



# News Release

Imperial County Transportation  
Commission

**FOR IMMEDIATE RELEASE**  
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## **IMPERIAL COUNTY TRANSPORTATION COMMISSION ANNOUNCES CHANGES TO THE IVT RIDE SERVICE**



El Centro, Calif. – The [Imperial County Transportation Commission \(ICTC\)](https://www.imperialctc.org) has announced a new chapter for its public transit service with the launch of IVT RIDE NOW. The new name and logo signal a shift to a modern, flexible microtransit system designed to better serve the community.

Effective September 2, 2025, the service will be open to all residents, expanding beyond its traditional paratransit role for seniors and people with disabilities. While current riders can continue to book advanced reservations by calling (760) 337-1760, the general public will have the option to get on-demand transportation through a new mobile app.

The service will continue to use ADA accessible vehicles to provide essential transportation to medical clinics and other locations. The service will continue to operate in Brawley, Calexico, Imperial, El Centro, Heber, and West Shores, now with the same service hours and fare structure.

The table below illustrates the modifications to the service availability, service hours, service fares, and service areas.

Service Availability		
Service	Current Conditions	New Conditions – IVT Ride Now
IVT Ride Brawley, El Centro, Imperial, Heber and Calexico	Seniors (55 Years of Age or Older) and persons with disabilities eligible for the ADA Paratransit Service	General Public, Seniors (55 Years of Age or Older) and persons with disabilities eligible for the ADA Paratransit Service
IVT Ride Westshores	Available to the General Public	No Change
Service Hours		
Service	Current Conditions	New Conditions – IVT Ride Now
IVT Ride Brawley	Monday through Friday 7:00 am – 6:00 pm Saturday 8:00 am – 2:00 pm Sunday – No Service	Monday through Friday 6:00 am – 6:00 pm Saturday and Sunday 7:00 am – 2:00 pm
IVT Ride El Centro, Heber and Imperial	Monday through Friday 6:30 am – 6:00 pm Saturday 7:00 am – 6:00 pm Sunday – No Service	Monday through Friday 6:00 am – 6:00 pm Saturday and Sunday 7:00 am – 2:00 pm

IVT Ride Calexico	Monday through Friday 7:00 am – 5:00 pm Saturday 7:00 am – 5:00 pm Sunday 7:00 am – 5:00 pm	Monday through Friday 6:00 am – 6:00 pm Saturday and Sunday 7:00 am – 2:00 pm
IVT Ride Westshores	Tuesday and Thursday 8:00 am – 4:30 pm (Tuesday operates to Brawley or the Coachella Valley and Thursday locally)	No Change
<b>Service Fares</b>		
<b>Service</b>	<b>Current Conditions</b>	<b>New Conditions – IVT Ride Now</b>
IVT Ride Brawley	\$1.50 Seniors/Persons with Disabilities	\$2.00 General Public \$1.00 Seniors/Persons with Disabilities
IVT Ride El Centro, Heber and Imperial	\$1.25 El Centro \$.75 within Heber/Imperial, \$1.75 Heber/Imperial to El Centro	\$2.00 General Public \$1.00 Seniors/Persons with Disabilities
IVT Ride Calexico	\$1.00 Seniors/Persons with Disabilities	\$2.00 General Public \$1.00 Seniors/Persons with Disabilities
IVT Ride Westshores	\$2.00 within Westshores, \$2.50 to Brawley/Coachella Valley	\$2.00 - \$2.50 General Public \$1.00 Seniors/Persons with Disabilities
<b>Service Area</b>		
<b>Service</b>	<b>Current Conditions</b>	<b>New Conditions – IVT Ride Now</b>
IVT Ride Brawley	Brawley City Boundaries	Slight Change to include SDSU Brawley Campus
IVT Ride El Centro, Heber and Imperial	El Centro, Heber and Imperial City Boundaries	No Change
IVT Ride Calexico	Calexico City Boundaries	No Change
IVT Ride Westshores	Unincorporated Areas (Westshores, Desert Shores, Salton City)	No Change

For more information, please contact Gustavo Gomez, Senior Transportation Planner at (760) 592-4494, or at [gustavogomez@imperialctc.org](mailto:gustavogomez@imperialctc.org).

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