



SunLine Services Group
September 28, 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/82018090647>

Meeting ID: 820 1809 0647

Teleconference Dial In
888-475-4499 (Toll Free)
Meeting ID: 820 1809 0647

One tap mobile
+16699009128,,82018090647#

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 September 27, 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 June and July 2022](#)

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ITEM

RECOMMENDATION

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

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(PAGE 12-14)

- 9. **TAXI STUDY CONSIDERATIONS**
(Staff: Jill Plaza, Taxi/Contracted Transportation
Services Administrator)

INFORMATION
(PAGE 15-25)

- 10. **ADJOURN**

SunLine Services Group

CONSENT CALENDAR

DATE: September 28, 2022

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

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

Vendor Filed As Name	Description	Check #	Payment Date	Payment Amount
ROBERT HALF	Temporary Help	91079	06/29/2022	3,439.80
SUNLINE TRANSIT AGENCY	Payroll Liabilities 05/27/2022	91066	06/08/2022	2,467.73
SUNLINE TRANSIT AGENCY	Payroll Liabilities 05/13/2022	91067	06/08/2022	2,467.73
SUNLINE TRANSIT AGENCY	Payroll Liabilities 06/10/2022	91072	06/16/2022	2,467.73
SUNLINE TRANSIT AGENCY	Payroll Liabilities 06/24/2022	91080	06/29/2022	2,467.73
SUNLINE TRANSIT AGENCY	Overhead Allocations June 2022	91065	06/03/2022	2,461.59
BURKE, WILLIAMS & SORENSEN, LLP	Legal Service	91069	06/16/2022	1,690.50
Total Checks Over \$1,000	\$17,462.81			
Total Checks Under \$1,000	\$3,401.70			
Total Checks	\$20,864.51			

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

Vendor Filed As Name	Description	Check #	Payment Date	Payment Amount
ROBERT HALF	Temporary Help	91084	07/14/2022	3,024.00
SUNLINE TRANSIT AGENCY	Payroll Liabilities 07/08/2022	91085	07/14/2022	2,472.53
ROBERT HALF	Temporary Help	91090	07/20/2022	1,209.60
Total Checks Over \$1,000	\$6,706.13			
Total Checks Under \$1,000	\$1,632.30			
Total Checks	\$8,338.43			

SunLine Services Group
CONSENT CALENDAR

DATE: September 28, 2022

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

RE: Monthly Budget Variance Report for June & July 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 June 2022 are equal to 12/12^{ths} of the yearly budget and the FYTD budget values for the month of July 2022 are equal to 1/12th of the yearly budget.

Year to Date Summary

FY2022

- As of June 30, 2022, the organization's unaudited revenues are \$29,371 or 16.8% above the FYTD budget. The positive revenue balance is primarily due to higher vehicle permit revenue relating to more taxi vehicles in service.
- As of June 30, 2022, unaudited expenditures are \$40,351 or 23.0% below the FYTD budget.
- The net FY22 unaudited operating gain (loss) after expenses is \$69,721.

FY2023

- As of July 31, 2022, the organization's revenues are \$1,396 or 8.9% below the FYTD budget.
- As of July 31, 2022, expenditures are \$3,641 or 23.3% below the FYTD budget.
- The net FYTD operating gain (loss) after expenses is \$2,245.

Recommendation:

Receive and file.

SunLine Regulatory Administration
Budget Variance Report
June 2022

Description	FY22 Total Budget	Current Month			Year to Date			
		Actual	Budget	Positive (Negative)	FYTD Actual	FY22 FYTD Budget	Positive (Negative)	Percentage Remaining
Revenues:								
Revenue Fines	1,500	250	125	125	5,100	1,500	3,600	-240.0%
New Driver Permit Revenue	750		63	(63)	1,050	750	300	-40.0%
Taxi Business Permit	96,000	8,000	8,000	0	97,526	96,000	1,526	-1.6%
Driver Transfer Revenue	250		21	(21)	625	250	375	-150.0%
Driver Renewal Revenue	1,000	75	83	(8)	2,025	1,000	1,025	-102.5%
Driver Permit Reinstatement/Replacement	50	-	4	(4)	10	50	(40)	80.0%
Vehicle Permit Revenue	73,620	5,509	6,135	(626)	96,560	73,620	22,940	-31.2%
Other Revenue	500	-	42	(42)	1,645	500	1,145	-229.0%
Operator Application Fee	1,500	-	125	(125)	-	1,500	(1,500)	100.0%
Total Revenue	175,170	13,834	14,598	(764)	204,541	175,170	29,371	-16.8%
Expenses:								
Salaries and Wages	54,367	1,126	4,531	3,405	37,875	54,367	16,492	30.3%
Fringe Benefits	46,865	2,041	3,905	1,864	53,561	46,865	(6,696)	-14.3%
Services	52,015	6,711	4,335	(2,376)	27,427	52,015	24,588	47.3%
Supplies and Materials	4,193	542	349	(193)	2,964	4,193	1,229	29.3%
Utilities	5,416	451	451	0	5,416	5,416	0	0.0%
Casualty and Liability	5,489	457	457	(0)	5,489	5,489	0	0.0%
Taxes and Fees	100	-	8	8	-	100	100	100.0%
Miscellaneous	6,725	-	560	560	2,087	6,725	4,638	69.0%
Total Expenses	175,170	11,328	14,598	3,269	134,819	175,170	40,351	23.0%
Total Operating Surplus (Deficit)	\$ -	\$ 2,506			\$ 69,721			

Budget Variance Analysis - SunLine Regulatory Administration

Revenue

- The positive variance in revenue is primarily attributed to an increase in permitted vehicles.
- As of FYTD22, there is an increase of 29,477 taxi trips compared to FYTD21.

Taxi Trips

	FY21-June	FY22-June	Variance	%Δ
Trips	10,836	7,007	(3,829)	-35.3%

Taxi Trips

	FYTD-FY21	FYTD-FY22	Variance	%Δ
Trips	115,971	145,448	29,477	25.4%

Salaries and Wages

- The positive variance in Salaries and Wages is attributed to vacant positions.

Fringe Benefits

- The unfavorable amount in fringe benefit expenses is attributed to fewer than anticipated expense allocations to SunLine Transit Agency.

Services

- The positive balance in services is primarily attributed to fewer than anticipated legal expenses.

Supplies and Materials

- Material and supply expenses are within an acceptable range of the budget.

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 balance is attributed to fuel tax savings related to SRA staff not utilizing vehicle.

Miscellaneous

- The positive variance in miscellaneous expenses are attributed to savings in travel and membership fees which have not been incurred.

SunLine Regulatory Administration
Budget Variance Report
July 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	250	125	125	83.3%
New Driver Permit Revenue	750	75	63	13	75	63	13	90.0%
Taxi Business Permit	96,000	8,000	8,000	0	8,000	8,000	0	91.7%
Driver Transfer Revenue	250	-	21	(21)	-	21	(21)	100.0%
Driver Renewal Revenue	1,500	75	125	(50)	75	125	(50)	95.0%
Driver Permit Reinstatement/Replacement	50	-	4	(4)	-	4	(4)	100.0%
Vehicle Permit Revenue	85,000	5,804	7,083	(1,279)	5,804	7,083	(1,279)	93.2%
Other Revenue	650	-	54	(54)	-	54	(54)	100.0%
Operator Application Fee	1,500	-	125	(125)	-	125	(125)	100.0%
Total Revenue	187,200	14,204	15,600	(1,396)	14,204	15,600	(1,396)	-8.9%
Expenses:								
Salaries and Wages	89,364	3,354	7,447	4,093	3,354	7,447	4,093	96.2%
Fringe Benefits	32,076	(724)	2,673	3,397	(724)	2,673	3,397	102.3%
Services	27,015	6,189	2,251	(3,938)	6,189	2,251	(3,938)	77.1%
Supplies and Materials	4,193	2,144	349	(1,795)	2,144	349	(1,795)	48.9%
Utilities	22,138	469	1,845	1,376	469	1,845	1,376	97.9%
Casualty and Liability	5,589	466	466	-	466	466	-	91.7%
Taxes and Fees	100	-	8	8	-	8	8	100.0%
Miscellaneous	6,725	61	560	499	61	560	499	99.1%
Total Expenses	187,200	11,959	15,600	3,641	11,959	15,600	3,641	23.3%
Total Operating Surplus (Deficit)	\$ -	\$ 2,245			\$ 2,245			

Budget Variance Analysis - SunLine Regulatory Administration

Revenue

- The negative variance in revenue is largely due to the seasonal decline during the summer months.
- As of FYTD23, there is a decrease of 3,464 taxi trips compared to FYTD22.

Taxi Trips

	FY22-July	FY23-July	Variance	%Δ
Trips	10,058	6,594	(3,464)	-34.4%

Taxi Trips

	FYTD-FY21	FYTD-FY22	Variance	%Δ
Trips	10,058	6,594	(3,464)	-34.4%

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: September 28, 2022

RECEIVE & FILE

TO: Taxi Committee
Board of Directors

RE: Taxi Trip Data – July and August 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.

For the month of July there were 3,464 fewer taxi trips in July 2022 serviced by 5 more cabs compared to July 2021 (56 cabs in 2022 compared to 51 cabs in 2021). For August, there were 2,388 fewer taxi trips in August 2022 serviced by 4 more cabs compared to August 2021 (52 cabs in 2022 compared to 48 cabs in 2021).

The decrease in trips for July and August 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 5,852 fewer taxi trips for FYTD23 compared to FYTD22.

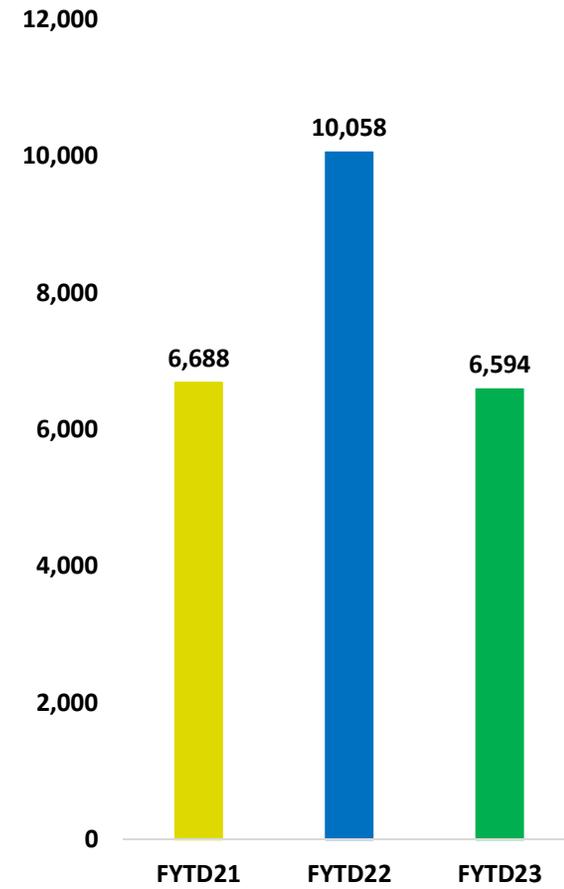
Recommendation:

Receive and file.

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

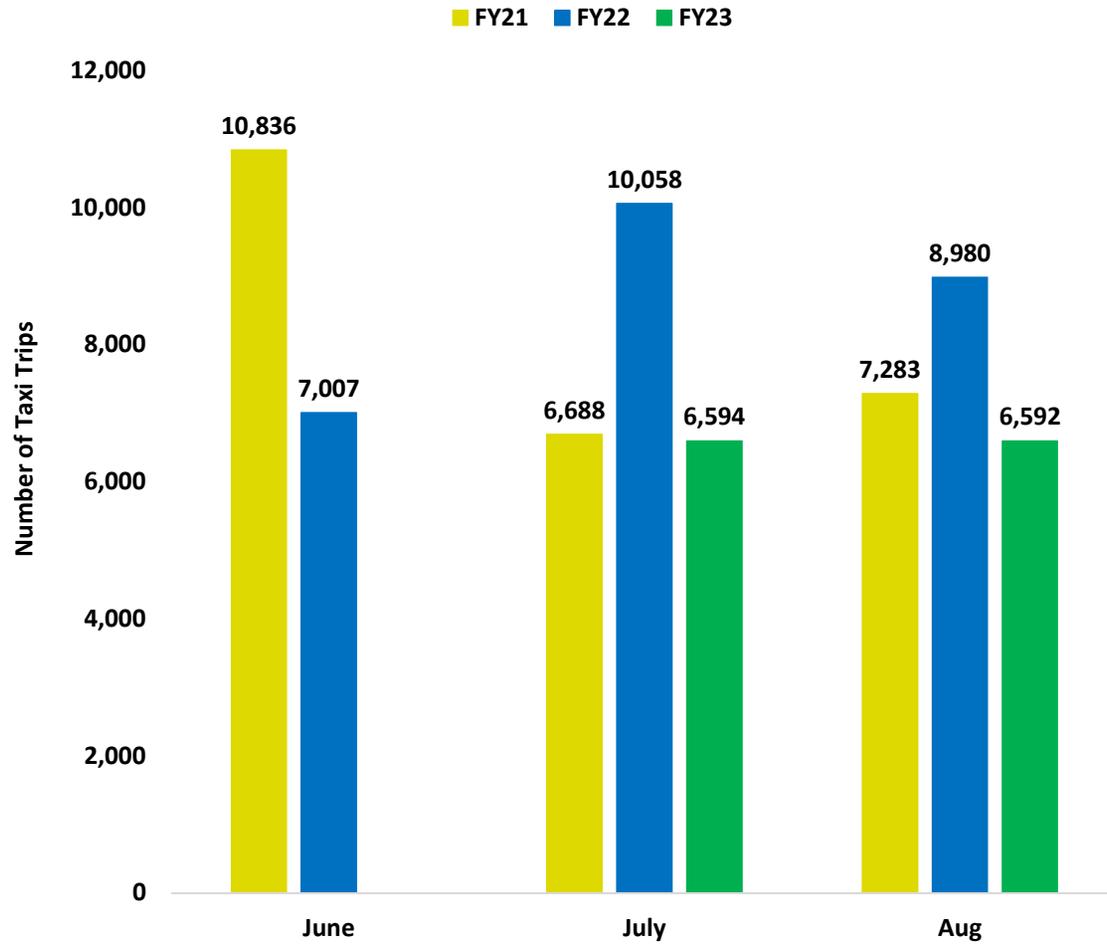


FYTD No. of Taxi Trips

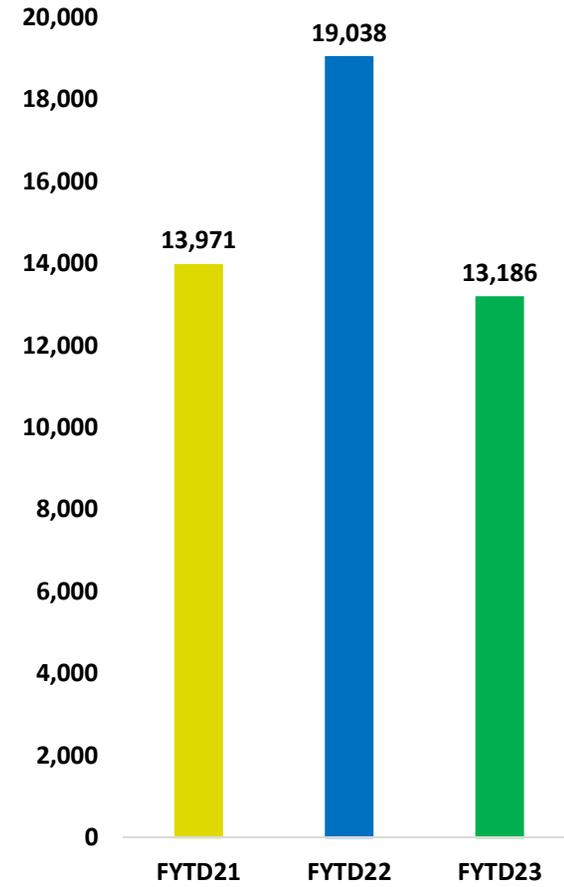


The chart compares the three (3) most recent months and measures the total number of taxi trips taken year to date for FY21, FY22 and FY23.

Taxi Trip Three (3) Month Comparison as of August 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.

SunLine Services Group

DATE: September 28, 2022 **INFORMATION**

TO: Taxi Committee

FROM: Jill Plaza, Taxi/Contracted Transportation Services Administrator

RE: Taxi Study Considerations

Background

SunLine Regulatory Administration (SRA) initiated a taxi study as a result of the rise in local taxicab service complaints concerning a lack of available taxicab service and excessive wait times, as well as industry challenges in driver recruitment.

The last taxi study was completed in April 2007. At that time, there were 22 cab companies in operation, 247 taxicabs in-service and about 300 taxicab drivers. Today, there are three (3) cab companies comprised of 50-65 in-service taxicabs with approximately 51-71 drivers.

There are five (5) considerations from the taxi study that SRA believes are useful for SRA to explore in order to improve taxi service in the Coachella Valley. One has been analyzed with a recommendation summarized within the report, while the others will be brought to the Taxi Committee in the future with more details.

1. Distinctive appearance: The use of vehicles as taxicabs where vehicles maintain the original factory paint color in an effort to attract drivers to meet service demand. This would remove the distinctive color requirement from distinctive appearance. A comment was made at the July 26, 2022 Board meeting, asking that the distinctive color requirement be taken out of the distinctive appearance so that drivers can be brought on for the season. The current language for distinctive appearance as it relates to color was requested by the taxi industry in 2019.

After an in-depth review, SRA recommends retaining the element of color for distinctive appearance for the following reasons:

- Public safety – the current cab colors are easily recognizable so that riders have a sense of safety and security.
- Professionalism – the Coachella Valley is full of resort communities which draw an estimated 3.5 million people to the Valley every year. The standard of professionalism currently in place projects a solid forward-facing image, instilling consumer confidence in taxis as a transportation service.

- Burden of regulation – the ability to oversee and regulate taxis of multiple colors can become burdensome due to personnel requirements to oversee compliance with the ordinance and regulations, particularly as it relates to permitting and vehicle safety. Additionally, the complexity of regulating vehicles of all makes and colors would necessitate increasing the SRA budget and in turn SRA fees.
 - Avoid customer confusion - multiple colors as cabs on the road can create confusion for consumers.
2. Vehicle age and type: In May 2019, the Board suspended the enforcement of the age limit for vehicles used as taxicabs. Governor Newsom’s ban on the sale of new gas powered vehicles by 2035 brings vehicle type to the forefront. Additionally, many principalities are moving toward requiring zero emission vehicles for access to airport grounds.
 3. Minimum airport fare: This would allow a flat fare for short rides originating from the airport to downtown Palm Springs, for example, rides within a 5 mile radius of the airport.
 4. Incentives for wheelchair accessible vehicles: This could include incentives toward the purchase of accessible vehicles or toward the cost to convert a van into an accessible vehicle.
 5. On-time performance: As excessive wait times are a prime complaint of the taxi industry, the fifth area seeks to research on-time performance as a measure of the effective operations of taxicab transportation services. This would include looking at requirements for response time, on-time performance for time calls, and trip completion, along with penalties for not meeting the standards.

SRA’s next steps throughout the year will be to continue research on industry standards and trends on the action items of vehicle age and type, minimum airport fare, pro-rated refunds, wheelchair accessible vehicle incentives, and on-time performance. Additionally, SRA will draft any proposed ordinance and regulations changes that may be needed.

Attachments:

- [Item 9a](#) – Taxi Study Considerations Presentation



Taxi Committee Meeting
Taxi Study Considerations
September 28, 2022

Background

- SunLine Regulatory Administration (SRA) was receiving increased customer complaints regarding a lack of available taxicab service and excessive wait times
- In March 2022, a new taxi study was initiated to seek solutions to numerous customer complaints and industry challenges, including
 - Driver recruitment
 - Short rides
 - Long wait times
 - Unreliability of taxicabs
 - No cabs available
 - No shows
 - Pre-booked rides not fulfilled



Background

- Last taxi study was completed in April 2007
- Status of industry at that time:
 - 22 cab companies
 - 247 vehicles on the road
 - Approximately 300 taxicab drivers
- Status of industry today:
 - 3 cab companies
 - 50-65 vehicles on the road
 - Approximately 51-71 taxicab drivers



Considerations

Five (5) items were noteworthy of further consideration to improve taxi service

1. Distinctive appearance

- 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

Distinctive Appearance Considerations

After an in-depth review, SRA recommends retaining the element of color for distinctive appearance for the following reasons:

- Public safety
 - Current cab colors are easily recognizable/distinctive
 - Passengers know what color to expect
 - Provides sense of safety when traveling
- Professionalism
 - Current distinct appearance provides a strong forward-facing standard of professionalism for the taxi industry in the Coachella Valley
- Burden of regulation
 - Personnel requirements to oversee compliance with the Ordinance
 - Difficult to enforce a variety of colors as it relates to permitting and vehicle safety
 - Would require an increase to SRA budget to regulate vehicles of all makes and colors
- Consumer confusion
 - Various colors on the road are hard to identify

Considerations Continued

2. Vehicle age and type
 - Governor's ban on the sale of new gas powered vehicles by 2035
 - Reconsider reinstating limits on vehicle age and/or mileage. At the May 23, 2019 Board meeting, the Board approved Resolution No. 85 to temporarily suspend the enforcement of the age limit for vehicles used in taxicab transportation services

3. Minimum airport fare
 - Flat fare for rides originating from the airport to a designated range within the downtown area., i.e. a 5 mile radius of airport

Considerations Continued

4. Wheelchair accessible vehicle incentives
 - Accessible vehicles are more expensive to acquire and operate
 - Consider incentives toward the purchase or conversion cost of accessible taxis

5. On-Time Performance
 - How many minutes before or after the requested time the pick-up actually occurred
 - Explore requirements for response time, on-time performance for time calls, and trip completion, along with penalties for not meeting the standards

Next Steps

- Continue research this year on industry standards and trends on the following action items:
 - Vehicle age and type
 - Minimum airport fare
 - Wheelchair accessible vehicle incentives
 - On-time performance
- Draft any proposed ordinance and regulation revisions

Questions/Discussion