



FINAL REPORT
JULY 2021

Imperial County Transportation Commission

2021 Coordinated Public Transit – Human Services Transportation Plan



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Chapter 1 | Executive Summary

Chapter 1, the Executive Summary, is intended to provide a concise summary of the project report contained within the following chapters.

Chapter 2 provides an overview of existing conditions within Imperial County.

Imperial County includes seven incorporated cities as well as numerous unincorporated communities. The total population of Imperial County in 2019 was 180,701. El Centro is the most populous city, with a population equal to approximately a quarter of the county's total. Calexico is a close second, representing just over 22 percent of the county's population. Brawley and Imperial are also key population centers. The balance of the county's population lies within the cities of Calipatria, Holtville, and Westmorland and many unincorporated communities such as Bombay Beach, Desert Shores, Heber, Niland, Ocotillo, Palo Verde, Salton Sea Beach, Salton City, Seeley, and Winterhaven.

Subsequent to the 2014 Coordinated Plan, which used data from the 2012 American Community Survey, the study area experienced modest changes in youth population (under 18) and more significant changes in senior population (age 65 and older). In addition, the incidence of disability in Imperial County at-large increased 7.4 percent.

Imperial County has an extremely high percentage of persons identifying as Hispanic or Latino. Overall, Imperial County's population is more than 84 percent Hispanic/Latino. There is also a relatively high incidence throughout Imperial County of households that do not have access to a vehicle or share a single vehicle.

According to the Federal Census, 78.3 percent of persons employed in Imperial County also live in Imperial County. The balance (21.7 percent) live elsewhere and commute into Imperial County. In addition, 35 percent of those living in Imperial County are employed outside the county.

Public transportation service is provided within Imperial County chiefly by two providers: Imperial Valley Transit (IVT) and Yuma County Area Transit (YCAT). IVT offers fixed-route service as well as three on-demand programs (IVT Access, IVT Ride, and IVT MedTrans). YCAT, under a joint agreement between the Quechan Tribe, the Imperial County Transportation Commission (ICTC), and YCAT, operates two routes within Imperial County.

This section also includes an inventory of transportation resources located in and/or serving Imperial County. Providers identified within this section include public transportation operators, social service/non-profit transportation providers, tribal transportation, school transportation, and private/for-profit operators such as taxis.

Chapter 3 provides a summary of the implementation status of recommendations contained within the 2014 Coordinated Public Transit-Human Services Transportation Plan for Imperial County. The 2014 Plan

included 17 recommended strategies, each having one or more action items. Of those strategies, six have been implemented, seven have been partially implemented or are in progress, and four have not been.

Chapter 4 includes a detailed discussion of community engagement activities undertaken as part of the Coordinated Plan update. Subsequent to project initiation, Moore & Associates prepared a Public Participation Plan, one of the key deliverables of Task 2. In addition to serving as the guiding blueprint for public outreach and engagement the Plan proposed three cornerstone activities: 1) stakeholder outreach, 2) community survey, and 3) community workshops. During this process, we also looked at needs expressed through prior data collection efforts, including the ICTC's annual Unmet Transit Needs process, as well as in the prior Coordinated Plan (as detailed in Chapter 3).

A comprehensive bilingual stakeholder survey instrument was prepared and formatted as a six-page booklet (a three-page English survey and three-page Spanish survey). In addition to "inventorying" the recipient's transportation programs and services, the survey sought to identify mobility needs and priorities from both the individual organization's perspective as well as that of the population served. The bilingual survey was distributed via first class mail to 44 organizations. Responses were received from fourteen organizations.

We initially proposed to conduct a series of roundtable sessions with the various community stakeholders. The plan was to group perspective participants into categories such as healthcare, education/training, key employers, social service organizations, etc. However, the ongoing effects of the regional "Stay-At-Home" order was such that many persons associated with the target organizations were either furloughed or reassigned to other duties, and did not place a high priority on participation in the 2021 Coordinated Plan process. As a result, stakeholder outreach focused on the Social Services Technical Advisory Committee (SSTAC) and completion of stakeholder surveys.

The regional "Stay-At-Home" order also impacted a number of community engagement activities which had been proposed for this project. These included intercept surveys and information-sharing workshops planned for each of the cities throughout Imperial County. As an alternative means of encouraging the broadest possible public participation in the Coordinated Plan project, Moore & Associates designed a bilingual online survey promoted by a direct mailer to 5,000 randomly selected households within the cities of Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial, Niland, and Westmorland; and staffed information booths/tables at transit centers in Brawley, Calexico, and El Centro.

In addition to collecting basic demographic information regarding the survey participants, the community survey sought to gain insight into recent travel behavior, identify mobility gaps on both a temporal and spatial basis, and assess access to and utilization of current public transit services within Imperial County.

Outdoor pop-up events were held at transit centers in Brawley, Calexico, and El Centro. These events were held across two sessions in each location (7:30 a.m. to 10:30 a.m. and 3:00 p.m. and 6:00 p.m.). Each pop-up event featured bilingual staff and materials. Bilingual project staff were present to discuss the overall project, discuss the series of preliminary project recommendations, invite participation in the community survey, and respond to questions regarding Imperial Valley Transit services. Bilingual transportation service materials were available and attendees had the opportunity to provide anonymous feedback regarding the project's preliminary recommendations.

Chapter 5 includes a mobility needs assessment based on input from the community, stakeholders, and the ICTC staff, as well as direct observations by the consultant team.

Chapter 6 sets forth a series of recommended strategies divided into four categories: Operations, Capital, Marketing/Outreach, and Technology. These strategies include:

Operations:

1. Focus service on the more populated areas of Imperial County.
2. Provide service into outlying (remote) communities.
3. Expand weekday evening service.
4. Expand weekend service.
5. Introduce low-cost (bus-to-bus) transfers.
6. Provide taxi/Uber/Lyft ride subsidy on weekday evenings and/or weekend service.
7. Increase service frequency on weekdays.

Capital:

8. Continue to make bus stop improvements (i.e., benches, shelters, lighting, etc.).
9. Fund additional pedestrian improvements.
10. Increase funding to social service organizations to support vehicle purchases.

Marketing/Outreach:

11. Prepare and Implement Marketing Plan.
12. Increase transit service information at bus stops.

Technology:

13. Expand fare purchase and payment options.
14. Implement real-time bus arrival technology.

Subsequent sections of the chapter address prioritization of the recommendations and discuss funding options.

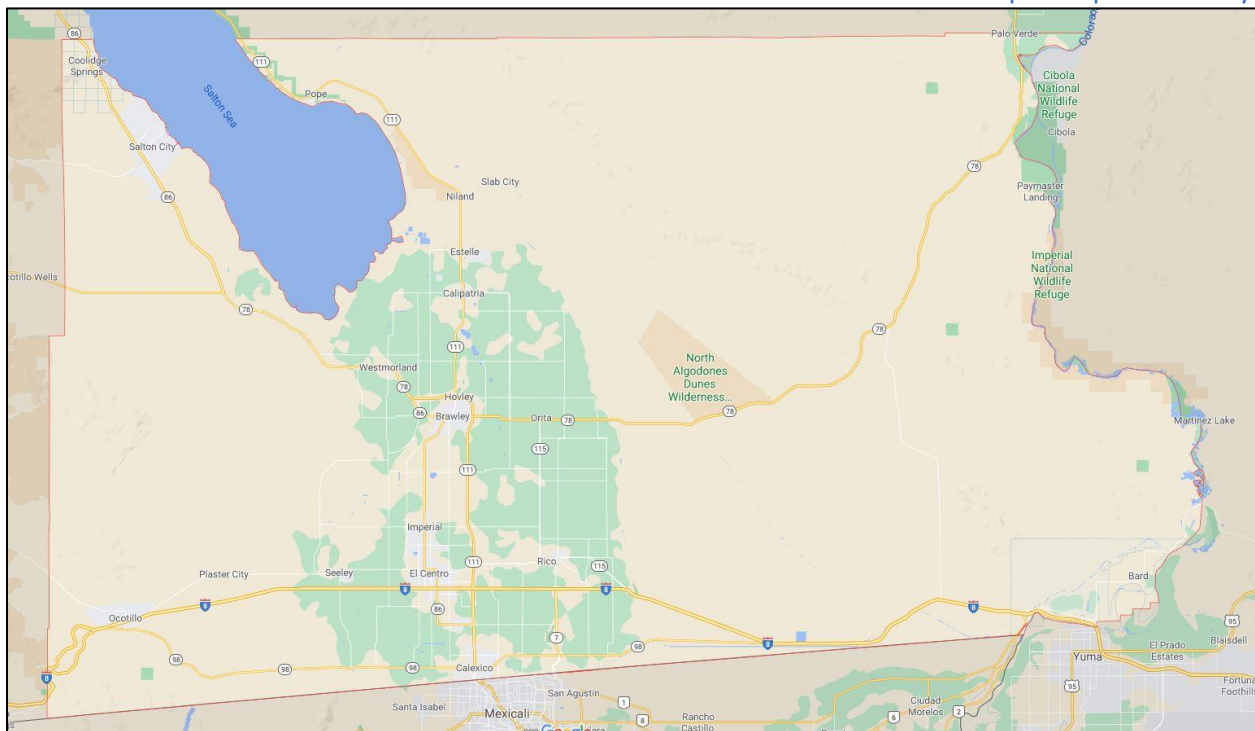
Finally, the **Appendix** includes survey instruments, informational materials, promotional materials, and photographs of outreach activities.

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Chapter 2 | Existing Conditions

Imperial County is located in southeastern California, on the border with both Mexico and Arizona. A major border crossing is situated between Calexico, California and Mexicali, Mexico, with a secondary crossing to the east in Andrade. The county encompasses nearly 4,500 square miles, including more than 300 square miles of the Salton Sea in its northwestern corner. Imperial County is located approximately 125 miles east of San Diego, approximately 200 miles southeast of Los Angeles, and to the immediate west of Yuma, Arizona.

Exhibit 2.0 Map of Imperial County

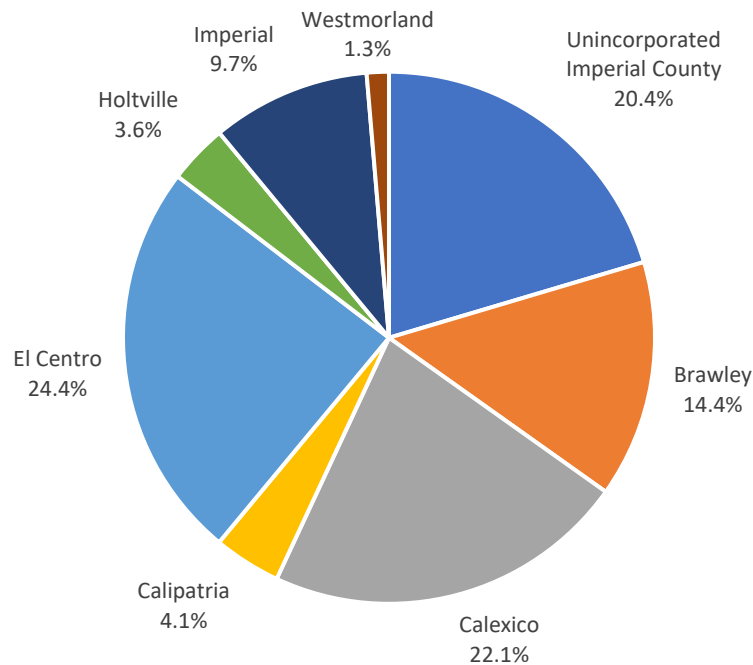


2.1 Demographic Analysis

Imperial County includes seven incorporated cities as well as numerous unincorporated communities. The total population of Imperial County in 2019 was 180,701. El Centro is the most populous city, with a population comprising approximately a quarter of the county's residents. Calexico is a close second, representing just over 22 percent of the county's population. Brawley and Imperial are also key population centers. The balance of the county's population is contained within the cities of Calipatria, Holtville, and Westmorland and many unincorporated communities such as Bombay Beach, Desert Shores, Heber, Niland, Ocotillo, Palo Verde, Salton City, Salton Sea Beach, Seeley, and Winterhaven. Just under 37,000 persons (20.4 percent of the total population) live in the unincorporated areas of the county. The majority

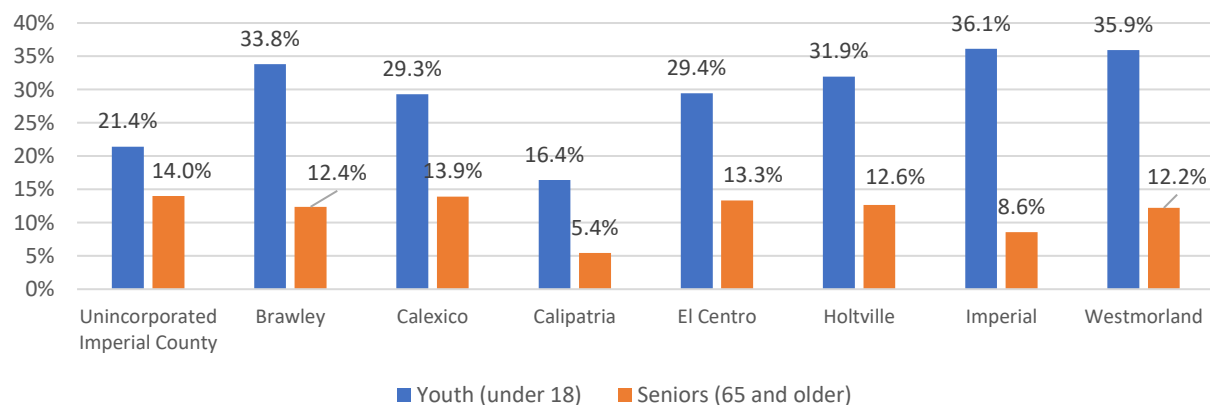
of the population of Imperial County is concentrated on the central portion of the county, especially to the south. Winterhaven, located on the border of Arizona, is the chief exception.¹

Exhibit 2.1.1 Population



Overall, nearly 29 percent of Imperial County's population is under the age of 18, while just under 13 percent is over age 65. The incidence of youth (under 18) varies from community to community, ranging from 16.4 percent in Calipatria to 36.1 percent in Imperial. The incidence of seniors varies as well, though not as widely – from 5.4 percent in Calipatria to 14.0 percent in the unincorporated communities of Imperial County.

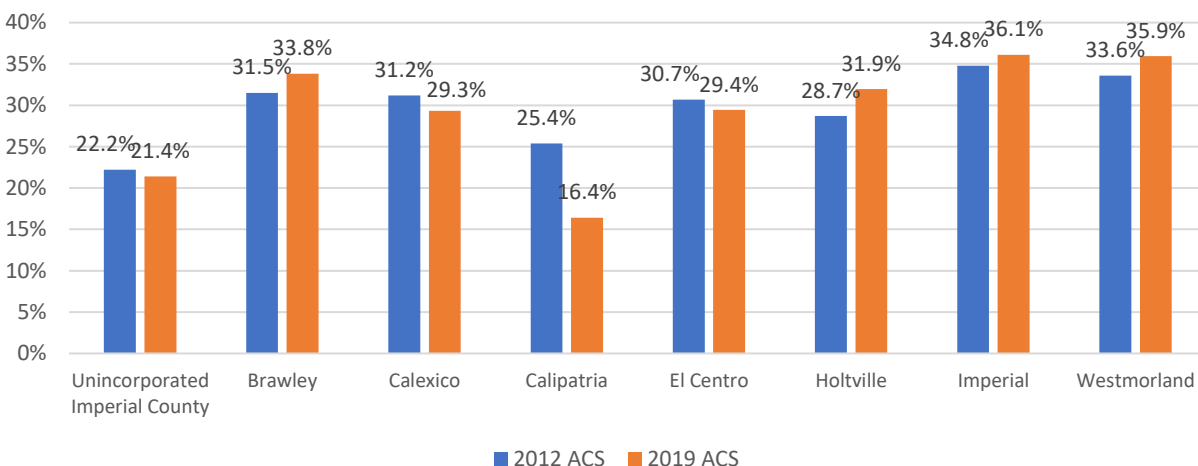
Exhibit 2.1.2 Youth and Senior Population



¹ All current demographic data was obtained from the 2019 American Community Survey Five-Year Estimates.

Subsequent to the 2014 Coordinated Plan, which relied on data from the 2012 American Community Survey², the study area has experienced modest changes in youth population (under 18) and more significant changes in senior population (age 65 and older). Overall, Imperial County experienced a slight decrease (1.4 percent) in youth population. However, the change within individual communities was often more noticeable. Calipatria, for example, saw a decrease of 35.4 percent in youth population between 2012 and 2019, while Brawley, Holtville, Imperial, and Westmorland each saw an increase. The greatest increase was in Holtville, with growth of 11.1 percent.

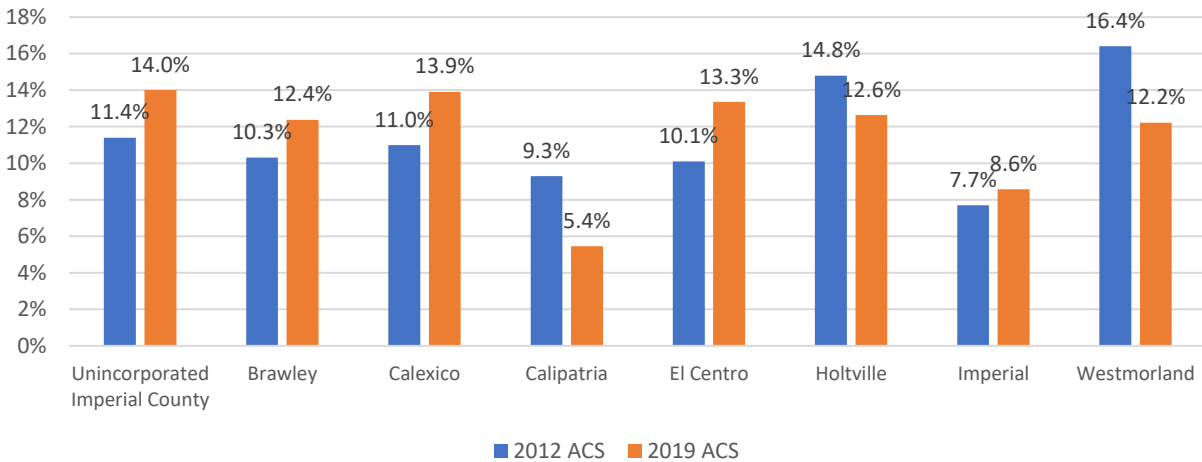
Exhibit 2.1.3 Change in Youth Population



Similar to the youth population trend, Calipatria also experienced the greatest decrease in senior population, declining by 41.9 percent. Holtville and Westmorland also experienced declining senior populations, decreasing by 14.9 percent and 25.6 percent, respectively. Most communities, however – including Imperial County at-large – experienced increases in senior populations. While Imperial County saw an increase of 18.9 percent, El Centro experienced the most significant growth with an increase of 31.7 percent.

² Demographic data for comparison was obtained from the 2012 American Community Survey Five-Year Estimates.

Exhibit 2.1.4 Change in Senior Population



Overall, approximately 14 percent of Imperial County residents report having a disability. Incidence of disability varies between communities, the lowest being Imperial (7.8 percent) with the highest being Brawley (17.4 percent). Between 2012 and 2019, the incidence of disability in Imperial County overall increased by 1.0 percentage point. Some communities (Calexico, Holtville, and Imperial) saw virtually no change. Calipatria saw a significant decrease in the percentage of its population with a disability (6.4 percentage points), while Brawley saw a noticeable increase (4.4 percentage points).

Exhibit 2.1.5 Incidence of Disability

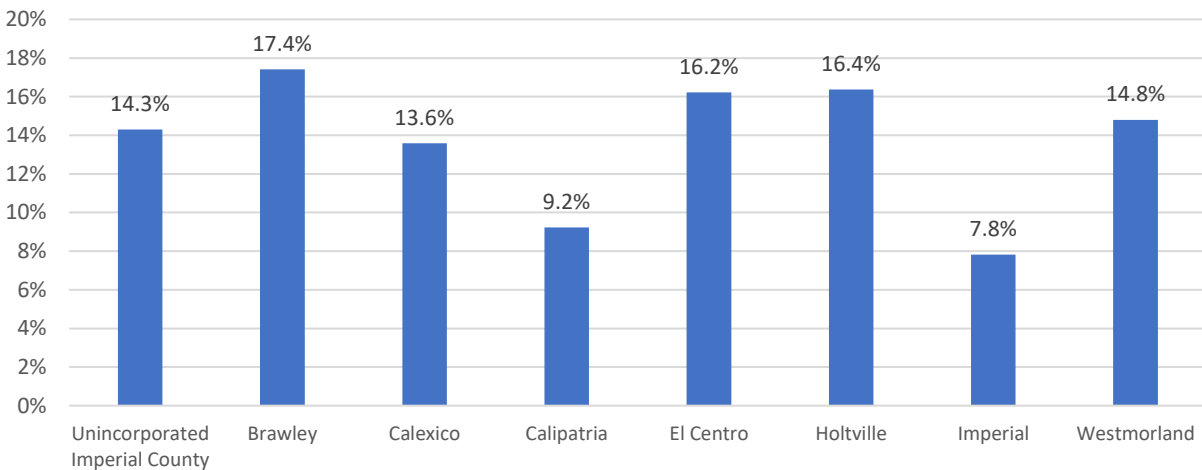
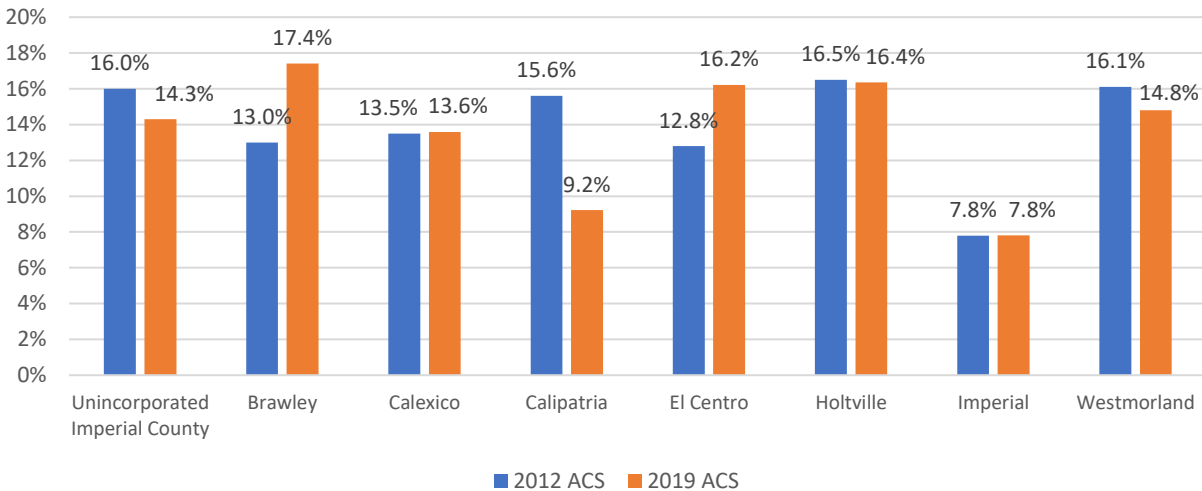


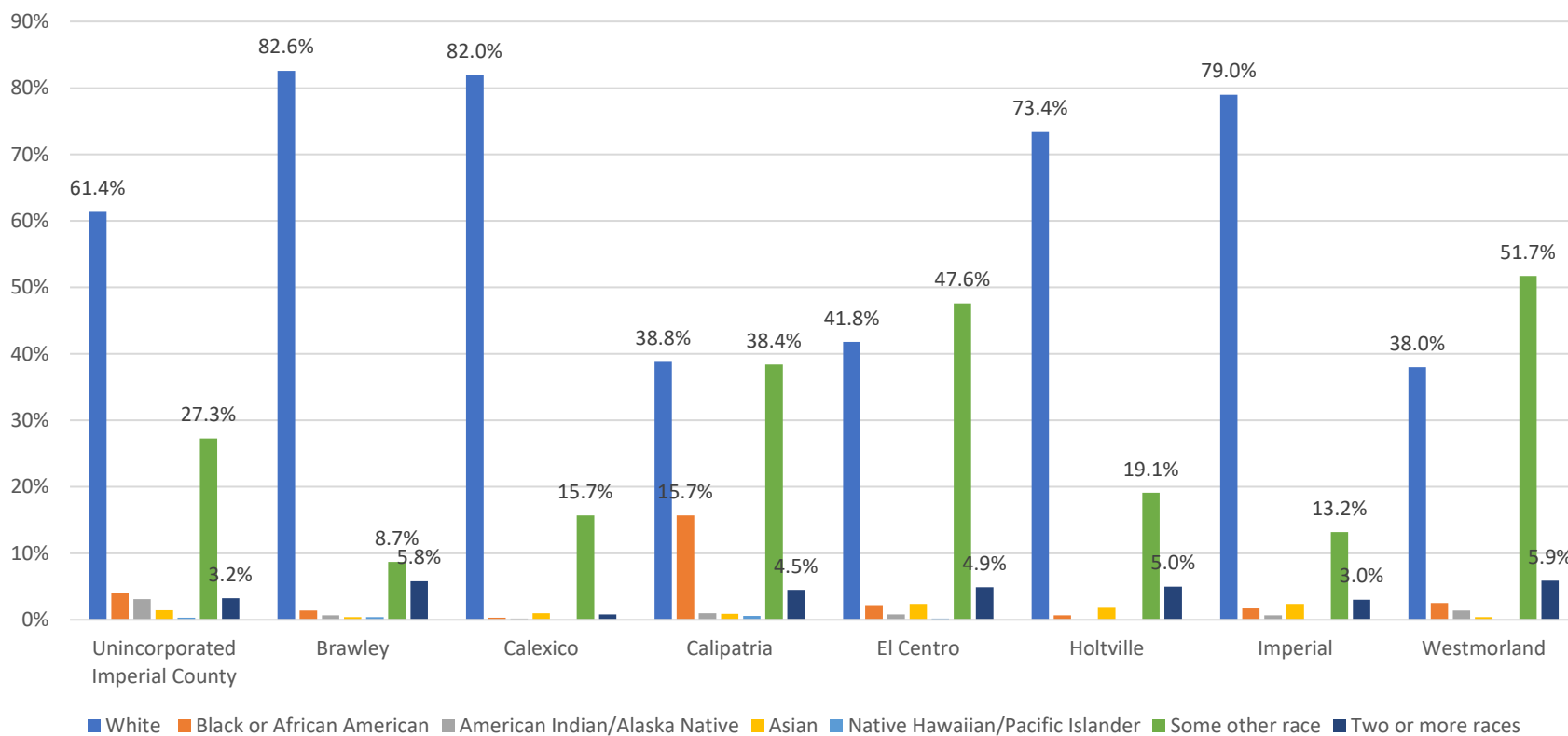
Exhibit 2.1.6 Change in Incidence of Disability



The majority of residents of Imperial County identify as White or Some Other Race. Given much of the population identifies as Hispanic or Latino (see Exhibit 2.1.8), this may be the result of confusion about how to self-report race, as Hispanic or Latino is considered an ethnicity, not a race.

Throughout Imperial County, these two race categories comprise the majority of the population. For Imperial County overall, only 8.8 percent of the population identifies as a race other than White or Some Other Race. Calexico has the lowest incidence of persons who identify as a race other than White or Some Other Race (2.3 percent), while Calipatria has the highest (22.8 percent). Calipatria also has the highest percentage of Black or African American residents.

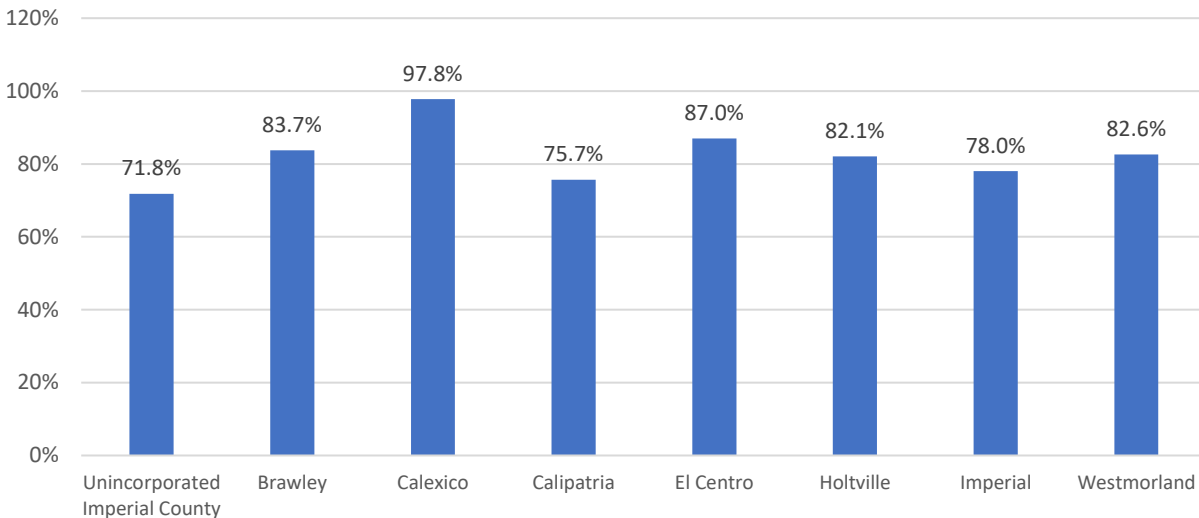
Exhibit 2.1.7 Race



Note: some percentages/data labels have been omitted from Exhibit 2.1.7 for clarity.

As noted previously, Imperial County has an extremely high population of persons identifying as Hispanic or Latino. Overall, Imperial County's population is more than 84 percent Hispanic/Latino. Calexico has the highest percentage (97.8 percent) while unincorporated Imperial County has the lowest (71.8 percent).

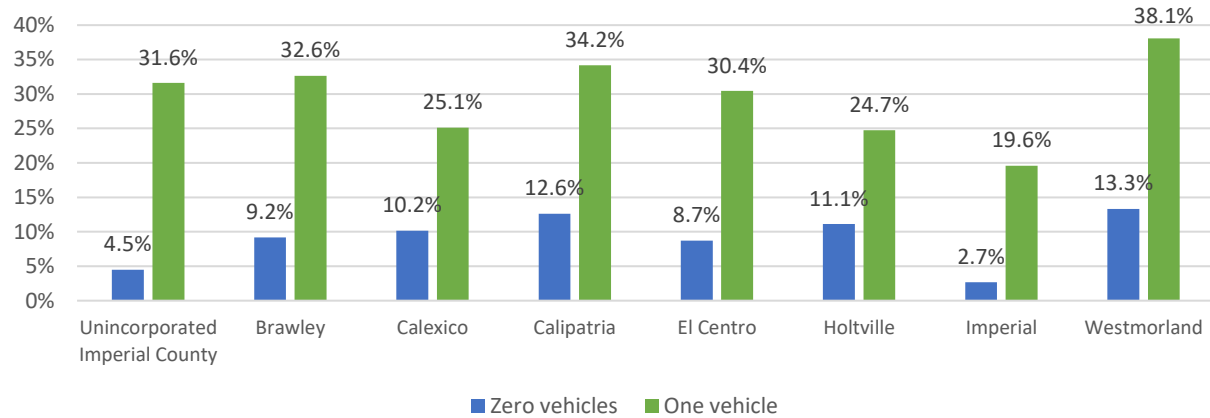
Exhibit 2.1.8 Ethnicity (Hispanic/Latino of Any Race)



There is a relatively high incidence throughout Imperial County of households that do not have access to a vehicle or share one vehicle among the members of the household. Zero- and single-vehicle households can be more dependent on others for transportation, including public or social service transportation providers, friends and family members, or private services like taxis. Many also walk or ride a bicycle as their primary form of transportation. Westmorland has the highest incidence of zero-vehicle households (13.3 percent), while Imperial has the lowest (2.7 percent). These two communities also have the highest and lowest incidence of single-vehicle households (38.1 percent and 19.6 percent, respectively).

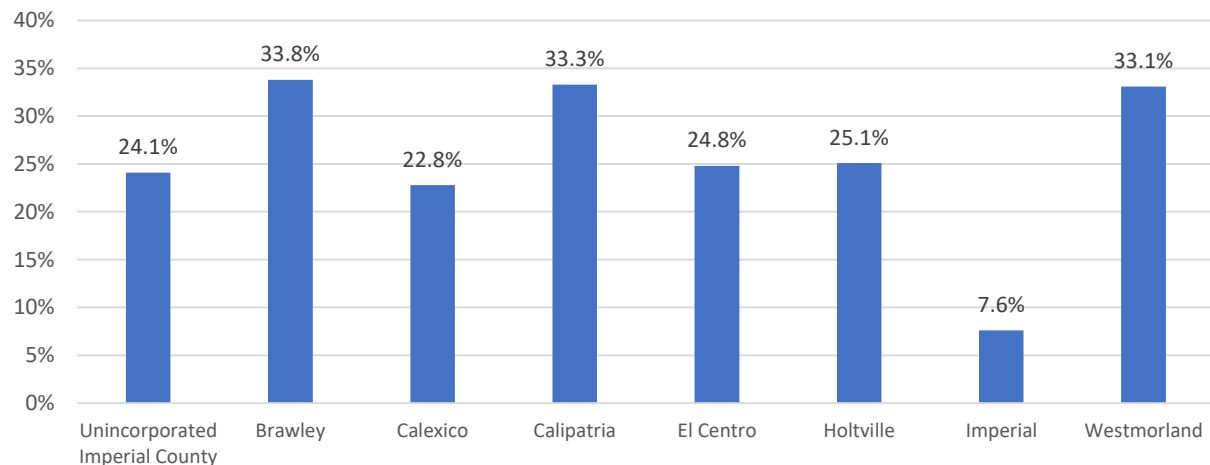
Combined, Westmorland has the highest incidence of zero- and single-vehicle households, with more than half of households (51.4 percent) falling into that category. Imperial has the lowest percentage of zero- and single-vehicle households, with just 22.3 percent of households in this category.

Exhibit 2.1.9 Access to Vehicles



Imperial County has a high rate of poverty, with nearly one-quarter of its residents living below 100 percent of the poverty level. Poverty rates are highest in Brawley, Calipatria, and Westmorland. Imperial has the lowest incidence of poverty, at just 7.6 percent. This correlates with the 20.7 percent unemployment rate in Imperial County in June 2019 (which corresponds with the time period represented by the ACS data). The unemployment rate rose to 28.6 percent in April 2020 due to the COVID-19 pandemic, but declined to 16.1 percent by April 2021.³

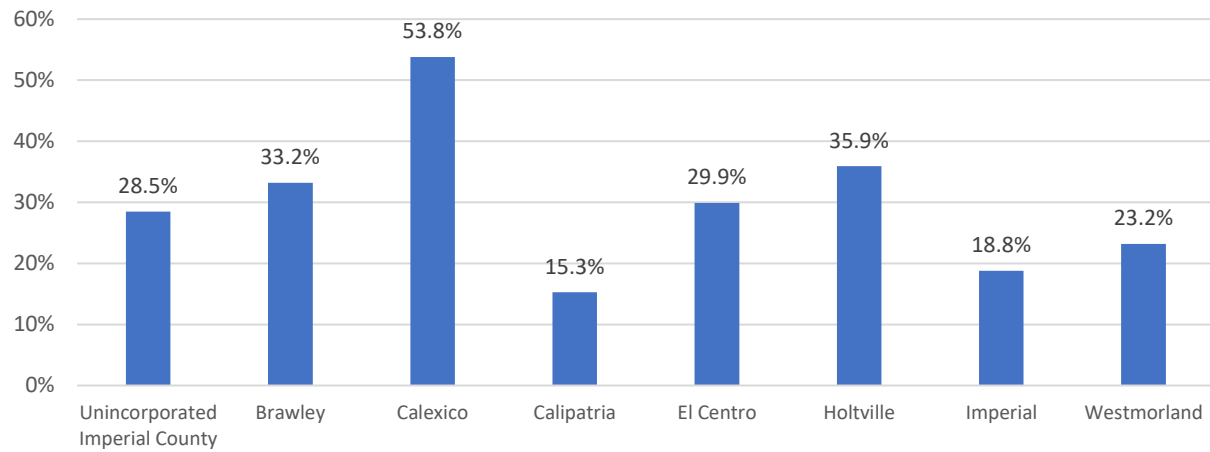
Exhibit 2.1.10 Individuals Below Poverty Level



Imperial County also has a high incidence of persons who speak English less than “very well” and are considered to be Limited English Proficient (LEP). This is not unexpected given its proximity to the border with Mexico. Not surprisingly, nearly 54 percent of the population of Calexico (situated on the border) is considered LEP.

³ State of California Employment Development Department, Labor Force and Unemployment Rate for California Counties, data for Imperial County, accessed 27 May 2021. <https://data.edd.ca.gov/Labor-Force-and-Unemployment-Rates/Labor-Force-and-Unemployment-Rate-for-California-C/r8rw-9pxx/data>

Exhibit 2.1.11 Limited English Proficient Individuals Age 5 and Older

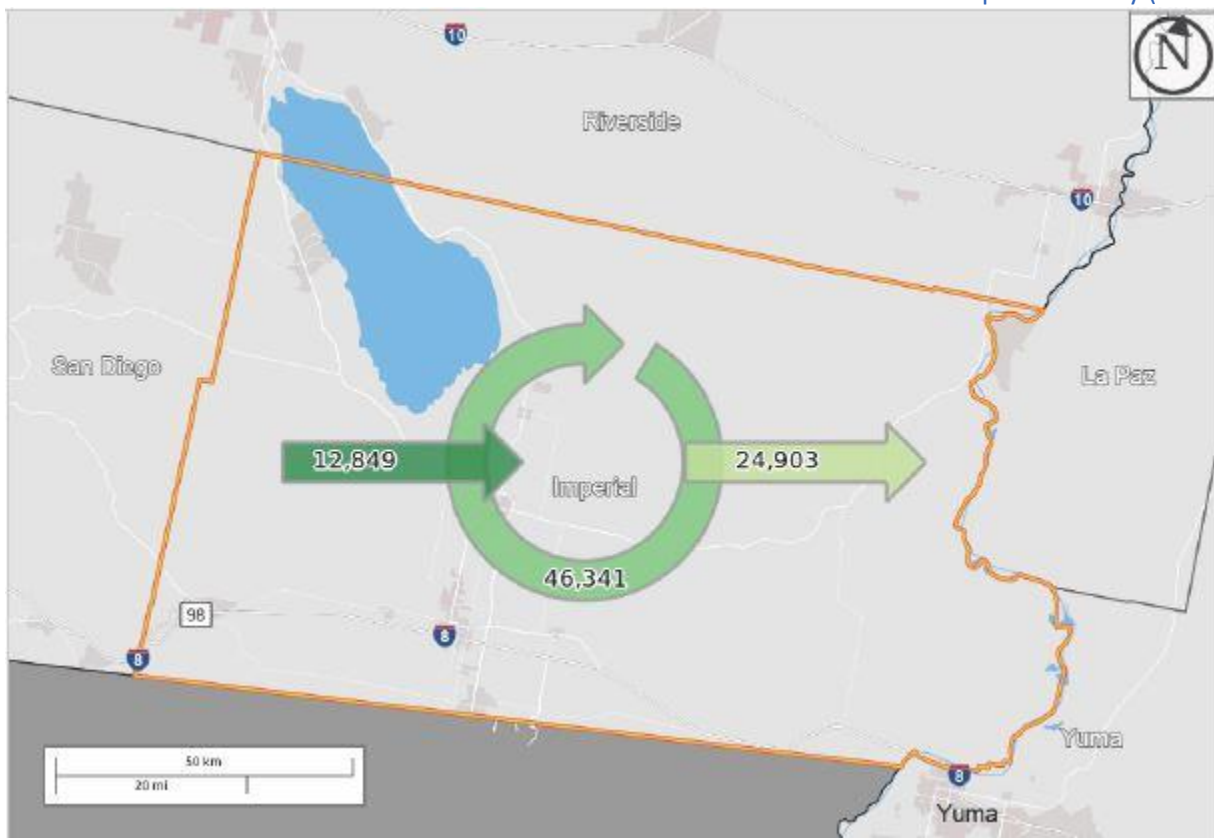


2.2 Travel and Land-Use Patterns

Travel Patterns

According to the Longitudinal Employer-Household Dynamics (LEHD) data provided by the federal census, 78.3 percent of adults employed in Imperial County also live in Imperial County. The balance (21.7 percent) live elsewhere and commute into Imperial County. In addition, 35 percent of those living in Imperial County are employed outside the county. While for the bulk of the population of Imperial County this would mean a significant commute, it would not be nearly as lengthy a commute for someone living in Yuma, for example, who works at one of the casinos or Fort Yuma in eastern Imperial County.⁴

Exhibit 2.2.1 LEHD worker inflow-outflow for Imperial County (2018)



The 35 percent of Imperial County workers who commute outside of the county work primarily in southern California and the southwest corner of Arizona. Areas with the highest concentrations of Imperial County residents are Los Angeles, Riverside, and San Diego counties in California, followed by Yuma County in Arizona.⁵

⁴ U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2018).

⁵ U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2018).

Exhibit 2.2.2 LEHD worker destinations for Imperial County (map)

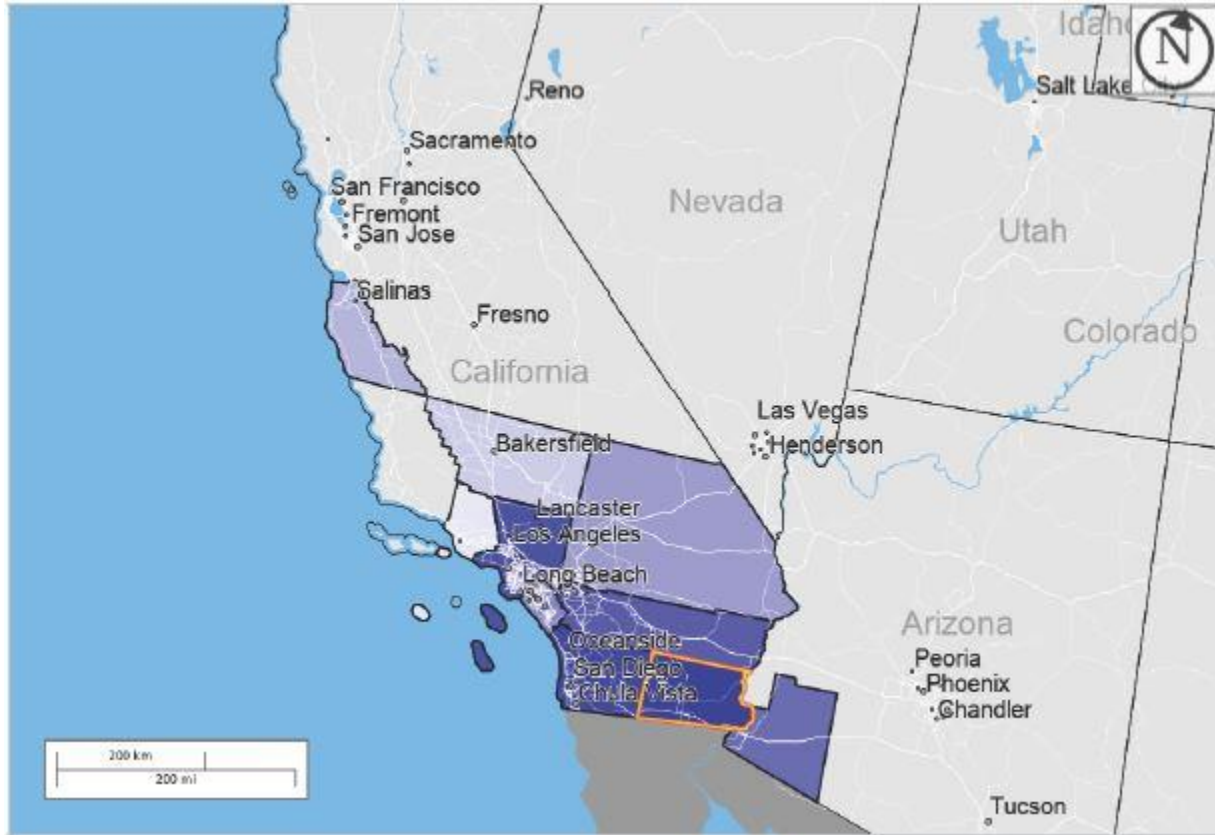


Exhibit 2.2.3 LEHD worker destinations for Imperial County (table)

Destination county	Frequency	Percent
All counties	71,244	100.0%
Imperial County, CA	46,341	65.0%
San Diego County, CA	6,719	9.4%
Los Angeles County, CA	5,157	7.2%
Riverside County, CA	3,970	5.6%
Yuma County, AZ	1,871	2.6%
Orange County, CA	1,707	2.4%
San Bernardino County, CA	1,252	1.8%
Monterey County, CA	496	0.7%
Kern County, CA	469	0.7%
Ventura County, CA	364	0.5%
All other locations	2,898	4.1%

The Southern California Association of Governments, in its 2019 Local Profile Report for Imperial County,⁶ explored information specific to commute and active transportation. With respect to commuting to work, the report revealed 81 percent of Imperial County residents drive alone, while another nine percent carpool. Only one percent utilize public transportation as part of their commute.

The average travel time to work in Imperial County is 21 minutes. Approximately 23 percent have a commute longer than 30 minutes, while 15 percent have a commute of less than 15 minutes.

Imperial County also has 89 miles of bike lanes (as of 2016). There has been no increase in the miles of bike lanes since they were last assessed in 2012. Ninety-two percent of the bike lane miles in Imperial County are Class III bike routes (marked route on a roadway shared with motorized vehicles and pedestrians). The balance are Class I (consisting of a separated bike path) and Class II (consisting of a striped lane on the roadway).

Land-Use Patterns

There are a number of development and construction projects currently in various stages of development. The majority of those identified below are residential developments, but also include a new middle school in Brawley and a regional soccer and wellness park in El Centro. An increase in housing, especially when it is multi-family and/or low-income housing, typically has an impact on local transportation needs.

Exhibit 2.2.4 Forecast development

Project Name	Description	Location
Adams Park, Development Design & Engineering	20-acre project with 240 apartments under construction	S side of C St, W of Best St, E of N. Eastern Ave, Brawley
Amigo Enterprises LLC	New construction of a 4-unit multi-family apartment building	530-534 Olive St, El Centro
Brawley Elementary School District	Construction of an 84,400 square foot middle school	SW corner S. Cesar Chavez St & Malan St, Brawley
Chelsea Investment	Construction of 168 affordable housing units	1625 N. Waterman, El Centro
Development Design & Engineering	320-acre project	Dogwood & Villa, El Centro
Lotus Living, Rise Above Resilient Community	Development of City-owned parcel with 13 duplex tiny homes for IVC homeless students	Bradshaw Ave & N. 12 th St, El Centro
Luckey Ranch/Hoffman Company	Residential construction on 869 approved lots (326 single-family and 543 multi-family units)	NW corner Hwy 111 & State Route 78, Brawley
Monte Vista Regional Soccer and Wellness Park	Development of 63 acres with soccer fields, wellness loop, and other amenities	W. McCabe Rd & Sperber Rd, El Centro

⁶ Southern California Association of Governments, Local Profiles Report 2019, Profile of Imperial County, May 2019.

Project Name	Description	Location
Ocotillo Springs Apartments, AMG & Associates	4-acre project with 75 apartments under construction	350 S. 18 th St, Brawley
Pine Crossing Apartments/AMG Housing Development	Construction of a 44-unit mixed-use apartment complex	Pine Ave & 4 th St, Holtville
Town Center Village Phase IV Infill project/YK America	Construction of 180 1- and 2-bedroom units with community center and amenities	NW corner of 8 th St & Bradshaw Dr, El Centro

2.3 Public Transportation Services

Public transportation service is provided within Imperial County chiefly by two providers: Imperial Valley Transit (IVT) and Yuma County Area Transit (YCAT). IVT offers fixed-route service as well as three on-demand programs (IVT Access, IVT Ride, and IVT MedTrans). YCAT, under a joint agreement between the Quechan Tribe, the Imperial County Transportation Commission (ICTC), and YCAT, operates two routes within Imperial County. Operating details regarding IVT and YCAT services are provided in Exhibit 2.3.1 and 2.3.2. Additional information about transportation resources in Imperial County is provided in the Transportation Resources Inventory in Section 2.5 of this chapter.

Exhibit 2.3.1 Imperial Valley Transit (IVT) routes and services

Route/Service	Service span	Frequency	Areas served	Key connection points
Route 1 South	Monday through Friday 5:54 a.m. – 10:55 p.m. (through 7:35 p.m. when IVC not in session) Saturday 7:10 a.m. – 7:15 p.m. Sunday 8:25 a.m. – 4:45 p.m.	M-F every 35 min. Sat every 60-90 min. Sun approx. every 3 hours	El Centro, Heber, Calexico	El Centro transit center, Imperial Valley Mall, Hacienda (Calexico)
Route 1 North	Monday through Friday 5:45 a.m. – 11:23 p.m. (through 9:00 p.m. when IVC not in session) Saturday 5:55 a.m. – 8:30 p.m. Sunday 7:00 a.m. – 5:10 p.m.	M-F every 35-70 min. Sat every 60-120 min. Sun every 2-3 hours	Calexico, Heber, El Centro	Hacienda (Calexico), Imperial Valley Mall, El Centro transit center
Route 2 South	Monday through Friday 6:00 a.m. – 10:20 p.m. (through 8:00 p.m. when IVC not in session) Saturday 6:20 a.m. – 7:40 p.m. Sunday 7:15 a.m. – 3:50 p.m.	M-F every 75 min – 2½ hours Sat every 90 min – 3 hours Sun every 2-3 hours	Niland, Calipatria, Westmorland, Brawley, Imperial, El Centro	Brawley transit center, Imperial Valley College, El Centro transit center
Route 2 North	Monday through Friday 5:45 a.m. – 10:45 p.m. (through 8:25 p.m. when IVC not in session) Saturday 6:00 a.m. – 8:20 p.m. Sunday 8:25 a.m. – 5:00 p.m.	M-F every 60-80 min. Sat every 80 min. – 2 hours Sun every 2-3 hours	El Centro, Imperial, Brawley, Westmorland, Calipatria, Niland	El Centro transit center, Imperial Valley College, Brawley transit center
Route 3 East	Monday through Friday 8:10 a.m. – 6:40 p.m. Saturday 1:20 p.m. – 6:40 p.m.	M-F five trips daily Sat two trips daily	El Centro, Holtville	El Centro transit center, Imperial Valley College
Route 3 West	Monday through Friday 7:11 a.m. – 7:40 p.m. Saturday 7:10 a.m. – 7:20 p.m.	M-F five trips daily Sat three trips daily	Holtville, El Centro	Imperial Valley College, El Centro transit center
Route 4 West	Monday through Friday 7:00 a.m. – 5:30 p.m. Saturday 8:00 a.m. – 5:40 p.m.	M-F six to seven trips daily Sat three trips daily	El Centro, Seeley, Ocotillo (two trips/day on request)	El Centro transit center
Route 4 East	Monday through Friday 7:20 a.m. – 5:20 p.m. Saturday 8:00 a.m. – 5:40 p.m.	M-F five trips daily Sat three trips daily	Seeley, El Centro	El Centro transit center, Imperial Valley College

Route/Service	Service span	Frequency	Areas served	Key connection points
Route 21 IVC Express (AM)	Monday through Friday, school days only, 6:15 a.m. – 9:45 a.m.	M-Th six trips daily Fri three trips daily	Calexico, Imperial	Hacienda (Calexico), Imperial Valley College
Route 21 IVC Express (PM)	Monday through Friday, school days only, 12:30 p.m. – 6:30 p.m.	M-Th five trips daily Fri three trips daily	Imperial, Calexico	Imperial Valley College, Hacienda (Calexico)
Route 22 IVC Express (AM)	Monday through Friday, school days only, 6:20 a.m. – 9:50 a.m.	M-F two trips daily	Niland, Calipatria, Westmorland, Brawley, Imperial	Imperial Valley College
Route 22 IVC Express (PM)	Monday through Friday, school days only, 2:00 p.m. – 5:11 p.m.	M-F two trips daily	Imperial, Brawley, Westmorland, Calipatria, Niland	Imperial Valley College
Route 31 Direct	Monday through Friday 6:40 a.m. – 5:50 p.m. Saturday 7:00 a.m. – 5:20 p.m.	M-F four trips daily Sat four trips daily	Brawley, Calexico	Brawley transit center, Hacienda (Calexico)
Route 32 Direct	Monday through Friday 6:30 a.m. – 5:50 p.m. Saturday 7:50 a.m. – 6:10 p.m.	M-F four trips daily Sat four trips daily	Calexico, Brawley	Hacienda (Calexico), Brawley transit center
Route 41 South (Brawley Fast)	6:42 a.m. – 6:40 p.m.	Two trips daily	Brawley, Imperial, El Centro	Brawley transit center, El Centro transit center
Route 41 North (Brawley Fast)	5:40 p.m. – 6:05 p.m.	One trip daily	El Centro, Brawley	El Centro transit center, Brawley transit center
Route 45 West (Holtville Fast)	6:40 a.m. – 6:30 p.m.	Two trips daily	Holtville, El Centro	El Centro transit center
Route 45 East (Holtville Fast)	5:40 p.m. – 6:05 p.m.	One trip daily	El Centro, Holtville	El Centro transit center
Route 51 South	Thursday 8:35 a.m. – 10:30 a.m.	One trip daily	Slab City, Niland, Bombay Beach, Calipatria, Brawley	Brawley transit center
Route 52 North	Thursday 4:28 p.m. – 6:35 p.m.	One trip daily	Brawley, Calipatria, Niland, Bombay Beach, Slab City	Brawley transit center
Blue Line (El Centro)	Monday through Friday 6:00 a.m. – 6:38 p.m.	M-F every 70 min.	El Centro	El Centro transit center

Route/Service	Service span	Frequency	Areas served	Key connection points
Green Line (El Centro)	Monday through Friday 6:00 a.m. – 6:38 p.m.	M-F every 70 min.	El Centro	El Centro transit center
Gold Line (Brawley)	Monday through Friday 6:00 a.m. – 7:05 p.m.	M-F every 62 min.	Brawley	Brawley transit center
IVT Access (ADA Paratransit)	Monday through Friday 5:45 a.m. – 11:23 p.m. Saturday 7:00 a.m. – 6:40 p.m. Sunday 7:00 a.m. – 5:00 p.m.	On demand	¾ mile from IVT fixed-route service for ADA certified customers	N/A
IVT Ride (senior/disabled)	Brawley: Monday through Friday 7:00 a.m. – 6:00 p.m., Saturday 8:00 a.m. – 2:00 p.m. Calexico: Monday through Sunday, 7:00 a.m. – 5:00 p.m. El Centro: Monday through Friday 6:30 a.m. – 6:00 p.m., Saturday 7:00 a.m. – 6:00 p.m. Imperial: Monday through Friday 6:45 a.m. – 5:15 p.m., alternate Saturdays 6:50 a.m. – 5:15 p.m. West Shores: Tuesday & Thursday 7:00 a.m. – 4:30 p.m.	On-demand	Brawley, Calexico, El Centro, Heber, Imperial, West Shores	N/A
IVT MedTrans (NEMT)	Tuesday through Friday and Monday through Thursday on alternating weeks Depart El Centro at 7:00 a.m. and 10:00 a.m. Depart San Diego at 3:30 p.m. and 6:00 p.m.	2 round trips per day	Brawley, Calexico, El Centro, Imperial, San Diego	Imperial Valley Mall

Exhibit 2.3.2 Yuma County Area Transit (YCAT) routes

Route	Service span	Frequency	Areas served	Key connection points
Blue Route 5	Monday through Saturday 7:19 a.m. – 6:11 p.m.	Hourly	Downtown Yuma, Fort Yuma, Winterhaven	Downtown Yuma transit center
Turquoise Route 10	Monday, Wednesday, & Friday Departs Yuma at 8:30 a.m. and 2:30 p.m. Departs El Centro at 8:45 a.m. and 2:45 p.m.	Two round-trips daily	Downtown Yuma, Fort Yuma, Winterhaven, El Centro	Downtown Yuma transit center, Imperial Valley Mall, El Centro transit center

2.4 Common Origin-Destination Pairings

Imperial Valley Transit Origin-Destination Summary

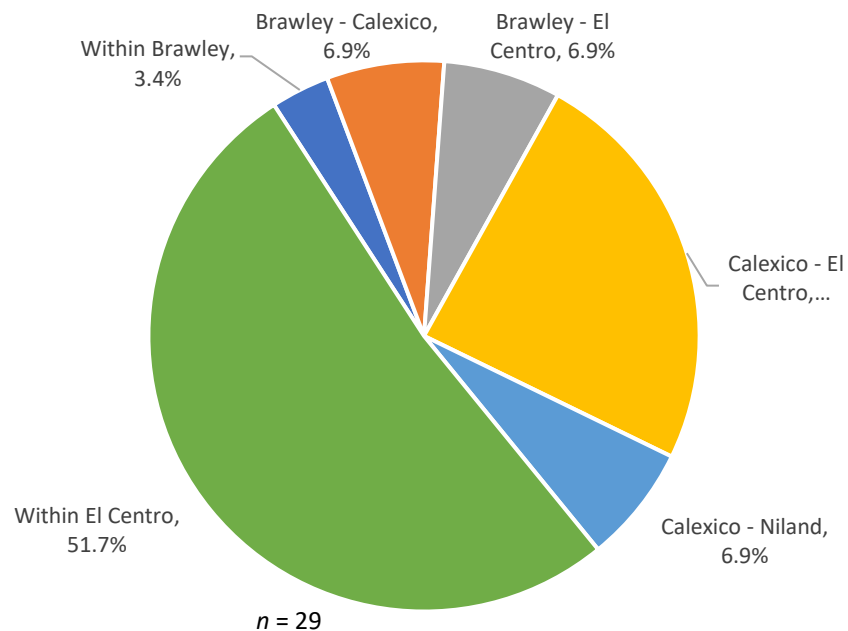
Collection of origin-destination data for the Imperial Valley Transit (IVT) fixed-route service was impacted by the COVID-19 pandemic. Consequently, data had to be self-reported by transit riders. This was accomplished by a driver-distributed postcard with a postage-paid response mechanism. The postcard asked just four questions:

1. Where did you board the bus for this trip?
2. Where do you plan to get off this bus?
3. What route are you on?
4. Does this one-way trip include a transfer? (If yes, identify the connecting route.)

Response to the origin-destination survey was modest, resulting in the receipt of 33 postcards. Of these postcards, three were invalidated as they were not complete and the origin and destination communities could not be identified. While not all cards included full origin and destination information, 30 responses were complete enough to identify both origin and destination community.

The majority of reported trips (51.7 percent) occurred within El Centro. An additional 31 percent of trips either began or ended in El Centro. A total of 17.2 percent of reported trips began and/or ended in Brawley, though only one trip occurred entirely within Brawley. Thirty-one percent of the surveyed trips began or ended in Calexico.

Exhibit 2.4.1 IVT origin-destination pairs by community



The transit center in El Centro was the most commonly cited location (eight responses), followed by Imperial Valley Mall and the Walmart in El Centro (six responses each). The Department of Motor Vehicles in El Centro was cited in three responses.

Exhibit 2.4.2 IVT key service points

Location	Frequency
El Centro Transit Center	8
Imperial Valley Mall	6
Walmart (El Centro)	6
El Centro DMV	3
South Plaza (Brawley)	2
Slab City	2
99 Cent Store (Calexico)	2
El Centro Regional Medical Center	1
Social Services (El Centro)	1
Costco (El Centro)	1
K St Clinic (Brawley)	1

IVT Ride and IVT Access Origin-Destination Summary

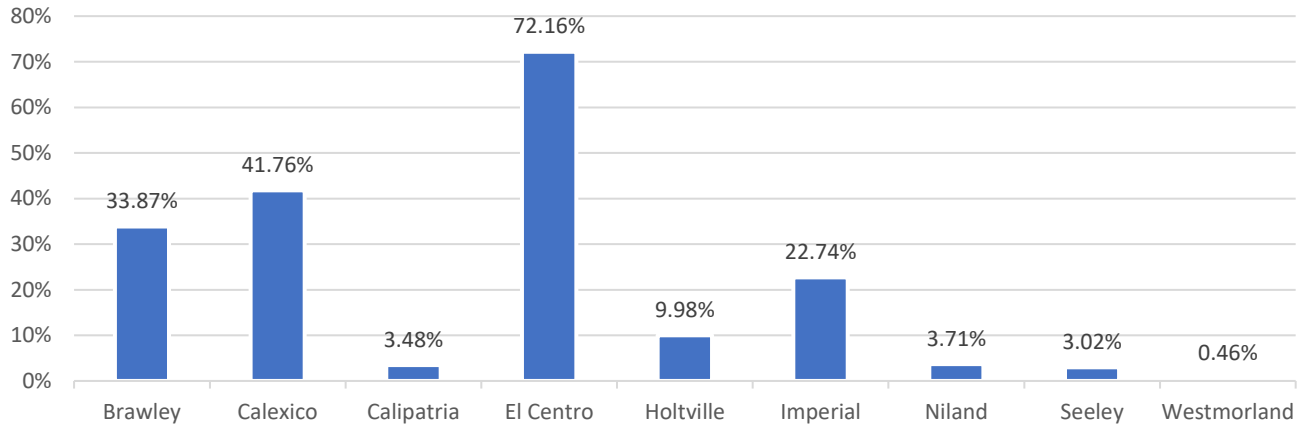
To gain insight into the travel patterns of Dial-A-Ride customers, we analyzed trip manifests from the IVT Ride and IVT Access demand-response services. Manifests from February 2020 (just prior to the start of the COVID-19 pandemic) were reviewed and tabulated. Our findings are discussed below.

IVT Access

IVT Access is an eligibility-based service providing public transportation for those who are unable to ride the regular fixed-route service due to a physical or cognitive disability. We analyzed all trips during a seven-day period from February 1-7, 2020. During this time, 505 one-way rides were provided throughout the service area on 432 vehicle trips (some scheduled trips had more than one rider). Of the rides provided, eight were to blind customers, three were to customers using scooters, 110 were to customers using wheelchairs, and four were for customers using wheeled walkers. (The rest were presumed to be ambulatory.) Nearly one-quarter of trips (21.8 percent) were provided to customers using wheelchairs.

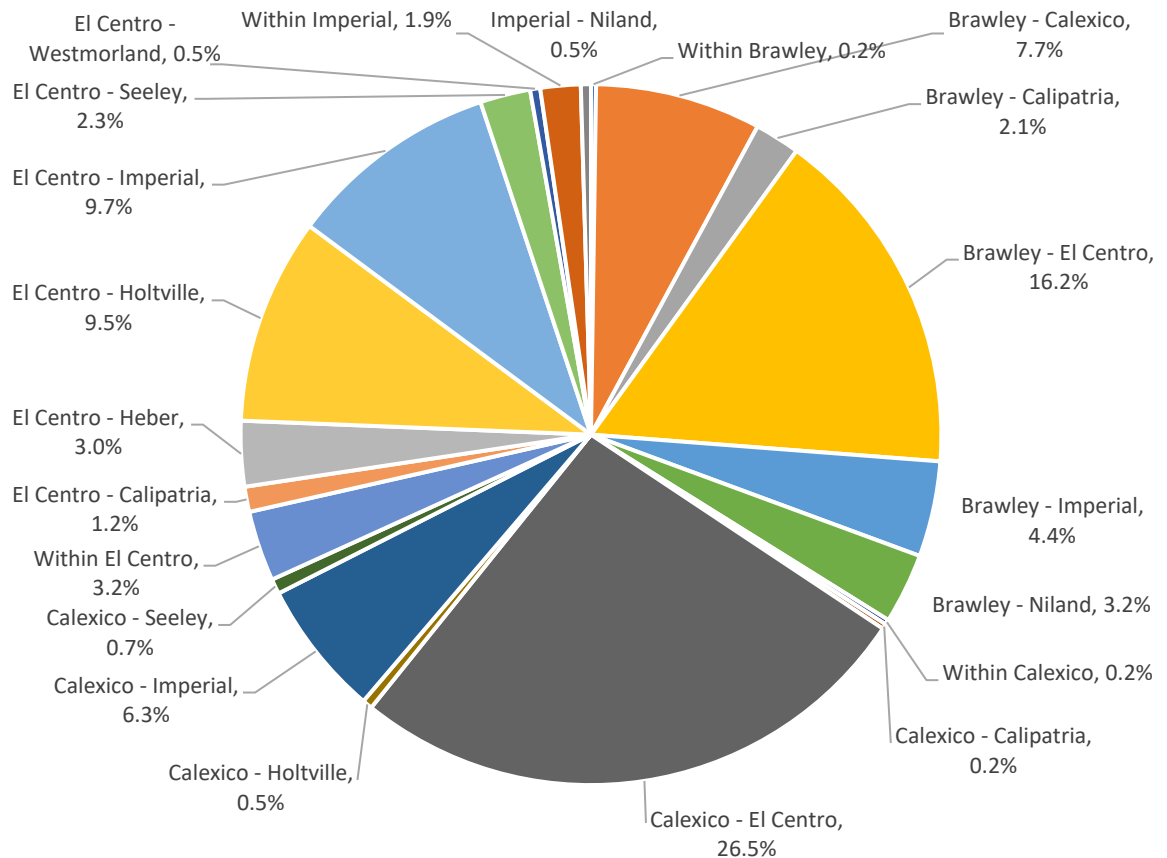
Approximately 72 percent of trips either started or ended in El Centro. This is not surprising, as El Centro is the largest community and offers the greatest access to key services. This was followed by Calexico (42 percent), Brawley (34 percent), and Imperial (23 percent).

Exhibit 2.4.3 Percentage of IVT Access trips originating or terminating in each community



The most frequent origin-destination pairs were Calexico and El Centro (27 percent), Brawley and El Centro (16 percent), El Centro and Imperial (10 percent), and El Centro and Holtville (10 percent).

Exhibit 2.4.4 Percentage of IVT Access trips between origin and destination pairs



Key destinations were also identified from the manifests. Exhibit 2.4.5 presents the total level of activity (combined drop-offs and pick-ups) at all locations with five or more service boardings or alightings. Adult day health care centers in El Centro and Brawley (El Centro Day Out and Brawley Day Out) were the top two activity points, with riders often traveling to them multiple times a week. Imperial Valley College was the third most-active service point, also not surprising given attending classes typically occurs several times in a given week. Many of the top activity centers were healthcare-related (including dialysis centers in Brawley and El Centro). Other locations included Bank of America (El Centro), Imperial Valley Mall, San Diego State University (Calexico), the ICTC offices, and Cardenas Market.

Exhibit 2.4.5 Top IVT Access activity centers

Location	Total Activity
El Centro Day Out	114
Brawley Day Out	30
Imperial Valley College (Imperial)	27
Dr. Mani (El Centro)	19
Orthopedic Clinic/Border Crossing (Calexico)	18
Pioneer Health Center/Brawley Dialysis	14
El Centro Regional Medical Center	13
Bank of America (El Centro)	11
Imperial Valley Mall	11
Dr. Ansari (El Centro)	9
SDSU (Calexico)	8
ICTC Offices	7
Pioneer Hospital	7
El Centro Dialysis	6
Cardenas Market	5

IVT Ride

IVT Ride is an eligibility-based service providing demand-response transportation for seniors and persons with disabilities. Service days and hours vary by location. In Brawley and El Centro, the service operates Monday through Saturday. In Calexico, it operates Monday through Sunday. In Imperial, service is provided Monday through Friday and on alternate Saturdays. The West Shores Dial-A-Ride offers service on Tuesday and Thursday only.

We reviewed a “snapshot” of service for each of the individual IVT Ride services from February 2020 (pre-COVID). These included trip manifests for the following days:

- Imperial: February 3,
- Heber: February 4,
- El Centro: February 5,
- Calexico: February 6,

- West Shores: February 6, and
- Brawley: February 7.

Imperial

Fourteen trips were provided by the Imperial service on February 3, 2020. Six trips (42.9 percent) provided transportation between locations in Imperial and El Centro Day Out. Other trips served the Nutrition Center in El Centro, the Imperial Library, and Mechanic Bank. Only one trip both started and ended in Imperial; the rest of the trips traveled between Imperial and El Centro.

Heber

Eighteen trips were provided in Heber on February 4, 2020. The majority were provided within Heber (61.1 percent), all of which traveled to the Nutrition Center. Three trips (16.7 percent) originated in El Centro and traveled to El Centro Day Out. One trip traveled from Heber to the ICTC Office in El Centro. Given there were multiple drop-offs at El Centro Day Out and the Nutrition Center and no corresponding pick-ups, it is likely another vehicle was operating that day and that manifest was not provided.

El Centro

Sixteen IVT Ride trips were provided in El Centro on February 5, 2020. Three trips (18.8 percent) served El Centro Day Out, while four (25 percent) served the Famous Dave's restaurant. Given there were several drop-offs at El Centro Day Out and no corresponding pick-ups, it is likely another vehicle was operating that day and that manifest was not provided. As such, there may have been more trips recorded on that day. Other service points identified on the manifest included Costco, Solo Fitness, and Best Buy.

Calexico

Twenty-four trips were provided in Calexico on February 6, 2020. Five trips (20.8 percent) included service to Alegria Adult Day Health Care, while another seven trips (29.2 percent) served the Calexico Recreation Department. Given the concentrated number of pick-ups with no recorded drop-offs, and vice-versa, it is likely another vehicle was operating that day and that manifest was not provided. As such, there may have been more trips recorded on that day. However, the percentage of service to Alegria and the Recreation Center is likely consistent since origin or return trips would have been recorded therein.

West Shores

Ten trips were provided on the West Shores service on February 6, 2020. Eight of these trips (80 percent) were to or from the West Shores Senior Citizen Club in Thermal. The remaining two trips were to and from the dollar store in Salton City.

Brawley

Twenty trips were provided in Brawley on February 7, 2020. Of these, 11 trips (55 percent) included a drop-off or pick-up at the Brawley Senior Center. Four additional trips (20 percent) provided service two or from Brawley Day Out. The remaining trips included service to Walmart and Pioneer Health Center.

Conclusions

Of the 102 trips documented within these manifests from the first week in February 2020, 54 (52.9 percent) provided transportation to or from a senior center, nutrition program, or adult day health care

program. At least four other trips (3.9 percent) were identified as medical trips. (Others might have also been medical trips, but were identified only with an address not the name of a facility.)

2.5 Transportation Resource Inventory

This section includes an inventory of transportation resources located in and/or serving Imperial County. Providers identified within this section include public transportation operators, social service/non-profit transportation providers, tribal transportation, school transportation, and private/for-profit operators such as taxis.

Public Transportation Providers

Name of Transportation Provider	Description of Service	Service Details	Fare/Cost
Imperial Valley Transit 792 Ross Road, Ste B El Centro, CA 92243 (760) 482-2900 www.IVTransit.com	<p>Imperial Valley Transit is the provider of fixed-route public transportation in the Imperial Valley. Service is provided as far as Niland to the north; Holtville to the east; Ocotillo to the west; and Calexico to the south.</p> <p>The IVT system consists of fixed-routes, deviated fixed-routes, and remote zone routes. Express routes only operate when school is in session.</p>	<p>Normal operation: Most routes operate Monday through Friday from approx. 5:45 a.m. to 11:23 p.m.</p> <p>Route 2 operates Monday through Sunday, but does not go past Brawley on Sundays. Route 4 operates Monday through Saturday.</p>	<p>Single-ride fares (one-way per zone):</p> <ul style="list-style-type: none"> • Local Zone Fare: \$1.00 • Senior/Disabled Local Zone: \$0.50 • Regional Zone Fare: \$1.25 • Senior/Disabled Regional Zone: \$0.60 • Direct: \$2.50 • IVC Express – student: \$1.25 • IVC Express – non-student: \$1.75 • Fast Trip: \$2.25
	<p>Service area: Calexico, Heber, El Centro, Holtville, Seeley, Ocotillo, Imperial, Brawley, Bombay Beach, Calipatria, Westmorland, Niland</p>	<p>COVID-19 adjustments: Due to COVID-19, adjustments were implemented beginning March 30, 2020 until further notice. Most routes operate Monday through Friday, utilizing Saturday schedules, from approx. 6:00 a.m. to 8:30 p.m. Routes 21 and 22 (IVC Express), 41S and 41N (Brawley Fast), 45W and 45E (Holtville Fast) were temporarily suspended. Fares were also suspended effective August 7, 2020.</p>	<p>Multi-ride fares:</p> <ul style="list-style-type: none"> • 20-Ride Local Zone: \$16.00 • 20-Ride Regional Zone: \$20.00 • 20-Ride Senior/Disabled Local Zone: \$10.00 • 20-Ride Senior/Disabled Regional Zone: \$12.00 • 20-Ride Student (Express Routes only): \$25.00
	<p>Eligibility: General public</p>		
<p>Provider type: Public transportation</p>	<p>Vehicles: 27 Annual ridership: 747,878 (FY 2019)</p>		<p>Transfers: Regional transfers are allowed between routes 1, 2, 3, and 4.</p>

Name of Transportation Provider	Description of Service	Service Details	Fare/Cost
IVT Access 792 Ross Road, Ste B El Centro, CA 92243 (760) 482-2900 www.IVTAcess.org	<p>IVT Access is the ADA complementary paratransit service for Imperial Valley Transit. It is a shared-ride demand-response service that requires advance reservations.</p> <p>Eligible pick-up and drop-off locations are located within ¼ mile and 30 minutes of a regular Imperial Valley Transit route.</p>	<p>Normal operation: The service operates Monday through Sunday during the same hours as Imperial Valley Transit.</p>	<p>ADA fares are based on distance and range from \$2.00 to \$2.50 each way. Fares for individuals who are not ADA certified are 1.5 times the ADA fare. Anyone traveling as a companion pays the same fare as the individual they are accompanying.</p>
	<p>Service area: Calexico, Heber, El Centro, Holtville, Seeley, Ocotillo, Imperial, Brawley, Bombay Beach, Calipatria, Westmorland, Niland</p>	<p>COVID-19 adjustments: Service continued to be operated during the same hours as the Imperial Valley Transit fixed-route service, which operated a Saturday schedule. Fares were also suspended effective August 7, 2020.</p>	<p>Transfers: None</p>
	<p>Eligibility: Reserved for ADA-certified customers with physical or cognitive disabilities who cannot use the fixed-route system. Application and functional assessment required. General public trips may be provided on a space-available basis.</p>		
<p>Provider type: Public transportation</p>	<p>Vehicles: 12 Annual ridership: 30,229 (FY 2019)</p>		

Name of Transportation Provider	Description of Service	Service Details	Fare/Cost
IVT Ride 792 Ross Road, Ste B El Centro, CA 92243 (760) 482-2900 www.IVTRide.com	IVT Ride provides curb-to-curb, demand-response transportation services. Advance reservations (up to two weeks in advance) are required. Same-day reservations may be made on a space-available basis.	Normal operation: <ul style="list-style-type: none"> Brawley: Monday-Friday, 7 am-6 pm; Saturday 8 am-2 pm Calexico: Monday-Friday 7 am-5 pm, Saturday-Sunday 7 am-5 pm El Centro: Monday-Friday 6:30 am-6 pm; Saturday 7 am-6 pm Imperial: Monday-Friday 6:45 am-5:15 pm; alternate Saturdays 6:50 am-5:15 pm West Shores: Tuesday & Thursday 7 am-4:30 pm 	Single-ride fares: <ul style="list-style-type: none"> Brawley: \$1.50 local Calexico: \$1.00 local El Centro: \$1.25 local, \$1.75 to/from Heber-Imperial Imperial: \$0.75 local, \$1.75 to/from El Centro-Heber West Shores: \$2.00 local, \$2.50 to/from Brawley Heber: \$0.75 local, \$1.75 to/from El Centro-Imperial
	Service area: Brawley, Calexico, El Centro, Heber, Imperial, Desert Shores, Salton City, Salton Sea Beach, Coolidge Springs Eligibility: Seniors (age 55 and older) and persons with disabilities	COVID-19 adjustments: Fares were also suspended effective August 7, 2020.	Transfers: None
	Provider type: Public transportation		
	Vehicles: 16 Annual ridership: 52,507 (FY 2019)		

Name of Transportation Provider	Description of Service	Service Details	Fare/Cost
IVT MedTrans 792 Ross Road, Ste B El Centro, CA 92243 (760) 482-2900 www.IVTMedtrans.com	IVT MedTrans provides non-emergency medical transportation (NEMT) between the Imperial Valley and major healthcare facilities in San Diego. Advance reservation is required, and fares must be paid 48 hours in advance to confirm a reservation.	Normal operation: <ul style="list-style-type: none"> Four service days per week; no service on alternating Mondays and Fridays 	Single-ride fares: <ul style="list-style-type: none"> Category A: \$11.25 one-way, \$22.50 round-trip (persons who meet medical and/or income eligibility criteria) Attendant: \$5.25 one-way, \$10.50 round-trip Category B: \$22.50 one-way, \$45.00 round-trip (persons who do not meet eligibility criteria)
	Service area: Pick-ups in Brawley, Calexico, El Centro, and Imperial; service to San Diego Eligibility: Persons with medical conditions and/or disabilities who are transit-dependent (Category A).	COVID-19 adjustments: None	Transfers: None
	Provider type: Public transportation Vehicles: 4 Annual ridership: 5,232 (FY 2019)		

Name of Transportation Provider	Description of Service	Service Details	Fare/Cost
Yuma County Area Transit (YCAT) 2715 East 14th Street Yuma, AZ 85365 (928) 783-2235 www.yciptat.org	Fixed-route transit service linking the population centers of El Centro, Fort Yuma, and Winterhaven. Turquoise Route (Route 10) travels between Yuma and El Centro with stops in Fort Yuma and Winterhaven. The Blue Route (Route 5/Quechan Shuttle) serves eastern Imperial County with service between Yuma and the Fort Yuma Indian Reservation and Winterhaven.	Normal operation: <ul style="list-style-type: none">Route 5: operates Monday – Saturday from 7:19 a.m. to 6:11 p.m. Flex service in the Fort Yuma Indian Reservation available on request during alternate trips.Route 10: operates Monday, Wednesday, and Friday only. Two roundtrips daily, departing Yuma at 7:30 a.m. and 1:30 p.m.	YCAT fares: <ul style="list-style-type: none">Route 5 one-way: \$2.00Route 5 day pass: \$5.00Route deviation: \$2.00Route 10 one-way: \$2.00 (cash only, no discounts)Half-fares available on Route 5 for seniors 65+, persons with disabilities, Medicare card holders, and students 5-18 with school ID
	Service area: El Centro, Fort Yuma Indian Reservation, Winterhaven, and Yuma (Turquoise and Blue routes)	COVID-19 adjustments: YCAT modified some of its routes in March 2020, August 2020, and January 2021. Fares were also suspended. It returned to normal service on March 22, 2021.	
	Eligibility: General public		
Provider type: Public transportation	Vehicles: 30 (total YCAT fleet) Annual unlinked trips: Route 5 – 18,630 (FY 2019); Route 10 – 2,084 (FY 2019)		Transfers: None

Private/Non-Profit/Social Service Transportation Providers

Name of Transportation Provider	Description of Service	Fare/Cost
Amigos de Alejandro, Inc. 510 W. Main St., Ste 105 El Centro, CA 92243 (760) 222-6132 www.amigosdealejandro.org	Amigos de Alejandro serves families of children diagnosed with cancer, leukemia, or blood-related disorders by offering emotional support, factual information, food vouchers, and gas cards for transportation to hospitals outside Imperial County (Rady's Children's Hospital in San Diego) to receive chemotherapy or other procedures related to their diagnosis.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Unknown
Provider type: Non-profit transportation	Eligibility: Families of children diagnosed with cancer, leukemia, or blood-related disorders.	

Name of Transportation Provider	Description of Service	Fare/Cost
ARC Imperial Valley Transportation Program 298 E. Ross Ave. El Centro, CA 92243 (760) 337-8002 www.arciv.org	The ARC Imperial Valley operates various vocational programs for individuals with developmental disabilities. ARC offers the security and independence of a curb-to-curb paratransit service to work sites, day programs, medical appointments, educational, recreational and social activities for qualified persons with disabilities. ARC Imperial Valley's Non-Emergency Medical Transportation (NEMT) provides professional, safe, and reliable transportation services to medical centers throughout the Imperial County.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Day programs are closed until further notice.
Provider type: Social service transportation	Eligibility: Individuals must meet the requirement for funding authorization with the Department of Rehabilitation. Transportation for persons 18+ employed through ARC's Adult Development Center or for those accessing medical care.	

Name of Transportation Provider	Description of Service	Fare/Cost
Area Agency on Aging (AAA) – Transportation Subsidy 778 W. State Street El Centro, CA 92243 (442) 265-7000 www.aaa24.org	The Area Agency is the regional focal point for services for older adults and administers federal and state funds. AAA offers nutrition programs that include congregate meals, home-delivered meals, and a nutrition consultant. All contracted to Catholic Charities of Diocese of San Diego. AAA pays public transit fare (IVT Ride and IVT Access) for trips to congregate meal sites and provides information about transportation when people call in to Info & Referral.	No cost to eligible individuals
	Service area: Imperial Valley from Calexico to West Shores Eligibility: Older adults (60+ years) who are enrolled with AAA.	COVID-19 adjustments: Limited availability. Due to COVID-19, most congregate sites are closed. IVT billed AAA for trips provided during COVID.
Provider type: Social service transportation		

Name of Transportation Provider	Description of Service	Fare/Cost
Boys & Girls Clubs of Imperial Valley (BGCIV) 165 S. Plaza St. Brawley, CA 92227 (760) 344-3354 www.bgciv.org	Transportation from school to the Brawley site is available after school. BGC contracts event transportation for all three locations, for trips to the movies, baseball games, bowling alley, Imperial Valley College. etc. BGC budgets \$17,000 annually for transportation.	Membership in the BGC costs \$25 per year per child; no additional cost for transportation
	Service area: Imperial Valley (clubs in Brawley and Holtville) Eligibility: Youth age 5-18 who are enrolled members of BGC	COVID-19 adjustments: Clubs closed during COVID-19; reopened at limited capacity April 19, 2021
Provider type: Social service transportation		

Name of Transportation Provider	Description of Service	Fare/Cost
Brawley Elementary School District 261 D St. Brawley, CA 92227 (760) 344-2330 www.besd.org	Provides school bus transportation to and from school for eligible enrolled students.	No cost to eligible individuals
	Service area: Brawley	COVID-19 adjustments: Does not operate if school is not in-person.
Provider type: School transportation	Eligibility: Enrolled students	

Name of Transportation Provider	Description of Service	Fare/Cost
Brawley Union High School District 480 N. Imperial Ave. Brawley, CA 92227 (760) 312-5819 www.brawleyhigh.org	Provides school bus transportation to and from school for eligible enrolled students.	No cost to eligible individuals
	Service area: Brawley	COVID-19 adjustments: Does not operate if school is not in-person.
Provider type: School transportation	Eligibility: Enrolled students	

Name of Transportation Provider	Description of Service	Fare/Cost
Calexico Transit System 542 Grant St. Calexico, CA 92231 (760) 768-2115	Private fixed-route circulator within the city of Calexico. Operates Monday through Sunday, 7:00 am – 7:00 pm. Vehicles are not ADA-compliant.	Cash fare: \$1.25
	Service area: Calexico	COVID-19 adjustments: Unknown
Provider type: Private transportation	Eligibility: General public	

Name of Transportation Provider	Description of Service	Fare/Cost
Calexico Unified School District 901 Andrade Avenue Calexico, CA 92231 (760) 768-3888 www.cusdk12.org	Provides school bus transportation to and from school for eligible enrolled students. Generally operates between 7 am and 4 pm. Students must live an eligible distance from their school: <ul style="list-style-type: none"> • Grades K-3: students living 1 mile from school • Grades 4-8: students living 2 miles from school • Grades 9-12: students living 3 miles from school 	No cost to eligible individuals
	Service area: Calexico	COVID-19 adjustments: Does not operate if school is not in-person.
Provider type: School transportation	Eligibility: Enrolled students	

Name of Transportation Provider	Description of Service	Fare/Cost
Catholic Charities – Senior Nutrition Program (See Area Agency on Aging)	Contracts with IVT Ride to provide free transportation to congregate meal sites in Brawley, Calexico, El Centro, Imperial, and Salton City.	No cost to meal participants
	Service area: Imperial County	COVID-19 adjustments: Congregate meal sites are currently closed. Service is currently using county cars to deliver meals to those that utilize the service.
Provider type: Social service transportation	Eligibility: Older adults (age 60+)	

Name of Transportation Provider	Description of Service	Fare/Cost
Clinicas de Salud del Pueblo – Courtesy Transportation 852 E. Danenberg Drive El Centro, CA 92243 (760) 344-9951 www.cdsdp.org	Clinicas de Salud del Pueblo is a private, non-profit corporation providing an array of comprehensive primary care services to residents throughout Imperial County. Clinicas operates its own transportation program to transport clients from their homes to doctor appointments at one of its clinics. Riders must schedule their ride at least one day in advance of their medical appointment.	No cost to eligible individuals
	Service area: Imperial and Riverside county Eligibility: Patients with scheduled medical appointments at one of the clinics.	COVID-19 adjustments: Currently not operating due to COVID-19.
Provider type: Non-profit transportation		

Name of Transportation Provider	Description of Service	Fare/Cost
Day Out Adult Day Health Care 778 W. State Street El Centro, CA 92243 (442) 265-7000 www.dayoutadhc.com	Provides adult day care services at locations in Brawley and El Centro, CA. Services offered include organized daily activities in a community-based setting, transportation, meals, and professional supervision. ADHC vans provide transportation for those who need door-through-door services. The program also subsidizes IVT Access fares for clients who can use curb-to-curb services.	No cost to eligible individuals
	Service area: Brawley, El Centro, and surrounding cities Eligibility: Seniors and adults with disabilities	COVID-19 adjustments: Unknown
Provider type: Social service transportation		

Name of Transportation Provider	Description of Service	Fare/Cost
Gran Plaza Courtesy Shuttle 888 W. 2nd Street Calexico, CA 92231 (760) 768-9002 www.granplazaoutlets.com	Gran Plaza Outlets' customers can take advantage of the courtesy shopping shuttle, Gran Plaza Express. The shuttle service runs between 1st Street & Heffernan Avenue in Calexico and the Gran Plaza Outlets. Service is available 7 days a week. Service begins 30 minutes before the outlets open and the last shuttle leaves 30 minutes after closing.	Free
	Service area: Calexico (1 st Street/Heffernan to Gran Plaza Outlets)	COVID-19 adjustments: Unknown
Provider type: Private transportation	Eligibility: General public	

Name of Transportation Provider	Description of Service	Fare/Cost
Greyhound (800) 231-2222 www.greyhound.com	Greyhound Lines, Inc. is the largest provider of intercity bus transportation, serving more than 2,400 destinations with 13,000 daily departures across North America. Provides access to the nationwide Greyhound Intercity network, Canada and Mexico. Greyhound serves stations in Calexico and El Centro. Service operates every day, with schedules dependent on destination.	Fares vary by destination. Discounted fares available to children under 12 and seniors 62+.
	Service area: U.S., Mexico, and Canada (via Calexico and El Centro)	COVID-19 adjustments: Unknown
Provider type: Private transportation	Eligibility: General public	

Name of Transportation Provider	Description of Service	Fare/Cost
Holtville Unified School District 621 E. Sixth St. Holtville, CA 92250 (760) 356-2658 www.husd.net	Provides school bus transportation to and from school for eligible enrolled students.	No cost to eligible individuals
	Service area: Holtville	COVID-19 adjustments: Does not operate if school is not in-person.
Provider type: School transportation	Eligibility: Enrolled students	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial County Department of Behavioral Health – Adult Services 2695 S. 4 th Street, 2 nd floor, Suite B El Centro, CA 92243 (442) 265-7889 bhs.imperialcounty.org	Provides services and resources that promote wellness, recovery, and resiliency for adults and older adults with severe mental illness and for children and youth with serious emotional disturbances and their family members. Provides transportation for those who cannot use public transit because it is not available or they are unable because of their illness. Pays transit fares for those who can use public transit.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Currently closed due to COVID-19.
Provider type: Social service transportation	Eligibility: Persons with mental disabilities	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial County Department of Public Health – California Children’s Division 935 Broadway Street El Centro, CA 92243 (442) 265-1455 www.icphd.org	California Children's Services (CCS) is a state program for children with certain diseases or health problems. Through this program, children up to 21 years old can get the healthcare and services they need. California Children's services subsidizes the fares on MedTrans to San Diego County. Will also reimburse parents mileage to access services.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Unknown
Provider type: Social service transportation	Eligibility: Children up to 21 who are referred by parent or provider/physician. Must meet medical eligibility review and be low-income.	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial County In-Home Supportive Services Public Authority 2995 S. 4th Street, Suite 105 El Centro, CA 92243 (760) 337-3084 www.imperialcountysocialservices.org	<p>The In-Home Supportive Services (IHSS) program provides domestic and personal care to Medi-Cal eligible aged, blind and disabled individuals so that they can remain safely in their own homes. In addition to program eligibility, IHSS staff meets with clients in their homes to assess their in-home care need. Once approved, the clients may hire providers of their own choosing, or are referred to the IHSS Public Authority of Imperial County, to hire provider to perform the authorized services. IHSS providers provide consumers transportation. Providers are paid for the time of travel only through the IHSS program and not the IHSS Public Authority</p>	No cost to eligible individuals
	<p>Service area: Imperial County</p>	<p>COVID-19 adjustments: Unknown</p>
<p>Provider type: Social service transportation</p>	<p>Eligibility: IHSS recipients; seniors and children and adults with disabilities</p>	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial County Office of Education – CHAT Program, Special Education, and Migrant Education Program (MEP) 1398 Sperber Road El Centro, CA 92243 (760) 312-6464 www.icoe.org	<p>ICOE works closely with Imperial county's sixteen independent school districts as well as its public service agencies, businesses, institutions of higher education, and elected officials to ensure that meeting the educational needs of its children is a community priority. ICOE also provides direct services to students with specialized needs through its three alternative education and special education programs.</p> <p>CHAT provides individual therapy and case management services to child victims of abuse and/or crime. ICOE Special Education provides services for students with Severe Disabilities and Low Incident Disabilities, from ages 0-22. The ICOE Migrant Education Program provides supplementary academic services to migrant students.</p>	No cost to eligible individuals
	Service area: Imperial County school districts	COVID-19 adjustments: Some programs are being held virtually via Zoom
Provider type: Social service transportation	Eligibility: Child victims, students with disabilities age 0-22, and migrant students	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial County Work Training Center – Work Services Program 210 Wake Ave. El Centro, CA 92243 (760) 352-6181 www.icwtc.org	The work service program is a vocational employment program for persons with developmental disabilities in the janitorial field, designed to help transition to independent employment on their own. Transportation is provided by WTC to its vocational program employees (using two vans) to travel to and from work on the days they are contracted to work. Transportation is available seven days per week. The Work Service Program is funded by the San Diego County Regional Center.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Programs available through Zoom. Therapy and case management services available via Telehealth.
Provider type: Social service transportation	Eligibility: Persons with developmental disabilities	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial County Work Training Center – Multipurpose Senior Services Program 210 Wake Avenue El Centro, CA 92243 (760) 352-6181 www.icwtc.org	Imperial County Work Training Center's Multipurpose Senior Service Program (MSSP) provides social and health case management for frail elderly clients who are certifiable for placement in a nursing facility but who wish to remain in the community. Transportation is provided by IVT Access and IVT Ride to seniors in the MSSP program to and from home and medical appointments. The cost of transportation is reimbursed to the contractors by the Work Training Center on a monthly basis. Transportation reimbursement is paid by Medi-Cal.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Unknown
Provider type: Social service transportation	Eligibility: Frail seniors	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial County Workforce Development Board 2799 S. 4th St. El Centro, CA 92243 (442) 265-4968 www.ivworkforce.com	The ICWDB operates three locations of the America's Job Center of California (AJCC) (Brawley, Calexico, El Centro) as well as two satellite locations (Calipatria, Winterhaven). AJCCs offer a comprehensive line up of employment and training services, including help with resume writing, interviewing skills, finding job openings, and training programs for adults and youth. ICWDB subsidizes transportation through the purchase of bus fares and mileage reimbursement.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Unknown
Provider type: Social service transportation	Eligibility: Persons participating in ICWDB programs	

Name of Transportation Provider	Description of Service	Fare/Cost
Imperial Valley Cancer Support Center 205 W. Legion Rd Brawley, CA 92227 (760) 623-1774 www.ivscsc.org	Provides transportation assistance for patients undergoing cancer treatments. Assists with gasoline to San Diego area for treatment. Will pay for bus service to cancer treatment centers in La Jolla. If necessary, will arrange patient pickup by taxicab or other forms of transportation for emergency appointments. Assistance requests should be placed five to seven days in advance.	No cost to eligible individuals
	Service area: Imperial County	COVID-19 adjustments: Unknown
Provider type: Social service transportation	Eligibility: Financially disadvantaged patients must have a verifiable doctor or treatment appointment.	

Name of Transportation Provider	Description of Service	Fare/Cost
International Bus Lines (619) 428-8259 www.internationalbuslinesinc.com	International Bus Lines, formerly Transportes Intercalifornias, provides intercity travel from Mexico to Northern California. Service operates Monday through Sunday. One morning run departs Calexico (215 E. 3 rd St.) at 9:00 a.m., and one afternoon run departs at 3:00 p.m.	Fares vary by destination. For example, a trip from Calexico to Coachella is \$25.00.
	Service area: California and Mexico (via Calexico)	COVID-19 adjustments: Unknown
Provider type: Private transportation	Eligibility: General public	

Name of Transportation Provider	Description of Service	Fare/Cost
L&A Shuttle 371 E. Ross Rd. Sp. 705 El Centro, CA 92243 (760) 357-2021	Service operates weekdays between 5:30 a.m. and 8:15 p.m. Buses run every 30 minutes until 4:00 p.m. and every 60 minutes after.	Fares range from \$2.00 to \$3.50 depending on destination.
	Service area: Calexico, El Centro	COVID-19 adjustments: Unknown
Provider type: Private transportation	Eligibility: General public	

Name of Transportation Provider	Description of Service	Fare/Cost
Naval Air Facility El Centro – Kids Bus El Centro, CA 92243 (760) 339-2673	<p>Although small, NAF El Centro has a full array of support facilities: Commissary, Navy Exchange, Medical and Dental Clinics, Consolidated Officer/Chief Petty Officer and Enlisted Club, and a wide variety of recreational activities. The Naval Air Facility in El Centro operates a “kids” bus that transports the children of its servicemen and women between school and the base. The vehicle is also used for field trips and special activities. Transportation for servicemembers from El Centro to the base can also be arranged through the Duty Office.</p>	No cost to eligible individuals
	<p>Service area: El Centro, Naval Air Facility</p>	<p>COVID-19 adjustments: Due to COVID-19 the service is not running. Field trips and special activities are also on hold due to the pandemic.</p>
<p>Provider type: Government transportation</p>	<p>Eligibility: Children of servicemen and -women stationed at the Naval Air Facility in El Centro</p>	

Name of Transportation Provider	Description of Service	Fare/Cost
Quechan Tribe Elder/Family Services 472 Quechan Drive Winterhaven, CA 92283 (760) 572-2914 www.quechantribe.com	<p>Members are enrolled into the Quechan Tribe of the Fort Yuma Indian Reservation. The Tribe provides client transportation to access services related to in-home care, social security, Medi-Cal, Bureau of Indian Affairs, Office of Special Trustee, Adult Protective Services, Indian Health Services, Community Health Services, One-Stop, and Tribal Social Services. This also includes the Senior Nutrition program and transportation for Elders for shopping/personal needs, non-emergency appointments, etc. (The Quechan Tribe also funds YCAT Routes 5 and 10.)</p>	No cost to eligible individuals
	<p>Service area: Primarily Fort Yuma Indian Reservation</p>	<p>COVID-19 adjustments: No transportation due to COVID-19 pandemic</p>
<p>Provider type: Tribal transportation</p>	<p>Eligibility: Tribal members</p>	

Name of Transportation Provider	Description of Service	Fare/Cost
San Pasqual Valley Unified School District 676 Baseline Rd Winterhaven, CA 92283 (760) 572-0222 www.spvusd.org	Provides school bus transportation to and from school for eligible enrolled students.	No cost to eligible individuals
Provider type: School transportation	Service area: Winterhaven Eligibility: Enrolled students	COVID-19 adjustments: Does not operate if school is not in-person.

Name of Transportation Provider	Description of Service	Fare/Cost
Seeley Union School District 1812 W. Rio Vista Seeley, CA 92273 (760) 352-3571 www.seeleyused.org	Provides school bus transportation to and from school for eligible enrolled students.	No cost to eligible individuals
Provider type: School transportation	Service area: Seeley Eligibility: Enrolled students	COVID-19 adjustments: Does not operate if school is not in-person.

Taxicab and Shuttle Service

Additional transportation services are provided by private companies offering taxicab or shuttle services. Service from these providers is typically scheduled by the individual either in advance or on-demand. Costs for these services are typically on a per-mile basis plus a base rate (taxicabs) or a flat rate for the trip (shuttles). Trip costs and days and hours of operation may vary widely between providers.

The following private taxicab and shuttle companies⁷ provide private transportation services within Imperial County:

- A#1-2&3 Taxi (Yuma, AZ) – (928) 344-8294, www.a123taxi.com
- A-Team Taxi (Yuma, AZ) – (928) 783-1200, www.facebook.com/shiftmode.us
- American Taxi Care (El Centro) – (760) 337-8294
- America's Blue Cab Company (El Centro) – (760) 337-8570
- Border Cab (Calexico) – (760) 357-6161
- Brawley Blue Cab Company (Brawley) – (760) 344-6868
- Brawley Taxi (Brawley) – (760) 344-4900
- Calexico Taxi (Calexico) – (760) 357-1119
- Crazy 8's Cab Company (Yuma, AZ) – (928) 344-8888
- El Centro Cab (El Centro) – (760) 352-7600

⁷ Inclusion of any for-profit taxicab or shuttle service within this Inventory does not constitute an endorsement of the service.

- George Blue Cab (El Centro) – (760) 352-3200
- Go Green Transportation Service (Yuma, AZ) – (928) 919-4012, www.gogreenyumatransport.com
- Holtville Cab Company (El Centro) – (760) 353-9237
- Imperial Valley Taxi (Calexico) – (760) 344-9999
- Johnny Cab (El Centro) – (760) 353-2020
- Southwest Taxi (Yuma, AZ) – (928) 256-2173
- Swoop Taxi (Yuma, AZ) – (928) 278-3136
- Torro Speed Transportation/Cali Rides (El Centro) – (760) 909-9726, www.torro-speed.com
- Vick's VIP Transportation (Yuma, AZ) – (928) 210-8020, www.facebook.com/vicksviptransportation
- West Shores Roadrunner (Salton City) – (760) 394-4380
- Yellow Cab (El Centro) – (760) 352-3100, www.californiayellowcab.com
- Yuma City Cab (Yuma, AZ) – (928) 783-4444

Lyft and Uber ride-hailing services are also both available in Imperial County. Actual availability varies depending on the number of active drivers in a given location. Both platforms can be accessed via mobile apps.

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Chapter 3 | Analysis of Prior Recommendations

The 2014 Coordinated Public Transit-Human Services Transportation Plan for Imperial County was completed in November 2014. The 2014 Plan included 17 recommended strategies, each containing one or more action items. Of those strategies, six have been implemented, seven have been partially implemented or are in progress, and four have not been implemented. Each of the strategies and its implementation status is provided below.

Exhibit 3.1 Status of Prior Plan Recommendations

Strategy	Action Item	Comments	Implementation Status
1.1: Financially sustain recent expansion of public transportation services in Imperial County.	Update the five-year financial plan every two years to ensure service levels match available funding streams.	ICTC looks at all services multiple times a year, including when developing the next year's budget. At that time, they also look for opportunities to expand or add new services. While ICTC does not formally update its financial plan each year, it does evaluate its service and funding levels on an annual basis.	Mostly implemented
	Assess the new IVT Ride services, within the near term, to determine the financial sustainability of the current service-delivery model, given high levels of unanticipated demand and to identify policy and apply changes indicated to ensure its financial future.		
1.2: Regularly coordinate with major human service agencies that directly provide or subsidize transportation to services, schedules, operational matters and fares – including the Department of Behavioral Health, Work Training Center, ARC of Imperial Valley, Disabled American Veterans (DAV) and the Adult Day Health Care Centers, among others.	Ensure broad representation on SSTAC.	ICTC believes it currently has a broad representation within the SSTAC. Under normal (pre-COVID) circumstances, there is a good turnout for all meetings and a good array of different agencies that participate.	Partially implemented
	Maintain an agency contacts mailing list and network database to identify and communicate with key agency stakeholders.	ICTC does this as part of the SSTAC.	
	Establish regular, at least annual, forums for human service agencies to exchange transportation issues, in addition to regularly scheduled public hearings.	ICTC does not currently hold any forums outside of the SSTAC.	
1.3: Promote FTA 5310 grant applications by public transit and transportation service providers and encourage high quality projects for vehicle replacement, vehicle operations and Mobility Management oriented to older adults and persons with disabilities.	Advise agencies of upcoming Section 5310 Call for Projects.	ICTC typically receives project submittals from a single FTA 5310 participant (ARC). The organization submits applications for new vehicles, etc. ICTC offers support to assist with/review its application, secure letters of support, etc. ICTC tries to reach out to other agencies as well.	Implemented
	Provide limited technical assistance to identify FTA regulations of relevance.		
	Ensure that potential projects are “in the Coordinated Plan.”		
	Ensure adequate wheelchair capacity on senior and disability paratransit to move Imperial County's substantial transportation-disadvantaged population.		
	Establish a local review process consistent with Caltrans requirements.	This is no longer a Caltrans requirement.	

Strategy	Action Item	Comments	Implementation Status
2.1: Build capacity for out-of-town medical trips, in partnership with others and to the extent financial resources allow. Implement online reservation system for Med-Express showing seat availability. With respect to the Med-Express program:	Improve capacity and travel time by providing coordinated service from northern Imperial County with one van, and a second van serving the southern region. If there were only reservations for up to 14 passengers, then only one van would travel to San Diego County. If sufficient reservations were received from both the north and south, two vehicles would depart from El Centro to San Diego County medical appointments.	While service is not region-based, it has been expanded to two round-trips per day.	Partially implemented
	Implement a reservation system to confirm a guaranteed reservation on the day of the medical appointment.	While Med-Express (now MedTrans) does have a reservation system, it is not online. There has not been a capacity issue.	
	Develop and implement a targeted public education campaign to inform Imperial Valley medical personnel and social service agency case workers about the availability of Med-Express.	Prior to the COVID-19 pandemic, ICTC could opt into training sessions with local medical facilities and those located in San Diego to inform them regarding available services.	
	Monitor service and consider needs for additional accessible vehicle capacity, in light of the significant wheelchair ridership.	Service is monitored on an ongoing basis. The addition of a second daily trip also expanded wheelchair capacity. There have been no denied trips on MedTrans due to wheelchair capacity.	
	In the long term assess the potential need for non-emergency medical transportation assistance from eastern Imperial County to Yuma County, Arizona, or expanded capabilities between the eastern county and El Centro.	There have been no further requests regarding NEMT service between eastern Imperial County and Yuma. Currently service to Yuma is provided by YCAT's Blue and Turquoise routes.	
	Pursue discussions with UCSD Health Sciences representatives regarding non-emergency medical transportation capabilities between Imperial County and San Diego.	While MedTrans currently travels to UCSD, there has been no need for additional discussions and no specific needs have been identified.	

Strategy	Action Item	Comments	Implementation Status
2.2: Implement the Red, Orange, and Purple Lines identified in the Short Range Transit Plan (S RTP) as funding allows.	Red Line – Imperial Circulator. Orange Line – Calexico Circulator. Purple Line – Intercity connector route between Imperial, El Centro, and Imperial Valley College.	ICTC has looked into partnering and grant opportunities with some low-income housing in Imperial specific to the Red Line. It has also looked at opportunities in Calexico and has submitted a grant application for microtransit. It has not looked at implementing Orange and Purple lines.	Not implemented
	Establish five-year sustainable funding levels while assuring ridership can sustain key performance measures, including fare-box revenue.		
	Implement services in a phased plan, consistent with funding projections, along with a public information campaign.		
2.3: Implement Saturday service on circulators as identified in the S RTP when financially sustainable.	Ensure that weekday service levels have achieved targeted performance standards, including fare-box revenue that will make Saturday service viable.	ICTC evaluates service on its circulators regularly. At present, ICTC does not believe they have achieved a level of performance that would warrant Saturday service. Once they have achieved a sufficient level of performance, ICTC will explore introducing Saturday service. Prior to the pandemic, the Gold Line was probably the closest to that point.	Not implemented
	Establish five-year sustainable funding levels while assuring that Saturday ridership can sustain key performance targets.		
	Implement services in a phased plan, consistent with funding projections, along with a public information campaign		
2.4: Continue to address capacity issues on Calexico and IVT routes as identified in the S RTP, as funding allows.	Establish “shadow buses” for Calexico routes at times when crowding is anticipated, which can be implemented dependent on the availability of funding.	When IVT had 35-minute headways on its Calexico routes, it would periodically run into capacity issues. Since then ICTC has added different types of services, which has helped alleviate some of the capacity issues (much of which is tied to Imperial Valley College). While running a Saturday schedule due to the pandemic, IVT used shadow buses to address capacity issues. ICTC is currently looking at options to add a route from Calexico to El Centro, which would further expand travel opportunities.	Implemented

Strategy	Action Item	Comments	Implementation Status
2.5: Develop a bus stop and path-of-access improvement program to support mobility of the Coordinated Plan's target groups, and implement as funding allows.	Move forward the Bus Stop Design and Safety Guideline Handbook with procurement of an engineering firm to assess stops and adjacent paths-of-access for purposes of developing needs and costs.	The handbook and inventory have both been completed. The SSTAC and stakeholders were both involved in the development of a prioritized list of bus stops. The inventory is ready should an opportunity/funding surface for a large-scale bus stop project. ICTC recently finished one in Brawley, where it upgraded about 35 stops. The bus stops are owned by the individual cities, so ICTC works with the cities as they want to improve bus stops in particular locations. ICTC would like improve bus stops in Calexico the way they did in Brawley.	Implemented
	Ensure inventory process creates needed GTFS files for use by Google Transit.		
	Involve the SSTAC and key agency stakeholders in developing a prioritized list of bus stop improvements.		
	Establish a phased multi-year implementation plan that accommodates available funding.		
3.1: Establish a mobility management function for Imperial County to move coordinated plan goals forward.	Secure funding for a county-wide Mobility Manager associated with ICTC.	ICTC currently has a mobility manager and a work plan. It has also implemented certification recommendations from the ADA study. ICTC continues to look for funding to implement additional projects.	Implemented
	Develop a work plan to undertake priority activities.		
	Assist in implementing ICTC's ADA study certification recommendations		
	Develop agency personnel educational strategies about transit and specialized transit available.		
	Seek funding for and administer other priority projects consistent with the Coordinated Plan and ICTC policies.		

Strategy	Action Item	Comments	Implementation Status
3.2: Leverage additional funding for expanded services including the student fee program at IVC.	Undertake a study of student fare options for Imperial Valley College students, involving the college and key stakeholders.	ICTC is close to finalizing a fare analysis study, which includes evaluation of student fare options. It is looking at implementing a version of mobile ticketing that would primarily target students at Imperial Valley College (who would be the most likely to use such an option).	Implementation in progress
	Assess the feasibility of guaranteed sales of specific amounts of transit passes for route extensions or service area expansion.		
	Increase sales of passes and tickets by increasing the number of locations where ticket booklets can be purchased.		
	Develop an online ticket sales capability.		
3.3: Hold annual mobility summits to share ideas and explore coordination opportunities among public, human service and private transportation sectors.	Secure assistance in planning the format and in the conduct of the first such summit.	While ICTC does not hold a formal mobility summit, it does a version of this with where they invite the SSTAC and private transportation sectors to participate. During the meeting they review what ICTC does, what each of the participants does, and discuss unmet transportation needs in the Imperial Valley. While not a full-on summit, it is a dedicated meeting.	Partially implemented
	Develop a written summary of that summit's output, for broader distribution.		
	Involve the Mobility Manager in conducting regular annual summits.		
4.1: Provide information and referral service for low-income families to social service agencies that provide subsidized transit coupons for immediate needs.	Examine feasibility of an Immediate Needs Transportation Program (INTP) to be provided with a subsidized taxi trip and/or a transit subsidy, adapting for Imperial County a successful Los Angeles County program model, to include information and referral components.	ICTC's mobility management program addresses this strategy. It refers people to other programs when they can. SSTAC also does this in a sense, referring people back and forth depending upon what members of the SSTAC can provide (i.e., Medi-Cal transportation, etc.)	Implemented
	Explore sponsorship of this program by key stakeholder agencies including Area Agency on Aging or select county departments.		
	Secure funding and establish a pilot project.		

Strategy	Action Item	Comments	Implementation Status
4.2: Enhance carpool and vanpool matching capabilities for origins and destinations not well served by IVT.	Under Mobility Manager direction, undertake an RFP process to identify the appropriate rideshare model for Imperial County's disadvantaged populations, including an electronic rideshare board and the development of a multi-modality trip planning platform that could include carpool, vanpool, bicycling and transit options open to an individual.	ICTC has very few carpool and vanpool activities. Most pertain to vanpools for persons working at the prisons. There were minimal Uber and Lyft services prior to the pandemic.	Not implemented
	Expand CalVans vanpool for agricultural workers for low-cost, shared-ride long-distance work trips. Identify how this can also increase IVT's share of FTA Section 5307 funding by increasing the passenger miles reported to NTD and consider ICTC's ongoing participation with the CalVans organization.		
4.3: Establish a targeted mileage reimbursement program to assist with door-through-door transportation.	Identify a sponsorship or coordination partner and pursue funding for a mileage reimbursement program, akin to Riverside County's TRIP program, to use existing IHSS workers as a volunteer driver pool, enabling them to provide limited transportation support.	ICTC has not explored this strategy.	Not implemented
	Undertake the TRIP training and adapt that model for Imperial County purposes.		
	Implement a pilot program to test its feasibility for expanding to a larger portion of IHSS workers and other driver pools.		
5.1: Integrate all Imperial County public transportation services into Google Maps Trip Planner.	IVT can develop and submit its route and schedule information as GTFS files (General Transit Feed Specification) to Google Transit for use in smart phone applications and by Internet users	GTFS files are available for IVT and stops are marked on Google Maps. ICTC is developing an online platform that shows routes and where buses are in real-time. YCAT is also on Google Transit.	Implemented
	While there is no cost for being part of Google Transit, it is the system's responsibility to update GTFS data as needed.		

Strategy	Action Item	Comments	Implementation Status
5.2: Develop an online Web portal that will provide access to comprehensive information about local transportation options and programs.	Develop an RFP for construct of a low-cost Web portal that supports trip planning from among the specialized transportation providers of Imperial County. One model is the Inland Southern California's VetLink, a program that has adapted a multi-modal trip planner that incorporates rider eligibility questions. The VetLink platform is open-source software developed by Cambridge Systematics that's in place in a half-dozen locations, including the state of Pennsylvania, Atlanta, several Florida locations, and an installation in Nevada.	The current website shows links to other public transit services. Trip planning is currently available via Google Transit, and only for the IVT fixed-route service.	Partially implemented
	Ensure that the anticipated RFP for bus-stop inventory and path-of-access improvements accommodates the bus-stop information strategies identified.	This strategy is part of the software and web portal identified in Strategy 5.2. Part of the bus stop inventory was to assign unique identification numbers to bus stops so that real-time software can provide stop-specific information via phone or mobile device. A color system map is part of this as well.	Partially implemented
	Ensure that stops are numbered and that these numbers are a part of the stop sign, facilitating real-time information via phone, text or mobile application.		
	Ensure that larger route displays are at all major boarding locations, as is now in place at El Centro's new Transit Center.		
5.3: Provide route/schedule information at bus stops, particularly for low-frequency routes.	Augment these with a color-coded system map that shows IVT's entire service to aid users in identifying connections.		

Chapter 4 | Community Engagement

Moore & Associates' work in support of the updating of Imperial County's Coordinated Public Transit – Human Services Transportation Plan (Plan) began in October 2020. While the consultant's Work Plan proposed a broad array of public/community engagement activities, the impact of the COVID-19 pandemic on the proposed activities was both significant and ongoing. To put this challenge in perspective, California Governor Gavin Newsom instituted a statewide "Stay-at-Home" order in early April 2020. This executive action included introduction of a color-coded tier system tied to a level of infection (purple tier = widespread infection) identified by local health authorities across a rolling assessment period. Prior to that time, Imperial Valley Transit service transitioned to a Saturday schedule (that is, a reduced service level) and suspended routes serving Imperial Valley College. On December 5, 2020, the Imperial County Health Department initiated a regional "Stay-at-Home" order which prohibited any gatherings (public or private) of individuals from different households. All but essential businesses remained closed, the vast majority of persons employed in Imperial County continued to work from home (including ICTC staff).

While the impact of the regional "Stay-at-Home" order pertained to all persons residing within Imperial County, it had a particularly severe impact on seniors, persons with disabilities, and low-income individuals; the very populations with the greatest potential beneficiaries of the Plan update. Many community stakeholder organizations suspended their client programs and services, reduced staffing, and consequently were not available/able to participate in the Plan's outreach and engagement activities. In other words, the number of community stakeholders which ultimately were involved in the 2021 Plan Update is significantly lower than the number which participated in the 2017 Plan. And this unfortunate development is not without irony given the number of historically transportation-disadvantaged persons residing in Imperial County increased during the years subsequent to the 2017 Plan's release. Beyond the obvious impacts of the COVID-19 pandemic including significant workforce reduction as well as reduced public and private transportation service offerings, there was a discernable increase in the incidence of "aging in place." This observation is borne out by changes in the County's demographics during the last five to ten years.

Subsequent to project initiation, Moore & Associates prepared a Public Participation Plan, one of the key deliverables of Task 2. In addition to serving as the guiding blueprint for public outreach and engagement the Plan proposed three cornerstone activities: 1) stakeholder outreach, 2) community survey, and 3) community workshops. During this process, we also looked at needs expressed through prior data collection efforts, including the ICTC's annual Unmet Transit Needs process, as well as in the prior Coordinated Plan (as detailed in Chapter 3).

4.1 Unmet Transit Needs

The Imperial County Transportation Commission conducts an annual Unmet Transit Needs (UTN) process to identify transportation needs that are “reasonable to meet” through public transportation programs. This process is required under California’s Transportation Development Act (TDA) for entities who wish to use TDA Article 8 funds for purposes other than public transportation. Each annual process includes at least one public hearing as well as additional opportunities for public input.

Exhibit 4.1.1 details unmet transit needs found to be “reasonable to meet” by the Hearing Panel and approved by the ICTC’s Social Services Transportation Advisory Committee (SSTAC) across the past five years.

Exhibit 4.1.1 Unmet transit needs findings

Finding	Year
IVT – Expansion of the Blue Line route to include a stop near the new Clinicas de Salud Building located at 852 Dannenberg in El Centro.	FY 2020/21
Add an IVC Express Route from Calexico to IVC and from IVC to Calexico in the evening after 5:30 p.m.	FY 2020/21, FY 2019/20, FY 2018/19, FY 2017/18
Provide curb-to-curb intercity transportation to seniors.	FY 2020/21
Provide IVT Ride service in the Calipatria area.	FY 2020/21
IVT – Extension and additional Sunday bus service between Niland and El Centro (including stops in Westmorland and Calipatria) – increased frequency and expansion. This action includes the addition of service hours on the corresponding ADA paratransit service, IVT Access.	FY 2019/20
IVT – Additional service for Direct Lines (Routes 31 and 32).	FY 2019/20
IVT – Implement two additional trips on IVT Route 41S (Brawley to El Centro Fast) to reduce overcrowding on Route 2S in the primary corridor.	FY 2019/20, FY 2018/19
Expand Sunday service to Niland, Calipatria, and Westmorland, and increase frequency on IVT Routes 2N and 2S. This action includes the addition of service hours on the corresponding ADA paratransit service, IVT Access.	FY 2018/19
Allow IVT Ride to provide transportation services to seniors to congregate meal sites in Heber from June to September.	FY 2017/18
Review of a proposed Transit Mobility Summit.	FY 2017/18, FY 2016/17
Improve cleanliness and upkeep at all El Centro city area stops, and other stops in the region as identified.	FY 2016/17
Enhance communication of available services as a way to disseminate information to the passengers, as documented as in the intent of Finding #8 in FY 2010-11 UTN Findings (staff will research options to provide schedules and information for passengers for IVT bus stops. Staff is to return with options and cost estimates by December 2010, for consideration on implementation from the ICTC).	FY 2016/17
Review of capacity constraints on Med-Express.	FY 2016/17

4.2 Stakeholder Outreach

Stakeholder Survey

A comprehensive bilingual stakeholder survey instrument was prepared and formatted as a six-page booklet (a three-page English survey and three-page Spanish survey). In addition to “inventorying” the recipient’s transportation programs and services, the survey sought to identify mobility needs and priorities from both the individual organization’s perspective as well as that of the population served. This is an important point given many of the project’s target populations (e.g., seniors, persons with disabilities, low-income individuals) do not typically participate in surveys, workshops, or other public engagement activities. Therefore, each stakeholder organization also had the important role as “gatekeeper” to these important populations.

Development of the stakeholder database began with the refinement of the 2017 database. Each organization was contacted to confirm current contact information (address and email) and identify the preferred contact person. While the 2017 database served as a good starting point, Moore & Associates expanded the list to include additional social service, education/training, healthcare, and faith-based organizations as warranted.

The bilingual survey was distributed via first class mail to 44 organizations/entities. To encourage survey participation, a postage-paid return envelope was included as well as the opportunity for entry into a random drawing for a series of VISA gift cards. Each recipient had the option of either completing (and mailing back) the printed survey or completing an identical version of the survey online. Survey completion was estimated to require 15-20 minutes.

We believe the continuing effects of the pandemic had an impact not only on the number of completed surveys returned for analysis, but also the timeliness of the stakeholders’ response. Therefore, Moore & Associates made up to three additional contact attempts with each of the stakeholder organizations. The first attempt was a personalized email to the primary contact person at each of the organizations. The email included the survey as an attachment as well as a link to the online version. Following the passage of seven to 10 calendar days, Moore & Associates’ staff called each of the non-respondents to invite their participation. In the event the target party was not available, a short voicemail was left. Unfortunately, the follow up emails and/or phone calls resulted in only a few additional survey responses.

Responses were received from 14 organizations (indicated with an asterisk). Those responses are summarized below.

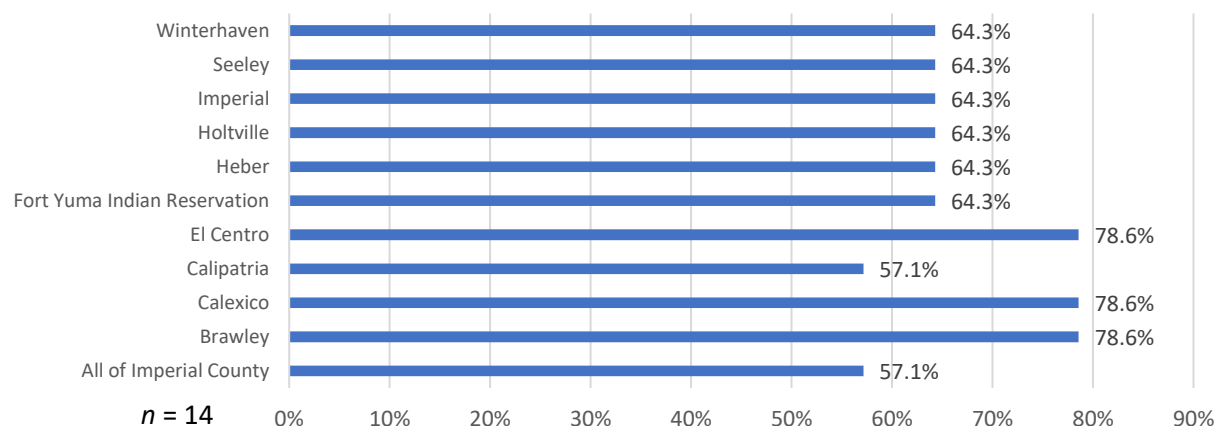
- Adult Protective Services*
- America’s Job Center of California – Brawley
- America’s Job Center of California – Calexico
- America’s Job Center of California – El Centro
- ARC Imperial Valley*
- Border Public Affairs
- Boys & Girls Club of Imperial Valley
- Brawley Day Out
- Brawley Public Library*
- Calexico Unified School District
- California Health & Wellness*

- Calipatria Meyer Memorial Branch of Imperial County Free Library
- Catholic Charities Senior Nutrition
- City of Brawley
- City of Calexico*
- City of El Centro*
- City of Holtville
- City of Imperial
- Clinicas de Salud del Pueblo, Inc.*
- El Centro Day Out*
- El Centro Elementary School District
- El Centro Regional Medical Center*
- First Transit
- Fort Yuma Community Health Center
- Imperial County Air Pollution Control District
- Imperial County Department of Behavioral Health
- Imperial County In-Home Supportive Services
- Imperial County Office of Education
- Imperial County Office of Education – Migrant Education*
- Imperial County Public Administrator – Area Agency on Aging*
- Imperial County Public Health Department
- Imperial County Superior Court
- Imperial County Veterans Services
- Imperial County Work Training Center
- Imperial County Workforce Development Board*
- Imperial Valley Community College
- Imperial Valley ROP
- Quechan Indian Tribe of Fort Yuma*
- UCSD Health Systems
- U.S. Department of Homeland Security
- Veterans Administration Medical Center*
- WomanHaven Domestic Abuse
- Workforce Investment Board
- Yuma County Intergovernmental Public Transportation Authority

Q1. In what cities or communities of Imperial County does your organization provide services?

More than half of the stakeholders that responded serve all of Imperial County. These respondents are reflected in the percentages for specific locations within Imperial County as well. It is not surprising that Brawley, Calexico, and El Centro are the most-represented communities among the stakeholders, as they are the most populated communities in the county.

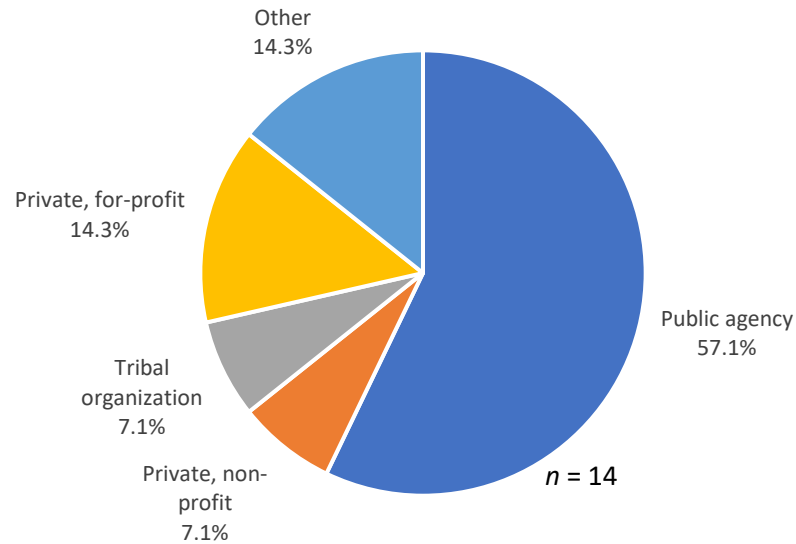
Exhibit 4.2.1 Cities/communities served



Q2. Your organization type...

The majority of responses (57.1 percent) were from public sector entities. The two respondents indicating “other” are both federally funded organizations, one private and one a federally qualified health center.

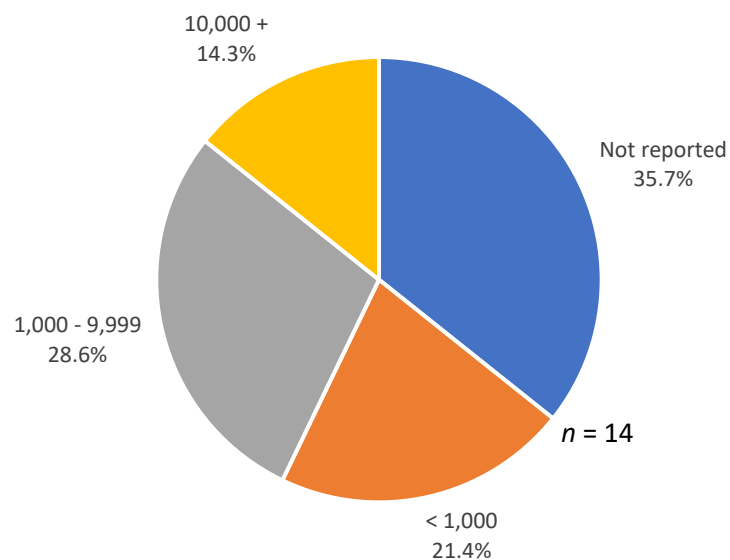
Exhibit 4.2.2 Type of organization



Q3. Number of active clients on your organization’s roster living within Imperial County.

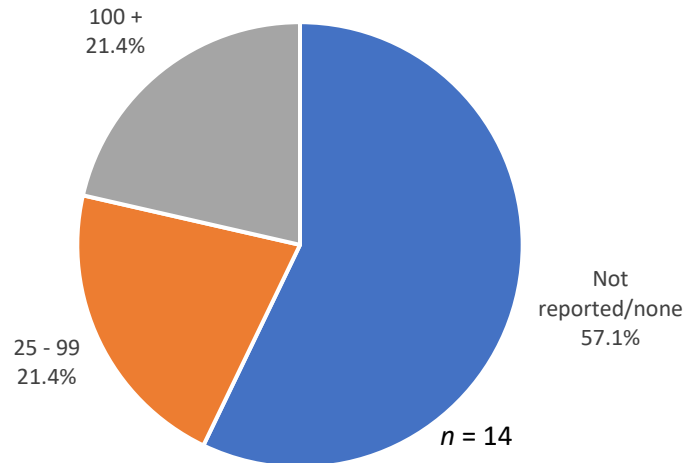
Five of the 14 respondents did not indicate the size of their client base. Most active client rosters were fairly large, representing at least 1,000 individuals. Two stakeholders indicated serving more than 10,000 clients (50,000 and 70,000).

Exhibit 4.2.3 Total clients/customers enrolled or on caseload lists



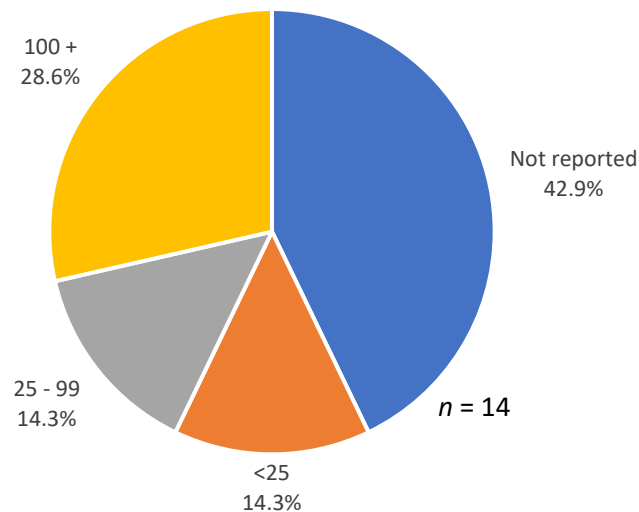
Eight of the 14 respondents did not indicate how many clients traveled to their site daily. Equal numbers of respondents indicated under 100 and over 100. One of the respondents indicated that while they typically serve 500 clients on site, they currently serve none due to the COVID-19 pandemic. (Exhibit 4.2.4 uses the pre-pandemic figure.)

Exhibit 4.2.4 Clients traveling to your site daily



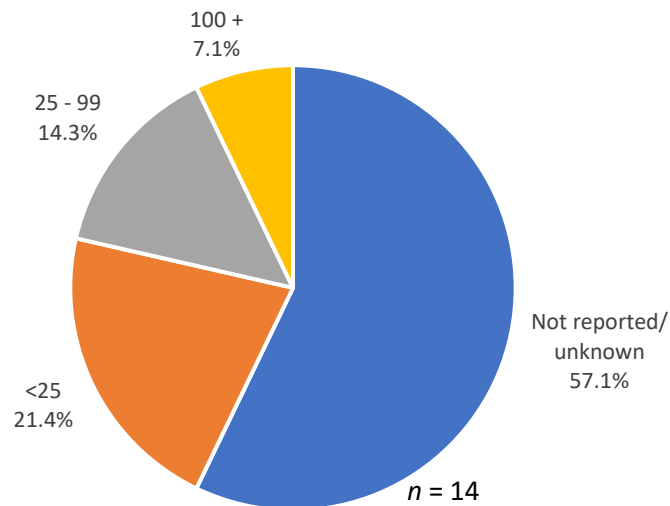
Six of the 14 respondents did not indicate how many clients were on-site daily needing transportation assistance. The remainder was evenly split between those with fewer than 100 and more than 100 on-site clients needing assistance.

Exhibit 4.2.5 Clients on-site daily needing transportation assistance



Finally, eight of the 14 respondents did not indicate how many clients were on-site daily using wheelchairs or other mobility devices. Those that did report were evenly split between fewer than 25 and more than 25.

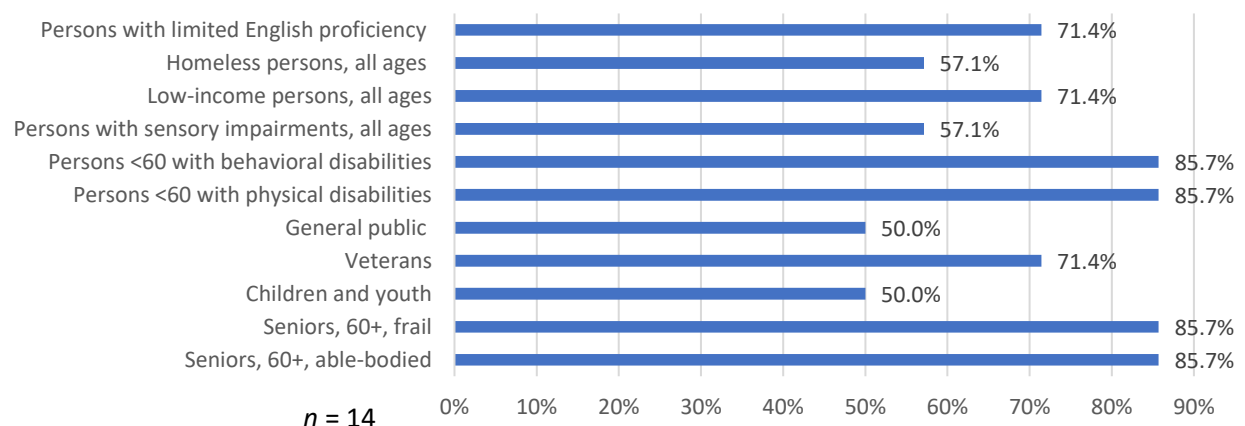
Exhibit 4.2.6 Clients on-site daily in wheelchairs/mobility devices



Q4. Please identify the client population(s) your organization serves.

All client populations provided as response options were served by at least half of the responding organizations. Not surprisingly, persons with behavioral and physical disabilities and seniors were served by the greatest percentage of organizations (85.7 percent, or 12 of the 14 organizations). Persons with limited English proficiency, low-income individuals, and veterans were the next most frequently served (71.4 percent, or 10 of the 14 organizations).

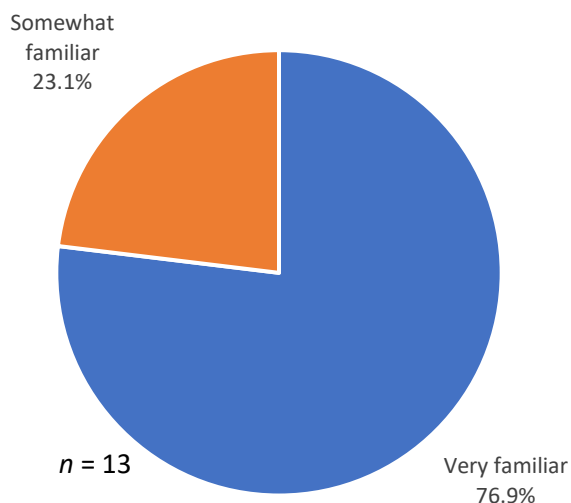
Exhibit 4.2.7 Populations served



Q5. How familiar are you with Imperial County's public transit (IVT, IVT Access, IVT Ride, MedTrans)?

All responding organizations are familiar with public transit options in Imperial County. The majority (76.9 percent, or 10 of the 13 organizations that answered the question) indicated being very familiar with available options.

Exhibit 4.2.8 Familiarity with public transit



Q6. Please indicate your opinion of the following public transit informational items.

All three of the informational items listed were identified as somewhat effective or very effective by the majority of respondents. The Rider's Guide (bus book) was the most effective (85.7 percent said it was somewhat or very effective), followed by the IVT/IVT Access website (78.6 percent) and social media (64.3 percent)

Exhibit 4.2.9 Opinion of transit informational items

	Very effective	Somewhat effective	Not effective	No opinion
Rider's Guide (bus book)	35.7%	50.0%	0.0%	14.2%
IVT or IVT Access website	50.0%	28.6%	7.1%	14.2%
Social media (Facebook, Twitter, etc.)	21.4%	42.9%	0.0%	35.7%
Other - General public outreach	0.0%	7.1%	0.0%	92.9%

Q7. Which organization(s) do you work with to provide transportation for your clients?

Responding stakeholders work with a variety of other organizations to provide client transportation. The ICTC and/or Imperial Valley Transit was the most frequently cited (eight of 14 respondents). The full list of partner organizations is provided in Exhibit 4.2.10.

Exhibit 4.2.10 Other organizations providing client transportation

Provider	Frequency
ICTC/Imperial Valley Transit	8
YCIPTA	1
Greyhound	1
LA Shuttle	1
Taxi companies	1
El Centro Regional Medical Center	1
California Health & Wellness	1
Family Center vans	1
VA Volunteer Services	1
IVTC Logisticare	1
Medi-Cal	1
DDS	1
SDRC	1
WIC	1

Q8. How often do your clients communicate any of the following transportation needs?

The most frequently cited transportation need (with the greatest percentage of responses indicating “often”) was getting to regional healthcare (64.3 percent), followed by getting to local healthcare (57.1 percent). The two needs with the highest “often” response (42.9 percent each) were escorted door-to-door or door-through-door assistance and dialysis trips.

Exhibit 4.2.11 Transportation needs

	Often	Sometimes	Rarely/ Not at all	No response
Daycare, childcare, or elementary school trips	7.1%	7.1%	78.6%	7.1%
Getting to local healthcare	57.1%	28.6%	7.1%	7.1%
Getting to regional healthcare	64.3%	21.4%	7.1%	7.1%
Getting to work	21.4%	14.3%	57.1%	7.1%
Work trips for agricultural workers	0.0%	7.1%	85.7%	7.1%
Trips to college or adult education	14.3%	14.3%	64.3%	7.1%
More seating for overcrowded buses	7.1%	35.7%	50.0%	7.1%
Evening services	14.3%	35.7%	42.9%	7.1%
Saturday services	14.3%	42.9%	35.7%	7.1%
Sunday services	14.3%	42.9%	28.6%	14.3%
Bus stop shelters, benches, signage	21.4%	35.7%	35.7%	7.1%
Escorted door-to-door or door-through-door assistance	42.9%	21.4%	28.6%	7.1%
Dialysis trips	42.9%	7.1%	42.9%	7.1%
Trips beyond the IVT service area	7.1%	35.7%	42.9%	14.3%
San Diego County	21.4%	28.6%	35.7%	14.3%
Riverside County	28.6%	14.3%	42.9%	14.3%
Yuma County, AZ	28.6%	14.3%	42.9%	14.3%
Other issues	14.3%	7.1%	14.3%	64.3%

Q9. What primary barriers to accessing and/or coordinating transportation exist for clientele of your organization?

Respondents were invited to describe barriers to using and coordinating transportation experienced by their clients and staff. The most common barrier pertained to service information, including reading the published bus schedules.

Exhibit 4.2.12 Barriers to transit use

Barrier
Age, being able to find information on the website is difficult, more paper/print style. Times and days the service is offered.
Difficulty figuring out time/pick-up schedules.
Distance between stops, frequency of service.
Knowing what is available. Scheduling. Heat or cold waiting for service.
Lack of internet plus computer trouble hearing.
Language and technology barriers.
Our agency focuses on job search, placement, and training. The clients that come to our agency usually don't have the means to maintain a car.
Patient follow-up and scheduling of transportation services.
Purchasing bus tickets; it is hard for our senior and disabled clients to find a location to purchase tickets.
Schedules may be difficult to read for those who have not been taught to read a bus schedule.
Schedules, routes, and accessibility.
YCIPTA's Nextbus notification service is down, soon to be replaced. Prevents riders from knowing when the next bus will arrive.

Q10. Project solutions – what level of interest do you have in these transportation projects?

Enhanced bus stop amenities was the project with the greatest interest (64.3 percent were very interested), followed by help in acquiring new or accessible vehicles (42.9 percent were very interested). Approximately one-quarter of respondents were not aware of or not interested in each of the four projects.

Exhibit 4.2.13 Interest in transportation projects

	Very interested	Somewhat interested	Not interested/ not aware	No response
Help in acquiring new/accessible vehicles	42.9%	14.3%	28.6%	14.3%
Mileage reimbursement to isolated communities	21.4%	28.6%	28.6%	21.4%
Enhanced bus stop amenities	64.3%	7.1%	21.4%	7.1%
Non-profit-based transportation coordinators	35.7%	28.6%	28.6%	7.1%

Q11. List the top five destinations to which your clients/members most commonly travel.

Given Question 11 was an open-ended question, there was some variation in how the different respondents chose to answer it. Some provide specific place names (whether a city/community or place) while others indicated a type of trip (e.g., bank, grocery store, healthcare facility, etc.). These two lists are provided separately in Exhibits 4.2.14 and 4.2.15.

With respect to specific places, El Centro was cited the most (six times), followed by Calexico (five times), the Calipatria/Niland area (five times), and Brawley (four times). With respect to types of trips, healthcare facilities was cited the most (six times), followed by pharmacy (two times) and work (two times).

Exhibit 4.2.14 Top destinations – specific places

Location	Frequency
El Centro	6
Calexico	5
Calipatria/Niland area	5
Brawley	4
El Centro Regional Medical Center	2
Andrade	1
El Centro Veterans Affairs	1
Imperial Valley College	1
Ironwood Rd (Imperial)	1
Mecca (Riverside County)	1
Pioneers Memorial Hospital	1
Quechan Casino Resort	1
Quechan Community Center	1
Salton City area	1
Seeley	1
Veterans Affairs La Jolla	1
Westmorland	1
Winterhaven	1
Yuma Downtown Transit Center	1

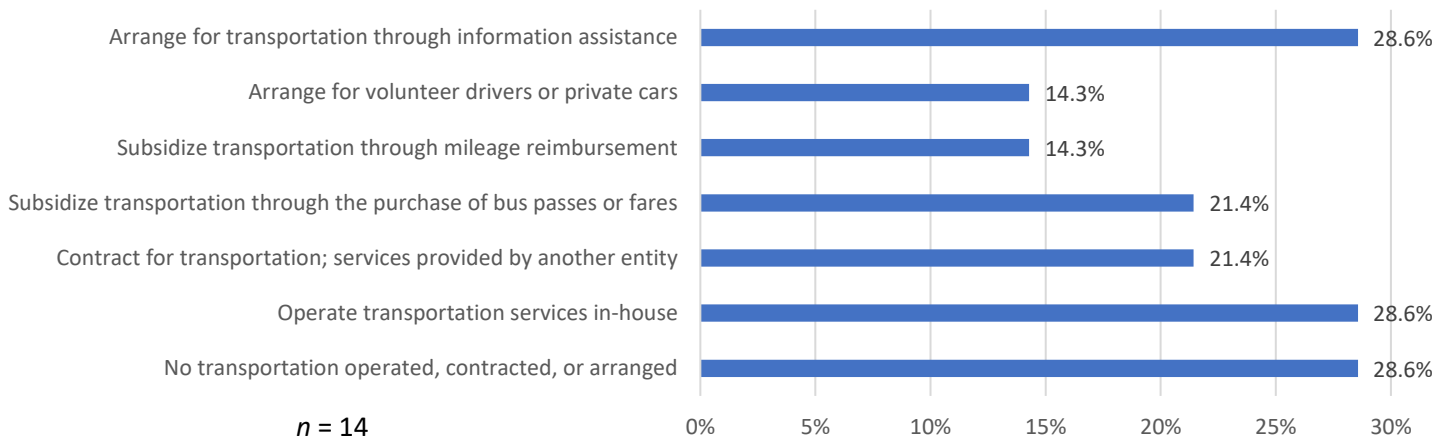
Exhibit 4.2.15 Top destinations – trip types

Location	Frequency
Healthcare facilities	6
Pharmacy	2
Work	2
Bank	1
Church	1
Dialysis	1
Emergency department	1
Grocery store	1
International border	1
Mall and civic center	1
Nutrition centers	1
Public service events	1
School	1
Senior center	1

Q12. Which of the following best describes any transportation services provided by your organization?

While four of the 14 responding organizations (28.6 percent) do not provide, contract for, or arrange any kind of transportation, the remaining organizations offer a variety of transportation-related services. Four organizations (28.6 percent) directly operate transportation service, and three contract with another entity for such services. Three organizations offer subsidized passes or fares, while four provide assistance with transportation information.

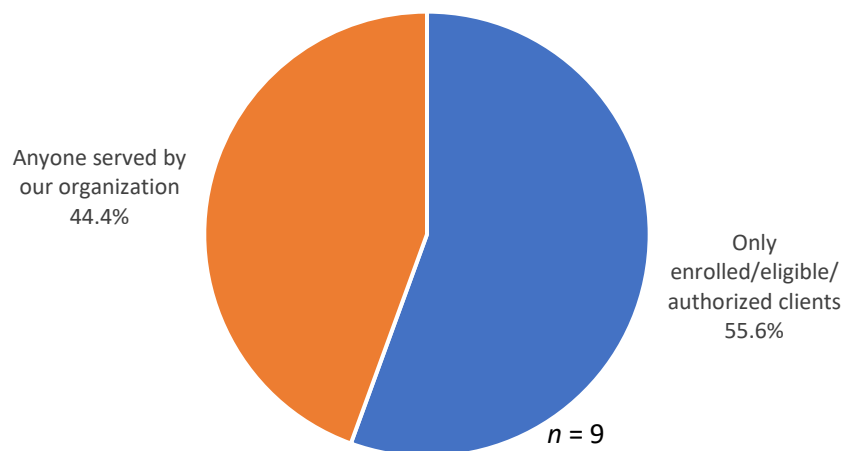
Exhibit 4.2.16 Transportation services provided



Q13. Who is eligible to use the transportation provided by your organization?

More than half of the organizations that provide transportation limit their transportation services to enrolled or authorized clients.

Exhibit 4.2.17 Eligible users



Q14. Drivers for your transportation program:

Only one organization reported having paid dedicated drivers (10 drivers) and one reported having two volunteer drivers. Four had paid staff who drive. Three organizations reported fewer than 10 paid staff who drive, while one indicated 40 paid staff who drive.

Q15. How many total vehicles do you have available for client/customer transportation?

Five organizations indicated having vehicles available for client/customer transportation. Four cited having fewer than five vehicles, while one had 13. Another organization said they did not know how many vehicles were available, as they contract with a vendor to provide transportation services.

Exhibit 4.2.18 Vehicle distribution by type

Vehicle type	Total number
Sedans seating five or fewer passengers (3 organizations)	8
Vans seating 10 or fewer passengers (3 organizations)	4
Vehicles seating 11 to 15 passengers (1 organization)	2
Buses seating 16+ passengers (2 organizations)	12
Lift-equipped vehicles (2 organizations)	14

Q17. How many of your vehicles may need to be replaced based on odometer mileage?

Five vehicles were identified as needing to be replaced based on exceeding the typical “useful life” for the type of vehicle.

Exhibit 4.2.19 Vehicle replacement needs

Vehicle type	Total number
Vans (10 or fewer seats) exceeding 150,000 miles (1 organization)	2
Buses (11-20 seats) exceeding 200,000 miles (2 organizations)	3
Buses (21+ seats) exceeding 250,000 miles (0 organizations)	0

Q18. Passenger trips provided – average number of one-way passenger trips per month

Three organizations provided the average number of one-way passenger trips they provide per month. Two organizations indicated 6,000 and 7,000 trips. A third organization noted they normally provide approximately 960 trips, but that number has been reduced to 320 during the COVID-19 pandemic.

Q19. Days and hours of operation for your organization’s programs.

Days and hours of operation range specific days of the week (i.e., Monday, Tuesday, and Wednesday) to all day, every day (Monday through Sunday).

Exhibit 4.2.20 Operating days and hours

Day type	Service days/times
Weekdays	24 hours/day
	4:30 a.m. – 5:30 p.m.
	7:00 a.m. – 3:00 p.m.
	8:00 a.m. – 5:00 p.m.
	8:00 a.m. – 5:00 p.m.
	Monday – Thursday 8:00 a.m. – 3:00 p.m., Friday 8:00 a.m. – 12:00 p.m.
	Monday, Tuesday, Wednesday
Saturday	24 hours/day
Sunday	24 hours/day

Q20. Annual transportation budget

Very little budget information was provided, with only two stakeholders responding to this question and only one providing actual dollar amounts. That organization indicated a total annual transportation budget of \$1.5 million.

Q21. Compared to last year, did this year's transportation budget decrease, stay the same, or increase?

Of the six organizations that responded to this question, two indicated this year's transportation budget decreased as compared to last year, while the other four indicated it stayed the same.

Q22. Will your organization continue its client transportation programs during the next 5 years?

Of the seven organizations that responded to this question, four indicated their programs would continue while three said they were unsure.

Q23. Provide additional comments, clarifications, or challenges regarding your organization's transportation needs.

Respondents were provided with an open-ended opportunity to communicate additional information about their organization's transportation needs.

Exhibit 4.2.21 Additional comments

Comments
Due to the pandemic we have not been able to provide transportation to one group that we serve: OSY (Out of School Youth). These are 18-24-year-old people who have not graduated from high school. We offer tutoring to this group so they can graduate from high school. Currently our services to this group is via Zoom. (Imperial County Office of Education – Migrant Education Program)
Funding for pedestrian ADA improvements. Increasing service by reducing wait time at stops. Online ticket sales. (City of El Centro)
More ticket purchase locations are needed. It is hard for seniors and disabled to find a location to purchase tickets. Online ticket purchasing would also be a benefit. (Area Agency on Aging)
Require transport to Mexico border, need transport services outside IVT service area-Bombay, Salton Sea, Jacumba (San Diego County), and Ocotillo. Need transport to Yuma/Winterhaven. Make it easier to read pick-up times. (El Centro Regional Medical Center)
Teach people to read the transit schedules. (Brawley Public Library)
We do not have vehicles that are wheelchair accessible. Most of our participants are all prescription and attend daily. Alzheimer's/dementia participants that require door-to-door and have behavior issues. (El Centro Day Out)

Stakeholder Roundtables

We initially proposed to conduct a series of roundtable sessions with the various community stakeholders. The plan was to group perspective participants into categories such as healthcare, education/training, key employers, social service organizations, etc. Once again, the ongoing effects of the regional “Stay-At-Home” order was such that many persons associated with the target organizations were either furloughed or reassigned to other duties, or failed to participate in the 2021 Coordinated Plan process. As a result, stakeholder outreach focused on the Social Services Technical Advisory Committee (SSTAC) and completion of stakeholder surveys.

The consultant team attended the SSTAC meeting on November 4, 2020, via Zoom to present the project to key stakeholders. The SSTAC is comprised of individuals representing a broad range of historically transportation-disadvantaged populations, including Access to Independence, ARC – Imperial Valley, Area Agency on Aging, California Children’s Services, California Health & Wellness, Caltrans, Imperial Valley College, Work Training Center, and ICTC as the Consolidated Transportation Services Agency (CTSA).

A second presentation to the SSTAC took place on February 3, 2021, with a stakeholder roundtable held during the meeting. A short Powerpoint presentation detailed progress on the project, identified the status of recommendations from the prior Coordinated Plan, provided an overview of what has been learned so far, and invited attendees to provide further details as to their respective organization’s transportation/mobility challenges, needs, and priorities. It also called for increased participation from additional stakeholders. This presentation is provided as Exhibit 4.2.22.

During the SSTAC stakeholder roundtable, questions focused on whether the four strategies from the prior Plan would be implemented and securing additional responses to the stakeholder survey. ICTC noted the remaining four strategies were still under consideration, but are contingent upon sufficient demand, funding availability, and continued relevance given the changing times.

Exhibit 4.2.22 SSTAC presentation

IMPERIAL VALLEY TRANSPORTATION COMMISSION
SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL

2021 Coordinated Public Transit-Human Services Transportation Plan
Stakeholder Roundtable
February 3, 2021





COORDINATED PLAN: OBJECTIVES

- Identify and quantify transportation needs of seniors, persons with disabilities, and low-income individuals residing in Imperial County
- Assess status of recommendations presented within the 2014 Coordinated Plan
- Support ICTC's efforts to prioritize transportation services for funding and implementation




2014 COORDINATED PLAN RECOMMENDATIONS

- The Plan included 17 recommended strategies, each containing one or more action items
- Of those strategies:
 - Six have been implemented
 - Seven have been partially implemented or are in progress
 - Four have not been implemented



STRATEGIES THAT HAVE YET TO BE IMPLEMENTED INCLUDE:

- Implementing the Red, Orange, and Purple lines identified in the SRTP as funding allows
- Implementing Saturday service on circulators where financially sustainable
- Enhancing carpool and vanpool matching capabilities
- Establishing a targeted mileage reimbursement program




PROJECT PROGRESS

- Compiled comprehensive transportation provider inventory
- Fielded community stakeholder survey
- Prepared demographic analysis of Imperial County
- Identified "most common" dial-a-ride origins and destinations
- Identified "most common" IVT/fixed-route origins and destinations
- Bilingual community workshops (postponed)
- Bilingual (intercept) community survey (postponed)
- Discussions with City representatives to identify recent and planned residential and commercial development (within respective jurisdictions)
- Stakeholder roundtable (via ICTC SSTAC)





STAKEHOLDER ROUNDTABLE

- Encourage completion of online survey
- Summarize preliminary survey results
- Opportunity for community stakeholders to elaborate on the mobility needs of their respective clientele



WHAT HAVE WE LEARNED SO FAR?

- Public transportation continues to play an important role in the overall mobility of Imperial County residents
- Increase in the incidence of "aging in place"
- Need to continue (and potentially increase) the availability of public transportation linking outlying communities with activity centers in the more urbanized portions of the county
- Ongoing impact of COVID-19 pandemic requires use of alternate forms of community/public engagement


WHAT HAVE WE LEARNED SO FAR?

- Need for increased marketing/public education specific to public transportation services
- Desire for increased travel training availability specific to seniors, persons with disabilities, and low-income individuals
- Need for affordable transportation options to Mexico border
- Desire to provide service into presently "un-served" areas: Bombay Beach, Salton Sea, Jacumba, Ocotillo
- Desire for more public transportation service options to Yuma and Winterhaven





WHAT HAVE WE LEARNED SO FAR?

- Increased service frequency should be a priority
- Reduce distance between bus stops
- Introduce online transit fare/ticket sales
- Pursue funding for pedestrian/ADA improvements
- Address language and technology barriers
- Improve readability of transit service/information materials
- Increase availability of wheelchair accessible vehicles (social service organizations)



WHAT'S NEXT?

- Increase number of surveys received from social service organizations
- Compile and analyze results of stakeholder survey
- Identify alternatives to community (intercept) survey
- Reschedule community workshops
- Prepare and present draft Coordinated Plan project report



4.3 Community Survey

The Imperial County Transportation Commission's (ICTC) Five-Year Regionally Coordinated Transportation Plan seeks to identify and prioritize mobility/transportation enhancements with a particular focus on historically transportation-disadvantaged populations. These groups traditionally include seniors, persons with disabilities, low-income individuals, veterans, homeless persons, and youth.

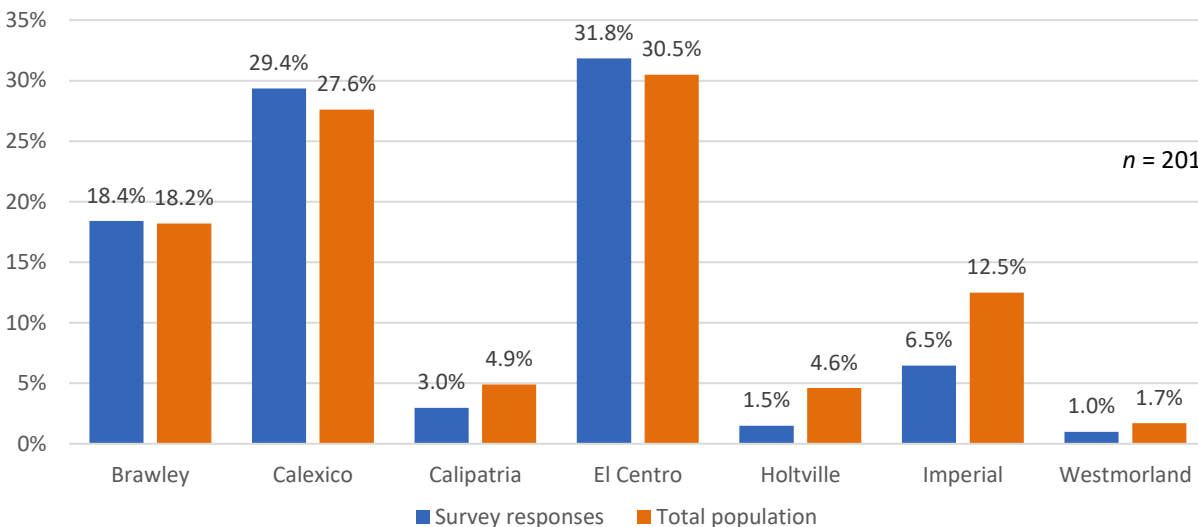
Initiation of the Coordinated Plan project occurred within months of the onset of the COVID-19 pandemic in California. In addition to state-wide limitations on business operations, school attendance, and public gatherings, the County of Imperial also adopted pandemic-related policies which impacted a number of community engagement activities which had been proposed for this project. These included intercept surveys, community stakeholder roundtables, and information-sharing workshops planned for each of the cities throughout Imperial County. Therefore, as an alternative means of encouraging the broadest possible public participation in the Coordinated Plan project, Moore & Associates designed a bilingual online survey promoted by a direct mailer to 5,000 randomly-selected households within the cities of Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial, and Westmorland; and staffed mobility information booths/tables at transit centers in Brawley, Calexico, and El Centro.

Although the specific households within each of the named cities were randomly selected, the overall distribution was stratified so as to reflect the respective population share. In other words, given El Centro has the largest overall population within Imperial County, it also had the greatest number of postcard mailings. The survey was also promoted via social media and notices onboard transit vehicles.

In addition to collecting basic demographic information regarding the survey participants, the community survey sought to gain insight into recent travel behavior, identify mobility gaps on both a temporal and spatial basis, and assess access to and utilization of current public transit services within Imperial County. Presented below is data for each of the survey questions as well as the consultant's analysis where applicable.

Q1. In which community do you currently live/reside?

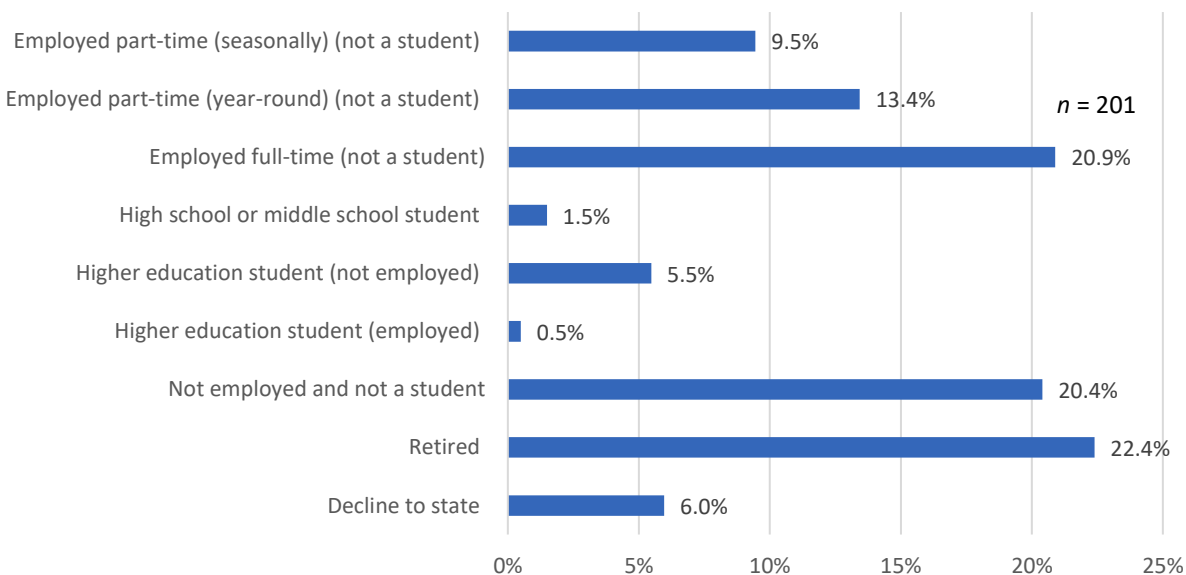
Exhibit 4.3.1 Home community



The population of each community relative to the total is provided alongside survey distribution for comparison. The total population of these six communities is approximately 144,400 (as of July 1, 2019).

Q2. Describe your current employment status.

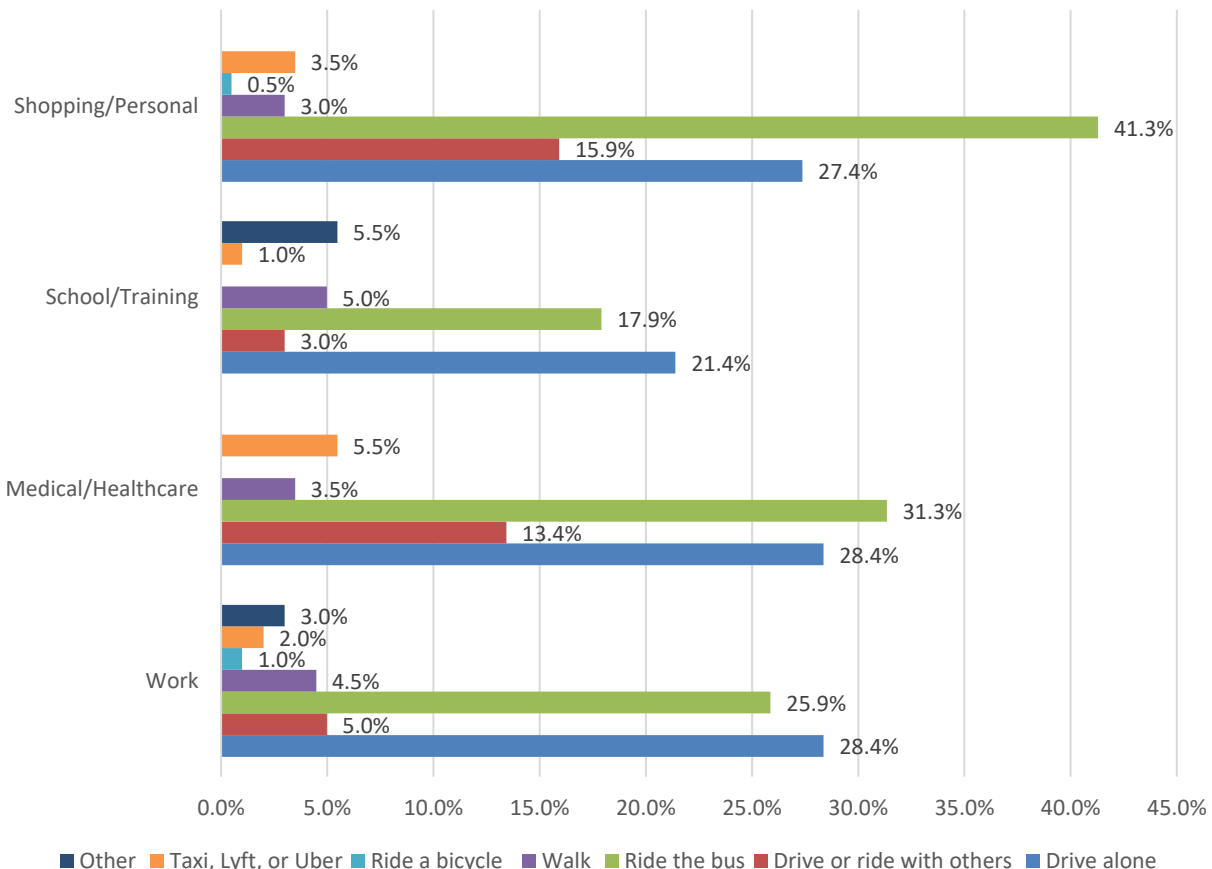
Exhibit 4.3.2 Employment status



The county-wide unemployment rate during the survey period was estimated at 18 to 20 percent. By contrast, 20.4 percent of survey respondents indicated “not employed and not a student.” Presumably the majority of these persons would fall within the traditional work-age demographic cohort.

Q3. Select the transportation method you typically use for each of the stipulated trip purposes or destinations. Select all that apply.

Exhibit 4.3.3 Transportation mode by trip purpose



Public transit (fixed-route as well as the various paratransit services) captured between 18 and 41 percent of the surveyed trips, with the largest number being attributed to “shopping- or personal-” related travel.

The impact of “taxi/Uber/Lyft” as travel options specific to the surveyed trips was limited (i.e., no more than 5.5 percent). We suspect the reason for this is two-fold. First, cost. Second, limited service availability, especially as it pertains to TNCs operating within Imperial County.

While transportation access as well as affordability continue to present challenges for historic transportation-disadvantaged populations, it does not appear similar challenges are experienced by the resident population at-large. We base this conclusion on the fact survey respondents indicated either

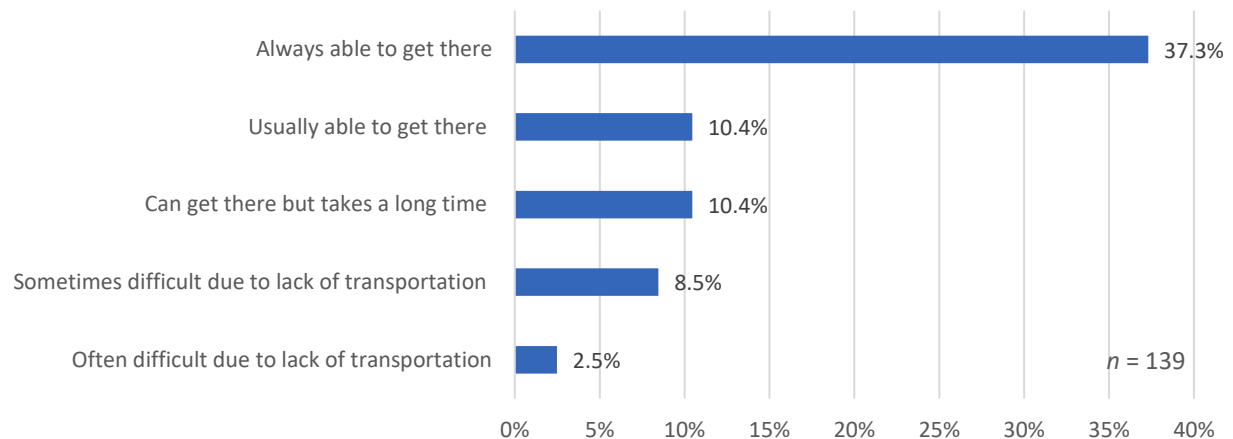
“driving alone” or “riding with others” (presumably with a family member/friend) for a very large portion of the four surveyed trip purposes: “work” (33.4 percent), “medical/healthcare” (41.8 percent), “school/training” (24.4 percent), and “shopping/personal” (43.3 percent).

While “bicycling” failed to capture any of the surveyed trips, “walking” was cited as a means of travel.

According to the American Community Survey 2019 five-year estimates, 7.8 percent of the nearly 45,000 households in Imperial County have no vehicle available. An additional 28.9 percent have just one vehicle available. While many households do have access to a vehicle, those vehicles may be shared among multiple drivers. This likely contributes to the significant number of respondents who said they “drive or ride with others.”

Q4. Ease of travel for work-related trips.

Exhibit 4.3.4 Ease of travel – work-related trips

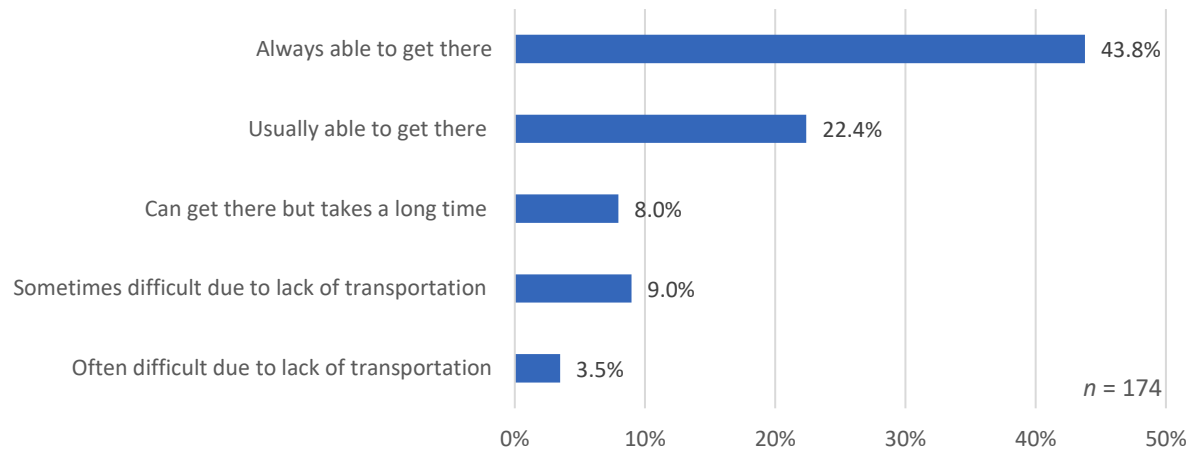


The majority of those who said they are “always able to get there” indicated they typically drive alone for work trips, though 47.7 percent of bus riders said they are “always” or “usually able to get there.” However, one-third of bus riders said they can get there but it takes a long time, and the remaining 11 percent said traveling to work is “sometimes” or “often difficult due to lack of transportation.”

According to the American Community Survey (2019) the mean travel time to work for Imperial County residents age 16+ was 22.1 minutes.

Q5. Ease of travel for healthcare/medical-related trips.

Exhibit 4.3.5 Ease of travel – medical-related trips

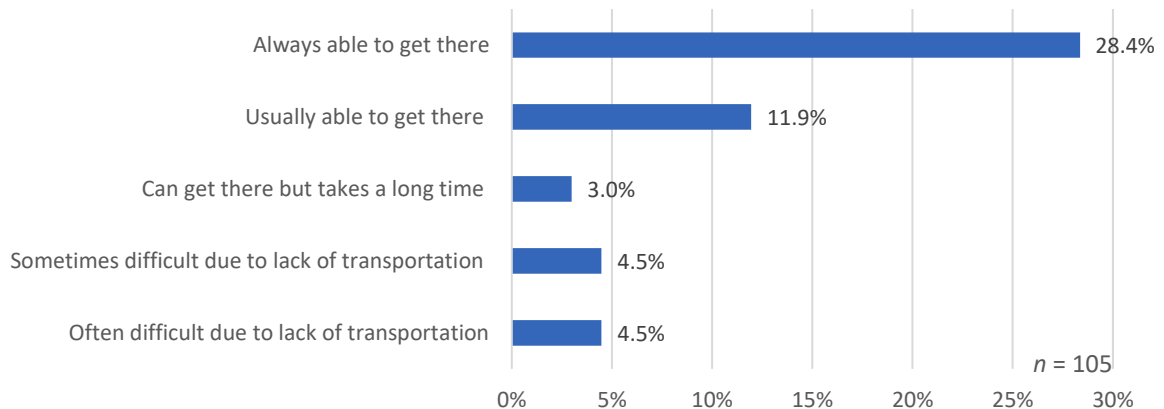


The majority of those who said they are “always able to get there” indicated they typically drive alone for medical/healthcare trips, although 66.2 percent of bus riders said they are “always” or “usually able to get there.” The remaining bus riders said they can get there but it takes a long time or it is “sometimes difficult.”

Based on passenger mile sampling conducted during FY 2019/20, each passenger travels an average of nearly 10 miles per trip. Assuming an average speed of 20 miles per hour (to take into account frequent stops as well as higher speeds between communities), this translates to a 30-minute average bus ride.

Q6. Ease of travel for school/training-related trips.

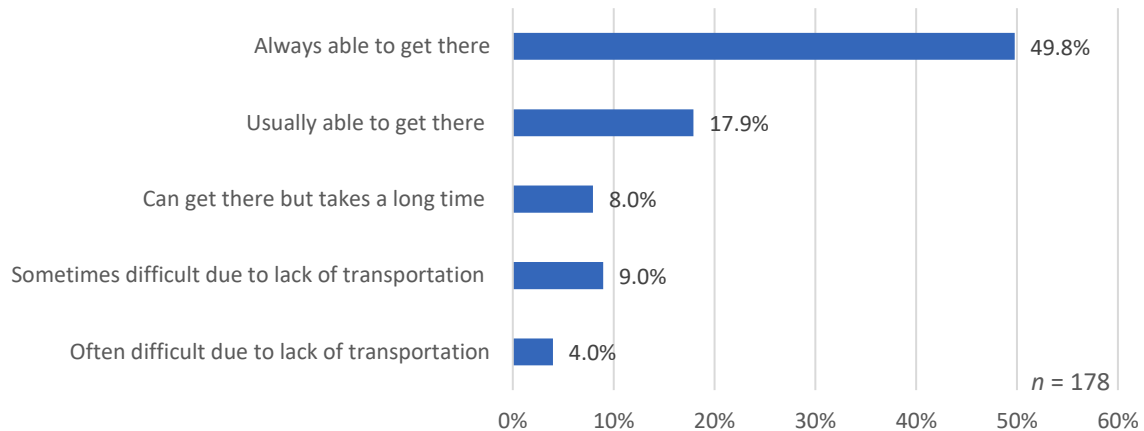
Exhibit 4.3.6 Ease of travel – school-related trips



The majority of those who said they are “always able to get there” indicated they typically drive alone for school/training trips, although 40.3 percent of bus riders said they are “always” or “usually able to get there.” Less than five percent of respondents cited difficulty in traveling for school or training.

Q7. Ease of travel for shopping-/personal business-related trips.

Exhibit 4.3.7 Ease of travel – shopping-/personal business-related trips



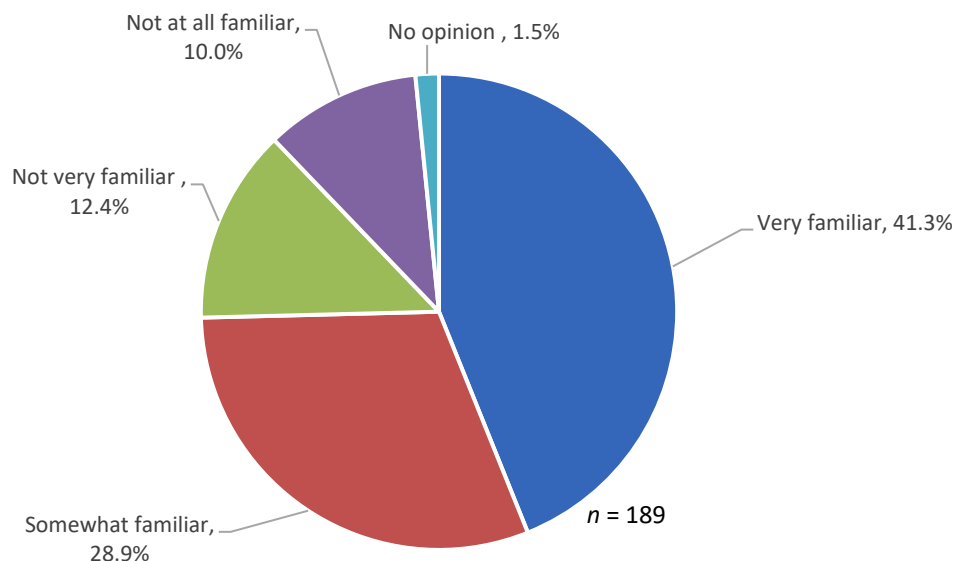
The majority of those who said they are “always able to get there” indicated they typically ride the bus for shopping/personal business trips. Eight percent of bus riders said they “can get there but it takes a long time,” while another 13 percent said accessing these trips is “sometimes” or “often difficult.”

On an aggregate basis, either absence or limited availability of transportation (not only public transit) still presents an obstacle as it pertains to the four surveyed trip purposes. With respect to “work,” 11 percent of all respondents indicated the absence of or limited access to transportation negatively impacted their ability to access work/employment. We conclude the same impediments impact the “ability to maintain employment (once hired).”

In summary, 12.5 percent of respondents cited access to transportation as a challenge (either always or sometimes difficult) when accessing “healthcare,” 9 percent for “school-/training-” related trips, and 13 percent for “shopping/personal business.”

Q8. How familiar are you with public transit in Imperial County?

Exhibit 4.3.8 Familiarity with public transit in Imperial County



In preparing Regionally Coordinated Transportation Plans in several communities throughout the western United States, Moore & Associates has noted a temptation by project stakeholders to often view the introduction or expansion of transportation services as the panacea to perceived as well as actual mobility issues/deficiencies. And while the strategic implementation of such services can prove to be a useful tactic, our research has often revealed that the core deficiencies are not limited to operational barriers but include a need for increased/improved public education/training. Which takes us to Question 8, which sought to assess community awareness regarding current public transit offerings.

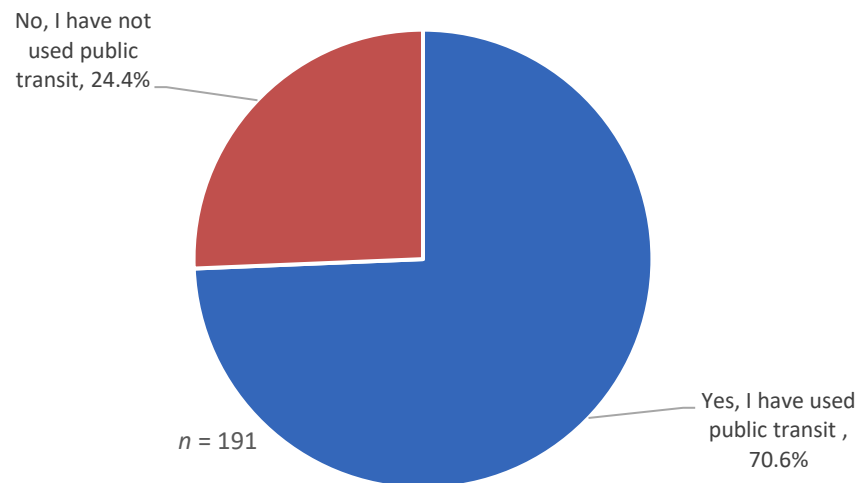
Not surprisingly, those who indicated “drive alone” as their primary mode of transportation are less likely to be aware of public transit in Imperial County.

Although 70.6 percent of survey participants indicated some use of public transit during the 12 months prior to the survey contact, 70.2 percent expressed some unaided awareness of public transit in Imperial County. We believe this is significant for a number of reasons. First, similar to many transit operators throughout California, there was an overall decline in local transit ridership attributable to the COVID-19 pandemic. Second, the relatively high degree of transit service familiarity (very familiar: 41.3 percent) is especially notable given the modest level of marketing/advertising undertaken by either ICTC or First Transit within the 12 months prior to March 2020 (followed by the onset of the COVID-19 pandemic). Here again, we believe more aggressive marketing/advertising would likely result in both a higher awareness quotient as well as increased ridership. Third, the combined “limited/no awareness” quotient of 22.4 percent represents an opportunity for transit ridership growth given the general willingness of

historic non-riders to (at least) try public transit should their current mobility circumstances change (i.e., loss of vehicle and/or license).

Q9. Have you used public transit within the last 12 months?

Exhibit 4.3.9 Recent public transit use

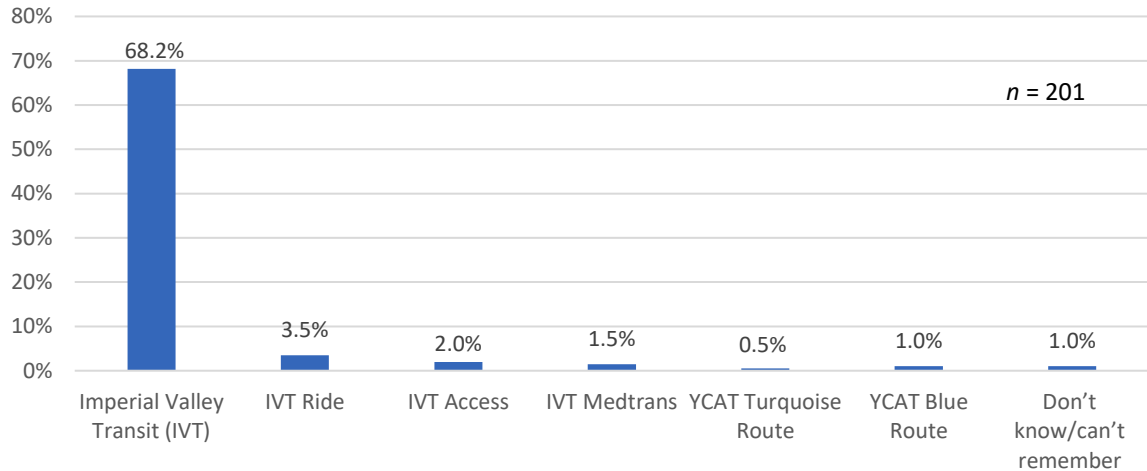


The 71/24 split is higher than the results of similar community surveys conducted by the consultant in other California communities, further underscoring the importance of public transit as a mobility option. However, it should be noted that promotion of the survey onboard transit vehicles may have also contributed to the high percentage of transit riders.

In FY 2019/20, which spanned the COVID-19 pandemic, Imperial Valley Transit transported 570,705 fixed-route passengers. Prior to the pandemic, IVT carried nearly 750,000 fixed-route passengers (FY 2016/17).

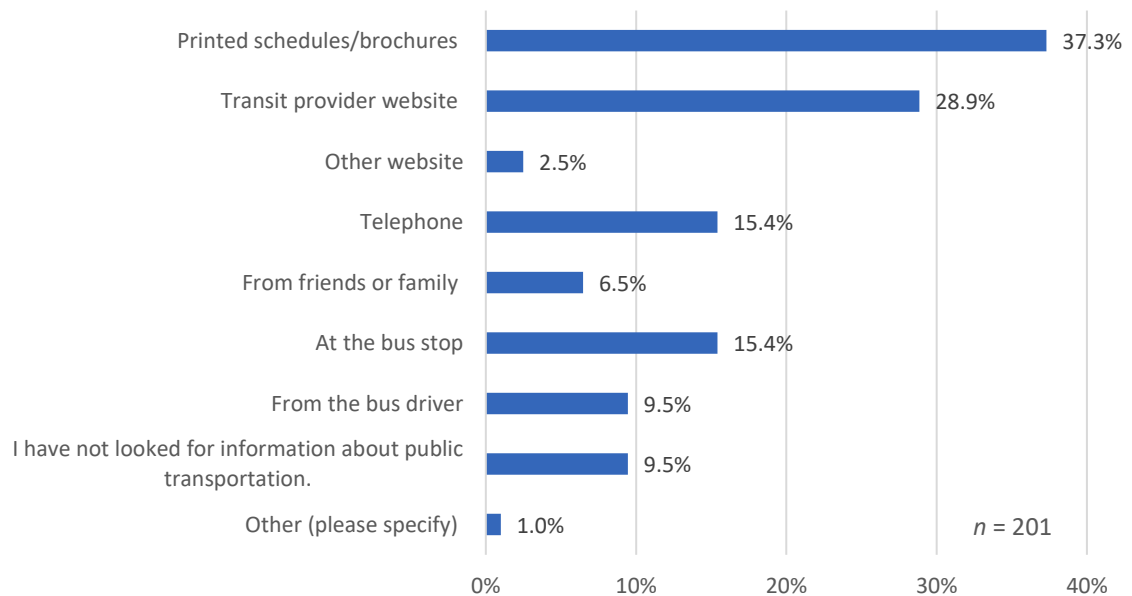
Q10. If you have ridden public transit in the last 12 months, which service(s) did you use?

Exhibit 4.3.10 Recent public transit use by provider/type



Q11. How do you usually obtain information about public transportation in Imperial County?

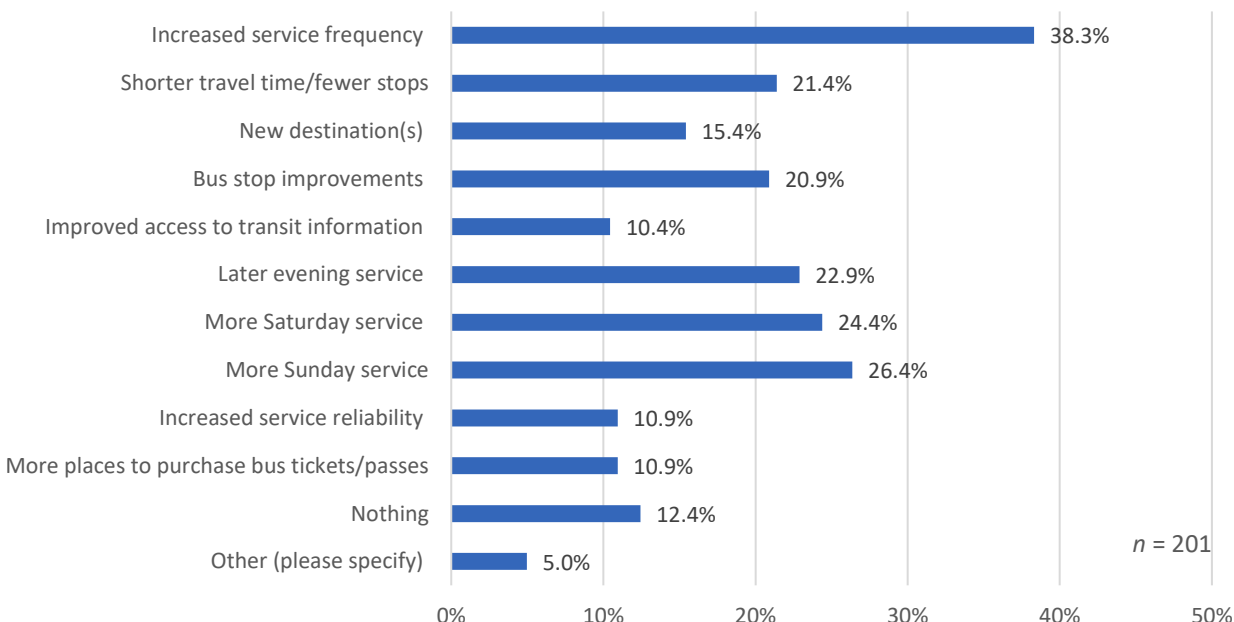
Exhibit 4.3.11 Public transportation information sources



Respondents were permitted to select multiple answers. Therefore, the response tallies exceed 100 percent. Two information channels stood out: “transit provider website” (28.9 percent) and “printed schedules/brochures” (37.3 percent). With respect to the response option “other website,” this includes “rider guides dot com” and “Google Maps.”

Q12. What type of transit improvement would you prefer to be made/introduced?

Exhibit 4.3.12 Preferred transit improvements



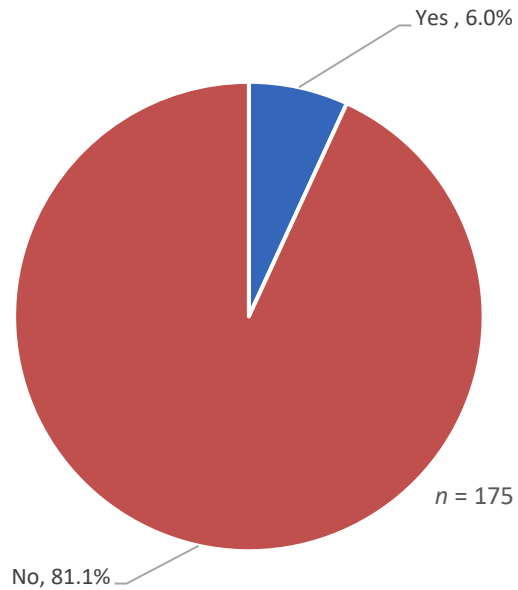
All survey participants (regardless of whether they identified as a current/recent transit rider or a non-rider) were provided a list of 12 response options (including “nothing”) from which to select potential opportunities for preferred (public transit) service improvements. Six of the twelve potential improvements stood out (in terms of number of responses): “increased service frequency” (38.3 percent), “shorter travel time” (in other words, less time on the bus) (21.4 percent), “increased Saturday service” (24.4 percent), “later evening service” (22.9 percent), “bus stop improvements” (e.g., benches, shelters, lighting, signage, etc.) (20.9 percent), and “more Sunday service” (i.e., presumably service which starts earlier and ends later) (26.4 percent).

With respect to “new destinations,” the following locations stood out: 1) “Ross Store in El Centro,” 2) “more bus stops” (not a destination per se), 3) greater transit access to parks, 4) services to 99 Cent Stores (not community-specific), 5) “more service in neighborhoods in Imperial (especially east of the highway),” 6) “more service on Fourth Street in El Centro,” and 7) “more service on the “west side.”

Not surprisingly, “nothing” was one of the top three or four responses from persons who typically drive alone in all four trip categories. In these cases, it may be that a change in personal circumstances could result in such persons considering riding the bus, yet there are a limited number of service improvements that could influence that decision.

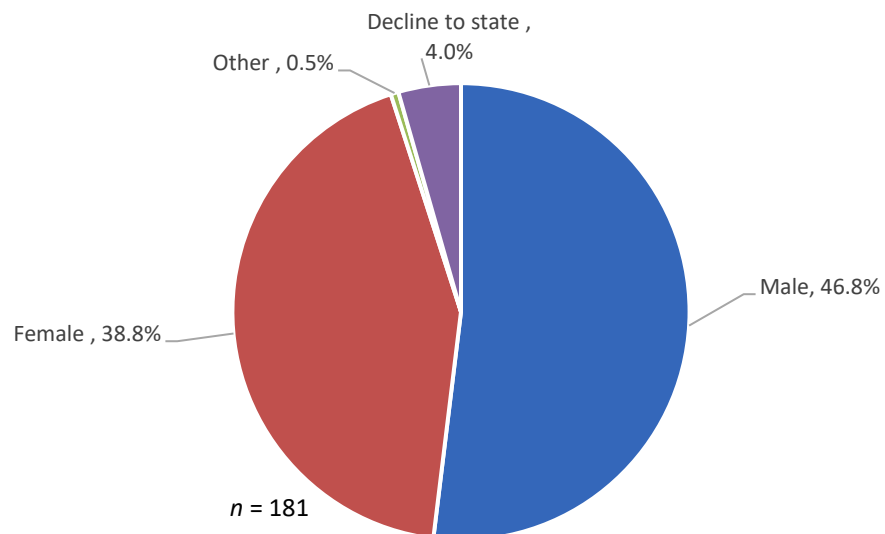
Q13. Do you typically use a wheelchair or other mobility device (such as a motorized scooter, walker, etc.)?

Exhibit 4.3.13 Mobility device use



Q14. What is your gender?

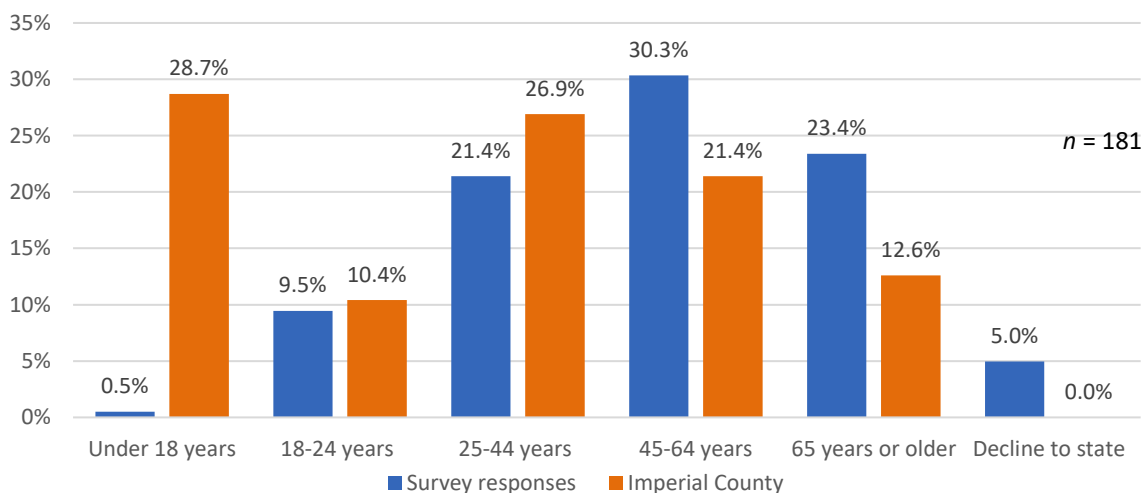
Exhibit 4.3.14 Respondent gender



According to the American Community Survey (2019), females comprised 48.7 percent of the total Imperial County population.

Q15. What category includes your age?

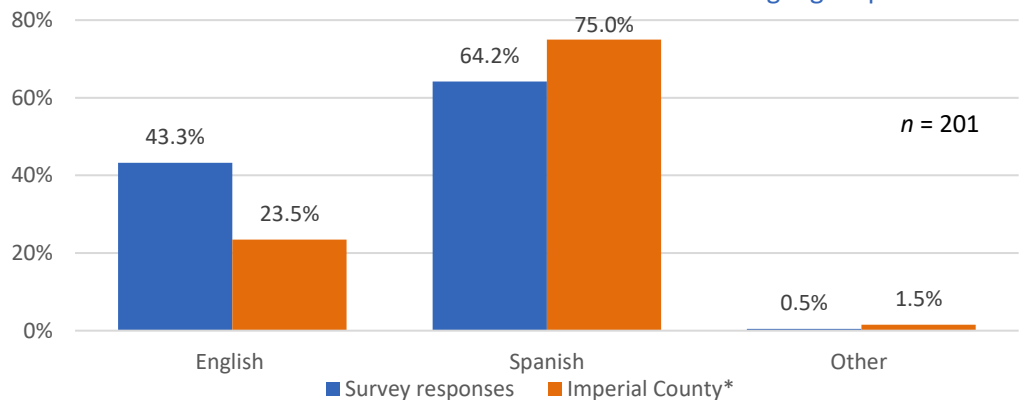
Exhibit 4.3.15 Respondent age



According to the American Community Survey (2019), the median age of Imperial County residents was 32.4 years of age.

Q16. Which language(s) do you speak at home?

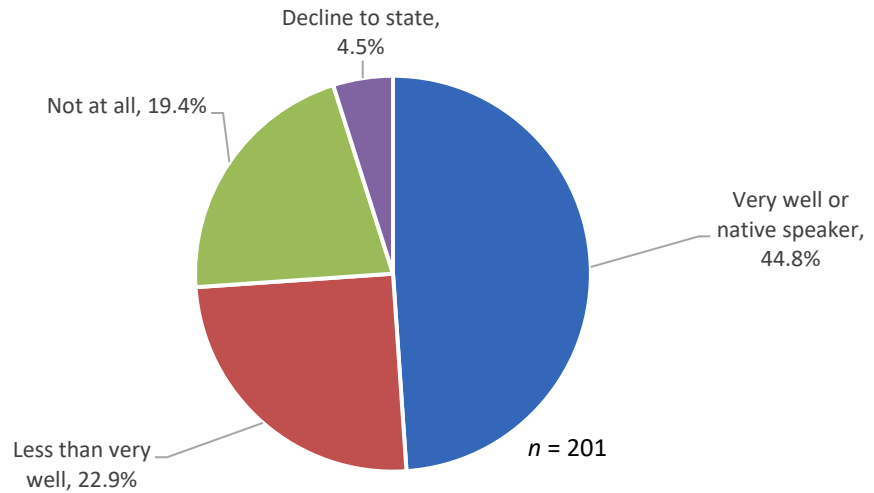
Exhibit 4.3.16 Languages spoken at home



*Note: American Community Survey data for language spoken at home for Imperial County includes individuals over age five who speak only English at home under English. Speakers of Spanish and other languages may also speak English at home, but this data is not reflected in the 2019 ACS Five-Year Estimates. The ICTC Community Survey asked respondents to indicate all languages spoken in their home, which in some cases resulted in multiple responses.

Q17. How well do you speak English?

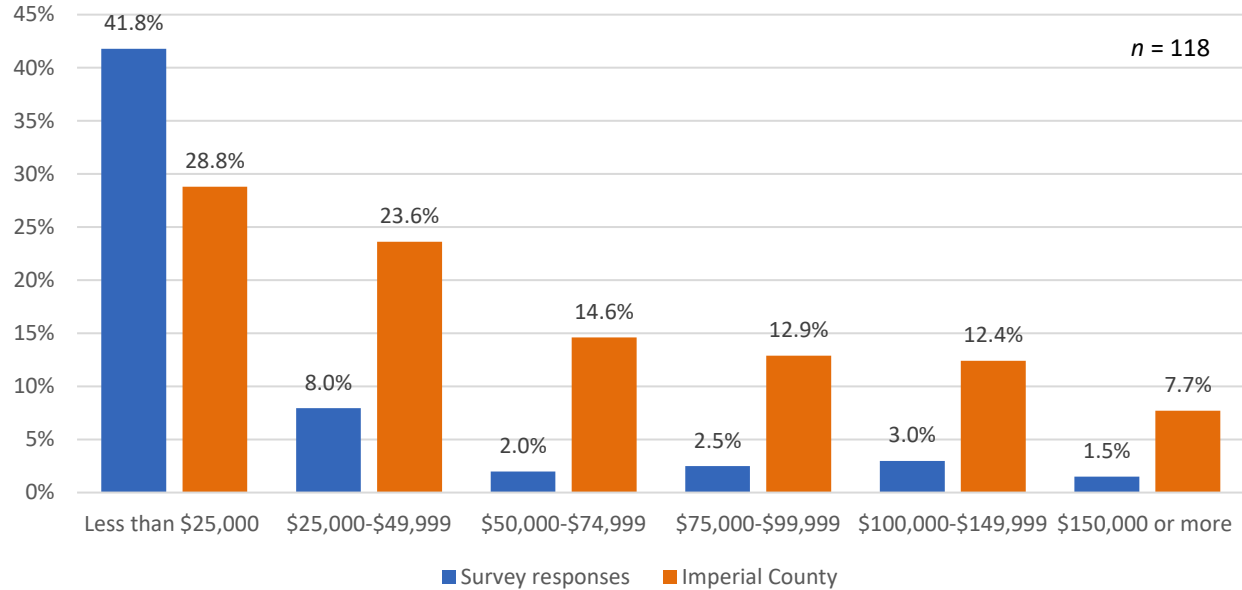
Exhibit 4.3.17 English proficiency



Approximately one-third of Imperial County residents and riders age five speak English less than “very well,” according to the 2019 ACS Five-Year Estimates. This is considerably less than the responses from the ICTC Community Survey, wherein more than 42 percent of persons providing a response to this question (in other words, they did not select “Decline to state”) selected “less than very well” or “not at all.” This underscores the importance of easy-to-understand, bilingual public transit/transportation service materials.

Q18. What is your annual household income?

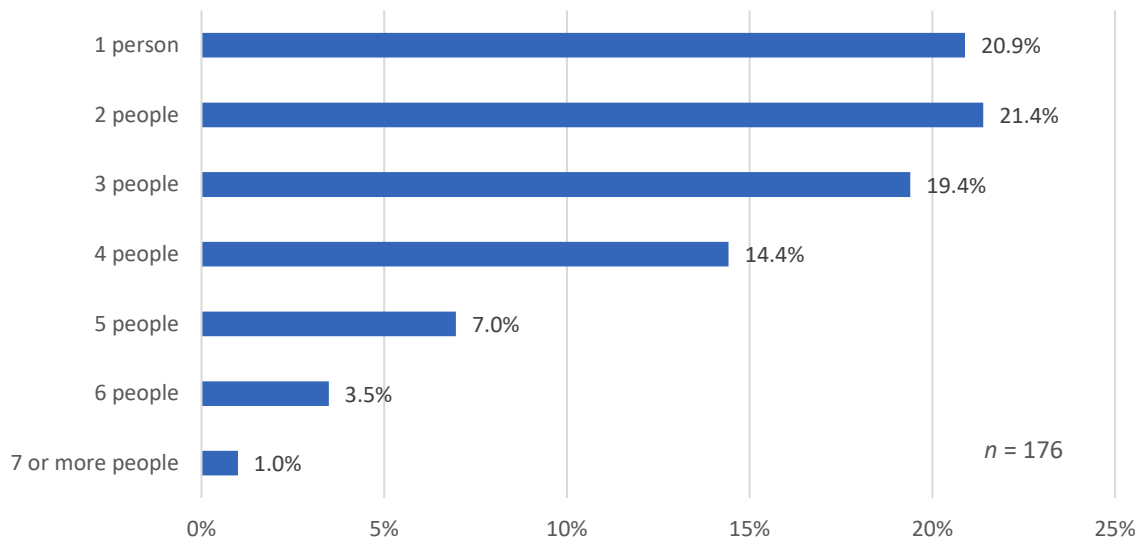
Exhibit 4.3.18 Annual household income



Survey respondents skewed toward lower household incomes than the county as a whole. This is consistent with the relatively high share of transit riders represented in the survey, who frequently opt to use transit due to lower income levels. According to the American Community Survey (2019), the median household income in Imperial County was \$47,622. Further, 22 percent of Imperial County residents were identified at or below the poverty line.

Q19. How many people live in your household (including yourself)?

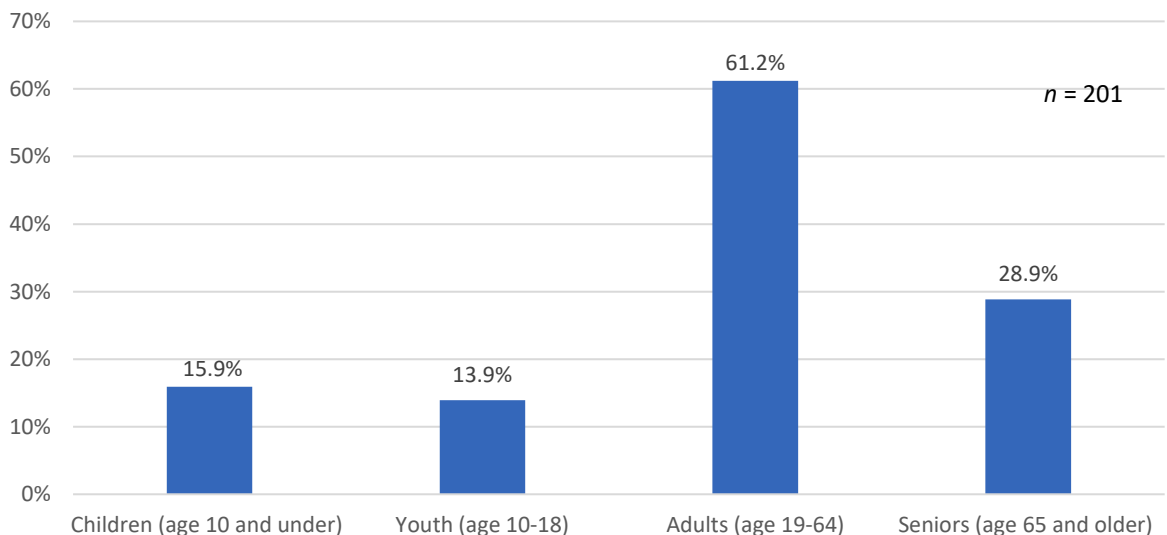
Exhibit 4.3.19 Household size



According to the American Community Survey (2019), the average household size was 3.81 persons.

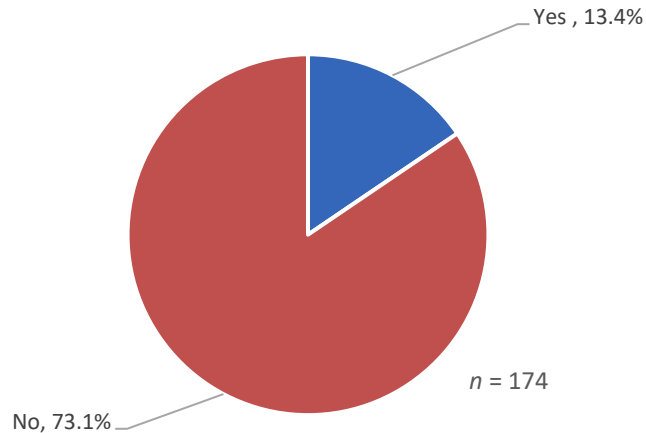
Q20. Who lives in your household?

Exhibit 4.3.20 Household composition



Q21. Do you have a disability that impacts your personal mobility?

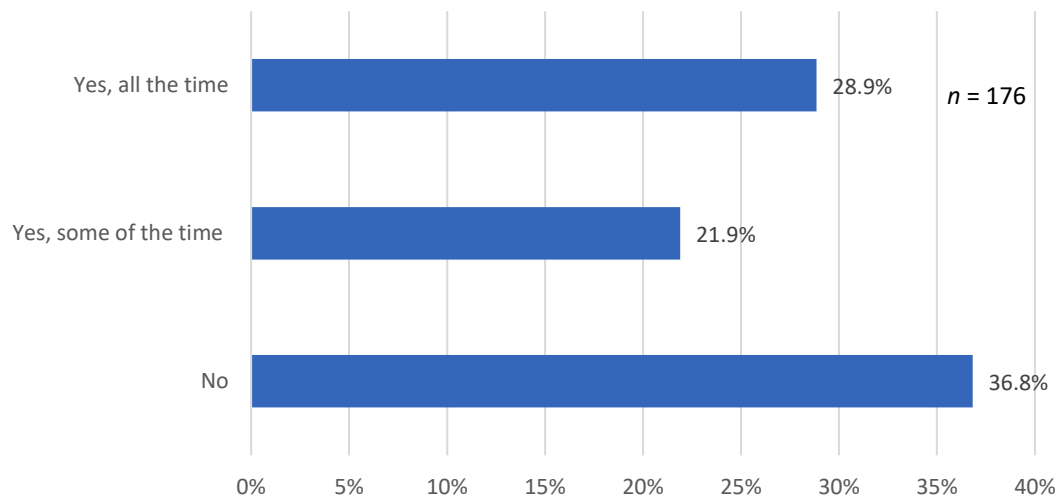
Exhibit 4.3.21 Incidence of disability



According to the American Community Survey (2019), 9.1 percent of all Imperial County residents under the age of 65 years self-identified as “disabled.”

Q22. Do you have access to a personal vehicle?

Exhibit 4.3.22 Personal vehicle access



Most of the respondents who indicated “drive alone” as their typical mode of travel for the four trip purposes have consistent access to a personal vehicle. Among bus riders, the majority of respondents are split between having access to a vehicle “some of the time” and not having access to a vehicle at all. Transit riders who use the bus for shopping or personal trips are least likely to have access to a vehicle.

4.4 Community Outreach

The project's original workplan included coordination and facilitation of two rounds of public workshops consisting of at least five sessions each. To encourage the most robust potential participation, workshops were planned for Brawley, Calipatria, Calexico, El Centro, and Imperial. The sessions were planned for late afternoon and early evening hours to support attendance by the broadest array of residents possible.

The first round had been planned for January 2021 and would serve to introduce the project. The second session would have been in late March/early April 2021, and would serve as a forum for discussing the consultant's findings and preliminary recommendations. Unfortunately, Imperial County remained under the "purple tier" until mid-March 2021, upon which it transitioned into the "red tier." While movement into the red tier allowed some business to reopen on a very limited capacity basis, the ban on public gatherings of more than five (non-family) persons continued.

Given the uncertainty of the pandemic, rather than plan for in-person traditional workshops, the consultant team adjusted its approach to focus instead on outdoor pop-up events at transit centers in Brawley, Calexico, and El Centro. These events were held across two sessions in each location (7:30 a.m. to 10:30 a.m. and 3:00 p.m. and 6:00 p.m.) on May 4, 5, and 6, 2021. Each pop-up event featured bilingual staff and materials. Anyone traveling through the area where the event was held was invited to learn more about the project, complete a short survey and/or comment card, and ask questions.

At the time the pop-up events were held, Imperial County had moved into the orange tier, representing a moderate risk level. As a result, the consultant team was able to interact with the community outdoors with little risk while continuing to observe social distancing, wearing masks, and using hand sanitizer and disposable pens.

The pop-up events were promoted through a media release, social media, onboard IVT vehicles, and to the Social Services Technical Advisory Committee (SSTAC).

Bilingual project staff were present to discuss the overall project, discuss the series of preliminary project recommendations, invite participation in the community survey, and respond to public questions regarding Imperial Valley Transit services. Bilingual transportation service materials were available and attendees had the opportunity to provide anonymous feedback regarding the project's preliminary recommendations. We estimate 150 persons came by the information table/displays to ask questions, complete a survey, or offer feedback. Given the number of persons participating, as well as the number of surveys and/or comment cards received, we consider this activity to be a successful substitution for the traditional workshops.

Exhibit 4.4.1 Comments received during outreach activities

Topic	Comment	Received from
Bus stops	More security and seating at the Calexico stop	Calexico
Bus stops	The stop at Walmart needs to be in a better location so customers don't have to cross Highway 11 to travel south (3)	Calexico
Bus stops	Can there be two stops at Imperial Valley Mall instead of one?	Calexico
Bus stops	The bus stops are dirty; if I had a choice I would wait at the Imperial stop	Calexico
Bus stops	Cleaner bus stops (2)	Calexico
Bus stops	Have the Calexico bus stop cleaned more often	El Centro
Bus stops	I would like to have one or two benches at the Target and Food 4 Less stops since customers are open to the elements	El Centro
Bus stops	I would like to see more stops on East El Centro Blue Line	El Centro
Capacity	A bigger bus	Calexico
Capacity	More seats on the buses to El Centro	Calexico
Dial-a-Ride	Be able to make reservations online	El Centro
Drivers	There is an older driver here in Calexico that is always rude with customers	Calexico
Drivers	Bus 1201 or 1210 is always rude to the people riding; the driver ignores people when they ask for information	Calexico
More service	More late-night buses (after the current last bus)	Brawley
More service	More frequent service (2)	Brawley, Calexico
More service	At least two later buses in the evening	Calexico
More service	More service to Salton Sea, not just on Thursday	Calexico
More service	The wait between buses is too long	Calexico
More service	The wait for the bus from Calexico to El Centro is too long	Calexico
More service	24-hour bus service will help people who work night shifts	El Centro
More service	More buses going in and out of Calipatria	El Centro
Riders	Stop people from pushing the disabled people around and need more courtesy for elders	Calexico
Riders	Let people ride with a small to medium bag of clean deposit cans and bottles, otherwise those who don't have a car can't recycle	Calexico
Riders	Gas mobility devices or personal use devices be allowed onboard the buses	El Centro
Schedule & information	Would like Route 1 to come after Valley Transit leaves	Calexico
Schedule & information	Buses depart stops before the scheduled time. For example, Niland to Brawley	Calexico
Schedule & information	More advertising (promotion) for the COVID schedule	Calexico
Schedule & information	More info-posts with bus info at the stops/stations	Calexico

Exhibit 4.4.1 Comments received during outreach activities (continued)

Topic	Comment	Received from
Schedule & information	Bring the pre-COVID schedule back or add more buses	El Centro
Schedule & information	Updated Riders Guide with Saturday schedule and more info-posts with the scheduled times	El Centro
Schedule & information	I would like to see one-hour drop-offs for Imperial Valley College	El Centro
Other	More public meetings	El Centro
Other	Snacks onboard	Calexico

Chapter 5 | Mobility Needs Assessment

Through the various community and stakeholder engagement activities, a series of mobility needs and barriers to transportation use were identified:

- Public transportation continues to play an important role in the overall mobility of Imperial County residents. While Imperial Valley Transit (IVT) is the primary provider of public transportation services, Yuma County Area Transit (YCAT) service is also an important component as it serves the eastern portion of the county.
- There has been an increase in the incidence of “aging in place”
- There is a need to continue (and potentially increase) the availability of public transportation linking outlying communities with activity centers in the more urbanized portions of the county.
- The ongoing impact of the COVID-19 pandemic requires use of alternate forms of community/public engagement.
- There is a need for increased marketing/public education specific to public transportation services.
- There is a desire for increased travel training availability specific to seniors, persons with disabilities, and low-income individuals.
- There is a need for affordable transportation options to the Mexico border. (Currently IVT offers its closest service to the border in Calexico at 3rd Street and Paulin Ave. IVT Access and IVT Ride may provide closer access for eligible riders, as do private taxi companies.)
- There is a desire to provide service into presently unserved (or underserved) areas such as Bombay Beach, Salton City, Jacumba (San Diego County), and Ocotillo.
- There is a desire for more public transportation service options to Yuma and Winterhaven.
- Increased service frequency should be a priority.
- Reduce the distance between bus stops.
- Introduce online transit fare/ticket sales.
- Pursue funding for pedestrian and ADA improvements.
- Address language and technology barriers.
- Improve readability of transit service informational materials.
- Increase availability of wheelchair accessible vehicles (social service organizations).

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Chapter 6 | Coordination Strategies and Recommendations

This chapter includes a series of recommended strategies designed to address transportation and mobility challenges identified through community and stakeholder outreach, by ICTC staff, by SSTAC members, and through the consultant's observations. Section 6.1 presents the recommendations grouped by type, though not in any hierarchical or priority order. Section 6.2 offers recommendations regarding prioritization, while Section 6.3 looks at potential funding opportunities.

6.1 Recommended Strategies

Operations

1. Focus service on the more populated areas of Imperial County.

While Imperial County covers a significant land area, the majority of the population resides in a handful of relatively small cities clustered in the southeast portion of the county. The four incorporated cities of Brawley, Calexico, El Centro, and Imperial include the vast majority of the resident population. Therefore, it is not surprising that historically most of the traditional (fixed-route) public transit service has been (and continues to be) focused within this portion of the county.

The ICTC has successfully balanced service provision with demand. In other words, the current transit route network reflects historic travel patterns. And while the ICTC periodically assesses demand for transit service expansion into new and emerging population clusters throughout the county, it must also consider continued requests for increased transit service frequency between the four larger cities. Continuing to focus service in these areas should also consider implementation of specific new routes and route adjustments (including additional trips or adjustments to route alignments) as identified in the most recent Short Range Transit Plan and Unmet Transit Needs process.

2. Provide service into outlying (remote) communities.

In a world of unlimited public transit funding, every Imperial County resident would have equal access to public transit service; regardless of whether they reside in one of the established residential developments of El Centro or in one of the very small communities located along the eastern shore of the Salton Sea. However, transportation funding is indeed finite and the ICTC has a fiduciary responsibility to ensure that the expenditure of said funding results in the "greatest benefit" possible for Imperial County at-large.

Similar to other Regional Transportation Planning Agencies throughout California, the ICTC administers and facilitates the annual Transit Development Act (TDA) "unmet (transit) needs" public process. And in doing so, evaluates the "reasonableness" of "unmet needs" employing criteria adopted by the ICTC's governing board.

Over the years, through this process, the ICTC has funded public transit service within a number of the county's smaller communities on a trial or demonstration project basis. Historically, however, these trial services were deemed not sustainable given very limited ongoing demand. And while introduction of traditional transit service within outlying communities may continue to be a challenge, this Coordinated Transportation Plan includes discussion of potentially less costly mobility enhancing strategies.

3. Expand weekday evening service.

In general terms, a significant portion of current local transit riders can be termed "transit-dependent." In other words, these individuals depend on the region's public bus service for a large share of their day-to-day travel needs including access to employment, school, healthcare, and other daily activities. As noted in the community survey, 42 percent of respondents did not have access to a personal vehicle, and an additional 25 percent only had access some of the time.

The desire for additional (in reality, extended) evening service is not surprising given the local fixed-route service ends effectively around 6:30 p.m. Many of the current transit riders are employed full-time, and many have work times and days beyond the traditional "nine-to-five." And while transit may be a reliable means of travel to work, it is likely not available at the conclusion of their workday.

To effectively address this service request would require extension of service availability until at least 9:00 p.m., perhaps even 10:00 p.m. Doing so would coincide with the "second shift" work hours of businesses located at the Mall as well as many area restaurants and other service-oriented businesses. However, a three or four-hour service extension across the entire service network would be a very expensive undertaking and no near-term funding exists to support such an ambitious undertaking.

Fortunately, a number of mobility enhancing alternatives are available. First, extension of weekday transit service until 9:00 p.m. on an express or limited-stop route linking the four larger cities: Brawley, Calexico, El Centro, and Imperial. (Note: Any extension of fixed-route service beyond the current service delivery and time would require the ICTC to also fund ADA complementary paratransit service within three-quarters of a mile of the route alignment.) Second, the ICTC could open up the existing eligibility-based paratransit (Dial-A-Ride) service to the general public on a reservation basis to provide service weekday evenings until 9:00 or 10:00 p.m. The ICTC could also limit the service area to the more densely populated portions of Imperial County. If the ICTC chose to implement such service we recommend it be approached on a 90- or 180-day trial or demonstration basis (inclusive of quantifiable performance targets).

Third, the ICTC could choose to enter into an agreement with local taxi or shuttle companies and/or Uber/Lyft. This alternative is discussed in greater detail in Recommendation #6.

4. Expand weekend service.

At the time of this report's preparation, Imperial Valley Transit provided scheduled service on Saturday but not Sunday or designated holidays. The fixed-route service operated on a one-hour frequency across all day-parts, regardless of demand. In the world of public transit, 60-minute service frequency is the lowest reasonable service level.

The “profile” IVT rider is employed, and relies upon IVT to travel to/from work. Further, among those employed, many work outside traditional Monday-Friday 9:00 a.m. to 5:00 p.m. parameters. These work schedules often include late evening and/or weekend hours. Compounding the reliance on public transit is limited or no access to a personal vehicle.

As noted within some of the other “operational recommendations,” increasing service frequency and/or extending service hours across all routes/the entire system is a very costly undertaking. As a compromise, we recommend the ICTC consider extending service until 9:00 p.m. (or 10:00 p.m.) on Saturday on a trial basis, perhaps for a period of 90 days to further assess demand. Lastly, as a cost-containment measure we recommend the ICTC consider initially focusing the evening service expansion/extension to the “trunk routes” linking the four larger cities: Brawley, Calexico, El Centro, and Imperial. The “trunk routes” appear to provide service within reasonable walking distance of many of the area’s high activity centers. Further, the cost of “first and last mile” connectivity to the “trunk lines” would likely be modest.

5. Expand bus-to-bus transfers.

The current transit program offers free transfers between local routes 1, 2, 3, and 4. However, if a rider needs to transfer between any two other routes, or between one of these routes and a different route, each ride must be paid for individually. For example, a rider who uses a local circulator to access one of these four routes must pay two fares, as does one who travels to El Centro from Yuma or Winterhaven and must use another route to get to their destination. Given the annual income of the transit riders who participated in the rider survey this arrangement is akin to regressive taxation. In other words, it negatively impacts those members of the community least able to afford it.

Implementation of a free or reduced-cost bus-to-bus transfer policy beyond routes 1-4 would likely translate to a number of benefits including 1) positioning public transit as an attractive mobility option for a larger share of the Imperial County community, 2) making travel by transit more affordable (particularly important given the reported annual household income of the “profile” transit rider), 3) improving on-time operations by reducing boarding (or dwell) time, and 4) reducing the administrative burden (i.e., reduction in cash fare reconciliation).

Typically, transfers are either provided at no cost (contingent upon payment of a fare) or at a reduced cost (i.e., less than the full price of a second ride). Transfers are typically limited to a single direction of travel (i.e., not to be used to complete a round trip), and for a specified effective period (i.e., 30 or 60 minutes). Transit riders would receive a paper transit slip at time of boarding/fare payment. The transfer slip would identify the date, time, and direction of the trip, which would then be accepted as payment to continue single-direction travel within the designated time period. Fortunately, there are a variety of “off-the-shelf” printed transfer forms available for purchase.

6. Provide taxi/Uber/Lyft ride subsidy on weekday evenings and/or weekend service.

An increasing number of public transit operators nationwide have begun partnering with Transportation Network Companies (TNC) in an effort to address historic “first and last mile” transit accessibility challenges. In many instances, a transit operator will define a coverage area, and then agree to a ride subsidy with the TNC customer responsible for the difference between the public subsidy and actual ride cost.

TNC customers typically fall into two groups: 1) persons using a TNC to connect with public transit and 2) persons making a TNC ride in lieu of a transit ride. Both of these scenarios are relevant to Imperial County. In the first, Imperial Valley Transit has a relatively limited route network/coverage area, and there are many portions of the county that lie beyond reasonable walking distance of a transit route. In the second, Imperial County has a relatively modest operating schedule, with no evening/night service and no Sunday service. Partnering with local TNC operators (i.e., Uber, Lyft, taxi companies) could address the absence of transit service during evening hours as well as Sundays.

Should the ICTC decide to implement this service alternative we recommend the starting with “geofencing” the proposed service area and not attempt to “cover” the entire service area initially. Subsequent steps would include 1) negotiation of the ride subsidy, 2) definition of ride subsidy days/hours, and 3) setting a limit on the number of subsidized rides any one individual may be eligible for in a calendar month.

We also recommend the ICTC discuss this service alternative with Caltrans to determine if the ICTC would receive “credit” for total rides provided (subsidized) as well as total Vehicle Miles Traveled (VMT). Lastly, our experience creating and/or administrating TNC partnerships offers a trio of “lessons learned.” First, approach this option as a trial or demonstration project (i.e., 90 days). Second, set a not-to-exceed program budget amount up-front. For example, the ICTC would allocate up to X dollars in transit funding to provide up to Y rides across Z time. While it may appear obvious, the cost of total ride subsidies should not be allowed to exceed the cost of providing comparable (additional) transit service. Third, objectively monitor the impact of the TNC partnership. In other words, is it serving as a complement to public transit or as a substitute for it?

7. Increase service frequency on weekdays.

In early May 2021, the consultant team hosted six outreach sessions (morning and late afternoon/evening) at the transit centers in Brawley, Calexico, and El Centro. Through these sessions we interacted with approximately 150 persons, the majority of whom were current Imperial Valley Transit riders. One of the service requests we heard most often was the desire for more service frequency on weekdays. To put this request in context, two factors must be shared. First, our outreach at the three transit centers was timed to occur during periods of traditionally high ridership: 7:15 to 10:30 a.m. and 3:00 to 6:00 p.m. Second, at the time of the transit center outreach, Imperial Valley Transit had transitioned to a Saturday service schedule across all operating days (Monday through Saturday). That is, the level of service provided (aka frequency) had been reduced due to the COVID-19 pandemic.

Introducing increased weekday service across all day-parts would be a very expensive undertaking. We do not perceive there is sufficient (sustainable) demand to support such a move except on a few of the more heavily patronized “trunk routes.” Nor is there sufficient funding to accomplish this.

One option for addressing this request would be to introduce additional service frequency (perhaps on a 30-minute basis) from 7:00 to 8:30 a.m., and again from 4:00 to 6:00 p.m. Such a move would likely meet the needs of many persons who rely on transit for home-to-work travel (trips which occur on a more frequent basis than any other trip purpose). As with a number of the recommendations presented herein, we believe approach such a service enhancement on a short-term or trial basis would be the prudent approach.

Capital

8. Continue to make bus stop improvements (i.e., benches, shelters, lighting, etc.).

As the regional transportation planning agency, the ICTC includes representation from each of the incorporated cities as well as the County. Imperial Valley Transit provides service across numerous jurisdictions including Caltrans rights-of-way. Across the past several years, the ICTC and its member-jurisdictions have worked both jointly and individually to enhance bus stops through the purchase and installation of benches, shelters, and lighting. This effort should be acknowledged and encouraged to continue.

Bus stops are an important part of a rider’s transit experience. They serve as the “front door” to the transit service as well as raise awareness of the availability of transit service. Ideally, bus stops should be equipped with signage, service information, clear access and loading surfaces, and seating or shelters appropriate to the activity of the individual stop. Also important are safe connections to the respective pedestrian network (e.g., sidewalks, street crossings).

Currently, the most significant barrier to bus stop improvements is funding. In 2018, the ICTC completed an inventory of all bus stops in the IVT system. The ICTC and its partners will utilize this inventory to prioritize future bus stop improvements as funding is identified. There are often grants available to assist with such projects, as well as participation (sponsorship) opportunities from local education, business, healthcare, and community service organizations.

Given the scope of this improvement opportunity, we recommend the ICTC adopt a multi-year work plan wherein a target number of individual bus stops are identified annually. So that across a period of 7 to 10 years, the entire bus stop network gets addressed. Progress toward the goal should be tracked on a quarterly basis, and progress shared with both transit customers and the community at-large.

In addition to expanding bus stop amenities, the ongoing condition of bus stops should be attended to. Based on rider feedback, there is a perception that many stops are often dirty or not maintained. Given the important role the bus stop plays in the transit rider experience, we recommend the ICTC work with its jurisdictional partners to develop and implement an ongoing bus stop maintenance and cleaning plan.

9. Fund additional pedestrian improvements.

As noted above, the ICTC has worked successfully with its member-jurisdictions to create and maintain safe and attractive bus stops throughout the Imperial Valley Transit service area. Providing safe connections between bus stops and the surrounding pedestrian network is an important aspect of this continued strategy to improve safety for persons traveling to and from bus stops. Potential improvements include sidewalk extensions, building curb extensions (including temporary ones) to reduce crossing distances, pedestrian signal training, restricting vehicle parking at or near bus stops, and additional crosswalks.

10. Increase funding to social service organizations to support vehicle purchases.

While Imperial Valley Transit is the highest profile and greatest ridership transportation program operating within the study area, it is not the only one. Rather, in its role as the Regional Transportation Planning Agency, the ICTC is responsible for the allocation of TDA funds to other qualifying entities to support both operational expenditures and capital purchases (i.e., vehicles).

Several stakeholders indicated having vehicles at or near their replacement threshold based on mileage. At least one other indicated it did not have any wheelchair-accessible vehicles, and served numerous clients with dementia or behavioral issues needing door-to-door assistance.

FTA Section 5310 is an important funding mechanism for social service transportation operating and capital costs. We recommend the ICTC continue to work with eligible community organizations to effectively leverage such monies to support enhanced mobility throughout the region. Support may include assistance in applying for Section 5310 funding for operating assistance or vehicle purchases and ongoing reporting.

Marketing/Outreach

11. Prepare and Implement Marketing Plan.

To be successful, every business – public or private – needs a Marketing Plan. One that is clearly written, features practical strategies and tactics for advancing the organization’s core mission, and includes quantifiable performance targets. Further, in contrast to many consulting firms, Moore & Associates believes a successful Marketing Plan must also include an objective discussion of Return on Investment (ROI).

Imperial Valley Transit lacks a clearly defined “roadmap” guiding its marketing, advertising, promotion, and public communications activities. We recommend the ICTC engage a qualified transit marketing consultant to prepare an 18 to 24-month Marketing Plan, and to assist with implementation of the initial recommendations presented therein. A medium-size transit program such as Imperial Valley Transit should allocate three percent of its annual budget to marketing for one to two years (i.e., start-up phase), and 1.0 to 1.5 percent in subsequent years. The foundation of the Marketing Plan should focus on three

pillars: 1) expand the historic transit customer base, 2) increase year-to-year ridership, and 3) increase annual fare revenue.

The Marketing Plan should also focus on the basic elements of transit use – how to read a schedule, appropriate onboard behavior, where to buy passes, etc. Several of the stakeholders indicated accessing basic information about service days and times was a challenge for their clients. An objective evaluation of how the schedules are currently presented may be warranted, as well as a promotional campaign about how to read them.

12. Increase transit service information at bus stops.

As noted earlier in this chapter, the important role which quality, safe bus stops can play in the creation of a successful public transit program cannot be overstated. Simply put, bus stops are the “front door” of a community’s transit service. They are an investment needed to retain existing customers as well as attract new ones.

Based on various field observations, the amenities included at bus stops throughout the Imperial Valley Transit system varies greatly. At a minimum, every bus stop needs to include a pole, bus stop sign, and basic service information (i.e., numeric stop identifier, route identifier, transit information phone number, transit website URL, and real-time bus arrival app once available).

The manner in which existing transit riders as well as potential transit riders access transit service information continues to evolve, often at a significant pace. As evidence, there was a time when Moore & Associates believed that every bus stop needed to feature service information specific to the individual (stop as well as the overall transit system). And while this belief still has applicability for certain bus stops, our current recommendation reflects more closely how most people access information: via a mobile phone. While we still believe every bus stop should be clearly identified by uniform signage (i.e., transit agency name/logo, customer service phone number, and unique numeric identifier), we no longer believe it is necessary to install an “info-post” at every bus stop. Rather we encourage our clients to utilize QR codes as a means of communicating basic transit service information at the individual bus stop level. Once the QR code signage is installed its maintenance and upkeep is much less time-intensive than changing out the contents of info-posts system wide.

With that said, we continue to believe bus stops at transit centers, in proximity to senior housing, and near housing for persons with special needs should feature more traditional transit information displays such as stop-specific schedule information.

An immediate improvement opportunity exists at the transit centers in Brawley, Calexico, and El Centro. At a minimum, we recommend 1) updating the service information displayed at the Brawley transit center, 2) installation of a service information display at the Calexico transit center, and 3) installation of updated service information at the El Centro transit center. While the El Centro transit center includes a Greyhound Bus information/ticket sales booth, our observations led us to conclude the on-site agent should not be relied upon to provide quality information regarding Imperial Valley Transit services.

Technology

13. Expand fare purchase and payment options.

Several stakeholders identified a need for additional options for paying fares and purchasing passes. We recommend the ICTC/IVT expand customers' access to fare options by implementing online fare purchasing (through which a rider could purchase a physical pass online and have it mailed to them), expanding the number of pass sales locations, and introducing mobile ticketing.

Mobile ticketing involves turning a mobile phone into both bus fare and a point-of-sale for non-cash fare media. It removes the need for customers to carry cash or purchase traditional fare media. Like online trip planning, there are numerous options for mobile ticketing. Vendors include TouchPass, Token Transit, Passport, Justride (Masabi), Moovel North America, and TripShot Pay. Vendors typically enter into contracts with transit providers whereby they typically receive a percentage of each transaction or a flat fee per transaction.

We recommend the ICTC consider a platform that provides a mobile ticketing option that can be quickly and easily implemented "out of the box," rather than a fully customizable platform that requires extensive development and programming.

14. Implement real-time bus arrival technology.

Regardless of whether a public transit provider is large or small, customer access to real-time service information has become the norm, and this desire was borne out through the various community outreach activities. Fortunately, given recent advancements in technology, the availability of such apps can now be within reach of medium-size operators such as Imperial Valley Transit. Implementation of this recommendation involves two aspects: Installation of location detecting hardware (i.e., Automatic Vehicle Location) on the buses themselves, and entering into an agreement with an app vendor which synchronizes the AVL data with a GTFS real-time feed.

The cost of implementing this recommendation will depend on the number of vehicles which the ICTC decides to equip as well as the specific app it selects. The unit cost for the AVL hardware is estimated to be five thousand dollars per vehicle.

6.2 Recommended Priorities

Based on input from the community and Imperial County Transportation Commission staff, the recommendations presented in Section 6.1 have been prioritized into high, medium, and low priorities. Highest-priority recommendations focus on providing transit service where and when it is most needed. This includes maintaining services in key population centers while also maintaining connectivity for more remote communities. It also looks at expanding the current service later in the evening and on weekends.

The lower-priority recommendations are primarily those that depend on participation by others, including funding of bus stop and pedestrian improvements by individual jurisdictions and development of a TNC ride subsidy program. Medium-priority items may be addressed alongside higher-priority recommendations if they can be implemented quickly or for a modest cost.

Exhibit 6.2.1 Recommendations by priority level

Recommendation No.	Description	Priority Level
1	Focus service on the more populated areas of Imperial County.	High
2	Provide service into outlying (remote) communities.	High
3	Expand weekday evening service.	High
4	Expand weekend service.	High
8	Increase funding to social service organizations to support vehicle purchases.	Medium
12	Increase transit service information at bus stops.	Medium
13	Expand fare purchase and payment options.	Medium
7	Increase service frequency on weekdays.	Medium
11	Prepare and Implement Marketing Plan.	Medium
14	Implement real-time bus arrival technology.	Medium
5	Expand bus-to-bus transfers.	Low
6	Provide taxi/Uber/Lyft ride subsidy on weekday evenings and/or weekend service.	Low
9	Continue to make bus stop improvements (i.e., benches, shelters, lighting, etc.).	Low
10	Fund additional pedestrian improvements.	Low

6.3 Funding Opportunities

One of the major barriers to implementing recommendations such as those identified in this Plan is securing the funding needed for transit service expansion, new services, or capital improvements.

Dedicated transit funding sources

For recommendations specific to public transportation operators, additional funding may be available through state and federal sources. While federal formula funding through FTA Sections 5307 and 5311 and state sources such as the Transportation Development Act (TDA) (which includes Local Transportation Funds/LTF and State Transit Assistance/STA funds) are not likely to offer opportunities for additional funding, other state and federal grant programs may. These include federal discretionary grants (often for capital, such as Section 5339) that could be leveraged to free up other funding sources that may be used for operations, as well as state programs such as the Low Carbon Transit Operations Program (LCTOP) that is eligible for use to fund operations.

Dedicated transportation funding for social service providers

FTA Section 5310 provides formula funding to assist private non-profit groups in meeting the transportation needs of seniors and persons with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. Funds are apportioned based on each state's share of the population for these two groups. Section 5310 funds may be used to purchase vehicles, provide mobility management activities, and operate transportation services. Grantees are responsible for the proper use, operating costs, and maintenance of all project equipment, and must be prepared to comply with the requirements of Caltrans, the Department of Motor Vehicles, and the regulations of the California Highway Patrol.

Contributions from partner organizations

Contributions from private and non-profit partner organizations are a common way to increase funding for projects. These can include contributions to an existing transportation providers to provide or increase services, or they can fund capital projects such as bus stop improvements.

Non-transit grants

Additional funding for transportation may be available through state or federal sources not typically related to transit. In many cases, it is not the public transportation operators that can apply for such funds. In such cases, a private or non-profit organization may apply for the funds with a public transportation provider as a partner or subrecipient, or may utilize such funds to subsidize fares or contribute to the public transportation provider's operating costs. Alternately, a private or non-profit organization may wish to operate its own transportation programs using those funds.

Appendix

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Exhibit A.1 Stakeholder survey (English)

IMPERIAL COUNTY TRANSPORTATION COMMISSION
COORDINATED HUMAN SERVICES - PUBLIC TRANSIT
PLAN UPDATE: **STAKEHOLDER SURVEY**



The Imperial County Transportation Commission (ICTC) is preparing an update of its five-year Coordinated Human Services – Public Transit Plan. The Plan has two goals: First, to identify mobility needs of Imperial County seniors, persons with disabilities, and low-income residents of Imperial County. Second, to identify financially sustainable strategies for addressing such mobility needs.

ICTC believes the mobility needs and priorities of residents has changed significantly across the past five years, as have the public transportation services available in Imperial County. Therefore, preparing a current “snapshot” of prevailing mobility needs and priorities is critical at this time. As a valued community stakeholder input from your organization is very important. Kindly complete the following short survey. This information will assist ICTC in the identification of current and future public transportation priorities throughout the entire county.

Each completed survey received by **December 4, 2020** will be entered into a random drawing for a series of 50-dollar VISA gift cards. If you have questions regarding this survey or the overall project, please call David Aguirre (ICTC Project Manager) at 760.592.4494. Thank you.

ORGANIZATION NAME: _____

CONTACT PERSON: _____

TITLE: _____

PHONE: _____

1. IN WHAT CITIES OR COMMUNITIES OF IMPERIAL COUNTY DOES YOUR ORGANIZATION PROVIDE SERVICES?
(Indicate county-wide or list city/community names)
- _____
- _____

2. YOUR ORGANIZATION TYPE: (Select only one)
- ☐ Private, for-profit ☐ Tribal organization
- ☐ Private, non-profit ☐ Public agency
- ☐ Faith-based ☐ Other (specify): _____

3. NUMBER OF ACTIVE CLIENTS ON YOUR ORGANIZATION'S ROSTER LIVING WITHIN IMPERIAL COUNTY:

_____ # of total client/customers enrolled or on caseload lists

_____ # traveling to your site daily

_____ # on-site daily needing transportation assistance

_____ # on-site daily in wheelchairs/mobility devices

4. PLEASE IDENTIFY THE CLIENT POPULATION(S) YOUR ORGANIZATION SERVES: (Select all that apply)

- ☐ Seniors, 60+, able-bodied
- ☐ Seniors, 60+, frail
- ☐ Children and youth
- ☐ Veterans
- ☐ General public
- ☐ Persons <60 with physical disabilities
- ☐ Persons <60 with behavioral disabilities
- ☐ Persons with sensory impairments, all ages
- ☐ Low-income persons, all ages
- ☐ Homeless persons, all ages
- ☐ Persons with limited English proficiency
- ☐ Other (specify): _____

5. HOW FAMILIAR ARE YOU WITH IMPERIAL COUNTY'S PUBLIC TRANSIT (IVT, IVT ACCESS, MEDTRANS, IVT RIDE)?

- ☐ **Very familiar** – I know about bus routes and schedules and have contact information for Dial-A-Ride
- ☐ **Somewhat familiar** – I know of public transit generally, but not specific routes or specific services
- ☐ **Not familiar at all** – I have little to no knowledge about public transportation services in Imperial County

6. PLEASE INDICATE YOUR OPINION OF THE FOLLOWING PUBLIC TRANSIT INFORMATIONAL ITEMS.

	Very Effective	Somewhat Effective	Not Effective	No Opinion
Rider's Guide (Bus Book)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IVT or IVT Access website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media (Facebook, Twitter, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. WHICH ORGANIZATION(S) DO YOU WORK WITH TO PROVIDE TRANSPORTATION FOR YOUR CLIENTS?
- _____
- _____
- _____

CONTINUED ON NEXT PAGE



8. HOW OFTEN DO YOUR CLIENTS COMMUNICATE ANY OF THE FOLLOWING TRANSPORTATION NEEDS?

	Often	Sometimes	Rarely or not at all
Daycare, childcare, or elementary school trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting to local healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting to regional healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work trips for agricultural workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trips to college or adult education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More seating for overcrowded buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stop shelters, benches, signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Escorted to-door or through-door assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dialysis trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trips beyond the IVT service area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other issues (specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Out-of-county trips:			
San Diego County	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riverside County	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yuma County, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. WHAT PRIMARY BARRIERS TO ACCESSING AND/OR COORDINATING TRANSPORTATION EXIST FOR CLIENTELE OF YOUR ORGANIZATION?

10. PROJECT SOLUTIONS – WHAT LEVEL OF INTEREST DO YOU HAVE IN THESE TRANSPORTATION PROJECTS?

	Very Interested	Somewhat Interested	Not Interested or Not Aware
Help in acquiring new/accessible vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mileage reimbursement to isolated communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhanced bus stop amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-profit-based transportation coordinators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. LIST THE TOP FIVE DESTINATIONS TO WHICH YOUR CLIENTS/MEMBERS MOST COMMONLY TRAVEL.

1. _____

2. _____

3. _____

4. _____

5. _____

12. WHICH OF THE FOLLOWING BEST DESCRIBES ANY TRANSPORTATION SERVICES PROVIDED BY YOUR ORGANIZATION? (Select all that apply)

- ☐ NO TRANSPORTATION operated, contracted, or arranged
- ☐ OPERATE transportation services in-house
- ☐ CONTRACT for transportation; services provided by another entity
- ☐ SUBSIDIZE transportation through the purchase of bus passes or fares
- ☐ SUBSIDIZE transportation through mileage reimbursement
- ☐ ARRANGE FOR volunteer drivers or private cars
- ☐ ARRANGE FOR transportation through information assistance; clients responsible for follow-up
- ☐ OTHER (specify): _____

If you answered NO TRANSPORTATION on Question #12, skip to Question #23. Otherwise, please complete Questions #13 through #22.

13. WHO IS ELIGIBLE TO USE THE TRANSPORTATION PROVIDED BY YOUR ORGANIZATION?

- ☐ Only enrolled/eligible/authorized clients
- ☐ Anyone served by our organization
- ☐ Any member of the general public

14. DRIVERS FOR YOUR TRANSPORTATION PROGRAM:

_____ # of paid dedicated drivers

_____ # of volunteer drivers

_____ # of paid staff who drive

15. HOW MANY TOTAL VEHICLES DO YOU HAVE AVAILABLE FOR CLIENT/CUSTOMER TRANSPORTATION?

16. NUMBER AND CAPACITY OF YOUR VEHICLES:

_____ # of sedans seating 5 or fewer passengers

_____ # of vans seating 10 or fewer passengers

_____ # of vehicles seating 11 to 15 passengers

_____ # of buses seating 16+ passengers

_____ Total # of lift-equipped vehicles

CONTINUED ON NEXT PAGE →

17. HOW MANY OF YOUR VEHICLES MAY NEED TO BE REPLACED BASED ON ODOMETER MILEAGE?

_____ # of vans (10 or fewer seats) exceeding 150,000 miles

_____ # of buses (11-20 seats) exceeding 200,000 miles

_____ # of buses (21+ seats) exceeding 250,000 miles

18. PASSENGER TRIPS PROVIDED

 Average # of one-way passenger trips per MONTH. *Count one trip each time a passenger boards the vehicle. Count a round-trip as two one-way passenger trips.*

19. DAYS AND HOURS OF OPERATION FOR YOUR ORGANIZATION'S PROGRAMS:

	Operating Hours	First Pick-up	Last Pick-up
Weekdays			
Saturday			
Sunday			

20. ANNUAL TRANSPORTATION BUDGET: (Estimates are fine; please use pre-COVID data)

\$_____ For bus passes, tickets, or tokens

\$_____ For vehicle operations (drivers, maintenance, fuel)

\$_____ Administration (including advertising and marketing)

\$_____ For vehicle replacement (capital funds)

\$_____ Insurance

\$_____ For taxi vouchers/other specialized transportation services

\$ _____ Mileage reimbursement for passenger trips

\$ _____ Other (specify): _____

\$_____ ANNUAL TOTAL

- 21. COMPARED TO LAST YEAR, DID THIS YEAR'S TRANSPORTATION BUDGET...?**

☐ Increase☐ Decrease

☐ Stay the same

- 22. WILL YOUR ORGANIZATION CONTINUE ITS CLIENT TRANSPORTATION PROGRAMS DURING THE NEXT 5 YEARS?**

☐ Yes☐ No☐ Unsure

- 23. IF DESIRED, PROVIDE ADDITIONAL COMMENTS, CLARIFICATIONS, OR CHALLENGES REGARDING YOUR ORGANIZATION'S TRANSPORTATION NEEDS BELOW.**

[illegible]

THANK YOU FOR COMPLETING THE SURVEY. PLEASE RETURN IT USING THE ENCLOSED POSTAGE-PAID ENVELOPE. YOUR PARTICIPATION IS APPRECIATED!

Exhibit A.2 Stakeholder survey (Spanish)

COMISIÓN DE TRANSPORTE DEL CONDADO DE IMPERIAL
COORDINACIÓN DE SERVICIO HUMANOS – TRANSPORTE PÚBLICO
ACTUALIZACIÓN DEL PLAN: ENCUESTA A LOS INTERESADOS



La Comisión de Transporte del Condado de Imperial (ICTC) está preparando una actualización de su Plan quinquenal de Coordinación de Servicios Humanos – Transporte Público. El Plan tiene dos objetivos: primero, identificar las necesidades de movilidad de las personas mayores, personas con discapacidades y residentes de bajos ingresos del Condado de Imperial. Segundo, identificar estrategias financieramente sostenibles para abordar dichas necesidades de movilidad.

ICTC cree que las necesidades de movilidad y las prioridades de los residentes han cambiado en los últimos cinco años, al igual que los servicios de transporte público disponibles en el Condado de Imperial. Por lo tanto, en este momento es fundamental tener un panorama de cuáles son las necesidades y prioridades de movilidad imperantes. Como usted forma parte de la valiosa comunidad de interesados, es muy importante que nos proporcione su opinión. Por favor, complete la siguiente encuesta breve. Esta información ayudará a la ICTC a identificar las prioridades actuales y futuras del transporte público en todo el condado.

Cada encuesta completada que sea recibida antes del **4 de diciembre de 2020** participará en un sorteo de una serie de tarjetas de regalo VISA de 50 dólares. Si tiene preguntas sobre esta encuesta o el proyecto en general, por favor llame a David Aguirre (Gerente de proyecto de la ICTC) al 760.592.4494. Gracias.

NOMBRE DE LA ORGANIZACIÓN: _____

PERSONA DE CONTACTO: _____

PUESTO: _____ TELÉFONO: _____

1. ¿EN QUÉ CIUDADES O COMUNIDADES DEL CONDADO DE IMPERIAL PRESTA SERVICIOS SU ORGANIZACIÓN?
(Indique los nombres de las ciudades/comunidades en todo el condado)

2. TIPO DE ORGANIZACIÓN: (Seleccionar solo una)
☐ Privada, con fines de lucro ☐ Organización tribal
☐ Privada, sin fines de lucro ☐ Organismo público
☐ Basada en la fe ☐ Otro (especificar): _____

3. NÚMERO DE CLIENTES ACTIVOS EN LA LISTA DE SU ORGANIZACIÓN QUE VIVEN EN EL CONDADO DE IMPERIAL:

____ # del total de clientes inscritos o en las listas de casos
____ # viajan a su sitio diariamente
____ # en el sitio que necesita diariamente asistencia de transporte
____ # en el sitio en sillas de ruedas/dispositivos de movilidad

4. IDENTIFIQUE LA POBLACIÓN DE CLIENTES A LA QUE SU ORGANIZACIÓN PRESTA SERVICIO:

(Seleccione todas las que correspondan)
☐ Personas mayores, 60+, sin discapacidad
☐ Personas mayores, 60+, delicadas de salud
☐ Niños y jóvenes
☐ Veteranos
☐ Público en general
☐ Personas <60 con discapacidades físicas
☐ Personas <60 con discapacidad conductual
☐ Personas con impedimentos sensoriales, todas las edades
☐ Personas de bajos ingresos, todas las edades
☐ Personas sin hogar, todas las edades
☐ Personas con conocimientos limitados de inglés
☐ Otra (especificar): _____

5. ¿QUÉ TAN FAMILIARIZADO ESTÁ CON EL TRANSPORTE PÚBLICO DEL CONDADO DE IMPERIAL (IVT, IVT ACCESS, IVT MEDTRANS, IVT RIDE)?

☐ **Muy familiarizado** – Conozco las rutas y horarios de los autobuses y tengo información de contacto para Dial-A-Ride
☐ **Algo familiarizado** – Sé de transporte público en general, pero no de rutas específicas o servicios específicos
☐ **No estoy familiarizado en absoluto** – Tengo poco o ningún conocimiento sobre los servicios de transporte público en el Condado de Imperial

6. INDIQUE SU OPINIÓN SOBRE LOS SIGUIENTES MEDIOS PARA PROPORCIONAR INFORMACIÓN SOBRE EL TRANSPORTE PÚBLICO.

	Muy eficaz	Un poco eficaz	No es eficaz	No Opino
Guía del pasajero (Libro de Autobús)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sitio web de acceso a IVT o IVT Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Redes sociales (Facebook, Twitter, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro (especificar):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. ¿CON QUÉ ORGANIZACIÓN TRABAJA PARA PROPORCIONAR TRANSPORTE A SUS CLIENTES?

CONTINÚA EN LA SIGUIENTE PÁGINA 

8. ¿CON QUÉ FRECUENCIA SUS CLIENTES COMUNICAN CUALQUIERA DE LAS SIGUIENTES NECESIDADES DE TRANSPORTE?

	A menudo	A veces	Raramente o en absoluto
Transporte a la guardería, el cuidado de los niños o la escuela primaria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transporte para acceder a la atención de salud local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transporte para acceder a la atención de salud regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transporte para llegar al trabajo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viajes de trabajo para los trabajadores agrícolas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transporte a la universidad o a la educación de adultos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más asientos para los autobuses abarrotados	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios nocturnos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios los sábados	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios los domingos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paradas de autobús, bancas, señalización	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acompañamiento a la puerta o asistencia a través de la puerta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viajes de diálisis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viajes que sobrepasan el área de servicio de la IVT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otros problemas (especificar):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viajes fuera del condado:			
Condado de San Diego	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condado de Riverside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condado Yuma, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. ¿CUÁLES SON LOS PRINCIPALES PROBLEMAS QUE TIENE PARA ACCEDER O COORDINAR EL TRANSPORTE PARA LOS CLIENTES DE SU ORGANIZACIÓN?

10. SOLUCIONES DE PROYECTO - ¿QUÉ NIVEL DE INTERÉS TIENE EN ESTOS PROYECTOS DE TRANSPORTE?

	Muy interesado	Un poco interesado	No estoy interesado No sabía
Ayuda para la adquisición de vehículos nuevos/accesibles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reembolso de millas a comunidades aisladas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejores servicios de las paradas de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordinadores de transporte sin fines de lucro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. ENUMERE LOS CINCO PRINCIPALES DESTINOS A LOS QUE SUS CLIENTES/MIEMBROS VIAJAN CON MÁS FRECUENCIA.

1. _____

2. _____

3. _____

4. _____

5. _____

12. ¿CUÁL DE LAS SIGUIENTES OPCIONES DESCRIBE MEJOR CUALQUIER SERVICIO DE TRANSPORTE PROPORCIONADO POR SU ORGANIZACIÓN?

(Seleccione todas las que correspondan)

- ☐ NO HAY TRANSPORTE contratado o arreglado
- ☐ UTILIZA servicios de transporte internos
- ☐ CONTRATA transporte; servicios proporcionados por otra empresa
- ☐ SUBSIDIA el transporte mediante la compra de pases o tarifas de autobús
- ☐ SUBSIDIA el transporte mediante el reembolso de millas
- ☐ ORGANIZA conductores voluntarios o autos privados
- ☐ ORGANIZA transporte mediante asistencia de información; los clientes son responsables del seguimiento
- ☐ OTRA (especificar): _____

Si contestó NO HAY TRANSPORTE en la pregunta #12, salte a la pregunta #23. De lo contrario, complete las preguntas #13 a #22.

13. ¿QUIÉN ES ELEGIBLE PARA USAR EL TRANSPORTE PROPORCIONADO POR SU ORGANIZACIÓN?

- ☐ Solo los clientes inscritos/elegibles/autorizados
- ☐ Cualquiera al que nuestra organización preste servicio
- ☐ Cualquier miembro del público en general

14. CONDUCTORES DE SU PROGRAMA DE TRANSPORTE:

_____ # de conductores dedicados pagados

_____ # de conductores voluntarios

_____ # de personal pagado que conduce

15. ¿CUÁNTOS VEHÍCULOS EN TOTAL TIENE DISPONIBLES PARA EL TRANSPORTE DE CLIENTES?

16. NÚMERO Y CAPACIDAD DE SUS VEHÍCULOS:

_____ # de sedanes con 5 o menos asientos

_____ # de camionetas con para 10 o menos pasajeros

_____ # de vehículos para 11 a 15 pasajeros

_____ # de autobuses para 16 o más pasajeros

_____ # total de vehículos equipados con elevadores

CONTINÚA EN LA SIGUIENTE PÁGINA



17. ¿CUÁNTO DE SUS VEHÍCULOS PUEDEN NECESITAR SER REEMPLAZADOS EN BASE AL MILLAJE??
- _____ # de camionetas (10 o menos asientos) exceden 150,000 millas
- _____ # de autobuses (11-20 asientos) exceden 200,000 millas
- _____ # de autobuses (21 o más asientos) exceden 250,000 millas

18. VIAJES DE PASAJEROS PROPORCIONADOS

____ Número **promedio** de viajes de pasajeros de una vía por MES. Cuente como un viaje cada vez que un pasajero sube al vehículo. Cuente un viaje de ida y vuelta como dos viajes de ida de pasajeros.

19. DÍAS Y HORAS DE TRABAJO DE LOS PROGRAMAS DE SU ORGANIZACIÓN:

	Horas de trabajo	Primera parada	Última parada
Días de semana			
Sábados			
Domingos			

20. PRESUPUESTO ANUAL DE TRANSPORTE:

(Puede proporcionar estimaciones; por favor, utilice datos previos al COVID)

- | | |
|-----------------|--|
| \$ _____ | Para pases, billetes o vales de autobús |
| \$ _____ | Para las operaciones de los vehículos
(conductores, mantenimiento, combustible) |
| \$ _____ | Administración (incluida publicidad y
marketing) |
| \$ _____ | Para la sustitución del vehículo (fondos de
capital) |
| \$ _____ | Seguro |
| \$ _____ | Para vales de taxi y otros servicios de
transporte especializados |
| \$ _____ | Reembolso de millas por viajes de pasajeros |
| \$ _____ | Otro (especificar): _____ |
| \$ _____ | TOTAL ANUAL |

21. EN COMPARACIÓN CON EL AÑO PASADO, ESTE AÑO EL PRESUPUESTO DE TRANSPORTE...
- ☐ Aumentó
- ☐ Disminuyó
- ☐ Permanece igual
22. ¿CONTINUARÁ SU ORGANIZACIÓN SUS PROGRAMAS DE TRANSPORTE DE CLIENTES DURANTE LOS PRÓXIMOS 5 AÑOS?
- ☐ Sí
- ☐ No
- ☐ No sé
23. SI LO DESEA, PROPORCIONE A CONTINUACIÓN COMENTARIOS ADICIONALES, ACLARACIONES O DIFICULTADES EN RELACIÓN CON LAS NECESIDADES DE TRANSPORTE DE SU ORGANIZACIÓN.

PARE

GRACIAS POR COMPLETAR LA
ENCUESTA. POR FAVOR
DEVUÉLVALA USANDO EL SOBRE
CON FRANQUEO PAGADO QUE SE
ADJUNTA. ¡VALORAMOS SU
PARTICIPACIÓN!

Exhibit A.3 Community survey (English)

Imperial County Coordinated Public Transit-Human Services Transportation Plan Community Survey



The Imperial County Transportation Commission is currently evaluating transportation needs in Imperial County as part of the development of its Coordinated Public Transit-Human Services Transportation Plan. As a resident of Imperial County, your input is important to us, regardless of whether you presently use public transit, non-profit transportation services, or private transportation services. Complete this survey for the opportunity to be entered into a random drawing for a series of \$25 VISA gift cards!

1. In which community do you currently live?

- ☐ Brawley ☐ Holtville
☐ Calexico ☐ Imperial
☐ Calipatria ☐ Niland
☐ El Centro ☐ Westmorland
☐ Other community (specify):

2. Please describe your current employment status.

- ☐ Employed part-time (seasonally) (not a student)
☐ Employed part-time (year-round) (not a student)
☐ Employed full-time (not a student)
☐ High school or middle school student
☐ Higher education student (not employed)
☐ Higher education student (employed)
☐ Not employed and not a student
☐ Retired
☐ Decline to state

3. Please select the method of transportation you typically use for the stipulated purposes or destinations. Select only one response for each purpose or destination.

	Drive alone	Drive or ride with others	Ride the bus	Walk	Ride a bicycle	Taxi, Lyft, or Uber	Other (specify)
a. Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Medical/healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. School/training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Shopping/personal trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please tell us about the ease or difficulty you face in making each of the four primary trip types.

- a. Work
☐ Always able to get there
☐ Usually able to get there
☐ Can get there but takes a long time
☐ Sometimes difficult due to lack of transportation
☐ Often difficult due to lack of transportation
- b. Medical/healthcare
☐ Always able to get there
☐ Usually able to get there
☐ Can get there but takes a long time
☐ Sometimes difficult due to lack of transportation
☐ Often difficult due to lack of transportation
- c. School/training
☐ Always able to get there
☐ Usually able to get there
☐ Can get there but takes a long time
☐ Sometimes difficult due to lack of transportation
☐ Often difficult due to lack of transportation
- d. Shopping/personal trips
☐ Always able to get there
☐ Usually able to get there
☐ Can get there but takes a long time
☐ Sometimes difficult due to lack of transportation
☐ Often difficult due to lack of transportation

5. How familiar are you with public transit in Imperial County?

- ☐ Very familiar ☐ Not at all familiar
☐ Somewhat familiar ☐ No opinion
☐ Not very familiar

6. Have you used public transit within the 12 months?

- ☐ Yes → **Continue** to Question 7
☐ No → **Skip** to Question 8

7. If you have ridden public transit in the last 12 months, which service(s) did you use? (check all that apply)

- ☐ Imperial Valley Transit (IVT) ☐ IVT Ride
☐ IVT Access ☐ IVT Medtrans
☐ YCAT Turquoise Route ☐ YCAT Blue Route
☐ Don't know/can't remember ☐ None
☐ Other (specify): _____

8. How do you usually obtain information about public transportation in Imperial County? (check all that apply)

- ☐ Printed schedules/brochures
☐ Transit provider website
☐ Other website (specify): _____
☐ Telephone ☐ From friends or family
☐ At the bus stop ☐ From the bus driver
☐ Other (specify): _____
☐ I have not looked for information about public transportation.

9. What type of transit improvements would you prefer to be made/introduced? (select up to three)

- ☐ Increased service frequency
☐ Shorter travel time/fewer stops
☐ New destination(s): _____
☐ Bus stop improvements
☐ Improved access to transit information
☐ Later evening service
☐ More Saturday service
☐ More Sunday service
☐ Increased service reliability
☐ More places to purchase bus tickets/passes
☐ Nothing
☐ Other (specify): _____

10. Do you typically use a wheelchair or other mobility device (such as a motorized scooter, walker, etc.)?

- ☐ Yes → Continue to Question 11
☐ No → Skip to Question 12

11. What transportation improvements related to wheelchair/mobility device access would you like to see implemented?

12. What is your gender?

- ☐ Male ☐ Female
☐ Other ☐ Decline to state

13. What category includes your age?

- ☐ Under 18 years ☐ 45-64 years
☐ 18-24 years ☐ 65 years or older
☐ 25-44 years ☐ Decline to state

14. Which language(s) do you speak at home? (check all that apply)

- ☐ English ☐ Spanish
☐ Other (specify): _____

15. How well do you speak English?

- ☐ Very well or native speaker ☐ Not at all
☐ Less than very well ☐ Decline to state

16. What is your annual household income?

- ☐ Less than \$25,000 ☐ \$25,000-\$49,999
☐ \$50,000-\$74,999 ☐ \$75,000-\$99,999
☐ \$100,000-\$149,999 ☐ \$150,000 or more
☐ Prefer not to answer

17. How many people live in your household (including yourself)?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
☐ 6 ☐ 7 or more

18. Who lives in your household? (check all that apply)

- ☐ Children (age 10 and under)
☐ Youth (age 10-18)
☐ Adults (age 19-64)
☐ Seniors (age 65 and older)

19. Do you have a disability that impacts your personal mobility?

- ☐ Yes ☐ No

20. Do you have access to a personal vehicle?

- ☐ Yes, all the time ☐ No
☐ Yes, some of the time

21. Is there anything else you would like us to know about your personal or your family's transportation needs?

Thank you for your participation! If you would like to be entered into a random drawing for several \$25 VISA gift cards, please provide your name and a way to contact you.

Name: _____

Phone or email: _____

Exhibit A.4 Community survey (Spanish)

Encuesta comunitaria del plan de transporte de servicios humanos-tránsito público coordinado del condado de Imperial



En la actualidad, la Comisión de Transporte del Condado de Imperial evalúa las necesidades de transporte en el condado de Imperial como parte del desarrollo de su Plan de transporte de servicios humanos-tránsito público coordinado. Como residente del condado de Imperial, su opinión es importante para nosotros, independientemente de si en la actualidad usa el transporte público, los servicios de transporte sin fines de lucro o los servicios de transporte privado. Complete esta encuesta para tener la oportunidad de participar en un sorteo aleatorio de una serie de tarjetas de regalo VISA de \$25.

1. ¿En qué comunidad vive en la actualidad?

- ☐ Brawley ☐ Holtville
☐ Calexico ☐ Imperial
☐ Calipatria ☐ Niland
☐ El Centro ☐ Westmorland
☐ Otra comunidad (especifique):

2. Describa su situación laboral actual.

- ☐ Empleado de medio tiempo (estacional) (no es estudiante)
☐ Empleado de medio tiempo (todo el año) (no es estudiante)
☐ Empleado a tiempo completo (no estudiante)
☐ Estudiante de secundaria o preparatoria
☐ Estudiante de educación superior (no empleado)
☐ Estudiante de educación superior (empleado)
☐ No empleado y no estudiante
☐ Jubilado
☐ No quiere declarar

3. Seleccione el método de transporte que normalmente utiliza para los fines o destinos estipulados. Seleccione solo una respuesta para cada propósito o destino.

	Conduce solo	Conduce o viaja con otros	Toma el autobús	Camina	Anda en bicicleta	Taxi, Lyft o Uber	Otro (especificar)
a. Trabajo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Médico/atención médica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Escuela/capacitación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Compras/viajes personales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Cuéntenos sobre la facilidad o dificultad que enfrenta para realizar cada uno de los cuatro tipos de viajes principales.

- a. Trabajo
☐ Siempre puede llegar
☐ Por lo general, puede llegar
☐ Puede llegar, pero le lleva mucho tiempo
☐ A veces es difícil debido a la falta de transporte.
☐ A menudo es difícil debido a la falta de transporte.
- b. Médico/atención médica
☐ Siempre puede llegar
☐ Por lo general, puede llegar
☐ Puede llegar, pero le lleva mucho tiempo
☐ A veces es difícil debido a la falta de transporte.
☐ A menudo es difícil debido a la falta de transporte.
- c. Escuela/capacitación
☐ Siempre puede llegar
☐ Por lo general, puede llegar
☐ Puede llegar, pero le lleva mucho tiempo
☐ A veces es difícil debido a la falta de transporte.
☐ A menudo es difícil debido a la falta de transporte.
- d. Compras/viajes personales
☐ Siempre puede llegar
☐ Por lo general, puede llegar
☐ Puede llegar, pero le lleva mucho tiempo
☐ A veces es difícil debido a la falta de transporte.
☐ A menudo es difícil debido a la falta de transporte.

5. ¿Qué tan familiarizado está con el transporte público en el condado de Imperial?

- ☐ Muy familiarizado ☐ Nada familiarizado
☐ Algo familiarizado ☐ No opina
☐ No muy familiarizado

6. ¿Ha utilizado el transporte público en los últimos 12 meses?

- ☐ Sí → Continúe con la pregunta 7
☐ No → Pase a la pregunta 8

7. Si ha utilizado el transporte público en los últimos 12 meses, ¿qué servicio(s) utilizó? (marque todas las que correspondan)

- ☐ Imperial Valley Transit (IVT) ☐ IVT Ride
☐ IVT Access ☐ IVT Medtrans
☐ YCAT Turquoise Route ☐ YCAT Blue Route
☐ No lo sé/no puedo recordar ☐ Ninguno
☐ Otro (especificar): _____

8. ¿Cómo suele obtener información sobre el transporte público en el condado de Imperial? (marque todas las que correspondan)

- ☐ Horarios/folletos impresos
☐ Sitio web del proveedor de transporte
☐ Otro sitio web (especificar): _____
☐ Teléfono ☐ De amigos o familiares
☐ En la parada de autobús
☐ Del conductor del autobús
☐ Otro (especificar): _____
☐ No he buscado información sobre transporte público.

9. ¿Qué tipo de mejoras de tránsito preferiría que se hicieran/introdujeran? (seleccione hasta tres)

- ☐ Mayor frecuencia del servicio
☐ Tiempo de viaje más corto/menos paradas
☐ Nuevo(s) destino(s): _____
☐ Mejoras en las paradas de autobús
☐ Acceso mejorado a la información de tránsito
☐ Servicio nocturno
☐ Más servicio los sábados
☐ Más servicio los domingos
☐ Mayor confiabilidad del servicio
☐ Más lugares para comprar boletos/pases de autobús
☐ Nada
☐ Otro (especificar): _____

10. ¿Suele utilizar una silla de ruedas u otro dispositivo de movilidad (como un scooter motorizado, un andador, etc.)?

- ☐ Sí → Continúe con la pregunta 11
☐ No → Pase a la pregunta 12

11. ¿Qué mejoras de transporte relacionadas con el acceso para sillas de ruedas/dispositivos de movilidad le gustaría que se implementaran?

12. ¿Cuál es su sexo?

- ☐ Hombre ☐ Mujer
☐ Otro ☐ No quiere declarar

13. ¿Qué categoría incluye su edad?

- ☐ Menos de 18 años ☐ 45-64 años
☐ 18-24 años ☐ 65 años o más
☐ 25-44 años ☐ No quiere declarar

14. ¿Qué idioma(s) habla en su casa? (marque todas las que correspondan)

- ☐ Inglés ☐ Español
☐ Otro (especificar): _____

15. ¿Qué tan bien habla inglés?

- ☐ Muy bien o hablante nativo ☐ Nada
☐ Menos que muy bien ☐ No quiere declarar

16. ¿Cuál es su ingreso anual?

- ☐ Menos de \$25,000 ☐ \$25,000-\$49,999
☐ \$50,000-\$74,999 ☐ \$75,000-\$99,999
☐ \$100,000-\$149,999 ☐ \$150,000 o más
☐ Prefiere no responder

17. ¿Cuántas personas viven en su hogar (incluido usted mismo)?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
☐ 6 ☐ 7 o más

18. ¿Quién vive en su hogar? (marque todas las que correspondan)

- ☐ Niños (menores de 10 años)
☐ Jóvenes (de 10 a 18 años)
☐ Adultos (de 19 a 64 años)
☐ Personas mayores (65 años o más)

19. ¿Tiene alguna discapacidad que afecte su movilidad personal?

- ☐ Sí ☐ No

20. ¿Tiene acceso a un vehículo personal?

- ☐ Sí, todo el tiempo ☐ No
☐ Sí, algunas veces

21. ¿Hay algo más que le gustaría que supiéramos sobre sus necesidades de transporte personales o familiares?

¡Gracias por su participación! Si desea participar en un sorteo aleatorio de varias tarjetas de regalo VISA de \$25, proporcione su nombre y una forma de contactarlo.


Nombre: _____

Teléfono o correo electrónico: _____

Exhibit A.5 Origin & destination postcard survey

Help shape the future of transit in the Imperial County area.
Ayude a dar forma al futuro del tránsito en el área del Condado Imperial.

Fill out the brief survey and tell us about your commute. Response deadline is March 12, 2021.
Complete la breve encuesta y cuéntenos sobre su viaje diario. La fecha límite de respuesta es el 12 de marzo de 2021.



Your responses should focus on the trip you are making now.
Each customer completing the survey will be entered into a random drawing for a series of \$100 VISA gift cards. Thank you for helping improve the community's public transit service.

Sus respuestas deben centrarse en el viaje que está realizando ahora.
Cada cliente que complete la encuesta participará en un sorteo aleatorio de una serie de tarjetas de regalo VISA de \$100. Gracias por ayudar a mejorar el servicio de transporte público de la comunidad.

1 Where did you board the bus for THIS trip?
(cross - streets or landmark)
¿Dónde subiste al autobús para ESTE viaje?
(cruce de calles o punto de referencia)

2 Where do you plan to get off THIS bus?
(cross - streets or landmark)
¿Dónde planeas bajarte de ESTE autobús?
(cruce de calles o punto de referencia)


3 What route are you on?
¿En qué ruta estás?


4 Does this one-way trip include a transfer to or from another bus route?
¿Este viaje de ida incluye una transferencia hacia o desde otra ruta de autobús?
☐ Yes/Sí ☐ No

If Yes, please identify the connecting route.
En caso afirmativo, identifique la ruta de conexión.

If you would like to be entered into the drawing for a chance to win a VISA gift card, please provide your name:
Si desea participar en el sorteo para tener la oportunidad de ganar una tarjeta de regalo VISA, proporcione su nombre:

Please provide your contact phone number or email address:
Proporcione su número de teléfono de contacto o dirección de correo electrónico:






NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 162 SANTA CLARITA, CA

POSTAGE WILL BE PAID BY ADDRESSEE



MOORE & ASSOCIATES
PMB 187
25852 MCBEAN PKWY
VALENCIA, CA 91355-9960




Exhibit A.6 Direct mail postcard

It's all about YOU! | ¡Es todo acerca de TI!

The Imperial County Transportation Commission (ICTC) is preparing its Coordinated Public Transit-Human Services Transportation Plan covering the next five years, and it is important this Plan represents as much of our community as possible. We're asking you to tell us about how you get around and what challenges you may face in traveling within Imperial County.


Please take a few minutes to complete ICTC's Community Mobility Survey. Scan the QR code below with your mobile device or go to www.ICTCMobilitySurvey.com today.

Those who complete the survey by **March 19, 2021**, will be entered into a random drawing for several \$25 VISA gift cards, so get yours in today!

La Comisión de Transporte del Condado de Imperial (ICTC) está preparando su Plan de Transporte Coordinado de Transporte Público-Servicios Humanos para los próximos cinco años, y es importante que este Plan represente a la mayor cantidad posible de nuestra comunidad. Le pedimos que nos cuente cómo se desplaza y qué desafíos puede enfrentar al viajar dentro del condado de Imperial.

Por favor tómese unos minutos para completar la Encuesta de Movilidad Comunitaria de ICTC. Escanee el código QR que aparece a continuación con su dispositivo móvil o visite hoy www.ICTCMobilitySurvey.com.

Aquellos que completan la encuesta antes del **19 de marzo, 2021**, participarán en un sorteo aleatorio de varias tarjetas de regalo VISA de \$25, ¡así que obtenga la suya hoy!




← Scan here for survey.
Escanee aquí para la encuesta.

Visit www.ICTCMobilitySurvey.com for the survey. | Visite www.ICTCMobilitySurvey.com para la encuesta.

Complete the survey for
chance to win a VISA GIFT CARD!

\$25

¡Complete la encuesta para
la oportunidad de ganar una
TARJETA REGALO!



Help shape the future of transit in the Imperial County.

Ayude a dar forma al futuro del tránsito en el Condado de Imperial.

Complete a short online survey at
Complete una breve encuesta en línea en
www.ICTCMobilitySurvey.com

Participation deadline is March 19, 2021.
La fecha límite de participación es el 19 de marzo, 2021.



← Scan here for survey.
Escanee aquí para la encuesta.

For questions about ICTC's Coordinated Public Transit-Human Services Transportation Plan, contact David Aguirre, ICTC Associate Transportation Planner, at (760) 592-4494 or davidaguirre@imperialctc.org.

Si tiene preguntas sobre el Plan de Transporte Coordinado de Transporte Público y Servicios Humanos de ICTC, comuníquese con David Aguirre, Planificador de Transporte Asociado de ICTC, por el (760) 592-4494 o davidaguirre@imperialctc.org.



Imperial County Transportation Commission
1503 N. Imperial Ave., Suite 104
El Centro, CA 92243



PROPOSED RECOMMENDATIONS OPERATIONS



1. Focus service on more populated areas of Imperial County
2. Provide service into outlying (remote) communities
3. Expand weekday evening service
4. Expand weekend (day-time) service
5. Introduce low-cost (bus-to-bus) transfers
6. Provide taxi/Uber/Lyft ride subsidy for weekday evenings
7. Provide taxi/Uber/Lyft ride subsidy for weekend service
8. Improve on-time performance (i.e., service reliability)
9. Increase service frequency on weekdays
10. Increase/expand Saturday service



PROPOSED RECOMMENDATIONS TECHNOLOGY



1. Introduce/implement on-line fare payment options

2. Implement predictive-arrival technology

3. Provide free wifi onboard IVT buses



PROPOSED RECOMMENDATIONS

CAPITAL



1. Continue to make bus stop improvements
(i.e., benches, shelters, lighting, etc.)
2. Fund additional pedestrian improvements
(i.e., sidewalks, crosswalks, etc.)
3. Increase funding to social service
organizations to support vehicle purchases
4. Expand the availability of
wheelchair-accessible vehicles



PROPOSED RECOMMENDATIONS

MARKETING/OUTREACH



**1. Increase bilingual marketing/outreach
specific to public transit**

.....

**2. Increase transit service
information at bus stops**

.....



It's all about YOU! | ¡Es todo acerca de TI!

As a community member, your input is important.

Please consider taking the short survey below by March 19, 2021 to be entered into a drawing for one of several \$25 VISA giftcards.

Como miembro de la comunidad, su opinión es importante.

Por favor, considere completar la breve encuesta antes del 19 de marzo de 2021 participarán en un sorteo aleatorio de varias tarjetas de regalo VISA de \$25.



Scan the QR code or go to
Escanee el código QR o vaya a

www.ICTCMobilitySurvey.com



Share your transportation ideas! ¡Comparta sus ideas de transporte!

Tell us your mobility priorities.

Visit one of the project information tables next week.

Tuesday, May 4: Brawley Transit Center - 7:30 am to 10:30 am & 3:00 pm to 6:00 pm

Wednesday, May 5: Calexico Transit Center - 7:30 am to 10:30 am & 3:00 pm to 6:00 pm

Thursday, May 6: El Centro Transit Center - 7:30 am to 10:30 am & 3:00 pm to 6:00 pm

Have a project-related comment or question? Email David Aguirre, ICTC at DavidAguirre@ImperialCTC.org



Cuéntenos sus prioridades de movilidad.

Visite una de las tablas de información del proyecto la próxima semana.

Martes 4 de mayo: Brawley Transit Center - 7:30 am a 10:30 am y 3:00 pm a 6:00 pm

Miércoles 5 de mayo: Calexico Transit Center - 7:30 am a 10:30 am y 3:00 pm a 6:00 pm

Jueves 6 de mayo: El Centro Transit Center - 7:30 am a 10:30 am y 3:00 pm a 6:00 pm

¿Tiene algún comentario o pregunta relacionada con el proyecto? Email David Aguirre, ICTC a DavidAguirre@ImperialCTC.org

Exhibit A.9 Community outreach photos - Brawley



Exhibit A.10 Community outreach photos - Calexico



Exhibit A.10 Community outreach photos – El Centro

