

# Monterey County Regional Taxi Authority

*City of Carmel-by-the-Sea • City of Del Rey Oaks • City of Monterey • City of Pacific Grove  
City of Salinas • City of Sand City • City of Seaside • Monterey Peninsula Airport District  
County of Monterey*

Board of Directors Regular Meeting

**July 25, 2011**

**10:00 a.m.**

MST Conference Room  
One Ryan Ranch Road, Monterey

TRANSPORTATION: Ride Line 8 Ryan Ranch-Edgewater to MST Office

## **1. CALL TO ORDER**

1-1. Roll call.

1-2. Pledge of Allegiance.

## **2. CONSENT AGENDA**

2-1. Review highlights of Agenda. (Carl Sedoryk)

*These items will be approved by a single motion. Anyone may request that an item be discussed and considered separately.*

2-2. Informational minutes from the regular meeting of June 27, 2011. (Deanna Smith) (pg. 1)

End of Consent Agenda

## **3. SPECIAL PRESENTATIONS**

## **4. PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA**

*Members of the public may address the Board on any matter related to the jurisdiction of The Monterey County Regional Taxi Authority but not on the agenda. There is a time limit of not more than three minutes for each speaker. The Board will not take action or respond immediately to any public comments presented, but may choose to follow-up at a later time, either individually, through staff, or on a subsequent agenda.*

**5. COMMITTEE REPORTS AND PRESENTATIONS**

*No action required unless specifically noted.*

5-1. Receive update from RTA staff. (Hunter Harvath)

5-2. Highlights from the TAC meeting of July 19, 2011. (Deanna Smith) (pg. 9)

**6. BIDS/PROPOSALS**

**7. PUBLIC HEARINGS**

7-1. Conduct public hearing regarding the application of Yellow Cab Co of Monterey County d/b/a Yellow Cab Co. Monterey and consider approval of the application. (Hunter Harvath) (pg. 11)

**8. UNFINISHED BUSINESS**

8-1. Receive update on and consider approval of a proposed RTA senior/disabled voucher program. (Hunter Harvath) (pg. 13)

**9. NEW BUSINESS**

9-1. Adopt taxicab fare structure. (Hunter Harvath) (pg. 17)

9-2. Adopt taxicab fine schedule for operating without RTA permits. (Hunter Harvath) (pg. 19)

9-3. Adopt taxicab insurance requirements. (Hunter Harvath) (pg. 21)

**10. REPORTS & INFORMATION ITEMS**

*The Board will receive and file these reports, which do not require any action by the Board.*

**11. COMMENTS BY BOARD MEMBERS**

11-1. Reports on meetings attended by Board members at RTA expense.

**12. BOARD REFERRALS TO TAC**

**13. ANNOUNCEMENTS**

**14. CLOSED SESSION**

*As permitted by Government Code §64956 et seq. of the State of California, the Board of Directors may adjourn to Closed Session to consider specific matters dealing with personnel and/or pending possible litigation and/or conferring with the Board's Meyers-Milias-Brown Act representative.*

15. RETURN TO OPEN SESSION

16. ADJOURN

**NEXT MEETING DATE:** August 29, 2011 in MST Conference Room.

**NEXT AGENDA DEADLINE:** August 19, 2011

*Materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection at the Monterey-Salinas Transit Administration office at 1 Ryan Ranch Road, Monterey, CA during normal business hours.*

*Upon request, Monterey County Regional Taxi Authority will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service at least 5 days before the meeting. Requests should be sent to Monterey County Regional Taxi Authority – c/o Deanna Smith, MST, One Ryan Ranch Road, Monterey, CA 93940 or [dsmith@mst.org](mailto:dsmith@mst.org). Taxi-related materials and information are available on [www.mryrta.org](http://www.mryrta.org).*

MONTEREY COUNTY REGIONAL TAXI AUTHORITY  
BOARD OF DIRECTORS  
REGULAR MEETING  
June 27, 2011

One Ryan Ranch Road, Monterey

**1. CALL TO ORDER**

Chair Sanchez called the meeting to order at 10:00 a.m. in the MST Conference Room. A roll call was conducted and The Pledge of Allegiance followed.

Present:

Kristin Clark	City of Del Rey Oaks
Alan Cohen	City of Pacific Grove
Alvin Edwards	City of Seaside
Mary Ann Leffel	Monterey Peninsula Airport District
David Pendergrass	City of Sand City
Sergio Sanchez	City of Salinas
Karen Sharp	City of Carmel-By-The-Sea

Absent: Fernando Armenta County of Monterey  
Libby Downey City of Monterey

Staff: Hunter Harvath Asst. General Manager/Finance & Administration  
Carl Sedoryk General Manager/CEO  
Mark Eccles Director of IT  
Beronica Carriedo Mobility Trainer  
Kathy Williams Director of Budget and Accounting  
Kelly Halcon Director of Human Resources  
Angela Dawson Accountant  
Michael Hernandez Asst. General Manager/Operations

Others: Tom Mancini TAC Representative  
Scott Phillips Citizen  
Kathi Krystal Associated Taxi  
Roy Graham TAC Member  
Michael Cardinalli Yellow Cab  
David Laredo DeLay & Laredo  
Greg Akins Coastal Yellow Cab  
Ken Griggs MPAD

Tom Greer  
Duane Guida

MCAD  
Central Coast Cab Company

*Apology is made for any misspelling of a name.*

## 2. CONSENT AGENDA

2-1 Mr. Sedoryk announced agenda highlights.

The consent agenda items consisted of the following:

2-2. Informational minutes from the regular meeting of May 23, 2011.

**Director Leffel made a motion to approve the consent items and was seconded by Director Cohen. The motion carried unanimously.**

## 3. SPECIAL PRESENTATIONS

3-1. Receive presentation on Airport District Report position regarding Taxi rates and charges.

Ken Griggs presented a PowerPoint presentation detailing the airport's position on the Airport Open-Entry Taxi System with Airport District proposed rates and charges. Proposed charges were: \$250 per cab medallion fee; \$3 pick-up fee; \$3 drop-off fee. It was recommended that the TAC and RTA Board discuss fines for non-compliance.

Director Cohen asked why it was \$3 to both drop-off and pick-up fares, and if the \$250 medallion fee was assessed per taxi. He also asked who would be scanning taxis at the curb. Mr. Greer stated that unlike municipalities, the Airport must recover actual costs, and they rely on taxi fees to recoup the administration and regulation of taxi service; their estimates based on current service and costs require the fees to be charged upon drop-off and pick-up. The \$250 medallion fee is per taxi cab, for every cab choosing to take advantage of airport fares. Mr. Greer stated that the curbside monitoring of cabs would be contracted out.

Director Clark asked if there was currently a surcharge in place. Mr. Griggs stated that there is currently a \$2 charge for pick-up but not for drop-offs.

Director Edwards asked how many cabs currently operate within the county, and if a survey had been taken to determine the level of interest among cab drivers and companies. Mr. Sedoryk stated there is an estimated 200 cabs operating. Mr. Greer stated that they have not taken a survey.

Director Edwards asked what would happen if a taxi cab attempted to obtain fares without a medallion and if the fines had been set. Mr. Greer stated that there would be fines for first, second, and third offense, with recommendation of RTA permit termination thereafter. Mr.

Sedoryk stated that the issue of fines would be sent to TAC for comments and to RTA Board for inclusion in RTA Ordinance upon approval, with the issue to be settled as soon as possible.

Director Leffel stated that it takes a minimum of 120 days to order equipment and train employees in new procedures, so it is important to move speedily.

Director Clark asked if an Air District grant has been applied for to supplement service. Mr. Greer responded that a grant is being written, but implementation of airport surcharge is necessary to avoid losing revenue to cover costs. Mr. Greer also reiterated that any cab desiring to drop-off or pick-up a fare at the airport must have a medallion.

#### Public Comment

Kathi Krystal of Associated Cab Company and member of the TAC asked if cabs that do not pick-up a fare must pay the \$3 fee; if cabs responding to personal requests for service without picking up passenger must pay the \$3 fee, if cabs from outside Monterey County are required to purchase a medallion, and if MST will pay fees similar to taxi cabs.

Tom Mancini of the TAC asked if cabs just dropping off customers must purchase a medallion.

Mr. Phillips, citizen, stated there are not 200 cabs operating in RTA jurisdiction and that the airport can handle only thirty to forty cabs. He stated that San Jose does not charge for drop-offs.

Mr. Graham asked if the 50,000 trips were both drop-offs and pick-ups.

#### Close Public Comment

Chair Sanchez asked how the RTA will address the operational issues listed the Airport Presentation. Mr. Sedoryk recommends that MST staff work with Airport staff after general policy guidelines are adopted by the Board; this will then be sent to TAC for comments and sent to RTA Board for final approval.

Mr. Greer stated that there will be no \$3 fee assessed to taxi cabs that do not pick-up a passenger, including no-shows for personal requests for service. San Jose and other cities do not generally drop-off passengers at Monterey Airport, so there is not enough volume to require these cabs to purchase a medallion. Since MST is a public agency, they will not pay the Airport fees. There is a policy being discussed for courtesy vans. He stated that the Airport does not take part in the Senior Scrip program; therefore seniors will have to pay the \$3 airport fee if the cab driver requires it.

Mr. Sedoryk stated that the Senior Scrip program is being negotiated; when it is finalized it will be presented.

Mr. Greer stated that the 50,000 trips used as an estimate for the fee structure is based on current numbers, and includes both drop-offs and pick-ups and that there is currently no fee for drop-offs. Mr. Griggs stated that open-entry service is new territory for the Airport District and is rare for smaller airports in general.

Mr. Laredo confirmed that no motion is necessary at this time. Director Edwards asked staff to move forward to establish with establishing operational policies and fines for non-compliance.

Chair Sanchez requested that the Airport staff conduct a survey to establish an estimate of taxi cab drivers and companies interested in providing service to the Monterey Peninsula Airport.

#### **4. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

Scott Phillips stated that he has submitted a Public Records Request. He wants to know the status of GY Investigations, Inc. and asked for the Vehicle Inspection Report. He requested to know exactly who are the RTA staff and their job descriptions. Chair Sanchez asked Mr. Phillips to refrain from directly addressing staff and audience and to speak only to him. Mr. Phillips stated that he has a problem designating Directors from MST Board to the RTA Board.

Ms. Krystal asked for clarification on a letter emailed on June 10, 2011. She believes MST is in direct competition with taxi cab service.

Mr. Graham asked how many permits have been issued to date.

Close Public Comment

#### **5. COMMITTEE REPORTS AND PRESENTATIONS**

5-1. Receive update from RTA staff.

Mr. Harvath stated that the Joint Powers Agreement established the RTA and designated MST to act as staff to provide some administrative functions. MST additionally sub-contracted out to GY Investigations, Inc. to perform a portion of the administrative duties of the RTA. He confirmed that the contract with GY Investigations will expire on July 12, 2011. He confirmed that applications, regulations, permits, and the vehicle inspection report is available on the website, [www.mryrta.org](http://www.mryrta.org), with Spanish translation of materials available soon. He confirmed that permits are currently available and are being processed. He stated that he has met with cab drivers in Salinas to answer questions and that the last TAC meeting was very productive. He confirmed that the letter emailed on June 10, 2011 was a copy of a press release and was intended to confirm that currently licensed drivers could continue to operate in licensed areas, but could not expand into other areas. It was meant to stop expansion of service, not curb current service. He confirmed that approximately five or six permits have been issued.

5-2 Receive minutes from RTA Finance Committee meeting of June 17, 2011.

5-3 Update on TAC member Ethics Training participation.

Mr. Laredo explained that it is a legal requirement for all RTA and TAC members to complete the AB 1234 Training within one year of taking office or serving on a committee.

Director Clark asked that the online link for Ethics Training be placed on the RTA website and sent to all members. Director Edwards requested that staff send letters to all who still need to complete their training.

5-4 Highlights from the TAC meeting of June 23, 2011.

#### Public Comment

Mr. Phillips asked for confirmation of the RTA website address. He stated that he believes the RTA Finance Committee recommended fees are too high and wants a breakdown.

#### Close Public Comment

### **6. BIDS / PROPOSALS**

None.

### **7. PUBLIC HEARINGS**

None.

### **8. UNFINISHED BUSINESS**

8-1 Adopt FY 2012 Operating Budget and Fee Structure.

Mr. Harvath presented the recommended FY 2012 Licensing and Permit Fees and Budget. He stated that fees had been set to limit the burden of taxi drivers, and to assess fees for companies based on the number of cabs dispatched by each company. He stated that by contracting out licensing to the Cities of Monterey and Salinas, administrative costs have been lowered. This also provides licensing service five days per week in Monterey and four days per week in Salinas. He noted that as of this morning, Mr. Penko had asked that fees be increased by \$25, bringing the total permit fee for drivers to \$575 annually. This amount would also need to be reflected in the proposed budget, increasing the revenue and expenses to \$169, 825 annually. He stated that Taxi Company permit fees have been set to recover expenses incurred by SMT and RTA jurisdictions to date. Once fees are recovered, the permit fees will be re-evaluated and adjusted if necessary.

Director Pendergrass stated that he believes by contracting out to cities for administration, we are undermining the purpose of the RTA. Mr. Laredo stated that there is a difference between each city permitting individually and the Cities of Monterey and Salinas acting in an administrative role for all RTA permitting.



Mr. Sedoryk understands Director Pendergrass' concern, but it is the option that offers the lowest cost to Taxi Drivers and Companies. He also believes this option minimizes the perceived conflict between the taxi industry and MST. Mr. Sedoryk stated that the budget will be provided to both cities and they will decide how to provide the service and staff to provide the service. Chair Sanchez stated that the Board must decide whether keeping costs as low as possible is a priority. If MST or a contractor provides the service, the cost to the taxi industry, and the public, will be greater.

#### Public Comment

Mr. Phillips stated that the RTA needs to listen to those in the taxi industry and does not approve of fees.

Ms. Krystal asked if Taxi Companies are required to pay for owner-operated vehicles.

Mr. Guida of Central Coast Cab Company asked the Board to remember that it is the public who will have to ultimately pay for the fees and encourages them to find a way to keep fares as low as possible. He stated that in 2009, the Bureau of Weights and Measures inspected 190 cabs; in 2010, 160 cabs were inspected.

Mr. Mancini reminded the Board that the RTA was formed to streamline the process and allow Taxi Companies to operate within all jurisdictions for one permit fee.

#### Close Public Comment

**Director Edwards motioned to adopt the FY 2012 Licensing and Permit Fees and FY 2012 Budget, with the adjustment of \$25 for all Driver Permits. Director Leffel seconded. The motion carried unanimously.**

### 9. NEW BUSINESS

9-1 Provide direction to staff regarding proposed Taxi Study Session.

Mr. Sedoryk asked for Board input on scheduling a Taxi Study Session and referred them to Item 13-1 as a reference to an organization with the expertise to facilitate the session.

Chair Sanchez requested that staff prepare a proposal to be brought back to the Board, and asked for input from the TAC.

#### Public Comment

Ms. Krystal likes the idea of the TAC and staff working to educate each other. She would like an agency from the United States to be used.

Mr. Phillips stated that he never gets his questions answered and apologizes for offending the Board and staff of MST. He does not believe a facilitator is necessary.

Mr. Graham suggested that staff ride in a cab and ask questions to learn about the taxi industry.

#### **10. REPORTS & INFORMATION ITEMS**

None.

#### **11. COMMENTS BY BOARD MEMBERS**

None.

#### **12. BOARD REFERRALS TO TAC**

Mr. Harvath requested that the issue of fines for non-compliance with RTA regulations and Monterey Airport policies be referred to the TAC for comment.

#### **13. ANNOUNCEMENTS**

Director Leffel mentioned that the Monterey Airport has met with Alaska Air to discuss adding flights, which should have a positive impact on the demand for taxi service.

#### **14. CLOSED SESSION**

None.

#### **15. RETURN TO OPEN SESSION**

#### **16. ADJOURN**

There being no further business, Chair Sanchez adjourned the meeting at 12:23 p.m.

Prepared by: \_\_\_\_\_  
Deanna Smith, Deputy Secretary

# **TAC HIGHLIGHTS**

## **July 19, 2011 MEETING**

Agenda Item 5-2

### **REVIEW PROPOSED TAXI FINES**

The Technical Advisory Committee reviewed the proposed Taxi Fines and made the following recommendation:

The Committee unanimously recommended that the fines for operating without a permit within the RTA jurisdiction be set at twice the amount of relative fees for taxi drivers, companies, and vehicles, with the language "per incident" added to each fine amount. This would set the proposed fines at:

- Driving without a taxicab driver permit: **\$1,150 per incident.**
- Operating a taxicab vehicle without a vehicle permit: **\$140 per incident.**
- Operating a taxicab dispatching company without a taxicab dispatching company owner permit: **\$2,000 per incident.**

### **REVIEW PROPOSED FUEL SURCHARGE AND OTHER POSSIBLE SPECIAL FARES**

The Technical Advisory Committee reviewed the proposed surcharges and special fares. Their primary concern involved a taxi being called to pick up out-of-area only to drop off a couple of miles away. They felt that more research needed to be done to determine a better option for dealing with special events. The following recommendation was made:

Direct staff to develop language and fees for dealing with the out-of-service-area issue, removing any language regarding fees for extra people. Direct staff to research options for dealing with special events.

### **DISCUSS THE AMOUNT OF INSURANCE REQUIRED UNDER THE RTA**

The Technical Advisory Committee discussed the proposed insurance minimums and the following recommendation was made:

Approve staff's recommendation of requiring \$1 million in minimum liability coverage.

### **RECEIVE UPDATE ON PROPOSED REGIONAL SENIOR VOUCHER PROGRAM**

The Technical Advisory Committee discussed the voucher program. They discussed complications and the fact that the \$12 voucher reimbursement would not cover the maximum possible fares as the boundaries are suggested. The following recommendations were made:

1. Simplify the language of the program and include exclusion of use to prevent abuse.
2. Rework the boundaries of zones to ensure that maximum possible fares are reimbursed with the voucher.
3. Design the program as a pilot program, to be re-evaluated in three (3) to six (6) months after initiated.

To: Board of Directors

From: Hunter Harvath, MST Assistant General Manager – Finance & Administration

Subject: New Taxicab Company Owner Permit Application -- Yellow Cab Co. of Monterey County

**RECOMMENDATION:**

1. Conduct public hearing regarding the application of Yellow Cab Co of Monterey County d/b/a Yellow Cab Co. Monterey to provide taxi services in the Monterey County Regional Taxi Authority (RTA) jurisdictions
2. Consider approval of application if complete documentation is submitted to the RTA staff by 9am on July 25, 2011.

**FISCAL IMPACT:**

\$4,227 in permit fee revenue.

**POLICY IMPLICATIONS:**

Your Board approves applications for new Taxicab Company Owner permits.

**DISCUSSION:**

Staff received an application for a new taxicab company permit from Yellow Cab Co. of Monterey County d/b/a Yellow Cab Co. Monterey. The company owner, Michael Cardinalli, has submitted substantial documentation as required by the Monterey County Regional Taxi Authority Regulations and has passed the Department of Justice criminal background check. Mr. Cardinalli indicates in his business plan submitted as part of his application that he has 25 years of experience in the taxi business in Monterey and in South Lake Tahoe. While much of the application is complete, staff has identified several missing items of documentation and has submitted a request to Mr. Cardinalli for those items.

Section 22.4.2 of the Monterey County Regional Taxi Authority Regulations states, "The RTA shall review the application and the recommendation from the Authority staff to determine if it appears there is a need and necessity for the taxicab

services proposed, and whether the applicant meets the requirements of the RTA Regulations and ordinances.” Furthermore, section 22.4.3 of the RTA regulations states that the following findings must be made:

22.4.3.1 – The applicant is financially responsible as determined by the RTA  
*Staff finding: Financial documentation has been submitted by the applicant’s Certified Public Accountant attesting to the fact that the company has the financial resources (a substantial line of credit secured by interests in real estate) to support operations.*

22.4.3.2 – The applicant is of good moral character consistent with federal, state, and local laws for the public services that will be provided by the owner.  
*Staff finding: A Department of Justice (DOJ) background check was successfully completed on Mr. Michael Cardinalli which documents that the applicant is of good moral character as required under this Section.*

22.4.3.3 – Existing taxicab business are not adequately serving the public with respect to taxicab services.  
*Staff finding: Additional documentation has been requested for this item. Until it is received, staff cannot make a determination regarding this finding.*

22.4.3.4 – Such additional taxicab service will not result in a greater hazard to the public or create substantial traffic or parking problems  
*Staff finding: Additional documentation has been requested for this item. Until it is received, staff cannot make a determination regarding this finding.*

Pending receipt of the additional documentation, staff would ask your board to decide on the approval of this application for a new taxi company at the July 25, 2011, meeting of your Board.

PREPARED BY:  HUNTER HARVATH  
REVIEWED BY:  CARL G. SEDORYK

To: Board of Directors

From: Hunter Harvath, MST Assistant General Manager – Finance & Administration

Subject: Proposed RTA Senior/Disabled Voucher Program

**RECOMMENDATION:**

Receive update on and approve the proposed RTA Senior/Disabled Voucher Program for implementation in September of 2011.

**FISCAL IMPACT:**

Up to \$250,000 in federal Section 5317 New Freedoms grant funds over the next two years (September 2011 through September 2013).

**POLICY IMPLICATIONS:**

Section 2, Part c, subpart 6 of the Monterey County Regional Taxi Authority Joint Powers Agreement empowers the RTA to issue discounts to senior citizens.

**DISCUSSION:**

At the December 20, 2010, meeting of your Board, staff was directed to contact member jurisdictions to establish and fund an RTA senior/disabled discount program to replace the existing senior scrip program. To help implement this program, MST is able to bring a \$250,000 federal grant to help fund 50% of the costs of a two-year senior/disabled voucher program. The participating cities would fund the remaining 50% of the costs. Each year during their respective budgeting processes, participating cities would allocate however much they want to spend on the voucher program for the upcoming fiscal year. While taxicab companies would not be forced to subsidize the program as with the former senior scrip program, they would be required to accept the vouchers for payment as a condition of their RTA permits if the program is ultimately approved by your Board.

Staff is proposing two separate senior voucher program zones. The Peninsula zone would be comprised of the municipalities of Del Rey Oaks, Monterey, Pacific Grove, Sand City and Seaside. The Salinas zone would cover the city limits of the city of Salinas. Travel between the Peninsula and Salinas zones on a voucher would be prohibited due to the long distances between the two areas. In addition, trips originating or terminating outside of the zones would not be allowed with a voucher. After

conducting research on typical trip types and distances, staff determined that the voucher should have a value of \$14.00. This would cover the cost of many typical trips that seniors/disabled persons would make within the zone.

Qualified seniors/disabled persons would pick up the vouchers from local distribution locations upon proof of residency. Upon boarding the taxicab, the passenger would then give a voucher plus a \$3.00 co-pay to the taxi driver, who would then start the meter and begin the trip. Once the meter reaches \$17.00, (approximately a 4-mile trip) the customer would be required to pay any cost above that amount. The driver would keep the \$3.00 in cash, while the vouchers would then be redeemed for a value of \$14.00 each through MST regardless of the distance of the trip (as long as the origin and destination were within the zone). MST would pay the driver/taxicab company \$14.00 each upon submittal to staff. Drivers would be required to fill out the voucher including origin, destination, date/time, as well as actual fare on the meter. This data would assist with documentation of use, reporting to Caltrans and curtailing abuse of the program.

MST would then bill \$7.00 each for reimbursement to the municipality in which the voucher was purchased on a regular (i.e., monthly, quarterly) basis. Once the city exhausted its budgeted amount for the senior voucher program in a given year, it could either allocate more money to the program, or announce that there would be no more vouchers honored for residents of that particular city until the next fiscal year (similar to what happens currently when all the senior scrip has been sold for the year). MST's New Freedom grant would fund the remaining 50% of the cost of the voucher.

It is hoped that this voucher system would reduce the problem of "hoarding" of senior scrip that has been reported in the past under the former program. In addition, the voucher system is more equitable for taxi drivers, as they would receive at a minimum full meter rate for these trips, thereby creating an incentive to offer prompt and superior service to the senior and disabled populations. Furthermore, the voucher program would provide seniors/persons with disabilities a greater discount than they currently have under the scrip program on typical shopping, medical and social service trips they make on a regular basis.

MST has proven this senior/disabled voucher concept with a pilot program in portions of Carmel Valley and Carmel using previously secured federal mobility management grants. As with what is proposed for the regional senior/disabled persons voucher program, this pilot program includes the \$3.00 co-pay feature and requires the customer to pay for costs exceeding the value of the voucher plus co-pay for longer trips.

To adapt this pilot program to a more regional basis, staff has convened a senior/disabled voucher ad-hoc group comprised of representatives of participating jurisdictions to refine and further develop this program. In addition, staff provided an update on the proposed voucher program to the TAC and received substantial input that has been incorporated into what is being presented to your Board for approval. And, the TAC recommended that staff study the trip patterns after 3 months and report back

to your Board any changes that would be required to voucher value, service area or other policies/procedures related to the program.

If approved, staff anticipates implementing the program on Monday, September 12, 2011, when the federal grant funds become active. In the meantime, staff would develop promotional materials to inform the senior and disabled populations of this new program.

PREPARED BY:  HUNTER HARVATH  
REVIEWED BY:  CARL G. SEDORYK



To: Board of Directors

From: Hunter Harvath, MST Assistant General Manager – Finance & Administration

Subject: Taxicab Fare Structure

**RECOMMENDATION:**

1. Adopt taxicab fare structure.
2. Refer for further research and discussion “long-distance deadhead” fares by staff and the Technical Advisory Committee.

**FISCAL IMPACT:**

None to the RTA. Fares would be paid by passengers to taxicab drivers.

**POLICY IMPLICATIONS:**

Section 7 of the Monterey County Regional Taxi Authority Regulations adopted through Ordinance 2011-001 empowers your Board to set a schedule of rates and fares to be charged by taxis within the RTA jurisdictions.

**DISCUSSION:**

At the June 23, 2011, and the July 19, 2011, meetings of the RTA Technical Advisory Committee (TAC), extensive discussions were conducted regarding a region-wide taxicab fare structure. Items considered included basic fares per mile, per hour of wait time as well as surcharges for airport access, additional passengers, special events, and during periods of high fuel prices. In addition, the TAC discussed whether to have a region-wide maximum fare structure, under which taxi companies could charge less if they decided to. Or, should the RTA set an exact fare structure under which all taxi companies would be required to charge the same amount. Ultimately the TAC agreed on the following region-wide maximum fare structure:

- \$3.50 for “flag drop”/initial charge
- \$3.50 per mile
- \$35.00 per hour for wait time
- \$3.50 surcharge for Airport pickups

The TAC has recommended against any other surcharges or special fees, with one exception. Situations may arise in which a customer calls to arrange a trip that has an excessive amount of "deadhead" time in order to reach the origin and/or the destination. An example was given of a trip from Bernardus Lodge to a restaurant in Carmel Valley Village. The cost of the "deadhead" time to reach the origin and destination of this very short trip far exceeds the fare charged. In that regard, the TAC has requested that your Board refer this item back to staff and the TAC for additional research and consideration and to subsequently present your Board with a recommendation on the "long-distance deadhead" fare issue.

In addition, it should be noted that the Monterey Peninsula Airport District (MPAD) has the ultimate authority to set fees and fares for trips to/from the terminal. As such, the \$3.50 surcharge for Airport pickups recommended by the TAC will be forwarded to the MPAD Board of Directors for consideration.

PREPARED BY:  HUNTER HARVATH  
REVIEWED BY:  CARL G. SEDORYK

To: Board of Directors

From: Hunter Harvath, MST Assistant General Manager – Finance & Administration

Subject: Taxicab Fines

**RECOMMENDATION:**

Adopt taxi fines schedule for operating without required RTA permits.

**FISCAL IMPACT:**

Unknown at this time. The amount of fines collected would be based on non-compliance of taxi owners and operators.

**POLICY IMPLICATIONS:**

Section 33 of the Monterey County Regional Taxi Authority Regulations adopted through Ordinance 2011-001 empowers your Board to set a schedule of fines and penalties for violations of the Regulations.

**DISCUSSION:**

At the June 29, 2011, meeting of your Board, a referral was made to the Technical Advisory Committee (TAC) seeking input on proposed fines for violations of operating taxicabs in the RTA jurisdictions without a permit. At its July 19, 2011, meeting, the TAC considered this matter and recommended that the fines should be set at a level significant enough to act as a deterrent to any driver, vehicle owner or taxi dispatching company owner who chooses to operate without a permit. The high fines would encourage the purchase of permits rather than the payment of fines to operate unpermitted. As such, the TAC recommended that your Board approve the following fines:

**Taxicab driver permit:** \$575

*Proposed fine for driving without a taxicab driver permit:* \$1,150

**Taxicab vehicle inspection permit:** \$75

*Proposed fine for operating a taxicab vehicle without a vehicle permit:* \$140

**Taxicab dispatching company owner permit:** \$1,000 (plus \$300 for each additional cab dispatched)

*Proposed fine for operating a taxicab dispatching company without a taxicab dispatching company owner permit: \$2,000 per violation.*

It should be noted that the above permit prices are part of the new permit fee structure that was adopted by your Board at its June 27, 2011, meeting. In order to fully implement the new driver and vehicle permit fee levels, the city councils of Monterey and Salinas have to first give their approvals. In that regard, the city of Monterey approved the new fee structure at its July 19, 2011, meeting. Staff expects the item to appear on an upcoming Salinas City Council agenda in the near future.

PREPARED BY:



Hunter Harvath

REVIEWED BY:



Carl G. Sedoryk

To: Board of Directors

From: Hunter Harvath, MST Assistant General Manager – Finance & Administration

Subject: Taxicab Insurance Requirements

**RECOMMENDATION:**

Adopt minimum combined single limit of one million dollars (\$1,000,000) for the injury or death of one or more persons in the same accident.

**FISCAL IMPACT:**

None to the RTA. Cost of purchasing insurance is borne by the taxicab drivers and/or company/vehicle owners.

**POLICY IMPLICATIONS:**

Section 6 of the Monterey County Regional Taxi Authority Regulations adopted through RTA Ordinance 2011-001 empowers your Board to require minimums of insurance for taxi drivers and their vehicles:

**DISCUSSION:**

As indicated below, the RTA Regulations identify that insurance is required, but do not enumerate an exact policy amount, leaving that to the discretion of your Board.

**6.1. Certificate of insurance**

It shall be unlawful to drive or operate any Taxicab within the Regional Taxi Authority Area unless the vehicle owner possesses current, valid vehicle liability in amounts and with conditions acceptable to the RTA and evidenced through certificates of insurance filed with the RTA.

**6.2. Minimum requirements**

The owner's insurance shall remain in full force, at a level at least equal to the minimum requirements of the Regional Taxi Authority, or the owner's permit shall automatically be suspended until such time as full compliance with the requirements of this section are demonstrated to the RTA's satisfaction.

At the November 23, 2010, and December 4, 2010, meetings of the Technical Advisory Committee (TAC), discussions occurred regarding minimum insurance requirements. Ultimately, the TAC voted to recommend requiring \$1 million minimum liability insurance, with two dissenting votes. Since that time, staff has received feedback from the taxi community that the cost to purchase the \$1 million coverage is too high, especially for smaller operations. However, RTA counsel has advised against lowering the requirement citing liability risks to the RTA and MST.

Given this additional input and the fact that over six months had elapsed since the last time the TAC discussed the insurance minimums, staff brought the item back for further discussion at its July 19, 2011, meeting. The TAC reaffirmed its previous recommendation that the RTA require a minimum combined single limit of one million dollars (\$1,000,000) for the injury or death of one or more persons in the same accident.

PREPARED BY:  HUNTER HARVATH  
REVIEWED BY:  CARL G. SEDORYK