

**SUNLINE SERVICES GROUP
BOARD MEETING AGENDA**

**Wednesday, March 22, 2017
12:00 pm
Board Room
32-505 Harry Oliver Trail
Thousand Palms, CA 92276**

NOTE: IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT SUNLINE AT (760) 343-3456. NOTIFICATION 48 HOURS PRIOR TO THE MEETING WILL ENABLE SUNLINE TO MAKE REASONABLE ACCOMMODATION TO ENSURE ACCESSIBILITY TO THIS MEETING.

The Chair requests that all cellular phones be either turned off or set on silent mode for the duration of the Board Meeting.

AGENDA TOPICS

RECOMMENDATION

- | | |
|---|--------------------------------|
| <p>1. <u>Call to Order</u>
Chairperson Russell Betts</p> <p>2. <u>Roll Call</u></p> <p>3. <u>Finalization of Agenda</u></p> <p>4. <u>Presentations</u></p> <p>5. <u>Public Comments</u>
(NOTE: Those wishing to address the Board should complete a Public Comment Card and will be called upon to speak.)</p> | <p>Receive Comments</p> |
|---|--------------------------------|

NON AGENDA ITEMS

Anyone wishing to address the Board on items not on the agenda may do so at this time. A limitation of 3 minutes may be imposed upon each person so desiring to address the Board during the first Public Comments designation on the agenda.

AGENDA ITEMS

Anyone wishing to address specific items on the agenda should notify the Clerk at this time so those comments can be made at the appropriate time. A limitation of 3 minutes may be imposed upon each person so desiring to address the Board.

6. **Board Member Comments** **Receive Comments**
Any Board Member who wishes to speak may do so at this time.

----- **RECEIVE AND FILE** -----

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.
- a) **SSG/SRA checks over \$1000 issued January 2017** (Page 1)
 - b) **SSG/SRA Monthly Budget Reports January 2017** (Pages 2-3)
 - c) **Taxi Vehicle/Rides Analysis** (Pages 4-5)
 - d) **Metric (Taxi Expense vs Taxi Revenue)** (Page 6)

----- **ACTION** -----

8. **Approval of Minutes** **Approve**
Request to the Board to approve the Minutes of the February 22, 2017 Board of Directors meeting. (Pages 7-9)
9. **Resolution Amending Resolution 075 Setting Special Music Festival Venue Fee** **Approve**
**(Robert Radi, Chair Taxi Committee;
Staff: Peter Gregor)**
Staff recommends that the Board of Directors approve the attached amendment to Resolution 075, passed on March 23, 2016. Amendment allows for a special event pick up fee to be charged for taxicab pickups made at the Coachella and Stagecoach Festivals and increases the fee from \$20 to \$30. (Pages 10-14)
10. **Next Meeting Date**
April 26, 2017
12 o'clock Noon – Board Room
32-505 Harry Oliver Trail
Thousand Palms, CA 92276
11. **Adjourn**

SunLine Regulatory Administration

Checks \$1,000 and Over

For the month of January 2017

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.

Vendor Name	Description	Check #	Check	Amount
SUNLINE TRANSIT AGENCY	Payroll Liabilities Exp 11/10/16	090300	1/17/2017	\$10,965.34
PROPER SOLUTIONS	Temp Employee 12/9-1/20	090308	1/27/2017	\$3,061.50
SUNLINE TRANSIT AGENCY	Overhead Expense Dec 2016	090304	1/17/2017	\$2,446.50
SUNLINE TRANSIT AGENCY	Overhead Expense Nov 2016	090303	1/17/2017	\$2,446.50
SUNLINE TRANSIT AGENCY	Payroll Liabilities Exp 1/13/17	090302	1/17/2017	\$2,138.39
SUNLINE TRANSIT AGENCY	Payroll Liabilities Exp 1/27/17	090311	1/27/2017	\$2,097.98

Total of Checks Over \$1,000	\$23,156.21
Total of Checks Under \$1,000	\$2,058.32
Total of All Checks for the Month	\$25,214.53
Total Amount of Checks Prior Years Same Month	\$23,137.34



SunLine Regulatory Agency
Budget Variance Report
January 2017

Description	FY 17 Total Budget	Current Month			Year to Date		
		Actual	Budget	Favorable (Unfavorable)	YTD Actual	FY 17 YTD Budget	Favorable (Unfavorable)
Revenues:							
Meter Readings	197,434	13,763	16,453	(2,690)	101,415	115,170	(13,755)
Revenue Fines	2,000	0	167	(167)	5,910	1,167	4,743
Vehicle Inspection Revenue	1,900	0	158	(158)	1,200	1,108	92
Vehicle Re-inspection Revenue	-	0	0	0	100	0	100
New Driver Permit Revenue	4,000	180	333	(153)	3,690	2,333	1,357
Driver Transfer Revenue	850	0	71	(71)	750	496	254
Driver Renewal Revenue	9,200	1,250	767	483	4,950	5,367	(417)
Driver Permit Reinstatement/Replacement	150	0	13	(13)	85	88	(3)
Vehicle Permit Revenue	80,900	13,575	6,742	6,833	36,000	47,192	(11,192)
Total Revenue	296,434	28,768	24,703	4,065	154,100	172,920	(18,820)
Expenses:							
Salaries and Wages	128,702	6,885	10,725	3,840	77,446	75,076	(2,370)
Fringe Benefits	89,298	2,153	7,442	5,289	34,192	52,091	17,899
Services	50,500	2,596	4,208	1,613	18,349	29,458	11,110
Supplies and Materials	6,433	165	536	371	1,593	3,753	2,160
Utilities	6,585	549	549	(0)	3,841	3,841	0
Casualty and Liability	11,846	987	987	(0)	6,910	6,910	0
Miscellaneous	3,070	120	256	136	1,840	1,791	(49)
Total Expenses	296,434	13,454	24,703	11,249	144,171	172,920	28,749
Total Operating Surplus (Deficit)	\$ -	\$ 15,313			\$ 9,929		



Budget Variance Analysis - SunLine Regulatory

Revenue - Unfavorable

- Taxi revenues heavily influenced by seasonal decline during summer months. The surplus in the peak months will decrease the unfavorable balance.
- Taxi franchises pay the full year's vehicle permits during the peak months of October through April.

Salaries and Wages - Unfavorable

- Salary & wage expenses are attributed to additional salary allocations from SunLine Transit Agency.

Fringe Benefits - Favorable

- Fringe benefit savings are attributed to work force reduction.

Services - Favorable

- Legal services lower than projected monthly estimates.

Supplies and Materials - Favorable

- Favorable materials and supplies expenses attributed to lower than expected repair parts for vehicles.

Utilities - Favorable

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

Casualty and Liability - Favorable

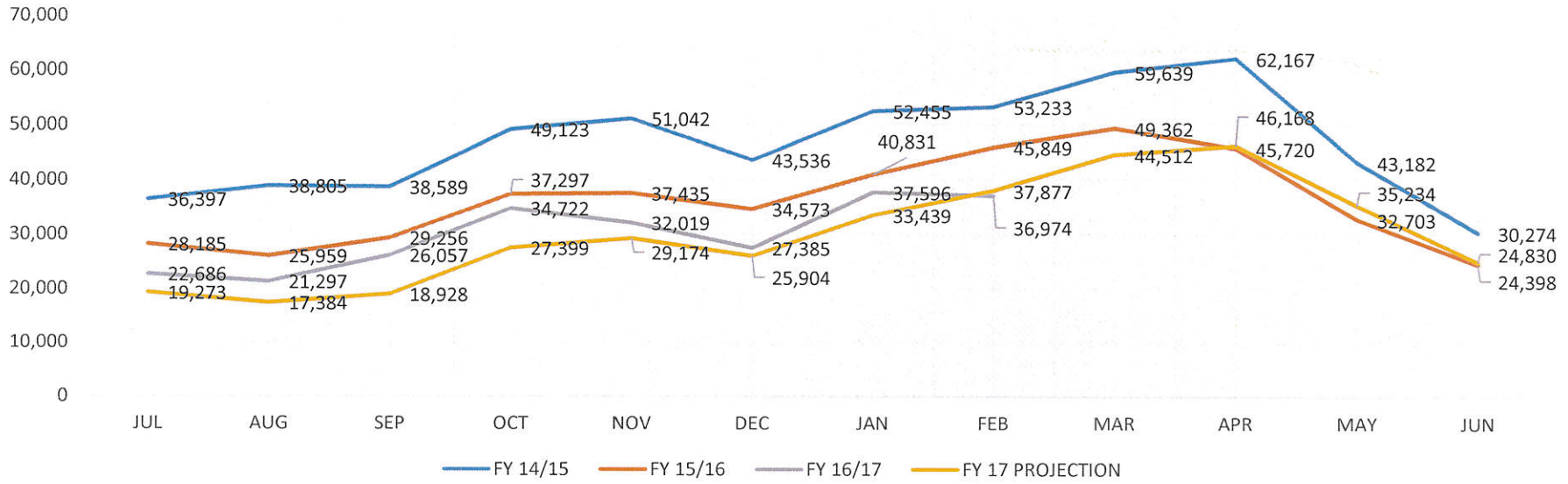
- Casualty and liability expenses are within an acceptable range of the budget.

Miscellaneous - Unfavorable

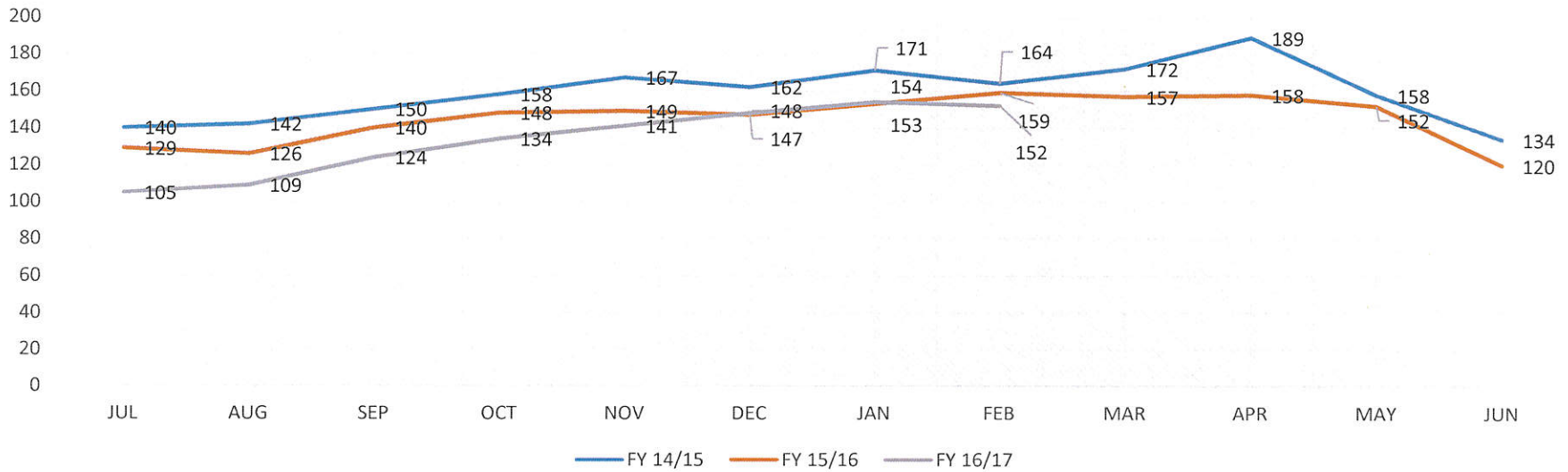
- Merchant Collection fees are higher than anticipated.



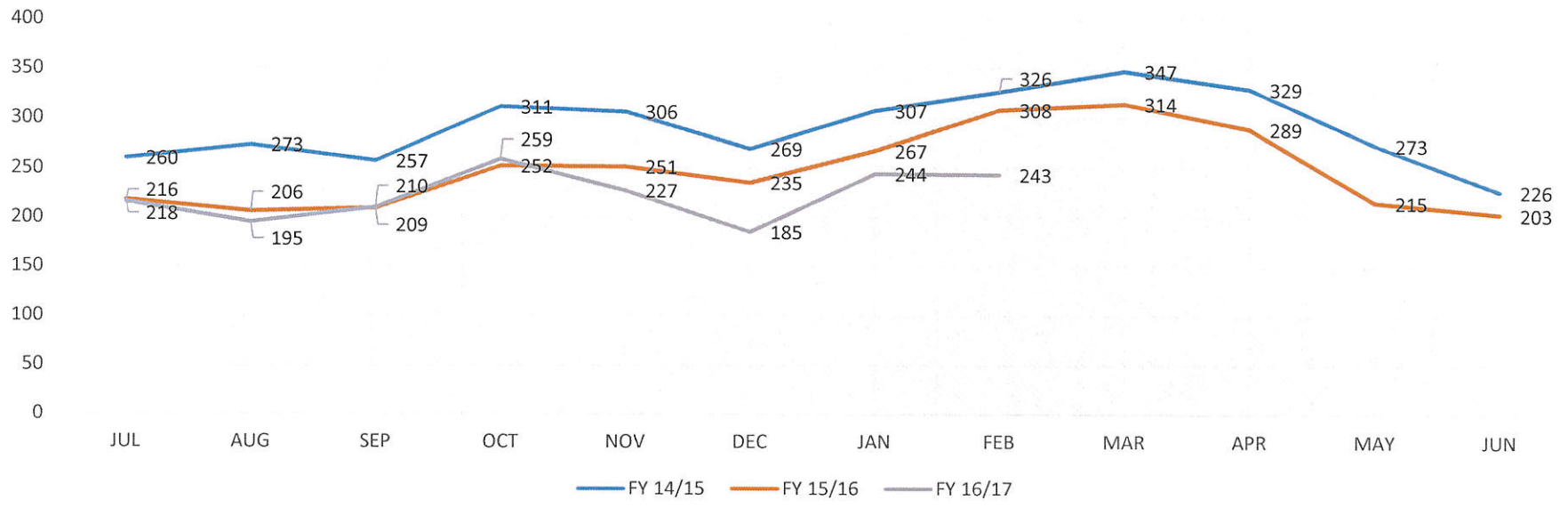
OF TAXI TRIPS



OF CABS PROVIDING TRIPS

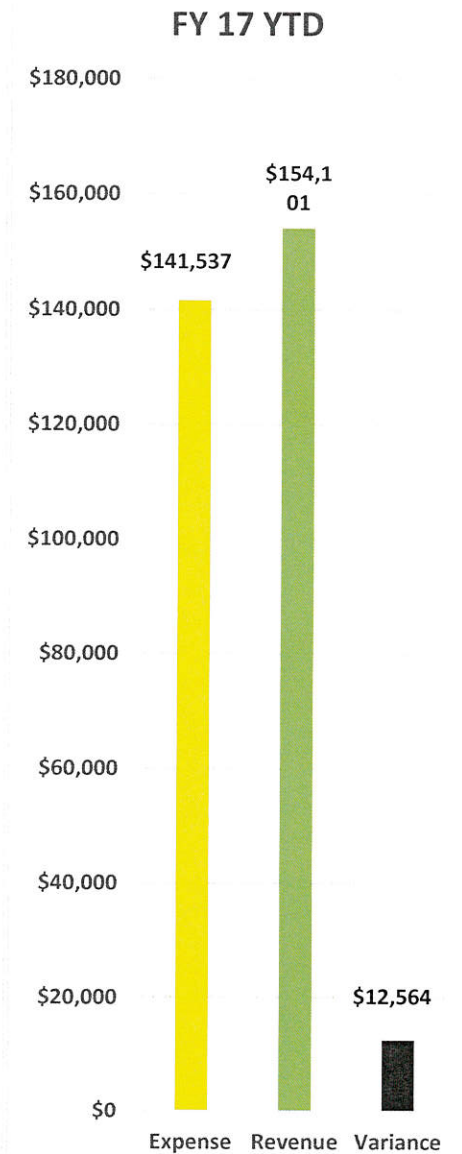
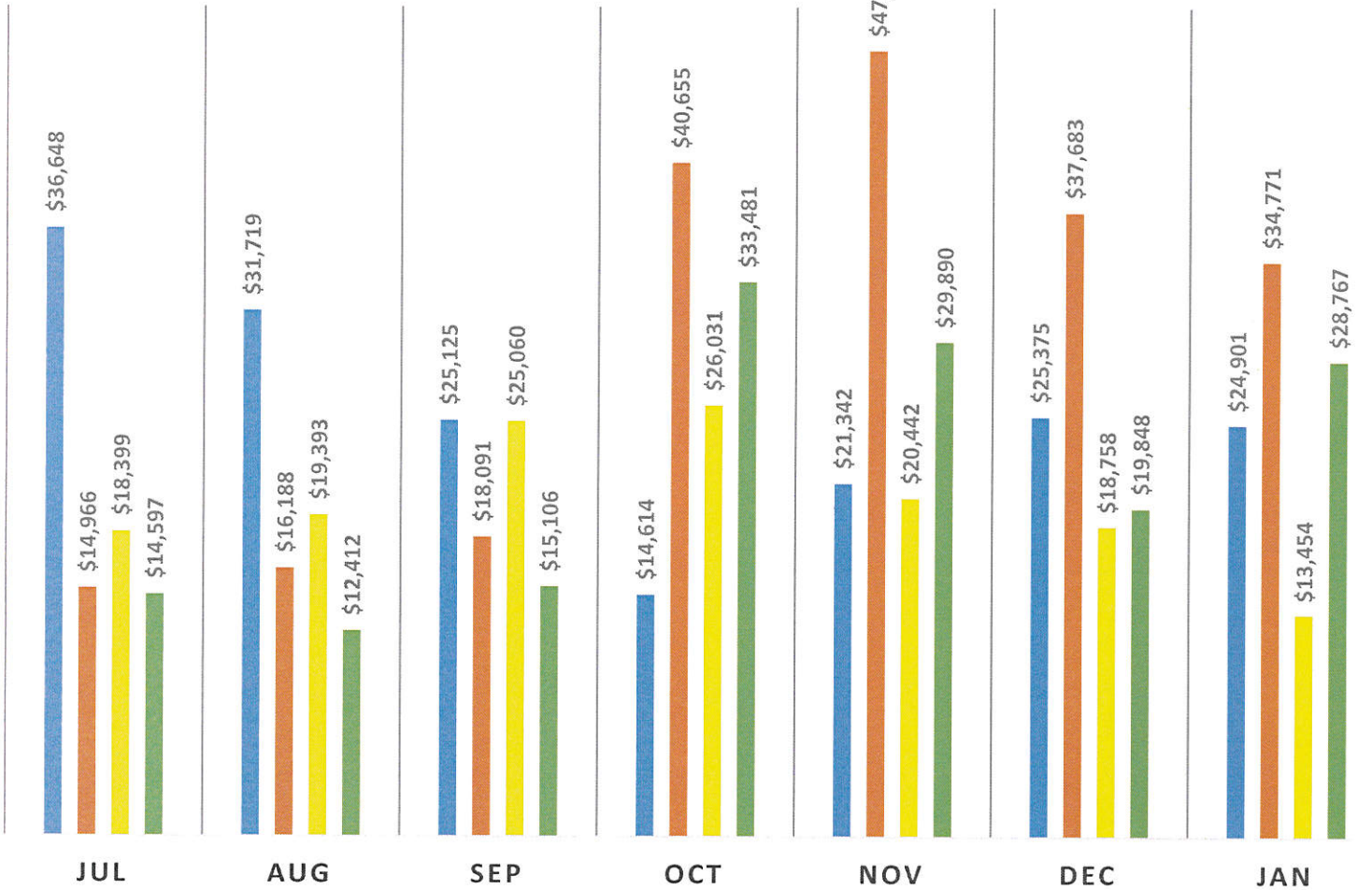


OF TRIPS PER CAB



TAXI EXPENSE VS. REVENUE AND VARIANCE JANUARY 2017

■ Expense 16
 ■ Revenue 16
 ■ Expense 17
 ■ Revenue 17



Measuring the health of the FY16 SRA budget by monitoring expenses and revenues.
 Goal: Reduce operating expenses by 5% to offset the continued decrease in taxicab ridership.



MINUTES
SunLine Services Group
Board of Directors Meeting
February 22, 2017

A regular meeting of the SunLine Services Group Board of Directors was held on Wednesday, February 22, 2017 at 12:15 p.m. 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 12:15 p.m. by Chairperson Russell Betts.

2. Roll Call

Completed.

Members Present

Russell Betts, Chair, SunLine Agency Board Member, City of Desert Hot Springs
Greg Pettis, SunLine Agency Board Member, City of Cathedral City Board
Dana Hobart, SunLine Agency Board Member, City of Rancho Mirage
Kathleen Kelly, SunLine Agency Board Member, City of Palm Desert
Ty Peabody, SunLine Agency Board Member, City of Indian Wells
Robert Radi, SunLine Agency Board Member, City of La Quinta
Troy Strange, Vice Chair, SunLine Agency Board Member, City of Indio
Emmanuel Martinez, SunLine Agency Board Member, City of Coachella
Pat Cooper, SunLine Agency Board Member (Alternate), County of Riverside

Members Absent

Ginny Foat, SunLine Agency Board Member City of Palm Springs

3. Finalization of Agenda

No changes

4. Presentations

None

5. Public Comments

None

6. Board Member Comments

7. Consent Calendar

- a) SSG/SRA checks over \$1000 issued November/December 2016
- b) SSG/SRA Monthly Budget Reports November/December 2016
- c) Taxi Vehicle/Rides Analysis
- d) California Retail Gasoline Price Report
- e) Metric (Taxi Expense vs Taxi Revenue)

SunLine Agency Board Member Betts moved to approve the Consent Calendar. SunLine Agency Board Member Strange seconded the motion. The motion was approved by a unanimous vote of 9 yes; 0 no;



8. Approval of Minutes

SunLine Agency Board Member Peabody moved to approve the minutes of January 25, 2017 Board Meeting. The motion was seconded by SunLine Agency Board Member Radi. The motion carried by a vote of 7 yes; 0 no; 2 abstain

**9. Resolution No. 081 Revising Taxi Regulation R.3.2
(Robert Radi, Chair of the Taxi Committee;
Staff: Pete Gregor)**

SunLine Agency Board Member Radi stated that the Taxi Committee reviewed this item and unanimously approved it. He moved to approve and the motion was seconded by SunLine Agency Board Member Strange. The motion carried by a unanimous vote of 9 yes; 0 no

SunLine Agency Board Member Betts asked what some of the significant changes were. SunLine Agency Board Member Radi stated that in the future they will look at the number of trips as suggested by the industry and right now they have a number of eight trips a day and we will review this at a later time and possibly the number can be lowered to six. SunLine Agency Board Member Betts asked if they were required to make eight trips a day. SunLine Agency Board Member Radi stated that we are required to make eight trips a day average for the year. Lauren Skiver, CEO/General Manager stated that per the item today we are going to continue to look at the ordinance and the regulation to ensure that the taxi cab industry continues to maintain the operability here in the valley. She stated that with this item there was an issue with the ordinance speaking to one timeframe and the regulation speaking to another and we needed to ensure that both those documents are in sync with each other. In direction from the Taxi Committee we are going to be looking at that and working with the franchises on the number of trips that are required to ensure that we are preserving the business and preserving the playing field taxis are operating in today to ensure their livelihood.

SunLine Agency Board Member Martinez asked for more understanding on what the purpose is and what happens if the taxi cabs don't meet eight trips in a day. Lauren Skiver, CEO/General Manager stated that the regulation was designed to ensure that, back when the franchises were created and there was no TNC. competition you didn't have taxis operating that weren't working taxis. There was a flood in the market of lots of cars but they might have done one trip a day so it was a way to ensure that every car on the road had a specific performance goal that they must meet so there weren't 400 cabs roaming around trying to collect the amount of business in the valley. It was a measure to keep that in control. Lauren Skiver, CEO/General Manager introduced Pete Gregor, Chief Safety Officer and Taxi Administrator to explain what we would do. Pete Gregor, Chief Safety Officer and Taxi Administrator stated that we would remove the permits to the point where the average number of trips that they generate each month would put them over the eight trips per day. Lauren Skiver, CEO/General Manager stated that it was a measure to regulate the cabs so that if you didn't make the eight we would remove some of the permits. Which we know now is not the playing field of the taxi industry so by regulating that it makes it more difficult for the cabs and the franchise owners to maintain operability. SunLine Agency Board Member Hobart stated that they are



competing with Uber where with one trip a day they are still in business. SunLine Agency Board Member Martinez stated he understood and thanked them for the explanation.

10. Next Meeting Date

March 22, 2017

12 o'clock Noon – Board Room

32-505 Harry Oliver Trail

Thousand Palms, CA 92276

11. Adjourn

Chairperson Betts adjourned the meeting at 1:00 p.m.

Respectfully Submitted,

Diane Beebe
Clerk of the Board



SunLine Services Group

DATE: March 22, 2017 **ACTION**

TO: Taxi Committee
Board of Directors

FROM: Taxi Administrator

RE: [Resolution amending Resolution 075 Setting Special Music Festival Venue Fee](#)

Recommended Action

Staff recommends that the Board of Directors approve the attached amendment to Resolution 075, passed on March 23, 2016. Amendment allows for a special event pick up fee to be charged for taxicab pickups made at the Coachella and Stagecoach Festivals and increases the fee from \$20 to \$30.

Background

In 2016 the Franchises requested an amendment to resolution 075 allowing for an event pick up fee to be charged for the Coachella and Stagecoach music festivals. This resolution allowing for a \$20 fee was passed by the Board. In 2016 the Franchises requested a \$30 similar fee for the Desert Trip music festival. This fee was also passed by the Board.

The increase of \$10 for the 2017 Coachella and Stagecoach music festivals is reflective of the increase requested and approved by the Board for the 2016 Desert Trip music festival. It was determined that the \$20 fee failed to provide sufficient incentive to entice more taxicabs to the designated taxi pickup area. It was also learned that even with the special event fee, costs to consumers choosing to use taxicab service over TNC's was significantly less. The fee provides incentive for drivers to wait at the taxi pick up area, giving patrons the option of taking a taxi. By providing an incentive to drivers, staff will achieve the goal of having more taxicabs staged at the taxi pickup area.



The fee shall be restricted to only those trips that originate from the area designated for taxicab pickups by the festival organizers. The \$30 fee will only be effective from the start of the first music festival, April 14, 2017 to April 30, 2017.

Financial Impact

None.

Peter Gregor



SunLine Services Group

RESOLUTION NO. 082

RESOLUTION ADOPTING SPECIAL MUSIC FESTIVAL VENUE FEE

April 14, 2017 to the end of the last festival April 30, 2017.

WHEREAS, SunLine Services Group is a local agency and its Board of Directors is authorized pursuant to Government Code Section 53075.5 to levy by resolution, fees in an amount sufficient to pay for the cost of regulating taxicab services within the Coachella Valley; and

WHEREAS, the staff of SunLine Regulatory Administration presents a budget for Fiscal Year 2017; which has been approved by the board; and

WHEREAS, the Board of Directors hereby finds that the fees established herein are reasonable fees imposed solely to recover the actual costs of regulating taxicabs within the Coachella Valley;

NOW, THEREFORE, BE IT RESOLVED BY THE Board of Directors of Sunline Services Group

Section 1. That the following fee shall be charged for pick-up at the Coachella and Stage Coach Festivals.

The following fees are effective April 14, 2017 to the end of the last festival April 30, 2017.

Special Music Festival Venue Fee	\$ 30.00
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ADOPTED THIS 22th DAY OF March, 2017

ATTEST:

Diane Beebe
CLERK OF THE BOARD
SunLine Transit Agency

Russell Betts
CHAIRMAN of the Board
SunLine Transit Agency

APPROVED AS TO FORM:

General Counsel
Eric Vail



