



1405 N. IMPERIAL AVE., SUITE 1  
EL CENTRO, CA 92243-2875  
PHONE: (760) 594-4494  
FAX: (760) 594-4497

A HAPPY  
NEW YEAR

December 30, 2011

### **SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL AGENDA**

**DATE:** Wednesday, January 4, 2012  
**TIME:** 10:00 a.m. – 12:00 p.m.  
**LOCATION:** ICTC Offices  
1405 N. Imperial Ave., Suite 1  
El Centro, CA 92243

Chairperson: Mike Hack

Vice-Chair: Rebecca Sanchez

Individuals wishing accessibility accommodations at this meeting, under the Americans with Disabilities Act (ADA), may request such accommodations to aid hearing, visual, or mobility impairment by contacting ICTC offices at (760) 592-4494. Please note that 48 hours advance notice will be necessary to honor your request.

#### **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 December 07, 2011 *ACTION*
3. CTSA Reports/Operator Reports *DISCUSSION*
4. FY 2012-13 UTN Master Needs List *ACTION*
5. FY 2012-13 UTN Letter to the Hearing Panel *ACTION*
6. General Discussion *DISCUSSION*
7. Adjournment

For questions or comments, please call Cristi Lerma or David Salgado at 760-592-4494, or email at [cristilerma@imperialctc.org](mailto:cristilerma@imperialctc.org) and [davidsalgado@imperialctc.org](mailto: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**

### **DRAFT MINUTES**

December 07, 2011

#### Present

#### Voting Attendees:

Michael L. Hack	Consumer Chair (Chair)
Rebecca Sanchez	Area Agency on Aging (Vice Chair)
Heddy McNeer	Consumer
Kathi Williams	CTSA – ICTC
David Salgado	CTSA – ICTC
KC Kennedy	ARC – Imperial Valley
Lorena Arambula	San Diego Regional Center
Pablo Cerda	Imperial County DSS
Rosyo Ramirez	IHSS/Public Authority

#### Non-Voting Attendees:

Cristi Lerma	ICTC
Ramon E. Aguirre	ARC – Imperial Valley
Marv Balin	IVT/IVT Access/Calexico Dial-A-Ride
Adam Ekins	IVT/IVT Access/Calexico Dial-A-Ride
Isabel Pacheco	Brawley Dial-A-Ride
Adriana Pacheco	Brawley Dial-A-Ride
Tomas Oliva	SCAG
Jerry Arguelles	City of Calexico

1. Chair Hack called the meeting to order at 10:05 am. A quorum was present. Introductions were made.
  - Ms. Sanchez made a public announcement that the Area Agency on Aging Senior Directory was finalized and copies were available if desired. Attached to the directory is a save the date card for Senior Appreciation Day for January 11, 2012 at the El Centro National Guard Armory.
2. Minutes adopted for October 5, 2011. **(Sanchez/Salgado) Motion Carried.**
3. CTSA Reports
  - Mr. Salgado and Ms. Williams had the following updates:
    - The Transit Disadvantaged Business Enterprise (DBE) Goal for FY 2011-12 is published on the ICTC website and is available for comment.
    - The ICTC Procurement Policy was adopted at the November Commission meeting.

- IVT Access has fixed their phone issues. Ms. Williams stated that due to the increase in ADA applications there may be capacity issues in the near future and the service may experience denials in the future. Individuals who are certified will get priority over individuals that are not certified.
- ICTC staff will be recommending at the December Commission Meeting that the Unmet Transit Needs Hearing be held on January 26, 2011.
- Ms. Williams introduced Mr. Balin as the new General Manager, and Mr. Ekins of IVT Access.
- ICTC participated in the interviews for a shared office assistant for ICTC and SCAG. This person will be bilingual and become familiar with transit services as well as the ADA procedures and assist staff as needed.
- A West Shores Dial-A-Ride retirement of services is being requested at the Commission meeting for this month (December). It is with regret that ICTC staff has to make this recommendation. Ms. Williams stated that it has been in operation since 1994. This service is funded through TDA funds subsidy that requires a 10% State mandated farebox ratio in order to maintain funding. In recent years the West Shores DAR has not been able to achieve the State mandated farebox ratio. Multiple changes in both fare and service hours have been implemented in order to achieve the required farebox ratio, however, none have been successful.
  - o In March 2007, the County Board of Supervisors took action to reduce service from ten hours to eight hours, five days a week, maintaining the Westmorland connection with no change in the price of a fare.
  - o On September 23<sup>rd</sup>, 2008, the County Board of Supervisors took action to approve the increase in fares for the West Shores Dial-A-Ride from \$1.00 to \$2.50, maintaining the Westmorland connection, effective November 3<sup>rd</sup>, 2008.
  - o On June 16<sup>th</sup>, 2009, the County Board of Supervisors took action to approve a decrease in fares from \$2.50 to \$2.00 while simultaneously cutting service from five to three days a week, maintaining the Westmorland connection effective July 1<sup>st</sup>, 2009.
  - o On March 16<sup>th</sup>, 2010, the County Board of Supervisors took action to approve a decrease in service from three days a week to one day a week (Thursday), and maintaining the Westmorland connection (Tuesday) effective July 1<sup>st</sup>, 2010.
  - o During this five year period of time, ICTC staff have met several times with the local residents and the elected representative, Gary Wyatt, County Supervisor District #4, for the area. However at the conclusion of the fifth year of operation, FY 2010-11, the farebox ratio continues to be less than 6%.
  - o ICTC staff recently met with Caltrans staff to discuss the situation and the results of the discussion indicated that this scenario was not a candidate for a petition to reduce the farebox ratio requirement. This scenario is reserved for specialty situations i.e. prototype equipment, demonstration funding, unique technologies.
  - o ICTC staff have reviewed the option of an averaged farebox in a consolidated competitive bid for paratransit services. However, ICTC staff would not recommend this scenario as it would place an unreasonable financial burden (increased expense) on the remaining Dial-A-Ride services to achieve a higher farebox ratio through a potential increase in fares, to offset the lower farebox ratio for the West Shores area. Therefore, ICTC staff is recommending the retirement of the West Shores Dial-A-Ride effective June 30, 2012.
  - o Ms. Sanchez stated that the service will be missed by those affected in the area, especially those that use it for nutrition services through Catholic Charities. Creative alternatives were encouraged. The service is recommended to be retired at the end of the fiscal year unless there are further alternatives suggested and pursued. Further discussion ensued. ARC of Imperial County is the current service provider for the West Shores DAR and is in support of its retirement. Ms. Kennedy stated that the driver will

sometimes sit on the side of the road for hours a time with no passengers. She also suggested alternative programs, such as a program called TRIP from Riverside County that gives mileage reimbursement to individuals who have vehicles and can take others with them. Ms. Williams encouraged all interested parties to come to the Commission meeting.

#### 4. Operator Reports

- Mr. Balin stated that all minor problems associated with the telephones and the transition into IVT Access has been resolved. He also stated that Access does not have capacity problems at this time. Mr. Ekins stated that if demand exceeds supply denials may be needed but thus far it's running smoothly. Ms. Williams stated that other peer agencies have a more in depth ADA certification procedure that ICTC may need to follow if denials become an issue. Mr. Balin elaborated on the two types of denials. One is associated with the certification process and not meeting the criteria within the ADA qualifications. The other has to do with the limited space/seating on the buses.
- Ms. Pacheco stated that the Brawley Dial-A-Ride is doing well. Last month they had 2300 passengers. Ms. Pacheco stated that the budget will be submitted to the City of Brawley tomorrow.
- Calexico Dial-A-Ride is having some capacity issues and may need to begin taking a closer look at the situation now that they are strictly servicing seniors and ADA passengers.
- There was nothing to report from ARC of Imperial Valley on the El Centro and Imperial Dial-A-Rides or the Medexpress.

#### 5. General Discussion

- There was none.

#### 6. Adjournment

- Meeting adjourned at 11:30 a.m.

# **SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL**

**Mike Hack, Chairperson**  
**Rebecca Sanchez, Vice-Chairperson**  
**Kathi Williams, Secretary**

**940 Main Streets, Suite 208**  
**El Centro, CA 92243**  
**(760) 482-4292**

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March 2, 2011

ICTC Unmet Transit Needs Hearing Panel  
Imperial County Transportation Commission  
County Administration Center  
940 Main Street  
El Centro, CA 92243

Dear Panel Members:

One of the primary responsibilities of the Social Services Transportation Advisory Council (SSTAC) is to advise ICTC on existing public transportation needs. Annually SSTAC delivers a letter report to the Unmet Transit Needs Hearing Panel regarding needs that have or can be, or have not and cannot be met utilizing existing resources.

SSTAC also reviews and evaluates services and needs throughout the year. The following concerns and recommendations include those needs that are unable to be met by SSTAC members through coordination of available services or the use of existing resources.

Therefore, the following issues and concerns are identified for consideration in order of priority for Fiscal Year 2011-2012;

1. Any transit services suspended due to the unavailability of funds will be reestablished as a first priority, once funds become available.
2. SSTAC would like to continue to express support for the El Centro Circulator concept which includes the Blue Line, Green Line and Transfer Terminal. This project developed as a result of direction from IVAG to increase access within the City of El Centro and the City of Imperial.
3. SSTAC would like to request Benches and Shelters on IVT routes on La Brucherie and Aten Roads.

4. Continue the options of providing schedule information, including adding schedules to bus shelters, as a way to disseminate information to the passengers, as documented as Finding #8 on FY 2010-11 UTN Findings.

We appreciate the opportunity to participate in the use, evaluation and delivery of transit services.

Sincerely yours,

A handwritten signature in cursive script that reads "Michael Hack".

Mike Hack  
Chairperson

**IMPERIAL COUNTY TRANSPORTATION COMMISSION  
SOCIAL SERVICE TRANSPORTATION ADVISORY COUNCIL (SSTAC)**

**FY 2011-12 MASTER NEEDS LIST: Identification of Transit Needs**

For discussion and planning purposes leading up to annual ICTC Unmet Transit Needs Hearing. Importance of needs will be determined prior to hearing with selected items formally presented to ICTC.

1. Benches and Shelters on IVT routes at La Brucherie/Aten Rds., **Under Construction**
2. El Centro Shuttle Circulator concept **Implemented/Demo Phase**
  - a. Increase headways on IVT to 70 minutes **YES**
  - b. Create temporary transfer terminal at 14<sup>th</sup>/Streets Streets in El Centro **YES**
  - c. Implement Blue Bus **YES**
  - d. Develop and construct 7<sup>th</sup>/State Streets transfer terminal **Grant Approved (Design Pending)**
  - e. Implement Green Bus – **YES**
3. Improve cleanliness and upkeep at El Centro City area bus stops **Under Review**
4. Review of an “FAST” trip between Brawley and El Centro **IMPLEMENTED/Demo Phase**
5. Expand Transit Access with in the community of Brawley **Under Review**
6. Review of an afternoon “ FAST” trip from El Centro to Brawley **Under Review**
7. Review of limited Saturday service to Seeley **IMPLEMENTED/Demo Phase**
8. Expansion of Saturday service for IVT routes **on UTN List FY 2009-10**
9. Review of limited Sunday service for IVT routes **on UTN List FY 2009-10**
10. Review of additional IVC “Express Routes” **IMPLEMENTED/Demo Phase**
11. Provide schedule information to bus shelters **PENDING**
12. Dial-A-Ride services suspended due to the unavailability of funds will be re-implemented as a first priority in the budget, when funds become available **PENDING**