



SunLine Services Group
October 26, 2022
11:20 a.m. – 11:50 a.m.

AGENDA

TAXI COMMITTEE Regular Meeting

VIA VIDEOCONFERENCE

Pursuant to California Government Code section 54953(e), the Board of Directors regular meeting will be conducted remotely through Zoom. Please follow the instructions below to join the meeting remotely.

INSTRUCTIONS FOR ELECTRONIC PARTICIPATION

Join Zoom Meeting - from PC, Laptop or Phone

<https://us02web.zoom.us/j/88274981681>

Meeting ID: 882 7498 1681

Teleconference Dial In
888-475-4499 (Toll Free)
Meeting ID: 882 7498 1681

One tap mobile
+16699009128,,88274981681#

Phone controls for participants:

The following commands can be used on your phone's dial pad while in Zoom meeting:

- *6 - Toggle mute/unmute
- *9 - Raise hand

For members of the public wishing to submit comment in connection with the Taxi Committee Meeting: public comment requests may be submitted via email to the Clerk of the Board at clerkoftheboard@sunline.org prior to October 25, 2022 at 5:00 p.m. with your name, telephone number and subject of your public comment (agenda item or non-agenda item). Members of the public may make public comments through their telephone or Zoom connection when recognized by the Chair. Those who have submitted a request to speak by the deadline above will be recognized first, then anyone else who wishes to speak will be provided an opportunity to make public comment. If you send written comments, your comments will be made part of the official record of the proceedings and read into the record if they are received by the deadline above.

ITEM

RECOMMENDATION

In compliance with the Brown Act and Government Code Section 54957.5, agenda materials distributed 72 hours prior to the meeting, which are public records relating to open session agenda items, will be available for inspection by members of the public prior to the meeting at SunLine Transit Agency's Administration Building, 32505 Harry Oliver Trail, Thousand Palms, CA 92276 and on the Agency's website, www.sunline.org.

In compliance with the Americans with Disabilities Act, Government Code Section 54954.2, and the Federal Transit Administration Title VI, please contact the Clerk of the Board at (760) 343-3456 if special assistance is needed to participate in a Board meeting, including accessibility and translation services. Notification of at least 48 hours prior to the meeting time will assist staff in assuring reasonable arrangements can be made to provide assistance at the meeting.

ITEM

RECOMMENDATION

1. CALL TO ORDER

2. FLAG SALUTE

3. ROLL CALL

4. PRESENTATIONS

5. FINALIZATION OF AGENDA

6. PUBLIC COMMENTS

RECEIVE COMMENTS

NON AGENDA ITEMS

Members of the public may address the Committee regarding any item within the subject matter jurisdiction of the Committee; however, no action may be taken on off-agenda items unless authorized. Comments shall be limited to matters not listed on the agenda. Members of the public may comment on any matter listed on the agenda at the time that the Board considers that matter. Comments may be limited to 3 minutes in length.

7. COMMITTEE MEMBER COMMENTS

RECEIVE COMMENTS

8. CONSENT CALENDAR

RECEIVE & FILE

All items on the Consent Calendar will be approved by one motion, and there will be no discussion of individual items unless a Board Member requests a specific item be pulled from the calendar for separate discussion. The public may comment on any item.

[8a\) SSG/SRA Checks \\$1,000 and Over Report for August 2022](#)

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ITEM

RECOMMENDATION

- 8b) SSG Monthly Budget Variance Report for August 2022
- 8c) Taxi Trip Data – September 2022

- 9. **DISTINCTIVE APPEARANCE AS IT RELATES TO COLOR**
(Staff: Jill Plaza, Taxi/Contracted Transportation Services Administrator)

- 10. **ADJOURN**

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DISCUSSION
(PAGE 11-19)

SunLine Services Group

CONSENT CALENDAR

DATE: October 26, 2022

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

RE: Checks \$1,000 and Over Report for August 2022

Summary:

This report lists all of the checks processed at the Agency with a value of over \$1,000 for a given month.

Recommendation:

Receive and file.

**SunLine Regulatory Administration
Checks \$1,000 and Over
August 2022**

Vendor Filed As Name	Description	Check #	Payment Date	Payment Amount
ROBERT HALF	Temporary Help	91091	08/04/2022	3,950.10
ROBERT HALF	Temporary Help	91097	08/24/2022	3,628.80
SUNLINE TRANSIT AGENCY	Overhead Allocations July 2022	91092	08/04/2022	2,461.67
Total Checks Over \$1,000	\$10,040.57			
Total Checks Under \$1,000	\$1,222.96			
Total Checks	\$11,263.53			

SunLine Services Group**CONSENT CALENDAR**

DATE: October 26, 2022

RECEIVE & FILETO: Taxi Committee
Board of Directors

RE: Monthly Budget Variance Report for August 2022

Summary:

The budget variance report compares revenues and expenses to the respective line item budgets. The report identifies current monthly revenues and expenses as well as fiscal year to date (FYTD) values. The budgetary figures are represented as a straight line budget. Accordingly, the current monthly budget values are calculated by taking 1/12th of the annual budget. The FYTD budget values for the month of August 2022 are equal to 2/12^{ths} of the yearly budget.

Year to Date Summary

- As of August 31, 2022, the organization's revenues are \$32,428 or 3.94% above the FYTD budget.
- As of August 31, 2022, expenditures are \$23,975 or 23.16% below the FYTD budget.
- The net FYTD operating gain (loss) after expenses is \$8,453.

Recommendation:

Receive and file.

SunLine Regulatory Administration
Budget Variance Report
August 2022

Description	FY23 Total Budget	Current Month			Year to Date			
		Actual	Budget	Positive (Negative)	FYTD Actual	FY23 FYTD Budget	Positive (Negative)	Percentage Remaining
Revenues:								
Revenue Fines	1,500	450	125	325	700	250	450	53.3%
New Driver Permit Revenue	750	225	63	163	300	125	175	60.0%
Taxi Business Permit	96,000	8,000	8,000	0	16,000	16,000	0	83.3%
Driver Transfer Revenue	250	-	21	(21)	-	42	(42)	100.0%
Driver Renewal Revenue	1,500	100	125	(25)	175	250	(75)	88.3%
Driver Permit Reinstatement/Replacement	50	-	4	(4)	-	8	(8)	100.0%
Vehicle Permit Revenue	85,000	9,449	7,083	2,366	15,253	14,167	1,087	82.1%
Other Revenue	650	-	54	(54)	-	108	(108)	100.0%
Operator Application Fee	1,500	-	125	(125)	-	250	(250)	100.0%
Total Revenue	187,200	18,224	15,600	2,624	32,428	31,200	1,228	3.9%
Expenses:								
Salaries and Wages	89,364	1,470	7,447	5,977	4,824	14,894	10,070	94.6%
Fringe Benefits	32,076	-	2,673	2,673	(724)	5,346	6,070	102.3%
Services	27,015	8,695	2,251	(6,443)	14,884	4,503	(10,382)	44.9%
Supplies and Materials	4,193	695	349	(346)	2,839	699	(2,140)	32.3%
Utilities	5,622	469	469	-	937	937	-	83.3%
Casualty and Liability	5,589	466	466	-	932	932	-	83.3%
Taxes and Fees	100	-	8	8	-	17	17	100.0%
Miscellaneous	23,241	223	1,937	1,714	284	3,874	3,590	98.8%
Total Expenses	187,200	12,017	15,600	3,583	23,975	31,200	7,225	23.2%
Total Operating Surplus (Deficit)	\$ -	\$ 6,208			\$ 8,453			

Budget Variance Analysis - SunLine Regulatory Administration

Revenue

- The negative variance in revenue is largely due to the seasonal decline during the summer months and the Canadian snow birds who were still unable to go home last year due to COVID-19 restrictions who have since returned home.
- As of FYTD23, there is a decrease of 5,852 taxi trips compared to FYTD22.

Taxi Trips

	FY22-August	FY23-August	Variance	%Δ
Trips	8,980	6,592	(2,388)	-26.6%

Taxi Trips

	FYTD-FY22	FYTD-FY23	Variance	%Δ
Trips	19,038	13,186	(5,852)	-30.7%

Salaries and Wages

- The favorable amount in salary and wage expenses is attributed to a vacant position.

Fringe Benefits

- The favorable amount in fringe benefit expenses is attributed to a vacant position.

Services

- The unfavorable variance in services is due to temporary help.

Supplies and Materials

- The unfavorable variance in supplies and materials is due to higher CNG costs and timing of supplies.

Utilities

- Utility expenses are within an acceptable range of the budget.

Casualty and Liability

- Casualty and liability expenses are within an acceptable range of the budget.

Taxes and Fees

- The favorable variance in taxes and fees is due to timing of expenses.

Miscellaneous

- The favorable variance in miscellaneous is due to timing of expenses.

SunLine Services Group**CONSENT CALENDAR**

DATE: October 26, 2022

RECEIVE & FILETO: Taxi Committee
Board of Directors

RE: Taxi Trip Data – September 2022

Summary:

The attached charts summarize the total number of taxi trips generated in the Coachella Valley for the previous three (3) month period and total taxi trips for the current fiscal year to date (FYTD) compared to the last two (2) fiscal years. There were 1,848 fewer taxi trips in August 2022 serviced by 11 more cabs compared to August 2021 (60 cabs in 2022 compared to 49 cabs in 2021).

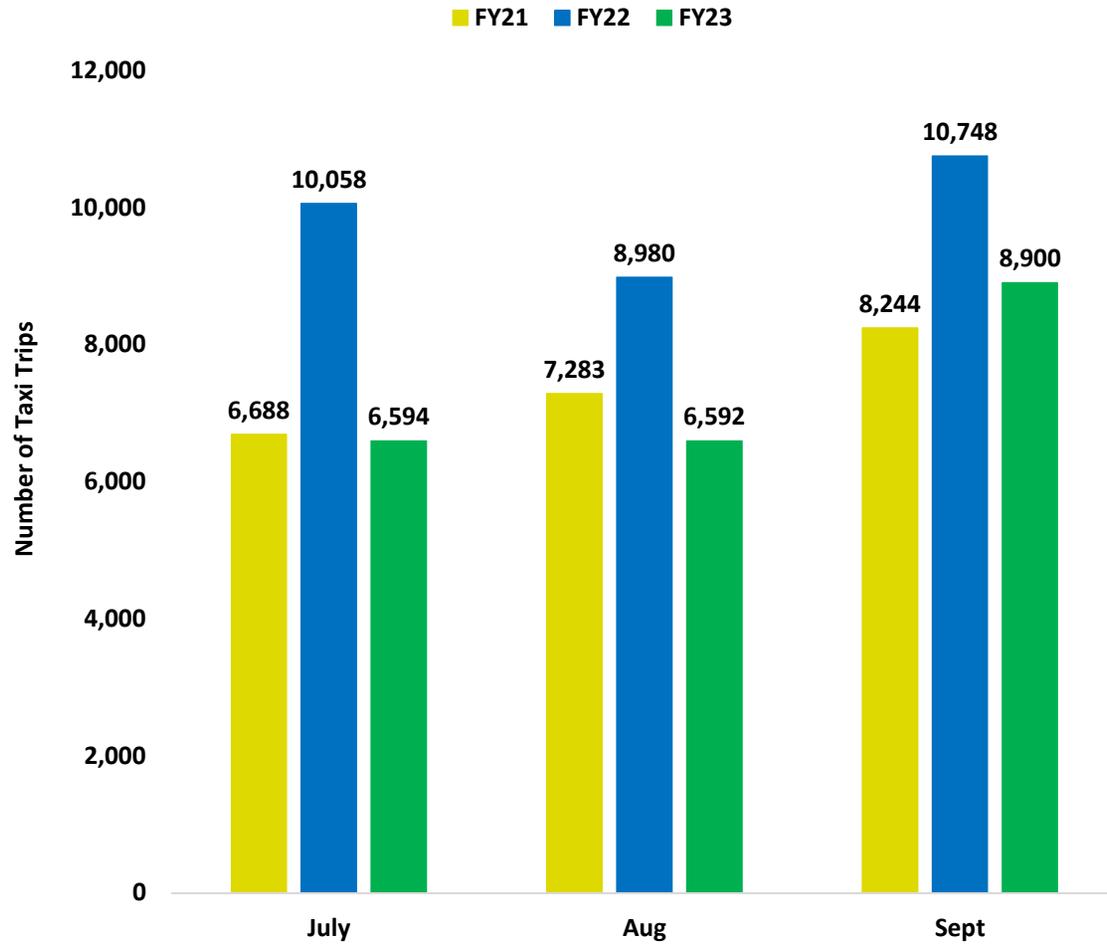
The decrease in trips for September 2022 is attributed to the decline in ridership associated with the summer months, and accentuated by snowbirds who returned home this year who were unable to last year due to COVID-19 restrictions

There were 7,700 fewer taxi trips for FYTD22 compared to FYTD21.

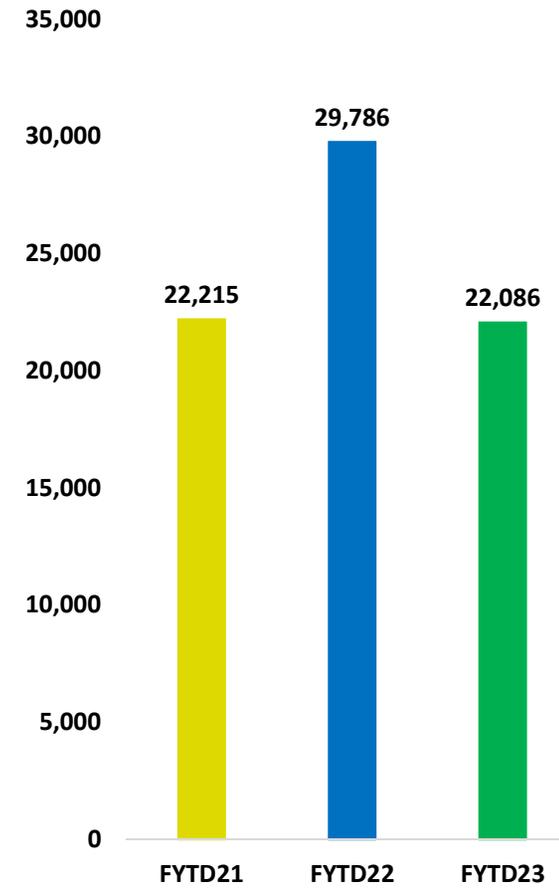
Recommendation:

Receive and file.

Taxi Trip Three (3) Month Comparison as of September 2022



FYTD No. of Taxi Trips



The chart compares the three (3) most recent months and measures the total number of taxi trips taken year to date for FY21, FY22 and FY23.

valley-wide dispatch system. Other comments included ensuring taxis were visually distinguishable and easily identifiable, and a desire to open the door to put independent drivers on the road without expectation of color. The public comment referenced above is asking for the use of vehicles as taxicabs where a vehicle maintains the original factory paint color in an effort to attract drivers to meet service demand.

SRA staff have responded to the company making the request to allow for taxicabs to maintain the original factory color. In meeting with this company, SRA suggested exploring the possibility of a pilot program and work will be done to determine the feasibility and interest of such a pilot. The Agency will inform the Taxi Committee upon determination if a pilot is deemed practical for consideration along with the next steps.

Attachments:

- [Item 9a](#) – Distinctive Appearance Presentation



**Taxi Committee Meeting
Distinctive Appearance
October 26, 2022**

SSG & SRA Distinction Clarification

SunLine Services Group (SSG) – Joint Powers Authority

- SunLine Regulatory Administration (SRA) – Taxi administration function of SSG
 - Independent budget
 - Revenue source dependent upon taxi regulatory fees
 - SSG capital funds cannot subsidize SRA operations
 - STA funds cannot subsidize SRA operations

Burden of Responsibility

- SRA Responsibilities
 - Enforcement and implementation of the Ordinance of SSG
 - The JPA Agreement charges SRA in part to:
 - Regulate and license taxicabs
 - Establish safety requirements for taxicabs
 - Safety defined is the condition of being safe from undergoing or causing hurt, injury, or loss
 - Mitigate exposure to unlawful acts
 - Black market “bandit” taxis
- To limit exposure, SRA would need to have more regulatory oversight on the roads
 - Increase regulatory fee



Distinctive Appearance Discussion

- A request was made to revise distinctive color
- The current language was requested by the taxi industry in 2019
- 2 of the 3 companies desire to maintain distinctive color
 - Protects their brand

Distinctive Appearance Discussion Continued

- At the September 28, 2022 Taxi Committee meeting, the following comments were made:
 - Recognition of a car isn't as important today due to ability to book a taxi through cell phone apps
 - Currently not available in the Coachella Valley
 - Valley-wide dispatch system not universally accepted by taxi industry
 - Want to make sure taxis are visually distinguishable and easily identifiable
 - Request for color was before COVID-19; industry is different in 2022

Distinctive Appearance Discussion

- Allow for use of vehicles as taxicabs where a vehicle maintains the original factory paint color in an effort to attract drivers in order to meet service demand



Sample renderings from Yellow Cab

- Exploration of a pilot program
 - Vehicle maintains the original factory color

Questions/Discussion