



SFMTA
Municipal
Transportation
Agency

Taxis and Accessible Services Division: Status of Taxi Industry

San Francisco Municipal
Transportation Agency Board Meeting
September 16, 2014

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

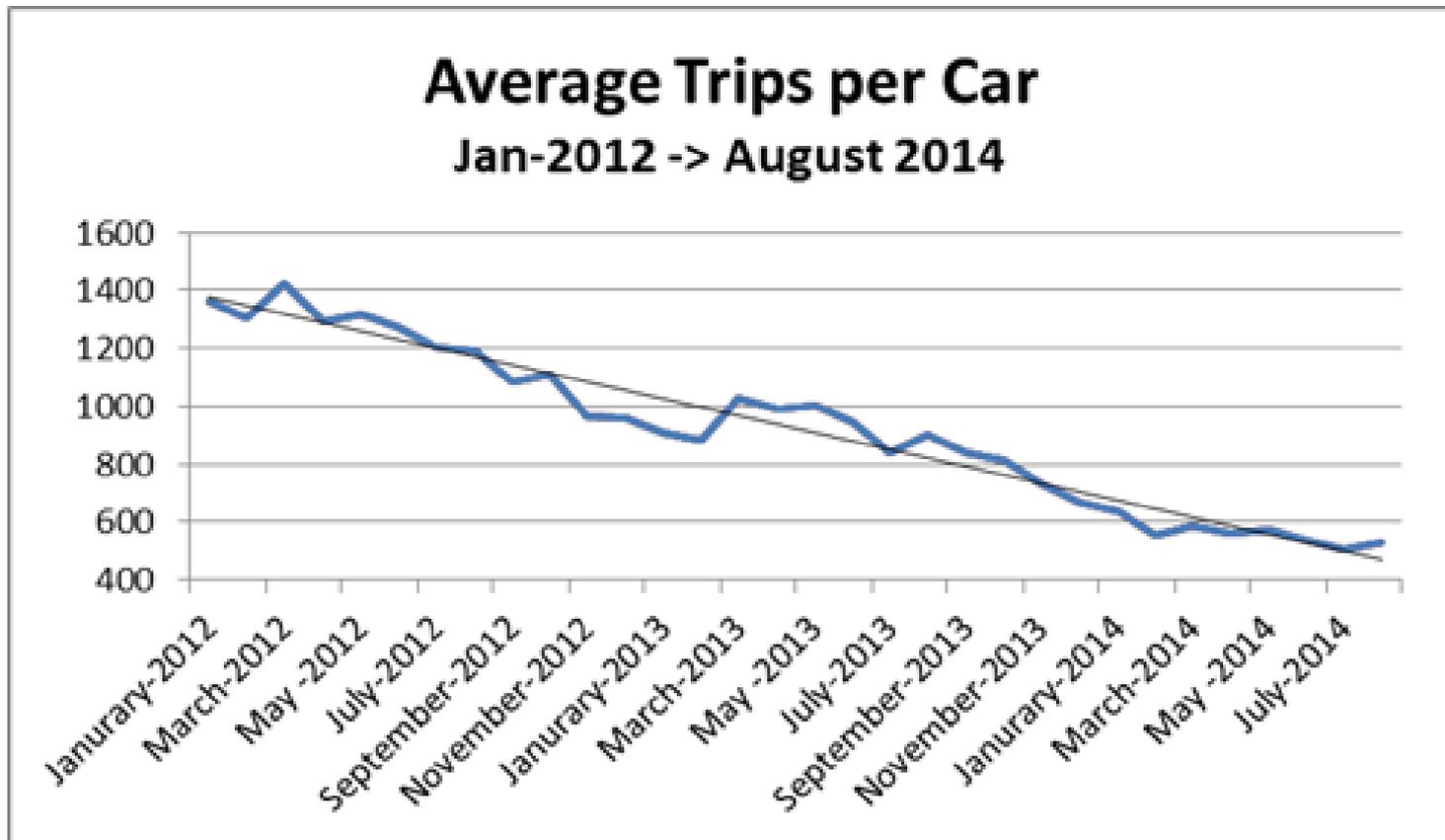
- Transportation Network Companies (UberX, Lyft, Sidecar): provide a very similar service through an app
- Primary difference between taxi service and TNC service
 - Street hails: TNCs are not supposed to pick up street hails
 - Airport: TNCs are not presently permitted to pick up passengers at the airport
 - 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

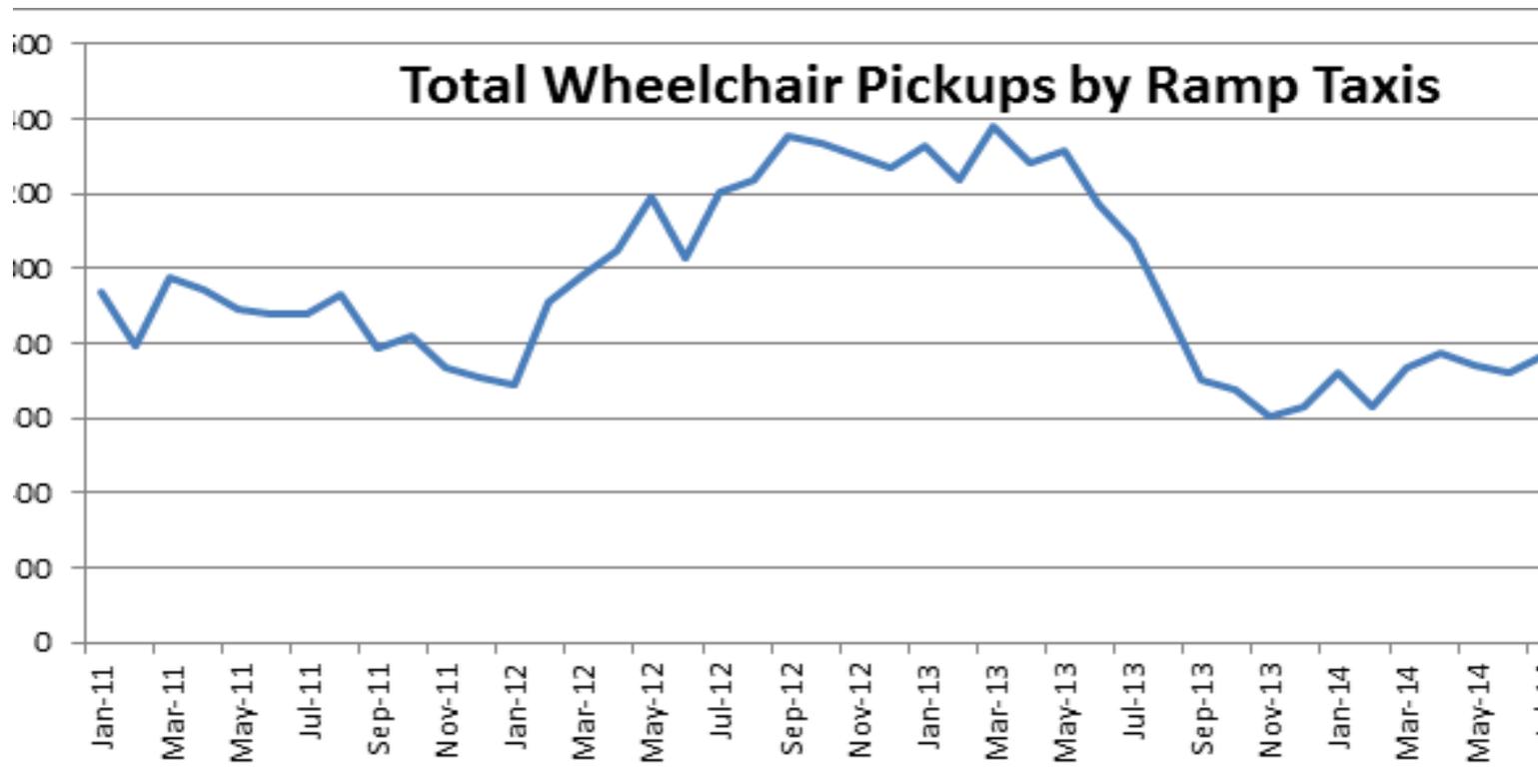
Impact of TNCs

- 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



Intelligent Enforcement: RideIntegrity

SFMTA Municipal Transportation Agency

Alerts 10 Messages 4 Log-Out

To search, type and hit enter

TRIP ACTIVITY MAP

| Trip ID | Driver | Passenger Name | Vehicle | Trip Date |
|---------|----------------|----------------|---------|-----------------|
| 46372 | Fred Treadwell | Don Waters | Sedan | August 21, 2014 |
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RE-ORDER TABLE

- Trip ID
- Vehicle ID
- Trip Start Time
- Trip End Time
- Pick Up Location
- Drop Off Location
- Fare
- Trip Distance
- Fastest Trip
- Shortest Trip
- Company Name
- Fleet Name
- Driver Name

SAVE RESET

Reorder Filter

Intelligent Enforcement: RideIntegrity

The screenshot displays the SFMTA RideIntegrity dashboard. At the top, there is a navigation bar with the SFMTA logo, 'Municipal Transportation Agency', and icons for Alerts (10), Messages (4), and Log-Out. A search bar is located on the right. Below the navigation bar, the 'TRIP ACTIVITY' section is active, showing a table of trip records. A 'TRIP DETAILS' panel is open, displaying a map of the trip route and various trip parameters.

| Trip ID | Driver | Passenger Name | Vehicle | Trip Date |
|---------|----------------|----------------|---------|-----------------|
| 6372 | Fred Treadwell | Don Waters | Sedan | August 21, 2014 |
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TRIP DETAILS

Passenger Name: Don Waters **Trip Date:** April 12, 2014 **Trip ID:** 14672

Trip Distance: 50 Miles **Vehicle ID:** 665743 **Driver ID:** 665743

Fare: \$0.00 Miles **Fleet Name:** Bell **Company Name:** Bell

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

Drop-Off Location: 16453 W. Weirding Way, Las Vegas NV 89113

Trip Start Time: 09:30PM **Trip End Time:** 12:30PM

Vehicle Type: Taxi

Intelligent Enforcement: RideIntegrity

The screenshot displays the SFMTA (Municipal Transportation Agency) RideIntegrity web application. The top navigation bar includes the SFMTA logo, notification icons for Alerts (10) and Messages (4), and a Log-Out button. A search bar is located on the right side of the header.

The main content area is titled "DRIVER DETAILS" and features a "MAP" button on the right. Below the header is a table listing driver information:

| Driver ID | Company | Fleet | License | Driver Name |
|-----------|---------|----------|----------|---------------|
| 46372 | Bell | Caddy Co | 14678232 | Wilson Harris |
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Below the table is a detailed "Driver Details" card for the selected driver, Wilson Harris:

- Driver Name:** Wilson Harris
- Driver ID:** 534232
- Company Name:** Bell
- Date of Birth:** 12/2/1966
- Gender:** Male
- Fleet:** Bell
- Phone Number:** 702-323-2039
- License Number:** 251637263
- Medallion Number:** 2453263
- Permit Number:** 1234231
- Permit Expiration Date:** 12/15/2016
- Medallion Status:** Current
- Fines:** 0
- Citations:** 0

Below the driver details card is another table listing driver information, identical to the one above:

| | | | | |
|-------|------|----------|----------|---------------|
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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!

