



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

February 28, 2025

**SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC) AGENDA**

**DATE:** Wednesday March 05, 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/87154207035?pwd=Vzsk3gMtX0DAnhk87b25rIS2Cq9nT3.1>

(669) 900-9128  
Meeting ID: 871 5420 7035  
Passcode: 070373

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 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/INFORMATION ITEMS**

1. Introductions
2. Approval of Minutes of February 5, 2025, *ACTION*
3. Comprehensive Operational Analysis PRESENTATION  
*By Jarret Walker + Associates*
4. CTSA Reports DISCUSSION  
*By SSTAC Staff Transit Dept*

**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 2<sup>nd</sup> Quarter Reports FY 24-25 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 April 2, 2025. For questions or comments, please call Gustavo Gomez at 760-592-4494, or can email at [gustavogomez@imperialctc.org](mailto:gustavogomez@imperialctc.org).



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**SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL**

**MINUTES**      February 05, 2025

Present

Voting Attendees:

Cristina Leal	ARC- Imperial Valley
Gustavo Gomez	CTSA-ICTC
Andrew Sanchez	Imperial Valley College
Raul Cordova	IC Work Training Center
Mike Hack	IC Consumer Senior Citizen
Camilo Garcia	Workforce & Economic Development

Non-Voting Attendees:

Cesar Sanchez	IVT
Helio Sanchez	IVT
Jose Guillen	IVT Medtrans
Karla Pacheco	IVT Access
Kathleen Lang	Healtnet(zoom)
Carolina Garcia	Public Authority Program
Jeanett Castillo	Social Services
Esperanza Avila	ICTC
Michelle Soto	California and Children Services(zoom)

1. Dr. Lang called the meeting to order at 10:02 a.m. **A quorum was present.**
2. Introductions were made.
  - Hybrid meeting.
3. Minutes were adopted for January 2, 2024 ([Garcia](#), [Hack](#)), **Motion Carried.**
4. CTSA Reports
  - Mr. Gomez had the following information
    - We have a county-wide bus stop improvement project that is currently receiving 90% of its design work from our consultant team. We expect the construction team to begin work in the middle of the year. Currently, we are renovating several bus stops in Westmorland, Calipatria, and El Centro, which currently lack seating and shade. We will be replacing them and adding additional bus stops.

- Calexico ITC was awarded the construction contract last month, and we expect construction to begin soon. This project is for the Calexico Intermodal Transportation Center, aimed at enhancing transportation access in Calexico. We anticipate that construction will last for approximately one year, and we hope it will be operational by the early stages of next year.
- We currently have contactless payment projects in progress. We are essentially waiting for the approval of some funds associated with the project. We will be implementing contactless payment pads within our fixed-route system. All passengers will be able to use their credit or debit cards and contactless methods like Apple Pay to pay for their transportation fees.
- We are excited to introduce the IVT Ride micro transit service. We expect to receive software updates this upcoming month. We have purchased tablets related to this service, which will enhance the IVT Ride experience, primarily designed for seniors. Seniors will use the IVT Ride service on a reservation-only basis, while other passengers will have access to the service on an on-demand basis. We hope to launch this project on July 1. The same buses used for IVT Ride will continue to operate.
- We are excited to announce a new route starting next week on February 10th: the Border Express Route at the new East Port of Entry. This route will connect to 3rd and Paulin in downtown Calexico and will transport passengers to all the main buses heading to IVC, Brawley, and El Centro. We will also be distributing flyers at the East Port of Entry and promoting the route on our social media channels.
- Our new Unmet Transit Needs (UTN) survey is now available. We have emailed the survey to our SSTAC members and also posted it on our social media platforms. This survey is associated with our efforts to understand and address the public's transit needs, helping us improve our services and potentially develop new routes.
- Our next SSTAC meeting will feature a consultant who will present a comprehensive analysis of our transit services. This analysis will examine our fixed routes, and all services associated with IVT Transit. It will provide guidance for our transit plans over the next five years.

#### 5. UTN Letter to the Hearing Panel Reviews

Presented by Mr. Gomez

- The master need list has not changed since last year, with the only item amended being ITEM#9: the new Border Express Route and IVC to Calexico in the evening.
- We welcome suggestions from our SSTAC members. Item #11 will be removed from the list. If there are any changes to the Master List, SSTAC members should have them prepared. The Master List has been approved, and the motion to remove Item #11 has been made by Mr. Hack and Mr. Garcia.
- Once everything is approved, the SSTAC chair, Ms. Lang, can present general comments at the public hearing.

#### 6. Transit Operator FY 2024-25 Reports:

Imperial Valley Transit.

Mr. Sanchez presented the report on the service:

- We are currently experiencing extensive construction in Brawley, particularly on Main Street. As a result, we've had to implement several detours, but we strive to maintain as many bus stops as possible. IVC has no school riders. The rider count is low, but it will go back up next week.

#### IVT Access

Ms. Pacheco presented the report on the service:

- No changes, everything is running smoothly

#### IVT Ride

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

- Running well
- Mr. Guillen and Ms. Baca spoke to the Heber nutrition coordinator regarding their riders; they were to coordinate the date and time of pickups.

#### IVT MedTrans:

Mr. Guillen presented the report on the service:

- We had 16 passengers on round trips from El Centro to San Diego, including two SDSU students.

#### 7. General Discussion

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

#### 8. Adjournment

- The meeting adjourned at 10: 50 a.m.
- The next meeting will be held on Wednesday, March 5, 2025, at the Imperial County Transportation Commission Office, 1503 N. Imperial Ave., Suite 104, El Centro, CA 92243.



# DRIVING TRANSIT FORWARD

EXPANDING CONNECTIONS,  
MAXIMIZING EFFICIENCY AT  
EVERY STOP

**IMPERIAL VALLEY TRANSIT**  
COMPREHENSIVE OPERATIONS ANALYSIS

SSTAC Meeting / March 5, 2025



# Welcome

Thank you for joining us this morning.

Please introduce yourselves, so that others can know who is in the room with them. Please let us know:

- **Your name**
- The **organization** you are representing today



# About Us

I'm **Manuel Soto** with **JWA**.

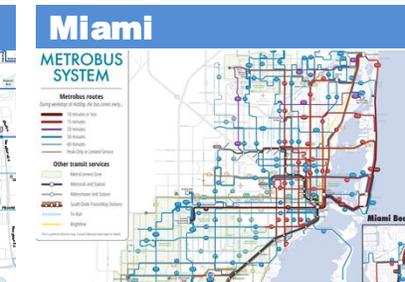
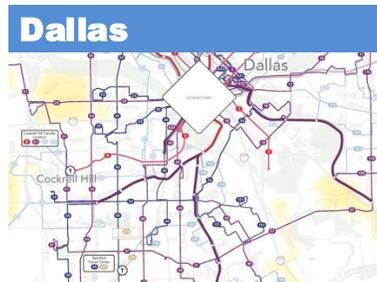
**JWA** is exclusively focused on transit service design and related issues.

Our goal is to **foster clear conversations**, leading to confident decisions.

Our team includes:.

JARRETT  
WALKER  
+ ASSOCIATES

Let's think about transit



# What is ICTC Driving Transit Forward?

**Driving Transit Forward seeks to answer questions like:**

- Where and how often should transit run?
  - Can be improvements to existing services
  - Can be new services
  - Can be new infrastructure
- What kind of service are appropriate in different locations?
  - Fixed Route service vs On Demand service
- Next 10 years
  - Immediate action
  - Mid- and long-term improvements
- **How to make transit useful?**



# How do we get there?

**Driving Transit Forward seeks to answer questions like:**

- **Existing service:**
  - How can ICTC improve service today with existing resources?
- **5 to 10 years:**
  - Depending on values and policy priorities,
  - What could a network with more existing service look like?

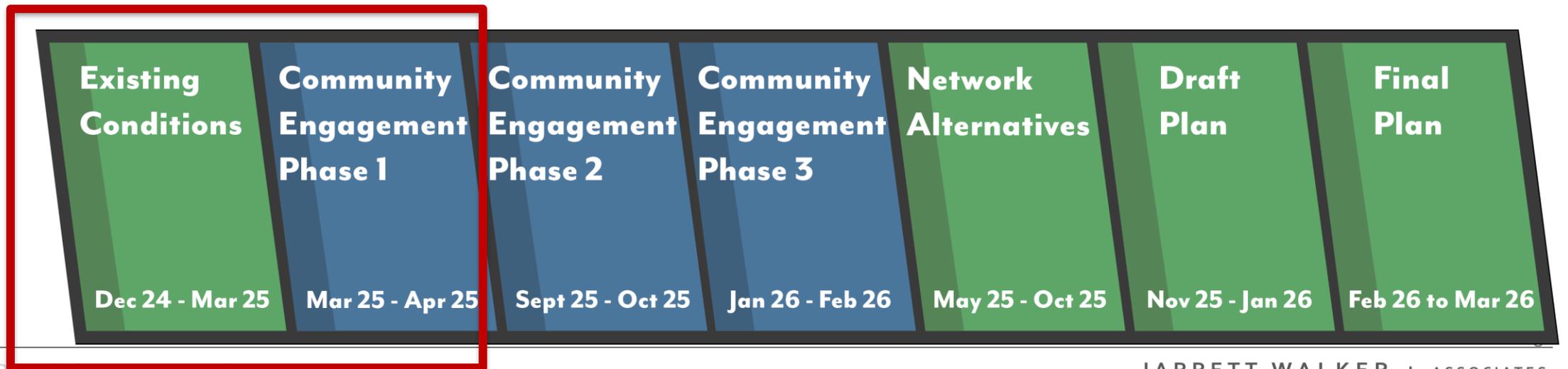


# Where are we in the process?

**We are learning from the existing transit service and the transit market.**

**We are starting to talk to the public and learn from their needs and experiences.**

**We are here**



# Please pull out a phone or a laptop

Follow the QR code on the screen  
or follow the URL:  
<https://pollev.com/>

Presenter's username: ictcoa902



DRIVING TRANSIT  
FORWARD

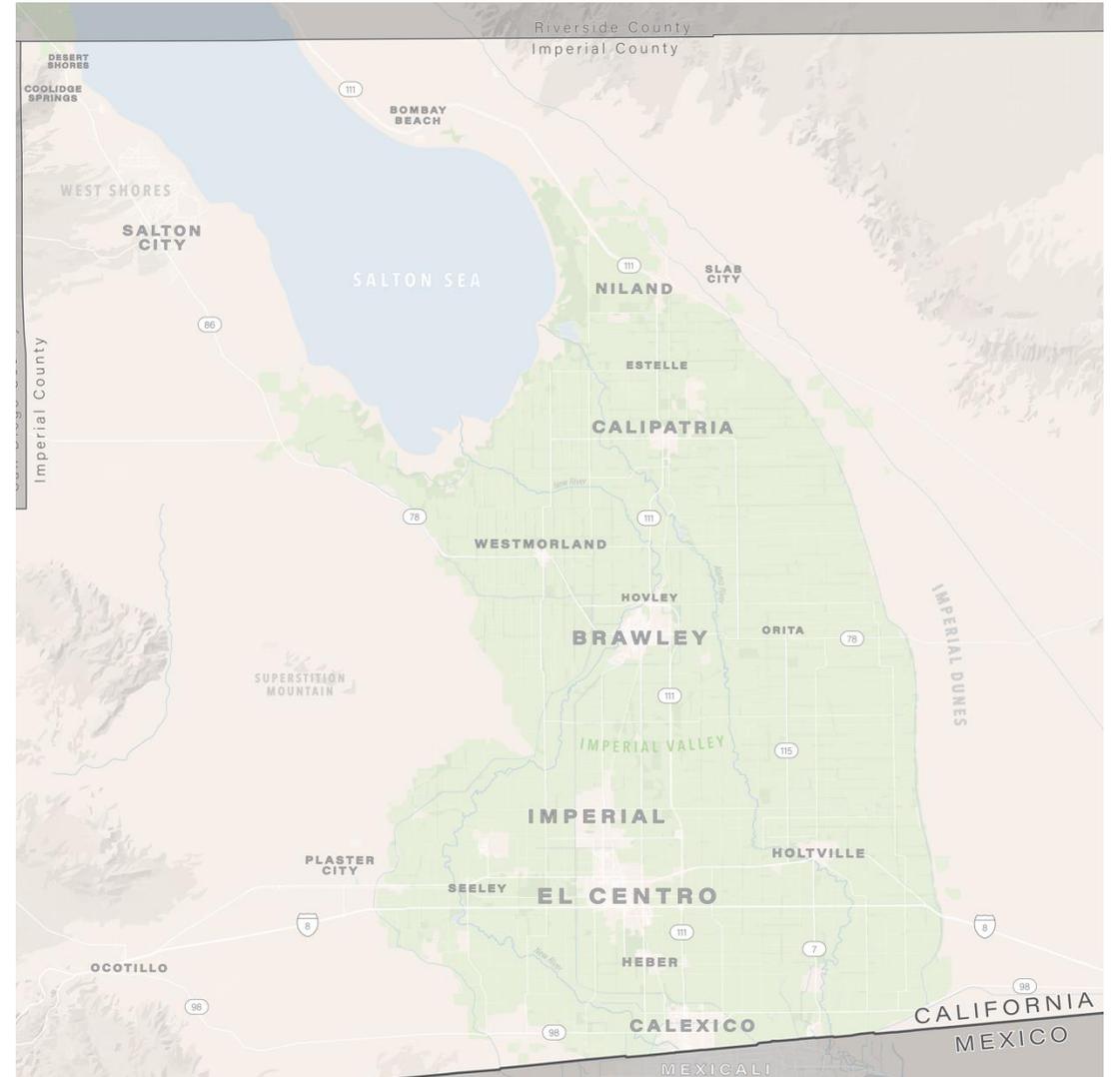
# Question: Thinking about big changes to ICTC service makes you feel...

- 1. Very excited!**
- 2. Somewhat interested.**
- 3. A little concerned.**
- 4. Deeply worried!**
- 5. Who cares?**



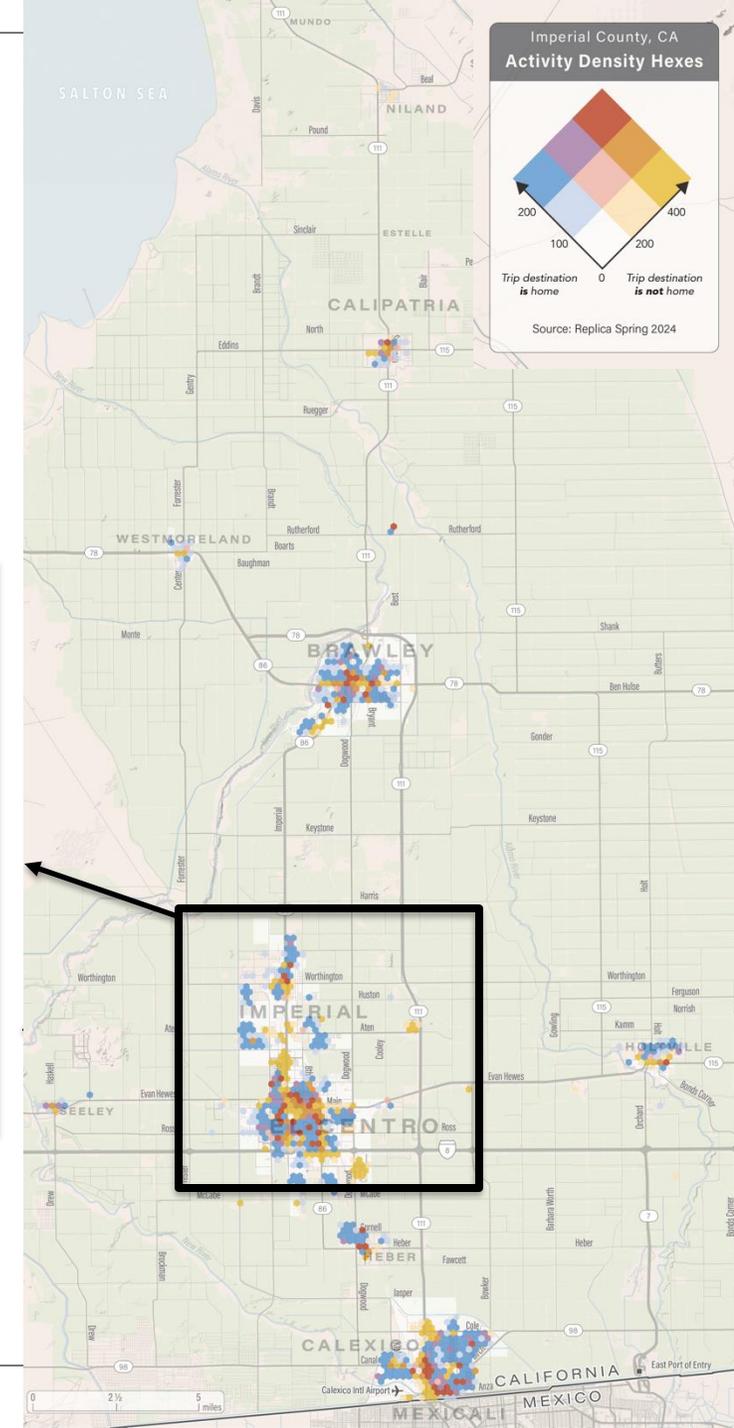
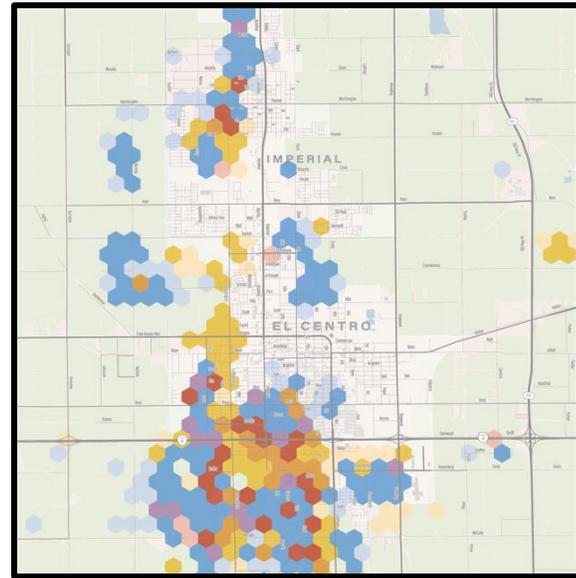
# Big Picture

- ICTC has an extreme large service area
- Multiple cities and regional entities
- Long distances between key destinations
- Large gaps between cities



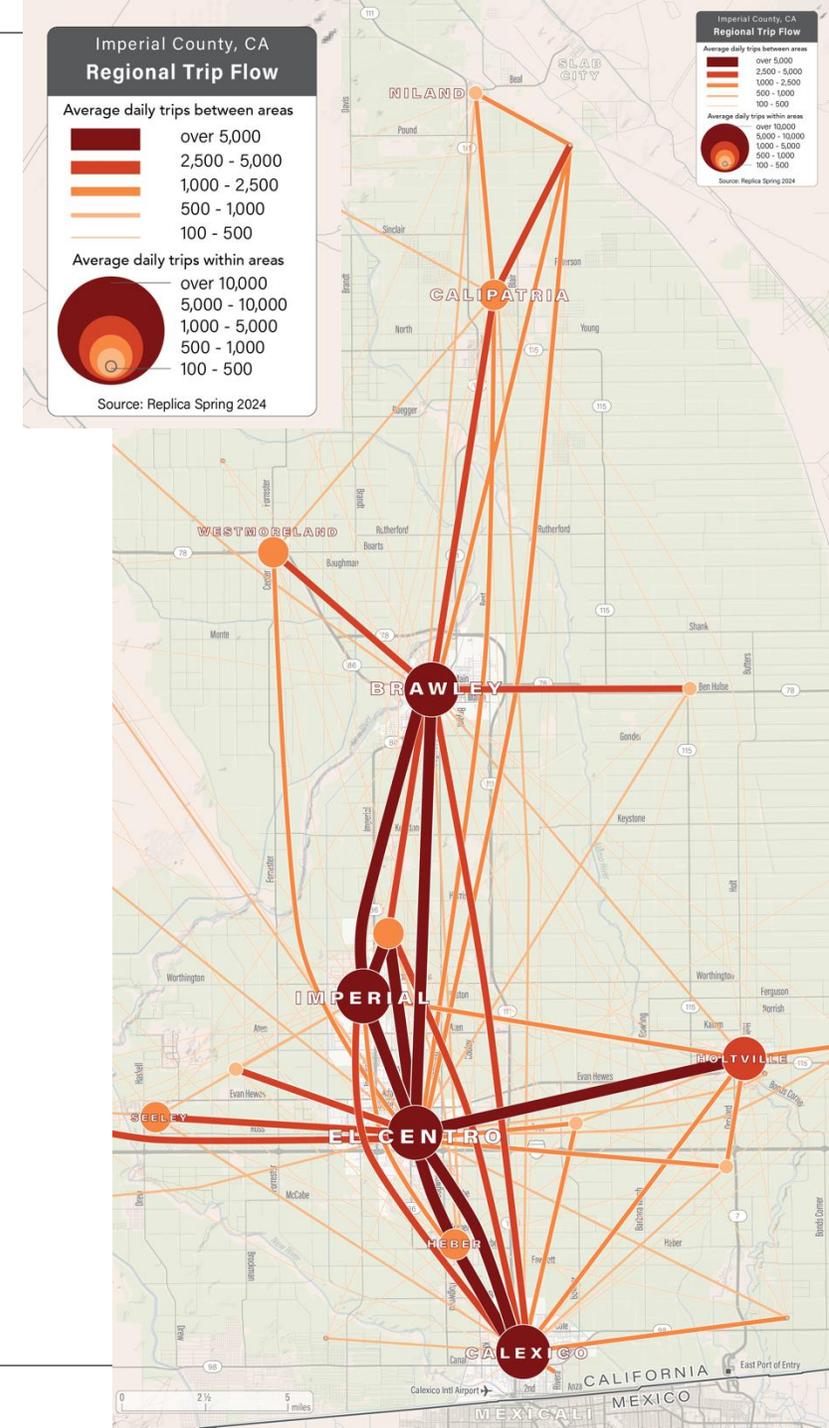
# Challenging Land Use

- **Low densities** mean that many bus stops serve very few people.
- **Poor walkability** outside older town centers compounds this.
- **Separated land uses** mean that many people need to travel long distances.
- **Big empty gaps** mean that to serve long trips, buses must travel many miles.



# Regional vs Local Market

- Local travel demand vs Regional travel demand:
  - Local travel demand: Brawley, Imperial, El Centro, and Calexico
  - Intercity travel demand: between main cities, and other smaller ones like Holtville
- Regional travel patterns include huge numbers of trips that the built environment prevents transit from serving effectively.
  - Long distances between key destinations (e.g. Brawley to Imperial, El Centro to Imperial).
  - Spread out destinations across the region.
  - Low Activity Density.

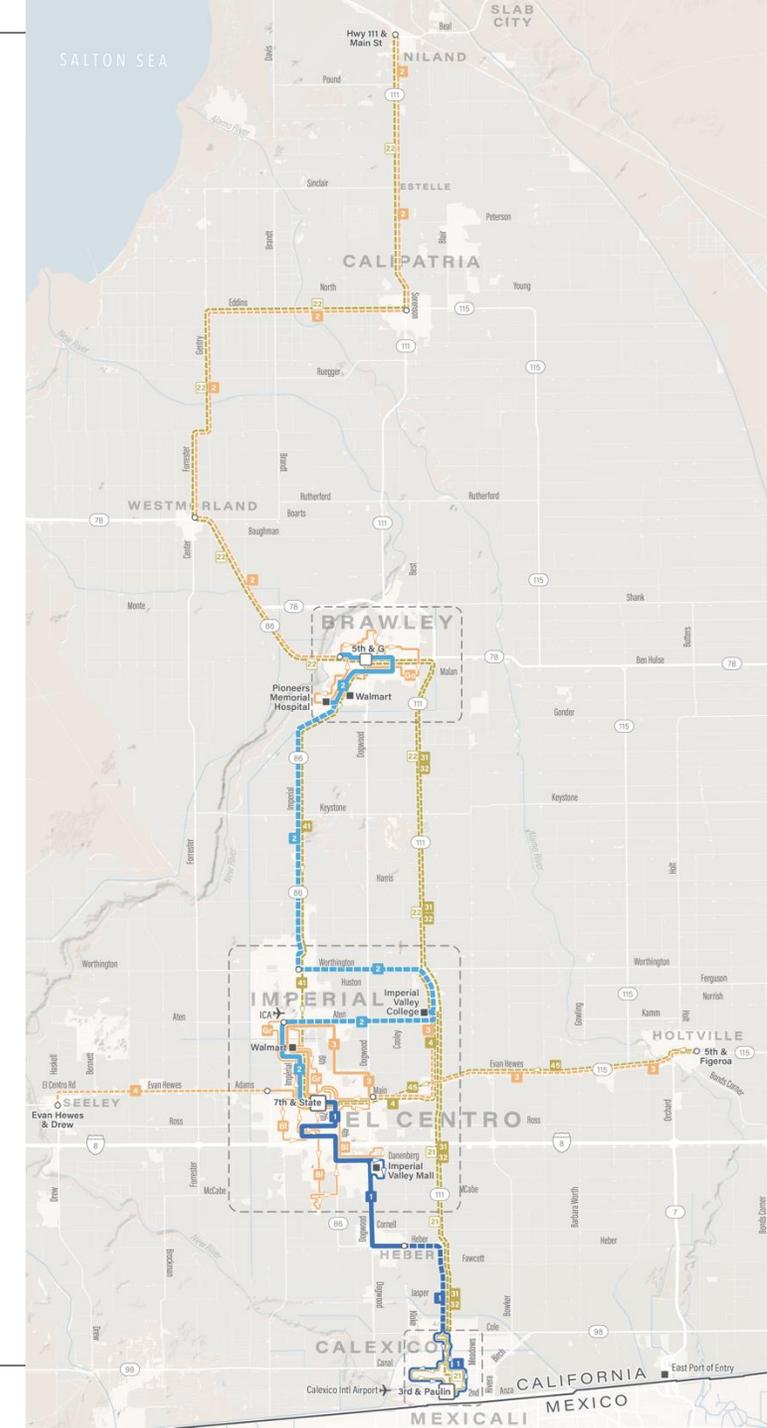


# As a result...

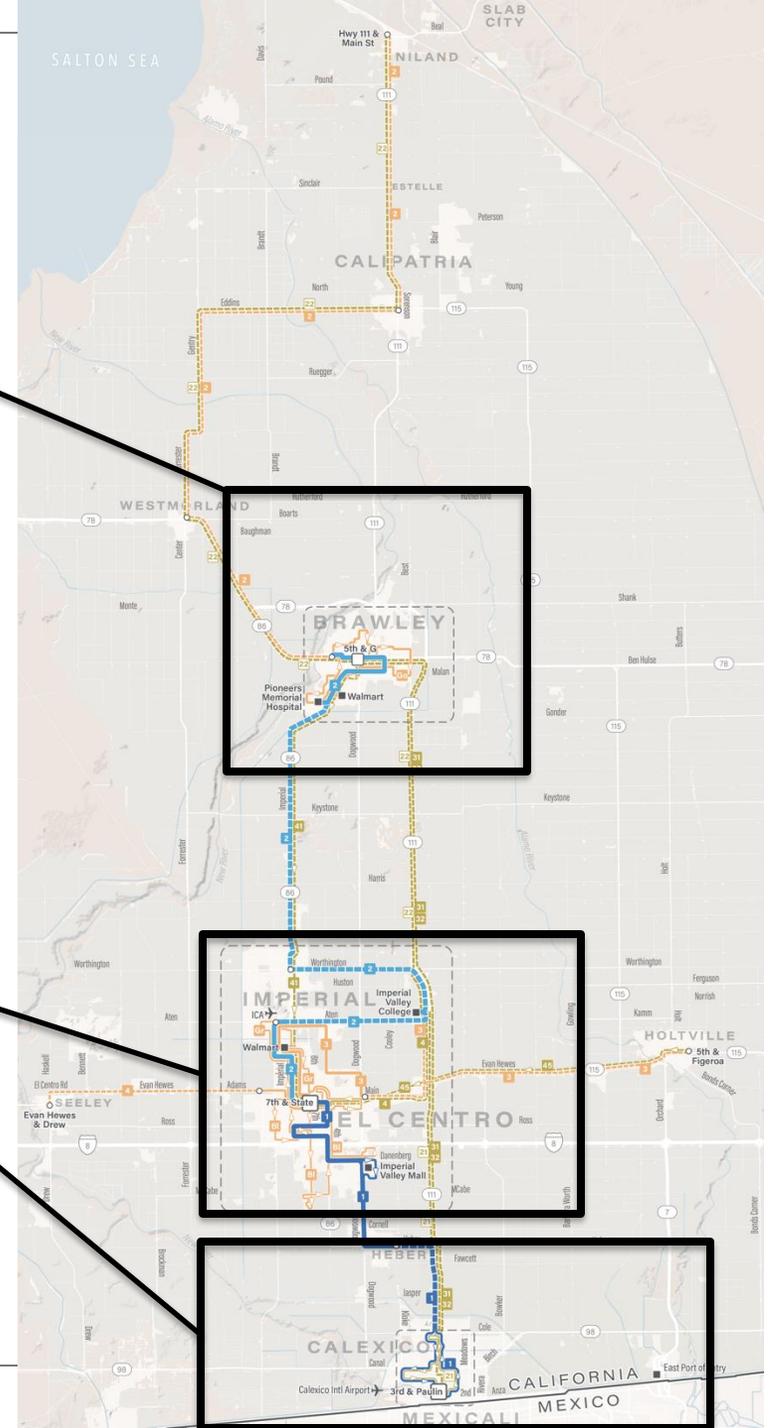
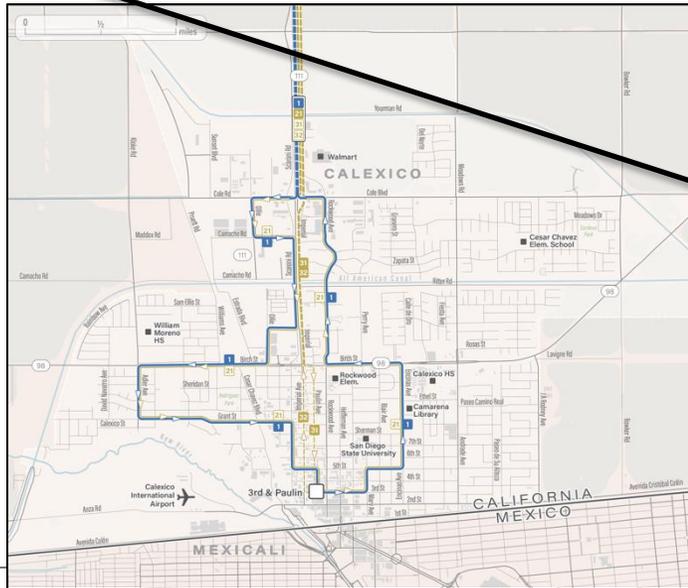
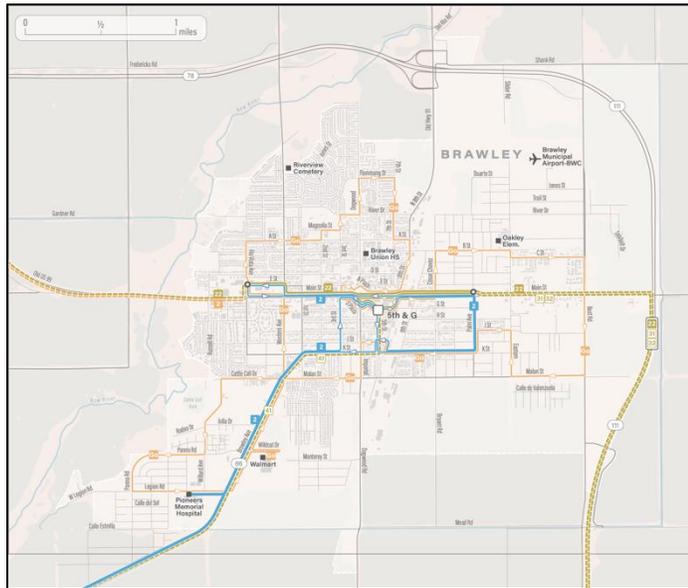
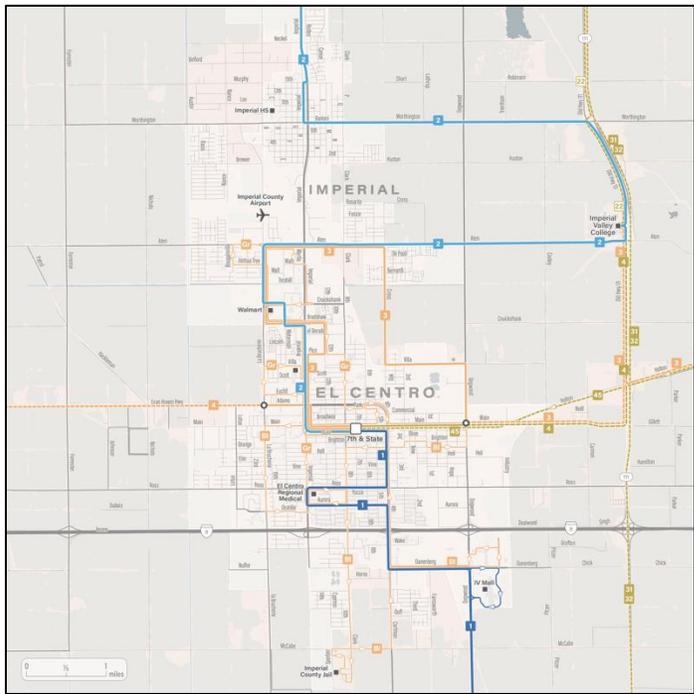
- ...long travel distances
- ...lots of waiting due to low frequencies
- ...big gaps in service

Transit that's **useful to relatively few people.**

Lots of **urgent and competing demands.**



# As a result...



# Question: If you could add more service, where would you go to?

- 1. More regional service connecting the main cities:**  
*Brawley, Imperial, El Centro, Calexico*
- 2. More regional service connecting main cities to smaller areas:**  
*Seeley, Holtville, Calipatria, Niland*
- 3. More local service within the main cities:**  
*Brawley, Imperial, El Centro, Calexico*
- 4. A new route going to a new area?**





# Poor frequency is hard to imagine if you don't use transit

**Imagine a gate at the end of your driveway that only opens once an hour.**

**How useful is this service?**



# Better frequency means the bus is always coming soon

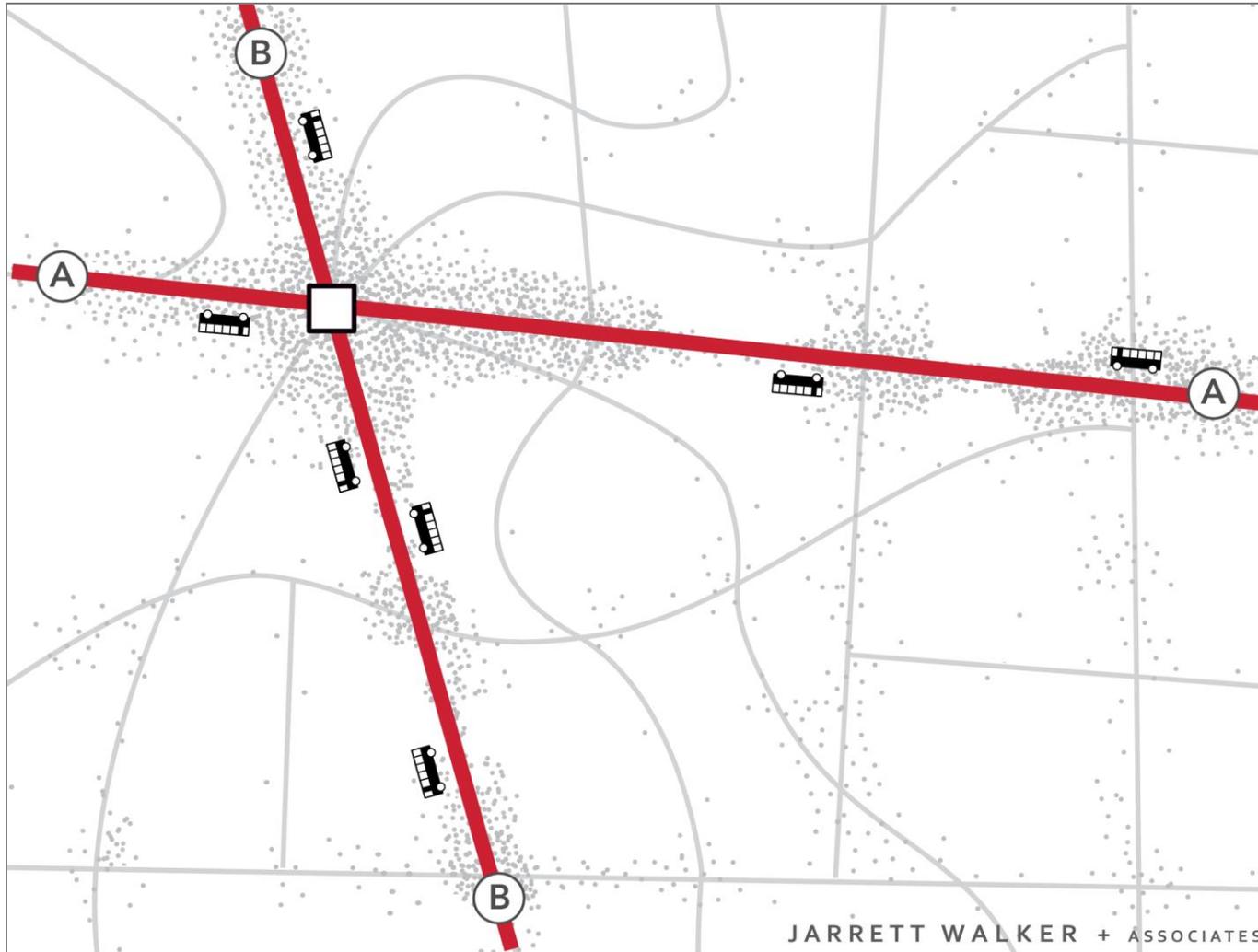
- This has three independent benefits:
  - **Reduced Waiting**
  - **Easier Connections**
  - **Reduced Impact of Disruptions**
- Lines with higher frequency tend to have not just higher ridership, but higher ridership relative to cost.



# When thinking about your network, is ridership or coverage a higher priority

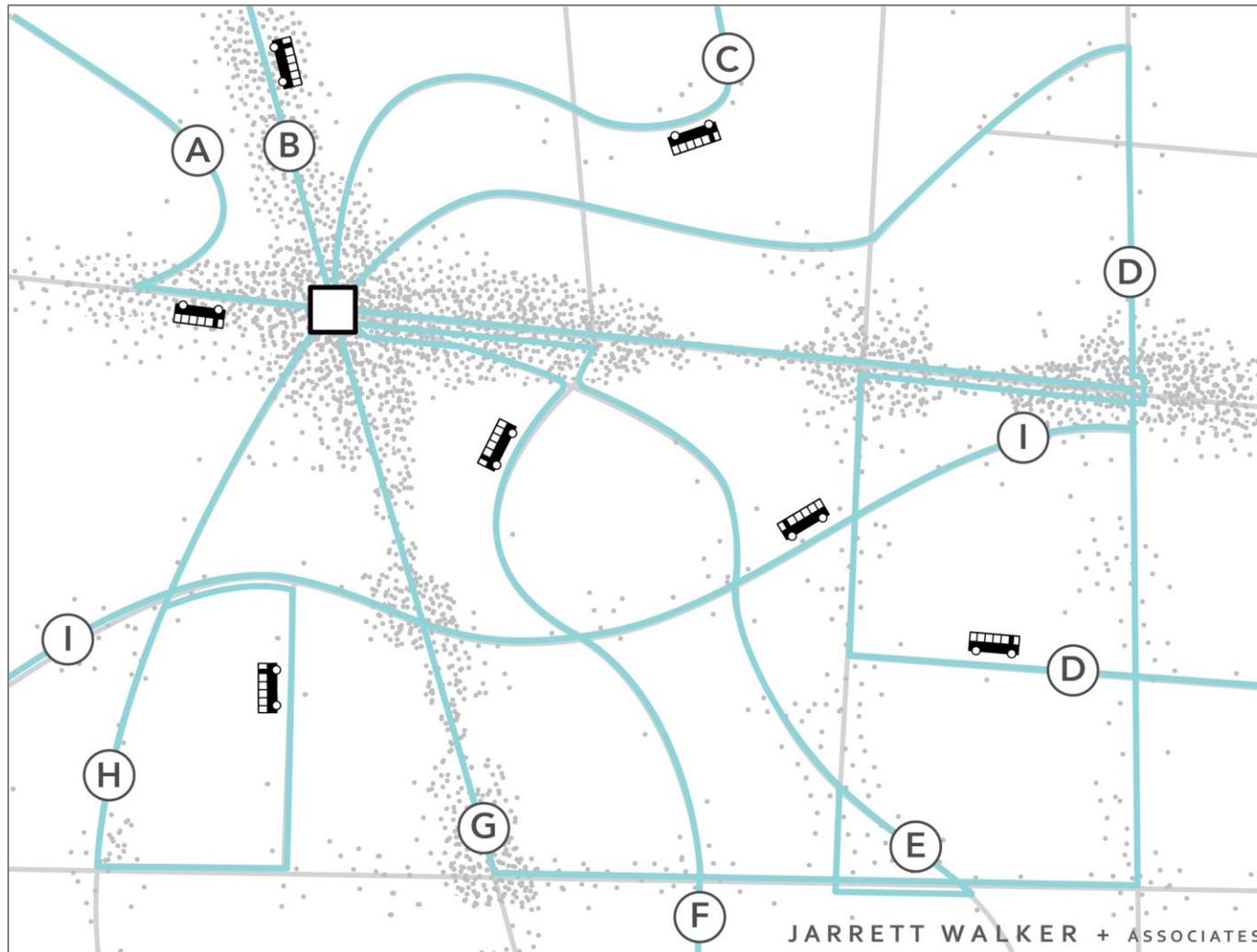


# RIDERSHIP



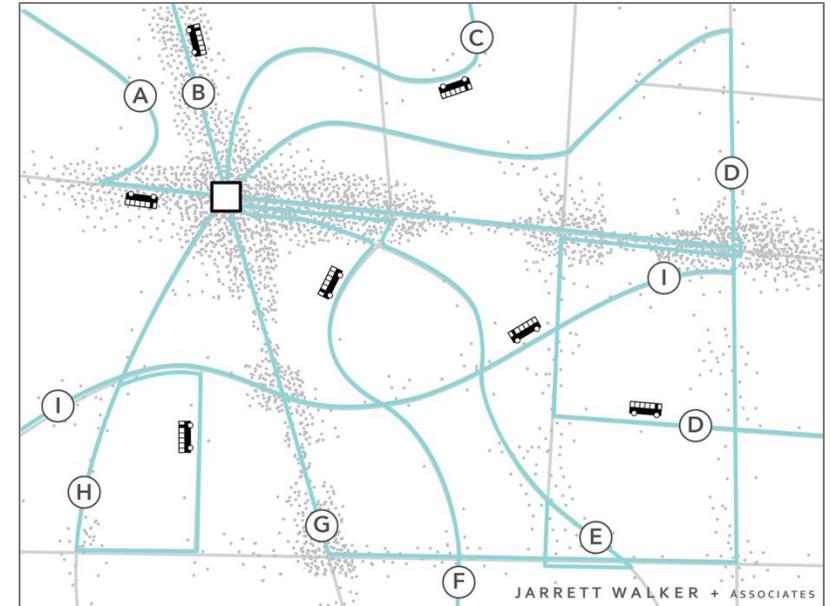
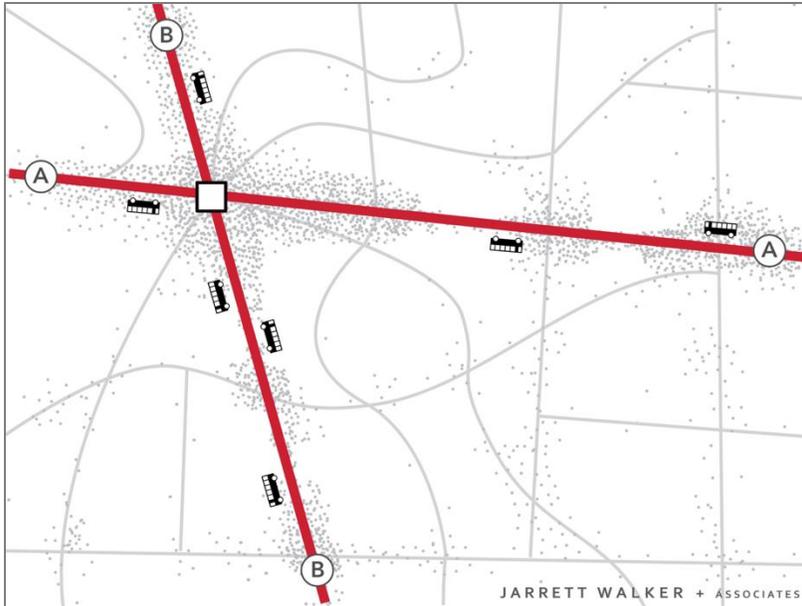
- **Frequent and direct routes but only in a few areas**
- **Useful to more people and trips**
- **Many more people near frequent service – short waits**
- **More improvement in access to opportunities**
- Fewer people near service overall

# COVERAGE



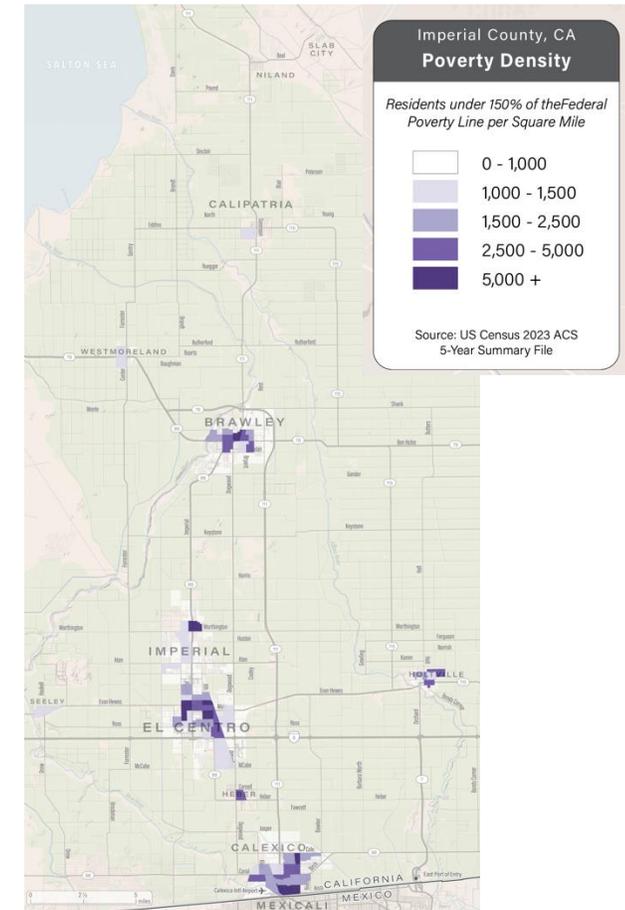
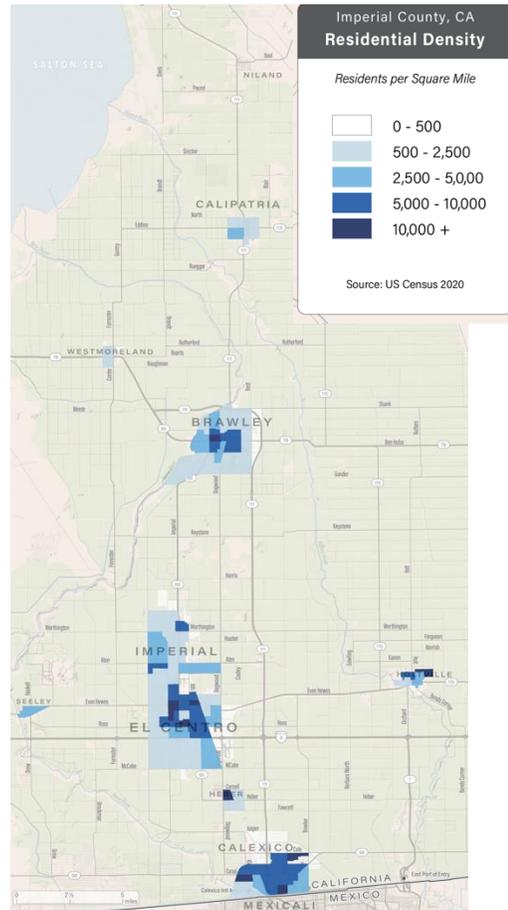
- **Infrequent and sometimes circuitous routes**
- **Available in as many places as possible**
- A few more people near frequent service – long waits
- Less improvement in access to opportunities
- **Many more people near service overall**

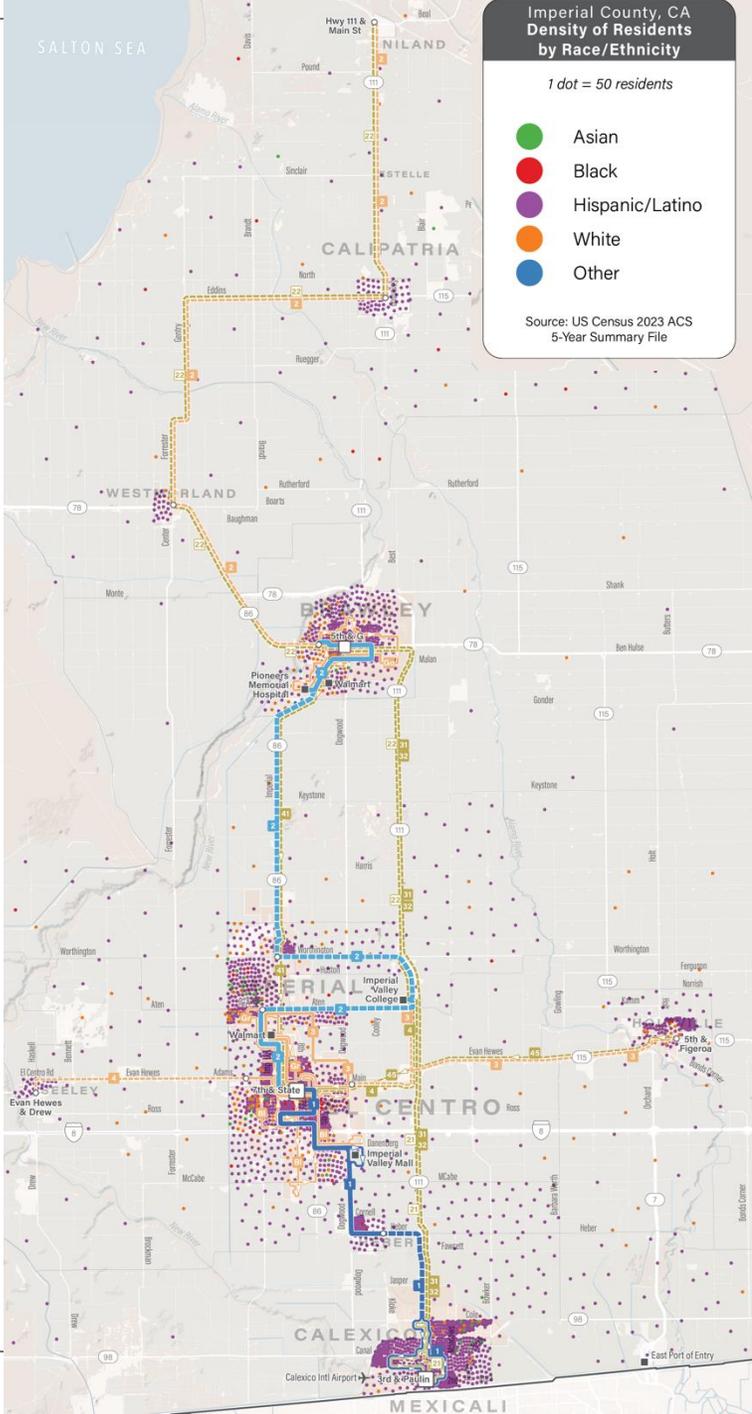
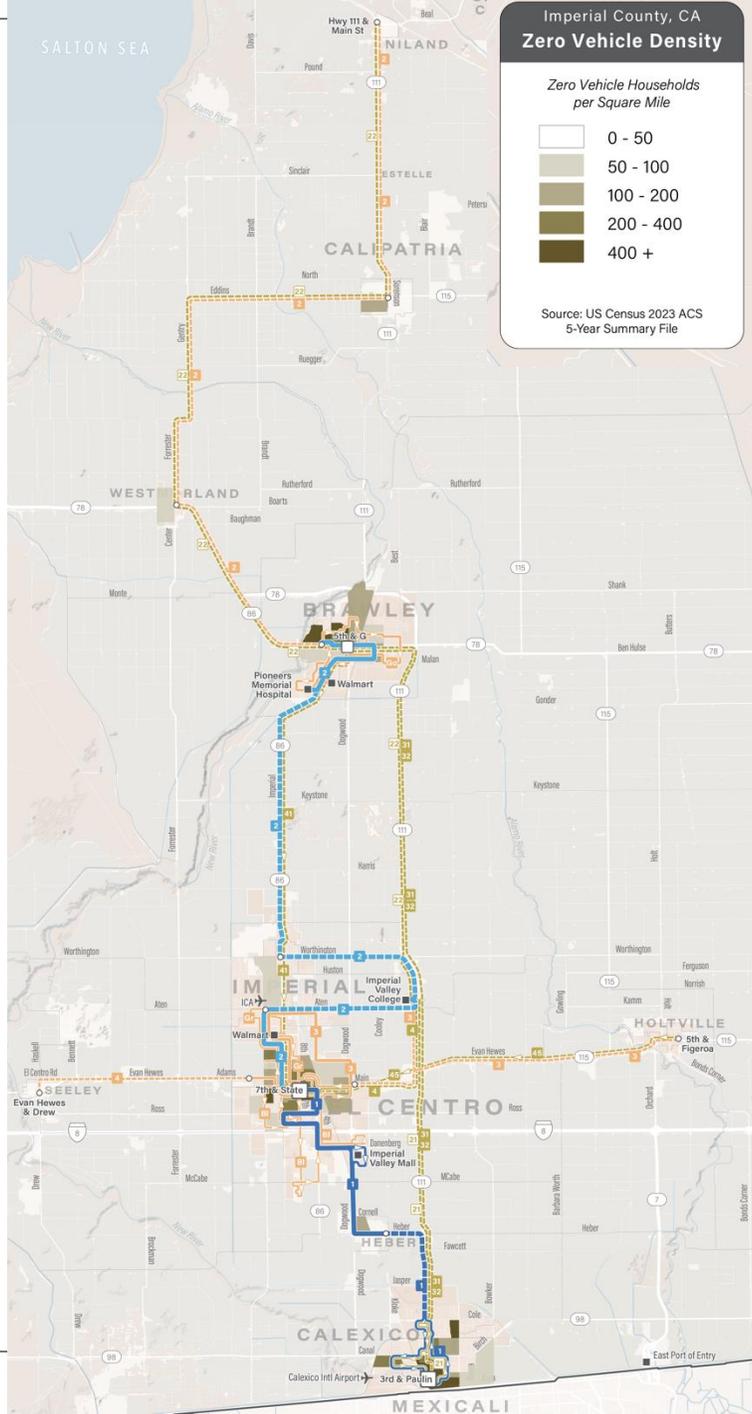
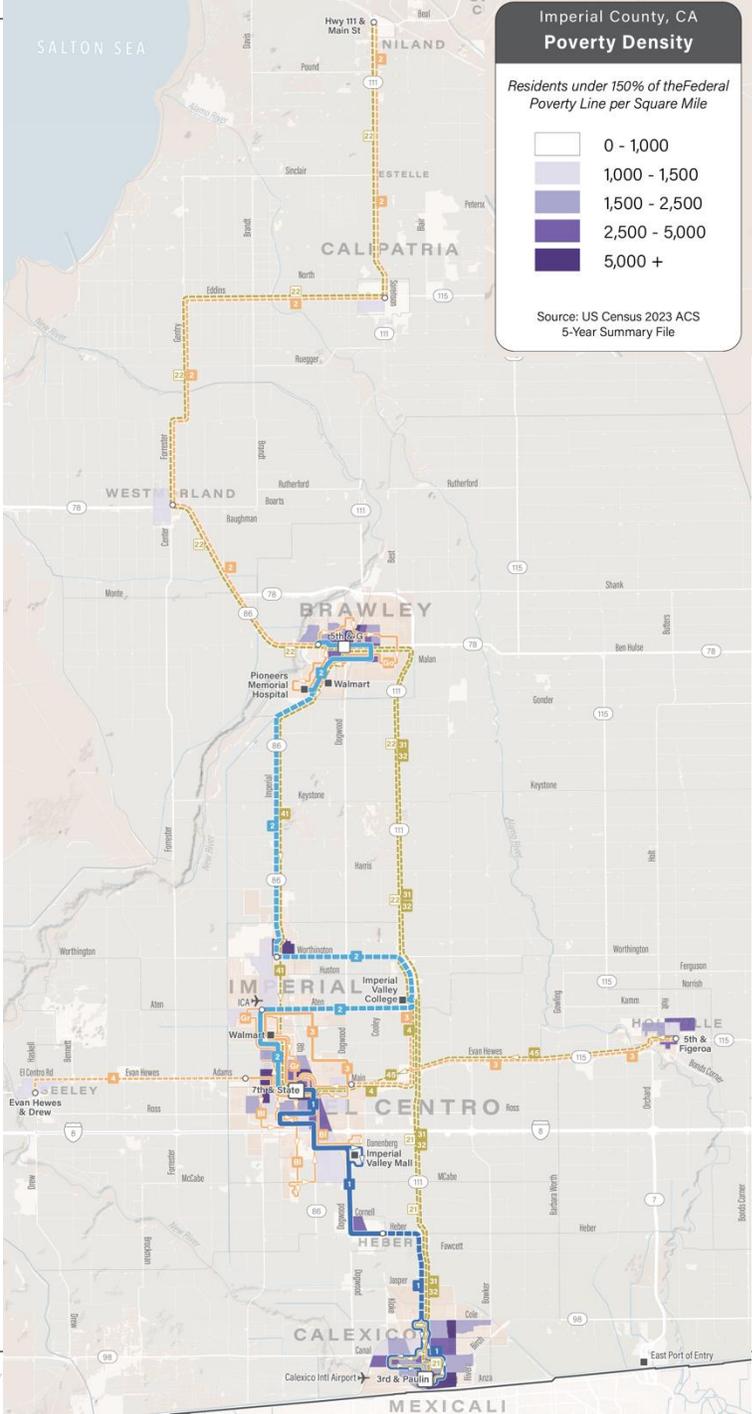
# Where on the spectrum should ICTC be?



# And when we think about coverage, we need to think about...

- Service equally distributed to all no matter their need.
- Service distributed to people who need it the most





# Question: Should ICTC focus on offering service to everyone or people in need?

- 1. Focus on providing service equally to everyone as all taxpayers are entitled to service.**
- 2. Focus on providing service to people who need it the most.**



**Question: If ICTC had additional resources for transit service, what should they spend it on? Please, pick up to three (3) answers.**

- 1. Better frequencies on weekdays**
- 2. Better frequencies on weekends**
- 3. Covering places that don't have service currently**
- 4. More local service for short trips within city limits**
- 5. Longer hours of service each day**
- 6. More rush hour service (7-9 am, and 4-6 pm)**
- 7. More middle of the day service (9 am to 4 pm)**



**How can ICTC improve their service  
to better serve your communities?**

**What is it working today?**



**DRIVING TRANSIT  
FORWARD**

# COA Outreach Objectives

1. **Engage** with passengers, staff, and community stakeholders.
2. **Gather input, address concerns, and foster collaboration** with community stakeholders.
3. **Build trust** within the community, encourage participation, and create support for proposed improvements.
4. **Create a well-supported COA** that increases the likelihood to secure funding for the proposed improvements.



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](http://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](http://www.surveymonkey.com/r/IVTCOA)



El transporte público es un servicio comunitario esencial para los residentes y visitantes del Valle Imperial. ICTC, la agencia que opera Imperial Valley Transit, está llevando a cabo este estudio, llamado Análisis Operativo Completo (COA, por sus siglas en inglés), para identificar las mejoras necesarias para crear un mejor sistema de autobuses para hoy y el futuro de todo el condado.

#### Objetivos del proyecto

El COA identificará estrategias para:

- Garantizar un servicio fiable y de alta calidad,
- Mejorar la experiencia del pasajero,
- Aumentar el número de pasajeros del sistema, y
- Aumentar la eficacia de los costos.

El COA proporcionará recomendaciones prácticas para mejorar el servicio, aumentar el número de pasajeros y garantizar la sostenibilidad a largo plazo, todo ello dentro del presupuesto disponible.

Para obtener más información, visite [bit.ly/IVTransitCOA](http://bit.ly/IVTransitCOA)



**IMPULSO AL TRANSPORTE PÚBLICO**  
AMPLIANDO CONEXIONES,  
MAXIMIZANDO LA EFICIENCIA  
EN CADA PARADA  
IMPERIAL VALLEY TRANSIT (IVT)  
ANÁLISIS OPERATIVO COMPLETO

#### Responda la encuesta antes del 31 de marzo.

Ayúdenos a impulsar el transporte público y mejorar el servicio respondiendo a una breve encuesta. Como agradecimiento, **todos los participantes entrarán en un sorteo para ganar uno de los tres tarjetos regalo de \$50.**



La encuesta estará disponible hasta el 31 de marzo:  
[www.surveymonkey.com/r/IVTCOAes](http://www.surveymonkey.com/r/IVTCOAes)

# COA Community Outreach

- Survey: Help share bilingual flyer, social messages
- Popup booths at local events in March/April/May 2025 and October/November 2025
  - Confirmed for March 13: Visit to transit stops (Calexico, IVC, El Centro)
  - Confirmed for March 15: El Centro Air Show
  - Recommendations for events/locations to reach transit-dependent communities?
  - Share social messages re: events



Questions, comments and feedback can be provided to:  
[manuel@jarrettwalker.com](mailto:manuel@jarrettwalker.com)

Take the project survey using the following QR code or  
the next link:

<https://www.surveymonkey.com/r/IVTCOA>



**THANK YOU!**

