



# NOTICE OF PUBLIC HEARING

Federal Transit Administration (FTA) grantees are expected to have a written, locally developed process for soliciting and considering public comments before implementing any fare increase or carrying out a major service modification.

The IVT Ride service is currently an intracity senior (55 years of age or older) dial-a-ride service available within the communities of Brawley, Calexico, El Centro-Heber-Imperial and the Westshores area. The service currently operates under different hours and fares based on the community it operates in. The service in its current form has been in existence since 2015.

Due to decreasing ridership, the existing service has become unsustainable in its current form. The Imperial County Transportation Commission is proposing to restructure the service into a general public microtransit service. The new service will have a uniform set of hours of operation and fare structure. The service will continue operating in the communities of Brawley, Calexico, El Centro-Heber-Imperial and the Westshores area. This change is intended to provide the public with expanded transportation options and overall increased accessibility.

After careful evaluation, the service is proposed to be adjusted beginning on September 2, 2025. The service will be rebranded to IVT Ride Now.

In accordance with FTA guidelines, the Imperial County Transportation Commission (ICTC) Board will conduct a public hearing to receive public comment before approving any fare increase/modification or adjustments to existing transit services. Your participation and input are invaluable to us as we navigate this transition. We encourage all residents, stakeholders, and community members to attend the public hearing and share their perspectives.

The public hearing will be conducted at ICTC's regularly scheduled Commission meeting:

Wednesday, July 23, 2025 at 6:00 PM  
Imperial County Transportation Commission  
1503 N. Imperial Ave., Suite 104  
El Centro, CA 92243

Agenda and additional information can be found on:

<https://www.imperialctc.org/meetings-and-agendas/commission>

In addition to presenting public comments at the hearing, people are invited to submit written or email comments. Please forward your comments on or before 5:00 p.m. on July 18, 2025, to Gustavo Gomez at [gustavogomez@imperialctc.org](mailto:gustavogomez@imperialctc.org).

Thank you for your attention to this matter, and we look forward to your participation at the public hearing.

Should you have any questions or require further information, please do not hesitate to contact David Aguirre at [davidaguirre@imperialctc.org](mailto:davidaguirre@imperialctc.org).

