



Taxicab Advisory Committee Agenda

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| | | |
|--|---|--|
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1. If you are joining the meeting audio by phone and viewing the meeting on a device, dial the number provided in the 'join audio' phone call tab of the initial pop-up, and enter the Meeting ID (found in the link).
2. If you are joining by phone only, dial: **+1-669-900-9128** or **+1-253-215-8782** and type the meeting ID found in the link, press #. You will have access to the meeting audio, **but will NOT be able to view the PowerPoint presentations.**



Live Verbal Public Comments:

Use the 'Raise Hand' icon every time you wish to make a public comment on an item. Raise your hand once the agenda item you wish to comment on has been called. In person public comments will be taken first, virtual attendees will be taken in the order in which they raise their hand. Requests to speak will not be taken after the public comment period ends, unless under the Chair's discretion. General Public Comment, at the beginning of the Board of Directors meeting only, will be limited to five speakers. Additional speakers with general public comments will be heard at the end of the meeting. Two-minutes of time is allotted per speaker, unless otherwise directed by the Chair.

Public Comments Made Via Zoom

1. Click the link found at the top of this instruction page
2. Click the raise hand icon located in the bottom center of the platform
3. The Clerk will announce your name when it is your turn to speak
4. Unmute yourself to speak

Public Comments Made by Phone Only

1. Dial **+1-669-900-9128**
2. Type in the zoom meeting ID found in the link and press #
3. Dial *9 to raise your hand via phone
4. The Clerk will call out the last 4 digits of your phone number to announce you are next to speak
5. Dial *6 to unmute yourself



Written Public Comments (before the meeting): Written public comments will be recorded in the public record and will be provided to MTS Board Members in advance of the meeting. Comments must be emailed or mailed to the Clerk of the Committee* by 4:00pm the day prior to the meeting.



Translation Services: Requests for translation services can be made by contacting the Clerk of the Committee* at least four working days in advance of the meeting.



In-Person Participation: In-person public comments will be heard first. Following in-person public comments, virtual attendees will be heard in the order in which they raise their hand via the Zoom platform. Speaking time will be limited to two minutes per person, unless specified by the Chairperson. Requests to speak will not be taken after the public comment period ends, unless under the Chair's discretion.

Instructions for providing in-person public comments:

1. Fill out a speaker slip located at the entrance of the Board Room;
2. Submit speaker slip to MTS staff seated at the entrance of the Board Room;
3. When your name is announced, please approach the podium located on the right side of the dais to make your public comments.

Members of the public are permitted to make general public comment at the beginning of the agenda or specific comments referencing items on the agenda during the public comment period. General Public Comment, at the beginning of the Board of Directors meeting only, will be limited to five speakers. Additional speakers with general public comments will be heard at the end of the meeting.



Assistive Listening Devices (ALDs): ALDs are available from the Clerk of the Committee* prior to the meeting and are to be returned at the end of the meeting.



Reasonable Accommodations: As required by the Americans with Disabilities Act (ADA), requests for agenda information in an alternative format or to request reasonable accommodations to facilitate meeting participation, please contact the Clerk of the Committee* at least two working days prior to the meeting.



***Contact Information:** Contact the Clerk of the Committee via email at Carina.Kenney@sdmts.com, phone at (619) 595-3086 or by mail at 1255 Imperial Ave. Suite 1000, San Diego CA 92101.



Agenda del Comité Consejero de Taxis

Haga clic en el enlace para acceder a la reunión:

<https://us02web.zoom.us/j/96643923312>

Formas de Participar



Computadora: Haga clic en el enlace más arriba. Recibirá instrucciones para operar el navegador de Zoom o la aplicación de Zoom. Una vez que haya iniciado sesión en la reunión, tendrá la opción de participar usando el sistema de audio de su computadora o teléfono.

ID de la reunión
en Zoom

Funciones del Seminario En Línea:

| | | |
|---|---|---|
|  Levantar la mano | ▶ | Use la herramienta de levantar la mano cada vez que desee hacer un comentario público. |
|  | ▶ | Los participantes pueden habilitar el subtitulado haciendo clic en el ícono CC. También puede ver la transcripción completa y cambiar el tamaño de letra haciendo clic en “configuración de subtítulos”. Estas herramientas no están disponibles por teléfono. |
|  | ▶ | Este símbolo indica que usted se encuentra en silencio , haga clic en este ícono para quitar el silenciador de su micrófono. |
|  | ▶ | Este símbolo indica que su micrófono se encuentra encendido . Haga clic en este símbolo para silenciar su micrófono. |
|  | ▶ | La herramienta de chat deben usarla los panelistas y asistentes únicamente para asuntos “pertinentes a la reunión”, ya que comentarios realizados a través de esta herramienta no se conservarán como parte del registro de la reunión. Consulte el Comentario público verbal en vivo para obtener instrucciones sobre cómo hacer un comentario público. |



Teléfono Inteligente o Tableta: Descargue la aplicación de Zoom y participe en la reunión haciendo clic en el enlace o usando el ID del seminario web (que se encuentra en el enlace).



Teléfono:

1. Si está participando en la reunión mediante audio de su teléfono y viendo la reunión en un dispositivo, marque el número indicado en la pestaña de llamada telefónica “unirse por audio” en la ventana emergente inicial e ingrese el ID de la reunión (que se encuentra en el enlace).
2. Si está participando solo por teléfono, marque: **+1-669-900-9128** o **+1-253-215-8782** e ingrese el ID de la reunión que se encuentra en el enlace, pulse #. Tendrá acceso al audio de la reunión, **pero NO podrá ver las presentaciones en PowerPoint.**



Comentarios Públicos Verbales en Vivo: Use la herramienta “levantar la mano” cada vez que desee hacer un comentario público sobre alguno de los artículos. Levante la mano una vez que el artículo de la agenda sobre el que desea comentar haya sido convocado. Los comentarios públicos en persona se escucharán primero, se escuchará a los asistentes virtuales en el orden en el que levanten la mano. No se aceptarán solicitudes para hablar después de que termine el periodo para hacer comentarios públicos, a menos de que el presidente determine de otra forma a su discreción. Comentarios públicos generales, únicamente al inicio de la reunión de la Junta de Directores, se limitarán a cinco personas que deseen hablar. Las personas adicionales que deseen aportar comentarios públicos generales podrán hacerlo al final de la reunión. Se otorga dos minutos de tiempo por persona que desee hablar, a menos de que el presidente instruya de otra forma. (Consulte la página 2 para obtener instrucciones sobre cómo hacer un comentario público.)

Comentarios Públicos a Través de Zoom

1. Haga clic en el enlace que se encuentra en la parte superior de esta página de instrucciones
2. Haga clic en el ícono de levantar la mano en el centro inferior de la plataforma
3. El secretario anunciará su nombre cuando sea su turno de hablar
4. Desactive el silenciador para que pueda hablar

Comentarios Públicos Realizados Únicamente por Teléfono

1. Marque el **+1-669-900-9128**
2. Ingrese el ID de la reunión en Zoom que se encuentra en el enlace y pulse #
3. Marque *9 para levantar la mano por teléfono
4. El secretario indicará los últimos 4 dígitos de su número de teléfono para anunciar que usted será el siguiente en hablar
5. Marque *6 para desactivar el silenciador



Comentarios Públicos por Escrito (Antes de la Reunión): Los comentarios públicos por escrito se registrarán en el registro público y se entregarán a los miembros de la Junta de MTS antes de la reunión. Los comentarios deben enviarse por correo electrónico o postal al secretario del Comité* antes de las 4:00 p.m. el día anterior a la reunión.



Servicios de Traducción: Pueden solicitarse servicios de traducción comunicándose con el secretario del Comité* por lo menos cuatro días hábiles antes de la reunión.



Participación en Persona: Los comentarios públicos en persona se escucharán primero. Después de los comentarios públicos en persona, se escuchará a los asistentes virtuales en el orden en el que levanten la mano a través de la plataforma de Zoom. El tiempo para hablar se limitará a dos minutos por persona, a menos de que el presidente especifique de otra forma. No se recibirán solicitudes para hablar después de que termine el periodo para hacer comentarios públicos, a menos de que el presidente determine de otra forma a su discreción.

Instrucciones para brindar comentarios públicos en persona:

1. Llene la boleta para personas que desean hablar que se encuentran en la entrada de la Sala de la Junta.
2. Entregue la boleta para personas que desean hablar al personal de MTS que se encuentra sentado en la entrada de la Sala de la Junta.
3. Cuando anuncien su nombre, por favor, acérquese al podio ubicado en el lado derecho de la tarima para hacer sus comentarios públicos.

Los miembros del público pueden hacer comentarios públicos generales al inicio de la agenda o comentarios específicos que hagan referencia a los puntos de la agenda durante el periodo de comentarios públicos. Los comentarios públicos generales únicamente al inicio de la reunión de la Junta de Directores, se limitarán a cinco personas que deseen hablar. Las personas adicionales que deseen aportar comentarios públicos generales podrán hacerlo al final de la reunión.



Dispositivos de Asistencia Auditiva (ALD, por sus siglas en inglés): Los ALD están disponibles con el secretario del Comité* antes de la reunión y estos deberán ser devueltos al final de la reunión.



Facilidades Razonables: Según lo requerido por la Ley de Estadounidenses con Discapacidades (ADA, por sus siglas en inglés), para presentar solicitudes de información de la agenda en un formato alternativo o solicitar facilidades razonables para facilitar su participación en la reunión, por favor, comuníquese con el secretario del Comité* por lo menos dos días hábiles antes de la reunión.



***Información de Contacto:** Comuníquese con el secretario del Comité por correo electrónico en Carina.Kenney@sdmts.com, por teléfono al **(619) 595-3086** o por correo postal en **1255 Imperial Ave. Suite 1000, San Diego CA 92101.**



**Metropolitan
Transit
System**

Taxicab Advisory Committee Meeting Agenda

July 12, 2023 at 1:00 p.m.

In-Person Participation: James R. Mills Building, 1255 Imperial Avenue, 10th Floor Board Room, San Diego CA 92101

Teleconference Participation: (669) 444-9171; Webinar ID: https: 966 4392 3312. <https://us02web.zoom.us/j/96643923312>

| NO. | ITEM SUBJECT AND DESCRIPTION | ACTION |
|------------------|---|---------------|
| 1. | Roll Call | |
| 2. | Public Comments | |
| 3. | Approval of Minutes Action would approve the May 24, 2023 Taxicab Advisory Committee Meeting Minutes. | Approve |
| DISCUSSION ITEMS | | |
| 4. | Advertisement Opportunities for Taxicabs at the San Diego Airport (Ron Corbin of ClearChannel and Leonardo Fewell) | Informational |
| 5. | MTS Board Policy No. 21 Updates to Taxicab Vehicle Advertisement Content (Leonardo Fewell) | Informational |
| 6. | Review of Dispatch Service Technology and Requirements (Leonardo Fewell) | Informational |
| 7. | For-Hire Vehicle Industry Emerging Topic: Partnerships Between Taxicabs and Transportation Network Companies (Leonardo Fewell) | Informational |
| 8. | For-Hire Vehicle Administration Operations Update (Leonardo Fewell) | Informational |
| 9. | Topics for Next Taxicab Advisory Committee Meeting (Leonardo Fewell) | Informational |

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San Diego Metropolitan Transit System (MTS) is a California public agency comprised of San Diego Transit Corp., San Diego Trolley, Inc. and San Diego and Arizona Eastern Railway Company (nonprofit public benefit corporations). MTS member agencies include the cities of Chula Vista, Coronado, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, Poway, San Diego, Santee, and the County of San Diego. MTS is also the For-Hire Vehicle administrator for nine cities.



10. Committee Member Communications and Other Business

Informational

OTHER ITEMS

11. Next Meeting Date: November 15, 2023 at 2:00 p.m.

12. Adjournment

DRAFT MINUTES

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM

TAXICAB ADVISORY COMMITTEE (TAC)

May 24, 2023

[Clerk's note: Except where noted, public, staff and board member comments are paraphrased. The full comment can be heard by reviewing the recording at the [MTS website](#).]

1. Roll Call

Chair Elo-Rivera called the Taxicab Advisory Committee meeting to order at 1:03 p.m. A roll call sheet listing Taxicab Advisory Committee member attendance is attached.

2. Approval of Minutes

Chair Elo-Rivera moved to approve the minutes of the February 22, 2023, MTS Taxicab Advisory Committee meeting. Margo Tanguay seconded the motion, and the vote was 13 to 0 in favor, with Akbar Majid, Karen Higareda, and Michael Trimble absent.

3. Public Comments

There were no Public Comments.

DISCUSSION ITEMS

4. For-Hire Vehicle Industry Emerging Topic: Partnerships Between Taxicabs and Transportation Network Companies

Leonardo Fewell, For Hire Vehicle Administration Manager, continued the presentation he had began at the previous TAC meeting regarding the potential partnership between Yellow Cab and Uber. Mr. Fewell apologized for the perceived lack of clarity during the previous TAC and informed the committee that he would answer the questions that had been received by the FHVA regarding this topic since then.

Mr. Fewell presented that the partnership was based on a pilot program conducted by the San Francisco Metropolitan Transit Authority (SFMTA), where a customer could book trips with upfront fares through Taxi E-Hail apps or a third-party entity (Uber, Lyft, etc.). All trips would be considered taxi trips, as they were conducted in a SFMTA permitted vehicle.

MTS will be basing their approach on the SFMTA pilot program, and will begin to develop guidelines and revisions as more information and feedback becomes available.

PUBLIC COMMENTS

Izzy Aala (Flywheel Technologies) detailed how as an e-hail app, they managed to begin a partnership with Uber in San Francisco. Mr. Aala also detailed the benefits that drivers will see as a result of the partnership, including more clarity regarding how much they will earn from trips.

MEMBER COMMENTS

Antonio Hueso asked Mr. Fewell if the taximeter would need to run during trips arranged through a third-party provider. Mr. Fewell answered that it would not, as the app would have already provided an upfront fare to the customer. Mr. Hueso went on to comment that Mr. Aala had previously worked with USA Radio Dispatch, and that he had been instrumental in a push toward integrating new technology with the taxi industry. Mr. Hueso also mentioned that he did

have some concerns about what hardware would be required of drivers to participate in this partnership.

Alfred Banks asked if taxi drivers would be required to have a tablet to partner with Uber. Mr. Fewell answered that they would need to have some electronic display, whether that was a phone or tablet, in order to interface with the Customer. Mr. Banks asked who would pay for the device and Mr. Fewell answered that they did not currently have that information. Mr. Banks also asked if drivers would be able to decline unfavorable trips, such as to LAX, and Mr. Fewell confirmed that they would be able to “opt-out”.

Able Seifu asked if in the future other companies wanted to partner with taxi drivers, what guidelines from MTS would they need to follow. Mr. Fewell answered that MTS is currently in the process of creating those guidelines, which would include feedback from the committee.

Peter Zschesche asked if taxis were no longer running their meters to prevent “meter anxiety”, how would the customer know that they were not being overcharged for their trip. Mr. Fewell answered that in this scenario if the trip was booked through a third-party app then the meter fare would not apply.

David Tasem asked if customers would be obliged to pay for a more expensive fare booked through a third-party app if the meter showed a lower price at the end of a trip. Mr. Fewell answered that for a trip booked through a third-party app, the meter does not run. Mr. Tasem went on to ask how regulators would be able to distinguish between rides booked through a third-party app and those which required the meter be run. Mr. Fewell answered that inspectors would be able to go into the vehicle and see if the trip was brokered through a third-party app.

George Abraham commented that the technology was already here, but he urged drivers to consider the advantages and disadvantages of each approach.

Mr. Seifu asked if there was a timeline on having the airport consider the question of taxi/TNC partnerships. Marc Nichols answered that the San Diego International Airport was ready to comply with an MTS regulated programs and just requested that they be notified in a timely manner so that they could comply. Mr. Seifu further asked for clarity on how drivers will be directed at the terminals with this partnership and Mr. Nichols said that depending on the kind of trip they would be directed accordingly.

Mr. Hueso recommended that TAC members do research on the various technologies, apps, and devices currently being used by taxi drivers.

Agustin Hodoyan asked how inspectors will police flat fares offered by drivers on soft meter technologies. Mr. Fewell answered that flat fares offered by drivers are not allowed unless the meter is running concurrently.

Action Taken

Informational item only. No action taken.

5. Taxicab Wheelchair Accessible Vehicle (WAV) Policy Recommendations

Mr. Fewell presented on the developing FHVA policy regarding Wheelchair Accessible Vehicles (WAVs) and how it will incentivize the entry of Taxicab WAVs to the San Diego For-Hire Transportation market. The presentation included data collected from various dispatch services, MTS fixed route services, Sand Diego Association of Governments (SANDAG), North County Transit District (NCTD), Facilitating Access to Coordinated Transportation (FACT), TAC

members, and peer agency reviews. Ultimately, the presentation concluded that waiving regulatory, application, and transfer fees would be the most effective method of increasing the number of WAVs in the San Diego taxicab industry. The presentation also recommended actions that other agencies could take that would incentivize the owning and operating of a WAV.

PUBLIC COMMENTS

Izzy Aala commented that he first began his company to help process paratransit vouchers in Chicago, and he went on to do the same work in other cities. Mr. Aala recommended that the biggest incentive would be to guarantee a certain amount of work for drivers, which could be run through a centralized dispatch like Flywheel.

MEMBER COMMENTS

Mr. Hueso commented that as a member of the industry that had been providing service with WAVs, he felt that this was not an easy responsibility to lay on the taxi industry. He asked how many Non-Emergency Medical Transportation WAVs were operating in the city of San Diego. Mr. Fewell answered that there were 503. Mr. Hueso said that this information should be made more available to the general public, as they are better equipped to service that more specific market, and that any serious push for more taxicab WAVs must be joint venture among several agencies.

Mr. Banks asked when waiving the fees for WAVs would take effect. Mr. Fewell clarified that this was a draft policy and any waivers would not be implemented until the document was approved. Mr. Fewell assured Mr. Banks that any changes would be communicated to all permit holders once they went into effect.

Mr. Abraham commented that dispatch services had previously tried to maintain WAVs, but found that they were unprofitable and unsustainable.

Mr. Nichols pointed out that airport needs to work out the nuances of when passengers that do not require a ramp to board, use a taxicab WAV, in terms of if they can still get front of the line access at the airport taxicab stand. He also mentioned that the airport understood the difficulty of maintain WAVs and was willing to explore the recommendations made during the presentation.

Margo Tanguay stressed that more WAVs are required on the road at this time and going forward. Ms. Tanguay commented that the financial aspect was crucial, and that she supported the draft policy.

Action Taken

Informational item only. No action taken.

6. Review of Dispatch Service Technology and Requirements

Mr. Fewell presented on the current definition of “dispatch service”, the requirements that they must follow, and the regulations which govern them. The presentation outlined how recent trends in the taxicab industry have prompted a reevaluation of dispatch service regulations, which includes FHVA reaching out to dispatch service organizations to determine compliance. Going forward the FHVA will conduct research and determine if Ordinance No. 11 revisions may be appropriate.

PUBLIC COMMENTS

Marissa Fischer and Jennifer Yong commented that they own an NEMT business based in New Jersey, which utilizes a cloud-based dispatch called iCabbie. Ms. Yong expressed that she wanted to introduce the software to the market in San Diego for use by taxicabs.

Kamran Hamidi asked that MTS waive the \$50 dispatch service change fee, in order to promote accurate record keeping. Mr. Hamidi expressed his support for a review of the dispatch service requirements and encouraged cooperation amongst the garages.

Mr. Aala commented that current mobile phone technology means that dispatch services should strive for self-service by customers. Mr. Aala also commented that e-hailing creates more demand.

MEMBER COMMENTS

Chair Elo-Rivera noted the time was 2:35 pm and asked committee members to keep conversations relatively brief and keep their comments as concise as possible. Chair Elo-Rivera asked Mr. Fewell what would be most helpful to hear from the committee in terms of feedback. Mr. Fewell noted that it would be most helpful to form a working group to receive feedback from the TAC

Mr. Banks asked if it was possible to have MTS regulate and inspect the information on driver's "Square App", as many are missing information. Mr. Fewell answered that we verify their electronic receipts, but unfortunately some drivers edit the information. Mr. Fewell expressed that hopefully this review of dispatch service requirements might ameliorate this issue.

Mr. Tasem commented that this review was overdue and that he hoped MTS would investigate what dispatch services were offering their subscribers.

Mr. Seifu commented that many drivers wanted to see the dispatch service requirement removed entirely. He also asked that Mr. Fewell set up the ad hoc meeting to discuss this topic.

Zewdu Girma expressed his support that the dispatch service requirement be removed.

Mr. Banks disagreed with Mr. Girma and Mr. Seifu, and argued that dispatch services are an important resource for drivers.

Ms. Tanguay agreed that dispatch services are an important for the safety of drivers and passengers.

Chair Elo-Rivera asked Mr. Fewell how he would like to assemble the working group. Mr. Fewell asked that interested committee members reach out to him and the FHVA office.

Mr. Fewell requested members who were interested in participating in the working group to contact him via telephone or e-mail.

Action Taken

Informational item only. No action taken.

7. For-Hire Vehicle Administration Operations Update

Mr. Fewell updated the committee on the general positive trends for permit renewals and new permit applications. He did point out that there has also been an increase in complaints received. Mr. Fewell waived the remainder of the presentation and invited committee members to reference the meeting packet for any further information.

PUBLIC COMMENTS

No public comments.

MEMBER COMMENTS

No member comments.

8. Topics for Next Taxicab Advisory Committee Meeting

Mr. Fewell stated that discussions will continue regarding taxi/TNC partnerships and on dispatch service requirements. The next meeting will also include discussions on advertisement opportunities at the San Diego International Airport and an updated FHVA Quarterly Report.

PUBLIC COMMENTS

No public comments.

MEMBER COMMENTS

Mr. Seifu commented that he looked forward to the discussion regarding the advertisement opportunities.

Ms. Tanguay agreed that the discussion needed to continue regarding the dispatch service requirements.

Mr. Seifu asked Mr. Fewell to set up a meeting with Mr. Nichols and the airport.

Mr. Banks commented that dispatch services are instrumental in providing Lost and Found service.

Ms. Tanguay stated that there were no taxi advertisements in the most recent Yellow Page and that the industry needed to make a push to be more visible.

Action Taken

Informational item only. No action taken.

9. Committee Member Communications and Other Business

There were no committee member communications or other business.

Action Taken

Informational item only. No action taken.

10. Next Meeting Date

The next Taxicab Advisory Committee meeting is scheduled for July 12, 2023, at 1:00 p.m.

11. Adjournment

The meeting was adjourned at 2:53 p.m.

Chairperson
San Diego Metropolitan Transit System

Committee Clerk
San Diego Metropolitan Transit System

Attachment: Roll Call Sheet

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

ROLL CALL

MEETING OF (DATE): May 24, 2023

CALL TO ORDER (TIME): 1:03 PM

ADJOURN: 2:53 PM

| 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 | 1:03 PM | 2:53 PM |
| Able Seifu | <input checked="" type="checkbox"/> None <input type="checkbox"/> | Permit Holder / Odyssey Cab | 1:03 PM | 2:53 PM |
| Agustin Hodoyan | <input checked="" type="checkbox"/> None <input type="checkbox"/> | Permit Holder / Soul Cab | 1:03 PM | 2:42 PM |
| Alfred Banks | <input checked="" type="checkbox"/> None <input type="checkbox"/> | Taxicab Lease Driver | 1:03 PM | 2:53 PM |
| Akbar Majid | <input type="checkbox"/> None <input type="checkbox"/> | Permit Holder / SDYC Holdings | | |
| Antonio Hueso | <input checked="" type="checkbox"/> None <input type="checkbox"/> | Permit Holder / USA Cab, LTD | 1:03 PM | 2:53 PM |
| David Tasem | <input checked="" type="checkbox"/> None <input type="checkbox"/> | Taxicab Lease Driver | 1:13 PM | 2:42 PM |
| George Abraham | <input checked="" type="checkbox"/> Daniel Fesshaye <input type="checkbox"/> | Permit Holder / Eritrean Cab | 1:03 PM | 2:53 PM |
| Karen Higareda | <input type="checkbox"/> None <input type="checkbox"/> | Cross Border X-Press | | |
| Louis Vasquez | <input checked="" type="checkbox"/> Claudia Rubio <input type="checkbox"/> | SD Convention Center | 1:03 PM | 2:53 PM |
| Marc Nichols | <input checked="" type="checkbox"/> Michael Anderson <input type="checkbox"/> | SD Regional Airport Authority | 1:03 PM | 2:53 PM |
| Margo Tanguay | <input checked="" type="checkbox"/> None <input type="checkbox"/> | Taxicab Lease Driver | 1:03 PM | 2:53 PM |
| Michael Trimble | <input type="checkbox"/> None <input type="checkbox"/> | SD Gaslamp Quarter Association | | |
| Michaelene Sullivan | <input checked="" type="checkbox"/> None <input type="checkbox"/> | SD Tourism Authority | 1:03 PM | 2:53 PM |
| Mikail Hussein | <input type="checkbox"/> Peter Zschiesche <input checked="" type="checkbox"/> | United Taxi Workers SD | 1:03 PM | 2:53 PM |
| Zewdu Girma | <input checked="" type="checkbox"/> None <input type="checkbox"/> | Permit Holder / Beezee Taxi | 1:08 PM | 2:53 PM |
| Non – Voting Committee Members | | | | |
| Austin Shepherd | <input type="checkbox"/> John Kinkaid <input type="checkbox"/> | SD Department of Agriculture, Weights and Measures | | |
| Edna Rains | <input type="checkbox"/> Jessica Marty <input checked="" type="checkbox"/> | SD County Sheriff's Department Licensing Division | 1:08 PM | 2:53 PM |

FOR COMMITTEE CLERK: /S/ Carina Michelle Kenney



**Metropolitan
Transit
System**

Agenda Item No. 4

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

July 12, 2023

SUBJECT:

ADVERTISEMENT OPPORTUNITIES FOR TAXICABS AT THE SAN DIEGO AIRPORT (RON CORBIN OF CLEARCHANNEL AND LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None.

DISCUSSION:

According to data provided by the San Diego Airport, Ground Transportation Trips have resumed to pre-COVID-19 pandemic levels. Additionally, 75% of MTS-permitted taxicabs regularly operate out of the San Diego Airport. The Chair of the Taxicab Advisory Committee, City of San Diego Council President Sean Elo-Rivera, requested staff to review what marketing opportunities are available within and outside the airport as a way to better advertise taxicabs as an available transportation provider.

In an effort to provide a comprehensive report on this topic, FHVA reached out to the San Diego Airport advertisement vendors requesting information on their advertisement offers and pricing. Additionally, a site visit was conducted at the San Diego Airport to identify spaces where taxicabs might advertise their services.

Ron Corbin, Account Executive for ClearChannel, will provide a presentation on available advertisement media and pricing at the San Diego Airport. Staff will also provide additional information on other available advertisement opportunities, including possible curbside advertisement methods at the terminal's taxicab stands.

/S/ Leonardo Fewell

Leonardo Fewell

For-Hire Vehicle Administration Manager

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

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San Diego Metropolitan Transit System (MTS) is a California public agency comprised of San Diego Transit Corp., San Diego Trolley, Inc. and San Diego and Arizona Eastern Railway Company (nonprofit public benefit corporations). MTS member agencies include the cities of Chula Vista, Coronado, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, Poway, San Diego, Santee, and the County of San Diego. MTS is also the For-Hire Vehicle administrator for nine cities.





**Metropolitan
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Agenda Item No. 5

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

July 12, 2023

SUBJECT:

MTS BOARD POLICY NO. 21 UPDATES TO TAXICAB VEHICLE ADVERTISEMENT
CONTENT (LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None.

DISCUSSION:

Per MTS Ordinance No. 11, advertisements on for-hire vehicles may be posted in accordance with: MTS Board Policy No. 21, Revenue-Generating Display Advertising, Concessions, and Merchandise; guidelines developed by the Chief Executive Officer; the provisions of the MTS Ordinance No. 11 (e.g. required marking does not interfere with or obscure the required company name and medallion number markings); and prior approval from MTS.

Except for Low-Speed Vehicles (LSVs), no taxicabs currently display any advertisements, which could include exterior body wraps, exterior top signs, electronic displays within the inside passenger compartment, brochures and other formats. Advertisement may provide a revenue stream for taxicab permit holders and can promote local businesses, services, events, and commercial products to residents and visitors.

At the MTS Board of Directors Meeting on June 15, 2023, the MTS Board of Directors authorized a two-year pilot to allow alcohol advertising, with certain stipulations. Therefore, for-hire vehicles may now advertise alcohol content and should contact FHVA Manager to receive prior approval before displaying on any for-hire vehicle.

This change, along with the fact that taxicabs are still not utilizing advertising as a revenue generation stream, prompted FHVA staff to take a closer review on its requirements relating to for-hire vehicle advertisements generally. Since for-hire vehicles are privately owned and maintained, and MTS Board Policy No. 21 was developed with the legal framework involved



with speech on publicly owned vehicles and property, it likely is not appropriate to use MTS Board Policy No. 21 as a way to regulate for-hire vehicle advertising content.

FHVA staff requests feedback from TAC on whether to allow for-hire vehicle advertising without any prohibitions on content and without receiving prior approval from FHVA.

/S/ Leonardo Fewell

Leonardo Fewell
For-Hire Vehicle Administration Manager

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

Attachment: A: MTS Board Policy No. 21



Policies and Procedures No. 21

Board Approval: 6/15/23

SUBJECT:

MTS REVENUE-GENERATING DISPLAY ADVERTISING, CONCESSIONS, AND MERCHANDISE

PURPOSE:

To establish a policy and guidelines concerning a revenue-generating advertising, concessions, and merchandise program encompassing trolley stations, San Diego Metropolitan Transit System (MTS) property and facilities, and selected printed materials.

Advertising on bus shelters and benches within the public rights-of-way shall be governed by the policies of the applicable jurisdiction. The City of San Diego policy is included as Attachment A.

BACKGROUND:

Public transit operators and administration agencies have historically utilized advertising, concessions, and merchandising programs to supplement operational and capital funds. A sound advertising and concessions program can be a viable, alternative income source while promoting transit use and ensuring rider convenience and safety. This policy advances the advertising program's revenue-generating objective while also prohibiting advertisements that could detract from that goal, such as by harming advertisement sales, reducing ridership or tarnishing's MTS's reputation. MTS's justifications for its advertising program and policy include:

- 1) Generating advertising revenue;
- 2) Increasing ridership by promoting MTS's services, programs and benefits;
- 3) Informing MTS riders of local, state or federal programs, services or benefits;
- 4) Preserving ridership by avoiding controversial content;
- 5) Preventing the risk of imposing controversial views on a captive audience;
- 6) Preserving the marketing potential of the advertising space by avoiding controversial content;
- 7) Maintaining a position of neutrality on matters of public debate; and
- 8) Reducing the risk of diversion of resources from transit operations that are caused by controversial content.



POLICY:

It is the policy of MTS that advertising spaces on MTS property, which includes the exterior and interior of buses and light rail vehicles (LRVs), bus benches, bus shelters, related transportation facilities, and selective digital and printed materials, shall constitute a non-public forum subject to uniform viewpoint-neutral restrictions. This policy has been drafted to ensure a non-public forum status on its advertising spaces and MTS staff will accordingly enforce this policy with that intention.

The following guidelines will be reviewed by staff to reflect the current policies of the MTS Board of Directors and to reflect changes in the trends of social and economic acceptance and appropriateness of various forms of advertising and concessions.

21.1 Advertising - Procedure

- 21.1.1 Safety, rider convenience, and information needs will take precedence over revenue generation.
- 21.1.2 Quantity, quality, and placement of all advertising will be controlled by and subject to the specific approval of MTS.
- 21.1.3 MTS reserves the right to reject any advertisement that does not meet the MTS Board of Director's standards as set forth in this policy.
- 21.1.4 Upon written demand by the Chief Executive Officer on stated grounds that shall be reasonable, any advertisement or other display deemed to be noncompliant with this policy shall immediately be removed. No refund shall be made for the time such objectionable material was on display.
- 21.1.5 MTS reserves the right to allow exceptions to the policy if MTS determines that application of the policy as written would likely be unconstitutional in any particular situation.

21.2 Advertising - Permitted Content

The subject matter for all advertising materials displayed on MTS property shall be limited to Commercial Speech. Commercial Speech is speech that: does no more than propose a commercial transaction; or is an expression related solely to the economic interests of the speaker and its audience (e.g. promotes for sale, lease or other financial benefit a product, service, event or other property interest). Notwithstanding the above general rule requiring Commercial Speech, the following content are allowed:

21.2.1 MTS Operations Advertising that promotes MTS transit services, programs or products, including co-sponsorships with third parties that would increase ridership or otherwise support MTS's mission.

21.2.2 Public Service Advertisements from Local, State or Federal Governmental Agencies regarding public programs, public services and public events that are not otherwise prohibited under this Policy.

21.3 Advertising – Prohibited Content

No advertisement will be permitted that in whole or in part:

- a. intends to demean or disparage any individual, group, company, product or institution;
- b. contains false, deceptive or grossly misleading information;
- c. expresses or advocates an opinion, position or viewpoint on matters of public debate about economic, political, religious, social or moral issues;
- d. directly or indirectly refers to religion;
- e. is of a political or electoral nature;
- f. portrays, solicits or condones acts of violence, murder, sedition, terrorism, vandalism, or other unlawful acts against any individual, group, animal, company or institution;
- g. depicts nudity or portions of nudity that would be considered as pornographic, erotic or obscene. The rule of "public acceptance" should be used in such cases (i.e., if the advertisement has already gained public acceptance, then it may be considered as acceptable to MTS);
- h. contains messages or graphic representations of adult entertainment, such as escort services, adult telephone services, adult internet sites and other adult entertainment establishments;
- i. contains messages or graphic representations describing or suggesting explicit sexual acts, sexual organs, or excrement where such statements or words have as their purpose or effect of sexual arousal, gratification, or affront;
- j. promotes the use or ingestion of or offers in commerce the sale of marijuana, tobacco, electronic smoking product or any other device that causes smoke, mist or vapor, firearms, or firearm-related products;
- k. condones any type of discrimination;
- l. contains profane language and/or appearance or suggestion of profane language;
- m. contains any material that is an infringement of copyright, trademark or service mark;
- n. implies or declares an endorsement of MTS of any service, product or point of view without written authorization from MTS;

- o. depicts unsafe transit behavior aboard buses, trolleys, rail line tracks or other transit facility;
- p. is reasonably foreseeable that it will result in harm to, disruption of, or interference with the normal operations of MTS's transportation system;
- q. conflicts with any applicable federal, state, or local law, statute, or ordinance;
- r. impedes vehicular or pedestrian traffic, restricts the visibility of directional/traffic signs and informational material, encroaches on necessary sight lines (e.g., driver/operator view of waiting patrons) or presents any other safety risks or hazards (e.g., flashing lights, sound makers, mirrors or other special effects);
- s. contains a website address or telephone number that directs visitors or callers to material that violates any of the prohibitions within this policy; or
- t. is mischaracterized as a commercial advertisement but upon examination is intended to distribute a non-commercial message.

21.4 Advertising – General Conditions

21.4.1 Advertising industry standard sizes will be used for all advertising treatments.

21.4.2 Advertising treatments will be maintained in "like-new" condition. Damage to the advertisement or its housing will be corrected within forty-eight (48) hours.

21.4.3 All advertisements shall clearly identify the sponsor(s).

21.5 Advertising - LRVs and Buses

21.5.1 LRVs and buses, may carry wrap advertising formats rather than conventional advertising formats, at the discretion of the Chief Executive Officer.

21.5.2 Transit information material may be placed inside LRVs and buses at the discretion of the Chief Executive Officer. Such information can include, in accordance with this policy, the promotion of regularly scheduled public transit routes that will serve major community events. The subject matter and proposed advertisement regarding such event must comply with the provisions set forth under this policy.

21.5.3 Super King and Mural formats are approved for acceptable use on buses. The size specification for the Super King is 226 inches x 30 inches and is placed between the front and rear wheel wells on the street side of the bus. Murals are defined as encompassing the space under the vehicle

passenger windows on each side of the bus and extending from the front of the bus to just past the rear wheel well.

21.6 Advertising - Transit Centers, Major Transit Points, Stations, and Stops

21.6.1 Advertising treatments (housings) will be designed to complement the architecture of the transit centers/stations and the flavor of the surrounding community. MTS plan specifications will be followed wherever applicable. Advertising treatments will be designed, constructed, and placed in accordance with all applicable local, state, and federal standards.

21.6.2 Any unsold display advertising space within transit centers, major transit points, and stations will be allocated for MTS related advertisements and displays.

21.6.3 Alcohol advertisement shall not be placed on shelters or digital shelters within 500 feet from, or intended to be read from, the following: schools, public parks/playgrounds, church-recognized, established, or stand-alone places of worship, daycare/preschool, hospitals and cemetery/funeral homes.

21.7 Advertising - Printed Materials

21.7.1 Advertising space may be allowed in printed materials (e.g., timetables, maps, and informational brochures) at the discretion of the Chief Executive Officer.

21.7.2 Advertising space may be allowed on the reverse side of regional passes, tickets, and transfers at the discretion of the Chief Executive Officer.

21.7.3 No advertising space shall supersede necessary transit information and/or regulations.

21.7.4 At the discretion of the Chief Executive Officer, MTS may allocate space in printed materials to inform transit customers about private entities actively participating in transit services (e.g., pass and ticket-sales outlets).

21.8 Concessions

21.8.1 Concession formats, quantity, and placement will be approved and controlled by the MTS Board of Directors.

21.8.2 Contracts for any concession format or related development will be awarded in accordance with existing MTS policies.

21.8.3 During hours of business, concessionaires will provide the public with transit information materials as directed and supplied by MTS or its designated representative.

21.8.4 Concession treatments/structures will be designed to complement the architecture of the transit centers/stations and the flavor of the surrounding community. MTS plan specifications will be followed wherever applicable. Concession treatments/structures will be designed,

constructed, and placed in accordance with all applicable local, state, and federal standards.

21.8.5 Concession treatments/structures will not impede vehicular or pedestrian traffic, will not restrict the visibility of directional signs and informational materials, and will not encroach on necessary sight lines.

21.8.6 Concessionaire contracts will include remittance to MTS on a monthly basis.

21.8.7 Any and all concession on-site signing and displays will be in accordance with existing MTS policies and subject to approval of the Chief Executive Officer.

21.9 Merchandise

21.9.1 Any and all system-related merchandise will be of the highest available quality and project a positive transit image.

21.9.2 Merchandise licensing agreements and royalty payments will be made in accordance with existing MTS policies.

21.10 Revenue

All revenue received from any form of advertising shall be accrued according to MTS policy and allocated during the annual budget process.

21.11 Contractor Services

MTS may engage contractor(s) services for the development, implementation, management, and maintenance of advertising, concessions, and/or merchandise programs in conformance with existing MTS Board of Directors policies and in the best interests of MTS.

Attachment A – City of San Diego Advertising Policy

Original Policy approved on 5/9/1983.

Policy revised on 6/6/1985.

Policy revised on 7/9/1987.

Policy revised on 6/23/1988.

Policy revised on 3/22/1990.

Policy revised on 3/14/1991.

Policy revised on 4/9/1992.

Policy revised on 5/12/1994.

Policy revised on 8/11/1994.

Policy revised on 6/22/1995.

Policy revised on 3/27/1997.

Policy revised on 6/11/1998.

Policy revised on 2/22/2001

Policy revised on 2/26/2004.

Policy revised on 12/10/2009.

Policy revised on 6/18/2015

Policy revised on 1/18/2018

Policy revised on 4/12/2018

Policy revised on 6/15/2023

ATTACHMENT A

MTS POLICY NO. 21

CITY OF SAN DIEGO
ADVERTISING POLICY

Subject:

ADVERTISING ON BUS STOP SHELTERS AND BENCHES

Background:

The City of San Diego (City) entered into a Memorandum of Understanding (MOU) with the Metropolitan Transit Development Board (MTS), adopted July 25, 1988, and amended February 25, 1991, and June 21, 1999, authorizing MTS to install bus stop shelters and bus benches in public rights-of-way in the City. Pursuant to the MOU, MTS contracted with third parties for the construction, installation, and maintenance of the bus stop shelters and benches. In exchange, MTS's contractors receive the proceeds from the sale of advertising space on the shelters and benches.

MTS regulated the content of the advertising placed on the bus stop shelters and benches according to its Policies and Procedures No. 21. After advertising containing a religious message was removed pursuant to that policy, valid concerns were raised that the policy may violate due process and first amendment rights governing public speech.

Purpose:

It is the intent of the City Council to establish a policy governing advertising on bus stop shelters and benches in the public rights-of-way within the City that will be included by amendment in the MOU between the City and MTS, and administered by MTS.

It is the further intent of the City Council to prohibit advertising on bus stop shelters and benches of alcoholic beverages, tobacco products, and firearms in recognition of the fact that many public transit patrons are minors, that possession of these products by minors is illegal and dangerous, and that advertising is a persuasive medium for encouraging the use of these products by minors.

This policy applies only to advertising space located in designated areas on bus stop shelters and benches, as described in the MOU between the City and MTS.

Policy:

Advertising on Bus Stop Shelters and Benches:

1. In its agreement with its advertising contractors, MTS shall reserve the right to reject any advertisement, commercial or noncommercial, which does not meet the standards set forth in this policy.
2. All advertising posted on bus stop shelters and benches must conform to the following criteria:

- A. Defamatory Advertising. No advertising will be permitted that falsely disparages any person, product, or company, or that is likely to damage the reputation of any person, product, or company.
 - B. Advertising Condoning Criminal Conduct. No advertising will be permitted that is likely to incite or produce imminent unlawful activity.
 - C. Obscene Advertising. No advertising will be permitted that contains obscene matter or matter harmful to minors, as defined in California Penal Code Sections 311 and 313.
 - D. False Advertising. No advertisement will be permitted that contains false or grossly misleading information.
 - E. Alcohol, Tobacco, and Firearms. No advertisement will be permitted that promotes the sale of alcoholic beverages, tobacco or tobacco products, or firearms.
 - F. Existing Laws. All advertisements must conform to applicable federal, state, and local laws.
3. The City may make demand upon the Chief Executive Officer of MTS for the removal of any advertisement, commercial or noncommercial, that does not conform to this policy. Such demand shall be in writing and shall state reasonable grounds for the demand. MTS shall consider and act upon the demand in accordance with this policy.



**Metropolitan
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Agenda Item No. 6

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

July 12, 2023

SUBJECT:

REVIEW OF DISPATCH SERVICE TECHNOLOGY AND REQUIREMENTS (LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None.

DISCUSSION:

On the May 24, 2023, TAC meeting, For-Hire Vehicle Administration (FHVA) presented an informational item on reviewing current dispatch service technology requirements. On June 8, 2023, FHVA sent an e-mail request to the nine (9) authorized dispatch services requesting information to assess compliance with current MTS Ordinance No. 11 requirements.

Based on the received responses, FHVA found disparities in the ways some dispatch services receive and respond to service calls or other operational questions 24 hours a day, utilize computerized dispatch, and locate vehicles in service a Global Positioning System (GPS) or similar technology.

On June 29, 2023, FHVA hosted an ad-hoc, Dispatch Service Technology and Requirements Working Group. The Working Group was by invitation only. Taxicab industry stakeholders, including some TAC members, permit holders, lease drivers, and dispatch service providers, attended to provide feedback on the topic. FHVA will present a summary of the feedback and takeaways from the Working Group meeting and next steps.

/S/ Leonardo Fewell

Leonardo Fewell
For-Hire Vehicle Administration Manager

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

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**Metropolitan
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Agenda Item No. 7

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

July 12, 2023

SUBJECT:

**FOR-HIRE VEHICLE INDUSTRY EMERGING TOPIC: PARTNERSHIPS BETWEEN
TAXICABS AND TRANSPORTATION NETWORK COMPANIES (LEONARDO FEWELL)**

INFORMATIONAL ONLY

Budget Impact

None.

DISCUSSION:

At the TAC meeting on May 24, 2023, FHVA provided information on San Francisco Municipal Transportation Agency (MUNI) pilot program for partnerships between Taxicabs and Transportation Network Companies (TNCs). In essence, this partnership allows a prospective passenger to book a taxicab trip through a TNC app.

Currently, Uber Technologies Inc (UBER) is the only TNC engaged in a partnership with taxicabs in MUNI's pilot program. Yellow Cab of San Diego has informed FHVA of their potential partnership with UBER, which could become operational soon, but has yet to provide a specific start date.

These partnerships can be an opportunity to increase business for taxi drivers who choose to participate in this program, as it gives them access to the TNC market share, while continuing to allow them to operate as a taxicab (e.g. still can use street hails and pick up trips at designated taxicab stands).

These partnerships also provide prospective passengers an additional way to book a taxicab trip, as currently not all taxicab dispatch service organizations utilize e-hail technologies and e-hail technologies (i.e. use of a mobile application to book transportation) is becoming more and more popular based on the various conveniences and amenities they provide (e.g. up-front pricing, secure payment methods done completely on the app, live vehicle location, trip records, receipts and other features).



These taxicabs and TNC partnerships would be based on the TNC pricing model, and not on the traditional taxicab maximum rate of fare model. The TNC pricing model may or may not be a higher cost than what would be calculated for the same taxicab trip under the traditional taxicab maximum rate of fare. However, this concern that a prospective passenger may be paying more for a taxicab trip when using a TNC app to book the trip is balanced by the fact that the prospective passenger has been provided clear, up-front notice on the full cost of the trip and has the option to choose to accept or decline this trip based on the proposed cost. All prospective taxicab passengers always still have the ability to request a taxicab trip priced using the traditional taxicab maximum rate of fare by contacting a taxicab dispatch service organization directly to request a taxicab trip, by requesting a taxicab through a street hail, or use of a taxicab stand.

Based on feedback received from TAC, FHVA intends to draft possible MTS Ordinance No. 11 revisions that will lay the groundwork for TNCs or similar apps to refer trips to an authorized dispatch service organization.

The following are the potential concepts that would enable such a Taxicab and TNC Partnership Program under FHVA's regulatory framework that FHVA staff requests TAC feedback on:

Add MTS Ordinance No. 11 provision(s) that require taxicab trips originally booked through a Third-Party Trip Provider to comply with all MTS Ordinance No. 11 provisions except for:

- certain MTS Ordinance No. 11 provisions related to taxicab maximum rates of fare (i.e. allow use of up-front pricing without regard to the authorized taxicab maximum rates of fare (may be higher or lower than the taxicab maximum rate of fare) if trip was originally booked through a Third-Party Trip Provider); and
- certain MTS Ordinance No. 11 provisions relating to the prohibition of refusing of fare (i.e. allow the driver to accept or decline the trip originally booked through a Third-Party Trip Provider at their discretion).

Add MTS Ordinance No. 11 provision defining "Third-Party Trip Provider" to mean a business entity that utilizes an E-Hail App to book and provide up-front pricing to a prospective passenger, without regard to taxicab maximum rate of fare, that then electronically coordinates with an MTS authorized dispatch service organization to dispatch the requested taxi trip to its taxicab subscribers. A Third-Party Trip Provider may not also be an MTS authorized dispatch service for purposes of this definition.

FHVA staff requests feedback on the above concepts. FHVA staff will then finalize these concepts into recommended revisions to MTS Ordinance No. 11 for further review at the next November 15, 2023 TAC meeting.

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

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



**Metropolitan
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Agenda Item No. 8

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

July 12, 2023

SUBJECT:

FOR-HIRE VEHICLE ADMINISTRATION OPERATIONS UPDATE (LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None.

DISCUSSION:

For-Hire Vehicle Administration will provide a report on the following categories: number of permitted companies, and 2023 permit renewals, number of active and surrendered permits by vehicle type, number of field contacts, issued citations, taxicab airport originated trips, and other For-hire vehicle statistics, as well as an update on administrative operations.

/S/ Leonardo Fewell

Leonardo Fewell
For-Hire Vehicle Administration Manager

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**Metropolitan
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Agenda Item No. 9

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

July 12, 2023

SUBJECT:

TOPICS FOR NEXT TAXICAB ADVISORY COMMITTEE MEETING (LEONARDO FEWELL)

INFORMATIONAL ONLY

Budget Impact

None.

DISCUSSION:

Feedback is requested on what topics should be addressed at the next Taxicab Advisory Committee meeting on November 15, 2023. At this time, staff recommends the following agenda items:

- Proposed MTS Ordinance No. 11 Revisions relating to Taxi/TNC Partnerships, Dispatch Technology and Requirements and Advertising
- Taxicab WAV – Fee Waivers
- For-Hire Vehicle Administration Operations Update

/S/ Leonardo Fewell

Leonardo Fewell

For-Hire Vehicle Administration Manager

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

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Metropolitan
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Taxicab Advisory Committee Meeting

July 12, 2023

Advertisement Opportunities for Taxicabs at the San Diego Airport

Agenda Item #4

Advertisement Opportunities for Taxicabs at the San Diego Airport

- Ground Transportation trips have resumed to pre-COVID 19 pandemic levels
- 75% of MTS-permitted taxicabs regularly operate out of the San Diego Airport
- TAC Chair Sean Elo-Rivera requested FHVA to review marketing opportunities within and outside the Airport to better advertise taxicabs as an available transportation provider

Advertisement Opportunities for Taxicabs at the San Diego Airport

- FHVA reached out to the following advertisement media vendors at the Airport:
 - Clear Channel Airports: (In-Terminal Digital Networks, Static Displays, Column and Wall Wraps, Floor Exhibits and Workstation Advertisement)
 - Airport Television: (Television Advertising placed on hold room screens throughout the Airport)
 - Brochure Rack: (Brochure and Magazine Racks for Free Visitor Information at five passenger arrival areas)
 - Terminal Taxicab Stands: (Kiosks, Signs, A-Frames)



San Diego International Airport (SAN)



Clear Channel
Outdoor

1/23/2023



San Diego airport highlights

ACI ranking 26¹

Ranked #2 best mid-sized airport in the United States⁴

Passengers¹

25,216,947

Annual

2,101,412

Monthly

Impressions¹

70,607,452

Annual

5,883,954

Monthly

Flights²

500+

daily flights
serviced by 17 airlines

70+

nonstop destinations

Major airline hub²

37%

of total traffic

Southwest³

Travel³

San Diego frequent flyers

6

Avg. number of round
trips in the last 12 months

Sources: ¹Airport Council International 2019, ²San Diego International Airport, ³Scarborough 2022, ⁴The Wall Street Journal



Monthly traffic by concourse

Total monthly passengers: 2,101,412



Sources: Airports Council International 2019, San Diego International Airport

San Diego frequent flyer profile

U.S. adults aged 18+ who live in the San Diego DMA, took 3+ round trips in the past 12 months & have departed from SAN in the past 12 months



Demographics

Age 25-54: **65%**
Married: **54%**
Employed FT: **43%**



Avg. household income/value

Avg. Household income: **\$139K**
Avg. Home value: **\$973K**



Travel behavior

Avg. round trips per year: **6**
Avg. business trips per year: **1**



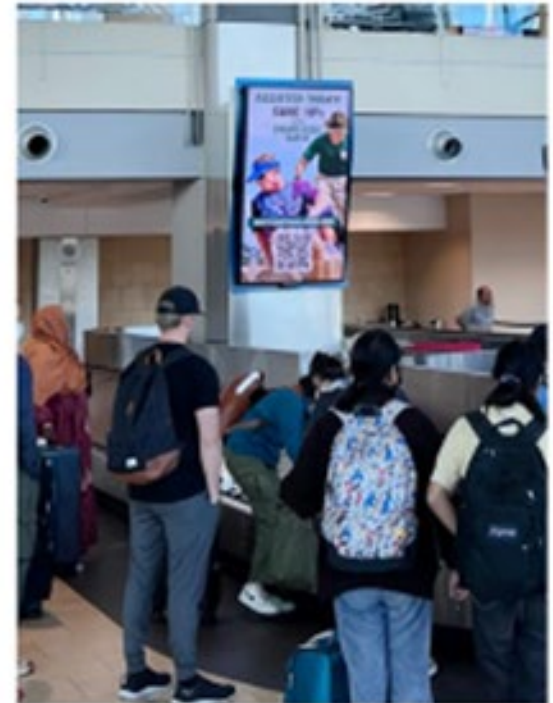
Education

College graduate: **167 index**
Postgraduate degree: **168 index**



Spending behaviors / decision making

Spend \$45K+ on a new vehicle (next 12 mos.): **152 index**
Spent \$500+ on retail shopping (past 12 mos.): **174 index**
Company decision maker: **140 index**
Spent \$2,500+ on internet purchases (past 12 mos.): **177 index**




Source: Scarborough San Diego, CA 2022 Release 2
Base = U.S. Adults 18+, Index = 100

DYNAMIC DIGITAL NETWORKS

SAN DIEGO INTERNATIONAL AIRPORT



GET SEEN. BE LOVED.

 Clear Channel Airports

SAN DIEGO: DIGITAL PROGRAM

LARGE FORMAT



COMPREHENSIVE COVERAGE



ANY-SIZE BUDGET



FULL MOTION OR STATIC WITH DYNAMIC CAPABILITIES

- **FULL MOTION:** 2.5x MORE EFFECTIVE THAN STATIC
- **CONDITIONAL TRIGGERS:** BASED ON ENVIRONMENT
- **DATA OVERLAYS:** ALLOW RSS FEEDS TO OVERLAY
- **SOCIAL INTEGRATION:** ENGAGE VIA #
- **AD-STACKING:** POST VARIOUS CREATIVE
- **DAY-PARTING:** POSTS CREATIVE BASED ON TIME OF DAY
- **TIME-SENSITIVE POSTS:** COUNTDOWN TIMERS
- **CUSTOM SOLUTIONS:** COME TO US WITH IDEAS!

 Clear Channel Airports

GET SEEN. BE LOVED.



San Diego International Airport

Premier Digital

Inventory Details: SANPK16LCD-1-1

DESCRIPTION: Package of 16 digital screens, strategically located throughout Terminal 1 and Terminal 2, targeting 100% of arriving and departing passengers.

| | | | |
|-----------------|------------------------------|------------------------|----------------------|
| SIZE | 60" | SCREENS | 16 |
| DURATION | [15] :10 sec / :100 sec loop | PIXEL DIMENSION | 1080 x 3840 |
| TYPE | LCD Screen | CAPABILITIES | Full motion / static |

Locations





San Diego International Airport

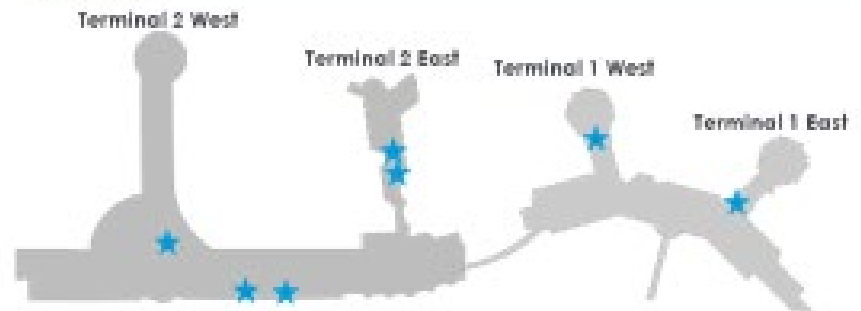
Video Wall

Inventory Details: SANPK7MIX-1-1

DESCRIPTION: This marquee package of 7 Video Walls strategically placed throughout Terminal 1 and Terminal 2 to capture 100% of arrivals as well as some departures.

| | | | |
|-----------------|---|------------------------|----------------------|
| SIZE | 133.9" W x 36.4" H 140.5" W x 94.875" H 140.6" W x 47.2" H 68" | SCREENS | 7 |
| DURATION | [10] :10 sec / :100 sec loop | PIXEL DIMENSION | 1432 x 480 |
| TYPE | LED-Screen | CAPABILITIES | Full motion / static |

Locations



 Clear Channel Airports

GET SEEN. BE LOVED.

8



San Diego International Airport

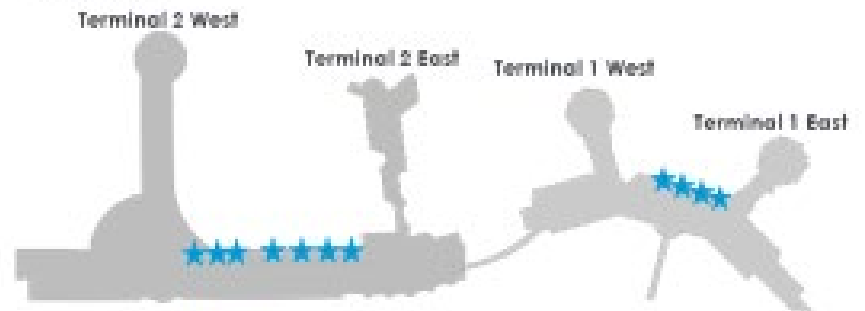
Bag Claim Digital

Inventory Details: SANPK12LCD-3-1

DESCRIPTION: Package of 11 Vertical LCDs located throughout Terminals 1 and 2, Bag Claim. These strategically placed units target arrivals as they wait to collect their luggage as well as meeters and greeters.

| | | | |
|-----------------|------------------------------|------------------------|----------------------|
| SIZE | 45", 70", 85" | SCREENS | 11 |
| DURATION | [10] :10 sec / :100 sec loop | PIXEL DIMENSION | 1080 x 1920 |
| TYPE | LCD Screen | CAPABILITIES | Full motion / static |

Locations





Clear Channel Outdoor

GET MORE WITH US.

Disclaimer: This proposal includes data and other information that the Proposer considers to be confidential and proprietary and the proposal shall not be disclosed to any third party (individual, corporation, partnership or other group or entity), except for those that have an actual need to know such confidential information as it relates to this proposal.

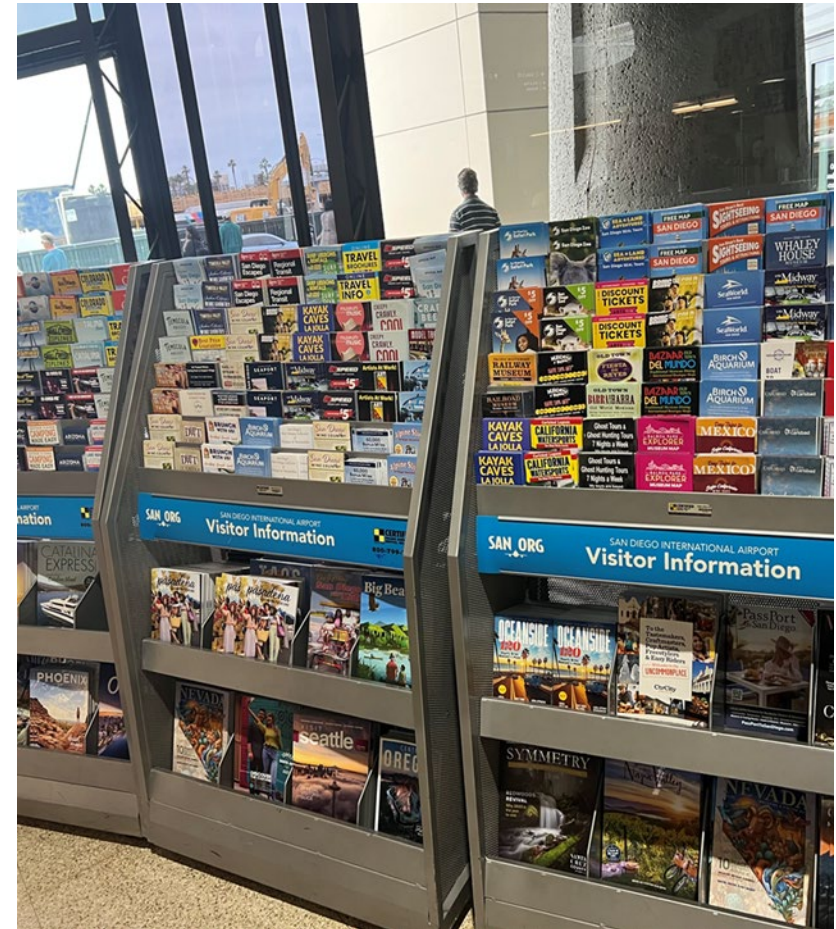
Additional Notes: Pricing only valid for 30 days. Production costs are based on CCA's preferred graphic vendor pricing with CCI and Moxi. All materials must be received 10 business days prior to posting to guarantee an on time posting. All creative is subject to final airport authority approval prior to production / posting. All proposed inventory is subject to availability at time of booking. Inventory is not on hold.

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Advertisement Opportunities for Taxicabs at the San Diego Airport

Brochure Rack

- \$110 per month for brochure space (based on a 12-Month Order) and \$230 per month for magazines.
 - Does not include cost to design and print brochure/magazine
- Racks in seven different locations including:
 - Terminal 1 (baggage claim area gates 1 & 2),
 - Terminal 1 (at travelers aid near main baggage claim area),
 - Terminal 2 (at travelers aid desk near Int'l Arrivals and new rental car center)



Advertisement Opportunities for Taxicabs at the San Diego Airport

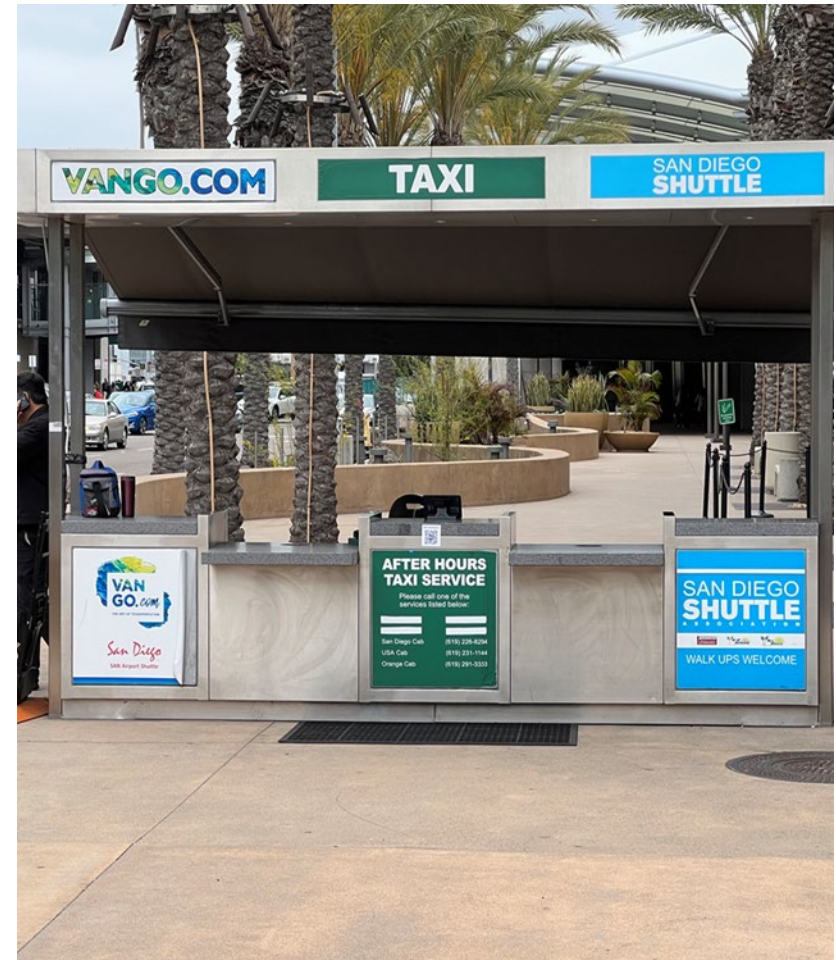
- **Additional Information on Brochure Rack:**

- The client provides the rack cards or brochures to Certified Folder Display Services (CFDS) for distribution and display
- Requested minimum quantity of rack cards or brochures is 10,000 pieces (should be enough for several months, depending on actual usage)
- Rack card or brochure size needs to be standard 4" x 9" size, with strong headline in top 1/3rd of brochure. If rack card, recommended paper stock is 10 pt cover stock
- If customer needs the rack card designed, the CFDS in-house Design Services team can do that for \$425
- Brochure Rack does not provide any printing, but CFDS has partners that can provide discounted pricing for printing as necessary.

Advertisement Opportunities for Taxicabs at the San Diego Airport

Terminal 1 & 2 Ground Transportation Kiosks

- Handled by ACE Parking
- No advertisement. Only provides information on available Ground Transportation Providers
- ACE parking Customer Service Representatives (CSR) on scene from 8 a.m. to 12 a.m. to provide additional information



Advertisement Opportunities for Taxicabs at the San Diego Airport

- Terminal 1 temporary signage:



Advertisement Opportunities for Taxicabs at the San Diego Airport

- Terminal 2 Current Signage



Advertisement Opportunities for Taxicabs at the San Diego Airport

- **Hard Plastic A-Frames**
 - Inches: 36 h x 24 w
 - Easy to store or deploy
 - Easy to remove or add content



Advertisement Opportunities for Taxicabs at the San Diego Airport

Questions?

MTS Board Policy No. 21 and Taxicabs Vehicle Advertisement Content

Agenda Item #5

MTS Board Policy No. 21 and Taxicabs Vehicle Advertisement Content

- Currently, advertisements on for-hire vehicles may be posted in accordance with MTS Policy 21, “Revenue-Generating Display Advertisement, Concessions and Merchandise”
- In accordance with Ordinance No. 11 (advertisement can not interfere with required markings)
- Requires Prior Approval from FHVA

MTS Board Policy No. 21 and Taxicabs Vehicle Advertisement Content

- May provide a revenue stream for Taxicab permit holders while promoting local businesses, services, events and products to residents and visitors
- Except for Low-Speed Vehicles, no taxicabs currently display advertisements



MTS Board Policy No. 21 and Taxicabs Vehicle Advertisement Content

- Top Signs (Solid and Digital)



- Vehicle Wraps



MTS Board Policy No. 21 and Taxicabs Vehicle Advertisement Content

- On 06/15/2023, the MTS Board of Directors authorized a two-year pilot to allow alcohol advertising
- Taxicabs may now advertise special events involving alcohol consumption (e.g. Beerfest) and alcohol/beer specific brands.
- If alcohol/beer brand ad, must have a safe drinking message included.
- Contact FHVA Manager for further information.

MTS Board Policy No. 21 and Taxicabs Vehicle Advertisement Content

- With these changes, FHVA has reviewed its advertisement regulations for for-hire vehicles
- For-Hire vehicles are privately owned and maintained.
 - MTS Board Policy No. 21 was developed with the legal framework involved with speech on publicly owned vehicles (buses, trolleys) and property.
- Using MTS Board Policy No.21 is likely not the most appropriate way to regulate For-Hire Vehicle Advertisement content

MTS Board Policy No. 21 and Taxicabs Vehicle Advertisement Content

- FHVA requests feedback from TAC on whether to allow for-hire vehicle advertising without any prohibitions on content and without receiving prior approval from FHVA
 - This may increase revenue for taxicabs if they can advertise expanded content (e.g. cannabis).
 - Any changes would require Ordinance No. 11 revisions and subsequent Board approval.
 - Please note, taxicabs that operate out of San Diego Airport are subject to Airport's Advertisement policy. The Airport Advertising Policy at this time has similar prohibitions on content to MTS Board Policy No. 21.

Review of Dispatch Service Technology and Requirements

Agenda Item # 6

Review of Dispatch Service Technology and Requirements

- Background

- May 24, 2023

- FHVA presented an informational item on reviewing current dispatch service technology requirements

- June 8, 2023

- FHVA sent an e-mail to the nine (9) authorized dispatch services requesting information to assess compliance with current MTS Ordinance No. 11 requirements

- June 29, 2023

- FHVA hosted an ad-hoc, Dispatch Service Technology and Requirements Working Group. The Working Group was by invitation only. Taxicab industry stakeholders, including some TAC members, permit holders, lease drivers, and dispatch service providers, attended to provide feedback on the topic.

Review of Dispatch Service Technology and Requirements

- Findings

- Based on the received responses, FHVA found disparities in the ways some dispatch services receive and respond to service calls or other operational questions 24 hours a day, utilize computerized dispatch, and locate vehicles in service a Global Positioning System (GPS) or similar technology
 - Not all dispatch services are available to respond to phone calls 24 hours a day
 - Most dispatch services utilize an app (WhatsApp) or text messaging to dispatch taxicabs
 - Most dispatch services rely on drivers to enable GPS location on their phones to locate them if needed

Review of Dispatch Service Technology and Requirements

- Findings

- Dispatch Service Requirements from other Cities
 - Los Angeles: Similar to Ordinance 11 (24hrs, Computerized and GPS), allows for franchise color scheme dispatching (no less than 100 permitted vehicles), allows for taxi app based dispatching (proprietary or other) (e.g. Ride Yellow, Curb). Allows for additional surcharges if taxi trip is booked through app)
 - San Francisco: Similar to Ordinance 11 (24 hours, Computerized and GPS), allows for franchise color scheme dispatching (no minimum number of subscribers). Requires every dispatch service to provide app (proprietary or other) (e.g. Yo Taxi, Flywheel, Curb). Allows for additional surcharges if taxi trip is booked through app)
- Most MTS Authorized Dispatch Services currently do not meet industry standards

Review of Dispatch Service Technology and Requirements

- Findings (ad-hoc group)
 - Feedback from Dispatch Services
 - Drivers that choose to operate out of the Airport constantly refuse dispatch calls
 - Drivers are generally not interested in receiving trip requests (only interested in working at Airport)
 - Minimal calls for taxi service are received after hours (10 p.m.- 4 a.m.)
 - Some dispatch services coordinate with other dispatch services to ensure trip requests are met
 - Dispatch services are integral to ensure the prompt return of lost and found items
 - Most dispatch services do not utilize soft-meter technology or utilize app based dispatch
 - Some dispatch services offer different subscription prices (based on calls or equipment provided)
 - Most dispatch services are not the merchant of record for Credit Card payments

Review of Dispatch Service Technology and Requirements

- Findings (ad-hoc group)
 - Feedback from Drivers
 - Drivers receive minimal to no trip calls from dispatch services
 - Dispatch Service subscription costs are high and unnecessary
 - Trips outside of the San Diego Airport are minimal, as passengers prefer other options like TNCs
 - Dispatch Services provide no substantial benefit and only charge fees so they can meet Ordinance No. 11 operation requirement
 - Subscription to a Dispatch Service should be optional
 - Drivers should be able to directly subscribe with a remote (universal dispatch service provider) such as I-Cabby, CURB or Flywheel, if this results in lower costs for drivers
 - Drivers welcome the benefits of soft-meter technologies (e.g. up-front pricing, potential partnership with TNCs)

Review of Dispatch Service Technology and Requirements

- Next Steps

- FHVA does find dispatch services serve an important and necessary function. FHVA will conduct an additional ad-hoc working group to further discuss potential solutions to identified issues/concerns from the 6/29/2023 Working Group Meeting.
- FHVA will work with Dispatch Services to ensure compliance with the following City of San Diego Policy 500-02 dispatch requirements, and identify if any future MTS Ordinance No. 11 revisions may be necessary to ensure compliance:
 - Available to dispatch and answer operation questions 24hrs: FHVA finds that a live person should answer phone calls or text messages immediately, without wait times/delay (i.e. without requiring the passenger to leave a phone message or not receiving an immediate text response)
 - Computerized: FHVA finds that the use of an app or text message to communicate between dispatch and drivers does not satisfactorily meet industry standards and does not allow for the technology enhancements passengers expect or necessary to compete with TNCs (e.g. soft meter technology, ability to provide upfront pricing, trip data and app based dispatching)
 - Locate vehicle via GPS: FHVA finds that requiring a driver to enable their GPS phone location does not meet this requirement. Dispatch services must provide tracking capabilities by providing the equipment necessary to their subscribers (e.g. tablet, transponder, airtag)

For-Hire Vehicle Industry Emerging Topic: Partnerships Between Taxicabs and Transportation Network Companies

Agenda Item #7

Partnerships Between Taxicabs and TNCs

- Background

- At the TAC meeting on May 24, 2023, FHVA provided information on San Francisco Municipal Transportation Agency (MUNI) pilot program for partnerships between Taxicabs and Transportation Network Companies (TNCs).
- Currently, Uber Technologies Inc (UBER) is the only TNC engaged in a partnership with taxicabs in MUNI's pilot program.
- Yellow Cab of San Diego has informed FHVA of their potential partnership with UBER, which could become operational soon, but has yet to provide a specific start date.

Partnerships Between Taxicabs and TNCs

- Potential Benefits

- For Drivers

- Increased business for drivers who choose to participate in this program by having access to the TNCs market share
 - Allows drivers to continue operating as a taxicab and access to passengers via street hails, staging at designated taxicab stands, and dispatch service calls

- For Passengers

- Provides an additional way to book a taxicab trip, as currently not all taxi dispatch organizations utilize e-hail technologies (e.g. up-front pricing, secure payment methods, live vehicle location, electronic trip records and receipts and other features)
 - Provides passengers access to a safe and regulated, on-demand transportation option

Partnerships Between Taxicabs and TNCs

- Program Premise

- All taxicab trips under this partnership (third party trips) would be considered to be taxi trips by MTS because they will be provided by MTS-regulated taxi vehicles by permitted SD Sheriff's taxi drivers, and all state and local taxis regulations would apply.
- Third Party Trips would be based on the TNC pricing model, not the traditional taxi maximum rates of fare (TNC pricing may or may not be a higher costs than traditional taxi max rates of fare)
- Drivers have the option to accept or decline trip without risk of being penalized

Partnerships Between Taxicabs and TNCs

- Program Premise
 - Prospective Passengers always have the option and ability to request a taxicab trip pricing using traditional maximum rates of fare by contacting a taxicab dispatch service directly to request a taxicab trip, via street hail, or at a designated taxicab stand

Partnerships Between Taxicabs and TNCs

- Potential Concepts to enable Taxicab/TNC partnerships under FHVA's regulations:
 - Add MTS Ordinance No. 11 provision(s) that require taxicab trips booked through a Third-Party Trip Provider to comply with all MTS Ordinance No. 11 provisions except for:
 - certain MTS Ordinance No. 11 provisions related to taxicab maximum rates of fare (i.e. allow use of up-front pricing without regard to the authorized taxicab maximum rates of fare (may be higher or lower than the taxicab maximum rate of fare) if trip was originally booked through a Third-Party Trip Provider); and
 - certain MTS Ordinance No. 11 provisions relating to the prohibition of refusing of fare (i.e. allow the driver to accept or decline the trip originally booked through a Third-Party Trip Provider at their discretion).

Partnerships Between Taxicabs and TNCs

- Potential Concepts to enable Taxicab/TNC partnerships under FHVA's regulations
 - Add MTS Ordinance No. 11 provision defining “Third-Party Trip Provider” to mean a business entity that utilizes an E-Hail App to book and provide up-front pricing to a prospective passenger, without regard to taxicab maximum rate of fare, that then electronically coordinates with an MTS authorized dispatch service organization to dispatch the requested taxi trip to its taxicab subscribers.
 - A Third-Party Trip Provider may not also be an MTS authorized dispatch service for purposes of this definition.

Partnerships Between Taxicabs and TNCs

- Next Steps

- FHVA staff requests feedback on the above concepts
- FHVA staff will then finalize these concepts into recommended revisions to MTS Ordinance No. 11 for further review at the next November 15, 2023 TAC meeting

For-Hire Vehicle Administration Operations Update

Agenda Item #8

FHVA Operations Update

- E-mail is primary method of communication for all purposes
 - Check Spam/Junk Folders, set e-mail filters to accept FHVA e-mails
- Permit Holders must notify FHVA of any changes in their address, phone number or e-mail information
- FHVA staff available by appointment only. All calls and e-mails are returned by the next business day

| Position | Name | Phone Number | E-Mail |
|--|-----------------|----------------|---------------------------|
| Manager (General information) | Leonardo Fewell | (619) 235-2643 | Leonardo.Fewell@sdmts.com |
| Admin. Assistant (Applications Transfers) | Carina Kenney | (619) 595-3086 | Carina.Kenney@sdmts.com |
| Regulatory Analyst (Applications, 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 | Joe.Ross@sdmts.com |

FHVA Operations Update

- Update to MTS Minimum Insurance Requirements
 - On 6/16/2023 FHVA sent an e-mail to all permit holders with Gateway/Alano insurance policies advising that MTS would not accept these policies after July 2, due to Gateway/Alano no longer having a required rating by Demotech
 - On 6/27/2023 FHVA updated its For-Hire Vehicle Minimum Insurance Requirements to accept Insurers with a minimum (M) rating by Demotech
 - On 6/27/2023 FHVA notified permit holders that Demotech reinstated an M (Moderate) rating for Gateway/Alano Insurance.

FHVA Operations Update

Number of Active vs. Surrendered Permits

| Number of Active vs Surrendered For-Hire Vehicle Permits (As of 7/10/2023) | | | | |
|--|-------------------------|-------------------------------|--------------------------|--------------------------|
| Number of Permit Holders: Taxi: 510 Low-Speed: 3 NEM/Charter: 64 Jitney: 2 TOTAL: 579 | | | | |
| Permit Type | Total Number of Permits | Number of Permits Surrendered | Currently Active Permits | % Loss in Active Permits |
| Charter | 86 | 4 | 82 | 5% |
| Jitney | 3 | 1 | 2 | 25% |
| Low Speed Vehicle | 23 | 0 | 23 | 0% |
| NEMT | 509 | 20 | 489 | 4% |
| Taxi | 751 | 97 | 654 | 13% |
| Total (All Types) | 1372 | 122 | 1250 | 9% |

FHVA Operations Update

2023 (January-March Field Inspections)

| 2023 QUARTERLY (April-June) F.H.V.A. FIELD INSPECTIONS & STATS | | | | | | | | | | | |
|--|-----------|---------------|-------------|---------|----------|-------------|--------|-------|----------------|----------------------|-------------|
| | San Diego | National City | Chula Vista | La Mesa | El Cajon | Lemon Grove | Santee | Poway | Imperial Beach | San Ysidro/Otay Mesa | TOTAL |
| Contacts | 971 | 221 | 263 | 33 | 122 | 24 | 9 | 11 | 12 | 155 | 1821 |
| Cites | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Parking | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 12 |
| Warnings | 32 | 0 | 1 | 4 | 2 | 0 | 0 | 0 | 0 | 3 | 39 |
| Field Rep. | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |

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

FHVA Operations Update

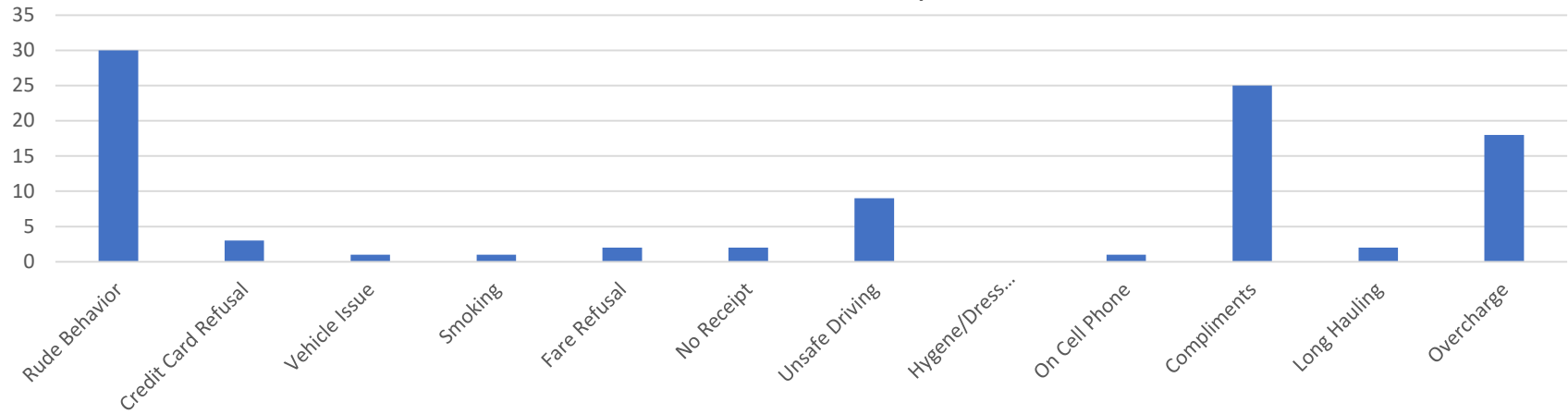
| Contacts Per Vehicle Type | | |
|---------------------------|-------------|-------------|
| Vehicle Type | Contacts | Percent |
| Taxi | 707 | 38.83% |
| NEM/Charter | 1074 | 58.98% |
| Jitney | 3 | 0.16% |
| Low Speed Vehicle | 37 | 2.03% |
| Total | 1821 | 100% |

FHVA Operations Update

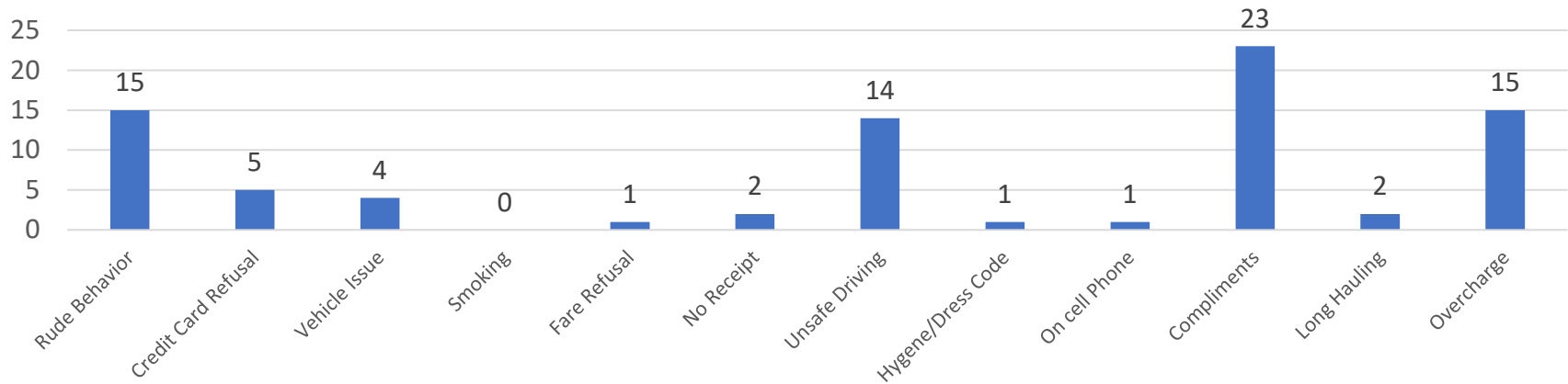
| Issued Warnings | |
|-----------------------------------|----|
| Do Not Have Sheriff ID | 3 |
| Sheriff ID Worn/Vehicle Display | 31 |
| Trip Logs – Complete/Non-Complete | 1 |
| Mechanical | 0 |
| No Op. Permit | 4 |
| Other | 0 |

FHVA Operations Update

Customer Feedback Cases January-March 2023



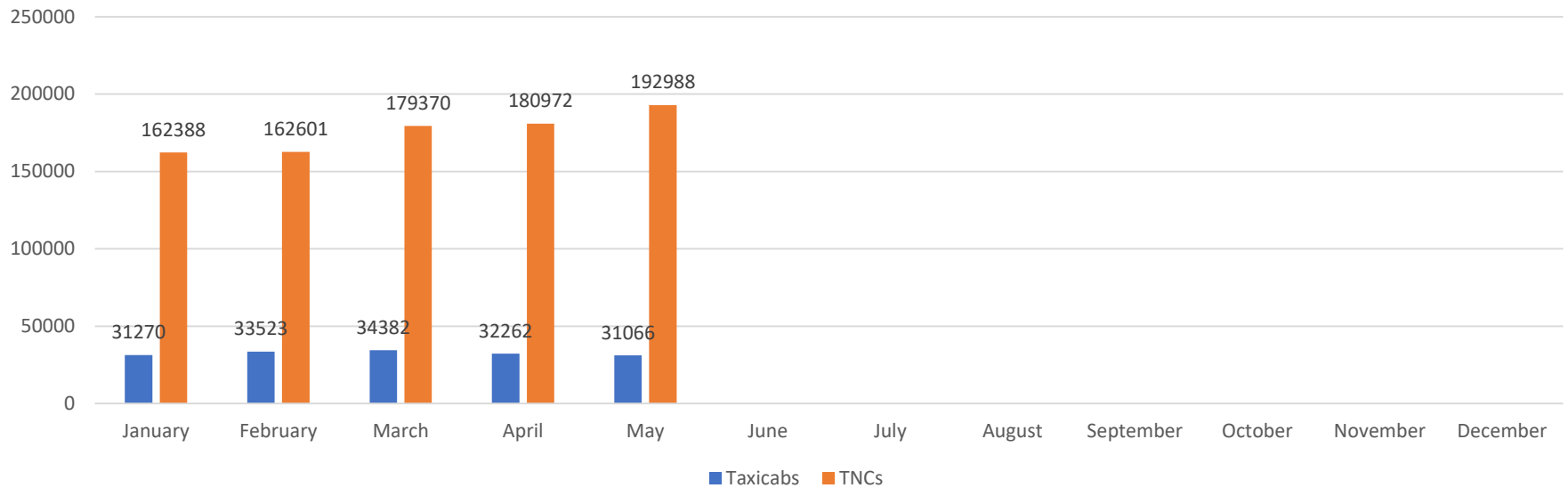
Customer Feedback Cases April-June 2023



FHVA Operations Update

San Diego Airport Taxicab and TNC trips

San Diego Airport Taxicab and TNC Trips



Topics for Next Taxicab Advisory Committee Meeting

Agenda Item # 9

Topics for Next Taxicab Advisory Committee Meeting

- Proposed MTS Ordinance No. 11 revisions relating to Taxi/TNC partnerships, Dispatch Technology and Requirements, and Advertising
- Taxicab WAV Fee Waivers
- For-Hire Vehicle Administration Operations Update

Committee Member Communications

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