



Public Utilities Commission
STATE OF CALIFORNIA

CITATION FOR VIOLATION
OF PUBLIC UTILITIES CODE

To: Napa Valley Bubble Bus LLC
Attn: Cynthia S. Deboard
2829 Redwood Rd.



File: TCP 44672 Inactive
Date: December 14, 2023
Citation #: T.23-12-003
Case #: CSE-000021

VIOLATIONS

You are hereby cited with having violated sections of the Public Utilities Code (P.U. Code) and California Public Utilities Commission (CPUC) General Order (G.O.) as described below. These violations occurred during the period from November 13, 2023, through December 12, 2023.

- (1) Operated as a charter-party carrier without valid authority in violation of Pub. Util. Code Section 5371 and CVC 14602.9 [1 count];
- (2) Failed to enroll one (1) driver in the Department of Motor Vehicles (DMV) Employer Pull Notice (EPN) Program in violation of Pub. Util. Code Section 5374(a)(1)(D), G.O. 157-E Part 5.02, and the California Vehicle Code (CVC) Section 1808.1 [1 count];
- (3) Failed to display a valid TCP number on a vehicle in violation of Pub. Util. Code Section 5381 and G.O. 157-E Part 4.04 [1 count];
- (4) Advertised as a charter-party carrier without a valid authority in violation of Pub. Util. Code Section 5414.5 [4 counts];
- (5) Failed to include pertinent information on a waybill in violation of Pub. Util. Code Section 5381 and General Order 157-E, Part 3.01 [1 count].

STATEMENT OF FACTS

The above violations are documented in the attached Investigation Report, which consists of carrier's records and substantiating documents obtained from other sources.

RESPONSE

TEB used the Penalty Assessment Methodology adopted in Resolution M-4846 and considered mitigating and exacerbating factors in setting the fine.

You are hereby called upon to answer this citation on or before January 4, 2024. By way of such answer, you may either:

- (1) Pay a fine of \$7,000.00 pursuant to P.U. Code Section 5378. (Submit your check or money order payable to California Public Utilities Commission using the attached *Citation Agreement*. Upon payment, the fine will be deposited in the State Treasury to the credit of the General Fund and the Commission staff will deem the matter closed, **or**
- (2) Contact the Supervisor below to make payment arrangements, **or**
- (3) Contest this Citation by filing an Appeal. See attached document "*How to File an Appeal and Instructions for Filing a Notice of Appeal and Certificate of Service for a Citation Appeal.*"

If you fail to respond by January 4, 2024, you will be in default and will have forfeited your right to appeal the Citation. In addition, your operating authority will be immediately suspended and may be subsequently revoked pursuant to Resolution ALJ-187. The Commission may also act through a civil or criminal proceeding to recover any unpaid fine and ensure compliance with applicable statutes and Commission orders.

Rahmon Momoh

Rahmon Momoh
Consumer Protection and Enforcement Division
Transportation Enforcement Branch
Telephone number (415) 816-5754
E-mail address Rahmon.Momoh@cpuc.ca.gov

Attachments

File No.: TCP 44672
Citation #: T.23.12-003
Date: December 14, 2023
Case #: CSE-000021

CITATION COMPLIANCE AGREEMENT

I (we) hereby agree to comply with this citation dated December 14, 2023, and herewith pay the fine of \$7,000.00.

Cynthia S. DeBoard, CEO
Napa Valley Bubble Bus LLC
dba Napa Valley Bubble Bus
Napa, CA

(Signature) (Title)

(Date)

Payment (cashier’s check or money order) should be made payable to *California Public Utilities Commission* and sent to:

California Public Utilities Commission
Attn: Fiscal Office
505 Van Ness Avenue
San Francisco, CA 94102-3298

Automatic credit and debit card payments are also available. To arrange for auto-pay, fill out the attached CREDIT OR DEBIT CARD AUTHORIZATION form and email to our Fiscal Office at FiscalOffice-.TECitations@cpuc.ca.gov.

INVESTIGATION REPORT

CARRIER: Napa Valley Bubble Bus LLC

OFFICER: Cynthia Suzette DeBoard, CEO

AUTHORITY: TCP 44672-P Inactive

ADDRESS: [REDACTED]
Napa, CA 94558

PHONE/EMAIL: [REDACTED]

VEHICLE: 1

DRIVERS: 2

PL&PD INSURANCE: National Liability & Fire Insurance Company
Policy# [REDACTED]
Effective Date: 8/25/2023-8/25/2024

WORKERS' COMPENSATION INSURANCE: Unknown

DRUG CONSORTIUM: Unknown

REVENUE: Unknown

INTRODUCTION

On December 11, 2023, I was assigned to investigate the operations and practices of Napa Valley Bubble Bus LLC (Bubble Bus) after a pink Mercedes Bubble Bus van (License Plate [REDACTED]) was observed operating without a valid authority during a Napa Joint Operation with the Napa County District Attorney's Office and the St. Helena Police Department on December 9, 2023.

VIOLATIONS

The investigation for November 13, 2023, through December 12, 2023, disclosed violations of the following provisions of the Public Utilities (Pub. Util.) Code and a Commission General Order (GO):

- **Operated as a charter-party carrier without valid authority in violation of Pub. Util. Code Section 5371 and CVC 14602.9 [1 count].**

On November 13, 2023, the California Public Utilities Commission (CPUC) received a complaint alleging Napa Valley Bubble Bus LLC was operating without a valid authority and was using another transportation carrier's TCP permit number (Complainant alleged Bubble Bus was displaying TCP [REDACTED], which belongs to [REDACTED]).

On November 21, 2023, an article in the Napa Valley Register stated that Napa Valley Bubble Bus had already started operating [**Attachment 1**].

On December 9, 2023, the CPUC's Transportation Enforcement Branch (TEB) was conducting a Joint Operation in Napa when TEB Enforcement Analysts observed a pink Mercedes Bubble Bus van (License Plate [REDACTED], VIN [REDACTED]) operating without a valid authority. The van had nine female passengers. One of the passengers, Ms. [REDACTED], confirmed she had hired Bubble Bus to transport her party to a couple of wineries and had agreed to pay \$175 an hour via Venmo. Based on these facts, the St. Helena Police Department impounded the van, and Los Prados Towing was asked to tow and store the van for 30 days per CVC 14602.9 [**Attachment 2**].

- **Failed to enroll one (1) driver in the Department of Motor Vehicles (DMV) Employer Pull Notice (EPN) Program in violation of Pub. Util. Code Section 5374(a)(1)(D), G.O. 157-E Part 5.02, and the California Vehicle Code (CVC) Section 1808.1 [1 count].**

A search of the DMV EPN System on December 11, 2023, confirmed that driver [REDACTED] (Nevada Driver's License [REDACTED]) was not enrolled in the EPN program under Bubble Bus's requestor code [REDACTED] [Attachment 3].

- **Failed to display a valid TCP number on a vehicle in violation of Pub. Util. Code Section 5381 and G.O. 157-E Part 4.04 [1 count].**

Bubble Bus failed to display a valid TCP number on its pink Mercedes van (License Plate [REDACTED], VIN [REDACTED]). Instead, Bubble Bus displayed another transportation carrier's TCP number at the time of the impound on December 9, 2023. The TCP number Bubble Bus used was TCP [REDACTED], which belongs to [REDACTED] [Attachment 4].

- **Advertised as a charter-party carrier without a valid authority in violation of Pub. Util. Code Section 5414.5 [4 counts].**

On December 12, 2023, Napa Valley Bubble Bus was observed advertising illegally without a valid TCP permit on their pink Mercedes van, business cards, website [www.\[REDACTED\].com](http://www.[REDACTED].com), and Instagram. These four advertisements list phone number ([REDACTED]) [Attachment 5].

- **Failed to include pertinent information on a waybill in violation of Pub. Util. Code Section 5381 and General Order 157-E, Part 3.01 [1 count].**

My review of Bubble Bus's waybill disclosed that it was lacking the following information as required by GO 157-E, Part 3.01 [Attachment 1]:

1. Name of the carrier (Napa Valley Bubble Bus LLC) and TCP number.
2. Vehicle license plate number.
3. Driver's name.
4. Whether the transportation was arranged by telephone, written contract, or electronic communication.

5. Number of people in the charter group.

DECLARATION

I have read the foregoing and know the contents thereof. I declare under penalty of perjury that the foregoing is true and correct, except as to those matters stated on information and belief, and to those matters, I believe to be true.

Executed on December 14, 2023, in Los Angeles, California.

_____ *Steve Esguerra* _____
Steve Esguerra, TEB Enforcement Analyst

List of Attachments

- Attachment 1** -- Article from the Napa Valley Register (11/21/23)
- Attachment 2** -- Waybill (12/9/23) and text messages between Bubble Bus and consumer (Consumer: Ms. [REDACTED])
- Attachment 3** -- DMV EPN [REDACTED] and [REDACTED]' Nevada Driver's License ([REDACTED])
- Attachment 4** -- Photo of Bubble Bus displaying another company's TCP Number (TCP [REDACTED] belongs to [REDACTED])
- Attachment 5** -- Four advertisements (pink Bubble Bus-License Plate [REDACTED], business cards, website, and an Instagram ad)

ATTACHMENT 1

Give the Gift of Local News AND Get a Subscription for Yourself! Bogo 1 Year, Just \$20!

GO NOW

Offer available to new subscribers only. Plus tax where applicable, see payment page for details.

https://napavalleyregister.com/news/local/business/napa-valley-bubble-bus-takes-riders-on-a-hot-pink-ride/article_b283014a-7e9c-11ee-8953-3799e2cb462e.html

TOP STORY EDITOR'S PICK

Take a 'sparkling' ride on the hot pink Napa Valley Bubble Bus

From the Meet the business owners of Napa Valley series

HILARY WENDEL

Nov 21, 2023



A customer photo taken with the Napa Valley Bubble Bus.

Submitted image

HILARY WENDEL

Cyndi DeBoard has a lot of balls in the air. The most recent addition to her metaphorical juggling act is eye-catching bright pink.

DeBoard, a serial entrepreneur, just launched the Napa Valley Bubble Bus, which will serve as an intimate venue for celebrations, but on wheels. The Bubble Bus is a bright pink van that will take revelers all over Napa Valley, with custom itineraries to suit each client.

As the name implies, bubbles will be served. Move over black limos and make room for a bright pink van emblazoned with the giant Bubble Bus logo. The business website (napavalleybubblebus.com) boasts, "Why go basic when you can go PINK?" perhaps implying that pink is the new black.

DeBoard came to the business idea almost accidentally, or as many great ideas are born, over a bottle of wine with friends.

People are also reading...

- 1 **Future of Napa's long-gone winery audit remains murky**
 - 2 **Adventist Health drops Blue Shield, including in St. Helena**
 - 3 **'The Nutcracker' returns to Napa, brings back full orchestra**
 - 4 **Parole denied to man imprisoned after 1992 child rape in Napa**
-

"Some girlfriends and I were sitting around wishing we had a fun way to get around town without having to drive ourselves. We joked we'd call it the Struggle Bus."

It is a testament to DeBoard's life view that she can see the light and humor, even when life can be, in fact, a struggle. As a single mom of five with a full-time job in finance that has her on the road every other week, and as the proprietor of three other small businesses she founded (a flamingo lawn decorating business, a handmade spoon jewelry business, and a photography studio), DeBoard is nevertheless able to maintain a positive outlook and take on even more projects.

After that early conversation with friends, DeBoard immediately began making plans for the idea, and the Bubble Bus began to take shape.

DeBoard spared no detail in setting up the Bubble Bus, the first of what she hopes will eventually become a fleet. She completely transformed a 12-seat Mercedes Sprinter van to suit its new purpose as a mobile party.

"I can't tell you the name of the color; I just wanted a bright, noticeable pink, and this was long before all the Barbie hype." She worked with Josue and Carlos Salazar at 707 Embroidery Zone, who digitally designed and applied the wrap.

DeBoard's boyfriend, Ron Drapinski (of the local family-owned business, Drapinski TV fame), installed a "crazy loud" AV system. She encourages clients to create a special playlist for the sound system, which they can connect to with Bluetooth.

With the preparations for the bus ongoing, she was simultaneously completing the requirements to get her chauffeur and transportation licenses while working on her marketing plan. DeBoard runs all aspects of the business: she is equal parts CEO, CFO, marketing director, concierge and chauffeur (though she does have another driver who occasionally steps in). DeBoard said she often shows up in "my sparkly pink rhinestone boots" to drive her guests.

She may be the sole proprietor, but "my kids are the advisory board; between all five kids and myself, we have every decade covered from teens on up," providing an ideal and very honest sounding board for her ideas.

They do enjoy the perks that come with the job. She drove her son and his friends to the "Barbie" movie, "I couldn't believe they wanted to show up in the Bubble Bus! But they loved it." She also drove a busload of teens to her twins' Barbie-themed homecoming dance.

The target audience is anyone who wants to have fun, but predominantly women.

"I think women tend to gather to celebrate more than men. I have three daughters, and I think it is fun to see women doing fun things," she said.

According to DeBoard, the Bubble Bus offers an alternative to traditional transportation.

"I want to bring more joy and fun into people's lives, especially when we could use some happy times."

There is plenty of demand for that in the Napa Valley. DeBoard will work with clients to create the perfect experience, whether a family outing, a birthday or wine tasting.

One of her first customers asked her to help them plan a sweet sixteen party for their granddaughter. The Bubble Bus picked them up from their hotel and drove around the Valley, to the restaurant, and back. She decorated the inside of the van with balloons, and "we were able to surprise the birthday girl with a slideshow on the TV screens." The Bubble Bus stopped for a family photo shoot along the way (one of DeBoard's many applicable talents is her background in photography).

Another customer invited 11 friends to celebrate her 50th birthday with a shopping tour, visiting vintage clothing stores while sipping sparkling wine and enjoying charcuterie between stops. DeBoard plans to offer fun and creative itineraries for locals and visitors not limited to wine tasting. Anything is possible, "from sip and shops, Christmas lights tours, cultural excursions or even a leisurely ride to lunch. I was born and raised here (in Napa), so I want it to be attractive and fun for locals," she said.

DeBoard puts effort into the personal touches.

"These are things that I would want, so for example, we provide a complimentary glass of bubbles, hot or iced hand towels, and little gifts to suit the celebration, such as a hangover kit, chocolates or custom-designed cookies," she said. DeBoard is quickly booking out for the harvest and holiday season. "I have a beauty salon planning their company outing, including bubbles and a formal photo shoot! It is great for bonding."

Pricing for the Bubble Bus is competitive with other transportation companies, she said.

"I did my research, and we are right in the middle — we are not the most expensive. I do want to offer locals discounts for mid-week trips."

The Bubble Bus is \$175 an hour with a three-hour minimum on weekdays and a six-hour minimum on weekends, "but I am local, and I try to make some exceptions based on the client's needs, especially for locals. I don't want to shut anyone out. I want to help people with their special occasions!"

If the business thrives, she dreams of adding a second bus, "I'm thinking Tiffany Blue," she mused.

ATTACHMENT 2

██████'s Bachelorette Party
Saturday, December 9th

██████ - Host
██████

Pickup 9-9:15 am @ ████████████████████ Sonoma, CA

1st Reservation

10:00 am Clif winery 709 Main St St Helena, CA

1:45 @ Chandon

(possible stop by @ V Sattui Winery in between if time permits

Then return to Sonoma

\$175 p hour, Cash pay day of, no deposit paid yet

Phone code ████████

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] Bubble bus
Date: Saturday, December 9, 2023 11:55:06 AM
Attachments: [.image0.png](#)
[.image1.png](#)
[.image2.png](#)
[.image3.png](#)
[.image4.png](#)
[.image5.png](#)
[.image6.png](#)

11:53

5G



Cyndi Bubble Bus

everyone ready by 9. Well also move some cars around so you can fit in our driveway!

Great. We have 10 am at Cliff Winery in St Helena as first reservation Can you let me know rest of days itinerary ?




Sure! 1:45 at Chandon is our other reservation. In between if we have time I was hoping we'd be able to make it to and/or sattui to pick up some wine and pastry for dinner and the next morning. Otherwise that's all.

I have a bunch of plastic champagne flutes packed for us

Ok sounds great. We will have a couple bottles of complimentary champagne and oi on ice in the bus

champagne and coffee in the bus when we pick you up for some morning mimosas. And there are glasses to use as well! We will have the slideshow of [redacted] playing on the tvs. And there is stereo in the back that you can blue tooth to play your own music playlist if you like as well.

 Fantastic!!! We will have a playlist ready to go!!!

Delivered



iMessage



11:53

5G 



C



Cyndi Bubble Bus >

Hi [redacted]!! Just confirming for 9:00 to 9:15 am pickup tomorrow!! 🎉🎉

Hello. Sounds good! I'm trying to have everyone ready by 9. Well also move some cars around so you can fit in our

driveway!

Great. We have 10 am at Cliff Winery in St Helena as first reservation. Can you let me know rest of days itinerary ?



Sure! 1:45 at Chandon is our other reservation. In between if we have time I was hoping we'd be able to make it to and/or Sattui to pick up some wine and pastry for dinner and the next morning. Otherwise that's all.

I have a bunch of plastic champagne flutes packed for us

Ok sounds great. We will have a couple bottles of complimentary champagne and oj on ice in the bus when we pick you up for some morning mimosas. And there are glasses to use as well! We will have the slideshow of [redacted] playing on the tvs. And there is stereo in the back that you can blue tooth to play your own music playlist if you like as well.



iMessage



11:53

5G



Cyndi Bubble Bus >

There were too many photos to send so I added this number to the shared album. Let me know if that worked!

Tuesday 8:46 AM

Perfect. I can see them all.

What is brides name ?

Great!!! Her name is [REDACTED]

Wednesday 2:32 PM

Can you send me the exact address for pick up.

Address: [REDACTED] near the corner of MacArthur Street in Sonoma, CA [95476](#)

Our first tasting is at Cliff winery at 10am on sat. I figured I'll tell everyone to be ready at 9am but what time do

to be ready at 9am but what time do you think we would need to leave?

Perfect. If everyone is ready at 9. Leave by 9:15. It's about 35 minute drive and arrive about 5-10 minutes before appointment for check in.

Perfect!!!

Yesterday 5:48 PM



iMessage



11:53

5G



Cyndi Bubble Bus >

Amazing!!!!

I'm going to try and see if I can push our 10am to 1030 or 11 so I'll let you know.

Otherwise we'll see you bright and early!

I'll touch base the week before to coordinate pickups etc

Monday 9:32 AM



Hi cyndi hope all is well! I have an update for our final headcount Saturday, just 10 of us instead of 11. I also have a bunch of photos of the bride that I can send over to you, just let me know how.

Good morning!! Sounds great. You can actually text over the photos to this number.

Ok great I'll do that this afternoon.

Sounds good! It's coming up so fast. Is everyone excited?

Yes very!!! We can't wait to drink wine and see some sunshine!! Can't believe it's less than a week away!



iMessage



11:53

5G



Cyndi Bubble Bus >

I also supply waters/juices in the bus for all to drink

Fantastic!

And I just take payment the day of the event to make it easy.

And I think we'll end up being 6-7 hours right?

And do you prefer cash or Venmo?

Some people choose to do a deposit but it is not necessary. It can be cash, Venmo or credit card. I'm pretty easy. Just whatever works best for you.

Ok great! You tell me what you prefer.

You are so sweet. Cash is always appreciated as then there aren't fees taken out.

Tue, Nov 7 at 12:01 PM

Tue, Nov 7 at 12:01PM

Ok great! Anything else you need from me to solidify booking?!

Nope. You are booked 🎉🍷🍾

Amazing!!!!

I'm going to try and see if I can push our 10am to 1030 or 11 so I'll let you



iMessage



11:53

5G



C



Cyndi Bubble Bus >

And maybe a stop at bouchon bakery in between since it's on the way

Love Bouchon. This sounds perfect.

So we have a set plan but we're not running from place to place

And it's a bachelorette so I was hoping we could bring a few bottles of champagne/mimosas to drink on our

champagne/mimosas to drink on our way to our first winery if that works?

Oh of course. I actually include the first two bottles when I pick up. And if you send photos of the bride to be with her friends/fiancé etc. I have a slideshow of the photos playing on the tvs when I arrive as well. It makes it a super fun surprise.

Oh I LOVE that!!!!



She will love that so much!!!

Amazing!!!

I think only thing I need is a price quote and then I'm ready to go ahead and book!

Oh yeah. Haha. That helps. Do our rates are \$175 per hour. All inclusive. Pretty straight forward.



iMessage



11:53





C



Cyndi Bubble Bus >

iMessage
Tue, Nov 7 at 8:11 AM

Hi [REDACTED] It's been a crazy week.
Just wanted to touch base again.

I have you guys penciled in for Dec 9th. So no one else can book that day until you decide if you want to move forward. Where are you guys staying while you are in Napa ?

Hello. Not a problem. We're staying in Sonoma on east 8th street. It's an Airbnb so I don't have the exact address yet, but I will in the next week or so.



And then we're going to cliff and Chandon

Oh ok. That's close! I love Sonoma. Still so quaint.

Yes we're super excited! The location is great!

is great.

Perfect. What time is your first tasting
g ?

10am. Because we're such a large
group my timing options were limited.
So cliff at 10 and then Chandon at 1:45



iMessage



CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Sent from my iPhone

ATTACHMENT 3

Driver List

Driver Name				de	Add Date	Delete Date	Status
DEBOARD CYNTHI					06/09/2023		Enrolled

()

[REDACTED]



NEVADA

USA
NV

NOT FOR FEDERAL OFFICIAL USE

DRIVER LICENSE



1
2
8

[REDACTED]

[REDACTED]

[REDACTED]

15 Sex M 16 Hgt 5'06" 17 Wgt 215 18 Eyes BRO
9 Class C 9a End NONE 19 Hair BRO 4a Iss [REDACTED]
12 Restr NONE 5 DD [REDACTED]

[Signature]

4d DL NO. [REDACTED]
3 DOB [REDACTED]
4b Exp [REDACTED]

[REDACTED]

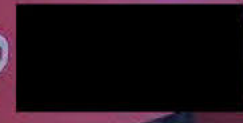
ATTACHMENT 4

Valley
e Bus

N T S
A T I O N S
T O U R S



TCP



Valley
Life







Napa

Bubble

EVERYONE
CELEBRATE
WINE

Napa Valley
Wine Bus

WWW.

MAR California
WWW.COM

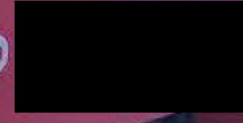
ATTACHMENT 5

Valley
e Bus

N T S
A T I O N S
T O U R S



TCP



Valley
Life





Napa

Bubble

EVERYONE
CELEBRATE
WINE

Napa Valley
Bubble Bus

WWW.

MAR California
...ES.COM



*Cyndi
DeBoard*



Napa Valley Bubble Bus



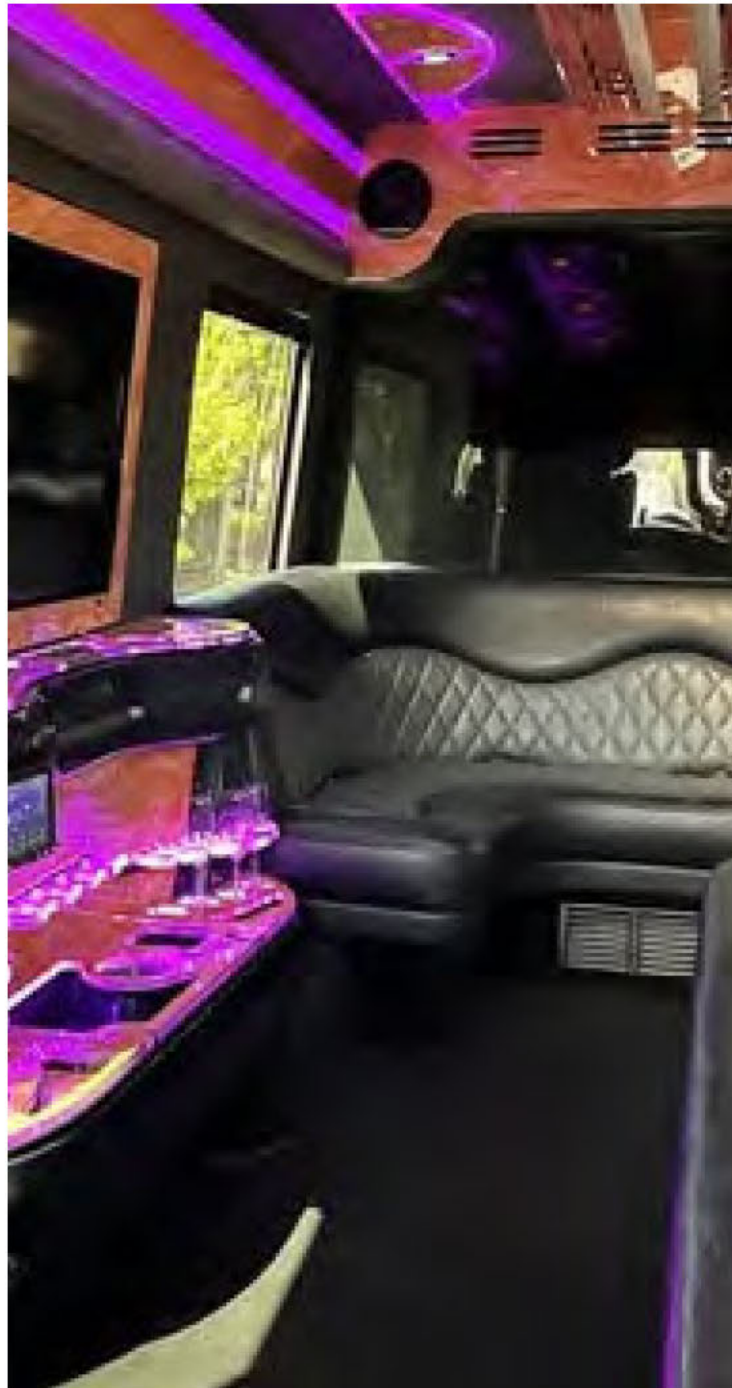
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Celebrations

From birthdays, bachelorette and bridal parties, proms and quinceañeras

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Wine Tours

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Sign up to hear from us about specials, sales, and events.

Email

Sign up

Contact Us

Request a Quote

Name

Email*

Phone/ Request Details

Send

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Accept

Call for more info.

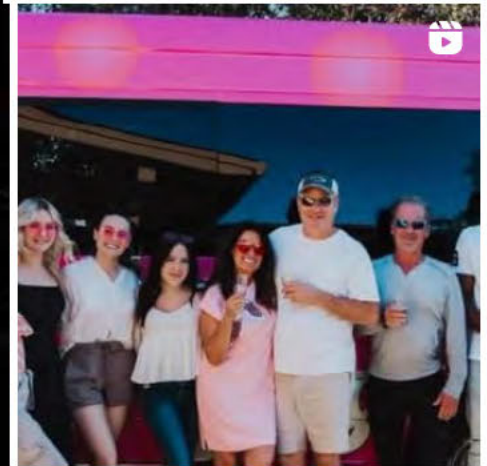
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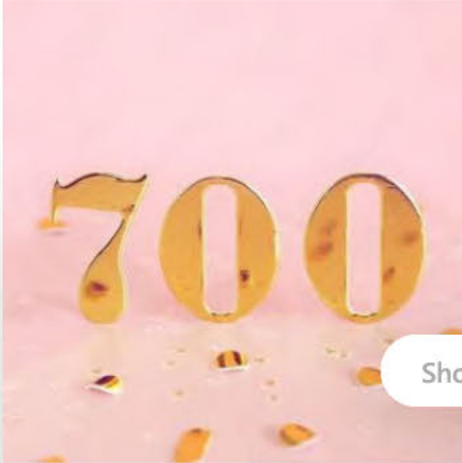
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