



Agenda

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE (TAC)

October 27, 2021

10:00 a.m.

Meeting will be held via webinar

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ACTION RECOMMENDED

- | | | |
|----------------------------|--|---------------|
| 1. | ROLL CALL | |
| 2. | APPROVAL OF MINUTES – July 7, 2021 | Approve |
| 3. | PUBLIC COMMENTS | |
| COMMITTEE DISCUSSION ITEMS | | |
| 4. | Flexible Fleet Procurement Presentation (Antoinette Meier and Danielle Kochman of SANDAG) | Informational |
| 5. | Proposed Revisions to Taxicab Advisory Committee Membership Guidelines (Leonardo Fewell)
Action would forward a recommendation to the MTS Board of Directors to approve the proposed revisions to the Taxicab Advisory Committee Membership Guidelines. | Approve |
| 6. | Proposed Changes to Taxicab Advisory Committee Election Process (Leonardo Fewell) | Informational |



- | | | |
|----|---|---------------|
| 7. | <u>Taxicab Wheelchair Accessible Vehicle Policy Update (Leonardo Fewell)</u> | Informational |
| 8. | <u>For-Hire Vehicle Administration Quarterly Report and Operations Update (Leonardo Fewell)</u> | Informational |

OTHER ITEMS

- | | | |
|-----|--|---------------|
| 9. | <u>Topics for Next Taxicab Advisory Committee Meeting (Leonardo Fewell)</u> | Informational |
| 10. | <u>Committee Member Communications</u>
Brief comment on any taxicab related item not included in the Agenda | |
| 11. | NEXT MEETING DATE: December 8, 2021 | |
| 12. | ADJOURNMENT | |

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM
TAXICAB ADVISORY COMMITTEE (TAC)
1255 Imperial Avenue, Suite 1000
San Diego, CA 92101

DRAFT MINUTES

July 7, 2021

[Clerk's note: Except where noted, public, staff and board member comments are paraphrased. Note that the meeting was conducted via webinar to comply with public health orders].

1. Roll Call

Chair Elo-Rivera called the Taxicab Advisory Committee meeting to order at 10:01 a.m. A roll call sheet listing Taxicab Advisory Committee member attendance is attached.

3. Public Comments

There were no Public Comments.

COMMITTEE DISCUSSION ITEMS

4. 2021 Regional Transit Plan Update (Jennifer Williamson, and Krystal Ayala of SANDAG)

Jennifer Williamson and Krystal Ayala presented on the 2021 Regional Transit Plan. They outlined the following information: milestones, challenges, state and federal legislative mandates, planning for the region's future, technology trends in transportation, draft 2021 Regional Plan vision and goals, system integration, complete corridors, transit leap, mobility hub and flexible fleets, flexible fleet outreach, next OS, state laws to reduce emissions, commute trips by mode, transit access for social equity, and 2021 Regional Plan timeline.

COMMITTEE COMMENTS

Peter Zschiesche asked when pilot programs would begin. He stated taxicabs are an existing network but acknowledged the taxi system's platform would require some investment.

Ms. Ayala acknowledged the agency was advancing projects through the Comprehensive Multimodal Corridor Planning (CMCP) projects and Flexible Fleet Strategic Plan. The programs targeted identifying opportunities to understand deployment and share findings.

Peter Zschiesche asked if the agency would offer methods to give input.

Ms. Ayala acknowledged there is a stakeholder subcommittee and invited TAC to participate.

Alfred Banks asked when the Mid-Coast extension would become fully operational.

Ms. Williamson confirmed the line would be fully operational on November 2021.

Chair Elo-Rivera asked how taxicabs fit into the vision for the future and how the industry should prepare for SANDAG's vision. He noted that part of a social justice and equity vision, should include time for the taxicab industry to adapt, and asked for recommendations to achieve this goal.

Ms. Ayala replied that predicting the direction of the industry posed a challenge however, the agency is investing and committed to establishing partnerships and infrastructure needs to integrate privately operated services with public transportation offerings. She noted data sharing and pilot operating opportunities to design near term needs with large capital planning projects.

Chair Elo-Rivera commented that, so long as the private sector is involved, that there be intentionality to include the taxi industry as it is composed of immigrant communities trying to obtain economic security in the region. He clarified that the committee is a resource for SANDAG to ensure the industry is included as a stakeholder of future developments.

PUBLIC COMMENT

Lili Irani - Provided a verbal statement to the Board during the meeting. Irani asked about social rights and social equity mandates shaping the SANDAG Regional Plan, their origin and the ways they are operationally used.

Ms. Williamson confirmed that the prioritization of plans is on a social equity basis. She noted the guidelines to transit and access to transit project development criteria provides services to social equity communities. She acknowledged that targeted funding policies and pilot programs are intentional to benefit social equity communities.

Enrique Arcilla – Provided a verbal statement to the committee during the meeting. They asked about the metrics used to measure social equity, how the agency is measuring it and the services needed to make the region more equitable.

Ms. Williamson replied that the three primary social equity populations include low income populations, seniors and minorities. She highlighted SANDAG's partnership with community-based organizations and measured the benefits of the system to access activity centers, education, hospitals and other locations, trip duration and various other categories.

Ms. Ayala added that various metrics in the social equity analysis portion of the Regional Plan, are accessible at the SANDAG website.

Lili Irani – Provided a verbal statement to the Board during the meeting. They acknowledged that app-based experiences are a sought-after amenity. That the software requires the ability to access up front capital expertise to manage and maintain software; and that social justice communities face inequitable access to the resources. They continued that SANDAG maintains software infrastructure in the public interest. They asked about the mechanisms to support equity on the system creation and maintenance.

Ms. Williamson clarified that the agency uses data analytics and becoming a data hub. She acknowledged that the goal of the data hub is to provide the next OS portion to allows providers to access the agencies' data. She acknowledged there was not a specific project in the Regional Plan that would provide capital for operators to integrate into the system however, there would be incentive programs to allow some interested groups to partner with the agency. She stated the regional plan is updated every four years and acknowledged that the use of pilot programs and next OS systems would help to inform the next phase of incentives to operators.

Ms. Ayala noted that the Board of Directors recently adopted a commitment to equity statement which would integrate social equity into the planning process and develop a framework. Particularly as the agency solidifies the concepts, understands the functionality of the system, and how they become functionable and equitable.

COMMITTEE COMMENTS

David Tasem asked how the taxi industry would benefit from the presentation.

Ms. Ayala replied that taxis are one of the providers SANDAG envisions expanding and deploying across the region as part of the flexible fleet program.

David Tasem asked about the amount of funding allotted for the taxicab industry.

Ms. Ayala cited Appendix A, programs and phasing for flexible fleet operating incentives in the Regional Plan.

Ms. Williamson made the resource available and cited Appendix V's for a breakout of operating costs.

David Tasem restated his question to ask about the funding allotted to the taxicab industry.

Ms. Williamson clarified that the agency does not have specific funding amounts allotted to any providers however there is a pool of funding for flexible fleets. She acknowledged that the system will be developed in the implementation phase.

Ms. Ayala added that in addition to operating incentives, the regional plan does include funding for infrastructure improvements, programs and other policies that expand access to flexible fleet services. She acknowledged the difficulties in providing one-dollar amount with various funding opportunities through partnerships.

David Tasem pointed out that without funding allocations designated for the taxicab industry, there is not an incentive for the industry to assume stability. He stated that for the last 25 years, nothing has happened.

Ms. Williamson clarified that the proposed Regional Plan is the first to have an in-depth analysis on a flexible fleet strategy. She continued that the agency could not commit to specific funding allocations because a broader industry implementation strategy is necessary.

David Tasem said he and the membership are still not comfortable with this approach.

George Abraham recognized the difficulties the industry is experiencing. He asked for solutions proposed from either the City of San Diego or SANDAG to alleviate the industry hurdles. He acknowledged that members are paying fees out of pocket and advocated for incentives to keep drivers in the industry.

Peter Zschiesche added that as a first step, he would like the committee to be a stakeholder on the Flexible Fleet strategic plan.

Ms. Ayala invited the committee's participation and clarified that regional plan does not include funding decisions.

Chair Elo-Rivera appreciated the discussion and was optimistic that participation from the industry at this stage of the planning process would make an impact.

Action Taken

Informational item only. No action taken.

2. Approval of Minutes (TAKEN OUT OF ORDER)

Akbar Majid moved to approve the minutes of the April 28, 2021, MTS Taxicab Advisory Committee meeting. David Tasem seconded the motion, and the vote was 13 to 0 in favor with Guillermo Morquecho, Nancy Gudiño and Nasser Tehrani absent.

5. Proposed Changes to Taxicab Advisory Committee Election (TAC) Process (Leonardo Fewell)

Mr. Fewell presented on proposed changes to the Taxicab Advisory Committee Election Process. He discussed the proposed TAC election method. Mr. Fewell explain how MTS would request the Sheriff's Licensing division to provide lease driver e-mails, to be utilized as a method of communication enabling online voting. Mr. Fewell explained how an option for physical ballots would also be available for those who would request them in advance.

Chair Elo-Rivera thanked staff for the report.

Action Taken

Informational item only. No action taken.

6. Appointment to Fill Vacancy and Proposed Revisions to the Taxicab Advisory Committee (TAC) Membership Guidelines (Leonardo Fewell)

Mr. Fewell, presented on the 2021 Regional Transit Plan. He outlined the following information: current TAC membership, appointment of a new member, current permit holder and permit numbers and proposed options for possible revisions to Taxicab advisory committee membership guidelines.

COMMITTEE COMMENTS

Akbar Majid acknowledged a previous change to the guidelines in order to capture an equal representation of drivers and permit holders on the committee. He proposed that the total number of industry representation be reduced to increase the level of meeting productivity.

Peter Zschiesche supported the revisions of member criteria, as the industry has experienced changes He supported the committee review the structure of membership, as taxi business may increase or decrease in the following year. . He agreed that the number permits held in order to be a member in TAC is not as important as other factors. He added that this revision could support the agencies partnership with SANDAG.

Action Taken

Informational item only. No action taken.

7. Addition of Demotech Ratings to For-Hire Vehicle Administration Minimum Insurance Requirements (Leonardo Fewell)

Mr. Fewell provided the history of MTS's revision to permit holder insurance requirements, current trends on insurance costs and County of San Diego insurance requirements for non-emergency medical (NEM) vehicles.

COMMITTEE COMMENTS

Akbar Majid added that he used the information to contact insurance carriers provided by MTS staff. He reported the quote he received to the committee. He continued that the industry has exhausted avenues to procure insurance premiums from carriers. He acknowledged that the market would only worsen and proposed lowering limits. He compares limit rates to other states and reported that those limits are comparable to the rates for personal use vehicles.

Antonio Hueso cited past methods of costs incurred when drivers met lawsuit target levels. He acknowledged that it created an opportunity for the industry to receive a lower deductible price. This created an opportunity for reduced premiums however, it exposed them to increase liability in case of an accident. Because of this exposure, the agency reverted to a dollar one coverage. He urged the committee to utilize industry resources to come to the table with alternative methods, different from past proposals.

Peter Zschesche announced that he wrote a letter to Assembly Member Chris Ward to assess State level options for the industry. He proposed creating an ad hoc committee and invite staff from Assembly Member Chris Ward's office.

Alfred Banks asked for potential insurance choices rather than a single provider.

Mr. Fewell clarified that before the Demotech rating revision to the agency's insurance requirements, there was a single insurance provider. He continued there are now additional providers available and encouraged contacting their insurance broker as they would have more detailed information.

Akbar Majid agreed with the formation of an ad hoc committee, He clarified there are various insurance companies willing to insure taxicab however the insurance rates seem too high.

PUBLIC COMMENT

Stacie Jimenez – An Agent Broker with Kettering Rose made a verbal statement to the Board during the meeting. Jimenez acknowledged the insurance expenses in the taxicab industry. She acknowledged that there are volume discounts with proof of current industry pricing. She clarified that agents in the industry want to obtain the best price for clients and encouraged the committee to procure insurance as a group rather than as individuals.

Mr. Fewell acknowledged that current rates are not within the industry's viable financial reach. He continued, that annual information will be sent to permit holders about acceptable policies. This document will allow permit holders to have an MTS sanctioned referee for acceptable policy service providers.

Chair Elo-Rivera asked staff about what the impact would be of reducing the Non-Emergency Vehicle limits from 2 million to 1 million on insurance rates.

Mr. Fewell clarified that the MTS insurance requirements are based on the seat capacity of the vehicle, this includes NEM vehicles. He clarified that the County of San Diego has a different liability limit set at 2 million dollars and stated that he did not know how that would impact rates and acknowledged additional factors, such as the current 350 thousand combined single limit being an impact on rates.

Action Taken

Informational item only. No action taken.

8. For-Hire Vehicle Administration Statistics Quarterly Report (2021 Permit Renewals and Permit Reinstatement Fee Extension) (Leonardo Fewell)

Mr. Fewell presented information on permit renewals and permits voided, number of active vs. surrendered permits, 2021 year to date field inspections statistics, customer feedback cases, San Diego Airport pick up trips in 2021 and 2021 permit reinstatement fee extension.

Action Taken

Informational item only. No action taken.

9. Assembly Bill (AB) 302 Update (Leonardo Fewell)

Mr. Fewell provided an update on the passage of Assembly Bill (AB 302). Mr. Fewell stated AB 302 would go in to effect on January 1, 2022 and an additional update would be provided at the October 27, 2021 TAC.

Chair Elo-Rivera was hopeful the industry would receive more riders with the leveling off of COVID.

Action Taken

Informational item only. No action taken.

10. Topics for Next Taxicab Advisory Committee Meeting

Mr. Fewell presented the proposed topics for October 27, 2021 TAC meeting.

COMMITTEE COMMENTS

David Tasem requested a pick up and drop off report from the airport be generated.

Marc Nichols stated the San Diego Airport would provide the requested report to MTS.

Mr. Fewell clarified that the report was available as an attachment.

David Tasem asked Marc Nichols to generate a report for airport pickup frequencies.

George Abraham requested a meeting with the constituents of the taxi industry.

Samantha Leslie, Staff Attorney cautioned members that in order to abide by Brown Act regulations, the committee can not discuss issues outside a formal committee meeting.

Action Taken

Informational item only. No action taken.

11. Committee Member Communications and Other Business

Julio Garcia, Council Staff for Chair Elo-Rivera provided information to the committee about COVID grants and loans available to the committee. He acknowledged that the City of San Diego will be implementing a rescue plan grant program, the program will prioritize small businesses and listed qualifying criteria. The City of San Diego's also offers a loan program with

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July 7, 2021

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low interest rates targeted to assist small business in procuring PPE equipment. The County Small Business stimulus grant program is also available. He made himself available for questions and confirmed he would follow up with updates or changes.

12. Next Meeting Date

The next Taxicab Advisory Committee meeting is scheduled for October 27, 2021, at 10:00 a.m.

13. Adjournment

Chair Elo-Rivera adjourned the meeting at 11:56 a.m.

Chairperson
San Diego Metropolitan Transit System

Attachment: Roll Call Sheet

SAN DIEGO METROPOLITAN TRANSIT SYSTEM
TAXICAB ADVISORY COMMITTEE (TAC) MEETING
ROLL CALL

MEETING OF (DATE): July 7, 2021 CALL TO ORDER (TIME): 10:01 AM
ADJOURN: 11:56 AM

COMMITTEE MEMBER	(Alternate)		ORGANIZATION	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
Voting Committee Members					
Sean Elo-Rivera (Chair)	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	MTS Board of Directors/ SD City Council	10:01 AM	11:56 AM
Akbar Majid	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	Taxicab Owner/SDYC Holdings, LLC	10:12 AM	11:56 AM
Alfred Banks	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	Taxicab Lease Driver	10:33 AM	11:56 AM
Antonio Hueso	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	USA Cab, LTD	10:01 AM	11:56 AM
Brian Hilemon	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	San Diego Tourism Authority	10:01 AM	11:56 AM
Daryl Mayekawa	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	San Diego Convention Center	10:01 AM	11:56 AM
David Tasem	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	Taxicab Lease Driver	10:25 AM	11:56 AM
George Abraham	<input checked="" type="checkbox"/> Daniel Fesshaye	<input type="checkbox"/>	Taxicab Owner/Eritrean Cab Co.	10:24 AM	11:56 AM
Guillermo Morquecho	<input type="checkbox"/> None	<input type="checkbox"/>	Taxicab Lease Driver	-	-
Hamid Amini	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	Jazzy Cab	10:01 AM	11:56 AM
Marc Nichols	<input checked="" type="checkbox"/> Michael Anderson	<input type="checkbox"/>	San Diego County Regional Airport Authority	10:01 AM	11:56 AM
Margo Tanguay	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	Taxicab Lease Driver	10:01 AM	11:56 AM
Michael Trimble	<input checked="" type="checkbox"/> None	<input type="checkbox"/>	San Diego Gaslamp Quarter Association	10:19 AM	11:30 AM
Mikail Hussein	<input type="checkbox"/> Peter Zschiesche	<input checked="" type="checkbox"/>	United Taxi Workers Federation San Diego	10:02 AM	11:56 AM
Nancy Gudiño	<input type="checkbox"/> None	<input type="checkbox"/>	Cross Border X-Press	-	-
Nasser Tehrani	<input type="checkbox"/> Kamran Hamidi	<input type="checkbox"/>	Taxicab Owner/N.A.T. Cab Co	-	-
Non – Voting Committee Members					
Garret Cooper	<input type="checkbox"/> None	<input type="checkbox"/>	San Diego Department of Agriculture, Weights and Measures		
Edna Rains	<input type="checkbox"/> None	<input type="checkbox"/>	San Diego County Sheriff's Department Licensing Division		

CLERK OF THE TAC: /S/Dalia Gonzalez For-Hire Vehicle
Administration Manager: /S/Leonardo Fewell



Agenda Item No. 4

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE (TAC)

October 27, 2021

SUBJECT:

FLEXIBLE FLEET PROCUREMENT PRESENTATION (ANTOINETTE MEIER AND DANIELLE KOCHMAN OF SANDAG)

INFORMATIONAL ONLY

Budget Impact

None with this item.

DISCUSSION:

SANDAG will present an overview on its joint procurement for flexible fleet services. Feedback is requested on what requirements SANDAG should consider when selecting on-call vendors.

/S/Leonardo Fewell

Leonardo Fewell

For-Hire Vehicle Administration Manager

Key Staff Contact: Leonardo Fewell, 619.235.2643, Leonardo.Fewell@sdmts.com



GREG BENSINGER

For Uber and Lyft, the Rideshare Bubble Bursts

Oct. 17, 2021



By Greg Bensinger

Mr. Bensinger is a member of the editorial board.

Piece by piece, the mythology around ridesharing is falling apart. Uber and Lyft promised ubiquitous self-driving cars as soon as this year. They promised an end to private car ownership. They promised to reduce congestion in the largest cities. They promised consistently affordable rides. They promised to boost public transit use. They promised profitable business models. They promised a surfeit of well-paying jobs. Heck, they even promised flying cars.

Well, none of that has gone as promised (but more about that later). Now a new study is punching a hole in another of Uber and Lyft's promised benefits: curtailing pollution. The companies have long insisted their services are a boon to the environment in part because they reduce the need for short trips, can pool riders heading in roughly the same direction and cut unnecessary miles by, for instance, eliminating the need to look for street parking.

It turns out that Uber rides do spare the air from the high amount of pollutants emitted from starting up a cold vehicle, when it is operating less efficiently, researchers from Carnegie Mellon University found. But that gain is wiped out by the need for drivers to circle around waiting for or fetching their next passenger, known as deadheading. Deadheading, Lyft and Uber estimated in 2019, is equal to about 40 percent of rideshare miles driven in six American cities. The researchers at Carnegie Mellon estimated that driving without a passenger leads to a roughly 20 percent overall increase in fuel consumption and greenhouse gas emissions compared to trips made by personal vehicles.

The researchers also found that switching from a private car to on-demand rides, like an Uber or Lyft, increased the external costs of a typical trip by 30 to 35 percent, or roughly 35 cents on average, because of the added congestion, collisions and noise from ridesharing services. "This burden is not carried by the individual user, but rather impacts the surrounding community," reads a summary of the research conducted by Jacob Ward, Jeremy Michalek and Constantine Samaras. "Society as a whole currently shoulders these external costs in the form of increased mortality risks, damage to vehicles and infrastructure, climate impacts and increased traffic congestion."

But as Lyft would have it, "By using Lyft to share rides, passengers are helping to reduce the carbon footprint left by our country's dominant mode of transportation — driving alone." That's what the friendly Uber alternative claimed way back in 2016.

So what about all those other pledges? They've proved to be just as illusory.

Take urban congestion. Uber and Lyft envisioned a future in which software algorithms would push each car to host three or more passengers, easing traffic and providing a complement to public transit options. Instead, passengers have largely eschewed pooled rides and public transit in favor of private trips, leading to downtown bottlenecks in cities like San Francisco. The duration of traffic jams increased by nearly 5 percent in urban areas since Uber and Lyft moved in.

Lyft's president, John Zimmer, once claimed the majority of rides would be in autonomous vehicles by 2021, but the company has largely backed away from its self-driving efforts, including selling its developmental unit to a Toyota subsidiary this year. Uber, which once characterized robot cars as "existential" to its future, sold off its autonomous vehicle division last year after mounting safety and cost concerns.

The efficiencies of ride hailing were supposed to all but end car ownership; instead vehicle sales are on the rise again this year, after a down year in 2020. There is also evidence that Uber and Lyft may actually spur an increase in car sales in cities where they begin operating.

Public-transit use in some areas, despite the companies' claims, has been waning, according to several studies, as more consumers opt to jump in Ubers and Lyfts that drive them door to door. That was before the Covid pandemic spooked users into staying away from crowded subway cars and buses.

Underwritten by venture capital, Uber and Lyft hooked users by offering artificially cheap rides that often undercut traditional yellow cabs. But labor shortages and a desperate need to find some path to a profitable future have caused rideshare prices to skyrocket, perhaps to a more rational level.

Member Supplemental Material - Agenda Item No. 4

After burning through billions of venture capital dollars, Uber said it was on a path to profitability last year, using an accounting metric that ignores many of the costs that actually make it unprofitable. By the same measure, chief executive Dara Khosrowshahi is projecting this quarter could be profitable. That remains to be seen. Sure, the pandemic had an outsize impact on ridesharing, but even though food delivery helped prop up Uber's results, the company still lost a staggering \$6.8 billion last year, following \$8.5 billion in 2019 losses, in supposedly better times. Lyft hasn't fared much better, racking up \$4.4 billion in combined losses over the same period.

Despite the hype for the companies' stock market debuts, some Lyft investors are still underwater more than two years later, while Uber stockholders have eked out meager gains. Hardly winning business models.

It is tempting to chalk much of this up to marketing and typical corporate chest thumping. But the companies skirted laws for years to help drive growth and along the way have made drivers pawns in their race to the bottom. Displeased by a California law that would grant drivers employment status and guaranteed benefits, Uber and Lyft teamed up with DoorDash and other gig companies. They forked over more than \$200 million to back a ballot measure that all but ensured thousands of workers would never gain the dignity of a consistent living wage — ostensibly to help safeguard the company's not-quite-thriving business models. (A state judge has called the law unconstitutional.)

Now, despite the cynicism of the California fight, Lyft and Uber are trying to foist a similar law upon Massachusetts with the promise of "historic new benefits" for "app-based rideshare and delivery drivers." Voters shouldn't fall for it.

The companies are correct that they offer a useful service, including food delivery to the homebound, an alternative to drunken driving and access to transportation in underserved areas. But after years of bluster, it's hard to believe them about much else.

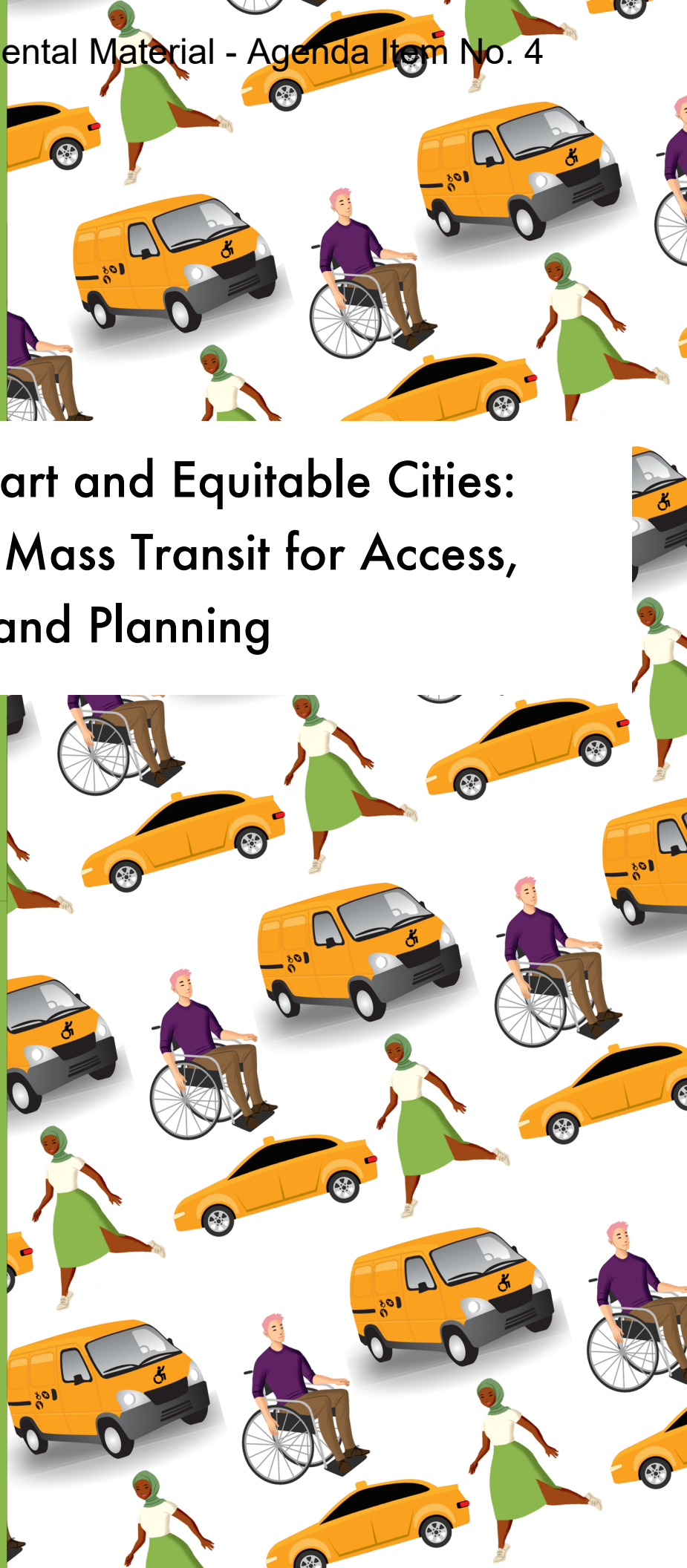
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A version of this article appears in print on , Section A, Page 18 of the New York edition with the headline: The Rideshare Bubble Bursts

Transportation for Smart and Equitable Cities: Integrating Taxis and Mass Transit for Access, Emissions Reduction, and Planning

UC San Diego
THE DESIGN LAB



About this Report

This report was produced by the Design Lab at UC San Diego and United Taxi Workers San Diego (UTWSD). Dr. Lilly Irani, Associate Professor in the Design Lab, led the creation of the report from UC San Diego. Mikaiil Hussein and Peter Zschiesche of United Taxi Workers San Diego contributed to the report. The UC San Diego report research team included (in alphabetical order) Enrique Arcilla (Urban Studies and Planning), Montana Goldsmith (Anthropology), Dr. Louise Hickman (London School of Economics), Dr. Vera Khovanskaya (Communication), Simrandeep Singh (Computer Science), and Udayan Tandon (Computer Science).

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Introduction: Achieving Transit and Climate Equity

How can San Diego transit connect a sprawling county, achieving climate goals while improving equity? This report synthesizes independent research on transportation and technology, both to understand the impacts of existing solutions and to offer promising alternative pathways to meet policy goals.

SANDAG's "5 Big Moves" creates a guiding vision for the future of transportation in San Diego. This is a vision where public transportation plays a central role in an equitable, connected, and sustainable region. As part of this vision, SANDAG has established that "Flexible Fleets" of scooters, bikes, and on-demand vehicles will extend the reach of the network into areas less connected by mass transit. Transportation Network Companies (TNCs) such as Uber and Lyft currently dominate brand awareness and market share for on-demand rides in San Diego. Extensive research on these solutions a decade in, however, reveals the limits and harms of TNCs. These limits include resistance to public regulation, increases in traffic accidents and fatalities, refusals to share valuable planning data, volatile pricing, and failure to offer drivers a livable wage. We also find that venture-capital funded models of digital platforms siphon wealth from the region while competing with public transit options.

San Diego has a chance to innovate in the public interest, creating transportation infrastructures that are safe, equitable, and sustainable. UC San Diego's Design Lab has partnered with United Taxi Workers San Diego to envision cutting-edge, equitably organized gig platforms to transform "first mile last mile" transportation while providing green economy transportation jobs. This vision can reduce vehicular miles traveled (VMT), reduce commute burden by public transit, and improve access for San Diegans with disabilities.¹ Public support for flexible taxi fleets can also improve social equity for immigrant communities and competitive pricing for riders. This vision, recently awarded a grant by the California Employment Training Panel (ETP) and the Kauffman Foundation, outlines the potential of taxis as a publicly regulated, more inclusive alternative to private rideshare that can extend the reach of San Diego's expanding public transit system. In the face of the problems of unaccountable tech companies, San Diego has a chance to lead in community driven innovation.

¹ The City of San Diego 2019 Climate Equity Index measures the "access to public transit" indicator as the population weighted average distance to the nearest transit stop. The "Commute burden" indicator measures the percent of population with a commute time over regional average.

Member Supplemental Material - Agenda Item No. 4

This vision also aligns with San Diego’s commitments to climate and racial equity. In 2020, the San Diego City Council committed to end racial disparities in economic opportunity, in environmental justice, and criminal justice. The County Board of Supervisors made parallel efforts. Several initiatives signal these commitments: efforts to improve the County’s Climate Action Plan², the creation of a City of San Diego Climate Equity Index tracking disparities in green economy opportunities,³ and the creation of the City of San Diego Office of Race and Equity to move City operations towards bias mitigation and fair distribution of resources and opportunity.⁴

The next step is for elected representatives to commit to “first mile last mile” transportation in the public interest with equity as its goal.

This report is organized by the following sections:

- **“The limits of TNCs”** explains the limitations of Uber and Lyft as a solution to San Diego’s transportation needs based on a synthesis of independent studies. These limitations include increased congestion, price volatility, dangerous driving, lack of disability access, data hoarding, and loss of local wealth. These problems put TNCs in direct conflict with policy goals: greenhouse gas emissions and VMT reduction,⁵ as well as an end to traffic fatalities and injuries.⁶
- **“Taxis in transition: barriers and opportunities”** explains shifts in the organization of San Diego’s taxi industry. As drivers have gained more rights to independent taxi operation, they have also increased their associational capacity through community organizing and involvement in public governance. We argue that a democratically

² Deborah Sullivan Brennan, “Can San Diego County get ahead of the climate change curve?” *San Diego Union Tribune*. July 14, 2021.

<https://www.sandiegouniontribune.com/news/politics/story/2021-07-14/climate-action-plan>; see also <https://www.sandiegocounty.gov/content/sdc/sustainability/climateactionplan/>

³ <https://www.sandiego.gov/sustainability/social-equity-and-job-creation>

⁴ <https://www.sandiego.gov/sites/default/files/cd4-ore-factsheet200615.pdf>

⁵ California’s SB-743 mandates regions to reduce private vehicular transportation miles in response to climate change. SB 150, passed in 2017, requires regions to align greenhouse emissions targets with state targets and creates accountability mechanisms for greenhouse gas emissions, mobility and congestion measures, and other greenhouse gas indicators. San Diego Forward, the draft 2021 Regional Transit Plan, argues that greenhouse gas emissions cannot be reduced without reducing passenger car and truck vehicular miles traveled.

⁶ <https://www.sandiego.gov/vision-zero>

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organized taxi industry is an asset to the region's transportation network. This shift brings the taxi industry into greater alignment with San Diego's climate equity goals. It also improves driver capacity to align with transportation planning policy goals.

- **“A public option: taxis as flexible fleet solutions”** explains the benefits of integrating taxis into San Diego's public transit system as a “first mile last mile” solution. Taxis are an existing, publicly regulated part of San Diego's transit ecology. The region can cultivate this as an asset, benefiting from existing regulatory infrastructures. We find taxis better aligned with state and regional policy goals as compared to TNCs, including the creation of climate jobs for “communities of concern,”⁷ competitive pricing with TNCs, and expanded transportation access for riders with disabilities.

⁷ <https://www.sandiego.gov/sustainability/social-equity-and-job-creation>

The limits of TNCs

The San Diego Association of Governments (SANDAG) has established a “Transit Leap” to a “complete network of fast, convenient, and reliable transit services” as one of the region’s 5 Big Moves for a more sustainable, equitable, and integrated transit system (SANDAG Draft 2021 RTP). Use of mass transit such as light rail or bus rapid transit is a key part of this move. However, San Diego is a sprawling region where the first and last mile from public transportation to home or work can be miles – too far for many to walk or bike (Elevate 2020 Tech Memo).

To ensure that the San Diego region’s residents have first- and last-mile connections available, SANDAG has established that Flexible Fleets of bikes, scooters, and shuttles are another one of the region’s 5 Big Moves. In its 2021 Draft RTP, rideshare services are briefly referenced as a part of Flexible Fleets. One of the dominant forms of rideshare in San Diego are transportation network companies (TNCs), such as Uber and Lyft.

Policy makers should approach the promise of TNCs with caution. TNCs promise reduced car ownership, coverage for gaps in public transportation, and even innovations such as self-driving cars and automated ride pooling. However, after years of hyping investments in self-driving cars, Lyft and Uber both sold off their investments in these technologies in mid-2021.⁸ As TNCs pitch themselves to cities as partners to public transit, they also report to investors that they see public transit as competitors to be displaced.⁹ TNCs also fall short on public safety, equity, and climate action needs. Below, we analyze TNC impacts on disability access, road congestion, air quality, hazardous driving, and community wealth.

Many riders with disabilities lack access to the network

SANDAG’s 2020 Coordinated Plan finds that TNCs are “plagued with many accessibility challenges,” including higher charges for accessible services, lack of ADA-accessible vehicles, and software inaccessible to screenreaders.¹⁰ Many of these limitations are caused by the TNC employment model. Because TNCs maintain drivers as independent contractors, they cannot require drivers to have specialized training or equipment; to require these would

⁸ Meghan McCarty Carino. “Lyft, Uber back away from autonomous cars.” *Marketplace Morning Report*. May 4, 2021. <https://www.marketplace.org/2021/05/04/lyft-uber-back-away-from-autonomous-cars/>

⁹ Matt McFarland. “Uber wants to compete with public transit.” *CNN.com*. 25 Apr. 2019, <https://www.cnn.com/2019/04/25/tech/uber-public-transportation/index.html>

¹⁰ SANDAG. “*The 2020 Coordinated Plan*,” July 17, 2020, <https://www.sandag.org/index.asp?projectid=318&fuseaction=projects.detail>

make it clear that drivers are employees rather than independent contractors.¹¹ TNCs cannot require drivers to, for example, train to assist disabled passengers, accommodate service animals, or obtain larger cars that can fit non-foldable wheelchairs. Disabled plaintiffs have brought at least five lawsuits against TNCs citing their failures to provide equal services to disabled and able-bodied riders.¹² Uber is currently piloting wheelchair accessible service programs in several US cities including Chicago, DC, New York City, and Philadelphia.¹³ These services, however, rely on volunteer drivers who invest in their own wheelchair accessible vehicles. Public entities contracting with Uber and Lyft should consider whether they would be in compliance with the Americans with Disabilities Act (ADA).

TNCs increase road congestion

Several studies have established that TNC companies have increased congestion on the road. A 2019 study published in *Science Advances* compared traffic conditions in San Francisco across 2010 and 2016.¹⁴ The study controlled for other factors that might have led to increase in vehicle congestion to isolate the impact of TNCs. They controlled for socio-economic factors such as rise in population, as well as rise in employment. The study concluded that compared to the 2010 baseline, three crucial factors that measure congestion went up significantly in 2016. Vehicle Miles Travelled (VMT) – a measure of miles travelled for all vehicles in a geographic region – increased by 13% where it would have only gone up 7% without TNCs. Vehicle Hours Travelled (VHT), calculated using VMT and average speed to measure the efficiency of roads, went up by 30%. It would have only gone up 12% without TNCs. Vehicle Hours of Delay (VHD), defined as the delay between congested travel time and travel time under free flow conditions, increased by 63% where it would have only gone up 22% without TNCs. A public-sector commissioned report

¹¹ Bryan Casey. "Uber's Dilemma: How the ADA May End the On-Demand Economy." U. Mass. L. Rev. 12 (2017): 124.

¹² Access Living v. Uber <https://www.leagle.com/decision/infeco20181217d07>,
Equal Rights Center v. Uber <https://techcrunch.com/2017/06/28/equal-rights-center-sues-uber-for-denying-equal-access-to-people-who-use-wheelchairs/>,
Lowell v. Lyft <https://www.law360.com/cases/59960a85ce25bd216c000001>,
Crawford v. Uber <https://www.courthousenews.com/judge-advances-mens-ada-complaint-against-uber/>,
Namisnak v. Uber <https://www.leagle.com/decision/infeco20180718881>

¹³ <https://www.uber.com/us/en/ride/uberwav/>

¹⁴ Gregory D. Erhardt et al., "Do Transportation Network Companies Decrease or Increase Congestion?," *Science Advances* 5, no. 5 (May 1, 2019): eaau2670, <https://doi.org/10.1126/sciadv.aau2670>.

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published in 2017 showed a similar impact of TNCs in New York City, but only measuring VMT.¹⁵

TNCs, primarily Uber and Lyft, have worked to dispute their negative impact on traffic congestion, but a closer look at the data confirms their congestion impact. In their most recent attempt, Uber and Lyft hired a transportation consultancy to produce a report on congestion. The analysis looks at Boston, Chicago, Los Angeles, San Francisco, Seattle, and Washington, DC with data from the month of September 2018. On the surface, findings show that Uber and Lyft account for just 1-3% of the VMT.¹⁶ But those numbers are for the regional area, including the surrounding towns and suburbs. When the report drills down into the “core” county those numbers spike up significantly. In San Francisco County, for example, Uber and Lyft make up as much as 13.4% of all vehicle miles. In Boston, their share is 8 percent; in Washington, DC, it is 7.2%. This finding is in line with rideshare platform design that promotes vehicles to go to high demand areas. The report also measures how much of Uber’s and Lyft’s VMT carried passengers. On average across cities, 38% to 46% of the VMT occurred with no passengers in the backseat – also called deadheading.

Congestion is a product of TNC business models. “Rideshare companies often subsidize drivers to stay on the road,” Economist John Barrios explains, “even when utilization is low, to ensure that supply is quickly available”.¹⁷ The cost of convenience is an oversupply of drivers who are only paid when they have passengers, and the congestion and pollution that these drivers produce for others in the region. TNCs have not taken steps to combat their traffic congestion.

TNCs diminish air quality over private cars and taxis

Alongside congestion, several studies estimate TNCs’ adverse impact on emissions. As required by Senate Bill 1014 (SB 1014, California Clean Miles Standard), California Air Resources Board (CARB) released an emissions report comparing TNCs in California with the statewide passenger fleet for the calendar year 2018.¹⁸ The report estimates that TNCs

¹⁵ Bruce Schaller. “Unsustainable? The Growth of App-Based Ride Services and Traffic, Travel and the Future of New York City,” 27 Feb. 2017, <http://www.schallerconsult.com/rideservices/unsustainable.pdf>.

¹⁶ “What are TNCs’ Share of VMT? - Fehr & Peers.” <https://www.fehrandpeers.com/what-are-TNCs-share-of-vmt/>.

¹⁷ Angie Schmitt. “Study: Uber and Lyft are Increasing Traffic Deaths.” *StreetsBlogUSA*. 24 Oct. 2018, <https://usa.streetsblog.org/2018/10/24/study-uber-and-lyft-are-increasing-traffic-deaths/>.

¹⁸ California Air Resources Board, “2018 Base-year Emissions Inventory Report,” https://ww2.arb.ca.gov/sites/default/files/2019-12/SB%201014%20-%20Base%20year%20Emissions%20Inventory_December_2019.pdf.

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produced approximately 50% more grams of CO₂ per passenger-mile traveled (gCO₂/PMT) compared to the average California passenger vehicle. This estimate, while offering a good baseline comparison, is conservative. It fails to take into account the mix of vehicles in the statewide passenger fleet. A better analysis is offered in a report by the Union of Concerned Scientists (UCS).¹⁹ In dense urban areas where ride hailing use is high, passengers often have low carbon alternatives like mass transit, walking and biking. The UCS report estimates the impact of TNCs on emissions by calculating the difference between the modes of transportation TNC rides have replaced. They use as reference data a survey of ride-hailing users across California that asked riders what they would have done if they had not taken a ride-hailing vehicle.²⁰ The survey reports that 24% of non-pooled rides and 36% of pooled rides replaced lower carbon alternatives like mass transit, walking and biking. On average, ride hailing comes out to be 69% worse at carbon emissions than the trips it displaces. TNC champions commonly argue that TNC trips should be compared to personal car trips. Even in that favored scenario, TNCs incur the added overhead of deadheading. As a result, non-pooled TNC trips produce 47% more emissions on average. Pooled TNC trips only break even. Estimates of pooled rides, sourced from the CARB report, suggest pooled rides only account for 20% of all rides.

In San Diego, studies of airport taxi data show that only 15% of TNC vehicles are hybrid, lower emissions vehicles. By contrast, 90% of San Diego's taxis are hybrid.²¹ UTWSD compiled and presented this data as a contribution to the MTS Elevate 2020 campaign. The Elevate 2020 campaign sought to address "first mile last mile" transit connections as well as a wide range of other transit infrastructure needs through a ballot tax initiative. The campaign was cut short with the onset of the COVID-19 pandemic, but the need and community will for a solution remains.

TNCs can incentivize hazardous driving

While rideshare was initially sold as a way of taking hazardous drivers (e.g. drunk drivers) off the road, a 2019 University of Chicago study compared traffic accidents before and after the introduction of TNCs, controlling for contextual factors. The study found that the introduction of rideshare services in U.S. cities to be associated with an increase of 3% in

¹⁹ Union of Concerned Scientists, "Ride-Hailing's Climate Risks: Steering a Growing Industry toward a Clean Transportation Future," <https://www.ucsusa.org/sites/default/files/2020-02/Ride-Hailing%27s-Climate-Risks.pdf>.

²⁰ Giovanni Circella et al., "Panel Study of Emerging Transportation Technologies and Trends in California: Phase 2 Data Collection," 2019, <https://escholarship.org/uc/item/35x894mg>.

²¹ Public records request of 2018 data from San Diego Airport and MTS by Employee Rights Center.

the number of motor vehicle fatalities and fatal accidents.²² The study notes many possible reasons for this. First, TNCs employ less experienced drivers. However, even for those with experience, TNCs encourage drivers to make choices that keep passenger wait times low. TNCs draw on techniques from the science of behavior change, including bonuses, competitions, to manipulate driver behavior. This changes when, where, and how much drivers choose to drive. These techniques can encourage exhausted driving or dangerous speeding to a high-demand zone.²³

Price volatility can harm consumers

Uber and Lyft unilaterally set the price paid by consumers.²⁴ The company uses surge pricing to generate more profit amidst high demand. Surge pricing runs against legal norms prohibiting price discrimination in commodities, but these legal prohibitions on price discrimination do not cover services.²⁵ Volatile pricing, however, causes significant problems for public policy that seeks equity in transportation access across income levels.

TNCs take wealth out of the San Diego community

TNCs channel profits away from the San Diego community. The venture capital investors who fuel and control TNCs prioritize business models that maximize profit for the company or make the company attractive for sale to another company or investors. This means that profits generated from San Diego drivers and passengers do not remain in the San Diego community. They are instead invested in stock dividends, speculative technology research, or costly lobbying and legal actions to ensure or expand TNC market dominance.

²² John M. Barrios, Yael Hochberg, and Hanyi Yi, “The Cost of Convenience: Ridehailing and Traffic Fatalities,” Working Paper, Working Paper Series (National Bureau of Economic Research, February 2020), <https://doi.org/10.3386/w26783>.

²³ “How Uber Uses Psychological Tricks to Push Its Drivers' Buttons.” 2 Apr. 2017, <https://www.nytimes.com/interactive/2017/04/02/technology/uber-drivers-psychological-tricks.html>. Accessed 11 Apr. 2020.

²⁴ Sanjukta M. Paul, “Uber as For-Profit Hiring Hall: A Price-Fixing Paradox and Its Implications,” *Berkeley Journal of Employment and Labor Law* 38, no. 2 (2017): 233–63.

²⁵ Keyawna Griffith, “The Uber Loophole That Protects Surge Pricing,” *Virginia Journal of Social Policy & the Law* 26 (2019): 34.

TNCs hoard data, hindering planning

Municipal planners, regulators, and researchers in many cities report that Uber and Lyft refuse to share their trip data, hindering planning and auditing for public welfare.²⁶ In a recent transit planning briefing, SANDAG planners told our team that because they cannot get TNC data for planning purposes, they rely instead on a one-time California Air Resources Board (CARB) study. San Diego Airport's Ground Transportation Manager reports similar challenges acquiring planning data from TNCs. This has made it difficult for municipalities to plan and coordinate transportation services. It also makes it difficult to independently evaluate and refine transit programs that include a TNC component.²⁷

TNC policies fail to provide drivers a living wage

TNCs like Uber and Lyft typically do not provide their drivers with a livable wage. The UC Berkeley Labor Center reports that Proposition 22 only guarantees a \$5.64 per hour wage for TNC drivers, with \$1.22 per hour of that in a healthcare stipend.²⁸ Working 40 hours per week in San Diego at \$5.64 per hour results in a monthly take-home pay of \$766 after taxes.²⁹ This leaves essential transportation workers short of what Housing and Urban Development (HUD) considers fair market rent in San Diego County. The National Low-Income Housing Coalition (NLIHC) reports that in San Diego County, fair market rent for a single-bedroom apartment is \$1,566 per month.³⁰ This rent is not affordable even to people making full minimum wage: the NLIHC reports that at minimum wage of \$13 per hour, a rent of \$676 would be affordable. However, the situation for post-Proposition 22 TNC drivers is even worse as they are estimated to take home below minimum wage.

²⁶ Torin Monahan, "Monopolizing Mobilities: The Data Politics of Ride-Hailing Platforms in US Cities," *Telematics and Informatics* 55 (December 1, 2020): 101436, <https://doi.org/10.1016/j.tele.2020.101436>.

Laura Bliss, "How 3 Cities Are Measuring the 'Uber Effect,'" *Bloomberg.Com*, January 12, 2018, <https://www.bloomberg.com/news/articles/2018-01-12/uber-and-lyft-s-effects-in-san-francisco-boston-and-chicago>.

²⁷ "The Future of Transit Isn't a \$5 Discount on Uber Trips," *TransitCenter*, 3 Jul. 2019, <https://transitcenter.org/the-future-of-transit-isnt-a-5-discount-on-uber-trips-2/>.

²⁸ Ken Jacobs and Michael Reich, "The Uber/Lyft Ballot Initiative Guarantees Only \$5.64 an Hour," *UC Berkeley Labor Center* 31 (2019). <https://laborcenter.berkeley.edu/the-uber-lyft-ballot-initiative-guarantees-only-5-64-an-hour-2/>

²⁹ Federal Paycheck Calculator. <https://smartasset.com/taxes/paycheck-calculator#uBySnQE3WH>

³⁰ "Out of Reach 2020: California." *National Low Income Housing Coalition*. <https://reports.nlihc.org/oor/california>

Taxis in transition: barriers and opportunities

With the growth of TNCs, the taxi industry is in transition. In this transition, San Diego has an opportunity to support the re-organization of the industry around equity, public welfare, and sustainability.

The taxi industry in San Diego has transformed over the last decade to give drivers a more democratic role in determining working conditions and regulations, with United Taxi Workers San Diego (UTWSD) playing a key role. For decades, San Diego's taxicab industry was regulated in ways that left drivers with low wages and little flexibility. Prior to 2014 the majority of taxi drivers were lease drivers because San Diego city policy restricted the number of taxi permits. These lease drivers paid high weekly fees to permit holders and suffered from low net incomes, long hours of work, and no labor protections. Even drivers with their own cars and medallions faced pages of intersecting and intrusive regulations that denied them the kind of control over equipment and managerial decisions that are a hallmark of independent contractor status.³¹ In 2009, immigrant-led drivers went on strike to protest their poor working conditions. Negotiations followed. A core of strikers decided to create a new organization in 2011: United Taxi Workers San Diego. They did this with help from the Employee Rights Center. UTWSD successfully advocated for secret ballot elections for taxi driver representation on the MTS Taxi Advisory Committee, advocated for committee membership for lease drivers, mediated better relations with City and Harbor police, partnered with UCSD School of Medicine to train drivers on occupational health and safety, and participated in a six-month process to reform airport taxi regulations. In 2014, UTWSD lobbied for and won open permitting of taxis for local cities. They won the same for the airport in 2020. Following the 2014 victory, hundreds of drivers prepared to enter the taxi industry and UTWSD created its own United Dispatch to serve them.

Just as drivers opened the taxi permitting process in 2014, TNCs put unpermitted drivers on the road. Taxi permits declined from about 1,300 at that time to about 550 as of June 2021. Taxi drivers cannot afford to stay in business without new markets. As taxis are regulated in the public interest, we propose that the public sector has an interest in sustaining this modality of transportation.

In November 2019, UC San Diego Design Lab and UTWSD held a workshop with taxi drivers. Workshop participants highlighted the uneven playing field between TNCs and the taxi industry – an imbalance unaddressed by regulators. An experienced driver raised the

³¹ Jill Esbenshade and Elizabeta Shifrin, "The Leased Among Us: Precarious Work, Local Regulation, and the Taxi Industry," *Labor Studies Journal*, April 12, 2018, 0160449X1876804, <https://doi.org/10.1177/0160449X18768047>.

marketing and lobbying practices of TNCs as an example of this imbalance. Drivers voiced frustration with lobbying by Lyft and Uber to get preferential treatment at San Diego airport. Lyft and Uber use venture capital to aggressively market partnerships with public agencies to capture markets, despite the many problems of the industry. These practices siphon riders away from both public transportation and taxis alike.

A public option: taxis as flexible fleet solutions

A high dependence on private rideshare presents risks for any city. TNCs have a business model that cannot ensure ADA accessibility, incentivizes hazardous driving, keeps valuable data from the public sector, and brings externalities including diminished air quality and price volatility. As San Diego moves towards high density transit hubs, TNCs are a problematic solution to take riders the first or last miles from hub to work or home. This section discusses the potential of using taxis as a demand-responsive, publicly regulated first last mile solution, integrated into comprehensive, public transit apps such as the new MTS Pronto system or the ADA-compliant One Bus Away.³² With this concept, we offer San Diego a chance to strengthen public transit to address the climate crisis and lead in innovation for public good.

Imagine a work-bound transit rider pulls up their MTS transit app. The app offers them several transit options, including a trolley to a high-density transit hub followed by a taxi to transport them the last three miles to the job. The rider clicks to accept the route. The app notifies them that a cab will be waiting at the transit hub for them when they arrive. Near the end of the workday, the rider can use the app to schedule a taxi that gets them to their trolley on time. The payments are even handled through the app.

Fueled by the rapid rise of rideshare, many people have grown accustomed to accessing transportation through apps. This envisioned app offers riders mixed-mode transportation, while offering public agencies the chance to experiment with design and pricing models and collect data to plan for better transit outcomes.

MTS San Diego has already taken the first step by building smartphone apps for their public transit riders. The Go MTS app, soon to be transitioned to Pronto, offers a single portal to

³² One Bus Away (OBA) is an open source, ADA-compliant transit planning platform maintained by the Open Transit Software Foundation. It is in use in New York City, San Diego, Seattle, and other cities. MTS directs riders to OBA as the preferred transit planning app. OBA encourages developers to extend the functionality of the software, not only for the individual city but for all cities using the software. San Diego's innovations to One Bus Away could lead the way for other cities.

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plan trips across bus, trolley, and regional rail lines. The app also includes safety features such as ride tracking and contact with MTS security. However, commuters still may need help making connections to first or final stops in their journeys. MTS captured this concept as "first mile last mile" in their Elevate 2020 Campaign plan.³³ By making taxis available on-demand to commuters through the MTS app, the city can directly tackle problems of frequency, connectivity to transit hubs, and time.

Building a demand responsive option governed by the city can offer many benefits.

A strengthened public option for transportation

For public agencies, a successful public transit system requires enormous amounts of planning and coordination focused on public interests such as convenience, affordability, efficiency, environmental goals, and social equity. Private sector players such as TNCs have business models in tension with these public interests. TNCs' recent interactions with public agencies, the legislature, and their own drivers show them ready to assert their economic power to challenge public policies that they oppose, as seen in the struggle over Proposition 22. TNCs and their drivers, have no local regulation, no local driver safety checks, no guarantee that they pay local business fees, and a business model that resists regulation by the public sector. By contrast, taxis are regulated in the public interest by MTS and pay yearly permit fees to MTS to help cover the costs of that regulation. Taxi drivers pay local business license fees as independent contractors and submit to the Sheriff's safe driver regulations. Taxis are well-poised to serve as a better regulated, ADA-compliant alternative to TNCs. To streamline the relationship between public agencies and taxis, taxis can be organized under a cooperative model. Cooperatives offer a structure for democratic design making among taxi drivers while offering public agencies a single point of contact and negotiation for contracting with taxi drivers. As a cooperative, taxis can coordinate training and agreements with public agencies while allowing drivers a voice in work conditions.

- **More equitable distribution of transportation resources**

In their pursuit of profit, private ridesharing companies tend to distribute the benefits of a demand responsive option suboptimally for public purposes. They incentivize drivers to flood dense urban areas already well connected by public transportation, increasing congestion and pollution. An alternative run by the city can spread those benefits more equitably to riders who need it the most. The city can utilize taxi or private rideshare services in areas not well serviced by existing public transportation services, eliminate inefficient routes that can be served by a subsidized taxi, or route taxis to provide extra service to transit hubs during peak hours. Taxi drivers have also voiced interest in

³³ Metropolitan Transit System. "Elevate SD 2020." <https://elevatesd2020.com/>

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helping to expand access to Flexible Fleets by being stationed at mobility hubs.

- **Sustainable access for riders with disabilities**

The accessibility of public transportation increased nationwide following the Americans With Disabilities Act (ADA) in 1990. Interpreting the 1990 Americans with Disabilities Act (ADA), the U.S. Department of Transportation (DOT) requires that “public entities operating fixed-route transportation service available for the general public also provide complementary paratransit services to persons unable to use the fixed-route system.”³⁴

Cities have looked at a number of ways to provide paratransit services that meet or exceed requirements of the ADA, from dedicated vans to contracting services out to taxi cab providers. While paratransit operators offer pre-planned service, wheelchair accessible vehicles (WAVs) and taxis can potentially serve more spontaneous needs.³⁵

One recent study found taxis in case study cities added transportation flexibility for riders while, in 50% of cities, per ride costs were lower compared to complementary paratransit vans, shuttles, and buses.³⁶ San Diego faces challenges in providing wheelchair accessible transportation. SuperShuttle, one of only two providers of paratransit rides to the airport, closed their operation in San Diego, unable to overcome competition from TNCs.³⁷ Further, San Diego only has three permitted wheelchair accessible vehicle taxis.³⁸ Though SANDAG and, more recently, the California Public Utilities Commission provide grants to support accessible transit operators, the design of incentives, funding, and organizations that can sustain affordable, point-to-point, and flexible paratransit remain a challenge. By partnering with San Diego taxi drivers to upgrade vehicles for wheelchair accessibility, the public sector can create a publicly regulated pathway to wheelchair accessible transit.

³⁴ "Transportation for Individuals With Disabilities - Federal Register." 27 Feb. 2006, <https://www.federalregister.gov/documents/2006/02/27/06-1658/transportation-for-individuals-with-disabilities>.

³⁵ Stephen Nessen, “Commuters With Disabilities Dreading Cap On ‘Unlimited Ride Experiment,’” *Gothamist*, 24 February 2020. <https://gothamist.com/news/commuters-disabilities-dreading-cap-unlimited-ride-experiment>

³⁶ Jon Burkhardt, John Doherty, Joseph Rubino, and Joohee Yum. "A Survey on the Use of Taxis in Paratransit Programs | NADTC," (2008), <https://www.nadtc.org/resources-publications/a-survey-on-the-use-of-taxis-in-paratransit-programs/>.

³⁷ Lori Weisberg, “SuperShuttle leaving San Diego airport at end of year amid steep drop in business,” *San Diego Union Tribune*, 19 Dec. 2019, <https://www.sandiegouniontribune.com/business/story/2019-12-19/super-shuttle-leaving-san-diego-airport-at-end-of-year-amid-steep-drop-in-business>.

³⁸ Leonardo Fewell (MTS). Personal communication, August 3, 2021.

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- **Equity for immigrant communities**

Currently over 350 San Diego taxi permit holders are African immigrants seeking entry to the local economy through driving. For decades these have been desirable gateway jobs for recent immigrants who are willing to work hard for long hours to create their own first ladder to economic well-being. Taxis, drivers tell us, promise flexibility and a path into the workforce sometimes blocked by numerous barriers common to many immigrant workers. The integration of taxis into public transit networks creates a steady flow of work for these citizens. This program creates jobs with decent pay for diverse communities while making sure the cut that would be taken by TNCs goes to drivers and to cover program costs.

- **Competitive pricing with TNCs**

Currently, taxis in San Diego can charge a maximum rate near \$2.80 per mile (or they can charge less). TNC pricing varies from about \$2 per mile to enormous surge pricing during high demand times like weekend nights. Drivers in our workshops expressed interest in offering discounted rates to be more competitive with TNCs. A working partnership with public agencies could promote discounting to effectively compete with TNCs for first- and last-mile connections. Because drivers of taxis take a larger cut of the fare than TNCs would allow, they can afford to be flexible on pricing.

- **Innovation and leadership in public software**

By deploying best-in-class multi-model public transit applications, San Diego can lead in sustainable, scalable, and effective civic innovation. This can act as a magnet for civic-minded tech talent. Moreover, public software gives city agencies the ability to experiment with dispatch models, pricing, and design for the public good. For example, designers can design the app to encourage users to less carbon-intensive routes. Public agencies also might subsidize taxi rides for commuters who take mass transit for part of the route. MTS could offer subscription passes that allow a fixed amount of taxi rides in addition to bus rides to attract users to their app platform. These possibilities allow mass transit agencies to effectively compete for riders being lured away by TNCs by maintaining door-to-door, on-demand services for those who need for reasons of ability, geography, or life contingency.

Conclusion: Supporting community-driven solutions

SANDAG's 5 Big Moves create a guiding vision for the future of transportation in San Diego. In the vision, public transportation plays a central role in an equitable, connected,

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and sustainable region. As part of this vision, SANDAG has established that Flexible Fleets of scooters, bikes, and on-demand vehicles will help to extend the reach of the network into areas less connected by mass transit. TNCs such as Uber and Lyft currently dominate brand awareness and market share for on-demand rides in San Diego. The extensive research presented here, however, demonstrates the limits and harms of TNCs as a public solution. Dominant TNC companies have resisted public regulation, increased traffic accidents and fatalities, refused to share valuable data, unilaterally set and changed prices, and have not paid their workers a livable wage, among other problems. Without the strategic intervention of public agencies, San Diego commuters may be left with Uber and Lyft as their primary options, entrenching the problems of TNCs into San Diego's transit system.

San Diego has an opportunity to innovate in the public interest, creating a public option for "first mile last mile" transport in a market dominated by Silicon Valley visions and tactics. This report outlines the potential of taxis as a publicly regulated alternative to TNCs, integrated into the San Diego transit system as a public option for the Flexible Fleets strategy's offering of rideshare. A partnership between taxi drivers and MTS could address San Diego's sprawling "first mile last mile" challenges. The taxi fleet is more environment friendly than the TNC fleet. Taxis are regulated under the ADA. Finally, the public sector has an interest in the software and data, both to access planning data and to make sure systems are designed to encourage safe driving. A partnership between taxis and the public sector could provide living wages to immigrant communities and reduce commute burden in Communities of Concern, advancing our region toward climate equity on the path to achieving city and County Climate Action Plans. The next step is for elected representatives to commit to "first mile last mile" transportation in the public interest.



Agenda Item No. 5

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE (TAC)

October 27, 2021

SUBJECT:

PROPOSED CHANGES TO TAXICAB ADVISORY COMMITTEE MEMBERSHIP GUIDELINES
(LEONARDO FEWELL)

RECOMMENDATION:

That the San Diego Metropolitan Transit System (MTS) Taxicab Advisory Committee forward a recommendation to the Board of Directors to approve the proposed changes to the TAC membership guidelines.

Budget Impact

None with this Item.

DISCUSSION:

Current TAC guidelines designate five (5) seats for representation of taxicab permit holders. Of these five (5) seats, three (3) seats are for representation of permit holders with four (4) or more permits and two (2) seats are for representation of permit holders of one (1) to three (3) permits.

Proposed Revisions to the Permit Holder Category

Based on feedback received from TAC on July 7, 2021, it is staff's recommendation to maintain the five (5) Permit Holder seats but to revise permit holder categories as follows:

- Two (2) seats for permit holders of two (2) or more taxicabs
- Three (3) seats for permit holders of one (1) taxicab

This proposal would continue to ensure that TAC is represented by both single permit holders and multiple permit holders, while also expanding the pool of eligible permit holders with multiple permits.

Proposed Revision to Votes per Permit Holder

In prior TAC elections, permit holders were allowed to cast a number of votes equivalent to the number of permits held at the time of the election. To allow equitable permit holder voting



participation, staff will now limit permit holders to cast one vote for each seat per category, irrespective of the number of permits held at the time of the election.

In addition, in previous elections, lease drivers were only allowed to vote in the lease driver category and permit holders were only allowed to voted within the permit holder category. The proposed revisions will now allow lease drivers and permit holders in vote in both categories. This revision will allow lease drivers and permit holders the ability to vote for whom they believe would be the best TAC representatives for both categories.

Proposed Revision to Experience Requirement

Additionally, current TAC guidelines require both permit holder and lease driver candidates have at least three (3) years' experience leading up to the election. This requirement restricts the eligible pool of candidates that could otherwise have prior and similar experience in the transportation field, such as former Transportation Network Company (TNC), limousine, bus, or tour charter party drivers.

Therefore, staff proposes removing the three (3) year experience requirement for both permit holder and lease driver candidates. Permit holder and lease driver candidates must only be in good standing with MTS and the Sheriff's Licensing Division at the time of the election.

Other revisions to the TAC guidelines are minor and non-substantive.

/S/Leonardo Fewell
Leonardo Fewell
For-Hire Vehicle Administration Manager

Key Staff Contact: Leonardo Fewell, 619.235.2643, Leonardo.Fewell@sdmts.com

Attachment: A. Taxicab Advisory Committee Guidelines (red-lined with proposed revisions)



SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE GUIDELINES

1 PURPOSE

The Taxicab Advisory Committee's purpose is to:

- 1.1 Provide feedback to the Chief Executive Officer and designated staff on taxicab matters to formulate recommended courses of action that the Chief Executive Officer or Board of Directors, whichever applicable, may review for approval;
- 1.2 ~~owner~~ Review summaries of administrative hearing officer decisions concerning taxicab permit holder and driver penalties;
- 1.3 Discuss taxicab ~~owners'~~ permit holder/drivers' written grievances;
- 1.4 Review summaries of complaints concerning taxicab service;
- 1.5 Review vehicle inspection criteria, process, results, and rankings;
- 1.6 Review the Chief Executive Officer's Annual Fee Schedule; and
- 1.7 Comment on MTS's work program concerning taxicab matters.

2 MEMBERSHIP

Sixteen voting members are appointed as follows:

- 2.1 One representative of the MTS Board of Directors appointed on an annual basis, who will be designated by the MTS Board of Directors to serve as Chair of the Taxicab Advisory Committee
- 2.2 One member appointed by the San Diego Tourism Authority, the San Diego County Regional Airport Authority, San Diego Convention Center, Gaslamp Quarter Association, Cross Border Express, and the United Taxi Workers of San Diego (UTWSD), each serving a three-year term.
 - a. Each organization or agency may designate one (1) alternate member by providing written notification to the MTS Clerk of the Taxicab Advisory Committee.
 - b. The UTWSD member must either be: a current member of the UTWSD; or be a current employee or other authorized representative of the UTWSD.



- 2.3 Five taxicab ~~owners~~permit holders ~~with at least three years' experience and being~~ in good standing with MTS, each serving a three-year term, ~~elected by taxicab owners,~~ divided as follows: two seats are designated for representation of ~~owners-permit holders~~ of ~~two or more~~one to three taxicabs; and three seats are designated for representation of ~~owners-permit holders~~ of ~~one four or more~~one taxicab~~s~~.
- 2.4 Four taxicab lease drivers in possession of a San Diego Sheriff's Department-issued Taxicab Driver Identification Card valid in the MTS areas of jurisdiction, being in good standing with the Sheriff's Licensing Division, ~~and currently serving as a driver for at least three years leading up to the election.~~

2.5 The election shall comply with the following guidelines:

- a. Lease driver representatives shall be elected by licensed drivers and permit holders operating in MTS areas of jurisdiction.
 - ~~b.~~ Permit holder representatives shall be elected by licensed drivers and permit holders operating in MTS areas of jurisdiction.
 - ~~c.~~ Lease driver and permit holder representative elections shall take place every three years ~~at the same time as the owner representative elections.~~
 - ~~b-d.~~ Taxicab ownerLease drivers and taxicab permit holders representatives shall be permitted to cast one vote each per seat, per each category. , irrespective of the number of permits held.
- 2.6 The taxicab ~~owners~~permit holders, lease drivers and UTWSD representatives shall meet the eligibility requirements at all times while serving on the Taxicab Advisory Committee.
- 2.7 A taxicab ~~owner~~permit holder member unable to attend a meeting may appoint an alternate from the same or similarly permit category sized company to attend in their absence.
- 2.8 A taxicab lease driver unable to attend a meeting may appoint a driver an alternate who is in good standing with a similar experience level (within 2 years), not less than three years, to attend in their absence.
- 2.98 The Taxicab Advisory Committee or the Chief Executive Officer or designee shall make an interim appointment if a member's seat becomes vacant within the three-year term.
- 2.109 The Vice Chair will be the Taxicab-For-Hire Vehicle Administration Manager.
- 2.119 One non-voting member will be appointed by the County of San Diego's Department of Agriculture, Weights and Measures.
- 2.124 One non-voting member will be appointed by the County of San Diego Sheriff's Department.

3 REMOVAL AND RESIGNATION

- 3.1 Any member who misses four (4) consecutive meetings may be subject to removal. For any member who has missed three (3) consecutive meetings, a documented warning shall be provided to the member.
- 3.2 A member may resign by providing written notification to the MTS Clerk of the Taxicab Advisory Committee.

4 MEETINGS

- 4.1 Taxicab Advisory Committee meetings are subject to the provisions of the Ralph M. Brown Act, California Government Code, Section 54950, et. seq.
- 4.2 Taxicab Advisory Committee meetings will be held quarterly at the offices of MTS and/or via remote teleconferenced meetings, as permissible by virtual means.
- 4.3 The agenda for each meeting will be posted in the MTS lobby and/or MTS website, as permissible.
- 4.4 The agenda, backup materials, and minutes of the previous meeting will be sent to each member in advance of the meetings, upon request.
- 4.5 The Chair may call additional meetings, as necessary.
- 4.6 Fifty-one percent attendance is a quorum to hold a meeting.

5 VOTING

- 5.1 Each voting member of the Taxicab Advisory Committee has an equal vote.
- 5.2 Fifty-one percent of the votes of those in attendance will approve an item.
- 5.3 A roster of the Taxicab Advisory Committee members who voted will be provided to the MTS Board of Directors, along with the item, for MTS Board action on an agenda item.

6 SUBCOMMITTEES

- 6.1 MTS Board of Directors approval is required to establish a standing subcommittee. The Workshop of Regulatory Matters is a standing subcommittee for Taxicab Advisory Committee and is subject to the Brown Act.
- 6.2 Chief Executive Officer or designee approval is required to establish an ad hoc subcommittee.

7 APPROVAL

- 7.1 These Guidelines were revised by the MTS Board of Directors on ~~August 13, 2020~~November 18, 2021.
- 7.2 The MTS CEO shall have the authority to implement additional procedures to carry out elections and maintain regular and orderly meetings of the Taxicab Advisory Committee.



Agenda Item No. 6

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE (TAC)

October 27, 2021

SUBJECT:

PROPOSED CHANGES TO TAXICAB ADVISORY COMMITTEE ELECTION PROCESS
(LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

One-time purchase of online voting software license and add-on features estimated to be \$1,000. It is unknown to staff at this time the amount of savings that will be realized using an online voting process, compared to the previous physical ballot voting process.

DISCUSSION:

The current Permit Holder and Lease Driver is for three (3) years, beginning June 1, 2019 through June 1, 2022. At the April 28, 2021 Taxicab Advisory Committee (TAC) Meeting, staff proposed changes to the election process for TAC representatives to avoid having vacancies in the next election, and to save staff time and costs in mailing out and processing ballots.

TAC members requested that the election process remain generally the same but to utilize email addresses for outreach purposes and online resources. Based on these recommendations, staff developed the following proposed election process for permit holders and lease driver representatives.

Proposed Election Process

I. Selection of Online Voting Platform

For-Hire Vehicle Administration (FHVA) compared several online voting platforms to determine the best options in terms of costs, features, and ease of use. Based on these factors, FHVA identified AssociationVoting as the preferred online voting option. Election set-up, e-mailed announcements, online ballot casting, and certification services are available features. AssociationVoting offers that FHVA believes would benefit the TAC election process. Additional details on these features and information on AssociationVoting should visit the website: www.associationvoting.com.



II. Outreach Methods

FHVA will utilize email as the primary communication method with permit holders, lease drivers, TAC member organizations, and all other industry stakeholders. Additionally, TAC Election information will be posted at the sdmts.com FHVA website: <https://www.sdmts.com/about-mts/for-hire-vehicle-administration>.

As part of their regular duties, starting May 18, 2021, FHVA Regulatory Inspectors will remind drivers and provide information on the upcoming TAC election. The United Taxi Workers San Diego (UTWSD) has offered to assist in promoting the upcoming TAC election by posting information in their UTWSD social media feeds. TAC election information will also be posted at the Airport's driver holding lot bulletin boards.

In addition to FHVA's e-mail announcements, the online voting program "AssociationVoting" can be programmed to send an email announcement to each member on the permit holder and lease driver email list, including the election link and login instructions for each member to access their personalized ballot.

III. Proposed Key Dates and Deadlines (dates are estimates and are subject to change)

a. Contact Non-Taxicab Organizations

May 18, 2022: For-Hire Vehicle Administration will request the San Diego Tourism Authority, the San Diego County Regional Airport Authority, San Diego Convention Center, Gaslamp Quarter Association, Cross Border Express, and the United Taxi Workers of San Diego (UTWSD), each appoint a primary member and an alternate member for the three (3) year term. A similar request will be sent the non-voting member agencies, San Diego County Weights and Measures and Sheriff's Licensing Division.

b. Permit Holder / Lease Driver Self-Nominations and Request for Paper Ballot

May 18, 2022: FHVA will send election instructions and self-nomination forms via e-mail to all permit holders and lease drivers on record. Instructions to permit holders and lease drivers on how they may opt-out from online voting process and request a paper ballot will also be sent via email.

June 3, 2022: All self-nomination forms and online voting opt-out requests must be received via electronic or physical mail by 5:00 pm, June 3, 2022.

June 6 through June 10, 2022: FHVA will compile a list of nominees and furnish all necessary information to AssociationVoting to complete the election set up. FHVA mails out paper ballots to permit holders and lease drivers who opt-out from online voting.

June 13, 2022: Voting period begins. Email announcement to each member on the permit holder and lease driver email list will be sent out, including the election link and login instructions for each member to access their personalized ballot. Permit holders and lease drivers that opted-out from online voting may mail their ballot to FHVA business address or drop off in person at the FHVA document drop box at main entrance.

Please note, in prior TAC elections, permit holders were allowed to cast a number of votes equivalent to the number of permits held at the time of the election. Permit holders could cast their votes for any candidate across both permit holder categories. To allow equitable permit holder voting participation and results, staff will now limit permit holders to cast one vote, irrespective of the number of permits held at the time of the election.

June 27, 2022: Voting period ends. All online ballots must be submitted through AssociationVoting by 5:00 p.m. All paper ballots must be received by FHVA by close of business day, 5:00 p.m.

IV. Election Validation

June 28, 2022: AssociationVoting will provide a signed letter of certification and voting record preserving the ballot language and vote totals from the election, including a list of voting members along with an electronic signed PDF copy.

June 29, 2022: The FHVA Manager, in coordination with the MTS Internal Auditor, will convene to open and count all paper ballots that were received by the June 27 deadline, and to develop final results that account for the vote totals submitted within AssociationVoting.

V. Results of Election

FHVA will notify the newly elected members by email. Newly appointed and elected members will be introduced at the July 2022 TAC meeting (exact meeting date to be determined at a later date) for the next three-year term (estimated to be July 2022 - July 2025).

/S/Leonardo Fewell
Leonardo Fewell
For-Hire Vehicle Administration Manager

Key Staff Contact: Leonardo Fewell, 619.235.2643, Leonardo.Fewell@sdmts.com



Agenda Item No. 7

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE (TAC)

October 27, 2021

SUBJECT:

TAXICAB WHEELCHAIR ACCESSIBLE VEHICLE POLICY UPDATE (LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None with this Item.

DISCUSSION:

For-Hire Vehicle Administration will present a peer regulatory agency review and provide an update on the next steps for the development of an accessible taxicab vehicle permitting policy.

/S/Leonardo Fewell
Leonardo Fewell
For-Hire Vehicle Administration Manager

Key Staff Contact: Leonardo Fewell, 619.235.2643, Leonardo.Fewell@sdmts.com





Agenda Item No. 8

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE (TAC)

October 27, 2021

SUBJECT:

FOR-HIRE VEHICLE ADMINISTRATION QUARTERLY REPORT AND OPERATIONS
UPDATE (LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None with this Item.

DISCUSSION:

For-Hire Vehicle Administration will provide the Taxicab Advisory Committee with a quarterly report on the following categories: number of permitted companies, number of active and surrendered permits by type, number of field contacts and issued citations and other For-Hire Vehicle statistics, as well as an update on administrative operations.

/S/Leonardo Fewell

Leonardo Fewell

For-Hire Vehicle Administration Manager

Key Staff Contact: Leonardo Fewell, 619.235.2643, Leonardo.Fewell@sdmts.com





Agenda Item No. 9

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE (TAC)

October 27, 2021

SUBJECT:

TOPICS FOR NEXT TAXICAB ADVISORY COMMITTEE MEETING (LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None with this Item.

DISCUSSION:

Feedback is requested on what topics should be addressed at the next Taxicab Advisory Committee (TAC) on December 8, 2021. At this time, staff recommends the following agenda items: For-Hire Vehicle Administration Fiscal Year (FY) 2022 Amended Budget Updated Forecast, 2022 Fee Schedule, proposed Ordinance No. 11 revisions, and requesting feedback on what topics to include for future TAC meetings.

/S/Leonardo Fewell
Leonardo Fewell
For-Hire Vehicle Administration Manager

Key Staff Contact: Leonardo Fewell, 619.235.2643, Leonardo.Fewell@sdmts.com



Flexible Fleet Procurement Presentation (Antoinette Meier and Danielle Kochman of SANDAG)

Agenda Item #4

the draft 2021 regional plan

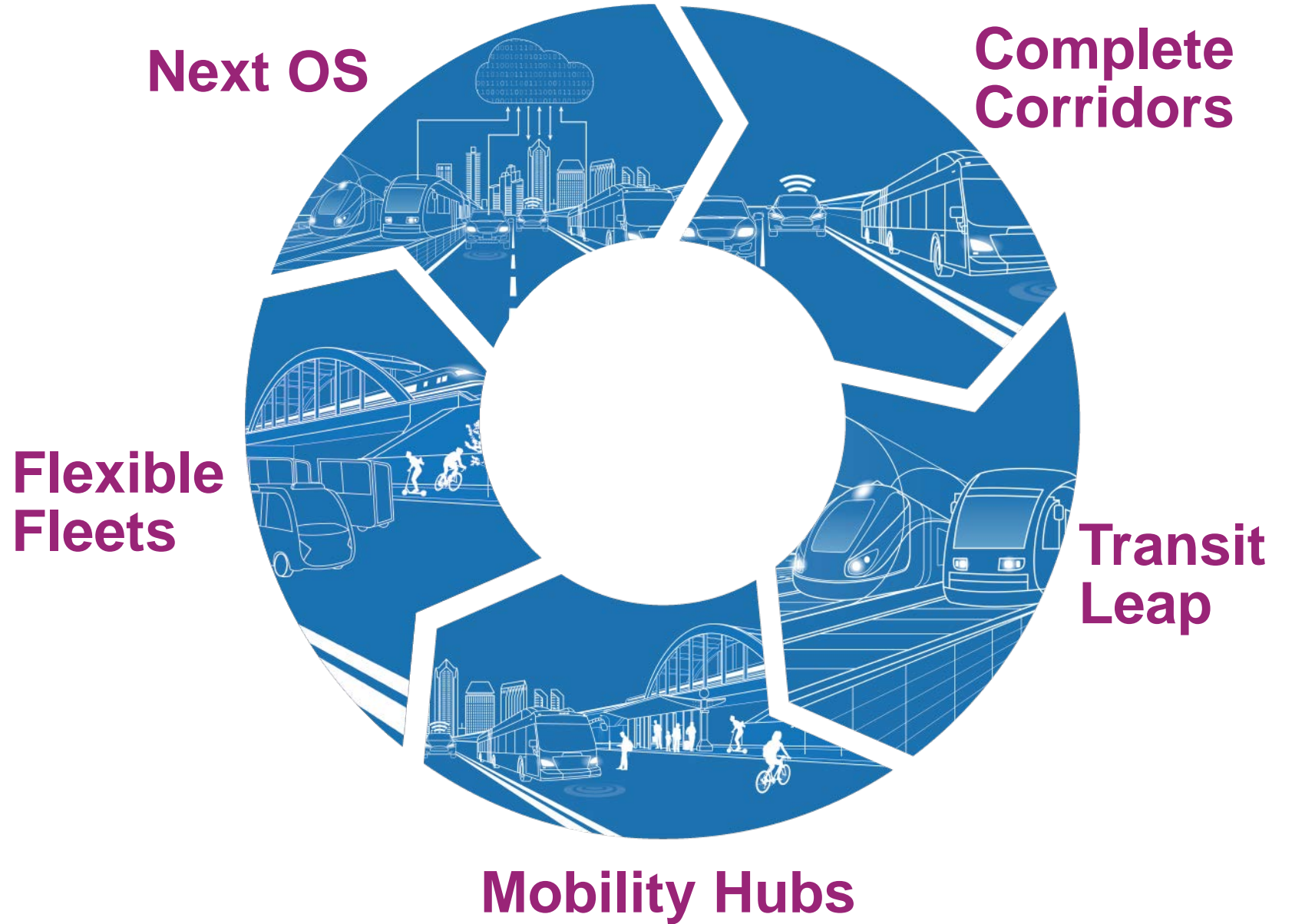
A bold new approach to planning for the future

Embracing data-driven planning, leveraging emerging technologies, and incorporating resident input

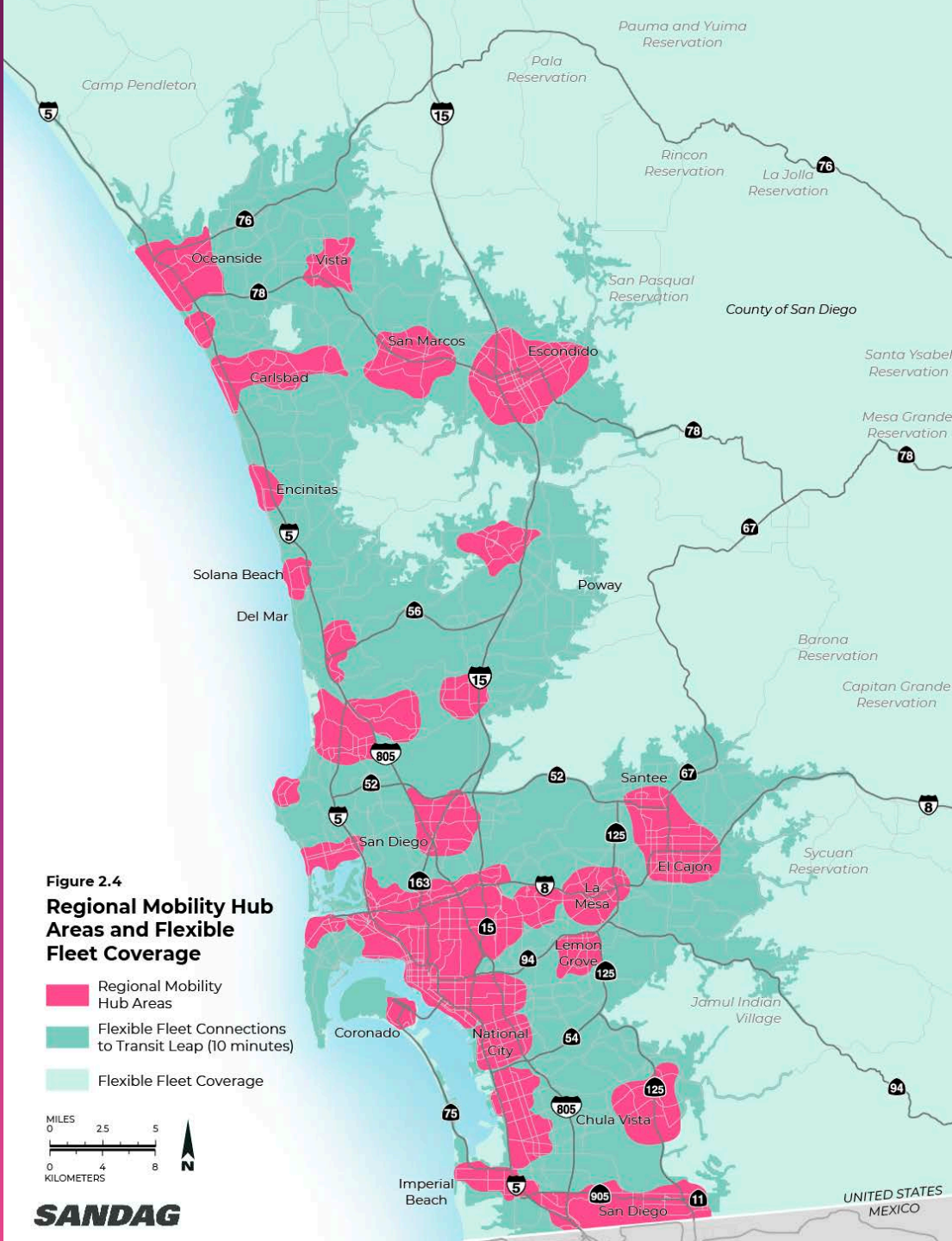


5 Big Moves

Inter-reliant strategies that work as one and enhance each other



Mobility Hubs and Flexible Fleets



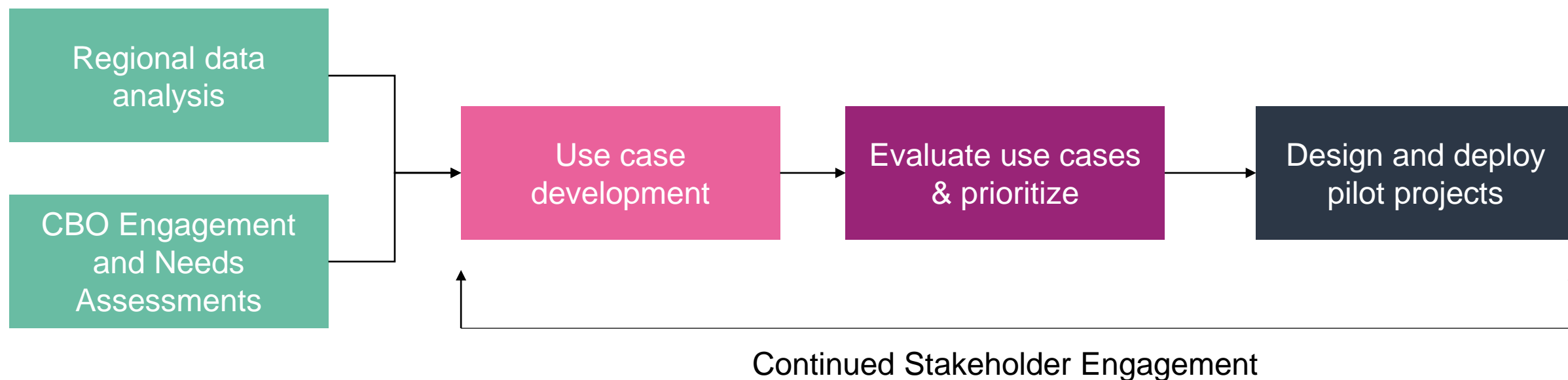
Flexible Fleets Operate Everywhere

Services thrive in
urban, suburban,
and rural settings



Flexible Fleet Implementation Strategic Plan

- Identify near-term opportunities to implement Flexible Fleet pilots across the San Diego region



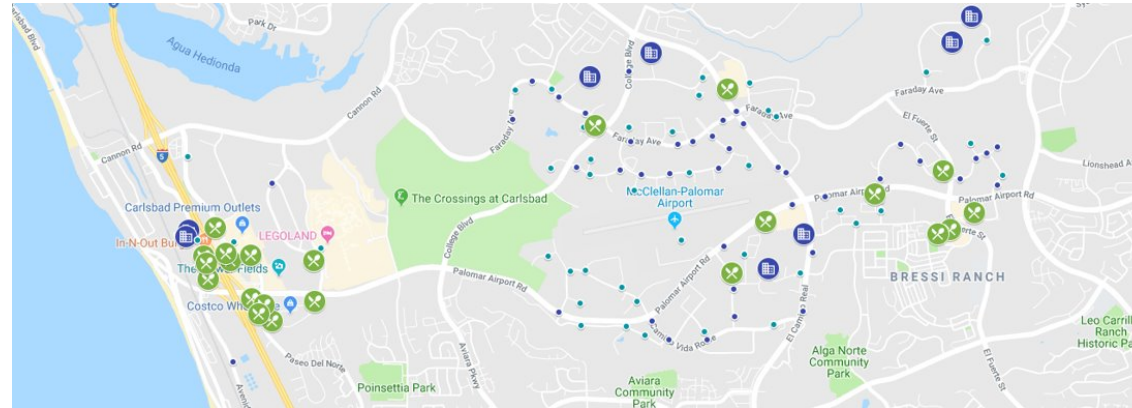
Regional On- Call Flexible Fleet Services

- Establish on-call regional providers of Flexible Fleet services for SANDAG and partners to launch pilots
 - Micromobility
 - Ridehail/Taxi
 - Carshare
 - Microtransit On-Demand Shuttles
 - App Only
 - Neighborhood electric vehicles (NEVs)
 - Last-Mile Delivery

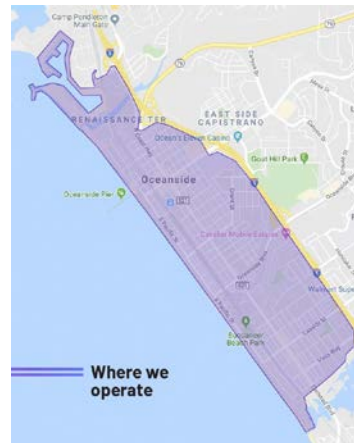


Previous Pilots

Carlsbad Connector

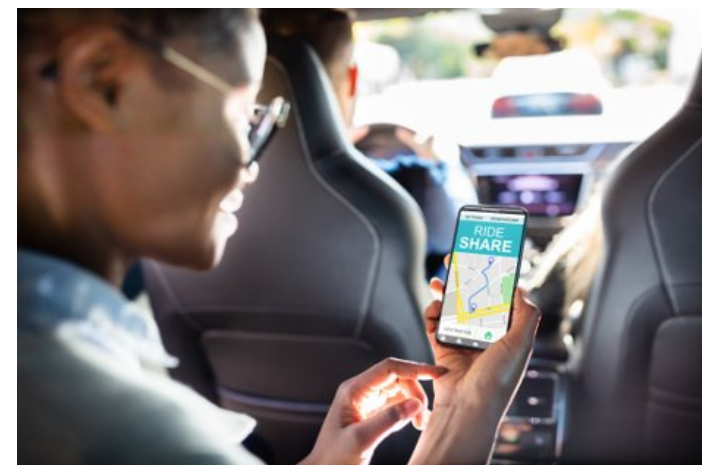
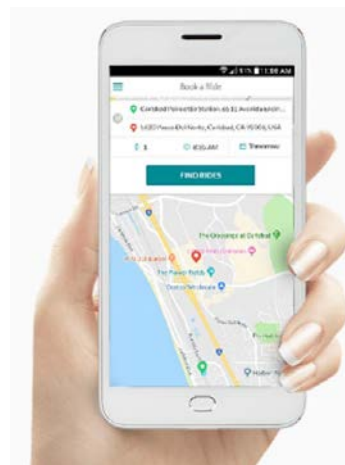


HOOT Rides



Regional On-Call Flexible Fleet Services

- SANDAG to select Flexible Fleet providers
 - SANDAG pilot projects
 - Partners contract directly with providers
 - Flexibility to negotiate individual serve characteristics
- 3-year agreement with 2 one-year options
- Providers to provide planning, design, and operations of pilots



Next Steps

- Continue developing the Flexible Fleets Implementation Strategic Plan
- Release Request for Proposals (RFP)
- Evaluate and select Flexible Fleet providers
- Support partners
- Deploy Flexible Fleet Pilots

Thank you!



#SDForward #5BigMoves

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Email: danielle.kochman@sandag.org

Proposed Revisions to Taxicab Advisory Committee Guidelines

Agenda Item #5

Proposed Changes to TAC Guidelines

- **Permit Holder Category** (Current Requirements)

Five (5) seats for representation of permit holders, of which:

- Three (3) seats for permit holders with four (4) or more permits
- Two (2) seats for permit holders with three (3) or less permits

- **Proposed change:**

Maintain five (5) permit holder seats, change permit # categories to:

- Two (2) seats for permit holders of two (2) or more permits
- Three (3) seats for permit holders of one (1) taxicab

- **Benefits:**

- Expand pool of eligible TAC representatives
- Maintains single and multiple permit holder representation
- Reflects overall change in permit ownership

Proposed Changes to TAC Guidelines

- **Votes per Permit Holder:**

In prior elections, permit holders were allowed to cast a number of votes equivalent to the number of permits held at the time of the election.

- **Proposed Change:**

Limit permit holders to cast one vote for each seat per category, irrespective of the number of permits held at the time of the election.

- **Benefits:**

Equity in permit holder participation (one vote irrespective of number of permits held)

Proposed Changes to TAC Guidelines

- **Permit Holder and Lease Drivers allowed to vote in each others categories:**

In previous elections, lease drivers were only allowed to vote in the lease driver category and permit holders were only allowed to voted within the permit holder category.

- **Proposed Change:**

Allow lease drivers and permit holders the ability to vote for whom they believe would be the best TAC representatives for both categories.

- **Benefits:**

Permit holders and lease drivers get to have a say on each others categories in terms of whom they believe would be the best suited to represent both categories

Proposed Changes to TAC Guidelines

- **Taxicab Industry Experience** (Current Requirements)
 - Permit Holders and Lease Drivers must have three (3) years of taxicab industry experience leading up to the election
 - This requirement restricts eligible pool of candidates that could otherwise have similar experience in the transportation field (former TNC, limo, bus drivers)
- **Proposed Change:**
 - Remove three (3) year experience requirement for both permit holders and lease drivers.
 - Need to be in good standing with MTS and Sheriff's licensing
- **Benefits:**
 - Expands eligible pool of drivers/permit holders willing to serve at TAC

Proposed Changes to Taxicab Advisory Committee Election Process

Agenda Item #6

Proposed Changes to TAC Election

- **Key Elements:**
 - Remains generally the same based on feedback from TAC
 - Online voting
 - Permit holders and drivers can opt-out online voting and request a paper ballot)
 - E-mail as main method of communication
 - Election Validation

Selection of Online Voting Platform

- FHVA compared several online voting platforms to determine best options
- Factors: costs, features, ease of use
- “AssociationVoting” is preferred option
- Features that would benefit TAC election process:
 - Election set-up
 - E-mailed announcements
 - Certification/Validation Services

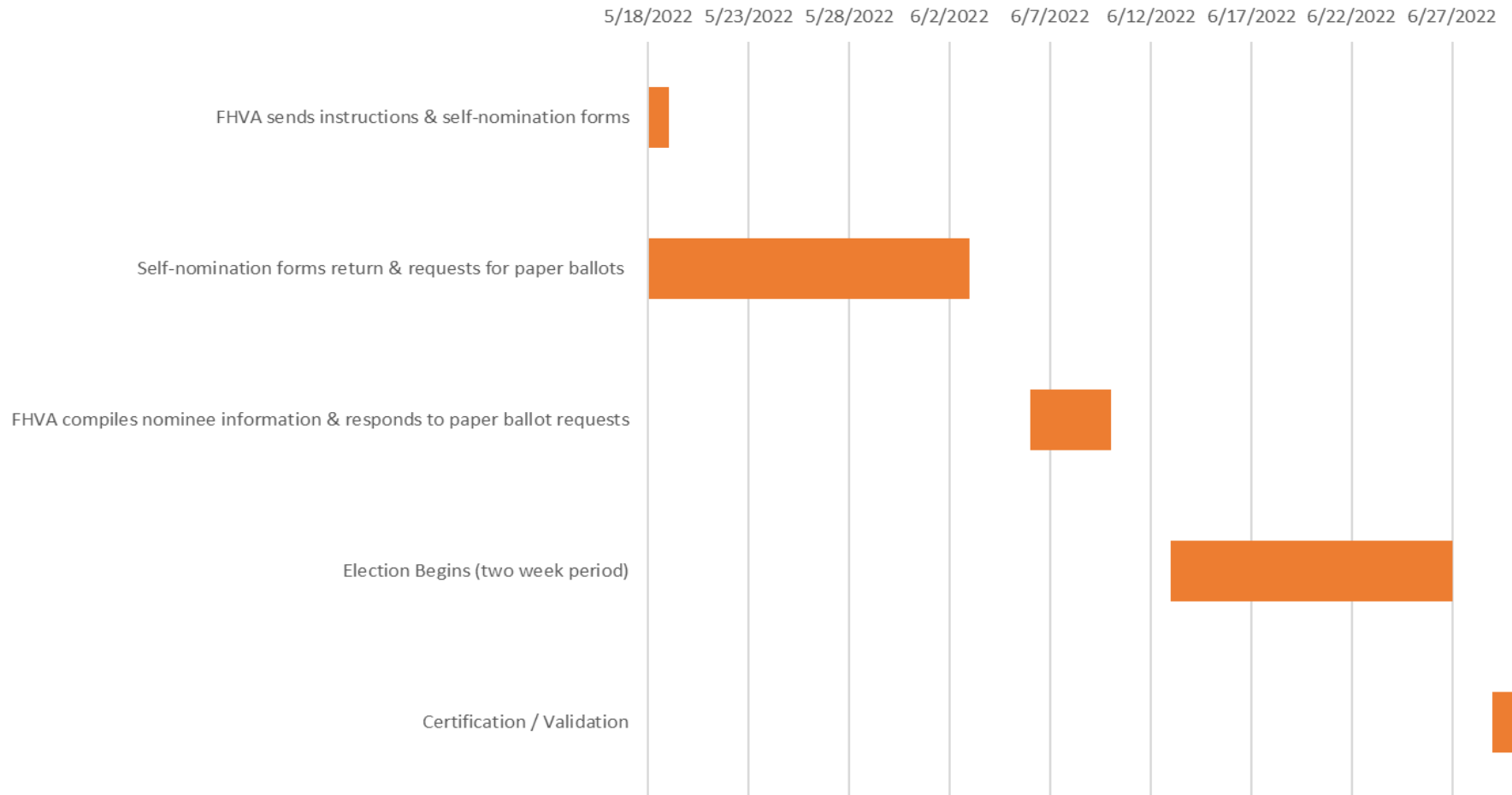
Additional Details:

www.associationvoting.com

Outreach Methods

- E-mail as primary communication method with permit holders and lease drivers
- TAC election information and updates will be posted at the sdmts.com FHVA website
- FHVA Regulatory Inspectors will remind drivers in the field of the upcoming election and provide information
- UTWSD has offered to post TAC election information in social media feeds
- TAC election information will be posted at the Airport's driver holding lot bulletin boards
- "AssociationVoting" can be programmed to send an email announcement to each member on the permit holder and lease driver email list

Key Dates and Deadlines



Election Validation and Notification of Results

- **June 28, 2022:**

Associationvoting provides a signed letter of certification and voting record and vote totals, along with an electronic signed PDF copy

- **June 29, 2022:**

FHVA Manager, in coordination with the MTS Internal Auditor, will convene to open and count all paper ballots that were received by the June 27 deadline, and to develop final results that account for the vote totals submitted within AssociationVoting.

- **FHVA will notify the newly elected members by e-mail**

New members will be introduced at the July 2022 TAC meeting

Taxicab Wheelchair Accessible Vehicle Policy Update

Agenda Item #7

Requests for Wheelchair Taxicab Trips

Pre COVID-19

- No Hard Data from Dispatch Services
- USA Dispatch:
 - 2 WAV
 - No available data provided to MTS
- Orange Dispatch:
 - 1 WAV
 - Avg 120-180 WAV trips per month

After COVID-19 (current)

- No Hard Data from Dispatch Services
- USA Dispatch:
 - 2 WAV
 - Avg 100 WAV trips per month
- Orange Dispatch:
 - 1 WAV
 - Avg 8-16 WAV trips per month

Peer Regulatory Agency Review / MTS

	San Diego Metropolitan Transit System <i>(San Diego, Poway, Santee, El Cajon, La Mesa, Lemon Grove, National City, Chula Vista, Imperial Beach)</i>
Population	San Diego (1.39 Million), Poway (49,000), Santee (60,000), El Cajon (106,000), La Mesa (59,000), Lemon Grove (27,700), National City (61,700), Chula Vista (275,500), Imperial Beach (26,200) Total Combined Population (2,054,400)
Active Permits	588
Active Drivers	686
Collect TNC Trip Fee's	No
Insurance Limits	\$350,000 (CSL)
Number of WAV Taxicabs	3
WAV % of Total Permits	0.5%
Policy Requirement	Currently under development. Former policy required at least 50% of vehicles (second permit) be ADA compliant
Incentive Program	None at this time. No incentive other than former policy requirement

Peer Regulatory Agency WAV Policy Review

	City of Sacramento (Permits & Taxes)	San Francisco Municipal Transportation Authority (Muni)	Los Angeles County Metropolitan Transportation Authority (Metro)	City of Chicago
Population	524,943	875,114	3.9 million	2.7 million
Active Permits	93 (among 3 fleets)	971	2364 (only 800 operating)	1853
Active Drivers	85	2718	1507	2200
Collect TNC Trip Fee's	No	No	No	Yes (congestion pricing) (\$1.25-\$8.00) (\$.10 accessibility fund fee)
Insurance Limits	\$500,000 (CSL)	\$100k / \$300k /100k (per person /per accident / max for property damage (1million if paratransit trip)	\$100k / \$300k /100k (per person /per accident / max for property damage (1million if paratransit trip)	\$350,000 (CSL)
Number of WAV Taxicabs	15	35	400	471
WAV % of Total Permits	16.1%	3.6%	16.9%	25.4%
Policy Requirement	At least 1 WAV Taxicab for every 25 Taxicab Permits. If more than 25, 1 WAV Taxicab for every 25 additional Taxicabs	Applicants for "Ramp Medallions" must have completed 60 wheelchair trips (w/minimum of 40 trips to Paratransit wheelchair passengers) or 90 Paratransit Trips (both wheelchair and ambulatory) over a 6-month period + "ramp taxi" 4-hour training.	WAV and Regular Taxicab Vehicles cannot be more than 12 model years old (Potential removal of model age in lieu of 400k mileage limitations)	WAV cannot be more than 15 model years old, No more than 150,000 mi. Those who own 5 or more permits must place one WAV in to service within 5 years of issuance of 5 th permit
Incentive Program	No incentive other than policy requirement	<ul style="list-style-type: none"> Effective July 2018, Suspended Application and Renewal Fee's for Ramp Taxis \$10 per paratransit / general public wheelchair trip incentive \$15 per trip (same as above) for trips after 8pm and before 6am \$15 per trip (same as above) originating in outlying areas \$500-\$600 Capital and Operating incentive (for owner/operators if they complete more than 20 wheelchair trips per month) (Funded by local grant) SFO Short Pass (allow drivers to have a max of 15 short (2.5mi) trips/month) Expedited SFO Airport Access (P Line) Clean Air Grant (up to \$11,800) for purchase of new or used 2017 or newer WAV vehicle) (Bay Area Air Quality Management District) 	No incentive other than policy requirement	<ul style="list-style-type: none"> \$25,000 reimbursement for WAV aftermarket conversion \$35,000 reimbursement for purchase of new WAV \$9,000 annual reimbursement for maintenance and repairs \$25 subsidy reimbursement per 12 hr. lease agreement, \$50 per 24 hr. lease agreement

Next Steps

- Finalize WAV policy survey questions and work with SDSU Center for Community Outreach to conduct survey
 - Questions for the public regarding demand for WAVs
 - Questions for taxicab drivers and permit holders regarding WAVs
- Present Taxicab WAV update and request feedback at the upcoming City of San Diego Accessibility Advisory Board (AAB)
 - Wednesday, November 10, 2021 at 10:30 a.m.
- Present Taxicab WAV update and request feedback at the MTS Accessible Services Advisory Committee (ASAC)
 - Thursday, December 16, 2021 at 1:00 p.m.
- WAV Policy Survey will close around December 31, 2021
- Compile survey results and feedback from AAB and ASAC for early 2022 TAC meeting

For-Hire Vehicle Administration Quarterly Report and Operations Update

Agenda Item #8

Number of Active vs Surrendered Permits

Permit Type	Total Number of Permits	Number of Permits Surrendered	Currently Active Permits	% Loss in Active Permits
Charter	63	4	59	6%
Jitney	2	2	0	100%
Low Speed Vehicle	21	0	21	0%
Nonemergency Medical	384	12	372	3%
Taxi	588	118	470	20%
Total (All Types)	1058	136	922	13%

2021 (July-September) Field Inspections

2021 QUARTERLY (JULY - SEPTEMBER) F.H.V.A. FIELD INSPECTIONS & STATS											
	SD	NC	CV	LM	ELC	LG	SNT	POW	IB	SY/OTAY	TOTAL
Contacts	1154	296	450	89	315	62	22	22	15	438	2863
Cites											0
Parking	18									14	32
Warnings	63	10	6	2	1		2			1	85
Field Rep										1	1

Definitions:

Contacts: *Field contacts to verify driver and vehicle compliance*

Cites: *Notice to Appear in Court*

Parking: *Parking Citation (administrative fine)*

Warnings: *Verbal Warning to driver to correct violation*

Field Rep.: *Field report requiring reinspection to ascertain violation has been corrected*

Per type percentages and Warnings

- Of the Total Contacts, Breakdown per Vehicle Type

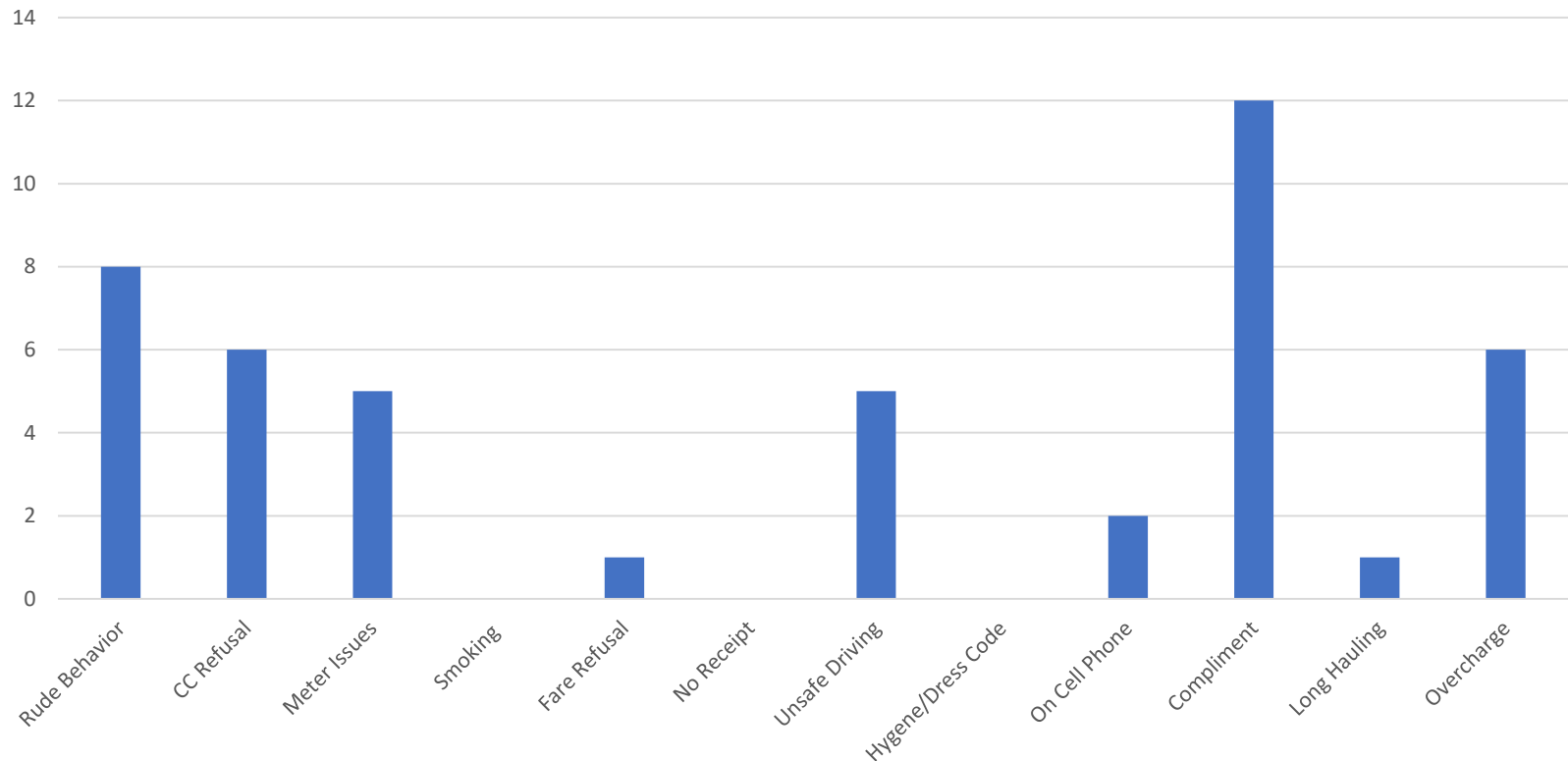
	TOTAL	PERCENT FROM TOTAL
TAXI	830	29%
NEM	2033	71%
JITNEY	0	0%
LSV	0	0%
TOTAL	2863	

- Of the total Warnings, Breakdown Warning Type

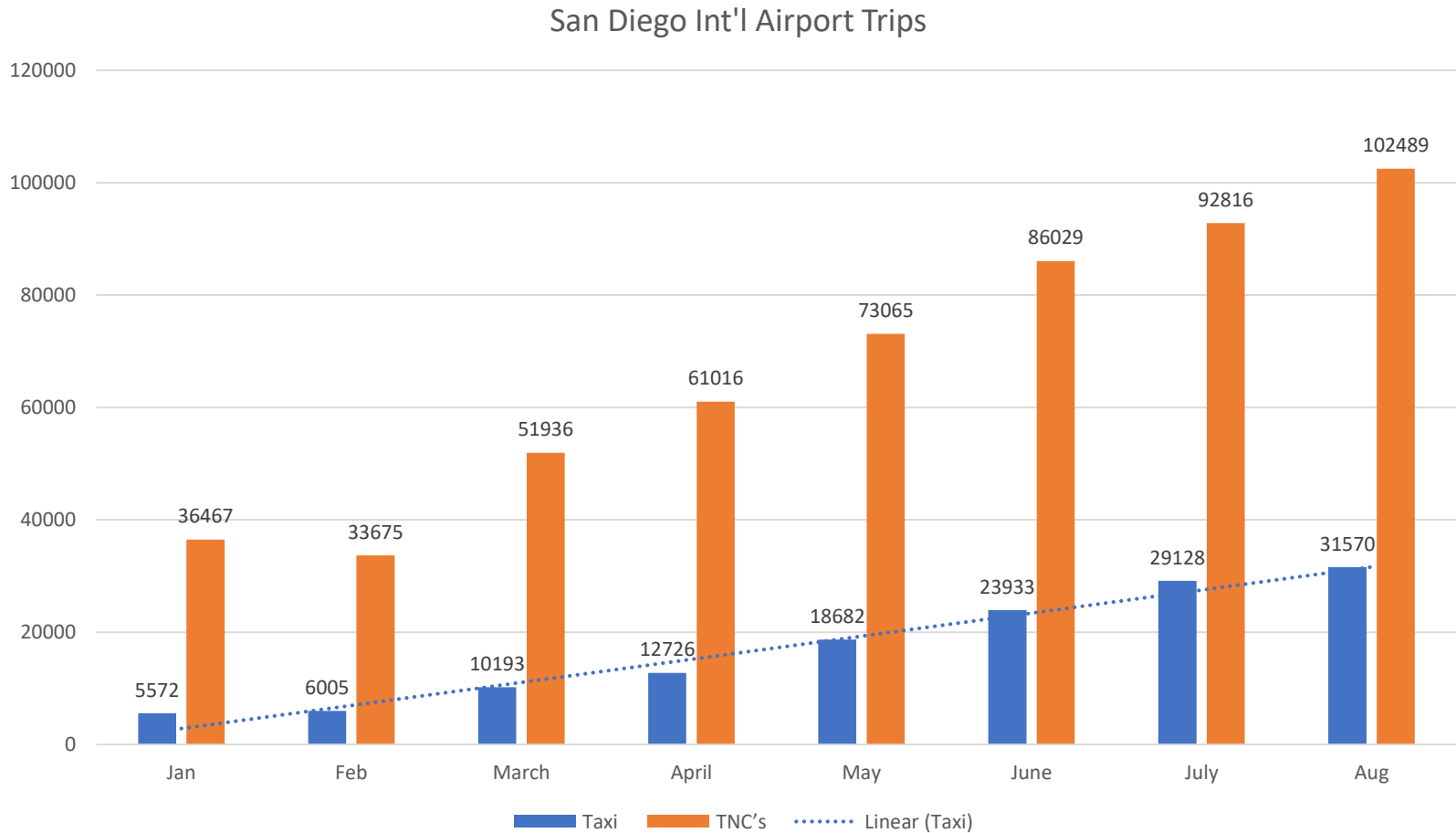
ISSUED WARNINGS (JULY-SEPTEMBER)	TOTAL
DO NOT HAVE SHERIFF ID	22
SHERIFF ID NOT DISPLAYED	42
NO/IMCOMPLETE TRIP LOG	0
MECHANICAL	11
NO OPERATING PERMIT	7
OTHER	3
TOTAL	85

Customer Feedback Cases July-September 2021

Customer Feedback Cases July-September 2021



San Diego Airport Pick Up Trips in 2021



FHVA Office Relocation

100 16th St

- Main Office, 100 16th St



- Imperial Av Main Gate



Business and Vehicle Inspections by Appointment Only

Permit holders are encouraged to utilize virtual and electronic resources to submit required documentation. If you still need to meet with any staff member in person, please call at least 48 hours in advance to schedule an appointment. Please contact the appropriate staff using the contact information below.

Position	Name	Phone Number	Email
Manager (General Information)	Leonardo Fewell	(619) 235 – 2643	Leonardo.Fewell @sdmts.com
Regulatory Analyst (Application, Transfers)	Alexis Dizon	(619) 595 – 3081	Alexis.Dizon@sdmts.com
Regulatory Inspector (Vehicle Inspections)	Tom Lee	(619) 557 – 4524	Tom.Lee@sdmts.com
Regulatory Inspector (Driver Training)	Mark Palmer	(619) 398 – 9595	Mark.Palmer@sdmts.com
Regulatory Inspector (Enforcement)	Joe Ross	(619) 398 – 9573	Joseph.Ross@sdmts.com

Document and Payment Drop Box

- Inside Main Lobby 100 16th St
- Administrative Forms
- Driver Training Payments
- Written Business Requests



FHVA Operations Update /COVID-19 Sanitary Measures (All Drivers)

- Face Mask Requirement extended to January 18, 2022
 - Driver to wear a face covering while with passengers
- Vehicle Cleanliness
 - requires every vehicle exterior and interior to be “reasonably” clean at all times
- Posted COVID-19 Plan
 - Describes safety measures implemented; clearly displayed in vehicle
- Other recommended, but not required, measures
 - Driver Temperature/Symptom screening
 - Disinfectant measures
 - Maximize use of rear seat for passengers (maximize distance)
 - Partitions between Front and Rear passenger seats
 - Car ventilation, open windows if acceptable by passenger

AB 302 Update

- Allows County of San Diego and Cities within County to contract with MTS to provide For-Hire Vehicle regulation (North County Cities)
- Signed in to Law by Gov. Newsom
- Becomes Effective January 1st 2022
- Covers all For-Hire vehicle modes (Taxis, NEMT's, Charter, LSV, Jitneys)

AB 302 Update. Next Steps

- MTS will reach out to the County of San Diego and North County Cities to inquire about their interest in a contractual agreement that provides For-Hire Vehicle Regulation
- FHVA will provide an update at a future TAC meeting in early 2022

FHVA Acceptable Insurance Updates

- The Following Insurance Companies that meet MTS minimum insurance requirements.
 - Permit holders may provide this information to the Insurance brokers of their choice, or contact the insurance companies directly for additional information

ACE AMERICAN INSURANCE COMPANY	NEW YORK MARINE AND GENERAL INSURANCE COMPANY
ACE PROPERTY & CASUALTY INSURANCE COMPANY	NONPROFITS' INSURANCE ALLIANCE OF CALIFORNIA, INC.
BERKSHIRE HATHAWAY HOMESTATE INSURANCE	PROGRESSIVE CASUALTY INSURANCE SERVICES
FARMERS INSURANCE EXCHANGE	REDWOOD FIRE & CASUALTY INSURANCE CO
GATEWAY INSURANCE COMPANY	SCOTTSDALE INSURANCE COMPANY
NATIONAL CONTINENTAL INSURANCE COMPANY	SURYA INSURANCE COMPANY
NATIONAL INTERSTATE INSURANCE CO.	THE AMERICAN INSURANCE COMPANY
NATIONAL UNION FIRE INS. CO. OF PITTSBURG, PA	UNITED FINANCIAL CASUALTY CO.
NATIONWIDE INS. CO. OF AMERICA	UNITED SPECIALTY INSURANCE COMPANY

Topics for Next Taxicab Advisory Committee Meeting

Agenda Item # 9

Proposed Topics for December 8, 2021 TAC Meeting

- FHVA Fiscal Year (FY) 2022 Amended Budget Updated Forecast
- 2022 Fee Schedule
- Proposed Ordinance No. 11 revisions

Feedback for additional topics is requested

- FHVA requests feedback for topics for future TAC Meetings
- Potential ideas could include...?
 - Standing TAC Item to provide updates on new/currently approved Insurance Companies providing policies
 - Overview of permissible ways to advertise on taxicabs (e.g. top signs, vehicle wraps)
 - Provide visual map showing location to taxicab stands
 - Review options on how to recognize drivers who excel in customer service

Committee Member Communications

Brief comment on any taxicab related item
not included in the Agenda

Agenda Item #10

Questions?