Figure 29 - Common Destinations Map

Imperial County: Common Destinations & IVT Routes

Destinations
- Education Agencies
- Youth Education
- Housing
- Human Service Agencies
- Judicial Courts
- Library
- Medical Facilities
- Military Base
- Shopping
- Transportation
- Utilities

IVT Routes
- Blue Line
- Gold Line
- Green Line
- Routes 1 - 45
- YCAT Turquoise Route
- YCAT Blue Route 5
- Remote Zone Routes 4, 51

Map showing common destinations and IVT routes in Imperial County.
4.5 Summary Discussion of Mobility Needs and Gaps

Regulation directs the Coordinated Plan process to identify mobility needs, transportation gaps, and areas of duplication for three populations: older adults, persons with disabilities, and persons of low-income. The Plan has broadened to include military veterans as well. The qualitative input gathered by outreach from extensive key agency interviews, plus the quantitative findings of two survey efforts, identify key areas of focus for this Coordinated Plan.

Outreach activities included interviews with 28 key stakeholder agencies involving about 48 individuals; a 117-person intercept-survey of members of the public in eight community settings; an agency E-survey with 44 respondents, and an SSTAC workshop with 15 participants. Input from about 225 persons informs this discussion. Key findings follow that summarize input received. The five topical needs or mobility gap areas identified are:

1. Existing Imperial Valley Transportation Enhancements
2. Transportation Infrastructure and Capital Improvements
3. Overlap with Private Sector Transportation
4. Additional Service for Long-Distance Trip Needs
5. Range of Information Portals to Inform About Available Transportation

In addition, there is discussion of the culture of collaboration and cooperation among Imperial County human service organizations.

About Existing Imperial Valley Transportation Services

1. **High numbers and proportions of transit-dependent** persons are among Imperial Valley’s residents, evidenced by high levels of use reported by consumers and agency representatives describing mobility needs across the county. Intercept-survey respondents reported that 37% had used IVT services, in addition to smaller proportions riding on other transit programs. Only 36% reported that they had not ridden public transit in 2013.

   a. Pedestrian crossings of almost five million annually equates to approximately 13,700 persons walking across daily at the Calexico West Port of Entry, if weekday and weekend traffic patterns were the same. Such substantial foot traffic reflects Imperial County’s unique experience as a border county with Mexico. Public transportation must meet critical needs in the lives of both residents and visitors, with mobility challenges identified for age groups across the board.

   b. A significant public sector network of services exists in Imperial County. Such networking relationships, where agencies each serve many overlapping constituents, can facilitate coordinated responses to mobility gaps and needs.
2. **Evidence of success exists with Imperial Valley Transit’s expansion efforts**, but with additional needs. Agency representatives and consumers recognize that IVT buses—particularly Route 1 to Imperial Valley College—are not as crowded as they have been. However, some runs continue to be beyond standing-room-only during peak travel periods, particularly for buses leaving Calexico’s 3rd Street and Paulin Avenue site early, and returning there late in the day when pedestrian border traffic peaks. Several intercept-survey respondents spoke of concerns about safety when buses are overcrowded. There was appreciation for the new Brawley Gold Line and for two new transfer centers in Brawley and El Centro.

3. **Increased service frequency on all routes** is top-ranked desired improvement of customers and agency stakeholders. Intercept-survey respondents identified increased frequency, more buses, and faster bus routes.

4. **The Imperial Valley central corridor is generally well served** in terms of routing. Intercept-survey respondents requested more service into residential areas, beyond the core highway services so that prospective riders have shorter walks to bus stops. With the exception of shopping trips, most people seem to be able to travel where they need to go on existing fixed-route services within the core corridor communities, but would like bus stops closer to neighborhood homes and to better serve shopping trips. Some exceptions include reaching further west of McCabe and Clarke in El Centro to more closely serve the public agencies there.

5. **High levels of transportation awareness among stakeholders exist, but information gaps remain.** Thirty-seven percent of agency stakeholders have high to moderate levels of awareness of transit services. Eighty percent of intercept-survey respondents were aware of IVT services, and an equally high percentage had used local public transportation. There is more limited awareness of IVT services to outlying communities, Med-Express services, and of existing service between Winterhaven and El Centro. Additionally, while ostensibly aware of IVT services, many stakeholders were not current on aspects of recent service expansion.

6. **Confusion about passenger fares** exists, with stakeholders reporting that current IVT fare policy is confusing to riders. Clarity is needed among agency representatives about IVT trip costs for riders by type, such as older adults, students, and those who purchase bus passes.

7. **Additional, more convenient locations** for buying bus passes was expressed by multiple agencies that have bus-pass subsidy programs to help address affordability. Agency representatives report they would like more choices of locations where bus passes can be purchased. Intercept-survey respondents identified more bus-pass purchase locations as among top-ranked needs.

8. **Limited numbers of service quality or service reliability** concerns were voiced, although a few surfaced, including the replacement or servicing of vehicles, particularly to ensure that air conditioning units in commercial buses are fully functioning to protect riders from intense heat.
Other transit quality or reliability concerns were long ride times on dial-a-rides in El Centro and in Brawley, and ensuring “guaranteed rides home” for dial-a-ride users who cannot afford to be stranded by equipment failure or service scheduling issues.

9. **Accessibility issues exist for passengers in wheelchairs and certified ADA riders.** These included concerns about the Brawley Dial-A-Ride, which has limited lift-equipped vehicle capacity in relation to demand; about the ADA certification processes eased by ICTC involvement, still causes confusion about which provides service trips in overlapping jurisdictions, IVT Access or municipal dial-a-rides. Long ride times for ADA passengers that exceed 90 minutes, particularly for those traveling distances from the central corridor, are of concern to agency personnel.

   a. The Disabled American Veterans (DAV) volunteer transportation service into the VA Medical Center La Jolla in San Diego cannot transport persons in wheelchairs, per its own national charter. Various medical personnel, including the VA community-based clinic manager, expressed concern about the high proportions of persons in wheelchairs and the sometime need to get them to medical facilities elsewhere in the region. Some agency stakeholders spoke of concern about persons in wheelchairs making their way onto overcrowded fixed-route buses and long waits in the sun.

10. **Some duplication of ADA services may exist,** either the result of computer-aided trip scheduling that needs optimizing, or because of duplication between IVT Access and the municipal dial-a-ride programs, or both. In such instances, multiple demand-responsive vehicles travel between the same points of origin to the same destinations, for example between group homes and residential facilities to adult day healthcare programs.

11. **IVT services are appreciated and responsive; drivers are complimented.** There were multiple positive comments from agency stakeholders and customers about IVT transportation and the municipal dial-a-rides, as well as courteous and helpful drivers who provide the service.

12. **Sunday transit service and expanded evening service needs** were identified by Intercept-survey respondents and by Area Agency on Aging personnel on behalf of older adults, and particularly for morning church-related activities or for work trips on 2nd and 3rd shift schedules.

**About the Transportation Infrastructure and Capital Improvements**

1. **Interest is high in securing additional stop amenities,** including bus shelters, lighting, shade, and drinking fountains, which are amenities particularly important for the Coordinated Plan’s targeted users. Frail elderly and many persons with disabilities are not able to tolerate the high desert temperatures when waiting at an unsheltered bus stop. Intercept-survey respondents, agency stakeholders, and e-survey respondents all spoke to the need for more shade at more stops for shelter against Imperial County’s sun and wind. There is appreciation for the two new
transfer stations in El Centro and Brawley, and their amenities. Specific stop locations for additional amenities include along IVT’s Blue Line, along Andrade St. in Calexico, at El Centro Social Security offices, in various El Centro locations, and at all senior center and nutrition sites, including restaurants frequented by seniors and at locations in Holtville served by IVT’s Route 3.

Older adults and representatives were particularly concerned about bus-stop shade for daytime comfort and lighting for nighttime safety. Water at transfer centers is desired and appreciated.

2. **Bicycles and walking are important active transportation modes** for persons of all ages, including students and youth. There is significant walking traffic among Imperial County residents—up to 20% of Intercept-survey respondents reported walking for certain trip purposes. Pedestrian improvements to sidewalks and street crossings will aid transit users who walk or wheel to bus stops. Improvements for bicycle users are important to help extend transit trips.

3. **Regular vehicle replacement and well-maintained vehicles** with functioning air conditioners are important to ensure riders’ safety. Although it has received considerable attention for ICTC’s vehicle operations, some agency transportation services and commercial providers may be using older equipment with poorly functioning air conditioning.

**Overlap with Private Sector Transportation**

1. **High utilization of private transportation options** for local trips, including to shopping centers, and for regional trips reflect the depth of demand for mobility options by Imperial County residents, and the high degree of transportation need by residents and visitors.

2. **High costs are charged by some private and commercial services**, including reports by personnel of Area Agency on Aging about high trip fees to bring older adults in the outlying communities into El Centro and elsewhere in the central corridor.

3. **Shared rides and use of informal vanpools exists**, with 33% of Intercept-survey respondents indicating they use vanpools and ridesharing to get to work, 29% for shopping trips, and 21% for medical appointments.

**Additional Services for Long-Distance Trip Needs**

1. **Not served and underserved outlying areas overlap** in the minds of some stakeholders and potential riders who are not familiar with IVT’s lifeline levels of transportation service. For example, IVT services that connect Seeley or Westmoreland west of the central corridor and Holtville east of the central corridor are not well understood. Knowledge is similarly limited of IVT remote-zone services to West Shores and Bombay Beach, to Slab City, or to Ocotillo.
Awareness of YCAT’s twice-weekly Turquoise Line in from Winterhaven and the Fort Yuma Indian Reservation is also uneven. Areas that do not currently have public transportation access include the outlying communities of Bard, north of Winterhaven, and the RV resort within the township of Winterhaven.

Various medical personnel—including at the UCSD in San Diego County and locally at the EL Centro Regional Hospital, Clinicas de Salud representatives, and the VA Community-Based Outpatient Clinic—were unfamiliar with Med-Express service and its ability to assist with medical trips into San Diego. Interest is high at UCSD Health Systems Strategy Office for Administration in developing responsive and innovative solutions to Imperial County patients’ transportation needs.

2. **Med-Express capacity concerns, and appreciation, were simultaneously expressed by multiple stakeholders**, though additional capacity may be available. Med-Express administrators reported ability to add capacity to the Med-Express runs when needed. Similarly, riders can reportedly go to the Med-Express pick-up locations to see if late cancels opened up seating.

Customers, including those of low income, reported that they consider the fares reasonable, and the pay-in-advance requirement necessary to ensure that reserved seats are occupied. By the same token, agency personnel and riders spoke of being unable to get seats close to the day of appointment and needing to make reservations far in advance to ensure a seat. The option of riding standby—showing up at 6 a.m. and earlier on travel day to see if another rider cancels or is a no show—was described as impractical for most Med-Express users who are older adults or persons with disabilities.

Although there are lower levels of awareness of existing Med-Express services, there is consistent comment among stakeholders about need for transportation to out-of-county medical destinations.

3. **More needs exist for long-distance medical transportation**. Medical trips were the most frequently identified long-distance trip, and the trip need that often causes difficulties. Included among the “personal business” trip purposes of Intercept-survey respondents, 60% rated the trip as sometimes or often difficult or that it took a long time. IHHS workers report to their management report need for long-distance medical trips for their frail consumers, but the workers themselves are unable or unwilling to provide these trips as there is no reimbursement for gasoline. UCSD administrative personnel expressed interest in building more capacity with the hospital participating in that financially.

4. **Long-distance work trips are difficult for some to arrange**. More than a third of Intercept-survey respondents report traveling with others in informal rideshare arrangements or vanpools. Almost half (49%) of Intercept-survey respondents reported some difficulty in making
work trips, either because they currently take a long time, or because they are sometime or often difficult due to lack of transportation.

5. **In-Home Supportive Services** workers report need for long distance medical trips for their clients, but workers are often unable or unwilling to provide them because there is no mechanism for reimbursing gasoline.

### Range of Information Portals Needed to Inform About Available Transportation Services

1. **Spanish language transit information** is critically important to Imperial County transit users. Interviewed stakeholders affirm that some individuals are not literate in either Spanish or English, so it is also important to have alternatives to print and Internet media. While one agency director commented that the proportion of English speakers has risen over the years—from highs of up to 80 percent more than thirty years ago—it remains important to have the ability to communicate in Spanish both verbally and in writing.

2. **More transit information on buses and at bus stops**, and more displays like the Brawley transfer center, are desired by multiple stakeholders. Forty percent of Intercept-survey respondents reported they use printed public transportation schedules. Intercept-survey respondents frequently noted information issues as areas for improvement. Agency personnel requested that stops be placed at missing stop locations, and more stop-based information added so that transit users could feel secure about the timing of when and where a transit vehicle comes.

3. **Internet information**, including Google’s Transit Trip Planner, has value for students, agency personnel, and those with Internet access. The ability to plan trips through Google Transit is desirable and needed. Agency personnel believe it would make it easier to use the IVT website to help customers with specific trips. E-survey respondents and some interviewees requested improvements to IVT's website presence. Public Health, Area Agency on Aging, and Behavioral Health staff members each indicated they have checked the Internet for transportation information.

4. **More compiled transportation-resource information** was requested by the Winterhaven Tribal representatives, particularly to transportation options for riders traveling into El Centro or on to San Diego. They were not aware of the Area Agency on Aging transportation directory, or whether it could assist with long intercity and county trips. Ensuring current information is available to the Area Agency on Aging is important, given the pace of service changes of the Imperial County Transportation Commission (ICTC).

5. **Healthcare personnel** were unfamiliar with Med-Express. At the Regional Medical Center and Clinicas de Salud, agency contacts participating in the Coordinated Plan development did not
know about Med-Express, which points to the need to grow awareness of the long-distance medical service for patients referred to San Diego County-based medical services.

6. **Personnel of human service agencies need information about transportation to outlying communities.** Although agency staff reported relatively high levels of awareness of IVT service, they were less informed about the remote-zone services and IVT’s lifeline service levels. There is some interest in travel training to assist caseworker staff in learning about transit options.

**Culture of Collaboration and Cooperation Can Support Coordinated Transportation**

Existing coordinated transportation initiatives were enumerated within this chapter. For example, the departments of Behavioral Health and of Public Social Services collaborate on transportation from the outlying communities to the central corridor for various trip purposes. At the County’s eastern edge, the Quechan Indian Tribe and the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) have developed and funded a coordinated service, which now includes ICTC, to bring riders to El Centro on YCAT’s Turquoise Line. The Department of Public Social Services caseworkers, within various programs that have overlapping constituents, exchange information and have various collaborative initiatives. The Area Agency on Aging coordinates transit information from a number of sources. Several stakeholders indicted they effectively coordinate with Med-Express to help connect the clients with needed transportation at the time they are making scheduled medical appointments in advance.

There is interest in new collaborations. For example, some agencies expressed interest in providing driver training by the Adult Day Health Care programs around the topics of dementia and difficult-to-handle consumers, where such training could help public transit providers better manage these riders in their vehicles.

Such examples of existing coordination bode well for generating the further interest, willingness and ability necessary to craft new or expanded coordinated solutions by which to address the mobility gaps identified through this Coordinated Plan process.
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5.0 Strategies of Response to Mobility Needs and Gaps

This chapter considers the mobility need and gap findings of the Coordinated Plan’s target groups to craft strategies of response. Five goals are presented, providing a framework for the 17 strategies discussed. Opportunities for coordination, in order to extend scarce resources, are examined.

5.1 Framing the Coordinated Plan

The preceding chapter identified five areas of mobility concerns through an extensive outreach effort. Summaries of those areas follow, shaping the goals of Imperial County’s Coordinated Plan.

About Existing Imperial Valley Transit Services

Of the existing Imperial Valley public transit, there is both considerable awareness and appreciation for its value. Stakeholders from human service agencies and the general public presented evidence of large numbers of transportation-disadvantaged persons, for whom the growing network of Imperial County’s public transportation services is very important. Evidence of success of Imperial Valley Transportation (IVT) services lies in its steady and continuing ridership growth. Stakeholders are complimenting drivers and finding the service responsive. There were very few concerns about service reliability or service quality. Riders appreciate what they have and want more, partly because some vehicle trips are beyond capacity on some runs, even with recent increases to service frequency on key routes.

While the central corridor of Imperial Valley is well served, transit riders want more frequent service, and service that goes into neighborhoods and travels within the local community, in addition to along the corridor and between communities. There is confusion about fares, in part a consequence of many public and private individual services, and in part because IVT zone-based fare policy confuses some. There were some accessibility concerns—desiring more wheelchair capacity on both fixed-route and demand-responsive services—in part related to large numbers of transportation-disadvantaged customers in wheelchairs, and in part because loading wheelchairs onto transit vehicles filled to capacity is difficult if not impossible.

There was some interest in expanded IVT services for both longer weekend hours and on Sundays, but these were less frequently expressed than the desire for more frequent buses that travel closer to home. Some pockets of need in outlying areas were identified, including more frequent service to existing IVT remote zones, as well as north to the Salton Sea communities and west to Ocotillo.

Ensuring that the Coordinated Plan supports and extends existing near-term and long-term planning for growth by the Imperial County Transportation Commission (ICTC) is indicated. Substantial populations of
transportation-disadvantaged residents underscore the critical importance of maintaining the existing transportation network and expanding it only as available funding can ensure its sustainability.

About Transportation Infrastructure and Capital Improvements

Given a population that spends considerable time using public transportation in a climate where temperatures soar, there was high interest in securing additional bus stop amenities, mainly shade and shelter from the sun. Also requested were more benches, stop signs at bus stops that have none, and additional amenities such as misters like at the new transfer centers in Brawley and El Centro, drinking fountains and bathrooms.

Pedestrian improvements were identified as needed for the same reasons. Since transit users are also pedestrians, improved sidewalks, signalized street crossings and accessible paths of access surfaced as needs. Bicycle infrastructure was noted as important, with maximum bike-loading capacity on buses, bicycle-locking stations, and extended bike-path networks.

Finally, regular vehicle replacement and well-maintained vehicles, including functional air conditioning, were among topics identified as critical to safe transport in the rigors of Imperial County’s climate. It was noted that poorly maintained vehicle conditions related largely to private sector transportation, and not to public transit with its more frequent and statutorily required vehicle maintenance and replacement schedules. Ensuring sufficient wheelchair capacity for public and private transportation was another recurring theme around Imperial County’s transit capital needs.

It is critical that Coordinated Plan projects support infrastructure improvements, and vehicle replacement and maintenance efforts, to ensure safe and reliable transportation. This will support an effective transportation network of public, private and human service providers that can serve the Coordinated Plan’s target populations.

About Overlap with Private Sector Transportation

Imperial County experiences a high level of private transportation, due to a large market and high demand from the volume of transportation-disadvantaged persons, including the thousands who walk daily across the border between Mexicali and Calexico. These include taxi companies, local fixed-route services, specialized shopping mall shuttles, and agricultural buses that transport day workers to the fields. Collaboration and cooperation with these services is an ongoing goal but not always easy to realize. Private transportation also includes shared ride and vanpool opportunities, mobility choices that have seen significant growth elsewhere, and have been aided by advancements in technology.

About More Services for Long Distance Trip Needs

Outlying areas reported as underserved or not served by IVT were identified. Sometimes, stakeholders were unfamiliar with IVT’s existing lifeline levels of service to West Shores, Bombay Beach and Slab City, or they did not know of connections to Holtville or Winterhaven to the east, or Westmoreland and Seeley to the west.
Medical trip needs were most commonly long-distance trips presented to human service personnel, some well aware of Med-Express and its regular four-day-a-week service into San Diego medical facilities. Others, including medical personnel at the Regional Hospital, Clinicas de Salud, and the VA’s Community Based Outpatient Clinic, were not aware of Med-Express and immediately saw its value. Various stakeholders reported concern that Med-Express was at capacity with same week or next day trips that could not be scheduled easily.

Med-Express supervisors identified strategies for addressing capacity concerns, but prospective riders may not be aware of the system’s ability to add vehicle capacity for those who simply show up in the early morning hours when a trip is needed. In-home Supportive Services personnel who work with frail, often homebound clients are a potential transportation resource able to assist with needed door-through-door transport, but because there is no mechanism to reimburse mileage and fuel costs, they usually choose not to provide transportation.

Long-distance trips for work purposes are also a challenge for some. One-third of the Intercept survey respondents report they rideshare to work locations, often distant, and half indicate it is sometimes or often difficult to get to work due to lack of transportation. Many agricultural and seasonal workers rely on others for transportation assistance.

Expanding options to individuals for long-distance trip planning, whether for health care or for work, will aid the Coordinated Plan’s target markets.

About Information Portal Needs
There is high visibility of IVT services and solid awareness of its network among many, reported by human service personnel, and demonstrated by high and growing utilization by its ridership. IVT printed information is available bilingually, clearly of critical importance in a county where 31% of residents are Spanish-speaking and of limited English proficiency, while much higher proportions are regular visitors from Mexico. Continued emphasis on this must be a priority, not only because of Federal Title VI regulation, but simply because it is the language preference of IVT’s ridership base.

Stakeholders requested more bus stop information, including at stops that do not have posted schedules, and more on the buses. There is student interest at Imperial Valley College for Google’s Internet-based Transit Trip Planner capabilities, as well as human service personnel who would like to plan trips for their consumers. Even while there is limited use of the Internet among many IVT riders, other market segments have online access and would use its capabilities to plan transit trips.

IVT’s specialized services, including to the remote zones and the Med-Express program, are not well known by key constituents. Health care personnel, and staff members of human service agencies with clientele in outlying communities, were not aware of these important services. The information-services directory of the Area Agency on Aging, including its dial-a-ride transit access, is one tool indicated to assist, but tighter coordination with ICTC is specified, given the pace of change and expansion of IVT services. Continued attention to the multiple information portals includes a balanced focus on printed
materials, bus stop and bus signage, website and trip planner tools, as well as printed directory information. These are important to present current and updated information about the range of transit services available to Imperial County residents and visitors.

5.2 Imperial County Coordinated Plan Goals

Table 14 presents five goals that address the Imperial County transit gaps identified here. Discussion of the strategies to realize these goals follows.

<table>
<thead>
<tr>
<th>GOALS</th>
<th>GOAL SUMMARY</th>
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<tbody>
<tr>
<td><strong>Goal 1 – Sustain Enhanced Public Transportation, Human Services and Private Transportation Network in Imperial County</strong></td>
<td>This goal supports continued attention to the existing transportation network through careful IVT financial planning, including assessment of high demand services, as well as ongoing dialogue with human service providers and public transit providers to craft high quality grant applications that bring more Federal transportation funding to specialized transportation projects.</td>
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<tr>
<td><strong>Goal 2 – Strategically Expand IVT Services to Increase Mobility Options When Financially Feasible</strong></td>
<td>This goal builds transit capacity by expanding IVT services: increasing capacity of non-emergency medical transportation by IVT and in partnership with others; implementing IVT Red, Orange and Purple lines; adding Saturday and local circulators services; and continuing to address capacity issues on key routes.</td>
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<tr>
<td><strong>Goal 3 – Continue to Build Collaborative Partnerships to Leverage Available Mobility Options for Transportation Disadvantaged Populations</strong></td>
<td>This goal envisions development of a Mobility Manager capacity to encourage various Coordinated transportation initiatives, strategies for leveraging funding for expanded services, consideration of a private sector transportation safety monitoring role, and annual agency summits to continue exploration of coordinated transportation projects.</td>
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<tr>
<td><strong>Goal 4 – Provide Affordable Transportation to Transportation Disadvantaged Populations</strong></td>
<td>This goal identifies ways to extend more transportation to the lowest income Imperial County residents through projects that connect them with available transportation subsidy initiatives, enhanced carpool and vanpool options and a mileage reimbursement program to assist with door-through-door transportation.</td>
</tr>
<tr>
<td><strong>Goal 5 – Promote and Expand Transportation Information Portals</strong></td>
<td>This goal directs continued attention to transit service information tools useful to the Coordinated Plan’s key ridership groups, including both riders themselves as well as agency personnel and family members who assist them. Information portal projects include website enhancements, trip planning tools and bus stop signage strategies.</td>
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5.3 Strategies for Implementing Imperial County’s Coordinated Plan Goals

This subsection details the five goals and 17 strategies to provide additional information about each strategy’s purpose, historical information, and high level detail on implementation responsibilities.

Goal 1 – Sustain Enhanced Public Transportation, Human Service and Private Transportation Network in Imperial County

Strategy 1.1: Financially sustain recent expansion of public transportation services in Imperial County.

IVT financial planning should ensure continuation of these valuable services with updates to the five-year financial plan every two years.

Objective and Purpose

Provide the financial planning necessary to sustain the significant existing array of IVT, IVT Access and IVT ride services. These existing services are heavily utilized by the Coordinated Plan target populations of seniors, disabled, low-income, and veterans. Many of the recent service improvements have filled mobility gaps, and it’s important to retain sufficient service levels to meet the transit demand of the target populations.

Historical Background

ICTC has developed an extensive network of public transportation services in Imperial County. IVT was created in 1989 and began operations as a five-route system with three buses running Monday through Friday. The ridership averaged approximately 3,000 passengers a month. Today the service has 12 routes and more than 20 buses in operation, and the ridership averages approximately 55,000 passengers a month.

ICTC has approved the following improvements over the past few years:

- Added Sunday service in three communities in January 2014. In August 2014, there were 2,247 passengers.
- Increased the frequency of service by 35 minutes on selected IVT routes in October 2013.
- Initiated a new circulator route on December 18, 2014 [2013?], the Gold Line in Brawley, which included an enhanced bus transfer center.
- Expanded service to Calexico and Imperial Valley College in July 2013.
- Opened a new bus transfer center in El Centro.
- Added additional vehicle service hours to the IVT Access contract, specifically for Saturday service, to provide more trips with shorter passenger waits.
- Yuma County Area Transit’s (YCAT) Turquoise route in Arizona initiated Winterhaven to El Centro service with ICTC support.
The adopted Short Range Transit Plan (SRTP) provides a five-year financial plan for fixed-route and demand-responsive services, including estimated financial-implementation impacts for each phase. For example, in FY 2010/11, the annual operating budget was $4,046,312, and after recommended improvements to Saturday and Sunday service, and implementation of the Gold and Red lines, the estimated annual budget was $5,225,797.

The SRTP financial plans are estimates, and a more detailed financial plan every two years would enable ICTC to update which federal, state, and local funds are available to fund the mobility network consisting of IVT, IVT Access, and IVT Ride. Updating the five-year financial forecast every two years will ensure that ICTC has the financial capacity to retain services.

State and federal funding for transit has fluctuated significantly over the past several years. Local transportation funds fluctuate based on sales-tax revenues. State Transit Assistance funds have experienced significant declines and expansions that have been tied to legislative changes.

Federal funds dependent on the reauthorization for ICTC are received through Caltrans for small urbanized and rural areas, including Federal Transit Administration (FTA) sections 5307 and 5311 funding. MAP-21, the current federal reauthorization was approved through September 30, 2014. Congress recently extended federal funding of transportation through May 2015. The predecessor to MAP-21, SAFETEA-LU saw nine short-term extensions of federal transportation funding.

There have been shifts in both state and federal commitments to funding. Updating the five-year financial plan every two years will ensure that service levels match available funding streams.

One example that points to the importance of updating the five-year financial plan – as well as evaluating actual service delivery experience – is the recent introduction of the IVT Ride in Calexico, and soon elsewhere. The ridership appearing for this new demand-responsive service has been three or four times more than what was expected from the historical Calexico Dial-a-Ride service. This was in part expected because of the promotion and marketing around the new service. “Latent demand” is likely responsible – namely persons with trips that could have been taken on the previous service but who did not because the rider did not know of the service or had given up attempting to ride due to continuing capacity constraints. These people are showing up for IVT Ride, with the resulting demand for service that far exceeds what had been budgeted, in terms of revenue-vehicle hours.

**Roles and Responsibilities**

Updating the SRTP financial plan every two years should be a function of ICTC staff, or outsourced if staff does not have available capacity to conduct the analysis.
Additionally, for the special case of the IVT Ride passes and the introduction of other new transit services by ICTC where initial service demand far exceeds capacity, it is recommended that ICTC conduct an assessment of operating policy and practice early in the new program’s experience, to help direct policy makers and administrators alike on additional strategies by which to meet demand, and assure that budgets will be balanced and financial options are sustainable.

**Strategy 1.2:** Regularly coordinate with major human service agencies that directly provide or subsidize transportation to services, schedules, operational matters and fares – including the Department of Behavioral Health, Work Training Center, ARC of Imperial Valley, Disabled American Veterans (DAV) and the Adult Day Health Care Centers, among others.

**Objective and Purpose**
In addition to the extensive network of IVT, IVT Access and IVT Ride services, there is an important array of human service transportation that is provided in Imperial County. It is also of critical importance that these services continue to be supported and sustained in Imperial County in order to meet as many trip needs as possible among the Coordinated Plan’s targeted ridership groups.

**Historical Background**
Human service agency transportation services provide, with additional detail provided in Chapter 3:

- Directly operated transportation
- Purchase of IVT, IVT Access, and Med-Express fares for clients
- Other subsidized transportation including mileage reimbursement

Directly operated services are where the human service agency provides the vehicle, driver and operating expenses to transportation clients. Such services are identified through this Coordinated Plan process and provided in Imperial County by:

- ARC Imperial Valley
- Boys and Girls Club of Imperial Valley
- Calexico Unified School District
- Catholic Charities
- Clinicas de Salud del Pueblo
- DayOut Adult Day Health Care
- Disabled American Veterans
- Imperial County Department of Behavioral Health
- Imperial County IHSS Public Authority
- Imperial County Office of Education
- Imperial County Work Training Center
- Naval Air Facility
- Quechan Tribe
The subsidy of public transit fares including IVT, IVT Access and Med-Express is provided by:

- Area Agency on Aging
- DayOut ADHC
- Imperial County Department of Behavioral Health
- Imperial County Office of Education
- Imperial County Department of Public Health

This human services transportation network provides an invaluable partnership in filling mobility gaps in Imperial County, both with the subsidy of public transportation services and with the human service transportation agencies providing transportation.

**Implementation Roles and Responsibilities**

The intent of this strategy is to work with partners to support and nurture human services transportation services. Regular Social Services Transportation Advisory Council (SSTAC) meetings, with representation by human service agencies, are an ongoing mechanism for fostering coordination. ICTC staff coordinates, produces agenda, and facilitates the SSTAC meeting.

A specific support strategy to help human service agencies with vehicle replacement is described below. And Strategy 3.3, described in relation to Goal 3, anticipates holding an annual mobility summit to share ideas and explore coordination opportunities among public, human service and private transportation partners, is one method of regularly supporting human service agency transportation. This could be an annual mobility summit, funded by ICTC, and facilitated through an outside vendor.

**Strategy 1.3: Promote FTA 5310 grant applications by public transit and transportation service providers and encourage high quality projects for vehicle replacement, vehicle operations and Mobility Management oriented to older adults and persons with disabilities.**

**Purpose and Objective**

The primary purpose of this strategy is to ensure high quality FTA 5310 applications are submitted from Imperial County to Caltrans, as long as it administers this rural and small urban Call for Projects. Building capacity among human service agency providers will help to extend the existing public transportation network, particularly for those specialized trips that may not be able to be provided by IVT’s public transportation programs. Securing support for eligible projects for the public transit provider will help to extend scarce local dollars.

Private nonprofit organizations, government authorities, and transit agencies are all eligible to submit funding applications for FTA 5310 funds. Grant writing and the certifications processes are an expertise of ICTC. FTA 5310 applications are not a familiar process for private nonprofit agencies and other government authorities that might seek FTA 5310 funding. The intent of the strategy is for interested
FTA 5310 applicants to take lead on the application process, with ICTC providing limited technical assistance around its existing Local Review Process. One important element will be frank discussion with prospective applicant agencies about FTA expectations for full compliance by sub-recipients, the term for FTA grantees, with a wide array of FTA regulation. ICTC staff can play an important role in helping to identify these requirements so that local agencies make informed decisions about seeking 5310 funding.

**Historical Background**

Prior to the formation of ICTC, the Imperial Valley Association of Governments was responsible for oversight of the FTA 5310 process. They provided support and guided the scoring process before forwarding grant applications to Caltrans and the California Transportation Commission for final adoption.

The large majority of FTA 5310 applications were from ARC Imperial Valley for vehicle replacements, including those for Med-Express.

Overall, the process has not changed since ICTC was formed, although the FTA 5310 program has changed significantly under MAP-21, which allows for operations and project support and mobility management projects, in addition to the traditional capital projects that have had long-standing 5310 support.

The Section 5310 program has expanded under current federal authorizing legislation, MAP-21, to include both the longtime capital projects for vehicles and the new enhanced projects for operating support and Mobility Management. Projects seeking funding, at this time of writing, will go through the Caltrans statewide Call for Projects from rural and small urban areas. Per FTA Circular 9070.1F, 55% of available funding must support traditional capital requests, while 45% of available funding can support the expanded project list of transit operations and Mobility Management projects. All projects must be oriented towards serving older adults and persons with disabilities.

Grant applications coming from Imperial County will be competing with other rural and small urban areas from around the state. It best serves the county if projects submitted are of the highest possible quality. This suggests the value of the local review process in identifying grant proposal areas of weakness, opportunities for strengthening and working with local, eligible agencies to do so.

**Market Research**

Given changes in the regulation that now allow for operations funding support, Imperial County may be well advised to consider this funding source to support its expanded Imperial Rides service, its new Community Based paratransit program for older adults and persons with disabilities living and traveling within their home community. IVT Ride has begun with Calexico IVT Ride and has already experienced considerable new demand for service, beyond that which had been served by the pre-existing Calexico Dial-a-Ride.
Interviews with key stakeholders during the Coordinated Plan outreach process identified various opportunities that could be served by 5310 projects:

- Adult Day Health Care (ADHC) vehicles and vehicle operations, both contracted and directly provided, could be successful 5310 projects. The ADHCs each have a client base whose physical and mental conditions are such that they cannot always use public transit. Many with dementia and Alzheimer’s will travel more safely and with less agitation in an agency transportation service that can meet their special needs and ensure shorter ride times. Such transportation projects are highly eligible for Section 5310 funding.

- Mileage reimbursement to enable door-through-door transportation is a potentially eligible project. Of the type further discussed in Strategy 4.3, this could support In-Home Supportive Services (IHSS) workers in transporting frail, elderly and persons with disabilities. This could serve both long-distance and more localized medical trips.

- Information needs could be translated into Mobility Management projects for travel training of consumers and agency staff. These ideas were raised by Area Agency on Aging personnel, by the VA Community Based Outpatient Clinic staff and other medical services personnel.

- Expanded senior transportation dial-a-rides to provide more local trips to older adults and persons with disabilities could be successful 5310 projects, responding to intercept survey respondents’ concerns about neighborhood-level transportation.

- Expanded Med-Express, to serve the north and south county communities with links to San Diego medical facilities, and possibly supporting local medical trips on a space-available basis.

**Proposed Strategy Elements**

1. ICTC staff would conduct a workshop for prospective FTA 5310 applicants, possibly in conjunction with Caltrans staff.

2. As part of ICTC’s local review process, ensure staff capacity to review and comment on completed draft applications before they are submitted to Caltrans and the statewide FTA 5310 Call for Projects.

3. As part of ICTC’s local review process, develop a prioritization of FTA 5310 project applications that reflects the Coordinated Plan’s prioritization.

**Goal 2 – Strategically Expand IVT service to increase mobility options when financially sustainable.**

**Strategy 2.1:** Build capacity for out-of-town medical trips, in partnership with others and to the extent financial resources allow. Implement online reservation system for Med-Express showing seat availability.

**Purpose and Objective**

The objective of this strategy is to ensure sufficient capacity on Med-Express services to meet existing and future demand from Imperial County residents for medical appointments in San Diego, as well as potentially, and on a limited basis, to Yuma County for eastern Imperial County residents. Further, it is
the intent of this strategy to promote and encourage discussions with UCSD Health Sciences personnel about additional medical transportation capabilities.

**Proposed Strategy Elements**

With respect to the Med-Express program, the following elements are anticipated:

1. Improve capacity and travel time by providing coordinated service from northern Imperial County with one van, and a second van serving the southern region. If there were only reservations for up to 14 passengers, then only one van would travel to San Diego County. If sufficient reservations were received from both the north and south, two vehicles would depart from El Centro to San Diego County medical appointments.

2. Implement a reservation system to confirm a guaranteed reservation on the day of the medical appointment.

3. Develop and implement a targeted public education campaign to inform Imperial Valley medical personnel and social service agency case workers about the availability of Med-Express.

4. In the long term assess the potential need for non-emergency medical transportation assistance from eastern Imperial County to Yuma County, Arizona, or expanded capabilities between the eastern county and El Centro.

Additionally, the early interest expressed by University of California San Diego Health Sciences (UCSD) representatives to ICTC staff in developing non-emergency medical transportation capabilities between Imperial County and San Diego is most promising. These early discussions should be pursued.

**Historical Background**

Med-Express service offers non-emergency medical transportation from Imperial County to San Diego to access medical facilities, including hospitals, clinics and doctor appointments. Med-Express has been available for 20 years. The service is primarily designed for older adults and people with disabilities, but is also open to the general public on a space-available basis. Med-Express service is available four days each week (Tuesday, Wednesday and Thursday, plus alternating Mondays and Fridays every other week), with a van’s first pick-up at 5 a.m. from Brawley, and departing El Centro at 7:00 a.m. and from San Diego at 3:00 p.m. ARC Imperial Valley operates the service under contract to ICTC. Service is provided in a wheelchair-accessible Ford E450 15-passenger van.

According to the Med-Express brochure, after the first pick-up at 5:00 a.m. in Brawley, the van goes to Calexico for a 5:45 a.m. pick-up and then to El Centro at 6:30 a.m. before departing the ARC yard at 7:00 a.m. This is a very long trip for Brawley passengers, even before the vehicle leaves Imperial Valley for San Diego County.
Market Research

For health care personnel unaware of the Med-Express program, there were consistent reports of need for additional non-emergency medical transportation. UCSD Health Sciences personnel are documenting need in relation to UCSD facilities in La Jolla and Hillcrest and interested in exploring new medically-related transportation programs between Imperial County and San Diego.

Market research on the Med-Express found the following:

- Med-Express, operated by ARC Imperial Valley, is a popular service that is well known among social service agency personnel, but not so much among health care professionals interviewed.
- Riders consider Med-Express a good value with its $15.00 round-trip fare perceived as reasonable.
- Staff at the VA’s Community Based Outpatient Clinic had no knowledge of the Med-Express option. There is no regular promotion of the Med-Express service.
- There were multiple reports of Med-Express reservations being full, the service frequently at capacity, with comments from SSTAC members, county offices, AAA staff, and Adult Day Health Care programs, among others.
- Reservations for trips within a week are extremely difficult to secure because the vehicle tour schedules are full, as reported by medical personnel familiar with Med-Express.
- Med-Express’ contractor indicates that riders can go standby to take the spaces of no-shows, if they arrive at ARC by 6 a.m. on the day of the trip. However, the Med-Express brochure states: “Reservations are required at least (2) business days before service is required, however we recommend (2) weeks to accommodate your request.”

There is a perception among some key stakeholders and human service agencies that there are capacity constraints on Med-Express, even though the contract operator has stated that sufficient capacity does exist. Med-Express has eliminated many no-shows with the requirement for advanced payment.

Overall, there is a need for a reservation system so that potential passengers who make advanced reservations can guarantee a seat reservation. It should be clear that without a reservation, same-day trips are only on a space-available basis.

Secondly, there needs to be improved education on the availability of Med-Express services to both health care professionals and social service agency personnel.

Implementation Roles and Responsibilities

ICTC is encouraged to open active dialogue with UCSD personnel regarding coordinated transportation solutions that could increase the number of UCSD patients getting transportation assistance between the Imperial Valley and San Diego. Hospital representatives expressed interest in working with ICTC around coordinated solutions. Options include:
• A once weekly shuttle at no cost to riders, under early discussion within the UCSD hospital strategic planning and administrative staff.

• Potential for expansion of an existing service, specifically Med-Express, to bring more Imperial Valley riders to USCD medical offices. This could involve some type of partnership with ICTC whereby USCD Health Services helps to fund a service expansion of Imperial County’s non-emergency medical transportation capability.

• Pursuit of a 5310 grant, possibly by UCSD or in collaboration with ICTC, for capital and operating support; ensuring operation of any rural-funded transportation service of at least 20 hours per week would be necessary in order to be eligible for Caltrans 5310 funding.

ARC Imperial Valley is the contractor the Med-Express service under a contract with IVTC. ICTC would require changes to the Med-Express service when a new RFP for service is next issued. The scope of work would include at least the first two project elements described above. Marketing and promotion of the Med-Express program could either be a function of the ICTC organization as a whole, or could be a responsibility of the contracted Med-Express provider with the expectations specifically set forth.

Strategy 2.2: Implement the Red, Orange, and Purple Lines identified in the Short Range Transit Plan (SRTP) as funding allows.

Objective and Purpose
The strategic implementation of the Red, Orange, and Purple routes recommended in the 2012 SRTP would provide additional local, neighborhood-level mobility options to low-income, disabled, and senior individuals, primary population targets of the Coordinated Plan. These services should only be implemented when the updated financial plan recommended in Strategy 1.1 is sustainable over a five-year period.

Proposed Strategy Elements
The 2012 SRTP included recommendations for implementing two community circulators in Imperial and Calexico, and an intercity connector route between Imperial, El Centro, and Imperial Valley College. The new services are described below:

The Red Line is the Imperial Circulator. According to the SRTP, the Imperial Circulator would be operated on weekdays with hourly headways and have an annual cost of $285,619 in 2011 dollars. The Red Line was recommended in Phase I of the SRTP improvements, but implementation has been delayed. Implementation is dependent on sufficient FTA 5307 funding and an implementation timeframe is not available at this time.

The Orange Line is the Calexico Circulator. Implementation of the Orange Line Circulator was recommended in Phase III of the SRTP implementation plan, in FY 2015/16 or FY 2016/17. The Orange Line would also operate weekdays only with hourly headways at an anticipated cost of $285,619 in 2011
dollars, according the SRTP. Implementation is dependent on sufficient FTA 5307 funding and an implementation timeframe is not available at this time.

The adopted Short Range Transit Plan also recommends implementation of the Purple Line, a connector route among Imperial, El Centro and Imperial Valley College. The SRTP assumes one bus operating 13 hours daily on weekdays only, also at a cost of $285,619 in 2011 dollars.

**Historical Background**

The Red and Orange Line Circulators were part of the Imperial County Transit Vision. This long-range transit plan was meant to guide more focused planning efforts to determine specific routes and service levels. A Red Line feasibility study has been completed. The Purple Line was recommended as part of the 2012 Short Range Transit Plan.

**Implementation Roles and Responsibilities**

The decision and timing of implementation of the Red, Orange, and Purple Lines will be a decision of the ICTC Board, with a recommendation from staff based on available funding resources. Once approved, a work-scope amendment with First Transit will be required to implement the service.

**Strategy 2.3: Implement Saturday service on circulators as identified in the SRTP when financially sustainable.**

**Objective and Purpose**

Existing service on the Blue, Green, and Gold lines is from Monday to Friday. The provision of Saturday service on all community circulators would expand mobility options for target populations in Imperial County.

**Proposed Strategy Elements**

The 2012 SRTP has the following recommendation:

“In Phase Three, the circulators and the Purple Line Connector are also proposed for introduction on Saturdays, for the eight hour period from 10:00AM to 6:00PM to provide local circulation in Brawley, Calexico, El Centro and Imperial, as some local circulation provided by the current intercity routes would have been removed due to route realignment. Each Saturday, 48 additional hours of service would be operated. The increased cost of the service would be $4,140 per Saturday or $215,280 annually.”

An added consideration should be that individual local circulators should achieve a minimum productivity and fare-recovery threshold on weekdays before Saturday service implementation is considered.
Implementation Roles and Responsibilities
The decision and timing of implementation of Saturday service will be at the discretion of the ICTC Board, with a recommendation from staff based on available funding resources. Once approved, a work-scope amendment with First Transit will be required to implement the Saturday service.

Strategy 2.4: Continue to address capacity issues on Calexico and IVT routes as identified in the SRTP, as funding allows.

Objective and Purpose
The implementation of 35-minute frequencies on Route 1 between El Centro and Calexico, as well as enhanced service on the 21 and 22 IVC Express routes, has provided more direct and convenient service for IVT passengers traveling between Calexico, El Centro and IVC.

The purpose of this strategy is to implement the SRTP recommendation to “continue to address capacity issues on Calexico route” in order to improve mobility options for low-income, disabled, and senior individuals.

Historical Background
The 35-minute headway service on Route 1 was initiated in October 2013. In August 2014 there were 35,119 monthly passengers. Overall ridership on IVT routes was 611,926 in FY 2012/13 and increased to 813,009 in FY 2013/14. Even though the 35-minute headways were implemented mid-way through the fiscal year, the 35-minute service and improved service to Imperial Valley College contributed to a significant proportion of ridership growth.

Market Research
When IVC is in session, there are capacity issues between Calexico and IVC. The consulting team rode one bus that was at full capacity.

Potential Strategy Components
The 2012 SRTP stated: “Currently, ‘shadow buses’ (or ‘second sections’ in the operating schedule) are used on the Calexico routes (Intercity Route 1 and IVC Express Route 21) at times when crowding is anticipated to be a problem. These two routes often exceed the scheduled vehicle capacity, particularly during certain times of the year (such as at the beginning of the semester at IVC), and without ‘shadow buses’ some passengers would be left waiting at the curb. Continued provision of the ‘shadow buses’ will provide a foundation for the service increases on these routes proposed for Phase Two, but ensuring that ridership demand can continue to grow without the constraint of space onboard a single vehicle (per trip). This recommendation does not represent a change in cost, ridership or hours to the current system, although if ridership continues to grow additional ‘shadow bus’ trips may be required.”

Implementation Roles and Responsibilities
Additional trips on Route 1, 21, and 22 will be dependent on funding availability for IVT services.
Strategy 2.5 Develop a bus stop and path-of-access improvement program to support mobility of the Coordinated Plan’s target groups, and implement as funding allows.

**Objective and Purpose**
Developing a prioritized bus stop and path-of-access improvement program will provide important passenger information, provide passengers shelter from the Imperial Valley heat, and provide better accessibility to and from the bus stop and key activity centers.

**Historical Background**
In July 2014, the Imperial County Transportation Commission adopted a *Bus Stop Design and Safety Guideline Handbook*, prepared by Nolte Vertical Five and Manuel Oncina Architects. The guidelines provide street bus stop guidelines for:
- Bus-stop location and placement
- Bus Turnouts
- Bus layover stops
- Sidewalks, ramps and accessibility requirements
- Bus-stop signage
- Street bus-stop signage
- Maintenance and permitting considerations

Previously bus-stop locations, signage, and shelters were developed in general terms without specific guidelines as part of Short Range Transit Plans, individual community circulator studies, and by IVT staff. The new guidelines provide a systematic approach to bus stop improvements.

**Market Research**
Numerous stakeholders noted a need for expanded shelter from the sun and wind. Specific areas where stakeholders see need for shelters and benches include:
- IVT’s Blue Line locations with nearby restaurants and the bowling alley.
- Remote-zone communities where the bus comes infrequently for waiting passengers.

Lighting around stops and benches was noted as important for older persons’ sense of security. When it is dark by 5 p.m., lighting helps to enhance feelings of safety. Senior services and nutrition-program managers report that older adults express various safety concerns while using public transit.

Stakeholders also provided input on the lack of bus-stop signs at some IVT stops. Need was expressed for better information at bus stops, especially for low-frequency routes. This is addressed further in Strategy 5.3.

Stakeholder outreach and field observations indicate significant numbers of cyclists and pedestrians who would benefit from improved paths of access. ICTC is currently conducting a *Transportation Access Study of the California/Baja California Border* to identify strategies to improve safety for cyclists and pedestrians.
Potential Strategy Components
ICTC will be releasing a RFP in the near future to hire an engineering firm to develop a prioritized list of bus-stop improvements. The priorities developed should take into account the needs of the elderly, disabled, and low-income individuals who are the Coordinated Plan’s target populations.

Developing a capital improvement program over a multi-year period will be a critical component of the implementation strategy for the bus-stop improvement program.

Implementation Roles and Responsibilities
The implementation of the bus-stop improvement program will be the responsibility of ICTC. The SSTAC, however, should provide input to the prioritized list of bus-stop improvements and the funding priorities for the capital improvement program.

Goal 3 – Continue to build collaborative partnerships to leverage available mobility options for Transportation-Disadvantaged Populations.

Strategy 3.1: Establish a mobility management function for Imperial County to move coordinated plan goals forward.

Objective and Purpose
It is recommended that a full-time Mobility Manager position be established in Imperial County. Mobility Management will enable implementation of some selected strategies and the monitoring progress of other strategies recommended in the Coordination Plan. This function benefits from a mix of skills and attributes: practical experience with program development and program management, significant communications and collaboration expertise, grant-writing capabilities, and reporting and record-keeping skills. The mobility management function will involve regular interaction with human service agency personnel, the transportation contractors, and the public ridership.

Effective mobility management will support bi-directional communication: one, helping agency personnel better understand the constraints under which public transit operates; and two, informing public transit planners about new or developing target population needs learned through communications with riders and agency personnel.

Historical Background
Mobility management was first identified as an activity eligible for funding through prior transit authorizing legislation, MAP-21, and continues as an eligible project under FTA 5310 funding. Mobility management is the process of using coordinated transportation resources to meet the mobility needs of
individuals. Mobility management takes coordinated transportation to the next step – helping individuals find appropriate mobility options among shared community resources.

Mobility managers are the human infrastructure that can help to bring about the coordinated projects envisioned to improve mobility. Therefore, it is important to Imperial County’s development of its coordinated initiatives to have a local focal point, through a mobility management function.

**Market Research**
ICTC’s existing SSTAC membership includes major human service and education agency representatives. This group does serve as a focal point for exchange at policy levels and about forthcoming changes. However, additional information needs exist, as evidenced by online staff comments at the El Centro Medical Center Hospital, with Clinicas de Salud, at county offices of Veterans Affairs, Public Authority and others. Agency staff report varying levels of awareness of public transportation: 33% indicated they are not very familiar and 11% not at all familiar, so four in ten persons lack a working knowledge of local transit.

Additionally, the agency E-survey, with responses reflecting a caseload of 12,000 persons – and even given some duplication among these – is indicative of interest and concern for transportation. Transportation needs are communicated to agency personnel and reported in this Coordinated Plan. These can also be communicated to a Mobility Manager, through a variety of methods to inform the SSTAC and ICTC planning process for local transportation improvements. Such exchanges can aide in setting priorities about the use of scarce transit funding, as the human services personnel continue to learn about public transit’s operational constraints, particularly in relation to fare-recovery requirements. They can help to promote low-productivity, lifeline transit services.

**Mobility Management Strategy Components**

**Functional Responsibilities**
An Imperial County Mobility Manager function would have at least ten areas of responsibility:

1. Educate Imperial County residents on both public transportation and human service mobility options available to them.
2. Educate the stakeholders, line management and caseworkers that interact directly with clientele who may be transportation disadvantaged and who need information on public transportation in Imperial County, and the changes or developments around those.
3. Administer the ADA certification and eligibility function for ICTC and IVT.
4. Administer other Section 5310-funded projects, for example a targeted mileage reimbursement program.
5. Assist with Section 5310 local review process and the provision of limited technical assistance in its biennial cycle.
6. Assist with administration of ICTC’s Americans with Disabilities Act eligibility and certification processes.
7. Sustain existing and develop new coordinated mobility projects, including securing or leveraging funding for these, from among partner agencies and targeted grant sources.
8. Undertake grant writing, budgeting, development, implementation and maintenance of selected transportation initiatives.
9. Collect performance data and report on outcomes of coordinated transportation projects and areas of continuing unmet need.
10. Provide limited technical assistance to human service agencies participating in the Section 5310 program or who are providing other coordinated transportation services.

Program Administration
The administration of the ADA certification and eligibility processes will be driven by ICTC’s study on these topics and its recommendations could be moved forward, in part, by a Mobility Manager.

Outreach-oriented activities administered by the Mobility Manager will focus on informational sessions with key agency stakeholders and their staff, including those contacted through this Coordinated Plan update process. These will serve to inform them of key developments with Imperial Valley Transit and other transportation programs. Topical areas for such sessions could include:

- Reporting on new developments by IVT and other public transportation programs administered by ICTC.
- Hearing about experiences with transportation services and implications of these in communicating with constituents, for example about transfer experiences, fare payments or new driver-related policies.
- Reviewing relevant findings or recommendations from surveys or studies.
- Reviewing service quality indicators from surveys and discussions with local groups.
- Recommending priorities for transportation options and changes in local communities.
- Discussing proposed new services as these relate to the needs and priorities of local communities.

Mileage reimbursement program administration discussed as Strategy 4.3 to aide in door-through-door transport could, to a greater or lesser extent, be a responsibility of the Mobility Manager. Imperial County agencies, such as the Area Agency on Aging or the County In-Home Supportive Services Program and others may choose to become a sponsor organization. The Mobility Manager may only be responsible for data collection or could play a larger role around implementation.

Technical assistance to any 5310 grantees or any sub-recipients that may develop could be a role of the Mobility Manager. Where such additional programs help to improve the transportation choices of the Coordinated Plan’s target groups, ICTC will need to develop a liaison function to help ensure that these agencies are complying with federal law and FTA requirements.

Implementation Roles and Responsibilities
The Mobility Manager should be bilingual with strong skills in project management, coordination, project delivery, and communication. It will be best served by an individual comfortable working between systems: interact with the transit agency administrators, with agency personnel in need of
introduction to transportation, and the customers who are seeking ADA certification or other service assistance.

It will be important as well that this individual has a strong orientation to record-keeping, and the ability to record and report on outcomes of both his or her own position and those of related mobility projects. It is recommended that this Mobility Manager position be located at ICTC so that a countywide focus can be maintained. Location at ICTC also supports administration of the ADA certification function.

Requesting funding from the Section 5310 Rural and Small Urban Call for Projects is an excellent way to secure at least initial two-year funding for this position.

**Strategy 3.2: Leverage additional funding for expanded services including the student fee program at IVCC.**

**Objective and Purpose**

Over the past years Imperial Valley Transit has expanded service levels and routes to meet the mobility needs of Imperial Valley residents. Traditional local, state and federal funding sources are being utilized to their maximum capacity. For further expansion of service levels, there is a need to leverage additional funding resources in partnership with major activity centers and human service agencies. The overall objective is increase fare-box revenues.

**Potential Strategy Elements**

Students at Imperial Valley College have seen significant service improvements over the past several years. A new transit center at the college has made transit more convenient for students and faculty alike. According to stakeholder interviews conducted for the Coordinated Plan, there continues to be a desire for increased service levels to IVC. One popular option to leverage potential funding sources is a student fee program. In this option, the Student Council at Imperial Valley College would need to approve an increase in registration fees for all students, which would enable all Imperial Valley College students to ride all IVT routes with a valid student ID card. While details on what the fee might be and whether students would approve such a fee, the potential funding and service-level benefits are worthy of further exploration. Other options, instead of an increased registration fee, would be a lump sum paid by Imperial Valley College, such as with Copper Mountain College in the Morongo Basin, or sale of semester passes, as done by Merced College in the Central Valley.

Another option utilized by some transit agencies is to provide contracted services for specific market segments. In this model, the activity center or social service agency guarantees the sales of specific amounts of transit passes in return for a route extension or expansion of the service span. Mendocino Transit Authority is utilizing this model for a social service agency and Redding Area Bus Authority (RABA) for a major employment location.
A third component of leveraging additional funding could be increased sales of ticket booklets to students, and social service agencies for their clients. This might include greater promotion to the array of social service agencies contacted in this Coordinated Plan.

Finally, online sales are becoming increasing popular and well utilized by consumers. Currently, ticket booklets are available at city halls, Imperial Valley College, and the IVT office. Online ticket sales can be a more convenient outlet for consumers, but do require additional fulfillment costs. This choice could have a shipping and handling charge if desired by IVT. Bulk purchases of ticket booklets by social service agencies online could make the transaction more convenient and therefore potentially increase sales.

**Implementation Roles and Responsibilities**

The partnership opportunities of this strategy should be led by entities such as the Imperial Valley College Student Body. ICTC needs to clarify that it is open to such private-public partnership that results in additional funding.

ICTC also needs to continue to pursue specialized transportation grant funding and other discretionary grants, as appropriate, to move selected projects under its purview forward. Similarly, the human services network, including public agencies in Imperial Valley, will benefit from seeking funding for specialized transportation projects that enable them to help meet client transportation needs that cannot be met by the public transportation network.

**Strategy# 3.3: Hold annual mobility summits to share ideas and explore coordination opportunities among public, human service and private transportation sectors.**

**Objective and Purpose**

Continuing to build collaborative partnerships to provide more mobility options for transportation-disadvantaged populations should be an ongoing process. Strategy 3.1 addressed the potential for increasing funding partnerships. Strategy 3.2 is meant to provide an annual forum to share ideas and explore an array of coordination opportunities among public, human service and private transportation providers.

An annual mobility summit is also a networking opportunity for both existing and new personnel working full-time or part-time on mobility issues to have face-to-face contact and learn firsthand updates on different agency initiatives and issues.

**Potential Strategy Elements**

ICTC could hire a meeting and outreach facilitator to plan the annual agenda, provide summit location logistics, and conduct advance outreach to ensure a good representation of key stakeholders at the annual mobility summit. Efforts would be made to both strengthen existing coordination activities, broaden participation in coordination efforts, and provide guidance to adoption of new coordination initiatives that have been identified in this Coordination Plan, as well as new initiatives identified based on changing conditions that might be included in future updates of the Coordinated Plan.
The product of the Mobility Summit could be simply the increased learned knowledge of the participants. A more formal product could be an agenda item that provides a prioritized action plan for the coming year. The vendor or ICTC staff could be responsible for follow-up efforts to implement and adopt the action plan priorities. This could be a potential tool for facilitating implementation of many of the strategies recommended in this Coordinated Plan.

**Roles and Responsibilities**
This could become a responsibility of the SSTAC with guidance by ICTC staff. It would need to be reviewed and adopted by the SSTAC as to their willingness to lead the effort for an annual mobility summit.

ICTC would need to take the lead role in developing a RFP and soliciting meeting facilitation services for the mobility summit for perhaps a three-year period. The SSTAC could serve in an advisory capacity to the selected vendor.

**Goal 4 – Provide affordable transportation to transportation-disadvantaged populations**

**Strategy 4.1:** Provide information and referral service for low-income families to social service agencies that provide subsidized transit coupons for immediate needs.

**Objective and Purpose**
IVT has developed a wide network of mobility options for Imperial County residents, including IVT, IVT Access and IVT Ride. The fare structure provides reasonably priced public transportation with a simplified fare structure. Many social service agencies provide subsidized transportation. The primary objective of this strategy is to provide an information and referral service that can connect individuals with a valid mobility need to access. Those who cannot afford IVT services to access a social service agency can provide a ride ticket voucher and have the necessary mobility to complete a critical medical or social-service agency appointment.

**Market Research**
American Community Survey data about vehicle access may indicate transit dependency, since 4% or almost 700 households do not. 12% of the households with vehicles are three- or four-person households. The absence of a vehicle in a household may limit an individual’s ability to access employment, medical care, or to complete activities of daily living.

Stakeholder interviews identified multiple factors that point to transit dependence among Imperial Valley residents, including meal home-delivery to 1,400 individuals; multiple social service agencies reporting bus-pass subsidy programs to help address affordability concerns of clients; and staff reporting that half to two-thirds of older adults come to nutrition-site locations on public transportation. Additionally, various agencies reported caseloads of economically disadvantaged persons.
Individuals responding to the intercept survey reported riding the bus for all trip types: 28% of respondents use transit for shopping trips, 27% for work trips, 27% for school trips, and 26% for medical trips. These same respondents also commented on difficulty to make a trip based on transportation access. 13% reported “Often Difficult” due to lack of transportation for shopping trips; 19% reported “Often Difficult” for work trips; and for school trips 13% reported “Often Difficult” due to transportation.

**Potential Strategy Elements**

The social service agencies that currently provide subsidies of transit tickets could be included in the AAA Transportation Resource Guide. For example, California Children’s Service is a state program for children with health issues that can provide tickets on Med-Express services, but many health workers are not knowledgeable that Med-Express even exists. Better information is needed on what financial assistance is available to individuals with a critical mobility need for a medical appointment in San Diego, for example.

Most existing social service agencies have established means testing in order to provide financial assistance to clients. However, there are also individuals who are not part of a social service agency network, or their eligibility is in progression, and they need public transportation to a critical appointment. One potential strategy is for a private non-profit to provide the necessary screening and funding for a charity-provided ride to a critical appointment. This could be modeled after the longstanding Los Angeles County Immediate Needs Transportation Program (INTP).

**Immediate Needs Transportation Program in Los Angeles**

The Immediate Needs Transportation Program provides subsidized taxi service and/or a transit subsidy for Los Angeles County residents with limited resources who have a transportation need and no other resources to meet that need.

The service is made available throughout Los Angeles County via a wide range of not-for-profit and government agencies that distribute taxi coupons, transit tokens and/or scrip to their clients. Los Angeles County Metropolitan Transportation Authority’s Metro service provides funding for this program. In Imperial County, there are several possible funding options, including charitable donations and a small amount of Local Transportation Funds possibly matching charitable donations.

The Immediate Needs Transportation Program is built upon a cooperative partnership between the two lead agencies: FAME Assistance Corp. (FAC) and the International Institute of Los Angeles (IILA). Each operates under an agreement with Metro, shares in major decision-making related to the program’s direction, manages the program in its own geographic area, and reports directly to Metro.

**Roles and Responsibilities**

A willing and able private nonprofit agency would need to be the lead for such a potential future project. The nonprofit agency would need to have strong community support for a successful project.
Strategy 4.2: Enhance carpool and vanpool matching capabilities for origins and destinations not well served by IVT.

Objective and Purpose
The primary purpose of this strategy is to build on the extensive utilization of ridesharing by transportation-disadvantaged populations, by providing tools to assist with ridesharing for trip origins and destinations not well served by Imperial Valley Transit.

Background
According to the 2012 American Community Survey of employed individuals 16 years of age and older, approximately 633 (1.2%) individuals in Imperial County utilize public transportation, 5,661 (12.1%) carpool or vanpool, and 46,719 (88%) drive alone. While the American Community Survey has a margin of error, the order of magnitude of individuals who carpool or vanpool to work compared to public transportation is significant.

For non-work trips, data for Imperial County is not available. However, from surveys conducted in rural areas by the consulting team, the utilization of carpooling for trips for medical appointments is significant. While much of the carpool activity is with family members, there is a reasonable amount of neighbors helping neighbors to provide rides to medical appointments. Given the geography and climate of Imperial County, there is likely a significant amount of ridesharing activity for non-recurring trips such as medical trips.

There are a number of recent developments in the rideshare and vanpool industries related to advancing technology and software applications. These services and projects have potential – as in the case of CalVans – to improve Imperial County residents’ transit choices.

CalVans and Vanpool Capability
CalVans has a network of farmworker vanpools in Imperial County on a seasonal basis. Approximately 120 vanpools are currently operational in Imperial County. On the CalVans website (http://www.calvans.org/), its ride-matching program allows users to input the origin and destination to determine if an available vanpool is available for their commute. The site and vanpools in general are for regular commutes. Nationally some vanpool programs allow for occasional riders on a space-available basis. The CalVans site at the top of the page has a Spanish or English language flag for easy conversion to Spanish. ICTC might wish to monitor the Authority’s activities and consider participating at the Board of Directors’ level, if the CalVans program continues to grow in Imperial County.

Ridesharing Internet and Mobile Apps
There are a growing number of ridesharing apps that are increasingly utilized by the general population, but more extensively by younger individuals in their 20s and 30s. Zimride, Lyft, and Uber are some of the most popular. While college students and younger people are utilizing many of the ridesharing apps,
they may become future ridesharing options for some non-recurring trips in the Imperial region for transportation-disadvantaged populations. While the applications are not yet designed for most individuals who are transportation-disadvantaged in Imperial County, their features are described in order to show the potential of non-recurring ridesharing using technology.

**Zimride** is a ride-matching program that is quite popular for college campuses. It utilizes Facebook as a primary access point. This enables potential rideshare partners to “check” each other out via Facebook. It enables students to rideshare on a part-time basis to fit irregular schedules. The formal ridesharing services designed for college campuses, and some major employers such as Genentech and Gap, are fee-based for the college, university, or major employer.

Important for Imperial County, Zimride has a free ride-matching service that is utilized for long-distance rides, for example from El Centro to San Diego. The drivers set the price for riders. This service is set up like a college campus ride-board with posters offering rides or wanting a ride from an origin to a destination.

**Lyft** (lyft.com) is a ridesharing app that is designed for non-recurring trips. This relatively new service is currently not available in the Imperial Valley, but is available in San Diego, Riverside and San Bernardino counties. It is not known if Lyft or Uber (described below) will expand to Imperial County in the future, but the information is provided as both services have been expanding rapidly. The potential user needs to have a smart phone, credit card and email address to register. The credit card is for payment of the ride, as the driver accepts no cash. After uploading the app on the smart phone and enabling the location feature, the user logs onto the site with a Facebook account or the user’s email and password. When ready to request a ride for a trip, the user just hits a button, “Request Lyft,” on the smartphone app. The app searches for nearby ridesharing drivers who have registered with Lyft. These drivers have gone through a background check, DMV printout, and a Lyft staff review of the car that will be utilized for the ride to check the vehicle status, including the wear and tear of tires. Drivers are covered by $1,000,000 general liability insurance policy. When a ridesharing match is located, the app shows that a particular driver will arrive in say eight minutes. The picture of the driver and the type of car that will pick up the rideshare user is shown.

A consulting team member has utilized this app successfully in metropolitan areas and suburban areas for non-recurring ridesharing. The smart phone updates the location of the car that will pick up the user in relationship to the pick-up location. Drivers tend to be individuals wanting additional part-time income, and the site advertises that drivers earn about $35 per hour on average. The success of the app for non-recurring ridesharing is dependent upon the density of drivers available.

The **Lyft** smartphone application is targeted to young people who utilize social media. In talking to numerous drivers, most rides are by young people going to and from a bar, but also for shopping and other recreational trips. Many of the millennial demographic group
that utilize such a rideshare service do not own a car, so in that regard this strategy could meet a need of some Imperial County residents. The cost is $2.50 for a pick-up and $1.60 per mile with a minimum of $6 per ride. Once the ride is complete, both the driver and rider rate the experience. Prior ratings are shown before both the rider and driver accepts the trip. A receipt is sent via email to the rider and there are no cash or credit card transactions in the vehicle.

**Uber (uber.com)** is a competitor of Lyft and is currently available in 40 countries and in many metropolitan U.S. cities, but is currently not available in the Imperial Valley.

**Ridescout (ridescout.com)** is an application that provides an overview of real-time information on the availability of transit, ridesharing, taxi, carshare and bike-share options for the origin and destination of a trip. It compares the costs and travel times of various mobility options. This service is currently not available in the Imperial Valley, but is available in San Diego and could be available in Imperial Valley sometime in the near future.

There are increasing numbers of ridesharing vendors in the marketplace. Several offer options for multimodal choices including transit, carpools and vanpools depending on the origins and destinations of the specified trip.

**Potential Strategy Elements**

The potential strategy is to develop a ridesharing capability for recurring and non-recurring trips with multilingual access. The ridesharing application would be targeted at the transportation-disadvantaged population. A RFP would be developed that would include several features that could help fill mobility gaps in Imperial County:

- An electronic ride-board for rides to and from major medical centers, clinics, and social service agencies in Imperial County.
- Development of a multi-modality trip-planning platform that would include carpool, vanpool, bicycling, and IVT options for trips individuals might take. An example of a multi-modality trip planner available as a software package can be found at [http://rideamigoscorp.com/products](http://rideamigoscorp.com/products).

**Roles and Responsibilities**

Private vendors such as Lyft, Uber, and Ridescout have been expanding rapidly in more urbanized areas. The decision to expand to small, urbanized areas such as El Centro will be a business decision of these private for-profit companies. It’s important to stress that this strategy is potential, like the other strategies, to fill mobility gaps in Imperial County. As noted elsewhere, ICTC may wish to develop its role and relationship with the CalVans public authority, in light of the growth of its vanpool program within Imperial County.
Strategy 4.3: Establish a targeted mileage reimbursement program to assist with door-through-door transportation.

Objective and Purpose
Developing a capability for individualized transportation to assist frail individuals with door-through-door transportation will serve important needs. Older adults and persons with disabilities can be aided by a modified mileage reimbursement program, adapted from the successful national TRIP model developed in Riverside County, to a version likely to work in the Imperial County environment. The objective of this strategy is to establish a low-cost mileage reimbursement program that could provide additional trips to individuals who cannot use existing public transit either because of health conditions or distance from the needed services.

Mileage reimbursement programs, often relying upon volunteer drivers, are low-cost transportation alternatives that can improve mobility of those Imperial County residents where there are no transit services, or for those too frail or whose trip-making is too complicated to be served by public transit. Adapting a successful mileage-reimbursement program model is proposed to utilize the capabilities of the county’s In-Home Supportive Services personnel.

Historical Background
The volunteer driver, mileage reimbursement construct presented here is adopted from Riverside County’s TRIP, which has become a national model of such programs. It is a project of Riverside County’s Independent Living Program (www.ILPconnect.org/TRIP), but could be modified to work initially – and perhaps exclusively – with In-Home Supportive Services contractors who work directly with clients enrolled in IHSS.

Figure 30 below shows the basic program elements: the sponsoring organization(s), the enrolled riders and the volunteer drivers that these riders locate. The mileage reimbursement is paid to the enrolled rider who, in turn, pays the driver that he or she has located. An adaptation of this model for Imperial County could begin with the county’s IHSS program, where mileage could be paid to the IHSS worker, either through the enrolled consumer or directly to the IHSS worker through the program. IHSS workers number about 4,500 persons, serving almost 5,000 consumers.

This program model is very scalable to the level(s) of available funding. Mileage reimbursements and the enrollment of participants can be “budgeted” by the number of miles available for reimbursement, as well as by the number of enrolled clients. Mileage reimbursements, budgeted here at $0.35 per mile, can be constrained via trip purpose eligibility or for a minimal level of miles per enrollee per month, or for a certain number of active participants up to relevant budget parameters. The $0.35 mileage reimbursement rate is the same as the successful Riverside County program is operating. It is purposefully below the IRS mileage reimbursement rate of $0.56 for business and above the IRS rate for medical and moving purposes of $0.23. It is meant to cover the operating costs of fuel and maintenance for the volunteer driver.
**Market Research Findings**

Two categories of need were identified in the Coordinated Plan’s market research that point to a modified mileage reimbursement strategy as an effective solution:

1. Hundreds of IHSS workers are involved daily and weekly with a client base that often needs transportation, but this is limited by the fact that the IHSS workers do not receive any mileage reimbursement funding. The clients in this program have been vetted by a significant eligibility process and there is an administrative structure in place to pay these workers.

2. Various agency personnel described consumers who had need for long-distance medical trips, often with a door-through-door component, while intercept-surveyed consumers identified personal trips, including medical, and shopping trips as among those they had the most difficulty due to lack of transportation.

**Proposed Strategy Elements**

**Eligibility Determination of Riders and Trip Purposes Served:** Rider applicants could apply to the program on their own or be referred through a sponsoring organization. For example, where individual riders apply to the sponsor organization and are “accepted” into the program, this will be based upon the agency’s eligibility criteria and organizational mission.

Criteria for enrolling individuals could include:

*Consumer-based eligibility:*

- Is an enrolled IHSS consumer
- Or
- Only one rider per household
- Has no working vehicle or no licensed driver in the household
• Defined by certain zip codes or geographic designators

**Trip-based eligibility**: Another approach could focus tightly on certain trip types, for example require that all approved trips be for medical purposes. In this instance, riders who are older adults, persons with disabilities or even parents of children could all be eligible for volunteer mileage reimbursement for enrollees traveling to medical appointments.

Again, driven by the mission of the sponsoring organizations, eligibility determination for an Imperial County mileage-reimbursement program will be based upon whose trip needs can be met and may also be based upon the trip purpose, such as health care.

**Application Review Process**: In accepting individuals into the program, an applicant review committee is formed to consider requests against the program’s eligibility criteria and in relation to its budgeted capacity. The eligibility review will consider the allocation of resources on a monthly basis in relation to a “cap” on miles. Ensuring that no more than “x” number of miles per month are approved is critical to managing the overall program budget. This process also means there is some necessary prioritizing of individual needs, again pointing to the importance of balancing certain trip types such as medical, but possibly in conjunction with basic life-sustaining trip purposes such as grocery shopping.

An applicant review committee can process and review applications on a monthly basis, establishing a review cycle as fully completed applications are reviewed and determinations made within three weeks of receipt.

Again, emphasis can be placed on the budgeted resources, allowing new participants or new trips into the program only as financial resources allow.

**Implementation Roles and Responsibilities**
Several sponsor organizations are potential. Ideally, if this were run in conjunction with the county’s IHSS program, the county would administer the program. There are examples of this, as with San Bernardino County’s Trip Reimbursement Escort Program (TREP), a similar mileage-reimbursement program administered by the county’s Department of Aging and Adult Services. Alternative sponsor organizations could include the Area Agency on Aging, an early sponsor of a similar program in Tuolumne County, or ICTC administered by the envisioned Mobility Manager.

**Goal 5 – Promote and Expand Transportation Information Portals**
This goal considers its strategies as a group, and in relation to some overarching purposes, given that they are all so inter-related.

**Objective and Purpose**
Unlike traveling in a private vehicle, use of public transportation requires a significant amount of understanding, planning and coordination by the rider, including:
• Understanding what transportation services are available, when they operate and how to access them;
• Planning to arrange appointments and destinations around the services that are available;
• Coordination of various systems – demand response and fixed route – to be able to get where one needs to go at a certain time.

Continued attention to methods by which this Coordinated Plan’s target populations obtain information about available transportation services and programs is key to improving their mobility. If they don’t know about the transportation choices, they cannot use it to make a desired trip.

**Current Information Resources and Initiatives in Imperial County**

Importantly, the Imperial County Transportation Commission places a high value on Spanish-language information and translation provided at public meetings to ensure that key documents are bilingual. This goal relies upon continued attention to the bilingual presentation of transit information and transit-related support materials, even as it points to additional communication and information strategies.

**ICTC Website:** From the ICTC website, via the Transit Service link, users can access links to individual websites for various transportation programs available in Imperial County.

- IVT Transit [www.ivtransit.com](http://www.ivtransit.com)
- IVT Access [www.ivtaccess.org](http://www.ivtaccess.org)
- Med-Express/West Shores [www.arciv.org/transportation.php](http://www.arciv.org/transportation.php)
- Brawley Dial-a-Ride [http://sunrisedrivingservice.webs.com](http://sunrisedrivingservice.webs.com)
- Yuma County Intergovernmental Public Transportation Authority (YCIPTA) [www.ycipta.org](http://www.ycipta.org)

**IVT Website:** The IVT website is the primary online portal for transit information in Imperial County. It provides schedules and route maps for all IVT routes. All other information must be accessed by downloading a PDF of the printed rider’s guide and manually searching for the desired content. There is a link from the IVTransit.com homepage to IVT Access, but no links to other transportation services such as dial-a-rides or Med-Express.

Currently, the IVT website has a Spanish language option offered. However, not all elements of the website are translated. For example, the Accessibility and About pages are not translated, but the downloadable Rider’s Guide is bilingual.

**IVT Rider Information:** This bilingual, 24-page Rider’s Guide is available at various locations around the county, including the ICTC offices and the new transfer locations in Brawley and in El Centro. It provides detailed schedules, route maps and information about fares, among other topics. The last two pages describe IVT Access, the region’s ADA complementary paratransit service, identifying who is eligible to ride, and how and where the service operates.
Human Service Agency Transportation: There are various information sources about available transportation although most are through the individual programs. Among those identified through this Coordinated Plan update process were the following:

- **The Imperial County Area Agency on Aging** prepares a directory of services annually that includes some transportation information, although the pace of change with IVT services makes it difficult to keep this current. Additionally, the AAA supports local transportation into the Catholic Charities’ congregate meals sites in Calexico, El Centro, Imperial and Brawley, and that is highlighted on its website with more information available through the congregate meals’ site managers.

- **Imperial County Network of Care** provides consolidated information for mental health, aging, and veterans’ services. There is a link there through to the Area Agency on Aging where its congregate meal transportation is discussed. Other county programs with transportation programs that come up on this site include Integrated Treatment Services for Adolescent Dual Disorder and Adult Dual Disorder; Transitional Age Youth Supportive Transitional Services; and Ward Access to Supports and Services. The veterans’ resource page has a link to the state headquarters but nothing about the local pick-up location.

- **ARC Imperial Valley** has a webpage identifying the various transportation services it provides around the county, including dial-a-ride services in West Shores, Imperial, and El Centro. Visitors to the page are invited to call the dispatch phone number for further information.

**Market Research Findings**

Among relevant findings of the Coordinated Plan’s market research were the following:

- The substantial and growing use of IVT services indicates that much of the ridership find and utilize available information sources that include word-of-mouth, radio ads, the Internet, and bus or ride guides.

- The large signs at the Transit Centers are effective and apparently communicate clearly to both English and Spanish speaking riders.

- Many users and user representatives would like more transit schedule information at bus stops and on the buses, as well as signage at stops where the bus-stop sign is no longer in evidence.

- For older adults, agency representatives were not aware of some of the remote-zone or Med-Express transportation services into San Diego County that could serve their aging clients.

- For veterans, the Community Based Outpatient Clinic, the DAV and the Department of Veterans Affairs offices were unaware of Med-Express.

- For residents of Winterhaven, including Tribal members, ready access to information for long-distance trips, as well as connecting transit to YCAT’s Turquoise Route stops in El Centro, would help human service agency staff and riders.

- Website improvements are desired that help with trip planning and better assist users in determining the fare for a specific trip.

- Telephone applications for trip planning are of interest to IVC students and others who have smart phones in high proportion. Knowing when the “next bus” is coming would be valuable to students who are transit dependent.
Information strategies that are geared towards human service agency personnel or to groups of prospective riders, such as at the congregate meal sites, are seen as desirable and useful.

**Recommended Communications Strategies for Closing the Information Gap**

To bridge the information gap we are recommending three strategies:

- **Strategy 5.1**: Integration of all Imperial County transit services into Google Maps and inclusion of a Trip Planner on the IVT homepage.
- **Strategy 5.2**: Development of an online Web portal that will provide access to comprehensive information about local transportation options and programs.
- **Strategy 5.3**: Provision of route/schedule information at bus stops, particularly for low-frequency routes.

Acquiring and understanding transit information can be a significant challenge for transportation-disadvantaged individuals – a population characterized by limited literacy, high levels of limited English proficiency, and the attendant problems of limited income levels. Even for well-educated individuals, such as social service providers and human service agency personnel, lack of familiarity with public transit can make understanding and utilizing a diverse set of transportation services difficult.

**Strategy 5.1 Integrate all Imperial County public transportation services into Google Maps Trip Planner.**

Reading transit maps and schedules is challenging for many people – both transit users and social service providers. Automated trip planners are an effective tool for overcoming this barrier.

For planning transit trips, Google Maps offer a common platform that is familiar to most people. Google Transit can be accessed in dozens of languages and on a computer or mobile device. It allows an individual to easily switch between driving, public transit, biking and walking directions and to zoom in on the map to see the exact location of bus stops.

Imperial Valley Transit is not currently part of Google Transit. To make IVT information available via Google Transit requires that IVT submit its route and schedule information as General Transit Feed Specification (GTFS) files. These files are standardized and enable the Google system to provide IVT-specific answers to anyone asking about a transit trip directly from Google or using a Google Trip...
Planner tool that could be placed on the IVT and ICTC websites. There is no cost for being part of Google Transit, however it is the system’s responsibility to update GTFS data as needed.

Concerns are sometimes raised that some transportation-disadvantaged market segments, such as the elderly, can have problems successfully utilizing Internet sites. Other strategies are included below for more personalized and one-on-one assistance in accessing transportation information. Respondents to the Intercept survey reported that 17% get transit information on the IVT website or City Transit websites. And agency personnel, including the Area Agency on Aging, Imperial County Departments of Behavioral Health and Veterans Affairs, and the Quechan Indian Tribe Community Health Center, among others, expressed interest in a trip-specific capability to enable them to better help their consumers identify and use available public transit.

Strategy 5.2: Develop an online Web portal that will provide access to comprehensive information about local transportation options and programs.

While making countywide transit trip planning easier through Google Transit, and in relation to fixed-route services, will address some needs but it will not resolve the special transportation challenges faced by many transportation-disadvantaged populations and the social service agencies that serve them. To acquire information about the full array of transportation services in Imperial County currently requires accessing several websites and or making many phone calls. To more clearly communicate the diverse array of transportation services and programs that exist in Imperial County, we recommend the expansion of the IVT website to include a Web portal for other transportation services that complement the fixed routes. This would include IVT Access, dial-a-rides, Med-Express, and social services transportation.

Such a portal is often referred to as a “find-a-ride” website as it allows an individual to find transportation options for traveling between two points. A preliminary concept for such a portal, which can be used both by residents and agencies, is illustrated in Figure 31 following.

Find-a-Ride works like a trip planner in that the Web portal asks the user for information about the trip origin and destination and brings back matches from a search of available transportation services.

While some find-a-ride sites are stand-alone websites, we recommend integrating this into the IVT website as a “More Transportation Services” function. IVT and IVT Access are the primary transportation services within the county and the IVT website is already a focal point for transportation information, so we recommend building on this base. In addition to having a clear link to the find-a-ride on the IVT homepage, ICTC may wish to consider a separate domain name that could point to this site, e.g. ImperialFindaRide.com.

Key Features of the Web Portal

These would include:
• **Quick links** to websites or information pages for all major transportation providers and programs in Imperial County.

• **Find-a-Ride Search Tool**: This will be a search function that will allow the user to input their origin, destination and special factors which may qualify them for additional services (e.g. age, disability and trip purpose). It will then return a list of all transportation services that might meet the need. These will be grouped by service type:
  - Public transit fixed-route – IVT
  - Public Paratransit or dial-a-ride services (if the person qualifies) – IVT Access, IVT Ride, City Dial-a-Rides and Med-Express
  - Special transportation services (e.g. social service transportation provided or subsidized by agencies)
  - Private transportation providers (commercial non-emergency medical transportation, private sector city transportation, taxi companies, etc.)

For each service, basic information will be provided (as applicable to the type of service)
  - Service provider and phone number
  - Days and hours of service, frequency
  - Who service is open to
  - Advance reservation requirement
  - Wheelchair accessible
  - Fare or payment options
  - A link to the provider website or to an email address that will allow the searcher to secure complete detailed information

• **Countywide Transit Trip Planner** – The Google Transit Trip Planner should be on the IVT homepage for easy planning of transit trips throughout Imperial County and with connections to YCIPTA. If a person does a find-a-ride search for a trip that can be made on public transit, the results will include the Google Trip Planner with their origin and destination so they can immediately see trip options, including routes, schedules and fares.

• **Multilingual Functionality** – Having information available in Spanish is critical in Imperial County. A clearly visible link at the top of the homepage should allow the entire IVTransit.com website to be viewed in Spanish. This feature will allow the site to be useful both to monolingual individuals and the people who assist them.

• **“Zoomable” County Map** – An optional feature that would greatly enhance the IVT website, as well as the find-a-ride function, would be a “zoomable” countywide map showing transit routes and paratransit/dial-a-ride service areas. A customized Google Map (based on the GTFS data) would show the fixed routes within Imperial County. In addition, DAR and paratransit service area boundaries could be drawn in. An example of a “zoomable” map of this type can be found at
http://sctransit.com/maps-schedules. Currently the IVT website does not include a countywide transit map. This would be an excellent addition for fixed-route users as well as others.

Figure 31 - Online Web Portal Preliminary Concept
Strategy 5.3: Provide route/schedule information at bus stops, particularly for low-frequency routes.

Bus stops can be an effective channel for conveying transit information. They are seen by thousands of people daily – not just transit users but potential users – as they are generally located in major travel corridors. A basic bus-stop sign lets people know which transit is available in a given corridor to a given destination. Enhanced signage or information displays posted at the stop can let potential users see how to actually use the service.

While schedule information is valuable at any stop, it is particularly important on routes with low frequencies where a bus may only come once an hour or even just a few times per day.

For example:

- At a minimum, all bus stops should have basic signage with an international bus symbol, identification of the service provider, and contact information (phone and/or website). The Trinity Transit sign at the right is a basic bus-stop sign providing these minimal elements.

- A second level of information useful at stops is to show what routes serve the stop and where they go. The Mountain Transit sign illustrates this concept, showing the names, destinations and days of service for relevant routes. This customized information is added to the basic sign using vinyl decals.

- For routes with low frequency service, it is very useful to have schedule information provided at the stop. This information particularly benefits new or occasional riders. Detailed schedule information can be easily provided using changeable information panels that accept a standard-sized laminated insert which can be easily produced in-house. These panels can mount to a shelter or existing signpost. When there is a service change, the insert can be quickly and easily replaced.

The information included on the panel can take a number of forms:

- For hourly routes, it can show the minutes past the hour when a particular stop is served.
For rural routes only served a few times a day, it can show the precise times when the bus serves that stop, as well as where it travels and the fare.

- The displays should be highly legible, with a minimum of text and bilingual as needed.

- It is also recommended to provide a stop number as part of the bus-stop signage (example shown at right.) This facilitates the provision of real-time information via phone, text or mobile application.

- At major boarding locations, such as transit centers and Imperial Valley College, larger displays can be utilized to show the multiple routes available. ICTC has already integrated such displays into the new transit centers in El Centro and Brawley.

One addition that would greatly enhance these displays would be a color system map that shows IVT’s entire service area and how the routes connect to form a countywide network.

### 5.4 Summary of Imperial County Coordinated Plan Goals and Strategies

Table 15, following, summarizes the five goals and 17 strategies that are supported by Imperial County’s Coordinated Plan’s outreach efforts. The table presents each goal and the particular strategies by which it can be implemented. The strategy’s purpose is described and then potential projects or activities are enumerated.
<table>
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<tr>
<th>Goal and Strategy</th>
<th>Purpose</th>
<th>Potential Projects and Activities</th>
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<td><strong>Goal 1 – Sustain Enhanced Public Transportation, Human Services and Private Transportation Network in Imperial County</strong></td>
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| **1.1 Financially sustain recent expansion of public transportation services in Imperial County.** | Provide the financial planning necessary to sustain the existing significant array of IVT, IVT Access and IVT Ride services. These existing mobility services are heavily utilized by the Coordinated Plan target populations of seniors, disabled, low-income persons and veterans. Many of the recent service improvements have filled mobility gaps and it is important to retain sufficient service levels to meet the transit demand. | - Update ICTC’s financial plan every two years to ensure that service levels match available funding streams.  
- Assess the new IVT Ride services, within the near term, to determine the financial sustainability of the current service-delivery model, given high levels of unanticipated demand and to identify policy and apply changes indicated to ensure its financial future. |
| **1.2 Regularly coordinate with major human service agencies that directly provide or subsidize transportation.** | In addition to the IVT, IVT Access and IVT Ride services, there is an important array of human service agency transportation provided in Imperial County. It is also critical that these services continue to be supported and sustained in order to meet as many trip needs as possible among the targeted ridership groups in Imperial County. | - Ensure broad representation on SSTAC.  
- Maintain an agency contacts mailing list and network database to identify and communicate with key agency stakeholders.  
- Establish regular, at least annual, forums for human service agencies to exchange transportation issues, in addition to regularly scheduled public hearings. |
| **1.3 Promote FTA 5310 grant-making to public transit and human transportation service providers and** | The primary purpose is to ensure high quality FTA 5310 applications are submitted from Imperial County to Caltrans, as long as it | - Advise agencies of upcoming Section 5310 Call for Projects.  
- Provide limited technical assistance to identify |
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<th>Goal and Strategy</th>
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<th>Potential Projects and Activities</th>
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<td>encourage high quality projects for vehicle replacement, vehicle operations, and mobility management oriented to older adults and persons with disabilities.</td>
<td>administers this rural and small urban Call for Projects. Building capacity among human service agency providers will help to extend the existing public transportation network, particularly for those specialized trips unable to be provided by IVT’s programs. Securing support for appropriate, eligible projects for the public transit provider will extend scarce local dollars.</td>
<td>FTA regulations of relevance. - Ensure that potential projects are “in the Coordinated Plan” - Ensure adequate wheelchair capacity on senior and disability paratransit to move Imperial County’s substantial transportation-disadvantaged population. - Establish a local review process consistent with Caltrans requirements.</td>
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**Goal 2 – Strategically Expand IVT Services to Increase Mobility Options When Financially Feasible**

**2.1 Build capacity for out-of-town medical trips, in partnership with others and to the extent financial resources allow.**

This ensures sufficient capacity on Med-Express, as well as growing new opportunities – such as with UCSD Health Sciences – by which to meet existing and future demand from Imperial County residents to medical appointment in San Diego. This considers future medical trip need, and on a limited basis, into Yuma County for eastern Imperial County residents.

- Develop collaboration with UCSD Health Services planners for additional NEMT capacity.
- Improve Med-Express capacity by establishing a two-van system for northern and southern county areas.
- Implement a reservation system to confirm a guaranteed reservation on the day of the medical appointment.
- Develop and implement a targeted public education campaign to inform medical personnel and agency staff.
- Monitor service and consider needs for additional accessible vehicle capacity, in light of the significant wheelchair ridership.
- Assess potential need for non-emergency medical transportation from the eastern county to Yuma, Arizona.
## Goal and Strategy

<table>
<thead>
<tr>
<th>2.2 Implement Red, Orange and Purple Lines, when financially viable.</th>
<th>Purpose</th>
<th>Potential Projects and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>The strategic implementation of the Red, Orange and Purple routes recommended in the 2012 SRTP would provide additional local, neighborhood-level mobility. These services should be implemented when the updated financial plan of Strategy 1.1 is sustainable over a five-year period and assures a solid financial footing.</td>
<td>- Establish five-year sustainable funding levels while assuring ridership can sustain key performance measures, including fare-box revenue. - Implement services in a phased plan, consistent with funding projections, along with a public information campaign.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2.3 Implement Saturday service on circulators as identified in the Short Range Transit Plan (SRTP) when financially sustainable.</th>
<th>Purpose</th>
<th>Potential Projects and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing service on the Blue, Green and Gold lines is from Monday through Friday. The provision of Saturday service on all community circulators will expand mobility options for target populations in Imperial County.</td>
<td>- Ensure that weekday service levels have achieved targeted performance standards, including fare-box revenue that will make Saturday service viable. - Establish five-year sustainable funding levels while assuring that Saturday ridership can sustain key performance targets. - Implement services in a phased plan, consistent with funding projections, along with a public information campaign.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2.4 Continue to address capacity issues on Calexico and IVT routes as identified in the SRTP, as funding allows.</th>
<th>Purpose</th>
<th>Potential Projects and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>The implementation of 35-minute frequencies on Route 1 between El Centro and Calexico, as well as enhanced service on the 21 and 22 IVC Express, has provided more direct and convenient service for IVT passengers traveling between Calexico, El Centro and IVC. This addresses capacity issues on the Calexico route in order to improve mobility.</td>
<td>- Establish “shadow buses” for Calexico routes at times when crowding is anticipated, which can be implemented dependent on the availability of funding.</td>
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</tr>
<tr>
<td>Goal and Strategy</td>
<td>Purpose</td>
<td>Potential Projects and Activities</td>
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</tr>
</tbody>
</table>
| 2.5 Develop a bus stop and path-of-access improvement program to support mobility of the Coordinated Plan target groups, to implement as financial resources allow. | Developing a bus stop and path-of-access improvement program will provide passenger information, provide passengers shelter from Imperial Valley heat, and provide better accessibility to and from the bus stops and key activity centers. | - Move forward the Bus Stop Design and Safety Guideline Handbook with procurement of an engineering firm to assess stops and adjacent paths-of-access for purposes of developing needs and costs.  
- Ensure inventory process creates needed GTFS files for use by Google Transit.  
- Involve the SSTAC and key agency stakeholders in developing a prioritized list of bus-stop improvements.  
- Establish a phased multi-year implementation plan that accommodates available funding. |

**Goal 3 – Continue to Build Collaborative Partnerships to Leverage Available Mobility Options for Transportation-Disadvantaged Populations**

| 3.1 Establish an Imperial County Mobility Management function to move the Coordinated Plan Goals forward. | Establishing a full-time Mobility Manager with countywide responsibilities will assist in the implementation of selected strategies and in monitoring the progress of other strategies recommended by the Coordinated Plan, moving towards its overall goal of improved mobility for older adults, persons with disabilities, persons of low-income and military veterans. | - Secure funding for a countywide Mobility Manager associated with ICTC.  
- Develop a work plan to undertake priority activities.  
- Assist in implementing ICTC’s ADA study certification recommendations  
- Develop agency personnel educational strategies about transit and specialized transit available.  
- Seek funding for and administer other priority projects consistent with the Coordinated Plan and ICTC policies. |
<table>
<thead>
<tr>
<th>Goal and Strategy</th>
<th>Purpose</th>
<th>Potential Projects and Activities</th>
</tr>
</thead>
</table>
| 3.2 Leverage additional funding for expanded transportation services. | Over the years, Imperial Valley Transit has expanded service levels and routes to meet the mobility needs of Imperial Valley residents. Traditional local, state and federal funding sources are being utilized to their maximum capacity. For further expansion of service levels, there is need to leverage additional funding resources in partnership with major activity centers and human service agencies. The overall objective is to increase fare-box revenues. | - Undertake a study of student fare options for Imperial Valley College students, involving the college and key stakeholders.  
- Assess the feasibility of guaranteed sales of specific amounts of transit passes for route extensions or service area expansion.  
- Increase sales of passes and tickets by increasing the number of locations where ticket booklets can be purchased.  
- Develop an online ticket sales capability. |

| 3.3 Hold annual mobility summits to share ideas and explore coordination opportunities among public, human service and private transportation sectors. | Continuing to build collaborative partnerships to provide more mobility options for transportation-disadvantaged populations must be an ongoing process. Providing for an annual forum to share ideas and explore new coordination opportunities will benefit public, human service and private transportation agencies and organizations. | - Secure assistance in planning the format and in the conduct of the first such summit.  
- Develop a written summary of that summit’s output, for broader distribution.  
- Involve the Mobility Manager in conducting regular annual summits. |

**Goal 4 – Provide Affordable Transportation to Transportation-Disadvantaged Populations**

<p>| 4.1 Provide information and referral service for low-income families to social service agencies that provide subsidized transit coupons for immediate needs. | IVT has developed a wide network of mobility options for Imperial County residents and visitors with reasonably priced fares. Many social service agencies subsidize transportation. This strategy is to provide an | - Examine feasibility of an Immediate Needs Transportation Program (INTP) to be provided with a subsidized taxi trip and/or a transit subsidy, adapting for Imperial County a successful Los Angeles County program model, |</p>
<table>
<thead>
<tr>
<th>Goal and Strategy</th>
<th>Purpose</th>
<th>Potential Projects and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal and Strategy</strong></td>
<td>Information and referral service that can connect individuals with a valid mobility need who cannot afford IVT services to an agency that can provide a ride ticket voucher. This could enable the individual to make a critical medical or social service visit.</td>
<td>to include information and referral components. - Explore sponsorship of this program by key stakeholder agencies including Area Agency on Aging or selected county departments. - Secure funding and establish a pilot project.</td>
</tr>
<tr>
<td><strong>4.2 Enhance carpool and vanpool matching capabilities for origins and destinations not well served by IVT.</strong></td>
<td>This strategy builds upon the existing, extensive utilization of ridesharing by transportation-disadvantaged populations to provide tools to assist with ridesharing for trips where origins and destinations are not well served by IVT. It encourages ICTC’s participation in the CalVans public transportation authority to support low-cost vanpool options for Imperial County.</td>
<td>- Under Mobility Manager direction, undertake an RFP process to identify the appropriate rideshare model for Imperial County’s disadvantaged populations, including an electronic rideshare board and the development of a multi-modality trip planning platform that could include carpool, vanpool, bicycling and transit options open to an individual. - Expand CalVans vanpool for agricultural workers for low-cost, shared-ride long-distance work trips. Identify how this can also increase IVT’s share of FTA Section 5307 funding by increasing the passenger miles reported to NTD and consider ICTC’s ongoing participation with the CalVans organization.</td>
</tr>
<tr>
<td><strong>4.3 Establish a targeted mileage reimbursement program to assist with door-through-door transportation.</strong></td>
<td>A mileage reimbursement program, targeted to selected driver pools such as the In-Home Supportive Service workers, can provide needed door-through-door transportation. This can serve persons too frail to use public</td>
<td>- Identify a sponsorship or coordination partner and pursue funding for a mileage reimbursement program, akin to Riverside County’s TRIP program, to use existing IHSS workers as a volunteer driver pool, enabling</td>
</tr>
<tr>
<td>Goal and Strategy</td>
<td>Purpose</td>
<td>Potential Projects and Activities</td>
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</tr>
<tr>
<td>Goal 5 – Promote and Expand Transportation Information Portals</td>
<td>transportation or those who are living in areas not served by IVT programs. These low-cost trips relieve already economically disadvantaged persons from paying otherwise high-priced private transportation for long-distance trips.</td>
<td>them to provide limited transportation support.  - Undertake the TRIP training and adapt that model for Imperial County purposes.  - Implement a pilot program to test its feasibility for expanding to a larger portion of IHSS workers and other driver pools.</td>
</tr>
</tbody>
</table>

### 5.1 Integrate all Imperial County public transportation into Google Maps Trip Planner.

This addresses the complexity of planning a public transit trip through an automated trip planner that can be used by consumers with Internet access and by agency personnel assisting clients. Google Maps is a common platform familiar to most people, and Google Transit is a part of it so it’s accessible in dozens of languages. It allows a person to switch between driving, public transit, biking and walking directions.

- IVT can develop and submit its route and schedule information as GTFS files (General Transit Feed Specification) to Google Transit for use in smart phone applications and by Internet users  - While there is no cost for being part of Google Transit, it is the system’s responsibility to update GTFS data as needed.

### 5.2 Develop an online Web portal that will provide access to comprehensive information about local transportation options and programs.

Google Transit will address some needs, specifically in relation to IVT fixed-route services; it will not resolve the special transportation challenges faced by many transportation-disadvantaged populations and the social service agencies that serve them. Expansion of the IVT website to

- Develop an RFP for construct of a low-cost Web portal that supports trip planning from among the specialized transportation providers of Imperial County. One model is the Inland Southern California’s VetLink, a program that has adapted a multi-modal trip planner that incorporates rider eligibility questions. The
<table>
<thead>
<tr>
<th>Goal and Strategy</th>
<th>Purpose</th>
<th>Potential Projects and Activities</th>
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</thead>
<tbody>
<tr>
<td>include find-a-ride Web portals to other services will expand mobility options. This portal will include IVT Access, dial-a-rides, Med-Express, the DAV, and those social service transportation programs that choose to participate. This can also include an Information and Referral component about transit subsidies available from human service agencies.</td>
<td>VetLink platform is open-source software developed by Cambridge Systematics that’s in place in a half-dozen locations, including the state of Pennsylvania, Atlanta, several Florida locations, and a new installation in Nevada.</td>
<td></td>
</tr>
</tbody>
</table>

5.3 Provide route/schedule information at bus stops, particularly for low-frequency routes.

This responds to requests by riders and human services personnel for more transit information directly at the bus stops. Enhanced signage and information displays posted at stops can help potential users see how to actually use the service.

- Ensure that the anticipated RFP for bus-stop inventory and path-of-access improvements accommodates the bus-stop information strategies identified.
- Ensure that stops are numbered and that these numbers are a part of the stop sign, facilitating real-time information via phone, text or mobile application.
- Ensure that larger route displays are at all major boarding locations, as is now in place at El Centro’s new Transit Center.
- Augment these with a color system map that shows IVT’s entire service to aid users in identifying connections.
6.0 Priorities for Moving Forward

This Chapter establishes a prioritization for implementing this Coordinated Plan’s multiple activities that seek to improve mobility for Imperial County’s older adults, persons with disabilities and persons of low-income, including veterans. It also highlights organizational roles and responsibilities around implementation, keeping the door open to those “interested, willing and able” entities that can move forward any particular strategy or project.

Determining Coordinated Plan Priorities

Based upon extensive market research on the mobility needs of the transportation disadvantaged populations of Imperial County, this Coordinated Plan articulates five specific goals:

- **Goal 1** – Sustain Enhanced Public Transportation, Human Services and Private Transportation Network in Imperial County
- **Goal 2** – Strategically Expand IVT Services to Increase Mobility Options When Financially Feasible
- **Goal 3** – Continue to Build Collaborative Partnerships to Leverage Available Mobility Options for Transportation Disadvantaged Populations
- **Goal 4** – Provide Affordable Transportation to Transportation Disadvantaged Populations
- **Goal 5** – Promote and Expand Transportation Information Portals

Noted in the Introduction to this Coordinated Plan, grants seeking funding from FTA Section 5310 must be for: projects or strategies identified and prioritized within a locally developed Coordinated Plan. Therefore, to aide in securing FTA 5310 funds, and for other administrative reasons, there is value in prioritizing the multiplicity of strategies identified through this Coordinated Plan.

Prioritizing projects is considered on two dimensions:

1. The first dimension is one of consensus-based prioritization. Towards that end, human service agency stakeholders were asked to participate in an October 2014 workshop to develop prioritized listings of most critical to less critical strategies.
2. The second dimension of prioritization relates to an agency’s interest, willingness and ability to take on a project. Even if a project is of second-tier interest to the group as a whole, if a given agency has the interest at some point, and the willingness and ability to pursue funding and make a project happen, it should then rise in priority.

This Coordinated Plan therefore presents a prioritized list of projects but recognizes that the particular agency-level interests and ability may bring any given project up to a higher level of attention and
action. Each strategy and project set forth in this 2014 Coordinated Plan will further mobility of the target groups, and so any action taken in support of the goals articulated here is important.

To enable some prioritizing of the strategies by which this Plan’s goals can be realized, an ICTC workshop was held in October 2014 to invite agency input in prioritizing the proposed strategies. Appendix E presents the workshop notice that brought out about 15 agency representatives.

During the workshop, participants were asked to “vote” on individual strategies as either:

1. **Critical Priority**, of immediate need and concern; or
2. **High Priority** as important to address but of second tier consideration.

A third category was added by the consultant team to reflect those activities already within ICTC’s short range transit planning process and where funding has been identified or potentially identified with projects already programmed. The three priority areas then are:

1. **Short Range Transit Plan Priorities**, both Critical and High;
2. **Critical Priorities**;
3. **High Priority** strategies.

### Prioritized Imperial County Coordinated Plan Strategies

The 17 strategies are represented here in terms of the prioritization process described above and enumerated in Table 16 following.

#### Short Range Transit Plan Priorities

ICTC has undertaken development of an extensive short range transit plan (SRTP) to guide the development and monitoring of Imperial Valley Transit, the remote zone transportation services, City Dial-a-Rides and the Med-Express program. Begun during 2011 and concluded in January 2012, the adopted SRTP included a five-year budget of operating and capital expenses and required revenues to sustain existing service while planning for continued service expansion. As has been noted throughout this document, IVT has been in a period of considerable expansion, due largely to its designation as a small urban area and therefore its eligibility for new Federal Transit Administration funding.

Strategies already identified within the SRTP, therefore largely the responsibility of ICTC to drive their implementation, are separated from other strategies not specifically called out in ICTC’s SRTP processes.

---

1 Coordinated Plan stakeholders who could not participate in that October workshop were invited to rank projects via email and their responses are incorporated here as well.
Critical to all SRTP strategies is to ensure that recent service expansions can be sustained and various projects associated with that are enumerated, **Goal 1 - Sustain Enhanced Public Transportation, Human Services and Private Transportation Network** (Strategy 1.1).

Public outreach findings actively support **Goal 2 - Strategically Expand IVT Services to Increase Mobility Options**, leading with prioritization of implementing the local community services of Red, Orange and Purple lines when funding is secure (Strategy 2.2). Similarly, outreach findings place critical priority on continuing attention to capacity issues (Strategy 2.4) and moving forward with ICTC’s bus stop and path-of-access improvement program (Strategy 2.5). There is interest in Saturday service on IVT routes, but of somewhat lower priority (Strategy 2.4).

**Critical Priorities**

Human service agencies identified critical priorities through the workshop process described above and as identified in Table 16 following. Among these are strategies that must be led by human service agencies in order to be realized. Strategies receiving the greatest number of “votes” related to two in **Goal 4 - Providing Affordable Transportation to Disadvantaged Populations**: providing information and referral services for low-income families to social service agencies that provided subsidized transit coupons (Strategy 4.1) and secondly, development of a targeted mileage reimbursement program to assist with door-through-door transportation (Strategy 4.3).

From **Goal 2 - Strategically Expanding IVT Services to Increase Mobility Options**, building sufficient capacity for out-of-town medical trips ranked second among top-rated strategies (Strategy 2.1).

Also seen as critically important from **Goal 3 - Build Collaborative Partnerships to Leverage Mobility Options was the importance of holding annual mobility summits to explore coordination opportunities** (Strategy 3.4). This is in part led by a new Mobility Management function, initially within ICTC but in time possibly in other human service agency settings (Strategy 3.1)

Finally, also rated as a critical priority within **Goal 4 – Promote and Expand Transportation Information Portals** was the strategy to create an on-line web portal to provide access to comprehensive information about local transportation options and programs (Strategy 5.2). Agency personnel recognized the portal as a key tool for “discovering” transit services that exist and to communicate these to their consumers.

**High Priorities**

Other strategies were identified by human service agency representatives as highly important, although perhaps of second level consideration for implementation. With that said, it is always possible to implement a strategy or project from within this group – in advance of some of the already mentioned strategies – if, as has been noted, there are interested, willing and able partners who can do so. In a
Coordinated Plan environment, strategies and their prioritization must remain fluid in order to take advantage of discretionary funding opportunities as they present.

**Goal 1 - Sustain Enhanced Public Transportation, Human Services and Private Transportation Network in Imperial County** included the strategy of regularly coordinating with major human service agencies who provide transportation (Strategy 1.2). This was voted as of high priority, in part enabled by the Mobility Management activities supported by Goal 3 collaborative efforts and ranking as a critical priority.

Among other high priority activities was in **Goal 4 – Provide Affordable Transportation to Disadvantaged Populations**: enhancing carpool and vanpool matching capabilities for origins and destinations not well served by IVT (Strategy 4.2). Efforts along these lines are already well in place with the Calvans program and its expansion is likely.

**Goal 5 – Promote and Expand Transportation Information Portals** has two strategies ranked as high priority by human services agencies, although each may yet be realized in the near-term and will facilitate riders’ and prospective riders’ use of available transportation. An activity likely undertaken by ICTC initially in relation to fixed route transit, is to integrate all Imperial County public transportation into Google Maps trip planner (Strategy 5.1). Also of high priority is provision of route/ schedule information at the bus stop, particularly for low-frequency routes (Strategy 5.3). First, this will be enabled by implementation of Goal 2’s strategy to identify high priority bus stops for improvement and enhancement. Strategy 5.3 will help to ensure that lower-ridership, outlying area bus stops are also included in an overall, system-wide bus stop improvement program.
### Table 16, Coordinated Plan Prioritized Strategies

<table>
<thead>
<tr>
<th>Goal and Strategy</th>
<th>Strategies</th>
<th>Priorities</th>
</tr>
</thead>
</table>
| **GOAL 1 – Sustain Enhanced Public Transportation, Human Services and Private Transportation Network in Imperial County** | 1.1 Financially sustain recent expansion of public transportation services in Imperial County.  
1.2 Regularly coordinate with major human service agencies who directly provide or subsidize transportation  
1.3 Promote FTA 5310 grants-making to public transit and human transportation service providers and encourage high quality projects for vehicle replacement, vehicle operations and Mobility Management oriented to older adults and persons with disabilities. | SRTP Critical Priority      |
| **Goal 2 – Strategically Expand IVT Services to Increase Mobility Options When Financially Feasible** | 2.1 Build capacity for out-of-town medical trips, in partnership with others and to the extent financial resources allow.  
2.2 Implement Red, Orange and Purple Lines, when financially viable.  
2.3 Implement Saturday service on circulators as identified in SRTP when financially sustainable.  
2.4 Continue to address capacity issues on Calexico and IVT routes as identified in the SRTP, as funding allows.  
2.5 Develop a bus stop and path-of-access improvement program to support mobility of the Coordinated Plan target groups, to implement as financial resources allow. | Critical Priority, SRTP Critical Priority, SRTP High Priority, SRTP Critical Priority |
### Goal and Strategy

<table>
<thead>
<tr>
<th>Goal 3 – Continue to Build Collaborative Partnerships to Leverage Available Mobility Options for Transportation Disadvantaged Populations</th>
<th>Strategies</th>
<th>Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Establish an Imperial County Mobility Management function to move forward the Coordinated Plan Goals.</td>
<td></td>
<td>Critical Priority</td>
</tr>
<tr>
<td>3.2 Leverage additional funding for expanded transportation services.</td>
<td></td>
<td>Critical Priority</td>
</tr>
<tr>
<td>3.4 Hold annual mobility summits to share ideas and explore coordination opportunities among public, human service and private transportation sectors.</td>
<td></td>
<td>Critical Priority</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 4 – Provide Affordable Transportation to Disadvantaged Populations</th>
<th>Strategies</th>
<th>Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Provide information and referral service for low-income families to social service agencies that provide subsidized transit coupons for immediate needs.</td>
<td></td>
<td>Critical Priority</td>
</tr>
<tr>
<td>4.2 Enhance carpool and vanpool matching capabilities for origins and destinations not well served by IVT.</td>
<td></td>
<td>High Priority</td>
</tr>
<tr>
<td>4.3 Establish a targeted mileage reimbursement program to assist with door-through-door transportation.</td>
<td></td>
<td>Critical Priority</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 5 – Promote and Expand Transportation Information Portals</th>
<th>Strategies</th>
<th>Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Integrate all Imperial County public transportation into Google Maps trip planner.</td>
<td></td>
<td>High Priority</td>
</tr>
<tr>
<td>5.2 Develop an online web portal that will provide access to comprehensive information about local transportation options and programs.</td>
<td></td>
<td>Critical Priority</td>
</tr>
<tr>
<td>5.3 Provide route/ schedule information at the bus stop, particularly for low-frequency routes.</td>
<td></td>
<td>High Priority</td>
</tr>
</tbody>
</table>
Appendices

Appendix A – Federal Transit Administration 5310 Fact Sheet
Appendix B - Agency Coordinated Plan E-Survey Questionnaire
Appendix C – Transportation Inventory for Imperial County
Appendix D - Common Destinations Facility Listing
Appendix E – Outreach and 5310 Program Announcement Flyers
### FACT SHEET: ENHANCED MOBILITY OF SENIORS AND INDIVIDUALS WITH DISABILITIES
**SECTION 5310**

<table>
<thead>
<tr>
<th>FY 2013 (in millions)</th>
<th>FY 2014 (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formula Grants for the Enhanced Mobility of Seniors and Individuals with Disabilities</td>
<td>$254.8</td>
</tr>
</tbody>
</table>

**Purpose**
This program is intended to enhance mobility for seniors and persons with disabilities by providing funds for programs to serve the special needs of transit-dependent populations beyond traditional public transportation services and Americans with Disabilities Act (ADA) complementary paratransit services.

**Statutory References**
49 U.S.C. Section 5310 / MAP-21 Section 20009

**Eligible Recipients**
- States (for all areas under 200,000 in population) and designated recipients.
- Subrecipients: states or local government authorities, private non-profit organizations, or operators of public transportation that receive a grant indirectly through a recipient.

**Eligible Activities**
- At least 55% of program funds must be used on capital projects that are:
  - Public transportation projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable.
  - The remaining 45% may be used for:
    - Public transportation projects that exceed the requirements of the ADA.
    - Public transportation projects that improve access to fixed-route service and decrease reliance by individuals with disabilities on complementary paratransit.
    - Alternatives to public transportation that assist seniors and individuals with disabilities.

**What's New?**
- Consolidates New Freedom Program and Elderly and Disabled Program.
- Operating assistance is now available under this program.

**Funding**
- Funds are apportioned for urbanized and rural areas based on the number of seniors and individuals with disabilities.
- Federal share for capital projects (including acquisition of public transportation services) is 80%.

(cont.)
Formula Grants for the Enhanced Mobility of Seniors and Individuals with Disabilities

Funding (cont.)

- Federal share for operating assistance is 50%.
- Adopts New Freedom funding allocations:
  - 60% to designated recipients in urbanized areas with a population over 200,000.
  - 20% to states for small urbanized areas.
  - 20% to states for rural areas.

Ongoing Provisions

- Local share may be derived from other federal (non-DOT) transportation sources or the Federal Lands Highways Program under 23 U.S.C. 204 (as in former Section 5310 program).
- Permits designated recipients and states to carry out competitive process to select subrecipients.
- Recipients must certify that projects selected are included in a locally developed, coordinated public transit-human services transportation plan. The plan must undergo a development and approval process that includes seniors and people with disabilities, transportation providers, among others, and is coordinated to the maximum extent possible with transportation services assisted by other federal departments and agencies.
- Permits acquisition of public transportation services as a capital expense.
- Up to 10% of program funds can be used to administer the program, to plan, and to provide technical assistance.

For additional information on FTA and MAP-21, visit [www.fta.dot.gov/map21](http://www.fta.dot.gov/map21).
# Appendix B – Transportation Inventory

## Imperial Valley Transit

Imperial Valley Transit is the provider of mass transportation in California’s Imperial Valley. It serves the geographic location of Imperial Valley with service provided as far north as Niland, CA, as far west as Ocotillo, CA and as far south as Calexico, CA. IVT system consists of fixed routes, deviated fixed routes, and remote zone routes. Express routes only operate when school is in session. Most routes operate Monday through Friday from approx. 5:45 a.m. to 11:23 p.m. Routes 2 & 4A operate weekdays only. Individual routes may operate earlier or later.

### Imperial Valley Transit (IVT)

- [www.IVTransit.com](http://www.IVTransit.com)
- (760) 482-2900

<table>
<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Reservations or Information</th>
<th>Service Area</th>
<th>Days and Hours of Service</th>
<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imperial Valley Transit is the provider of mass transportation in California’s Imperial Valley. It serves the geographic location of Imperial Valley with service provided as far north as Niland, CA, as far west as Ocotillo, CA and as far south as Calexico, CA. IVT system consists of fixed routes, deviated fixed routes, and remote zone routes. Express routes only operate when school is in session. Most routes operate Monday through Friday from approx. 5:45 a.m. to 11:23 p.m. Routes 2 &amp; 4A operate weekdays only. Individual routes may operate earlier or later.</td>
<td>Calexico</td>
<td>Calexico</td>
<td>Weekdays: 5:45 am to 11:23 pm</td>
<td>General Public</td>
<td>CASH FARE</td>
<td>Local Zone Fare: $1.00</td>
<td>22 Vehicles</td>
<td>$32,920 Trips</td>
</tr>
<tr>
<td></td>
<td>El Centro</td>
<td>El Centro</td>
<td>Weekdays: 5:55 am to 8:30 pm</td>
<td></td>
<td></td>
<td>Regional Zone Fare: $1.25</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Holtville</td>
<td>Holtville</td>
<td>Sundays: 7:00 am to 5:10 pm</td>
<td></td>
<td></td>
<td>Senior/Disabled Regional Zone: $0.60</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>El Centro</td>
<td>El Centro</td>
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<td>Imperial Brawley</td>
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<td>Bombay Beach</td>
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<td>Calipatria</td>
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<td></td>
<td>Imperial Valley Transit is the provider of mass transportation in California’s Imperial Valley. It serves the geographic location of Imperial Valley with service provided as far north as Niland, CA, as far west as Ocotillo, CA and as far south as Calexico, CA. IVT system consists of fixed routes, deviated fixed routes, and remote zone routes. Express routes only operate when school is in session. Most routes operate Monday through Friday from approx. 5:45 a.m. to 11:23 p.m. Routes 2 &amp; 4A operate weekdays only. Individual routes may operate earlier or later.</td>
<td>Calexico</td>
<td>Calexico</td>
<td>Weekdays: 5:45 am to 10:45 pm</td>
<td>General Public</td>
<td>CASH FARE</td>
<td>Local Zone Fare: $1.00</td>
<td>22 Vehicles</td>
</tr>
<tr>
<td></td>
<td>El Centro</td>
<td>El Centro</td>
<td>Weekdays: 5:55 am to 8:30 pm</td>
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<td>Regional Zone Fare: $1.25</td>
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<td>Brawley</td>
<td>Brawley</td>
<td>Sundays: 7:15 am to 5:00 pm</td>
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<td>Senior/Disabled Regional Zone: $0.60</td>
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<td>Niland</td>
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</tbody>
</table>

### Local Routes

#### Route 1

**North Calexico-El Centro**

- Fixed-route transit service linking the population centers of Calexico, Heber and Imperial.
- Headways are 1 to 2 hours in each direction.
- Weekdays: 21-southbound 23-northbound
- Weekdays: 2-southbound 2-northbound
- Weekdays: 6-southbound 6-northbound
- Weekdays: 45-East/West
- Weekdays: 41-North/South
- Days: 5:45 am to 11:23 pm
- General Public
- See Above
- Transfers available at El Centro Regional Transit Terminal at 7th and State:
  - 1 North/South
  - 2 North/South
  - 3 East/West
  - 4 East/West
  - 41 North/South
  - 45 East/West
  - IVT Blue Line
  - IVT Green Line
  - IVT Gold Line
  - Turquoise Route 10

#### Route 2

**South Niland-Brawley El Centro**

- Fixed-route transit service linking the population centers of El Centro, Brawley and Niland.
- Headways are 1 to 2 hours in each direction.
- Weekdays: 12-southbound 12-northbound
- Weekdays: 9-southbound 10-northbound
- Weekdays: 4-southbound 4-northbound
- Days: 5:45 am to 10:45 pm
- General Public
- See Above
- Transfers available at El Centro Regional Transit Terminal and Brawley Transfer Transit Center:
  - 1 North/South
  - 2 North/South
  - 3 East/West
  - 4 East/West
  - 31 Direct
  - 32 Direct
  - 41 North/South
  - 45 East/West
  - IVT Blue Line
  - IVT Green Line
  - IVT Gold Line
  - Turquoise Route 10

### Fees

- **General Public**
  - CASH FARE
  - Local Zone Fare: $1.00
  - Regional Zone Fare: $1.25
  - Senior/Disabled Local Zone: $0.50
  - Senior/Disabled Regional Zone: $0.60

- **Senior/Disabled**
  - Seniors with Medicare ID, Age 60 years and older are priced half fare

- **Students**
  - Direct: $2.50
  - IVT Express.....Students: $1.25
  - IVT Express.....Non-Students: $1.75

- **Fast Trip**
  - $2.25

- **Ticket Booklets**
  - 20 Ride Student: $25.00
  - **Used on Express Routes Only**
  - 20 Ride Local Zone: $16.00
  - 20 Ride Regional-Zone: $20.00
  - 20 Ride Sen/Dis Local Zone: $10.00
  - 20 Ride Sen/Dis Regional Zone: $12.00

### Transfers

- There are no transfer policies. All tickets are one way and fare cost is per zone.
<table>
<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Reservations or Information</th>
<th>Service Area</th>
<th>Days and Hours of Service</th>
<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Route 3</strong></td>
<td>Fixed-route transit service linking the population centers of El Centro and Holtville</td>
<td>Weekdays 5-eastbound 5-westbound Saturdays 2-eastbound 3-westbound Sundays No service</td>
<td>Holtville El Centro</td>
<td>Weekdays 7:11 am to 7:40 pm Saturdays 7:10 am to 7:20 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>Transfers available at El Centro Regional Transit Terminal at 7th and State: 1 North/South 2 North/South 3 East/West 4 East/West 41 North/South 45 East/West IVT Blue Line IVT Green Line Turquoise Route 10</td>
<td>See Total Above</td>
</tr>
<tr>
<td><strong>Route 4</strong></td>
<td>Fixed-route transit service linking the population centers of El Centro, Seeley and Ocotillo. Some Ocotillo times are demand response and must be called in.</td>
<td>Weekdays 7-eastbound 5-eastbound Saturdays 2-eastbound 3-eastbound Sundays No service</td>
<td>El Centro Seeley Ocotillo</td>
<td>Weekdays 7:10 am to 5:50 pm Saturdays 8:00 am to 5:40 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>Transfers available at El Centro Regional Transit Terminal at 7th and State: 1 North/South 2 North/South 3 East/West 4 East/West 41 North/South 45 East/West IVT Blue Line IVT Green Line Turquoise Route 10</td>
<td>See Total Above</td>
</tr>
<tr>
<td><strong>21 IVC Express</strong></td>
<td>Fixed-route transit service linking the population centers Calexico to Imperial Valley College. Operates only during school days.</td>
<td>Weekdays 6-Calexico to IVC 5-IVC to Calexico Saturdays No service Sundays No service</td>
<td>Calexico Imperial Valley College</td>
<td>Weekdays 6:15 am to 6:30 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>See Total Above</td>
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</tbody>
</table>

**Local Routes Cont’d**

**Direct/Express/Fast Routes**
<table>
<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Reservations or Information</th>
<th>Service Area</th>
<th>Days and Hours of Service</th>
<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
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<tbody>
<tr>
<td><strong>Direct/Express/Fast Routes Cont’d</strong></td>
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<tr>
<td><strong>Imperial Valley Transit</strong></td>
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<tr>
<td>22 IVC Express</td>
<td>Fixed-route transit service linking the population centers Niland to Imperial Valley College: Operates only during school days.</td>
<td>Niland-IVC</td>
<td>Niland</td>
<td>Weekdays 2-Niland to IVC, 2-IVC to Nil and 2-Niland to IVC, 2-IVC to Nil and Saturdays No service; Sundays No service; Headways are 2 to 2.5 hours in each direction</td>
<td>Weekdays 6:19 am to 5:11 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>See Total Above</td>
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<tr>
<td>IVC-Niland</td>
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<tr>
<td>31 Direct AM</td>
<td>Fixed-route transit service linking the population centers of Brawley and Calexico</td>
<td>Brawly-Calexico</td>
<td>Brawley</td>
<td>Weekdays 4-Brawley to Calexico, Saturdays 4-Brawley to Calexico, Sundays No service; Headways are 1 to 2 hours in each direction</td>
<td>Weekdays 6:40 am to 5:50 pm, Saturdays 7:00 am to 5:20 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>See Total Above</td>
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<tr>
<td>Brawly-Calexico</td>
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<tr>
<td>32 Direct AM</td>
<td>Fixed-route transit service linking the population centers of Brawley and Calexico</td>
<td>Calexico-Brawley</td>
<td>Calexico</td>
<td>Weekdays 4-Calexico to Brawley, Saturdays 4-Calexico to Brawley, Sundays No service; Headways are 1 to 2 hours in each direction</td>
<td>Weekdays 6:30 am to 5:50 pm, Saturdays 7:50 am to 6:10 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>See Total Above</td>
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<tr>
<td>Calexico-Brawley</td>
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<td>Service Area</td>
<td>Days and Hours of Service</td>
<td>Eligibility</td>
<td>Fare</td>
<td>Transfers/ Policies</td>
<td>Vehicles and Trips</td>
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<td><strong>Direct/Express/Fast Routes Cont’d</strong></td>
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<tr>
<td><strong>41 Brawley Fast</strong></td>
<td>Fixed-route transit service linking the population centers of Brawley, Imperial and El Centro. Only 41 south stops at Imperial.</td>
<td>Weekdays 2-southbound 1-northbound</td>
<td>El Centro Brawley Imperial</td>
<td>Weekdays 6:42 am to 6:40 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>Regional Transit Terminal and Brawley Transfer Transit Center:</td>
<td>See Total Above</td>
</tr>
<tr>
<td><strong>45 Holtville Fast</strong></td>
<td>Fixed-route transit service linking the population centers of Holtville and El Centro.</td>
<td>Weekdays 2-westbound 1-eastbound</td>
<td>El Centro Holtville</td>
<td>Weekdays 6:40 am to 6:30 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>Transfers available at El Centro Regional Transit Terminal at 7th and State:</td>
<td>See Total Above</td>
</tr>
<tr>
<td><strong>Route 51</strong></td>
<td>Fixed-route transit service linking the population centers of Slab City, Bombay Beach and Brawley with services only offered on Thursdays.</td>
<td>Thursdays 1-southbound 1-northbound</td>
<td>Slab City Bombay Beach Brawley</td>
<td>Thursday 8:35 am to 6:35 pm</td>
<td>General Public</td>
<td>See Above</td>
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<td>See above</td>
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</table>
### Imperial Valley Transit

#### City Circulators

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<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Reservations or Information</th>
<th>Service Area</th>
<th>Days and Hours of Service</th>
<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>IVT Blue Line Route 750</td>
<td>Fixed-route transit circular serving El Centro.</td>
<td>Weekdays 6-AM runs, 6-PM runs, Saturdays No service, Sundays No service, Headways are 1 to 1.5 hours in each direction</td>
<td>El Centro</td>
<td>Weekdays 6:00 am to 6:38 pm</td>
<td>General Public</td>
<td>See Above</td>
<td>Transfers available at El Centro Regional Transit Terminal at 7th and State: 1 North/South, 2 North/South, 3 East/West, 4 East/West, 41 North/South, 45 East/West, IVT Blue Line, IVT Green Line, Turquoise Route 10</td>
<td>See Total Above</td>
</tr>
</tbody>
</table>

| IVT Green Line Route 850 | Fixed-route transit circular serving El Centro. | Weekdays 6-AM runs, 6-PM runs, Saturdays No service, Sundays No service, Headways are 1 to 1.5 hours in each direction | El Centro | Weekdays 6:00 am to 6:38 pm | General Public | See Above | Transfers available at El Centro Regional Transit Terminal at 7th and State: 1 North/South, 2 North/South, 3 East/West, 4 East/West, 41 North/South, 45 East/West, IVT Blue Line, IVT Green Line, Turquoise Route 10 | See Total Above |

| IVT Gold Line Route 950 | Fixed-route transit circular serving Brawley. | Weekdays 6-AM runs, 7-PM runs, Saturdays No service, Sundays No service, Headways are 1 to 1.5 hours in each direction | Brawley | Weekdays 6:00 am to 7:05 pm | General Public | See Above | Transfers available at Brawley Transit Transfer Station at 5th and South Plaza St.: 2 North/South, 31 Direct, 32 Direct, 41 North/South, IVT Gold Line | See Total Above |
## Regional/Intercounty Routes

<table>
<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Reservations or Information</th>
<th>Service Area</th>
<th>Days and Hours of Service</th>
<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
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</thead>
<tbody>
<tr>
<td><strong>YCAT</strong></td>
<td>Fixed-route transit service linking the population centers of El Centro, Fort Yuma, and Winterhaven.</td>
<td>Reservation can be made between 6:00 am and 6:00 pm Monday through Saturday. Reservations may be made one day to two weeks prior to planned trip. Same day requests will be honored only if there is space available.</td>
<td>Yuma Palms Regional Center via Downtown Yuma, Paradise Casino and Winterhaven to Downtown El Centro</td>
<td>Winter</td>
<td>General Public</td>
<td>See Above</td>
<td>Transfers available at El Centro Regional Transit Terminal at 7th and State: 1 North/South 2 North/South 3 East/West 4 East/West 41 North/South 45 East/West IVT Blue Line IVT Green Line Turquoise Route 10</td>
<td>Vehicles: N/A 1,027 Trips</td>
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<tr>
<td><strong>Turquoise Route 10</strong></td>
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<td><strong>Winter</strong> Weekdays 8:50 am to 5:58 pm Saturdays 10:20 am to 4:06 pm</td>
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<td><strong>Summer</strong> Weekdays 7:50 am to 4:58 pm Saturdays 10:20 am to 5:46 pm</td>
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## ADA Paratransit

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<tr>
<th>Service</th>
<th>Service Description</th>
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<th>Days and Hours of Service</th>
<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IVT ACCESS</strong></td>
<td>Curb-to-curb transportation service for mobility disadvantaged persons certified under the Americans with Disabilities Act (ADA) of 1990.</td>
<td>Reservation can be made between 6:00 am and 6:00 pm Monday through Saturday. Reservations may be made one day to two weeks prior to planned trip. Same day requests will be honored only if there is space available.</td>
<td>Nieland Calipatria Westmorland Brawley Imperial Imperial Valley College El Centro Heber Calexico Holtville Seeley</td>
<td>Same Days and Hours as fixed-route service.</td>
<td>ADA Certified</td>
<td>ADA certified riders: $2.00 to $2.50 depending on origin and destination. The fare for Non-ADA certified riders is three times the fixed route bus fare. One personal Care attendant may accompany an ADA rider for free.</td>
<td>Vehicles: 10 36,000 Trips</td>
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</table>
## Demand Response Services

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<tr>
<th>Service</th>
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<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Brawley</td>
<td>General public demand-response transportation service within the city of Brawley</td>
<td>Reservations can be made 3 days to 2 hours prior to scheduled appointment time. Phone lines close at 4:00 PM</td>
<td>City of Brawley</td>
<td>Monday - Friday 7:00 AM to 5:00 PM Saturday 9:00 AM to 1:00 PM</td>
<td>General Public</td>
<td>The fare for Adults is $1.50 per person and $0.75 for children 11 years and under. Passenger tickets can be purchased from the driver at $15.00, they are good for 10 adult rides or 20 child rides. Tickets give you a bonus of two (2) free rides.</td>
<td>N/A</td>
<td>3 Vehicles 2,000 Trips</td>
</tr>
<tr>
<td>City of Calexico</td>
<td>Curb-to-curb demand-responsive transit service</td>
<td>To make a reservation, call at least 1 day in advance. Same day requests are accommodated on a space available basis.</td>
<td>City of Calexico</td>
<td>Monday - Sunday 7:00 am to 5:00 pm</td>
<td>Seniors 60+ and persons with disabilities</td>
<td>Cash Fare: $1.00</td>
<td>N/A</td>
<td>3 Vehicles</td>
</tr>
<tr>
<td>City of El Centro</td>
<td>Curb-to-curb demand-responsive transit service</td>
<td>Same day requests are accommodated on a space available basis.</td>
<td>City of El Centro</td>
<td>Monday through Friday 7:00 am to 4:00 pm</td>
<td>Seniors 60+ and persons with disabilities</td>
<td>Intra-city: $0.75</td>
<td>N/A</td>
<td>3 Vehicles 28,987 Trips</td>
</tr>
</tbody>
</table>
### Public Transportation Provider

#### Imperial Valley Transit

<table>
<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Reservations or Information</th>
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<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/Policies</th>
<th>Vehicles and Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Imperial Dial-A-Ride</td>
<td>Curb-to-curb demand responsive transit service</td>
<td>Same day requests are accommodated on a space available basis.</td>
<td>City of Imperial and intercity travel between Imperial and El Centro for residents in Imperial. The origin of the first leg of a round trip for intercity service must begin in the City of Imperial</td>
<td>Monday through Friday 7:00 am to 4:00 pm</td>
<td>Seniors 60+ and persons with disabilities</td>
<td>Intra-city: $0.75 Inter-city (El Centro to Imperial): $1.75</td>
<td>N/A</td>
<td>1 Vehicle 6,182 Trips</td>
</tr>
<tr>
<td>West Shores Dial-A-Ride</td>
<td>Curb-to-curb demand responsive transit service</td>
<td>Same day requests are accommodated on a space available basis.</td>
<td>Salton City Salton Sea Beach Desert Shores Westmorland (on Tuesdays)</td>
<td>Tuesdays and Thursdays</td>
<td>General Public</td>
<td>General Fare: $2.00</td>
<td>N/A</td>
<td>1 Vehicle 2,112 Trips</td>
</tr>
<tr>
<td>Med-Express</td>
<td>Provides a link between Imperial County and the medical services located in San Diego. Non-emergency medical trips only.</td>
<td>Reservations are required at least 2 days prior to planned trip. Reservations can be made between 6:00 am and 6:00 pm Monday through Friday</td>
<td>Brawley El Centro Calexico San Diego</td>
<td>Picks up in Brawley at 5:00 am Calexico at 5:45 am El Centro at 6:30 am Departs from El Centro headed to San Diego at 7:00 am Leaves San Diego returning to Imperial County cities at 3:00 pm</td>
<td>General Public, with priority given to transit dependent persons requiring essential lifeline medical services</td>
<td>Transit dependent persons requiring essential lifeline medical services: $15.00 patient fee $7.00 attendant fee General Public: $30.00 per passenger</td>
<td>Trips are usually prepaid at the time of reservation to reduce the occurrence of no-shows and late cancellations on heavily utilized service</td>
<td>1 Vehicle 5,237 Trips</td>
</tr>
</tbody>
</table>
## Service Description

<table>
<thead>
<tr>
<th>Service</th>
<th>Service Description</th>
<th>Service Area</th>
<th>Days and Hours of Service</th>
<th>Eligibility</th>
<th>Fare</th>
<th>Transfers/ Policies</th>
<th>Vehicles and Trips</th>
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</table>

### Imperial Valley Transit

**Calexico Transit System (760) 786-2115**
- **Service:** Private fixed-route circulator within the city of Calexico
- **Service Area:** Four total routes
- **Days and Hours of Service:** Monday - Sunday 7:00 am to 7:00 pm
- **Eligibility:** General Public
- **Fare:** Cash Fare is $2.00
- **Transfers/ Policies:** Not Available
- **Vehicles and Trips:** N/A

**Gran Plaza Courtesy Shuttle**
- **Service:** Grand Plaza Outlets’ customers can take advantage of the courtesy shopping shuttle, Grand Plaza Express
- **Service Area:** The shuttle service runs between 1st Street & Heffernan Avenue in Calexico and the Gran Plaza Outlets.
- **Days and Hours of Service:** Service is available 7 days a week and is free for Gran Plaza Outlets customers.
- **Eligibility:** General Public
- **Fare:** Free for riders
- **Transfers/ Policies:** Pick-ups begin 30 minutes before opening and the last shuttle leaving the center leaves 30 minutes after closing
- **Vehicles and Trips:** N/A

**Greyhound**
- **Service:** Greyhound Lines, Inc. is the largest provider of intercity bus transportation, serving more than 2,300 destinations with 13,000 daily departures across North America.
- **Service Area:** Provides access to the nationwide Greyhound Intercity network, Canada and Mexico.
- **Days and Hours of Service:** Everyday - runs vary depending on origin and destination
- **Eligibility:** General Public
- **Fare:** Individual fares vary depending upon destination.
- **Transfers/ Policies:** Imperial County Greyhound Locations
- **Vehicles and Trips:** N/A

**Transportes Intercalifornias**
- **Service:** Transportes Intercalifornias provides intercity travel from Mexico to Northern California
- **Service Area:** One morning run leaves Calexico at 9 am and one afternoon run leaves Calexico at 3 pm
- **Days and Hours of Service:** Monday through Sunday
- **Eligibility:** General Public
- **Fare:** Fare depends on origin and destination. A trip from Mexicali/Calexico to Coachella is $25.00
- **Transfers/ Policies:** Imperial County Greyhound Locations
- **Vehicles and Trips:** Bus station is located at Rockwood and 3rd Street in Calexico
- **Vehicles and Trips:** N/A
<table>
<thead>
<tr>
<th>Service</th>
<th>Agency Description</th>
<th>Transportation Function, Reservations or Information</th>
<th>Service Area</th>
<th>Transportation Needs of Clients/Consumers</th>
<th>Eligibility</th>
<th>Notes</th>
<th>Vehicles and Annual Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arc Imperial Valley</td>
<td>The ARC Imperial Valley operates various vocational programs for individuals with developmental disabilities.</td>
<td>Arc has a fleet of buses to provide transportation to their clients for travel to and from its day programs. Arc receives funding for its day program transportation through San Diego Regional Center and Easter Seals.</td>
<td>Imperial Valley</td>
<td>N/A</td>
<td>The Adult Development Center provides paid vocational opportunities for individuals over 18 years of age.</td>
<td>Closely related to the Adult Development Center is a unit called the Transition Unit, which provides similar services as the Adult Development Center for individuals over 18 years of age.</td>
<td>N/A</td>
</tr>
<tr>
<td>Area Agency on Aging</td>
<td>The Area Agency is the regional focal point for services for older adults and administers federal and state funds. AAA offers nutrition programs that include congregate meals, home delivered meals, and a nutrition consultant. All contracted to Catholic Charities of San Diego</td>
<td>AAA pays public transit fare for trips to congregate meal sites. Provide info about transportation when people call in to Info &amp; Referral</td>
<td>Imperial Valley</td>
<td>Availability of services in rural areas; financial</td>
<td>Older Adults</td>
<td></td>
<td>7,200 Trips</td>
</tr>
<tr>
<td>Boys and Girls Club of Imperial Valley</td>
<td>The Boys &amp; Girls Clubs of Imperial Valley was formed in 1966 in Brawley, Calif. by a group of community leaders who recognized the need for high-quality and affordable programs for local young people.</td>
<td>Transportation from school to the Brawley site is available after school. BGC contracts event transportation for all three locations, for trips to the movies, baseball games, bowling alley, Imperial Valley College. Etc. BGC budgets $17,000 per year for transportation</td>
<td>Imperial Valley</td>
<td>Has a need to transport a large group of its members to various locations in Imperial County for field trips. Has difficulty finding agencies to provide transportation at an affordable cost. For example - it is $350 to bus 50 kids from Brawley to the bowling alley on school buses.</td>
<td>Membership costs only $25 a year to ensure that all young people have the opportunity to benefit from Club programming. Financial support comes from private and corporate donations, grants and three large fundraisers each year.</td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Calexico Unified School District</td>
<td>Students are eligible for transportation service if the distance between their school-established bus stop and the school is beyond the minimum listed below: 1. For elementary school students: A. Grades K-3: one mile; B. Grades 4-8: two miles 2. For students attending a four-year high school: A. Grades 9-12: three miles</td>
<td>Students are eligible for transportation service if the distance between their school-established bus stop and the school is beyond the minimum listed below: 1. For elementary school students: A. Grades K-3: one mile; B. Grades 4-8: two miles 2. For students attending a four-year high school: A. Grades 9-12: three miles</td>
<td>City of Calexico</td>
<td>Fiscal impacts; decrease in agency budget</td>
<td>Enrolled Students</td>
<td>Operates on weekdays from 7am to 4 pm</td>
<td>6 Vehicles 480 Trips</td>
</tr>
<tr>
<td>Service</td>
<td>Agency Description</td>
<td>Transportation Function, Reservations or Information</td>
<td>Service Area</td>
<td>Transportation Needs of Clients/Consumers</td>
<td>Eligibility</td>
<td>Notes</td>
<td>Vehicles and Annual Trips</td>
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<td><strong>Catholic Charities</strong></td>
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<td>Senior Nutrition Program</td>
<td>Serving about 1,400 home delivered meals and about 580 congregate meals daily. Serving 10 sites and 2 Adult Day Health Care locations (1 for blind/visually impaired)</td>
<td>3 vendors provide transportation into the sites to bring persons into congregate meals: • ARC Imperial • First Transit • Sunrise Brawley</td>
<td>San Diego and Imperial Counties</td>
<td>DAR takes too long, takes 1½ hours to go home sometimes; slow, shared ride trip West Shores area is underserved</td>
<td>Older Adults</td>
<td>Some AAA, Title IIIIB monies go into transportation to offset fares for these individuals. Traveling to arrive between 10:30 and 10:50 and going home: about 12:15 (Calexico) or 1 to 1:15 (Imperial)</td>
<td>N/A</td>
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<td><strong>Clinicas de Salud del Pueblo</strong></td>
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<td>Courtesy Transportation</td>
<td>Clinicas de Salud del Pueblo is a private, non-profit corporation providing array of comprehensive primary care services to residents throughout Imperial County.</td>
<td>Clinicas operates its own transportation program, to transport clients from their homes to doctor appointments at one of its clinics. Owns two vehicles; one 15 passenger and one 12 passenger. Riders must schedule an appointment two days in advance of their medical appointment.</td>
<td>Imperial County Riverside County</td>
<td>Available transportation for late hours and weekend Access. The availability of transportation. Patients have to wait sometimes for hours out side to be picked up and are sometimes left behind. Patients with scheduled Dr. appointments at one of the clinics</td>
<td></td>
<td>Transportation operates as a semi-fixed route, only serving certain clinics on certain days of the week. Buses pick up patients from home beginning at 8:00 am and deliver them to the clinics for their appointments. Buses round up the passengers from the morning drop-offs beginning at 2:00 pm and drop them back off at home. This is a courtesy shuttle, no fee is charged for riders.</td>
<td>2 Vehicles 6,000 Trips</td>
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<td><strong>Day Out</strong></td>
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<td>Adult Day Health Care</td>
<td>Provides adult day care services at locations in Brawley and El Centro, CA. Services offered include organized daily activities in a community-based setting, transportation, meals, and professional supervision.</td>
<td>ADHC vans provide transportation for those who need door thru door services Pays IVT Access fares for clients. Would be willing to do training for IVT drivers in how to deal with elderly.</td>
<td>Brawley, El Centro and surrounding cities.</td>
<td>Consumers need more shelters to protect from the heat in the summer time on IVT buses. IVT Access issues around wheelchair accommodations, seat belts, and space for medical equipment. Have consumers in and need transportation from – Holtville; Imperial; Westmoreland; Brawley; Calipatria; Niland.</td>
<td>Seniors and adults with impairments</td>
<td>This is a daytime program designed to engage seniors with health or other social need during the day. Typically this would be a place where the senior would be able to receive care if they are physically, mentally, or functionally impaired.</td>
<td>3 - Brawley 3 - El Centro Not wheelchair accessible</td>
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<td><strong>Imperial County Department of Behavioral Health</strong></td>
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<td>Adult Service</td>
<td>DBH provides services and resources that promote wellness, recovery, and resiliency for adults and older adults with severe mental illness and for children and youth with serious emotional disturbances and their family members.</td>
<td>Provide transportation for those who cannot use public transit because it is not available or they are unable because of their illness. Buys transit tickets for those who can use – buy through resource center (Regional Tickets, Blue Line, IVC Express)</td>
<td>Imperial County</td>
<td>Locations that are difficult to get to: • Bombay Beach (only service on one day of week) • Salton City (no service) • Ocotillo (service on one day) • Winterhaven – a very long day for someone to come in for an appointment • Palo Verde – only one client</td>
<td>Persons with mental disabilities</td>
<td>Programs: •Community Services and Supports (CSS) •Prevention and Early Intervention (PEI) •Workforce Education and Training (WET) •Capital Facilities and Technological Needs (CF/TN) •Innovation</td>
<td>6 (15)-passenger vans (not accessible) 66 cars used by staff to transport clients, for home visits, etc.</td>
</tr>
</tbody>
</table>
## Imperial County Department of Public Health

### California Children’s Services

- **Description**: California Children's Services (CCS) is a state program for children with certain diseases or health problems. Through this program, children up to 21 years old can get the health care and services they need. CCS subsidizes the fare on Arc’s Med-Express service that provides non-emergency medical transportation in to San Diego County. Also, will reimburse parents mileage to access services.

- **Service Area**: Imperial County

- **Transportation Needs of Clients/Consumers**: More available seats on Med Express to San Diego, service hours to San Diego and no availability every day of the week.

- **Eligibility**: Referred by parent or provider/physician. Must meet medical eligibility review and be low-income.

- **Notes**: Children use the Med-Express to travel to Rady's Children's Hospital and UCSD Medical Center

- **Vehicles and Annual Trips**: N/A

### Imperial County IHSS Public Authority

- **Description**: The In-Home Supportive Services (IHSS) program provides domestic and personal care to Medi-Cal eligible aged, blind and disabled individuals so that they can remain safely in their own homes. In addition to program eligibility, IHSS staff meets with clients in their homes to assess their in-home care need. Once approved, the clients may hire providers of their own choosing, or are referred to the IHSS Public Authority of Imperial County to hire provider to perform the authorized services.

- **Service Area**: Imperial County

- **Transportation Needs of Clients/Consumers**: The majority of the In-Home Supportive Services (IHSS) consumers need transportation to medical appointments. There are more IHSS providers/caregivers who are refusing to provide transportation because the IHSS program does not pay for the gas. This becomes a barrier because most consumers have to make other arrangements. Consumers in outlining areas are unable to travel to the office due to transportation issues.

- **Eligibility**: IHSS recipients are seniors and children and adults with disabilities.

- **Notes**: The Imperial County IHSS Public Authority functions include the establishment of a provider registry, investigation of qualifications and background of potential providers, establishment of a referral system under which IHSS providers are referred to recipients, provide access to training for providers and recipients, ensure that the requirements of the personal care services program are met and any other functions related to the delivery of In-Home Supportive Services.

- **Vehicles and Annual Trips**: N/A

## Imperial County Office of Education

### CHAT Program

- **Description**: CHAT - Individual therapy and case management services to child victims of abuse and/or crime.

- **Service Area**: All districts in the Imperial County SELPA, including Brawley, El Centro, Imperial and Calexico

- **Transportation Needs of Clients/Consumers**: Frequency of transportation available from Winterhaven area to the El Centro area.

- **Eligibility**: Child victims

- **Notes**: CHAT spends roughly $50,000 per year subsidizing bus passes in Imperial County. Also provide itinerant services such as Speech, Nursing and Psychology.

- **Vehicles and Annual Trips**: Multiple vehicles across many departments

### Special Education Department

- **Description**: ICOE works closely with Imperial county’s sixteen independent school districts as well as its public service agencies, businesses, institutions of higher education, and elected officials to ensure that meeting the educational needs of its children is a community priority. ICOE also provides direct services to students with specialized needs through its three alternative education and special education programs.

- **Service Area**: Some adult students are limited in public transportation use do to behavioral, medical, and/or specific needs related to their disabilities. Many students in these programs also require door to door escort.

- **Transportation Needs of Clients/Consumers**: Frequency of transportation available from Winterhaven area to the El Centro area.

- **Eligibility**: Students with disabilities ages 0-22

- **Notes**: ICOE spends roughly $50,000 per year subsidizing bus passes in Imperial County. Also provide itinerant services such as Speech, Nursing and Psychology.

- **Vehicles and Annual Trips**: Multiple vehicles across many departments

### Migrant Education Program (MEP)

- **Description**: ICOE-Migrant Education Program provides supplementary academic services to migrant students.

- **Service Area**: All districts in the Imperial County

- **Transportation Needs of Clients/Consumers**: Frequency of transportation available from Winterhaven area to the El Centro area.

- **Eligibility**: Migrant students

- **Notes**: ICOE spends roughly $50,000 per year subsidizing bus passes in Imperial County. Also provide itinerant services such as Speech, Nursing and Psychology.

- **Vehicles and Annual Trips**: Multiple vehicles across many departments
### HUMAN SERVICES TRANSPORTATION PROVIDERS

<table>
<thead>
<tr>
<th>Service</th>
<th>Agency Description</th>
<th>Transportation Function, Reservations or Information</th>
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<th>Eligibility</th>
<th>Notes</th>
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<tbody>
<tr>
<td><strong>Imperial County Work Training Center</strong></td>
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<td>Work Services Program</td>
<td>The work service program is an vocational employment program for persons with developmental disabilities in the janitorial field, designed to help transition to independent employment on their own.</td>
<td>Transportation is provided by WTC to its vocational program employees, to travel to and from work on the days they are contracted to work. Transportation is available seven days per week.</td>
<td>Imperial County</td>
<td>N/A</td>
<td>Persons with developmental disabilities</td>
<td>The Work Services Program is funded by the San Diego County Regional Center</td>
<td>8 Vehicles</td>
</tr>
<tr>
<td>Multipurpose Senior Services Program</td>
<td>Imperial County Work Training Center's Multipurpose Senior Service Program (MSSP) provides social and health case management for frail elderly clients who are certifiable for placement in a nursing facility but who wish to remain in the community.</td>
<td>Transportation is provided by IVT Access and the Arc operated City Dial-A-Rides to seniors in the MSSP program to and from home to medical appointments. The cost of transportation is reimbursed to the contractors by the Work Training Center on a monthly basis.</td>
<td>Imperial County</td>
<td>N/A</td>
<td>Frail seniors</td>
<td>Transportation reimbursement is paid for by Medi-Cal.</td>
<td>N/A</td>
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<td><strong>Naval Air Facility</strong></td>
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<td>Kids Bus</td>
<td>Although small, NAF El Centro has a full array of support facilities: Commissary, Navy Exchange, Medical and Dental Clinics, Consolidated Office/Chief Petty Officer and Enlisted Club, and a wide variety of recreational activities.</td>
<td>The Naval Air Facility in El Centro operates a &quot;kids&quot; bus that transports the children of its servicemen and women, between school and the air facility. The vehicle is also used for field trips and special activities.</td>
<td>El Centro</td>
<td>N/A</td>
<td>Children of servicemen and women</td>
<td>Transportation for servicemen from El Centro to the base can also be arranged through the sponsor or the Duty Office.</td>
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<tr>
<td><strong>Quechen Tribe - Winterhaven</strong></td>
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<td>Tribal Transit</td>
<td>Members are enrolled into the Quechan Tribe of the Fort Yuma Indian Reservation. The federally recognized Quechan tribe’s main office is located in Fort Yuma, Arizona.</td>
<td>YCAT’s Blue Route is a circulator for Winterhaven, serves two Casinos and Yuma. Funded by Tribal Transit. Runs 6 days per week. YCAT also operates the Turquoise line from Yuma to El Centro, also supported by Tribal transit funding. Senior Center Program brings elders to and from nutrition program. Fort Yuma Health Center has two vehicles but only a part time driver • Transport less than 100 people per month – out of county trips</td>
<td>Imperial County</td>
<td>N/A</td>
<td>Tribal members</td>
<td>The Quechen tribe is a member of the Yuma County Intergovernmental Public Transportation Authority</td>
<td>2 Vehicles</td>
</tr>
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</table>
Appendix C – Agency E-Survey Questionnaire, English and Spanish Versions

### Imperial County Transportation Commission
#### Coordinated Public Transit-Human Services
#### Transportation Plan Update: AGENCY SURVEY

<table>
<thead>
<tr>
<th>Contact Name:</th>
<th>Agency Name:</th>
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<tbody>
<tr>
<td>Title:</td>
<td>Program Name:</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Mailing Address:</td>
</tr>
<tr>
<td>Fax:</td>
<td>City:</td>
</tr>
<tr>
<td>E-Mail:</td>
<td>Zip code:</td>
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</table>

1. Please provide a brief description of your agency or program. (You may also attach a brochure, flyer, or provide your agency’s web home page)

2. In what cities, communities or areas of Imperial County does your agency provide services? (Indicate Countywide or list city and community names)

3. Your Agency Type (Check one only):
   - Private, for profit
   - Private, non-profit
   - Public agency
   - Tribal organization
   - Faith based

4. Number of active clients on your agency’s roster living within Imperial County:
   - Total clients / consumers enrolled or on caseload lists
   - Estimated # persons traveling to site daily
   - Estimated # persons on-site daily needing transportation assistance
   - Estimated # on-site daily in wheelchairs

5. Please identify the client population your agency serves: (Check all that apply)
   - Seniors, 60+ able-bodied
   - Persons < 60 with physical disabilities
   - Seniors, 60+ frail
   - Persons 60 w/ behavioral disabilities
   - Children & Youth
   - Persons with sensory impairments, all ages
   - Veterans
   - Persons of low-income, all ages
   - General Public
   - Homeless persons, all ages
   - Others
   - Persons with limited English proficiency

6. How familiar are you with Imperial County’s public transit: (IVT, IVT-ACCESS, Med Express, City Dial-a-Rides?)
   - Very familiar – I know about bus routes and schedules and have contact information for dial-a-ride programs.
   - Somewhat familiar – I know of public transit generally, but not specific routes or specific services.
   - Not familiar at all – I am not knowledgeable about public transportation services in Imperial County

7. Please rate the effectiveness of public transit information tools. (Rate all that apply)
   - Rider’s Guide (Bus Book)
   - IVT or IVT Access Website
   - Social Media (Facebook/twitter etc)
   - Other (describe below)

8. Which agencies/organizations do you work with to provide transportation for your clients?

9. How often do your clients communicate any of these transportation needs? (Rate all that apply)
   - Dial-a-ride: School trips
   - Dial-a-ride: Medical trips
   - Dial-a-ride: Work trips
   - Dial-a-ride: Transportation to college or adult education
   - Dial-a-ride: Needing transportation to or from over-crowded buses
   - Dial-a-ride: Evening trips
   - Dial-a-ride: Saturday trips
   - Dial-a-ride: Sunday trips
   - Dial-a-ride: Out of county trips
   - Other issues (specify)

Please continue on back. Thank you!
TRANSPORTATION SURVEY, Page 2

10. WHAT PRIMARY BARRIERS TO ACCESSING and/or COORDINATING TRANSPORTATION EXIST FOR CONSUMERS OF YOUR AGENCY or ORGANIZATION?

________________________________________________________

11. PROJECT SOLUTIONS - WHAT LEVEL OF INTEREST DO YOU HAVE IN THESE TRANSPORTATION PROJECTS?

<table>
<thead>
<tr>
<th>Very Interested</th>
<th>Somewhat Interested</th>
<th>Not Interested or Not Aware</th>
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HELP in acquiring new/accessible vehicles.
Mileage reimbursement to isolated communities
Enhanced bus stop amenities
Non-profit based transportation coordinators

12. TO WHAT TOP FIVE DESTINATIONS DO YOUR CONSUMERS COMMONLY TRAVEL?

1. ___________________________________________
2. ___________________________________________
3. ___________________________________________
4. ___________________________________________
5. ___________________________________________

13. WHICH BEST DESCRIBES ANY TRANSPORTATION SERVICES PROVIDED TO YOUR AGENCY? (Check all that apply)

☐ NO TRANSPORTATION operated, contracted, or arranged
☐ OPERATE transportation with full responsibility for the transportation by this agency
☐ CONTRACT for transportation: services provided by another entity under contract to your agency
☐ SUBSIDIZE transportation through agency purchase of bus passes or fares
☐ SUBSIDIZE transportation through mileage reimbursement
☐ ARRANGE FOR volunteer drivers or private car
☐ ARRANGE FOR transportation with information assistance; clients responsible for follow-up
☐ OTHER (please specify) ______________________

If you answered NO TRANSPORTATION to #13, stop here and return survey. Otherwise please complete questions #14 thru #23. Please return as indicated. Thank you!

14. WHO IS ELIGIBLE FOR YOUR TRANSPORTATION?

☐ Only enrolled clients eligible, authorized clients
☐ Anyone this agency serves
☐ Any member of the general public

15. DRIVERS FOR YOUR TRANSPORTATION PROGRAM:

☐ # Paid Dedicated Drivers
☐ # Paid Staff who Drive
☐ # Volunteer Drivers

16. HOW MANY VEHICLES DO YOU HAVE AVAILABLE FOR CLIENT/CUSTOMER TRANSPORTATION?

________________________________________________________

17. NUMBER AND CAPACITY OF AVAILABLE VEHICLES:

A. # of sedans seating 5 or fewer passengers
B. # of vans seating 10 or fewer passengers
C. # of vehicles seating 11 to 15 passengers
D. # of buses seating 16 or more passengers
E. Total # of lift-equipped vehicles

18. HOW MANY OF YOUR VEHICLES MAY NEED TO BE REPLACED BASED ON ODOMETER MILEAGE?

☐ # of agency vans (10 or fewer seats) exceeding 150,000 miles
☐ # of agency buses (11-20 seats) exceeding 200,000 miles
☐ # of agency buses (21+ seats) exceeding 250,000 miles

19. PASSENGER TRIPS PROVIDED

A. Average # of one-way passenger trips per MONTH
   Count one trip each time a passenger boards the vehicle. Count a round-trip as (2) one-way passenger trips.

20. DAYS AND HOURS OF OPERATION FOR YOUR AGENCY’S TRANSPORTATION PROGRAM:

<table>
<thead>
<tr>
<th></th>
<th>Operating Hours</th>
<th>First Pick-up</th>
<th>Last Pick-up</th>
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</thead>
<tbody>
<tr>
<td>Weekdays</td>
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<td>Saturdays</td>
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<tr>
<td>Sundays</td>
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21. ANNUAL TRANSPORTATION BUDGET: (Estimates are fine – current year)

$_________ For bus passes, tickets or tokens
$_________ For vehicle operations (drivers, maint., fuel)
$_________ Administration (advertising, marketing)
$_________ For vehicle replacement capital funds
$_________ Insurance
$_________ For taxi vouchers / other specialized transp. services
$_________ Mileage reimbursement for passenger trips
$_________ Other (please specify) ______________________

22. COMPARED TO LAST YEAR, DID YOUR AGENCY TRANSPORTATION BUDGET?

☐ Increase        ☐ Decrease        ☐ Stay the same

23. WILL YOUR AGENCY CONTINUE ITS CLIENT TRANSPORTATION OVER THE NEXT 5 YEARS?

☐ Yes           ☐ No            ☐ Unsure

Complete this survey at: SurveyMonkey.com/S/ImperialSurvey OR return this survey in the enclosed, self-addressed envelope to:
AMMA Transit Planning 383 Two Trees Road, Riverside, CA 92507 Or via facsimile (951) 784-1212
THANK YOU VERY MUCH!
Comisión de Transporte del Condado de Imperial
Servicios Públicos Coordinados para Tránsito Humano
Actualización al Plan de Transporte:
ENCUESTA PARA USO DE AGENCIAS

Nombre: ___________________________ Nombre de la agencia: ___________________________

Título: ___________________________ Programa: ___________________________

Teléfono: ___________________________ Dirección postal: ___________________________

Fax: ___________________________ Ciudad: ___________________________

Correo electrónico: ___________________________ Código postal: ___________________________

1. Por favor proporcione una breve DESCRIPCIÓN de su agencia o programa. (Usted también puede adjuntar un folleto, un volumen, o proporcionar la página web de la Agencia)

____________________________________________________________________________________

2. ¿En qué CIUDADES, COMUNIDADES o ÁREAS del Condado de Imperial ofrece su agencia servicios? (Indique el condado o la lista de ciudades o comunidades)

____________________________________________________________________________________

3. Su Tipo de Agencia: (Marque uno sólo):
☐ Privado, con fin de lucro
☐ Organización Tribal
☐ Privado, sin fin de lucro
☐ Servicios Públicos
☐ Religiosa/Congregación de Fe

4. EL NÚMERO DE CLIENTES ACTIVOS EN SU AGENCIA QUE VIVE DENTRO DEL CONDADO DE IMPERIAL
   # total de clientes / consumidores inscritos o en las listas de número de casos.
   # Estimado que viajan al sitio diario
   # Estimado que requieren asistencia de transporte diario
   # Estimado en silla de ruedas en su local/sito

5. PORFAVOR IDENTIFIQUE AL GRUPO POBLACIÓN QUE SU AGENCIA ASISTE (Marque todo lo que aplique)
☐ Mayores 60 años sanos
☐ Personas mayores, 60+
☐ Salud delicada
☐ Niños y jóvenes
☐ Veteranos
☐ Público en general
☐ Personas con discapacidades físicas
☐ Personas con discapacidad mental
☐ Personas con deficiencias sensoriales, de cualquier edad
☐ Personas de bajos ingresos, toda edad
☐ Personas sin hogar, de cualquier edad
☐ Personas en situación de calle
☐ Personas de origen hispano
☐ Personas con dominio limitado del inglés

6. ¿QUÉ TAN FAMILIARIZADO ESTÁ USTED CON EL TRANSPORTE PÚBLICO DEL CONDADO DE IMPERIAL:
   (IVT, IVT-ACCESS, Med-Express, Dial-a-Ride de cada ciudad?)
☐ Muy familiarizado – sabe sobre los horarios y las rutas de autobús y tiene la información para contactar a los programas de dial-a-ride.
☐ Algo familiarizado – sabe del transporte público en general, pero no de rutas o servicios específicos.
☐ No está familiarizado en lo absoluto – no estoy informado sobre los servicios de transporte público en el Condado de Imperial

7. CALIFIQUE LA EFEICUIDAD DE LAS HERRAMIENTAS PARA INFORMACIÓN DEL TRANSPORTE PÚBLICO. (Marque todas las que apliquen)

<table>
<thead>
<tr>
<th>Method</th>
<th>Muy Efectivo</th>
<th>Algo Efectivo</th>
<th>No es Efectivo</th>
<th>No Optado</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guía para Viajar (Libro de autobús)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>IVT o IVT Access sitio web</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Medios de comunicación social (Facebook/Twitter etc.)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Otro:</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

8. ¿CON QUE AGENCIAS/ORGANIZACIONES TRABAJA USTED PARA PODER PROMOCIONAR TRANSPORTE PARA SUS CLIENTES?

____________________________________________________________________________________

Por favor continúe en el reverso ¡Gracias!
Encuesta de transporte, Página 2

9. ¿POR FAVOR ESPECIFIQUE CON QUÉ FRECUENCIA SUS CLIENTES SE COMUNICAN LAS SIGUIENTES NECESIDADES DE TRANSPORTE INCUMPLIDAS: (Marque todas las que apliquen)

<table>
<thead>
<tr>
<th>Usualmente</th>
<th>A Veces</th>
<th>Rara Vez o Nunca</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guardería, cuidado de niños o viajes a la escuela primera</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes al doctor / atención médica</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes al doctor regional / viajes médicos</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Al trabajo o a su labor</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes para trabajadores de agricultura cañero</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes al colegio o educación de adultos</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Mis asuntos en carreteras lejanas</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Rutas en las trad / tocadores</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Rutas de los Bancos</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Rutas de los Domingos</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trabajos, buses, mapas con horarios/tarifas</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Asistencia hasta la puerta del hogar</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes a la校园</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Rutas más allá de las ya establecidas con FVT</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes al Condado de San Diego</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes al Condado de Riverside</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viajes al Condado de Yuma, Arizona</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Otros asuntos (Por favor especificar)</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

10. ¿QUE BARRERAS PRIMARIAS EXISTEN EN EL ACCESO DE TRANSPORTE PARA SUS CONSUMIDORES Y/O COORDINAR EL TRANSPORTE PARA SU AGENCIA O ORGANIZACIÓN?

____________________________________________________________________________________

11. SOLUCIONES AL PROYECTO - ¿QUÉ NIVEL DE INTERÉS TIEVE PARA LOS SIGUIENTES PROYECTOS?

<table>
<thead>
<tr>
<th>Muy Interesado</th>
<th>Algo Interesado</th>
<th>No Interesado</th>
<th>No Necesarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assis. en obtener vehículos nuevos/acepribles para viaje a un solo lado</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Reembolsos por viaje a tiempo remoto</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Anulaciones/beneficios en pasos de autobús</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Coordinación de transporte basado en turno de trabajo</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

12. ¿CUÁLES SON LOS CINCO DESTINOS PRINCIPALES A LOS CUALES SUS CONSUMIDORES COMUNMENTE VIAJAN?

1. ____________________________________________
2. ____________________________________________
3. ____________________________________________
4. ____________________________________________
5. ____________________________________________

13. ¿QUE MEJOR DESCRIE EL SERVICIO DE TRANSPORTE PROPORCIONADO POR SU AGENCIA? (Marque todas lo que aplique)

☐ NO TRANSPORTE: operado, contratado, o coordinado o por contrato
☐ OPERA: la transportación, toda la responsabilidad es proporcionada por esta agencia
☐ CONTRATO: de transporte; los servicios son proporcionados por otra entidad bajo contrato con mi agencia
☐ SUBSIDIO: el transporte es a través de la compra de boletos de autobús, o por reembolso de tarifas o millaje
☐ SUBSIDIO a través de reembolso por millaje
☐ ORGANIZADO: con conductores voluntarios o auto privado
☐ COORDINACIÓN para transporte con asistencia a la información primordial; el seguimiento es responsabilidad de los clientes
☐ OTROS (favor de especificar) __________________________

Si respondió SIN TRANSPORTE al #13, detengase, no prosiga y regrese la encuesta. De lo contrario, por favor complete las preguntas del #14 al #23. Por favor regrese la encuesta como se ha indicado. ¡Gracias!

14. ¿QUIÉN ES ELEGIBLE PARA SU SERVICIO TRANSPORTE?
☐ Sólo los clientes elegibles, clientes autorizados
☐ Cualquier persona que la agencia sirva
☐ Cualquier miembro del público en general

15. CUÁNTOS CONDUCTORES O CHOFERES TIENE PARA SU PROGRAMA DE TRANSPORTE:

☐ # Conductores dedicados pagados
☐ # Personal que es pagado para conducir
☐ # Conductores voluntarios

Puede completar esta encuesta en: SurveyMonkey.com/S/ImperialSpanish o puede devolver esta encuesta en el sobre con remitente proporcionado, dirigido a: AMMA Transit Planning 393 Two Trees Road, Riverside, CA, 92507 o por fax (951) 784-1112. ¡MUCHAS GRACIAS!
Encuesta de transporte, Página 3

16. ¿CUÁNTOS VEHÍCULOS TIENE DISPONIBLE PARA TRANSPORTAR A SUS CLIENTES?
   _______ # De Vehículos

17. NÚMERO Y CAPACIDAD DE LOS VEHÍCULOS DISPONIBLES:
   A. _______ # De los sedanes con asientos para 5 pasajeros o menos
   B. _______ # De furgonetas (vans) con asientos para 10 pasajeros o menos
   C. _______ # De vehículos de asientos de 11 a 15 pasajeros
   D. _______ # De autobuses asientos para 16 + pasajeros
   E. _______ # Total de los vehículos equipados con rampa eléctrica

18. ¿CUÁNTOS DE SUS VEHÍCULOS NECESITARAN SER REEMPLAZADOS BASADO EN EL MILLAJE DEL ODÓMETRO?
   _______ # de furgonetas de agencia (10 o menos asientos) que exceden 150,000 millas
   _______ # de autobuses de la agencia (11-20 asientos) que exceden las 200,000 millas
   _______ # de autobuses de agencia (21 + asientos) que exceden las 250,000 millas

19. VIAJES DE PASAJEROS PROPORCIONADOS
   _______ # PROMEDIÓ mensual de viajes proporcionados solo de ida a pasajeros,
   *Contarse como un viaje cada vez que sube un pasajero al vehículo.
   Se cuenta ida y vuelta como dos (2) viajes de ida del pasajero

20. LOS DÍAS Y HORAS QUE OPERA EL PROGRAMA DE TRANSPORTE DE LA AGENCIA:

<table>
<thead>
<tr>
<th>Horas de operación</th>
<th>Primer parada</th>
<th>Última parada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunes a viernes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sábados</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dominos</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

21. PRESUPUESTO ANUAL DE TRANSPORTE: (Un estimado es aceptable – año en curso)
   $____ Para pases de autobús, boletos o fichas
   $____ Para las operaciones de vehículos (conductores, mantenimiento, combustible)
   $____ Administración (publicidad, mercadeo)
   $____ Fondos de capital para el reemplazo del vehículo
   $____ Seguro vehicular
   $____ Para vales de taxi/ otros servicios de transportación especializada
   $____ Reembolso de millaje por los viajes a pasajeros
   $____ Otro (especifique)                 

22. COMPARADO CON EL AÑO PASADO, EL PRESUPUESTO DE TRANSPORTE SU AGENCIA...
   ☐ Aumento ☐ Disminuye ☐ Permanece igual

23. ¿SU AGENCIA CONTINUARÁ TRANSPORTANDO CLIENTES DURANTE LOS PRÓXIMOS CINCO (5) AÑOS?
   ☐ Sí ☐ No ☐ No Estoy Seguro

Puede completar esta encuesta en SurveyMonkey.Com/S/ImperialSpanish o puede devolver esta encuesta en el sobre con remitente proporcionado, dirigido a:
AMMA Transit Planning 193 Two Trees Road, Riverside, CA 92507 o por vía fax (951) 784-1212
¡MUCHAS GRACIAS!

IN ASSOCIATION WITH:
TRANSIT MARKETING | MOBILITY PLANNERS | PROFESSIONAL TRANSLATION SOLUTIONS
Appendix D – Common Destinations Facility Listing

Facility name detail for addresses mapped below follows.
# Imperial County

**Common Destinations for Coordinated Plan Target Ridership Groups**

<table>
<thead>
<tr>
<th>Map Location</th>
<th>Category</th>
<th>Destination</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brawley</td>
<td>Human Service Agencies</td>
<td>Imperial County Housing Department</td>
<td>1401 W. St. Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Human Service Agencies</td>
<td>Brawley Public Works</td>
<td>1801 S. Western Ave. Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Human Service Agencies</td>
<td>Brawley Senior Center</td>
<td>575 S. St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Human Service Agencies</td>
<td>One Stop Imperial County</td>
<td>500 W. Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Judicial Courts</td>
<td>State of California Superior Court</td>
<td>200 Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Library</td>
<td>Brawley Public Library</td>
<td>400 Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Medical Facilities</td>
<td>Pioneers Memorial Hospital</td>
<td>207 W. Logan Rd. Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Medical Facilities</td>
<td>White Cross Pharmacy</td>
<td>1622 Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Medical Facilities</td>
<td>Dr. Bonar and Bonar Medical Corporation</td>
<td>328 E St. Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Medical Facilities</td>
<td>Clinica De Salud Del Pueblo</td>
<td>600 W. Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Medical Facilities</td>
<td>Open Access Health Center</td>
<td>196 W. Logan Rd. Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Medical Facilities</td>
<td>Clinica De Salud Del Pueblo</td>
<td>1790 S. Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Military Base</td>
<td>National Guard</td>
<td>650 N. 7th St. Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Shopping</td>
<td>Walmart Shopping Center</td>
<td>250 W. Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Shopping</td>
<td>Walgreens Shopping Center</td>
<td>475 W. Main St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Transportation</td>
<td>Brawley Transit Transfer Station</td>
<td>580 St. and S. Plaza Blvd, Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Utilities</td>
<td>Brawley Customer Service Center</td>
<td>135 S. Plaza Blvd, Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Youth Education</td>
<td>Desert Valley High School</td>
<td>104 Magnolia St., Brawley, CA 92227</td>
</tr>
<tr>
<td>Brawley</td>
<td>Youth Education</td>
<td>Brawley Union High School District</td>
<td>455 N. Imperial St., Brawley, CA 92227</td>
</tr>
</tbody>
</table>

### Calexico

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>720 Harbor Ave., Calexico, CA 92231</th>
</tr>
</thead>
</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>300 East Aven Rd., PO Box 128 Imperial, CA 92253</th>
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</table>

### El Centro

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<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
</thead>
</table>

### El Centro

<table>
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<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
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</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
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</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
</thead>
</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
</thead>
</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
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</thead>
</table>

### El Centro

<table>
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<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
</thead>
</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
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<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
</thead>
</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
</thead>
</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
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</table>

### El Centro

<table>
<thead>
<tr>
<th>Education Agencies</th>
<th>Imperial Valley College</th>
<th>San Diego State University</th>
<th>100 S. Imperial Ave., El Centro, CA 92243</th>
</tr>
</thead>
</table>
IMPERIAL COUNTY

COMMON DESTINATIONS FOR COORDINATED PLAN TARGET RIDERSHIP GROUPS

El Centro
- Judicial Courts
- Imperial County Superior Court
- Imperial County Probation Department
- Imperial County Juvenile Hall
- El Centro Library

El Centro Medical Facilities
- El Centro Regional Medical Center
- El Centro Medical Facilities
- Imperial Valley Clinic
- Imperial Valley Women's Clinic
- Clinic De Salud Del Pueblo
- VA Counseling

El Centro Shopping
- Walmart Shopping Center
- Imperial Valley Mall
- The Plaza Imperial Valley
- Valley Shopping Center
- El Centro Regional Transit Center

El Centro Utilities
- Bill Connell Auditorium
- El Centro Customer Service Center
- Imperial Irrigation District
- El Centro Youth Education
- Central Empire High School
- Desert Oasis High School
- United Families, Inc.
- Southwest High School
- El Centro Youth Education
- Migrant Head Start
- Campagna Unidos Head Start
- Campagna Unidos Head Start
- Imperial High School

El Centro Housing
- Valley Retirement Inn
- Imperial Service Agencies

El Centro Library
- Imperial County Library
- Imperial Valley Library

El Centro Utilities
- Imperial Valley Water District

El Centro Youth Education
- Imperial Valley High School

Imperial
- Imperial Medical Facilities
- Imperial County Health Department

Main
- Main Medical Facilities
- Main Library

Military Base
- Main Military Base

Youth Education
- El Centro Youth Education
Appendix E – Outreach and 5310 Program Announcement Flyers

Transit Meeting

Disabled, Older Adults and Low Income Folks!

Monday, February 3, 2014
3:00 p.m. (AZ Time)
Quechan Senior Center Conference Room
472 Quechan Drive
(North of Paradise Casino on Quechan Drive)
Winterhaven, California 92283

The Imperial County Transportation Commission is contracting the Public Transit-Human Services Transportation Coordinated Plan with AMMA Transit Planning. The plan is to identify unmet transportation needs of three groups: persons with disabilities, older adults and persons of low-income, and to develop projects to meet these needs and help to secure funding for the prioritized strategies and projects that makes sense for Imperial County.

AMMA would like to meet with you to gain some understanding of what’s working and what’s not in the current Imperial Valley Transit network and of unmet needs that may go beyond what public transit can do.

AMMA is also interested in any transportation support that your agency may currently provide, in the way of vehicles, bus passes or other transportation support. The Coordinated Plan will document needs, as well as resources and will construct prioritized strategies by which to address mobility gaps.

Please plan on attending. This is your chance to be the voice to the segment of the Eastern Imperial County residents whom can’t voice their needs - persons with disabilities, older adults and persons of low-income.

Sponsored by the: Imperial County Transportation Commission
Imperial County Coordinated Plan Update
Coordinated Public Transit—Human Services Transportation Plan for Imperial County

Join the transportation planning process and help improve transit options for your community:

• Hear consultant findings on mobility needs and transit gaps
• Review proposed strategies for addressing needs
• Consider project development for new transit projects

Open to agency representatives and members of the public.

TUESDAY, OCTOBER 21, 2014
11:30 AM – 2:30 PM
Imperial County Transportation Commission
1405 N. Imperial Ave,
El Centro CA, 92243

Refreshments Provided

For questions and information, contact Mr. David Salgado
DavidSalgado@imperialctc.org
(760) 592-4494

If you have a disability and require assistance, please contact Mr. Salgado at least 72 hours prior to this event.
CALL FOR PROJECTS: FTA §5310 Program

The §5310 Program provides grant funding to enhance mobility for:
- Seniors and Persons with Disabilities

5310 projects serve the special needs of transit-dependent populations beyond traditional public transportation services and ADA complementary paratransit services.

Eligible projects include:
- Vehicles, vehicle-related equipment and other capital expenses
- Mobility management and coordination programs
- Vehicle Operations

Public transit providers; non-profit, social service and human services agencies; and other agencies may be eligible.

<table>
<thead>
<tr>
<th>GRANT APPLICATION SCHEDULE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>§5310 grant application released by Caltrans</td>
<td>10/1/2014</td>
</tr>
<tr>
<td>Coordinated Plan Update Workshop @ICTC – El Centro, CA</td>
<td>10/21/2014</td>
</tr>
<tr>
<td>Workshop for 5310 Applicants @Omnitrans - San Bernardino, CA</td>
<td>11/5/2014</td>
</tr>
<tr>
<td>Draft applications due to ICTC for review</td>
<td>12/1/2014</td>
</tr>
<tr>
<td>Final completed applications due to Caltrans</td>
<td>2/2/2016</td>
</tr>
</tbody>
</table>

For questions and information, contact Mr. David Salgado:

davidsalgado@imperialctc.org
(760) 592-4494

Or visit: www.dot.ca.gov/hq/MassTrans/5310.html
Toll Free Assistance: (888) 472-6816