

Agenda: Item 2

Modifying the Inside of Taxis with Advertisements for 311 Call Center
[INFORMATION and POSSIBLE ACTION]

San Francisco 311 Color Scheme Survey

311 Taxi Cab Questions	ABC	Big Dog	Delta	DeSoto	Gold Star	Grasshopper	Green Cab	Luxor	Metro	Town Taxi	Yellow	Total Yes*	Total No's
1. Agree with the purpose of the sticker	Y	Y	Y	N	N	Maybe	Y	Y, see below.	Y	Y	N	7	3
2. Approve of its placement on the back rear side window. If not then where _____	Y	Y	N	N		N, not on windows	N, Place on the back of neck rest	Y, only on one side.	Y	Y	Y, only on one side.	6	4
3. Would also include "solicited by limousine?" or other prompts such as _____	Y	Y	Y	N		Should include "San Francisco is love"	Y	Y		Y	Y	7	1
4. Comments			To be solicited by any public for hire vehicle is illegal.	Already have complaint cards. Perhaps they can become multi-purpose.	In my opinion, the current complaint box is sufficient, however to avoid flooding the system with unnecessary Friday and Saturday nights calls, it would better serve the customers who are in such need to have the sign placed in a visible place inside the taxi rather than a sticker on the outside.	Many car models have rear side windows that roll up and down. After 3 months the content of the sticker would be unreadable.	No 311 for lost and found, will confuse public. Our lost and found works excellently.	Due to a high number of passenger door openings against cars and bikes I already use the below sticker. I highly suggest something similar to avoid injuries like one we had 2 weeks ago when a bike passed the cab on the right and was injured. "DANGER!! DO NOT EXIT THE VEHICLE UNLESS YOU KNOW IT IS SAFE TO DO SO!!			Putting lost and found will only add confusion. The public should call the color scheme where they think they lost the item. Adding another entity to the process will only make the return of the item more difficult and time consuming. If the item isn't returned or color scheme not cooperative, then it automatically becomes a complaint and 311 is called.		



NOTICE TO TAXI PASSENGERS

Compliment?
Lost property?
Complaint?

Illegal limousine solicitation?

Representatives ready to help 24 hours a day,
365 days a year in up to 145 languages.

**ONE CALL
DOES IT ALL**

3-1-1
TOLL FREE

TTY: (415) 701-2323 Out of Town: (415) 701-2311

www.sfgov.org/311

Call No.



COMMISSIONERS TELEPHONE (415) 554-7737

PAUL GILLESPIE, PRESIDENT, ext. 3
PATRICIA BRESLIN, VICE PRESIDENT
RICHARD BENJAMIN, COMMISSIONER, ext. 1
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HEIDI MACHEN, EXECUTIVE DIRECTOR

August 15, 2007

At the meeting of the Taxicab Commission on Tuesday, August 14, 2007 the following resolution and findings were adopted:

RESOLUTION NO. 2007-XX

REQUIRING AND APPROVING THE PLACEMENT OF 311 CUSTOMER SERVICE CENTER ADVERTISING INSIDE ALL TAXICABS AND ESTABLISHING A TIMELINE FOR COMPLIANCE

WHEREAS, the Taxi Commission has an interest in improving the customer experience for taxi passengers; and,

WHEREAS, 311 customer service center provides customers a single point of contact for taxi service; and,

WHEREAS, 311 customer service center is a readily accessible resource for customers who wish to offer compliments or complaints on taxi service or search for lost property; and,

WHEREAS, 311 customer service center is available to callers 24 hours a day, 7 days a week; and,

WHEREAS, 311 operators are conversant in most taxi related information and track calls to determine types of questions being asked, the eventual outcomes, and to provide feedback on metrics such as length of time required to resolve issues which will serve as a benchmark for service improvement; and,

WHEREAS, Taxi Commission and SFPD's Taxi Detail have been working closely with 311 to transfer public call-taking duties to their operators; and,

WHEREAS, 311 has proposed signage to be placed in all taxicabs so that customers will have the information they need to offer compliments, complaints, or look for property potentially lost in a taxicab; and,

WHEREAS, 311 information could also include a prompt for illegally operating limousines; and,

WHEREAS, 311 customer service center has proposed small, permanent, 3 ½" by 3 ½" crack and peel

stickers located on the back rear side windows as a mandatory feature for every vehicle used as a taxi; and,

WHEREAS, per Taxicab/Ramped Taxi Rules and Regulations Rule 5.C.6, no signs or other devices may be displayed or hung inside or outside of a taxicab vehicle except signs or devices required by law, these regulations, or approved by the Taxicab Commission or their designee; and,

WHEREAS, Rules and Regulations 5.C.9 a provides that only matter required by law or approved by the Taxicab Commission may be placed on taxicab vehicle windows in compliance with Section 26708 of the California Vehicle code. Nothing shall be placed on any portion of the taxicab vehicle in such manner as to block the driver's vision; and now,

THEREFORE BE IT RESOLVED that the Taxi Commission approves the proposed 311 customer service stickers and requires all taxi companies to make 311 customer service center information stickers easily visible to customers in the inside rear compartment of all vehicles used as taxis; and,

BE IT FURTHER RESOLVED that all taxi companies will be required to have these 311 customer service information stickers placed in vehicles within a month of being notified by Taxi Commission office on the passage of this policy and the method of obtaining an adequate supply of stickers.

AYES:
ABSENT:

NOES:
RECUSED:

Respectfully submitted,

Heidi Machen
Executive Director