



**SunLine Services Group**  
**October 23, 2019**  
**10:40 a.m.-11:20 a.m.**

## **AGENDA**

### **TAXI COMMITTEE MEETING**

**Wellness Training 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. ROLL CALL**
- 3. PRESENTATIONS**
- 4. FINALIZATION OF AGENDA**
- 5. 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**

6. COMMITTEE MEMBER COMMENTS

RECEIVE COMMENTS

7. 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.

7a) Checks \$1,000 and Over Report for August 2019

(PAGE 3-4)

7b) Monthly Budget Variance Report for August 2019

(PAGE 5-7)

7c) Taxi Trip Data for September 2019

(PAGE 8-9)

7d) Metric (Taxi Expense vs Taxi Revenue) August 2019

(PAGE 10-11)

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

**APPROVE**

(Staff: Michal Brock, Taxi Administrator)

(PAGE 12-16)

9. **TAXICAB DISTINCT APPEARANCE REGULATION  
REVISION**

**DISCUSSION**

(Staff: Michal Brock, Taxi Administrator)

(PAGE 17-18)

10. ADJOURN

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

DATE: October 23, 2019

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

RE: SSG/SRA Checks \$1,000 and Over Report for August 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 August, the largest payment issued represents reimbursements made to Sunline Transit Agency (STA) for SunLine Regulatory Administration (SRA) allocations of overhead costs for SRA operations.

Recommendation:

Receive and file.

**SunLine Regulatory Administration  
Checks \$1,000 and Over  
For the month of August 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>
SUNLINE TRANSIT AGENCY	Operating Expense Allocation – Apr - Jun 2019	90671	08/27/2019	30,635.25
BURKE, WILLIAMS & SORENSEN, LLP	July 2019 Legal Services	90664	08/16/2019	4,872.00
SUNLINE TRANSIT AGENCY	Payroll Liabilities 8/9/19	90666	08/16/2019	4,669.01
SUNLINE TRANSIT AGENCY	Payroll Liabilities 8/23/19	90670	08/27/2019	4,649.53
SUNLINE TRANSIT AGENCY	SRA Overhead Aug 2019	90667	08/16/2019	2,174.00
<b>Total Checks Over \$1,000</b>	\$46,999.79			
<b>Total Checks Under \$1,000</b>	\$1,002.80			
<b>Total Checks</b>	\$48,002.59			

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

DATE: October 23, 2019

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

RE: Monthly Budget Variance Report for August 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.

- As of August 31, 2019, the organization's revenues are \$11,034 over budget or 27.0% above the YTD budget. Expenditures are \$20,594 under budget or 26.3% below the YTD budget.
- The net YTD operating gain (loss) after expenses is \$20,594.

Recommendation:

Receive and file.

SunLine Regulatory Administration  
Budget Variance Report  
August 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	300	417	(117)	300	833	(533)	94.0%
New Driver Permit Revenue	7,500	120	625	(505)	120	1,250	(1,130)	98.4%
Taxi Business Permit	180,000	10,554	15,000	(4,446)	21,933	30,000	(8,067)	87.8%
Driver Transfer Revenue	500	0	42	(42)	0	83	(83)	100.0%
Driver Renewal Revenue	5,000	125	417	(292)	200	833	(633)	96.0%
Driver Permit Reinstatement/Replacement	50	10	4	6	10	8	2	80.0%
Vehicle Permit Revenue	45,000	14,863	3,750	11,113	29,313	7,500	21,813	34.9%
Other Revenue	500	0	42	(42)	0	83	(83)	100.0%
Operator Application Fee	1,500	0	125	(125)	0	250	(250)	100.0%
<b>Total Revenue</b>	<b>245,050</b>	<b>25,972</b>	<b>20,421</b>	<b>5,551</b>	<b>51,876</b>	<b>40,842</b>	<b>11,034</b>	<b>78.8%</b>
<b>Expenses:</b>								
Salaries and Wages	101,006	7,525	8,417	892	14,574	16,834	2,260	85.6%
Fringe Benefits	79,861	4,431	6,655	2,224	8,984	13,310	4,326	88.8%
Services	48,000	62	4,000	3,938	5,267	8,000	2,733	89.0%
Supplies and Materials	5,486	167	457	290	196	914	718	96.4%
Utilities	4,833	403	403	0	806	806	0	83.3%
Casualty and Liability	7,973	664	664	0	1,328	1,329	1	83.3%
Taxes and Fees	300	1	25	24	4	50	46	98.6%
Miscellaneous	7,100	61	592	531	122	1,183	1,061	98.3%
<b>Total Expenses</b>	<b>254,559</b>	<b>13,315</b>	<b>21,213</b>	<b>7,898</b>	<b>31,282</b>	<b>42,427</b>	<b>11,145</b>	<b>87.7%</b>
<b>Total Operating Surplus (Deficit)</b>	<b>\$ (9,509)</b>	<b>\$ 12,656</b>			<b>\$ 20,594</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 2,395 Taxi Trips compared to the YTD FY19.

Taxi Trips				
	FY19-Aug	FY20-Aug	Variance	%Δ
Trips	12,524	11,560	(964)	-7.7%

Taxi Trips				
	YTD-FY19	YTD-FY20	Variance	%Δ
Trips	25,500	23,105	(2,395)	-9.4%

**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 - Favorable**

- Service expenditures are within an acceptable range of the budget.

**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: October 23, 2019

**RECEIVE & FILE**

TO: Taxi Committee  
Board of Directors

RE: Taxi Trip Data – September 2019

Summary:

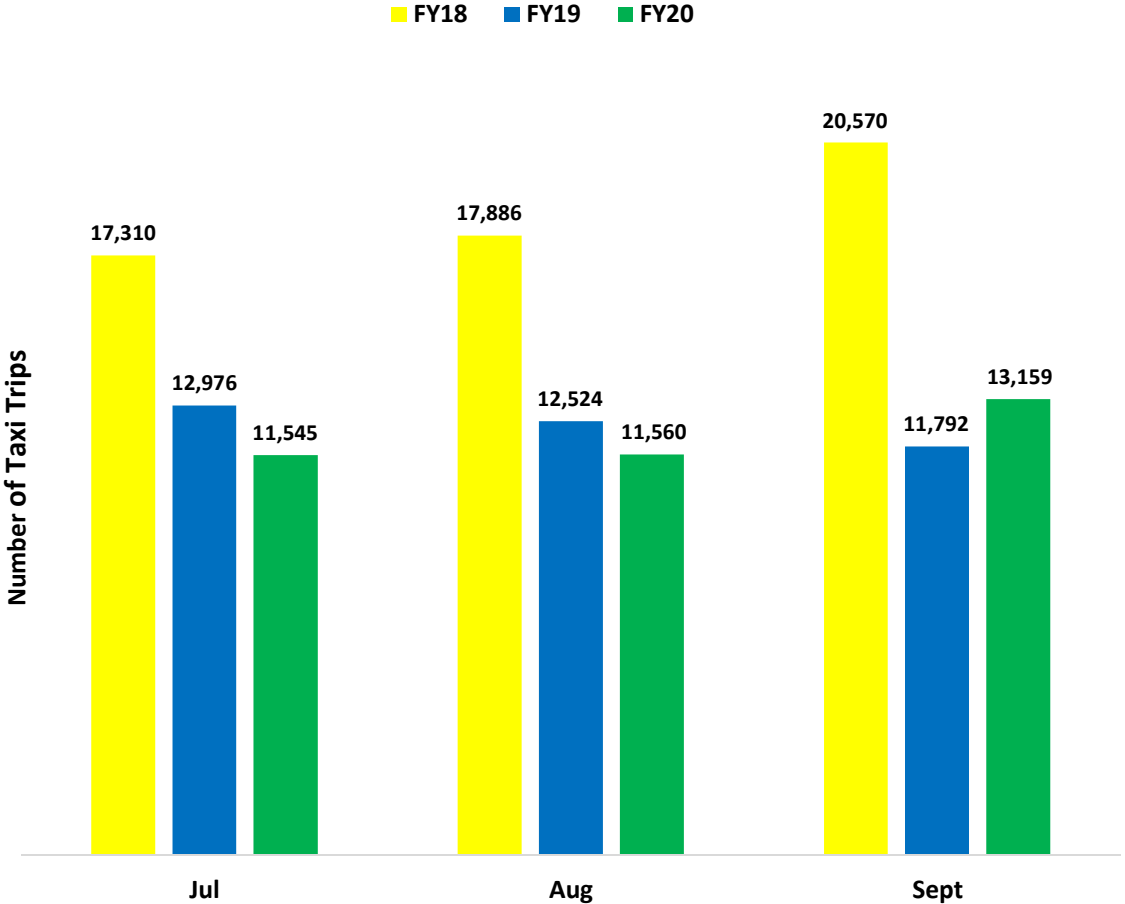
The attached report summarizes the total number of taxi trips generated in the Coachella Valley for the most recent three month period. A second graph shows the total taxi trips for the current fiscal year-to-date, compared to the two previous fiscal years to date. While Transportation Network Companies (TNC) operations continue to negatively impact taxicab ridership in our jurisdiction, it appears that the decline in ridership is becoming less drastic, with the most recent data reporting an industry wide trip increase for September 2019. There were 1,367 more taxi trips in September 2019 compared to September 2018. There were 1,028 fewer taxi trips fiscal year-to-date for FY20 compared to the same period in FY19.

Recommendation:

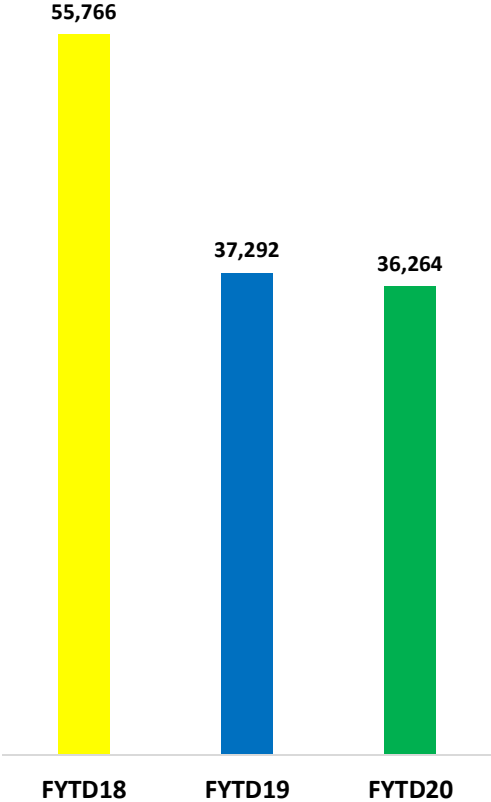
Receive and file.



### Taxi Trip Three (3) Month Comparison - As of Sept. 2019



### Fiscal Year-to-Date No. of Taxi Trips



The graph compares the three (3) most recent months and measures the total number of taxi trips taken year-to-date for FY 2018, 2019 and 2020.

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

DATE: October 23, 2019

**RECEIVE & FILE**

TO: Taxi Committee  
Board of Directors

RE: Metric (Taxi Expense vs Taxi Revenue) August 2019

Summary:

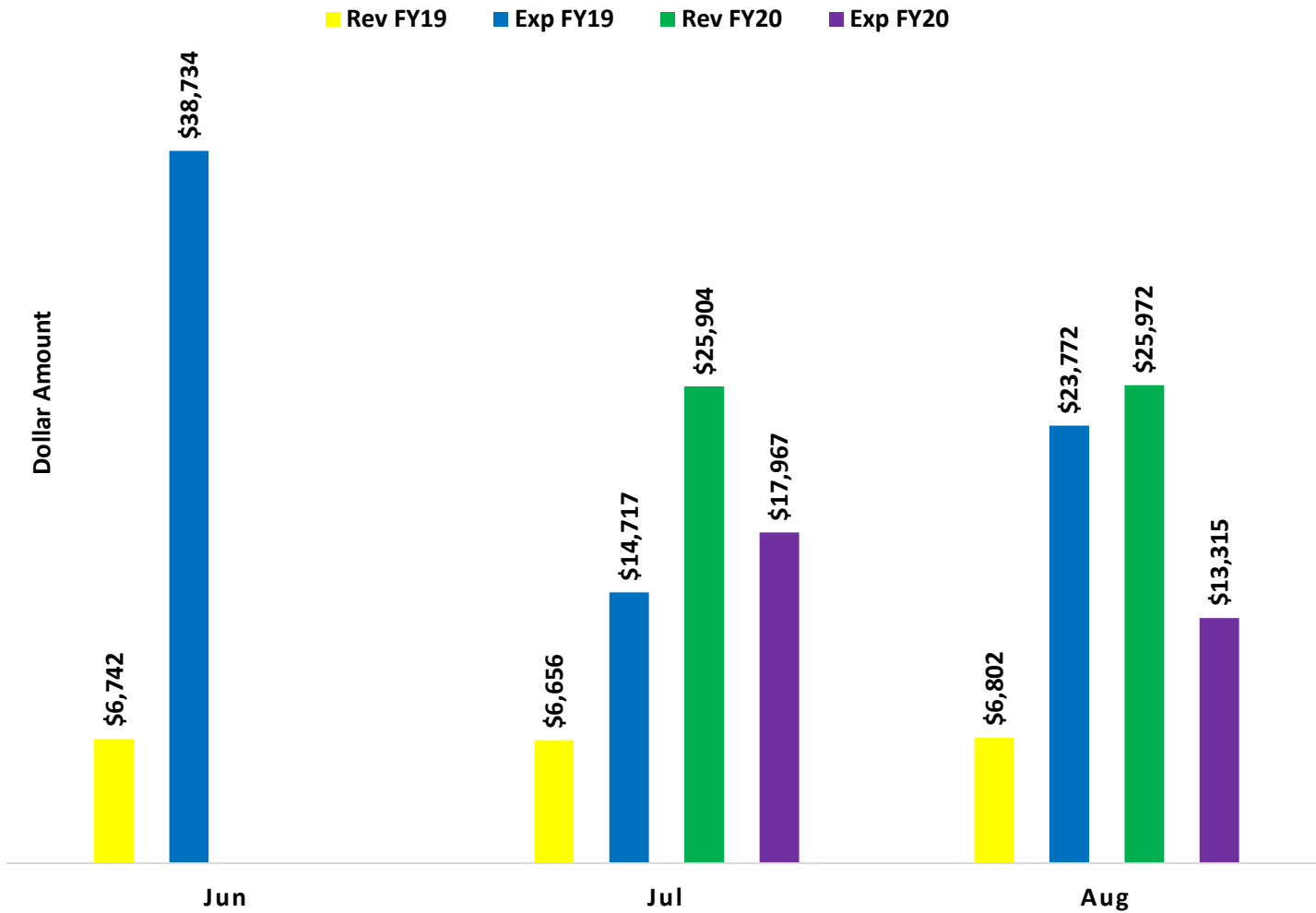
The graph displays revenues and expenses for the current month and two previous months. Revenues are generated by taxi business permit fees, vehicle permit fees and driver permit fees. Expenses display the total operational costs for SunLine Services Group.

- Variance graph displays the total variance between revenue and expense occurring to date for Fiscal Year 20.
- Revenues for the current fiscal year are greater than expenses by \$20,594.
- The favorable variance for August 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 AB 1069. The use of previous years' operating fund reserves are required to cover deficit.

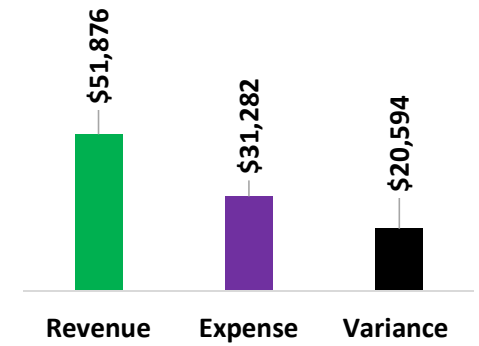
Recommendation:

Receive and file.

## Revenue vs. Expense - As of August 2019



## Variance FYTD - August 2019



The graph compares current fiscal year revenues vs. expenses for the three (3) most recent months and measures Revenues vs. Expenses for FY20.

**SunLine Services Group**

**DATE:** October 23, 2019 **ACTION**

**TO:** Taxi Committee  
Board of Directors

**FROM:** Michal Brock, Taxi Administrator

**RE:** Second 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 second reading of the SSG First Amendment of Ordinance No. 2019-01, amending Sections 1.030(D)(1), 2.010(A) and 2.010(B). There have been no changes to this amendment since receiving approval of the first reading at the September 25, 2019 Board of Directors meeting.

**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 1, 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.

In an effort to mitigate potential public confusion among competing taxicab businesses that are permitted within SSG jurisdiction, the SSG Taxi Committee directed SunLine Regulatory Administration (SRA) staff and General Counsel to develop an amendment of Ordinance No. 2019-01 pertaining to the Taxicab Business Distinct Appearance Sections 1.030(D)(1), 2.010(A) and 2.010(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



## SunLine Services Group

**DATE:** October 23, 2019 **DISCUSSION**

**TO:** Taxi Committee

**FROM:** Michal Brock, Taxi Administrator

**RE:** Taxicab Distinct Appearance Regulation Revision

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### **Background**

At the September 25, 2019 Taxi Committee meeting, staff and General Counsel were directed to develop language pertaining to a taxicab distinct appearance appeal process for a potential amendment of the Taxicab Regulations of the SunLine Regulatory Administration (SRA).

For Taxi Committee review and feedback, staff and counsel have worked together to bring forward the following language for amendment to Section R.7.15 of the Taxicab Regulations of the SunLine Regulatory Administration .

**R.7.15 Distinct Appearance.** Each Taxicab Business must have an SRA approved distinctive appearance determination in accordance with Section 2.010 of SSG Ordinance No. 2019-01.

**R.7.15.1** In the event a distinctive appearance determination is made by the Taxi Administrator, all Taxi Business Permittees in good standing shall be notified in writing of the action and the reasons supporting it. A Taxi Business Permittee may submit an appeal of the distinctive appearance determination in accordance with Section 1.085 of the Ordinance of SSG.

**R.7.15.1.1** No later than ten (10) calendar days following the date of the notice of determination, a Taxi Business Permittee may submit a written appeal together with an appeal fee as established by resolution of the Board of Directors. The Appellant shall set forth in the appeal the reason(s) why such action is not proper how the determination will negatively impact their business. Failure to file a timely appeal shall constitute a waiver of the right to an appeal.

**R.7.15.1.2** All appeals of a distinctive appearance determination shall be conducted in accordance with Section 1.085 of the

Ordinance of SSG. The Taxi Business Permittee submitting an appeal has the burden of proof during the hearing.

**R.7.15.1.3** The cost of the appeal shall be the responsibility of the appealing party.

**R.7.15.2** Paint may not be faded or deteriorated.

**R.7.15.3** Markings (company name, phone number, vehicle number, and any approved logo) must be properly and professionally placed, and easy to read. Markings must be free of peeling or lifting and may not be faded or deteriorated.