



SunLine Services Group  
September 25, 2019  
12:00 p.m.

## AGENDA

**Regular Board of Directors Meeting  
Board Room  
32-505 Harry Oliver Trail  
Thousand Palms, CA 92276**

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](http://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. APPROVAL OF MINUTES –<br>JULY 24, 2019 BOARD MEETING | APPROVE<br>(PAGE 3-5) |
| 7. PUBLIC COMMENTS                                      | RECEIVE COMMENTS      |

### NON AGENDA ITEMS

Members of the public may address the Board regarding any item within the subject matter jurisdiction of the Board; 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. Each person's presentation is limited to a maximum of three (3) minutes.

**ITEM**

**RECOMMENDATION**

**8. BOARD MEMBER COMMENTS**

**RECEIVE COMMENTS**

**9. 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.

9a) Checks \$1,000 and Over Report for June & July 2019

(PAGE 6-8)

9b) Monthly Budget Variance Report for June & July 2019

(PAGE 9-13)

9c) Taxi Trip Data for July & August 2019

(PAGE 14-16)

9d) Metric (Taxi Expense vs Taxi Revenue) June & July 2019

(PAGE 17-20)

**10. FIRST READING OF SUNLINE SERVICES GROUP (SSG)  
FIRST AMENDMENT OF ORDINANCE NO. 2019-01**

**APPROVE**

(PAGE 21-25)

(Kathleen Kelly, Chair of Taxi Committee;

Staff: Vanessa Mora, Deputy Chief Safety Officer & Eric

Vail, General Counsel)

**11. GENERAL COUNSEL**

**12. NEXT MEETING DATE**

October 23, 2019

12 p.m. – Board Room

32-505 Harry Oliver Trail

Thousand Palms, CA 92276

**13. ADJOURN**

## MINUTES

### SunLine Services Group Board of Directors Meeting July 24, 2019

A regular meeting of the SunLine Services Group Board of Directors was held at 12:05 p.m. on Wednesday, July 24, 2019 in the Board Room at SunLine Transit Agency, 32-505 Harry Oliver Trail, Thousand Palms, CA 92276.

#### 1. CALL TO ORDER

The meeting was called to order at 12:05 p.m. by Chairperson Kathleen Kelly.

#### 2. FLAG SALUTE

Board Member Hobart led the pledge of allegiance.

#### 3. ROLL CALL

##### Members Present:

Kathleen Kelly, Chair, SunLine Agency Board Member, City of Palm Desert  
Robert Radi, Vice-Chair, SunLine Agency Board Member, City of La Quinta  
Raymond Gregory, SunLine Agency Board Member, City of Cathedral City  
Russell Betts, SunLine Agency Board Member, City of Desert Hot Springs  
Lupe Ramos Amith, SunLine Agency Board Member, City of Indio  
Ty Peabody, SunLine Agency Board Member, City of Indian Wells  
Pat Cooper, SunLine Agency Board Member Alternate, County of Riverside  
G. Dana Hobart, SunLine Agency Board Member, City of Rancho Mirage

##### Members Absent:

Lisa Middleton, SunLine Agency Board Member, City of Palm Springs  
Megan Beaman Jacinto, SunLine Agency Board Member, City of Coachella

#### 4. PRESENTATIONS

None.

#### 5. FINALIZATION OF AGENDA

No changes to the agenda.

#### 6. APPROVAL OF MINUTES – JUNE 26, 2019 BOARD MEETING

SunLine Services Group Board Member Hobart moved to approve the minutes of the June 26, 2019 Board meeting. The motion was seconded by SunLine Services Group Board Member Alternate Cooper. The motion was approved by a vote of 8 yes; 0 no; 0 abstain

**7. PUBLIC COMMENTS**

None.

**8. BOARD MEMBER COMMENTS**

None.

**9. CONSENT CALENDAR**

- 9a) Checks \$1,000 and Over Report for May 2019
- 9b) Monthly Budget Variance Report for May 2019
- 9c) Taxi Trip Data for June 2019
- 9d) Metric (Taxi Expense vs Taxi Revenue) May 2019

SunLine Services Group Board Member Betts moved to approve the consent calendar. The motion was seconded by SunLine Services Group Board Member Hobart. The consent calendar was approved by a unanimous vote of 8 yes; 0 no; 0 abstain

**10. RECREATIONAL USE OF MARIJUANA IN CALIFORNIA- MANDATORY DRUG TESTING**

Taxi Committee Chair Kelly asked General Counsel to summarize the Recreational Use of Marijuana in California-Mandatory Drug Testing discussion that took place during the Taxi Committee.

**11. TAXICAB BASE COLOR**

Taxi Committee Chair Kelly gave a brief report on the Taxicab Base Color discussion that took place during the Taxi Committee.

**12. SECOND READING OF SUNLINE SERVICES GROUP ORDINANCE NO. 2019-01**

Taxi Committee Chair Kelly reported that this item was brought to the Committee and they recommend the Board approve this item as second reading and make an amendment to the ordinance during the September 2019 Board Meeting, SunLine Services Group Board Member Gregory moved to approve Second Reading of SunLine Services Group Ordinance No. 2019-01. The motion was seconded by SunLine Services Group Board Member Ramos Amith. The motion was approved by a unanimous vote of 8 yes; 0 no; 0 abstain

**13. GENERAL COUNSEL**

General counsel had no updates to report.

**14. NEXT MEETING DATE**

September 25, 2019  
12 p.m. – Board Room  
32-505 Harry Oliver Trail  
Thousand Palms, CA 92276

**15. ADJOURN**

The SunLine Services Group meeting was adjourned at 12:20 p.m.

Respectfully Submitted,

Spencer Winkle  
Assistant Clerk of the Board

**SunLine Services Group**  
**CONSENT CALENDAR**

DATE: September 25, 2019

**RECEIVE & FILE**

TO: Taxi Committee  
Board of Directors

RE: SSG/SRA Checks \$1,000 and Over Report for June & July 2019

Summary:

The checks \$1,000 and over report lists all of the checks processed at the Agency with a value of over \$1,000 for a given month. Items identified in bold font represent "pass through" payments that were, or will be, reimbursed to SunLine under the provisions of specific grants or contracts. Items identified with underlines represent "shared" payments with SunLine and specific vendors/employees.

- For the month of June, the largest payment issued was for legal services from Burke, Williams & Sorensen, LLP.
- For the month of July, the largest payment issued was for legal services from Burke, Williams & Sorensen, LLP.

Recommendation:

Receive and file.

**SunLine Regulatory Administration  
Checks \$1,000 and Over  
For the month of June 2019**

NOTE: 1). Bold check payments represent "pass through" payments that were, or will be reimbursed to SunLine under the provisions of specific grants or contracts. 2). Underlined check payments represent "shared" payments with SunLine and specific vendors/employees.

<b>Vendor Filed As Name</b>	<b>Description</b>	<b>Check #</b>	<b>Payment Date</b>	<b>Payment Amount</b>
BURKE, WILLIAMS & SORENSEN, LLP	May 2019 Legal Services	90641	06/21/2019	14,232.00
SUNLINE TRANSIT AGENCY	Payroll Liabilities 5/31/19 and SRA Overhead June 2019	90639	06/07/2019	7,089.99
SUNLINE TRANSIT AGENCY	Payroll Liabilities 6/14/19	90646	06/21/2019	4,634.02
SUNLINE TRANSIT AGENCY	Payroll Liabilities 6/28/19	90650	06/28/2019	4,634.02
<b>Total Checks Over \$1,000</b>	\$30,590.03			
<b>Total Checks Under \$1,000</b>	\$1,641.90			
<b>Total Checks</b>	\$32,231.93			

**SunLine Regulatory Administration  
Checks \$1,000 and Over  
For the month of July 2019**

NOTE: 1). Bold check payments represent "pass through" payments that were, or will be reimbursed to SunLine under the provisions of specific grants or contracts. 2). Underlined check payments represent "shared" payments with SunLine and specific vendors/employees.

<b>Vendor Filed As Name</b>	<b>Description</b>	<b>Check #</b>	<b>Payment Date</b>	<b>Payment Amount</b>
BURKE, WILLIAMS & SORENSEN, LLP	Jun 2019 Legal Services	90651	07/19/2019	10,560.00
SUNLINE TRANSIT AGENCY	Payroll Liabilities 7/12/19 and SRA Overhead July 2019	90656	07/19/2019	6,808.02
SUNLINE TRANSIT AGENCY	Payroll Liabilities 7/26/19	90660	07/31/2019	4,634.02
<b>Total Checks Over \$1,000</b>	\$22,002.04			
<b>Total Checks Under \$1,000</b>	\$607.18			
<b>Total Checks</b>	\$22,609.22			



**SunLine Services Group****CONSENT CALENDAR**

DATE: September 25, 2019

**RECEIVE & FILE**TO: Taxi Committee  
Board of Directors

RE: Monthly Budget Variance Report for June &amp; July 2019

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 year to date (YTD) values. The current monthly budget values are calculated by taking 1/12<sup>th</sup> of the annual budget and the YTD budget values are calculated by dividing the yearly budget by the number of months progressed through the fiscal year.

## For June:

- As of June 30, 2019, the organization's revenues are \$6,661 over budget or 3.6% above the YTD budget. Expenditures are \$28,106 under budget or 9.0% below the YTD budget.
- The net YTD operating gain (loss) after expenses is (\$93,304).
- YTD-June information is based on unaudited financials and is subject to change. Once the year end audit is complete, data will be updated.

## For July:

- As of July 31, 2019, the organization's revenues are \$5,4873.17 over budget or 26.9% above the YTD budget. Expenditures are \$3,247 under budget or 15.3% below the YTD budget.
- The net YTD operating gain (loss) after expenses is \$7,937.

Recommendation:

Receive and file.

SunLine Regulatory Administration  
Budget Variance Report  
June 2019

Description	FY 19 Total Budget	Current Month			Year to Date			
		Actual	Budget	Favorable (Unfavorable)	YTD Actual	FY 19 YTD Budget	Favorable (Unfavorable)	Percentage Remaining
<b>Revenues:</b>								
Meter Readings	46,347	0	3,862	(3,862)	46,512	46,347	165	-0.4%
Taxi Business Permit	58,327	0	4,861	(4,861)	63,202	58,327	4,875	-8.4%
Revenue Fines	3,000	627	250	377	1,414	3,000	(1,586)	52.9%
New Driver Permit Revenue	9,000	135	750	(615)	3,150	9,000	(5,850)	65.0%
Driver Transfer Revenue	1,000	0	83	(83)	1,000	1,000	0	0.0%
Driver Renewal Revenue	10,000	25	833	(808)	3,225	10,000	(6,775)	67.8%
Driver Permit Reinstatement/Replacement	25	0	2	(2)	10	25	(15)	60.0%
Vehicle Permit Revenue	58,242	5,955	4,854	1,102	74,090	58,242	15,848	-27.2%
<b>Total Revenue</b>	<b>185,941</b>	<b>6,742</b>	<b>15,495</b>	<b>(8,753)</b>	<b>192,602</b>	<b>185,941</b>	<b>6,661</b>	<b>-3.6%</b>
<b>Expenses:</b>								
Salaries and Wages	112,555	6,670	9,380	2,709	107,437	112,555	5,118	4.5%
Fringe Benefits	70,138	18,537	5,845	(12,692)	65,998	70,138	4,140	5.9%
Services	96,000	11,217	8,000	(3,217)	83,738	96,000	12,262	12.8%
Supplies and Materials	5,219	606	435	(171)	3,603	5,219	1,616	31.0%
Utilities	4,816	401	401	0	4,816	4,816	0	0.0%
Casualty and Liability	17,774	1,481	1,481	0	17,774	17,774	0	0.0%
Taxes and Fees	20	0.43	2	1	25	20	(5)	-27.3%
Miscellaneous	7,490	28	624	596	2,515	7,490	4,975	66.4%
<b>Total Expenses</b>	<b>314,012</b>	<b>38,942</b>	<b>26,168</b>	<b>(12,774)</b>	<b>285,906</b>	<b>314,012</b>	<b>28,106</b>	<b>9.0%</b>
<b>Total Operating Surplus (Deficit)</b>	<b>\$ (128,071)</b>	<b>\$ (32,200)</b>			<b>\$ (93,304)</b>			

## Budget Variance Analysis - SunLine Regulatory Administration

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### **Revenue - Favorable**

- Taxi revenues are favorable due to collected vehicle permit revenues. Taxi franchises pay the full year's vehicle permits during the peak months of October through April.
- As of January 2019, SunLine Regulatory administration will no longer be collecting a meter reading revenue, instead it will be collecting a Taxi Business Permit fee.

### **Salaries and Wages - Favorable**

- Salaries and wages are within an acceptable range of the budgeted amount.

### **Fringe Benefits - Favorable**

- Fringe benefit savings are within an acceptable range of the budgeted amount.

### **Services - Favorable**

- Service expenditures have been lower than projected for auditing services.

### **Supplies and Materials - Favorable**

- The favorable variance is mainly attributed to savings in office supply costs, and repair part expenses.

### **Utilities - Favorable**

- Utility expenses are within an acceptable range of the budget.

### **Casualty and Liability - Favorable**

- Casualty and liability expenses are within an acceptable range of the budget.

### **Taxes and Fees - Unfavorable**

- Unfavorable balance is attributed to increased use of support vehicles.

### **Miscellaneous - Favorable**

- The favorable balance is mainly attributed to savings in travel and training expenses.  
Travel & training savings can be attributed to different times at which training sessions are attended.

SunLine Regulatory Administration  
Budget Variance Report  
July 2019

Description	FY20 Total Budget	Current Month			Year to Date			
		Actual	Budget	Favorable (Unfavorable)	YTD Actual	FY20 YTD Budget	Favorable (Unfavorable)	Percentage Remaining
<b>Revenues:</b>								
Revenue Fines	5,000	0	417	(417)	0	417	(417)	100.0%
New Driver Permit Revenue	7,500	0	625	(625)	0	625	(625)	100.0%
Taxi Business Permit	180,000	11,379	15,000	(3,621)	11,379	15,000	(3,621)	93.7%
Driver Transfer Revenue	500	0	42	(42)	0	42	(42)	100.0%
Driver Renewal Revenue	5,000	75	417	(342)	75	417	(342)	98.5%
Driver Permit Reinstatement/Replacement	50	0	4	(4)	0	4	(4)	100.0%
Vehicle Permit Revenue	45,000	14,450	3,750	10,700	14,450	3,750	10,700	67.9%
Other Revenue	500	0	42	(42)	0	42	(42)	-100.0%
Operator Application Fee	1,500	0	125	(125)	0	125	(125)	0.0%
<b>Total Revenue</b>	<b>245,050</b>	<b>25,904</b>	<b>20,421</b>	<b>5,483</b>	<b>25,904</b>	<b>20,421</b>	<b>5,483</b>	<b>89.4%</b>
<b>Expenses:</b>								
Salaries and Wages	101,006	7,049	8,417	1,368	7,049	8,417	1,368	93.0%
Fringe Benefits	79,861	4,553	6,655	2,102	4,553	6,655	2,102	94.3%
Services	48,000	5,205	4,000	(1,205)	5,205	4,000	(1,205)	89.2%
Supplies and Materials	5,486	29	457	428	29	457	428	99.5%
Utilities	4,833	403	403	0	403	403	0	91.7%
Casualty and Liability	7,973	664	664	0	664	664	0	91.7%
Taxes and Fees	300	3	25	22	3	25	22	99.1%
Miscellaneous	7,100	61	592	531	61	592	531	99.1%
<b>Total Expenses</b>	<b>254,559</b>	<b>17,967</b>	<b>21,213</b>	<b>3,247</b>	<b>17,967</b>	<b>21,213</b>	<b>3,247</b>	<b>92.9%</b>
<b>Total Operating Surplus (Deficit)</b>	<b>\$ (9,509)</b>	<b>\$ 7,937</b>			<b>\$ 7,937</b>			

**Budget Variance Analysis - SunLine Regulatory Administration**

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**Revenue - Favorable**

- The favorable variance in revenues is attributed to vehicle permit revenue.  
A vehicle permit fee is an annual amount paid per active taxicab. Vehicle permit fees are on a three (3) month installment plan beginning July 1st.
- As of YTD FY20 there is a decrease of 1,431 Taxi Trips compared to the YTD FY19.

Taxi Trips				
	FY19-July	FY20-July	Variance	%Δ
Trips	12,976	11,545	(1,431)	-11.0%

Taxi Trips				
	YTD-FY19	YTD-FY20	Variance	%Δ
Trips	12,976	11,545	(1,431)	-11.0%

**Salaries and Wages - Favorable**

- Salary and wage expenses are within an acceptable range of the budget.

**Fringe Benefits - Favorable**

- Fringe benefit savings are attributed to lower balances for accrual expenses.

**Services - Unfavorable**

- Legal service fees were incurred for research and review of the taxi ordinance for the July Board meeting.

**Supplies and Materials - Favorable**

- The favorable variance is mainly attributed to savings in office supply costs, and repair part expenses.

**Utilities - Favorable**

- Utility expenses are within an acceptable range of the budget.

**Casualty and Liability - Favorable**

- Casualty and liability expenses are within an acceptable range of the budget.

**Taxes and Fees - Favorable**

- Taxes and Fees are within an acceptable range of the budget.

**Miscellaneous - Favorable**

- The favorable balance is mainly attributed to travel and training expenses, and membership and subscription fees not incurred.

**SunLine Transit Agency**  
**CONSENT CALENDAR**

DATE: September 25 , 2019

**RECEIVE & FILE**

TO: Taxi Committee  
Board of Directors

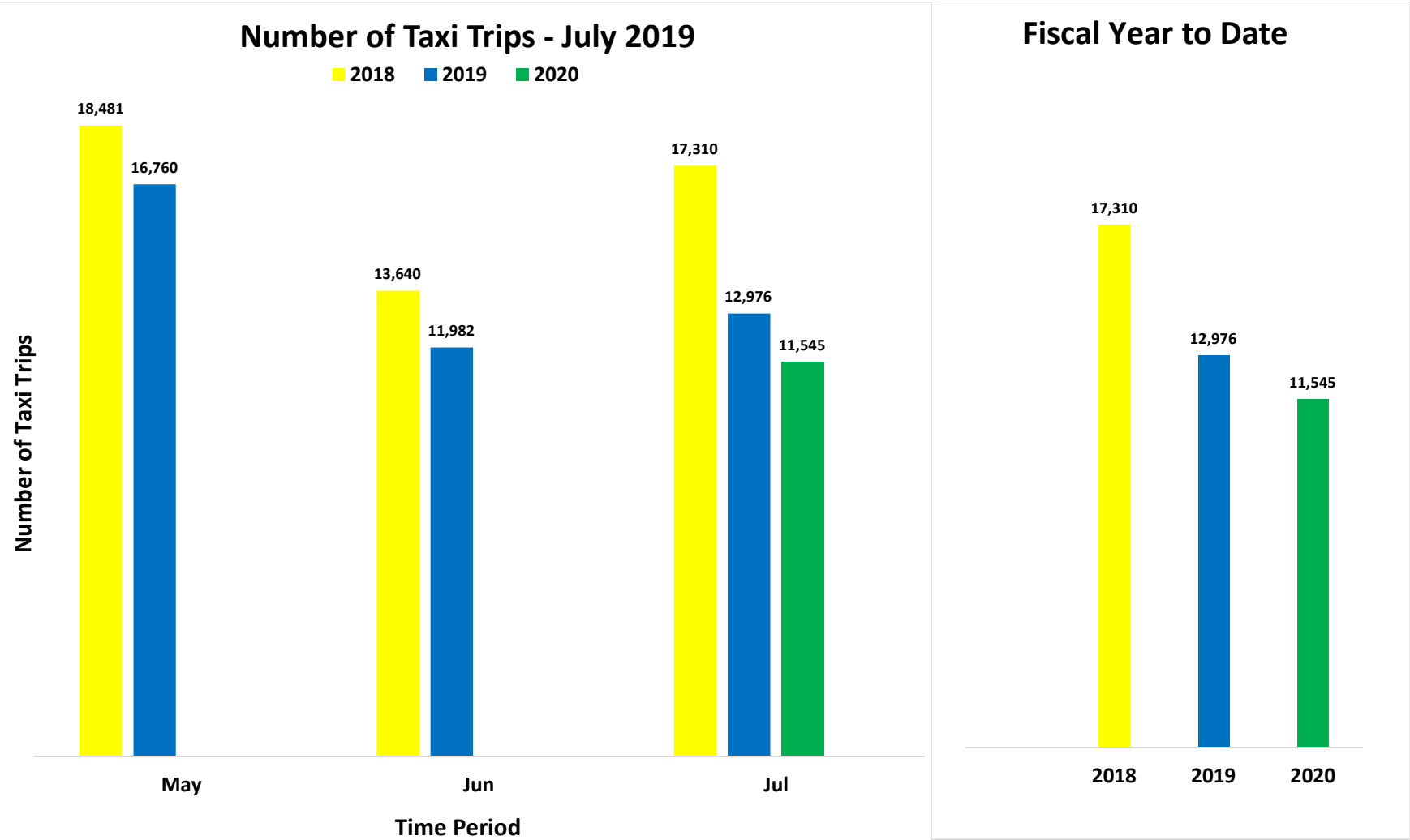
RE: Taxi Trip Data for July & August 2019

Summary:

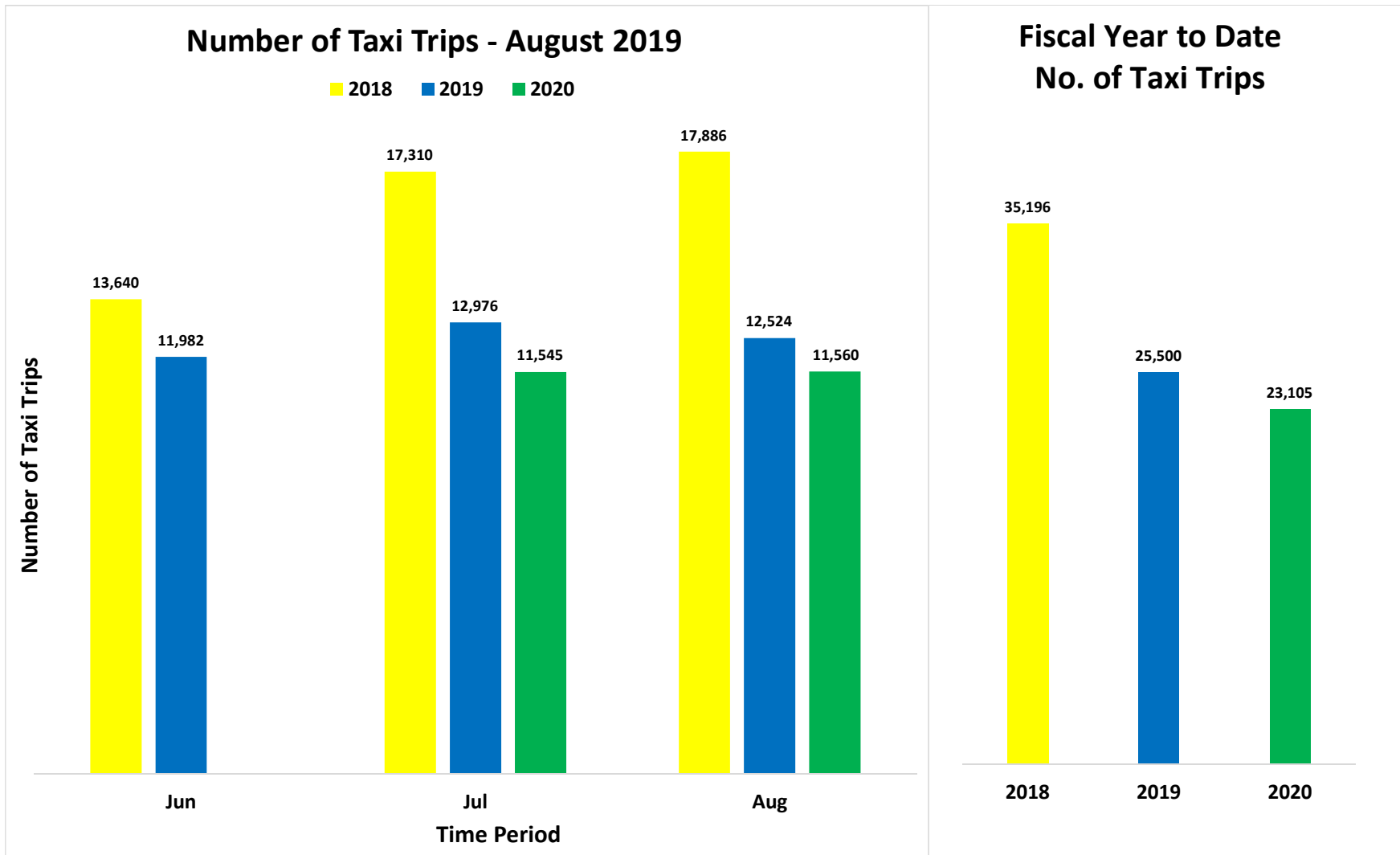
The attached report summarizes the total number of taxi trips generated in the Coachella Valley for the most recent three month period. A second graph shows the total taxi trips for the current fiscal year compared to the two previous fiscal years. While TNC operations continue to negatively impact taxicab ridership in our jurisdiction, it appears that the decline in ridership is becoming less drastic. There were 1,431 fewer taxi trips in July 2019 compared to July 2018 and in August 2019 there were 964 fewer taxi trips compared to August 2018. For fiscal year to date, there were 2,395 fewer taxi trips to date for FY20 than for the same period in FY19.

Recommendation:

Receive and file.



Measures the total number of taxi trips taken year to date for FY 2018, 2019, and 2020



Measures the total number of taxi trips taken year to date for FY 2018, 2019, and 2020



**SunLine Transit Agency**  
**CONSENT CALENDAR**

DATE: September 25, 2019

**RECEIVE & FILE**

TO: Taxi Committee  
Board of Directors

RE: Metric (Taxi Expense vs Taxi Revenue) June & July 2019

Summary:

The graph displays revenue and expenses for the current month and two previous months. Revenues are generated by taxi business permit fees, vehicle permit fees and driver permit fees. Expenses display the total operational costs for SunLine Services Group.

For June:

- Variance graph displays the total variance between revenue and expense occurring to date, for the current fiscal year.
- Expenses for the 2019 fiscal year are greater than revenue by \$93,096.
- To date, SSG has incurred \$79,445 in legal service fees. The increased legal service fees were anticipated due to AB1069 and implementing a new Taxi Ordinance and Taxi Regulations.
- The FY19 budget was approved at a \$128,071 deficit due to uncollectable revenues through the decline in ridership. Use of previous years' operating fund reserves required to cover deficit.

For July:

- Variance graph displays the total variance between revenue and expense occurring to date, for the new 2020 fiscal year.
- Revenues for the current fiscal year are greater than expenses by \$7,937.

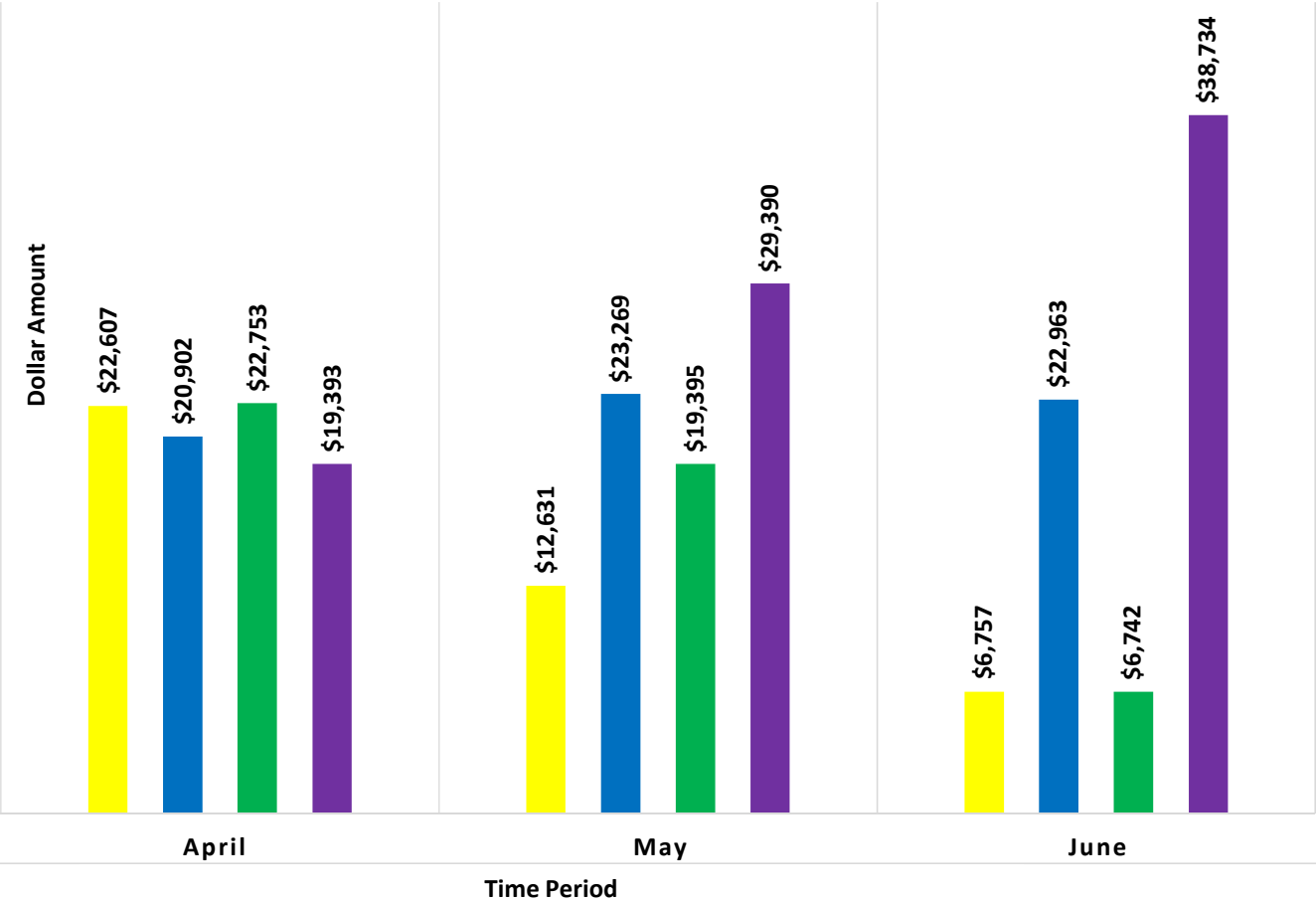
- SSG incurred \$4,872 in legal service fees for the month of July which is \$2,372 higher than the monthly allocated budget. The increase in legal fees are attributed to General Counsel research pertaining to the potential impact of the legalization of marijuana in California on taxicab driver drug testing and the taxicab base color concern.
- The favorable variance for July 2019 is attributed to improved upfront taxi business billing cycle on vehicle permits.
- The FY20 budget was approved at a \$9,509 deficit to allow the taxicab businesses time to financially benefit from the changes that stemmed from the passing of AB1069. The use of previous years' operating fund reserves are required to cover deficit.

Recommendation:

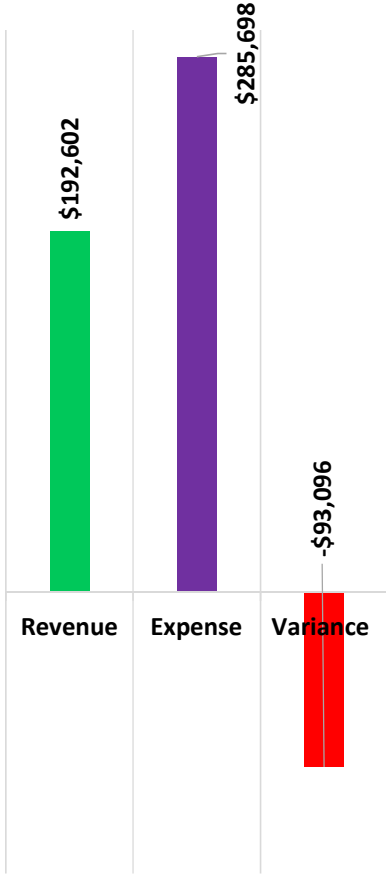
Receive and file.

### Revenue vs. Expense - June 2019

■ Rev FY18   
 ■ Exp FY18   
 ■ Rev FY19   
 ■ Exp FY19



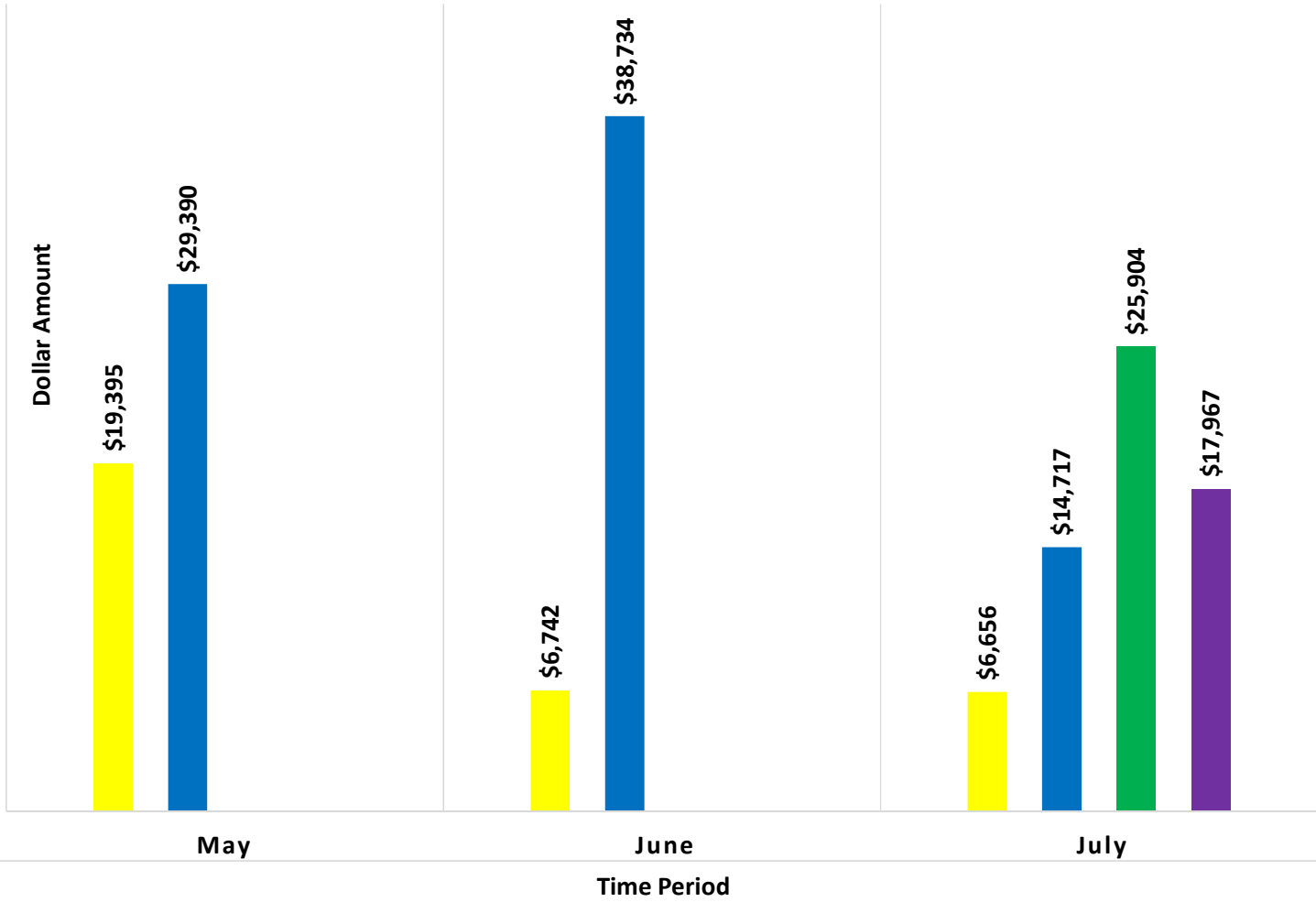
### Variance FYTD - June 2019



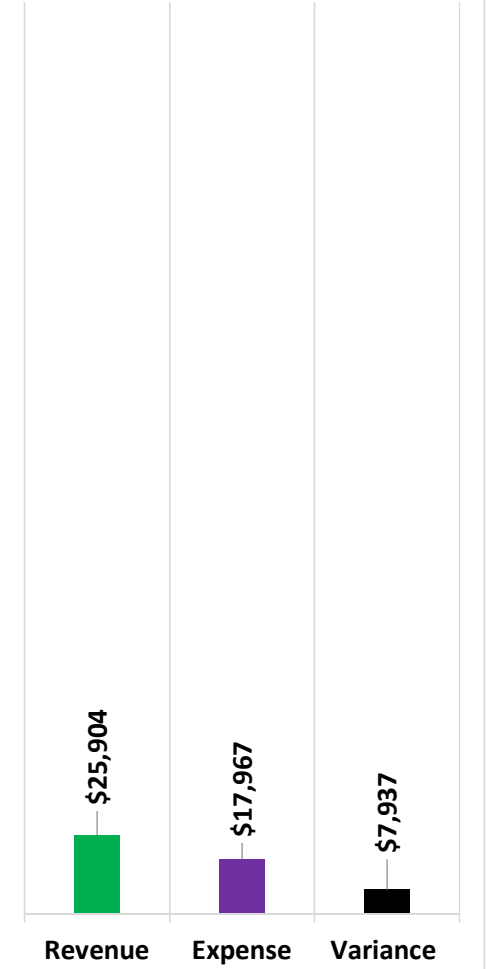
The graph measures Revenues vs Expenses for FY18 and FY19

### Revenue vs. Expense - July 2019

■ Rev FY19   
 ■ Exp FY19   
 ■ Rev FY20   
 ■ Exp FY20



### Variance FYTD - July 2019



The graph measures Revenues vs Expenses for FY19 and FY20

## SunLine Services Group

**DATE:** September 25, 2019 **ACTION**

**TO:** Taxi Committee  
Board of Directors

**FROM:** Vanessa Mora, Deputy Chief Safety Officer  
Presenting for Michal Brock, Taxi Administrator

**RE:** First Reading of SunLine Services Group (SSG) First Amendment of Ordinance No. 2019-01

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### **Recommendation**

Recommend the Board of Directors approve the first reading of the SSG First Amendment of Ordinance No. 2019-01, amending Sections 1.030(D)(1), 2.010(A) and 2.010(B).

### **Background**

At the request of local taxicab businesses, language related to a taxicab business distinct appearance was not included in Ordinance No. 2018-01 that went into effect January 01, 2019 because it is not a required regulation by state law. The taxicab businesses have requested this language be reintroduced and strengthened to protect their business interests against incoming competitors.

The SSG Taxi Committee directed SunLine Regulatory Administration (SRA) staff and General Counsel to develop an amendment to Ordinance No. 2019-01 pertaining to the Taxicab Business Distinct Appearance Section 1.030 (D)(1) and Section 2.010 (A) and (B). This language has been revised as follows:

#### **Section 1.030 Business Permit Required**

- D. The Business Permit shall be valid for a period of one (1) year, beginning July 1<sup>st</sup> of each year and expiring on June 30<sup>th</sup> 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 2.010 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.

**Financial Impact**

The proposed First Amendment of Ordinance No. 2019-01 will have no financial impact to the FY20 SSG Budget.

**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 1<sup>st</sup> of each year and expiring on June 30<sup>th</sup> 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 \_\_\_ day of October, 2019.

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Kathleen Kelly  
Chairperson of the Board

ATTEST:

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Brittney Sowell  
Clerk of the Board

APPROVED AS TO FORM:

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Eric S. Vail  
General Counsel