



**SunLine Services Group**  
**May 28, 2025**  
**11:15 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 business 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 disability-related modification(s) and/or interpreter services are needed to participate in a Board meeting. Notification of at least 72 business hours prior to the meeting time will assist staff in ensuring 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. FINALIZATION OF AGENDA**

**ITEM**

**RECOMMENDATION**

**5. PUBLIC COMMENTS**

**RECEIVE COMMENTS**

**NON AGENDA ITEMS**

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.

**6. PRESENTATIONS**

**7. COMMITTEE MEMBER COMMENTS**

**RECEIVE COMMENTS**

**8. CONSENT CALENDAR**

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.

**APPROVE**

8a) Acceptance of SSG/SRA Checks \$1,000 and Over  
Report for March 2025

(PAGE 3-4)

8b) Acceptance of SSG Monthly Budget Variance Report  
for March 2025

(PAGE 5-6)

8c) Acceptance of Taxi Trip Data Report – March  
2025

(PAGE 7-9)

**9. SUNLINE REGULATORY ADMINISTRATION DRAFT  
FY26 BUDGET**

(Staff: Luis Garcia, Chief Financial Officer)

**DISCUSSION**  
(PAGE 10)

**10. 2025 MUSIC FESTIVAL SEASON REPORT**

(Staff: Jill Plaza, Taxi/Contracted Transportation  
Services Administrator)

**INFORMATION**  
(PAGE 11-19)

**11. ADJOURN**

**SunLine Services Group**

**CONSENT CALENDAR**

DATE: May 28, 2025

**APPROVE**

TO: Taxi Committee  
Board of Directors

RE: Acceptance of Checks \$1,000 and Over Report for March 2025

Summary:

This report lists all of the checks processed at the Agency with a value of over \$1,000 for a given month.

Recommendation:

Approve.

SunLine Regulatory Administration  
Checks \$1,000 and Over  
March 2025

| Vendor Filed As Name              | Description   | Check # | Payment Date | Payment Amount |
|-----------------------------------|---------------|---------|--------------|----------------|
| HANSON BRIDGETT LLP               | Legal Service | 91400   | 03/26/2025   | 4,802.00       |
| <b>Total Checks Over \$1,000</b>  |               |         |              | \$4,802.00     |
| <b>Total Checks Under \$1,000</b> |               |         |              | \$2,487.61     |

**SunLine Services Group**

**CONSENT CALENDAR**

DATE: May 28, 2025

**APPROVE**

TO: Taxi Committee  
Board of Directors

RE: Acceptance of Taxi Trip Data – March 2025

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.

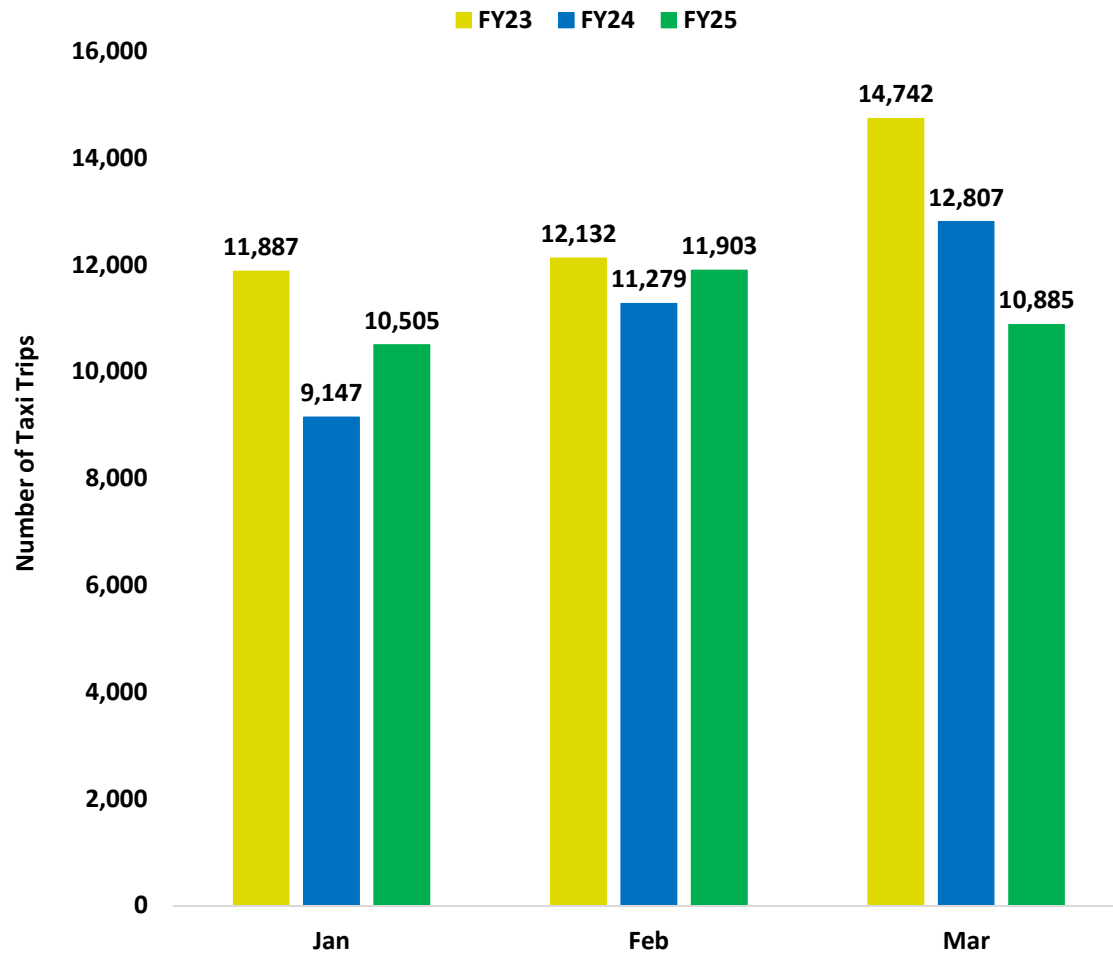
For the month of March, there were 1,922 fewer taxi trips in March 2025 serviced by eight (8) more cabs when compared to March 2024 (83 cabs in 2025 compared to 75 cabs in 2024).

There were 3,994 fewer taxi trips for FYTD25 compared to FYTD24.

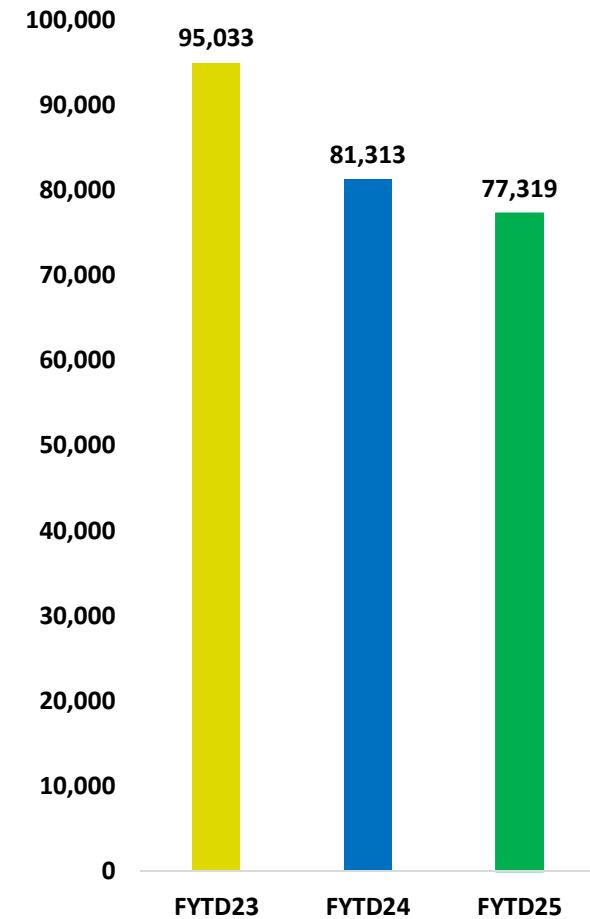
Recommendation:

Approve.

### Taxi Trip Three (3) Month Comparison as of March 2025



### 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 FY23, FY24, and FY25.

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

DATE: May 28, 2025

**APPROVE**TO: Taxi Committee  
Board of Directors

RE: Acceptance of Monthly Budget Variance Report for March 2025

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 March 2025 are equal to 9/12<sup>ths</sup> of the yearly budget.

## Year to Date Summary

- As of March 31, 2025, the organization's revenues are \$44,885 or 31.56% above the FYTD budget.
- As of March 31, 2025, expenditures are \$41,079 or 28.89% below the FYTD budget.
- The net FYTD operating gain (loss) after expenses is \$85,963.

Recommendation:

Approve.

SunLine Regulatory Administration  
Budget Variance Report  
March 2025

|   |                   | Current Month |        |                     | Year to Date |                  |                     |                      |
|---|-------------------|---------------|--------|---------------------|--------------|------------------|---------------------|----------------------|
|   | FY25 Total Budget | Actual        | Budget | Positive (Negative) | FYTD Actual  | FY25 FYTD Budget | Positive (Negative) | Percentage Remaining |
| Revenues:                               |                   |               |        |                     |              |                  |                     |                      |
| Revenue Fines                           | 3,500             | 100           | 292    | (192)               | 1,325        | 2,625            | (1,300)             | 62.1%                |
| New Driver Permit Revenue               | 750               | 225           | 63     | 163                 | 1,500        | 563              | 938                 | -100.0%              |
| Taxi Business Permit                    | 96,000            | 10,668        | 8,000  | 2,668               | 91,193       | 72,000           | 19,193              | 5.0%                 |
| Driver Transfer Revenue                 | 125               | -             | 10     | (10)                | 275          | 94               | 181                 | -120.0%              |
| Driver Renewal Revenue                  | 1,725             | 175           | 144    | 31                  | 1,900        | 1,294            | 606                 | -10.1%               |
| Driver Permit Reinstatement/Replacement | -                 | -             | -      | -                   | 30           | -                | 30                  | 0%                   |
| Vehicle Permit Revenue                  | 86,000            | 6,513         | 7,167  | (654)               | 90,862       | 64,500           | 26,362              | -5.7%                |
| Operator Application Fee                | 1,500             | -             | 125    | (125)               | -            | 1,125            | (1,125)             | 100.0%               |
| Total Revenue                           | 189,600           | 17,680        | 15,800 | 1,880               | 187,085      | 142,200          | 44,885              | 31.6%                |
| Expenses:                               |                   |               |        |                     |              |                  |                     |                      |
| Salaries and Wages                      | 88,369            | 3,924         | 7,364  | 3,440               | 37,906       | 66,277           | 28,371              | 57.1%                |
| Fringe Benefits                         | 61,290            | 2,941         | 5,108  | 2,166               | 17,742       | 45,968           | 28,225              | 71.1%                |
| Services                                | 18,315            | 1,893         | 1,526  | (367)               | 32,666       | 13,736           | (18,930)            | -78.4%               |
| Supplies and Materials                  | 3,585             | 146           | 299    | 153                 | 10,934       | 2,689            | (8,245)             | -205.0%              |
| Utilities                               | 5,802             | -             | 484    | 484                 | -            | 4,352            | 4,352               | 100.0%               |
| Casualty and Liability                  | 5,589             | -             | 466    | 466                 | -            | 4,192            | 4,192               | 100.0%               |
| Taxes and Fees                          | 50                | -             | 4      | 4                   | -            | 38               | 38                  | 100.0%               |
| Miscellaneous                           | 6,600             | 765           | 550    | (215)               | 1,873        | 4,950            | 3,077               | 71.6%                |
| Total Expenses                          | 189,600           | 9,668         | 15,800 | 6,132               | 101,121      | 142,200          | 41,079              | 28.9%                |
| Total Operating Surplus (Deficit)       | \$ -              | \$ 8,012      |        |                     | \$ 85,963    |                  |                     |                      |



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**Revenue**

- The positive variance in revenue is largely due to increases in vehicle permit revenue and taxi business permit revenue due to one (1) unanticipated additional taxi business for FY2!
- As of FYTD25, there is a decrease of 3,994 taxi trips compared to FYTD24.

**Taxi Trips**

|       | FY24-March | FY25-March | Variance | %Δ     |
|-------|------------|------------|----------|--------|
| Trips | 12,807     | 10,885     | (1,922)  | -15.0% |

**Taxi Trips**

|       | FYTD-FY24 | FYTD-FY25 | Variance | %Δ    |
|-------|-----------|-----------|----------|-------|
| Trips | 81,313    | 77,319    | (3,994)  | -4.9% |

**Salaries and Wages**

- Wage expenses are below budget due to reduced costs allocated to SRA

**Fringe Benefits**

- Fringe benefit expenses are favorable due to reduced costs allocated to SRA

**Services**

- The unfavorable variance is due to higher costs for legal services

**Supplies and Materials**

- Supplies and material expenses are over unfavorable due to an allocation of overhead expenses from SunLine Transit Agency to SunLine Regulatory Administrator

**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****DATE: May 28, 2025****DISCUSSION****TO: Taxi Committee  
Board of Directors****FROM: Luis Garcia, Chief Financial Officer****RE: SunLine Regulatory Administration Draft FY26 Budget**

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**Background**

In accordance with the SunLine Services Group (SSG) Joint Powers Agreement, the Board of Directors must approve an annual budget. Staff has provided a draft FY26 SSG budget for discussion in preparation for approval at the upcoming June Board meeting. By beginning the process now, the Taxi Committee will have the ability to either move forward with this budget for approval at the June Board meeting or hold special committee meetings during the upcoming weeks to continue discussion and allow for any modifications. The budget was completed utilizing the approved FY26 fee schedule approved by the Board of Directors.

**Performance Goal**

**Goal 3: Organizational Health & Resiliency** – Optimize SunLine's fiscal and overall organizational strength to allow for growth and to better withstand unexpected challenges (e.g., COVID-19 financial impact).

**In Collaboration with:**

Paul Mattern, Chief Planning Officer

Jill Plaza, Taxi/Contracted Transportation Services Administrator

**Approved/Reviewed by:**

Mona Babauta, CEO/General Manager

Catherine J. Groves, General Counsel

Attachment:

The Draft FY26 SunLine Regulatory Administration (SRA) Budget will be made available to the public under separate cover on Tuesday, May 27, 2025.

## SunLine Services Group

**DATE:** May 28, 2025 **INFORMATION**

**TO:** Taxi Committee  
Board of Directors

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

**RE:** 2025 Music Festival Season Report

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### **Background**

The 2025 music festival season that featured the Coachella and Stagecoach music festivals were held this past April. This year, there were 439 trips covered by an average of 64 taxicabs. This is an increase of 28% when compared to 2024. Flywheel supported 3.4% of the total rides in its inaugural year.

There were, on average, 85 taxicabs in service for calendar year-to-date April 2025, which is up 16% compared to the same time period of 2024 (January – April). On average, there were 21 cabs in 2025 that serviced the music festival, representing 25% of the total cabs available for service.

During the 2025 music festival season, Lot 13A, the "Friends & Family and Taxi" lot served as an ideal location. However the lot was challenging as taxis continued to compete with alternate rideshare services, including transportation network companies, private car services, unpermitted vehicles, and shuttle services. There are five "lanes" to which transportation providers, including friends and families, queued in to receive rides within 13A; taxicabs were placed in the lane farthest away from the lot entry thus reducing access to potential riders.

SunLine Regulatory Administration (SRA) will encourage the taxi businesses to work with the City of Indio and event organizers, Golden Voice, during the preliminary planning stages in an effort to secure a more favorable and convenient pick-up location for facilitating increased ridership at future music festivals.

### **Financial Impact**

There is no financial impact associated with this item.

### **Performance Goal**

**Goal 2: Highly Trusted Mobility Solutions** - Strive to deliver highly accessible, convenient and trusted mobility solutions that efficiently meet the diverse needs of the Coachella Valley citizens and improve their connectivity to daily life needs.

**Approved/Reviewed by:**

Mona Babauta, CEO/General Manager

Paul Mattern, Chief Planning Officer

Catherine J. Groves, General Counsel

Attachment:

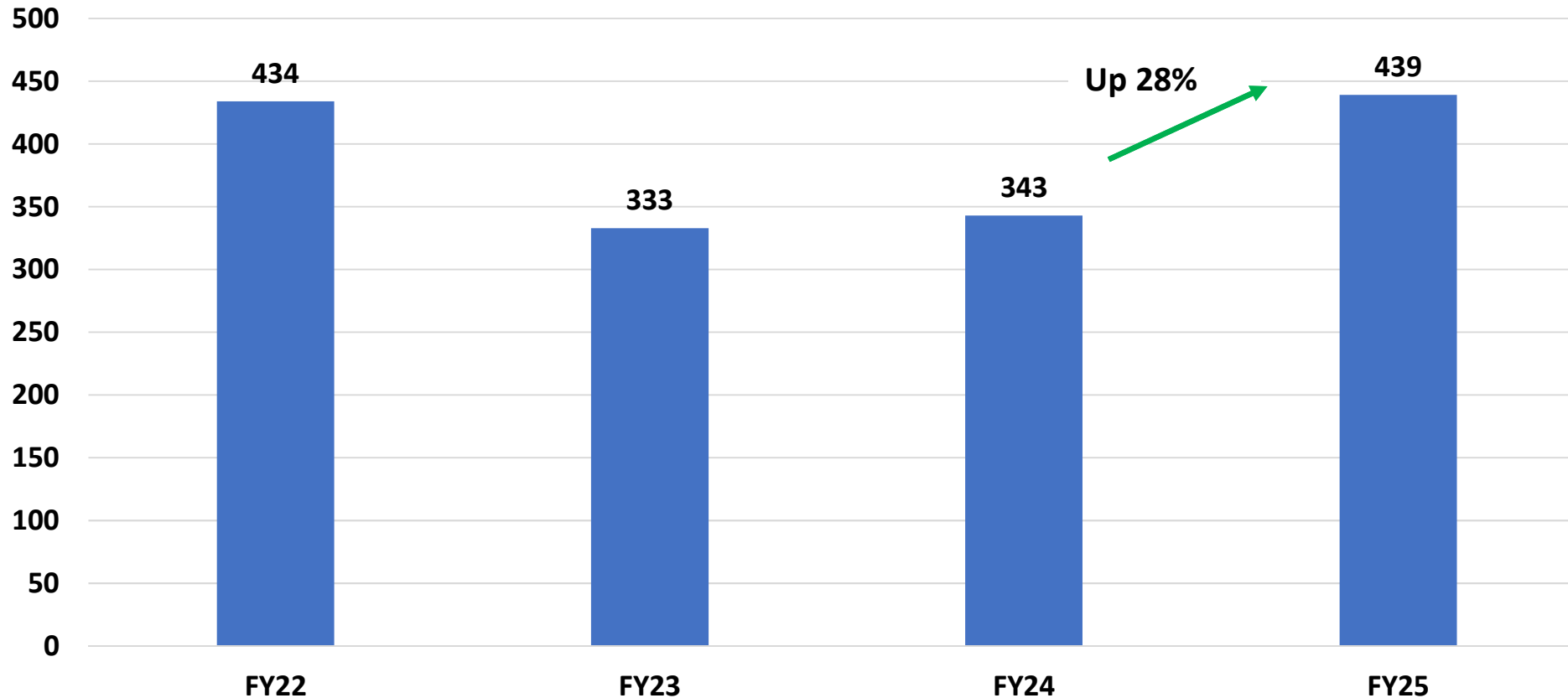
- [Item 10a](#) – 2025 Music Festival Season Report Presentation



**Taxi Committee Meeting**  
**2025 Music Festival Season Report**  
**May 28, 2025**

# Total Trips Completed Comparison

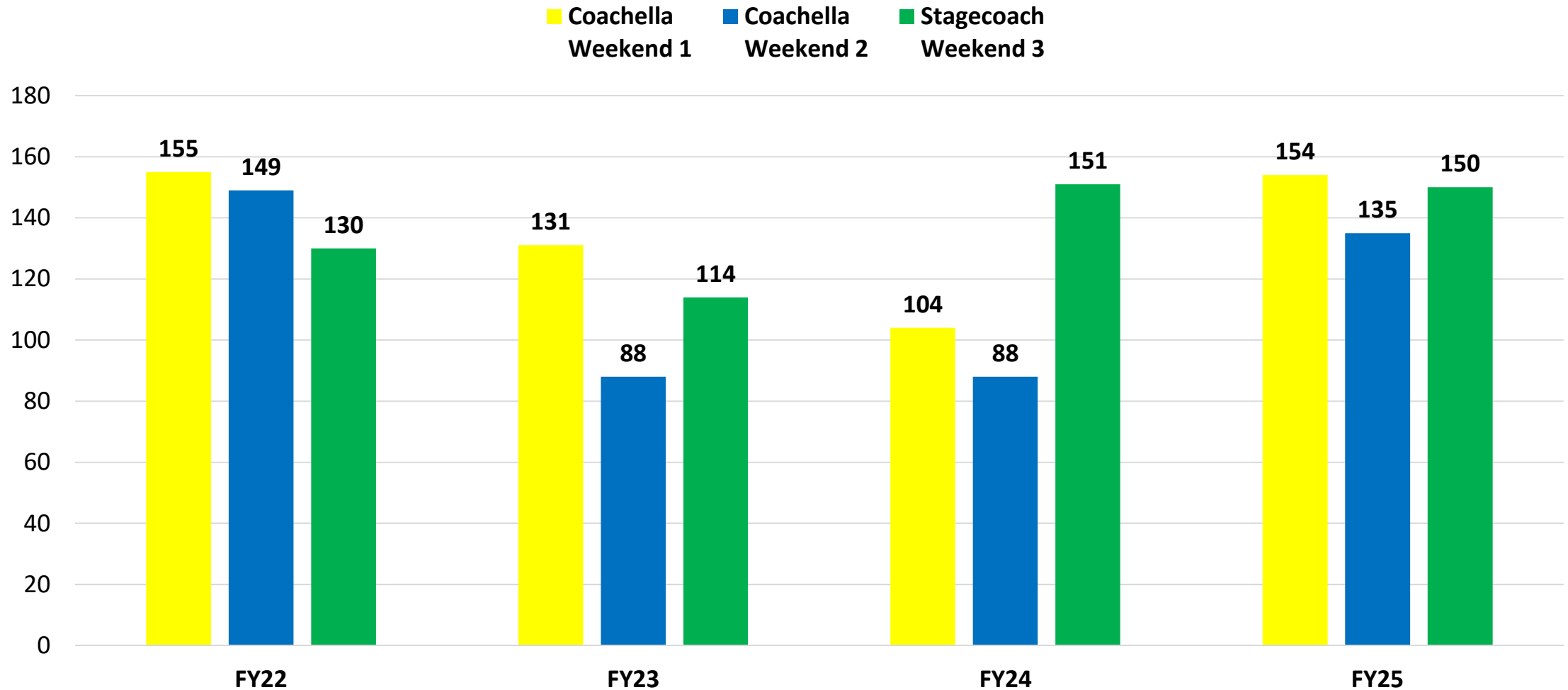
## Trips Comparison Music Festivals



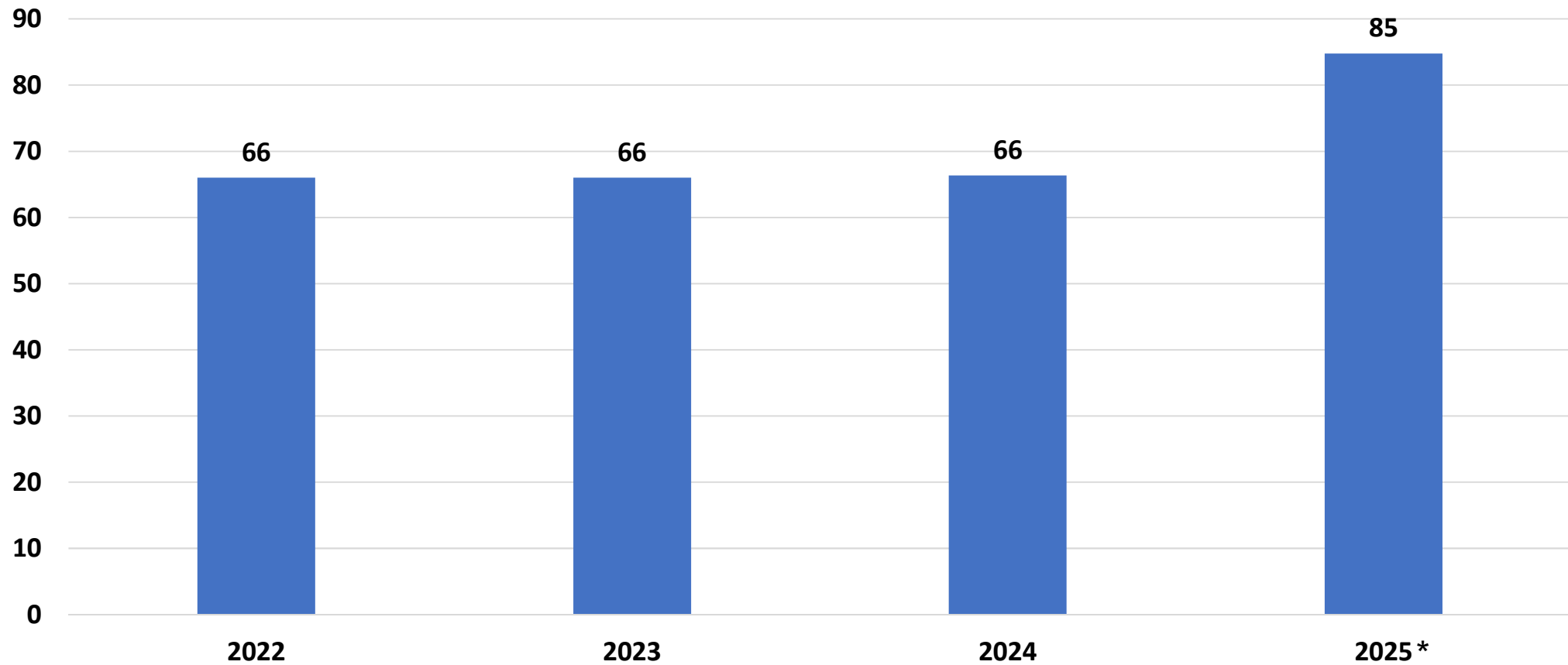
3.4% of all  
trips were  
booked using  
the Flywheel  
app

# Trip Comparison by Weekend

## Music Festival Taxi Trips



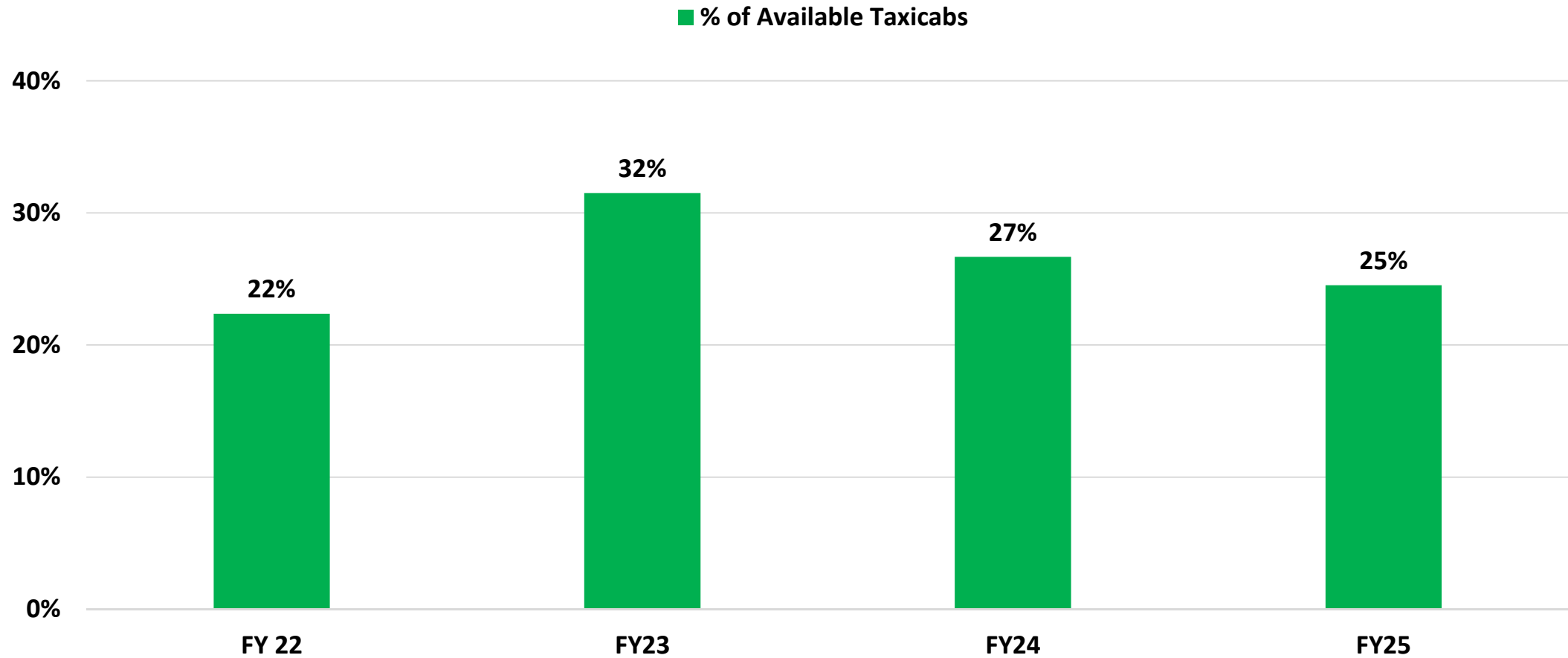
### Calendar Year Comparison of the Average Number of Taxicabs Serving the Coachella Valley



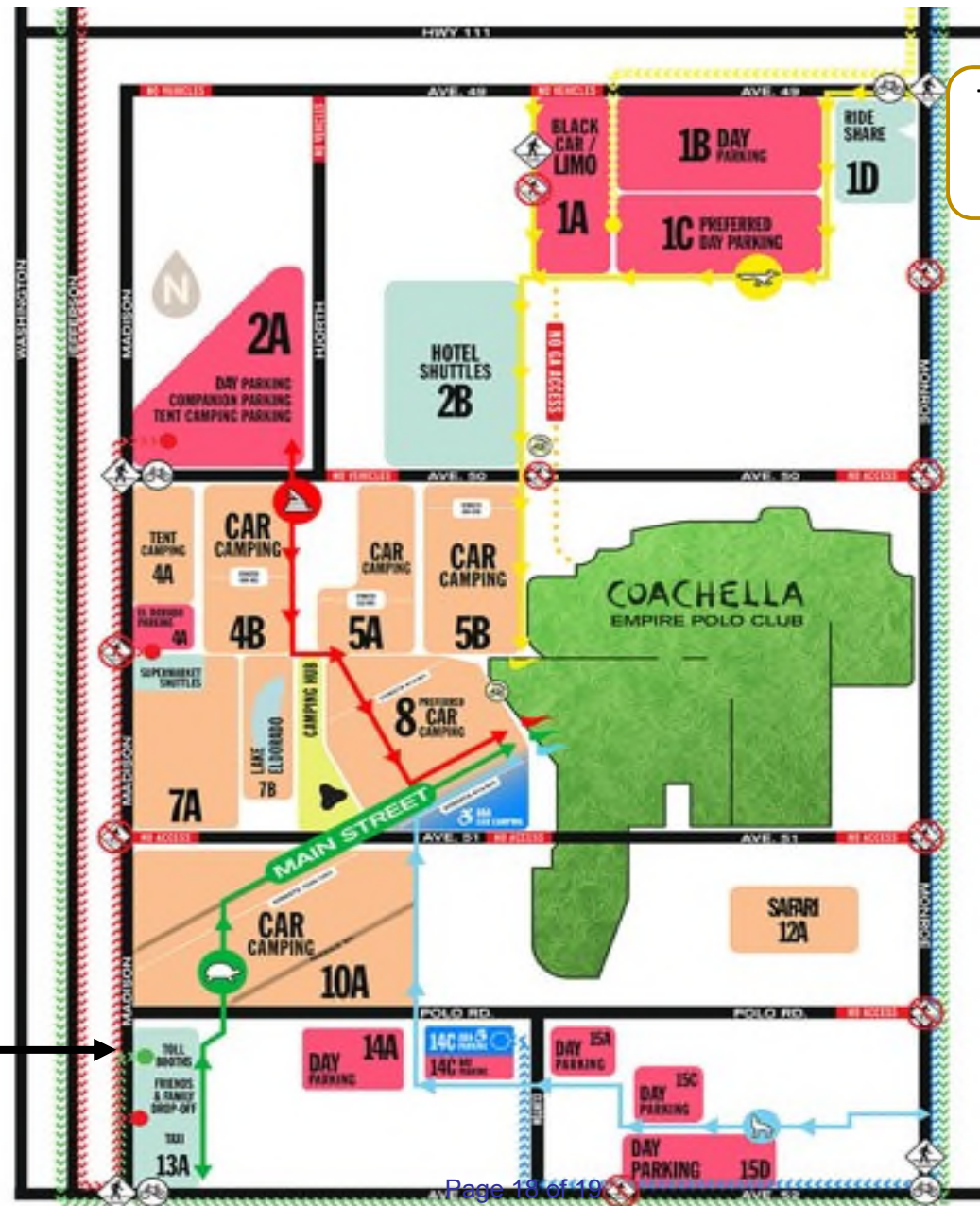
\* Calendar year to date 2025 reflects data through April 2025.



## Percentage of Total Available Taxicabs Servicing the Music Festivals



Taxi Lot before pandemic  
49<sup>th</sup> & Monroe  
(Rideshare area)



Taxi Lot after pandemic  
52<sup>nd</sup> & Madison  
REAR OF LOT 13A  
Lot shared with Uber as well

