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January 30, 2014

SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL AGENDA

DATE: Wednesday, February 5, 2014

TIME: 10:00 a.m.

LOCATION: ICTC Offices
1405 N. Imperial Ave., Suite 1
El Centro, CA 92243

Chairperson: Leticia Vizcarra

Vice-Chair: Griselda Martinez

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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 actions on items that are not on the agenda.

DISCUSSION/ACTION ITEMS

1. Introductions
2. Approval of Minutes of January 9, 2014 *ACTION*
3. CTSA Reports *DISCUSSION*
4. Transit Operator Reports *DISCUSSION*
5. General Discussion *DISCUSSION*
6. Adjournment

For questions or comments, please call Cristi Lerma or David Salgado at 760-592-4494, or email at cristilerma@imperialctc.org and davidsalgado@imperialctc.org.

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



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SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL

MINUTES

January 9, 2014

Present

Voting Attendees:

Leticia Vizcarra	Access to Independence
Griselda Martinez (Vice-Chair)	Work Training Center
Heddy McNeer	Consumer
Michael L. Hack	Consumer
Erica Martinez	ARC – Imperial Valley
Kathi Williams	CTSA – ICTC
David Salgado	CTSA – ICTC

Non-Voting Attendees:

Cristi Lerma	ICTC
Michelle Bastidas	ICTC
Charles Brockwell	IVT/IVT Access/Calexico Dial-A-Ride
Cesar Sanchez	IVT/IVT Access/Calexico Dial-A-Ride
Narcisa Montemayor	IVT/IVT Access/Calexico Dial-A-Ride
David Robinson	YCIPTA – YCAT

1. Chair Martinez called the meeting to order at 10:09 a.m. A quorum was present. Introductions were made.
2. Minutes adopted for December 4, 2013. **(Hack/McNeer) Motion Carried.**
3. CTSA Reports
 - Mr. Salgado stated that the IVT Gold Line began operation on December 18, 2013 in Brawley. A ribbon cutting was held on that same day with operations beginning afterwards. The Gold Line will be running Monday through Friday with 12 trips each day.
 - Sunday transit service began for both IVT and IVT Access on the first Sunday in January on a limited schedule.
 - The Transportation Development Act (TDA-State Funds) Triennial Performance Audit Project is moving forward. The performance audit is a state mandated requirement every three years for all TDA funds received in Imperial County. SSTAC may be contacted for questions. TDA funds are ICTC's primary fund source.
 - The IVT Bus Stop Safety and Design Standards Guidelines project is in progress. The final product will benefit ICTC, the cities and County in the future to implement bus stop and transfer terminal capital improvements throughout the region.
 - A re-drafting of the consolidated paratransit RFP is underway and is scheduled to be released by end of January or early February.

- The ADA Paratransit Service Certification and Eligibility Process, Demand Management Review and Growth Assessment had its kick off meeting and consultants will be contacting SSTAC for questions.
- The Update to the 2008 Coordinated Public Transit and Human Services Transportation Plan project is also underway. Consultant will also be contacting SSTAC for this project as it moves forward.
- Staff is working on developing a Vendor Policy for non-city hall establishments where businesses will be able to sell bus tickets at their place of business. There was discussion on whether or not a commission would be profited by business, a surcharge would be assessed or not. Most agreed that the sale of bus tickets would bring customers into their establishment. Staff will be recommending that for the first year no commission or surcharge be required.
- A ribbon cutting for the El Centro Transfer Terminal will be held at the end of January.
- The City of Imperial held its Holly Trolley event on December 19, 2013. The event went well.
- The UTN Hearing is scheduled for January 23, 2014 at the IID Board Chambers at 3:30 p.m.

4. Transit Operator Reports

- Brawley Dial-a-Ride: No update.
- Calexico Dial-a-Ride: Service is doing well, no issues.
- El Centro Dial-a-Ride: Service is busy and doing well.
- Imperial Dial-a-Ride: Service is busy and doing well.
- Imperial Valley Transit: Mr. Sanchez had the following update
 - o Sundays were implemented on January 5, 2014
 - This past Sunday was the first Sunday in service and there were a total of 140 passengers, the majority Calexico-El Centro-Calexico (People going to the mall).
 - o 35 Minutes Headways were implemented in October 2013
 - This service started in October of 2013; before this service was implemented the buses from El Centro to Calexico & Calexico to El Centro were running late due to the overcrowding buses, with buses leaving people behind due to full capacity or 81 passengers per bus. Prior to this implementation there was a bus every 70 minutes transporting an average of 50-60 passengers per bus; now there are buses every 35 minutes with an average of 30-35 passengers per bus. People are not being left behind and we don't have more overcrowding buses ensuring that every person will get to their destiny safe and on time.
 - From October 2012 to December 2012 we had 72,769 passengers traveling on routes 1 north 1 south and from October 2013 to December 2013 the total passengers increased to 110,160.
 - o IVC Express additional routes were implemented in August 2013
 - This service started in August of 2013 due to the overcrowded buses and students were not arriving on time to their classes.
 - From August 2012 to December 2012 (31,072 total passengers) 5 Buses going to Calexico
 - From August 2013 to December 2013 (36,534 total passengers) 9 Buses going to Calexico
 - The increase of passengers was 17%.
 - Last year the average bus transported around 60-65 passengers per bus now the average is around 40.
 - o Saturday additional service began in August 2013.
 - This service started the first Saturday of August with 200 more passengers. From August 2013 to December 2013 the average was 1,143 passengers per Saturday when last year the average was around 900 passengers per Saturday (27% increase). Before this service started buses traveled every 2 to 3 hours. With the expansion of service, buses are now traveling every 90 minutes which makes it more convenient for passengers.
- IVT Gold Line:
 - o Implemented on December 18, 2013

- The first week, average of 24 passengers a day.
 - The second week, average of 34 passengers a day.
 - The third week, average of 42 passengers a day.
 - Passengers are going to Wal-Mart, Pioneers Hospital; and every single stop is being used.
 - IVT Access: Updates were given by Ms. Montemayor
 - For the month of December on time performance was 98%
 - Passenger per revenue hour: 2.4
 - No Shows: 40
 - Late Cancellations: 141
 - Passenger Count: Weekday: 2411, Saturday: 78, total for the month of December: 2489
 - Wheelchairs: 1424
 - First day of Sunday service was January 5, 2014
 - There were 12 passengers scheduled Friday night. 3 passengers canceled in advance on Saturday. On Sunday there were 3 passengers that canceled in the morning which brought the passenger count to 6 passengers for the day. There were two passengers in the local area and 4 passengers in the regional area. Passengers traveled from Imperial to El Centro and Brawley to Calexico. Passengers are very excited and grateful for the Sunday service.
 - Ms. Williams stated that the ADA No-Show Policy will have to be revised due to a recent audit by the FTA.
 - Med-Express: Service is well and is busy. About 14-15 passengers daily and no no-shows.
 - West Shores Dial-a-Ride: Service is doing well.
 - Ms. Williams stated that a 20 year anniversary is coming up for the Med-Express, West Shores Dial-a-Ride and the IVT Access service.
 - YCAT Turquoise Line: Mr. Robinson stated that Turquoise Route 10 had 158 passengers in December. He also stated that the passenger per revenue standard is 2.5 and in FY 2012-13 the average was 2.99, with YTD for FY 2013-14 currently at 2.87. He said that the figures are mirroring last year but there are still a few months left this fiscal year.
5. FY 2014-15 UTN Letter to the Hearing Panel
- A draft letter was attached to the agenda with the actions taken at the previous meeting. A motion was made to accept the draft letter as the final letter. ([Hack/Martinez](#)) **Motion Carried.**
6. General Discussion
- Mr. Hack stated that the People's First Conference will be held on March 22, 2014 at the Barbara Worth Country Club. He is currently the President. He also stated that he received a gold medal at the Special Olympics in bowling.
7. Adjournment
- The next meeting of the SSTAC will be on February 5, 2014 at 10:00 a.m.
 - Meeting adjourned at 10:59 a.m.