AN ORDINANCE OF SUNLINE SERVICES GROUP AMENDING
ORDINANCE 2019-01 ESTABLISHING THE ORDERLY, EFFICIENT
AND SAFE OPERATION OF TAXICAB SERVICES

WHEREAS, to modernize the regulation of taxicab transportation services and in
order for taxicabs to better compete with all for hire modes of transportation the State
amended Government Code Section 53075.5 through Assembly Bill 1069 and
Assembly Bill 939; and,

WHEREAS, Sunline Services Group (SSG) adopted procedures compliant with
Assembly Bill 1069 and Assembly Bill 939 for the regulation of taxicab transportation
services within the Coachella Valley through Ordinance 2019-01; and,

WHEREAS, SSG desires to amend Ordinance 2019-01 relating to taxicab
distinctive appearance standards.

NOW, THEREFORE, the Board of Directors of SSG does ordain as follows:

SECTION 1: AMENDMENT OF ORDINANCE NO. 2019-01, CHAPTER ONE,
ARTICLE I, SECTION 1.030, SUBSECTION (D)(1)

Ordinance No. 2019-01, Chapter One, Article I, Section 1.030, Subsection (D)(1)
is amended to read as follows:

"Section 1.030 Business Permit Required

D. The Business Permit shall be valid for a period of one (1) year,
beginning July 1st of each year and expiring on June 30th or until
suspended, revoked or surrendered. Requirements to approve and
maintain the permit include:

1. Taxicab Business shall have a distinctive name and
appearance and shall have a standard monogram, insignia,
or logo which is permanently affixed to each vehicle and
indicates that the vehicle is offered for the use of
transportation of passengers for hire. Distinctive name
includes the consideration of a specific color referenced in
the Taxicab Business’ name;"
SECTION 2: AMENDMENT OF ORDINANCE NO. 2019-01, CHAPTER ONE, ARTICLE II, SECTION 2.010, SUBSECTIONS (A) AND (B)

Ordinance No. 2019-01, Chapter One, Article II, Section 2.010, Subsections (A) and (B) are amended to read as follows:

"Section 2.010  Taxicab Businesses Distinct Appearance

A. All Taxicabs operating under a Taxicab Business Permit shall be of distinctive name and appearance such as is in common usage in this country for Taxicabs and shall have a standard monogram, insignia, or logo which is permanently affixed to each vehicle and clearly indicates that the vehicle is offered for the use of transportation of passengers for hire.

B. No Taxicab Business Permit shall be granted to any Person and/or company whose name, monogram, logo or insignia to be used on its Taxicabs is in conflict with, or imitates, any name, monogram, logo or insignia used by another Taxicab Business within the Jurisdictional Boundaries of SSG in such a manner as to be misleading to, or which would tend to deceive or defraud the public. This includes the consideration of a specific color referenced in the Taxicab Business’ name."

SECTION 3: SEVERABILITY.

If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of the Ordinance of SSG. The Board of Directors of SSG hereby declares that it would have passed this Ordinance, and each section, subsection, clause, sentence or phrase thereof, irrespective of the fact that any one or more other sections, subsections, clauses, sentences, or phrases may be declared invalid or unconstitutional.

SECTION 4: EFFECTIVE DATE.

This Ordinance shall take effect thirty (30) days from its passage by the Board of Directors of SSG.

SECTION 5: PUBLICATION.

The Clerk of the Board is authorized and directed to cause this Ordinance to be published within fifteen (15) days after its passage in a newspaper of general circulation and circulated within the Jurisdictional Boundaries of SSG in accordance with
Government Code Section 36933(a) or, to cause this Ordinance to be published in the manner required by law using the alternative summary and posting procedure authorized under Government Code Section 36933(c).

**INTRODUCED** at the regular meeting of the Board of Directors of SunLine Services Group on the __ day of September, 2019.

**APPROVED AND ADOPTED** by the Board of Directors of SunLine Services Group at a regular meeting held on 13th day of October, 2019.

[Signature]
Kathleen Kelly
Chairperson of the Board

ATTEST:

[Signature]
Brittney Sowell
Clerk of the Board

APPROVED AS TO FORM:

[Signature]
Eric S. Vail
General Counsel