



SunLine Services Group  
February 28, 2024  
11:20 a.m. – 11:50 a.m.

## AGENDA

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

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### 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](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 72 hours prior to the meeting time will assist staff in assuring reasonable arrangements can be made to provide assistance at the meeting.

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### ITEM

### RECOMMENDATION

1. CALL TO ORDER
2. FLAG SALUTE
3. ROLL CALL
4. PRESENTATIONS

| <u>ITEM</u>  | <u>RECOMMENDATION</u>             |
|--|-----------------------------------|
| <b>5. FINALIZATION OF AGENDA</b>   |                                   |
| <b>6. PUBLIC COMMENTS</b>  | <b>RECEIVE COMMENTS</b>           |
| <b>NON AGENDA ITEMS</b>  |                                   |
| 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. |                                   |
| <b>7. COMMITTEE MEMBER COMMENTS</b>  | <b>RECEIVE COMMENTS</b>           |
| <b>8. CONSENT CALENDAR</b>   | <b>RECEIVE &amp; FILE</b>         |
| 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 December 2023   | (PAGE 3-4)                        |
| 8b) SSG Monthly Budget Variance Report for December 2023   | (PAGE 5-7)                        |
| 8c) Taxi Trip Data – January 2023  | (PAGE 8-9)                        |
| <b>9. RESOLUTION NO. 097 SETTING SPECIAL MUSIC FESTIVAL VENUE FEE</b><br>(Staff: Jill Plaza, Taxi/Contracted Transportation Services Administrator)  | <b>DISCUSSION</b><br>(PAGE 10)    |
| <b>10. FY25 SUNLINE SERVICES GROUP (SSG) TAXICAB PERMITTING FEES</b><br>(Staff: Jill Plaza, Taxi/Contracted Transportation Services Administrator)   | <b>DISCUSSION</b><br>(PAGE 11-19) |
| <b>11. ADJOURN</b>   |                                   |

**SunLine Services Group**

**CONSENT CALENDAR**

DATE: February 28, 2024

**RECEIVE & FILE**

TO: Taxi Committee  
Board of Directors

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

| <b>Vendor Filed As Name</b>       | <b>Description</b>             | <b>Check #</b> | <b>Payment Date</b> | <b>Payment Amount</b> |
|-----------------------------------|--------------------------------|----------------|---------------------|-----------------------|
| SUNLINE TRANSIT AGENCY            | Overhead Allocations Nov 2023  | 91259          | 12/13/2023          | 5,743.42              |
| SUNLINE TRANSIT AGENCY            | Payroll Liabilities 12/08/2023 | 91258          | 12/13/2023          | 2,564.58              |
| SUNLINE TRANSIT AGENCY            | Payroll Liabilities 12/22/2023 | 91262          | 12/27/2023          | 2,564.58              |
| <b>Total Checks Over \$1,000</b>  | \$10,872.58                    |                |                     |                       |
| <b>Total Checks Under \$1,000</b> | \$593.96                       |                |                     |                       |
| <b>Total Checks</b>               | \$11,466.54                    |                |                     |                       |

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

DATE: February 28, 2024

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

RE: Monthly Budget Variance Report for December 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 1/12<sup>th</sup> of the annual budget. The FYTD budget values for the month of December 2023 are equal to 6/12<sup>ths</sup> of the yearly budget.

## Year to Date Summary

- As of December 31, 2023, the organization's revenues are \$15,829 or 16.01% above the FYTD budget.
- As of December 31, 2023, expenditures are \$22,964 or 23.23% below the FYTD budget.
- The net FYTD operating gain (loss) after expenses is \$38,793.

Recommendation:

Receive and file.

SunLine Regulatory Administration  
Budget Variance Report  
December 2023

| Description                              | FY24 Total Budget | Current Month    |               |                     | Year to Date     |                  |                     |                      |
|--|-------------------|------------------|---------------|---------------------|------------------|------------------|---------------------|----------------------|
|  |                   | Actual           | Budget        | Positive (Negative) | FYTD Actual      | FY24 FYTD Budget | Positive (Negative) | Percentage Remaining |
| <b>Revenues:</b>                         |                   |                  |               |                     |                  |                  |                     |                      |
| Revenue Fines                            | 3,500             | -                | 292           | (292)               | 13,660           | 1,750            | 11,910              | -290.3%              |
| New Driver Permit Revenue                | 750               | 150              | 63            | 88                  | 975              | 375              | 600                 | -30.0%               |
| Taxi Business Permit                     | 96,000            | 14,677           | 8,000         | 6,677               | 55,396           | 48,000           | 7,396               | 42.3%                |
| Driver Transfer Revenue                  | 125               | 50               | 10            | 40                  | 175              | 63               | 113                 | -40.0%               |
| Driver Renewal Revenue                   | 1,800             | 125              | 150           | (25)                | 1,150            | 900              | 250                 | 36.1%                |
| Driver Permit Reinstatement/Replacement  | -                 | -                | -             | -                   | 10               | -                | 10                  | 0%                   |
| Vehicle Permit Revenue                   | 94,000            | 1,210            | 7,833         | (6,623)             | 43,300           | 47,000           | (3,700)             | 53.9%                |
| Operator Application Fee                 | 1,500             | -                | 125           | (125)               | -                | 750              | (750)               | 100.0%               |
| <b>Total Revenue</b>                     | <b>197,675</b>    | <b>16,213</b>    | <b>16,473</b> | <b>(260)</b>        | <b>114,666</b>   | <b>98,838</b>    | <b>15,829</b>       | <b>16.0%</b>         |
| <b>Expenses:</b>                         |                   |                  |               |                     |                  |                  |                     |                      |
| Salaries and Wages                       | 94,908            | 3,710            | 7,909         | 4,199               | 45,592           | 47,454           | 1,862               | 52.0%                |
| Fringe Benefits                          | 41,202            | (664)            | 3,434         | 4,098               | 21,122           | 20,601           | (521)               | 48.7%                |
| Services                                 | 39,609            | 310              | 3,301         | 2,990               | 1,242            | 19,805           | 18,563              | 96.9%                |
| Supplies and Materials                   | 3,965             | -                | 330           | 330                 | 444              | 1,983            | 1,539               | 88.8%                |
| Utilities                                | 5,802             | -                | 484           | 484                 | 2,418            | 2,901            | 484                 | 58.3%                |
| Casualty and Liability                   | 5,589             | -                | 466           | 466                 | 2,329            | 2,795            | 466                 | 58.3%                |
| Taxes and Fees                           | 100               | -                | 8             | 8                   | -                | 50               | 50                  | 100.0%               |
| Miscellaneous                            | 6,500             | 766              | 542           | (224)               | 2,728            | 3,250            | 522                 | 58.0%                |
| <b>Total Expenses</b>                    | <b>197,675</b>    | <b>4,122</b>     | <b>16,473</b> | <b>12,351</b>       | <b>75,874</b>    | <b>98,838</b>    | <b>22,964</b>       | <b>23.2%</b>         |
| <b>Total Operating Surplus (Deficit)</b> | <b>\$ -</b>       | <b>\$ 12,090</b> |               |                     | <b>\$ 38,793</b> |                  |                     |                      |

**Budget Variance Analysis - SunLine Regulatory Administration**

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**Revenue**

- The positive variance in revenue is largely due to vehicle permit revenue.
- As of FYTD24, there is a decrease of 10,932 taxi trips compared to FYTD23.

**Taxi Trips**

|       | FY23-December | FY24-December | Variance | %Δ     |
|-------|---------------|---------------|----------|--------|
| Trips | 10,948        | 8,516         | (2,432)  | -22.2% |

**Taxi Trips**

|       | FYTD-FY23 | FYTD-FY24 | Variance | %Δ     |
|-------|-----------|-----------|----------|--------|
| Trips | 68,159    | 57,227    | (10,932) | -16.0% |

**Salaries and Wages**

- Wage expenses are within an acceptable range of the budget

**Fringe Benefits**

- Fringe benefit expenses are within an acceptable range of the budget

**Services**

- The favorable variance in services is due to costs not yet incurred for legal and audit services

**Supplies and Materials**

- Supplies and material 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**

- Tax expenses are within an acceptable range of the budget

**Miscellaneous**

- Miscellaneous expenses are within an acceptable range of the budget

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

DATE: February 28, 2024

**RECEIVE & FILE**

TO: Taxi Committee  
Board of Directors

RE: Taxi Trip Data – January 2024

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 January 2024, there were 2,740 fewer taxi trips serviced by seven (7) fewer cabs compared to January 2023 (69 cabs in 2024 compared to 76 cabs in 2023).

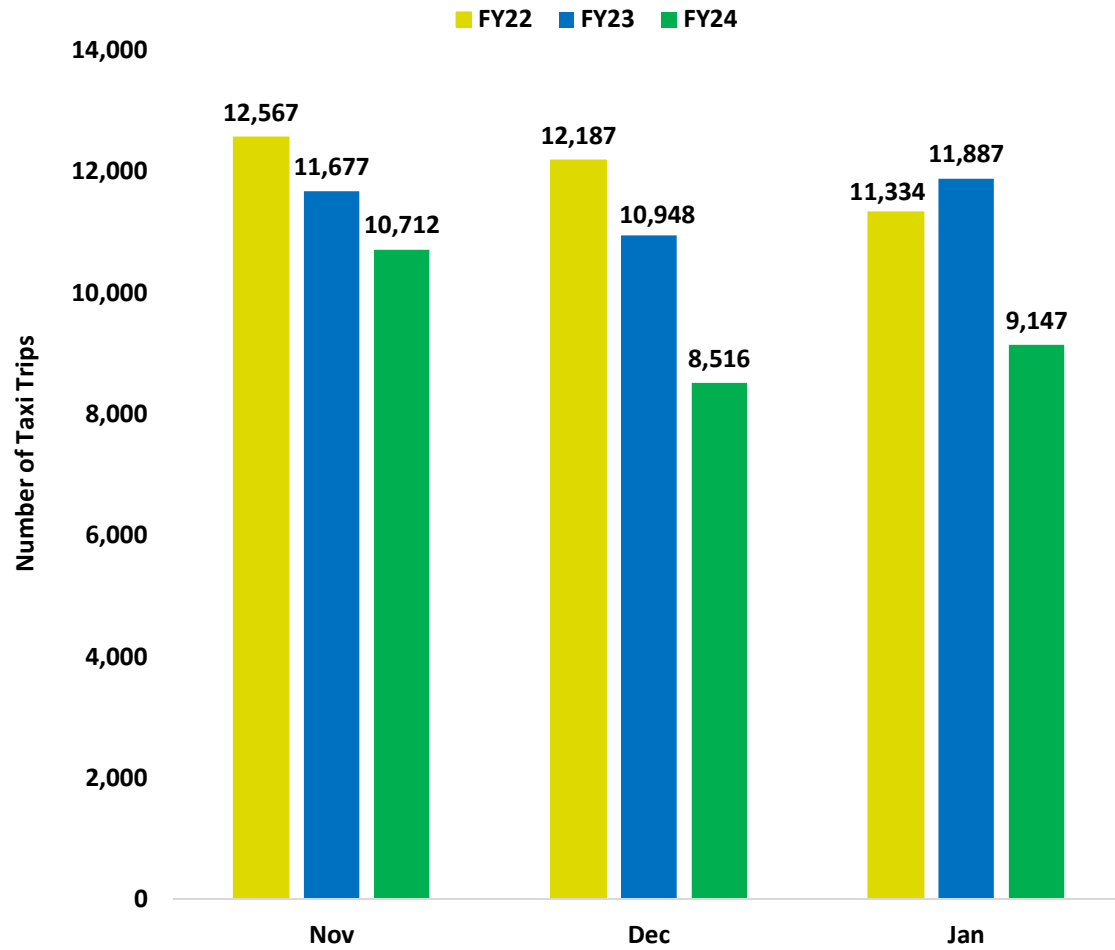
There were 10,932 fewer taxi trips for FYTD24 compared to FYTD23.

Recommendation:

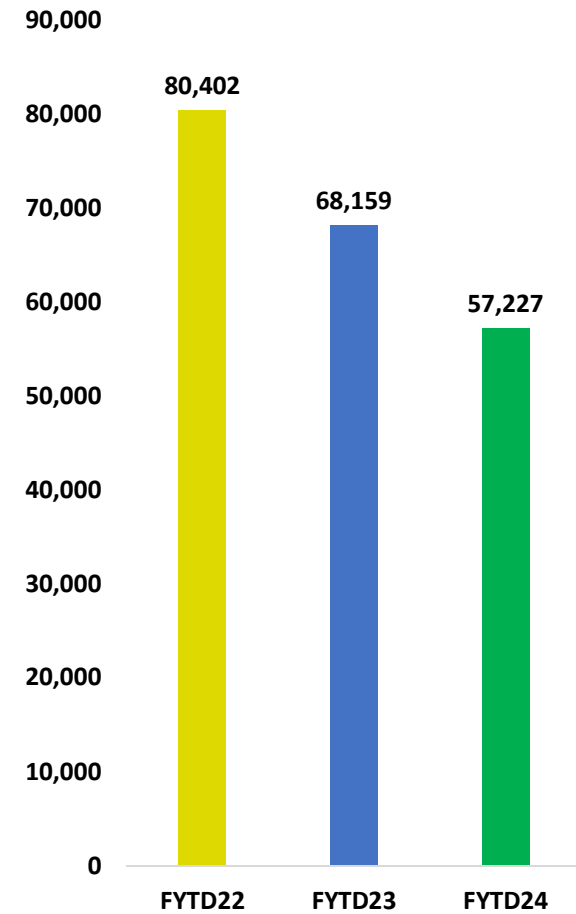
Receive and file.



### Taxi Trip Three (3) Month Comparison as of January 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 FY22, FY23, and FY24.

## SunLine Services Group

**DATE:** February 28, 2024 **DISCUSSION**

**TO:** Taxi Committee

**FROM:** Jill Plaza, Taxi/Contracted Transportation Services Administrator

**RE:** Resolution No. 097 Setting Special Music Festival Venue Fee

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### **Background**

Since 2016, the taxi companies of the Coachella Valley have requested a resolution allowing for an event pick up fee to be charged for the Coachella and Stagecoach music festivals. In accordance with SunLine Services Group Ordinance No. 2021-01, Section 1.070(C), "The Board may from time to time establish maximum flat rates for special events or fixed routes."

The music festival fee increased once in 2017 from \$20 to \$30 as the lower fee failed to entice more taxicabs to the designated taxi pick-up area. The fee remained \$30 since 2017; however, due to rising fuel costs, the fee was increased from \$30 to \$35 in 2023. The increased fee provides incentive for drivers to wait at the taxi pick-up area, giving patrons the option of taking a taxi. It is worth noting that even with the special music event fee, consumers saved money using taxicab service when compared to the Transportation Network Companies.

The taxi companies of the Coachella Valley are asking for a maximum flat rate fee of \$35 to be charged for Coachella and Stagecoach music festival pickups. This request is being presented for discussion and will be brought forward for approval at the March Board meeting. Staff has reviewed this request and concurs with the \$35 flat rate fee.

The fee shall be restricted to only those trips that originate from the area designated for taxicab pickups by the festival organizers. The \$35 fee will only be effective from the start of the first music festival, April 12, 2024, to the conclusion of the last music festival on April 29, 2024.

**SunLine Services Group**

**DATE:** February 28, 2024 **DISCUSSION**

**TO:** Taxi Committee

**FROM:** Jill Plaza, Taxi/Contracted Transportation Services Administrator

**RE:** FY25 SunLine Services Group (SSG) Taxicab Permitting Fees

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**Background**

California Government Code 53075.5 authorizes SunLine Services Group (SSG) to levy fees in an amount sufficient to cover the costs of carrying out an ordinance relating to taxicab transportation services. FY25 regulatory permitting fees are to be approved by the Board of Directors prior to staff bringing forward the FY25 SSG budget for approval.

Neither SSG capital funds nor SunLine Transit Agency (STA) can subsidize SunLine Regulatory Administration (SRA) operations. Taxi regulatory fees are the sole source of revenue to support SRA operations.

SRA has continued to support the taxi industry through the COVID-19 pandemic by reducing fees, reducing the budget to its bottom line, implementing a 12-month installment plan on Vehicle Permit fees and Business Permit fee, and providing programs through STA to generate additional revenues.

The taxi industry is slowly recovering from the impact that the COVID-19 pandemic has had on our local businesses. Industrywide, in-service taxicabs have remained stable in 2023 when compared to 2022 with no change in the monthly average number of vehicles (66), yet are still down by a monthly average of 23 vehicles when compared to pre-pandemic numbers in 2019.

In an effort to continue assisting the local taxicab industry, staff recommends no changes to the FY25 regulatory fees. Installment plans for the annual business permit and vehicle permits are recommended to remain in place.

Attachment:

- [Item 10a](#) – FY25 Fee Schedule & Installment Plan Presentation
- [Item 10b](#) – FY25 SSG Fee Schedule



**Taxi Committee Meeting**  
**Fiscal Year 2025 Fee Schedule & Installment Plan**  
**February 28, 2024**



# SSG & SRA Distinction Clarification

## SunLine Services Group (SSG) – Joint Powers Authority

- SunLine Regulatory Administration (SRA) – Taxi administration function of SSG
  - Independent budget
  - Revenue source dependent upon taxi regulatory fees
  - SSG capital funds cannot subsidize SRA operations
  - STA funds cannot subsidize SRA operations

# Regulatory Agency Challenges

- Taxi industry fee assessments
- Remaining solvent
- Maintaining high standards for public safety

# 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



# Proposed FY25 Taxi Fee Schedule

| Fee Description   | FY23 Fee Amount | FY24 Fee Amount | Proposed FY25 Fee Amount | Variance |
|---|-----------------|-----------------|--------------------------|----------|
| New Taxicab Application   | \$ 1,000.00     | \$ 1,000.00     | \$ 1,000.00              | \$ -     |
| Annual Taxicab Business Permit Renewal Application Fee                | \$ 500.00       | \$ 500.00       | \$ 500.00                | \$ -     |
| Annual Business Permit  | \$ 32,000.00    | \$ 32,000.00    | \$ 32,000.00             | \$ -     |
| Business Permit Reinstatement   | \$ 10,000.00    | \$ 10,000.00    | \$ 10,000.00             | \$ -     |
| Annual Vehicle Permit (Gasoline/Diesel)                               | \$ 1,650.00     | \$ 1,650.00     | \$ 1,650.00              | \$ -     |
| Annual Vehicle Permit (Hybrid <sup>1</sup> /Alt Fuel <sup>2</sup> )   | \$ 850.00       | \$ 850.00       | \$ 850.00                | \$ -     |
| Annual Vehicle Permit (WAV <sup>3</sup> /Zero Emission <sup>4</sup> ) | \$ 200.00       | \$ 200.00       | \$ 200.00                | \$ -     |
| Vehicle Permit Reinstatement  | \$ 65.00        | \$ 65.00        | \$ 65.00                 | \$ -     |
| New Driver Permit   | \$ 75.00        | \$ 75.00        | \$ 75.00                 | \$ -     |
| Driver Permit Renewal   | \$ 25.00        | \$ 25.00        | \$ 25.00                 | \$ -     |
| Driver Permit Transfer  | \$ 25.00        | \$ 25.00        | \$ 25.00                 | \$ -     |
| Driver Permit Reinstatement   | \$ 25.00        | \$ 25.00        | \$ 25.00                 | \$ -     |
| Driver Permit Replacement   | \$ 10.00        | \$ 10.00        | \$ 10.00                 | \$ -     |
| Appeal Fee  | \$ 100.00       | \$ 100.00       | \$ 100.00                | \$ -     |
| Taxicab Distinct Appearance Determination Appeal Fee                  | \$ 1,200.00     | \$ 1,200.00     | \$ 1,200.00              | \$ -     |
| Late Fee <sup>5</sup> (for late payment of invoices)                  | \$ 25.00        | \$ 25.00        | \$ 25.00                 | \$ -     |
| Special Music Festival Venue Fee                                      | \$ 35.00        | \$ 35.00        | \$ 35.00                 | \$ -     |

<sup>[1]</sup> "Hybrid" means Hybrid Electric/Gas Vehicle (HEV) and Plug-in Electric/Gas Hybrid Vehicle (PHEV)

<sup>[2]</sup> "Alt Fuel" means alternative fuel vehicles that use Compressed Natural Gas (CNG), Biodiesel, or Ethanol (E85) fuel blends to operate

<sup>[3]</sup> "WAV" means wheelchair accessible vehicle that has the ability to load wheelchair users safely and without the need for the wheelchair user to leave their wheelchair.

<sup>[4]</sup> "Zero Emission" means Electric Vehicles (EV) and Hydrogen-Powered Fuel-Cell Vehicles (FCEV)

<sup>[5]</sup> Late fees shall be assessed at \$25.00 per day, not to exceed \$1,000.00 per occurrence

# Questions/Discussion

**FY25 SSG FEE SCHEDULE**

| <b>Fee Description</b>  | <b>FY23 Fee Amount</b> | <b>FY24 Fee Amount</b> | <b>Proposed FY25 Fee Amount</b> | <b>Variance</b> |
|---|------------------------|------------------------|---------------------------------|-----------------|
| New Taxicab Application   | \$ 1,000.00            | \$ 1,000.00            | \$ 1,000.00                     | \$ -            |
| Annual Taxicab Business Permit Renewal Application Fee                | \$ 500.00              | \$ 500.00              | \$ 500.00                       | \$ -            |
| Annual Business Permit  | \$ 32,000.00           | \$ 32,000.00           | \$ 32,000.00                    | \$ -            |
| Business Permit Reinstatement   | \$ 10,000.00           | \$ 10,000.00           | \$ 10,000.00                    | \$ -            |
| Annual Vehicle Permit (Gasoline/Diesel)                               | \$ 1,650.00            | \$ 1,650.00            | \$ 1,650.00                     | \$ -            |
| Annual Vehicle Permit (Hybrid <sup>1</sup> /Alt Fuel <sup>2</sup> )   | \$ 850.00              | \$ 850.00              | \$ 850.00                       | \$ -            |
| Annual Vehicle Permit (WAV <sup>3</sup> /Zero Emission <sup>4</sup> ) | \$ 200.00              | \$ 200.00              | \$ 200.00                       | \$ -            |
| Vehicle Permit Reinstatement  | \$ 65.00               | \$ 65.00               | \$ 65.00                        | \$ -            |
| New Driver Permit   | \$ 75.00               | \$ 75.00               | \$ 75.00                        | \$ -            |
| Driver Permit Renewal   | \$ 25.00               | \$ 25.00               | \$ 25.00                        | \$ -            |
| Driver Permit Transfer  | \$ 25.00               | \$ 25.00               | \$ 25.00                        | \$ -            |
| Driver Permit Reinstatement   | \$ 25.00               | \$ 25.00               | \$ 25.00                        | \$ -            |
| Driver Permit Replacement   | \$ 10.00               | \$ 10.00               | \$ 10.00                        | \$ -            |
| Appeal Fee  | \$ 100.00              | \$ 100.00              | \$ 100.00                       | \$ -            |
| Taxicab Distinct Appearance Determination Appeal Fee                  | \$ 1,200.00            | \$ 1,200.00            | \$ 1,200.00                     | \$ -            |
| Late Fee <sup>5</sup> (for late payment of invoices)                  | \$ 25.00               | \$ 25.00               | \$ 25.00                        | \$ -            |
| Special Music Festival Venue Fee                                      | \$ 35.00               | \$ 35.00               | \$ 35.00                        | \$ -            |

<sup>[1]</sup> "Hybrid" means Hybrid Electric/Gas Vehicle (HEV) and Plug-in Electric/Gas Hybrid Vehicle (PHEV)

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