



1503 N. IMPERIAL AVE., SUITE 104
EL CENTRO, CA 92243-2875
PHONE: (760) 592-4494
FAX: (760) 592-4410

April 30, 2025

SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC) AGENDA

DATE: Wednesday May 07, 2025
TIME: 10:00 a.m.
LOCATION : ICTC Office
1503 N. Imperial Ave., Suite 104
El Centro, CA 92243

Join Zoom Meeting

<https://us06web.zoom.us/j/89239698416?pwd=yHQWxydp0njMbNDJe5wtcLSIIPW8Dp.1>

(669) 900-9128

Meeting ID: 892 3969 8416

Passcode: 764055

Chairperson: Dr. Kathleen Lang

Vice-Chair: Mike Hack

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

PUBLIC COMMENTS

Any member of the public may address the Committee for a period not to exceed three minutes on any item of interest not on the agenda within the Committee's jurisdiction. The Committee will listen to all communication but, in compliance with the Brown Act, will not take any action on items that are not on the agenda.

DISCUSSION/ACTION/INFORMATION ITEMS

1. Introductions
2. Approval of Minutes of March 5, 2025, and April 2, 2025, *ACTION*
3. UTN 2025-26 Findings *DISCUSSION*
SSTAC UTN Finding Letter
By ICTC Staff
4. CTSA Reports *DISCUSSION*
By ICTC Staff

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

SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC) AGENDA | 2

5. Transit Operator: INFORMATION/DISCUSSION
By Transdev Staff
- a. Imperial Valley Transit (IVT)
 - b. IVT Access
 - c. IVT Ride
 - i. Brawley
 - ii. Calexico
 - iii. El Centro
 - iv. Imperial
 - v. West Shores
 - d. IVT MedTrans
6. General Discussion DISCUSSION
All
7. Adjournment ACTION

The next meeting is scheduled for June 4, 2025. For questions or comments, please call Gustavo Gomez at 760-592-4494 or email at gustavogomez@imperialctc.org .



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SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL

MINUTES March 05, 2025

Present

Voting Attendees:

Cristina Leal	ARC- Imperial Valley
Raul Cordova	IC Work Training Center
Mike Hack	IC Consumer Senior Citizen
Camilo Garcia,	Workforce & Economic Development
Kathleen Lang	HealthNet
David Aguirre	ICTC
Karina Leon	Access to Independence
Sarah Enz	Public Administrator

Non-Voting Attendees:

César Sanchez	IVT
Hélio Sanchez	IVT Transit
Jose Guillen	IVT MedTrans
Karla Pacheco	IVT Access
Carolina García	Public Authority Program
Jeanette Castillo	Social Services
Esperanza Ávila	ICTC
Priscilla Baca	ICTC
Michelle Soto	California and Children Services(zoom)
Manuel Soto	Jarrett Walker and Associates
Alvaro Caviedes	Jarrett Walker and Associates
Liz Marchalonis	Jarrett Walker and Associates
Jessica Padilla	Katherine Padilla & Associates
Dennis Brooks	Katherine Padilla & Associates
Andrea Brealt	Katherine Padilla & Associates

1. Dr. Lang called the meeting to order at 10:01 a.m. **A quorum was present.**
2. Introductions were made.
 - Hybrid meeting.
3. Minutes were adopted for February 5, 2025 ([Hack](#), [Cordova](#)), **Motion Carried.**
4. Comprehensive Operational Analysis presentation by Jarrett Walker and Associates

- The presentation was done regarding the Comprehensive Operational Analysis project, which is expected to run through March 2026.
- ICTC Driving Transit Forward will focus on determining optimal transit frequency, service types, and future projections for the next 5-10 years.
- Some of the elements discussed were transit operations, service improvements, and potential new services, along with infrastructure enhancements to help buses move faster.

5. CTSA Reports

Mr. Aguirre had the following information

- ICTC had groundbreaking in Calexico for the Intermodal Transportation Center. Construction starts soon and will take about a year to complete.
- ICTC is progressing with the administrative work needed for the Calexico East Center and designing the environmental aspects for the upcoming Transportation Center. The project is expected to take a couple of years and aims to engage the public for feedback.
- The Bus Stop Improvement Project is nearly complete, with construction expected to start by summer. This project involves procuring and installing shelters at bus stops in El Centro, Calipatria, and Westmorland and a few replacements in Calexico.
- We're currently working on a contactless payment system project, expected to start in a couple of months.
- IVT ride modification is developing the application, aiming to start the transition this July. This will involve outreach to cities and their councils, along with presentations about our IVT Transition
- The Library Project design is finalized and approved by the City of El Centro. We are now completing the documents and aim to start procurement in the next few months.

6.

Miss Baca presented the following information:

- I visited all the city bus stops in El Centro, Calipatria, Westmorland, Calexico, Brawley, and Holtville, where I placed QR codes. Additionally, I conducted UTN surveys at every city bus stop in El Centro, Calipatria, Westmorland, Holtville, and Calexico, including IVC College.
- Distributed the New Border Express Route flyer at the New East Port of Entry. Also participated in a ride-along on the new express route.
- We will be attending upcoming events and reaching out to all senior living communities for presentations. Jose and I attended a Calexico Mexican Council event and are conducting various outreach efforts.
-

7. Transit Operator FY 2024-25 Reports:

Imperial Valley Transit.

Mr. Sanchez presented the report on the service:

- We received an update on IVT Quarter 2 from the past three months for IVT Transit, IVT Blue Line, Green Line, and Gold Line.
- We are experiencing delays due to construction in the city on Brawley off Main Street. Additionally, there is construction in El Centro on Danenberg. The Danenberg construction will continue until the end of the year.

IVT Access

Ms. Pacheco presented the report on the service:

- Update on Quarter 2 for the past three months.

IVT Ride

Mr. Guillen presented the report on all IVT Ride services:

- Update on Quarter 2 for the past three months

IVT MedTrans:

Mr. Guillen presented the report on the service:

- Update on Quarter 2 for the past three months.
- We have a MedTrans ADS page on Facebook. Please share it.

8. General Discussion

- Dr. Sanchez will help post the UTN survey and the new Border Express Route Flyer to IVC students

9. Adjournment

- The meeting adjourned at 11: 39 a.m.
- The next meeting will be held on Wednesday, April 2, 2025, at the Imperial County Transportation Commission Office, 1503 N. Imperial Ave., Suite 104, El Centro, CA 92243.



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SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL

MINUTES April 02, 2025

Present

Voting Attendees:

Cristina Leal	ARC- Imperial Valley
Raul Cordova	IC Work Training Center
Kathleen Lang	HealthNet
Sarah Enz	Public Administrator
Gustavo Gomez	ICTC/CTSA

Non-Voting Attendees:

Jose Guillen	IVT MedTrans
Carolina García	Public Authority Program
Jeanette Castillo	Social Services
Priscilla Baca	ICTC
Letty Zunno	Access to Independence (Zoom)
Yvette Valenzuela	Department of Social Services.

1. Dr. Lang called the meeting to order at 10:01 a.m. **A quorum was not present.**
2. Introductions were made.
 - Hybrid meeting.
3. Minutes were adopted for March 5, 2025, and April 2, 2025, **Motion not Carried.**
4. CTSA Reports
Mr. Gomez had the following information
 - Comprehensive Analysis (COA): We participated in several marketing events, including the IVC, Navy Air Show, 7th and State, and 3rd and Paulin. We will attend the Children's Fair this upcoming Saturday.
 - Our COA survey has been extended to April 6th and includes specific questions for public preference. You are automatically entered to win a \$50 gift card when doing the survey. We have a stakeholder workshop prepared for June. The workshop will last about two

hours, and consultants will be on site. We will soon provide flyers for our SSTAC members attending.

- We are finalizing the designs for the Bus Stop Improvement Project and hope to start construction procurement soon. We are updating the bus stops in El Centro, Calipatria, and Westmorland.
- We are finalizing a contactless payment system project and are nearly ready to start the procurement process with Caltrans, which is expected to take about a month. The anticipated start date is in August.
- Calexico ICTC construction has begun and is expected to last about a year. We will be reaching out to local business owners to inform them about sidewalk closures.
- We are finalizing a Master Agreement for the Calexico East Port Transfer Terminal this month for commission approval. This will allow us to use TRACP funds to begin the environmental process and secure the location for right-of-way acquisition. The project is expected to take 2 to 3 years to complete.
- Calexico East Port Route numbers are performing well. This route will take you to the bus stop located at the corner of 3rd Street and Paulin Avenue in Calexico.
- The commission approved the property acquisition for the maintenance facility last month. We are now waiting for FTA approval of the final funding. Once approved, we will proceed with the environmental assessments and design.
- The UTN Hearing is next Monday, April 7, 2025.

5.

Ms. Baca presented the following information:

- Distributed more Border Express flyers and dropped off brochures at doctors' offices.
- Conducted additional UTN surveys throughout Imperial County, including the COA survey. I also attended the transition fair at IVC and the Calexico Wellness fair, and participated in mobility training with the safety manager from Transdev.
- Completed a few ride-alongs, which included Brawley Gold, Border Express Route, and the 2N & 2S.
-

6. Transit Operator FY 2024-25 Reports:

Imperial Valley Transit:

- No report was presented

IVT Access:

- No report was presented

IVT Ride

Mr. Guillen presented the report on all IVT Ride services:

- Ride is performing well. We have a few more clients for West Shores.

IVT MedTrans:

Mr. Guillen presented the report on the service:

- MedTrans is doing well.

7. General Discussion

- Heber is worried about the condition of the sidewalk. He encouraged the public to reach out to the ICTC for assistance.

8. Adjournment

- The meeting adjourned at 10:26 a.m.
- The next meeting will be held on Wednesday, May 7, 2025, at the Imperial County Transportation Commission Office, 1503 N. Imperial Ave., Suite 104, El Centro, CA 92243.

You're Invited!

Stakeholder Workshop to create a better bus system for all Imperial County



**DRIVING
TRANSIT
FORWARD**

EXPANDING CONNECTIONS,
MAXIMIZING EFFICIENCY AT
EVERY STOP

IMPERIAL VALLEY TRANSIT (IVT)
COMPREHENSIVE OPERATIONS ANALYSIS



Wednesday, June 4, 2025

10 a.m. – 12 p.m.

ICTC Office

1503 N. Imperial Ave.

Suite 104

El Centro

ICTC, which operates Imperial Valley Transit (IVT), is conducting a Comprehensive Operational Analysis (COA) to identify bus system improvements –both now and in the future.

Join the COA Workshop for a robust discussion about the system:

- Learn how the system is working today and who is using it
- Engage in a planning game to help us identify priorities for redesigning the system
- Talk with project team members and share what matters most to you!

We request your participation in-person to develop a true dialogue about the system and ensure that it works for everyone who needs transit service in the Imperial Valley.

Coffee and snacks will be provided.

More Information About the COA

The COA will identify strategies to:

- Ensure reliable, high-quality service,
- Improve the rider experience,
- Grow system ridership, and
- Increase cost-effectiveness.

For more information about the COA, visit bit.ly/IVTransitCOA

*Unable to attend in person?

Join us on Zoom to listen in on the first part of the conversation.

RSVP at priscillabaca@imperialctc.org to receive the Zoom link.



ICTC
IMPERIAL COUNTY
TRANSPORTATION COMMISSION