Summary Presentation
Short Range Transit Plan
For the Imperial County Transportation Commission
Work Plan

- Task 1 – Project Management and Administration
- Task 2 – Service Evaluation and Peer Review
- Task 3 – Public Participation and Stakeholder Outreach
- Task 4 – Development of Alternative Operating Plans
- Task 5 – Transit Service Implementation Plan
- Task 6 – Prepare and Present Deliverables
Summary of Public Outreach Efforts

Timeline

**Project Steps**

1. **Project Kick Off**
   - Project Implementation Plan
   - Kick Off Meeting

2. **Service Evaluation and Peer Review**
   - Review Policies, Goals, Objectives, and Standards
   - Conduct Service Evaluation
   - Conduct Peer Review

3. **Development of Alternative Operating Plans**
   - Create Operations Plans
   - Review Specific Planning Emphasis Areas
   - Create Service Reduction Policy/Strategies
   - Alternative Selection

4. **Transit Service Implementation Plan**
   - Review Capital Improvement/Vehicle Replacement Program
   - Create Financial Program

5. **Prepare and Present Deliverables**
   - Draft SRTP
   - Present Final Draft SRTP
   - Final SRTP

**Key Technical Work**

**Public Participation and Stakeholder Outreach**

- Public Outreach Plan
- TAC #1
- Stakeholder and Operator Interviews
- Interview Commission Elected Officials and Bilingual Public Workshops
- Bus Stop Workshops
- ICTC Staff "Brainstorming" Workshop
- ICTC Staff Financial Planning Workshops
- Public Review Session
### Summary of Public Outreach Efforts

**Participation**

<table>
<thead>
<tr>
<th>Outreach Activity</th>
<th>Participants</th>
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<tr>
<td>Stakeholder Interviews</td>
<td>26</td>
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<tr>
<td>Bus Stop Workshops</td>
<td>159</td>
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<tr>
<td>Bilingual Public Workshops</td>
<td>42</td>
</tr>
<tr>
<td>Public Review Session</td>
<td>11</td>
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<tr>
<td><strong>Approximate Total</strong></td>
<td><strong>236</strong></td>
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Summary of Public Outreach Efforts

Major Themes

• Overall satisfaction with service
• Improved service for transit-dependent riders
• Expanded options – improved frequencies/spans of service and new routes
• Improved service for students
• Additional communication + education
• Increased passenger comfort at bus stops
IV Transit
Existing Routes

IV Transit System
- IV Transit Gold Line
- IV Transit Blue Line
- IV Transit Green Line
- IV Transit Route 1
- IV Transit Route 2
- IV Transit Route 21
- IVC Express*
- IV Transit Route 22
- IVC Express*
- IV Transit Route 3
- IV Transit Route 31/32 DIRECT
- IV Transit Route 4
- IV Transit Route 41
- Brawley FAST
- IV Transit Route 45
- Holtville FAST
- IV Transit Route 51**
- Water

* Operates only when IVC is in session
** Operates only on Thursdays
Short Range Transit Plan | Plan a Corto Plazo de Tránsito
IV Transit
Service Congruence

Source of Data: 2016 American Community Survey (Block Group)
Summary of Key Points

• Routes 1 and 2 represent the core of the IV Transit system and carry over 75 percent of passengers using IV Transit.

• Route 21 IVC Express is the most productive (in terms of boardings per hour) of the IV Transit routes.

• Routes with lower ridership or productivity represent policy decisions to provide and promote access and mobility for other residents of the region.

• Circulator routes provide improved circulation within urban areas, allowing for the streamlining of other routes and reducing the demand for IVT RIDE service in certain urban areas.

• IV Transit provides comparable service to its peers at a similar cost both in terms of fixed route service and demand responsive services.

• ICTC has implemented demand management and growth management strategies, so as to contain the increase in IVT ACCESS costs as much as practically possible. Strategies include functional certification as well as an interview process.

• ICTC is currently considering constructing its own garage, maintenance, and administrative facility at a new location, which has yet to be determined.
Final Plan Elements

- **Operations Plan**
  - Route alignments
  - Frequencies
  - Span
  - Vehicle requirements
  - Service statistics

- **Capital Plan**
  - Identify capital expenditures

- **Financial Plan**
  - Including future funding sources

- **Implementation Plan and Schedule**
  - Tools required for implementation
  - System Performance Dashboard
IV Transit and IVT RIDE
Service Modification Proposals
IV Transit and IVT RIDE

Proposed System
## Recommended Plan – Year 1 | Plan Recomendado - Año 1

<table>
<thead>
<tr>
<th>Recommendations:</th>
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</table>
| **Route 21 IVC Express**  
Add early evening roundtrip between Imperial Valley College and Calexico  
Agregue un viaje de ida y vuelta entre Imperial Valley College y Calexico por la tarde |
| **Route 51**  
Operate on one additional weekday between Brawley and Bombay Beach, Niland and Calipatria  
Proveer servicio un día laborable adicional entre Brawley y Bombay Beach, Niland y Calipatria |
| **IVT RIDE**  
Provide IVT RIDE service in Heber on three weekdays  
Proporcionar el servicio IVT RIDE en Heber en tres días hábiles |
<table>
<thead>
<tr>
<th>Recommendations:</th>
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<tbody>
<tr>
<td><strong>Route 1 El Centro-Calexico and Route 2 El Centro-Niland</strong></td>
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<tr>
<td>Increase Sunday service frequency along the entire corridor between Calexico, El Centro, Brawley, Calipatria, Westmorland and Niland</td>
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<tr>
<td><strong>Route 2 El Centro-Niland</strong></td>
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<tr>
<td>Increase service frequency to every 35 minutes on weekdays only between Brawley and El Centro</td>
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<tr>
<td><strong>Route 41 Brawley FAST</strong></td>
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<tr>
<td>Increase weekday service frequency between El Centro and Brawley</td>
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Recommended Plan – Years 3, 4 and 5 | Plan Recomendado - Años 3, 4 y 5

**Recommendations:**

- **Maintain services with no additional modifications during this time period**
  - Mantener los servicios sin modificaciones adicionales durante este período de tiempo

- **Pursue design and construction of new ICTC Operating, Maintenance and Storage Facility**
  - Continuar con el diseño y la construcción de la nueva planta de operaciones, mantenimiento y almacenamiento de ICTC
Recommended Plan – Year 6 | Plan Recomendado - Año 6

Recommendations:

Create intercity IVT RIDE two zone system on weekdays with:

• **Northern Zone**
  (Niland, Calipatria, Westmorland, West Shores & Brawley)

• **Southern Zone**
  (Imperial, El Centro, Heber & Calexico)

Note: Fares higher than Imperial Valley Transit

Cree un sistema interurbana de IVT RIDE de lunes a viernes con dos zonas:

• **Zona Norte**
  (Niland, Calipatria, Westmorland, West Shores & Brawley)

• **Zona Sur**
  (Imperial, El Centro, Heber & Calexico)

Nota: tarifas más altas que Imperial Valley Transit
Recommendations:

**New FAST Route**
Calexico-El Centro FAST route providing limited stop/express service and therefore a faster overall trip

*Ruta rápido (“FAST”) entre Calexico y El Centro proporciona un servicio de parada limitado y, por lo tanto, un viaje general más rápido*

**New Microtransit Service**
Provide “Microtransit” Service Zone in Calexico *(Shown in Red on Map)*

*Nuevo servicio de Microtransit*
Proporcionar Zona de Servicio de “Microtransit” en Calexico *(se muestra en rojo en el mapa)*
Relevant Plan – Year 8 | Plan Recomendado - Año 8

**Recommendations:**

**Route 1 El Centro-Calexico**
- Operate on Federal holidays
- Proveer servicio en feriados federales

**Route 2 El Centro-Niland**
- Operate on Federal holidays along the entire route between El Centro, Brawley, Calipatria, Westmorland and Niland
- Proveer servicio en feriados federales a lo largo de toda la ruta entre El Centro, Brawley, Calipatria, Westmorland y Niland

**Route 31/32 DIRECT**
- Increase weekday service frequency between Calexico and Brawley
- Aumentar la frecuencia de servicio de lunes a viernes entre Calexico y Brawley

**IVT ACCESS**
- Operate on Federal holidays in Routes 1 and 2 service area
- Proveer servicio en feriados federales en el área de servicio de las Rutas 1 y 2
### Recommended Plan – Year 9 | Plan Recomendado - Año 9

<table>
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| **New Microtransit Service**  
Provide “Microtransit” Service Zone between Calexico and East Port of Entry  
**Nuevo servicio de Microtransit**  
Proporcionar Zona de Servicio de “Microtransit” entre Calexico y la garita de Nuevo Mexicali |
| **New IV Campus Shuttle Route**  
Operate “IV Campus Shuttle” service between SDSU Calexico, IVC and SDSU Brawley which might demonstrate the use of electric vehicles  
**Operar el servicio “IV Campus Shuttle” entre SDSU Calexico, IVC y SDSU Brawley que podría demostrar el uso de vehículos eléctricos** |

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**Recommendations:**

- **New Microtransit Service**
  - Provide “Microtransit” Service Zone between Calexico and East Port of Entry
- **Nuevo servicio de Microtransit**
  - Proporcionar Zona de Servicio de “Microtransit” entre Calexico y la garita de Nuevo Mexicali

- **New IV Campus Shuttle Route**
  - Operate “IV Campus Shuttle” service between SDSU Calexico, IVC and SDSU Brawley which might demonstrate the use of electric vehicles
  - Operar el servicio “IV Campus Shuttle” entre SDSU Calexico, IVC y SDSU Brawley que podría demostrar el uso de vehículos eléctricos
**Recommended Plan – Year 10 | Plan Recomendado - Año 10**

**Recommendations:**

**New Route**
Implement IVT Red Line *(Imperial Circulator Shuttle)*
Implementar la línea IVT Red *("Imperial Circulator Shuttle")*

**IVT Gold Line** *(Brawley Circulator Shuttle)*
Add weekend service
Añadir servicio de fin de semana

**Implement intercity IVT RIDE two zone system on weekends**
Implementar la sistema interurbana de IVT RIDE con dos zonas en los fines de semana
IVT ACCESS

- IVT ACCESS will be modified to provide service at all times that Imperial Valley Transit is available. IVT ACCESS will be available within ¾ mile of all Imperial Valley Transit bus routes with a 30 minute pick-up window.

Imperial Valley Transit

No changes proposed for:

- Route 3 El Centro-Holtville
- Route 4 El Centro-Seeley
- Route 22 IVC Express
- Route 45 Holtville FAST

IVT ACCESS

- IVT ACCESS se modificará para tener servicio en cualquier momento que Imperial Valley Transit esté disponible. IVT ACCESS estará disponible dentro de ¾ milla de todas las rutas de Imperial Valley Transit con una ventana de recogida de 30 minutos.

Imperial Valley Transit

No se han propuesto cambios para:

- Route 3 El Centro-Holtville
- Route 4 El Centro-Seeley
- Route 22 IVC Express
- Route 45 Holtville FAST
## Ten Year Overall Funding Projection

### Total Projected Funding Picture

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<td><strong>Operating Budget Projections</strong></td>
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<td>Total Operating Funding</td>
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### Capital Budget Projections

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<td>($904,109)</td>
<td>($687,637)</td>
<td>$279,962</td>
<td>$155,221</td>
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### Total Budget Projections

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<td><strong>Total Cost</strong></td>
<td>$13,807,180</td>
<td>$17,992,845</td>
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<td><strong>Total Funding Available</strong></td>
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<td><strong>Total Surplus or Deficit</strong></td>
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Questions?