO

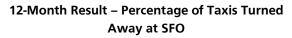
Q4 Result: The percentage of taxi drivers turned away due to the lots being full at SFO decreased from 5% to 3% after the implementation of the new rules.

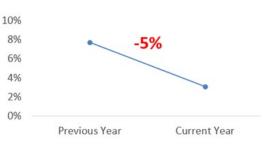
12-month Result: The percentage of taxi drivers turned away due to the lots being full at SFO decreased from 8% to 3% after the implementation of the new rules.



An additional benefit of the new taxi pick-up rules is the reduction in taxi congestion and traffic at SFO, which continued from the prior quarter. From Q4 November 2018 through January 2019, about 5% of taxi drivers were turned away from full lots on a typical day. The current average for Q4 November 2019 through January 2020 is now down to 3% of taxi drivers turned away, a reduction of 2% (chart below). For comparison, the prior 3<sup>rd</sup> guarter data showed a 4% reduction, from 6% to 2%.

This reduction in the number of turnarounds resulted in less taxi congestion, and a reduction in the number of taxi drivers turned away, benefiting taxi drivers and reducing vehicle emissions.





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# Additional Initiatives to Support the Taxi Industry

SFMTA has implemented a number of key initiatives to provide additional support to the taxi industry.

#### **Expanded Ramp Taxi Incentives**

SFMTA introduced additional ramp taxi incentives on August 1, 2019 (at the beginning of the third quarter of this analysis period) to continue improving service to wheelchair users. The expanded incentives include \$10 per trip for each ramp taxi trips provided to a general public wheelchair user, and \$15 per trip for ramp taxi trips provided in outlying neighborhoods and during nighttime hours. These new incentives have contributed to a 64% increase in the number of general public wheelchair trips provided when compared to the previous year, along with making more ramp taxis available for paratransit taxi riders.



In addition, these incentives along with the SFO short pass incentive for providing at least 30 ramp taxi trips, have resulted in added interest in operating ramp medallions. This has led to the overall ramp taxi fleet increasing by two ramp taxis, and this is expected to be an area of growth for the taxi industry. Staff will continue to monitor this program and update as needed.

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- o November 2019: \$5,220 (522 trips)
- o December 2019: \$5,330 (533 trips)
- o January 2020: \$6,660 (660 trips)
- \$15 per trip incentive for ramp taxi trips (paratransit and general public) provided during evenings (8pm - 6am), or where the pick-up is in the outer areas of San Francisco.
  - o November 2019: \$3,975 (253 trips)
  - o December 2019: \$4,185 (279 trips)
  - o January 2020: \$5,475 (292 trips)
- Up to \$600 per month ramp vehicle subsidy (for purchasing and operating their own ramp taxi vehicle that meet certain performance standards each month).
  - o November 2019: \$2,100
  - o December 2019: \$1,600
  - o January 2020: \$2,700



#### Map of the Outlying Areas of San Francisco

### **Transit Only Lane Access**

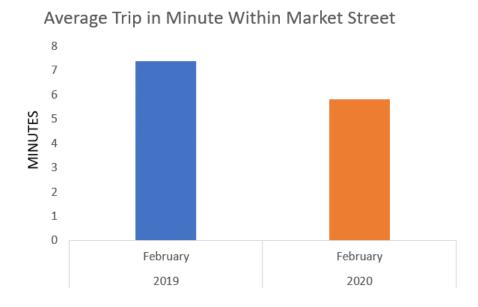
Approximately 83% of transit only lanes in the City allow taxis, which provides taxis more efficient access through certain areas of the City. The only lanes that do not allow taxi access are labeled Muni Only and have safety considerations, such as raised track areas for light rail or cable car areas. As part of SFMTA's commitment to supporting the taxi industry, access to transit only lanes are typically included in new projects. Access to transit only lanes provides a significant benefit to taxi drivers, who are able to move more quickly and safely through the City using red lanes.

#### **Better Market Street**

The <u>Better Market Street project</u> was approved by the SFMTA Board on October 15, 2019 and quick build implementation started in early 2020. Taxis are a core part of the Better Market Street project, which will deliver transformative transportation, streetscape and safety improvements along 2.2 miles of Market Street between Octavia Boulevard and the Embarcadero. The project allows taxis to use the curb lane on Market Street by converting the center track lane to a Muni only transit lane. Taxis share the curb lane with commercial vehicles and bicycles only. The project banned all private vehicles (including TNCs such as Uber and Lyft) on Market Street between 10th and Steuart streets and is working on expanding those restrictions from 10th to 12th street. In addition, SFMTA installed over 20 new passenger loading zones created along cross streets to make loading/unloading easier. The full project will rebuild the entire corridor, adding loading zones, infrastructure improvements, transit stop improvements and landscaping improvements.

The project is moving forward with Phase 1 from 5th to 8th streets with construction expected to begin in 2021. Due to the COVID-19 pandemic, the scope and design of the first phases of the project have been impacted. Public meetings and a virtual open house will be held from the end of October through mid-November to share project updates with the public. For dates and details visit BetterMarketStreetSF.org.

The chart below shows the average time savings from trips originating or ending along the Market Street corridor, with the recent quick build implementations of the Better Market Street Transit-Taxi Only red lanes saving taxi drivers and passengers almost two minutes of travel time. We expect once further portions of the Better Market Street are built out, that these time savings will increase further.



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North Beach

Chinatown

Taxi Stands

Transit-Taxi only lanes

#### Taxi Stands

Curb space is at a premium in San Francisco and the taxi industry benefits from the designation of valuable space for taxi stands. SFMTA is continuing to work to expand and improve designated curb space for taxi drivers by continuing to solicit input from drivers on potential new locations. A meeting with several drivers was held in January to identify several new locations to consider, with preliminary site surveys of the following locations completed by March:

- Ghirardelli Square
- Lombard St and Hyde St
- Lombard St and Leavenworth St
- Ballpark along King Street
- Curran Theatre and American Conservatory Theatre
- Masonic Auditorium

In addition, new stands were established as part of the opening of two large projects in San Francisco: the Salesforce Transit Center and the Chase Center. The Salesforce Transit Center stand was installed in close proximity to have taxis readily available for passengers arriving and to provide a much needed staging space in the Financial District 24 hours a day. As part of the transit plan for the new Chase Center, taxi stands were placed at key points near the main entrance to the Center before and immediately after games and other events.

SFMTA is continuing to solicit suggestions on where passengers, drivers, and businesses would like new taxi stands to be installed. Staff held a stakeholder meeting with several taxi drivers and medallion holders in January 2020, and obtained feedback on existing taxi stands, proposed taxi stands, and requested changes. Staff was working on evaluating and implementing the suggested changes gathered during the stakeholder meeting when the Shelter in Place Order was issued. Given the changed landscape of the motor vehicles for hire industry due to Covid-19, staff will hold remote stakeholder outreach to gather additional proposals. With a large reduction in air travel, there will be new focus on establishing stands in the neighborhoods outside of the downtown core. SFMTA has earmarked funding for taxi stand refurbishment and expansion. Installing a new taxi stand requires a months-long process of working with fronting businesses, obtaining approval from the Board through legislation, painting the color curb, removing meters, installing signs, informing the potential users of the new taxi stand and enforcing the new taxi stand zone once it is operational. Staff has upgraded the online map of existing taxi stands (<u>sfmta.com/TaxiStands</u>) for both interested passengers and taxi drivers to find their nearest taxi stand locations and to also display the Transit-Taxi Only Lanes.

## **Other Business Improvements**

In order save time and effort for the taxi industry, staff has completed roll-out of the new Salesforce platform which has improved existing paper-based administrative processes. This has resulted in a faster and more efficient processing of applications and allows the taxi company managers to track the status of the review and approval process, which improves transparency and accountability. Access to the platform has also been released to SFMTA's partners involved in the review process, such as SF Paratransit, to ensure the onboard Paratransit Debit Card system is working correctly, and SFO's Ground Transportation Unit, which inspects all taxi vehicles added to the fleet.

SFMTA will continue to improve and refine the system as staff gets additional feedback from users. Upcoming features will include online payments, and additional integration with SFO's system for tracking drivers and vehicles.

# Conclusion

Throughout the full year of implementation of the SFO pick-up rules, key policy goals to support the Purchased Medallion program and improve ramp taxi service for wheelchair users have been met and exceeded. The policy goal of increasing the taxi supply in San Francisco has not been met and remains an ongoing challenge.

Although there have been key successes during the first year of the new rules at SFO, the current state of the taxi industry has been severely impacted by Covid-19. Overall taxi trips have decreased on approximately 80% overall, and taxi trips from SFO have decreased on average roughly 95%. Staff continues to track recent trip data and has published a <u>public dashboard</u> showing taxi trip data since the early days of the Covid-19 pandemic.

In order to support the taxi industry during the pandemic, the SFMTA has provided the following support to the taxi industry:

- <u>Waive all taxi-related fees</u> for the next two fiscal year.
- Establish <u>Essential Trip Card (ETC) program</u> to provide discounted taxi trips for seniors and people with disabilities who would have otherwise taken the trip on Muni. Over 2,600 riders are currently signed up for this program and over 12,000 trips provided thus far.
- Post promotional video of ETC program.
- Support the Department of Environment's <u>Essential Worker Ride Home program</u>, which provides subsidized taxi trips for essential workers. SFMTA worked with the Transportation

Authority and the Department of Environment staff to identify \$447,000 in funding that was reprogrammed to support this important program.

- <u>Provide personal protective equipment</u> (PPE) kits that include sanitizing fluid, paper towels, nitrile gloves, and face masks for taxi drivers.
- Train taxi company representatives and posted training video on proper cleaning procedures.
- Require that taxis be sanitized after each passenger trip and followed up with enforcement activities to ensure compliance.
- Procure and <u>distributed clear plastic shields</u> for vehicles at no charge to taxi companies. This plastic shield adds a layer of protection for both the driver and passenger.
- Publicize the benefits of taking taxis via <u>Blog Post</u>.
- Honor outstanding Every Day Heroes: Taxi Driver Corey Lamb.
- Increase the per vehicle rebate up to \$7,700 in the SFMTA's <u>Clean Air Taxi program</u> and expand eligibility to used vehicles. Over 96% vehicles in the taxi fleet are low-emission and play a critical role in meeting the City's ambitious climate goal of 80% of trips taken by sustainable means of travel by 2030.
- Taxis are included in the expansion of the network of permanent transit only lanes, which will allow taxis to provide more efficient service to customers.
- Include taxis in the <u>emergency order</u> for <u>Temporary Transit Only Lanes</u> currently being implemented.
- Launch pre-pilot to test concept of using taxis to provide work-related trips for city employees to replace non-revenue vehicle trips.
- Distribute <u>face mask stickers</u> to inform passengers that they must wear a face mask while riding in a taxi.
- Reprogram \$250,000 for a <u>taxi marketing campaign</u>, which will be developed in fall/winter and is intended to provide sustained value over time, and the funding will be leveraged by SFMTA's in-house marketing talent, access to on-board advertising, and public service announcements.
- SFMTA will now <u>pay the \$600 cost</u> of the Substance Abuse Professional (SAP) evaluation for taxi drivers who failed the drug test as part of the driver permit renewal process
- Temporarily <u>suspended the Post-K full-time driving</u> requirement
- Temporarily <u>modified the insurance</u> requirements for a twelve-month period
- Publish an <u>on-line map of the transit-only (red) lanes</u>, which shows both taxi stands and red lanes that specifically allow taxis. This useful tool shows taxi drivers and potential riders how taxis are able to bypass normal vehicle restrictions with access to these lanes across the city.
- Provide information relevant to the taxi industry regarding Covid-19 <u>crisis resources</u>, <u>CARES Act</u> benefits, and <u>Pandemic Unemployment Assistance</u>.
- Request SF Federal Credit Union establish a <u>loan deferral</u> program for taxi medallion holders.
- Temporarily amend the <u>ramp taxi incentives at SFO</u> to make it easier to qualify for the benefit and limiting the number of short trips per month. The SFO Short pass allows eligible drivers to have a maximum of 15 short trips per month.

Although SFMTA has provided significant support to the tax industry, staff remains most concerned about the fact that since the emergency was declared in San Francisco in February 2020, there have

been 49 foreclosures of purchased medallions through October 20. While SFMTA requested the San Francisco Federal Credit Union (SFFCU) to continue the loan forbearance program it established beyond the original two-month period (April-May), it has declined to do so.

In order to provide additional support to purchased medallion holders, the Taxi Director recommended to the Director of Transportation - who has the authority to set restrictions on types of medallions that are authorized to pick-up at SFO - that only purchased medallions and ramp taxis be allowed to pick-up at SFO.