TRANSPORTATION COMMISSION MEETING

AGENDA

WEDNESDAY, MAY 22, 2013
6:00 p.m. (or immediately after IVRMA or LTA)

County of Imperial Administration Center
Board of Supervisors Chambers
940 W. Main Street, Second Floor
El Centro, CA 92243

CHAIR:  JACK TERRAZAS       VICE CHAIR:  LARRY RITCHIE

I. CALL TO ORDER AND ROLL CALL

II. EMERGENCY ITEMS
   A. Discussion/Action of emergency items, if necessary.

III. PUBLIC COMMENTS

Any member of the public may address the Commission for a period not to exceed three minutes on any item of interest not on the agenda within the jurisdiction of the Commission. The Commission will listen to all communication, but in compliance with the Brown Act, will not take any action on items that are not on the agenda.

IV. APPROVAL OF CONSENT CALENDAR

(Executive Director recommends approval of consent calendar items)

   A. Approval of ICTC Board Draft Minutes:       April 24, 2013   Page 5
   B. Receive and File:
      1. ICTC Management Committee Minutes:        April 17, 2013
      2. ICTC Management Committee Draft Minutes:   May 8, 2013
   C. Imperial County Transportation Commission Grant Proposal to SCAG’s Sustainability Program (Active Transportation ) Page 26

ICTC staff recommends that the Commission take the following actions after public comment, if any:

   1. Direct staff to submit the grant application to SCAG for the Sustainability Program (Active Transportation ), FY 2013-14 and all required supporting documentation in the amount of $13,625 by May 31, 2013

CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
VI. INFORMATION / DISCUSSION CALENDAR

A. Sea Port Air Lines Services Update
   1. Presentation by Geoff Dale, Sea Port Airlines

B. Draft ICTC Overall Work Program (OWP) and Budget, FY 2013-2014
   The ICTC Management Committee met on May 8, 2013 and forwards this item to the Commission for review and discussion, after public comment if any:
   1. Review and discussion of the Draft ICTC OWP and Budget, FY 2013-2014

VII. REPORTS

A. ICTC Executive Director
B. Southern California Association of Governments
C. California Department of Transportation – District 11
D. Commission Member Reports

VIII. CLOSED SESSION- PERSONNEL MATTER

A. Motion to Adjourn to Closed Session
B. PUBLIC EMPLOYEE PERFORMANCE EVALUATION (Government Code §54957)
   Title: ICTC Executive Director
C. Announcement of Closed Session Action(s)

IX. ACTION CALENDAR

A. Discussion / Action regarding the Employment Agreement for the Position of Executive Director.
B. Imperial Valley Transit – Revision to Fixed Route Transit Operator’s Farebox Ratio Policy
   The ICTC Management Committee met on May 8, 2013 and forwards this item to the Commission for your review and approval, after public comment if any:
   1. Adopt the blended farebox for the operation of IMPERIAL VALLEY TRANSIT of 17% for the period of FY 2013-14 through FY 2015-2016
   2. Direct staff to submit the revised farebox ratio for IMPERIAL VALLEY TRANSIT to CALTRANS
C. Request for Public Hearing on Transit Fare Increase for FY 2013-14
   The ICTC Management Committee met on May 8, 2013 and forwards this item to the Commission for your review and approval, after public comment if any:
   1. Set a public hearing for the consideration of the IVT and IVT Access services fare price increase at 6:00 PM on June 26, 2013.
   2. Direct staff to conduct the administrative arrangements for the public hearing.
D. Passenger Statistical Summary Project for FY 2013-14 for Imperial Valley Transit (IVT)
The ICTC Management Committee met on May 8, 2013 and forwards this item to the Commission for your review and approval, after public comment if any:

1. Authorize the Chairman to sign the Passenger Statistical Sampling Project Agreement with the firm of Rea and Parker Research Inc. for the not to exceed fee of $99,500.00 for FY 2013-14.

2. Direct staff to include this project budget in the FY 2013-14 ICTC OWP Budget and Transit Finance Plan.

X. NEXT MEETING DATE AND PLACE

A. The next meeting of the Imperial County Transportation Commission will be held on Wednesday, June 26, 2013 at 6:00 p.m., at the County of Imperial Board Chambers, at 940 W. Main Street, El Centro, CA.

XI. ADJOURNMENT

A. Motion to adjourn
IV. APPROVAL OF CONSENT CALENDAR

A. APPROVAL OF ICTC BOARD DRAFT MINUTES:
   APRIL 24, 2013

B. RECEIVE AND FILE:
   1. ICTC MANAGEMENT COMMITTEE MINUTES:
      APRIL 17, 2013
   2. ICTC MANAGEMENT COMMITTEE DRAFT MINUTES:
      MAY 8, 2013
   3. ICTC SSTAC COUNCIL DRAFT MINUTES:
      MAY 1, 2013
The following action minutes are listed as they were acted upon by the Imperial County Transportation Commission and as listed on the agenda for the meeting held Wednesday April 24, 2013 together with staff reports and related documents attached thereto and incorporated therein by reference.

I. CALL TO ORDER AND ROLL CALL

Chair Terrazas called the Commission meeting to order at 6:40 p.m. Roll call was taken.

II. EMERGENCY ITEMS

A. There were none.

III. PUBLIC COMMENTS

There were none.

IV. APPROVAL OF CONSENT CALENDAR

A motion was made by Nava and seconded by Kuhn to approve the consent calendar; Motion carried with 1 abstention from the City of El Centro.

A. Approval of ICTC Board Draft Minutes: March 27, 2013
B. Received and Filed:
   1. ICTC TAC Committee Draft Minutes: March 28, 2013
C. Specific Transit Operator Fiscal Reports FY 2011-12 for Imperial Valley Transit and IVT Access
1. Received and filed the Specific Transit Operator Fiscal Reports; IMPERIAL VALLEY TRANSIT and IVT ACCESS for the Imperial County Transportation Commission for FY 2011-12

D. Specific Transit Operator Fiscal Reports FY 2011-12 for Med Express and West Shores Dial-A-Ride

1. Received and filed the Specific Transit Operator Fiscal Reports FY 2011-12; Med Express and West Shores Dial-A-Ride for the Imperial County Transportation Commission for FY 2011-12

V. INFORMATION / DISCUSSION CALENDAR

A. Sea Port Air Lines Services Update

Mr. Geoff Dale was not present. Mr. Baza stated that service is scheduled to begin on May 1, 2013 with service to San Diego and Burbank. Mr. Terrazas suggested that schedules be provided at the next meeting. Mr. Kelley stated that this item returns on the agenda next month.

B. SCAG’s Comprehensive Goods Movement Plan

A presentation regarding SCAG’s Comprehensive Goods Movement Plan was made by Mr. Jones.

VI. REPORTS

A. ICTC Executive Director

Mr. Baza and staff had the following announcements:

- Mr. Baza with the Mobility 21 legislative group visited Washington D.C to advocate for local projects, including the Forrester Road Corridor, Cesar Chavez Blvd. and pedestrian improvements at the border crossing downtown.
- The SR 86 legislation is moving forward. There was a change of the bill from AB 62 to SB 444. Specific language states that all parties have to agree to the relinquishment. The bill will be under consent and was folded into an omnibus bill. Mr. Baza stated that he is feeling good it will not be pulled and will continue to move forward.
- The AB joint resolution is moving through legislature. The floor session will meet on April 18, 2013.
- Mr. Baza stated that Caltrans has been working on the scope of work for a border wide pedestrian and bicycle study that will identify the needs of our border. The idea is to have better access leading to the ports and include necessary amenities for pedestrians, such as overhead covers. This is a partnership with SANDAG and Mexico.
- SCAG has released the Request For Proposals for the Calexico Border Intermodal Transportation Center Feasibility Study. The RFP will be published on the ICTC website.
- Ms. Williams stated that the public workshops for the Circulator study will be held on April 23, 24 & 25, 2013 in the Cities of Imperial on Monday, Calexico on Tuesday and in Brawley on Wednesday. The bus stop workshops will begin earlier in afternoon with public workshops held later that evening.
- Ms. Williams stated that TDA claims are due May 17, 2013 in order for them to be paid this fiscal year. They require council action and previous fiscal year of audits to be filed.
- The 1\textsuperscript{st} quarterly meeting was held for the YCAT Turquoise Route 10. The route is averaging 3-4 people per trip between El Centro and the Yuma area. The next meeting is scheduled for July.
- Mr. Baza addressed the Commission about his 3\textsuperscript{rd} anniversary as ICTC’s Executive Director and requested consideration of a new contract. Mr. Terrazas, Ms. Nava-Froelich and Mr. Nava agreed to participate in a subcommittee to review a draft contract and make recommendations to the Commission.

B. Southern California Association of Governments (SCAG)
Mr. Oliva had the following announcements:
- Tomorrow, April 25, 2013 the League of California Cities Imperial County Division will have a meeting where a SCAG District 1 representative will be formally elected. Cheryl Viegas Walker is currently the Division 1 representative and is seeking to be elected for another term. Mr. Olivas asked for City Elected officials be present due to the 2/3 majority needed to pass.
- The SCAG General Assembly will be held May2-3, 2013 at the JW Marriot Desert Springs Resort and Spa in Palm Desert. Assuming Ms. Viegas Walker is elected to represent District 1, she will be assuming the 2nd Vice President position for the SCAG Regional Council.
- A Consolidated Call For Proposals for the Sustainability program was released. The deadline for applications is May 31, 2013.
- The Executive summary of the Goods Movement Plan was made available to the Commission.

C. California Department of Transportation (Caltrans)
Ms. Berman had the following announcements:
- Ms. Berman stated that the data collection from the traffic counts conducted on the Brawley Bypass were available. A handout was distributed to all and included the following information. The goal of the data was to collect commercial truck traffic volumes and their distribution between Main Street in Brawley and the Bypass. The data collected consisted of classification counts by direction and field observation. At the north end of the Bypass a total of 2,395 trucks were observed in a 12 hour period. At the south end there was a total 2,038 trucks. At both of these locations, the distribution of trucks using the Bypass was 67%, with 33% using SR-86/Main St.
- Ms. Landrum indicated that public outreach includes bilingual flyers targeting truck firms and brokerages; radio announcements; IV Press notices; Twitter feeds and Caltrans website; and presentations to ICTC Committees and Board. The next steps will be to install additional signage to inform and direct traffic; continue to perform outreach to the trucking industry; perform a second data collection in early 2014 to further evaluate continued patterns of traffic distribution; continue awareness and outreach efforts with local and regional partners; and, continue to contact GPS companies to assure the Brawley Bypass is on the map.
- It was National Safety Day and Caltrans District 11.

D. Commission Member Report
- The City of Calipatria will be hosting a Chamber mixer on May 16, 2013 from 5-9 p.m. at the Calipatria Inn. Items for discussion will be a membership drive and fundraising opportunities for the 2\textsuperscript{nd} Annual Fireworks show.
- The City of Brawley will be having an event titled “Taking back Main” on April 27, 2013 from 2-7 p.m.
- The City of Holtville will be having a Farmer’s Market on May 16, 2013.
- A Cinco de Mayo celebration will take place on May 4, 2013 hosted by City of El Centro and the Mexican Consulate.
Mr. Gran stated that a protest was filed regarding public hearing process for the F35 Strike Fighter efforts to make Imperial Valley their home base. The draft response letter is being finalized. A meeting will take place tomorrow and all jurisdictions are encouraged to attend.

VII. ACTION CALENDAR

A. Federal Transit Administration (FTA) Section 5310 Grant Program for Elderly and Disabled Transportation Services FY 2012-13

Mr. Salgado stated that Caltrans administers a federal grant program specifically designed for non-profit agencies to acquire vehicles and other related equipment in support of transit services. The program is designed for non-profit agencies that provide, or are capable of providing social services transportation. This application cycle, ICTC staff were aware that there were several non-profit agencies that may wish to take advantage of the FY 2012-13 FTA 5310 Grant program. The program is competitive locally and also on a statewide basis.

The Local Review Committee (LRC) was formed to critique and evaluate the application(s) as a part of the initial submittal process. On March 22, 2013 the LRC met to review and score the applications. The LRC consisted of two representatives from the ICTC-SSTAC and a representative from ICTC-CTSA. The LRC has developed its recommendations regarding the ranking of the applications to ICTC for formal approval.

This year, one application with four parts was received from ARC-Imperial Valley. This application is requesting a total of seven (7) vehicles which include: three (3) replacement vehicles for ARC-Imperial Valley Paratransit Services, one (1) replacement vehicle for the Med-Express Service, one (1) service expansion vehicle for the El Centro Dial-A-Ride service, and two (2) vehicles for expansion of a local non-emergency medical transportation service which has yet to be implemented.

Caltrans requires as a course of business, ICTC certify that Section 5310 applications have been included in a public participation and comment process. In addition, Caltrans requires that ICTC will entertain an appeals process, should one be required regarding the ranking of the applications.

The review process is complete, no comments were received, and no appeals were submitted with regards to the ranking of the applications to date.

The ICTC Management Committee met on April 17, 2013 and forwarded this item to the Commission for review and approval, after public comment.

1. Adopted the following listing of scores by project listing after an opportunity for public comment.
2. Adopted the attached certification, (attached) as required by Caltrans.
3. Authorized the Chairman to sign the resolution as required by Caltrans.
4. Authorized staff to forward documentation to Caltrans for entry into the statewide competitive process.

A motion was made by Gran and seconded by Ritchie, **Motion Carried** with one opposition by Ryan Kelley (County).

B. Federal Transit Administration (FTA) Section 5317 New Freedom Grant Program for Disabled Transportation Services FY 2012-13

T: Projects\ICTC\2013\April\M042413
Mr. Salgado stated that in March, ICTC staff became aware that there may be local agencies that may wish to take advantage of the remaining funds under the FY 2012-13 FTA 5317 New Freedom Grant program under SAFETEA-LU. Section 5317 contains capital and operating assistance grant money. The program is designed for agencies providing new social services transportation for persons with disabilities, that is beyond the requirements of the American’s With Disabilities Act.

ICTC staff conducts a local scoring and evaluation process. Then ICTC staff presents its recommendations regarding the ranking of the applications to ICTC for formal approval, prior to transmittal to Caltrans for entry into the statewide completion.

One application was received from ARC-Imperial Valley. The application requested three years of operating funding for a new local non-emergency medical transportation to improve access to local medical care. This service will not be under contract with a public agency. ARC Imperial Valley has also applied for capital funding for the vehicles and radio equipment through a separate FTA 5310 Grant application.

Caltrans requires as a course of business, ICTC certify that grant applications for federal funding are consistent with the regional transportation planning process and have been included in a public participation and comment process. In addition, CALTRANS requires that ICTC will entertain an appeals process, should one be required regarding the ranking of the applications.

The review process is now complete, no comments were received, and no appeals have been logged with regards to the ranking of the application. The application received a score of 97 within the Caltrans required scoring categories as follows:

- Program Goals and Objectives: 19 out of a possible 20 points
- Project Implementation Plan: 29 out of a possible 30 points
- Program Performance Indicators: 20 out of a possible 20 points
- Communication and Outreach: 19 out of a possible 20 points
- Emergency Planning and Preparedness: 10 out of a possible 10 points

The ICTC Management Committee met on April 17, 2013 and forwarded this item to the Commission for review and approval, after public comment.

1. Adopted the listing of score(s) by project, after an opportunity for public comment including any appeals.
2. Adopted the attached certification, (attached) as required by Caltrans.
3. Authorized the Chairman to sign the resolution, (attached) as required by Caltrans.
4. Authorized staff to forward documentation to Caltrans for entry into the statewide competitive process.

A motion was made by Kuhn and seconded by Froelich, Motion Carried with one opposition by Ryan Kelley (County).

C. Federal Transit Administration (FTA) Section 5316 Job Access and Reverse Commute (JARC) Grant Program for Transportation Services FY 2012-13

Ms. Williams stated that in March, ICTC staff became aware that there may be local agencies that wish to take advantage of the remaining funds under the FY 2012-13 FTA 5316 JARC Grant program under SAFETEA-LU. Section 5316 contains capital and operating assistance grant money. The grant program is designed for agencies providing “...transit focused on welfare recipients and individuals with lower incomes, and access to employment/ job training and employment related activities...”
The Yuma County Intergovernmental Public Transportation Authority (YCIPTA) has developed an application. This application is requesting three years of operating funds for the continuation of the YCAT Route 10. This route is currently in a demonstration phase coordinated by the Quechan Tribe, YCIPTA and ICTC and providing transit services between Yuma, AZ; Winterhaven, CA; the casinos in Eastern Imperial County and El Centro, CA. The service currently operates three days a week.

YCIPTA has requested a letter of support from ICTC for inclusion in their grant application. This application proposes to continue transit services that may benefit residents of the Winterhaven CA. area. For the transit services that will directly serve our Winterhaven community, ICTC staff recommends the development and transmittal of a support letter on the behalf of the Commission.

The ICTC Management Committee met on April 17, 2013 and forwards this item to the Commission for your review and approval, after public comment if any:

1. Authorized the Executive Director to his designee to provide a letter of support for the YCIPTA FY 2012-13 FTA Sec 5316 JARC Grant

The ICTC Management Committee met on March 13, 2013 and forwarded this item to the Commission for review and approval, after public comment if any:

1. Reviewed and approve the ICTC Med-Express No Show/Late Cancellation Policy and Appeals Process.
2. Directed staff to promulgate the Med-Express No Show/Late Cancellation Policy and Appeals Process in English and Spanish between April 1 and April 30, 2013.
3. Directed staff to implement the Med-Express Services No Show/Late Cancellation Policy and Appeals Process effective May 1, 2013.

A motion was made by Kelley and seconded by Nava, Motion Carried unanimously.

VIII. NEXT MEETING DATE AND PLACE

The next meeting of the Imperial County Transportation Commission will be held on May 22, 2013 at 6:00 p.m., at the County of Imperial Board Chambers, at 940 W. Main Street, El Centro, CA.

IX. ADJOURNMENT

A motion was made to adjourn the meeting by Kelley and seconded by Nava, Motion carried. Meeting adjourned at 8:35 p.m.
I. CALL TO ORDER AND ROLL CALL

Chairman Duran called the Committee meeting to order at 10:41 a.m. Mr. Duran stated he’d start as members of the committee and not take any action on any items on the agenda until a quorum was established. Roll call was taken. Introductions were made. A quorum was met at 11:01 a.m. and business carried on as usual.

II. EMERGENCY ITEMS

A. There were none.

III. PUBLIC COMMENTS

A. There were none.

IV. CONSENT ITEMS

A motion was made by Best seconded by Bayon Moore to approve consent items 4A through 4D. Motion carried unanimously.

A. Approved ICTC Management Committee Minutes for March 13, 2013
B. Received and filed:
   1. ICTC Board Draft minutes for March 27, 2013
   2. ICTC TAC Committee minutes for February 28, 2013
C. Specific Transit Operator Fiscal Reports FY 2011-12 for Imperial Valley Transit and IVT Access

It was requested that the ICTC Management Committee forward this item to the Commission for their review and approval after public comment, if any:

1. Received and filed the Specific Transit Operator Fiscal Reports; IMPERIAL VALLEY TRANSIT and IVT ACCESS for the Imperial County Transportation Commission for FY 2011-12

D. Specific Transit Operator Fiscal Reports FY 2011-12 for Med Express and West Shores Dial-A-Ride

It was requested that the ICTC Management Committee forward this item to the Commission for their review and approval after public comment, if any:

1. Received and filed the Specific Transit Operator Fiscal Reports FY 2011-12; Med Express and West Shores Dial-A-Ride for the Imperial County Transportation Commission for FY 2011-12

V. REPORTS

A. ICTC Executive Director

Mr. Baza and staff had the following announcements and/or updates:

- EPA sanctions have been lifted of all affected transportation projects.
- The SR 86 legislation is moving forward. There was a change of the bill from AB 62 to SB 444. Specific language states that all parties have to agree to the relinquishment. The bill will be under consent and was folded into an omnibus bill. Mr. Baza stated that he is feeling good it will not be pulled and will continue to move forward.
- The AB joint resolution is moving through legislature. The floor session will meet on April 18, 2013.
- Mr. Baza attended the San Diego / Imperial Valley Regional Economic Forum in San Diego. Supervisor Ray Castillo and Andy Horne also attended from Imperial Valley. The forum addressed companies that are growing in San Diego and Imperial Valley and also addressed opportunities in the Mexico labor force that can create other jobs in the U.S. The next forum will be in Los Angeles.
- Ms. Mendoza gave an update on the Imperial Valley/Mexicali binational work group meetings. The group continues to discuss infrastructure along the border, economic development and environmental border issues. At their last meeting a presentation on environmental issues was made, specific to air quality and pollution control by Brad Poirez from ICAPCD and their Mexico counterparts as to the next steps by both agencies. The next meeting is scheduled for May 17, 2013 at 10:30 a.m. in Heber, CA at Club Lohoo. Mr. Baza added that an MOU is being created that will describe the intent of the working group. Currently as a priority are the pedestrian and bicycle improvements at the border. Funding for this project has been a challenge and for that reason, conversations will take place to break phase one into parts.
- Ms. Mendoza stated that SCAG has released the Request For Proposals for the Calexico Border Intermodal Transportation Center Feasibility Study. The RFP will be published on the ICTC website.
- Ms. Williams stated that the public workshops for the Circulator study will be held on April 23, 24 & 25, 2013 in the Cities of Imperial on Monday, Calexico on Tuesday and in Brawley on Wednesday. The bus stop workshops will begin earlier in afternoon with public workshops held later that evening.
- Ms. Williams stated that there were some issues with the construction of the transfer terminal in Brawley where they required remediation funding. Caltrans was able to provide the City of Brawley with $186K of additional ARRA funding to remedy their issues.

- The 1st quarterly meeting was held for the YCAT Turquoise Route 10. The route is averaging 3-4 people per trip between El Centro and the Yuma area. The next meeting is scheduled for July.

- Ms. Williams stated that TDA claims are due May 17, 2013 in order for them to be paid this fiscal year. They require council action and previous fiscal year of audits to be filed.

- Mr. Baza stated that Ms. Mendoza and Caltrans have been working on the scope of work for a border wide pedestrian and bicycle study that will identify the needs of our border. The idea is to have better access leading to the ports and include necessary amenities for pedestrians, such as overhead covers.

B. Southern California Association of Governments (SCAG)

Mr. Oliva had the following updates:

- On April 25, 2013 the League of California Cities Imperial County Division will have a meeting where a SCAG District 1 representative will be formally elected. Cheryl Viegas Walker is currently the Division 1 representative and is seeking to be elected for another term. Mr. Olivas asked for City Elected officials be present due to the 2/3 majority needed to pass.

- The SCAG General Assembly will be held May2-3, 2013 at the JW Marriot Desert Springs Resort and Spa in Palm Desert. Assuming Ms. Viegas Walker is elected to represent District 1, she will be assuming the 2nd Vice President position for the SCAG Regional Council.

- A Consolidated Call For Proposals for the Sustainability program was released. The deadline for applications is May 31, 2013.

C. California Department of Transportation – District 11

- Ms. Landrum presented the data collection from the traffic counts conducted on the Brawley Bypass and surrounding area. The goal of the data was to collect commercial truck traffic volumes and their distribution between Main Street in Brawley and the Bypass. The data collected consisted of classification counts by direction and field observation. At the north end of the Bypass a total of 2,395 trucks were observed in a 12 hour period. At the south end there was a total 2,038 trucks. At both of these locations, the distribution of trucks using the Bypass was 67%, with 33% using SR-86/Main St. Ms. Landrum indicated that public outreach includes bilingual flyers targeting truck firms and brokerages; radio announcements; IV Press notices; Twitter feeds and Caltrans website; and presentations to ICTC Committees and Board. The next steps will be to install additional signage to inform and direct traffic; continue to perform outreach to the trucking industry; perform a second data collection in early 2014 to further evaluate continued patterns of traffic distribution; continue awareness and outreach efforts with local and regional partners; and, continue to contact GPS companies to assure the Brawley Bypass is on the map. Mr. Amen stated that Google map is already showing the Bypass on their network and he is working with headquarters for the rest. A question arose regarding the traffic counts on Forrester. It was stated that the data was not available yet. Ms. Bayon Moore inquired if the data could be presented to the Brawley City Council. Ms. Landrum stated yes.

- Mr. Medina gave an update of District 11 Local Assistance announcements including an update on Imperial County’s obligation plan.

- Mr. Amen stated that there was a overlay project on SR-86 between Imperial and Brawley and will be ongoing for 2-3 months.

- A new Caltrans maintenance building will be opening in El Centro, location on East Rodd Rd.
- The Brawley Bypass will be receiving an award from the American Society of Engineers on May 18, 2013 and it was also nominated by the California Transportation Foundation, with the reception taking place on May 23, 2013 in Sacramento.

D. Committee Member Reports

- Mr. Meyerhoff announced that the City of Holtville will be hosting a Farmer’s Market on April 18, 2013 from 4-8 p.m. Also the Imperial Valley Planning Commission will be hosting a dinner on April 25, 2013 from 6-7:30 p.m. at the SDG&E offices.
- Ms. Best stated that the Imperial Transit Park will be on the City Council agenda later that evening.
- Ms. Bayon Moore stated that on April 27, 2013 the City of Brawley will be having an event on Main St. There will be a hamburger cook off, lucha libre, a classic car show and a beer garden.

VI. INFORMATION / DISCUSSION CALENDAR

A. Consultant Selection Criteria Presentation

Mr. Medina gave a PowerPoint presentation regarding the consultant selection criteria. The emphasis was that specific guidelines stated in State and Federal Law be following by all agencies when obtaining consultant services. For a copy of his presentation, Mr. Medina can be contacted at luis.z.medina@dot.ca.gov.

VII. ACTION CALENDAR

A. Federal Transit Administration (FTA) Section 5310 Grant Program for Elderly and Disabled Transportation Services FY 2012-13

Mr. Salgado stated that Caltrans administers a federal grant program specifically designed for non-profit agencies to acquire vehicles and other related equipment in support of transit services. The program is designed for non-profit agencies that provide, or are capable of providing social services transportation. This application cycle, ICTC staff were aware that there were several non-profit agencies that may wish to take advantage of the FY 2012-13 FTA 5310 Grant program. The program is competitive locally and also on a statewide basis.

The Local Review Committee (LRC) was formed to critique and evaluate the application(s) as a part of the initial submittal process. On March 22, 2013 the LRC met to review and score the applications. The LRC consisted of two representatives from the ICTC-SSTAC and a representative from ICTC-CTSA. The LRC has developed its recommendations regarding the ranking of the applications to ICTC for formal approval.

This year, one application with four parts was received from ARC-Imperial Valley. This application is requesting a total of seven (7) vehicles which include: three (3) replacement vehicles for ARC-Imperial Valley Paratransit Services, one (1) replacement vehicle for the Med-Express Service, one (1) service expansion vehicle for the El Centro Dial-A-Ride service, and two (2) vehicles for expansion of a local non-emergency medical transportation service which has yet to be implemented.

Caltrans requires as a course of business, ICTC certify that Section 5310 applications have been included in a public participation and comment process. In addition, Caltrans requires
that ICTC will entertain an appeals process, should one be required regarding the ranking of the applications.

The review process is complete, no comments have been received, and no appeals have been submitted with regards to the ranking of the applications to date.

It was requested that the ICTC Management Committee forward this item to the Commission for their review and approval after public comment, if any:

1. Adopt the following listing of scores by project listing after an opportunity for public comment.
2. Adopt the attached certification, (attached) as required by Caltrans.
3. Authorize the Chairman to sign the resolution as required by Caltrans.
4.Authorize staff to forward documentation to Caltrans for entry into the statewide competitive process.

A motion was made by Best and seconded by Servin, Motion carried unanimously.

B. Federal Transit Administration (FTA) Section 5317 New Freedom Grant Program for Disabled Transportation Services FY 2012-13

Mr. Salgado stated that in March, ICTC staff became aware that there may be local agencies that may wish to take advantage of the remaining funds under the FY 2012-13 FTA 5317 New Freedom Grant program under SAFETEA-LU. Section 5317 contains capital and operating assistance grant money. The program is designed for agencies providing new social services transportation for persons with disabilities, that is beyond the requirements of the American’s With Disabilities Act.

ICTC staff conducts a local scoring and evaluation process. Then ICTC staff presents its recommendations regarding the ranking of the applications to ICTC for formal approval, prior to transmittal to CALTRANS for entry into the statewide completion.

One application was received from ARC-Imperial Valley. This application is requesting three years of operating funding for a new local non-emergency medical transportation to improve access to local medical care. This service will not be under contract with a public agency. ARC Imperial Valley has also applied for capital funding for the vehicles and radio equipment through a separate FTA 5310 Grant application.

CALTRANS requires as a course of business, ICTC certify that grant applications for federal funding are consistent with the regional transportation planning process and have been included in a public participation and comment process. In addition, CALTRANS requires that ICTC will entertain an appeals process, should one be required regarding the ranking of the applications.

The review process is now complete, no comments have been received, and no appeals have been lodged with regards to the ranking of the application. The application received a score of 97 within the CALTRANS’ required scoring categories as follows:
Program Goals and Objectives: 19 out of a possible 20 points  
Project Implementation Plan: 29 out of a possible 30 points  
Program Performance Indicators: 20 out of a possible 20 points  
Communication and Outreach: 19 out of a possible 20 points  
Emergency Planning and Preparedness: 10 out of a possible 10 points

It was requested that the ICTC Management Committee forward this item to the Commission for their review and approval after public comment, if any:

1. Adopt the listing of score(s) by project, after an opportunity for public comment including any appeals.  
2. Adopt the attached certification, (attached) as required by Caltrans.  
3. Authorize the Chairman to sign the resolution, (attached) as required by Caltrans.  
4. Authorize staff to forward documentation to Caltrans for entry into the statewide competitive process.

A motion was made by Meyerhoff and seconded by Best, **Motion carried** unanimously.

C. Federal Transit Administration (FTA) Section 5316 *Job Access and Reverse Commute (JARC)* Grant Program for Transportation Services FY 2012-13

Ms. Williams stated that in March, ICTC staff became aware that there may be local agencies that wish to take advantage of the remaining funds under the FY 2012-13 FTA 5316 *JARC* Grant program under SAFETEA-LU. Section 5316 contains capital and operating assistance grant money. The grant program is designed for agencies providing “…transit focused on welfare recipients and individuals with lower incomes, and access to employment/job training and employment related activities…”

The Yuma County Intergovernmental Public Transportation Authority (YCIPTA) has developed an application. This application is requesting three years of operating funds for the continuation of the YCAT Route 10. This route is currently in a demonstration phase coordinated by the Quechan Tribe, YCIPTA and ICTC and providing transit services between Yuma, AZ; Winterhaven, CA; the casinos in Eastern Imperial County and El Centro, CA. The service currently operates three days a week.

YCIPTA has requested a letter of support from ICTC for inclusion in their grant application. This application proposes to continue transit services that may benefit residents of the Winterhaven CA. area. For the transit services that will directly serve our Winterhaven community, ICTC staff recommends the development and transmittal of a support letter on the behalf of the Commission.

It was requested that the ICTC Management Committee forward this item to the Commission for their review and approval after public comment, if any:

1. Authorize the Executive Director for his designee to provide a letter of support for the YCIPTA FY 2012-13 FTA Sec 5316 JARC Grant

A motion was made by Best and seconded by Servin, **Motion carried** unanimously.
VIII. NEXT MEETING DATE AND PLACE

The next meeting of the Management Committee will be held tentatively on April 10, 2013 at the City of El Centro, El Centro, CA, and the location will be the ICTC offices at 1405 N. Imperial Ave.

IX. ADJOURNMENT

A. Meeting adjourned at 12:58 p.m.
IMPERIAL COUNTY TRANSPORTATION COMMISSION
MANAGEMENT COMMITTEE

DRAFT MINUTES OF MAY 8, 2013
10:30 a.m.

VOTING MEMBERS PRESENT:

City of Brawley          Rosanna Bayon Moore
City of Calipatria       Rom Medina
City of Calexico         Nick Servin for Oscar Rodriquez
City of El Centro        Ruben Duran (Chair)
City of Holtville        Nick Wells for Alex Meyerhoff (Vice-Chair)
City of Imperial         Marlene Best
County of Imperial       Bill Brunet

STAFF PRESENT:         Mark Baza, Kathi Williams, David Salgado, Virginia Mendoza, Cristi Lerma

OTHERS PRESENT:       Sam Amen; Caltrans, Grace Connor; City of El Centro

The following minutes are listed as they were acted upon by the Imperial County Transportation Commission Management Committee and as listed on the agenda for the meeting held Wednesday, May 8, 2013 together with staff reports and related documents attached thereto and incorporated therein by reference.

I. CALL TO ORDER AND ROLL CALL

Chairman Duran called the Committee meeting to order at 10:45 a.m. Roll call was taken. Introductions were made.

II. EMERGENCY ITEMS

A. There were none.

III. PUBLIC COMMENTS

A. There were none.

IV. CONSENT ITEMS

A motion was made by Medina seconded by Brunet to approve consent items 4A through 4D. Motion carried unanimously.

A. Approved ICTC Management Committee Minutes for April 17, 2013
B. Received and filed:
   1. ICTC Board Draft minutes for April 24, 2013
   2. ICTC TAC Committee minutes for March 28, 2013
   3. ICTC SSTAC Draft Minutes for April 3, 2013
V. REPORTS

A. ICTC Executive Director

Mr. Baza and staff had the following announcements and/or updates:

- An amendment to the Transportation bill supporting border infrastructure was submitted by Senator Feinstein. Letters of support are being requested from member agencies.

- A 5th round of Tiger grant proposals was announced with the due date for submittal on June 3, 2013. Staff is working with Caltrans and GSA to resubmit an application for improvements at Cesar Chavez and Port Expansion southbound lanes at the East POE. Mr. Baza stated that the original application for port expansion ranked well however funds ran out.

- Ms. Mendoza stated that there will be a meeting of the Imperial Valley/Mexicali binational work group tomorrow, May 9, 2013 at 10:30 a.m. at Club Lohoo in Heber, CA. All are welcome to attend. The group will continue discussions regarding infrastructure along the border; economic development and environmental border issues.

- Ms. Mendoza stated that SCAG released the Request For Proposals for the Calexico Border Intermodal Transportation Center Feasibility Study and proposals are due to SCAG on May 14, 2013. Evaluation of the proposals received will take place the week of June 3rd, with final selection in June and contract approval in July.

- Ms. Williams stated that an IVT SOA Project steering committee meeting will be held on May 9, 2013 at 2 p.m. to discuss the preliminary results and next steps after the public participation workshops.

- Ms. Williams stated that TDA claims are due May 17, 2013 in order for them to be paid this fiscal year. They require council action and previous fiscal year of audits to be filed.

- Ms. Williams stated that other projects that she’s been working on include:

1. Bus Stop Design Handbook RFP. Currently the draft is 85% complete.
2. Development of an MOU between the cities and ICTC establishing ICTC transit services priority at bus stops. A draft MOU will be given to the TAC committee at their next meeting.
3. A bus stop signage re-haul and installation with smart phone capabilities.
4. A contract with ICTC for the bus stop maintenance responsibilities funded by ICTC. This will relieve the city staff with the task and complaints.

- Mr. Baza stated that at the last LTA meeting a ceremonial check was presented to the LTA Measure D program for $500K by Tenaska Solar Ventures for the purchase of solar panels with the point of sale being Imperial County. The LTA Board also appointed Mr. Dan Brammer to the LTA Measure D oversight committee.

- Mr. Baza stated that at the next meeting the Commission will review his performance and consider a contract renewal.

B. Southern California Association of Governments (SCAG)

- The SCAG General Assembly was held on May 2-3 and Ms. Bayon Moore stated that there was great participation from Imperial Valley including local sponsors. She also stated that it was a great reminder about all the great resources we have available to all of us.

C. California Department of Transportation – District 11

- Mr. Amen stated that an HSIP Call For Projects was announced with a due date of July 26, 2013 to the Caltrans DLAE’s office.

- Mr. Amen gave a status update on several local projects, including dogwood overpass, SR 98 West and the New Maintenance station. He stated that the CTC voted and approved to fund the new maintenance station with $9.6 M. Advertising will take place at the end of June, with September / October to begin groundbreaking.
- An employee memorial was being held in Brawley same day of this meeting.
- Mr. Amen thanked the City of Calexico for coordinating a meeting with Union Pacific to fix
  road problems near the railroad.
- There will be an upcoming STIP review in which the I-8 Interchange project which was
  pushed to FY 17/18 at one point will attempt to accelerate to a closer fiscal year.

D. Committee Member Reports

- Ms. Bayon Moore stated that the City Council took action at their meeting the night before to
  accept the ARRA funds of $211K for remediation services on the Brawley Transit Transfer
  Center construction.
- Mr. Duran stated that a wet signing of concrete will be held on May 22, 2013 at 8:30 a.m. at
  the 7th and State Streets El Centro Transfer Terminal.

VII. ACTION CALENDAR

A. DRAFT ICTC Overall Work Program (OWP) and Budget, FY 2013-2014

It was requested that the ICTC Management Committee forward this item to the
Commission for their review and approval after public comment, if any:

1. Following review and input, it was requested that ICTC Management Committee
   recommend that the Draft ICTC Overall Work Program (OWP) and Budget, FY
   2013-2014 be sent to the ICTC Commission for their review and input.

A motion was made by Bayon Moore and seconded by Wells, Motion carried
unanimously.

B. Imperial Valley Transit – Revision to Fixed Route Transit Operator’s Farebox Ratio Policy

It was requested that the ICTC Management Committee forward this item to the
Commission for their review and approval after public comment, if any:

1. Adopt the blended farebox for the operation of IMPERIAL VALLEY TRANSIT of
   17% for the period of FY 2013-14 through FY 2015-2016

2. Direct staff to submit the revised farebox ratio for IMPERIAL VALLEY TRANSIT to
   CALTRANS

A motion was made by Bayon Moore and seconded by Medina, Motion carried
unanimously.

C. Request for Public Hearing on Transit Fare Increase for FY 2013-14

It was requested that the ICTC Management Committee forward this item to the
Commission for their review and approval after public comment, if any:

1. Set a public hearing for the consideration of the IVT and IVT Access services fare
   price increase at 6:00 PM on June 26, 2013.

2. Direct staff to conduct the administrative arrangements for the public hearing.

A motion was made by Wells and seconded by Bayon Moore, Motion carried
unanimously.
D. Passenger Statistical Summary Project for FY 2013-14 for Imperial Valley Transit (IVT)

It was requested that the ICTC Management Committee forward this item to the Commission for their review and approval after public comment, if any:

1. Authorize the Chairman to sign the Passenger Statistical Sampling Project Agreement with the firm of Rea and Parker Research Inc. for the not to exceed fee of $99,500.00 for FY 2013-14.

2. Direct staff to include this project budget in the FY 2013-14 ICTC OWP Budget and Transit Finance Plan.

A motion was made by Brunet and seconded by Bayon Moore, Motion carried unanimously.

VIII. NEXT MEETING DATE AND PLACE

The next meeting of the Management Committee will be held tentatively on June 12, 2013 at the City of Holtville, Holtville, CA.

IX. ADJOURNMENT

A. Meeting adjourned at 12:04 p.m.
Present       Voting Attendees:

Griselda Martinez (Chair)  Work Training Center
Heddy McNeer              Consumer
Michael L. Hack            Consumer
Sherry Leon                Area Agency on Aging
Leticia Vizcarra           Access to Independence
Lorena Arambula            San Diego Regional Center
Erica Matinez              ARC – Imperial Valley
Rosyo Ramirez              Imperial County Public Authority / IHSS
Iris Montes                Imperial County Dept. of Social Services – Calworks
Ted Ceasar                 Imperial Valley College
Kathi Williams              CTSA – ICTC
David Salgado              CTSA – ICTC

Non-Voting Attendees:

Cristi Lerma               ICTC
Charles Brockwell           IVT/IVT Access/Calexico Dial-A-Ride
Jean Chatel                IVT/IVT Access/Calexico Dial-A-Ride
Cesar Sanchez               IVT/IVT Access/Calexico Dial-A-Ride

1. Chair Martinez called the meeting to order at 10:02 am. A quorum was present. Introductions were made.


3. IVT Contract Modification and Implementation Of Schedule per the UTN Findings

A description of the contract modifications was described in detail by Ms. Williams. The modifications will include:

1. Expanding Saturday service hours in the primary corridor.
2. Adding “direct” service on Saturdays at 7 a.m. and 4 p.m.
3. Adding 35 minute headways during peak hours from Calexico and El Centro and El Centro to Calexico (Route 1, North and South)

Ms. Williams stated that a new schedule would need to be printed with an update to the website as well before August 2013.
A motion was made to support the IVT Contract modifications to meet the UTN Needs (Hack/Leon), Motion Carried.

4. Fare Increase Public Hearing in June, Effective October 1, 2013

Ms. Williams stated that at the May 22, 2013 Commission meeting staff will be requesting a Fare Increase Public Hearing for June 26, 2013. She also said that a fare increase has only been implemented in 20 years.

The potential schedule for the fare price increase is as follows:

- ICTC sets the time and date of the public hearing – May 22, 2013
- ICTC staff advertise for public comment on fare changes – month of June 2013
- ICTC conducts public hearing and directs staff to implements phase two of the fare pricing increase for IVT and IVT Access - June 26, 2013
- ICTC staff conduct education and outreach to inform public about new fares – Summer 2013
- Implement fare price increase September 2013 – amnesty period for coupon and ticket holders
- Implement fare price increase – October 2013

A motion was made to wait on the support of a fare increase until fare increase options are published (Ramirez/Hack), Motion Carried. Ms. Williams stated that a fare pricing table will be available at the next SSTAC meeting.

5. CTSA Reports

- Ms. Williams stated that a farebox ratio analysis is being requested from Caltrans. Currently the blended farebox ratio (urban and rural areas) is set at 14.5%. Due to the recent 2010 census and the increase in population, staff will be requesting that a farebox ratio of 17% be adopted. This item will be on the agenda for the May Commission meeting.
- Ms. Williams stated that the IVT website is still under construction. The new and improved website should be up and running in the July timeframe.
- The Med-Express will be celebrating 20 years of operation next year. The planning process will commence soon. Staff will be working with ARC and other agencies that have clients that use the service. If anyone has any ideas email them to Ms. Williams, Mr. Salgado or Ms. Kennedy. Other services that will also be celebrating an anniversary soon are the West Shores Dial-a-Ride and the ADA Paratransit service.
- A quarterly meeting was held regarding the YCAT Turquoise Route 10. These meeting will be held on a quarterly basis. The majority of riders are going to the casinos, with ridership to 14th and State Streets slowly increasing.
- Mr. Salgado stated that Public outreach was recently concluded for the IVT Circulator Study. The 1st phase was onboard surveys, 2nd phase stakeholder meetings, and 3rd phase were a combination of bus stop workshops and regular workshops in Brawley, Calexico and Imperial. The next step will be to see the preliminary results.
- Mr. Salgado stated that ICTC staff scored applications for FTA 5310 and FTA 5317 grants. Both grants came from ARC. The FTA 5310 grant requests 7 additional buses, for various services. The FTA 5317 grant requests additional ADA funds for Non-Emergency Medical transportation program funds. There was a request from YCAT to provide a letter of support from ICTC for their submittal of FTA 5316 JARC funds to continue funding Route 10 after December. ICTC also resubmitted for FTA 5317 funds. ICTC in coordination with SCAG recently submitted an FTA 5304 grant. If awarded, ICTC will submit an RFP for a Regional Safe Routes to School Plan. This will allow Imperial County agencies to be more competitive with San Diego County when submitting Safe Route to School grant applications to Caltrans.
6. Operator Reports

- Calexico Dial-a-Ride: Everything is good.
- El Centro Dial-a-Ride: Nothing new to report. Service is busy and doing well.
- Imperial Dial-a-Ride: Nothing new to report.
- Imperial Valley Transit: Mr. Brockwell that staff is preparing for the summer and will be prepared if any issues arise due to the hot summer months.
- IVT Access: Mr. Chatel stated that since the No Show / Late Cancellation Policy was adopted denials have gone down immensely. The policy has allowed for an increase of about 200 more reservations per month.

7. General Discussion

- Ms. Vizcarra expressed concern over the bus stop on 4th and Mary Streets in Calexico. She stated that there is no access for the disabled. Ms. Williams stated that the stop may be eliminated when the stop at 3rd and Paulin is moved to 3rd and Heber. Ms. Williams suggested that Ms. Vizcarra summarize her concerns and email them to her and Mr. Salgado for further discussion.

8. Adjournment

- The next meeting of the SSTAC will be on June 5, 2013.
- Meeting adjourned at 10:05 a.m.
IV. APPROVAL OF CONSENT CALENDAR

C. ICTC GRANT PROPOSAL TO SCAG’S SUSTAINABILITY PROGRAM
   (ACTIVE TRANSPORTATION)
May 16, 2013

Jack Terrazas, Chairman
Imperial County Transportation Commission
1405 N. Imperial Ave. Suite 1
El Centro, CA 92243

SUBJECT: Imperial County Transportation Commission Grant Proposal to SCAG’s Sustainability Program (Active transportation)

Dear Commission Members:

The Imperial County Transportation Commission (ICTC) is requesting to submit a grant proposal to the Sustainability Program offered by the Southern California Association of Governments (SCAG). In March of 2013, staff in coordination with SCAG submitted an application for a Transportation Planning grant proposal to Caltrans for the creation and adoption of a Regional Safe Routes to School Master Plan. The adoption of this plan will assist in addressing many of our communities’ concerns surrounding our local schools such as infrastructure, service, and community education. One of the requirements for the Caltrans’ grant is a ten percent match of the total funds that an applicant applies for. ICTC submitted a proposal for a total of $175,000 and has set aside a total of $13,625 for the cash match, and the remaining as in-kind.

In an effort to alleviate funds to serve other regional needs, ICTC’s application to SCAG’s Sustainability Program will cover the necessary cash match for the Caltrans grant in the event that the award is given. Success in ICTC’s application would maximize our local transportation dollars to serve our communities’ need in other projects.

ICTC staff recommends that the Commission take the following actions after public comment, if any:

1. Direct staff to submit the grant application to SCAG for the Sustainability Program (Active Transportation), FY 2013-14 and all required supporting documentation in the amount of $13,625 by May 31, 2013.

Sincerely,

MARK BAZA
Executive Director
VI. INFORMATION / DISCUSSION CALENDAR

B. DRAFT ICTC OVERALL WORK PROGRAM (OWP) AND BUDGET, FY 2013-2014
May 17, 2013

Mr. Jack Terrazas, Chairman
Imperial County Transportation Commission
1405 N. Imperial Avenue, Suite 1
El Centro, CA 92243

SUBJECT: Draft ICTC Overall Work Program (OWP) and Budget, FY 2013-2014

Dear Commission Members:

The Draft Fiscal Year (FY) 2013-2014 Imperial County Transportation Commission (ICTC) Overall Work Plan (OWP) and Budget is hereby presented for your preliminary review and discussion prior to our submittal of Final Draft for review and approval at our June 26, 2013 Board meeting. Our Draft FY 2013-2014 OWP and Budget is balanced and minimizes impacts to vital transportation projects and programs for our region.

The OWP and Budget is divided into three sections: the Budget Summary, and the core programs of Regional Transportation Planning and Programming, and Transit Planning and Program Management. Our Budget Summary contains all the program overviews and projections and is intended to provide a general understanding of ICTC’s budgeted activities and programs for the coming fiscal year. Within each of the other program sections, the key services and programs are also described. A summary description of the revenue sources, work activities, overall budget summary and work program elements are provided in the report attached. The total ICTC Budget is estimated at $16.7 million. This budget total does not include state and federal funds allocated for state highways and local roads in Imperial Valley. However, the Planning and Program Management activities within our budget do support the development of all projects with state, federal and the Local Transportation Authority’s (LTA) Measure D funds.

This budget proposes staffing of seven full-time positions to manage the programs and services described in this budget. The full-time positions includes one Office Assistant, one Secretary/Clerk to Commission, three transportation planner positions from entry-level to senior-level in classifications (responsible for: Regional Transportation Planning and Programming, and Transit Planning, Programming, Contracts and Transit Service Administration), and the Executive Director. A new position is proposed that would be incorporated into this year’s budget would be for an Administrative Analyst. This position would assist with the fiscal responsibilities including but not limited to: grant reporting, audit preparation, budget development and oversight and administration for all work programs and the LTA apportionments and allocations.
The budget includes funding for consultant and vendor services to continue to support the Commission’s administrative functions, i.e., accounts payable, accounts receivable, payroll, various program and fiscal audits, Human Resource activities and legal counsel. In addition, consultant services are identified for our on-going planning, programming, and transit programs. The work program elements and budgets identify specific priorities identified in our ICTC Strategic Plan and the associated costs.

This draft budget is dependent upon the receipt of revenue and expenditure estimates that are still being finalized at this time. As described above, a Final Draft OWP and Budget will be presented for review and approval at the June Commission meeting.

Sincerely,

MARK BAZA
Executive Director

MB/ksw/cl

Attachments
Summary of Major Programs and Initiatives:

Financial Management

ICTC will strive to provide fiscally responsible and economic services that also produce timely and accurate data for the Commission and the public. Staff and consultant services have been established for performing the day-to-day accounting functions consisting of cash management, accounts receivable, accounts payable, payroll, general ledger and financial reports for each of the various federal, state and local program fund sources and the agency’s budget.

Community Outreach/Public Information/Marketing

The Fiscal Year 2013-2014 ICTC Community Outreach/Public Information/Marketing program will consider ways to incorporate all ICTC services into one comprehensive identifiable entity. For this year, our focus will be to enhance our new ICTC website as well as the IVT and IVT ACCESS web sites. Our goal will be to provide easy access for our member agencies, key stakeholders and the general public. We will continue our work to create a recognizable brand with the services and programs offered by the ICTC.

ICTC staff in partnership with our member agencies will continue efforts to explore opportunities for non-transportation programs to further our development as a regional Council of Governments.

Other aspects of the outreach program include the administration and management of information provided for Commission and Management Committee meetings, and two Technical Advisory Committees. Staff will continue efforts to be available for public outreach opportunities throughout Imperial Valley to provide information about ICTC’s plans, programs and services. The following sections describe many of our planning studies and projects that will be in progress during FY 2013-2014, the majority of our projects will have significant public outreach activities.

Regional Transportation Planning and Program Management

In FY 2013-2014 ICTC activities will emphasize the implementation of the Regional Transportation Plan (RTP) and Sustainable Community Strategies (SCS) for Imperial County. In the upcoming year, ICTC together with Southern California Association of Governments (SCAG) and Caltrans will work in partnership with each of the Cities and the County agencies to implement the strategies and projects identified in the SCAG 2012 RTP/SCS. Additionally, ICTC in participation with Caltrans and SCAG will begin development of the scope of work for a comprehensive update of the Imperial County Long Range Transportation Plan (LRTP).

ICTC will continue efforts with SCAG and Caltrans District 11 to update the Imperial County Transportation Model. This regional transportation model is a critical planning tool for evaluating and prioritizing major transportation improvements in the County. Staff and local stakeholders will partner with Caltrans in the development of a project study report for the Forrester Road Corridor from I-8 to SR78/86. Staff will also work to identify funding opportunities to pursue critical planning studies necessary for the Forrester Road Corridor from I-8 to SR-78/86.

As a lead agency in regional transportation efforts, ICTC is also actively involved in cross-border transportation. ICTC is a co-lead agency in successfully initiating and implementing the “Imperial-Mexicali Binational Workgroup.” ICTC’s goals for this group are focused on Cross-border transportation infrastructure, economic development and environmental issues.

Capital Projects The Capital Projects programs provide oversight, planning, project management and monitoring for on-going roadway and highway improvement projects. One of the key regional projects include the, I-8/Dogwood Road Bridge Widening, I-8/Imperial Avenue Interchange, State Route 98 Widening (West of SR-111)/Cesar Chavez Blvd. Improvements, proposed widening of existing Forrester Road Corridor, Phase 1 construction and expansion of the Calexico West Port of Entry, proposed expansion of the Calexico East Port of
Transportation Improvement Program (TIP) The Transportation Improvement Program activity encompasses development and amendments to the State and Federal Transportation Improvement Programs (TIPs), including selection of projects to provide the greatest benefit based on approved criteria. With on-going extensions of the previous federal transportation bill the Safe, Accountable, Flexible, Efficient Transportation Equity Act — A Legacy for Users (SAFETEA-LU) and the potential authorizations of a “TIGER” of the American Reinvestment and Recovery Act (ARRA), we anticipate submitting projects previously identified for programming once the proposed funds are approved by the federal government. Staff will also be finalizing development of the 2013 Federal TIP incorporating all federally funded transportation projects. ICTC has also submitted project nominations to the California Transportation Commission (CTC) for inclusion in the State TIP (STIP). Staff will continue to work closely with local agencies, SCAG staff and Caltrans staff to insure the timely utilization of the following programmed funds: Regional Surface Transportation Program (RSTP), Congestion Management Air Quality (CMAQ), and Transportation Enhancement (TE).

In addition, ICTC has been successful in securing funding for a Specific Operational Analysis for Imperial Valley Transit, Transit Transfer Terminals, Calexico Intermodal Transportation Center Feasibility Study, and the San Diego State University/Imperial Valley College Shuttle Analysis. In partnership with Caltrans, ICTC will carry out a Pedestrian and Bicycle Transportation Access Study of the California/Baja California Land Ports of Entry (POE). The tables below list the regional transportation planning and program management projects.

### Capital Projects

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding</th>
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<tbody>
<tr>
<td>I-8/Dogwood Bridge Widening</td>
<td>$33,120,000*</td>
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<tr>
<td>I-8/Imperial Avenue Interchange</td>
<td>$39,105,000*</td>
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<tr>
<td>Cesar Chavez Widening and Pedestrian Improvements</td>
<td>$8,930,000*</td>
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<tr>
<td>State Route 98 Improvements</td>
<td>$9,300,000*</td>
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<tr>
<td>Construction &amp; Expansion – Calexico West Port of Entry</td>
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<td><strong>TOTAL</strong></td>
<td>$425,455,000</td>
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*Source Federal Transportation Improvement Program (FTIP)

### Planning & Transportation Improvement Program Projects

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<th>Project Description</th>
<th>Funding</th>
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</thead>
<tbody>
<tr>
<td>RSTP Regional Funding FY13/14</td>
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<td>CMAQ Regional Funding FY13/14</td>
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<tr>
<td>TE Regional Funding FY13/14</td>
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<td>Specific Operational Analysis for Imperial Valley Transit</td>
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<td>Calexico Intermodal Transportation Center Feasibility Study</td>
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<td>San Diego State University/Imperial Valley College Shuttle Analysis</td>
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<td>Ped/Bike Transportation Access Study of CA/BC Land POE</td>
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<tr>
<td>Long Range Transportation Plan Update</td>
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<td>$5,779,000</td>
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</table>

*Source 2014 Federal Transportation Improvement Program (FTIP)

¹Funding for this project has not been identified. The funding amount is an estimate.

### Transit Planning and Program Management

This budget receives input from three sources; the Annual Unmet Transit Needs Public Hearing, a review of available revenues, and the development of service budgets from member agencies. The attached document contains this year's recommended plan for funding transit planning, programs and operational requirements throughout Imperial County.
Approximately ninety-five additional persons are employed indirectly through contracts with transit operators, local vendors and consultants in support of these programs and services. Funding is also spent locally when and where possible for additional services including; fuel, tires, uniforms, heavy duty mechanical, internet and marketing services.

The transit budget reflects revenue and expenses of approximately $16.3 million. Approximately $4.3 million of this funding is reserved for the final elements of construction of the El Centro Transfer Terminal at 7th and State Streets and the Brawley Transfer Terminal at 5th and Plaza Streets. Other activities include the continuation of the funded Transit Circulator Project, and Calexico Border Intermodal Transit Facility Study, an ADA Paratransit Demand and Growth Management Plan ($150K), a standardized Bus Stop Design and Standards Guidebook ($75K), and the related Bus Stop Information System Program ($150K), the TDA Triennial Performance Audit ($75K), the IVT Passenger Statistical Summary ($99K) and an update to the 2010 Regional Coordinated Plan for Transit Services ($75K). The table below lists the transit planning and program management projects.

<table>
<thead>
<tr>
<th>Transit Planning and Program Management Projects</th>
<th>Funding</th>
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<tbody>
<tr>
<td>ADA Paratransit Demand and Growth Management Plan</td>
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<td>Bus Stop Design and Standards Guidebook</td>
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<td>Bus Stop Information System Program</td>
<td>$150,000</td>
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<tr>
<td>TDA Triennial Performance Audit</td>
<td>$75,000</td>
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<tr>
<td>IVT Passenger Statistical Summary</td>
<td>$99,500</td>
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<tr>
<td>Regional Coordinated Plan for Transit Services Update</td>
<td>$75,000</td>
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<td><strong>TOTAL</strong></td>
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With regards to specific revenues and expenditures, the following information is provided:

**FEDERAL REVENUES AND FUND SOURCES**

Federal Transportation Administration (FTA) Section 5307 Urban grant funds received in arrears ICTC totaling $6.9 million are programmed to be utilized for the IVT, IVT Access and IVT- Blue and Green Line transit systems, and the El Centro, Brawley and Imperial bus transfer terminals. Actual apportionments for this fund are typically not available until October of each year. The numbers for FY 2013-14 are estimates based on apportionments from prior years.

**Federal Transportation Administration (FTA) Section 5307 – ARRA** Funds are budgeted for the improvement of the transfer terminal in El Centro.

**Federal Transportation Administration (FTA) Section 5309** Federal earmark funds are budgeted for the construction phase of bus transfer terminals in Brawley and Imperial.

**Federal Transportation Administration (FTA) Section 5311** Rural funds received in arrears totaling $133K are programmed to be utilized for the IVT fixed route transit system in the rural area. Actual apportionments for this fund are typically not available until October of each year. The numbers for FY 2013-14 are estimates based on apportionments from prior years.

**Federal Transportation Administration (FTA) Section 5311 – ARRA** Funds are budgeted for the right of way acquisition and design of a bus transfer terminal in Brawley.

**Federal Transportation Administration (FTA) Section 5317** Funds received in arrears totaling $200K are programmed to be utilized for the IVT-ACCESS ADA paratransit system for persons with disabilities. This is a new grant for ICTC for FY 2013-14 which was developed and submitted by ICTC staff, and is anticipated to be approved by CALTRANS in October.
STATE REVENUES AND FUND SOURCES

State Transportation Improvement Program Planning and Program Management (STIP-PPM) funds have been utilized for expenses associated with planning and programming activities. The California Transportation Commission approved the use of these funds annual since May 2010 based on the region’s request. The funds available in FY 2013-2014 are $300,000.

State Transit Assistance (STA) funds received quarterly which were withheld by the Governor in prior years have been released by the passage of ABX8 6 and ABX8 9. These funds are restricted to transit expenses only and are estimated to $900K.

Local Transportation Funds (LTF): funds received monthly from the State Controllers offices based on the retail sales tax collected locally totaling near $5.1 million for transit purposes.

Funds in excess of transit services, if any, are then available for bus stop maintenance and improvements, and bicycle and pedestrian projects, etc. Available revenue received in the prior year, in excess of the previous year’s budgeted amount is reprogrammed as “200X reserve”, “revenue stabilization”, or “operating reserve”.

Public Transportation Modernization Improvement and Service Enhancement Account (PTMISEA) Funds are expected to be received annually, under the Bond Act Prop 1b approved by voters in November 2006. Grant funds are programmed for the completion of the Brawley and Imperial bus transfer terminals.

California Security and Transit Grant Program (CSTGP) Funds were previously utilized for grants that provide lighting, cameras and security phones at the IVC Phase I bus transfer facilities, as well as, solar lighting facilities at the Brawley Transfer terminal. Newer grant funds are budgeted for the installation of security cameras on IVT and IVT ACCESS buses.

LOCAL REVENUES AND FUND SOURCES

Fare Revenue funds to be received from passengers or affiliated agencies on their behalf, as a portion of a cost of the passenger’s trip.

On Hand funds are programmed when there is a balance on account typically as a result of a cost savings, delays in a project start date or unanticipated revenues from the prior year.

Local Transportation Authority (LTA 2%) these funds are listed due to language in the new LTA ordinance allowing for the use of 2% of the funding for transit services. The Authority took action on May 26th 2010, authorizing the use of these funds for local transit services.

Member Contributions this funding is received from member agencies based upon an adopted formula. The formula was adopted by the Commission on May 26th, 2010.
### TABLE 1.1

#### IMPERIAL COUNTY TRANSPORTATION COMMISSION

**FY 2013-14**

### Projected Revenues

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### Projected Expenditures

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**Total Revenues** $353,244

| E   | 501000/525010 | Administrative staffing and support (1 fulltime and 4 part time) | $232,894 |
| F   |              | TAC Subcommittee Administration                               |          |
| G   |              | Contract admin: grants, reporting and oversight               |          |
| H   |              | ICTC Management/Commission Admin                              |          |
| I   |              | RTIP/ STIP and project coordination                          |          |
| J   |              | Interagency consultation, legislative affairs                 |          |
| K   | 517055       | Insurance and liability                                      | $18,500  |
| L   | 522000       | Memberships, office expense, communications, IT, fuel and mail | $21,050  |
| M   | 526000       | Legal notices and interpretive services                      | $1,000   |
| N   | 528000       | Rents, leases, utilities                                     | $19,400  |
| O   | 530005       | Regional Plans/Project Coordination, Webinars                | $2,000   |
| P   | 531040       | Training/Travel Expense                                      | $13,400  |
| Q   | 549000       | Equipment                                                    | $6,000   |

**Administration and Operations Subtotal** $314,244

| S   | 525010       | Legal Consultation 50%                                       | $5,000   |
| T   | 525010       | HR Consultant Services 50%                                   | $7,500   |
| U   | 525010       | Payroll Service fees                                         | $3,500   |

**Professional and Specialized Projects and Services**

**Total Projects, Services, Plans and Programs** $39,000

| Z   |              |                                                       |          |

**Total Expenditures** FY 2013-14 $353,244
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### IMPERIAL COUNTY TRANSPORTATION COMMISSION

#### TRANSIT PLANNING AND PROGRAM MANAGEMENT 7416001

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**FY 2013-14 Imperial County Transportation Commission Cost Sharing Agreement**

**OPTION 3 (Population Distribution)**

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* population from Dept of Finance May 2013

**IID percentage is based on an average of the 4 largest agencies = 35,060 which equates to 17.3% and reduces the base amount for the remaining member agencies to $82,691**

**Brawley** 25,732
**Calexico** 40,393
**El Centro** 43,511
**County** 33,500

**average** 35,784

add IID average of the population to total population, then divide to get %

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**formula approved by the ICTC May 2010 for $150K**

**reduced in FY 2013-14 to $100K**
IX. ACTION CALENDAR

A. DISCUSSION / ACTION REGARDING THE EMPLOYMENT AGREEMENT FOR THE POSITION OF EXECUTIVE DIRECTOR
May 3, 2013

Jack Terrazas, Chairperson
Imperial County Transportation Commission
1405 N. Imperial Avenue, Suite 1
El Centro, CA 92243

SUBJECT: Executive Director’s Annual Performance Evaluation and Contract Renewal

Dear Commission Members;

As annually required, I am requesting your evaluation of my performance over this last year. Additionally, as I have completed the third and final year of my employment contract with the Commission I am requesting consideration for a new contract.

The previous fiscal year (FY) of 2012-2013 was a productive year for ICTC in our growth as an independent agency as well as the work completed in our Regional Transportation and Transit programs. The following are some of our key milestones and accomplishments initiated or completed in partnership with our member agency staff, the California Transportation Commission (CTC), Caltrans and the Southern California Association of Governments (SCAG):

- Completed our acquisition of 10 new large (40 foot) buses for our Imperial Valley Transit (IVT) regional fixed route service and 8 new buses (25 foot) for our IVT ACCESS paratransit service, and two service vehicles for transit supervisors to monitor and respond to urgent or emergency situations;
- Completed the ICTC Personnel Policies and Procedures Manual;
- In partnership with Imperial Valley Economic Development Corporation (IVEDC) and Mexicali’s Economic Development entity (CDEM) created and co-lead the Imperial/Mexicali Binational Workgroup. The goal of the monthly Workgroup is to plan, coordinate, and implement short-term to long-term improvements and strategies in the areas of cross-border transportation infrastructure, economic development, and environment (i.e., air quality);
- I have led our team to aggressively work to develop a proposal to implement some of our highest priorities for increasing transit services as documented in our recent annual Unmet Transit Needs process. These proposals will be presented to the Commission as part of our draft budget. Pending budget approvals, new services will strategically be implemented in FY 2013-2014;
• We have been working with ICTC member agency staff, Caltrans and SCAG to initiate planning studies, such as: Intracity Transit Circulator Study, the Calexico Intermodal Transportation Center Feasibility Study, and, the California/Baja California Pedestrian and Bicycle Access Study;

• In partnership with our ICTC member agency staff, Caltrans and SCAG teams, and the five other County Transportation Commissions we have been working to implement our projects and strategies as identified in the 2012-2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) and to initiate our work to prepare for an update of the RTP/SCS in 2016;

• Additionally, I have been working with our statewide and Southern California stakeholders to advocate and pursue future funding opportunities and transportation policies for Imperial Valley benefit. As part of this effort I am honored to represent our region with my participation in statewide organizations, such as, the California Association of Councils of Government (CALCOG), Self-Help Counties Coalition (SHCC), and Mobility 21. I also am an active member of the Southern California Transportation CEO’s monthly meetings. The CEO meetings include executives for the six county transportation commissions, SCAG, the U.S. Department of Transportation agencies responsible for highways, transit and maritime; Caltrans, and the Ports of Los Angeles and Long Beach. At the start of 2013, I was selected as this year’s Chair for the CEO group.

To continue our efforts described above and our mandated responsibilities, staff is preparing for your initial review a first Draft of the FY 2013-2014 Overall Work Program and Budget that is financially sustainable to accomplish our priorities and staffing requirements.

Attached is an evaluation form for you to provide any feedback and discussion at our May 22, 2013 Commission meeting. In closing, I respectfully request your evaluation of my performance and contract renewal for another three years.

It has been my honor to serve the people of Imperial Valley. I am confident in my expertise and abilities, and welcome the opportunity to continue to lead our staff, programs and projects in the coming years.

Sincerely,

Mark Baza
Executive Director
EMPLOYMENT AGREEMENT
IMPERIAL COUNTY TRANSPORTATION COMMISSION
EXECUTIVE DIRECTOR

THIS EMPLOYMENT AGREEMENT is made and entered into this May 28, 2013 by and between the Imperial County Transportation Commission ("ICTC"), a public entity, and Mark Baza ("Baza"), an individual.

W I T N E S S E S T H:

WHEREAS, ICTC was established under and is governed by Division 12.8, commencing with Section 132800, of the California Public Utilities Code and other statutes relating to transportation commissions; and

WHEREAS, the Executive Director is the chief executive officer of ICTC and serves at the pleasure of the Board of Commissioners ("Board") of ICTC; and

WHEREAS, the Board finds that Baza possesses the knowledge, skills and experience to act as the Executive Director of ICTC; and

WHEREAS, Baza has agreed to continue to act as ICTC Executive Director.

NOW, THEREFORE, it is agreed as follows:

Section 1. Services.

Baza agrees to perform the following services as Executive Director of ICTC:

A. The Executive Director serves as the chief executive officer of ICTC and takes direction from the Board. The Executive Director manages the daily operations of ICTC, implements and monitors Board policy, and coordinates the activities of the ICTC on behalf of the Board.

B. The Executive Director shall perform all the duties described on the attached job description.

Section 2. Compensation.

A. In consideration of the performance of Executive Director, ICTC agrees to pay Baza as detailed below effective the first full pay period following July 1, 2013. Baza shall continue to receive payments in the same amount as he currently receives under his current contract with ICTC until payments under this contract begin.
1. A salary of one hundred and twenty-five thousand dollars ($125,000.00) annually or ten thousand four hundred and sixteen dollars and 66 cents ($10,416.66) monthly. This position is an FLSA exempt, managerial, position that is not entitled to overtime pay.

2. Additionally, ICTC shall pay to the Executive Director a monthly car allowance of five hundred dollars ($500.00).

3. Baza will receive two hundred fifty dollars ($250.00) monthly as a medical cash allowance in lieu of health benefits for the term of this agreement.

4. ICTC shall pay all holidays, sick leave, vacation and administrative leave as that paid to ICTC employees as defined in the Personnel Policy and Procedures for ICTC.

5. In the event of termination of this Agreement by the Board, Baza may receive severance pay as detailed in Section 5 of this Agreement.

B. Reimbursement: ICTC shall reimburse all reasonable and necessary travel and educational expenses for attending seminars and conferences representing ICTC as its Executive Director at meetings shall be reimbursed by ICTC.

C. Status with ICERS: The Board and Baza will retain retirement membership services under the 1937 Retirement Act through the Imperial County Employees’ Retirement System (ICERS). Baza and Board will make contributions consistent with the requirements of ICERS for employers and employees.

D. Except as provided under Paragraph A, ICTC shall not be responsible to pay Baza any compensation, out-of-pocket expenses, fees, or other remuneration.

Section 3. Review.

The Board will review the performance of the Executive Director annually. At the Board's option, a merit increase in salary of up to five percent (5%) may be considered upon each annual review.
Section 4. Term.

This Agreement shall commence July 1, 2013, and remain in effect for three (3) years.

Section 5. Termination.

A. Either party may terminate this Agreement, without cause, upon sixty (60) days prior written notice to the other party. Said notice shall be sent or delivered to the addresses listed in Section 14, below.

D. In the event the Board terminates Baza prior to the expiration of the employment agreement, Baza will be entitled to severance in an amount equal to six (6) months salary. There shall be no severance pay if Baza elects to terminate his contract with Board.

E. In no event shall the number of months notice required in Paragraph A, together with the number of months severance pay in Paragraph B, equal an amount greater than the number of months remaining on the contract. In the event the number of months remaining on the contract is less than the number of months notice required in Paragraph A, together with the number of months severance pay in Paragraph B, then the months of severance pay shall be reduced until the number of months are equal.

F. Upon termination of this Agreement, Baza shall immediately turn over to ICTC any and all copies of studies, reports, or analyses, whether or not completed, prepared by him in connection with this Agreement. Such materials shall become the permanent property of ICTC.

Section 6. Representations

A. Baza represents and warrants that the subject services shall be performed exclusively by him.

B. Baza represents and warrants that all reports, analyses, grant applications or other documents developed under this Agreement shall become the exclusive property of ICTC.

Section 7. Indemnification

A. Except as provided below, ICTC shall indemnify and hold harmless Baza from any
and all claims, liabilities, losses, damages, and expenses, including reasonable attorneys' fees, as a result of acts that Baza performed in the course and within the scope of his employment.

B. ICTC’s obligation shall not apply in the event that claims, liabilities, losses, damages or expenses, including reasonable attorneys, fees, are incurred as a result of Baza’s acts which are intentional, grossly negligent, or undertaken outside of the course and scope of employment. ICTC’s obligation shall not apply in the event that claims, liabilities, losses, damages or expenses, including reasonable attorney’s fees, are incurred as a result of Baza’s failure to promptly notify ICTC of any claim made or litigation filed against him; or he has settled or compromised the claim or litigation as to him without the ICTC's prior written consent.

C. Baza shall, as a condition precedent to receipt of such indemnification, cooperate with ICTC and its legal counsel in the defense of any related action, claim or proceeding. ICTC will otherwise defend Baza with its own legal counsel and shall include the payment of his reasonable attorneys’ fees only in the event ICTC requires Baza to retain separate counsel. Should Baza retain separate counsel not suitable to ICTC or upon his own initiative without being required to do so by ICTC, ICTC shall have no obligation to pay Baza’s attorneys fees or costs.

Section 8. Insurance.

A. At Baza’s sole cost and expense, he shall obtain, and keep in force at all times during this Agreement, a policy of automobile liability insurance for any automobile that he may use in connection with his duties, or traveling to conferences or meetings, with coverage that is acceptable to the Board.

B. ICTC shall maintain Workers’ Compensation coverage and any other insurance that is required under California law, for all employees, including Baza.

Section 9. Licenses and Permits.

Baza represents and warrants that he possesses all required licenses to perform all aspects of this Agreement, such as a valid Driver’s License.

Section 10. Modification.

No modification, waiver, amendment, discharge, or change of this Agreement shall be valid unless it is in writing and signed by both parties.

Section 11. Severance.
In the event that any provision is adjudged or decreed to be invalid, such ruling shall not invalidate the entire Agreement but shall pertain only to the provision in question and the remaining provisions shall continue to be valid, binding, and in full force and effect.

Section 12. Non-Assignment.

Baza shall not assign, transfer or subcontract this Agreement nor his rights or duties under this Agreement, without the prior written consent of the Board. Any attempt by him to assign or otherwise transfer any interest in this Agreement without obtaining the prior written consent of the Board is void.

Section 13. Force Majeure.

Baza shall not be held responsible for delays in performing services as a result of acts beyond his control and without his fault or negligence, including, but not limited to, acts of God or public enemies, acts of state or local governments or public agencies, utility or telecommunication delays or failures, accidents not resulting from his negligence, fire, flood, storms, epidemics, strikes, lockouts, industrial disturbances, war, rebellion or civil strife.


All notices and communications deemed by either party to be necessary or desirable are to be in writing and given to the other party by personal delivery or sent through the U.S. mail, first class with prepaid postage, addressed as follows:

To ICTC: Chair of the Board of Commissioners
Imperial County Transportation Commission
(ICTC address)
El Centro, CA 92243

To Executive Director: Mark Baza
(Home Address)

Notice shall be deemed to have been delivered upon receipt by the party. Addresses may be changed by giving written notice of such change to the other party.

Section 15. Governing Law and Venue.

A. The rights and obligations of the parties and all interpretation and performance of this Agreement shall be governed in all respects by the laws of the State of California.
B. To the extent permitted by law, any action brought by either party with respect to this Agreement shall be brought in a court of competent jurisdiction within Imperial County.

Section 16. Entire Agreement.

This Agreement constitutes the entire agreement between Baza and ICTC with respect to the subject matter hereof and supersedes all previous negotiations, proposals, commitments, writings, advertisements, publications, and understanding of any nature whatsoever unless expressly included in this Agreement.

Section 17. Counterparts

This Agreement may be executed in counterparts and by facsimile.

Section 18. Review Of Agreement Terms

This Agreement has been reviewed by legal counsel for ICTC and Baza has been afforded an opportunity to have this Agreement reviewed by legal counsel, and no presumption or rule that ambiguities shall be construed against the drafting party shall apply to the interpretation or enforcement of the same or any subsequent amendments.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first written above.

EXECUTIVE DIRECTOR: 

By: 

IMPERIAL COUNTY TRANSPORTATION COMMISSION:

By: 

Approved as to Form:

Michael L. Rood
County Counsel
By: Geoffrey P. Holbrook
   Senior Deputy County Counsel
Imperial County
Transportation Commission

Now Inviting Applications for:
Executive Director
The Organization

With the passage of SB 607 (Ducheny), Imperial County is in a prime position to capitalize on the development of the Imperial County Transportation Commission (ICTC). ICTC will provide better planning of solutions for transportation and economic development needs. The implementation of the Commission will provide Imperial County with a stronger voice to be heard at the State and Federal level in terms of receiving funding and resources for continued success.

The Imperial County Transportation Commission is comprised of the County of Imperial, the seven incorporated cities, and the Imperial Irrigation District. The Commission will be tasked with conducting the regional transportation planning activities and administering the terms and conditions of the Transportation Development Act and other local, state and federal funding sources.

Strong leadership of the Commission will be an imperative component to the success of the organization especially in light of fiscal constraints at the local, state and federal levels.

The Community

The community vision of Imperial Valley is to "empower people to develop strategies and find solutions to physical, social, economic, and environmental barriers in the Imperial Valley." With the growing population, various economic opportunities, and development of new infrastructures, the Imperial Valley Community is certainly breaking barriers. Imperial County expands for 4,597 square miles and currently has a population of 179,254.Originally part of San Diego County, Imperial County has now made a name for itself in Southern California. Surrounded by San Diego County, Riverside County, Arizona and the Mexican border, Imperial County has flourished with abundant resources and a diverse population.
The Position

BASIC FUNCTION

Under the direction of the Governing Board, the Executive Director’s duties shall be to plan, organize, direct, and review the activities and operations of the Imperial County Transportation Commission; to implement and administer Commission policies and directives in accordance with their Policies and Procedures Manual and to provide highly responsible and complex administrative support to the Governing Board.

REPRESENTATIVE DUTIES

Direct and participate in the operation and activities of the ICTC. Develop, plan, and implement ICTC goals and objectives; recommend and administer policies and procedures to ensure effective and efficient operations.
Forecast funds needed for program implementation, staffing, and materials.
Direct, oversee, and participate in the development of the annual Overall Work Program; transit work plan, assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods, and procedures.
Prepare a variety of technical papers, administrative reports, and public communications.
Prepare directives and informational reports for distribution to member cities and the County.
Represent the ICTC in meetings with State and/or Federal agencies, as well as meetings with local and regional groups and organizations.
Oversee the management of State and Federal grant programs and consulting contracts.
Select, train, motivate, and evaluate personnel; provide or coordinate staff training. Ensure ICTC compliance with appropriate laws, rules, and regulations.
Act as intergovernmental affairs liaison for the commission. Perform additional duties as assigned.

KNOWLEDGE AND ABILITIES

Knowledge of:
- Principles and practices of regional transportation planning.
- Principles of transportation program development and management, including the relationship between Federal, State, regional, and local transportation planning activities. Principles of public administrative and policy development.
- Principles and practices of personnel management including selection, training, safety, supervision, and evaluation.
- Local, State, and Federal laws, rules and regulations pertaining to regional transportation planning. Principles and practices of budget development and administration and related funding sources. Transit, air quality, planning, and assessment district financing is desirable.

Ability to:
- Organize and direct the staff and activities of a regional transportation planning agency. Develop and administer a comprehensive regional tra
Transportation planning program.
Supervise and direct the work of supervisory, professional, technical, contract and clerical staff. Effectively represent the ICTC to a wide variety of agencies, commissions, and groups.
Conduct meetings with community groups, organizations, and government officials. Prepare and administer a complex multi-year budget and capital improvement plan.
Monitor agency compliance with pertinent Federal, State, regional, and local laws and regulations.
Communicate effectively, both orally and in writing; establish and maintain cooperative relationships with governmental agencies, officials, and the public.
EDUCATION AND EXPERIENCE

Education:
Completion of a bachelor's degree in Public Administration, Planning, Engineering, or closely related field.
A Master's degree, AICP, and or P.E. is highly desirable.

Experience:
Seven years of extensive and progressively responsible management, supervisory, and professional experience in transportation planning, program management, construction management, contract administration, and related areas.

Other Requirements:
Must possess a valid Class C California driver's license.
CLASS TITLE   EXECUTIVE DIRECTOR

BASIC FUNCTION

Under the direction of the Governing Board the Executive Director’s duties shall be to plan, organize, direct, and review the activities and operations of the Imperial County Transportation Commission; to implement and administer Commission policies and directives in accordance with their Policies and Procedures Manual, and to provide highly responsible and complex administrative support to the Governing Board.

REPRESENTATIVE DUTIES

Direct and participate in the operation and activities of the ICTC.

Develop, plan and implement ICTC goals and objectives; recommend and administer policies and procedures to ensure effective and efficient operations.

Forecast finds needed for program implementation, staffing and materials.

Direct, oversee, and participate in the development of the annual Overall Work Program; transit work plan, assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods, and procedures.

Prepare a variety of technical papers, administrative reports, and public communications.

Prepare directives and informational reports for distribution to member cities and the County.

Represent the ICTC in meetings with State and/or Federal agencies, as well as meetings with local and regional groups and organizations.

Oversee the management of State and Federal grant programs and consulting contracts.

Select, train, motivate, and evaluate personnel; provide or coordinate staff training. Ensure ICTC compliance with appropriate laws, rules, and regulations.

Act as intergovernmental affairs liaison for the commission.

Perform additional duties as assigned.

KNOWLEDGE AND ABILITIES

Knowledge of:
Principles and practices of regional transportation planning. Principles of transportation program development and management, including the relationship between Federal,
State, regional, and local transportation planning activities. Principles of public administrative and policy development. Principles and practices of personnel management including selection, training, safety supervision, and evaluation. Local, State, and Federal laws, rules and regulations pertaining to regional transportation planning. Principles and practices of budget development and administration and related funding sources. Transit, air quality planning and assessment district is desirable

Ability to:
Organize and direct the staff and activities of a regional transportation planning agency. Develop and administer a comprehensive regional transportation planning program. Supervise and direct the work of supervisory, professional, technical contract, and clerical staff. Effectively represent the ICTC to a wide variety of agencies, commissions, and groups. Conduct meetings with community groups, organizations, and government officials. Prepare and administer a complex multi-year budget and capital improvement plan. Monitor agency compliance with pertinent Federal, State, regional, and local laws and regulations. Communicate effectively both orally and in writing; establish and maintain cooperative relationships with governmental agencies, officials and the public.

EDUCATION AND EXPERIENCE

Education:
Completion of a bachelor’s degree in Public Administration, Planning, Engineering, or closely related field. A master’s degree, AICP, and/or P.E. is highly desirable.

Experience:
Seven years of extensive and progressively responsible management, supervisory, and professional experience in transportation planning, program management, construction management, contract administration, and related areas.

Other Requirements:
Must possess a valid Class C California driver's license.

Working Conditions:
Office environment; driving as needed.

PHYSICAL REQUIREMENTS: Dexterity of hands and fingers to operate computer; seeing to drive; hearing and speaking for public presentations.

This is an exempt at-will professional position.
B. IMPERIAL VALLEY TRANSIT (IVT) - REVISION TO THE FIXED ROUTE TRANSIT OPERATOR’S FAREBOX RATIO POLICY
May 9, 2013

Jack Terrazas, Chairman
Imperial County Transportation Commission
1405 N. Imperial Ave., Suite 1
El Centro, CA 92243

SUBJECT: Imperial Valley Transit – Revision to Fixed Route Transit Operator’s Farebox Ratio Policy

Dear Commission Members:

The transit farebox ratio percentage is one of the standards and evaluation criteria developed for performance monitoring of transit systems required by the State of California. The farebox ratio is computed by dividing the fare revenue that is generated by the passenger paying for the trip, by the cost of providing the transit service. The public agency provides the remainder or the subsidy amount through a combination of funding comprised of local, State and federal funds.

The minimum farebox allowed by State law for service in a rural area is 10%. The minimum farebox allowed by law for a service in an urbanized area is 20%. The remaining performance criteria; passengers per hour, cost per hour etc. are set by the respective public agency based upon historical data and future trends as seen by staff. These remaining criteria are not the subject of this report.

Historically, the farebox ratio percentage estimate is adopted prior to the start of the fiscal year and typically in place for a three to five year period. This figure is negotiated with the transit operator and included as a part of any contract as a price basis. The farebox ratio calculation is completed at the end of the year when the invoices and operating statistics are finalized.

Due to the creation of an “urbanized area” as a result of the 2000 census, the then County administered fixed route bus system IMPERIAL VALLEY TRANSIT (IVT) was able develop an intermediate or blended farebox due to its service delivery in both rural and urban areas. It is now the responsibility of the ICTC to determine what this blended farebox ratio should be and to use that farebox ratio number for performance measurement.
The previous blended farebox ratios in effect for IVT are as follows:

FY 2005 13.4 %
FY 2009 14.5 %

An intermediate or blended farebox is created by a variety of formats. To calculate a blended farebox for the 2010-2014 time periods, ICTC staff utilized a weighted average formula based on the number of hours of service provided by IVT in urban and rural areas respectively (45% of service was in urban areas and 55% in rural areas).

The required farebox this process yields is 14.5%. This was a moderate increase over the previous farebox of 13.4% and reflects the fact that more transit service hours were being offered in urbanized areas, primarily as a result of the IVT Blue and Green lines operations in El Centro and Imperial.

As a result of the 2010 census, in July 2012 ICTC was notified regarding the changes in geographic area for the urbanized area boundaries. ICTC was required to submit a revised methodology for the apportionment of federal grant revenue with resulting potential increases in federal grant funding. After consultations with federal staff and our consultant statistician, Rea and Parker Research, ICTC staff submitted a methodology that measures the unit of “passenger miles traveled” rather than the previous method of using service hours provided. It is felt that this factor more accurately captures the measurement of the use of public transit services in Imperial Valley.

ICTC staff recently consulted with Caltrans on the update of the State required farebox ratio for FY 2014. ICTC staff expressed a desire to use the same methodology used for the apportionment of federal grant revenues for the calculation of the farebox ratio.

ICTC staff is developing plans for additional service hours on IVT as a result of the recent FY 2013-14 Unmet Transit Needs Public Hearing process. A service contract modification could increase transit service hours by adding approximately 5,000 service hours and a yet as unknown number of passengers miles accordingly in the expanded urbanized area. The total system service hours and passenger miles estimate in the urbanized area would be at approximately 97.42%. This then would then seem to require a corresponding increase in the farebox ratio requirement for the IVT system to 19.49%.

However, the pending IVT Gold Line in Brawley which is under consideration to be a route under the IVT system will be operated entirely within the rural area. The service start date is anticipated for early FY 2013-14. The design and estimates for costs and service hours have not been developed yet and the passenger miles are not yet known. However after a review of the service data for the similar IVT Blue and Green lines in El Centro, ICTC staff would recommend a reduction of the 19.49% farebox ratio to accommodate the additional service in the rural area. This would yield a resulting performance measurement for a blended farebox ratio for IVT of 17% for a three year period.
The ICTC Management Committee met on May 8, 2013 and recommends that the Imperial County Transportation Commission take the following actions after public comment, if any:

1. Adopt the blended farebox for the operation of IMPERIAL VALLEY TRANSIT of 17% for the period of FY 2013-14 through FY 2015-2016

2. Direct staff to submit the revised farebox ratio for IMPERIAL VALLEY TRANSIT to CALTRANS

Sincerely,

MARK BAZA
Executive Director

BY: [Signature]

Kathi Williams
Senior Transit Planner

Attachment

MB/kw/cl
IX. ACTION CALENDAR

C. REQUEST FOR PUBLIC HEARING ON TRANSIT FARE INCREASE FOR FY 2013-14
May 9, 2013

Jack Terrazas, Chairman
Imperial County Transportation Commission
1405 N. Imperial Ave Suite 1
El Centro, CA 92243

SUBJECT: Request for Public Hearing on Transit Fare Increase for FY 2013-14

Dear Commission Members:

During the FY 2006-07 operating year, several public transit systems experienced operational budget fluctuations and were not able to meet the State mandated minimum farebox ratios. A farebox ratio is the calculation that results when the fare revenue collected, and then is divided by the operating cost. Staff analysis identified that the price of the fares paid by the passengers were in need of revision. This was due to the fact that fares prices had not been adjusted since the inception of the transit system in 1989 to compensate for any cost increases.

As a result, the IVAG Regional Council approved the completion of a consultant developed fare analysis in the FY 2007-08 IVAG Transit Finance Plan. The focus of the study was on the regional transit services; Imperial Valley Transit, Imperial Valley Transit – Blue/Green Line, IVT Access/AIM TRANSIT and the City Dial-A-Rides.

The firm of Nelson / Nygaard was retained after a competitive bid process and commenced work on the study in October 2007. There were stakeholder meetings and interaction with operators and the passenger ridership during the data gathering process. The development of the new policy and fare structure commenced over the ensuing eight (8) months.

Per the Federal Transit Administration, an opportunity for public comment must be provided regarding any increases in fare prices at a public hearing prior to implementation. The IVAG Regional Council conducted the requisite public hearing and ultimately adopted a two phase increase. The first phase of the price increase was implemented in August 2008. The second phase was scheduled for implementation in the ensuing fiscal year. However, staff did not implement the second phase as a result of cost containment, the increasing passenger ridership and corresponding increase in fare revenues.

CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL

T:\Projects\ICTC\Fare increase FY 2013-14 COM 62
Due to service hour increases and resultant cost increases expected for FY 2013-14, it is necessary to reconsider implementing the second phase of the fare increase for Imperial Valley Transit, The IVT Blue and IVT Green Lines and IVT Access.

The potential schedule for the fare price increase is as follows:

- ICTC sets the time and date of the public hearing – May 22, 2013
- ICTC staff advertise for public comment on fare changes – month of June 2013
- ICTC conducts public hearing and directs staff to implements phase two of the fare pricing increase for IVT and IVT Access - June 26, 2013
- ICTC staff conduct education and outreach to inform public about new fares – Summer 2013
- Implement fare price increase September 2013 – amnesty period for coupon and ticket holders
- Implement fare price increase – October 2013

The fare pricing for consideration is as follows:

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<th>Fares one way per Zone</th>
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<td>Senior/Disabled Regional Zone</td>
<td>$0.50</td>
<td>$0.65</td>
</tr>
<tr>
<td>Direct</td>
<td>$2.00</td>
<td>$2.50</td>
</tr>
<tr>
<td>IVC Express Students</td>
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<td>$1.25</td>
</tr>
<tr>
<td>IVC Express Non-Students</td>
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<td>$1.75</td>
</tr>
<tr>
<td>Fast Trip</td>
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<td>$2.25</td>
</tr>
<tr>
<td>20 Ride Student<em><strong>To be used on Express Routes Only</strong></em></td>
<td>$20.00</td>
<td>$25.00</td>
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<tr>
<td>20 Ride Local Zone (10% discount)</td>
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<td>$16.00</td>
</tr>
<tr>
<td>20 Ride Regional-Zone (20% discount)</td>
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<td>20 Ride Senior/Disabled Local Zone</td>
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</tr>
<tr>
<td>20 Ride Senior/Disabled Regional Zone</td>
<td>$10.00</td>
<td>$15.00</td>
</tr>
</tbody>
</table>
The ICTC Management Committee met on May 8, 2013 and recommends that the Imperial County Transportation Commission take the following actions after public comment, if any:

1. Set a public hearing for the consideration of the IVT and IVT Access services fare price increase at 6:00 PM on June 26, 2013.

2. Direct staff to conduct the administrative arrangements for the public hearing.

Sincerely,

MARK BAZA
Executive Director

BY: [Signature]

Kathi Williams
Senior Transit Planner

Attachment

MB/ksw/ds
D. PASSENGER STATISTICAL SUMMARY
PROJECT FOR FY 2013-14 FOR IMPERIAL
VALLEY TRANSIT (IVT)
May 9, 2013

Jack Terrazas, Chairman
Imperial County Transportation Commission
1405 N. Imperial Ave. Suite 1
El Centro, CA 92243

SUBJECT: Passenger Statistical Summary Project for FY 2013-14 for Imperial Valley Transit (IVT)

Dear Commission Members:

Due to the receipt of federal grants for public transit, federal reporting requirements state that public transit systems are required to report on “passenger miles”. This process takes place every three years and is utilized to track the individual distance or mileage travelled by each boarding passenger.

Larger urban agencies typically have electronic or automatic passenger counters on their vehicles. However, this type of device and process can be cost prohibitive for smaller agencies. As a result, alternative counting systems are authorized. Many medium to smaller agencies alternatively choose to develop a statistical sampling system instead, through qualified consultants.

The PSS project must be completed for the third time during FY 2013-14. The project must comply with a federal requirement for 95% confidence level and a margin of error not to exceed plus or minus 10%.

The County administered this project previously since its original inception in 2008, on behalf of the ICTC. The County awarded the first and second iteration of this project under as a sole source procurement to the firm of Rea and Parker Research, Inc. ICTC staff recommend that this firm again be awarded the work. This is due to the unique and specialized nature of the work, including the requirement for a professional statistician to supervise the work and the fact that this is a continuation of a methodology for previous work performed. The project work effort has a start date of June 1, 2013.

The consultant will review new federal requirements, adjust the sampling methodology if necessary, and acquire local staff who will monitor various bus routes throughout the fiscal year. The project start date is July 1, 2013. A final report will be prepared based on the guidance of the federal requirements. This final report is due to the federal agency by October 2014.

CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
ICTC staff are currently attempting, through negotiations with First Transit Inc., to add service hours to the IVT system as a result of the FY 2013-14 Unmet Transit Needs Public Hearing process for additional trips and additional routes. Therefore, a contract modification will be required during the fiscal year to adjust the sampling methodology for the change in service hours, and increase the project budget.

Funding for this project will be in the ICTC FY 2013-14 ICTC Overall Work Program Budget and Transit Finance Plan.

The ICTC Management Committee met on May 8, 2013 and recommends that the Imperial County Transportation Commission take the following actions after public comment, if any:

1. Authorize the Chairman to sign the Passenger Statistical Sampling Project Agreement with the firm of Rea and Parker Research Inc. for the not to exceed fee of $99,500.00 for FY 2013-14.

2. Direct staff to include this project budget in the FY 2013-14 ICTC OWP Budget and Transit Finance Plan.

Sincerely,

MARK BAZA
Executive Director

BY: [Signature]

Kathi Williams
Senior Transit Planner

Attachment

MB/kw
IMPERIAL VALLEY TRANSIT
ANNUAL PASSENGER MILE SAMPLING PROPOSAL
JULY 1, 2013-JUNE 30, 2014

Prepared for:
Imperial County Transportation Commission
1405 N. Imperial Ave. Suite 1
El Centro, CA 92243

Prepared by:
Rea & Parker Research
P.O. Box 421079
San Diego, CA 92142
858-279-5070

April, 2013
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<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
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<td>Methodology/Scope of Work</td>
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<td>Qualifications, Related Experience, References</td>
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<td>Resume</td>
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Project Overview:

The Imperial County Transportation Commission (ICTC) was established under Senate Bill 607 and was approved by the California Legislature and Governor Arnold Schwarzenegger in 2009. ICTC guides the development of the Regional Transportation Plan for the Imperial County region and its Regional, State and Federal transportation improvement programs (TIPs) and their updates, including, but not limited to: the distribution and oversight of Local Transportation Fund monies; the preparation and submittal of applications for transportation related funds; the approval of the allocation of and claims for Transportation Development Act funds; the planning, programming and administration of regional transit services; and, the encouragement of active citizen participation in the development and implementation of various transportation-related plans and programs.

As established under SB 607, the ICTC Board is currently composed of ten voting members and one non-voting member consisting of two members of the Imperial County Board of Supervisors; one member from each incorporated city (seven) within Imperial County who shall be the mayor of the city or a member of its city council; one member of the Board of Directors of the Imperial Irrigation District; and, one non-voting member appointed by the Governor representing the California Department of Transportation (Caltrans).

In addition to the responsibilities described above, the Commission provides direct management, administration and oversight for the following local and regional transportation programs:

- Imperial Valley Transit (IVT) System and its Inner City Circulator Service (Blue and Green Lines)
- Med-Express (Non-Emergency Medical Demand Response Service to San Diego)
- IVT ACCESS (Americans with Disabilities Act - ADA Paratransit Service)
- West Shores Dial-A-Ride (Local - Demand Response Transit Service)
- Local Transportation Authority (Measure D Sales Tax Program)

Other regional responsibilities include the administration and oversight of other local demand response or “Dial-A-Ride” services managed and operated by the Cities of Brawley, Calexico, El Centro and Imperial.

ICTC provides fixed route bus service throughout the County through the services of Imperial Valley Transit, which was created in 1989. Imperial Valley Transit began as a 5 route system with 3 buses running Monday through Friday. The passenger ridership initially averaged approximately 36,000 passengers annually and now serves almost 1 million unlinked trips and over 10 million passenger miles annually.

The service is operated by First Transit, Inc. with funding provided annually through the Transit Finance Plan. The sources of the funding include, State Transit Assistance (STA), State Transportation Development Act (TDA), Federal 5311 and 5307 funds and local fare revenue.
The Federal Register of September 25, 1987, specifies that certain operating data must be collected from federally funded transit systems as part of the Section 15 Uniform System of Accounts and Records and Reporting System. One such required set of data that is required is an annual estimate of unlinked passenger trips and passenger miles that is reliable with 95 percent confidence to a margin of error of +/- 10 percent. The Urban Mass Transportation Administration and Federal Transit Administration (FTA) developed several suggested sampling techniques for collecting annual estimates of unlinked passenger trips and passenger miles. A transit agency may use a technique other than the UMTA recommended techniques as long as it meets the prescribed precision and confidence levels.

The bus routes of the Imperial Valley Transit System serve a primary corridor that includes Niland, Brawley, Imperial, Imperial Valley College, El Centro, Heber, and Calexico, with additional routes to Seeley and Holtville and “lifeline service” that includes Ocotillo, Winterhaven, and the Salton Sea. There are approximately 16 routes with multiple trips daily Monday through Friday. Service is offered on a reduced schedule on Saturdays. Service is not offered on Sundays nor is it offered on certain holidays.
Rea & Parker Research is pleased to provide this proposed scope of work to ICTC, the primary objective of which is to obtain a scientifically valid and accurate estimate of passenger miles traveled in order to meet the conditions and requirements established by the National Transit Database (NTD) and the Federal Transit Administration (FTA). As such the counts are to represent 95 percent confidence in a margin of error not to exceed +/- 10 percent.

**Data Requirements:**

As a condition of receiving federal transit grant funds, agencies are required to submit annual reports to the National Transit Database (NTD). The NTD requires numerous reporting items including the specific reporting of “services consumed”. This is done by counting passenger trips and passenger miles. Where 100% counts are not available, a statistically valid sampling technique is allowed. The result is an estimate based upon a sampling procedure. For Imperial Valley Transit a 100% count of passenger trips is maintained; however, data are not collected or maintained for passenger miles.

Imperial Valley Transit is, therefore, required to report annual unlinked passenger miles and trips to the Federal Transit Administration (FTA), stratified by average weekday (morning peak, midday, afternoon peak, and evening/night) average Saturday, average Sunday (not applicable to Imperial Valley Transit at present), and annual totals. Driver counts and ticket sales data do not suffice in this regard. The FTA provides concrete written guidelines for bus systems in order to meet the FTA required confidence of 95% that the data is accurate to within a +/-10% margin of error.

Rea & Parker Research proposes to prepare the sampling methodology for Imperial Valley Transit so that the following requirements would be met:

1. Comply with FTA’s confidence and precision levels of 95%, +/-10% and be certified by an independent qualified statistician.
2. Allow Imperial Valley Transit to report unlinked passenger trips and passenger miles segregated by average weekday (morning peak, midday, afternoon peak, evening/night), average Saturday, and annual totals for each fiscal year.
3. Be cost effective and easy to implement and maintain under varying load scenarios and schedules.

**Methodology (Scope of Work):**

**Task 1: Finalize Project Work Program (Kickoff Meeting)**

Within five days of the issuance of a ‘Notice to Proceed’, Rea & Parker Research will meet with the designated representatives of Imperial Valley Transit and ICTC to: 1) review project objectives; 2) review the preliminary work program and make revisions recommended by ICTC; 3) identify the products and schedules (deliverables) associated with each task including measures to ensure Quality Assurance and Quality Control; 4) clarify and address any outstanding technical issues—in particular routes and stops; 5) establish formal lines of communication between Imperial Valley Transit and Rea & Parker Research; 6) determine
content and format of routine progress reports, and 7) ensure that the methodology to be employed satisfies the requirements of the NTD and FTA.

One of the primary purposes of the initial meeting is to guarantee that all parties fully understand all decisions and analyses that will be undertaken using the final data. This phase of the meeting will focus on how the on-board procedure will obtain the information necessary to satisfy NTD/FTA requirements. This approach ensures that ICTC will receive from Rea & Parker Research findings that address and satisfy all research objectives.

Within 5 days of the initial project meeting, Rea & Parker Research will make any agreed upon changes to the work program, and submit a revised work plan to ICTC for review.

Deliverables:  
(1) Conduct project kick-off meeting and provide written summary for the review by ICTC within three days of the meeting  
(2) Revised Work Program (project objectives tasks, subtasks, and deliverables)  
(3) Technical memo detailing data needs from the survey

Task 2: Sampling Plan
Rea & Parker Research will develop a detailed management plan for the project. The management plan will specify, for each task in the work program, personnel assignments, schedules, and milestones. The management plan will be subject to approval by ICTC.
Commonly, scientific statistical survey research relies upon well-established rules to select an appropriate sample size. These rules tie the necessary sample size closely to the population standard deviation (a measure of the mean distance from the various data points to the arithmetic mean of the data) under assumptions of randomness within that population.

While this methodology works well for telephone surveys or in-person studies, for instance, that examine opinions or other data about a population at some given moment or short period in time, it begins to be problematic when the study is focused upon a longer time frame because the broadening of the time perspective introduces a new source of data variability—namely changes in the population over time that do not occur in a shorter period.

It is this second source of variability that has led to much research in the field of transportation. This research has been prompted largely by the FTA, which requires that transit systems receiving operating assistance from the federal government report system-wide annual estimates of boardings and passenger miles based upon statistically sound methods and satisfying accuracy requirements of +/-10%. FTA has published circulars describing various approved methods for bus systems.

At the core of the FTA methodologies are multi-stage sampling techniques that address the different sources of data variability and determine a single overall variance (the square of the standard deviation) that can be used to determine the overall precision of the technique. FTA prescribes that an estimate of passenger miles within +/-10% (95% confidence) requires, as one option that has been applied in 2008-2009 and 2010-2011, that 5 bus trips (depending upon the size of the bus system) be sampled every third day throughout the year in order to accommodate the two variances that are operating—among the riders between trips on a single day and among riders seasonally, over the course of the year. FTA also allows that that two trips be sampled every day. Another FTA option includes as many as 915 trips (15 trips every sixth day).

For Imperial Valley Transit in 2010/2011, application of this method produced the following options:

### Table 1

<table>
<thead>
<tr>
<th>Sampling Interval—Every nth day</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trips/Day</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>8</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Annual Trips</td>
<td>626</td>
<td>468</td>
<td>520</td>
<td>624</td>
<td>744</td>
<td>936</td>
</tr>
</tbody>
</table>

95 Percent Confidence Level @ Tolerance of 10 Percent

Number of Days Service Operated (m)

Imperial Valley Transit Passenger Mile Sampling Proposal for July 1, 2013 through June 30, 2014  
Rea & Parker Research  
Proposal Dated: April, 2013
Still other methods, much less frequently used, known as APTL and PPMT, can result in fewer trips to be sampled but are very sensitive to changes in the bus system during the year. For example, the NTD Sampling Manual contains the following language for systems that make substantial changes during the sample year because the sample size is relatively low.

You should increase the necessary sample size by 50% with the same template sampling plan you used during the first part of the year if you have made major changes to your service. For example, if you were sampling 4 one-way bus trips each week before the major changes, you should change to sample 8 one-way bus trips each week after those changes.

It is understood that changes can be expected during the year to Imperial Valley Transit, including shorter headways on the El Centro-Calexico route, additional service to Imperial Valley College, the addition of a circulator route in Brawley, additional Saturday service, and possible new Sunday service. These are indeed “major” changes, as defined by NTD.

Taking note of the confusion as to whether NTD meant a 100 percent increase (4 trips-to-8 trips) or the 50 percent increase as written, it is the recommendation that ICTC continue to use the proven method for four fundamental reasons:

1. Trips saved could reduce weekly trips from 10 to 3-4; however, cost savings would not be proportionate inasmuch as work will be less regular for counters, thereby requiring some additional compensation to offset the irregularity.

2. Workers are guaranteed a 4 hour minimum day so that a sample of one trip to Holtville, for example, would still result in a 4 hour cost.

3. According to NTD, 80-85 percent of all agencies still use the method used by Imperial Valley Transit in 2008-2009 and 2010-2011 specifically because of the complexities and fragility of the newer methods.

4. Substantial service changes are planned within the 2013-2014 fiscal year, and these changes will likely result in an additional cost. The previously utilized method can be easily adapted to sample new services planned at a significantly lower cost than would be the case under a 50-100 percent increased sample size, simply by changing the number of days of operation and daily trips in Table 1 to generate approximately 10 percent more trips in total, considerably less than the 50-100 percent indicated for the newer methods. Because they are so infrequently used, the question also is unanswered for the newer methods that, if these proposed changes occur incrementally rather than all at once, would 50-100 percent increases in sample size be required with each service change?

It becomes clear that the potential cost increases to this passenger mile sampling resulting from service changes are far too great under the newer methods in comparison to any potential cost savings that may or may not accrue from adopting one of the newer methods before the changes are instituted.

Subtask 2.1: Sample Selection

The first task in selecting the sample is to identify and assign a number to all one-way bus trips to be taken during the day. For some properties the easiest procedure may be to use bus schedules or timetables. More likely, use of daily driver run sheets (paddles) may be easier. The main thing to
remember is that a bus trip is a one-way trip and that express, trippers, shuttles, and other special trips (except charter, school bus, and demand-response) must be included.

In preparation for the commencement of the study, Rea & Parker Research will enter each bus trip into an SPSS (Statistical Package for the Social Sciences) database as a code, indicating weekday and Saturday, bus route number, direction and the number of the trip. For example, Route 1 southbound on a weekday at 9:30am would be coded and entered as 1S-WD-04, the fourth southbound Route 1 trip on weekdays and Saturday’s 5:20pm Route 2 northbound would be coded 2N-SAT-05, the fifth Saturday Route 2 northbound trip.

Deliverable: (1) A technical memo documenting the development of the sampling/survey methodology

Task 3: Develop Data Collection Deployment Plan

Once the random trips are chosen, Rea & Parker Research will develop a plan for the deployment of data collectors on scheduled routes and buses to achieve this goal. This is a complex procedure that involves plotting the most efficient manner that the surveyors can ride all of the randomly selected routes on each day of the study.

Rea & Parker Research will develop a series of forms that will provide control over the counting accuracy and ensure that all sample buses and their passengers are covered in the study. On-board data collectors will be provided with daily assignment forms (Exhibit A) that include directions to the bus departure site, the number of trips, by direction, for the bus run associated with the assignment, and the trip start and trip end locations. Finally, surveyors will have with them a copy of the stop list (Exhibit B) for their bus runs (all directions).

Rea and Parker Research will prepare a detailed methodology for data collection. That is, procedures will be identified and explained regarding how the data will be maintained and how completed forms will be returned to supervisors of Rea & Parker Research. Rea and Parker Research has considerable experience in such data collection procedures.

Deliverable: (1) A survey logistics plan including specific assignment date and detailed schedule for survey implementation
### Imperial Valley Transit Passenger Sampling Assignment Log (EXHIBIT A)

**Assignment#** 55B

**DATE:** 1-7-11

**Employee:**

**Day of Week:** Fri

---

**On-Board Bus Schedule**

<table>
<thead>
<tr>
<th>Bus Route</th>
<th>Trip Serial #</th>
<th>Beginning Stop</th>
<th>Begin Stop Time</th>
<th>Last Stop</th>
<th>Last Stop Time</th>
<th>Bus Scheduled for Data Collection?</th>
<th>Special Instructions after Last Stop</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td></td>
<td>Brawley E St &amp; Rio Vista</td>
<td>12:59P</td>
<td>El Centro State &amp; 14th</td>
<td>2:10P</td>
<td>No</td>
<td>Stay on bus</td>
</tr>
<tr>
<td>100</td>
<td>100-08</td>
<td>El Centro State &amp; 14th</td>
<td>2:10P</td>
<td>Calexico Hacienda</td>
<td>2:56P</td>
<td>YES</td>
<td>Stay on bus and with driver</td>
</tr>
<tr>
<td>150</td>
<td></td>
<td>Calexico Hacienda</td>
<td>3:06P</td>
<td>El Centro State &amp; 14th</td>
<td>4:20P</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td>blu-10</td>
<td>El Centro State &amp; 14th</td>
<td>4:35P</td>
<td>El Centro State &amp; 14th</td>
<td>5:33P</td>
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<td></td>
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<tr>
<td>200</td>
<td>200-10</td>
<td>El Centro State &amp; 14th</td>
<td>5:40P</td>
<td>Brawley E St &amp; Rio Vista</td>
<td>6:37P</td>
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</table>
### EXHIBIT B
#### SURVEY TRIP SHEET

<table>
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<tr>
<th>(1) Trip Serial No.</th>
<th>(2) Date</th>
<th>(3) Day of Week</th>
<th>(4) Time Period</th>
<th>(5) Route No.</th>
<th>(6) Vehicle Inventory Number</th>
<th>(7) Total Capacity</th>
<th>(8) Seated Capacity</th>
<th>(9) Stop No.</th>
<th>(10) Stop Description</th>
<th>(11) Odometer Reading</th>
<th>(12) Passengers Boarded</th>
<th>(13) Passengers De-Boarded</th>
<th>(14) Passengers On Board</th>
<th>(15) Distance Between Stops</th>
<th>(16) Passenger Miles (15) x (16)</th>
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</thead>
<tbody>
<tr>
<td>100-08</td>
<td>1-7-11</td>
<td>Fri</td>
<td>Midday</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>State St / 14th St.</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
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<td>State St. / 8th St.</td>
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<td>4</td>
<td>4th St. / Brighton</td>
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<td>5</td>
<td>4th St. / Wensley</td>
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<td>Ross St. / 10th St.</td>
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<td>7</td>
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<td>Aurora / 4th St.</td>
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<td>Imperial Valley Mall</td>
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<td></td>
<td></td>
<td>13</td>
<td>Dogwood/Hwy 86</td>
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<tr>
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SURVEY TRIP SHEET

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<th>Distance Between Stops</th>
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(26) Capacity Miles (7) x (22)
(27) Seat Miles (8) x (22)
(20) Totals
(21) (22)
(23)
### SURVEY TRIP SHEET

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<th>Stop No.</th>
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<th>Passengers De-Boarded</th>
<th>Passengers On Board</th>
<th>Distance Between Stops</th>
<th>Passenger Miles (15) x (16)</th>
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<th>Totals</th>
<th>(20) Mean On Board</th>
<th>(21) (22) (23)</th>
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Imperial Valley Transit Passenger Mile Sampling Proposal for July 1, 2013 through June 30, 2014

Rea & Parker Research Proposal Dated: April, 2013
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<td>(21)</td>
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# SURVEY TRIP SHEET

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**Totals**

|                        | 0 | 0 | 0 | 0 | 0 |

**Capacity Miles**

\[(7) \times (22)\]

**Seat Miles**

\[(8) \times (22)\]

Mean On Board: 0
### EXHIBIT C
**SURVEY TRIP SHEET**

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<tr>
<td>13</td>
<td>Dogwood/Hwy 86</td>
<td>60093</td>
<td>3</td>
<td></td>
<td>35</td>
<td>4.8</td>
<td>168</td>
</tr>
<tr>
<td>14</td>
<td>Heber Post Office</td>
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<tr>
<td>15</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>16</td>
<td>Scaroni/Cole</td>
<td></td>
<td></td>
<td></td>
<td>35</td>
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<tr>
<td>17</td>
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<td>60097.8</td>
<td>3</td>
<td>32</td>
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**Totals**

- (26) Capacity Miles (7) x (22) = 876.8
- (27) Seat Miles (8) x (22) = 589.1

- Mean On Board = 23.9333333
## EXHIBIT D
EXCEL COMPUTERIZED TRIP-BY-TRIP DATA ENTRY
(EXAMPLE: WEEK 1 INPUT)

<table>
<thead>
<tr>
<th>Date</th>
<th>Day of Week</th>
<th>Week #</th>
<th>Route</th>
<th>Time Period</th>
<th>Boarded-UPT</th>
<th>Sum of Boardings</th>
<th>On-Board</th>
<th>Sum of On-Board</th>
<th>Bus Trip Distance</th>
</tr>
</thead>
<tbody>
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<td>6</td>
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<td>Blue</td>
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<td>7</td>
<td>13</td>
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<td>55</td>
<td>13.9</td>
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<td>60</td>
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<td>3</td>
<td>54</td>
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<td>506</td>
<td>979</td>
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<td>Thurs</td>
<td>1</td>
<td>100</td>
<td>2</td>
<td>57</td>
<td>171</td>
<td>552</td>
<td>1531</td>
<td>13.9</td>
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<td>50</td>
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<td>150</td>
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<td>254</td>
<td>490</td>
<td>2493</td>
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<td>100</td>
<td>4</td>
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<td>260</td>
<td>65</td>
<td>2558</td>
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<tr>
<td>7/6/2010</td>
<td>Tues</td>
<td>1</td>
<td>150</td>
<td>4</td>
<td>4</td>
<td>264</td>
<td>28</td>
<td>2586</td>
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<table>
<thead>
<tr>
<th>Passenger Miles=PMT</th>
<th>Sum of PMT</th>
<th>Capacity Miles</th>
<th>Sum of Capacity Miles</th>
<th>Seat Miles</th>
<th>Sum of Seat Miles</th>
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<tbody>
<tr>
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<td>74.4</td>
<td>1249.3</td>
<td>1249.3</td>
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<td>1088.1</td>
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<td>319.7</td>
<td>1569</td>
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<tr>
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<td>475.8</td>
<td>897</td>
<td>2466</td>
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<td>439.2</td>
<td>915</td>
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<td>594.7</td>
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<td>1287</td>
<td>8933.5</td>
<td>871.2</td>
<td>6422.3</td>
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<td>2342.6</td>
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<td>134.4</td>
<td>9359.8</td>
<td>134.4</td>
<td>6848.6</td>
</tr>
</tbody>
</table>
Task 4: Design On Board Count Instruments/Project Management

This task will commence after completion of Tasks 1 and 2 and will be performed simultaneously with Task 3. Rea & Parker Research will prepare the requisite forms for data collection (data collection form—Survey Trip Sheet—from 2010/2011 is found above as Exhibit B).

The quality of data collection personnel is a critical factor for the successful implementation of on-board surveys and counts. Therefore, personnel training will include, at a minimum, 1) specific purposes of the study; 2) detailed instruction in the construction of the data instrument and how to administer it; 3) the derivation of the sample and sampling frame in order to emphasize the importance of each selected trip; 4) how and where to pick up and deliver the study instruments each working day; 5) details regarding the purposes of specific questions; 6) detailed problems are encountered during the administration of the survey instrument; 7) procedures for contacting supervisors; 8) guidelines regarding the interpersonal aspects of the survey and proper behavior; and 9) the importance of cleanliness and proper attire.

On-Board personnel will be selected from a pool of available personnel utilized by Rea & Parker Research in Imperial County for previous studies.

Rea & Parker Research will recruit, train, and supervise a sufficient number of data collectors to accomplish the data collection work in a cost-effective and timely manner. The surveying team will board each sample trip at the first stop and ride that bus to the last stop on its trip. They will then be routed by Rea & Parker Research to another sample trip. A field supervisor, based locally for the duration of the project, will observe each surveyor under actual conditions in order to identify and correct any inappropriate behaviors/techniques. ICTC and Imperial Valley Transit staff may, at times, accompany and observe the supervisors and survey personnel.

Task 5: Conduct Data Collection

Rea & Parker Research will be responsible for the scheduling and deployment of field personnel (on-board data collectors), and will be responsible for coordinating all field data-collection activities including the collection of completed forms each working day. A locally-based field supervisor will be assigned to ensure that on-board surveyors are following instructions. Rea & Parker Research is also responsible for working with Imperial Valley Transit and First Transit, as appropriate, to ensure that the study is conducted with due consideration to bus operations logistics. During the conduct of the survey, Rea & Parker Research will immediately report any major...
problems to the Imperial Valley Transit Project Manager and will quickly work to correct the problem.

As passengers board the bus at each stop, on-board data collectors will count all boarding passengers. At the same stop, all alighting passengers will be tallied. Between stops the number of passengers on board will be counted and used as a check against the boarding and alighting counts. These counts will be entered manually on the applicable Survey Trip Sheet.

Data collectors are expected to be pleasant, professional, and thoroughly well trained in their role at the commencement of the project. Data collectors who are performing below standard will be retrained and their work will be repeated. Those who make consistent errors or who consistently do not follow training procedures will be dismissed.

**Deliverable:** (1) Summary of forms returned from the field

**Task 6: Data Entry and Processing**

Data will be statistically compiled form the Survey Trip Sheets for analysis by the Microsoft Excel and Statistical Package for the Social Sciences (SPSS) software. Each data collection form will be entered as its own individual record after it is thoroughly checked for inconsistent entries and omissions. The data will be input in such a manner as to assure Imperial Valley Transit that invalid responses will be identified and corrected.

Two forms are required to be used for data input:
1) Survey Trip Sheet (Exhibit B—filled out by counters and Exhibit C—computerized entry by Rea & Parker Research)
2) Trip-by-Trip Data Entry Sheet (Exhibit D)

The completed Survey Trip Sheet shown above is the cleaned, checked, and computerized input from the on-board data collector that is compiled for each trip. At the end of each week, all Survey Trip Sheets for that week are aggregated onto the Trip-by-Trip Data Entry Sheet, which cumulatively tallies total count and passenger mile data over the course of the study.

**Deliverables:**
1) “Cleaned”, fully coded data set
2) Collection records (Survey Trip Sheets and Daily Record Sheets) entered into electronic data base
(3) Technical memorandum documenting methods used to check the data for quality and consistency

Task 7: Final Report

Rea & Parker Research will prepare a report of findings in draft form and submit it to ICTC for comment. Based upon the comments received from ICTC, Rea & Parker Research will prepare the final report. The final report will consist of a detailed methodological presentation, FTA Form 406A, and a summary of the findings contained on that form.

After the final report is approved by ICTC, Rea & Parker Research will deliver 5 hard copies to Imperial Valley Transit as well as an electronic copy plus all data in electronic format.

Form 406A from 2010/2011 follows, along with a sample of conclusions drawn therefrom.

Deliverables:

(1) Draft Report

(2) Final Report (5 copies)

(3) Electronic copy of the final report

(4) All data sets in electronic format
### Form 406A (Modified)
**ANNUAL DATA TO FTA: IMPERIAL VALLEY TRANSIT**

_July 1, 2010-June 30, 2011_

<table>
<thead>
<tr>
<th>Line No.</th>
<th>ITEM</th>
<th>WEEKDAYS</th>
<th>SATURDAY</th>
<th>SAMPLE</th>
<th>WEIGHTED**</th>
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<td></td>
<td></td>
<td>AM PEAK</td>
<td>MIDDAY</td>
<td>PM PEAK</td>
<td>NIGHT</td>
</tr>
<tr>
<td>1</td>
<td>(20) Passengers Boarded</td>
<td>2594</td>
<td>6822</td>
<td>3819</td>
<td>378</td>
</tr>
<tr>
<td>2</td>
<td>(21) Passengers on Board</td>
<td>26724</td>
<td>74710</td>
<td>39702</td>
<td>3831</td>
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<td>3</td>
<td>(22) Bus Trip Distance</td>
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<td>(23) Passenger Miles</td>
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<td>66364</td>
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<td>(26) Capacity Miles</td>
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<td>6</td>
<td>(27) Seat Miles</td>
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<td>128447.7</td>
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<td>10532</td>
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<tr>
<td>7</td>
<td>(28) Trips in Sample</td>
<td>93</td>
<td>177</td>
<td>146</td>
<td>19</td>
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<tr>
<td>8</td>
<td>(29) Total Number of Bus Trips</td>
<td>7495</td>
<td>10119</td>
<td>9081</td>
<td>1155</td>
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<td>9</td>
<td>WEIGHTS**</td>
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<th>PM PEAK</th>
<th>NIGHT</th>
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<th>TOTAL</th>
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<td>3793996.14</td>
<td>2570905.74</td>
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Sample Averages

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<th>PM PEAK</th>
<th>NIGHT</th>
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<th>TOTAL</th>
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Annual Totals (weighted by number of trips)

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<th>PM PEAK</th>
<th>NIGHT</th>
<th>TOTAL</th>
<th>TOTAL</th>
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<td>2570905.74</td>
<td>162119.45</td>
<td>768180.00</td>
<td>10398670.08</td>
</tr>
</tbody>
</table>

*Imperial Valley Transit Passenger Mile Sampling Proposal for July 1, 2013 through June 30, 2014*  
*Rea & Parker Research Proposal Dated: April, 2013*
Brief Recap of Results 2010/2011 Study

FTA Form 406A was used to compile the Daily Trip-by-Trip Excel file totals for the year and to display the final results for the yearlong study. Form 406A shows (on Lines 1, 7, and 10) that a total of 16,785 unlinked boardings were counted for the year on the 520 sampled bus trips (32.28 boardings per bus trip). In 2008-2009 there were 33.18 boardings per sampled trip.

- 27.89 passengers on 93 sampled weekday a.m. peak hour bus trips (prior to 9:00 a.m.)—2008-2009 = 25.51 boardings per sampled trip.
- 38.54 boardings on 177 sampled midday weekday trips (9:00 a.m.—3:00 p.m.)—2008-2009 = 41.03 boardings per sampled trip.
- 26.16 boardings on 146 weekday p.m. peak bus trips (3:00 p.m. –7:00 p.m.)—2008-2009 = 25.71 boardings per sampled trip.
- 19.89 on 19 nighttime trips (after 7:00 p.m.)—2008-2009 = 16.83 boardings per sampled trip.
- Saturdays, with fewer buses that run on the busier routes, typically, averaged 37.32 boardings per trip—2008-2009 = 40.62 boardings per sampled trip.

Inasmuch as Saturdays were oversampled relative to weekday trips, with 85 out of 520 sampled trips (16.3 percent of all sampled trips) in contrast to the actual weekly bus trips of 556 scheduled weekday trips and 31 scheduled Saturday trips (5.3 percent of all trips)), the overall 32.28 boarding average is disproportionately high because of the higher boardings per trip on Saturdays. When weights are applied, the mean number of boardings per trip system wide is reduced slightly to 31.20 (2008-2009 = 31.30 boardings per trip).

All of ridership averages presented above are very close to those from the 2008-2009 sampling, thereby strongly confirming both their validity and the methodological reliability of the study.

Applying these mean numbers of unlinked boardings and correspondingly determined passenger miles (based on number of passengers on-board and distance between stops) reveals the final estimates required for the federal database. Form 406A shows that the annual estimated unlinked passenger boardings and mileage is determined (with a margin of error of +/- 10 percent at 95 percent confidence) to be 918,578 riders who traveled 9,871,209 passenger miles during the year (Lines 16 and 17). In 2008-2009, the corresponding estimates were 894,537 passengers and 9,602,013 passenger miles, indicating a
great deal of consistency between the two periods, with 2010-2011 showing an increase of approximately 24,000 unlinked passenger trips and 269,000 passenger miles.

Form 406A also breaks down the total ridership and mileage by time of day (Lines 16 and 17).

- There are 209,054 unlinked boardings annually during weekday a.m. peak periods, traveling 2,576,007 miles. Corresponding totals from 2008-2009 were 190,077 unlinked boardings and 2,543,680 passenger miles.
- Midday riders on weekdays total 390,010 per year and 3,793,996 miles. In 2008-2009, ridership showed 396,254 unlinked boardings and 3,753,544 miles.
- Peak riders during the weekday p.m. periods total 237,537 and 2,570,906 miles (2008-2009 = 232,032 boardings and 2,436,605 miles).
- Weekday nights have 22,978 riders traveling 162,119 miles (an increase from 2008-2009 when there were 17,028 boardings and 119,020 miles), whereas all others listed herein are very similar (within the 10 percent margin of error) to 2008-2009.
- Saturdays have 58,999 riders and 768,180 miles (2008-2009 = 59,146 boardings and 749,164 miles).

Imperial Valley Transit vehicles experience their highest percentage occupancy (Line 14) during midday on weekdays, with 51.7% of seat miles occupied (2008-2009 = 44.4%), followed by the weekday morning peak period (41.2 percent—2008-2009 = 37.1%), and, as would be expected, night times have the lightest occupancy (25.3 percent—2008-2009 = 23.5%). In 2008-2009, Saturdays carried the second highest load (41.3%) instead of weekday morning peak. Overall, for all buses, 43.6 percent of seats are occupied with 31.6 percent of the combined seated and standing capacity occupied, and in 2008-2009, the corresponding occupancies were 39.7% of seats and 26.6% of seated and standing capacity.
### PROPOSED PROJECT SCHEDULE

<table>
<thead>
<tr>
<th>Task</th>
<th>Commencement Date</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Form Work Plan</td>
<td>Week 1</td>
<td>Week 2</td>
</tr>
<tr>
<td>2. Sampling Plan</td>
<td>Week 2</td>
<td>June 15, 2013</td>
</tr>
<tr>
<td>3. Data Collection Deployment Plan</td>
<td>Week 2</td>
<td>June 15, 2013</td>
</tr>
<tr>
<td>4. Design On-Board Data Collection Instruments</td>
<td>Week 2</td>
<td>June 15, 2013</td>
</tr>
<tr>
<td>5. Conduct On-Board Data Collection</td>
<td>July 1, 2013</td>
<td>June 30, 2014</td>
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</table>

### COMMITMENT FROM REA & PARKER RESEARCH

Rea & Parker Research makes the following promises as part of this proposal:

- Rea & Parker Research will not directly nor indirectly possess any interest in the information obtained in this study and will not make any use of this information without the written consent of the Imperial County Transportation Commission;
- Rea & Parker Research will not disclose any confidential information obtained in this study (other than under subpoena to do so);
- Rea & Parker Research will return or destroy, as requested by ICTC, all property of Imperial Valley Transit and ICTC to which Rea & Parker Research has had access during the course of this study;

Further, Rea & Parker Research is committed to keeping the lines of communication open as the project moves forward. To that end, Rea & Parker Research will provide the ICTC Project Manager with frequent progress reports. By using key senior staff members to implement the tasks described above, Rea & Parker Research promises to provide consistency and superior professionalism in its consulting services to its clients in general, and to ICTC, in particular, for this project.

### COST AND PRICE PROPOSAL

Rea & Parker Research proposes to perform all tasks described in the Scope of Work for a fixed price of $99,500, payable according to the schedule below:

- July 1, 2013: $16,500
- August 1, 2013 through July 1, 2014: $6,500 per month
- August 1, 2014: $5,000
- TOTAL: $99,500

Note: There will likely be the need for a change order during the year to cover the incremental cost of additional sampled trips resulting from planned service enhancements.
Qualifications, Related Experience and References of Rea & Parker Research

Profile of Firm

Rea & Parker Research is a statistical sample and market research and economic consulting firm based in San Diego, California, with facilities in Los Angeles and Orange County. It was founded by Louis M. Rea, Ph.D., and Richard A. Parker, Ph.D., in 1984 and has grown into a well-respected, financially stable, and substantial research organization with clients throughout the State of California and the Southwest who will attest to the firm's ability to deliver a quality product within the originally designated budget and in accordance with the contracted time schedule.

With particular reference to the current project, the references below will indicate a wealth of experience in statistical methodology and transportation research conducted for major public agencies in Southern California and the State of California.

Rea & Parker Research principals are also professors in the School of Public Affairs at San Diego State University.


Rea & Parker Research utilizes the university offices and state-of-the-art computer facilities, along with access to renowned scholars and reference material when necessary. Rea & Parker Research is a division of Rea & Parker, Incorporated, a California corporation—incorporated in 1985 (Fed ID: 33-0156230). Its home office in San Diego is located at 4875 Casals Place, San Diego, CA 92124 (mailing address: P.O. Box 421079, San Diego, CA 92142-1079). Telephone numbers for Rea & Parker Research are 858-279-5070 and 858-279-1170 (fax). The website is www.rea-parker.com.

Clients of Rea & Parker Research have included:

- Orange County Transportation Authority
- Los Angeles County Metropolitan Transportation Authority
- Southern California Regional Rail Authority (Metrolink)
- Bay Area Rapid Transit
- San Diego Metropolitan Transit System
- Riverside Transit Agency
- Imperial Valley Transit
- Imperial County Transportation Commission
- North County Transit District
- Santa Clarita Transit
- Alhambra Community Transit
- Culver City Bus Lines
- Commerce Transit
- Pasadena ARTS
- Cerritos-On-Wheels (COW)
- Santa Monica Big Blue Bus
- Los Angeles Commuter Express
- Torrance Transit
- Carson Circuit
- El Monte Trolley
- Foothill Transit
- Southern California Association of Governments (SCAG)
- Imperial Valley Association of Governments
- San Diego Association of Governments (SANDAG)
- North County (San Diego) Transit District
- State of California--Senate Rules Committee
- State of California--Senate Special Committee on Border Issues
- State of California--Office of the Auditor General
- State of California--Office of the Attorney General
- California Department of Transportation (CALTRANS)
- San Diego County Water Authority
- Otay Water District
- San Diego Gas & Electric
- City of San Diego Water Department
- Imperial Irrigation District
- San Diego Unified School District
- San Diego County Sheriffs Department
- County of San Diego
- County of Orange
- City of San Diego
- City of Escondido
- City of Carlsbad
- City of Carlsbad Fire Department
- City of Oceanside
- City of Poway
- City of Davis
- City of Holtville
- Sweetwater Authority
- San Diego County Taxpayers Association
- California Center for Sustainable Energy
- Centre City Development Corporation (City of San Diego)
- San Luis Rey Indian Water Authority
- Viejas Enterprises
- Foxwoods Resorts and Casinos
- IBI Group
- Southwest Strategies, LLC
- Genstar Development
- Westfield Shopping Centers
- San Diego County Law Library
- California Center for Sustainable Energy
- City Heights Community Development Corporation (City of San Diego)
- Centre City Development Corporation (City of San Diego)
- North Park Main Street Association (San Diego)
- La Jolla Band of Mission Indians
- Viejas Enterprises
- Wallace, Roberts and Todd--Planners and Architects (San Francisco)
- Westec Services, Inc. (Salt Lake City)
- Joint Labor/Management Committee-Retail Food Industry
- San Diego/Imperial Counties Labor Council AFL-CIO
- PRC Engineering
- RECON, Incorporated
- Christiansen and Wallace
- Stevens Planning Group
- Brian Mooney and Associates--Urban Planners
- MNA Consulting Services
- Stoorza, Ziegaus, & Metzger--Public Relations
- Southwest Strategies, LLC
- Stirling Enterprises
- Laing Urban
- Pardee Construction Company
- San Diego Aircraft Carrier Museum Foundation
- Westbrook Development
- Genstar Development
- Laing Urban
- Pacific Century Development
- Subway, Inc.
- Seacoast Inn
- Mercado Barrio Logan
- DTOM Sports Apparel
- Shea Properties
- Pacifica Companies
- Mortgage Electronic Registration System (MERS)
- Pacific Beachfront Resort
- Rancho Guejito
- Housing Solutions Alliance
- Smart Growth Coalition
- Seyfarth Shaw LLP—Attorneys at Law
- Sheppard, Mullin, Richter & Hampton, LLP—Attorneys-at-Law
- Paul, Plevin, Sullivan & Connaughton LLP—Attorneys-at-Law
- Ault, Deuprey, Jones, Danielsen, & Gorman—Attorneys at Law
- Higgs, Fletcher & Mack—Attorneys at Law
- O’Neill, Huxtable & Abelson—Attorneys at Law
- Orrick, Herrington & Sutcliffe, LLP
- Akin Gump Strauss Hauer & Feld, LLP
Related Experience

The following projects demonstrate the capability and experience of Rea & Parker Research to conduct projects related to the project at hand – Transportation Statistical Methodology and On-Board Research.

**IMPERIAL COUNTY TRANSPORTATION COMMISSION/IMPERIAL VALLEY TRANSIT/COUNTY OF IMPERIAL**

- Conducted July, 2008-June, 2009 and July, 2010-June, 2011 Annual Passenger Mile Sampling analyses and reports. This analysis randomly selected bus trips in accordance with NTD recommended methodology, thereby identifying the number of riders, passenger miles, weekday/weekend breakdowns, and time of day breakdowns for required annual reporting to the FTA (95 percent confidence/+/−10 percent).

  Project Manager: Kathi Williams
  Imperial County Transportation Commission
  1405 N. Imperial Ave. Suite 1
  El Centro, CA 92243  760-592-4494

**SOUTHERN CALIFORNIA REGIONAL RAIL AUTHORITY (METROLINK)**

- Determined the requisite two-stage sample for National Transit Database/Federal Transportation Agency requirements for annual passenger and mileage calculations. The sampling technique was created to meet the FTA confidence level of 95 % and precision level of +/- 10 %.

- Devised methodology and obtained precise counts of passenger boardings and alightings at each station for each train in the Metrolink train system.

- Conducted a 3,500 person rider/on-board sample survey regarding customer satisfaction for the Southern California Regional Rail Authority (Metrolink). Analysis included comparative data analysis of trends from the earlier rider/on-board surveys.

- Computerized, analyzed, prepared final report, and presented findings for 6000 rider/on-board rail passenger surveys for the Southern California Regional Rail Authority.
Authority (Metrolink) regarding customer satisfaction. Analysis included comparative data analysis of trends from previous rider/on-board surveys.

ORANGE COUNTY TRANSPORTATION AUTHORITY/METROLINK

- Bus stop survey of 2300 OCTA bus passengers to assess satisfaction and communication opportunities.

  **Project Manager:** Stella Lin (Marketing Manager)  
  Orange County Transportation Authority  
  550 South Main Street  
  Orange, CA 92863  
  [eburton@octa.net](mailto:eburton@octa.net)  
  Tel: 714.560.5342

- The Authority assessed attitudes, opinions, and proposals about existing rail service, especially with regard to the potential for enhancing and coordinating intercity and commuter passenger rail services currently provided by Metrolink, the Coaster, and Amtrak. The project entailed the design and implementation of four focus groups – 2 groups of rail transit users and 2 groups of non-users. Perceptions about current service characteristics as well as new service strategies were elicited.

  **Project Manager:** Ellen Burton (Executive Director External Affairs)  
  Orange County Transportation Authority  
  550 South Main Street  
  Orange, CA 92863  
  [eburton@octa.net](mailto:eburton@octa.net)  
  Tel: 714-560-5923

- Conducted intercept counts of passengers boarding and alighting Metrolink and Amtrak trains at Oceanside, San Clemente, San Juan Capistrano, Laguna Niguel/Mission Viejo, Tustin, Irvine, Santa Ana, Orange, Anaheim, Fullerton, Anaheim Hills, Norwalk, and Commerce rail stations, including all tabulation and data input as well as detailed statistical analysis and analytical report.

- Conducted CenterLine Customer Profile for the Orange County Transportation Authority involving intercept surveys of 8,800 potential urban light rail users and 1,500 telephone survey interviews. Final analysis assessed likely ridership, preferred destinations, trip purposes, demographic and psychographic profiles of potential light Metro Rail ridership.

- Conducted 2,000 person rider/on-board bus survey for the Orange County Transportation Authority regarding monthly, weekly, and daily bus pass sales.
Prepared questionnaire, administered survey, counted passengers, analyzed data in order to assess potential for expanding bus pass sales.

- Counts and safety observations on weekends and weekdays at 53 at-grade rail crossings in Orange County between Fullerton and San Clemente. Final report, which also included stakeholder interviews and 600-person survey documented and identified crossings and times where safety of pedestrians and automobiles were most at risk.

**SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS**

- Conducted Imperial County Cross-Border Survey that interviewed in-person 5200 pedestrian, passenger vehicle, and commercial truck U.S.-Mexico border crossers at three ports of entry in Imperial County. Surveys were produced for each of those different modes of crossing the border at Calexico downtown, Calexico East, and Algodones/Andrade (Yuma). Interviews were accompanied by 24 hour counts of all vehicle, truck, and pedestrian movement through the ports of entry in both directions.

**Project Manager:**

Mike Ainsworth  
Southern California Association of Governments  
3600 Lime Street  
Riverside, CA 92501  Tel: 213-236-1947

**RIVERSIDE TRANSIT AGENCY**

Sample survey of 8,700 passengers of entire RTA system, including contract operations, obtained with full counts and time checks against schedule. Survey information obtained included origin/destination, trip purpose, customer satisfaction, frequency of travel.

**Project Managers:**

Steve Wilks  
IBI Group (Prime contractor)  
18401 Von Karman Avenue  
Suite 110  
Irvine, CA 92612  Tel. 949-833-5588

Steve Scibuola  
IBI Group  
701 B Street  
Suite 1170  
San Diego, CA 92101  Tel. 619-234-4110
LOS ANGELES COUNTY
METROPOLITAN TRANSPORTATION AUTHORITY

- On-Board satisfaction, travel patterns, fare media, and demographics of 35,000 bus riders on LACMTA buses and those of 12 municipal transit operators within Los Angeles County (Alhambra Community Transit, Culver City Bus Lines, Commerce Transit, Pasadena ARTS, Cerritos-On-Wheels (COW), Santa Monica Big Blue Bus, Los Angeles Commuter Express, Santa Clarita Transit, Torrance Transit, Carson Circuit, El Monte Trolley, and Foothill Transit).

- Detailed follow-up telephone survey of 2,500 weekday riders of MTA and 12 municipal operators expanding upon demographics, satisfaction, problem occurrence, importance/concern, travel behavior, use of MTA website, customer service, and marketing media and messages.

- On-Board satisfaction, travel patterns, fare media, and demographics for 15,000 urban rail users

- Detailed follow-up telephone survey of 1,000 weekday and weekend riders of Metro Rail expanding upon demographics, satisfaction, problem occurrence, importance/concern, travel behavior, use of MTA website, customer service, and marketing media and messages.

- Surveys of Metro Gold Line riders about expansion of line eastward. Also surveyed were bus riders on connecting lines, bicycle riders and residents within walking distance of new line.

SAN DIEGO METROPOLITAN TRANSIT SYSTEM

- Weekend Contract service passenger counts and ride check for entire transit system. Counts provided by stop, including time checks, road conditions.

- Survey San Diego-Tijuana border crossers who park on US side in order to identify potential amenities and corresponding cost increases for that market.
• Transfer analysis at two stations on San Diego Trolley Orange Line that are considering relocating buses.

Dennis Wahl  
IBI Group  
701 B Street  
Suite 1170  
San Diego, CA 92101  
Tel. 619-234-4110

NORTH COUNTY TRANSIT DISTRICT

• Survey of commuters and residents at Camp Pendleton Marine Base in order to assess commute patterns and market for potential rail station on base.

Selected Other Transportation Research Projects of Rea & Parker Research

Orange County Transportation Authority

• Marketing program consultant including two 600 person surveys among Latino and senior residents of Orange County and 12 focus groups to identify market-enhancing opportunities for transit service.

• Prepared Multi-Cultural Market Assessment Study for transportation services in Orange County. Formulated baseline data and marketing strategies for long- and short-term transportation related issues facing Orange County's diverse multi-cultural communities, with particular emphasis upon Hispanic and Vietnamese communities. Administered three different statistical surveys including intercept and rider/on-board formats, each in English, Spanish, and Vietnamese.

• Conducted Vietnamese ridership study, including in-person intercept survey, telephone sample survey, and focus group among Vietnamese community leaders regarding current bus service and future transit needs in the Vietnamese areas of Orange County.

• Sample survey of 400 bicycle commuters.

• Focus groups among senior/disabled bus riders and full fare bus riders concerning proposed restructuring of bus fares.

• Roundtable meetings with coach operators and social service agency representatives.
• Public participation portion of Orange County Bus Improvement Project (BUSLINK).

• Focus group discussions with Metrolink commuter rail users and non-users within Orange County.

• Focus group discussions with clients of ACCESS paratransit service for purposes of identifying the viability of alternative transportation options.

• Focus groups among users of ACCESS for purposes of refining six strategies for providing a financially viable service to ACCESS customers and prepared formal final report.

• Roundtable discussions concerning the implementation of changes in the ACCESS system pertaining to reservations, eligibility, schedule, rates, pick-up and delivery policy, etc., and prepared formal final report.

• Focus group discussions concerning Master Plan of Countywide Commuter Bikeways and prepared final report.

• Focus group and roundtable discussions with community leaders, general public, and representatives of goods movement/freight industry regarding long-range transportation planning in Orange County.

• Focus groups among businesses and residents of Orange County concerning recommended Corridor (Fullerton-Irvine) Transportation Strategy.

• Focus groups among residents of northern, central, and southern Orange County regarding the FastForward long-range transportation.

• Roundtables and focus groups concerning routing issues and public support for the CenterLine urban light rail system proposed for Orange County.

• Focus groups among Metrolink/Amtrak riders to determine expansion and marketing strategies.

• 600-person survey and key stakeholder interviews concerning safety issues in Orange County at 53 at-grade rail crossings between Fullerton and San Clemente.

**Southern California Regional Rail Authority (METROLINK)**

• Conducted focus groups with student riders and potential riders of Metrolink.

• Conducted Riverside County rider focus groups for Metrolink regarding use of new stop and need for reverse commute trains.

**Southern California Association of Governments**

• 800 person survey and 6 focus groups to determine desired route for high-speed rail from Northern California between Los Angeles and San Diego
California Department of Transportation (CALTRANS)

- Prepared growth inducement study for State Route 56 through the northern portion of the City of San Diego. Study included fiscal impacts as well as housing, employment, and income forecasts; also included were planning implications of possible growth inducing factors associated with the construction of the highway.

- Conducted focus groups and web-based survey of CALTRANS engineers regarding job satisfaction and staff morale.

University of California PATH/SANDAG

- Six Month panel for focus groups and surveys at start and end concerning new transit plan that utilizes rental cars at either end of transit trip.

Santa Clarita Transit

- Prepared, conducted and analyzed three focus groups concerning opportunities for Santa Clarita Transit to enhance market.

American Medical Response

- Financial consultant to AMR related to audit and analysis of City of San Diego emergency medical services transportation system.

San Diego Aircraft Carrier Museum Foundation

- Prepared fiscal impact analysis regarding the establishment of the USS Midway aircraft carrier museum on San Diego Bay.

Pardee Construction Company

- Prepared Economic Impact Analysis of proposed all-cargo airport at Brown Field, including job creation and related industrial/commercial/visitor development
Bay Area Rapid Transit

- Market analysis and ridership projection for two stations located on East Bay line of BART.

San Diego Association of Governments (SANDAG)

- Consultant to All Congregations Together (ACT) -- a non-profit community organization that provides transportation service for individuals with special needs in Southeast San Diego. The purpose of the consulting assignment was to identify transportation issues and problems that were hampering the mobility of local residents. Rea & Parker Research organized and supervised intercept surveys at various locations in the area and conducted focus groups. Regarding the focus groups, Rea & Parker Research designed discussion guides, trained residents to conduct focus groups, assisted in that facilitation, and analyzed focus group data. This project was funded and supervised by SANDAG.

- Conducted focus group research for new route to eastern San Diego County via Mission Valley

- Focus groups among transit riders, vanpool, and carpool commuters concerning experience with and opportunities to advance alternative commuting options.

Expert Witness: Survey Research and Statistical Analysis

a. Ryan Walsh, Graham Wiseman v. Ikon Office Solutions, Inc. (court testimony, deposition, and declarations)
c. Gonzalez v. Freedom Communications, Inc. dba The Orange County Register (deposition and declarations)
e. Tate and Lighter v. Kaiser Foundation Health Plan, Inc. (declaration)
f. Catherine Sullivan v. Kelly Services, Inc. (declaration)
g. Cynthia Flores v. CVS Pharmacy, Inc. et al (declarations)
h. Bauer Bros, LLC v. Nike, Inc. (statistical analysis)
i. Wallace, et al. v. Countrywide Home Loans (declarations and deposition)
j. Morgan, et al. v. Wet Seal, Inc. (declaration and deposition)
k. Stephen Weisbarth, et al. v. Banc West Investment Services, Inc. et al. (declaration)
Other References

Mr. Mark Watton, General Manager  
Mr. Armando Buelna, Communications Manager  
Otay Water District  
2554 Sweetwater Springs Blvd.  
Spring Valley, CA  
Tel. 619-670-2280

Mr. Scott Barnett  
Vice-President, Board of Education  
San Diego Unified School District  
4100 Normal Street  
San Diego, CA 92103  
Tel. 619-857-1857

Mr. Dennis Cushman, Asst. General Manager  
Mr. Jason Foster, Director Public Outreach and Conservation  
San Diego County Water Authority  
4677 Overland Avenue  
San Diego, CA 92123  
Tel. 858-522-6600  
(Cushman)  
858-522-6701  
(Foster)

Mr. Christopher Wahl  
Southwest Strategies, LLC  
6050 Santo Road  
Suite 270  
San Diego, CA 92124  
Tel. 858-541-7800

Mr. John P. Kennedy  
JP Kennedy & Associates  
Viejas Enterprises  
West Ash Street  
San Diego, CA 92101  
Tel. 619-296-0300
Richard A. Parker, Ph.D.

Education
Ph.D.
University of California, Los Angeles (Los Angeles, California)
Pacific Western University (Los Angeles, California)
Doctor of Philosophy (Business Administration)

M.B.A.
University of California, Berkeley (Berkeley, California)
Master of Business Administration

M.C.P.
San Diego State University (San Diego, California)
Master of City Planning

B.S.
Brown University (Providence, Rhode Island)
University of California, Berkeley (Berkeley, California)
Bachelor of Science — Business Administration
(Phi Beta Kappa)

Selected Professional Experience
1985-present  Professor of Practice, School of Public Affairs, San Diego State University
Courses taught:  Seminar in Urban Planning Methodologies (undergraduate and graduate), Financing Urban Development (graduate), Quantitative Methods (Statistics) (graduate), Seminar in Quantitative Approaches to Public Administration (graduate), Quantitative Techniques in Urban Planning (graduate), Contemporary Urban Issues (upper division undergraduate), Public Finance (graduate and upper division undergraduate), Seminar in Economics of Urban and Regional Planning (graduate), Public Policy (undergraduate and graduate)

1984-present  President, Rea & Parker Research/Economic Solutions
President/Project Director of survey and market research and economic consulting firm based in San Diego, California, with facilities in Los Angeles and Orange County. Extensive experience in public and urban affairs regarding the collection of primary demographic, attitudinal, and market-related data through survey research and focus group analysis. Highly regarded economic consultant, particularly in the areas of fiscal impact analysis, urban economic development, and site specific commercial, retail, and residential evaluation.

Selected Survey Research Clients include State of California, San Diego County, Orange County, Imperial County, Cities of San Diego, Escondido, Carlsbad, Oceanside, Poway, Davis, Holtville, and Dana Point, SANDAG, SCAG, IVAG, San Diego MTS, Orange County Transportation Authority, Los Angeles County MTA, Southern California Regional Rail Authority (Metrolink), Bay Area Rapid Transit, Imperial Valley Transit, North County Transit District, Santa Clarita Transit, CALTRANS, San Diego County Water Authority, Otay Water District, San Diego Housing Commission, California Center for Sustainable Energy, Imperial Irrigation District, and San Diego Unified School District, Poway Unified School District, et al.

Expert witness regarding survey research and statistical analysis for Bank of America, Kaiser Permanente, NASSCO/General Dynamics, Ikon Office Equipment, Orange County Register/ Freedom Communications, CVS Pharmacies.


Selected Publications:

The Economics of Environmental Restrictions on the Use of Urban Land, Institute of Urban and Regional Development, University of California, Berkeley, California (with Leonard Merewitz, Ph.D.).