# Taxi Medallion Reform

Policy and Governance Committee

November 23, 2021

Kate Toran, Director of Taxis, Access & Mobility Services

# Important Role of the Taxi Industry

SFMTA's regulatory framework allow the taxi industry to innovate and compete, while maintaining safety and consumer protection.

❖ Safety requirements

❖ Clean fleet: ~95% clean air vehicles

❖ Equity

- Safety Net Service
- Required to serve all neighborhoods
- Does not require smart phone or credit card
- Regulated fares
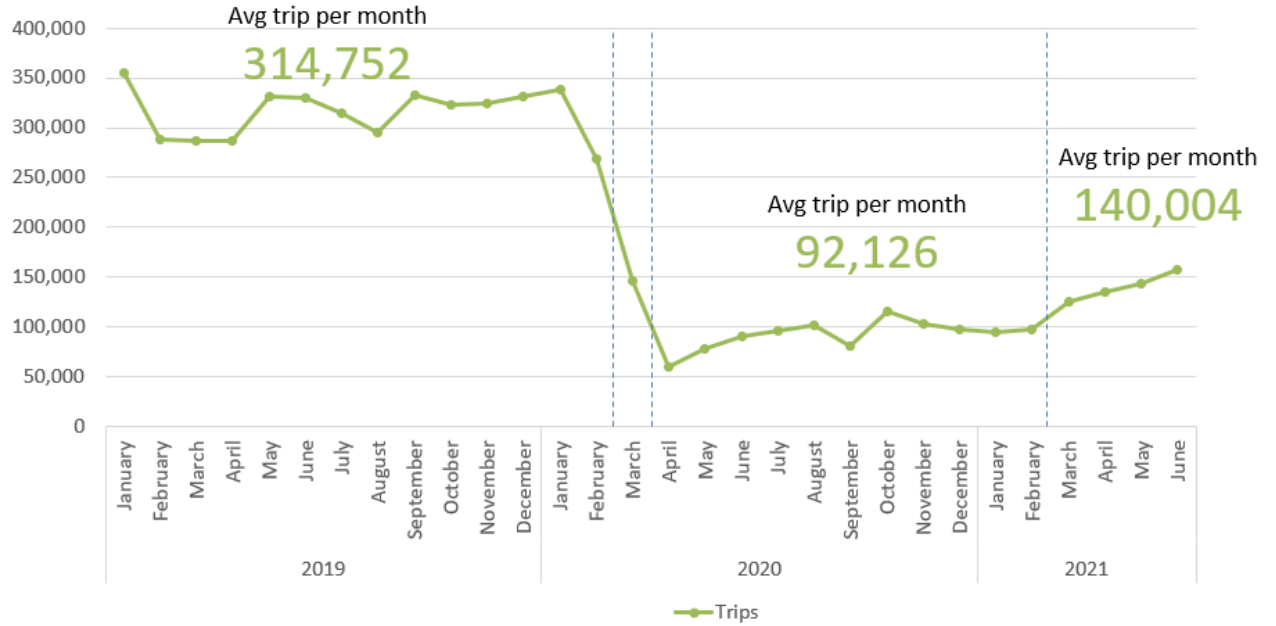- Serve seniors and people with disabilities

# SF Taxi Industry Snapshot:

❖ 19 taxi companies

❖ 3 dispatch services

❖ 1,075 medallions
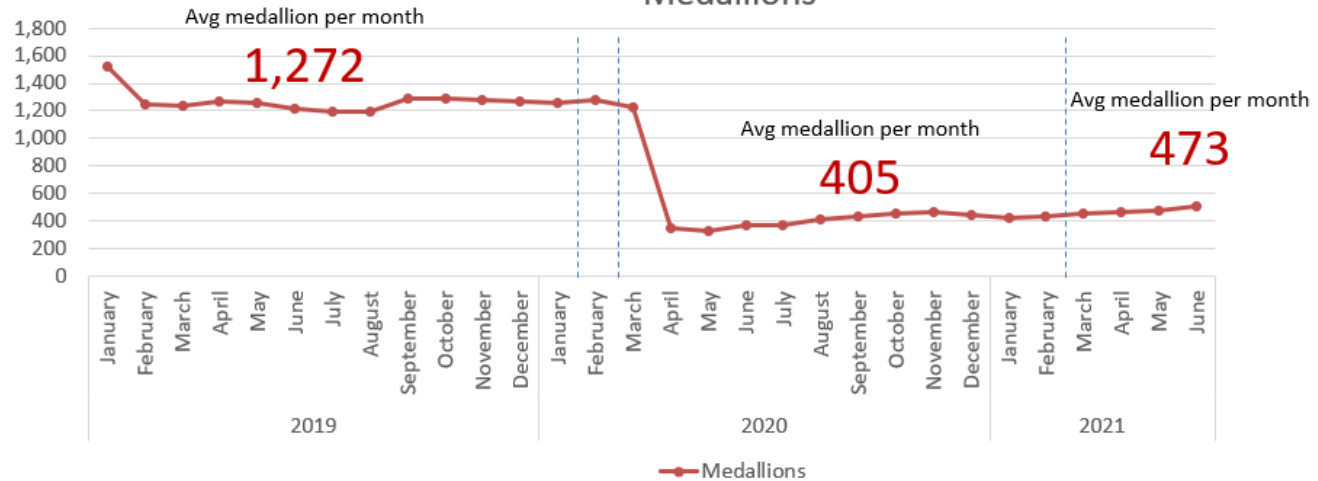
❖ 2,754 drivers

❖ 3 e-hail apps

# SF Dispatch Services

| Dispatch Service | E-Hail Mobile App | Color Scheme | Number of Medallions | Total Number of Medallions |
|---|---|---|---|---|
| San Francisco Centralized | Flywheel | ABC Taxicab | 2 | |
| | | Alliance Cab | 7 | |
| | | Eco Taxi | 27 | |
| | | Flywheel Taxi | 219 | |
| | | Fog City Cab | 34 | |
| | | Lucky Cab | 7 | |
| | | Luxor Cab | 28 | |
| | | Max Cab | 13 | |
| | | National Cab | 63 | |
| | | Regents Cab Company | 8 | |
| | | San Francisco Super Cab | 43 | |
| | | USA Cab | 34 | |
| | | Veterans Cab | 26 | **511** |
| San Francisco Taxi | Arro | Comfort Cab | 27 | |
| | | San Francisco Taxicab | 135 | **162** |
| Yellow Cab | YoTaxi | American Cab | 2 | |
| | | Crown Cab | 2 | |
| | | Green Cab | 6 | |
| | | Yellow (407) & Luxor (40) | 392 | **402** |
| | | | **Total** | **1075** |

# Taxi Trips And Medallions: Pre & Post-COVID

## Average Taxi Trips Per Month

Avg trip per month
**314,752**

Avg trip per month
**92,126**

Avg trip per month
**140,004**

2019 — 2020 — 2021

— Trips

## Average Medallions in Service Per Month

Medallions

Avg medallion per month
**1,272**

Avg medallion per month
**405**

Avg medallion per month
**473**

2019 — 2020 — 2021

— Medallions

# COVID-19: Key Efforts to support the taxi industry

- ❖ Waived all taxi-related fees for FY20-22

- ❖ Established the Essential Trip Card (ETC) program

- ❖ Provided PPE & plastic shields barrier in taxicabs
  - Trained taxi company representatives and posted [training video on proper cleaning procedures](#).
  - Distributed [face mask stickers](#) to color schemes

- ❖ Included taxis in Temporary Transit Only (red) Lanes

- ❖ Launched Taxi Marketing Campaign
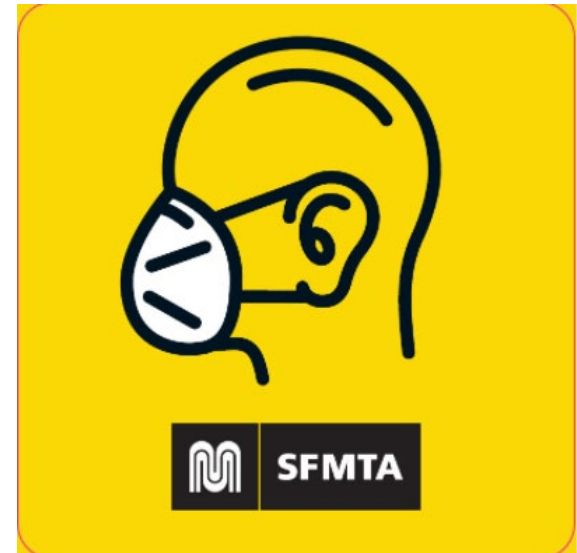
# Taxi Marketing Campaign

❖ Key Messages:

- Focus on Taxis as small businesses

- Promote E-hail Apps

- Advertise that taxis don't have surge pricing

❖ Multiple channels

- Digital

  o Facebook, Twitter, Instagram, Spotify, Google Ads

- Muni Car Card (in vehicle ads), including QR code

- Postcards

# Context

❖ Jury found SFMTA did not breach lender agreements with the SF Federal Credit Union regarding taxi medallion loans

❖ Prior to trial, SFMTA proposed to resolve the litigation with a collaborative program to restructure the medallion program and provide loan relief to medallion holders

❖ Credit Union was not interested in SFMTA's proposal and chose to continue litigation at the time

❖ SFMTA cannot lower the $250,000 price without the lenders' consent

❖ BOS has introduced a resolution urging the Credit Union to collaborate with SFMTA

# Comprehensive Medallion Reform

Goals:

- ❖ Develop collaborative approach to medallion reform with Credit Union
- ❖ Reinvigorate purchased medallion program
- ❖ Transition the medallion sale program from a system that SFMTA facilitates to an open market, with a market-based price that allows for easy entry/exit
- ❖ Simplify taxi medallion market
- ❖ Support taxi industry to adapt to current market condition
    - Upfront fare pilot
    - Open API – deep link to Muni Mobile App
    - Customer service improvements

# Taxi Timeline

| Pre 1978 | 1978 | 2009 | 2010 | 2012 |
|----------|------|------|------|------|
| Medallions Freely Transferable | Prop. K Taxi Regulation | Prop. A Taxis Join SFMTA | Medallion Sale Pilot<br><br>Uber Black Launches | Medallion Sale Program<br><br>Uber X, Lyft & Sidecar |

| LEGACY | | MEDALLION TYPES |
|--------|--------|-----------------|
| **NOMINAL COST & NO DRIVING REQUIREMENT**<br><br>Corporate:<br>16 medallions held by 3 business investors<br><br>Pre-K:<br>122 medallions held by 88 holders | **FREE & DRIVING REQUIREMENT**<br><br>Post-K:<br>471 individual medallion holders | **PURCHASED**<br><br>**413 individual driving medallion holders**<br><br><br>**Ramp:**<br> **41 Wheelchair accessible** |

# Next Steps



- ❖ Continue efforts to engage Credit Union

- ❖ Further develop reforms that don't require Credit Union corporation

- ❖ Key stakeholder meetings with taxi industry

- ❖ Target early 2022 to bring proposed changes before the SFMTA Board

# Questions