



1503 N. IMPERIAL AVE., SUITE 104  
EL CENTRO, CA 92243-2875  
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December 29, 2017

## **SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL AGENDA**

**DATE:** Wednesday, January 3, 2018  
**TIME:** 10:00 a.m.  
**LOCATION:** ICTC Offices (Large Conference Room)  
1503 N. Imperial Ave., Suite 104  
El Centro, CA 92243

Chairperson: Ted Ceasar

Vice-Chair: Mike Hack

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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.

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### **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 jurisdiction of the Committee. The Committee will listen to all communication, but in compliance with the Brown Act, will not take any actions on items that are not on the agenda.

### **DISCUSSION/ACTION ITEMS**

1. Introductions
2. Robert's Rules of Order DISCUSSION
3. Approval of Minutes of October 4, 2017 Page 4 ACTION
4. CTSA Reports DISCUSSION  
By ICTC Staff
5. FY 2018-19 Master Needs List Page 10 DISCUSSION / ACTION
6. FY 2018-19 UTN Letter to the Hearing Panel Page 11 DISCUSSION / ACTION
7. Transit Operator Reports DISCUSSION
  - a. Imperial Valley Transit (IVT)
  - b. IVT Access

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

- c. IVT Ride
  - i. Brawley
  - ii. Calexico
  - iii. El Centro
  - iv. Imperial
  - v. West Shores
- d. IVT MedTrans

- 8. General Discussion  
*All*

DISCUSSION

- 9. Adjournment

The next meeting is scheduled for February 7, 2018. For questions or comments, please call Cristi Lerma 760-592-4494, or email at [cristilerma@imperialctc.org](mailto:cristilerma@imperialctc.org).

**SOCIAL SERVICES TRANSPORTATION  
ADVISORY COUNCIL  
OF  
IMPERIAL COUNTY**

	<b>CATEGORY</b>	<b>VOTING MEMBER</b>	<b>TERM</b>	<b>ALTERNATE</b>
1.	One (1) Potential Transit User, age 60+	TED CEASAR El Centro	Nov 17 Nov 20	HEDDY MCNEER
2.	One (1) Potential Transit User, with Disability or his/her parent or guardian	MIKE HACK El Centro	Nov 17 Nov 20	VACANT
3.	Two (2) Service Providers for Seniors, Include Transit Provider if Exists	SOFIA GONZALEZ Area Agency on Aging RAUL CORDOVA Work Training Center	Nov 16 Nov 19 Nov 16 Nov 19	VACANT  VACANT
4.	Three (3) Service Providers for the Disabled, Include Transit Provider if Exists	SONIA SILVA Access to Independence DR. MARTHA GARCIA IVC-Student Services K.C. KENNEDY ARC	Nov 15 Nov 18 Nov 15 Nov 18 Nov 16 Nov 19	LORENA ARAMBULA Regional Center MICHELLE SOTO CCS - California Childrens' Services
5.	Two (2) Service Providers for Limited Means	DEBORA GARCIA I.C. Public Authority/ IHSS DR. KATHLEEN LANG California Health & Wellness	Nov 15 Nov 18 Nov 15 Nov 18	JOHN GRASS IC Behavioral Health Agustin Urbina CALWORKS
6.	Two (2) Consolidated Transportation Service Agency (CTSA)	DAVID AGUIRRE ICTC KATHI WILLIAMS ICTC	Nov 17 Nov 20 Nov 15 Nov 18	GUILLERMO GONZALEZ ICTC MARK BAZA ICTC
		Non-Voting Technical Resource Members		
	<b>NAME</b>	<b>PROGRAM\SERVICE</b>	<b>COMPANY/AGENCY</b>	
1.	Eric Estell	Imperial Valley Transit/ IVT ACCESS/ IVT RIDE/ IVT MEDTRANS	First Transit	
2.	Ramon Aguirre / K.C. Kennedy	ARC Paratransit Services	ARC - Imperial Valley	
3.	Chris Schmidt / Mark McCumsey	CALTRANS	CALTRANS	
4.	Shelly Kreger	YCAT Turquoise Routes 5 & 10	YCIPTA	



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**SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL**

**MINUTES**

October 4, 2017

Present

Voting Attendees:

Ted Ceasar – Chair	Consumer
Michael L. Hack – Vice-Chair	Consumer
Gil Rebollar	Area Agency on Aging
Sonia Silva	Access to Independence
Erica Martinez	ARC – Imperial Valley
Raul Cordova	Work Training Center
Adrian Celis	Imperial County Behavioral Health
Raul Martinez	Imperial County Public Health
Kathi Williams	CTSA – ICTC
David Aguirre	CTSA – ICTC

Non-Voting Attendees:

Guillermo Gonzalez	ICTC
Cristi Lerma	ICTC
Peter Pacheco	Pioneers Memorial Healthcare
Cesar Sanchez	IVT/IVT Access/IVT Ride/IVT MedTrans
Karla Aguilar	IVT/IVT Access/IVT Ride/IVT MedTrans
Karla Pacheco	IVT/IVT Access/IVT Ride/IVT MedTrans
Helio Sanchez	IVT/IVT Access/IVT Ride/IVT MedTrans

1. Mr. Ceasar called the meeting to order at 10:02 a.m. A quorum was present. Introductions were made.
2. Minutes adopted for September 6, 2017. **(Hack/Martinez) Motion Carried.**
3. CTSA Reports:  
Ms. Williams had the following announcement(s):
  - ICTC will be relocating to a new office building, most likely the Rabobank building on Main and Imperial.
  - A security company was acquired for the El Centro Transfer Terminal and they began on October 2, 2017.
  - Due to the recent Triennial Review that was conducted, changes to the IVT Ride services will be brought forth to the Commission for review and adoption. The general changes discussed are as follows:
    - o Allow for limited hand carried bags on board
    - o Reduce marketing expenses
    - o Reduce eligibility age for seniors from 60 to 55 years

Location specific reviews and possible changes are identified by City:

- **Brawley:** The service in Brawley is provided with two buses M – F, one bus on Saturdays, and primarily focused on providing access to medical facilities in the area of the Pioneers’ Hospital, Walmart, the Nutrition program at the Senior Center and Day Out facilities. The fare is \$1.50. Service in the PM after 3PM is very low. Service on Saturdays is very low. The farebox ratio is under the required 10%.
  1. Maintain one bus with service hours on M – F 7AM to 6PM and the second bus reduce the service hours to 7 AM to 3PM.
  2. Reduce the service hours on Saturdays from 7AM to 6PM, to 8AM to 2PM.
- **Calexico:** The service in Calexico is provided with three buses M – F, one bus on Saturdays and Sundays, and primarily focused on providing access to Walmart, the Nutrition program at the Senior Center and Alegria facilities. The fare is \$1.00. Service is steady on the weekdays and the weekend. The farebox ratio is under the required 10%.
  1. Conduct more outreach
  2. Raise fares
- **El Centro:** The service in El Centro is provided with four buses M – F, one bus on Saturdays, and primarily focused on providing access to medical facilities in the area of the ECRMC Hospital, medical facilities in the City of Imperial and along the La Brucherie Rd/Ross Rd, Walmart, the Nutrition program on Waterman Ave the Senior Center and Day Out facilities. The fare is \$1.25. Use of the service is increasing even though it has been in operation for only six months.
  1. No changes recommended at this time.
- **Imperial:** The service in Imperial is provided with one bus M – F, one bus on Saturdays, and primarily focused on providing access to medical facilities in the City of Imperial and El Centro area programs and services including medical facilities in the area of the ECRMC Hospital, and along the La Brucherie Rd/Ross Rd, Walmart, the Nutrition program on Waterman Ave, the Senior Center and Day Out facilities. The fare is \$.75 in town and \$1.75 to and from El Centro. Service on Saturdays is very low. The farebox ratio is under the required 10%.
  1. Reduce the four Saturdays a month to two Saturdays a month due to very low ridership
  2. Increase fare to and from El Centro.
  3. In a future competitive bid, consider combining service area of El Centro and Imperial into one contract/ scope of work to reduce any reporting and admin overhead costs.
- **West Shores:** The service in the area of the West Shores is provided with one bus and primarily focused on providing access to the IVT bus stop in Westmorland for activities in Westmorland and Brawley and return on Tuesdays, and access to the Nutrition program on Thursdays. The fare is \$2.00 in the community and \$3.00 to and from Westmorland. Service is low. The farebox ratio is under the required 10%.
  1. Review a trip to Coachella/Indio instead of Westmorland and Brawley
  2. Review a trip to the Brawley transfer terminal and Walmart w/o/wo a connection to the IVT bus stop in Westmorland on Tuesdays due to difficulty for seniors etc. in making the transfers.
  3. Raise fare
  4. Retire the service due to very high cost per passenger

Mr. Gonzalez had the following announcement(s):

- Mr. Aguirre is attending Construction of Transit Projects training out of town and could not attend the SSTAC Meeting.
- Mr. Gonzalez is continuing to work with social service agencies and Pioneers Memorial Hospital to assist clients with their transit needs including paratransit training and orientation

of transit services in the Cities of Brawley, Imperial and Calexico. There was a specific example Mr. Gonzalez explained about a patient being transported for wound care.

- The MedTrans second bus has a revised departure time of 10 a.m. This adjusted time will assist patients with their scheduling conflicts.

4. Transit 101

Mr. Cesar Sanchez presented the fixed route services:

Imperial Valley Transit (IVT)

- FIXED ROUTE services operate along specific routes and fixed time schedules
- 355 days of operation, including Sundays
- Average Monthly Passenger Trips are 61,831
- The current operations contract is between ICTC and First Transit Inc.
- The FY 2016-17 cost was approximately \$3.50 million for 34,440 annual service hours
- All vehicles are ADA and CARB Compliant
- 16 - 40 Foot Low-Floor Gillig Transit Buses(Clean Diesel)
  - Wheel Chair Ramp and 2 Wheelchair Tie Down Positions
  - 40 seated, 70+ is the Total Capacity
- 6 - 25 Foot Cutaway Buses
  - Wheelchair Lift Equipped

**IVT Blue Line** Circulator

- Fixed Route Service to serve Southern El Centro
  - The FY 2016-17 cost was \$318,526 for 3,184 service hours
  - 70 Minute Headways with timed transfers @ 7<sup>th</sup> and State St.
  - Approximately 20 stops including ICSO, AAA, Public Admin., Imperial County Social Services (4<sup>th</sup> St.), WTC, IRS, County Admin./Court House, ECRMC
- 3 New Cutaway vehicles shared between Blue and Green Lines
  - 1 Blue Line, 1 Green Line, 1 Spare Bus
  - 20 passenger vehicle with 2 wheel chair tie down positions

**IVT Green Line** Circulator Route

- Fixed Route Service to serve Northern El Centro
  - The FY 2016-17 cost was \$315,515 for 3,182 service hours
  - 70 Minute Headways with timed transfers @ 7<sup>th</sup> and State St.
  - Approximately 25 stops including ECRMC, El Centro Library, Wal-Mart, Food-For-Less, Costco, and limited service in Southern Imperial
  - 3 New Cutaway vehicles shared between IVT Circulator Routes
  - 1 Blue Line, 1 Green Line, 1 Spare Bus
  - 20 passenger vehicle with 2 wheel chair tie down positions

**IVT Gold Line** Circulator Route

- Fixed Route Service in Brawley
  - The FY 2016-17 cost of \$263,125 for 3,300 hours
  - 70 Minute Headways with timed transfers @ Brawley Transit Transfer Terminal (5<sup>th</sup> and Plaza)
  - Approximately 28 stops including Imperial County Admin, PMH, Wal-Mart, Senior Center, City Library, Cattle Call Park, Social Services, Lions Center
  - 2 New Cutaway vehicles in operation
    - 1 for Daily Operations and 1 Spare
    - 20 passenger vehicles with 2 wheel chair tie down positions

- ALL FARE PRICES ARE ONE WAY PER TRIP
  - Local Zone Fare ..... \$1.00
  - Senior/Disabled Local Zone Fare..... \$0.50
  - Regional Zone Fare ..... \$1.25

- Senior/Disabled Regional Zone.....\$0.60
- The following fares are “convenience” priced
  - Direct Routes.....\$2.50
  - Fast Trip .....\$2.25
- The following are discounted trips for IVC students
  - IVC Express Students.....\$1.25
  - NON-IVC Students.....\$1.75
- Marketing activities for IVT includes:
  - ✓ Rider’s Guides Brochures
  - ✓ Pens
  - ✓ Sports Bottles
  - ✓ Mobility Training
  - ✓ Dedicated website [www.IVTRANSIT.com](http://www.IVTRANSIT.com)
  - ✓ Wi-Fi now available
  - ✓ Social Media –Twitter and Facebook
  - ✓ Stuff-A-Bus, OES Participation, Public Outreach, Veteran’s Day Free Ride Week and other various Outreach Activities

Ms. Karla Pacheco presented the American with Disabilities Act (ADA) Paratransit – IVT ACCESS:

- Curb to Curb intercity service for ADA certified disabled persons who cannot access regular fixed route transit service
- Window and Corridor Concepts
  - Window is the time frame the IVT fixed route is in vicinity of the requested pick-up
  - Corridor is ¾ of a mile within the fixed route alignment
- 30 minute pick up window (15 minutes before and after schedule time)
- Pick up and Drop off Locations must be safe and accessible
- Fleet consists of 11 – 25 Ft Cutaway vehicles with 4 wheel chair positions each
- Up to 16 passengers seated without wheelchairs
- The FY16-17 Cost is \$1,539,979 for 15,590 service hours
- FY2016-17 – 32,882 Passengers
- FY2016-17 – 9,031 Wheelchairs (35%)
- Fare is 2x’s the fixed route fare (\$2.00 to \$2.50)
- Eligibility/Certification Process
  - Self-Assessment is provided to the client to determine if the service is right for them
  - Requires a completed application with the Disability Verification form (6 pages)
  - Interview Process is then completed
  - ICTC is allowed 21 days to process
  - Upon completion a personal identification number is issued to use when scheduling trips
  - Trips must be scheduled in advance
  - Dispatch and Drivers use remote tablets for schedules and updates
- Marketing activities for IVT Access includes:
  - ✓ Brochures
  - ✓ Sports Bottles
  - ✓ Pens
  - ✓ Magnets
  - ✓ Mobility Training
  - ✓ The IVT ACCESS service has a dedicated website [www.IVTACCESS.com](http://www.IVTACCESS.com)
  - ✓ OES Participation
  - ✓ Veteran’s Day Ride Free Week
  - ✓ Public Outreach

Karla Aguilar presented on IVT Ride:

- Service operations began Fall 2014; El Centro Summer of 2016

- Intracity Dial-A-Ride Consolidation:  
Brawley – Calexico - El Centro – Imperial – West Shores
- Curb to Curb Demand Response Paratransit Service
- Seniors age 60 and over OR Disabled (ADA Riders)
- Riders must schedule their trips in advance (ALL TRIPS)
- Intake form with ID card provided
- FY2016-17 Contract Cost \$1,457,249 for 24,501 Hours
- Low-Floor Cutaway Buses
- Complete ADA and CARB compliance
- Hi-Capacity Roof Mount AC
- 19 passengers w/o wheelchairs
- 13 passengers plus 3 wheelchair spaces
  
- Marketing activities for IVT Ride includes:
  - ✓ Brochures
  - ✓ Sports Bottles
  - ✓ Coin Purse
  - ✓ Pens
  - ✓ Magnets
  - ✓ Umbrellas
  - ✓ Mobility Training
  - ✓ Dedicated website [www.IVTRIDE.com](http://www.IVTRIDE.com)
  - ✓ Local OES Participation, Public Outreach and Various Outreach Activities

Helio Sanchez presented on IVT MedTrans:

- Non-emergency transportation service Started July 2016
- Same Day Round Trip service for Medical Trip Purposes Only
  - Departs Imperial County @ 7:00am & 10:00am
  - Arrives in Imperial County @ 5:00pm & 8:00pm
- Services all major San Diego Health Care facilities in the I-8 corridor with service to South Bay twice a month
  - Children's Hospital, UCSD Medical Center, Scripps, VA Hospital, Sharps, Shiley Eye Center, and many others
- 3 Cutaway buses
  - Up to 16 seats available or 12 seats with two wheelchairs
- 1 mini Sweeper Bus
  - 10 seats available or 6 seats with 2\* wheelchairs
- 5,599 passengers for FY 2016-17
- Service Operates 4 days a week (Rotates Monday and Friday off)
- \$15 round trip for passenger + \$7 for Personal Care Attendant (PCA) \*Payments must be received 48 hours in advance of scheduled trip.
  
- Marketing activities on IVT MedTrans includes:
  - ✓ Brochures
  - ✓ Sports Bottles
  - ✓ Satchel Bags
  - ✓ Pens
  - ✓ Coin Purses
  - ✓ Posters
  - ✓ Mobility Training
  - ✓ Dedicated website [www.IVTMedTrans.org](http://www.IVTMedTrans.org)

5. General Discussion

- Mr. Rebollar stated that AAA is releasing a survey in October. Results will be shared with SSTAC when they are ready.
- Mr. Martinez stated that the County Health Department is administering flu shots and hepatitis A



shots.

6. Adjournment

- Meeting adjourned at 11:26 a.m.
- Next meeting will be on November 1, 2017.

**IMPERIAL COUNTY TRANSPORTATION COMMISSION  
SOCIAL SERVICE TRANSPORTATION ADVISORY COUNCIL (SSTAC)**

**FY 2018-19 MASTER NEEDS LIST: Identification of Transit Needs**

For discussion and planning purposes leading up to annual ICTC Unmet Transit Needs Hearing. Importance of needs will be determined prior to hearing with selected items formally presented to ICTC.

1.	Improve cleanliness and upkeep at El Centro City area bus stops, and other stops in the region as identified	<b>Inventory Project is Under Way</b>
2.	Enhance Communication of Available Services	<b>Inventory Project is Under Way</b>
3.	Proposed Transit Mobility Summit	<b>PENDING FUNDING</b>
4.	Review of an afternoon “ FAST” trip from El Centro to Brawley	<b>IMPLEMENTED/Demo Phase</b>
5.	Review of limited Saturday service to Seeley	<b>IMPLEMENTED / Demo Phase</b>
6.	Expand Transit Access with in the community of Calexico IVT Garnet Line	<b>PENDING FUNDING / SRTP</b>
7.	Expand Transit Access with in the community of Imperial IVT Red Line	<b>PENDING FUNDING / SRTP</b>
8.	Review of “FAST” trip from El Centro to Holtville	<b>IMPLEMENTED/Demo Phase</b>
9.	Add an IVC Express route from Calexico to IVC and from IVC to Calexico in the evening after 5:30 p.m.	<b>PENDING FUNDING / SRTP</b>
10.	Allow IVT Ride to provide transportation services to Seniors to congregate meal sites in Heber from June to September.	<b>PENDING FUNDING / SRTP</b>
11.	Provide a designated IVT Ride Bus for Seniors to congregate meal sites and to their home in Calexico.	<b>PENDING FUNDING / SRTP</b>

# SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL

**Leticia Zuno, Chairperson**  
**Michael Hack, Vice-Chairperson**  
**Kathi Williams, Secretary**

**1405 N. Imperial Ave., Suite 1**  
**El Centro, CA 92243**  
**(760) 592-4494**

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February 6, 2017

ICTC Unmet Transit Needs Hearing Panel  
Imperial County Transportation Commission  
1405 N. Imperial Ave., Suite 1  
El Centro, CA 92243

Dear Panel Members:

One of the primary responsibilities of the Social Services Transportation Advisory Council (SSTAC) is to advise ICTC on existing public transportation needs. Annually SSTAC delivers a letter report to the Unmet Transit Needs Hearing Panel regarding needs that have or can be, or have not and cannot be met utilizing existing resources.

SSTAC also reviews and evaluates services and needs throughout the year. The following concerns and recommendations include those needs that are unable to be met by SSTAC members through coordination of available services or the use of existing resources.

Therefore, the following general comments are offered for Fiscal Year 2017-18;

1. SSTAC would like to express continued support for the construction for the transfer terminals at locations yet to be determined in the Cities of Calexico and Imperial.
2. SSTAC would like to continue to express support for the IVT Circulator bus concept which includes the El Centro Blue Line and IVT Green Line, IVT Gold Line in Brawley, and proposed IVT Red Line in Imperial and IVT Garnet Line in Calexico.
3. SSTAC would like to express support for continued efforts to improve cleanliness and upkeep at El Centro City area bus stops, and other stops in the region as identified.

4. SSTAC would like to continue to express support of enhancing communication of available services.

In addition, the following issues and concerns are identified for consideration in order of priority for Fiscal Year 2017-18;

1. Allow IVT Ride to provide transportation services to Seniors to congregate meal sites in Heber from June to September.
2. Add an IVC Express Route from Calexico to IVC and from IVC to Calexico in the evening after 5:30 p.m.
3. Review of a proposed Transit Mobility Summit.

We appreciate the opportunity to participate in the use, evaluation and delivery of transit services.

Sincerely,



Letty Zuno  
Chairperson