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: April, 17 2013
B. Receive and File:
   1. ICTC Board Draft Minutes: April 24, 2013
   2. ICTC TAC Committee Minutes: March 28, 2013
   3. ICTC SSTAC Draft Minutes April 3, 2013

V. REPORTS

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

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

A. ICTC Overall Work Program (OWP) and Budget for the Allocation of Funds, FY 2013-2014 - DRAFT

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

2. Staff and Management Committee discussion for potential policy changes that may affect the Commission’s budget and operational procedures.

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

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

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

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

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

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

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

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

D. Passenger Statistical Summary Project for FY 2013-14 for Imperial Valley Transit (IVT)

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

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

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

VII. NEXT MEETING DATE AND PLACE

The next meeting of the Management Committee will be held on Wednesday, June 12, 2013 at 10:30 a.m., at the City of Holtville, Holtville, CA.

VIII. ADJOURNMENT

A. Motion to Adjourn
A. APPROVAL OF MANAGEMENT COMMITTEE
   DRAFT MINUTES: APRIL 17, 2013

B. RECEIVE AND FILE:
   1. ICTC BOARD DRAFT MINUTES:
      APRIL 24, 2013
   2. ICTC TAC COMMITTEE MINUTES:
      MARCH 18, 2013
   3. ICTC SSTAC DRAFT MINUTES:
      APRIL 3, 2013
IMPERIAL COUNTY TRANSPORTATION COMMISSION
MANAGEMENT COMMITTEE

DRAFT MINUTES OF APRIL 17, 2013
10:30 a.m.

VOTING MEMBERS PRESENT:

- City of Brawley: Rosanna Bayon Moore
- City of Calexico: Nick Servin for Oscar Rodriquez
- City of El Centro: Ruben Duran (Chair)
- City of Holtville: Alex Meyerhoff (Vice-Chair)
- City of Imperial: Marlene Best
- County of Imperial: Andy Horne for Ralph Cordova

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

OTHERS PRESENT: Sam Amen, Beth Landrum and Luis Medina; Caltrans, Grace Connor; City of El Centro, Tomas Oliva and Yvonne Cordero; SCAG

The following minutes are listed as they were acted upon by the Imperial County Transportation Commission Management Committee and as listed on the agenda for the meeting held Wednesday, April 17, 2013 together with staff reports and related documents attached thereto and incorporated therein by reference.

I. CALL TO ORDER AND ROLL CALL

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

II. EMERGENCY ITEMS

A. There were none.

III. PUBLIC COMMENTS

A. There were none.

IV. CONSENT ITEMS

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

Motion carried unanimously.

A. Approved ICTC Management Committee Minutes for March 13, 2013
B. Received and filed:
   1. ICTC Board Draft minutes for March 27, 2013
   2. ICTC TAC Committee minutes for February 28, 2013

CITIES OF BRAWLEY, CALExico, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
C. Specific Transit Operator Fiscal Reports FY 2011-12 for Imperial Valley Transit and IVT Access

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

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

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

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

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

V. REPORTS

A. ICTC Executive Director

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

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

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

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

B. Southern California Association of Governments (SCAG)

Mr. Oliva had the following updates:

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

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

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

C. California Department of Transportation – District 11

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

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

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

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

D. Committee Member Reports

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

VI. INFORMATION / DISCUSSION CALENDAR

A. Consultant Selection Criteria Presentation

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

VII. ACTION CALENDAR

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

IX. ADJOURNMENT

A. Meeting adjourned at 12:58 p.m.
The following action minutes are listed as they were acted upon by the Imperial County Transportation Commission and as listed on the agenda for the meeting held Wednesday April 24, 2013 together with staff reports and related documents attached thereto and incorporated therein by reference.

I. CALL TO ORDER AND ROLL CALL

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

II. EMERGENCY ITEMS

A. There were none.

III. PUBLIC COMMENTS

There were none.

IV. APPROVAL OF CONSENT CALENDAR

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

A. Approval of ICTC Board Draft Minutes: March 27, 2013

B. Received and Filed:
   1. ICTC TAC Committee Draft Minutes: March 28, 2013

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

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

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

V. INFORMATION / DISCUSSION CALENDAR

A. Sea Port Air Lines Services Update

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

B. SCAG’s Comprehensive Goods Movement Plan

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

VI. REPORTS

A. ICTC Executive Director

Mr. Baza and staff had the following announcements:

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

Mr. Baza addressed the Commission about his 3rd anniversary as ICTC’s Executive Director and requested consideration of a new contract. Mr. Terrazas, Ms. Nava-Froelich and Mr. Nava agreed to participate in a subcommittee to review a draft contract and make recommendations to the Commission.

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

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

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

VII. ACTION CALENDAR

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

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

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

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

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

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

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

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

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

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

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

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

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

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

VIII. NEXT MEETING DATE AND PLACE

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

IX. ADJOURNMENT

A motion was made to adjourn the meeting by Kelley and seconded by Nava, Motion carried. Meeting adjourned at 8:35 p.m.
1. The meeting was called to order by Chair Arellano at 10:10 a.m. A quorum was present. Introductions were made.

2. A motion was made to adopt the minutes for February 28, 2013 (Falomir/Villicana) Motion Carried.

3. Adaptive Traffic Signal Timing

A brief presentation was conducted by Andrew More of Miovision Technologies Inc. via teleconference call and slideshow on Adaptive Traffic Signal Timing. Mr. More stated that the Adaptive Signal Timing system would improve traffic flow and mobility through the city. The system also can create automated traffic counts through the software. Mr. More went into more detail about how the system actually works. He stated that if anyone had any questions to email him at amore@miovision.com.
4. ICTC Updates / Announcements
Ms. Mendoza had the following announcements:
- Ms. Mendoza stated that the public workshops for the circulator study for the Gold Line, Red Line and Orange lines will be taking place at various locations in the cities of Brawley, Calexico and Imperial.
  o In Imperial a Bus Stop Workshop will take place at Barioni Blvd. and Imperial Ave. on April 22, 2013 from 2:30 p.m. to 4:30 p.m. with a Bilingual Public Workshop at the Senior Center at Imperial City Hall from 5:00 p.m. to 7:00 p.m.
  o In Calexico a Bus Stop Workshop will take place at 3rd and Paulin Streets on April 23, 2013 from 2:30 p.m. to 4:30 p.m. with a Bilingual Public Workshop at the Calexico Camarena Public Library from 5:00 p.m. to 7:00 p.m.
  o In Brawley a Bus Stop Workshop will take place at E Street and Rio Vista on April 24, 2013 from 2:30 p.m. to 4:30 p.m. with a Bilingual Public Workshop at the Brawley City Council Chambers from 5:00 p.m. to 7:00 p.m.
- The Consolidated Paratransit RFP will be released after July 2013. The budget for Dial-A-Ride services is due on April 18, 2013. Please plan to submit a budget for the entire fiscal year.
- The 1st Quarterly Performance Review meeting with YCIPTA and Quechan regarding the YCAT Turquoise Route 10 from Yuma-Winterhaven-El Centro is set for April 2, 2013. More information on its progress will be available at the next TAC meeting.
- In an FTIP Amendment 6, ICTC staff submitted all CMAQ adjustments to SCAG.
- The Binational Imperial Valley / Mexicali workgroup continues to meet on a monthly basis; the next meeting is scheduled to take place in Mexicali. Brad Poiriez from Imperial County APCD will be attending the next meeting to discuss environmental issues.

5. SCAG Updates / Announcements
Mr. Oliva had the following updates:
- Planning grants are available through SCAG’s Sustainability Program which combines Compass Blueprint assistance for integrated land use and transportation planning with new Green Region initiative assistance aimed at local sustainability and Active Transportation assistance for bicycle and pedestrian planning efforts. Proposals will be accepted until 5:00 p.m. on May 31, 2013.
- Due to the reductions of the Federal and State budgets, the GIS program will have to be postponed until next year. Javier Aguilar was scheduled to work in Imperial County on a quarterly basis but because of funding reductions the program will have to wait until next fiscal year. He will be available to work with anyone remotely.
- The Commission (ICTC) approved the CBTP grant. The Safe Routes to School Working Group stakeholders have been meeting on a regular basis and have identified local goals, one being to create a Safe Routes to School Master Plan. The plan once completed will allow local applicants to submit more competitive grants. The grant will be submitted on Monday, April 1, 2013. Mr. Oliva thanked everyone for their support letters.

6. Caltrans Updates / Announcements
Mr. Medina had the following updates:
- The Obligation Plan is due by April 1st. The obligational authority will be available beginning May 1st and is on a first come first serve basis. Obligational Authority usually runs out in the August timeframe.
- Mr. Medina reviewed the Obligation Plan with all agencies. Most agencies planned their date of obligation to be May 1, 2013.
- The South Tehachapi Management meeting has changed its name to Southern California Local Assistance meeting. At the last meeting the following changes were made:
  o This meeting will be held the fourth Thursday of each March and September.
- The HSIP Call For Projects will be released beginning April 2013. For more information contact Wei Xia at 619-278-3734.
- To register and get information on the Resident Engineers Academy please visit [http://www.cce.csus.edu/conferences/caltrans/localAssistance/training_upcTraining.cfm](http://www.cce.csus.edu/conferences/caltrans/localAssistance/training_upcTraining.cfm)

7. General Discussion / New Business
- Mr. Brunet stated that he was approached by IVECA and was notified that there is an open seat for Public Works representatives. Mr. Baza suggested that it will be added as an action item on the next agenda.
- Mr. Medina stated that principle arterials were upgraded to National Highway Level (NHS) of importance. He suggested developing a PowerPoint presentation to address the issue. All were in concurrence.
- Mr. Baza addressed the traffic counts conducted by Caltrans staff on the Brawley Bypass and surrounding areas, and Forrester Rd. Caltrans staff will be presenting to Management Committee and will have them present to the TAC as well. He stated that a signage package will be developed soon, with a suggestion of signage being posted north of Westmorland.

8. Meeting adjourned at 11:33 a.m.
- The next meeting will be held on May 23, 2013 at 10 a.m. at the ICTC Offices.
- Motion was made to adjourn the meeting (Brunet/Campos) **Motion Carried.**
1. Chair Martinez called the meeting to order at 10:05 am. A quorum was present. Introductions were made.

2. Minutes adopted for March 6, 2013 as amended. (Leon/Hack) Motion Carried.

3. CTSA Reports

   - Mr. Salgado stated that the Med Express No Show Policy was approved by the Commission. The next step is to begin advertising to promulgate the policy. There will be notices in all Med-Express buses. Staff hopes the policy will eliminate late cancellations and no shows. The policy will take effect May 1, 2013.
   
   - Mr. Salgado stated that ICTC staff scored applications for FTA 5310 and FTA 5317 grants. Both grants came from ARC. The FTA 5310 grant requests 7 additional buses, for various services. The FTA 5317 grant requests additional ADA funds for Non-Emergency Medical transportation program funds.
   
   - Mr. Salgado stated that the public workshops for the circulator study for the Gold Line, Red Line and Orange lines will be taking place at various locations in the cities of Brawley, Calexico and Imperial.
     
     - In Imperial a Bus Stop Workshop will take place at Barioni Blvd. and Imperial Ave. on April 22, 2013 from 2:30 p.m. to 4:30 p.m. with a Bilingual Public Workshop at the Senior Center at Imperial City Hall from 5:00 p.m. to 7:00 p.m.
In Calexico a Bus Stop Workshop will take place at 3rd and Paulin Streets on April 23, 2013 from 2:30 p.m. to 4:30 p.m. with a Bilingual Public Workshop at the Calexico Camarena Public Library from 5:00 p.m. to 7:00 p.m.

In Brawley a Bus Stop Workshop will take place at E Street and Rio Vista on April 24, 2013 from 2:30 p.m. to 4:30 p.m. with a Bilingual Public Workshop at the Brawley City Council Chambers from 5:00 p.m. to 7:00 p.m.

- The El Centro Transfer Terminal is scheduled to be completed by the end of the year 2013.
- ICTC staff met with YCIPTA and Quechan staff for a quarterly meeting to discuss the YCAT Turquoise Route 10 service. Ridership seems to be good with about 4 or 5 people using the service daily. Staff will continue to have quarterly meetings.
- Mr. Salgado introduced the new IVT Manager Charles Brockwell.

4. Operator Reports

- Calexico Dial-a-Ride: Mr. Chatel stated that their 3 buses continue to be very busy all week, Sunday through Saturday. No issues were reported.
- El Centro Dial-a-Ride: Nothing new to report. Service is busy and doing well.
- Imperial Dial-a-Ride: Nothing new to report.
- Imperial Valley Transit: Mr. Brockwell stated that there are fewer passengers because IVC is on Spring break. He did state that a detour on Worthington was needed because of a road closure.
- IVT Access: Mr. Chatel stated that since the No Show / Late Cancellation Policy was adopted denials have gone down immensely and Access has not had any denials in the last two months. Mr. Chatel stated that a meeting took place with Day Out regarding client subscriptions. He stated that clients need to call IVT Access directly for cancellations for days they will not be utilizing the service. Another issue was that clients who have oxygen tanks, the oxygen tanks should be secured to the wheelchair; otherwise they cannot board the bus. Lastly, he stated that clients that are elderly should be received by a relative when they are dropped off, they cannot leave them alone.

5. General Discussion

- There was none.

6. Adjournment

- The next meeting of the SSTAC will be on May 1, 2013.
- Meeting adjourned at 10:34 a.m.
VI. ACTION CALENDAR

A. DRAFT ICTC OVERALL WORK PROGRAM (OWP) AND BUDGET, FY 2013-2014
May 3, 2013

ICTC Management Committee
1405 N. Imperial Avenue, Suite 1
El Centro, CA 92243

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

Dear Committee Members:

The Draft Fiscal Year (FY) 2013-2014 Imperial County Transportation Commission (ICTC) Overall Work Plan (OWP) and Budget is hereby presented for your review and recommendation prior to finalization for approval to our ICTC Board. Our Draft FY 2013-2014 OWP and Budget is balanced and minimizes impacts to vital transportation projects and programs for our region.

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

This budget proposes staffing of seven full-time positions to manage the programs and services described in this budget. The full-time positions includes one Office Assistant, one Secretary/Clerk to Commission, three transportation planner positions from entry-level to senior-level in classifications (responsible for: Regional Transportation Planning and Programming, and Transit Planning, Programming, Contracts and Transit Service Administration), and the Executive Director. A new position is proposed that would be incorporated into this year’s budget would be for an administrative analyst. This position would assist with the fiscal responsibilities including but not limited to; grant reporting, audit preparation, budget development and oversight and Local Transportation Authority (LTA) apportionments and allocations.

The budget includes funding for consultant and vendor services to continue to support the Commission’s administrative functions, i.e., accounts payable, accounts receivable, payroll, various program and fiscal audits, Human Resource activities and legal counsel. In addition, consultant services are identified for our on-going planning, programming, and transit programs. The work program elements and budgets identify specific priorities identified in our ICTC Strategic Plan and the associated costs.

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

T: Projects\ie\ie ictc 13-14 draft MC
This draft budget is dependent upon the receipt of revenue and expenditure estimates that are still being finalized at this time. A final budget is anticipated to be submitted for approval at the June Commission meeting.

Additionally, staff would like input from the Management Committee for potential policy changes that may directly affect the Commission’s budget and operational procedures.

The first policy change recommended would allow for a contingency line item to be established in the transit budget. This would allow for a more immediate response for transit services that are determined to be urgent or of an emergency nature. A contingency line item would allow for flexibility and a more immediate response as necessary. ICTC staff are researching similar and other peer agencies for similar policies and anticipate returning in the future months with a recommendation.

The second policy change involves the setting of an operational reserve policy. This operational reserve or revenue stabilization policy serves to offset irregular cash flow and the disparity in timing between revenue receipts and expenditures. ICTC staff are researching similar and other peer agencies for similar policies and anticipate returning in the future months with a recommendation.

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

Sincerely,

MARK BAZA
Executive Director

MB/ksw/c1

Attachments
Summary of Major Programs and Initiatives:

Financial Management

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

Community Outreach/Public Information/Marketing

The Fiscal Year 2013-2014 ICTC Community Outreach/Public Information/Marketing program will consider ways to incorporate all ICTC services into one comprehensive identifiable entity. For this year, our focus will be to enhance our new ICTC website as well as the IVT and IVT ACCESS web site. Our goal will be to provide easy access for our member agencies, key stakeholders and the general public. We will continue our work to create a recognizable brand with the services and programs offered by the ICTC. In partnership with SCAG, key outreach activities will be undertaken during the development and completion of SCAG’s 2012 Regional Transportation Plan (RTP) and the Sustainable Communities Strategy (SCS).

Other aspects of the Outreach program include the administration and management of information provided for Commission and Management Committee meetings, and the two Technical Advisory Committee’s of ICTC, as well as other public outreach opportunities within Imperial Valley.

Regional Transportation Planning and Program Management

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

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

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

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

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

<table>
<thead>
<tr>
<th>Capital Projects</th>
<th>Funding</th>
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<tr>
<td>I-8/Dogwood Bridge Widening</td>
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<td>I-8/Imperial Avenue Interchange</td>
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<td>Phase 1 Construction &amp; Expansion – Calexico West Port of Entry</td>
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*Source Federal Transportation Improvement Program (FTIP)*

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<th>Planning &amp; Transportation Improvement Program Projects</th>
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<td>RSTP Regional Funding FY13/14</td>
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<td>CMAQ Regional Funding FY13/14</td>
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<td>Specific Operational Analysis for Imperial Valley Transit</td>
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<td>Calexico Intermodal Transportation Center Feasibility Study</td>
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<td>Ped/Bike Transportation Access Study of CA/BC Land POE</td>
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<td>Long Range Transportation Plan Update</td>
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*Source 2014 Federal Transportation Improvement Program (FTIP)*

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

Transit Planning and Program Management

This budget receives input from three sources; the Annual Unmet Transit Needs Public Hearing, a review of available revenues, and the development of service budgets from member agencies. The attached document contains this year's recommended plan for funding transit planning, programs and operational requirements throughout Imperial County.

Approximately ninety-five additional persons are employed indirectly through contracts with transit operators, local vendors and consultants in support of these programs and services. Funding is also spent locally when and where possible for additional services including: fuel, tires, uniforms, heavy duty mechanical, internet and marketing services.
The transit budget reflects revenue and expenses of approximately $16.3 million. Approximately $4.3 million of this funding is reserved for the final elements of construction of the El Centro Transfer Terminal at 7th and State Streets and the Brawley Transfer Terminal at 5th and Plaza Streets. Other activities include the continuation of the funded Transit Circulator Project, and Calexico Border Intermodal Transit Facility Study, an ADA Paratransit Demand and Growth Management Plan ($150K), a standardized Bus Stop Design and Standards Guidebook ($75K), and the related Bus Stop Information System Program ($150K), the TDA Triennial Performance Audit ($75K), the IVT Passenger Statistical Summary ($99K) and an update to the 2010 Regional Coordinated Plan for Transit Services ($75K). The table below lists the transit planning and program management projects.

<table>
<thead>
<tr>
<th>Transit Planning and Program Management Projects</th>
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<tr>
<td>ADA Paratransit Demand and Growth Management Plan</td>
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<td>Bus Stop Design and Standards Guidebook</td>
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<td>Bus Stop Information System Program</td>
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<td>TDA Triennial Performance Audit</td>
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<td>IVT Passenger Statistical Summary</td>
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<td>Regional Coordinated Plan for Transit Services Update</td>
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<td><strong>$624,500</strong></td>
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With regards to specific revenues and expenditures, the following information is provided:

**FEDERAL REVENUES AND FUND SOURCES**

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

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

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

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

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

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

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

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

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

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

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

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

LOCAL REVENUES AND FUND SOURCES

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

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

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

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

### Imperial County Transportation Commission FY 2013-14

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### Total Revenues

D Total Revenues $353,244

## EXPENDITURES

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<td>H</td>
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<td>I</td>
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<td>J</td>
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<td>K</td>
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R Administration and Operations Subtotal $314,244

### Professional and Specialized Projects and Services

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<tr>
<td>T</td>
<td>HR Consultant Services 50%</td>
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Z Total Projects, Services, Plans and Programs $39,000

### Total Expenditures

AA Total Expenditures FY 2013-14 $353,244
### Projected Revenues

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**Total**

### Projected Expenditures

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</table>

**Total**

### Summary

**Revenue**

- Federal: $2,500
- Local: $3,469,608

**Expenditures**

- Total: $16,318,576
## REVENUES

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<td>D</td>
<td>Member Agency Contributions</td>
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<td>G</td>
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## EXPENDITURES

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<td>- SSTAC Subcommittee Admin</td>
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<td>K</td>
<td>- ICTC Management Committee/Commission Admin</td>
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<td>L</td>
<td>- TDA Finance Admin</td>
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<td>M</td>
<td>- ADA Eligibility Certifications, CTSA Admin, UTN Admin</td>
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<td>Insurance - Liability</td>
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### Professional and Specialized Projects and Services

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| DD| Bus Stop Design Standards Guidebook                                        | $75,000    |
| EE| Bus Stop Information Program                                               | $150,000   |
| FF| ADA Paratransit Growth Management                                          |            |
| GG| and Assessment Plan                                                        | $150,000   |
| HH| TDA Triennial Performance Audit                                            | $75,000    |
| II| IVT Passenger Statistical Summary                                          | $99,500    |
| JJ| Update to the Regional Coordinated Plan                                    | $75,000    |
| KK| Specific Transit Analysis - Circulator Design Study (local match)          | $12,950    |
| LL| Specific Transit Analysis - Calexico intermodal feasibility study (local match) | $12,950 |
| MM|                                                                           | $650,400   |

**Total Projects, Services, Plans and Programs**  
**$801,400**

**Total Expenditures**  
**FY 2013-14**  
**$1,278,250**
## IMPERIAL COUNTY TRANSPORTATION COMMISSION FY 2013-14 TRANSIT PROGRAMS FINANCE PLAN

### LTF DISTRIBUTION TABLE

Department of Finance Population as of: May 12


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<td>$5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Reg maint</td>
<td>$2,500</td>
<td></td>
<td>$2,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N. Calexico Tmnl</td>
<td>$15,000</td>
<td></td>
<td>$15,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O. Wntrhn bus stp</td>
<td>$3,000</td>
<td></td>
<td>$3,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P. Op reserve</td>
<td>$407,521</td>
<td></td>
<td>$407,521</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q. Totals</td>
<td>$1,066,982</td>
<td>$686,199</td>
<td>$1,066,982</td>
<td>Art 8c</td>
<td>Art 8e</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R. Brawley</td>
<td>25,291</td>
<td>$161,115</td>
<td>-</td>
<td>$161,115</td>
<td>15.10%</td>
<td>$185,435</td>
<td>$7,550</td>
<td>$192,985</td>
</tr>
<tr>
<td>S. Calexico</td>
<td>39,433</td>
<td>$251,206</td>
<td>-</td>
<td>$251,206</td>
<td>23.54%</td>
<td>$344,533</td>
<td>$11,772</td>
<td>$356,305</td>
</tr>
<tr>
<td>T. Calipatria</td>
<td>3,608</td>
<td>$22,985</td>
<td>-</td>
<td>$22,985</td>
<td>2.15%</td>
<td>-</td>
<td>$1,077</td>
<td>$1,077</td>
</tr>
<tr>
<td>U. El Centro</td>
<td>42,580</td>
<td>$271,254</td>
<td>$686,199</td>
<td>$957,453</td>
<td>25.42%</td>
<td>$394,403</td>
<td>$12,711</td>
<td>$407,114</td>
</tr>
<tr>
<td>V. Holtville</td>
<td>6,049</td>
<td>$38,535</td>
<td>$38,535</td>
<td>3.61%</td>
<td>-</td>
<td>$1,806</td>
<td>$1,806</td>
<td></td>
</tr>
<tr>
<td>W. Imperial</td>
<td>15,322</td>
<td>$97,608</td>
<td>-</td>
<td>$97,608</td>
<td>9.15%</td>
<td>$92,611</td>
<td>$4,574</td>
<td>$97,185</td>
</tr>
<tr>
<td>X. Westmorland</td>
<td>2,270</td>
<td>$14,461</td>
<td>-</td>
<td>$14,461</td>
<td>1.36%</td>
<td>-</td>
<td>$678</td>
<td>$678</td>
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<tr>
<td>Y. County</td>
<td>32,936</td>
<td>$209,817</td>
<td>-</td>
<td>$209,817</td>
<td>19.66%</td>
<td>-</td>
<td>$9,832</td>
<td>$9,832</td>
</tr>
<tr>
<td>Z. Totals</td>
<td>167,489</td>
<td>$1,066,982</td>
<td>$686,199</td>
<td></td>
<td>100%</td>
<td>$1,016,982</td>
<td>$50,000</td>
<td>$1,066,982</td>
</tr>
</tbody>
</table>
### FY 2013-14 Imperial County Transportation Commission Cost Sharing Agreement

**OPTION 3 (Population Distribution)**

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>*POPULATION</th>
<th>%</th>
<th>Base AMOUNT</th>
<th>Adjusted %</th>
<th>Adjusted AMOUNT</th>
<th>Quarterly Billing Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Brawley</td>
<td>25,291</td>
<td>15.1%</td>
<td>$15,100</td>
<td>12.5%</td>
<td>$12,486</td>
<td>$3,121.59</td>
</tr>
<tr>
<td>City of Calexico</td>
<td>39,433</td>
<td>23.5%</td>
<td>$23,544</td>
<td>19.5%</td>
<td>$19,468</td>
<td>$4,867.09</td>
</tr>
<tr>
<td>City of Calipatria</td>
<td>3,608</td>
<td>2.2%</td>
<td>$2,154</td>
<td>1.8%</td>
<td>$1,781</td>
<td>$445.32</td>
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<td>City of El Centro</td>
<td>42,580</td>
<td>25.4%</td>
<td>$25,423</td>
<td>21.0%</td>
<td>$21,022</td>
<td>$5,255.52</td>
</tr>
<tr>
<td>City of Holtville</td>
<td>6,049</td>
<td>3.6%</td>
<td>$3,612</td>
<td>3.0%</td>
<td>$2,986</td>
<td>$746.61</td>
</tr>
<tr>
<td>City of Imperial</td>
<td>15,322</td>
<td>9.1%</td>
<td>$9,148</td>
<td>7.6%</td>
<td>$7,565</td>
<td>$1,891.15</td>
</tr>
<tr>
<td>City of Westmorland</td>
<td>2,270</td>
<td>1.4%</td>
<td>$1,355</td>
<td>1.1%</td>
<td>$1,121</td>
<td>$280.18</td>
</tr>
<tr>
<td>County of Imperial</td>
<td>32,936</td>
<td>19.7%</td>
<td>$19,665</td>
<td>16.3%</td>
<td>$16,261</td>
<td>$4,065.19</td>
</tr>
<tr>
<td><strong>IID</strong></td>
<td>0</td>
<td>0.0%</td>
<td>$0</td>
<td>0.0%</td>
<td>$0</td>
<td>$2,327.35</td>
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<tr>
<td><strong>Total</strong></td>
<td>167,489</td>
<td>100%</td>
<td>$100,000</td>
<td>100%</td>
<td>$100,000</td>
<td>$25,000.00</td>
</tr>
</tbody>
</table>

* population from Dept of Finance May 2012 includes group housing (incarcerated)

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

---

**Formula Breakdown:**

1. Average of the 4 largest agencies: 35,060
2. Add IID average of the population to total population, then divide to get %

\[
\frac{167,489}{35,060} = 47.8\%
\]

\[
\frac{35,060}{202,549} = 17.3\%
\]

3. Formula approved by the ICTC May 2010 for $150K reduced in FY 2013-14 to $100K
B. IMPERIAL VALLEY TRANSIT - REVISION TO FIXED ROUTE TRANSIT OPERATOR’S FAREBOX RATIO POLICY
May 2, 2013

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

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

Dear Committee Members:

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

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

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

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

CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
The previous blended farebox ratios in effect for IVT are as follows:

FY 2005 13.4 %
FY 2009 14.5 %

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

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

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

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

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

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

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

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

Sincerely,

MARK BAZA
Executive Director

BY: [Signature]

Kathi Williams
Senior Transit Planner

Attachment

MB/kw/cl
C. REQUEST FOR PUBLIC HEARING ON TRANSIT FARE INCREASE FOR FY 2013-14
May 3, 2013

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

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

Dear Committee Members:

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

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

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

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

CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
Due to service hour increases and resultant cost increases expected for FY 2013-14, it is necessary to reconsider implementing the second phase of the fare increase for Imperial Valley Transit, The IVT Blue and IVT Green Lines and IVT Access.

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

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

The fare pricing for consideration is as follows:

<table>
<thead>
<tr>
<th>Fares one way per Zone</th>
<th>2012-13 FARES</th>
<th>2013-2014 Fares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Zone Fare</td>
<td>$0.75</td>
<td>$1.00</td>
</tr>
<tr>
<td>Senior/Disabled Local Zone</td>
<td>$0.35</td>
<td>$0.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>includes 50% fare 24/7</td>
</tr>
<tr>
<td>Regional Zone Fare</td>
<td>$1.00</td>
<td>$1.25</td>
</tr>
<tr>
<td>Senior/Disabled Regional Zone</td>
<td>$0.50</td>
<td>$0.65</td>
</tr>
<tr>
<td></td>
<td></td>
<td>includes 50% fare 24/7</td>
</tr>
<tr>
<td>Direct</td>
<td>$2.00</td>
<td>$2.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>convenience pricing</td>
</tr>
<tr>
<td>IVC Express Students</td>
<td>$1.00</td>
<td>$1.25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>convenience pricing</td>
</tr>
<tr>
<td>IVC Express Non-Students</td>
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<tr>
<td></td>
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<td>convenience pricing</td>
</tr>
<tr>
<td>Fast Trip</td>
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<td>$2.25</td>
</tr>
<tr>
<td>20 Ride Student**<strong>To be used on Express Routes Only</strong>*</td>
<td>$20.00</td>
<td>$25.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>includes student discount not multi ride discount</td>
</tr>
<tr>
<td>20 Ride Local Zone (20% discount)</td>
<td>$12.00</td>
<td>$16.00</td>
</tr>
<tr>
<td>20 Ride Regional-Zone ( 20% discount)</td>
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<td>20 Ride Senior/Disabled Local Zone</td>
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<td>$10.00</td>
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<tr>
<td></td>
<td></td>
<td>includes 50% fare 24/7</td>
</tr>
<tr>
<td>20 Ride Senior/Disabled Regional Zone</td>
<td>$10.00</td>
<td>$15.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>includes 50% fare 24/7</td>
</tr>
</tbody>
</table>
It is requested that the ICTC Management Committee forward this item to the ICTC Commission for their review and approval, after public comment if any.

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

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

Sincerely,

MARK BAZA
Executive Director

BY: [Signature]

Kathi Williams
Senior Transit Planner

Attachment

MB/ksw/ds
D. PASSENGER STATISTICAL SUMMARY PROJECT FOR FY 2013-14 FOR IMPERIAL VALLEY TRANSIT (IVT)
May 3, 2013

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

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

Dear Committee Members:

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

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

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

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

CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND, IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL
The consultant will review new federal requirements, adjust the sampling methodology if necessary, and acquire local staff who will monitor various bus routes throughout the fiscal year. The project start date is July 1, 2013. A final report will be prepared based on the guidance of the federal requirements. This final report is due to the federal agency by October 2014.

ICTC staff are currently attempting, through negotiations with First Transit Inc., to add service hours to the IVT system as a result of the FY 2013-14 Unmet Transit Needs Public Hearing process for additional trips and additional routes. Therefore, a contract modification will be required during the fiscal year to adjust the sampling methodology for the change in service hours, and increase the project budget.

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

It is requested that the ICTC Management Committee recommend that ICTC Commission take the following action(s) after public comment if any:

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

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

Sincerely,

MARK BAZA
Executive Director

BY: [Signature]

Kathi Williams
Senior Transit Planner

Attachment

MB/kw
AGREEMENT FOR SERVICES

THIS AGREEMENT FOR SERVICES (“Agreement”), made and entered into effective __________________, 2013, by and between IMPERIAL COUNTY TRANSPORTATION COMMISSION, a political subdivision of the State of California (“ICTC”), and REA & PARKER INCORPORATED, an active California corporation (“CONSULTANT”) (individually, “Party;” collectively, “Parties”).

WITNESSETH

THAT WHEREAS ICTC desires to retain a qualified individual, firm or business entity to perform a passenger mile sampling/survey to obtain an accurate estimate of passenger miles traveled in order to meet the conditions and requirements established by the National Transit Database and the Federal Transit Administration (“FTA”) that offers ninety-five percent (95%) confidence in a margin of error not to exceed plus or minus (±) ten percent (10%) (“the Project”); and

THAT WHEREAS ICTC desires to engage CONSULTANT to provide services by reason of its qualifications and experience for performing such services, and CONSULTANT has offered to provide the required services for the Project on the terms and in the manner set forth herein;

NOW, THEREFORE, in consideration of their mutual covenants, ICTC and CONSULTANT have and hereby agree to the following:

1. DEFINITIONS.

1.1. “Proposal” shall mean CONSULTANT’s proposal entitled “Imperial Valley Transit: Annual Passenger Mile Sampling Proposal” dated and submitted in April 2013. Pages one (1) through thirty-six (36) of the Proposal are attached hereto as Exhibit “A” and incorporated herein by this reference.

2. CONTRACT COORDINATION.

2.1. ICTC’s Executive Director or his / her designee shall be the representative of ICTC for all purposes pursuant to this Agreement and, together with ICTC’s Contract Manager, shall supervise the progress and execution of this Agreement.

2.2. CONSULTANT shall assign a single Contract Manager to have overall responsibility for the progress and execution of this Agreement. Richard A. Parker is hereby designated as the Contract Manager.
Manager for CONSULTANT. Should circumstances or conditions subsequent to the execution of this Agreement require a substitute Contract Manager for any reason, the Contract Manager’s designee shall be subject to the prior written acceptance and approval of ICTC’s Contract Manager.

3. **DESCRIPTION OF WORK.**

CONSULTANT shall provide all materials and labor to perform this Agreement. In the event of a conflict among this Agreement and the Proposal, this Agreement shall take precedence.

4. **WORK TO BE PERFORMED BY CONSULTANT.**

4.1. CONSULTANT shall comply with all terms, conditions and requirements of the Proposal and this Agreement.

4.2. CONSULTANT shall perform such other tasks as necessary and proper for the full performance of the obligations assumed by CONSULTANT hereunder.

4.3. CONSULTANT shall:

4.3.1. Procure all permits and licenses, pay all charges and fees, and give all notices that may be necessary and incidental to the due and lawful prosecution of the services to be performed by CONSULTANT pursuant to this Agreement;

4.3.2. Keep itself fully informed of all existing and proposed federal, state and local laws, ordinances, regulations, orders and decrees which may affect those engaged or employed pursuant to this Agreement, any materials used in CONSULTANT’s performance pursuant to this Agreement or the conduct of the services pursuant to this Agreement;

4.3.3. At all times observe and comply with, and cause all of its employees to observe and comply with all of said laws, ordinances, regulations, orders and decrees mentioned above; and

4.3.4. Immediately report to ICTC’s Contract Manager in writing any discrepancy or inconsistency it discovers in said laws, ordinances, regulations, orders and decrees mentioned above in relation to any plans, drawings, specifications or provisions of this Agreement.

4.4. Any videotape, reports, information, data or other material given to, or prepared or assembled by, CONSULTANT pursuant to this Agreement shall be the property of ICTC and shall not be made available to any individual or organization by CONSULTANT without the prior written approval of ICTC’s Contract Manager.
5. REPRESENTATIONS BY CONSULTANT.

5.1. CONSULTANT understands and agrees that ICTC has limited knowledge in the multiple areas specified in the Proposal. CONSULTANT has represented itself to be expert in these fields and understands that ICTC is relying upon such representation.

5.2. Subject to 5.2.1, CONSULTANT represents and warrants that it is a lawful entity possessing all required licenses and authorities to do business in the State of California and perform all aspects of this Agreement.

5.2.1. CONSULTANT shall not commence any work pursuant to this Agreement or provide any other services, or materials, in connection therewith until CONSULTANT has received written authorization from ICTC’s Contract Manager to do so.

5.3. CONSULTANT represents and warrants that the people executing this Agreement on behalf of CONSULTANT have the authority of CONSULTANT to sign this Agreement and bind CONSULTANT to the performance of all duties and obligations assumed by CONSULTANT herein.

5.4. CONSULTANT represents and warrants that any employee, contractor and/or agent who will be performing any of the duties and obligations of CONSULTANT herein possess all required licenses and authorities, as well as the experience and training, to perform such tasks.

5.5. CONSULTANT represents and warrants that the allegations contained in the Proposal are true and correct.

5.6. CONSULTANT understands that ICTC considers the representations made herein to be material and would not enter into this Agreement with CONSULTANT if such representations were not made.

6. COMPENSATION.

The total compensation payable pursuant to this Agreement shall be ninety-nine thousand five hundred dollars ($99,500) unless otherwise previously agreed to by ICTC.

7. PAYMENT.

CONSULTANT will bill ICTC on a time and material basis. ICTC shall pay CONSULTANT for completed and approved services upon presentation of written claims as set forth in paragraph 8, infra.
Notwithstanding the foregoing, ICTC shall retain ten percent (10%) of the total compensation until the end of each fiscal year during the term of this Agreement.

8. **METHOD OF PAYMENT.**

8.1. CONSULTANT shall submit to ICTC’s Contract Manager written claims for compensation for services performed as follows:

8.1.1. Tasks 1 through 3: Sixteen thousand five hundred dollars ($16,500), payable in a lump sum on July 1, 2013 for project start-up tasks.

8.1.2. Tasks 4 through 6: Six thousand five hundred dollars ($6,500) per month payable monthly in arrears from August 1, 2013 through July 1, 2014; and

8.1.3. Task 7: Five thousand dollars ($5,000), payable in a lump sum on August 1, 2014.

8.2. The claim shall be in a format approved by ICTC. No payment shall be made by ICTC prior to the claims being approved in writing by ICTC’s Contract Manager or his/her designee. CONSULTANT may expect to receive payment within a reasonable time thereafter and in any event in the normal course of business within thirty (30) days after the claim is submitted.

9. **TIME FOR COMPLETION OF THE WORK.**

9.1. Program scheduling shall be as follows:

9.1.1. Tasks 1 through 4 shall be completed by June 15, 2013;

9.1.2. Task 5 shall begin on July 1, 2013 and be completed by June 30, 2014; and

9.1.3. Tasks 6 and 7 shall begin on July 15, 2013 and shall be completed by July 31, 2014.

9.2. Time extensions may be allowed for delays caused by ICTC, other governmental agencies or factors not directly brought about by the negligence or lack of due care on the part of CONSULTANT.

10. **SUSPENSION OF AGREEMENT.**

ICTC’s Contract Manager shall have the authority to suspend this Agreement, wholly or in part, for such period as deemed necessary due to unfavorable conditions or to the failure on the part of CONSULTANT to perform any provision of this Agreement. CONSULTANT will be paid the compensation due and payable to the date of suspension.

11. **SUSPENSION AND/OR TERMINATION.**

11.1. ICTC retains the right to terminate this Agreement for any reason by notifying
CONSULTANT in writing seven (7) days prior to termination and by paying the compensation due and payable to the date of termination; provided, however, if this Agreement is terminated for fault of CONSULTANT, ICTC shall be obligated to compensate CONSULTANT only for that portion of CONSULTANT’s services which are of benefit to ICTC. Said compensation is to be arrived at by mutual agreement between ICTC and CONSULTANT; should the Parties fail to agree on said compensation, an independent arbitrator shall be appointed and the decision of the arbitrator shall be binding upon the Parties.

11.2. Upon such termination, CONSULTANT shall immediately turn over to ICTC any and all copies of videotapes, studies, sketches, drawings, computations and other data, whether or not completed, prepared by CONSULTANT in connection with this Agreement. Such materials shall become the permanent property of ICTC.

12. INSPECTION.

CONSULTANT shall furnish ICTC with every reasonable opportunity for ICTC to ascertain that the services of CONSULTANT are being performed in accordance with the requirements and intentions of this Agreement. All work done and materials furnished, if any, shall be subject to ICTC’s Contract Manager’s inspection and approval. The inspection of such work shall not relieve CONSULTANT of any of its obligations to fulfill its Agreement as prescribed.

13. OWNERSHIP OF MATERIALS.

All original drawings, videotapes and other materials prepared by or in possession of CONSULTANT pursuant to this Agreement shall become the permanent property of ICTC and shall be delivered to ICTC upon demand.

14. INTEREST OF CONSULTANT.

14.1. CONSULTANT covenants that it presently has no interest, and shall not acquire any interest, direct or indirect, financial or otherwise, which would conflict in any manner or degree with the performance of the services hereunder.

14.2. CONSULTANT covenants that, in the performance of this Agreement, no sub-contractor or person having such an interest shall be employed.

14.3. CONSULTANT certifies that no one who has or will have any financial interest pursuant to this Agreement is an officer or employee of ICTC.
15. **INDEMNIFICATION.**

15.1. CONSULTANT agrees to the fullest extent permitted by law to indemnify, defend, protect and hold ICTC and its representatives, officers, directors, designees, employees, agents, successors and assigns harmless from any and all claims, expenses, liabilities, causes of action, demands, losses, penalties, attorneys fees and costs, in law or equity, of every kind and nature whatsoever arising out of or in connection with CONSULTANT’s negligent acts and omissions or willful misconduct pursuant to this Agreement (“Claims”), whether or not arising from the passive negligence of ICTC, but does not include Claims that are finally determined to be the result of the sole negligence or willful misconduct of ICTC.

15.2. CONSULTANT agrees to defend with counsel acceptable to ICTC, indemnify and hold ICTC harmless from all Claims, including but not limited to:

15.2.1. Personal injury, including but not limited to bodily injury, emotional injury, sickness or disease or death to persons including but not limited to ICTC’s representatives, officers, directors, designees, employees, agents, successors and assigns, subcontractors and other third parties and/or damage to property of anyone (including loss of use thereof) arising out of CONSULTANT’s negligent performance of, or willful misconduct surrounding, any of the terms contained in this Agreement, or anyone directly or indirectly employed by CONSULTANT or anyone for whose acts CONSULTANT may be liable;

15.2.2. Liability arising from injuries to CONSULTANT and/or any of CONSULTANT’s employees or agents arising out of CONSULTANT’s negligent performance of, or willful misconduct surrounding, any of the terms contained in this Agreement, or anyone directly or indirectly employed by CONSULTANT or anyone for whose acts CONSULTANT may be liable;

15.2.3. Penalties imposed upon account of the violation of any law, order, citation, rule, regulation, standard, ordinance or statute caused by the negligent action or inaction, or willful misconduct of CONSULTANT or anyone directly or indirectly employed by CONSULTANT or anyone for whose acts CONSULTANT may be liable;

15.2.4. Infringement of any patent rights which may be brought against ICTC arising out of CONSULTANT’s work;
15.2.5. Any violation or infraction by CONSULTANT of any law, order, citation, rule, 
regulation, standard, ordinance or statute in any way relating to the occupational health or safety of 
employees; and 

15.2.6. Any breach by CONSULTANT of the terms, requirements or covenants of this 
Agreement.

15.3. The indemnification provisions of Paragraphs 15.2.1 through 15.2.6 above shall extend to 
Claims occurring after this Agreement is terminated, as well as while it is in force.

16. INDEPENDENT CONTRACTOR.

In all situations and circumstances arising out of the terms and conditions of this Agreement, 
CONSULTANT is an independent contractor, and as an independent contractor, the following shall 
apply:

16.1. CONSULTANT is not an employee or agent of ICTC and is only responsible for the 
requirements and results specified by this Agreement or any other agreement.

16.2. CONSULTANT shall be responsible to ICTC only for the requirements and results 
specified by this Agreement and except as specifically provided in this Agreement, shall not be subject 
to ICTC’s control with respect to the physical actions or activities of CONSULTANT in fulfillment of 
the requirements of this Agreement.

16.3. CONSULTANT is not, and shall not be, entitled to receive from, or through, ICTC, and 
ICTC shall not provide, or be obligated to provide, CONSULTANT with Worker’s Compensation 
coverage or any other type of employment or worker insurance or benefit coverage required or provided 
by any Federal, State or local law or regulation for, or normally afforded to, an employee of ICTC.

16.4. CONSULTANT shall not be entitled to have ICTC withhold or pay, and ICTC shall not 
withhold or pay, on behalf of CONSULTANT, any tax or money relating to the Social Security Old Age 
Pension Program, Social Security Disability Program, or any other type of pension, annuity, or disability 
program required or provided by any Federal, State or local law or regulation.

16.5. CONSULTANT shall not be entitled to participate in, or receive any benefit from, or 
make any claim against any ICTC fringe program, including, but not limited to, ICTC’s pension plan,
medical and health care plan, dental plan, life insurance plan, or any other type of benefit program, plan, or coverage designated for, provided to, or offered to ICTC’s employee.

16.6. ICTC shall not withhold or pay, on behalf of CONSULTANT, any Federal, State, or local tax, including, but not limited to, any personal income tax, owed by CONSULTANT.

16.7. CONSULTANT is, and at all times during the term of this Agreement, shall represent and conduct itself as an independent contractor, not as an employee of ICTC.

16.8. CONSULTANT shall not have the authority, express or implied, to act on behalf of, bind or obligate ICTC in any way without the written consent of ICTC.

17. INSURANCE.

17.1. CONSULTANT hereby agrees at its own cost and expense to procure and maintain during the entire term of this Agreement, and any extended term thereof, commercial general liability insurance (bodily injury and property damage), employer’s liability insurance, commercial automobile liability insurance (bodily injury and property damage) and professional liability insurance in a sum acceptable to ICTC and adequate to cover potential liabilities arising in connection with the performance of this Agreement and in any event not less than the minimum limit set forth as follows:

<table>
<thead>
<tr>
<th>Insurance</th>
<th>Minimum Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Errors &amp; Omissions Coverage</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Worker’s Compensation, Coverage A</td>
<td>Statutory</td>
</tr>
<tr>
<td>Employers Liability, Coverage B</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Comprehensive General Liability</td>
<td></td>
</tr>
<tr>
<td>(Including Contractual Liability):</td>
<td></td>
</tr>
<tr>
<td>Bodily Injury</td>
<td>$1,000,000/occurrence</td>
</tr>
<tr>
<td></td>
<td>$2,000,000 aggregate</td>
</tr>
<tr>
<td>Property Damage</td>
<td>$1,000,000/occurrence</td>
</tr>
<tr>
<td></td>
<td>$2,000,000 aggregate</td>
</tr>
<tr>
<td>Commercial Automobile Liability</td>
<td></td>
</tr>
<tr>
<td>(owned, hired &amp; non-owned vehicles)</td>
<td></td>
</tr>
<tr>
<td>Bodily Injury</td>
<td>$1,000,000</td>
</tr>
</tbody>
</table>
Property Damage $1,000,000

17.2. Special Insurance Requirements. All insurance required under paragraph 17 shall:

17.2.1. Be procured from an insurer authorized to do business in California.

17.2.2. Be primary coverage as respects ICTC and any insurance or self-insurance maintained by ICTC shall be in excess of CONSULTANT’s insurance coverage and shall not contribute to it.

17.2.3. Name ICTC as an additional insured on all policies, except Workers’ Compensation, and provide that ICTC may recover for any loss suffered by ICTC by reason of CONSULTANT’s negligence.

17.2.4. State that it is primary insurance and regards ICTC as an additional insured and contains a cross-liability or severability of interest clause.

17.2.5. Not be canceled, non-renewed or reduced in scope of coverage until after thirty (30) days written notice has been given to ICTC. However, CONSULTANT may not terminate such coverage until it provides ICTC with proof that equal or better insurance has been secured and is in place. Cancellation or change without the prior written consent of ICTC shall, at the option of ICTC, be grounds for termination of this Agreement.

17.3. Additional Insurance Requirements.

17.3.1. Complete copies of certificates of insurance for all required coverages including additional insured endorsements and 30-day notice of cancellation clause endorsements shall be attached hereto as Exhibit B and incorporated herein.

17.3.2. ICTC is to be notified immediately of all insurance claims. ICTC is also to be notified if any aggregate insurance limit is exceeded.

17.3.3. The comprehensive or commercial general liability shall contain a provision of endorsements stating that such insurance:

A. Includes contractual liability;

B. Does not contain any exclusions as to loss or damage to property caused by explosion or resulting from collapse of buildings or structures or damage to property underground, commonly referred to by insurers as the “XCU Hazards;”
C. Does not contain a “pro rata” provision which looks to limit the insurer’s liability to the total proportion that its policy limits bear to the total coverage available to the insured; and

D. Does not contain an “excess only” clause which requires the exhaustion of other insurance prior to providing coverage.

17.4 Deposit of Insurance Policy. Promptly on issuance, reissuance, or renewal of any insurance policy required by this Agreement, CONSULTANT shall, if requested by ICTC, cause to be given to ICTC satisfactory evidence that insurance policy premiums have been paid together with a duplicate copy of the policy or a certificate evidencing the policy and executed by the insurance company issuing the policy or its authorized agent.

17.5 Additional Insurance. Nothing in this, or any other provision of this Agreement, shall be construed to preclude CONSULTANT from obtaining and maintaining any additional insurance policies in addition to those required pursuant to this Agreement.

18. ASSIGNMENT.

Neither this Agreement nor any duties or obligations hereunder shall be assignable by CONSULTANT without the prior written consent of ICTC. CONSULTANT may employ other specialists to perform services as required with prior approval by ICTC.

19. NON-DISCRIMINATION.

During the performance of this Agreement, CONSULTANT shall not unlawfully discriminate against any employee or applicant for employment or employee of ICTC or member of the public because of race, religion, color, national status, age, or sex. CONSULTANT shall ensure that the evaluation and treatment of its employees and applicants for employment and employees and members of the public are free of such discrimination. CONSULTANT shall comply with all provisions of the Fair Employment and Housing Act (Government Code §12900, et seq.). The applicable regulations of the Fair Employment Housing Commission implementing Government Code §12900 set forth in Chapter 5 of Division 4 of Title 2 of the California Administrative Code are incorporated into this Agreement by reference and made a part hereof as if set forth in full. CONSULTANT shall abide by the Federal Civil Rights Act of 1964 and all amendments thereto, and all administrative rules and
regulations issued pursuant to said Act. CONSULTANT shall also abide by the American Disabilities Act and all amendments thereto, and all administrative rules and regulations issued pursuant to said Act. CONSULTANT shall give written notice of its obligations under this clause to labor organizations with which it has a collective bargain or other agreement. CONSULTANT shall include the non-discrimination and compliance provision of this paragraph in all subcontracts to perform work pursuant to this Agreement.

20. NOTICES AND REPORTS.

20.1. All notices and reports pursuant to this Agreement shall be in writing and may be given by personal delivery or by mailing by certified mail, addressed as follows:

ICTC

ICTC
Attn: ICTC Contract Manager
1405 N. Imperial Ave., Ste 1
El Centro, CA  92243

CONSULTANT

Rea & Parker Incorporated
Attn: Richard A. Parker, Ph.D.
PO Box 421079
San Diego, CA  92142-1079

With Personal Delivery To:

Rea & Parker Incorporated
Attn: Richard A. Parker, Ph.D.
4875 Casals Place
San Diego, CA  92124

20.2. All notices and reports pursuant to this Agreement may be given by personal delivery or by mailing by certified mail at such other address as either Party may designate in a notice to the other Party given in such manner.

20.3. Any notice given by mail shall be considered given when deposited in the United States Mail, postage prepaid, addressed as provided herein.

21. ENTIRE AGREEMENT.

This Agreement contains the entire agreement between ICTC and CONSULTANT relating to the transactions contemplated hereby and supersedes all prior or contemporaneous agreements, understandings, provisions, negotiations, representations, or statements, either written or oral.

///

///
22. **MODIFICATION.**

No modification, waiver, amendment, discharge, or change of this Agreement shall be valid unless the same is in writing and signed by the Party against whom the enforcement of such modification, waiver, amendment, discharge, or change is or may be sought.

23. **CAPTIONS.**

Captions in this Agreement are inserted for convenience of reference only and do not define, describe or limit the scope or the intent of this Agreement or any of the terms thereof.

24. **PARTIAL INVALIDITY.**

If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

25. **GENDER AND INTERPRETATION OF TERMS AND PROVISIONS.**

As used in this Agreement and whenever required by the context thereof, each number, both singular and plural, shall include all numbers, and each gender shall include a gender. CONSULTANT as used in this Agreement or in any other document referred to in or made a part of this Agreement shall likewise include both singular and the plural, a corporation, a partnership, individual, firm or person acting in any fiduciary capacity as executor, administrator, trustee or in any other representative capacity or any other entity. All covenants herein contained on the part of CONSULTANT shall be joint and several if more than one person, firm or entity executes the Agreement.

26. **WAIVER.**

No waiver of any breach or of any of the covenants or conditions of this Agreement shall be construed to be a waiver of any other breach or to be a consent to any further or succeeding breach of the same or any other covenant or condition.

27. **CHOICE OF LAW.**

This Agreement shall be governed by the laws of the State of California. This Agreement is made and entered into in Imperial ICTC, California. Any action brought by either Party with respect to this Agreement shall be brought in a court of competent jurisdiction within said ICTC.
28. **ATTORNEY’S FEES.**

If either Party herein brings an action to enforce the terms thereof or declare rights hereunder, the prevailing Party in any such action, on trial or appeal, shall be entitled to its reasonable attorney’s fees and actual costs to be paid by the losing Party as fixed by the court.

29. **AUTHORITY.**

29.1. Each individual executing this Agreement on behalf of CONSULTANT represents and warrants that:

29.1.1. He/She is duly authorized to execute and deliver this Agreement on behalf of CONSULTANT;

29.1.2. Such execution and delivery is in accordance with the terms of the Articles of Incorporation or Partnership, any by-laws or Resolutions of CONSULTANT and;

29.1.3. This Agreement is binding upon CONSULTANT accordance with its terms.

29.2. CONSULTANT shall deliver to ICTC evidence acceptable to ICTC of the foregoing within thirty (30) days of execution of this Agreement.

30. **COUNTERPARTS.**

This Agreement may be executed in counterparts.

31. **REVIEW OF AGREEMENT TERMS.**

This Agreement has been reviewed and revised by legal counsel for both ICTC and CONSULTANT, and no presumption or rule that ambiguities shall be construed against the drafting Party shall apply to the interpretation or enforcement of the same or any subsequent amendments thereto.
IN WITNESS WHEREOF, the Parties have executed this Agreement on the day and year first above written.

IMPERIAL ICTC TRANSPORTATION COMMISSION:

JACK TERRAZAS, Chair

ATTEST:

CRISTI LERMA,
Secretary to the Commission

CONSULTANT:

REA & PARKER INCORPORATED

By: RICHARD A. PARKER, Ph.D.
President

APPROVED AS TO FORM:

MICHAEL L. ROOD
County Counsel

By: Eric Havens
Deputy County Counsel
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**Project Overview:**

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

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

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

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

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

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

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

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

**Data Requirements:**

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

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

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

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

**Methodology (Scope of Work):**

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

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

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

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

**Deliverables:**

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

**Task 2: Sampling Plan**

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

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

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

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

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

Table 1
Sample Size Options—Imperial Valley Transit—2010/2011

<table>
<thead>
<tr>
<th>Number of Days Service Operated (m)</th>
<th>Number of One-Way Trips per Day (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Sampling Interval—Every nth day</td>
<td></td>
</tr>
<tr>
<td>Trips/Day</td>
<td>2</td>
</tr>
<tr>
<td>Annual Trips</td>
<td>626</td>
</tr>
</tbody>
</table>
Still other methods, much less frequently used, known as APTL and PPMT, can result in fewer trips to be sampled but are very sensitive to changes in the bus system during the year. For example, the NTD Sampling Manual contains the following language for systems that make substantial changes during the sample year because the sample size is relatively low.

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

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

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

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

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

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

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

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

**Subtask 2.1: Sample Selection**

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

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

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

**Task 3: Develop Data Collection Deployment Plan**

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

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

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

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

<table>
<thead>
<tr>
<th>Assignment#</th>
<th>55B</th>
<th>Employee:</th>
</tr>
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<tbody>
<tr>
<td>DATE:</td>
<td>1-7-11</td>
<td>Day of Week: Fri</td>
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</tbody>
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### SPECIAL INSTRUCTIONS FOR REPORTING/FINISHING IF OTHER THAN FIRST OR LAST STOP

<table>
<thead>
<tr>
<th>Reporting Time:</th>
<th>Reporting Place:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finishing Time:</td>
<td>Finishing Place:</td>
</tr>
</tbody>
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### On-Board Bus Schedule

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

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<th>Stop No.</th>
<th>Stop Description</th>
<th>Odometer Reading</th>
<th>Passengers Boarded</th>
<th>Passengers De-Boarded</th>
<th>Passengers On Board</th>
<th>Distance Between Stops</th>
<th>Passenger Miles (15) x (16)</th>
</tr>
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<tr>
<td>5</td>
<td>4th St / Wensley</td>
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<td>0</td>
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<tr>
<td>7</td>
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(26) Capacity Miles: $(7) \times (22)$  
(27) Seat Miles: $(8) \times (22)$
## SURVEY TRIP SHEET

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<tr>
<th>Stop No.</th>
<th>Stop Description</th>
<th>Odometer Reading</th>
<th>Passengers Boarded</th>
<th>Passengers De-Boarded</th>
<th>Passengers On Board</th>
<th>Distance Between Stops</th>
<th>Passenger Miles (15) x (16)</th>
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### Totals

- Capacity Miles: 0
- Seat Miles: 0

### Calculations

- (26) Capacity Miles: \((7) \times (22)\)
- (27) Seat Miles: \((8) \times (22)\)
### SURVEY TRIP SHEET

<table>
<thead>
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<th>(9)</th>
<th>(10)</th>
<th>(12)</th>
<th>(13)</th>
<th>(14)</th>
<th>(15)</th>
<th>(16)</th>
<th>(17)</th>
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<td>Stop No.</td>
<td>Stop Description</td>
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<td>Passengers De-Boarded</td>
<td>Passengers On Board</td>
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<th>(20)</th>
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<th>(22)</th>
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<th>(27) Seat Miles (8) x (22)</th>
<th>(20) Mean On Board</th>
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<th>(22)</th>
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# of Pages 2 of 2
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<th>Distance Between Stops</th>
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(26) Capacity Miles = (7) x (22)  
(27) Seat Miles = (8) x (22)  
(20), (21), (22), (23)
<table>
<thead>
<tr>
<th>Stop No.</th>
<th>Odometer Reading</th>
<th>Passengers Boarded</th>
<th>Passengers De-Boarded</th>
<th>Passengers On Board</th>
<th>Distance Between Stops</th>
<th>Passenger Miles (15) x (16)</th>
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</thead>
<tbody>
<tr>
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<td>21</td>
<td>Brawley--Main/North Plaza</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>22</td>
<td>22</td>
<td>Brawley--Main/3rd St.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>Brawley--E St./Rio Vista</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>24</td>
<td>24</td>
<td>Westmorland--Center/Main</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>25</td>
<td>25</td>
<td>Westmorland--Center/6th</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>26</td>
<td>26</td>
<td>Calipatria--Main St. / Park</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>27</td>
<td>27</td>
<td>Calipatria--111/Main</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>28</td>
<td>28</td>
<td>Niland--111/Main</td>
<td>0</td>
<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>29</td>
<td>29</td>
<td>Brawley--K St./S. Palm St.</td>
<td>0</td>
<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>0</td>
<td>(26) Capacity Miles (7) x (22)</td>
<td>Totals</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>(27) Seat Miles (8) x (22)</td>
<td>Mean On Board</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
# EXHIBIT C
## SURVEY TRIP SHEET

<table>
<thead>
<tr>
<th>Stop No.</th>
<th>Stop Description</th>
<th>Odometer Reading</th>
<th>Passengers Boarded</th>
<th>Passengers De-Boarded</th>
<th>Passengers On Board</th>
<th>Distance Between Stops</th>
<th>Passenger Miles (15) x (16)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>State St / 14th St.</td>
<td>60084.1</td>
<td>14</td>
<td></td>
<td>14</td>
<td>0.4</td>
<td>5.6</td>
</tr>
<tr>
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<td>State St. / 8th St.</td>
<td>60084.5</td>
<td>2</td>
<td></td>
<td>16</td>
<td>0.3</td>
<td>4.8</td>
</tr>
<tr>
<td>3</td>
<td>State St. / 5th St.</td>
<td>60084.8</td>
<td>1</td>
<td>1</td>
<td>16</td>
<td>0.3</td>
<td>4.8</td>
</tr>
<tr>
<td>4</td>
<td>4th St. / Brighton</td>
<td>60085.1</td>
<td>1</td>
<td></td>
<td>17</td>
<td>0.3</td>
<td>5.1</td>
</tr>
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<td>5</td>
<td>4th St. / Wensley</td>
<td>60085.4</td>
<td>1</td>
<td></td>
<td>18</td>
<td>0.8</td>
<td>14.4</td>
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<tr>
<td>6</td>
<td>Ross St. / 10th St.</td>
<td>60086.2</td>
<td>2</td>
<td></td>
<td>20</td>
<td>1.5</td>
<td>30</td>
</tr>
<tr>
<td>7</td>
<td>Imperial Ave. / Pepper</td>
<td>60087.7</td>
<td>5</td>
<td>1</td>
<td>24</td>
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<td>12</td>
</tr>
<tr>
<td>8</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Aurora / 4th St.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>4th St. / Wake St.</td>
<td>60088.2</td>
<td>2</td>
<td></td>
<td>22</td>
<td>1.9</td>
<td>41.8</td>
</tr>
<tr>
<td>11</td>
<td>Imperial Valley Mall</td>
<td>60090.1</td>
<td>6</td>
<td>1</td>
<td>27</td>
<td>2.4</td>
<td>64.8</td>
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<tr>
<td>12</td>
<td>Heber Family Apts</td>
<td>60092.5</td>
<td>5</td>
<td></td>
<td>32</td>
<td>0.5</td>
<td>16</td>
</tr>
<tr>
<td>13</td>
<td>Dogwood/Hwy 86</td>
<td>60093</td>
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<td></td>
<td>35</td>
<td>4.8</td>
<td>168</td>
</tr>
<tr>
<td>14</td>
<td>Heber Post Office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>15</td>
<td>Heber/Pitzer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Scaroni/Cole</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Scaroni/Hacienda</td>
<td>60097.8</td>
<td>3</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>876.8</td>
<td>(26) Capacity Miles</td>
<td>Totals</td>
<td>40</td>
<td>8</td>
<td>391</td>
<td>13.7</td>
<td>367.3</td>
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<tr>
<td></td>
<td></td>
<td>(7) x (22)</td>
<td></td>
<td>(20)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>589.1</td>
<td>(27) Seat Miles</td>
<td>Mean On Board</td>
<td>23.9333333</td>
<td>(21)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## EXHIBIT D
EXCEL COMPUTERIZED TRIP-BY-TRIP DATA ENTRY
(EXAMPLE: WEEK 1 INPUT)

<table>
<thead>
<tr>
<th>Date</th>
<th>Day of Week</th>
<th>Week #</th>
<th>Route</th>
<th>Time Period</th>
<th>Boarded-UPT</th>
<th>Sum of Boardings</th>
<th>On-Board</th>
<th>Sum of On-Board</th>
<th>Bus Trip Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/1/2010</td>
<td>Thurs</td>
<td>1</td>
<td>IVCNIL</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>10</td>
<td>10</td>
<td>40.3</td>
</tr>
<tr>
<td>7/1/2010</td>
<td>Thurs</td>
<td>1</td>
<td>Blue</td>
<td>1</td>
<td>7</td>
<td>13</td>
<td>45</td>
<td>55</td>
<td>13.9</td>
</tr>
<tr>
<td>7/1/2010</td>
<td>Thurs</td>
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<td>100</td>
<td>2</td>
<td>47</td>
<td>60</td>
<td>418</td>
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<td>13.8</td>
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<td>54</td>
<td>114</td>
<td>506</td>
<td>979</td>
<td>13.9</td>
</tr>
<tr>
<td>7/1/2010</td>
<td>Thurs</td>
<td>1</td>
<td>100</td>
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<td>57</td>
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<td>552</td>
<td>1531</td>
<td>13.9</td>
</tr>
<tr>
<td>7/6/2010</td>
<td>Tues</td>
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<td>100</td>
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<td>206</td>
<td>472</td>
<td>2003</td>
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<td>7/6/2010</td>
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<td>450</td>
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<td>206</td>
<td>0</td>
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<tr>
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<td>150</td>
<td>4</td>
<td>48</td>
<td>254</td>
<td>490</td>
<td>2493</td>
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<tr>
<td>7/6/2010</td>
<td>Tues</td>
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<td>65</td>
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<tr>
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<td>264</td>
<td>28</td>
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</table>

<table>
<thead>
<tr>
<th>Passenger Miles=PMT</th>
<th>Sum of PMT</th>
<th>Capacity Miles</th>
<th>Sum of Capacity Miles</th>
<th>Seat Miles</th>
<th>Sum of Seat Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>74.4</td>
<td>74.4</td>
<td>1249.3</td>
<td>1249.3</td>
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<td>1088.1</td>
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<td>34.9</td>
<td>109.3</td>
<td>319.7</td>
<td>1569</td>
<td>319.7</td>
<td>1407.8</td>
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<tr>
<td>366.5</td>
<td>475.8</td>
<td>897</td>
<td>2466</td>
<td>607.2</td>
<td>2015</td>
</tr>
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<td>439.2</td>
<td>915</td>
<td>903.5</td>
<td>3369.5</td>
<td>611.6</td>
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<td>861.8</td>
<td>4231.3</td>
<td>569.9</td>
<td>3196.5</td>
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<td>594.7</td>
<td>1989.3</td>
<td>3282.6</td>
<td>7513.9</td>
<td>2222</td>
<td>5418.5</td>
</tr>
<tr>
<td>0</td>
<td>1989.3</td>
<td>132.6</td>
<td>7646.5</td>
<td>132.6</td>
<td>5551.1</td>
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<td>1287</td>
<td>8933.5</td>
<td>871.2</td>
<td>6422.3</td>
</tr>
<tr>
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<td>2342.6</td>
<td>291.9</td>
<td>9225.4</td>
<td>291.9</td>
<td>6714.2</td>
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<tr>
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<td>2354.2</td>
<td>134.4</td>
<td>9359.8</td>
<td>134.4</td>
<td>6848.6</td>
</tr>
</tbody>
</table>
Task 4: Design On Board Count Instruments/Project Management

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

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

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

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

Task 5: Conduct Data Collection

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

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

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

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

### Task 6: Data Entry and Processing

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

Two forms are required to be used for data input:

1) Survey Trip Sheet (Exhibit B—filled out by counters and Exhibit C—computerized entry by Rea & Parker Research))
2) Trip-by-Trip Data Entry Sheet (Exhibit D)

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

**Deliverables:**

1) “Cleaned”, fully coded data set
2) Collection records (Survey Trip Sheets and Daily Record Sheets) entered into electronic data base
Task 7: Final Report

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

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

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

Deliverables:

(1) Draft Report
(2) Final Report (5 copies)
(3) Electronic copy of the final report
(4) All data sets in electronic format
# Form 406A (Modified)
## ANNUAL DATA TO FTA: IMPERIAL VALLEY TRANSIT

**July 1, 2010-June 30, 2011**

<table>
<thead>
<tr>
<th>Line No.</th>
<th>ITEM</th>
<th>WEEKDAYS</th>
<th>SATURDAY</th>
<th>SAMPLE</th>
<th>WEIGHTED**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>AM PEAK</td>
<td>MIDDAY</td>
<td>PM PEAK</td>
<td>NIGHT</td>
</tr>
<tr>
<td>1</td>
<td>(20) Passengers Boarded</td>
<td>2594</td>
<td>6822</td>
<td>3819</td>
<td>378</td>
</tr>
<tr>
<td>2</td>
<td>(21) Passengers on Board</td>
<td>26724</td>
<td>74710</td>
<td>39702</td>
<td>3831</td>
</tr>
<tr>
<td>3</td>
<td>(22) Bus Trip Distance</td>
<td>2108.1</td>
<td>3562.4</td>
<td>2930.8</td>
<td>328.5</td>
</tr>
<tr>
<td>4</td>
<td>(23) Passenger Miles</td>
<td>31963.8</td>
<td>66364</td>
<td>41333.8</td>
<td>2666.9</td>
</tr>
<tr>
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<td>(26) Capacity Miles</td>
<td>108355.3</td>
<td>174150.8</td>
<td>141207</td>
<td>13484.6</td>
</tr>
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<td>6</td>
<td>(27) Seat Miles</td>
<td>77569.9</td>
<td>128447.7</td>
<td>102716.5</td>
<td>10532</td>
</tr>
<tr>
<td>7</td>
<td>(28) Trips in Sample</td>
<td>93</td>
<td>177</td>
<td>146</td>
<td>19</td>
</tr>
<tr>
<td>8</td>
<td>(29) Total Number of Bus Trips</td>
<td>7495</td>
<td>10119</td>
<td>9081</td>
<td>1155</td>
</tr>
<tr>
<td>9</td>
<td>WEIGHTS**</td>
<td>1.423150979</td>
<td>1.009547173</td>
<td>1.09835595</td>
<td>1.073471875</td>
</tr>
</tbody>
</table>

### Sample Averages

|          | Unlinked Passengers (Boardings) per Trip (1/7) | 27.89 | 38.54 | 26.16 | 19.89 | 37.32 | 32.28 | 31.2 |
|          | Passenger Miles per Trip (4/7) | 343.70 | 374.94 | 283.11 | 140.36 | 485.88 | 353.13 | 335.2 |
|          | Capacity Miles per Trip (5/7) | 1165.11 | 983.90 | 967.17 | 709.72 | 1873.48 | 1147.01 | 1061.3 |
|          | Seat Miles per Trip (6/7) | 834.08 | 725.69 | 703.54 | 554.32 | 1290.47 | 824.15 | 769.7 |
|          | % Passenger Miles to Seat Miles per Trip (11/13) | 0.412 | 0.517 | 0.402 | 0.253 | 0.377 | 0.428 | 0.436 |
|          | % Passenger Miles to Capacity Miles per Trip (11/12) | 0.295 | 0.381 | 0.293 | 0.198 | 0.259 | 0.308 | 0.316 |

### Annual Totals (weighted by number of trips)

|          | Annual Unlinked Passenger Trips (10*8) | 209054 | 390010 | 237537 | 22978 | 58999 | 950515 | 918578 |
|          | Annual Total Passenger Miles (11*8) | 2576007.32 | 3793996.14 | 2570905.74 | 162119.45 | 768180.00 | 10398670.08 | 9871208.65 |

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

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

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

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

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

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

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

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

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

COMMITMENT FROM REA & PARKER RESEARCH

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

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

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

COST AND PRICE PROPOSAL

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

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

Note: There will likely be the need for a change order during the year to cover the incremental cost of additional sampled trips resulting from planned service enhancements.
Profile of Firm

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

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

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


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

Clients of Rea & Parker Research have included:

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

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

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

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

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

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

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

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

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

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

ORANGE COUNTY TRANSPORTATION AUTHORITY/METROLINK

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

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

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

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

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

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

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

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

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

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

Project Manager:

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

RIVERSIDE TRANSIT AGENCY

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

Project Managers:

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

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

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

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

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

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

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

SAN DIEGO METROPOLITAN TRANSIT SYSTEM

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

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

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

NORTH COUNTY TRANSIT DISTRICT

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

Selected Other Transportation Research Projects of Rea & Parker Research

Orange County Transportation Authority

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

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

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

• Sample survey of 400 bicycle commuters.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Southern California Association of Governments**

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

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

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

University of California PATH/SANDAG

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

Santa Clarita Transit

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

American Medical Response

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

San Diego Aircraft Carrier Museum Foundation

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

Pardee Construction Company

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

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

San Diego Association of Governments (SANDAG)

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

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

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

Expert Witness: Survey Research and Statistical Analysis

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

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

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

Mr. Dennis Cushman, Asst. General Manager
Mr. Jason Foster, Director Public Outreach and Conservation
San Diego County Water Authority
4677 Overland Avenue
San Diego, CA 92123

Tel.  858-522-6600
     (Cushman)
     858-522-6701
     (Foster)

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

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

Education

Ph.D. University of California, Los Angeles (Los Angeles, California)
       Pacific Western University (Los Angeles, California)
       Doctor of Philosophy (Business Administration)
M.B.A. University of California, Berkeley (Berkeley, California)
       Master of Business Administration
M.C.P. San Diego State University (San Diego, California)
       Master of City Planning
B.S. Brown University (Providence, Rhode Island)
       University of California, Berkeley (Berkeley, California)
       Bachelor of Science — Business Administration
       (Phi Beta Kappa)

Selected Professional Experience

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

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

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

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

Economic consultant to Westfield Shopping Centers, San Diego Gas & Electric, Imperial Irrigation District,
Viejas Enterprises, Foxwoods Casinos, Retail Food Industry Council, Pardee Homes, Shea Communities, San
Diego Aircraft Carrier Museum Foundation, Stirling Cargo Airports, Subway, Inc., Housing Solutions
Alliance, San Diego County Taxpayers Association, among others.

Selected Publications:
Designing and Conducting Survey Research: A Comprehensive Guide (with Louis M. Rea, Ph.D., 1992 (2nd

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

"Water Supply for Urban Southern California: An Historical and Legal Perspective," Glendale University Law