



SunLine Services Group
April 26, 2023
11:30 a.m. – 11:50 a.m.

AGENDA

TAXI COMMITTEE
Wellness Room
32-505 Harry Oliver Trail
Thousand Palms, CA 92276

NOTICE TO THE PUBLIC

SunLine has discontinued its COVID-19 Emergency Declaration and has returned its Board and Board Committee meetings to live and in-person attendance at the location noted above. These meetings are no longer available for viewing, attendance, or comment by two-way audiovisual platform, two-way telephonic service, webcasting, or streaming video broadcast. SunLine may prepare audio or video recordings of Board meetings. In accordance with the Brown Act and California Public Records Act, these recordings are subject to public inspection for a period for thirty (30) days after the meeting.

In compliance with the Brown Act, agenda materials distributed 72 hours or less 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 or at 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 72 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

<u>ITEM</u>	<u>RECOMMENDATION</u>
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 February 2023	(PAGE 3-4)
8b) SSG Monthly Budget Variance Report for February 2023	(PAGE 5-7)
8c) Taxi Trip Data – March 2023	(PAGE 8-9)
9. STATE OF THE TAXI INDUSTRY (Staff: Jill Plaza, Taxi/Contracted Transportation Services Administrator)	INFORMATION (PAGE 10-22)
10. ADJOURN	

SunLine Services Group

CONSENT CALENDAR

DATE: April 26, 2023

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

RE: Checks \$1,000 and Over Report for February 2023

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
February 2023**

Vendor Filed As Name	Description	Check #	Payment Date	Payment Amount
SUNLINE TRANSIT AGENCY	Overhead Allocations Jan 2023	91153	02/09/2023	2,461.67
SUNLINE TRANSIT AGENCY	Overhead Allocations Feb 2023	91157	02/16/2023	2,461.67
SUNLINE TRANSIT AGENCY	Payroll Liabilities 02/17/2023	91160	02/23/2023	2,255.44
SUNLINE TRANSIT AGENCY	Payroll Liabilities 02/03/2023	91156	02/16/2023	2,160.44
Total Checks Over \$1,000	\$9,339.22			
Total Checks Under \$1,000	\$1,289.65			
Total Checks	\$10,628.87			

SunLine Services Group**CONSENT CALENDAR**

DATE: April 26, 2023

RECEIVE & FILETO: Taxi Committee
Board of Directors

RE: Monthly Budget Variance Report for February 2023

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 February 2023 are equal to 8/12^{ths} of the yearly budget.

Year to Date Summary

- As of February 28, 2023, the organization's revenues are \$18,046 or 14.46% above the FYTD budget.
- As of February 28, 2023, expenditures are \$27,653 or 22.16% below the FYTD budget.
- The net FYTD operating gain (loss) after expenses is \$45,699.

Recommendation:

Receive and file.

SunLine Regulatory Administration
Budget Variance Report
February 2023

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	1,000	125	875	4,375	1,000	3,375	-191.7%
New Driver Permit Revenue	750	-	63	(63)	1,275	500	775	-70.0%
Taxi Business Permit	96,000	6,875	8,000	(1,125)	68,422	64,000	4,422	28.7%
Driver Transfer Revenue	250	-	21	(21)	125	167	(42)	50.0%
Driver Renewal Revenue	1,500	175	125	50	1,525	1,000	525	-1.7%
Driver Permit Reinstatement/Replacement	50	-	4	(4)	-	33	(33)	100.0%
Vehicle Permit Revenue	85,000	6,558	7,083	(525)	67,124	56,667	10,457	21.0%
Other Revenue	650	-	54	(54)	-	433	(433)	100.0%
Operator Application Fee	1,500	-	125	(125)	-	1,000	(1,000)	100.0%
Total Revenue	187,200	14,608	15,600	(992)	142,846	124,800	18,046	14.5%
Expenses:								
Salaries and Wages	89,364	5,188	7,447	2,259	35,677	59,576	23,899	60.1%
Fringe Benefits	32,076	3,062	2,673	(389)	13,453	21,384	7,931	58.1%
Services	27,015	340	2,251	1,911	22,457	18,010	(4,447)	16.9%
Supplies and Materials	4,193	4,788	349	(4,438)	16,792	2,795	(13,997)	-300.5%
Utilities	22,138	469	1,845	1,376	3,748	14,759	11,011	83.1%
Casualty and Liability	5,589	466	466	-	3,726	3,726	-	33.3%
Taxes and Fees	100	-	8	8	-	67	67	100.0%
Miscellaneous	6,725	67	560	494	1,294	4,483	3,189	80.8%
Total Expenses	187,200	14,378	15,600	1,222	97,147	124,800	27,653	22.2%
Total Operating Surplus (Deficit)	\$ -	\$ 230			\$ 45,699			

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 14,729 taxi trips compared to FYTD22.

Taxi Trips

	FY22-February	FY23-February	Variance	%Δ
Trips	14,202	11,716	(2,486)	-17.5%

Taxi Trips

	FYTD-FY22	FYTD-FY23	Variance	%Δ
Trips	94,604	79,875	(14,729)	-15.6%

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 vehicle.

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: April 26, 2023

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

RE: Taxi Trip Data – March 2023

Summary:

The attached chart summarizes 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 March, there were 1,780 fewer taxi trips in March 2023 serviced by four (4) more cabs compared to March 2022 (73 cabs in 2023 compared to 69 cabs in 2022).

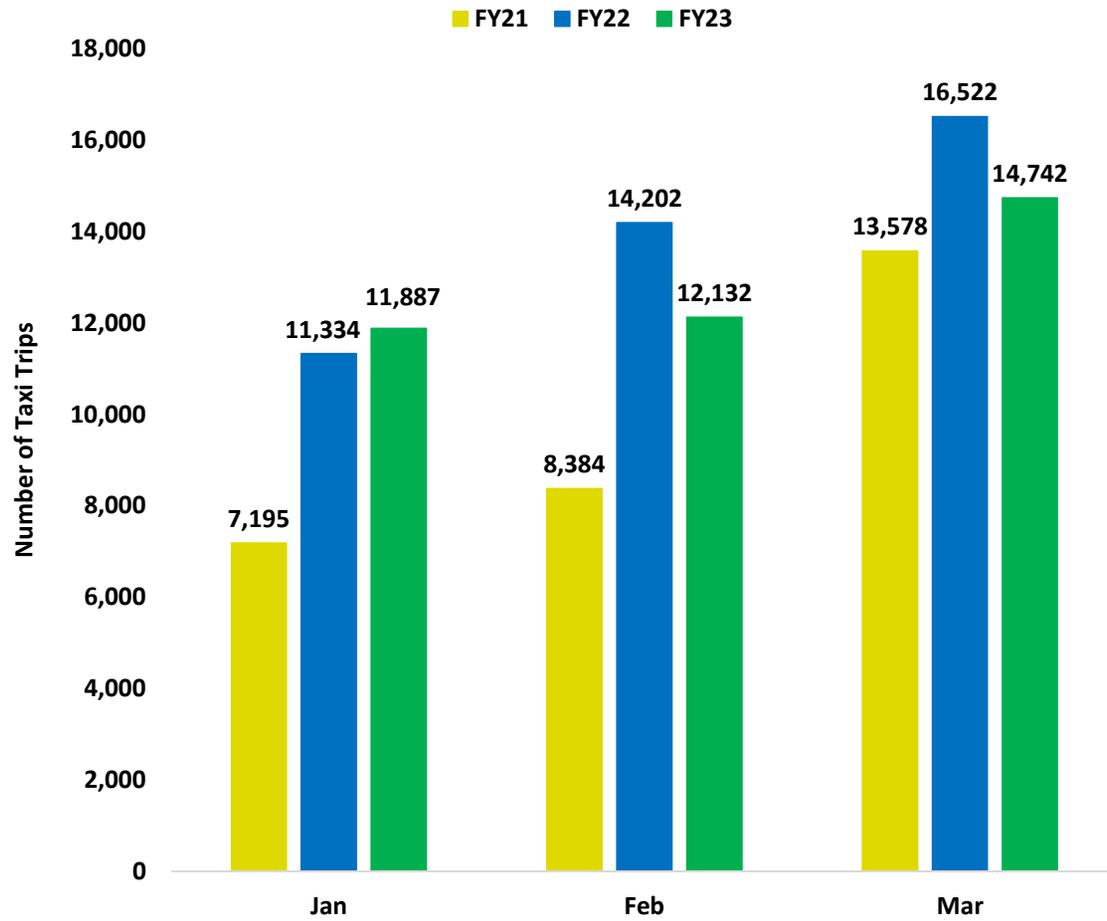
The decrease in trips for March 2023 is attributed to increased seasonal visitors in 2022.

There were 16,093 fewer taxi trips for FYTD23 compared to FYTD22.

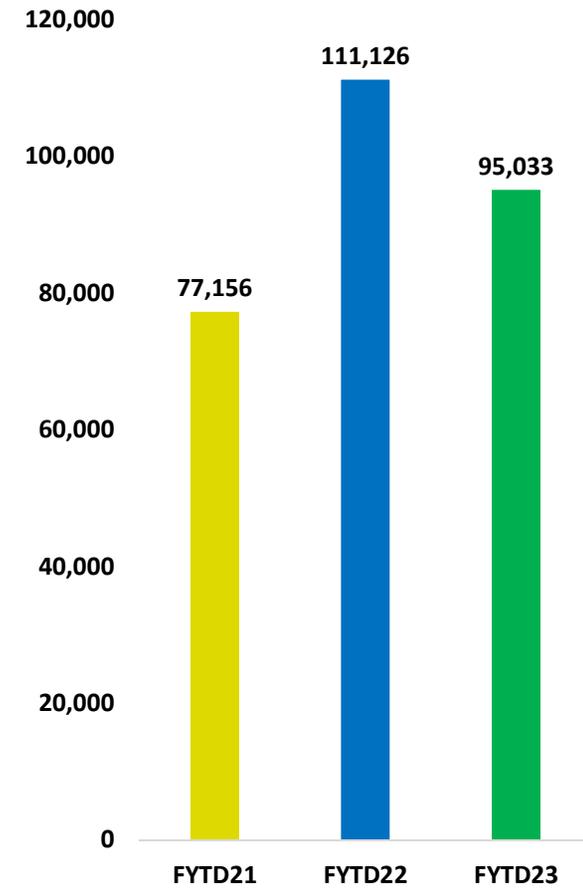
Recommendation:

Receive and file.

Taxi Trip Three (3) Month Comparison as of March 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: April 26, 2023 **INFORMATION**
TO: Taxi Committee
FROM: Jill Plaza, Taxi/Contracted Transportation Services Administrator
RE: State of the Taxi Industry

Background

Over the past fifteen years the taxi industry within the Coachella Valley has experienced numerous changes from how it is regulated to the number of vehicles serving residents and visitors in the Coachella Valley.

This informational report will update the Taxi Committee on the changes in taxi regulation, numbers of trips, taxicabs, and drivers serving the Coachella Valley, as well as some of the challenges currently being experienced.

Attachment:

- [Item 9a](#) – State of the Taxi Industry Presentation



**Taxi Committee Meeting
State of the Taxi Industry
April 26, 2023**

SunLine Regulatory Administration (SRA)

- Taxi administration function of SunLine Services Group (SSG)
- SRA is a self-funded administration
 - Independent budget
 - Revenue source dependent upon taxi regulatory fees
 - SSG capital funds cannot subsidize SRA operations
 - SunLine Transit Agency (STA) funds cannot subsidize SRA operations

- Main Revenue Sources:

Before 2019	2019-Present
Vehicle Inspections	Business Permit Fees
Driver Permit Fees	Driver Permit Fees
Vehicle Permit Fees	Vehicle Permit Fees
Meter Reading Revenue <ul style="list-style-type: none"> ▪ \$0.50 - \$0.75 surcharge per ride that was paid for by passengers 	



Industry Background At-A-Glance

	2007	2008 New Application Process	2009 Franchise	2019 (Pre-COVID)	2022
Cab Companies	22	12	4	3	3
Taxicabs in-Service	247	176	180	77-101	39-69
Txicab Drivers	300			71-111	51-76
Decrease in Available Taxicabs		-28%	2%	-59% to -69%	-32% to -49%
Decrease in Available Drivers				-63% to -76%	-28% to -32%

- Went from Independent Taxicab Operations to Franchises in January 2008 as a result of 2007 Taxi Study findings
- Decrease from 2007 to 2019 was result of franchising and increased industry regulation
- Decrease from 2019 to 2022 was result of franchise system ending (January 5, 2019) with passage of AB 1069 and resulting changes to Government Code 53075.5 and COVID-19 pandemic Regulations relaxed to support taxi industry

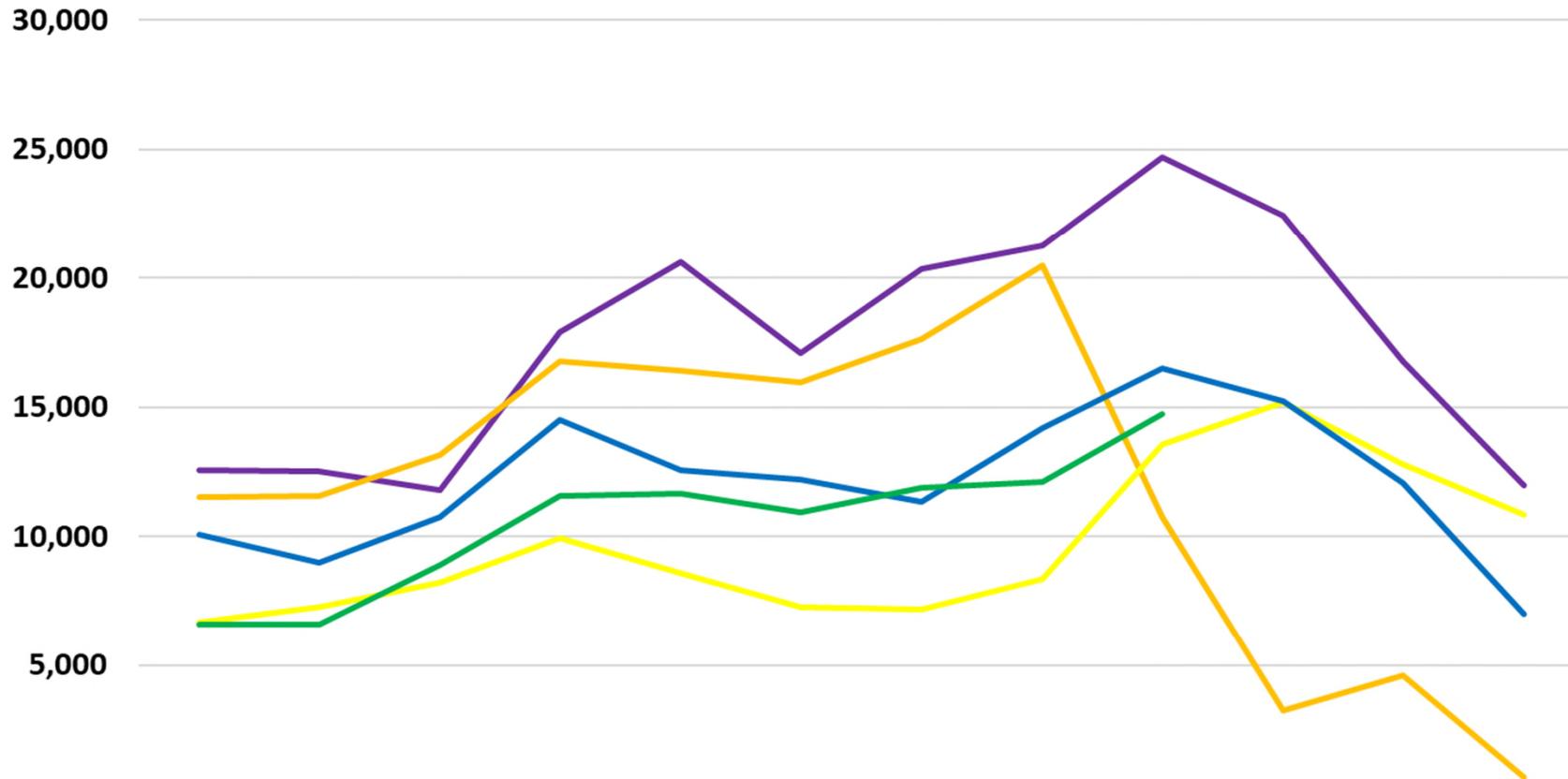
Background Continued

- In years prior SRA was a larger enforcement entity

2008-2010	2018	2019 to 2021	2022 - Present
Director of Taxi Administration	Director of Taxi Administration	Taxi Administrator	Taxi Regulatory Specialist
Two Enforcement Officers	Two Part-time Enforcement Officers	Sr. Administrative Assistant	Taxi/Contracted Transportation Services Administrator*
Assistant Taxi Administrator I	Taxi Administrative Assistant		
Assistant Taxi Administrator II			
Taxi Administrative Assistant			*STA position with time allocated to taxi administration

Number of Taxi Trips

— FY 18/19
 — FY 19/20
 — FY 20/21
 — FY 21/22
 — FY 22/23



March 2018
from 2023

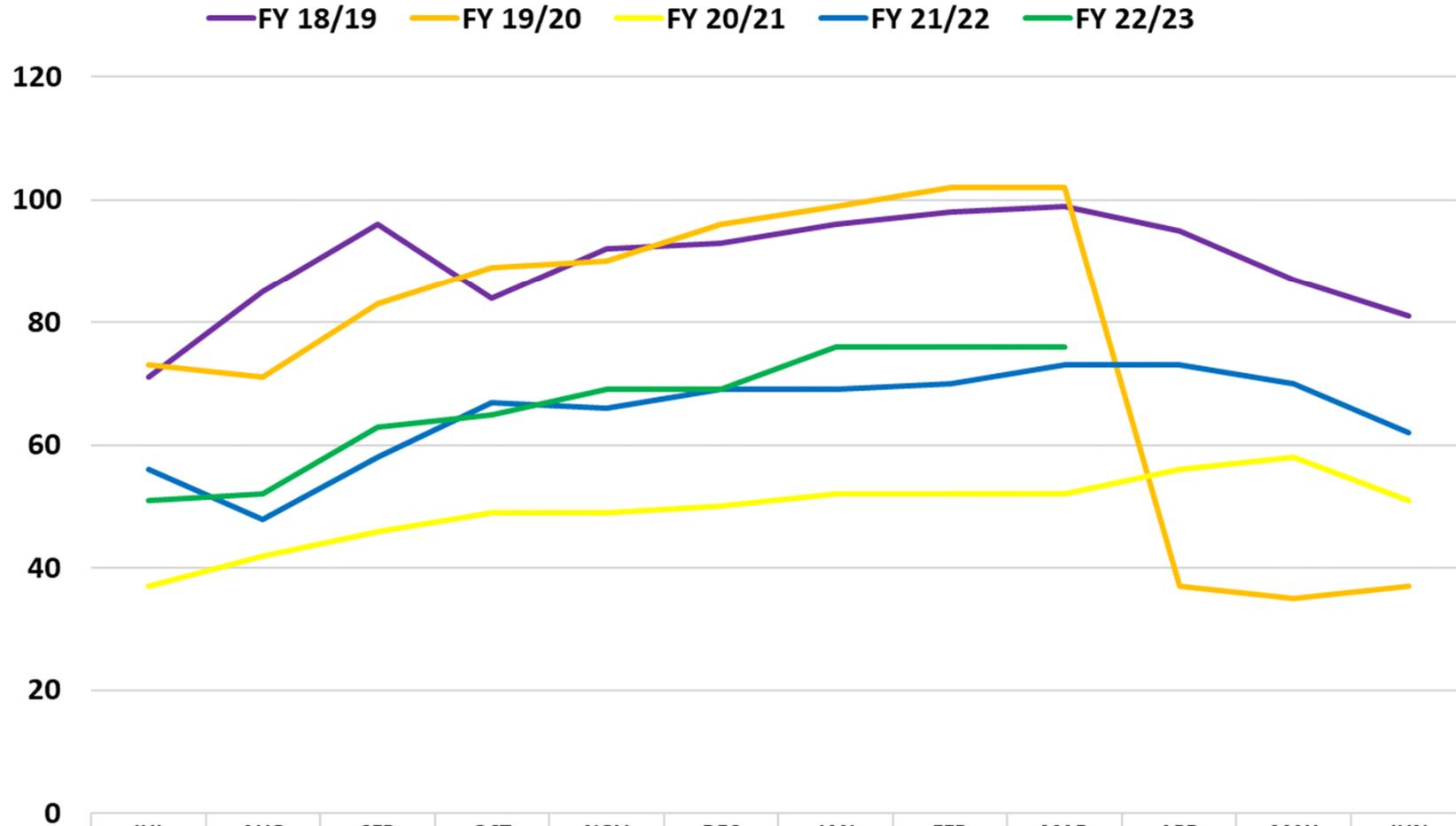
↓ -40.2%

March 2020
from 2023

↑ 8.6%

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
—	12,568	12,524	11,792	17,886	20,615	17,081	20,359	21,231	24,670	22,413	16,760	11,982
—	11,545	11,560	13,159	16,785	16,418	15,962	17,631	20,503	10,743	3,239	4,616	660
—	6,688	7,283	8,244	9,929	8,583	7,272	7,195	8,384	13,578	15,171	12,808	10,836
—	10,058	8,980	10,748	14,528	12,567	12,187	11,334	14,202	16,522	15,236	12,079	7,007
—	6,594	6,592	8,900	11,561	11,677	10,948	11,887	12,132	14,742			

Number of Taxicabs



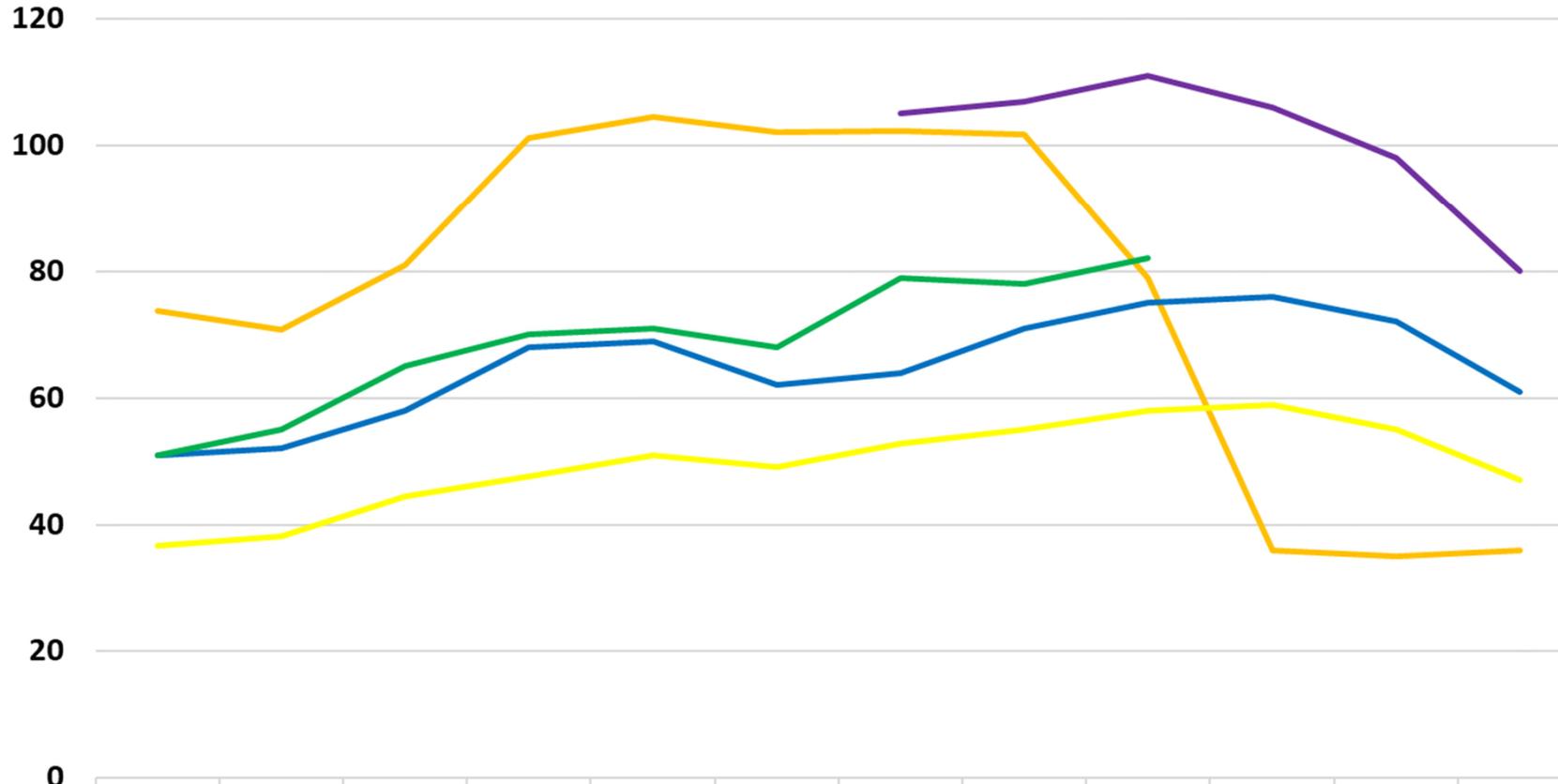
March 2023
from 2018
↓ -23.2%

March 2023
from 2020
↑ 46.1%

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 18/19	71	85	96	84	92	93	96	98	99	95	87	81
FY 19/20	73	71	83	89	90	96	99	102	102	37	35	37
FY 20/21	37	42	46	49	49	50	52	52	52	56	58	51
FY 21/22	56	48	58	67	66	69	69	70	73	73	70	62
FY 22/23	51	52	63	65	69	69	76	76	76			

Number of Taxicab Drivers

— FY 18/19
 — FY 19/20
 — FY 20/21
 — FY 21/22
 — FY 22/23



March 2023
from 2018
↓ -26.1%

March 2023
from 2020
↑ 41.3%

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
— FY 18/19							105	107	111	106	98	80
— FY 19/20	74	71	81	101	105	102	102	102	79	36	35	36
— FY 20/21	37	38	45	48	51	49	53	55	58	59	55	47
— FY 21/22	51	52	58	68	69	62	64	71	75	76	72	61
— FY 22/23	51	55	65	70	71	68	79	78	82			

Taxi Industry Challenges

- On-Time Performance
- Short Trips
- Driver recruitment
 - Cost of becoming an owner-operator (\$2,000-\$5,000)
 - Paint Vehicle (*if needed*)
 - Drug and alcohol testing fees
 - Permitting costs
 - Vehicle equipment (top light, tablet)
 - Background checks
 - Airport transponder
- Increased competition



Impact of Driver Shortage

- Long wait times
- Unreliability of taxicabs
 - No cabs available
 - No shows
 - Pre-booked rides not fulfilled
- Customer Dissatisfaction
 - Increased complaints



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 three (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
- SunLine Transit Agency Contracted Service Opportunities:
 - STA Microtransit Pilot Program (2021 to Present) - Seven (7) geo-fence zones
 - Taxi Voucher Program (2010 to Present) - Two (2) taxi companies participating

Taxi Industry Glows

- Taxi industry still in demand and preferred transportation option
- Can be an economical transportation option during surge pricing periods
 - i.e. 42% less than TNC during festivals

The extra cost of taking a car or taxi is almost always worth it when you're traveling, especially if your time is limited. If you're traveling with a friend or partner, taking a car or taxi doesn't cost much more than a bus or subway.

<https://blog.tortugabackpacks.com/uber-vs-lyft/>

Questions/Discussion