



Public transportation is an essential community service for the residents and visitors of Imperial Valley. ICTC, the agency that operates Imperial Valley Transit, is conducting this study, called the Comprehensive Operational Analysis (COA), to identify the needed improvements for creating a better bus system for today and the future for the entire County.

Project Goals

The COA will identify strategies to:

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

The COA will provide practical recommendations to improve service, boost ridership, and ensure long-term sustainability – all within the available budget.

For more information visit bit.ly/IVTransitCOA



DRIVING TRANSIT FORWARD

EXPANDING CONNECTIONS, MAXIMIZING EFFICIENCY AT EVERY STOP

IMPERIAL VALLEY TRANSIT (IVT)
COMPREHENSIVE OPERATIONS ANALYSIS

Take the Survey by March 31

Help us drive transit forward and improve service by taking a brief survey! As a thank you, all **participants will be entered into a drawing to win one of three \$50 gift cards.**



The survey will be available until March 31:
www.surveymonkey.com/r/IVTCOA