



SunLine Services Group
December 7, 2022
11:25 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/83399875907>

Meeting ID: 833 9987 5907

Teleconference Dial In
888-475-4499 (Toll Free)
Meeting ID: 833 9987 5907

One tap mobile
+16699009128,,83399875907#

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 December 6, 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 September 2022](#)

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ITEM

RECOMMENDATION

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

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

- 10. **ADJOURN**

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DISCUSSION
(PAGE 11-16)

SunLine Services Group

CONSENT CALENDAR

DATE: December 7, 2022

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

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

Vendor Filed As Name	Description	Check #	Payment Date	Payment Amount
SUNLINE TRANSIT AGENCY	Overhead Allocations Aug 2022	91101	09/07/2022	2,461.67
BURKE, WILLIAMS & SORENSEN, LLP	Legal Service	91102	09/14/2022	1,788.50
ROBERT HALF	Temporary Help	91100	09/07/2022	1,512.00
ROBERT HALF	Temporary Help	91103	09/14/2022	1,512.00
ROBERT HALF	Temporary Help	91106	09/22/2022	1,162.35
Total Checks Over \$1,000	\$8,436.52			
Total Checks Under \$1,000	\$1,649.07			
Total Checks	\$10,085.59			

SunLine Services Group**CONSENT CALENDAR**

DATE: December 7, 2022

RECEIVE & FILETO: Taxi Committee
Board of Directors

RE: Monthly Budget Variance Report for September 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 September 2022 are equal to 3/12^{ths} of the yearly budget.

Year to Date Summary

- As of September 30, 2022, the organization's revenues are \$6,454 or 13.79% above the FYTD budget.
- As of September 30, 2022, expenditures are \$12,344 or 26.38% below the FYTD budget.
- The net FYTD operating gain (loss) after expenses is \$18,798

Recommendation:

Receive and file.

SunLine Regulatory Administration
Budget Variance Report
September 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	1,250	125	1,125	1,950	375	1,575	-30.0%
New Driver Permit Revenue	750	225	63	163	525	188	338	30.0%
Taxi Business Permit	96,000	8,000	8,000	0	24,000	24,000	0	75.0%
Driver Transfer Revenue	250	-	21	(21)	-	63	(63)	100.0%
Driver Renewal Revenue	1,500	375	125	250	550	375	175	63.3%
Driver Permit Reinstatement/Replacement	50	-	4	(4)	-	13	(13)	100.0%
Vehicle Permit Revenue	85,000	10,976	7,083	3,893	26,229	21,250	4,979	69.1%
Other Revenue	650	-	54	(54)	-	163	(163)	100.0%
Operator Application Fee	1,500	-	125	(125)	-	375	(375)	100.0%
Total Revenue	187,200	20,826	15,600	5,226	53,254	46,800	6,454	13.8%
Expenses:								
Salaries and Wages	89,364	2,695	7,447	4,752	7,519	22,341	14,822	91.6%
Fringe Benefits	32,076	616	2,673	2,057	(108)	8,019	8,127	100.3%
Services	27,015	4,039	2,251	(1,788)	18,923	6,754	(12,170)	30.0%
Supplies and Materials	4,193	2,133	349	(1,783)	4,972	1,048	(3,924)	-18.6%
Utilities	5,622	469	469	-	1,406	1,406	-	75.0%
Casualty and Liability	5,589	466	466	-	1,397	1,397	-	75.0%
Taxes and Fees	100	-	8	8	-	25	25	100.0%
Miscellaneous	23,241	64	1,937	1,873	348	5,810	5,463	98.5%
Total Expenses	187,200	10,481	15,600	5,119	34,456	46,800	12,344	26.4%
Total Operating Surplus (Deficit)	\$ -	\$ 10,345			\$ 18,798			

Budget Variance Analysis - SunLine Regulatory Administration

Revenue

- The positive variance in revenue is largely due to an increase in Vehicle Permit Revenue.
- The negative variance in taxi trips is largely due to the seasonal decline during the summer months and the visitors 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 7,700 taxi trips compared to FYTD22.

Taxi Trips

	FY22-September	FY23-September	Variance	%Δ
Trips	10,748	8,900	(1,848)	-17.2%

Taxi Trips

	FYTD-FY22	FYTD-FY23	Variance	%Δ
Trips	29,786	22,086	(7,700)	-25.9%

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: December 7, 2022

RECEIVE & FILETO: Taxi Committee
Board of Directors

RE: Taxi Trip Data – October 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 2,967 fewer taxi trips in October 2022 serviced by four (4) more cabs compared to October 2021 (65 cabs in 2022 compared to 61 cabs in 2021).

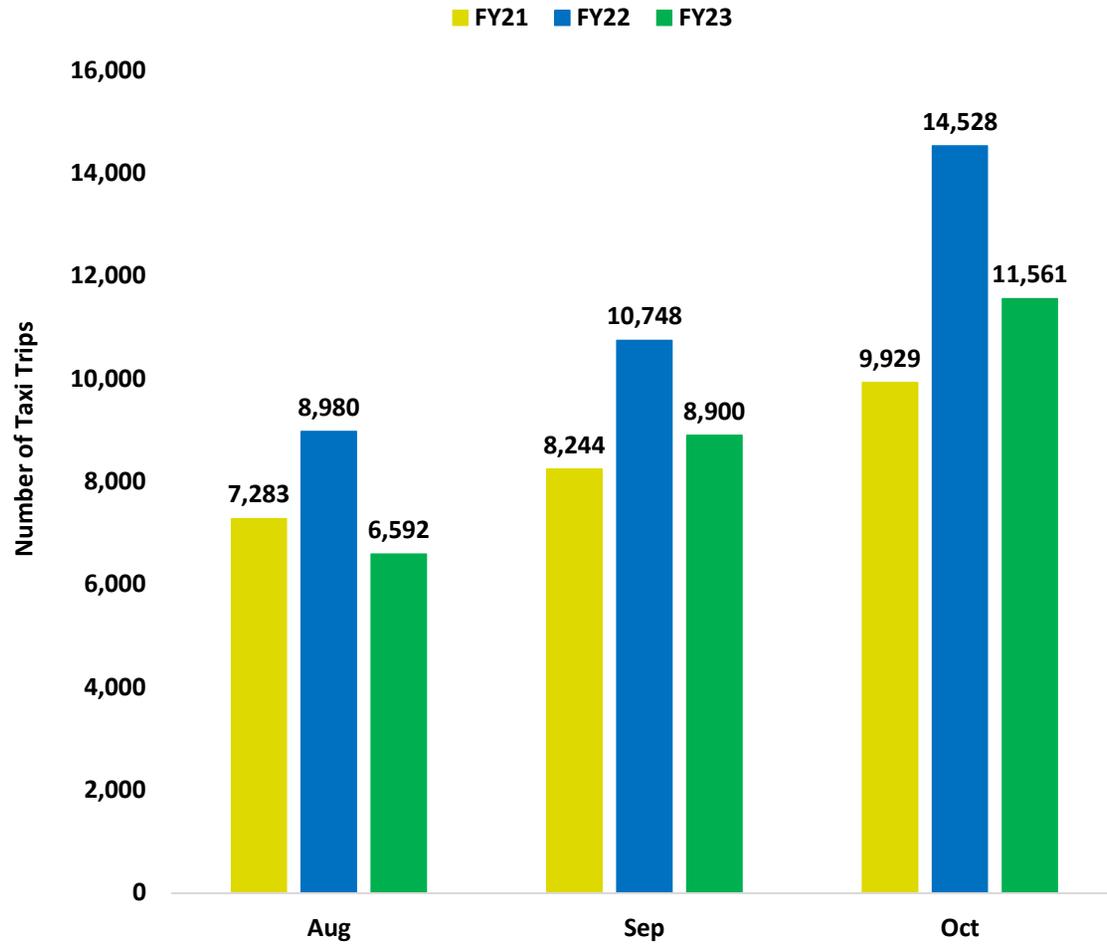
The decrease in trips for October 2022 is attributed to the decline in ridership associated with off-peak months, and accentuated by snowbirds who returned home this year who were unable to last year due to COVID-19 restrictions.

There were 10,667 fewer taxi trips for FYTD22 compared to FYTD21.

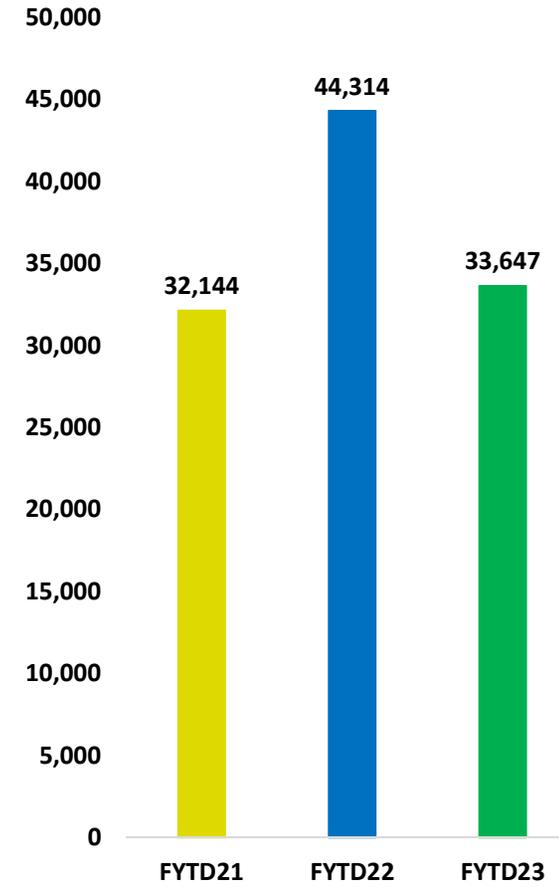
Recommendation:

Receive and file.

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



FYTD No. of Taxi Trips



This 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.

SunLine Services Group

DATE: December 7, 2022 **DISCUSSION**

TO: Taxi Committee

FROM: Jill Plaza, Taxi/Contracted Transportation Services Administrator

RE: Distinctive Appearance as it Relates to Color Pilot

Background

A suggestion was made by SunLine Regulatory Administration (SRA) at the October Taxi Committee meeting to explore a pilot program where a vehicle maintains the original factory paint color.

As such, SRA has delved into the mechanics of a pilot where a vehicle is used as a taxicab with the vehicle maintaining the original factory paint color and has the required company markings, decals, insignia, and top lights. Elements such as how to ensure public safety and pay for the administrative costs associated with the pilot were researched. Additionally, SRA held meetings with each taxi company for their feedback.

In meetings with each of the taxi companies the pilot was discussed and the following comments were made: Coachella Valley Taxi stated they would opt out of a pilot as the owner believes it is unsafe for customers; City Cab shared that in the past there were too many colors and it was messy, and that they would be unlikely to participate in a pilot. Yellow Cab did express interest in the pilot and has three (3) drivers lined up to participate.

At the conclusion of these meetings, there was only one (1) taxi company in favor of a pilot. As there is not industry-wide buy-in for a pilot, SRA recommends deferring a pilot until there is complete buy-in. The main reason industry buy-in is essential is that SRA would need to levy a fee to administer the pilot, including hiring a field enforcement officer to ensure public safety and assess any potential risks. SRA remains open to continued conversations on a pilot and the best way it can be implemented in light of administrative fee(s) that would need to be levied.

Attachments:

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



**Taxi Committee Meeting
Distinctive Appearance Pilot
December 7, 2022**

Pilot Research

- Pilot Objective: Allow for use of vehicles as taxicabs where a vehicle maintains the original factory paint color with required markings, decals, insignia, and top lights as seen in photo
- Investigating cost-recovery fee options to administer pilot
- Discussions with each cab company



Local Taxi Industry Feedback

- Coachella Valley Taxi
 - Not in favor of vehicles maintaining original factory paint color; would opt out of pilot as he feels it's not a good idea as it is unsafe for customers
- City Cab
 - Easy to see from customer's point of view to tell [cab] company; too many colors before – messy; easier to regulate; green color faded in summer and had to repaint cars due to fading; might not participate; he feels customers like colors now
- Yellow Cab
 - Is in favor of pilot and in change allowing for taxicabs vehicles to maintain their original factory paint color; have 3 drivers pending pilot approval

Recommendation

- SRA recommends deferring pilot until complete industry buy-in
 - 2 of the 3 taxi companies opting out
- Cost recovery – administrative fee structure will impact all companies
- Public safety – need a field enforcement officer
- SRA is open to continuing conversation with full understanding that there will be a cost to operate a pilot that will be covered by the taxi companies

Recommendation



Questions/Discussion