



**Senior Mobility Program
City of La Habra**

May 5, 2021

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California Yellow Cab

520 West Dyer Road Santa Ana, California 92707
714.427.2555 www.CaliforniaYellowCab.com

(714)444-4444

(949)444-4444

(657)444-4444

May 5, 2021

Kelly Fujio, Director of Community Service
City of La Habra
101 West La Habra
La Habra, CA 90631

Hello Ms. Fujio,

Cabco Yellow Inc., dba California Yellow Cab (CYC) would kindly like to express interest in providing transportation services to the City of La Habra. The proposal shall remain valid for a period of not less than 120 days from the date of submittal.

In business since 1995, CYC has a long history of providing transportation services that go far beyond the traditional forms of taxicab services. Early in the company's history, we identified underserved segments of Orange County's population and sought to craft an on-demand service option for those affected by the challenges of public transportation. Today, CYC remains the largest and most adaptive taxicab fleet in the county, providing seniors and paratransit passengers the opportunity to get where they need to go, without doing so according to a bus schedule.

We are confident that at CYC we have the dedicated drivers and representatives to complete all tasks. In addition, our drivers not only are professional, but they will treat seniors with respect, help them in and out of the vehicle if permitted, have patience, and drive cautiously at all times.

Currently, we are contractors to the City of La Habra along with numerous senior transportation programs in the county including Brea, Cypress, Fountain Valley, Fullerton, Laguna Hills, Orange, Yorba Linda, Garden Grove, Laguna Niguel and others.

CYC is delighted to have the opportunity to submit this Proposal to you and we welcome the opportunity to continue to meet the transportation needs of seniors in your fine City.

Sincerely,

Tim Conlon
President
520 W Dyer Road, Santa Ana, CA 92707
T714.427.2555 X112
tconlon@cayellow.com

Company Summary

Legal Name of Company:

Cabco Yellow, Inc.

Db Name of Company:

California Yellow Cab

520 W. Dyer Rd

Santa Ana, Ca 92707

www.CaliforniaYellowCab.com

Dispatch Phone Numbers:

(714)444-4444

(949)444-4444

(657)444-4444

(877)935-5692

Name and Title of Person Completing Proposal:

Tim Conlon, President

P (714)427-2555 Ext. 112

F (714)438-0405

tconlon@cayellow.com

Employer Identification Number:

33-0723354

Statement of Ownership:

Cabco Yellow, Inc. is a California S-Corp,

Wholly owned by William Rouse

Years in Business:

Since 1995; 25 years

Failures or Refusals to Complete Any Contracts:

None

Arbitrations, lawsuits, settlements, etc. in the last 5 years

There is no pending litigation or arbitration for Cabco Yellow Inc., other than that related to normal operational vehicle accident activity which has resulted in routine litigation, which is being addressed by our company's insurance carrier. Additionally, there are no other conditions – including those identified above – that Cabco Yellow believes would impede on the company's ability to service the program.

Financial Interests in Other Lines of Business:

DriveU San Diego, Long Beach Yellow Cab, Administrative Services Company

Orange County Taxi Administration Program (OCTAP) Permit:

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Project Summary & Proposed Operational System for City of La Habra

California Yellow Cab - CYC - proposes to establish a toll-free telephone number for use by the Senior Mobility Program (SMP) patrons in the City of La Habra. By using this number, program participants may call for on-demand service with the expectation of a cab arriving at the pick-up address within sixty (60) minutes, during program service hours. The phone number will automatically identify the caller as a program participant, and the participant would then only need to provide basic trip information along with their SMP I.D. number.

In addition to routine on-demand service, program participants may use the same phone number with the same identifying protocols for reservation service when possible, up to two weeks in advance. This can provide CYC dispatch with the ability to pre-route these trips to select drivers.

Reporting and Billing

Documentation and reporting on the part of CYC is managed via our proprietary digital-dispatch system. In addition to monthly trip data and invoicing, highly detailed electronic records are kept in our archiving, and can be accessed and placed into a report in as little as twenty-four hours. Information submitted, stored and readily available for any reporting purposes include rudimentary dispatch data like passengers' names, pick-up locations, destinations, dates and times of travel, passenger ID number, and additional contact

information. Additionally, this data includes GPS “ping” information from the cabs themselves that provide accurate data on the route taken during a trip, vehicle speed, performance standards data, records of customer contact including audio recordings of every call to or from a customer, and event records for each trip like times of pickups and drop offs.

Complaints and Incidents

All complaints will be reviewed by the Project Manager within 24 hours. From there, a remedy for the issue would be offered in addition to the City being contacted as to the status of the issue within 48 hours. Appropriate action would be taken to ensure the complaint does not arise again in any area of our operations.

We view incidents between drivers and passengers as among the most serious of problems that can occur in a program like this. CYC is a *service* business, and therefore any incident that may occur is not acceptable. Once a report of an incident is received, the Field Operations Supervisor will be charged with obtaining the details of the incident and following up. A detailed report of any accident, injury, or any dispute will be completed and provided to the City.

Per our routine day-to-day operations, any and all accidents receive the immediate attention of CYC accident investigators. These individuals are charged with rapidly responding to an accident scene. They use the appropriate reporting protocols to complete a formal investigation report that includes interviews of affected parties, measurements of the scene and photographs of the incident and the surroundings.

CYC was one of the first taxicab companies in the U.S. to electronically archive all trip data and continues to do so as a matter of routine, for three years so as to permit rapid forwarding of this data upon request.

Detailed itemization of trip data is included in the monthly invoicing. An accounting of ridership, in a line-by-line format is provided so as to aid in auditing and oversight of the program.

Experience

CYC has been in the Seniors and Paratransit transportation business since its inception some twenty plus years ago (1995), and is the current service contractor for seniors' programs in the cities of Brea, Fullerton, Cypress, Laguna Hills, Laguna Woods, Mission Viejo, Orange, Garden Grove, Rancho Santa Margarita and others. Additionally, we are the primary contractor for John Wayne Airport, a franchise in the City of Anaheim and have a number of independent private care organizations, all requiring ADA compliance and driver Sensitivity Training programs.

Of particular note are the twelve years' experience servicing the 25,000 seniors residing in Laguna Woods with a consistent sub 1% complaint record.

As the John Wayne Airport (JWA) contractor, we are continually challenged to innovate and update our fleet and methods for accommodating the traveling public. What we learn from our operations at JWA are modern fleet protocols, advanced customer service methods, situational awareness training for our staff and drivers, and skills in handling

seniors, developmentally disadvantaged and varying cultural expectations. These advances are incorporated into our street-fleet driver training programs and help ensure consistency throughout our fleet.

Fleet and Maintenance

CYC has a diverse fleet consisting of conventional sedans, 6-passenger minivans, and ADA compliant wheelchair-access vans. The average age of the CYC fleet is 4 years.



All of our taxicabs undergo a rigorous maintenance program, designed to ensure safe and dependable transportation for passengers. Records of inspections and maintenance logs are kept by our company as a permanent record for the vehicles. These records are available for City staff review upon request.

The heart of our vehicle maintenance program called *Preventive Safety and Maintenance Inspection (PSMI)*. This program is designed to identify and correct any and potential vehicle issues before they become a more serious problem.

Monthly Safety Inspections

Every cab in our fleet is inspected every 30 days, to check for any vehicle malfunctions or unsafe conditions including, but not limited to:

- Headlights, tail lights, brake lights, interior lights, and turn signals
- Steering
- Windshield wipers
- Tires
- Oil, transmission fluid, etc.
- Warning lights on display
- Body, windshield or interior damage
- Leakage of any fluids
- Horn
- Mirrors
- Double-check the hood to ensure both latches are fastened securely
- **Wheelchair Vehicles: hand rails, wheelchair tie-downs (manual or power), internal and exterior lighting, operation of ramp/lift, etc.**

If any malfunction or damage is observed, the vehicle is not driven.

Interval PMSI Inspections

PMSI inspections are conducted at 5,000-mile intervals. The vehicle's engine oil and filter are changed at each inspection, and the brakes are inspected and adjusted, if necessary. Every 30,000 miles, each vehicle undergoes a more thorough PMSI, which includes items not specifically addressed in the preceding inspections.

Automated Maintenance Tracking System

Our company uses an automated driver and vehicle maintenance tracking system which proactively monitors every driver and vehicle in the fleet and records the mileage of each vehicle weekly. Critical driver and vehicle in the fleet and records the mileage of each vehicle weekly. Critical driver data tracked by our system includes:

- Driver license and expiration
- Norton Medical expiration (drug screening)
- OCTPA driver permits and expiration
- H6 infractions

Critical vehicle data tracked includes:

- Vehicle registration and expiration
- Vehicle mileage (weekly) and preventative maintenance required
- OCTAP permits and expiration

The program also contains a history of the vehicles' previous inspections. Based upon all of this information, the program will sort the entire fleet and will identify the vehicles that will be coming due for an inspection within the next week, as well as identifying which inspection is due. This information is then conveyed to the Scheduling and Dispatch Department to ensure that the required vehicles are available for the Maintenance Department on the day that they are requested.

All CYC cabs are professionally washed on a weekly basis and drivers are required to maintain a clean and tidy vehicle at all times. All cabs are randomly inspected in the field. Any dirty or foul smelling vehicles are removed from service right away, and re-inspected for corrections before being returned to service.

California Yellow Cab has been taking the following steps to protect both the seniors and drivers from the spread of the Covid-19 virus. Although it is not guaranteed that they will not be exposed, studies have shown that if followed there will be a greatly decreased likelihood of contracting the virus.

Every Three Days

- Vehicle is disinfected at the main office
- Complete thorough cleaning of all interior surfaces
- Restock of all required supplies

Start of Each Day

- Driver will check supply inventory of masks, gloves, and disinfecting wipes
- Wipe down of all interior surfaces
- Safely dispose of any used cleaning supplies or protective equipment

After Each Passenger

- Using the disinfecting wipes and while wearing gloves they will wipe down passenger area. Specifically, any area of contact; door handles, window controls, credit card processor, headrest, etc. **Note:** While we encourage the wearing of facial coverings by all passengers and will make them available for drivers to offer those passengers that do not have them it is still a personal choice that each passenger will make for themselves (unless the City requires all passengers to wear one).

Most CYC cabs are distinct and identical in appearance with a black lower 1/3rd panel and a yellow upper body. Identifying decals are in black, and the decals are arranged in the same position on all vehicles with the California Yellow Cab logo on the front.

Operations Base in Santa Ana

Owned by us, our base has approximately 2600 sq. feet of office space and more than 5000 sq. feet of logistics and maintenance facilities, we employ six full-time staff members in our administrative offices and contract with a dozen more on-site fleet-maintenance technicians and specialists in our independently owned and operated service facility.

All scheduled and unscheduled maintenance, with the exception of certain bodywork and machine shop work, is performed here. Our maintenance facility is fully equipped to easily perform maintenance ranging from routine oil changes to complete driveline and chassis rebuilds. Our shop meets all local zoning requirements and possesses the equipment and is staffed by highly trained and certified technicians.

Driver Training & Policies

All drivers with California Yellow Cab (CYC) are independent contractors, as is the case with all cab companies in the County.

All applicants must be able to produce the following:

- An Excellent Driving Record
 - Current, valid California Driver's License

- Verified ten-year (H6) driving record with no more than two moving violations within the previous three years, and ZERO serious violations such as reckless driving, or driving while under the influence of drugs or alcohol
- OCTAP Taxi Driver Permit
 - Pass a drug and alcohol screening initially, annually, and randomly
 - Be Live Scan fingerprinted with the Orange County Sheriff's Department
 - Successfully pass a State and Federal background check
 - Provide proof of legal residency
 - Be placed on the DMV *Pull-Notice* program
 - Be photographed with copies placed into their permanent OCTAP record

Only after successfully producing the above will a prospective driver be considered for a Lease under the CYC livery.

CYC uses a driver training program comprised of a four-module training platform called *Operations, Safety, Service and Review (OSSR)*. OSSR focuses much more in-depth on customer service, fare collection policies and sensitivity training for providing rides to seniors and individuals with disabilities. Encompassing some 30 hours of classroom and on-the-road training, and typically presented over a 3-day training period.

Training occurs before the driver is leased a vehicle, annually and refresher trainings are available every six months. If there is an update or changes to program guidelines

trainings are conducted right away to ensure all drivers understand and follow the new guidelines.

All of the seniors programs we service have asked that our drivers wear a white shirt with dark trousers and dark-color shoes. Drivers have the option of participating or not, but if they elect to participate, they must adhere the programs' requirements.

Drug and Alcohol Policy

CYC is dedicated in providing safe, dependable, and efficient transportation services to our customers. Our safety-sensitive employees' and affiliate's use of illegal drugs and misuse of alcohol poses a significant risk to public safety, as well as the employee's and affiliate's health and wellbeing, and can cause loss of efficiency, productivity, or a disruptive work environment. CYC's drug and alcohol policy is intended to comply with all applicable State and Federal regulations governing workplace anti-drug use and alcohol misuse programs in the transportation industry. They include DOT 49 CFR Part 40 as amended, ("Procedures for Transportation Workplace Drug and Alcohol Testing Programs"); FTA 49 CFR Part 655 ("Prevention of Alcohol Misuse and Prohibited Drug Use in Transit Operations"); DOT 49 CFR Part 29 ("Drug-Free Workplace Act of 1988"); and CA Govt. Code Section 8350 et. Seq. ("Drug-Free Workplace Act of 1990"). The policy incorporates the requirements of above regulations for safety-sensitive employees and others when so noted (this policy is available at any time). Drivers undergo an FTA Drug and Alcohol test initially (pre-employment) and must be enrolled in a random pool.

References

California Yellow Cab (CYC) is aware of the scope of work and all the tasks that the City of La Habra requires. The following information includes references and current clients:

2004-Present

City of Laguna Woods

Yolie Trippy, Deputy City Clerk

24264 El Toro Road, Laguna Woods, CA 98263

T949-639-0561 ytrippy@cityoflagunawoods.com

2012-Present

City of Orange

Katherine Connaghan, Executive Director

170 S Olive St, Orange, CA 92866

T714-538-9633 katherine@orangeseniorcenter.org

2017-Present

City of Laguna Niguel

Ben Dieterle, Recreation Coordinator

24602 Aliso Creek Rd, Laguna Niguel, CA 92677

T949-425-5153 bdieterle@cityoflagunaniguel.org

2017-Present

City of Lake Forest

Victoria (Vicky) Blethen, Recreation Manager

T949-461-3408 VBlethen@lakeforestca.gov

100 Civic Center Dr, Lake Forest, CA 92630

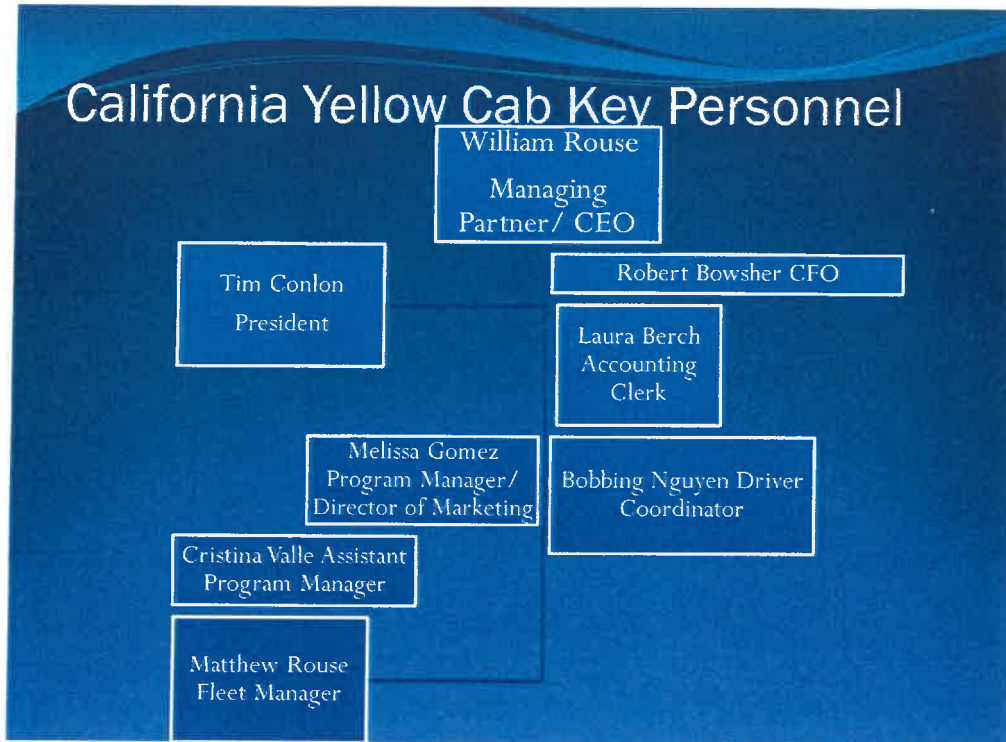
Proposed Staffing: All located at the Santa Ana office. 520 W Dyer Rd, Santa Ana, CA



Tim Conlon- Mr. Conlon had served as the General Manager responsible for the day-to-day operations of California Yellow Cab (CYC) since the company's inception in 1995. As the company's current President, Mr. Conlon's responsibilities include supervision of mechanical staff, vehicle inspections, securing proper vehicle permits and registrations, and administering risk management functions. Mr. Conlon has a bachelor's degree from California Polytechnic University and will remain the primary contact for the City of La Habra with a high commitment for this assignment, available throughout the program's duration.



Melissa Gomez- As the Director of Marketing since January 2017 Ms. Gomez is responsible for ensuring our company meets program guidelines and outcome objectives according to the highest standards of service. Ms. Gomez is also the Project Manager managing existing relationships and leading in handling service issues and/or complaint resolutions relevant to the programs in Orange County. Ms. Gomez has a long history in the transportation sector as a dispatcher, non-emergency transportation driver, and now as a Project manager ensuring seniors receive the best service possible and are transported in a safe and timely manner. Ms. Gomez received a bachelor's degree from California State University San Bernardino and a master's degree in Communications from California Baptist University.



Key Personnel Statement: President Tim Conlon, Director of Marketing/Program Manager Melissa Gomez, and Assistant Program Manager Cristina Valle will be available to the extent proposed for the duration of the project and acknowledge that no person designated as “key” to the project shall be removed or replaced without the prior written concurrence of the City.

TIMOTHY CONLON

President

EDUCATION Mount San Antonio College

California Polytechnical University, Pomona

PROFESSIONAL *California Yellow Cab, 1996 to Present*

President / General Manager responsible for the day-to-day operations of the Company including driver hiring and training, supervision of mechanical staff, vehicle inspections, securing proper vehicle permits and registrations, administering risk management functions.

West Coast Transportation Network, 1994-1996

Series of progressively responsible positions from, dispatcher, accident investigator, office manager, general manager.

GMS Imports, 1990-1994

Regional Sales Manager for a furniture importer for the Western United States. Responsible for merchandising and marketing new lines and implementing and conducting sales training for affiliates.

Conlon Tire, Inc., 1972-1990

President and General Manager of family owned business until sold in 1990.
Series of progressively responsible positions including, marketing and advertising director, merchandising coordinator, customer service and human resources director.

AFFILIATIONS Santa Ana Chamber of Commerce

ACHIEVEMENTS Newport Beach Chamber of Commerce

AWARDS Lions International, Past Committee Chairperson

Project Caring Connections – Newport Mesa Unified School District

Anaheim / Orange County Visitor and Convention Bureau

Taxi and Paratransit Association of California – Director / Past President

While Cabco Yellow Inc. will utilize over 150 independent contractor drivers and our experienced call center staff for the day to day operations of this program, it will be the responsibility of the President, Tim Conlon, with help of Program Manager, Melissa Gomez to coordinate these efforts. Mr. Conlon will communicate with City staff regarding complaint resolutions, accident investigations, and any other issues or concerns relevant to the success of this program. Tim Conlon will bring over (15) years of passenger transportation experience in Orange County to this program. Mr. Conlon has been the primary contact for several similar programs, including the OCTA – Senior Nutrition Program and the City of La Habra – Senior Dial A Taxi Program. This experience, coupled with a sincere desire to serve this segment of the County's population will make him an excellent manager of this program.

MELISSA GOMEZ

Riverside, CA ■ 951-809-8128 ■ mgomez@cayellow.com

EDUCATION

Riverside City College, 2009

California State University San Bernardino, 2014

California Baptist University, 2016

PROFESSIONAL

California Yellow Cab, January 2017 to Present

Director of Marketing who drives company through innovative strategic planning, interactive marketing, and sales promotion. In addition to being Marketing Director also the Program Manager that ensures all program guidelines are being met, passengers are transported at a timely and safely manner and ensures there are high levels of customer service being emphasized. Skilled at analyzing customer needs to develop high standard customer service and problem solver who adapts to change and exceeds expectations under any circumstances.

Mission Inn Foundation, August 2016- December 2016

Intern: Oversaw the planning and execution of logistics and operations for events through private meetings and conferences. Worked with event sponsors and vendors on all aspects of planning events. Assisted in achieving

business objectives with demanding timeframes and negotiated contracts with vendors and service providers.

Happy Taxi, February 2012- January 2017

Supervising Dispatcher and Paratransit Driver

When starting with Happy Taxi answered routine employee and recruitment related questions such as appropriate documentation submission and application status. Assisted in scheduling interviews and training times/dates for candidates. Provided training and orientation for new staff and routed customer orders in a timely manner. When needed would transport seniors or paratransit members to and from their residence to senior centers, medical, shopping, and/or personal appointments. Also, generated invoices and responded to customers with inquiries and/or complaints.

May 5, 2021

Cabco Yellow Inc. dba California Yellow Cab would kindly like to express interest in providing transportation services to the City of La Habra. Should the City of La Habra and Cabco Yellow Inc. come to an agreement, Cabco will provide services to eligible participants using the rates below:

- Trips within La Habra will be billed at \$15.00 per trip, per participant
- Trips outside of La Habra, but within Orange County will be billed at \$15.00 plus \$2.50 a mile per trip, per participant
- Any changes to our current insurance policies would require an additional fee up to \$1,000.00 per month

The rates above shall remain consistent with the executed contract.

Signed,



Tim Conlon
President