



SFMTA

Taxi Quarterly Meeting

Aug 28, 2025

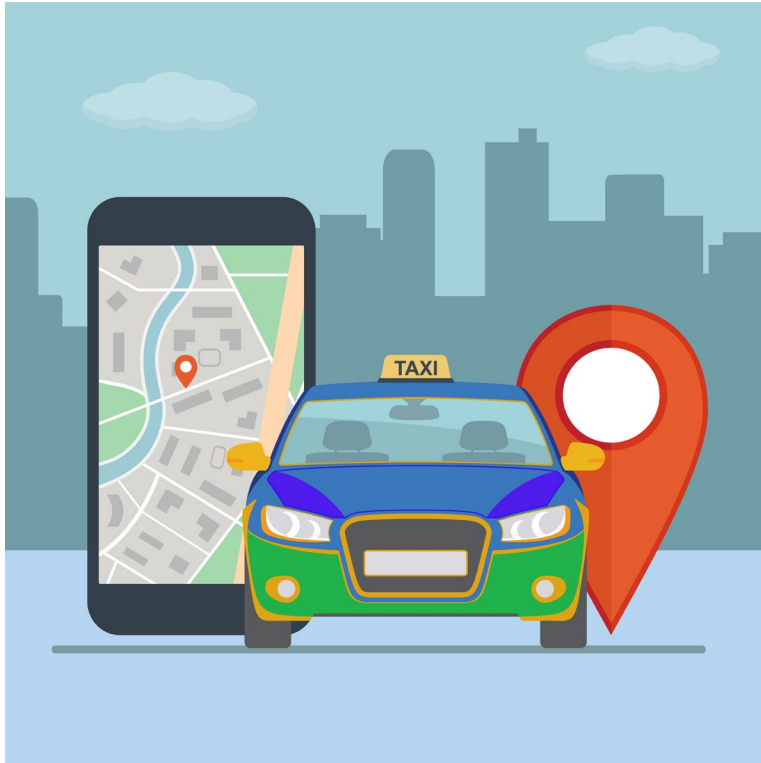


Agenda

1. Taxi Upfront Fare Program:
 - Review final Pilot metrics
 - 3rd party WAV trips – CPUC proposed decision
2. Clean Air Grant Program
3. Mid-Market Evaluation
4. Potential taxi meter rate amendments
 - Minimum fare from SFO
 - SFO pass-through
 - Luggage fee
 - Per person fee
 - Meter and half
4. SFMTA Announcements

Taxi Upfront Fare Program

Background



- ❖ Pilot conducted from November 9, 2022 to June 30, 2025
- ❖ Program made permanent by SFMTA Board, effective July 1, 2025
- ❖ Allows customers to book and pay for a taxi trip in advance
- ❖ Program allows upfront pricing for both **1. Taxi E-Hail Trips** and **2. Third-Party Trips**
- ❖ SFMTA will update program rules as needed

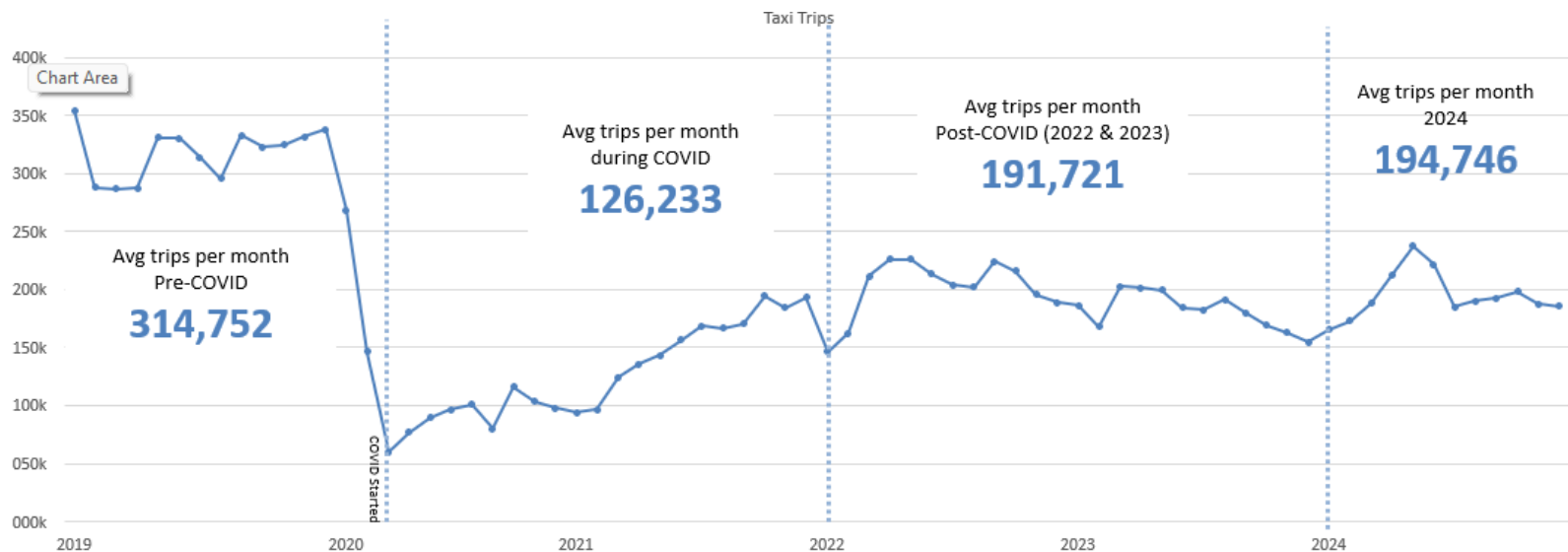
Upfront Fare Program Key Rules

- ❖ Drivers may opt out of Third-Party Trips without any penalty
- ❖ Participants must send required data on all trips to SFMTA
- ❖ Apps must send SFMTA what the fare would have been by taxi meter
- ❖ Fares for Upfront Fare Program Trips must be within 10% of the meter rate on average
- ❖ Fares for Third-Party Trips do not have to be based on taxi meter rates



Pilot Goals: Desired Outcomes

1. Improve customer service
2. Increase taxi trips
3. Maintain a consistent level of service for taxi trips, including Paratransit taxi trips
4. Increase taxi driver fare revenue
5. Increase the number of taxi drivers
6. Ensure that Taxi Pilot Trip fares closely match the Taximeter rate



Pilot Metrics: Measuring Success

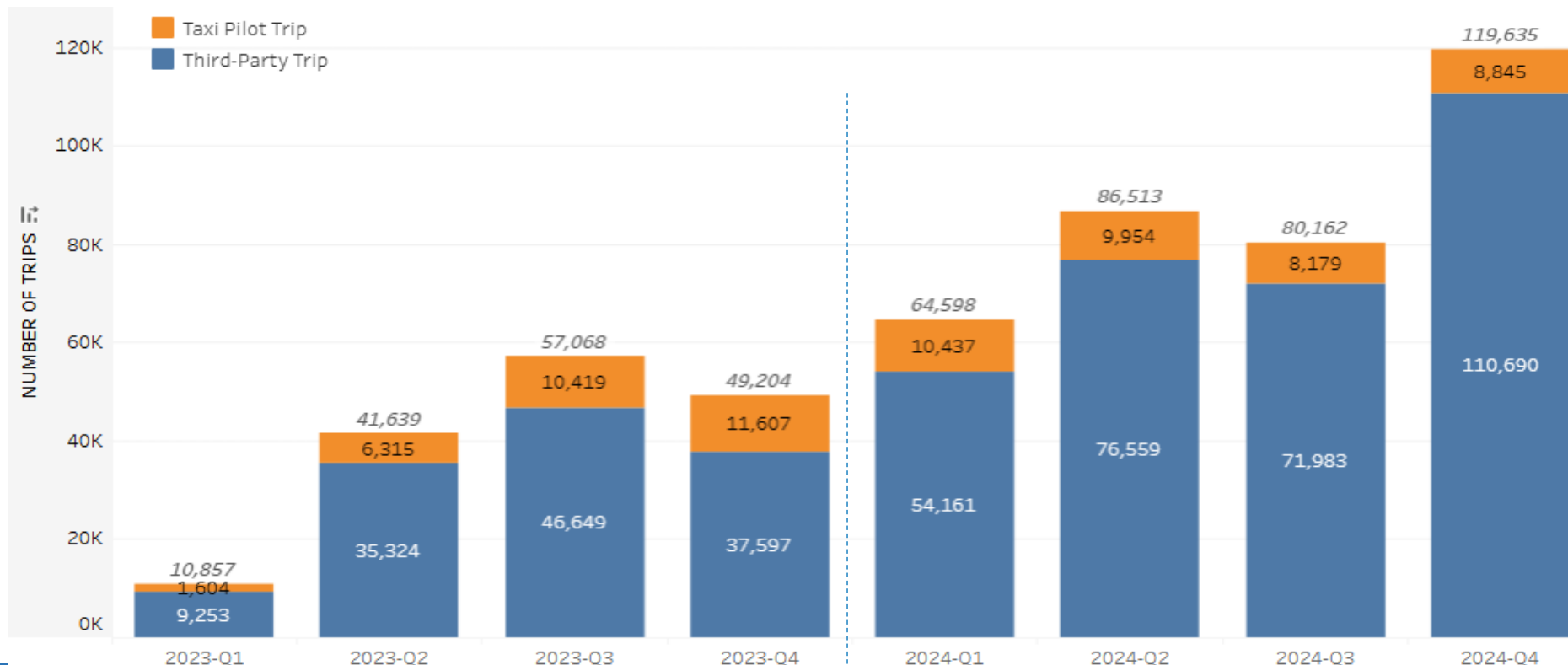
- ❖ Track total number of Pilot trips
- ❖ Track complaints
- ❖ Geographic distribution of trips
- ❖ Increase total taxi trips by 10%
- ❖ Track taxi trips by hail type
- ❖ Track the relative proportion of paratransit taxi trips to all taxi trips
- ❖ Increase participating driver fare revenue by 10%
- ❖ Increase the number of new, active, and Pilot participating taxi drivers
- ❖ Taxi Pilot Trip fares should be within 10% of the Taximeter rate on average



Goal 1: Improve Customer Service

❖ Metric 1A: Number of Pilot Trips

- Curb Uber trips started in November 2024 (2024-Q4)
- 119,636 total Pilot Trips in 2024-Q4
- 7.4% (8,845) were Taxi Pilot Trips
- 92.5% (110,690) were Third-Party Trips
- Total Pilot trips increased 1001.9% from the start of the Pilot (2023-Q1)
- Increased 143% from same period of prior year (2023-Q4)



Goal 1: Improve Customer Service

❖ Metric 1B: Complaints

- Comparison of taxi complaints per 1,000 trips before Pilot launch and during the Pilot term

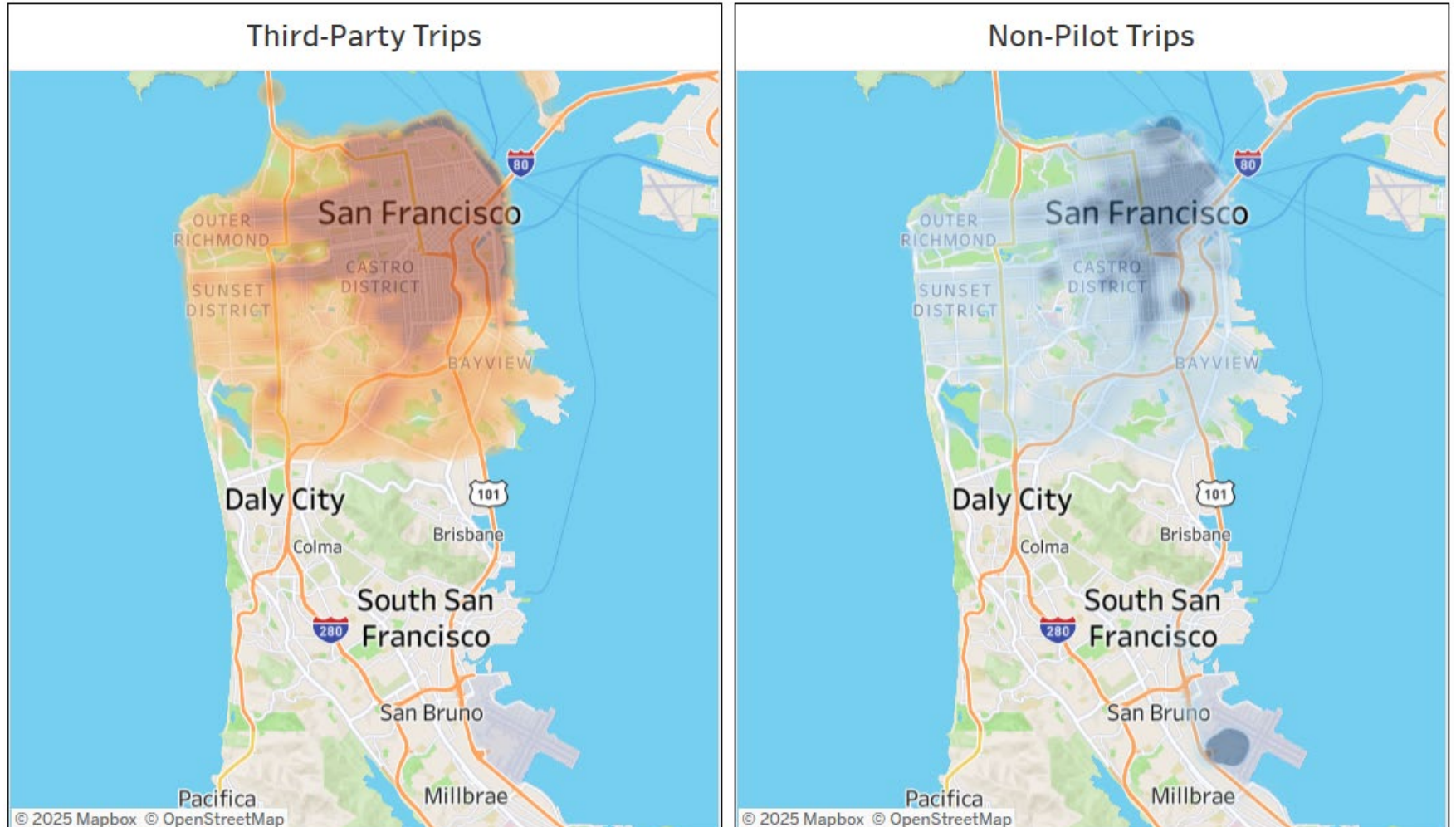
	December - February				March - May			June - August			September - November				
	Before Pilot	2023-Q1	2024-Q1		Before Pilot	2023-Q2	2024-Q2		Before Pilot	2023-Q3	2024-Q3		Before Pilot	2023-Q4	2024-Q4
Avg	0.07	0.08	0.15		0.12	0.08	0.1		0.09	0.13	0.19		0.13	0.16	0.15

- SFMTA is monitoring 311 for complaints related to Taxi Upfront Fare Pilot
- To date, no complaints related to the Taxi Upfront Fare have been received through 311

Goal 1: Improve Customer Service

❖ Metric 1C: Geographic Distribution of Pilot Trips

2024 – Q4 Pickup Locations



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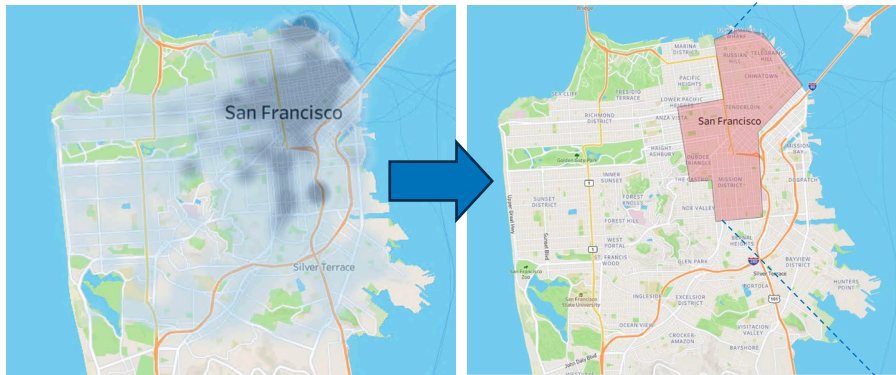
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Goal 1: Improve Customer Service

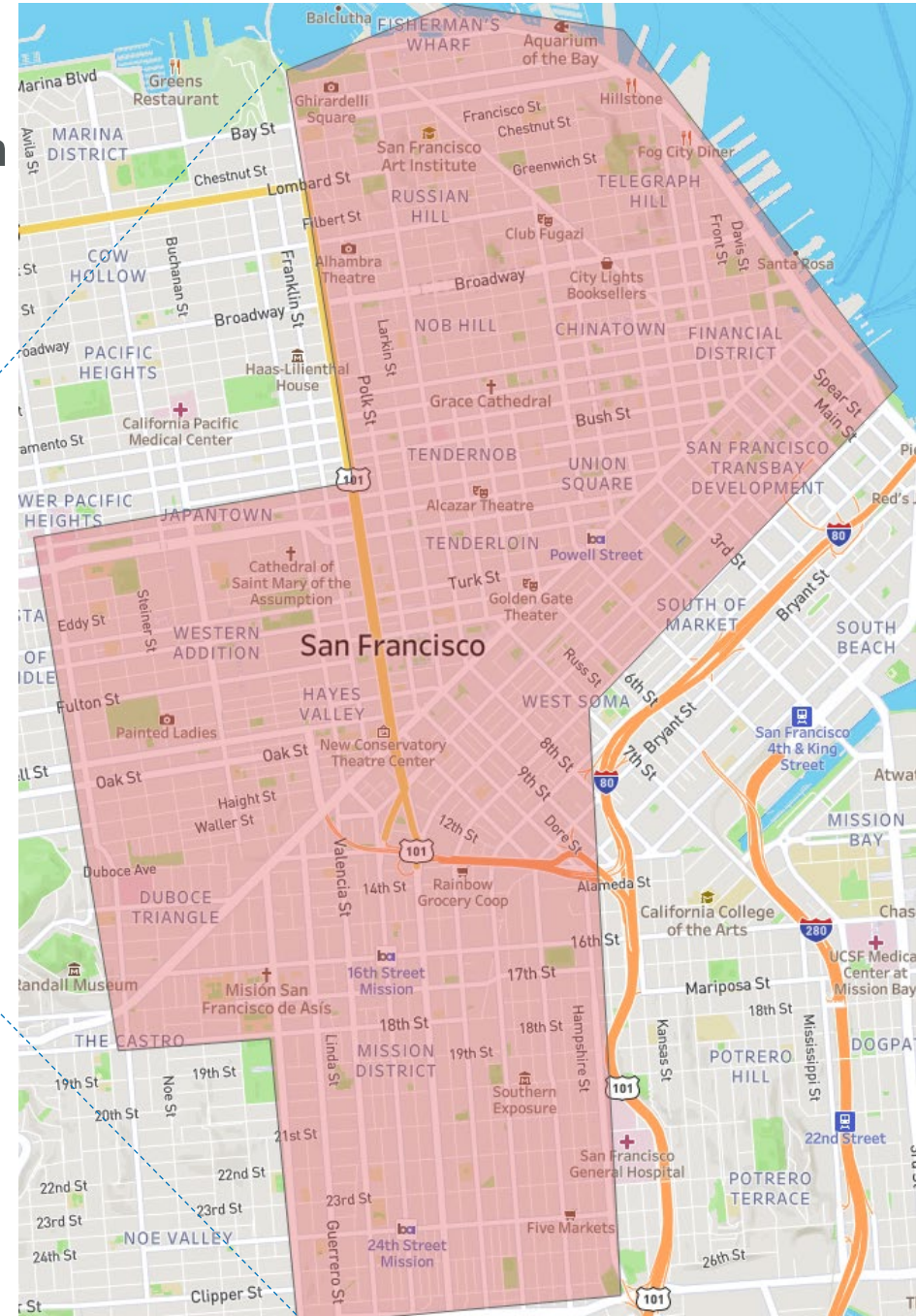
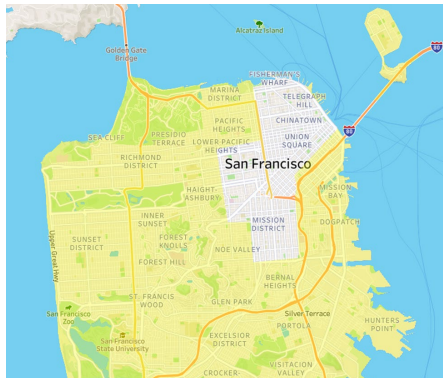
❖ Metric 1C: Geographic Distribution of Pilot Trips

- **City Pickups** = within the city of SF (no airport or out-of-town pickups)
- Defining **peripheral** vs **core service areas**

▼ Core Services Area

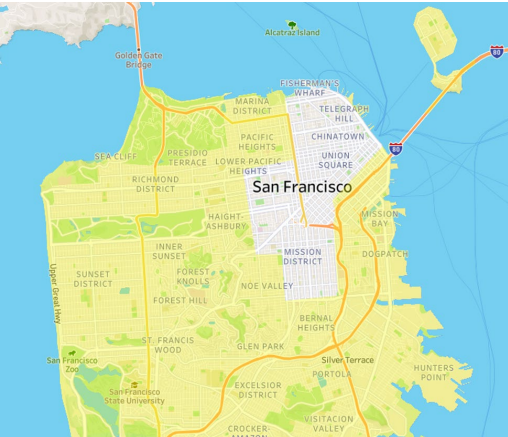


Peripheral Areas ▶
is outside the core
service area



Goal 1: Improve Customer Service

❖ Metric 1C: Geographic Distribution of Pilot Trips



- Measured and tracked changes in the geographic coverage of taxi service within the city
 - Percentage of trips originating in peripheral service areas outside the core service area
 - Pickups in the Peripheral Service Area make up a higher proportion of Third-Party Trips than non-Third-Party Trips

Percentage of City Pickups in Peripheral Areas

	Overall Periphery Pct	Third Party Periphery Pct	Non-Third Party Periphery Pct	Street Periphery Pct	Dispatch Periphery Pct	E-Hail Periphery Pct
2023-Q1	31.1%	45.0%	30.7%	20.0%	38.2%	34.3%
2023-Q2	31.5%	41.3%	30.5%	20.3%	38.7%	34.5%
2023-Q3	30.9%	36.8%	30.2%	20.5%	38.9%	34.0%
2023-Q4	30.8%	37.9%	30.0%	19.2%	39.6%	36.8%
2024-Q1	32.3%	39.1%	31.1%	20.8%	39.7%	36.6%
2024-Q2	34.1%	39.0%	33.0%	23.5%	40.2%	37.4%
2024-Q3	33.4%	38.2%	32.3%	22.6%	39.7%	34.9%
2024-Q4	35.5%	41.3%	33.5%	23.6%	40.5%	35.8%

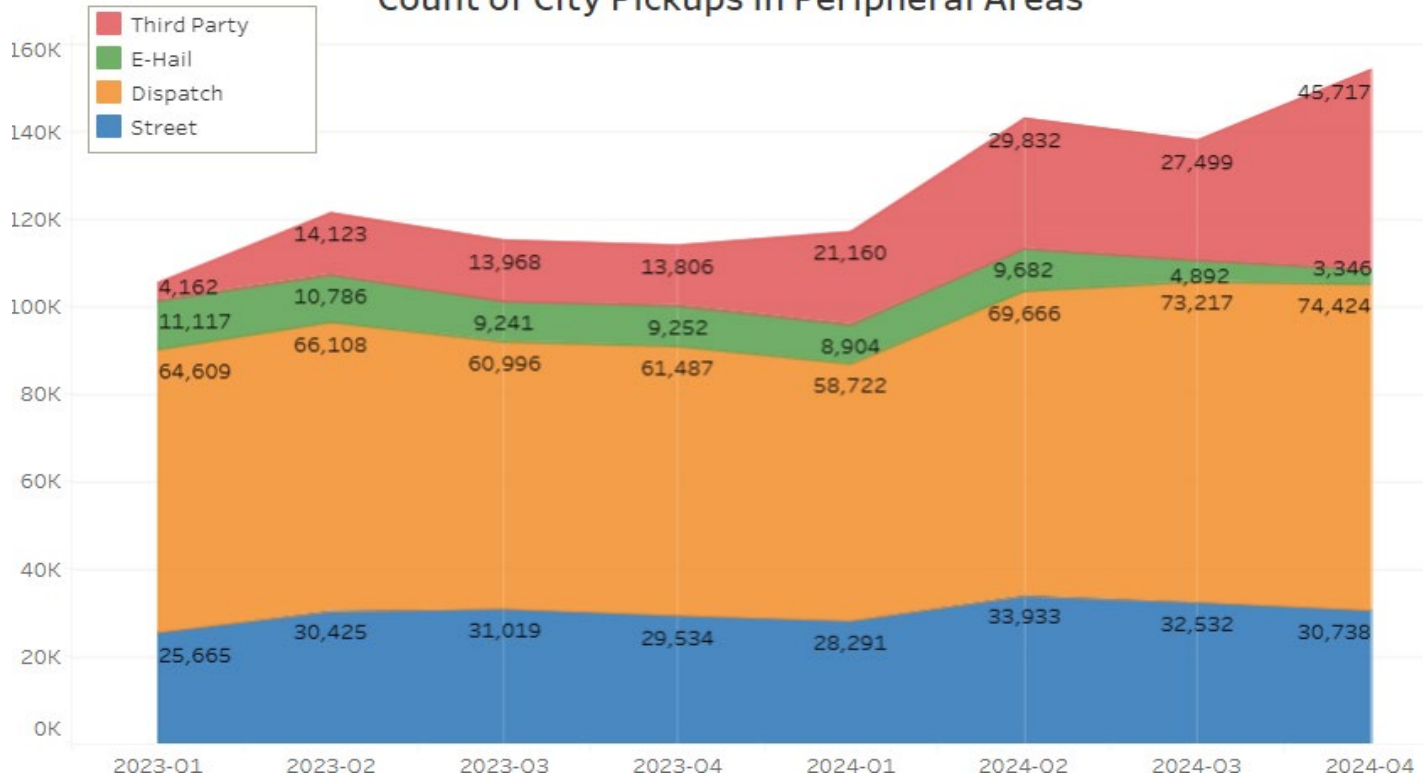


Goal 1: Improve Customer Service

❖ Metric 1C: Geographic Distribution of Pilot Trips

- Distribution of trips in Peripheral Area by hail type
- In 2024-Q4, proportion of Third-Party Trips in the Peripheral Service Area increased 66.2% (from 27,499 to 45,717) compared to previous quarter 2024-Q3

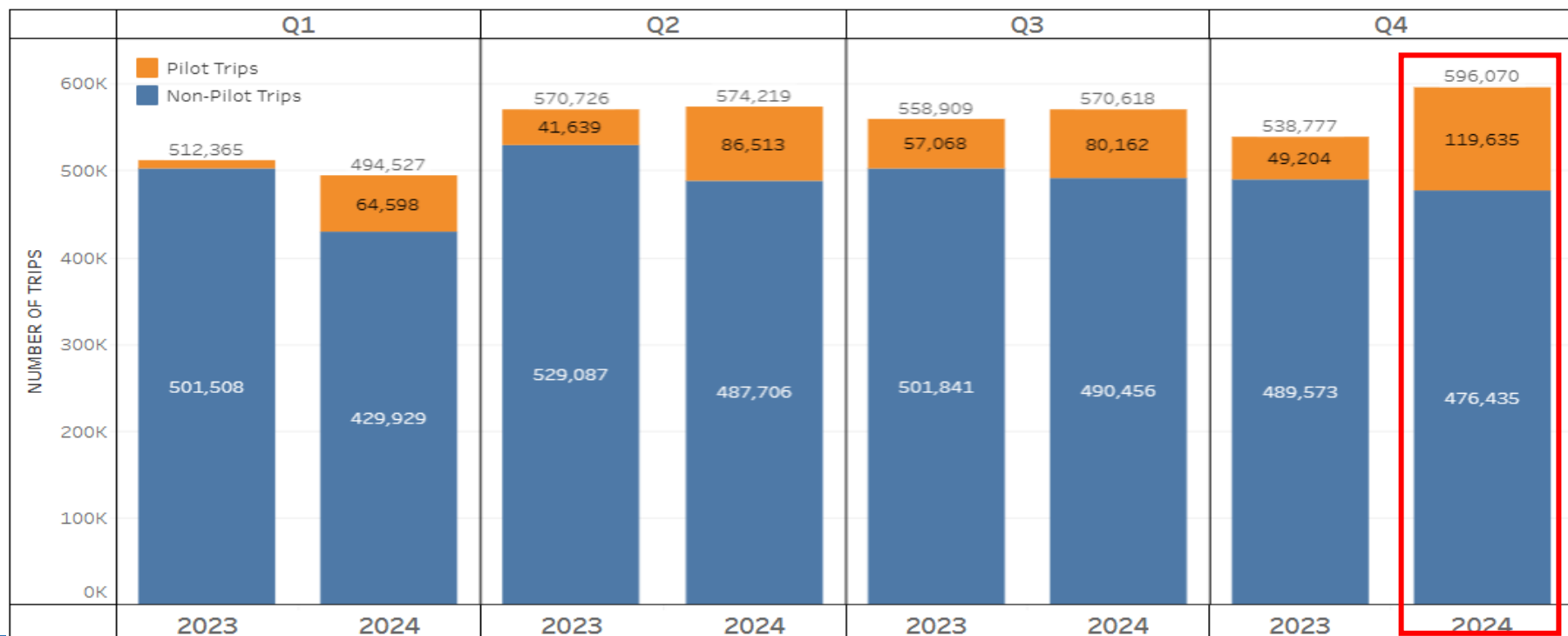
Count of City Pickups in Peripheral Areas



Goal 2: Increase Taxi Trips

❖ Metric 2A: Increase Taxi Trips by 10%

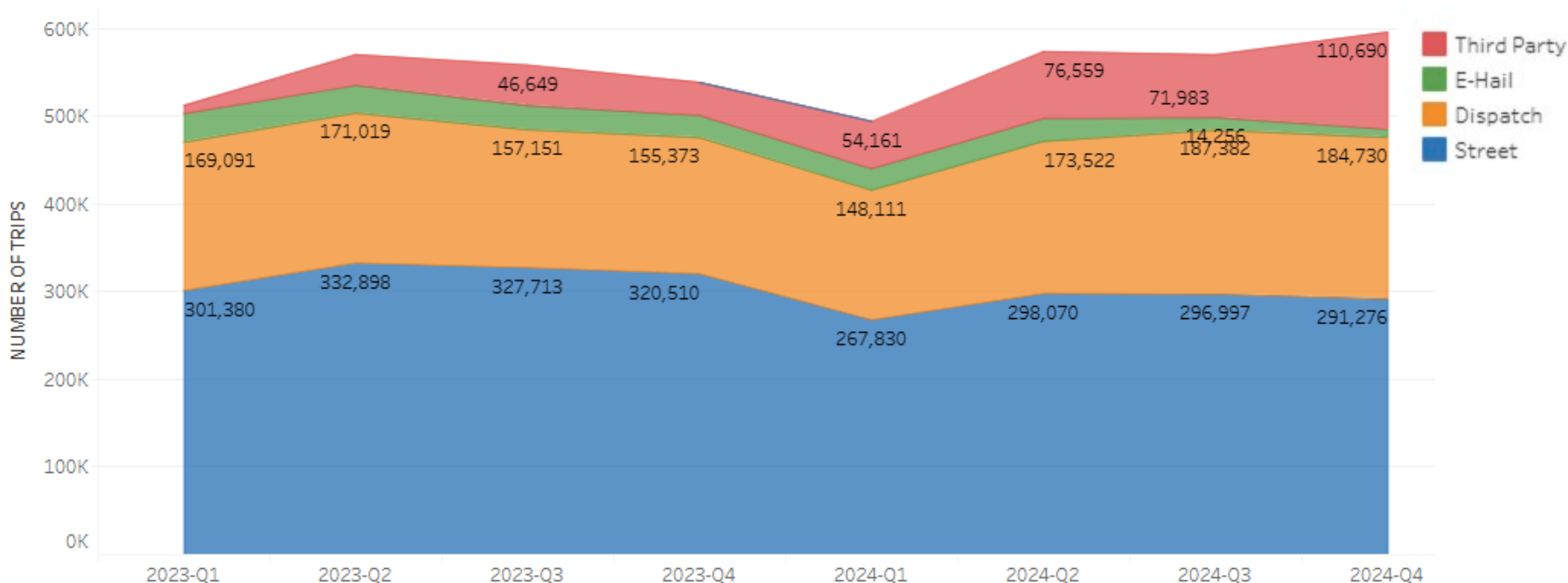
- Total taxi trips increased by 27.3% from previous quarter before the pilot to the last quarter of the pilot (from 467,754 to 596,070)
- Total taxi trips increased 10.6% in 2024-Q4 as compared to the same period of the prior year (2023-Q4)
- Taxi trips increased 4.5% from 2024-Q3 to 2024-Q4
- The number of trips in 2024-Q1 through 2024-Q4 (12 months) as compared to the same period from the previous year increased 2.5%



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3A: Distribution of Trips by Hail Type

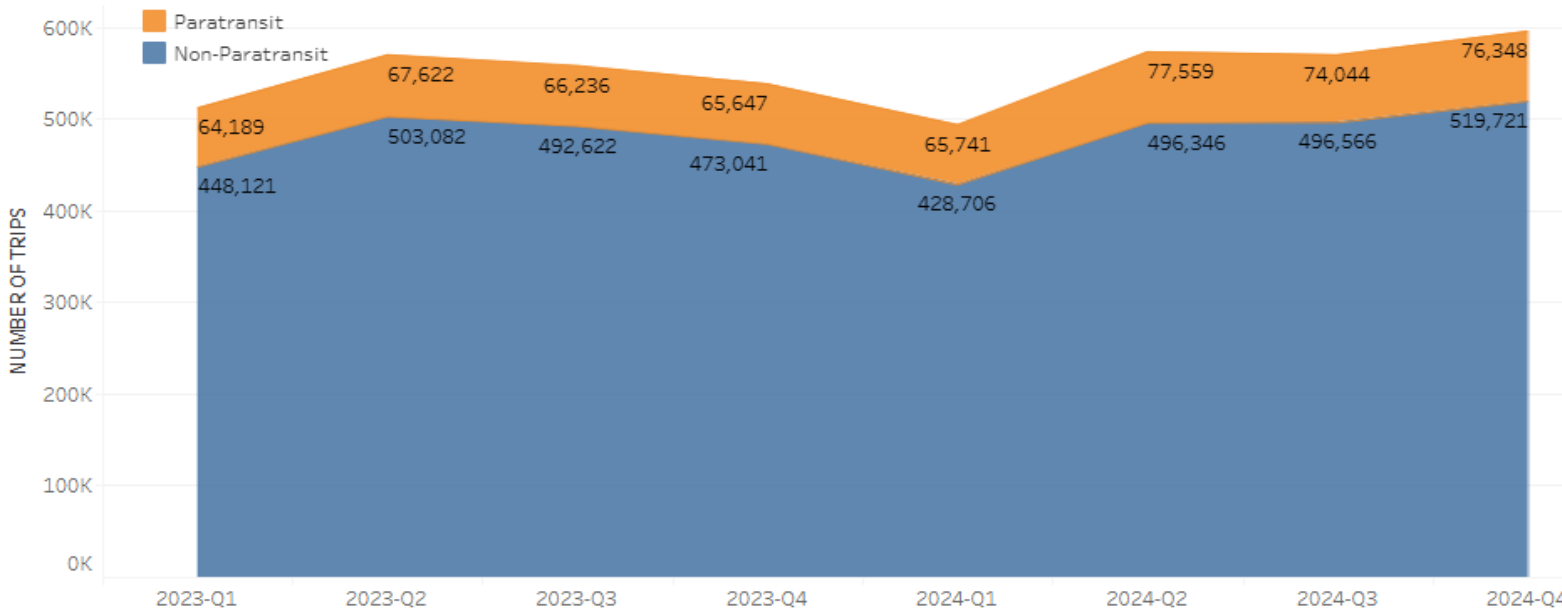
	Street Hails	Dispatch	E-Hails	Third-Party Hails
Baseline (October 2022)	62.3%	31.1%	6.6%	-
2023-Q1	58.8%	33.0%	6.4%	1.8%
2023-Q2	58.3%	30.0%	5.5%	6.2%
2023-Q3	58.6%	28.1%	4.9%	8.3%
2023-Q4	59.5%	28.8%	4.7%	7.0%
2024-Q1	54.2%	30.0%	4.9%	11.0%
2024-Q2	51.9%	30.2%	4.5%	13.3%
2024-Q3	52.0%	32.8%	2.5%	12.6%
2024-Q4	48.9%	31.0%	1.6%	18.6%



Goal 3: Maintain Traditional Taxi Service

❖ Metric 3B: Paratransit Taxi Trips

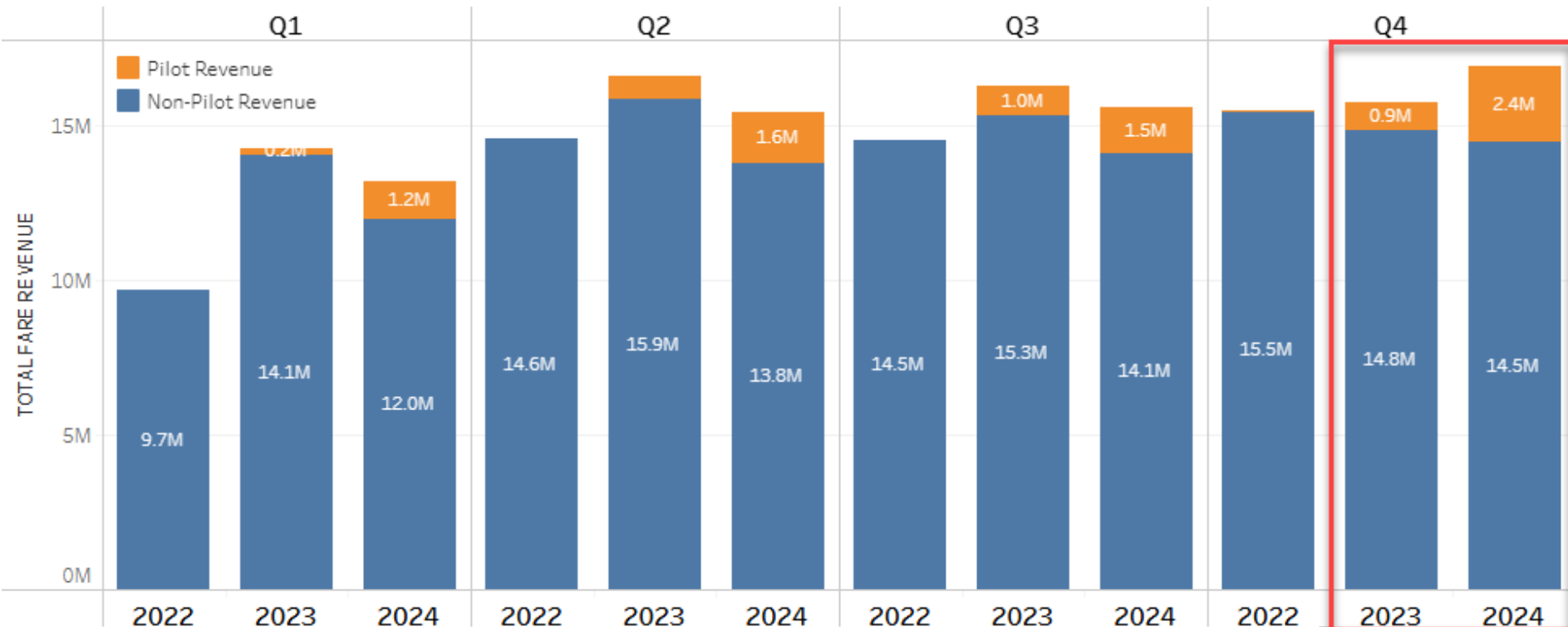
	Non-Paratransit Taxi Trips	Paratransit Taxi Trips
Baseline (October 2022)	88.4%	11.6%
2023-Q1	87.5%	12.5%
2023-Q2	88.2%	11.8%
2023-Q3	88.1%	11.9%
2023-Q4	87.8%	12.2%
2024-Q1	86.7%	13.3%
2024-Q2	86.5%	13.5%
2024-Q3	87.0%	13.0%
2024-Q4	87.2%	12.8%



Goal 4: Increase Taxi Driver Fare Revenue

❖ Fare Revenue for All Drivers

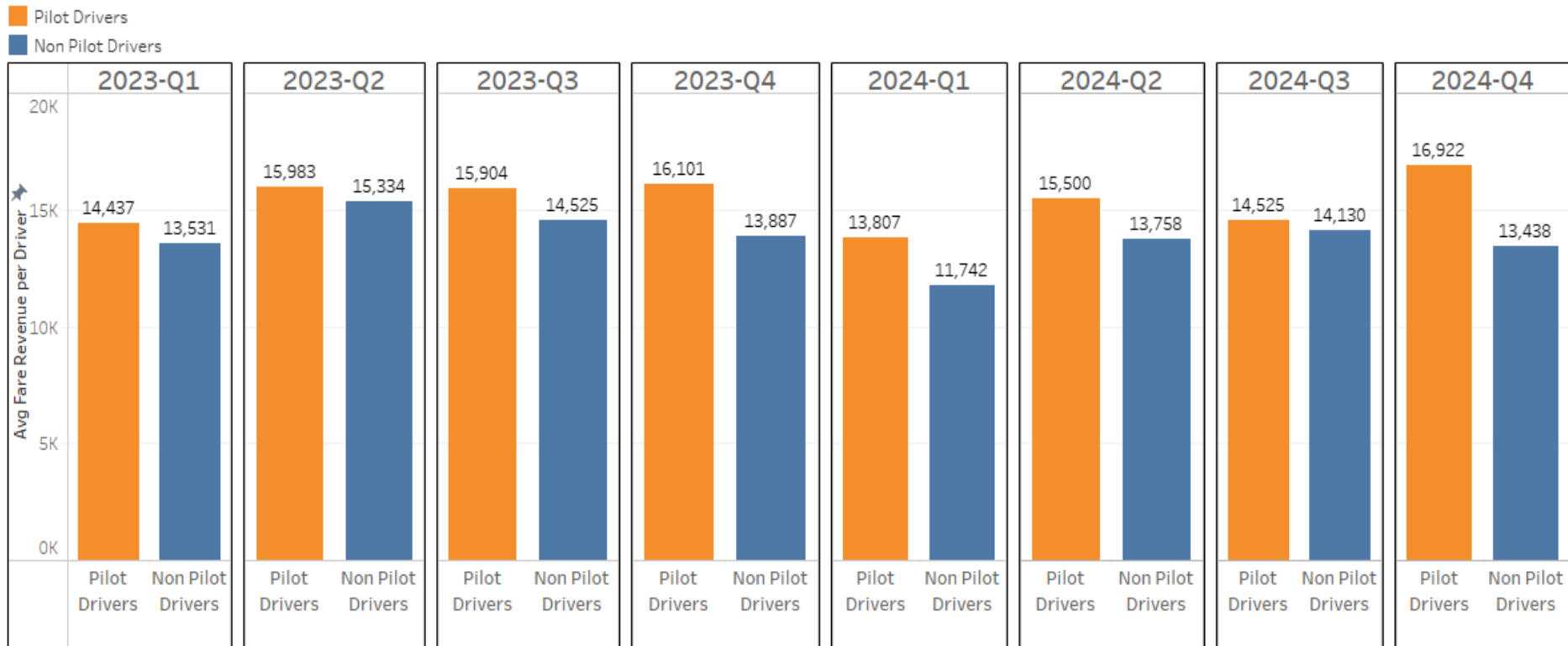
- Total fare revenue for all drivers increased by 7.52% in 2024-Q4 as compared to the same period from the previous year
- Pilot revenue makes up a higher percentage of the increase in fare revenue in 2024-Q4 as compared to the same period from the previous year.



Goal 4: Increase Taxi Driver Fare Revenue

❖ Metric 4A: Increase participating taxi driver fare revenue by 10%

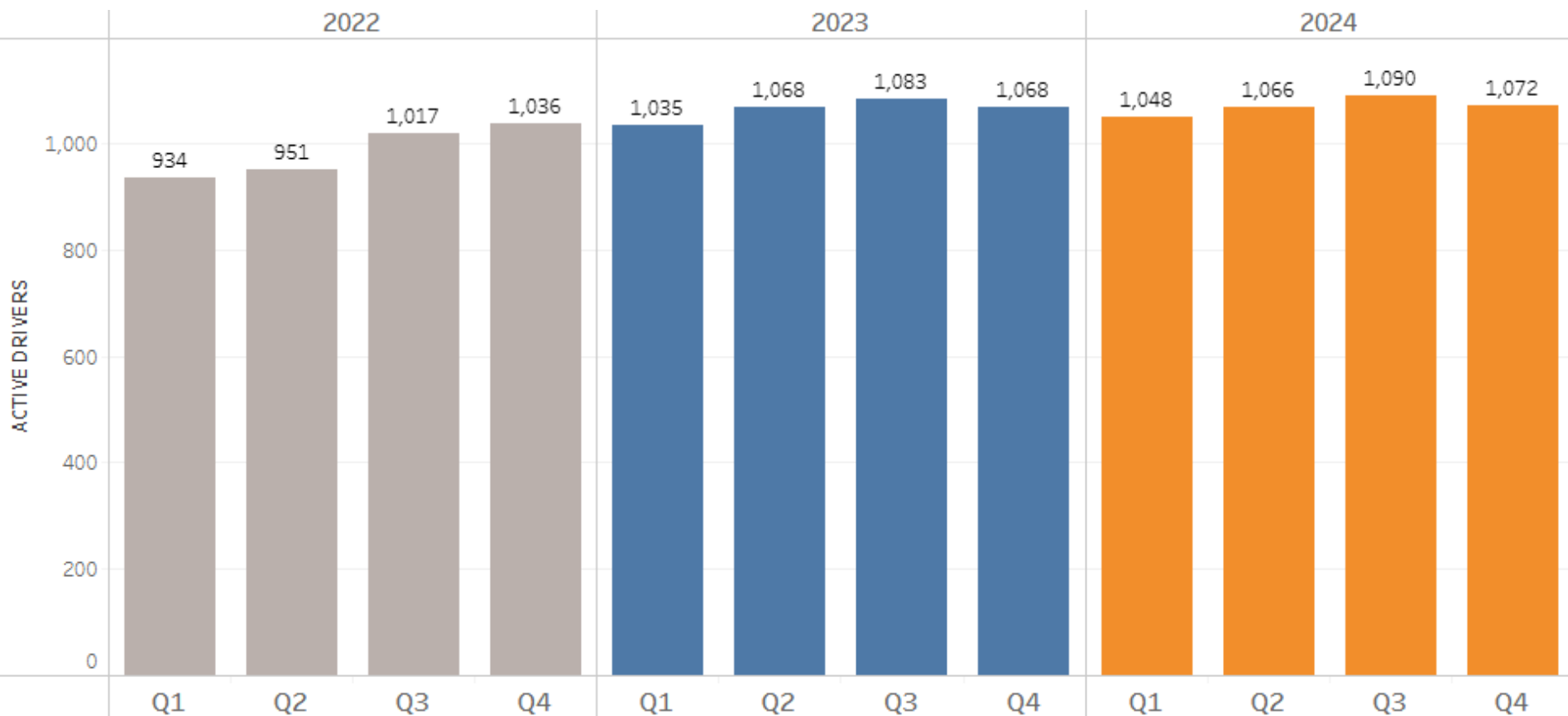
- The SFMTA has updated Metric 4A to better target the impact of the Pilot on driver revenue
- Data indicates average Pilot Driver Fares for 2024-Q4 (\$16,922) was 25.9% more than average non-pilot driver fare for the same period (\$13,438)



Goal 5: Increase the Number of Drivers

❖ Metric 5A: Increase the Number of Active Drivers

- Active taxi drivers increased 3.6% from 2023-Q1 to 2024-Q4; decreased slightly 1.7% from 2024-Q3 to 2024-Q4



Goal 5: Increase the Number of Drivers

❖ Metric 5B: Increase the Number of New Drivers

- The SFMTA has issued 142 new driver permits during 2024 calendar year

New Taxi Drivers by Calendar Year

Year	2018	2019	2020	2021	2022	2023	2024
New Taxi Drivers	43	33	23	22	135	198	142

New Taxi Drivers Q1 – Q4 compared to the same periods from previous year

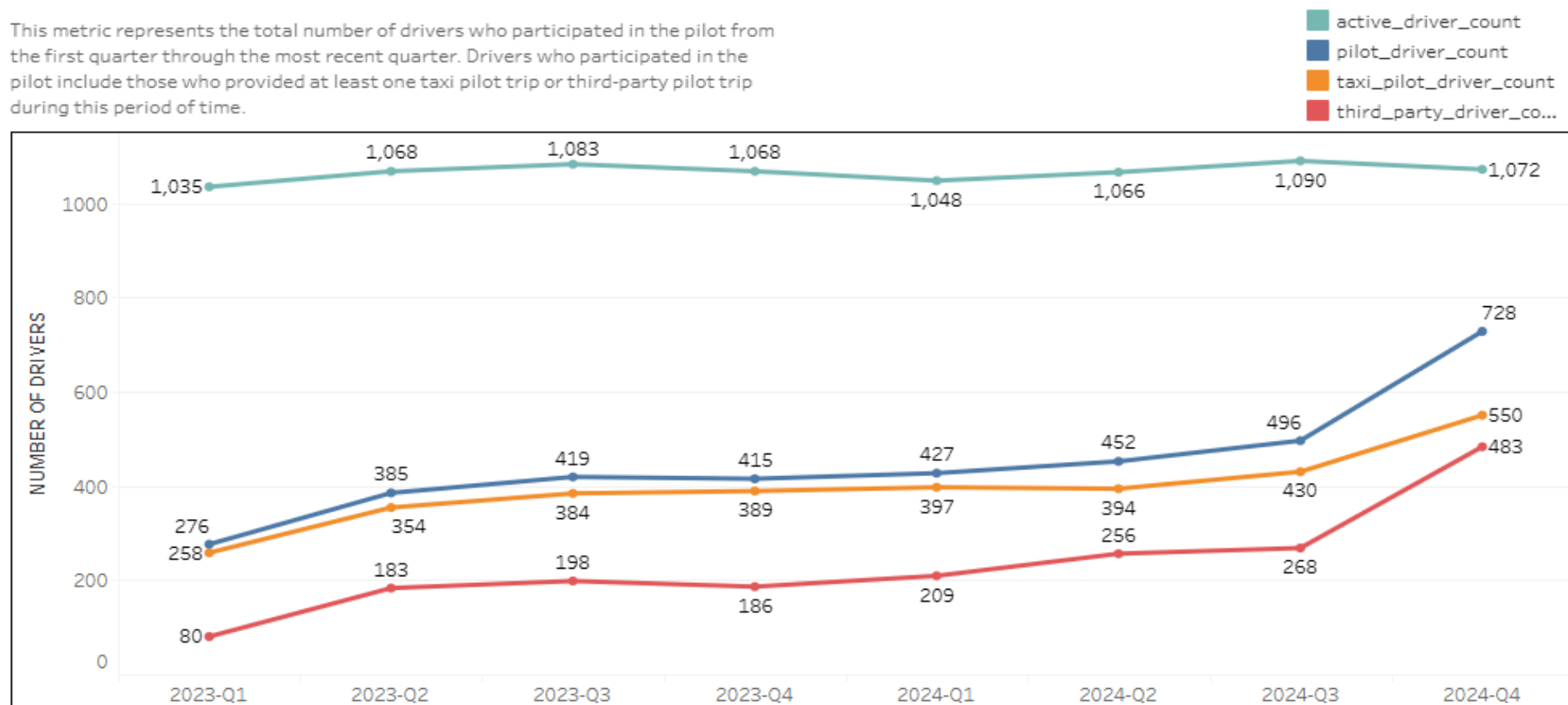
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Total	11	65	35	18	52	30	38	59	32	58	38	34

Goal 5: Increase the Number of Drivers

❖ Metric 5C: Increase the Number of Drivers Participating in Pilot

- 969 drivers have participated since the Pilot start by providing at least one Pilot trip
- The number of drivers who provided Pilot trips increased by 164% from 276 in 2023-Q1 to 728 in 2024-Q4 and increased 46.8% from 496 in 2024-Q3 to 728 in 2024-Q4

This metric represents the total number of drivers who participated in the pilot from the first quarter through the most recent quarter. Drivers who participated in the pilot include those who provided at least one taxi pilot trip or third-party pilot trip during this period of time.



Goal 6: Ensure Taxi Pilot Trip Fares closely match Taximeter rates

❖ Metric 6A: Upfront Fare within 10% of Taximeter rate

- During 2024-Q4 of the Pilot, the average Taxi Upfront fare is \$14.08. Although the estimated taximeter fare is unavailable due to data processing time, the average Taxi Upfront fare remains within a reasonable range compared to previous quarters.

	Avg Taxi Upfront Fare	Avg Estimated Taximeter Fare	% Different
2023-Q1	\$13.01	\$13.53	-3.8%
2023-Q2	\$14.22	\$14.83	-4.1%
2023-Q3	\$13.85	\$14.45	-4.1%
2023-Q4	\$14.49	\$15.18	-4.6%
2024-Q1	\$14.21	\$14.93	-4.8%
2024-Q2	\$14.30	\$14.99	-4.7%
2024-Q3	\$13.95	\$14.72	-5.2%
2024-Q4	\$14.08	Data analysis in process	In Process

Taxi Upfront Fare Pilot Success

- ❖ Overall, the Pilot was successful. Since launch,
 - **509,676** trips provided through the Pilot
 - **459** new drivers joined the Taxi industry
 - **\$9.66M** in total fare revenue generated from the Pilot
 - **Quarterly growth** in participating driver income
 - **More drivers** are now participating in the program



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 **318 765 262#**

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

Download documents of this meeting here:

<https://www.sfmta.com/reports/august-28-2025-taxi-quarterly-outreach-meeting-documents>

Third-Party Wheelchair Accessible Vehicle Trips

- ❖ Allowing ramp taxis to provide Third-Party WAV trips requires a rule change to the Access for All program regulations by the California Public Utilities Commission (CPUC)
- ❖ Uber requested the CPUC update the rules to allow ramp taxis to provide TNC-originated WAV trips
- ❖ SFMTA supported this request in a [filing with the CPUC](https://www.sfmta.com/media/42368/download)
<https://www.sfmta.com/media/42368/download>
- ❖ CPUC's Proposed Decision would allow these Third-Party WAV trips
- ❖ If Proposed Decision is finalized, SFMTA will need to change program rules to allow Third-Party WAV trips



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Clean Air Taxi Rebate - Electric Vehicle (EV)

- ❖ The rebate program has ended.
- ❖ All purchases must have been completed by the deadline of June 30, 2025.
- ❖ Please submit all application documents by September 30, 2025.



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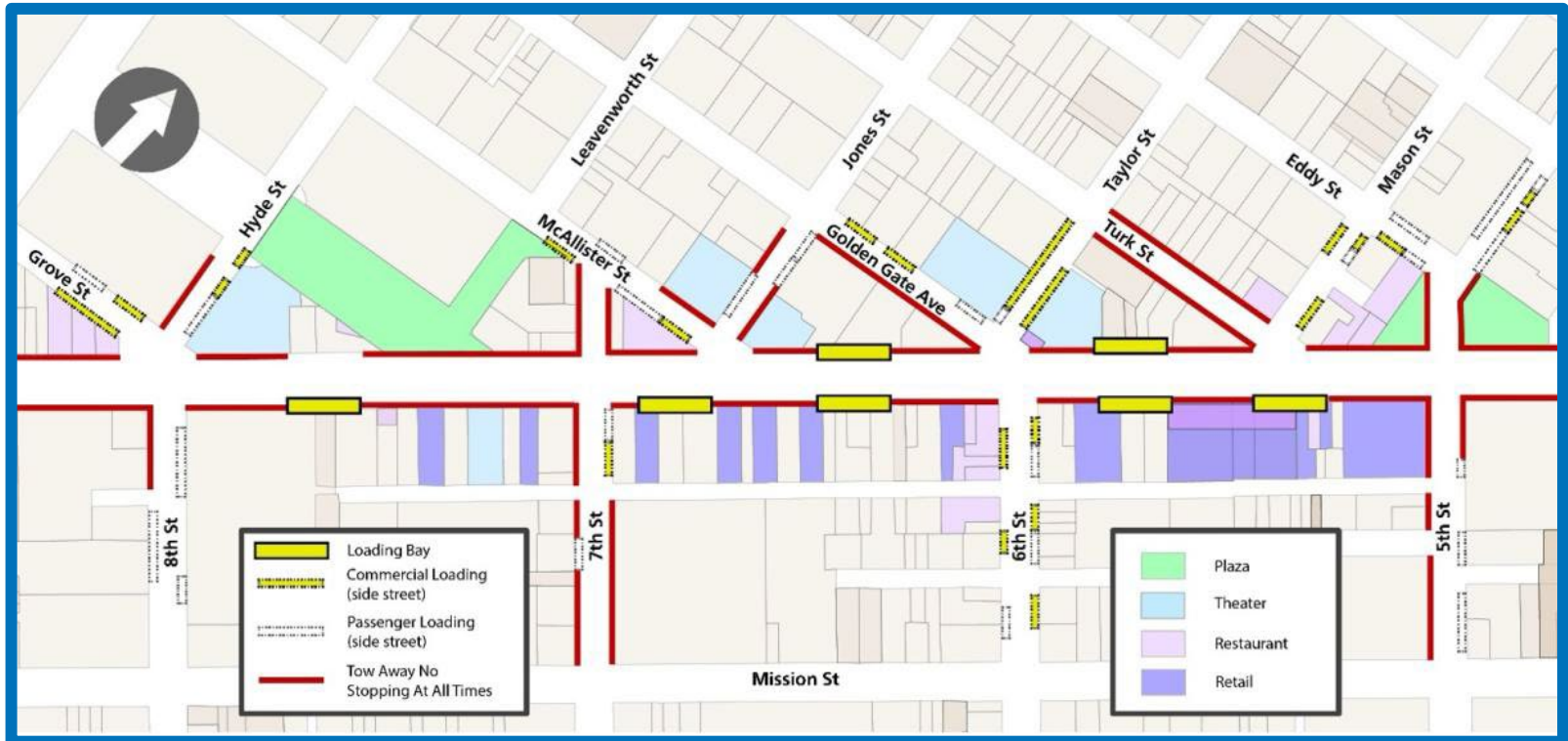
Mid-Market Street Evaluation

Chava Kronenberg

Jenny Delumo

Mid-Market Street Evaluation

❖ sfmta.com/projects/mid-market-street-loading-evaluation



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SFMTA Announcements



Quarterly Meetings with Taxi Industry

- ❖ November 2025
- ❖ February 2026
- ❖ May 2026
- ❖ August 2026

