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 Committee for a period not to exceed three minutes on any item of interest not on the agenda within the jurisdiction of the Committee. The Committee 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

   A. Approval of Management Committee Draft Minutes: July 9, 2014 Pages 4-15
   B. Receive and File:
      1. ICTC Board Draft Minutes: July 23, 2014
      2. ICTC TAC Minutes: July 24, 2014

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

      1. Approve the proposed FY 2014-15 DBE goal of 2%
V. REPORTS

A. ICTC Executive Director
   - See attached Executive Director Report on page 55
B. Southern California Association of Governments
C. California Department of Transportation – District 11
D. Committee Member Reports

VI. ACTION CALENDAR

A. Update to the 2014 Competitive Bid for the Coordination of Public Dial-a-Ride Paratransit Services – IVT RIDE Public Outreach, Branding and Marketing Page 60

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

1. Authorize the Chairman to sign the IVT RIDE Public Outreach, Branding and Marketing Consultant Agreement with the firm of Spectrum Advertising, for the not to exceed fees as listed, effective September 1, 2014 through June 30, 2017.
   a) FY 2014-15 $58,226
   b) FY 2015-16 $50,764
   c) FY 2016-17 $49,500

VII. NEXT MEETING DATE AND PLACE

A. The next meeting of the Management Committee is currently scheduled for Wednesday, September 10, 2014 at 10:30 a.m., at the City of Calexico, Calexico CA.

VIII. ADJOURNMENT

A. Motion to Adjourn
IV. APPROVAL OF CONSENT CALENDAR

A. APPROVAL OF MANAGEMENT COMMITTEE
DRAFT MINUTES: JULY 9, 2014

B. RECEIVE AND FILE:

1. ICTC BOARD DRAFT MINUTES:
   JULY 23, 2014

3. 2. ICTC TAC MINUTES:
   JULY 24, 2014
I. CALL TO ORDER AND ROLL CALL

Chair Meyerhoff called the Committee meeting to order at 10:33 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 Best seconded by Medina to approve consent items 4A through 4C, Motion carried unanimously.

A. Approved ICTC Management Committee Minutes for June 11, 2014
B. Received and filed:
   1. ICTC Board Draft minutes for June 25, 2014
   2. ICTC TAC Minutes for June 26, 2014
C. Section 457 Deferred Compensation Plan for ICTC employees

It was requested that the ICTC Management Committee forward this item to the ICTC Commission for their review and approval after public comment, if any:
1. Authorize the Executive Director to sign the Copy of Order/Resolution and application to allow ICTC employees to contribute to Nationwide 457 deferred compensation plan.

V. REPORTS

A. ICTC Executive Director

Mr. Baza and staff had the following updates:

- Mr. Baza stated that at the previous Commission meeting he had his annual review where he received feedback on how to keep meetings under two hours, and staffs ability to provide a draft agenda to the Commission earlier than the Friday before the Wednesday meeting. They stated because the Executive Report is thorough, unless there are questions, there is no need to discuss all the items on the report. Another suggestion was to put as many items on the consent calendar as possible. In the future, a draft agenda will be sent to Commissioners only with a cc to City Managers and the full agenda will be posted on the ICTC website the Friday before the Wednesday meeting which is more than enough time for Brown Act guidelines.

- Following the recent actions of the participating agencies and the Commission, a new Consolidated Paratransit (Dial-A-Ride) RFP was released. The Requests for Proposal for IVT Ride were scored and ranked on June 26, 2014 and oral interviews held on July 8, 2014. Three of the four agencies re-submitted a proposal. ICTC is ready to move forward with their recommendation after approval from the City of Imperial and City of Brawley’s Council approval. Both cities agreed to take an action to their council to proceed with the Executive Director’s recommendation in the following week.

- A full Executive Director Report is on Page 22 of the agenda.

B. Southern California Association of Governments (SCAG)

- Mr. Oliva had the following updates:
  - SCAG will be dark in July. The next Regional Council meeting is set for August 7, 2014.
  - The League of California Cities 2014 Annual Conference & Expo will be held on September 3-5, 2014 in Los Angeles.
  - Mr. Oliva stated that SCAG is fully supporting to lift the termination to Imperial County’s Airport Essential Air Service (EAS) program designation.
  - The consultant was selected for the Aerial Imagery Project. Staff is still working on the contract details. The timeline is currently on schedule and a fly over is expected in August or September. Mr. Oliva asked if there are any major sites/landmarks in each agency’s jurisdiction to notify SCAG.

C. Caltrans Department of Transportation – District 11

- Mr. Amen had the following updates for projects in construction:
  - SR-86 project between Imperial and Brawley has been awarded and should begin construction in August and completed by Christmas.
  - SR-98 project between SR-111 and SR-7 will have aggressive closures
  - SR-186 Sidewalk/Landscape Project at Andrade: about 40% complete
    Construction started in March, 2014
    Complete Construction, October 2014
  - Dogwood Project:
    Bid Open, June 26, 2014
    Award, August 2014 to Hazard Construction
    Start Construction, October 2014
    Complete Construction, June 2016
    There should be no delays during the holidays
  - Signal Project at SR-86/Center Street (City of Westmorland):
    Advertise, July 2014
Award, August 2014
Start Construction, September 2014
Complete Construction, November 2014
- El Centro Maintenance Station:
  Contract Approved April 30, 2014

Projects in development:
- I-8/Imperial Avenue Interchange:
  Caltrans has received funding to move forward on reconstructing this
  interchange. The $39 million project is funded through the State’s Transportation
  Improvement Program. Design will begin in summer 2014, followed by right of
  way, with a two year construction phase possible in 2017.
- SR-7 Continuous Reinforced Concrete Pavement (CRCP) Project:
  From the Calexico East Port of Entry to SR-98
  Design Completed, May 2014
  HQ Advertise, August 2014
  HQ Award, October 2014
  Construction Contract Acceptance, March 2016
- I-8 CRCP Pavement Project:
  Three projects on I-8 at various locations to replace concrete pavement with
  long-life pavement. Traffic will be detoured as necessary to complete work.
  Project Initiation Document Approved, May 29, 2014
  Design Complete, April 2015
  HQ Advertisement, September 2015
  HQ Award, October 2015
  Construction Begins, Late 2015
- SR-111 Pavement Rehabilitation Project:
  Caltrans recently completed work on a pavement rehabilitation project on SR-
  111 in the area from Niland to north of Bombay Beach. An additional project
  will begin shortly which will extend to the Imperial/Riverside County line.
- Dogwood Landscape Project:
  Design Complete, December 2015
  HQ Advertise, April 2016
  HQ Award, June 2016
  Contract Acceptance, June 2018

- Mr. Amen provided a handout with Caltrans Local Assistance Updates.

D. Committee Member Reports
  - Ms. Best stated that the City of Imperial is in the process of obtaining the document for
    the new property site of the Imperial Transfer Park.
  - Mr. Medina stated that the City of Calipatria recently completed 3 streets and roads
    projects using LTA Bond funds for a total of $1.4 million.
  - Mr. Meyerhoff stated that the Holtville City Council approved the 4th phase of the Alamo
    River Project. Construction will be beginning in July 2014 and be completed by
    November.

VI. ACTION CALENDAR

A. Imperial County Transportation Commission (ICTC) Bus Stop Safety and Design Standards
   Guidelines Project – FY 2013-14

   A presentation was made by the consultants, Phil Kern and Manuel Oncina.

   It was requested that the ICTC Management Committee forward this item to the ICTC
   Commission for their review and approval after public comment, if any:
A motion was made by Best seconded by Brunet, Motion carried unanimously.

B. Appoint a Representative to the Imperial Valley Emergency Communication Authority (IVECA)

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

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

VII. DISCUSSION CALENDAR

A. General Assembly Discussion

It was previously discussed and approved in the budget for ICTC to hold a General Assembly during this new fiscal year. For discussion purposes, Mr. Baza, at this meeting distributed a sample agenda and proposed the concept to partner with the Imperial Valley Economic Development Corporation (IVEDC) to have an Economy and Workforce Development Summit and Regional Assembly.

Management Committee reviewed the information and fully supports proceeding with developing the concept of a joint meeting. This will also be presented to the Commission at the regularly scheduled meeting on July 23, 2014.

VIII. NEXT MEETING DATE AND PLACE

The next meeting of the Management Committee will be held on August 13, 2014 at the City of Brawley, Brawley CA.

IX. ADJOURNMENT

A. Motion to adjourn (Warne/Medina), meeting adjourned at 11:48 a.m.
CALL TO ORDER AND ROLL CALL
Chair Ritchie called the Commission meeting to order at 6:00 p.m. Roll call was taken.

EMERGENCY ITEMS
A. There were none.

PUBLIC COMMENTS
There were none.

APPROVAL OF CONSENT CALENDAR
A motion was made by Nava and seconded by Sanders to approve consent item A through F, with one abstention from Ms. Nava-Froelich, Motion carried.

A. Approval of ICTC Board Draft Minutes: June 25, 2014
B. Receive and File:
1. ICTC Management Committee Draft Minutes July 9, 2014
2. ICTC TAC Draft Minutes: June 26, 2014
3. ICTC SSTAC Minutes: June 4, 2014

C. Section 457 Deferred Compensation Plan for ICTC Employees

1. Authorized the Executive Director to sign the Specimen Copy of Order/Resolution and application to allow ICTC employees to contribute to Nationwide 457 deferred compensation plan.

D. Appoint Representative to Imperial Valley Emergency Communication Authority (IVECA)

1. Authorized Mr. Terry Hagen to be the public works representative to IVECA
V. REPORTS

A. ICTC Executive Director
   Mr. Baza and staff had the following announcements:
   - Staff is pressing forward with the Consolidated Paratransit Dial-A-Ride project and is on the action calendar today.
   - Currently in the process of scheduling a meeting regarding the Calexico east POE toll pilot project. It is an opportunity that would require stakeholders on both sides of the border. More information will be presented at the next meeting.
   - A copy of the Executive Director’s Report is on page 24 of the Commission agenda.

B. Southern California Association of Governments (SCAG)
   Mr. Oliva had the following announcements:
   - A meeting is going to be held in Los Angeles regarding the issue of poverty on August 20, 2014. An invitation was extended to the Commission. Mr. Oliva stated that a recent study indicated that ¼ children in the SCAG region live in poverty. A small discussion was held in Coachella Valley and Mayor Walker will be holding one here in Imperial Valley.
   - A full report is on page 26 of the Commission agenda.

C. California Department of Transportation (Caltrans)
   Mr. Figge had the following announcements:
   - A full report is on page 36 of the Commission agenda.
   - ATP deadline was in May. Statewide 767 were received, 66 in District 11 and 11 from Imperial County. Currently, Caltrans is evaluating the application and a recommendation will be presented to the CTC in their August meeting.
   - Caltrans is seeking public input on a statewide freight mobility plan. Mr. Figge encouraged all to view the report online at www.cfmp.dot.ca.gov
   - Mr. Nava stated that there was an accident on Hovely and SR-78 that resulted in a fatality. Mr. Figge stated Caltrans will be looking at all accident reports in the area.

D. Commission Member Report
   - Mr. Terrazas stated that there is an appeal regarding the termination of the Essential Air Service (EAS) for Imperial Airport.
   - Mr. Kuhn stated that IID will be using Sea Port Airlines as much as possible for employee travel.
   - Ms. Sanders suggested more advertising for Sea Port Airlines, especially for outsiders/visitors. Mr. Gran said he would make the suggestion to Geoff Dale.
   - Mr. Nava stated that the next League of Cities meeting will take place in September.
   - Mr. Predmore stated that the City of Holtville has a project moving forward that will include the widening of Ninth St. The city is working with IID.
   - Mr. Terrazas stated that bidding is currently taking place for a project in the Salton Sea area.
   - Mr. Ritchie stated that Westmorland began a project that began on July 7, 2014 and had to be shut down due to the smell of gasoline.

VI. ACTION CALENDAR

A. Imperial County Transportation Commission (ICTC) Bus Stop Safety and Design Standards Guidelines Project – FY 2013-14

   A presentation was made by the consultants, Phil Kern and Manuel Oncina.
ICTC Management Committee met on July 9, 2014 and forwards this item to the Commission for review and approval after public comment, if any:

1. Approved the 2013-14 ICTC Bus Stop Safety and Design Standards Guidelines Project.

A motion was made by Terrazas and seconded by Gran, **Motion Carried unanimously.**

**B. Update to the 2014 Competitive Bid for the Coordination of Public Dial-a-Ride Paratransit Services – IVT RIDE**

Ms. Williams had the following presentation.

As a continuation of the prior direction from the Commission, ICTC recently completed a second competitive bid focused on the consolidation of the public dial-a-ride services in the June/July time frame. Three proposals were received and reviewed by the Evaluation Committee comprised of staff from Brawley, Calexico, Caltrans and ICTC.

The Evaluation Committee determined that two goals of this project; greater efficiencies and a reduction of agency staff workload could be achieved. This included achieving better compliance with regulations through the consolidation of the administration and operational management. There would also be benefits through improved dispatch, co-located reservationists, in house maintenance and marketing etc. under one turnkey contractor with new technology and resources.

The range of costs in the proposals (not including marketing) for the eight-year period were between a 3% reduction in cost, to a 20% increase in cost when compared to the current ICTC budgeted year projected over the eight year period, with a 3% escalator per the consumer price index, at $7,274,963.

<table>
<thead>
<tr>
<th>Provider</th>
<th>8 Year Proposal Costs*</th>
<th>Estimated Budget vs. Proposal Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. First Transit</td>
<td>$ 7,960,327</td>
<td>9%</td>
</tr>
<tr>
<td>2. MV Transportation</td>
<td>$ 8,738,972</td>
<td>20%</td>
</tr>
<tr>
<td>3. ARC – Imperial Valley</td>
<td>$ 7,030,796</td>
<td>-3%</td>
</tr>
</tbody>
</table>

*pricing for the first and second provider is reflective of the proposed use of newer technology and software for dispatch, reservations, performance data management and reporting, and fleet maintenance not currently in use. The newer technology and software will allow for timely reporting to meet ICTC’s mandates for local State and federal requirements.

For management and accountability, a new Paratransit Coordination Committee (PCC) of member agency staff would be created by which the participating public agencies will retain the ability to be responsive to their constituents, review system performance and make recommendations as necessary to the Commission.

The Evaluation Committee recommended to the Executive Director, that a contract be awarded to the most responsive provider, First Transit, Inc.

ICTC Staff requested that the Commission take the following actions for review and approval after public comment, if any:

1. Awarded the contract for the IVT RIDE Consolidated Paratransit service to First Transit, Inc.
2. Authorized the Executive Director to finalize contract negotiations, including final pricing and service start date
3. Directed staff to return for execution of the IVT RIDE contract

A motion was made by Gran and seconded by Kuhn, **Motion Carried unanimously.**

**VII. DISCUSSION CALENDAR**

A. General Assembly Discussion

Mr. Baza stated that ICTC plans to have a General Assembly during this new fiscal year. As part of our Commission meeting discussion, Mr. Baza reviewed a proposal and concept in partnership with the Imperial Valley Economic Development Corporation (IVEDC) to have an "Economy and Workforce Development Summit and Regional Assembly." Management Committee met on July 9, 2014 and following their review fully supports proceeding with development of the concept pending the Commission's review and direction. A "Working Draft" of the agenda and background attachments was provided to all for review.

The draft agenda concerned some of the Commissioners. They stated that the focus of the ICTC’s General Assembly should be transportation. Some suggestions were made. Mr. Baza thanked them for their feedback and will return next month with more information.

**VIII. NEXT MEETING DATE AND PLACE**

A. The next meeting of the Imperial County Transportation Commission will be held on **Wednesday, August 27, 2014 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 by Kuhn, seconded by Nava, **Motion Carried.** Meeting adjourned at 7:35 p.m.
TECHNICAL ADVISORY COMMITTEE
MINUTES

July 24, 2014

Present:

Yazmin Arellano          City of Brawley
Gordon Gaste             City of Brawley
Oscar Valenzuela         City of Calexico
Terry Hagen              City of El Centro
Abraham Campos           City of El Centro
Nick Wells                City of Holtville
Jesus Villegas           City of Imperial
Gracie Hauvermale        City of Imperial
Joel Hamby               City of Westmorland
Bill Brunet              County of Imperial

Others:

Mark Baza                ICTC
David Salgado            ICTC
Virginia Mendoza         ICTC
Cristi Lerma             ICTC
Luis Medina              Caltrans
Angel Hernandez          The Holt Group
Tomas Oliva              SCAG
Amber Valenzuela         SCAG Intern
Jack Fleming             City of El Centro

1. The meeting was called to order by Chair Wells at 10:00 a.m. A quorum was present. Introductions were made.

2. A motion was made to adopt the minutes for June 26, 2014. (Brunet/Hagen) Motion Carried.

3. Presentation by eRoads on E-Krete and Flex-Krete products

    A presentation was made by Ms. Moradkhan on the E-Krete product and by Mr. on the Flex-Krete product.

    E-Krete, a polymer composite micro overlay, is highly engineered asphalt, concrete and metal
restoration and preservation material with a field proven history of endurance. The finished product is 1/8 inch thick and it comes in many primary colors.

- E-Krete has a 5 year manufacturer warranty and a 15 year proven life span
- Unaffected by UV, water, automotive fuels and fluids
- Cost effective, price stable, low maintenance, and 100% environmentally friendly
- Reduces heat in asphalt, Non-skid, No loose stones and no road noise and cures in less than an hour
- It has gone through rigorous testing by appropriate governmental agencies such as NASA, DOD, FAA, US Navy, DOT and NCAT

Flex-Krete is a two part polymer composite and can repair elevated sidewalks, broken curbs and major pothole with compromised structures.

- Flex-Krete bonds permanently to concrete, asphalt, metal or wood
- It is 2.5 times harder/stronger than concrete yet retains a bit of flexibility
- Can be used to make repairs on horizontal, vertical and overhead surfaces on both concrete and asphalt
- It is unaffected by road salts, freeze/thaw cycle, auto lubricants or other chemicals
- 13 years of working history with no reported cases of product failure
- It has controllable cure rates, with repair being placed back into service in as few as 15 minutes

For more information on E-Krete and/or Flex-Krete you can contact Klara Moradkhan at klaramoradkhan@gmail.com or Ed McSwain at ed@terracontracting.com.

4. ICTC Updates / Announcements

a. Transit Updates
   Mr. Salgado had the following updates:
   - The Commission approved the 2013-14 ICTC Bus Stop Safety and Design Standards Guidelines Project and will be posted on the ICTC website.
   - The Commission also directed staff to move forward with contract negotiations of the Public Dial-a-Ride Paratransit Services – IVT RIDE.

b. Pedestrian & Bicycle Transportation Access Study
   - The goal of the study is to analyze all 6 Ports of Entry and identify pedestrian and bicycle projects at each location. Ms. Mendoza stated that the Border Community Workshops concluded the day prior. It was a great experience to receive input from border crossers. Some of the input received included: more shade, restroom facilities, and issues with the turnstiles for bicycles.

c. Calexico Intermodal Transportation Center Study
   - Ms. Mendoza stated that this project is at the tail end of the study. The top 3 sites have been selected, with the presentation to Calexico City Council attached to the agenda backup.

d. LTA Updates
   - Ms. Mendoza stated that a letter was sent to City Managers with a cc to Public Works Directors/Finance Managers regarding a request from LTA staff. To recap the letter, the items requested were as follows:
     1. The MOE letter for FY 2013-14 for the Cities of Calexico, El Centro and Imperial only
     2. An updated 5-year expenditure plan for FY 2014-15
     3. A list of projects completed or underway in FY 2013-14
     4. A projected list of projects for the next 3-5 years
e. Other Updates
   - A request was made to all the cities/county to submit their maintained mileage as soon as possible, or if it hasn’t changed notify ICTC staff.
   - ATP applications update: 11 applications were submitted by Imperial County agencies. Applications are currently being reviewed by Caltrans. Those application not approved by the state will be forwarded to SCAG for regional and local review.
   - The Commission approved the appointment of Terry Hagen to the IVECA Board at the meeting in July.

5. Cities and County Planning / Public Works Updates:
   - Ms. Arellano stated she received a quote from HDR for the regional storm water annual report for next year.
   - Mr. Hagen stated that the City of El Centro is going to adopt an updated water conservation plan that will limit lawn watering to two days. The City will be notifying residents of the change via mail, door hangers and newspaper. Mr. Wells stated that Holtville is exempt due under the urban water plan. Ms. Arellano stated that Brawley will be using the current ordinance.
   - Mr. Villegas stated that staff if working with IID to ensure that the City of Imperial’s Holiday Inn project continues to move forward. Next, will be the Hwy 86 and Neckel Rd. signage project.
   - Mr. Brunet stated that the BOS approved a project on SR 86 and S22 in the Salton Sea area. Construction will begin in the Fall with completion early 2015.

6. SCAG Updates / Announcements
   Mr. Oliva had the following announcements:
   - The 2015 FTIP and the 2012-2015 RTP/SCS, Amendment #2 have been released for public comment. A public hearing is scheduled for 3 p.m. in the small conference room.
   - A meeting is going to be held in Los Angeles regarding the issue of poverty on August 20, 2014. An invitation was extended to the Commission. Mr. Oliva stated that a recent study indicated that ¼ children in the SCAG region live in poverty. A small discussion was held in Coachella Valley and Mayor Walker will be holding one here in Imperial Valley.
   - Mr. Oliva introduced the SCAG intern, Amber Valenzuela. Amber is from Calexico High School and will be attending UC Davis in the Fall and majoring in Nutrition. She will be recognized at the SCAG Regional Council meeting on August 7, 2014.

7. Caltrans Updates / Announcements (by Luis Medina)
   - Mr. Medina provided a PowerPoint presentation on Lapsing Funds.
   - The Obligation Plan was reviewed with cities/county.
   - Caltrans is working on a Web program to assist agencies check on status of their projects.
   - The Federal Code of Regulations 23, Part 230.121 requires annual EEO Reports (Form FHWA PR-1391) from contractors who perform work on Federal-aid contracts. The purpose of the PR- 1391 is to show the composition of the workforce by race and gender for each craft classification. Form PR-1391 applies to all prime contractors and subcontractors, regardless of tier, who have Federal-aid contracts that exceed $10,000 and that worked all or any part of the last full week of July, July 20 to 26, 2014. If the project is completed before the last full week in July or does not begin until August, no report needs to be filed. The form is an excel document. Contractors should download the document to their computers to report the information. Contractors' must submit the completed form PR-1391 to their local agency Resident Engineers no later than Friday, August 15, 2014. Local Agency Resident Engineers' must submit forms to their respective DLAEs by Friday, August 29, 2014. FHWA Form PR-1391 was revised September 2013. All previous versions of this form are now obsolete. Data
submitted on previous versions, including LAPM Exhibit 16-0 (rev 3.92), will not be accepted. The current version of the form can be found on the FHWA website. Attachments to this update will provide you with instructions to complete the form and an example of the spreadsheet.

- **New Office Bulletin (OB) 14-05- Risk Based Invoicing.** Recently local agencies and the Districts have expressed concerns regarding the amount of effort, both in terms of calendar days and resources, involved in processing invoices. A Risk Based Invoice (RBI) Team was assembled with representatives from Caltrans (Districts and HQ), regional and local agencies, and FHWA. The RBI Team determined that the actual workload being expended on invoice reviews by the Districts was over 20 Personnel Years, with the average invoice taking 5.0 hours of District staff time to process, which translates to roughly 12% of all District Local Assistance time. Therefore, providing a consistent statewide invoice review process became the first order of work for the RBI Team. This Office Bulletin (OB) provides guidance to determine which documentation is appropriate for local agencies to include and Districts to review with the various invoices. It also introduces a "Local Agency Invoice Review Checklist" which will assist both the local agencies and the Districts in completing an invoice review.

8. **General Discussion / New Business**
   - There were none.

9. **Meeting adjourned at 11:42 a.m.**
IV. APPROVAL OF CONSENT CALENDAR

C. ICTC DBE GOAL FOR FY 2014-15 FOR FEDERAL TRANSIT FUNDS
August 6, 2014

ICTC Management Committee
Imperial County Transportation Commission
1405 N. Imperial Ave Suite 1
El Centro, CA 92243

SUBJECT: ICTC Disadvantaged Business Enterprise Goal for FY 2014-15 for FTA funds

Dear Committee Members:

As a recipient of Federal Transit Administration (FTA) dollars, the ICTC is required to adopt and implement a Disadvantaged Business Enterprise (DBE) program to provide opportunities to underrepresented firms in the award and administration of contracts utilizing FTA funds. As part of this program, the ICTC must adopt an annual DBE goal. The goal is to be expressed as the percentage of FTA funds awarded to ICTC which ICTC expects to award to certified DBE firms over the fiscal year for which the goal is set.

This goal is calculated by examining all the expected contracting opportunities utilizing FTA funds in a given year, determining what proportion of all firms ready, willing and able to bid on those contracts are likely to be DBEs, and then using that information to set a reasonable goal regarding the amount of FTA funds that will actually be awarded to DBEs through contracts with those firms. This methodology is outlined in detail in the attached report.

ICTC staff proposed a FY 2014-15 DBE goal of 2% in May 2014 and the Commission enacted the required 45 day comment period. In addition the Commission directed staff to return for final adoption of the goal in August 2014. There have been no comments received as of the date of this letter. Therefore, ICTC staff would recommend final approval of the DBE goal, and thereby allowing staff to proceed with programs and projects in the FY 2014-15 Overall Work Program and Budget.

ICTC staff requests that ICTC Management Committee forward this item to the ICTC Commission for review and approval, after the receipt of public comment, if any:

1. Approve the proposed FY 2014-15 DBE goal of 2%

Sincerely,

MARK BAZA
Executive Director

Attachment

MB/kaw/cl

CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
Disadvantaged Business Enterprise Plan (DBE)
For Projects Funded Through
the Federal Transit Administration (FTA)
FY 2013-15  (revised FY 2015)
DRAFT
IMPERIAL COUNTY TRANSPORTATION COMMISSION

DEPARTMENT OF TRANSPORTATION
DBE PROGRAM – 49 CFR PART 26

POLICY STATEMENT

Section 26.1, 26.23 Objectives/Policy Statement

The Imperial County Transportation Commission has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 CFR Part 26. The ICTC has received federal financial assistance from the Department of Transportation, and as a condition of receiving this assistance, the ICTC has signed an assurance that it will comply with 49 CFR Part 26.

It is the policy of the ICTC to ensure that DBEs are defined in part 26, have an equal opportunity to receive and participate in DOT-assisted contracts. It is also our policy:

1. To ensure nondiscrimination in the award and administration of DOT – assisted contracts;
2. To create a level playing field on which DBEs can compete fairly for DOT-assisted contracts;
3. To ensure that the DBE Program is narrowly tailored in accordance with applicable law;
4. To ensure that only firms that fully meet 49 CFR Part 26 eligibility standards are permitted to participate as DBEs;
5. To help remove barriers to the participation of DBEs in DOT assisted contracts;
6. To assist the development of firms that can compete successfully in the market place outside the DBE Program.

Kathi Williams has been delegated as the DBE Liaison Officer. In that capacity, Kathi Williams is responsible for implementing all aspects of the DBE program. Implementation of the DBE program is accorded the same priority as compliance with all other legal obligations incurred by the ICTC in its financial assistance agreements with the Department of Transportation.

ICTC has disseminated this policy statement to the ICTC Commission and all of the relative components of our organization. We have distributed this statement to DBE and non-DBE business communities that perform, or are anticipated to perform work for our organization on DOT assisted contracts. This distribution is accomplished through 1. Adoption of the program by the Commission 2. Publication available to all interested parties via the Commission’s website 3. Inclusion in all relative competitive bid documents.

______________________________    ________________
Executive Director      Date
# TABLE OF CONTENTS

## 1. GENERAL REQUIREMENTS
- a. Objectives .......................................................... 4
- b. Applicability.......................................................... 4
- c. Definitions........................................................... 4
- d. Non Discrimination Requirements ................................. 4
- e. Record Keeping Requirements ................................. 4

## 2. ADMINISTRATIVE REQUIREMENTS
- a. DBE Program Updates ........................................ 5
- b. Policy Statement ................................................. 5
- c. DBE Liaison Officer ............................................. 6
- d. DBE Financial Institutions ...................................... 6
- e. Prompt Payment Mechanisms ..................................... 7
- f. Directory .................................................................. 7
- g. Overconcentration .................................................. 7
- h. Business Development Programs .................................. 7
- i. Monitoring and Enforcement Mechanisms ........................ 7

## 3. GOALS, GOOD FAITH EFFORTS AND COUNTING
- a. Set Aside or Quotas ................................................ 8
- b. Overall Goals ..................................................... 8
- c. Transit Vehicle Manufacturers Goals ............................ 8
- d. Break out of Estimate Race Neutral and Race Conscious Participation ........................................... 8
- e. Contract Goals ..................................................... 9
- f. Good Faith Efforts Procedures ................................... 9
- g. Counting DBE Participation ..................................... 9

## 4. CERTIFICATIONS STANDARDS
- a. Certification Process ............................................. 11

## 5. CERTIFICATION PROCEDURES
- a. Unified Certification Programs ................................... 11
- b. Procedures for Certification Decisions ........................... 12
- c. Denials of Initial Requests For Certification ...................... 13
- d. Removal of a DBE's Eligibility .................................. 13
- e. Certification Appeals ............................................. 13

## 6. COMPLIANCE AND ENFORCEMENT
- a. Information, Confidentiality Cooperation ........................ 13

## ATTACHMENTS
Attachment 1 – Organizational Chart ................................................................. 15
Attachment 2 – DBE Directory ..................................................................... 16
Attachment 3 – Monitoring and Enforcement Mechanisms ..................... 17
Attachment 4 – Overall Goal Calculation .................................................. 18-23
Attachment 5 – Breakout of Estimated Race–Neutral and Race-Conscious Participation ........... 24
Attachment 6 – Forms ................................................................................. 25-29
Attachment 7 – Certification Application Forms ....................................... 30
Attachment 8 – Procedures for the Removal of a DBE’s Eligibility ............ 31
Attachment 9 – Regulations: 49 CFR Part 26 ........................................... 32
Attachment 10– Affadavit of Publication .................................................. 33
Attachment 11- Small Business Program ................................................... XX
SUBPART A – GENERAL REQUIREMENTS

Section 26.1 Objectives

The objectives are found in the policy statement on the first page of this program.

Section 26.3 Applicability


Section 26.5 Definitions

The ICTC will adopt the definitions contained in Section 26.5 for this program.

Section 26.7 Non-discrimination Requirements

The ICTC will never exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR part 26 on the basis of race, color, sex, or national origin.

In administering its DBE program, the ICTC will not, directly or through contractual or other arrangements, use criteria or methods of administration that have the effect of defeating or substantially impairing accomplishment of the objectives of the DBE program with respect to individuals of a particular race, color, sex, or national origin.

Section 26.11 Record Keeping Requirements

Reporting to DOT: 26.11(b)

We will report DBE participation to DOT as follows:

We will report DBE participation on a quarterly basis, using DOT Form 4630 or through the FTA TEAM website. These reports will reflect payments actually made to DBEs on DOT-assisted contracts.

Bidders List: 26.11(c)

The ICTC will create a bidders list, consisting of information about all DBE and non-DBE firms that bid or quote on DOT-assisted contracts. The purpose of this requirement is to allow use of the bidders list approach to calculating overall goals. The bidder list will include the name, address, DBE non-DBE status, age, and annual gross receipts of firms.

We will collect this information in the following ways: requiring prime bidders to report the names/addresses and possible other information, of all firms who quote to them on subcontracts, providing a notice in solicitations and post it on the Commission website.
Section 26.13 Federal Financial Assistance Agreement

ICTC has signed the following assurances, applicable to all DOT-assisted contracts and their administration:

Assurance: 26.13(a)

ICTC shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of any DOT assisted contract or in the administration of its DBE Program or the requirements of 49 CFR part 26. The ICTC shall take all necessary and reasonable steps under 49 CFR part 26 to ensure nondiscrimination in the award and administration of DOT assisted contracts. The ICTC's DBE Program, as required by 49 CFR part 26 and as approved by DOT, is incorporated by reference in this agreement. Implementation of this program is a legal obligation and failure to carry out its terms shall be treated as a violation of this agreement. Upon notification to the ICTC of its failure to carry out its approved program, the Department may impose sanction as provided for under part 26 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001 and/or the Program Fraud Civil Remedies Act of 1986 (31 U.S.C. 3801 et seq.).

This language will appear in financial assistance agreements with sub-recipients.

Contract Assurance: 26.13b

We will ensure that the following clause is placed in every DOT-assisted contract and subcontract:

The contractor, sub-recipient or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR part 26 in the award and administration of DOT assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the ICTC deems appropriate.

SUBPART B - ADMINISTRATIVE REQUIREMENTS

Section 26.21 DBE Program Updates

Since the ICTC may receive a grant of $250,000 or more for planning or development, planning capital, and or operating assistance in a federal fiscal year, by the statute for we will continue to carry out this program until all funds from DOT financial assistance have been expended. We will provide to DOT updates representing significant changes in the program.

Section 26.23 Policy Statement

The Policy Statement is elaborated on the first page of this program.
Section 26.25  DBE Liaison Officer (DBELO)

We have designated the following individual as our DBE Liaison Officer:

Kathi Williams, Senior Transit Planner
Imperial County Transportation Commission
1405 N. Imperial Ave. Suite 1
EL Centro, Ca, 92243
760-592-4492
kathiwilliams@imperialctc.org

In that capacity, the DBELO is responsible for implementing all aspects of the DBE program and ensuring that the ICTC complies with all provision of 49 CFR Part 26. The DBELO has direct, independent access to the Executive Director of ICTC concerning DBE program matters. An organization chart displaying the DBELO’s position in the organization is found in Attachment A to this program.

The DBELO is responsible for developing, implementing and monitoring the DBE program, in coordination with other appropriate officials. The DBELO has a staff of 0 to assist in the administration of the program. The duties and responsibilities include the following:

1. Gathers and reports statistical data and other information as required by DOT.
2. Reviews third party contracts and purchase requisitions for compliance with this program.
3. Works with all components within the ICTC to set overall annual goals.
4. Ensures that bid notices and requests for proposals are available to DBEs in a timely manner.
5. Identifies contracts and procurements so that DBE goals are included in solicitations (both race-neutral methods and contract specific goals attainment and identifies ways to improve progress.
6. Analyzes ICTC’s progress toward attainment and identifies ways to improve progress.
7. Participates in pre-bid meetings.
8. Advises the Executive Director/Commission on DBE matters and achievement.
10. Provides DBEs with information and assistance in preparing bids.
11. Plans and participates in DBE training seminars.
13. Provides outreach to DBEs and community organizations to advise them of opportunities.
14. Maintains the ICTC’s updated directory on certified DBEs.

Section 26.27  DBE Financial Institutions

It is the policy of the ICTC to investigate the full extent of services offered by financial institutions owned and controlled by socially and economically disadvantaged individuals in the community, to make reasonable efforts to use these institutions, and to encourage prime contractors on DOT-assisted contract to make use of these institutions. We have made the following efforts to identify and use such institutions: research the credit unions and commercials banks in the community through on site visits and website reviews.

To date we have identified the following such institutions: None
Section 26.29 Prompt Payment Mechanisms

The ICTC will include the following clause in each DOT-assisted prime contract:

The prime contractor agrees to pay each subcontractor under this prime contract for satisfactory performance of its contract no later than 30 days from the receipt of each payment the prime contract receives from ICTC. The prime contractor agrees further to return retainage payments to each subcontractor within 30 days after the subcontractors work is satisfactorily completed. Any delay or postponement of payment from the above referenced time frame may occur only for good cause following written approval of the ICTC. This clause applies to both DBE and non-DBE subcontracts.

Any failure to comply with this section by the prime contractor shall be considered as a breach of the contract, subject to the provisions of the agreement. In addition, the prime contractor will not be reimbursed for work performed by subcontractors unless and until the prime contractors ensures that the subcontractors are promptly paid for the work that they have performed.

Section 26.31 Directory

The ICTC maintains a directory identifying all firms eligible to participate as DBEs. The directory lists the firm’s name, address, phone number, date of the most recent certification, and the type of work the firm has been certified to perform as a DBE. We revise the Directory annually.

We make the Directory available online at [http://www.dot.ca.gov/hq/bep/find_certified.htm](http://www.dot.ca.gov/hq/bep/find_certified.htm).

Further information may be found about California’s Uniform Certification Program at [http://www.dot.ca.gov/hq/bep/ucp.htm](http://www.dot.ca.gov/hq/bep/ucp.htm).

Section 26.33 Overconcentration

ICTC has not identified that overconcentration exists in the types of work that DBEs perform.

Section 26.35 Business Development Programs

ICTC has not established a business development program.

Section 26.37 Monitoring and Enforcement Mechanisms

The ICTC will take the following monitoring and enforcement mechanisms to ensure compliance with 49 CFR Part 26.

1. We will bring to the attention of the Department of Transportation any false, fraudulent, or dishonest conduct in connection with the program, so that DOT can take the steps (e.g., referral to the Department of Justice for criminal prosecution, referral to the DOT Inspector General, action under suspension and debarment or Program Fraud and Civil Penalties rules) provided in 26.109.

2. We will consider similar action under our own legal authorities, including responsibility determinations in future contracts. Attachment 3 lists the regulation, provisions, and contract remedies available to us in the events of non-compliance with the DBE regulation by a participant in our procurement activities.
3. We will also provide a monitoring and enforcement mechanism to verify that work committed to DBEs at contract award is actually performed by the DBEs. This will be accomplished via a reporting mechanism.

4. We will keep a running tally of actual payments to DBE firms for work committed to them at the time of contract award.

**SUBPART C – GOALS, GOOD FAITH EFFORTS, AND COUNTING**

**Section 26.43 Set-asides or Quotas**

The ICTC does not use quotas in any way in the administration of this DBE program.

**Section 26.45 Overall Goals**

A description of the methodology to calculate the overall goal and the goal calculations can be found in Attachment 4 to this program. This section of the program will be updated annually.

In accordance with Section 26.45(f) the ICTC will submit its overall goal to DOT on August 1 of each year. Before establishing the overall goal each year, ICTC will consult with the Chambers of Commerce and CALTRANS Local District Offices to obtain information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination on opportunities for DBEs, and the ICTC's efforts to establish a level playing field for the participation of DBEs.

Following this consultation, we will publish a notice of the proposed overall goals, informing the public that the proposed goal and its rationale are available for inspection during normal business hours at our office for 30 days following the date of the notice, and informing the public that you and DOT will accept comments on the goals for 45 days from the date of the notice. The notice will be available on the Commission’s website and the local newspaper of general circulation. We, we will issue this notice by June 1 of each year. The notice must include addresses to which comments may be sent and addresses (including offices and websites) where the proposal may be reviewed.

Our overall goal submission to DOT will include a summary of information and comments received during this public participation process and our responses.

We will begin using our overall goal on October 1 of each year, unless we have received other instructions from DOT. If we establish a goal on a project basis, we will begin using our goal by the time of the first solicitation for a DOT-assisted contract for the project.

**Section 26.49 Transit Vehicle Manufacturers Goals**

ICTC will require each transit vehicle manufacturer, as a condition of being authorized to bid or propose on FTA-assisted transit vehicle procurements, to certify that it has complied with the requirements of this section. Alternatively, ICTC may, at its discretion and with FTA approval, establish project-specific goals for DBE participation in the procurement of transit vehicles in lieu of the TVM complying with this element of the program.

**Section 26.51(a-c) Breakout of Estimated Race-Neutral & Race-Conscious Participation**
The breakout of estimated race-neutral and race-conscious participation can be found in Attachment 5 to this program. This section of the program will be updated annually when the goal calculation is updated.

**Section 26.51(d-g)  Contract Goals**

The ICTC will use contract goals to meet any portion of the overall goal. ICTC does not project being able to meet using race-neutral means. Contract goals are established so that, over the period to which the overall goal applies, they will cumulatively result in meeting any portion of our overall goal that is not projected to be met through the use of race-neutral means.

We will establish contract goals only on those DOT-assisted contracts that have subcontracting possibilities. We need not establish a contract goal on every such contract, and the size of contract goals will be adapted to the circumstances of each such contract (e.g., type and location of work, availability of DBEs to perform the particular type of work.)

We will express our contract goals as a percentage of total amount of a DOT-assisted contract.

**Section 26.53 Good Faith Efforts Procedures**

**Demonstration of Good Faith Efforts (26.53(a) & (c))**

The obligation of the bidder/offeror is to make good faith efforts. The bidder/offeror can demonstrate that it has done so either by meeting the contract goal or documenting good faith efforts. Examples of good faith efforts are located in Appendix A to 49 CFR Part 26.

The following personnel is responsible for determining whether a bidder/offeror who has not met the contract goal has documented sufficient good faith efforts to be regarded as responsive:

Kathi Williams, Senior Transit Planner
Imperial County Transportation Commission
1405 N. Imperial Ave. Suite 1
EL Centro, Ca, 92243
760-592-4492
kathiwilliams@imperialctc.org

We will ensure that all information is complete and accurate and adequately documents the bidder/offer’s good faith efforts before we commit to the performance of the contract by the bidder/offeror.

**Information to be submitted (26.53(b))**

ICTC treats bidder/offers’ compliance with good faith efforts’ requirements as a matter of responsiveness.

Each solicitation for which a contract goal has been established will require the bidders/offerors to submit the following information:

1. The names and addresses of DBE firms that will participate in the contract;
2. A description of the work that each DBE will perform;
3. The dollar amount of the participation of each DBE firm participating;
4. Written and signed documentation of commitment to use a DBE subcontractor whose participation it submits to meet a contract goal;
5. Written and signed confirmation from the DBE that it is participating in the contract as provided in the prime contractors commitment and
6. If the contract goal is not met, evidence of good faith efforts.

Administrative reconsideration (26.53(d))

Within 10 days of being informed by ICTC that it is not responsive because it has not documented sufficient good faith efforts, a bidder/offeror may request administrative reconsideration. Bidder/offerors should make this request in writing to the following reconsideration official:

Mark Baza, Executive Director
Imperial County Transportation Commission
1405 N. Imperial Ave. Suite 1
El Centro Ca, 92243
760-592-4494
markbaza@imperialctc.org

The reconsideration official will not have played any role in the original determination that the bidder/offeror did not document sufficient good faith efforts.

As part of this reconsideration, the bidder/offeror will have the opportunity to provide written documentation or argument concerning the issue of whether it met the goal or made adequate good faith efforts to do so. The bidder/offeror will have the opportunity to meet in person with our reconsideration official to discuss the issue of whether it met the goal or made adequate good faith efforts to do so. We will send the bidder/offeror a written decision on reconsideration, explaining the basis for finding that the bidder did or did not meet the goal or make adequate good faith efforts to do so. The result of the reconsideration process is not administratively appealable to the Department of Transportation.

Good Faith Efforts when a DBE is replaced on a contract (26.53(f))

ICTC will require a contractor to make good faith efforts to replace a DBE that is terminated or has otherwise failed to complete its work on a contract with another certified DBE, to the extent needed to meet the contract goal. We will require the prime contractor to notify the DBE Liaison officer immediately of the DBE’s inability or unwillingness to perform and provide reasonable documentation.

In this situation, we will require the prime contractor to obtain our prior approval of the substitute DBE and to provide copies of new or amended subcontracts, or documentation of good faith efforts.

If the contractor fails or refuses to comply in the time specified, ICTC will issue an order stopping all or part of payment/work until satisfactory action has been taken. If the contractor still fails to comply, the contracting officer may issue a termination for default proceeding.

Sample Bid Specification:

The requirements of 49 CFR Part 26, Regulations of the U.S. Department of Transportation, apply to this contract. It is the policy of the [Name of ICTC] to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All firms qualifying under this solicitation are encouraged to submit bids/proposals. Award of this contract will be conditioned upon satisfying the requirements of this bid specification. These requirements apply to all bidders/offerors, including those who qualify as a DBE. A DBE contract goal of ____ percent has been
established for this contract. The bidder/offeror shall make good faith efforts, as defined in Appendix A, 49 CFR Part 26 (Attachment 1), to meet the contract goal for DBE participation in the performance of this contract.

The bidder/offeror will be required to submit the following information: (1) the names and addresses of DBE firms that will participate in the contract; (2) a description of the work that each DBE firm will perform; (3) the dollar amount of the participation of each DBE firm participating; (4) Written documentation of the bidder/offeror’s commitment to use a DBE subcontractor whose participation it submits to meet the contract goal; (5) Written confirmation from the DBE that it is participating in the contract as provided in the commitment made under (4); and (5) if the contract goal is not met, evidence of good faith efforts.

Section 26.55 Counting DBE Participation

We will count DBE participation toward overall and contract goals as provided in 49 CFR 26.55.

SUBPART D – CERTIFICATION STANDARDS

Section 26.61 – 26.73 Certification Process

ICTC will use the certification standards of Subpart D of Part 26 to determine the eligibility of firms to participate as DBEs in DOT-assisted contracts. To be certified as a DBE, a firm must meet all certification eligibility standards. We will make our certification decisions based on the facts as a whole.

For information about the certification process or to apply for certification, firms should contact:

CALTRANS Civil Rights
ATTN: Certification Unit
1823 14th Street
Sacramento, Ca. 95811
(866) 810-6346
http://www.caltrans.ca.gov/hq/bep/business_forms.htm

SUBPART E – CERTIFICATION PROCEDURES

Section 26.81 Unified Certification Programs

ICTC adopts the California Unified Certification program (CUCP) procedures administered by the Certifying agencies of the CUCP. The ICTC is a member of a Unified Certification Program (UCP). The UCP meets all of the requirements of this section. The following is a description of the UCP (as provided on the CUCP website located at http://www.californiaucp.com/index.html)

“The California Unified Certification Program (CUCP) went into effect on January 1, 2002. It is a one stop shopping certification procedure that eliminates the need for Disadvantaged Business Enterprises (DBE) firms to obtain certifications from multiple agencies within the State.

The CUCP is charged with the responsibility of certifying firms and compiling and maintaining a single Statewide database of certified DBEs, pursuant to 49 CFR Part 26. The database is intended to expand the use of DBE firms by maintaining complete and
current information on those businesses and the products and services they can provide to all DOT assisted grantees in California.

The CUCP has established two regional DBE certification clusters throughout the State, designated by geographical boundaries to effectively facilitate Statewide DBE certification activities. The CUCP certifying agencies are responsible for certifying DBE firms. It is not necessary to apply for DBE certification at more than one agency. If your firm meets the general criteria for DBE certification as provided on the Application package, please submit your completed application, along with the requested documentation to one of the Certifying agencies serving the County where your firm has its principal place of business.

Section 26.83 Procedures for Certification Decisions

Re-certifications 26.83(a) & (c)

We will review the eligibility of DBEs, to make sure that they will meet the standards of Subpart E of Part 26. We will complete this review no later than five years from the most recent certification date of each firm.

For firms that we have reviewed and found eligible under part 26, we will again review their eligibility every five years. These reviews will include the following components: filing out a new application, performing on site visits in the ICTC local area, and reviewing work history, qualifications and equipment of the firm.

“No Change” Affidavits and Notices of Change (26.83(j))

To the extent as required by the CUCP, we require all DBEs to inform us, in a written affidavit, of any change in its circumstances affecting its ability to meet size, disadvantaged status, ownership or control criteria of 49 CFR Part 26 or of any material changes in the information provided with the CUCP’s application for certification.

We also require all owners of all DBEs to submit, on the anniversary date of their certification, a “no change” affidavit meeting the requirements of 26.83(j). The test of this affidavit is the following:

I swear (or affirm) that there have been no changes in the circumstances of [name of DBE firm] affecting its ability to meet the size, disadvantaged status, ownership, or control requirements of 49 CFR part 26. There have been no material changes in the information provided with [name of DBE]’s application for certification, except for any changes about which you have provided written notice to the ICTC under 26.83(j). [Name of firm] meets Small Business Administration (SBA) criteria for being a small business concern and its average annual gross receipts (as defined by SBA rules) over the firm’s previous three fiscal years do not exceed $16.6 million.

We require DBEs to submit with this affidavit documentation of the firm’s size and gross receipts.

We will notify all currently certified DBE firms of these obligations. This notification will inform DBEs that to submit the “no change” affidavit, their owners must swear or affirm that they meet all regulatory requirements of part 26, including personal net worth. Likewise, if a firm’s owner knows or should know that he or she, or the firm, fails to meet a part 26 eligibility requirement (e.g. personal net worth), the obligation to submit a notice of change applies.
Section 26.85 Denials of Initial Requests for Certification

If the CUCP denies a firm’s application or decertify it, it may not reapply until 12 months have passed from the action.

Section 26.87 Removal of a DBE’s Eligibility

In the event the CUCP proposes to remove a DBE’s certification, we will follow procedures consistent with 26.87.

Section 26.89 Certification Appeals

Any firm or complainant may appeal the CUCP decision in a certification matter to DOT. Such appeals may be sent to:

- Department of Transportation
- Office of Civil Rights Certification Appeals Branch
- 400 7th Street, SW
- Room 2104
- Washington, D.C. 20590

We will promptly implement any DOT certification appeal decisions affecting the eligibility of DBEs for our DOT-assisted contracting.

SUBPART F – COMPLIANCE AND ENFORCEMENT

Section 26.109 Information, Confidentiality, Cooperation

We will safeguard from disclose to third parties information that may reasonably be regarded as confidential business information, consistent with Federal, state, and local law.

Notwithstanding any contrary provisions of state or local law, we will not release personal financial information submitted in response to the personal net worth requirement to a third party (other than DOT) without the written consent of the submitter.

Monitoring Payments to DBEs

We will require prime contractors to maintain records and documents of payments to DBEs for three years following the performance of the contract. These records will be made available for inspection upon request by any authorized representative of the ICTC or DOT. This reporting requirement also extends to any certified DBE subcontractor.

We will perform interim audits of contract payments to DBEs. The audit will review payments to DBE subcontractors to ensure that the actual amount paid to DBE subcontractors equals or exceeds the dollar amounts stated in the schedule of DBE participation.
**ATTACHMENTS**

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<tr>
<td>Attachment 1</td>
<td>Organizational Chart</td>
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<tr>
<td>Attachment 2</td>
<td>DBE Directory</td>
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<td>Attachment 3</td>
<td>Monitoring and Enforcement Mechanisms</td>
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<td>Attachment 4</td>
<td>Overall Goal Calculation</td>
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<td>Breakout of Estimated Race-Neutral &amp; Race-Conscious Participation</td>
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<td>Forms for Demonstration of Good Faith Efforts</td>
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<td>Regulations: 49 CFR part 26</td>
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<td>Attachment 11</td>
<td>Small Business Program</td>
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Attachment 1

Organizational Chart

DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM

Commission

Mark Baza
Executive Director

Kathi Williams
Senior Transit Planner
Attachment 2

DBE Directory

See the CUCP directory, found at  http://www.dot.ca.gov/ucp/GetLicenseForm.do

ICTC encourages prime contract bidders to search this directory when seeking subcontractors that are certified as a DBE.
Monitoring and Enforcement Mechanisms

The ICTC has available several remedies to enforce the DBE requirements contained in its contracts, including, but are not limited to, the following:

1. Breach of contract action, pursuant to the terms of the contract;
2. Breach of contract action pursuant to California Civil Code S 3300, et. seq;
3. Any other enforcement mechanism in law or equity allowable in California

In addition, the federal government has available several enforcement mechanisms that it may apply to firms participating in the DBE problem, including, but not limited to, the following:

1. Suspension or debarment proceedings pursuant to 49 CFR part 26
2. Enforcement action pursuant to 49 CFR part 31
3. Prosecution pursuant to 18 USC 1001.
Attachment 4

ICTC Methodology for adopting an FY 2013-15 DBE goal for FTA purposes

Pursuant to Section 49 CFR Part 26, The ICTC present the following information as it relates to the development of the ICTC Methodology for adopting a FY 2013-15 DBE goal for FTA purposes.

The projects include various transit service oriented and professional contracting opportunities and are anticipated to be awarded during the first year of the triennial period. This is the third year of the triennial report period.

Anticipated ICTC contracting opportunities during FY 2015 utilizing FTA funds:

1. One (1) Contract for public fixed route transit services and One (1) Contract for ADA paratransit services.
   - Total FY 15 contract cost (including federal and non federal funds): $6,285,747
   - Total FY 2015 FTA 5307 Funds: $2,371,399, FTA 5311 Funds: $142,900

These contracts are for turnkey operation of all public fixed route transit and ADA paratransit services currently or proposed to be administered by ICTC (i.e. Imperial Valley Transit and IVT Access). ICTC does not own transit vehicles or facilities, therefore only those firms capable of providing facilities and the vehicles needed for operations (at a minimum, sixteen 40’ buses and eighteen cutaways) will respond to ICTC’s competitive bid processes.

Approximate total amounts were based upon:

1. Obligated funds based on revenue apportionments as posted by the FTA under the FY 2013-14 FTA 5307 and FTA 5311 program and documented in the FY 2013-14 ICTC OWP and Transit Budget.

Unique factors affecting the development of the DBE Goal for FY 2015

1. Recognition and local knowledge that as a small urban turnkey transit system, the majority of the FTA 5307 and FTA 5311 funds are used for direct operating costs in turn key contracts for which limited opportunities exist for DBE and small business participation i.e. salaries, vehicle and facility lease costs.
2. Recognition and local knowledge that there is limited DBE participation in the immediate geographic area. The area is 84 miles to the south of Riverside and 120 miles to the east of San Diego counties, which represent the closest populated areas. The market area, or region, therefore has been expanded to include the Counties of Imperial, Riverside and San Diego Counties. The DBE firms certified by the California Unified Certification Program with the most appropriate NAICS classification code (485113 – Bus and motor vehicle transit systems) are generally charter services who are not ready, willing, or able to bid on public fixed route contracts of this size and complexity.

3. There may exist opportunities for the prime contractor (currently First Transit) to utilize outside firms to provide needed services. However the distance to cover providing these services when unbundled has not proven attractive or realistic to DBE providers from adjacent urbanized areas.

Step 1 – Development of the Base Goal Figure

In order to determine an overall goal the first step is to determine a base figure:

Approximate potential funding available for the contacting opportunities

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<th>Table 1</th>
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</tbody>
</table>
The number of DBE and non DBE firms ready, willing, and able to bid on contracting opportunities.

### Table 2  Relative Availability of DBEs

<table>
<thead>
<tr>
<th>NAICS CODE</th>
<th>Description of the Work in the Region</th>
<th>Available DBEs</th>
<th>Number of all Firms</th>
<th>Relative Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>423120</td>
<td>Parts (general)</td>
<td>0</td>
<td>21</td>
<td>0.000</td>
</tr>
<tr>
<td>423130</td>
<td>Tire products</td>
<td>0</td>
<td>32</td>
<td>0.000</td>
</tr>
<tr>
<td>424720</td>
<td>Fuel and Oil Suppliers</td>
<td>0</td>
<td>4</td>
<td>0.000</td>
</tr>
<tr>
<td>541614</td>
<td>Consulting Services</td>
<td>0</td>
<td>5</td>
<td>0.000</td>
</tr>
<tr>
<td>541850</td>
<td>Transit Advertising</td>
<td>0</td>
<td>4</td>
<td>0.000</td>
</tr>
<tr>
<td>541870</td>
<td>Transit printing</td>
<td>0</td>
<td>10</td>
<td>0.000</td>
</tr>
<tr>
<td>TOTALS</td>
<td></td>
<td>0</td>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Local Potential Subcontracting Opportunities

There are currently a total of six certified DBE's in the entire County of Imperial. None perform the services that Imperial Valley Transit needs. Two are general freight trucking companies, two provide engineering services, one is an electrical contractor, and one does fabricated structural metal manufacturing. Therefore, there are no DBE's available in the region to provide unbundled services i.e. printing, advertising, or website services.

### Table 3  Step One - Base Goal Development

<table>
<thead>
<tr>
<th>NAICS CODE</th>
<th>Description of the Work</th>
<th>Weight</th>
<th>Relative Availability</th>
<th>Weighted Base Figure</th>
</tr>
</thead>
<tbody>
<tr>
<td>423120</td>
<td>Parts (general)</td>
<td>0.118</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>423130</td>
<td>Tire products</td>
<td>0.019</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>424720</td>
<td>Fuel and Oil Suppliers</td>
<td>0.733</td>
<td>0.003</td>
<td>0.000</td>
</tr>
<tr>
<td>541614</td>
<td>Consulting Services</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>541850</td>
<td>Transit Advertising</td>
<td>0.084</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>541870</td>
<td>Transit printing</td>
<td>0.065</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>TOTALS</td>
<td></td>
<td>100%</td>
<td>100%</td>
<td>0.000</td>
</tr>
</tbody>
</table>
Step 2: Adjustments to the Base DBE Relative Availability Figure

Adjustments to the base figure goal may be necessary and justified for a variety of reasons including: lower or higher than expected past participation by DBE firms, additional evidence from disparity studies, etc. Unfortunately, very little data of this sort is currently available to ICTC. In past years FTA funds were spent solely on the turnkey operations contract. In addition, no comprehensive disparity study has been or is likely to be conducted in Imperial County. Therefore, ICTC cannot identify a valid reason to adjust its base goal upward or downward based on past participation or based upon other available studies.

However, ICTC does recognize that there are many firms within Imperial County currently eligible to be certified as DBE firms that simply have not gone through the application process. Based on recent conversation with potential applicants, this is because of a lack of understanding of said process but more to do with a lack of desire or monetary incentive to do so. ICTC encouraging these firms in contracting opportunities, especially local subcontracting opportunities.

An outreach program may be successful given the large proportion of minority and women owned firms without the County of Imperial. (The numbers reported below are from 2010 Census data.)

- Hispanic owned firms 44.1%
- Asian owned firms 6.3%
- Women owned firms 25.8%
- Black owned firms 1.6%

<table>
<thead>
<tr>
<th>Table 4 Historical DBE Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>FFY</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>2011</td>
</tr>
<tr>
<td>2012</td>
</tr>
<tr>
<td>2013</td>
</tr>
<tr>
<td>2014</td>
</tr>
</tbody>
</table>

The median participation FFYs 2015 and Step 2 Goal

- DBE Median Participation 0.00%
- Step One Base Goal 0.00%
- Total 0.00%
- Divided by 2 = 2
- 0.00 %

However, ICTC feels an adjustment of its DBE goal is warranted. There have been opportunities for non federally funded projects to have DBE/WBE/MDE/UDBE participation. Most recently, three consultant developed projects were completed in FY 2012 and 2013:

- Transit Drug and Alcohol Programs Compliance Audit $11,000
  DBE participation =100% = $11,000

- Short Range Transit Plan $97,317
  DBE participation =15.4% = $14,986

- IVT – Specific Operational Analysis $112,500
  DBE Participation = 4% = $4,500

In a desire to maintain the spirit of the law, it will be requested that consultants or subcontractors strive to attain a race neutral DBE goal of **FY 2014-15 DBE Goal = 2.0%**
Attachment 5

Section 26.51: Breakout of Estimated Race-Neutral & Race Conscious Participation

The ICTC is a small urban organization with the majority of its FTA funding used for operating expenses rather than for capital purchases. ICTC will meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating DBE participation as required in Section 26.51(a). Planned outreach efforts by ICTC are all race/gender neutral and it is anticipated that ICTC will accomplish its DBE goal solely through race/gender neutral means.

ICTC will use the following race neutral means to increase DBE participation:

1. Arranging solicitations, times for the presentations of bids, quantities, specifications and delivery schedules in a manner that facilitate DBE and other small businesses participation. i.e unbundling large contracts to make them more accessible, requiring large contractors to subcontract portions of the work effort
2. Reducing bonding requirements when possible
3. Providing technical assistance and other services
4. Providing information and communications in a bilingual format
5. Coordinating with resource agencies i.e. workforce development, small business alliance, chambers of commerce and economic development centers
Attachment 6

Forms for Demonstration of Good Faith Efforts

[Forms should be provided as part of the solicitation documents.]
Attachment 7

Certification Application Forms

The certification application forms for the CUCP are found at:

http://caltrans.ca.gov/hq/bep/downloads/pdf/UCP_application_package_rev_06_2

The application package includes an affidavit of personal net worth.
Attachment 8

Procedures for Removal of DBE's Eligibility

The ICTC is not a certifying agency under the CUCP.

Ineligibility complaints

Any person may file a written complaint alleging that a currently certified firm is not eligible and specifying the alleged reasons why the firm is ineligible. ICTC is not required to accept a general statement or allegation that a firm is ineligible, or an anonymous complaint. The complaint must include information supporting the assertion that the firm is ineligible and should not continue to be certified. Complainants identified must be protected as provided in Sec 26.109(b).

ICTC will review its records concerning the firm and any materials provided by the complainant. ICTC may request additional information or conduct any other investigation that ICTC deems necessary.

If the ICTC determines that there is reasonable cause to believe that the firm is ineligible, ICTC will provide written notice to the firm that the ICTC proposes to find the firm ineligible, setting forth the reasons. If ICTC determines that reasonable cause does not exist, the ICTC will notify the complainant and the firm in writing of this determination and the reasons for it. All statement and reasons for findings on the issue of reasonable cause must specifically reference the evidence in the record on which the reason is based.

Recipient initiated

If based on notifications by the firm of a change in its circumstances or other information that comes to ICTC attention, the ICTC determines that there is reasonable cause to believe that a currently certified firm is ineligible, the ICC will provide written notice to the firm that ICTC proposes to find the firm ineligible, setting forth the reasons for the proposed determination. The statement of reasons for the finding of reasonable cause must specifically reference the evidence in the record on which each reason is based.

DOT directive

If the DOT determines that a firm does not meet the requirements for eligibility, the DOT will provide a notice setting forth the reasons for the record with relevant documentation and the ICTC may initiate appropriate actions after consultation with the DOT.
Attachment 9

Regulations: 49 CFR Part 26

Please refer to: http://www.fhwa.dot.gov/HEP/49cfr26.htm
Attachment 10

Affadavit(s) of Publication
Attachment 11

Imperial County Transportation Commission (ICTC)
Small Business Program

Consistent with Imperial County Transportation Commission’s policy that firms certified as DBE, MBE, WBE and ESB have an equal opportunity to participate in the performance of contracts, as well as to foster small business participation in conformance with CFR 49 Part 26.39, ICTC has developed and administers a Small Business program.

Under the Small Business program, ICTC will facilitate participation by Small Businesses in its contracts and agreements through the development of procedures, documents and practices that are “Small Business friendly”.

Elements of ICTC’s Small Business Program are as follows:

Size Standard

1. Under ICTC’s Small Business program, a Small Business is a business that:

   a. Is organized for profit;
   b. Has a place of business in the United States;
   c. Is independently owned and operated
   d. For its industry, does not exceed the numerical size standard established by the federal Small Business Administration pursuant to 13 Code of Federal Regulations Part 121. For more information on these standards see the following Internet site: http://www.sba.gov/content/table-small-business-size-standards

2. A business shall be presumed to meet the Small Business size standard and be a Small Business if the business comes within one of the following categories:

   a. Is a participant in federal Small Business Administration programs such as, but not limited to Section 8(a) Business Development, Small Disadvantaged, and HUBZone.

   b. Is certified by a public agency other than OMWESB and has a size standard that is no greater than the Small Business Administration Size Standard.
To obtain a listing of Small Businesses participating in the U.S. Small Business Administration programs or activities as eligible Small Businesses, contact the SBA’s San Diego District Office at 550 West C Street Suite 550, San Diego, CA 92101.

3. If a business does not come within one of the categories set forth in the paragraph immediately above, the business may qualify if it can assure itself and demonstrate to ICTC that the business does in fact meet the applicable Small Business size standard. The business may use tax records, certified annual audit reports of the business, or other documents reasonably related to showing that the business meets the Small Business definition and size standard.

4. Businesses are advised that in proving they meet the size standard for annual gross receipts, the amounts are averaged over the business’ latest three (3) completed fiscal years to determine its average annual receipts. If a business has not been in business for three (3) years, the average weekly revenue for the number of weeks it has been in business is multiplied by 52 to determine its average annual receipts. If there are questions or issues about whether a business meets the applicable size standard, ICTC and the business will consult and, to the extent practicable, follow the methodologies established by the federal Small Business Administration in determining whether a business is within or exceeds an applicable size standard.

Facilitation of Contracting Opportunities

In order to facilitate participation by Small Businesses in its contracts and agreements, ICTC will implement “Small Business friendly” strategies in its procurement process. These strategies may include the following, as appropriate, however at the current time, ICTC will not “set-aside” contracts for Small Businesses:

1. On larger contracts, require bidders on the prime contract to specify elements of the contract or specific subcontracts that are of a size Small Businesses can reasonably perform.
2. Require general contractors to provide subcontracting opportunities of a size that Small Businesses can reasonably perform.
3. Identify alternative procurement strategies; structure procurements to facilitate the ability of Small Businesses, or consortia or joint ventures including Small Businesses, to compete for and perform the work.
4. Require general contractors to describe historical usage of Small Businesses.
5. Require contractors to describe strategies for maximizing Small Business usage under the contract, through use of an outreach plan or other appropriate means.
V. REPORTS

A. ICTC EXECUTIVE DIRECTOR
Memorandum

Date: August 6, 2014
To: ICTC Management Committee
From: Mark Baza, Executive Director
Re: Executive Director’s Report

The following is a summary of the Executive Director’s Report for the Management Committee meeting of August 13, 2014.

1. **LTA Audit Contract Award**: After a competitive bid process, a contract draft has been sent to the CPA firm for consideration. It is anticipated that the FY 2013-14 LTA audit contract award will be scheduled for execution on August 27, 2014 by the LTA Board.

2. **Calexico East/Mexicali II Port of Entry Proposed Binational Toll Pilot Project**: A meeting was held on Tuesday, August 5, 2014 at 2:00 p.m. at the Imperial County Transportation Commission office to discuss the opportunity for a Toll Pilot Project at the Calexico East Port of Entry (POE). Present at this meeting were staff from Caltrans District 11 and Headquarters, General Services Administration (GSA), Customs and Border Protection (CBP), Office of State Senator Ben Hueso, Office of Congressman Juan Vargas, Mexican Consulate Calexico, Baja California State Department of Infrastructure (SIDUE), among others. The discussion led towards taking next steps to achieve federal and state authority to finance the project. Some of the next steps noted were, including the Federal Highway Administration as part of the discussion, identifying Caltrans’ jurisdiction within the project scope, and obtaining concurrence from CBP/GSA and Mexican agencies.

3. **Imperial –Mexicali Binational Alliance**: A meeting will be held on Thursday, August 21, 2014 at 10:00 a.m. at the Imperial County Workforce Development Board offices at 2695 S. 4th St., Building D in El Centro, Conference Rooms A and B.

4. **Consolidated Paratransit (Dial-A-Ride) Requests for Proposal (IVT Ride)**: Following the recent actions of the participating agencies and the Commission to proceed, a contract is being drafted with First Transit Inc. and discussions have been held with the bus sales vendor. The contract is anticipated to be executed at a Commission meeting on September 24, 2014. IVT RIDE service start dates are then anticipated as follows: Brawley – January 2, 2015; Calexico – October 1, 2014; Imperial – October 1, 2014; and West Shores – December 1, 2014. A competitive bid was also conducted for public outreach and marketing in support of the launch of the IVT RIDE services. A recommendation on contract award is forthcoming.

5. **Calexico Intermodal Transportation Center**: The feasibility study’s scope of work includes: stakeholder meetings, public workshops, stakeholder surveys, site selection analysis, and financial and operational feasibility reports. See attached fact sheet. On April 29th the consultant conducted a second steering committee meeting to review the project location alternatives and findings to date. Preliminary study findings were presented to the Calexico City Council on June 17, 2014. The consultant will continue further analysis of the top three sites.
recommended. The next step feasibility analysis will include detail financial and capacity analysis of the three sites. A public hearing and presentation of draft final report will be scheduled in September 2014 for both the City Council and Commission.

6. **California / Baja California Pedestrian and Bicycle Transportation Access Study:** The Study will focus on the California-Baja California border region, specifically its six Ports of Entry (POEs). On February 26, 2014, the Commission approved the selection of KOA and Associates. The project kick-off was conducted on April 8, 2014 at ICTC. The consultant has released an e-audit tool that will be used to collect data of necessary infrastructure improvements needed at the border. Focus Group meetings were conducted on June and POE workshops were conducted at all 6 ports during the week of July 21st. The next step of the project is to conduct an existing conditions evaluation which will take place on August 11th and 12th.

7. **2014 Road Closures and Bus Delays:** Routes 2N and 2S continue to be affected in July due to a street rehab project in Westmorland of North Center St. The only 2 bus stops in Westmorland are located directly on North Center St. A detour is in place and a temporary bus stop identified. Rider’s alerts will also be posted of the future changes.

8. **Transportation Development Act (TDA-State Funds) Triennial Performance Audit Project:** A kick off meeting was conducted on December 10, 2014 at ICTC offices. Requests for information have been emailed to member agency staff. The audit is a State mandated requirement every three years for all TDA funds received in Imperial County. Audit staff made site visits the week of April 28, 29 and 30th, and will continue site visits the week of June 9, 2014. The audit team is scheduled to contact Commission members for input the week of August 4th. A draft report is expected in September.

9. **ADA Paratransit Service Certification and Eligibility Process, Demand Management Review and Growth Assessment:** The consultant team recently completed the draft recommendations presentations to stakeholders for comment. The study is ongoing and the consultant team will be working with ICTC in the future to develop draft recommendations to be brought to the Commission for approval.

10. **Update to the 2008 Coordinated Public Transit and Human Services Transportation Plan:** The stakeholders’ meeting was held on February 4, 2014 at the ICTC offices. In addition, additional stakeholders are meeting on an individual basis with the consultants through the end of the month. The primary purpose of the Coordinated Plan is to continue to meet the Federal Transit Administration’s (FTA) and other funding agency’s requirements for eligibility for various grants, including but not limited to the FTA Section 5310 program. The update to the Coordinated Plan will include a reassessment of all available public and private transportation services in Imperial County, a reassessment of public and social services transportation needs, development of strategies and/or activities to address gaps in service, identification of coordination actions to eliminate or reduce duplication in services where they exist, and a prioritization of implementation strategies.

11. **The San Diego State University / Imperial Valley College Transit Shuttle Analysis:** A Memorandum of Understanding between SCAG and ICTC was executed on December 19, 2013. The Transit Shuttle Analysis will assess the feasibility of an inter-college shuttle service in Imperial County. ICTC and SCAG staff are working on completing the RFP process in the summer of 2014.

12. **Active Transportation Program (ATP) Call for Projects:** The following applications were submitted to SCAG from the region: 2 applications from Imperial County, 1 from El Centro, 2 from Calexico, 1 from Imperial, 1 from Holtville, 1 from Westmorland and 1 from ICTC. A total of 764 applications were submitted Statewide and 227 applications were submitted from the SCAG region.

13. **Heber Public Utility District request for bus shelters in the community of Heber:** ICTC partnered with Caltrans to submit an ATP grant application for these improvements on May 21, 2014. Construction costs are estimated at $800,000. The “Heber Bus Stop and Sidewalk Improvements project” proposes to install sidewalk, curb and gutter, residential driveways and ADA accessible curb cuts at 6 locations. The work, should the grant be approved, will be completed by Caltrans, and occur on SR-86 between Parkyns Ave. and Heber Ave. ATP grant awards are expected to be announced in late summer.
14. **Meetings attended on behalf of ICTC:**

- Caltrans External Advisory Liaison (CEAL) meeting at Caltrans District 11 offices on July 16, 2014
- US –Mexico Freight Planning Peer Exchange on July 31, 2014
- Self Help Counties Coalition meeting on July 31, 2014
Meeting regarding the facilitation of border crossings
(follow up to the agreement between the President of the United Mexican States and the Governor of California)

Program:

- **10:00** Welcoming remarks by the Consul General of Mexico in San Diego. *Remedios Gómez Arnau.*

- **10:05** Introductory remarks from the Secretary of Foreign Affairs. *José Antonio Meade Kuribreña.*

- **10:10** Overview of the border crossings of the California-Baja California region. *Ramón Riesgo, GSA.*

- **10:20** Overview of the border crossings of the California-Baja California region. *Soraya Pérez, INDAABIN.*

- **10:30** Perspective of the civil society. *Malin Burnham, Smart Border Coalition.*

- **10:40** Presentations of border crossings in the Baja California-California region.
  - Otay II-Otay Mesa East – San Diego Association of Governments (10 min)
  - El Chaparral-San Ysidro – Smart Border Coalition (5 min)
  - Mesa de Otay-Otay Mesa – *Eduardo Acosta,* Otay Mesa Chamber of Commerce (5 min)
  - Tecate-Tecate – Smart Border Coalition (5 min)
  - Tijuana Airport - San Diego Cross Bridge Facility – *Enrique Valle* (5 min)
  - Mexicali-Calexico – *Mark Baza,* Imperial Valley County (5 min)
  - Algodones-Andrade – *Mark Baza,* Imperial Valley County (5 min)

- **11:20** Open Discussion.
A. UPDATE TO THE 2014 COMPETITIVE BID FOR THE COORDINATION OF PUBLIC DIAL-A-RIDE PARATRANSIT SERVICES—IVT RIDE PUBLIC OUTREACH, BRANDING AND MARKETING
August 7, 2014

ICTC Management Committee
Imperial County Transportation Commission
1405 N. Imperial Ave Suite 1
El Centro, CA 92243

SUBJECT: Update to the 2014 Competitive Bid for the Coordination of Public Dial-a-Ride Paratransit Services – IVT RIDE Public Outreach, Branding and Marketing

Dear Committee Members:

As a continuation of the prior direction from the Commission, ICTC recently completed a competitive bid focused on the public outreach, brand/logo development and marketing for the consolidation of the public dial-a-ride services under the name of IVT RIDE.

The scope of work in the Request for Proposal (RFP) was for a three period of time and included bilingual public outreach at the onset of the project within the communities for seniors and persons with disabilities. In addition, a brand and logo would be developed at the beginning of the project. The ensuing two years would primarily be focused on marketing activities including photography, a follow up survey/focus group, brochures, radio and TV spots and the creation of a basic website.

Two proposals were received; from Conveyor Group and Spectrum Advertising. The proposals were reviewed and scored by the Evaluation Committee comprised of staff from Brawley, Calexico, Imperial and ICTC on July 22, 2014. The consultant oral interviews were conducted on July 30, 2014.

The Evaluation Committee determined that the basic requirements of the RFP could be met by either firm. The Evaluation Committee ultimately selected the most responsive proposal and recommended to the Executive Director, that a contract be awarded to Spectrum Advertising.

CITIES OF BRAWLEY, CALEXICO, CALIFATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
ICTC staff request that the ICTC Management Committee forward this item to the Commission for review and approval after public comment, if any:

1. Authorize the Chairman to sign the IVT RIDE Public Outreach, Branding and Marketing Consultant Agreement with the firm of Spectrum Advertising, for the not to exceed fees as listed, effective September 1, 2014 through June 30, 2017.
   a. FY 2014-15 $58,226
   b. FY 2015-16 $50,764
   c. FY 2016-17 $49,500

Sincerely,

MARK BAZA
Executive Director

BY: [Signature]

Kathi Williams
Senior Transit Planner

MB/ksw/cl