

MONTEREY COUNTY REGIONAL TAXI AUTHORITY MINUTES

January 26, 2015

10:00 a.m.

One Ryan Ranch Road, Monterey

Present: Fernando Armenta County of Monterey
Jose Castaneda (alt) City of Salinas
Victoria Beach City of Carmel-by-the-Sea
Kristin Clark City of Del Rey Oaks
Libby Downey City of Monterey
Dan Miller City of Pacific Grove
David Pacheco City of Seaside
Mary Ann Leffel Monterey Peninsula Airport District (10:04am)
David Pendergrass City of Sand City

Absent:

Staff: Carl Sedoryk General Manager/CEO
Hunter Harvath Asst. General Manager/Finance & Administration
Michael Hernandez Asst. General Manager/COO
Kelly Halcon Director of Human Resources/Risk Management
Andrea Williams General Accounting & Budget Manager
Lisa Rheinheimer Director of Planning & Development
Deanna Smith Executive Assistant/Clerk to the Board
Alex Lorca De Lay & Laredo

Public: Karen Faurot MPD/RTA Administrator
Ken Griggs MPAD
Michael Cardinalli Salinas Yellow Cab
John Cardinalli Salinas Yellow Cab
Tom Mancini TAC Representative

Apology is made for any misspelling of a name.

1. CALL TO ORDER

1-1. Roll Call.

1-2. Pledge of Allegiance.

In the absence of the RTA Chair and Vice-Chair, Carl Sedoryk requested a motion to appoint another director to lead the meeting.

Director Armenta made a motion for Libby Downey to lead the meeting. The motion passed unanimously.

Director Downey called the meeting to order at 10:01 a.m. Roll call was taken and the pledge followed.

Chairperson Leffel arrived at 10:04 a.m.

2. CONSENT AGENDA

2-1. Review highlights of the agenda.

Carl Sedoryk provided the highlights of the agenda.

2-2. Minutes of the regular meeting of October 20, 2014.

2-3. Receive October – December 2014 Financial Statements.

2-4. Receive renewal and procurement of General Liability and Directors and Officers insurance.

Public Comment – none.

Director Pendergrass made a motion to approve the Consent Agenda and was seconded by Director Clark. The motion passed unanimously.

3. SPECIAL PRESENTATIONS

4. PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA

Carl Sedoryk, on behalf of Kathi Krystal, member of the TAC Committee, stated that a Monterey County male, recently discharged from prison after serving a 26-year sentence, immediately began working locally for Uber. Ms. Krystal also reported that Uber pops up under internet searches for “taxi service.” Ms. Krystal could not attend the meeting due to an illness, but her comments are included in the minutes of the TAC meeting of January 13, 2015.

Michael Cardinalli made a request that the RTA Board consider placing a hold on all new taxi company applications.

Chairperson Leffel asked staff to hold a TAC meeting to discuss and recommend action by the RTA board.

5. REPORTS & INFORMATION ITEMS

5-1. Receive update from RTA staff.

Hunter Harvath referred the Board to page 37 of the agenda, noting several recent RTA actions taken in response to a taxi driver's positive drug test, an unpermitted taxi driver, and a complaint of a credit card overcharge for a tip. The Monterey Police Department has also begun conducting more random taxi inspections.

Mr. Harvath reported that he recently used Uber to review their service model. He understands how they are a real threat to traditional taxi service and found the smart phone app to be its major benefit.

Director Beach would like to research the possibility of the taxi industry creating and implementing similar technology to maintain a competitive edge.

Director Leffel asked if Pebble Beach would be allowing Uber through their gates, as this would create a significant threat to local taxi revenue during major events. Mr. Harvath will follow up with Pebble Beach.

- 5-2. Receive FY 2014 RTA Annual Financial Report and direct staff to develop start-up fees repayment plan.

Mr. Harvath reviewed the financial position of the RTA, noting that there was enough surplus revenue to repay MST's outstanding \$178,419 advance to the RTA. He also requests the Board to direct staff to develop a repayment plan to reimburse member jurisdictions their start-up costs.

After a discussion about whether to reimburse MST in full or in part, it was confirmed by Alex Lorca, RTA general counsel, that this item should be resubmitted to the Board under New Business since Section 5, Reports & Information Items, is not the proper location for action items.

RTA staff will bring the requests for action back to the Board at its next regular meeting in April 2015.

- 5-3. Receive October – December 2014 Report from RTA Administrator.

Public Comment

John Cardinalli asked the Board to make sure that whatever financial decision was made, it did not negatively impact RTA taxi drivers or companies. He also stated that his company, Salinas Yellow Cab, recently fired a driver for testing positive to one of his company's random drug tests; the driver was working for Uber the next day.

Director Downey suggests that all RTA board members, taxi companies, and drivers send letters to the PUC to help bolster the taxi industry's position regarding Uber's practices.

Close Public Comment

6. COMMITTEE REPORTS AND PRESENTATIONS

6-1. TAC Committee minutes from January 13, 2015.

7. BIDS/PROPOSALS

8. PUBLIC HEARINGS

9. UNFINISHED BUSINESS

9-1. Receive update on potential requirements for credit card machines in taxicabs operating in the RTA jurisdiction.

Mr. Harvath summarized the TAC's discussion regarding implementing a requirement for all drivers to offer credit card payments. The TAC recommends implementing the requirement in January 2016, after new required credit card technology is available allowing European "chip" cards to be read along with the standard "strip" cards.

Public Comment

John Cardinalli stated that there are apps similar to Uber's that taxis can use; however, he does not like the idea of the RTA trying to implement one themselves as he believes there are inherent problems with them.

Tom Mancini asked if the credit card requirement will have an impact on the Senior Voucher Program. Mr. Harvath stated that it will not.

Close Public Comment

Director Armenta made a motion to direct RTA staff to draft an ordinance that would amend the current RTA bylaws to require all RTA taxi drivers to accept credit card payments. The motion was seconded by Director Downey and passed unanimously.

10. NEW BUSINESS

11. COMMENTS BY BOARD MEMBERS

11-1. Reports on meetings attended by board members at RTA expense (AB1234).

11-2. Board member Comments and Announcements.

Director Leffel announced the 2015 Regional Economic Summit taking place at the Embassy Suites in Seaside on January 29, 2015.

Director Castañeda recommended sending RTA board, staff, taxi drivers and companies to attend lobbying activities and to advocate for taxi representation against transportation network companies.

11-3. Board member Referrals to TAC or future agendas.

Director Beach requested that the TAC review all available taxi smart phone apps that may be competitive with the Uber model and report their findings back to the RTA.

Director Leffel requested that the TAC discuss and make recommendations on the impact to the RTA from cities in Monterey County that do not participate in the RTA, including the impact to CSUMB due to the nonparticipation of the City of Marina; to research available participation opportunities that may encourage other cities to join the RTA; and to discuss the advantages and disadvantages of using social media to inform the public of the benefits of using traditional taxi service over transportation network companies.

Director Leffel requested that the TAC discuss and make a recommendation on placing a moratorium on all new taxi company applications per the request of Michael Cardinali.

Public Comment

John Cardinali stated that the City of Marina has been aggressively stopping his Yellow Cab drivers and requests that the police department there be informed of their right to drop off fares within the city.

Close Public Comment

12. CORRESPONDENCE

12-1. San Francisco, Los Angeles sue Uber – Bay Area Biz Talk.

13. CLOSEDSESSION

14. RETURN TO OPEN SESSION

15. ADJOURN

There being no further business, Chairperson Leffel adjourned the meeting at 11:34 a.m.

Prepared by


Deanna Smith, Deputy Secretary

