



SunLine Services Group
February 22, 2023
11:05 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/83691986991>

Meeting ID: 836 9198 6991

Teleconference Dial In
888-475-4499 (Toll Free)
Meeting ID: 836 9198 6991

One tap mobile
+16699009128,,83691986991#

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 February 21, 2023 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 December 2022](#)

(PAGE 4-5)

ITEM

RECOMMENDATION

- 8b) SSG Monthly Budget Variance Report for December 2022 (PAGE 6-8)
- 8c) Taxi Trip Data – January 2023 (PAGE 9-10)

- 9. **RESOLUTION NO. 095 SETTING SPECIAL MUSIC FESTIVAL VENUE FEE**
(Staff: Jill Plaza, Taxi/Contracted Transportation Services Administrator) **DISCUSSION**
(PAGE 11)

- 10. **FY24 SUNLINE SERVICES GROUP (SSG) TAXICAB PERMITTING FEES**
(Staff: Jill Plaza, Taxi/Contracted Transportation Services Administrator) **DISCUSSION**
(PAGE 12-21)

- 11. **DISTINCTIVE APPEARANCE AS IT RELATES TO COLOR PILOT**
(Staff: Jill Plaza, Taxi/Contracted Transportation Services Administrator) **INFORMATION**
(PAGE 22)

- 12. **ADJOURN**

SunLine Services Group

CONSENT CALENDAR

DATE: February 22, 2023

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

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

Vendor Filed As Name	Description	Check #	Payment Date	Payment Amount
SUNLINE TRANSIT AGENCY	Payroll Liabilities 12/23/2022	91140	12/29/2022	2,290.64
SUNLINE TRANSIT AGENCY	Payroll Liabilities 12/09/2022	91136	12/15/2022	2,100.10
BURKE, WILLIAMS & SORENSEN, LLP	Legal Service	91131	12/15/2022	1,911.00
Total Checks Over \$1,000	\$6,301.74			
Total Checks Under \$1,000	\$1,617.77			
Total Checks	\$7,919.51			

SunLine Services Group**CONSENT CALENDAR**

DATE: February 22, 2023

RECEIVE & FILETO: Taxi Committee
Board of Directors

RE: Monthly Budget Variance Report for December 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 December 2022 are equal to 6/12^{ths} of the yearly budget.

Year to Date Summary

- As of December 31, 2022, the organization's revenues are \$16,687 or 17.83% above the FYTD budget.
- As of December 31, 2022, expenditures are \$22,596 or 24.14% below the FYTD budget.
- The net FYTD operating gain (loss) after expenses is \$39,283.

Recommendation:

Receive and file.

SunLine Regulatory Administration
Budget Variance Report
December 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	250	125	125	3,275	750	2,525	-118.3%
New Driver Permit Revenue	750	150	63	88	1,125	375	750	-50.0%
Taxi Business Permit	96,000	8,865	8,000	865	48,301	48,000	301	49.7%
Driver Transfer Revenue	250	75	21	54	100	125	(25)	60.0%
Driver Renewal Revenue	1,500	125	125	-	1,100	750	350	26.7%
Driver Permit Reinstatement/Replacement	50	-	4	(4)	-	25	(25)	100.0%
Vehicle Permit Revenue	85,000	9,116	7,083	2,033	56,386	42,500	13,886	33.7%
Other Revenue	650	-	54	(54)	-	325	(325)	100.0%
Operator Application Fee	1,500	-	125	(125)	-	750	(750)	100.0%
Total Revenue	187,200	18,581	15,600	2,981	110,287	93,600	16,687	17.8%
Expenses:								
Salaries and Wages	89,364	4,603	7,447	2,844	25,222	44,682	19,460	71.8%
Fringe Benefits	32,076	2,621	2,673	52	6,795	16,038	9,243	78.8%
Services	27,015	259	2,251	1,992	21,823	13,508	(8,315)	19.2%
Supplies and Materials	4,193	1,677	349	(1,328)	10,402	2,097	(8,306)	-148.1%
Utilities	5,622	469	469	-	2,811	2,811	-	50.0%
Casualty and Liability	5,589	466	466	-	2,795	2,795	-	50.0%
Taxes and Fees	100	-	8	8	-	50	50	100.0%
Miscellaneous	23,241	587	1,937	1,350	1,156	11,621	10,464	95.0%
Total Expenses	187,200	10,681	15,600	4,919	71,004	93,600	22,596	24.1%
Total Operating Surplus (Deficit)	\$ -	\$ 7,899			\$ 39,283			

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 12,796 taxi trips compared to FYTD22.

Taxi Trips

	FY22-December	FY23-December	Variance	%Δ
Trips	12,187	10,948	(1,239)	-10.2%

Taxi Trips

	FYTD-FY22	FYTD-FY23	Variance	%Δ
Trips	69,068	56,272	(12,796)	-18.5%

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 the cost of CNG fuel related to higher than anticipated use of CNG vehicles.

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 for training which have not yet occurred.

SunLine Services Group
CONSENT CALENDAR

DATE: February 22, 2023

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

RE: Taxi Trip Data – January 2023

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.

For the month of January, there were 553 more taxi trips in January 2023 serviced by two (2) more cabs compared to January 2022 (69 cabs in 2023 compared to 67 cabs in 2022).

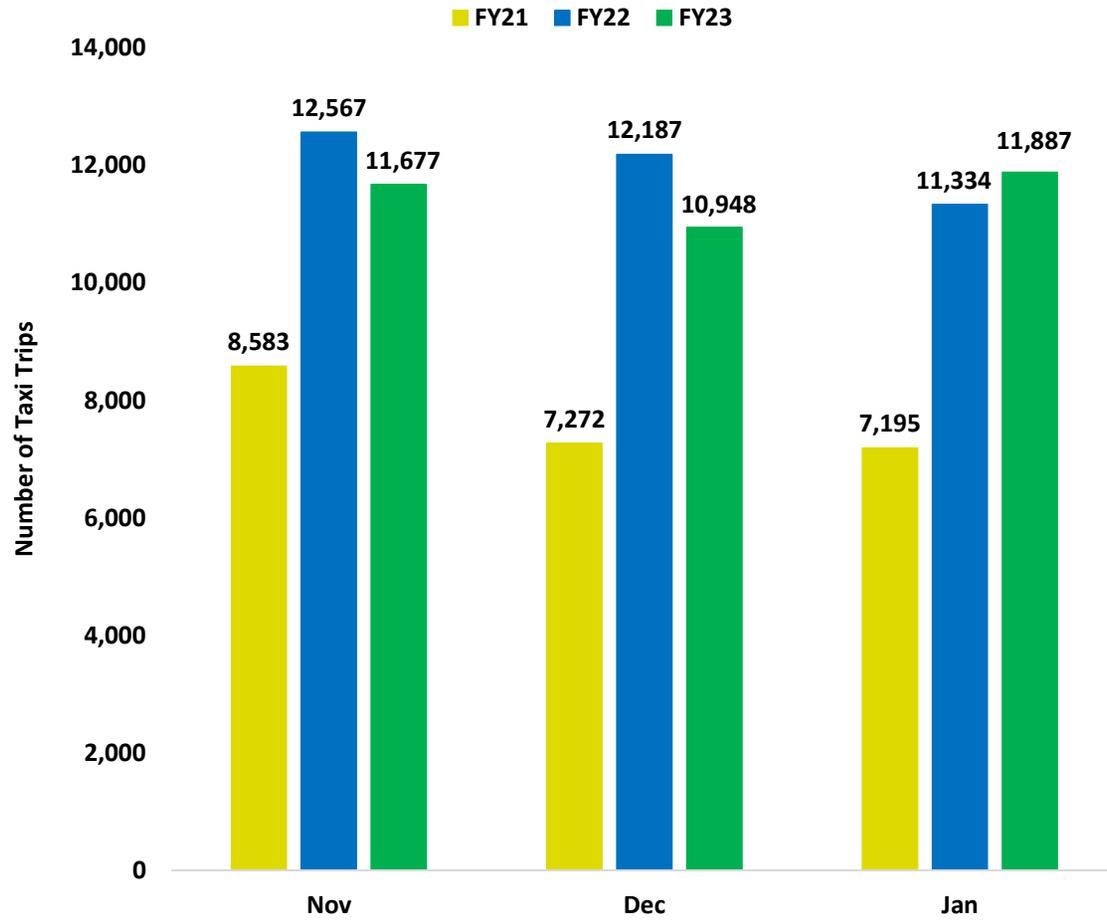
The increase in trips for January 2023 is attributed to increased seasonal visitors.

There were 12,243 fewer taxi trips for FYTD23 compared to FYTD22.

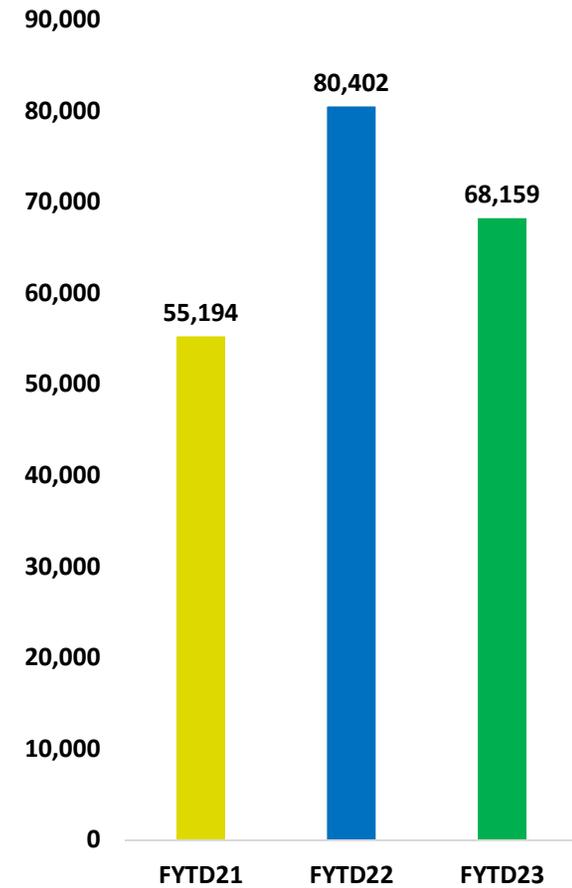
Recommendation:

Receive and file.

Taxi Trip Three (3) Month Comparison as of January 2023



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: February 22, 2023 **DISCUSSION**
TO: Taxi Committee
FROM: Jill Plaza, Taxi/Contracted Transportation Services Administrator
RE: Resolution No. 095 Setting Special Music Festival Venue Fee

Background

Since 2016, the taxi companies of the Coachella Valley have requested a resolution allowing for an event pick up fee to be charged for the Coachella and Stagecoach music festivals. In accordance with SunLine Services Group Ordinance No. 2021-01, Section 1.070(C), "The Board may from time to time establish maximum flat rates for special events or fixed routes."

The music festival fee increased once in 2017 from \$20 to \$30 as the lower fee failed to provide sufficient incentive to taxicab drivers to entice more taxicabs to the designated taxi pickup area. The fee has remained \$30 since 2017. Due to rising fuel costs, the taxi companies requested this fee be increased from \$30 to \$35. In reviewing a comparison of fares from transportation network companies (TNC) to taxicab fares, it was learned that even with the special event fee, taxicab services were significantly less than TNC services. The fee provides an incentive for drivers to wait at the taxi pickup area, giving patrons the option of taking a taxi.

The taxi companies of the Coachella Valley are asking for a maximum flat rate fee of \$35 to be charged for Coachella and Stagecoach music festival pickups. This request is being presented for discussion and will be brought forward for approval at the March Board meeting. Staff has reviewed this request and concurs with the \$35 increase.

The fee shall be restricted to only those trips that originate from the area designated for taxicab pickups by the festival organizers. The \$35 fee will only be effective for the duration of the music festivals starting on April 14, 2023 and ending on April 30, 2023.

SunLine Services Group

DATE: February 22, 2023 **DISCUSSION**

TO: Taxi Committee

FROM: Jill Plaza, Taxi/Contracted Transportation Services Administrator

RE: FY24 SunLine Services Group (SSG) Taxicab Permitting Fees

Background

California Government Code 53075.5 authorizes SunLine Services Group (SSG) to levy fees in an amount sufficient to cover the costs of carrying out an ordinance relating to taxicab transportation services. FY24 regulatory permitting fees are to be approved by the Board of Directors prior to staff bringing forward the FY24 SSG budget for approval.

SSG capital funds nor SunLine Transit Agency (STA) can subsidize SunLine Regulatory Administration (SRA) operations. Taxi regulatory fees are the sole source of revenue to support SRA operations.

SRA has continued to support the taxi industry through the COVID-19 pandemic by reducing fees, reducing the budget to its bottom line, implementing a 12-month installment plan on the annual business permit fee and the vehicle permit fees, and providing programs through STA to generate additional revenues.

The taxi industry is slowly recovering from the impact that the COVID-19 pandemic has had on our local businesses. Industrywide, in-service taxicabs have increased in 2022 over 2021 by a monthly average of 23 vehicles, yet are still down by a monthly average of 28 vehicles when compared to pre-pandemic numbers in 2019.

In an effort to continue assisting the local taxicab industry in recovering from the pandemic, staff proposes no change to the FY24 regulatory fees. Installment plans for the annual business permit and vehicle permits are recommended to remain in place.

Attachment:

- [Item 10a](#) – FY24 Fee Schedule & Installment Plan Presentation
- [Item 10b](#) – FY24 SSG Fee Schedule



Taxi Committee Meeting
Fiscal Year 2024 Fee Schedule & Installment Plan
February 22, 2023

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

Regulatory Agency Challenges

- Taxi industry fee assessments
- Remaining solvent
- Maintaining high standards for public safety

SRA Industry Support

- COVID-19 one-time emergency relief
 - FY2020 provided \$60k in relief by waiving fees using SRA reserves
- Small business loans – provide information on getting help during pandemic
- Annual Business Permit fee reduced by 47% over the course of 3 years
- FY23 budget was reduced by 29% over the past three (3) years
- 12-month installment plan on the Business Permit fee and Vehicle Permit fees

STA Industry Support

SunLine Transit Agency (STA) Contracted Service Opportunities:

- Taxi Voucher Program (2010 to Present)
 - Two (2) taxi companies participating
- STA Microtransit Pilot Program (2021 to Present)
 - Seven (7) geo-fence zones
 - Two (2) taxi companies contracted

Proposed FY24 Taxi Fee Schedule

Fee Description	FY22 Fee Amount	FY23 Fee Amount	Proposed FY24 Fee Amount	Variance
New Taxicab Application	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -
Annual Taxicab Business Permit Renewal Application Fee	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Annual Business Permit	\$ 32,000.00	\$ 32,000.00	\$ 32,000.00	\$ -
Business Permit Reinstatement	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -
Annual Vehicle Permit (Gasoline/Diesel)	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ -
Annual Vehicle Permit (Hybrid ¹ /Alt Fuel ²)	\$ 850.00	\$ 850.00	\$ 850.00	\$ -
Annual Vehicle Permit (WAV ³ /Zero Emission ⁴)	\$ 200.00	\$ 200.00	\$ 200.00	\$ -
Vehicle Permit Reinstatement	\$ 65.00	\$ 65.00	\$ 65.00	\$ -
New Driver Permit	\$ 75.00	\$ 75.00	\$ 75.00	\$ -
Driver Permit Renewal	\$ 25.00	\$ 25.00	\$ 25.00	\$ -
Driver Permit Transfer	\$ 25.00	\$ 25.00	\$ 25.00	\$ -
Driver Permit Reinstatement	\$ 25.00	\$ 25.00	\$ 25.00	\$ -
Driver Permit Replacement	\$ 10.00	\$ 10.00	\$ 10.00	\$ -
Appeal Fee	\$ 100.00	\$ 100.00	\$ 100.00	\$ -
Taxicab Distinct Appearance Determination Appeal Fee	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ -
Late Fee ⁵ (for late payment of invoices)	\$ 25.00	\$ 25.00	\$ 25.00	\$ -

Questions/Discussion

FY24 SSG FEE SCHEDULE

Fee Description	FY23 Fee Amount	Proposed FY24 Fee Amount	Variance
New Taxicab Application	\$ 1,000.00	\$ 1,000.00	\$ -
Annual Taxicab Business Permit Renewal Application Fee	\$ 500.00	\$ 500.00	\$ -
Annual Business Permit	\$ 32,000.00	\$ 32,000.00	\$ -
Business Permit Reinstatement	\$ 10,000.00	\$ 10,000.00	\$ -
Annual Vehicle Permit (Gasoline/Diesel)	\$ 1,650.00	\$ 1,650.00	\$ -
Annual Vehicle Permit (Hybrid ¹ /Alt Fuel ²)	\$ 850.00	\$ 850.00	\$ -
Annual Vehicle Permit (WAV ³ /Zero Emission ⁴)	\$ 200.00	\$ 200.00	\$ -
Vehicle Permit Reinstatement	\$ 65.00	\$ 65.00	\$ -
New Driver Permit	\$ 75.00	\$ 75.00	\$ -
Driver Permit Renewal	\$ 25.00	\$ 25.00	\$ -
Driver Permit Transfer	\$ 25.00	\$ 25.00	\$ -
Driver Permit Reinstatement	\$ 25.00	\$ 25.00	\$ -
Driver Permit Replacement	\$ 10.00	\$ 10.00	\$ -
Appeal Fee	\$ 100.00	\$ 100.00	\$ -
Taxicab Distinct Appearance Determination Appeal Fee	\$ 1,200.00	\$ 1,200.00	\$ -
Late Fee ⁵ (for late payment of invoices)	\$ 25.00	\$ 25.00	\$ -

^[1] "Hybrid" means Hybrid Electric/Gas Vehicle (HEV) and Plug-in Electric/Gas Hybrid Vehicle (PHEV)

^[2] "Alt Fuel" means alternative fuel vehicles that use Compressed Natural Gas (CNG), Biodiesel, or Ethanol (E85) fuel blends to operate

^[3] "WAV" means wheelchair accessible vehicle that has the ability to load wheelchair users safely and without the need for the wheelchair user to leave their wheelchair.

^[4] "Zero Emission" means Electric Vehicles (EV) and Hydrogen-Powered Fuel-Cell Vehicles (FCEV)

SunLine Services Group

DATE: February 22, 2023 **INFORMATION**
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.

SRA held multiple meetings over the past few months with the CEO/General Manager and the Chief Safety Officer with each taxi company for their feedback on a pilot. At the conclusion of these meetings there was no consensus among the taxi companies with regards to this pilot.

Therefore SRA will not be considering the pilot at this time as there is not industry agreement. At present two-thirds of the taxicab companies of the Coachella Valley do not support a pilot for distinctive appearance as it relates to color. The lack of industry support complicates SRA's ability to regulate and places an undue burden on SRA to oversee and regulate a pilot. SRA remains open to revisiting a pilot in the future.