CALEXICO

TRANSIT NEEDS ASSESSMENT STUDY FINAL REPORT

MARCH 2017

SCAG
INNOVATING FOR A BETTER TOMORROW

PREPARED BY
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Table of Contents

Table of Figures

1 EXECUTIVE SUMMARY

The Calexico Transit Needs Assessment Study is a joint effort between the City of Calexico and the Southern California Association of Governments (SCAG) through a grant program (FTA 5304 – Statewide or Urban Transit Planning Studies) funded by the California Department of Transportation (Caltrans) in Fiscal Year 2012-2013.

PROJECT OVERVIEW

The Calexico Transit Needs Assessment Study was initiated in June 2016 to identify mobility needs and develop potential strategies to meet those needs. The study evaluated publicly funded and private for profit transit services operating within city limits, as well as population and employment characteristics to assess transit demand and identify service gaps. The study also included a review of adopted transportation plans applicable to transit and pedestrian mobility. An examination of existing bus, shuttle, and taxicab ordinances adopted by the City of Calexico was also conducted. Transit riders, community stakeholders, and members of Calexico City Council were engaged at various stages of the project to provide feedback on existing transit services and opportunities for improvement.

KEY ISSUES

The existing conditions phase of the study identified a number of issues related to transit services in Calexico, most notably:

Fragmented Transit Services

Three unique fixed-route providers (Imperial Valley Transit, Calexico Transit System, and L&A Shuttle) offer a wide range of local and regional services yet lack direct connectivity and schedule coordination. Fixed-route services utilize three different transit hubs within downtown Calexico, all of which lack modern amenities and essential customer information such as maps, schedules fare information, and wayfinding.

Potentially Unmet Federal and State Regulations

The Federal Transit Administration (FTA) conducts triennial audits to ensure that public transit providers are meeting Federal laws, regulations and requirements regarding a number of topics including accessibility, fleet condition and operational safety.

Unlike most cities in the United States, Calexico is unique in that private for profit companies that do not receive Federal Transit Administration funding assistance operate a significant share of local bus service. Potential deficiencies with respect to the Federal regulations include the lack of wheelchair lifts on Calexico Transit System (CTS) buses, as reported in the 2008 Imperial County

Coordinated Public Transit Human Services Transportation Plan and confirmed by visual observation in 2016 and 2017. It also unclear whether CTS is meeting state emissions regulations.

Lack of Basic and Modern Amenities

Although air conditioning on public transit vehicles is not a Federal requirement, the extreme heat of the Imperial Valley makes it an essential transit need. While most transit operators provide air conditioning on vehicles, its absence on air conditioning on CTS buses warrants attention from the City.

In addition, existing downtown transit hubs are severely lacking in amenities such as sufficient shade and seating. The proposed Calexico Intermodal Transportation Center would replace existing downtown transit hubs and provide enhanced amenities such as an indoor waiting area, restrooms, drinking fountains, and information kiosks.

Unlicensed Taxicabs

Unlicensed taxicabs, also known as *raiteros*, threaten public safety and adversely impact licensed taxicab and shuttle businesses. Past efforts to curb raiteros, including the relocation of taxi loading zones and sporadic police enforcement, have been generally unsuccessful.

KEY RECOMMENDATIONS

This report includes a series of recommended guidelines, regulations, and strategies to improve mobility and modernize transit services. Key action items, listed by recommended sequence of implementation, include:

Adopt Transit Guidelines

Transit guidelines will assist the City of Calexico in ensuring that routes, schedules, bus stops, and public information are comparable with national best practices. This is particularly important given the unique characteristics of transit operations in Calexico. The application of recommended transit guidelines is also essential in attracting and retaining transit users.

Revise Bus, Shuttle and Taxicab Ordinances

The adoption of a more comprehensive set of ordinances will improve overall transit service for current and potential customers while also reducing potential risks and liabilities for the City of Calexico. Enforcement of revised ordinances will require Calexico City Council support and additional time from city staff. The reduction of unlicensed taxicab operations will similarly require a focused effort by the Calexico Police Department.

Improve the Local Transit Network

Existing fixed-route transit services operating within Calexico provide important connections for residents and visitors. However, the complex and independent nature of these services limit their overall effectiveness. The development of a more intuitive and coordinated transit network would greatly enhance transportation mobility and connectivity.

Construct the Calexico Intermodal Transportation Center

The design and construction of the proposed Calexico Intermodal Transportation Center would create benefits for transit users while also breathing new life into downtown Calexico. While the Imperial County Transportation Commission (ICTC) has taken the lead on acquiring funds for the initial design of the facility, the City of Calexico should provide political, technical, and financial support to realize this important asset to the community and region.

REPORT ORGANIZATION

The Final Report consists of nine additional chapters, which are summarized below.

- Chapter 2 summarizes existing transit services operating within the City of Calexico.
- Chapter 3 summarizes relevant transportation plans.
- Chapter 4 evaluates socio-economic and demographic conditions within the City of Calexico to better understand transit demand and service gaps.
- Chapter 5 documents feedback obtained by riders, stakeholders and members of Calexico City Council.
- Chapter 6 summarizes existing bus, shuttle and taxicab ordinances and provides recommended revisions.
- Chapter 7 includes recommended guidelines for routes, schedules, bus stops, and customer information.
- Chapter 8 introduces potential transit service concepts to improve the local fixed-route bus network.
- Chapter 9 reiterates the importance of constructing the Calexico Intermodal Transit Center.
- Chapter 10 summarizes the key recommendations of the study.

2 EXISTING TRANSIT SERVICES

This chapter provides an overview of publicly funded and privately-owned for-profit transit services operating in Calexico. Transit services include fixed-route, demand-response, regional intercity, and taxi cabs. Some services operate entirely within Calexico while others link to regional destinations. Agricultural worker shuttles also have a presence in Calexico.

A list of existing transit services operating in Calexico that are available to the general public or specific eligible members of the general public is provided in Figure 2-1.

Figure 2-1 Existing Transit Services in Calexico

Service Provider	Sector	Service Type	Eligibility
Imperial Valley Transit (IVT)	Publicly-Funded	Fixed-Route	General public
Calexico Transit System (CTS)	Privately-Owned For-Profit	Fixed-Route	General public
L&A Shuttle	Privately-Owned For-Profit	Fixed-Route	General public
Gran Plaza Outlets	Privately-Owned For-Profit	Fixed-Route	General public
IVT Access	Publicly-Funded	Demand-Response	ADA Certified Individuals
IVT Ride	Publicly-Funded	Demand-Response	Seniors, ADA Certified Individuals
IVT MedTrans	Publicly-Funded	Demand-Response	Transit Dependent
Calexico Taxi	Privately-Owned For-Profit	Taxi Cab	General Public
California Cab	Privately-Owned For-Profit	Taxi Cab	General Public
Border Cab	Privately-Owned For-Profit	Taxi Cab	General Public
Greyhound Bus Lines	Privately-Owned For-Profit	Regional Intercity	General Public
Transportes Intercalifornias	Privately-Owned For-Profit	Regional Intercity	General Public

PUBLICLY-FUNDED FIXED-ROUTE SERVICE

Imperial Valley Transit (IVT)

As the public transit agency of Imperial County, IVT operates 12 routes and over 20 buses throughout the county. IVT serves Calexico with three intercity fixed-routes that provide connections to El Centro, Heber, Imperial Valley College, and Brawley. Service span and frequency of IVT routes serving Calexico are listed in Figure 2-2. Route alignments are depicted in Figure 2-3. Detailed information on IVT services can be found at www.ivtransit.com.

Figure 2-2 Frequency and Span of IVT Fixed Routes Serving Calexico

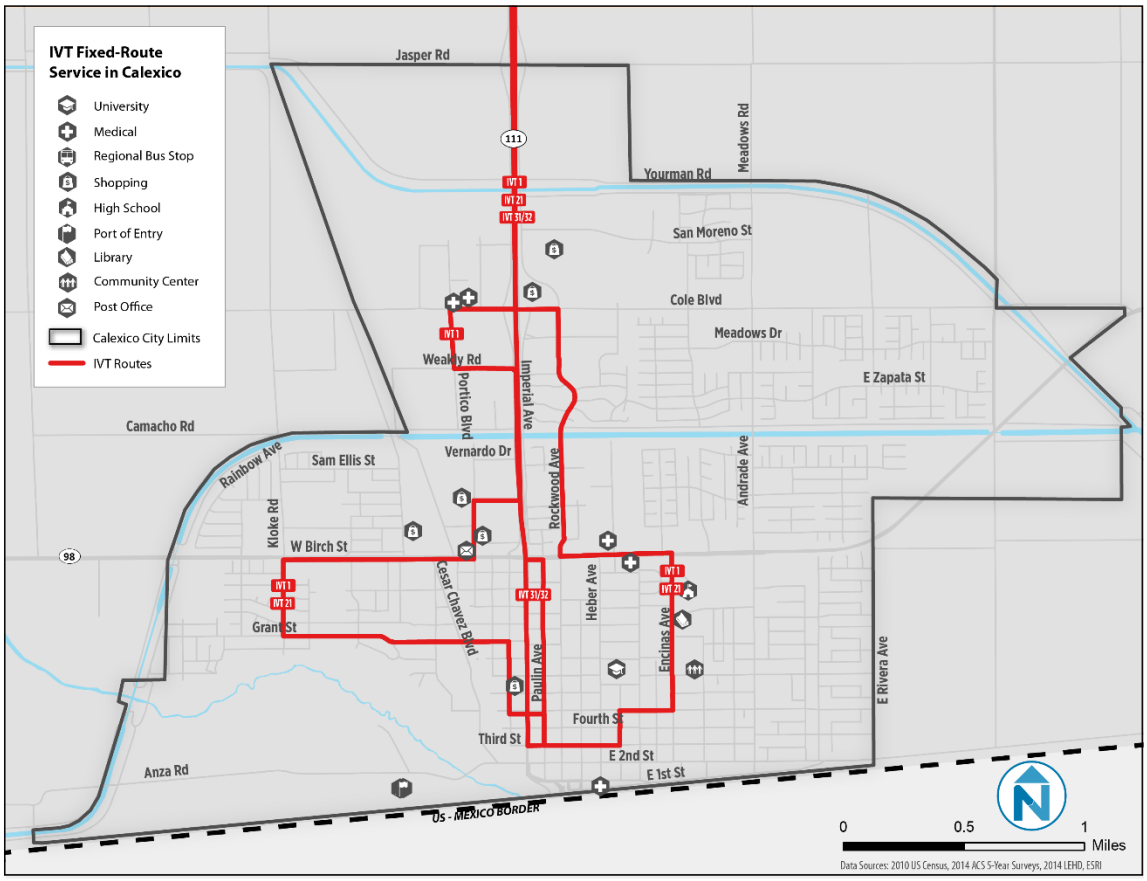
Route	Weekday		Saturday		Sunday	
	Span	Headway	Span	Headway	Span	Headway
1: El Centro-Calexico	5:45 AM – 10:55 PM	35-70 min	5:55 AM – 8:30 PM	60-90 min	7:00 AM – 5:10 PM	6 NB / 4 SB Trips
21: Calexico-IVC	6:15 AM – 6:30 PM	6 AM NB 5 PM SB	---	---	---	---
31/32: Calexico-Brawley	6:30 AM – 5:53 PM	4 Round Trips	7:00 AM – 6:10 PM	4 Round Trips	---	---

Route 1 connects Calexico with Heber and El Centro, providing multiple stops in each city. While service is primarily designed to connect riders between cities, Route 1 also circulates within Calexico. A counterclockwise loop provides service to 12 stops throughout the city. Route 1 operates every 35 minutes throughout the day on weekdays and every 70 minutes on weeknights. On Saturdays, Route 1 operates every 60-90 minutes. On Sundays six northbound and four southbound trips are operated. One of the Sunday northbound trips does not serve stops on the western half of the loop.

Route 21 is an express service connecting Calexico and Imperial Valley College. Route 21 operates six northbound and five southbound trips on weekdays only. Route 21 operates the same counterclockwise loop within Calexico as Route 1.

Route 31/32 is a direct express service connecting Calexico and Brawley. Route 31/32 operates two round trips during the morning and two round trips during the afternoon on weekdays and Saturdays, and stops in Calexico at 3rd Street and Paulin Avenue, and in Brawley at Main Street and Palm Avenue, Main Street and 9th Street, and 5th Street and G Street (Brawley Transit Center). Route 31/32 does not circulate within Calexico.

Figure 2-3 IVT Fixed Route Services in Calexico



IVT routes connect at the transit hub at 3rd Street and Paulin Avenue (Figure 2-4) in downtown Calexico. This stop is the closest to the border crossing and is served by all three of IVT's routes in Calexico. The transit hub at 3rd Street and Paulin Avenue has the most daily boardings of any bus stop in the IVT fixed-route system.

One-way fare for riders on Route 1 traveling between Calexico and El Centro is $1.25. Riders may also travel within Calexico on Route 1 for $1.00. One-way fare on Route 21 is $1.25 for students or $1.75 for general public. One-way fare on Route 31/32 is $2.50. Discounted 20-ride booklets are available for use on Route 1 or Route 21 for students only.

Figure 2-4 IVT Transit Hub at 3rd Street and Paulin Avenue

IVT Ridership

Ridership data for IVT fixed routes serving Calexico is depicted in Figure 2-5. Route 1 carries the most total passengers, indicating a strong ridership market between Calexico and El Centro. Route 21 is the most productive route serving Calexico with over 40 riders per revenue hour, which likely translates to full buses on several trips. Route 21 travels buses assigned to Route 21 have 40 seats and route design (limited stops in Calexico and express travel to IVC). The Direct service to Brawley is less productive than the other routes, however it operates limited service and to a smaller destination than El Centro or IVC.

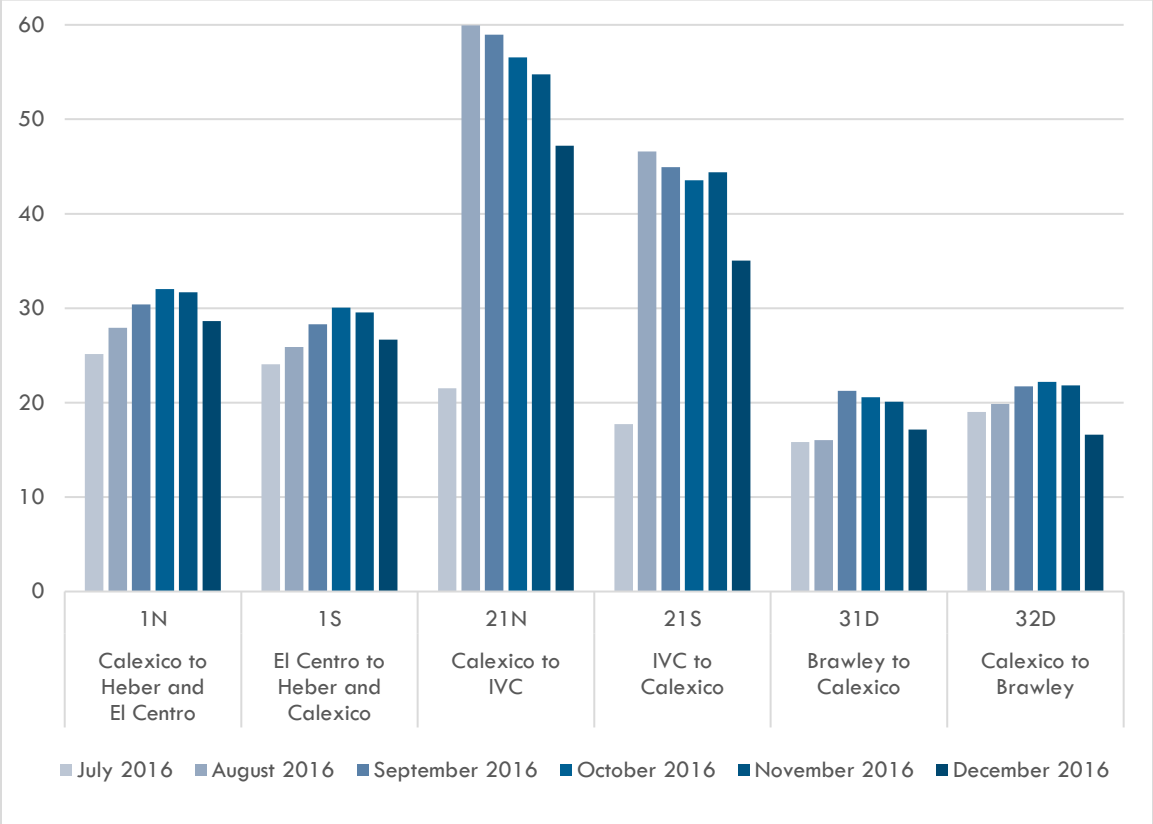
Figure 2-5 IVT Fixed Route Ridership (FY2016)

Route Name	Ridership	Productivity
1: El Centro-Calexico	416,083	30.5 riders per hour
21: IVC Express	72,847	40.7 riders per hour
31/32: Brawley Direct	36,942	20.4 riders per hour

Source: Imperial County Transportation Commission

Ridership productivity (riders per revenue hour) on routes serving Calexico vary throughout the year due to school calendars, as shown in Figure 2-6. For example, Routes 21N and 21S spike during the beginning of IVC's fall semester. Buses are likely operating at full standing capacity during these months as the travel time between Calexico and IVC is approximately 45 minutes and riders per hour exceeds 50.

Figure 2-6 IVT Fixed Route Ridership Productivity (August – December 2016)



PRIVATELY-OWNED FOR-PROFIT FIXED-ROUTE SERVICES

Calexico Transit Service (CTS)

Calexico Transit System is a private transit operator that operates two routes within the City of Calexico (shown in Figure 2-7) for a fare of $1.25. Each route operates seven days per week. Calexico Transit Service operates out of the City of Calexico-owned terminal located at 1st Street and Heffernan Avenue (Figure 2-8).

Route 1 operates from 7:00 a.m. to 7:00 p.m. with service approximately every 30 minutes and Route 2 operates hourly from 8:00 a.m. to 3:00 p.m. Route 1 overlaps with much of the western half of the loop operated by IVT Routes 1 and 21 and on Rockwood Avenue. Route 2 serves areas further east than IVT along Andrade Avenue.

Formal bus stops are not present along Heber Avenue or Andrade Avenue, streets served by CTS only. CTS effectively operates as a flag stop service along these corridors, picking up customers anywhere along the route alignment.

CTS staff report that a high percentage of its riders are Mexican nationals who enter Calexico on foot and use the service to reach various employment, shopping and medical destinations.

CTS buses lack air conditioning and wheelchair lifts. CTS does not maintain a website or publish a phone number. Print route schedule information is also not available.

Figure 2-7 CTS Fixed Route Service

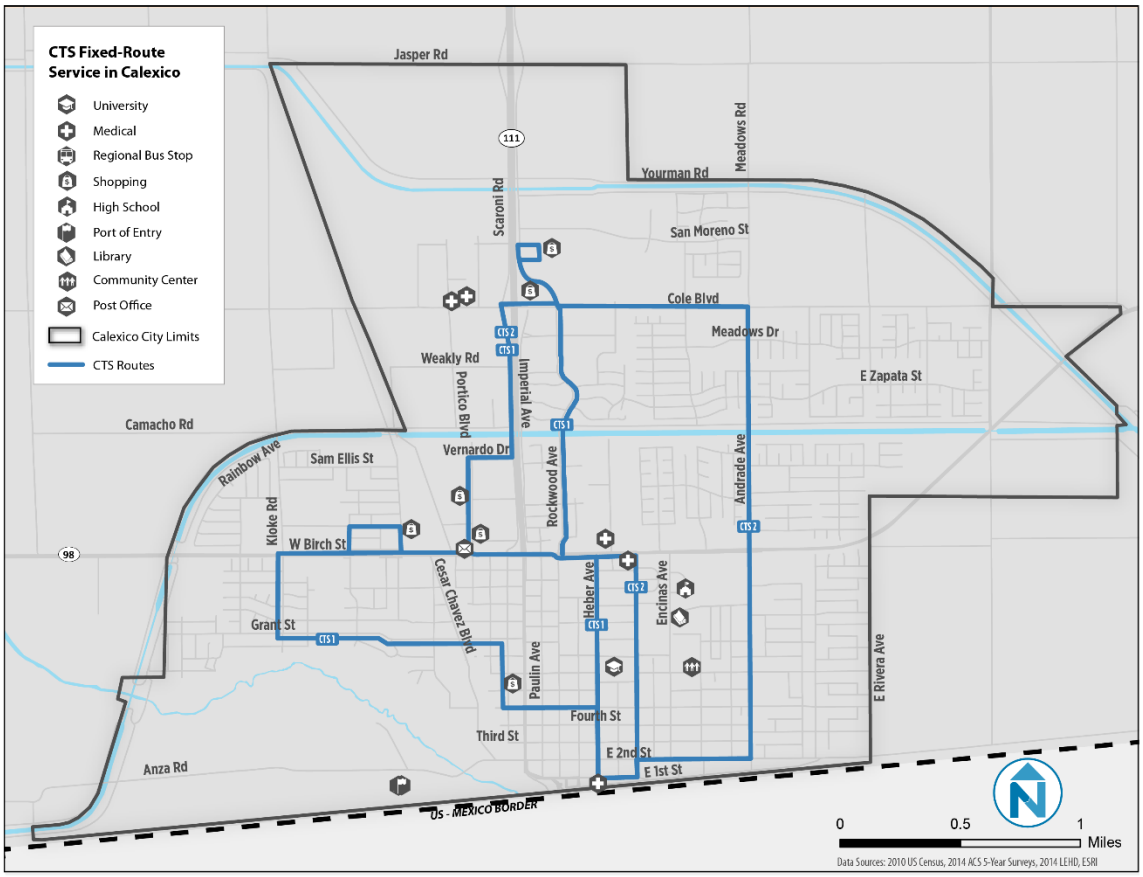


Figure 2-8 CTS Shuttle Transit Hub at 1st Street and Heffernan Ave

L&A Shuttle

L&A Shuttle is a private transit operator providing service from Calexico to major destinations in El Centro, including the Imperial Valley Mall, The IVT El Centro Transit Center, the Social Security office, and the Imperial County Courthouse. Service operates on weekdays between 5:30 a.m. and 8:15 p.m. Buses run every 30 minutes until 4:00 p.m. and then every 60 minutes after. Fares range from $2 to $3.50 based on the trip origin and destination.

L&A Shuttle does not have a designated on-street bus stop within downtown Calexico. As a result, the route stops at a private parking lot at the corner of 3rd Street and Rockwood Avenue with no seating or shade (Figure 2-9). Customers wait for the bus by sitting on a loading dock in the corner of the parking lot. L&A Shuttle maintains a Facebook page, which provides a contact email address and phone number. However, a map of the route is not publicly available.

Figure 2-9 L&A Shuttle Transit Stop at 3rd Street and Rockwood Ave

Gran Plaza Outlets Shuttle

Gran Plaza Outlets contract with L&A Shuttle to offer a free courtesy shuttle to customers. The shuttle runs every 20 minutes from 1st Street and Heffernan Avenue to the Gran Plaza Outlets located west of downtown on 2nd Street. The shuttle operates Monday-Friday from 9:20 a.m. – 9:40 p.m. and on Sunday from 9:20 a.m. – 8:00 p.m., in line with the hours of operation of the outlets. The shuttle is marketed to customers crossing the border from Mexico on foot. The 1st Street and Heffernan Avenue terminal also provides a direct connection with CTS buses. Route and schedule information are listed on the Gran Plaza Outlets website.

Figure 2-10 Gran Plaza Outlet Shuttle Map

Figure 2-11 Grant Plaza Shuttle at Gran Plaza Outlets

Map and Photo Credit: Gran Plaza Outlets

SUMMARY OF FIXED-ROUTE SERVICES

Service Span

Figure 2-2 summarizes the span and headway (elapsed time between consecutive buses at a specific bus stop) of fixed routes serving Calexico. Headways vary from 20 minutes (Gran Plaza Outlet Shuttle) to four round trips (IVT 31/32). In general, fixed routes that circulate Calexico operate every 30-70 minutes.

Figure 2-12 Frequency and Span of Fixed Routes Serving Calexico

Route	Weekday		Saturday		Sunday	
	Span	Headway	Span	Headway	Span	Headway
IVT 1: El Centro-Calexico	5:45 AM – 10:55 PM	35-70 min	5:55 AM – 8:30 PM	60-90 min	7:00 AM – 5:10 PM	6 NB / 4 SB Trips
IVT 21: Calexico-IVC	6:15 AM – 6:30 PM	6 AM NB 5 PM SB	---	---	---	---
IVT 31/32: Calexico-Brawley	6:30 AM – 5:53 PM	4 Round Trips	7:00 AM – 6:10 PM	4 Round Trips	---	---
CTS Route 1	7:00 AM – 7:00 PM	30 min	7:00 AM – 7:00 PM	30 min	7:00 AM – 7:00 PM	30 min
CTS Route 2	8:00 AM – 3:00 PM	30 min	8:00 AM – 3:00 PM	30 min	8:00 AM – 3:00 PM	30 min
L&A Shuttle	5:30 AM – 8:15 PM	30-60 min	---	---	---	---
Gran Plaza Outlet Shuttle	9:20 AM – 9:40 PM	20 min	9:20 AM – 9:40 PM	20 min	9:20 AM – 8:00 PM	20 min

The following charts depict the differences in service spans of each fixed-route operating within Calexico.

Figure 2-13 Weekday Service Span by Provider

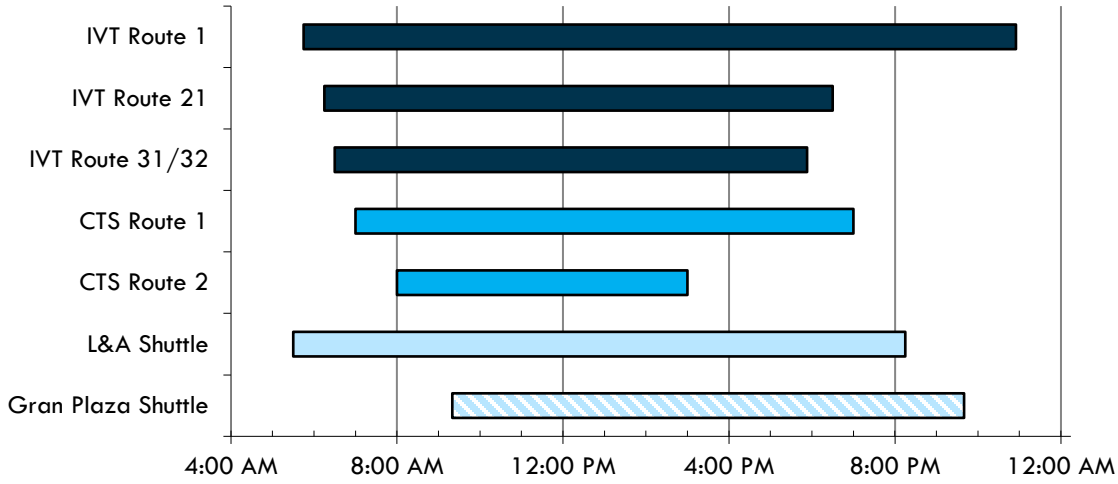


Figure 2-14 Saturday Service Span by Provider

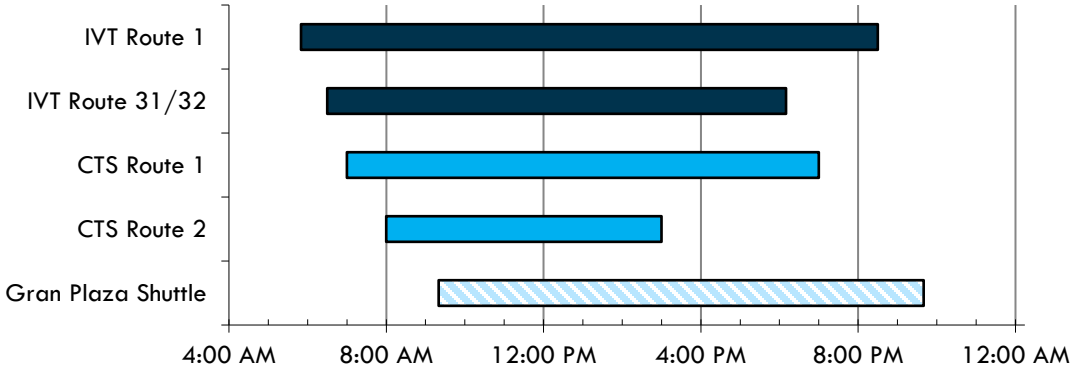
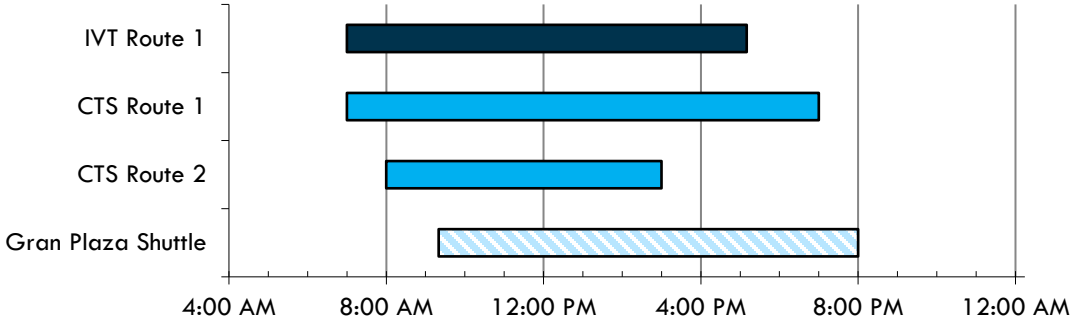


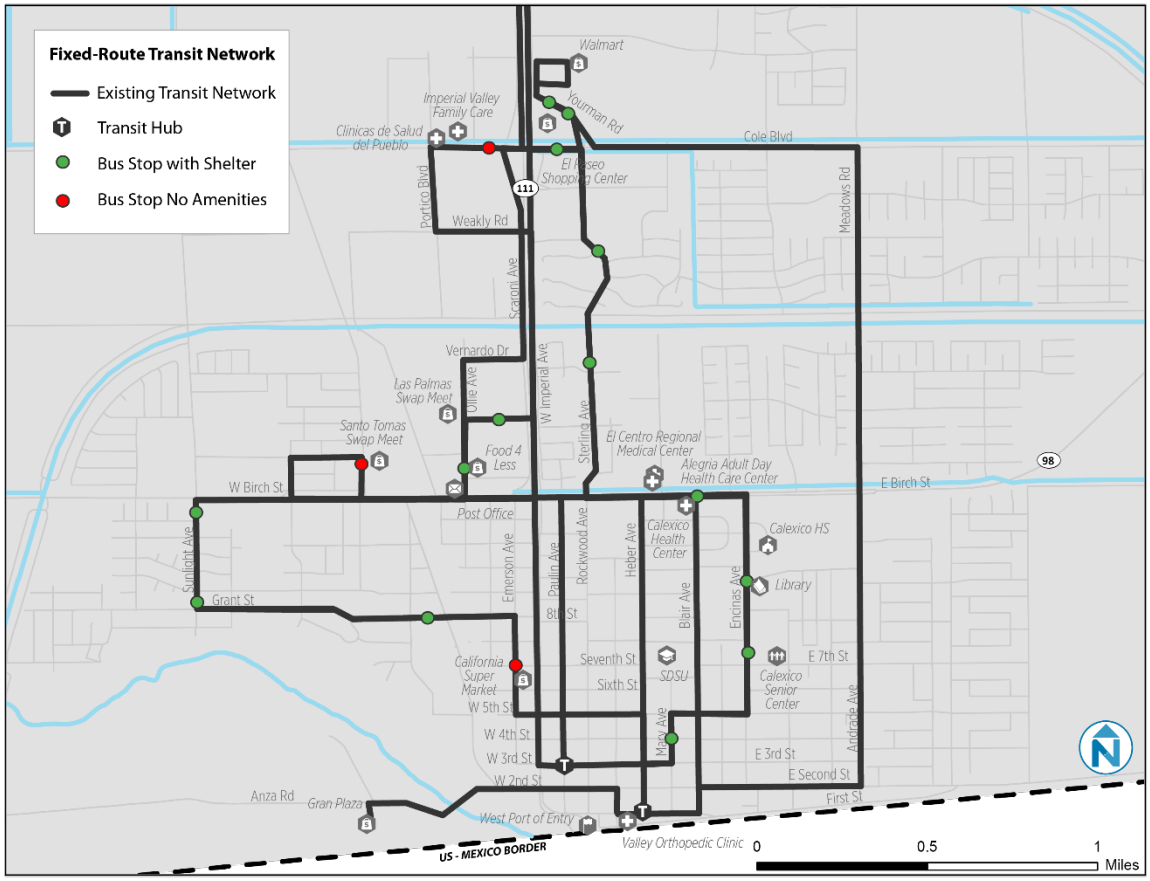
Figure 2-15 Sunday Service Span by Provider



Bus Stops

The City of Calexico maintains 19 bus stops in Calexico, 16 of which feature signage and a bus shelter. Calexico bus stops lack service information (service provider, route, schedule, phone number) and trash receptacles. Bus stop signs and benches are not present along segments of Andrade Avenue, Meadows Road and East Cole Boulevard served by Calexico Transit System. Figure 2-16 depicts current designated bus stops in Calexico.

Figure 2-16 Designated Bus Stops in Calexico



The presence of shade structures at bus stops is critical for the comfort and safety of waiting passengers due to Calexico's extreme heat. The Circulation Element of the City of Calexico General Plan Update supports the provision of shelters and benches at all bus stops. The city currently allocates $15,000 annually towards the maintenance of bus stops. The Imperial County Transportation Commission (ICTC) has contributed an additional $25,000 annually for the past two years to maintain the IVT bus stop at 3rd & Paulin.

Figure 2-17 shows examples of standard Calexico bus stops with shelter, seating and signage.

Figure 2-17 Standard Bus Stops in Calexico

Benefits and Challenges

Benefits and challenges of fixed-route services are summarized by provided in Figure 2-18.

Figure 2-18 Fixed-Route Service Benefits and Challenges

Service Provider	Sector	Strengths	Weaknesses
Imperial Valley Transit	Publicly Funded	▪ Air-conditioned vehicles ▪ Low-floor buses with wheelchair ramp ▪ Route/schedule information in print and online formats ▪ Service coverage within Calexico ▪ Direct access to multiple regional destinations ▪ Bus stop signage along route ▪ Late night service on Route 1 ▪ Buses are equipped with bicycle rack	▪ 35 and 70-minute headways are not easy to remember ▪ Loop routing within Calexico forces riders to travel out of direction ▪ Walmart bus stop is located 0.3 miles from store entrance
Calexico Transit Service	Privately Owned, For-Profit	▪ Service coverage within Calexico ▪ Direct access to Walmart	▪ Buses lack air-conditioning ▪ Buses lack wheelchair ramp ▪ Route/schedule information not available in print or online formats ▪ Bus stops are missing from some route segments ▪ Buses are not equipped with bicycle rack
Gran Plaza Outlets Shuttle	Privately Owned, For-Profit	▪ Route/schedule information available on Gran Plaza Outlets website ▪ Frequent service ▪ Free service	▪ None
L&A Shuttle	Privately Owned, For-Profit	▪ Direct access to multiple regional destinations	▪ Route/schedule information not available in print or online formats ▪ Downtown bus stop is located off-street in private lot without basic amenities
All Fixed-Route Service Providers		▪ Low fares and variety of service options	▪ Downtown stop within walking distance of Port of Entry ▪ Lack of schedule coordination

DEMAND-RESPONSE SERVICES

IVT Access

Imperial Valley Transit also provides IVT Access, a curb-to-curb demand response service to Americans with Disabilities Act (ADA) certified individuals within ¾ miles of IVT Fixed Route service between 6:00 a.m. and 10:00 p.m. on weekdays and between 6:00 a.m. and 6:00 p.m. on Saturdays. Non ADA-certified persons (seniors age 60 years and over or members of the general public) may use IVT Access only if space is available. For ADA certified persons, one-way fare from Calexico is $2.50 to all parts of the IVT service area except Heber, which is $2.00. Non-ADA certified persons pay one and one half times the ADA fare ($3.75 or $3.00 for Heber). Trips may be booked up to 14 days in advance and are recommended to be booked at least 24 hours in advance, however same day requests are accommodated if space is available. Pickup times are scheduled within one hour before or after the requested pickup time.

Figure 2-19 IVT Access Cutaway Van

Photo Credit: Imperial County Transportation Commission

IVT Ride

IVT Ride is a curb-to-curb service operated by Imperial Valley Transit for seniors age 60 and over and ADA certified persons within the city limits of Calexico between 7:00 a.m. and 5:00 p.m. seven days per week. One-way fare is $1.00 and covers the rider and one companion (either a personal care attendant, or other companion). Children under five years of age ride free. Reservations may be made between 24 hours and 14 days in advance, with same day requests honored only if space is available.

Figure 2-20 IVT Ride Cutaway Van

Photo Credit: Imperial County Transportation Commission

IVT MedTrans

IVT MedTrans is a non-emergency transportation service operated by Imperial Valley Transit that connects Imperial Valley residents with medical facilities in San Diego County. The service operates four days a week and is open to transit dependent persons requiring essential or lifeline medical services. Each rider must meet specific criteria prior to arranging their trip. The service has pick-up and return points in Calexico, Imperial Valley Mall, El Centro, Imperial and Brawley. Two trips depart Imperial Valley in the morning and two trips return from San Diego in the afternoon. Fares vary based on rider type: Category A (Persons with permanent or temporary disabilities and other transit dependent persons), Category B (persons who do not meet Category A criteria), and Attendant.

Figure 2-21 IVT MedTrans Cutaway Van

Photo Credit: Imperial County Transportation Commission

IVT Access and IVT Ride Ridership

Figure 2-22 shows the origins, destinations, and combined ridership for IVT Access and IVT Ride services in March 2016. IVT Ride carried about 85% of the trips. Trips originate in neighborhoods primarily in west, central, and north Calexico (shown in blue). Many rides originate from the Alejandro Rivera Senior Center in the Kennedy Gardens neighborhood. Trip destinations are shown in yellow. IVT Ride and Access services are used primarily to reach medical and shopping destinations in downtown, central, and north Calexico.

The top IVT Ride and IVT Access origins and destinations in Calexico are listed in Figure 2-23. The Alegria Adult Health Center at Birch and C.N. Perry Avenue in central Calexico generates the highest ridership, with an average of 19 trips per day. The Calexico Outpatient Clinic and Fresenius Kidney Care Calexico, other frequent medical destinations, are located nearby on East Birch Street. On Cole Boulevard in north Calexico, Clinicas de Salud del Pueblo and Imperial Valley Family Care also generate frequent trips.

Another cluster of ridership activity is seen in downtown Calexico. Our Lady of Guadalupe Catholic Church at Fourth and Rockwood attracts 21 monthly rides. Many riders are dropped off at the transit center at 3rd Street and Paulin Avenue in downtown Calexico, close to banks and shopping. Two medical clinics in central Calexico—Valley Orthopedic Clinic on East 1st Street and the Child Health Disability Prevention (CHDP) Nutrition Center on Dool Avenue—generate high ridership.

Popular shopping destinations include Walmart at Rockwood Avenue and Cole Boulevard at the north end of town and Food 4 Less at West Birch and Ollie Avenue in the west side of Calexico.

The low-income Alejandro Rivera Senior Citizen Apartments on Rockwood Avenue are the most frequent origin for IVT Ride and IVT Access trips, with 117 monthly rides in March 2016. Other frequent origins with over 40 trips per month include the Luis Moreno Senior Apartment Homes, Villa De La Flores Senior Apartments, De Anza Senior Apartments, and Calexico Senior Apartments.

Figure 2-22 IVT Access and IVT Ride Origins and Destinations

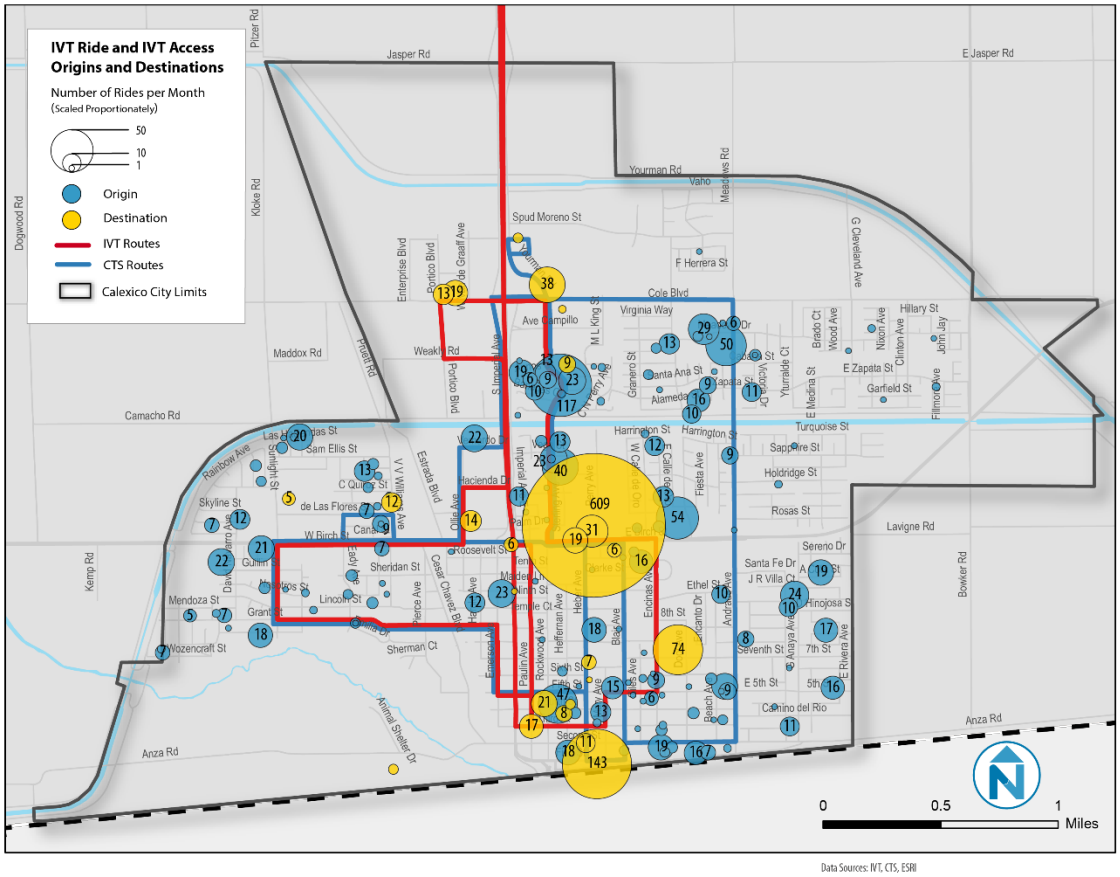


Figure 2-23 IVT Access and IVT Ride Top Origins and Destinations, March 2016

Location	Address	Monthly Rides
Destinations		
Alegria Adult Day Health Care Center	1101 C.N. Perry Avenue	609
Valley Orthopedic Clinic	352 East 1st Street	143
Child Health & Disability Prevention Nutrition Center	707 Dool Avenue	74
Walmart	2450 Rockwood Avenue	38
Calexico Outpatient Clinic	495 East Birch Street	31
Our Lady Of Guadalupe Catholic Church	135 Fourth Street	21
Clinicas de Salud del Pueblo	223 West Cole Boulevard	19
Fresenius Kidney Care Dialysis Center	351 East Birch Street	19
IVT Transit Hub	E 3rd Street and Paulin Avenue	17
Food 4 Less Grocery Store	109 West Birch Street	14
Imperial Valley Family Care	251 West Cole Boulevard	13
Origins		
Alejandro Rivera Senior Citizen Apartments	2151 Rockwood Avenue	117
Luis Moreno Senior Apartment Homes	1113 Rancho Frontera Avenue	54
Villa De La Flores Senior Apartments	2201 Meadows Drive	50
De Anza Senior Apartments	233 Fourth Street	47
Calexico Senior Apartments	1630 Rockwood Avenue	40
Villa Dorada Apartments	1081 Meadows Drive	29
Calexico Mobile Home Park	101 Vernardo Drive	22
Escalante Plaza Development	1840 Rockwood Avenue	13
Lincoln Trailer Park	215 Lincoln Street	12

TAXICAB SERVICES

Three taxicab companies are currently permitting to operate in Calexico:

- Calexico Taxi
- California Cab
- Border Cab

Each registered taxicab cab company charges a flat rate of $5.00.

The City has designated three (3) taxicab zones in downtown:

- Northbound curb along Rockwood Avenue immediately north of East 1st Street.
- Southbound curb along Rockwood Avenue immediately north of East 1st Street.
- Eastbound curb along midblock segment of East 1st Street between Rockwood Avenue and Heffernan Avenue.

Taxicab loading activity was also observed along the curb of an undesignated segment of westbound East 1st Street, west of Rockwood Avenue. Designated and observed non-designated taxicab loading zones are depicted in Figure 2-24.

Figure 2-24 Taxicab Loading Zones

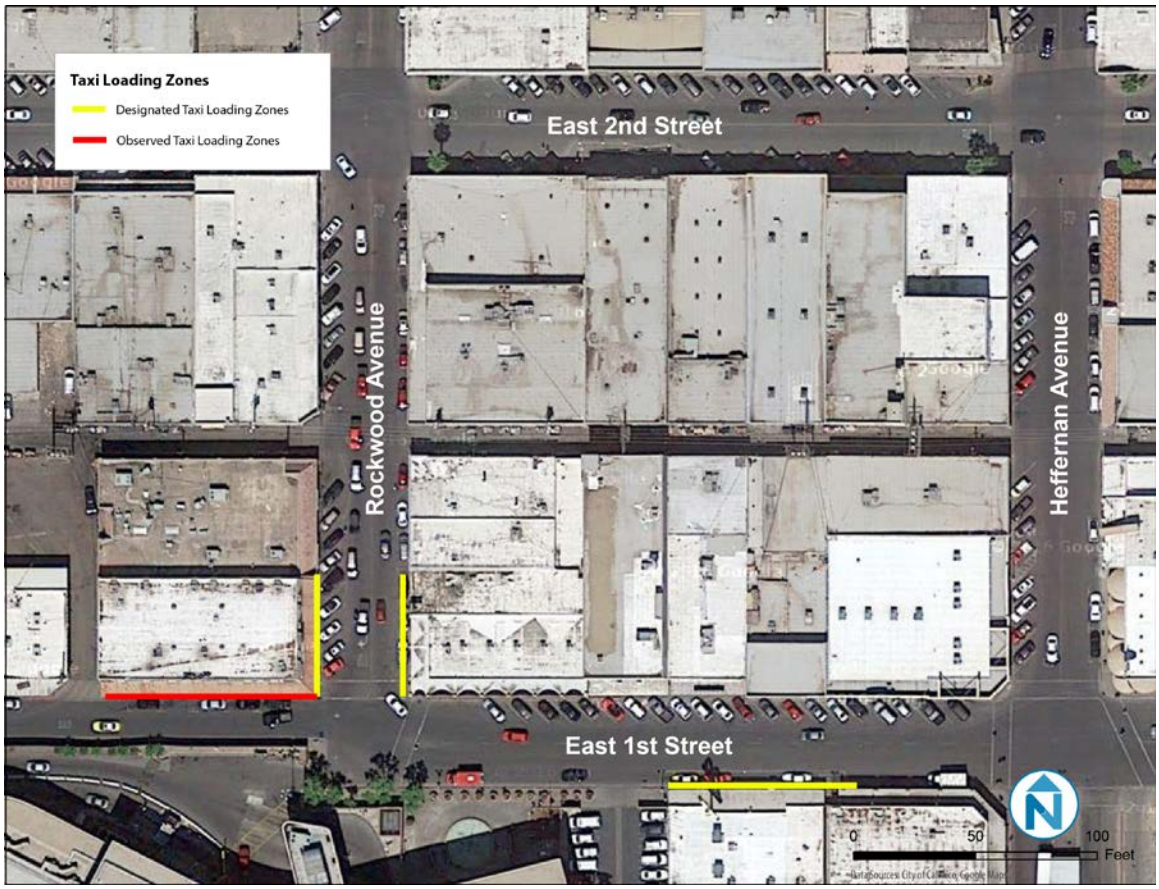


Figure 2-25 Registered Taxicab Companies in Calexico

Unlicensed Taxicab Operations

Registered taxicab companies, shuttle bus providers and downtown business owners report that unlicensed taxicab operations, known as *raiteros*, are active in downtown Calexico. These operations entice potential customers by offering a fare lower than the standard $5 flat fee. *Raiteros* expose their customers to potential risks by not having proper permits, proof of insurance or background checks.

The City of Calexico has employed various strategies to curtail unlicensed taxicab operations within downtown in the past such as relocating taxicab zones. Additional strategies are necessary to reduce unlicensed taxicab activity within downtown Calexico.

REGIONAL INTERCITY BUS SERVICES

Greyhound Bus Lines

Greyhound Bus Lines also provides regional intercity bus service to several cities in Southern California and Arizona, including El Centro, Indio, San Diego, Yuma, and Phoenix. Figure 2-26 lists the number of daily direct trips between Calexico and other cities.

Figure 2-26 Greyhound Intercity Trips

Origin	Destination	Daily Direct Trips
Calexico	El Centro	6
	Indio	4
	Yuma	2
	Phoenix	2
	San Diego	3
El Centro	Calexico	7
Indio		4
Yuma		2
Phoenix		2
San Diego		3

Transportes Intercalifornias

Transportes Intercalifornias provides regional intercity bus service from Mexicali to Los Angeles with a stop in downtown Calexico at 3rd Street and Rockwood Avenue. Calexico is served by three daily trips between Tuesday-Saturday and four daily trips between Sunday-Monday. Fares vary by origin and destination.

AGRICULTURAL WORKER SHUTTLES

Several agricultural shuttles originate at various locations within Calexico and transport workers to areas north of Calexico. Due to the dynamic, seasonal nature of these services, information regarding destinations, number of vehicles, ridership and rider characteristics were not collected as part of this study. However, an interview with an agricultural foreman provided significant insight into pickup times/locations and seasonal ridership fluctuations.

Agricultural workers shuttles are permitted to pick up passengers at industrial and manufacturing zones within the city as well as designated areas within commercial zones. The bus stop at 7th Street & Emerson Avenue (behind California Super Market) is a designated pickup location for agricultural worker shuttles. The gas station and alley at 4th Street & Imperial Avenue is another major pickup location. Pickup locations are required to have restroom facilities, trash receptacles and parking per city code. Calexico police officers are authorized to issue tickets to drivers picking up workers at undesignated locations.

Pickup times range from 3:00 a.m. during summer months and 6:00 a.m. during non-summer months. Agricultural workers shuttles are not permitted to pick up passengers prior to 3:00 a.m.

Despite city ordinances governing agricultural worker pickup and drop-off, the majority of workers are picked up by shuttle and truck at unpermitted locations such as 1st Street & Heber Avenue, due to its proximity to the Calexico West Port of Entry.

Ridership fluctuates significantly by season. The interviewed agricultural foreman reported that ridership during summer months is three times higher than non-summer months. A high percentage (approximately 80-90%) of riders walk from Mexicali to shuttle pickup locations. Some workers arrive by carpool or motorcycle.

TRANSPORTATION NETWORK COMPANIES

Transportation network companies (TNC's) are a more recent addition to the list of transportation options in Calexico. TNC's are essentially a smartphone-based premium taxicab service. In larger markets, TNC's are a direct competitor to taxicab cabs. In Imperial Valley, TNC's likely serve a different type of user, as they require a smartphone, downloaded app, user account and credit card payment.

The largest TNC's in North America, Uber and Lyft, entered the Imperial Valley market in 2015. Uber and Lyft each have a regular presence in nearby El Centro and have been used within the City of Calexico.

3 PLAN REVIEW

This chapter includes a summary of plans and studies relevant to this transit needs assessment, listed below.

- Imperial County Short Range Transit Plan (2010-2011)
- Calexico West Land Port of Entry Expansion Environmental Impact Statement (2011)
- Calexico Border Intermodal Transportation Center Feasibility Study (2014)
- Specific Operation Analysis for Circulator Bus Design Project (2014)
- City of Calexico General Plan Update, Circulation Element (2015)
- Imperial Valley College/San Diego State University Transit Study (2016)
- Calexico Urban Planning Feasibility Study (2016)

IMPERIAL COUNTY SHORT RANGE TRANSIT PLAN (2010-2011)

The Imperial County Short Range Transit Plan (SRTP) sets forth recommendations for the Imperial Valley Transit (IVT) fixed-route system along with demand-response services operating within Imperial County. The plan was commissioned by the Imperial County Transportation Commission (ICTC) and incorporated analyses of transit service and demographic data, bus rider meetings, and stakeholder interviews. While IVT fixed route services in Calexico focus on providing regional connections to other destinations in Imperial County, the SRTP contains findings and recommendations specific to Calexico transit riders, potential transit services, and capital facilities.

Goals and Objectives

The plan reiterates goals and objectives from the 2004 SRTP, which include:

- Providing mobility to all residents of Imperial County, with service levels determined by demand.
- Connecting Imperial County residents with medical and social services, educational facilities, and employment.
- Supporting economic development (e.g., commercial centers, retail and entertainment destinations).
- Providing transportation alternatives for the general public.

In addition to these, the plan proposes attracting choice riders as a potential goal, although this could require some shifting of resources away from services catered to transit-dependent riders.

The stated goals of the SRTP include maximizing efficiency and usage of the system by deploying appropriate resources to areas where they are needed the most, serving major trip generators, and facilitating passenger connections. Components of these goals specifically relating to local transit service in Calexico include:

- Encouraging coordination between all services, including cross training between agencies and the ability to cover service for other providers.
- Reducing duplicate services.

Outreach Findings

Notable public input findings that relate to transit service in Calexico include:

- Passengers requested increased service between Calexico and El Centro (Route 1), Imperial Valley College (Route 21), and Brawley (Route 31/32).
- The majority of riders expressed a desire for more frequent service.
- A lack of understanding among stakeholders and riders indicated a need for clear, coordinated public information regarding countywide transit service.
- Stakeholders requested improved service for San Diego State University-Imperial Valley (SDSU-IV) students, including an established bus stop at SDSU-IV and new service between SDSU-IV and Imperial Valley College (IVC) to support the colleges' coordinated four-year program.

Service Evaluation Findings

The Service Evaluation assessed fixed-route service under three categories: route diagnostics, congruency analysis, and peer analysis. Notable service evaluation findings relating to transit service in Calexico include:

- The three routes serving Calexico perform consistently well and carry the bulk of IVT fixed route passengers.
  - Route 1: El Centro-Calexico has the highest ridership and productivity and the third highest farebox recovery among IVT routes.
  - Route 21: IVC Express Calexico has the third highest ridership, second highest productivity, and highest farebox recovery among all routes.
  - Route 31/32: Calexico-Brawley has the fourth highest ridership, third highest productivity, and second highest farebox recovery ratio among all routes.
- There were instances of overcrowding on Route 1 El Centro-Calexico and Route 21 IVC Express Calexico, both of which have since seen increased service.
- IVT service coverage does not meet demand in eastern portions of Calexico, although some of it is served by Calexico Transit System routes (and dial-a-ride service for seniors and people with disabilities).
- The bus shelter at 3rd and Paulin has the second highest ridership level among IVT bus stop locations (with 45 daily boardings).
- Dial-a-ride service meets standards for farebox recovery and passengers per day, but is slightly below standards for productivity (passengers per hour).
- Calexico does not set or monitor standards for contracted dial-a-ride service.

Phased Recommendations

Phased recommendations pertaining to Calexico are as follows:

- Phase One (one to two years)
  - Expand Saturday service on Routes 1 and 31/32 (implemented).
  - Introduce Sunday service on Route 1 (implemented).
  - Continue use of "shadow buses" to mitigate overcrowding on Routes 1 and 31/32.
- Phase Two (two to three years)
  - Address capacity issues on Route 21.
  - Consider U-PASS system for students, faculty, and staff at IVC and SDSU-IV.
  - Construct an Intermodal transfer terminal (Calexico Intermodal Transportation Center Feasibility Study is a continuation of this proposal).
- Phase Three (four to five years)
  - Implement Calexico Circulator service.
  - Introduce Saturday service on circulators.
  - Provide weekday, peak period limited-stop service between El Centro and Calexico (with additional stops at the Imperial Valley Mall to differentiate route from the privately operated L&A Shuttle service).
- Future Phases (5+ Years)
  - Modify circulators to improve performance and serve new generators.
  - Coordinate with services provided in Mexico (both intercity and local Mexicali) once Calexico Intermodal Transportation Center is complete.
- Long-Term Transit Vision Concepts
  - Incorporate multiple routes into one limited-stop service on SR-111 with timed transfers to circulators where possible.
  - Explore opportunities to improve connections between IVT and transit operators across the border, along with future opportunities to serve one or both of the other border crossings (on SR-7 and SR-186).

CALEXICO WEST LAND PORT OF ENTRY EXPANSION FEIS (2011)

The General Services Administration (GSA) Urban Development Program released the Final Environmental Impact Statement (FEIS) for expansion and reconfiguration of the Land Port of Entry (LPOE) in downtown Calexico in May 2011. The project seeks to mitigate deficiencies at the downtown Calexico LPOE border crossing. The project will improve safety, security, and operations of the LPOE, reduce vehicle and pedestrian queues, and enable the installation of technologically advanced inspection devices. The existing LPOE does not meet the Federal inspection services' minimum standards for processing time and overall efficiency.

Phase 1 of the project will consist of:

- Five southbound privately owned vehicle (POV) lanes
- A southbound bridge over the New River
- Ten northbound POV inspection lanes with primary and secondary inspection canopies
- Booths and inspection equipment
- A new head house (command center)
- Site work to accommodate those facilities on the sloping site

Phase 2 will include:

- Additional site work
- Demolition of existing port building
- A new pedestrian processing facility
- Administrative offices
- Five additional southbound POV inspection lanes with canopies and booths
- Six additional northbound POV inspection lanes

Scheduled construction completion of fully-funded Phase 1 is March 2018. Phase 2 completion date is pending as funding sources are identified. The Calexico LPOE expansion presents an opportunity to consider mobility needs and effective connections to transit and other mobility providers for those entering Calexico from Mexicali on a regular basis.

Figure 3-1 Architect's Rendering of the Completed Expansion

Source: Calexico West Land Port of Entry Expansion Final Environmental Impact Statement, GSA, 2011

CALEXICO BORDER INTERMODAL TRANSPORTATION CENTER FEASIBILITY STUDY (2014)

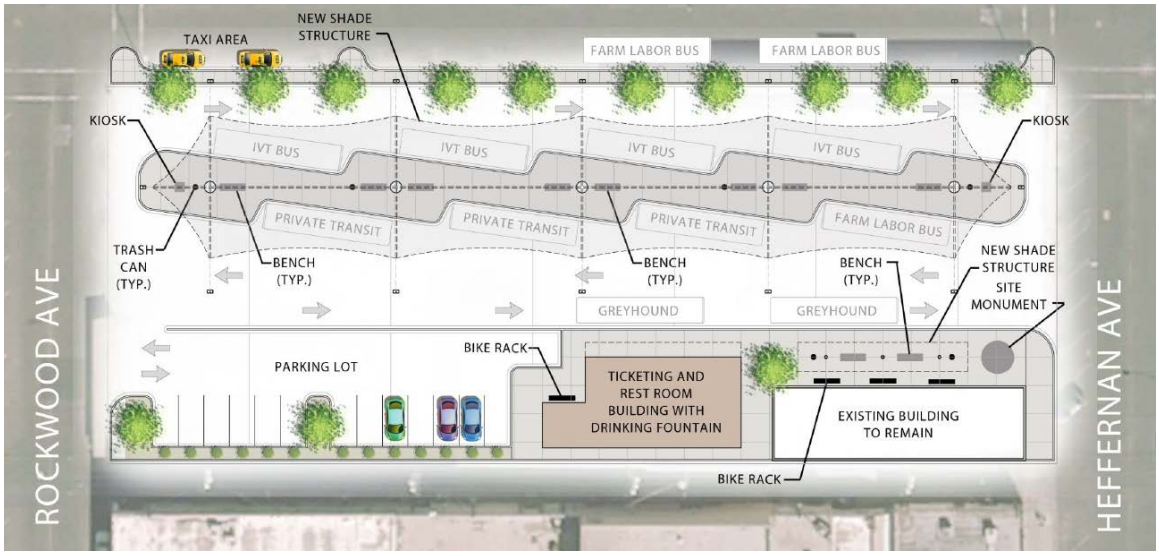
This study evaluated the feasibility of an Intermodal Transportation Center (ITC) that would connect to the pedestrian Calexico Land Port of Entry (LPOE) into downtown Calexico. The impetus for this project was the planned Calexico LPOE expansion, which will add two to five inspection stations for pedestrians. Along with facilitating a better connection to the expanding LPOE, the study goals are as follows:

- Consolidate connections among downtown transportation modes.
- Increase transit ridership.
- Minimize travel time to station and increase customer convenience.
- Implement a cost-effective transportation enhancement for downtown.

In addition to evaluating feasibility, the study also developed and assessed alternatives, identified impacts, and estimated costs and financial feasibility. The process was guided by a steering Committee with 16 members representing the City of Calexico, IVT, ICTC, Caltrans, and SCAG. Outreach activities included a community walk around, community workshop, stakeholder interviews, rider surveys, business stakeholder interviews, a public hearing, and a final presentation.

The final site location was recommended for East Third Street, between Rockwood and Heffernan Avenues. With the exception of curbside taxi, this alternative would be able to accommodate all proposed uses on site, including public and operator restrooms, a Greyhound bus ticketing and passenger office, Greyhound bus customer parking, on-site passenger pick-up and drop-off parking, information kiosks, four IVT bus bays, three private shuttle bays, bicycle storage, and separation of general auto and professional driver lanes.

Figure 3-2 Conceptual Calexico Intermodal Transportation Center Site Plan



Although the Imperial County Long-Range Transit Plan estimates implementation of the Calexico ITC in 2018 under a financially constrained scenario, it does not assign specific funding sources to the project.

SPECIFIC OPERATION ANALYSIS FOR CIRCULATOR BUS DESIGN PROJECT (2014)

The Imperial County Transportation Commission (ICTC) conducted a circulator bus study in 2014. The plan proposed three circulator services in Calexico, Brawley, and Imperial. The intent of these routes would be to improve local transit access to facilitate connections to IVT intercity routes. As a result, IVT intercity routes would be streamlined, thereby improving travel times and frequencies.

Prior to the study, IVT operated two specially branded circulator routes (Blue and Green Lines) in El Centro. As of December 2013, IVT also operates the Gold Line, a circulator in Brawley. The route proposed for Calexico is called the Garnet Line. Outreach strategies for this planning effort included an origin-destination survey, meetings and stakeholder interviews, bus stop workshops, and public workshops.

Rider Survey Findings

- The majority of trips among sampled riders were school-related (31%) and work-related (24%).
- El Centro and Calexico had the highest share of origins and destinations.
- The majority of riders (66%) walked just a few blocks to access transit, with 16% walking between a few blocks and a quarter mile.
- One third of riders transferred to another route before or after their trip.
- Only 12% of riders said they had a car available to take their trip.
- Bus reliability was the most important aspect of bus service among riders.

Calexico Outreach and Workshop Findings

- The most frequently requested locations for new stops were Walmart, Denny's, churches, medical clinics, pharmacies, downtown, the movie theatre, Holiday Inn Express, the swap meet, Casa Retiro, banks, Nosotros Park, Imperial Irrigation District Office, community centers, high schools, and the senior center.
- Routing and schedules should account for increased activity at banks, City Council Chambers, and utility company offices at the beginning of the month.
- Requests for improvements include weekend service, later running hours, air conditioning, energy efficient buses, and improved route/schedule information.
- Some participants expressed concern that a new line would create direct competition with privately-owned local services.

Needs and Opportunities for Calexico Circulator (Garnet Line)

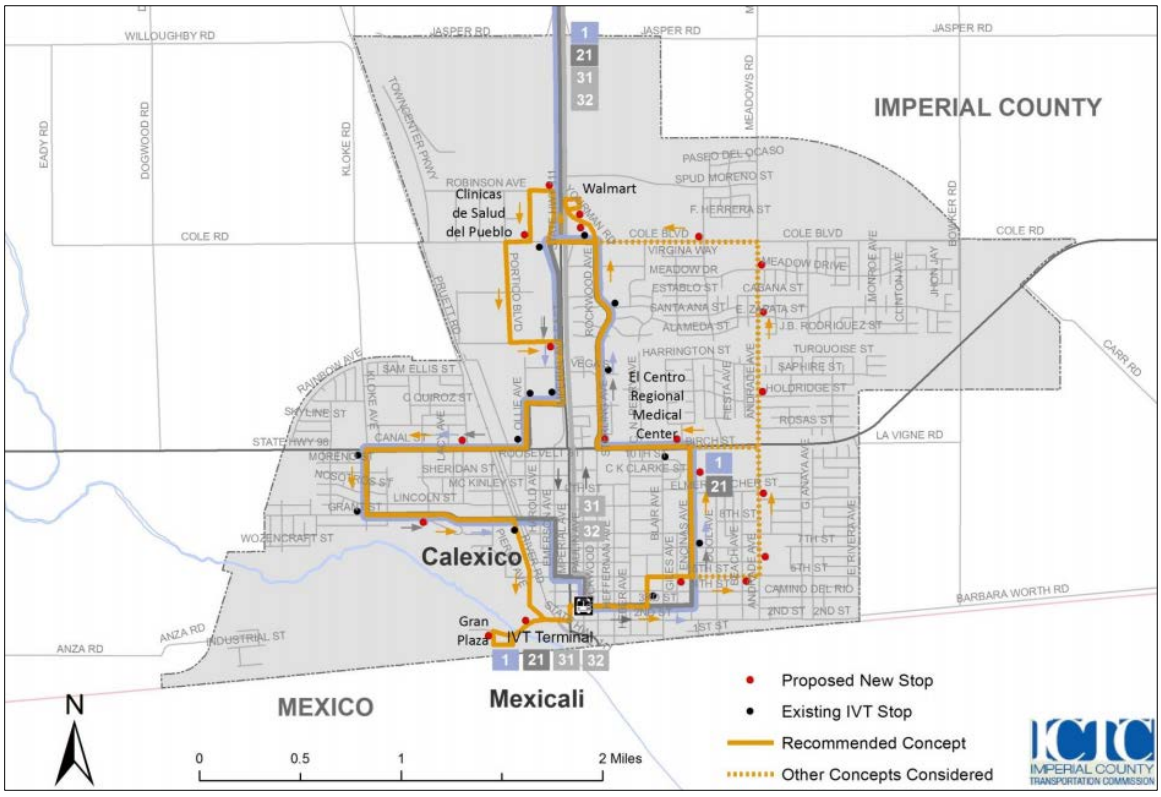
- The circulator service should coordinate with IVT fixed-routes (northbound Route 1 in the morning and southbound Route 1 in the afternoon).
- Although the Garnet Line would duplicate some of Route 1's alignment, it will serve destinations not currently served (Walmart, Gran Plaza) and will address some overcrowding that occurs on Routes 1 and 21.
- The Garnet Line would serve key locations not currently covered by IVT:

- Neighborhoods east of Encinas Avenue (served by Calexico Transit Service on Andrade Avenue).
- Businesses on Scaroni Road north of Cole Boulevard.

Garnet Line Recommendations

The proposed alignment largely follows that of Routes 1 and 21 within Calexico. Deviations will allow the Garnet Line to serve key destinations, including Walmart, Clínicas de Salud del Pueblo, and Gran Plaza. Routes 1 and 21 would be re-routed in one portion of their alignment to avoid duplication on Mary Avenue and Fifth Street (instead continuing east on Second Street to Encinas Avenue). The alignment, which has been approved by the City of Calexico, is depicted in Figure 3-3. The route alignment would require 13 new stops, with the remainder of proposed stops already served by IVT routes in Calexico.

Figure 3-3 Recommended Garnet Line Alignment and Stop Placement



Source: Specific Operational Analysis for Circulator Bus Design Project, ICTC, 2014

The route is proposed to operate from 6:00 a.m. to 7:00 p.m. on weekdays and from 10:00 a.m. to 6:00 p.m. on Saturdays during a subsequent phase. The proposed headway is 70 minutes most of the day, allowing service to connect to every other trip on IVT Route 1 (operating every 35 minutes). Trips would be timed to connect to northbound Route 1 in the morning and southbound Route 1 in the afternoon.

The proposed service levels provide a minimal amount of bus service that does not match the service span or days of operation provided by IVT Route 1.

IMPERIAL COUNTY COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN (2014)

The Imperial County Transportation Commission (ICTC) updated its Coordinated Public Transit-Human Services Transportation Plan in 2014. The previous plan was completed in 2008. The primary objectives of the updated plan included the following:

- Comply with Federal Transit Administration (FTA) requirements of maintaining and updating a Coordinated Plan.
- Identify unmet transportation needs and mobility gaps.
- Promote dialogue between public and human services transportation providers.
- Establish a list of responsive and prioritized mobility projects and strategies.

The coordinated plan places special emphasis on three specific population groups: elderly persons, persons with disabilities and persons of low-income.

Consumer outreach was conducted throughout the county, including bus stops, one stop centers and major shopping destinations in Calexico. The City of Calexico Public Works staff also participated in stakeholder interviews that were held to better understand mobility gaps and transportation-related needs.

The Coordinated Plan acknowledged the significant presence of private sector transportation within Calexico, including intercity bus service, local fixed-route circulators, shopping mall shuttles, taxis and farmworker buses. Also noted was the substantial number of pedestrians crossing the U.S.-Mexico border from Mexicali to Calexico for a variety of reasons, including employment, education, shopping and medical. The Coordinated Plan mentioned the challenge in achieving collaboration and cooperation between private transportation services.

Riders and stakeholders reported regular overcrowding on IVT services (Routes 21/22) connecting Calexico and Imperial Valley College. The lack of sufficient capacity on select Route 21/22 trips continues to be an issue as of fall 2016.

Capital and service improvements specific to Calexico that are mentioned in the 2014 Coordinated Plan include:

- Installation of transit information at major bus stops similar to the large, bilingual displays at El Centro and Brawley Transit Centers.
- Installation of a safe pedestrian crossing at SR-111 and Cole Boulevard.
- Additional capacity on bus service between Calexico and Imperial Valley College.
- Further study of a potential transit link between SDSU-IV and SDSU (San Diego) campuses.

CITY OF CALEXICO GENERAL PLAN UPDATE (2015)

The Circulation Element of the City of Calexico General Plan Update addresses the City's transportation needs and guides its long-range vision for improving mobility for all modes of travel. The 2015 update adopts strategies from Caltrans, ICTC, and the State of California Complete Streets policy.

According to the Existing Conditions assessment, the current circulation system is auto-oriented. The primary issues it identifies are related to vehicular congestion, especially on SR-111 between SR-98 (Birch Street) and the International Border. Truck traffic, school drop-off and pick-up times, and the railroad tracks paralleling SR-111 are also identified as factors contributing to congestion. The report identifies increased border crossing demands as an issue for both vehicular and pedestrian circulation, pointing to the need for multimodal transportation improvements.

After outlining the street classification system and recommending classifications for specific segments, the report analyzed anticipated traffic forecasts for each classified roadway and made recommendations to maintain acceptable Levels of Service (LOS). For each policy consideration, proposed policies relating to transit and pedestrian access are summarized below.

- **Land Use**
  - Locate a mix of uses near residential areas to encourage pedestrian access.
- **Transportation Systems Management**
  - Encourage ride sharing to reduce traffic generation.
  - Identify needs for park-and-ride facility locations.
- **Public Transportation**
  - Work with IVT and other local and regional transit providers to meet the needs of the community.
  - Develop a short-range transit plan.
  - Evaluate the needs of transit-dependent riders (seniors, people with disabilities, low-income, etc.) when planning transit for the City of Calexico.
  - Increase utilization of existing transit resources through education and provision of shelters/benches.
  - Require developers of new projects to coordinate with transit providers to incorporate design elements that will increase ridership potential.
  - Design transit to serve international pedestrians crossing the border.
    - Transit routes should be within walking distance of the border and should serve destinations such as Walmart, Las Palmas, Price Center, and private schools.
  - Evaluate the use of "transit village development districts" as defined and regulated by state law.
  - Support continuation of the existing shuttle service that transports farm workers from Mexico to areas in Calexico and Imperial County.
- **Pedestrian Facilities**
  - Improve/install sidewalks on both sides of the road for all urban standard streets.
  - Improve/install sidewalks on at least one side of rural streets, which lead to schools or bus stops.

- **Complete Streets**
  - Make Complete Streets practices a routine practice for everyday operations and apply Complete Streets policies to all roadway projects to improve the transportation network for all road users.
  - Find opportunities to repurpose right-of-ways to improve connectivity for pedestrians, cyclists, and transit.

IMPERIAL VALLEY COLLEGE/SAN DIEGO STATE UNIVERSITY TRANSIT STUDY (2016)

This plan presents phased implementation recommendations for route and service alternatives to connect three college campuses in Imperial County: Imperial Valley College (IVC) near the City of Imperial and San Diego State University (SDSU) – Imperial Valley satellite campuses in Calexico and Brawley. The proposed phases, along with route and service characteristics, are summarized below.

Phase 1 – IVC Transfer Concept

With an expected implementation window between 2017 and 2025, this phase includes two shuttle routes that would connect IVC to each SDSU campus. IVC would serve as the hub, meaning that a person wanting to travel between the SDSU campuses would need to transfer. The SDSU-Calexico/IVC route would require a 60-minute cycle time, offering 60 minute headways from 6:00 a.m. to 10:30 p.m. while school is in session. It would operate on SR-111. The SDSU-Brawley/IVC route would also operate primarily on SR- 111 and would have 60-minute headways, but it would begin service at 12:00 p.m. instead of 6:00 a.m. Figure 3-6 shows the proposed alignments for routes serving SDSU-Calexico (Blue) and SDSU-Brawley (Red).

Phase 2 - SDSU Express Shuttle Route

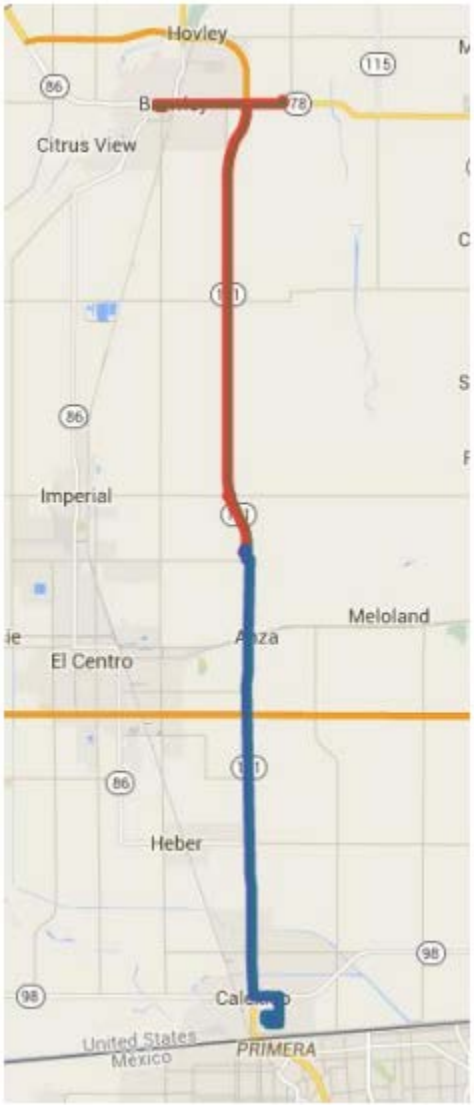
With an expected implementation window between 2020 and 2028, this phase would complement the two shuttle routes with an express route operating directly between the two SDSU campuses. The route would require a 90-minute cycle time, and would provide 90-minute headways between 12:00 p.m. and 10:30 p.m. while school is in session. The alignment would duplicate that of the routes proposed for Phase 1 (without deviating to serve IVC).

Longer Term Phases

In addition to the service and route alternatives described above, the report also identifies long-term opportunities that could be implemented once funding sources are identified.

- **SDSU Main Campus (San Diego) Service.** Two alternatives were presented for this option. The first would operate between IVC and SDSU, primarily via I-8. The second one would run between SDSU-Calexico and

Figure 3-4 Proposed IVC/SDSU-Imperial Valley Routes



Source: IVC/SDSU Transit Study, ICTC, 2016

SDSU-San Diego, eliminating the need for SDSU-Calexico students to transfer at IVC. It would operate on SR-98 and I-8.

- **Northern Arizona University (NAU) Yuma Campus Service.** This would provide service between IVC and NAU Yuma, primarily via I-8.

Additional Transit Considerations

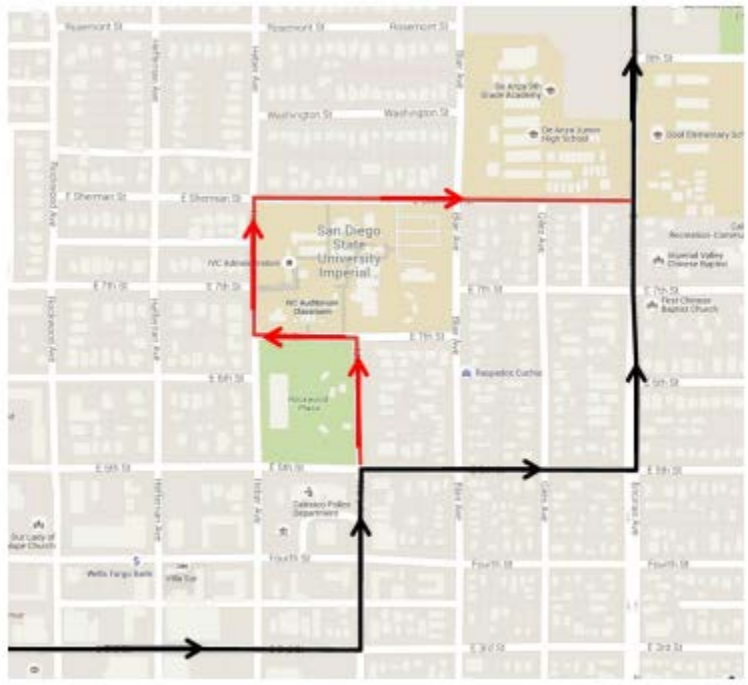
As part of the route and service recommendations, the report identifies additional transit considerations, including new bus stop and vehicle needs. In Calexico, it recommends a new stop along East 7th Street at the SDSU main entrance. The stop would include a shelter, bench, signage, and trash containers. As it would directly serve campus facilities, the report recommends that SDSU would maintain the stop.

In order to operate with one spare vehicle, the report recommends three buses for Phase 1 and four buses for Phase 2. After receiving stakeholder and public input, it was determined that standard transit buses (35') are preferred for providing academic shuttle service.

While the report recommends branding the service as the "Imperial Valley University Transit Shuttle," the study team assumed that ICTC would administer the service and integrate it with existing IVT routes and fare structure, thus making it available to the general public.

Additionally, the study team indicated that this plan would be taken into consideration by IVC in its upcoming SRTP, specifically in relation to proposed route alignments for Route 21 - IVC Express, in red below.

Figure 3-5 Alignment Alternative, Route 21 – IVC Express



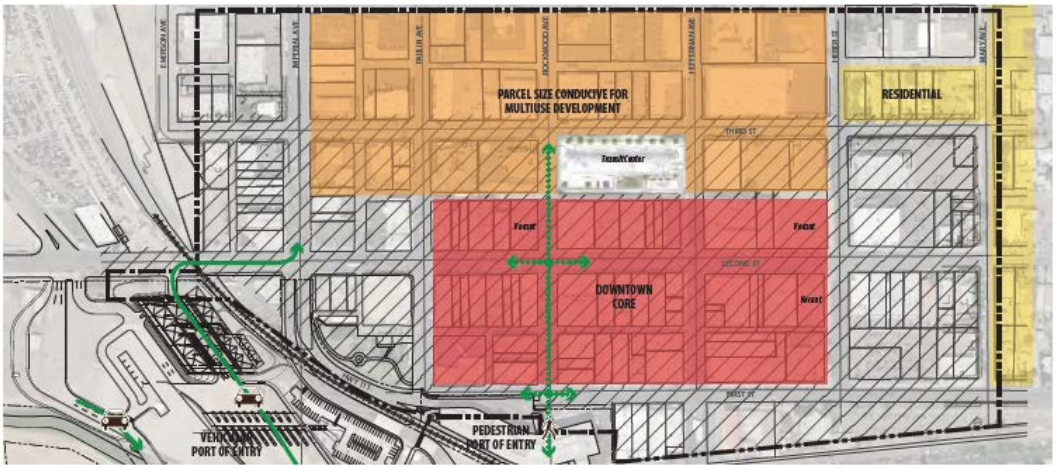
Source: IVC/SDSU Transit Study, ICTC, 2016

CALEXICO URBAN PLANNING FEASIBILITY STUDY (2016)

The Calexico Urban Planning Feasibility Study was sponsored by the General Services Administration (GSA) Urban Development Program and includes final recommendations for community-supportive design. The recommendations support community goals and identify opportunities that catalyze economic development. The study includes two primary design concepts. The study area is bounded by Emerson and Mary Avenues, and 1st and 4th Streets.

Streetscape improvement options included curb extensions to make pedestrian crossings safer, angled parking, a pedestrian spine, benches, trees and permeable pavement. The next steps are to use the concept designs for grant award purposes. These potential changes to the streetscape are important in the context of this transit needs study because of the potential impact they may have on transit operations, and creating a transit-supportive pedestrian environment.

Figure 3-6 Study Area



Source: Calexico Urban Planning Feasibility Study, GSA, 2016

Figure 3-7 Three Conceptual Streetscape Designs

Source: Calexico Urban Planning Feasibility Study, GSA, 2016

SUMMARY OF EXISTING PLANS

The vision for circulation and mobility set forth in Calexico's General Plan includes clear intentions to incorporate multiple modes into the overall transportation system, including transit. Public transportation is discussed in terms of specific groups, such as transit dependent populations and pedestrians crossing the U.S./Mexico border on foot, while improvements to sidewalks, bus stop access, and passenger amenities will benefit all riders and potentially attract new riders.

Plans that affect transit in Calexico can generally be divided into two categories: plans for transit service and plans for capital improvements. Plans for transit service focus on local circulation, regional connectivity, and special service to educational institutions, all of which exist to some degree today. Local circulation in Calexico is currently provided but multiple transit operators, which presents a barrier to implementing planned improvements because, while the community has identified desires for local circulator service, it is not clear which operator will add new service or restructure existing service to meet those needs.

Plans for capital improvements all focus on downtown Calexico. Predicted increases in border crossings due to the expansion of the Calexico LPOE will bring additional pedestrians to Calexico every day. Transit is an obvious tool to serve the mobility needs of those pedestrians once they enter the U.S., which will be facilitated by the planned intermodal center housing local, regional, and long distance transit services. In addition, plans for improved streetscape and urban design in downtown Calexico intend to spark economic development and create an enhanced destination, which may further increase demand for transit connections to downtown.

4 MARKET ANALYSIS

Populations with certain socio-economic and demographic characteristics have a higher tendency to use transit, and concentrations of these characteristics typically are good markets for transit. The following sections describe the location and density of these key groups in Calexico to illustrate which areas have the greatest need for transit.

Population, employment, and age (seniors and young adults) are mapped by census block, while persons with disabilities, low income households, rental households, and zero-vehicle households are mapped at the census block group level (the smallest available geography).

Border crossing statistics were also analyzed in order to understand the impact that Calexico's neighboring city, Mexicali, has on its mobility needs and market for transit.

POPULATION

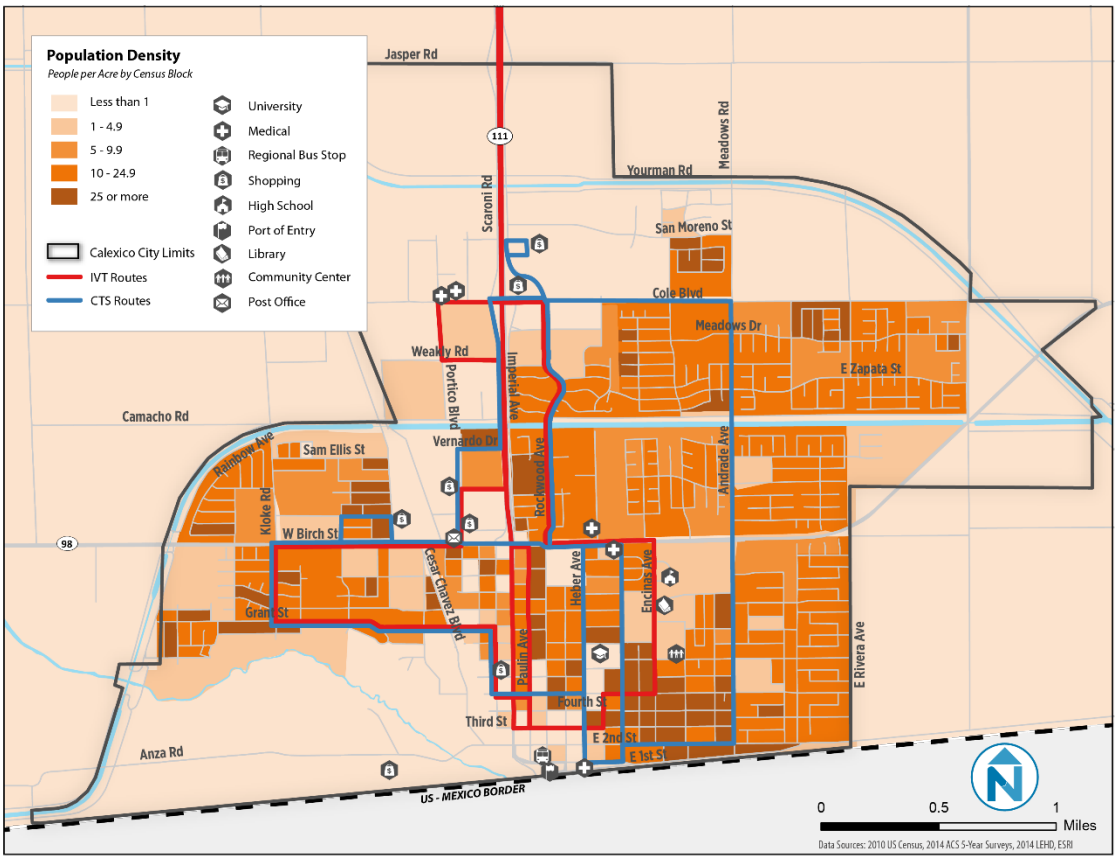
General Population

Figure 4-1 shows population density in Calexico as of 2014. Downtown Calexico, just north of the U.S.-Mexico border, between and southeast of San Diego State University Imperial Valley Campus and Andrade Avenue has the largest area of high population density in the city.

Other areas of high population density include the Anchor Trailer Park and Calexico Mobile Home Park along Imperial Avenue, Casa Sonoma Apartments and Calexico Village Apartments along SR-98 (Birch Street).

More recent high-density development has occurred in the northern end of the city, particularly near the intersection of Andrade Avenue and Meadows Drive.

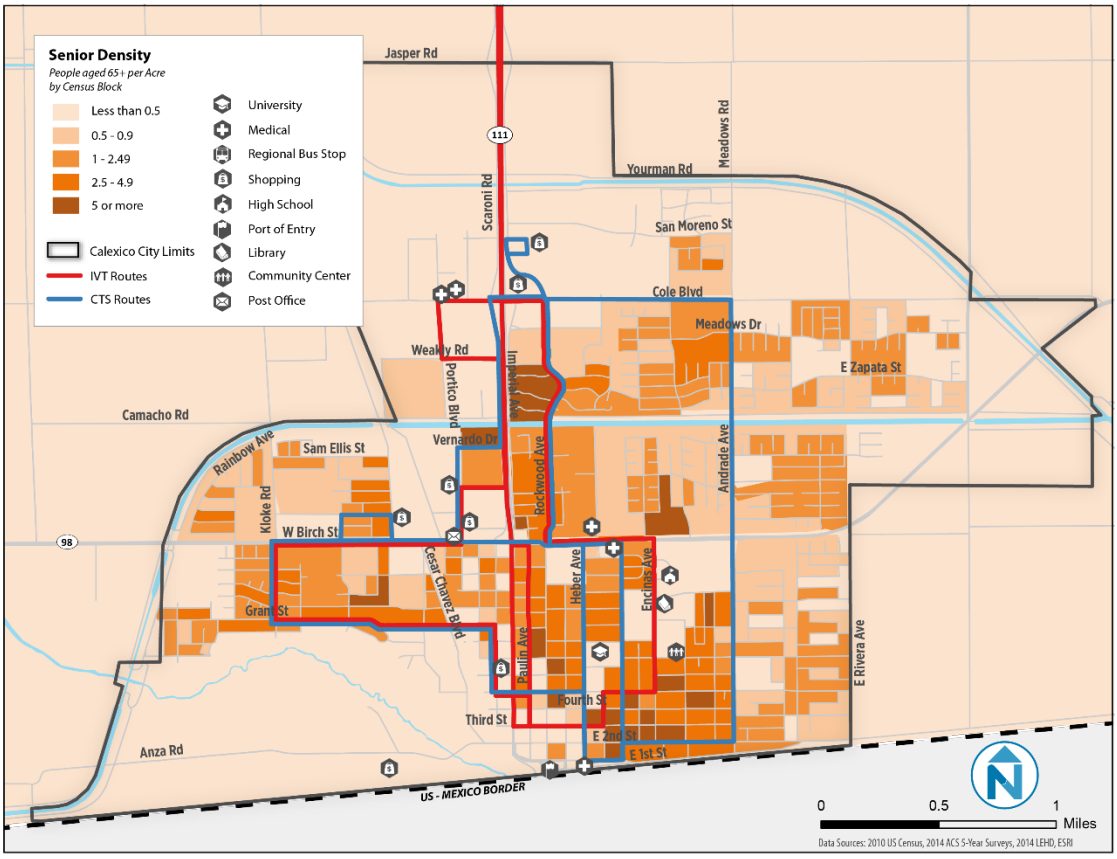
Figure 4-1 Population Density



Seniors

Figure 4-2 shows the distribution and density of people aged 65 and over. Seniors are concentrated in pockets of downtown neighborhoods, as well as senior living complexes including the Alejandro Rivera Senior Citizen Apartments on Rockwood Avenue and Luis Moreno Senior Apartment homes off SR-98 (East Birch Street). People over the age of 65 also live in neighborhoods along Lincoln Street in west Calexico and in the Calexico mobile home park off Vernardo Drive near SR-111.

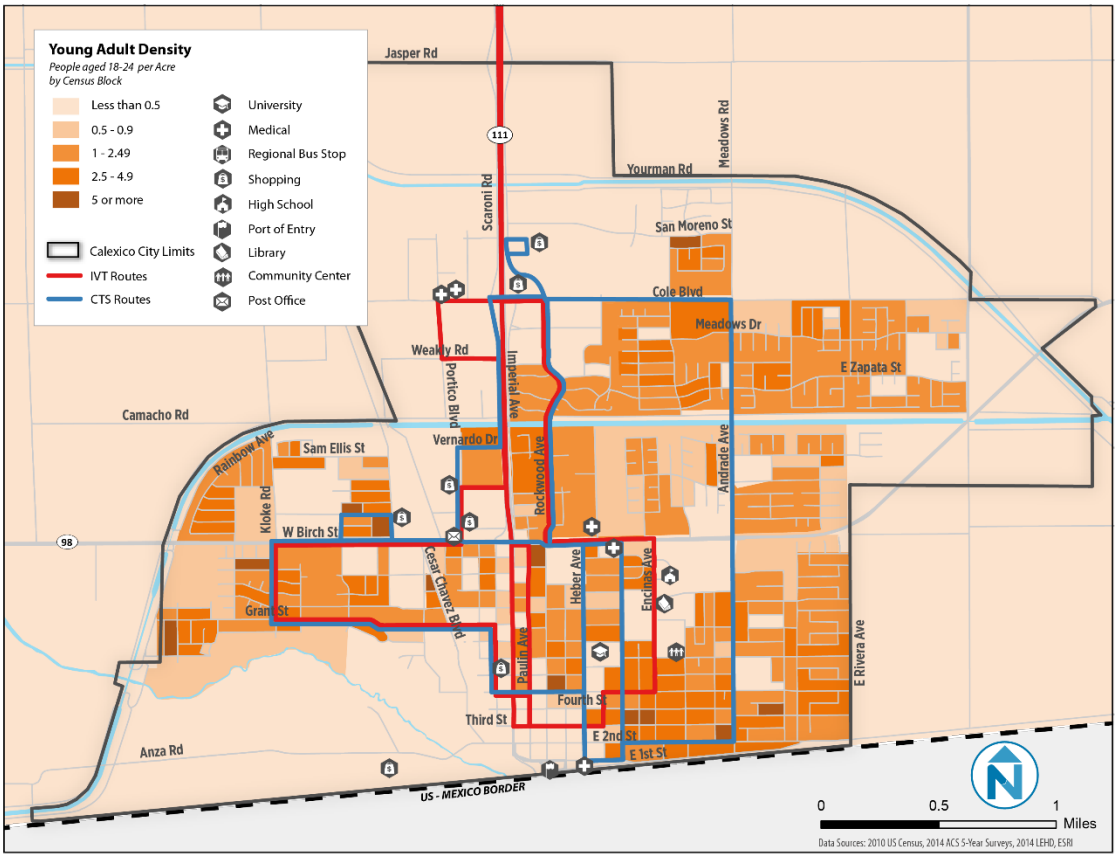
Figure 4-2 Senior Population Density



Young Adults

Young adult persons between the ages of 18 and 24 are distributed evenly throughout Calexico, and mirror that of the overall population. The density of young adults is shown in Figure 4-3.

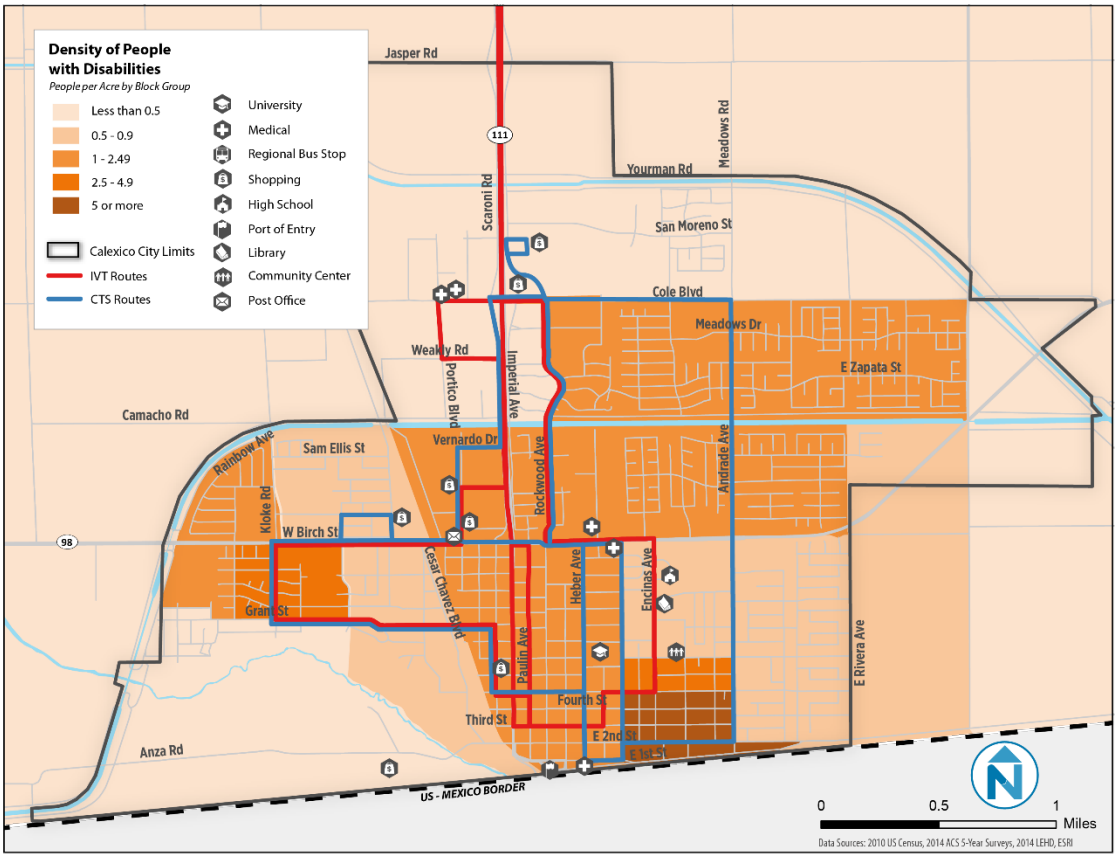
Figure 4-3 Young Adult Population Density



Persons with Disabilities

The density of persons with permanent disabilities by Census block group is shown in Figure 4-4. The neighborhoods just northeast of the U.S.-Mexico border crossing have the highest density of persons with disabilities. A moderate density of persons with disabilities is also present in the western edge of the city west of Eady Avenue between SR-98 (Birch Street) and Grant Street.

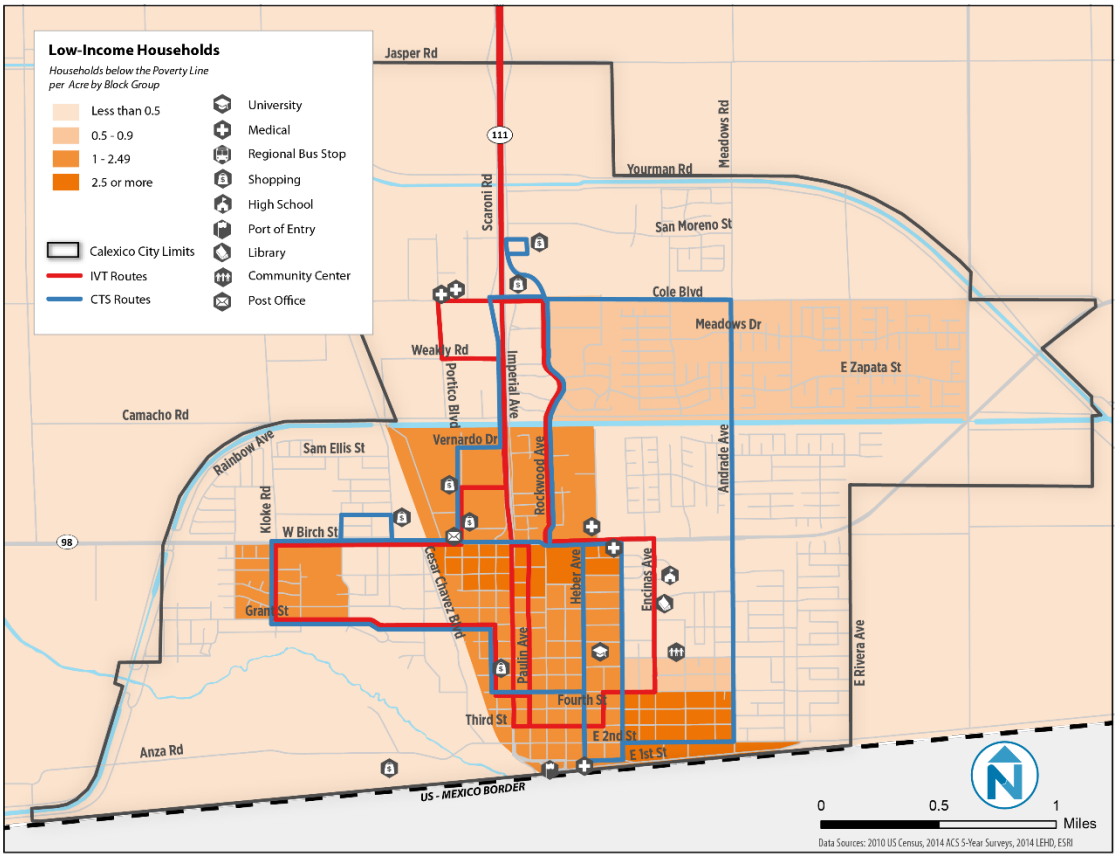
Figure 4-4 Persons with Disabilities Density



Low-Income Households

Low-income households are mainly located in the center of town, along the border, and neighborhoods in the western portion of the city. Low-income households are defined as household with incomes below the poverty line. The density of low-income households is shown in Figure 4-5.

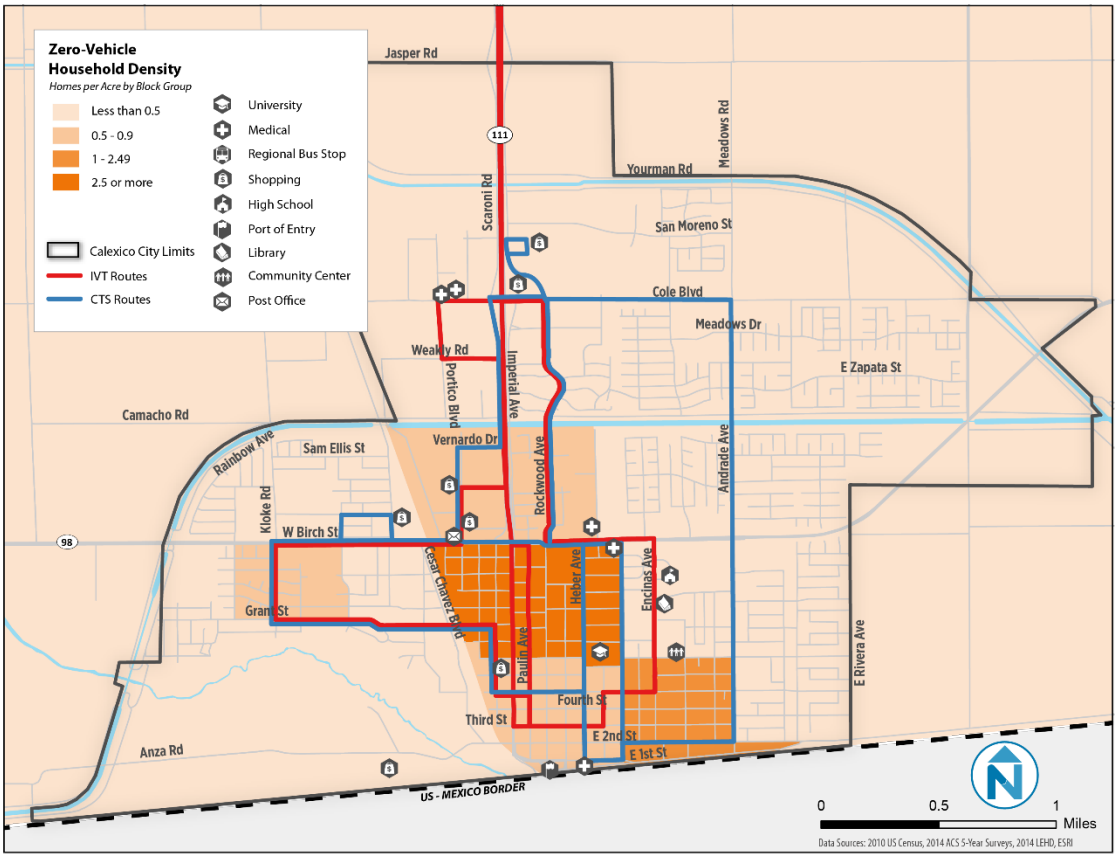
Figure 4-5 Low-Income Household Density



Zero-Vehicle Households

Households without automobile access are primarily located in neighborhoods in the center of the city between SR-98 (Birch Street), Blair Avenue, 7th Street and Cesar Chavez Boulevard. Neighborhoods east of downtown between Blair Avenue, 7th Street, Andrade Avenue and the U.S.-Mexico border have moderated densities of zero-vehicle households. The distribution of zero-vehicle households is depicted in Figure 4-6.

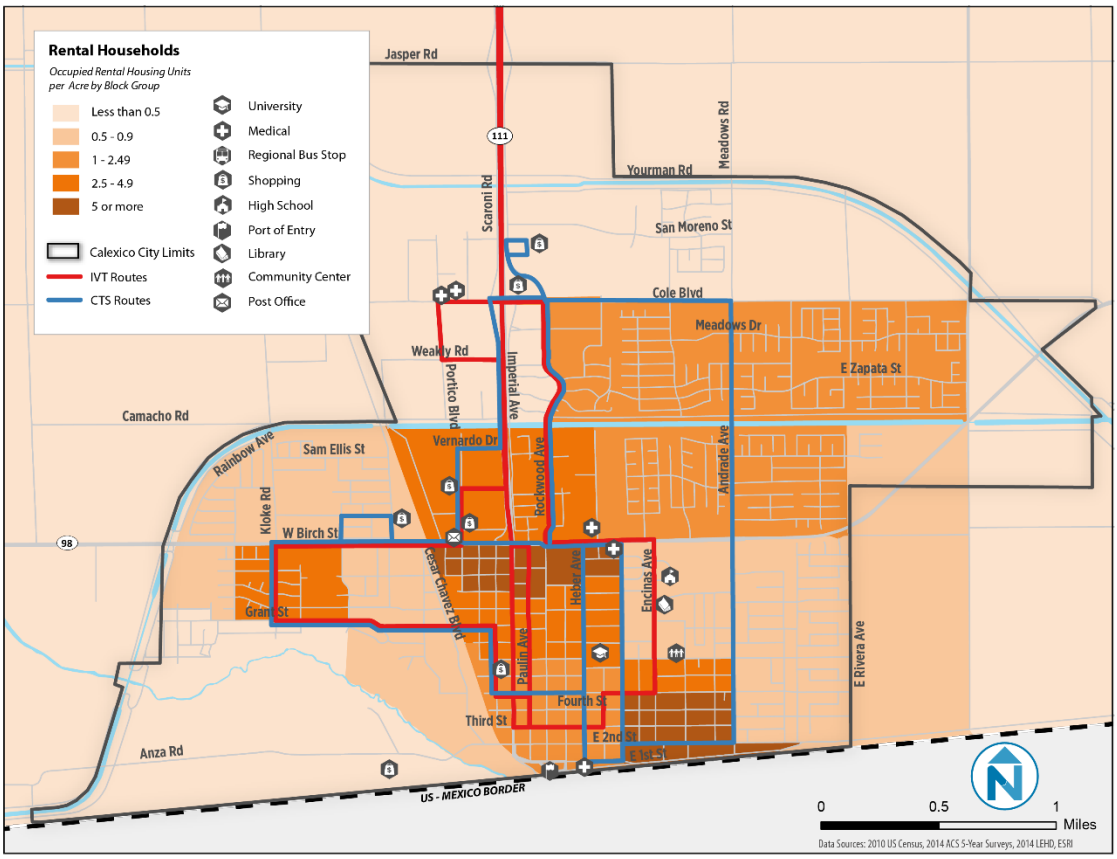
Figure 4-6 Zero-Vehicle Household Density



Rental Households

Occupied rental housing units are located throughout Calexico. The highest densities of rental households are seen in central Calexico south of SR-98 (Birch Street), and along the U.S.-Mexico border, as shown in Figure 4-7.

Figure 4-7 Renter Household Density



Transit Demand Index

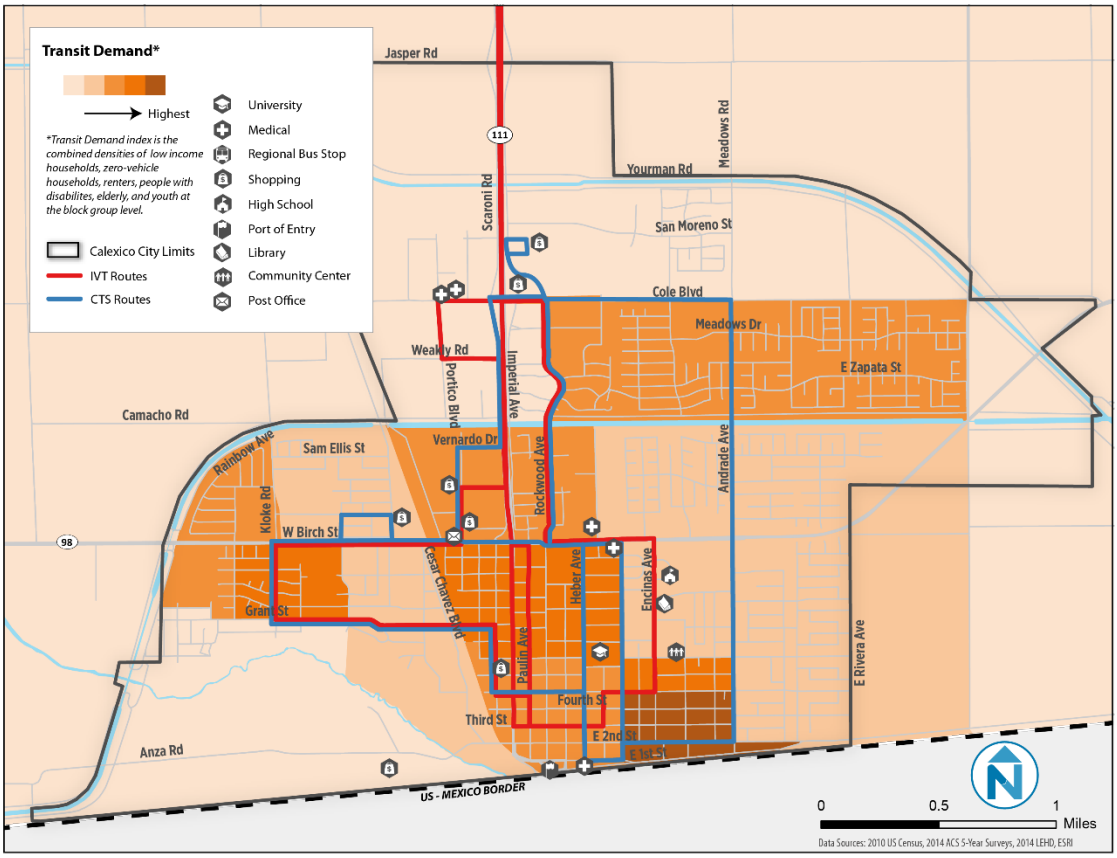
Together, select socio-demographic characteristics can show the relative demand for transit in a given area. These include the densities of seniors, young adults, persons with disabilities, low-income households, zero-vehicle households, and rental households. These characteristics have been combined into one Transit Demand Index, shown in Figure 4-8. A higher score, indicated in darker shades on the map, indicates higher predicted transit needs. The index reveals that transit demand in Calexico is highest in:

- Neighborhoods east of downtown and north of the U.S.-Mexico border
- Central Calexico from Seventh Street to SR-98 (Birch Street), east of Cesar Chavez Boulevard and west of Blair Avenue
- West Calexico neighborhoods between SR-98 (Birch Street) and Grant Street
- Northeast Calexico neighborhoods south of Cole Boulevard and north of the All-American Canal

Figure 4-8 also overlays the current fixed route transit services with the Transit Demand Index. Many of the neighborhoods with strong transit demand are served by overlapping IVT and CTS routes. The map also reveals low transit demand along Andrade Street,

Note that the transit demand index reflects trip origins only. Destinations such as employment, shopping, medical and education are not included in this analysis.

Figure 4-8 Transit Demand Index



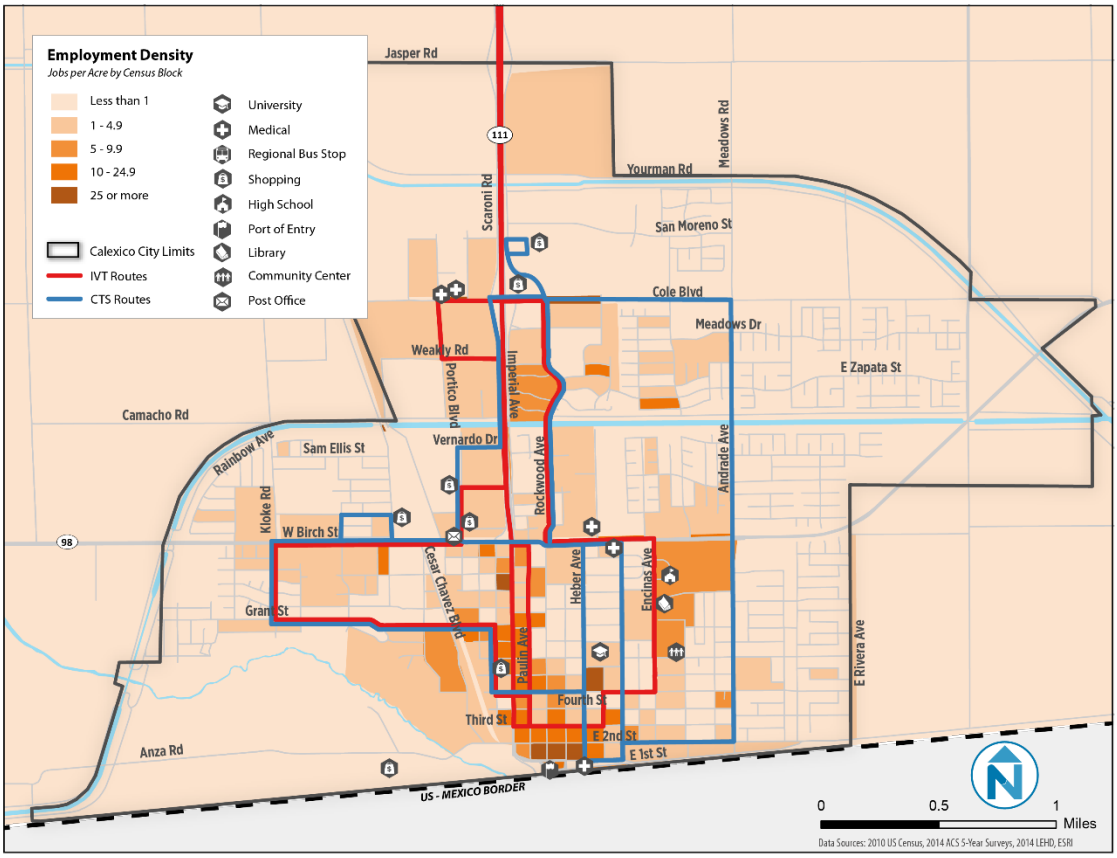
EMPLOYMENT

Overall Employment

Jobs in Calexico are primarily located near the U.S.-Mexico border, in the center of the city, and along major corridors. Corridors with high densities of employment include 2nd Street and SR-111 (Imperial Avenue). Other corridors with significant employment include Encinas Avenue (Calexico High School) and Rockwood Avenue.

The distribution of employment in Calexico is shown in Figure 4-9. Some recent employment, such as the Gran Plaza Outlets, is not include in the Census data used to create this map.

Figure 4-9 Employment Density



Low Income Employment and Worker Residences

Residences and work locations of low-income workers (earning $1,250 or less per month) are shown in Figure 4-10 and Figure 4-11.

Residential locations of low-income workers are concentrated in central Calexico neighborhoods along Rockwood Avenue and Heber Avenue; in west Calexico off Kloke Road; and the Anchor Trailer Park and Calexico Mobile Home Park along SR-111 (Imperial Avenue).

Low-wage workplaces are concentrated along commercial corridors, including Cole Boulevard in north Calexico, Rockwood and Imperial Avenues in central Calexico, and between First and Second Streets in downtown Calexico. The Alejandro Rivera Senior Citizen Apartments and Walmart shopping center also have high concentrations of low-wage workplaces.

Figure 4-12 illustrates the flow of low-income workers into and out of Calexico in 2014. Out of 6,452 low-income workers living in Calexico, over 4,000 are employed outside the city. The remaining 2,128 live and work in Calexico. Another 1,460 people are employed in Calexico but living outside the city. Worker inflow/outflow data represents home and work locations of U.S. residents only.

Figure 4-10 Home Locations of Low-Income Workers

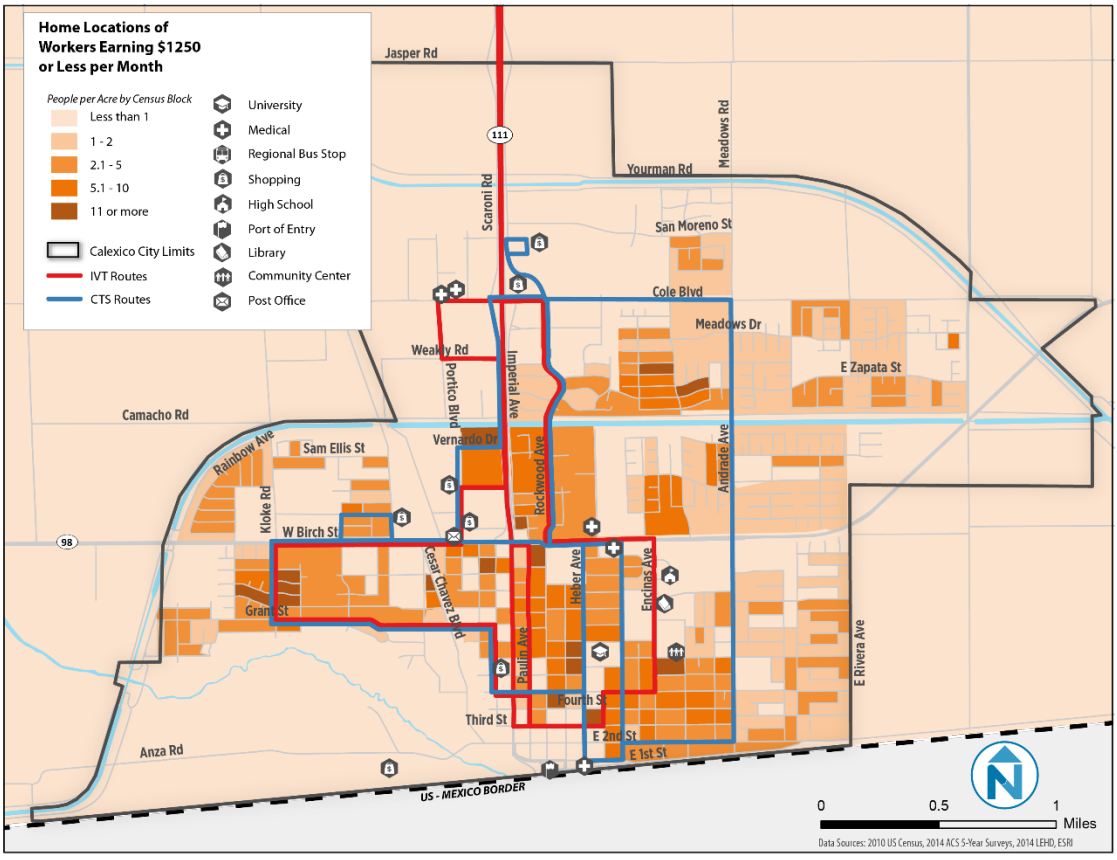


Figure 4-11 Job Locations of Low-Income Workers

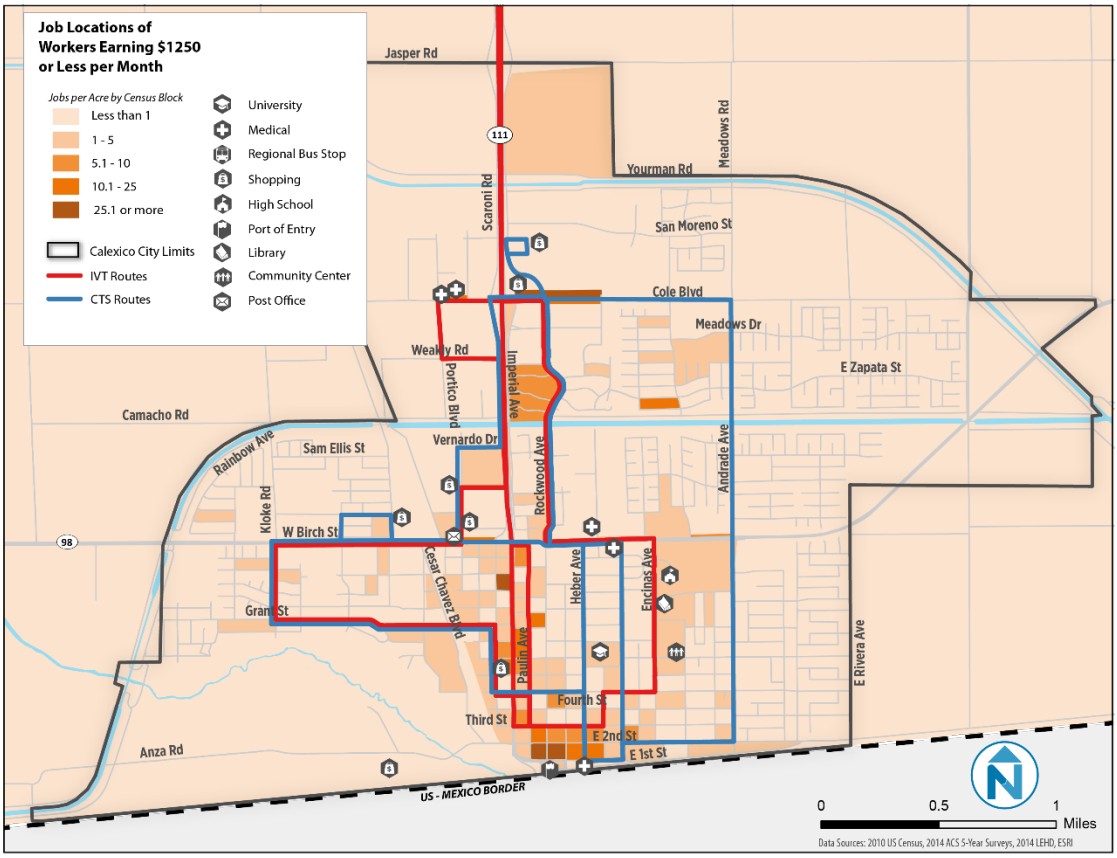
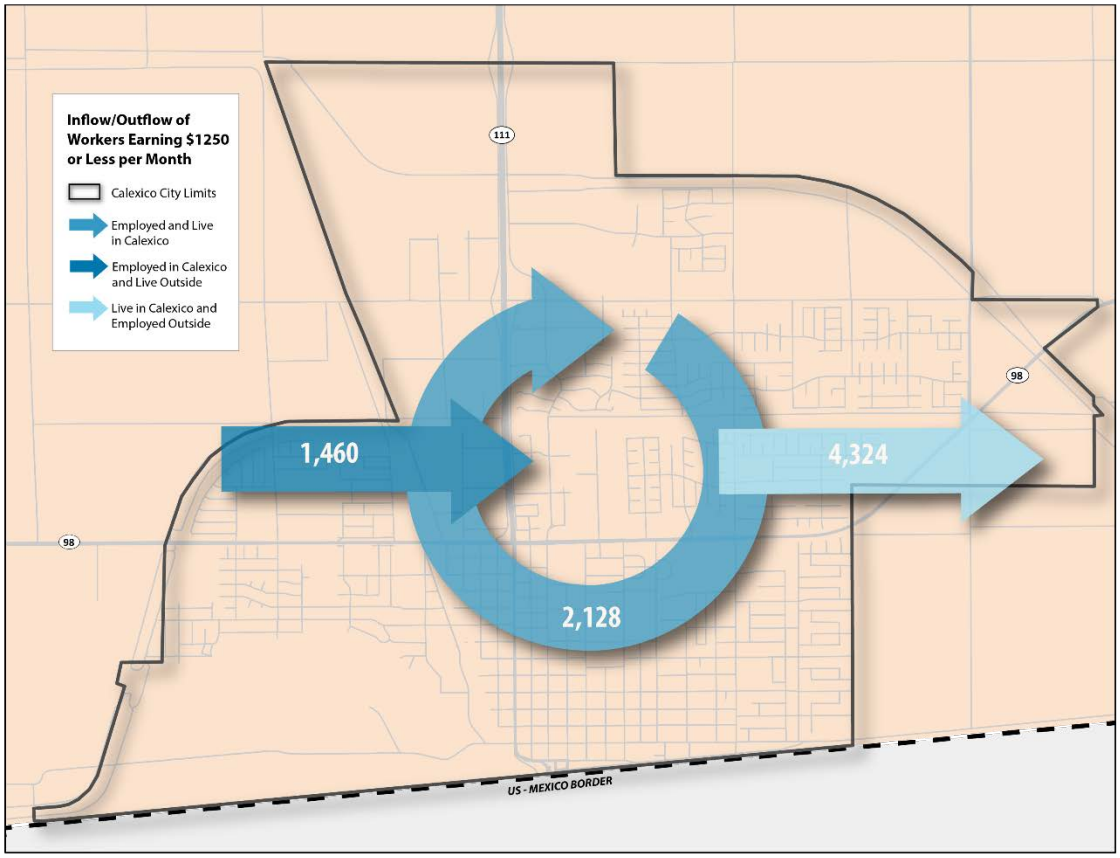


Figure 4-12 Inflow/Outflow of Low-Income Workers



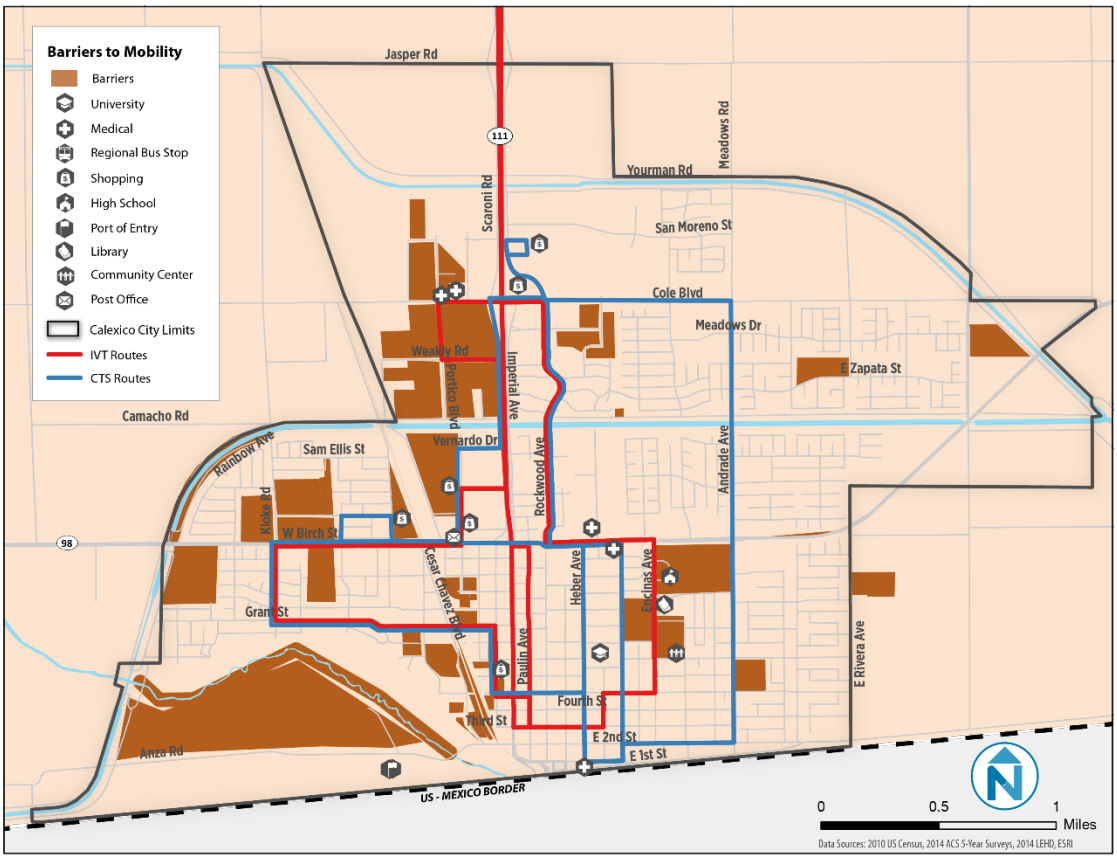
Source: 2014 LEHD

BARRIERS TO MOBILITY

Every transit trip begins and ends with a walking trip. For this reason, pedestrian access to transit is a crucial aspect of transit usage. Areas shaded in yellow in Figure 4-13 are physical barriers to mobility in Calexico, such as fenced parcels, large highways, railroads, and canals. If a rider needs to cross one of these physical barriers when accessing a bus stop or traveling to a destination, their walking time may be greatly increased due to the need to walk around, and large areas that cannot be crossed on foot. Barriers make it difficult for people to access transit, and also make it difficult for transit to deliver riders to their destinations in an efficient way. Specific locations with barriers to mobility include:

- Commercial parcels and industrial/warehouse parcels are likely to be fenced, presenting a barrier to mobility.
- Elementary, middle, and high schools also tend to have fences preventing cut-through pedestrian traffic in neighborhoods.
- Large roadways and state highways pose barriers to IVT and CTS routes that travel along SR-98, SR-111, and Cole Boulevard.
- Calexico's railroads and drainage canals cuts across town creating a barrier for north-south movements, but presenting an opportunity for a cross-town linear multiuse path in the future.

Figure 4-13 Barriers to Mobility



CALEXICO BORDER CROSSING STATISTICS

Using the U.S. Department of Transportation (DOT) Bureau of Transportation Statistics most recent full-year statistics for entry data at Calexico's Land Port of Entry (LPOE), data on personal vehicles, personal vehicle passengers, and pedestrians was queried for 2011 to 2015. The Calexico West crossing is open 24-hours per day, seven days a week, and the maximum number of open passenger vehicle lanes is ten with six pedestrian lanes. Commercial vehicles must use the Calexico East LPOE, approximately seven miles east of Calexico crossing.

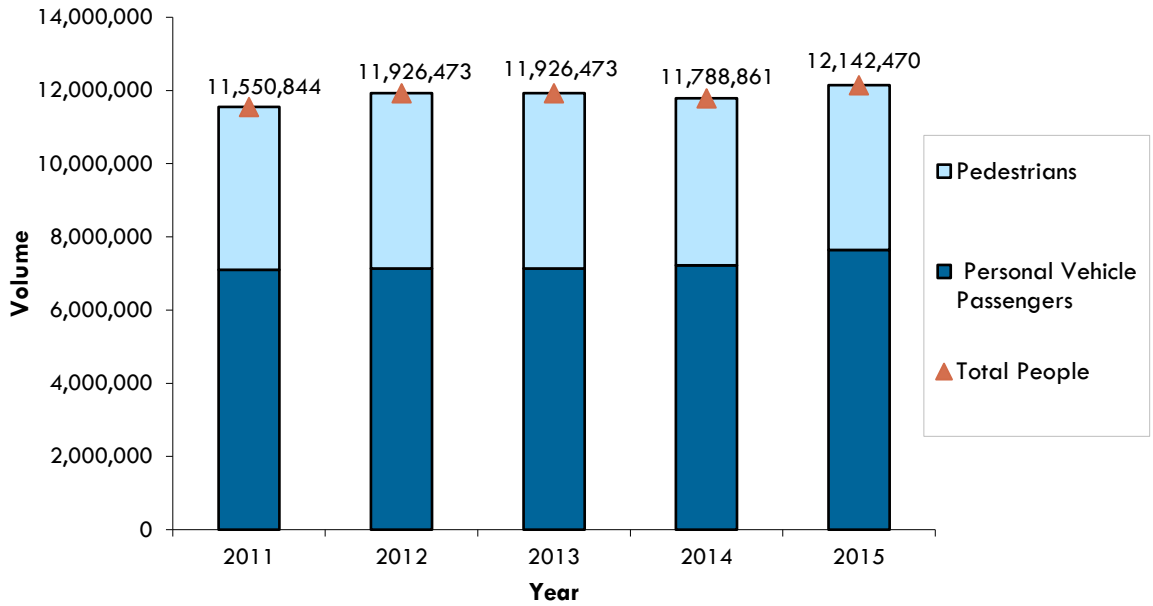
The sum of personal vehicle, personal vehicle passengers, and pedestrians has risen slightly from 2011 to 2015, from 4,095,450 vehicles and 11,550,844 passengers and pedestrians to 4,294,156 vehicles and 12,142,470 passengers and pedestrians. The volume at Calexico's West LPOE is increasing, as both Calexico and Mexicali grow in population. About 2/3 of people crossing the border do so in a vehicle, and about 1/3 of people cross as pedestrians, see Figure 4-14 and Figure 4-15 for reference. The high number pedestrians from Mexicali make up a significant segment of existing transit ridership, particularly on CTS, L&A Shuttle and Gran Plaza Shuttle.

Figure 4-14 Historical Calexico Border Crossing by Mode

	2011	2012	2013	2014	2015
Personal Vehicles	4,095,450	4,112,348	4,112,348	4,071,666	4,294,156
Personal Vehicle Passengers	7,099,725	7,132,134	7,132,134	7,221,528	7,644,148
Pedestrians	4,451,119	4,794,339	4,794,339	4,567,333	4,498,322
Total People Crossing	11,550,844	11,926,473	11,926,473	11,788,861	12,142,470

Source: USDOT Bureau of Transportation Statistics, 2011-2015

Figure 4-15 Historical Calexico Border Crossing Statistics from 2011 to 2015



Source: USDOT Bureau of Transportation Statistics, 2011-2015

5 COMMUNITY INPUT

Community input was an major component of the Calexico Transit Needs Assessment. This document summarizes feedback from bus riders, transit stakeholders and city council members.

Rider outreach was conducted on Monday, August 22, 2016 at bus terminals in downtown Calexico. Transit stakeholder discussions were held on Tuesday, August 23, 2016 at the Carmen Durazo Cultural Arts Center in downtown Calexico. Initial one-on-one (in-person and phone) interviews with City of Calexico council members took place during the week of September 12, 2016. Additional interviews with new council members took place on February 13, 2017 and February 24, 2017.

BUS RIDER SURVEYS

Bus rider intercept surveys, which were conducted on Monday, August 22, 2016 from 6:30 a.m. to 3:30 p.m. at the following bus terminals to better understand passenger travel behavior and opinion:

- 1st/Heffernan (Calexico Transit System and Gran Plaza Shuttle terminal)
- 3rd/Paulin (Imperial Valley Transit terminal)
- 3rd/Rockwood (L&A Shuttle terminal)

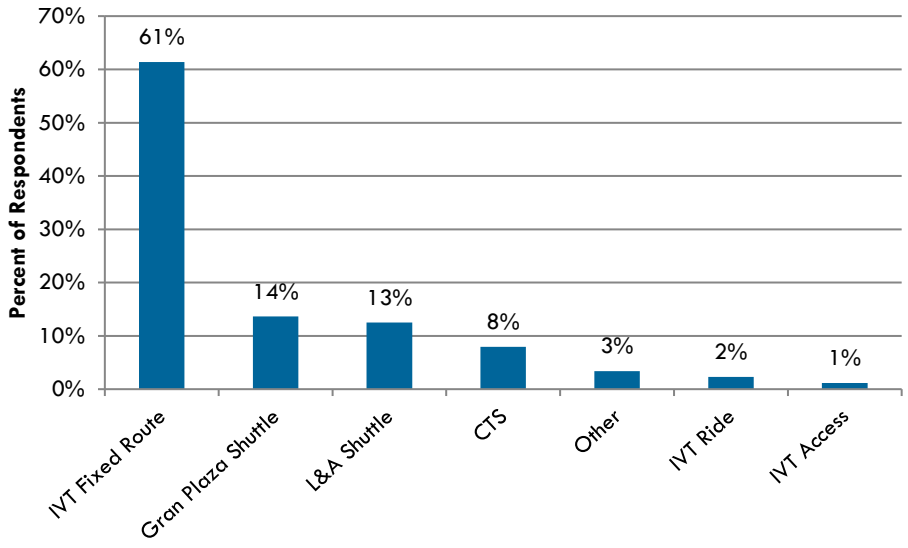
A total of 87 surveys were retrieved from the effort, of which 55 were collected in Spanish and 32 were collected in English. Although this total does not constitute a statistically valid sample, it does provide insight into the characteristics and desires of riders using public and private bus services. This section summarizes the findings of the intercept survey.

Figure 5-1 CTS and Gran Plaza Outlets Shuttle Transit Hub at 1st Street and Heffernan Ave

Bus Rider Feedback

Figure 5-2 shows the transit service that respondents were riding when they took the survey. The majority (61%) were riding IVT fixed route, followed by Gran Plaza Shuttle (14%), L&A Shuttle (13%), and Calexico Transit System (CTS) (8%). IVT riders were more willing to participate in the survey than riders of other services.

Figure 5-2 Respondents by Transit Service



Riders were asked to indicate which services they typically ride (Figure 5-3). The distribution of responses largely mirrors that of Figure 5-2, with most riders taking IVT fixed-route service (76%). This is followed by L&A Shuttle and Grand Plaza Shuttle (22% each), and CTS (19%).

Figure 5-3 Transit Services Riders Typically Use (Multiple Responses Allowed)

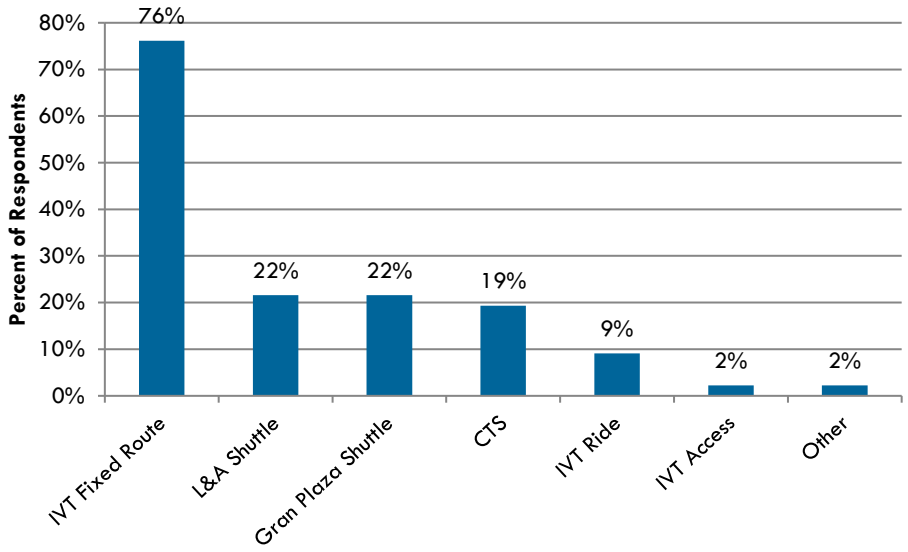
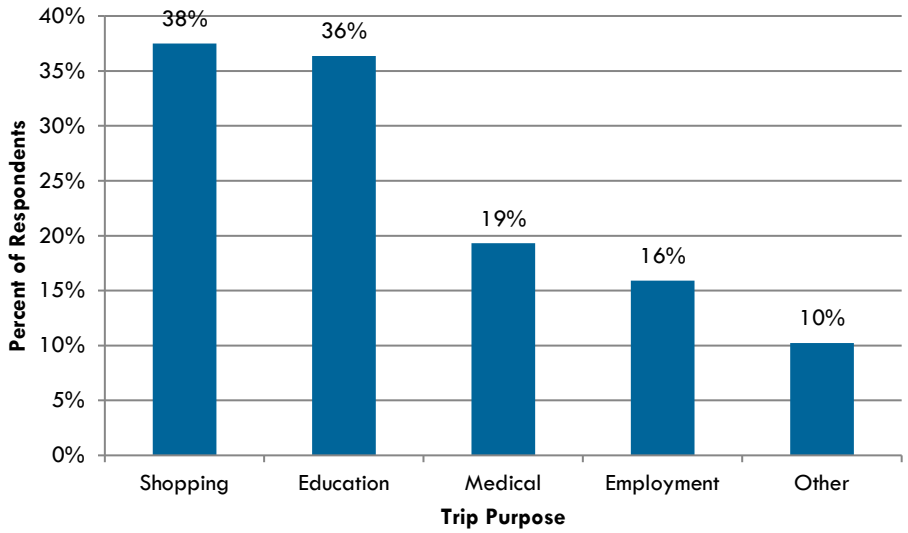


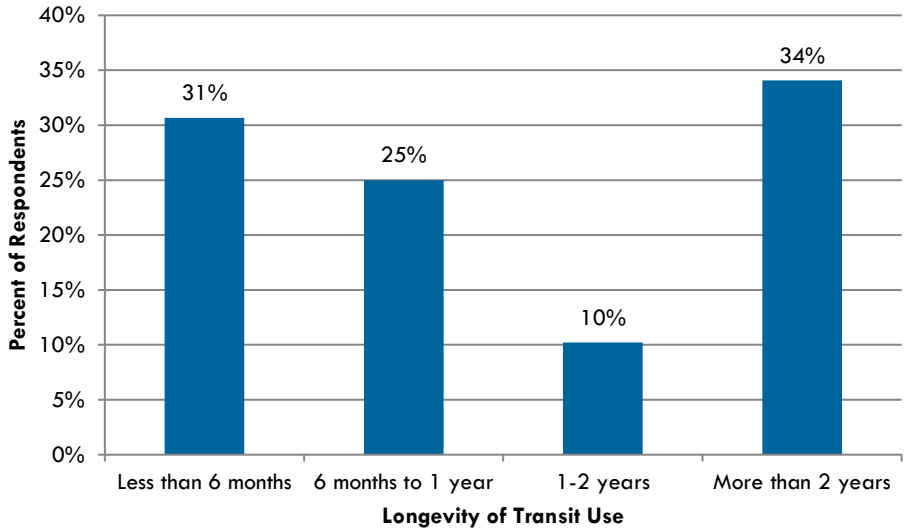
Figure 5-4 shows the typical trip purpose for respondents when riding transit, with the option to choose more than one response. The highest share of respondents (38%) use transit to go shopping, followed by 36% who use it to access education, and 19% who use it to travel to medical appointments. I IVT Route 21 carries a high number of students traveling from Calexico to Imperial Valley College. Only 16% of respondents ride transit to work, which is significantly lower than most transit markets in which work is usually the primary trip purpose.

Figure 5-4 Typical Trip Purpose when Riding Transit (Multiple Responses Allowed)



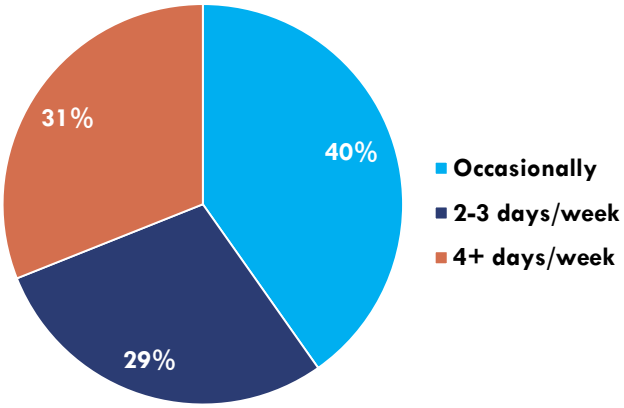
Approximately one out of three respondents have been riding transit in Calexico for more than two years (34%), while 56% of respondents have taken transit for less than one year. The high degree of turnover indicates that a high percentage of transit riders in Calexico are residents of Mexicali or IVC students.

Figure 5-5 Longevity of Transit Use



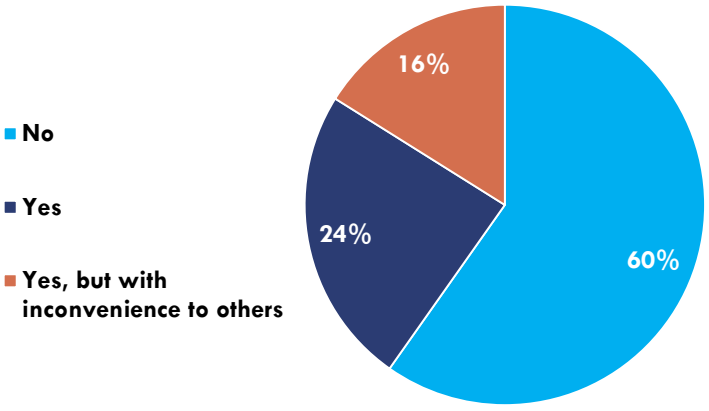
The highest share of respondents (40%) are occasional riders, taking transit one day per week or less. The remainder are nearly evenly split between those who ride two to three days per week and those who ride four or more days per week. This finding further indicates that a high percentage of riders in Calexico are not typical, everyday transit users but rather those using transit services to reach shopping and medical destinations.

Figure 5-6 Frequency of Transit Use



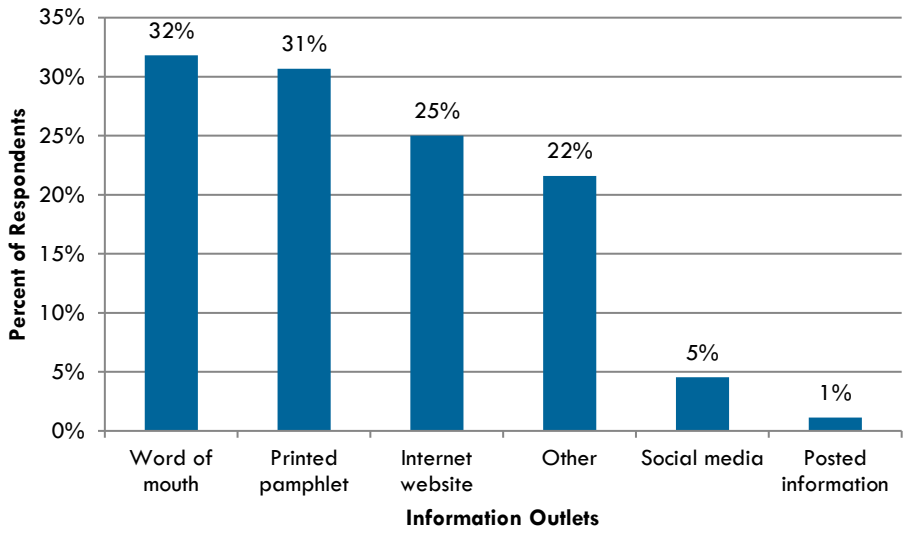
Respondents were asked to indicate if they had a vehicle available to make their current trip (Figure 5-7), of which 60% said they did not. Twenty-four percent said they did have a vehicle available, and 16% said they could have used a vehicle at an inconvenience to others.

Figure 5-7 Vehicle Availability



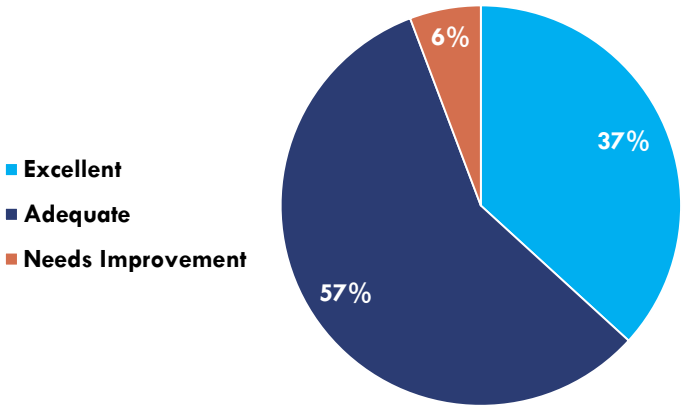
The highest share of respondents (32%) learn about transit information through word of mouth. Thirty-one percent use printed pamphlets, and 25% use a website. Imperial Valley Transit and Gran Plaza Shuttle maintain websites with route and schedule information. L&A Shuttle and Calexico Transit System do not maintain websites nor do they provide printed materials available on board buses during the intercept survey. Among the 22% who answered "other," many reported that they get information from the bus driver. Only 1% said they use posted information, indicating an opportunity to improve communication at bus stops and transit centers.

Figure 5-8 How Riders Access Transit Information (Multiple Responses Allowed)



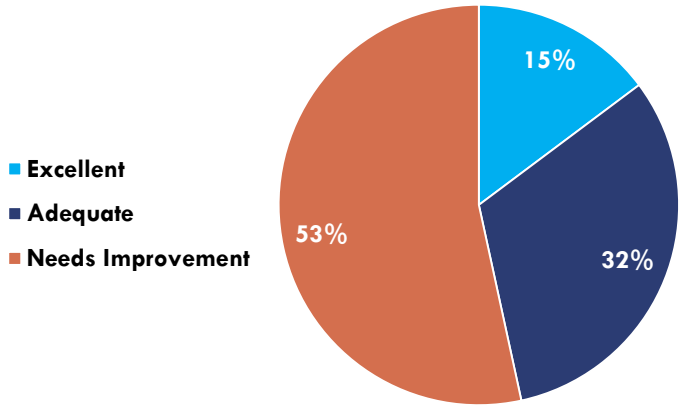
When asked about the quality of transit information (Figure 5-9), most respondents (57%) said that it was adequate, followed by 37% who said it was excellent.

Figure 5-9 Quality of Transit Information



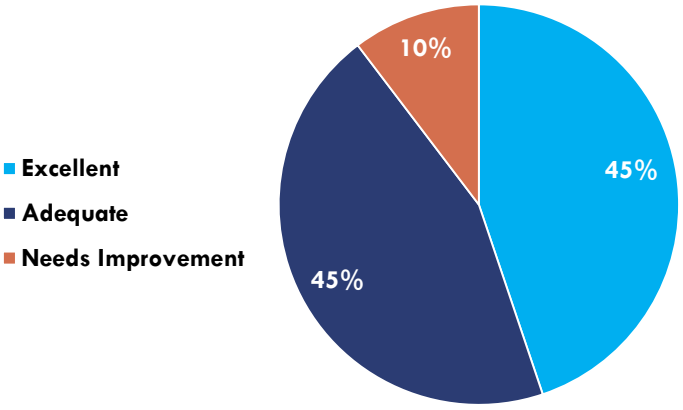
Most riders said that bus stop comfort needs improvement (53%), followed by 32% who said it was adequate. Only 15% said that bus stop comfort was excellent. Riders expressing a desire for improved bus stops were interested in shade at more locations.

Figure 5-10 Bus Stop Comfort



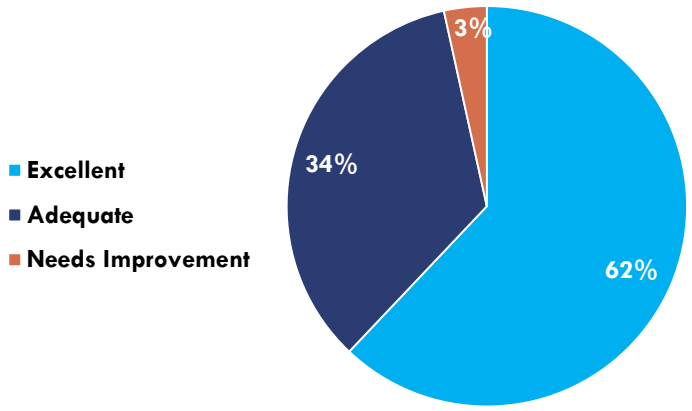
Riders were much more likely to report favorably on comfort while riding the bus, with responses equally split between excellent and adequate (45% each). Only 10% said bus comfort needed improvement.

Figure 5-11 Bus Comfort



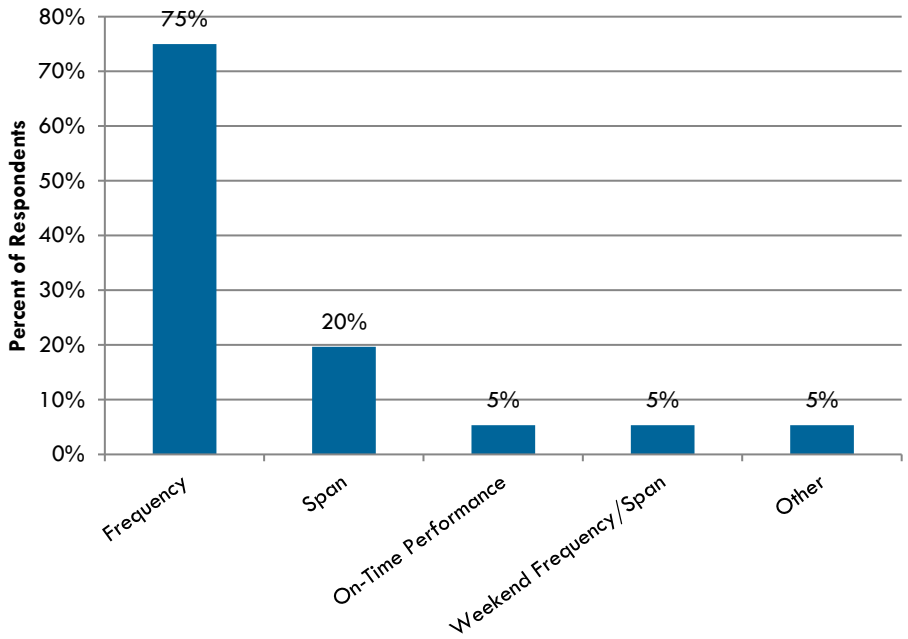
Driver safety was the highest-rated service component among riders, with 62% rating it as excellent and 34% rating it as adequate.

Figure 5-12 Driver Safety



When asked what they would like to see improved with the schedule (Figure 5-13), 75% of respondents said they would like to see improved frequency, and 20% said they would like to see extended service spans. Five percent want to see improved on-time performance. Another 5% specifically mentioned weekend service in regards to frequency and span improvements.

Figure 5-13 Preferred Schedule Improvement (Multiple Responses Allowed)



STAKEHOLDER DISCUSSIONS

Stakeholder discussions were held on Tuesday, August 23, 2016 at the Carmen Durazo Cultural Arts Center in downtown Calexico. Three separate meetings were held to provide stakeholders with morning, midday and afternoon schedule options. The intent of the stakeholder interviews was to obtain input on the following topics:

- Perceptions about strengths/weaknesses in current transit services
- Existing gaps in transportation services
- Likely benefits of improving local and regional transit services
- Priorities for improving transit services in the area

Invited stakeholders included representatives of organizations that serve seniors and people with disabilities, educational institutions, health care, transit providers and select City of Calexico staff. Invitees and attendance status is indicated in the following table.

Figure 5-14 Invited Transit Stakeholder

Organization	Attended
Calexico Senior Services	Yes
Calexico Taxi	Yes
Calexico Transit System/Imperial Rapid Svc. Inc.	Yes
City of Calexico: City Manager	Yes
City of Calexico: Public Works Department	Yes
Gran Plaza Outlets Shuttle/L & A Shuttle	Yes
Imperial County Health Department	Yes
Imperial County Transportation Commission	Yes
Calexico Business Improvement District	No
Calexico Chamber of Commerce	No
Calexico Health Center	No
California Cab	No
City of Calexico: Engineering and Development Services	No
City of Calexico: Fire Department	No
City of Calexico: Police Department	No
El Centro Regional Medical Center: Calexico Outpatient Clinic	No
Imperial County Homeless Task Force	No
General Services Administration	No
Imperial Valley College	No
Neighborhood House of Calexico, Inc.	No
SDSU-IV	No

Major themes that emerged during the stakeholder meetings are summarized below:

Rider Origins

- Transit riders consist of seniors, shoppers, workers and students.
- Most CTS and L&A Shuttle passengers are coming from Mexicali.
  - Many Mexicali residents have service industry employment in Calexico.
- Some local residents take CTS, but that is declining.
- The majority of local residents take IVT.
  - Mostly going to schools, Walmart, Clinicas de Pueblo.
- CTS seeing a decline in ridership due to long waits to get across the border.

Transit Destinations

- Walmart
  - CTS is preferable due to it stopping closer to the border and serving Walmart directly.
  - IVT's terminal is further from the border and does not serve Walmart directly.
- Regional destinations
  - IVT trips to Imperial Valley College are often crowded.
- Medical facilities
  - Riders can easily travel to doctor appointments through IVT Ride and Access.
  - Returning home from medical appointments can be more challenging because riders do not know when to schedule their return ride.

Service Demand

- Some gaps in terms of coverage.
- Temporal demand
  - Transit demand is highest from Wednesday through weekend.
  - Mornings are more popular.
  - Transit demand decreases during the summer.
- Sunday service
  - IVT now operates Sunday service on a limited basis but people are using it.
- Evening service
  - IVT operates evening service but not express routes.
- Headway/Frequency
  - 65-70 minutes between trips, (IVT) is a long time to wait.
  - IVT has plans but no funding for new Calexico circulator (Garnet Line).

Seniors

- Local seniors rely heavily on transit.
- Seniors need transportation during the morning to get to the senior center.
- Not much demand for service in the evening unless there is an evening event.
    - Seniors are unable to take IVT Ride to evening events.
- Seniors have several complaints about IVT Ride and Access.
    - Wait times of 1-3 hours result in late arrivals to appointments.
    - Scheduled pickup times are not being met.
    - Service hours do not align with appointments.
    - Long waits results in riders waiting to be picked up being exposed to heat for long periods of time.
    - The time needed to schedule a ride is too much.
    - ICTC now has a mobility coordinator that will conduct group and individual travel training.
- Prior to IVT having the service it was operated more informally, they got used to it.
    - IVT has policies that are more formal and seniors have had trouble adapting.
    - Seniors do not realize that the service has grown, so they do not understand that there is a limited number of seats/buses – they want to call and go today.
    - Used to being able to call and get a ride to shopping without planning.
    - Riders requesting to be picked up from the Senior Center dining room and travel to Wal-Mart are not allowed to do so by IVT.
- The need for medical trips is growing.
- Some seniors are unaware that they qualify for IVT Access.

Passenger Amenities

- Calexico Intermodal Transportation Facility
    - ICTC is waiting on funding.
- Bus stops
    - City of Calexico maintains bus stops.
    - City has an annual bus stop improvement budget.
    - Over time, the City of Calexico would like to add more bus shelters and improve ADA accessibility.
    - City of Calexico is considering larger shelters to accommodate more people.
    - Several locations lack shelters or benches.
        - No shelter at Cole Boulevard and Van de Graff (in front of Denny's).
        - CTS bus stop on Walmart property lacks shade.
- People ask for cooling mist at the bus stops.
- City of Calexico currently prioritizes investments based on observations or requests.
    - The City of Calexico would benefit from bus stop guidelines.
    - IVT has developed bus stop guidelines.

Buses

- Air conditioning on CTS buses usually does not work.
- Difficult to keep up with maintenance, especially A/C.

Customer Information

- Wayfinding
  - No existing wayfinding signage downtown.
  - Requests for wayfinding did come from the bicycle/pedestrian access study.
    - Need wayfinding to IVT 3rd/Paulin.
  - There used to be wayfinding.
- Route and schedule information
  - CTS/L&A do not have printed schedules.
  - CTS publicizes with flyers at 1st/Heffernan.
- Real-time arrival information for buses would be an improvement.
- Consolidated (printed) information to give to senior citizens to remind them of which phone numbers to call, which type of services are available, schedules, etc.

Taxi

- Shared rides
  - Some taxicab operators pressure customers into waiting for additional passengers to ride along on the same trip.
  - While customers prefer to ride alone, they also feel uncomfortable refusing the driver's request to picking up additional passengers.
- Many Calexico residents use taxis to get across the border (e.g. going out in Mexicali).
- Fee
  - $5 flat rate since 2007.
- Inefficiency
  - Customers will call three taxicab companies and take first one.

Unlicensed Taxicabs (Raiteros)

- L&A Shuttle has competition with *Raiteros* for trips between Calexico and El Centro.
- *Raiteros* will undercut the fare to El Centro right on the street/solicit riders where the taxicab parks.
- Solicitors will stand at the border and walk people to where the *Raiteros* are parked several blocks away.
- Cabs will also compete with CTS routes.
- Approximately 20 *Raiteros* are operating in Calexico.
  - Sanchez Transportation, Rocky Point Transportation.
- It is assumed that not all *Raiteros* are insured.
- *Raiteros* follow L&A Shuttle and steal 20% of their customers.

- L&A Shuttle has taken photos and reported but the City has not taken action.
- City of El Centro did an operation and impounded cars of five *Raiteros* – did not make a difference.
- Taxicab drivers are losing a fare to someone who is potentially not licensed to do so.
- *Raiteros* also use both cars and vans to transport customers.

City Ordinances

- Buses
  - Air conditioning is a requirement for taxis but not buses.
  - The Calexico Police chief has the authority to inspect buses, which is atypical.
- Courtesy Shuttles
  - City of Calexico Code Enforcement has demanded that courtesy shuttles such as L&A Shuttle provide restrooms facilities at bus terminals.
  - Bus operators (CTS and IVT) have not been ask to do the same.
  - Courtesy Shuttles ordinances do not include restrooms as a requirement.
- Taxicabs
  - Taxicabs ordinance has been revised numerous times while bus ordinances have not undergone many changes.

Funding

- CTS lacks funding to replace and/or upgrade its vehicles.
- The fares are low due to local economic conditions.

Active Transportation

- Bicycle-friendly streets from the border to the high school and crosstown routes are desired.
- City is planning to develop an Active Transportation Plan.
- IVT provides bicycle racks on all buses; CTS does not provide bicycle racks.

Public Health

- County Health Department is interested in increasing residents' physical activity and access to fresh fruits and vegetables.
- Transit is a good active transportation option.
- Bicycle racks help provide first/last mile connection.

Transit Vision

- One station with public and private bus service, taxis, parking, landscaping, biking would be a major improvement over today's operations.
- The community should have various pricing options for transit.
- Air conditioning on buses is extremely important due to extreme temperatures.

CITY COUNCIL MEMBER INTERVIEWS

The consultant team interviewed each City of Calexico City council member in person or via telephone. A timeline of city council member interviews is provided in Figure 5-15.

Figure 5-15 City of Calexico Council Member Interview Timeline

City Council Member	Member Status	Interview Date	Interview Type
Luis Castro	Past member	September 13, 2016	In-Person
Joong Kim	Past member	September 13, 2016	In-Person
Maritza Hurtado	Current member	September 13, 2016	In-Person
John Moreno	Past member	October 3, 2016	Phone Call
Armando "Mandy" Real	Current member	October 19, 2016	Phone Call
Bill Hodge	Current member	February 13, 2017	In-Person
Lewis Pacheco	Current member	February 13, 2017	In-Person
Jesus Eduardo Escobar	Current member	February 24, 2017	Phone Call

The consultant team provided a project overview and update, in addition to a summary of stakeholder and rider feedback received regarding transit and taxicab services. Each council member was asked a consistent set of questions to better understand how they view transit and taxicab services and their role in the community. Specific questions posed to city council members included:

- How familiar are you with the various bus and taxicab services operating in Calexico?
- In your opinion, who are the people who most need transit service?
- How high a priority are bus and taxicab services in Calexico?
- How high a priority is reduction/elimination of Raiteros?
- If you could improve one aspect of transit service in Calexico, what would it be?
- How do you envision transit in Calexico in 5 years, 10 years?
- How important are active transportation (biking/walking) infrastructure improvements to the city's future?
- What are your thoughts on making changes to existing city ordinances regarding bus and taxicab service?

Council Member Feedback

City council members conveyed their opinions on existing challenges and opportunities for improvement. While each member provided a unique assessment with different priorities, current city council members raised several common points. Major themes that emerged during interviews are described in this section.

Uniqueness of Calexico

- Calexico is unique in that a significant share of transit services are privately-owned.
- Calexico is a challenging environment for transit services due to the extreme heat.

Intermodal Transportation Center

- Construction of the proposed Calexico Intermodal Transportation Center is the highest priority for improving transit in Calexico.
  - Calexico is the largest city in the county without a transportation center.
- The proposed Calexico Intermodal Transportation Center would improve:
  - Public safety
  - Connectivity between transportation services
  - Transportation access for visitors and workers from Mexicali
  - Traffic congestion
  - Downtown image
  - Regulation of transportation services
- The proposed Calexico Intermodal Transportation Center should include:
  - Modern amenities
  - Restrooms
  - Customer information
  - Wayfinding
  - Space to accommodate all modes of transportation
- Funding for property acquisition and construction are the major hurdles.

Service Modernization

- CTS buses are substandard in terms of:
  - Accessibility
    - No wheelchair lifts
  - Comfort
    - No air conditioning
  - Emissions control
  - Operational safety
    - Traveling with open doors
  - Reliability
    - Regular maintenance issues

- New buses would be a major improvement for transit riders.
- Air conditioning should be a requirement for all buses operating within the city.

Local Bus Circulation

- Most council members expressed support for proposed IVT Calexico circulator route known as the Garnet Line to improve local bus service.
- Select former council members opposed to Garnet Line as they believed it would duplicate service and negatively impact CTS.
  - These council members also expressed a desire to assist established privately-operated and locally-owned transit providers with capital funding.
- One council member noted the importance of having multiple transit options for unique markets.

Bus Stops

- Improving customer comfort at bus stops and on the bus is a key priority, particularly for senior citizens.
- All bus stops should have shade shelters.
- Larger shelters should be considered to provide increased shade.
- Trash receptacles should be installed to reduce littering.

Unlicensed Taxicabs (Raiteros)

- Increased enforcement and larger fines are needed to curb unlicensed taxicabs.
- Unlicensed taxicabs put customers at risk
- Unlicensed taxicabs negatively affect permitted taxicab companies.
- City council are interested in best practices to address unlicensed taxicabs.

Agricultural Worker Shuttles

- One council members noted the issues associated with agricultural worker shuttles, including:
  - Multiple pickup locations throughout downtown
  - Limited restroom facilities
    - At the water tower only
  - Waiting passengers urinating in alleyways

College Students

- Some council members stressed the importance of improving transit access to Imperial Valley College (IVC).
- Council members familiar with IVT Route 21 noted that the travel time is long, particularly on return trips. Some parents pick up students in the evening, while others are unable to do so.

Senior Citizens

- Council members acknowledged that many transit riders are senior citizens.
- Council members also mentioned the array of transit services available to seniors.

Funding

- Council members mentioned that local transit funding is extremely limited.
- Some council members expressed a willingness to consider assisting CTS financially if the company is willing to meet requirements.
- Other council members were more in favor of bringing federal and state dollars to increase IVT services.

Active Transportation

- Some council members expressed an interest in improving active transportation infrastructure including:
  - Bicycle lanes
  - New/improved sidewalks
  - Bicycle racks on all buses
  - Downtown promenade

6 TRANSIT ORDINANCES

This section summarizes relevant sections of the City of Calexico Code of Ordinances concerning buses, courtesy shuttles, taxicabs and agricultural worker transportation and provides recommended revisions.

REVIEW OF EXISTING ORDINANCES

Buses (Chapter 5.36)

The Calexico Code of Ordinances defines a bus as "any motor vehicle designed or modified for carrying more than ten persons including the drivers and not more than thirty-six; a bus shall not be longer than thirty-five feet in length." A bus owner is regulated through a certificate obtained from the city council and confirmed through a public hearing. A certificate grantee must ensure that the bus operation is "convenient and necessary" meaning that there is demand for the service, that the service is financially responsible, and that the number, make and model of the bus fleet fits into these criteria. The effect that the bus service will have on traffic congestion and parking must also be considered as part of the "convenience and necessity" requirement. The City Council can suspend or revoke certificates if the owner fails to operate the service in accordance with the Code of Ordinances.

Operation of bus service is supervised by the Chief of Police, who can terminate operation if any equipment is "unsafe, defective or unsanitary". All buses are subject to inspection by any police officer at any time. A policy of insurance is required for all bus operators; insurance must meet requirements set by the City Council or City Manager. The Code of Ordinances requires that the bus owner file current fare rates with the office of the City Clerk and work with the Clerk to impose any rate changes. Rate changes are also subject to public hearing.

Bus stops must be designated and approved by the Chief of Police and operators must comply with specific routes with fines imposed any time a vehicle is found operating outside a designated route.

Courtesy Shuttle Transportation Services (Chapter 5.37)

The Calexico Code of Ordinances defines courtesy shuttle transportation services as transportation service provided by a licensed business entity for "its own business clientele...without payment of any fare or compensation by passenger". This service is used to take passengers between "non-stop fixed locations" with designated pick-up and drop-off points along a predetermined route (which is determined by the city). The drop-off point must be the operator's place of business. If a pick-up or drop-off location is on public property, a formal application for a parking zone or variance must be submitted. Only one courtesy shuttle service is permitted per business entity.

Shuttle owners must obtain a permit through the city council and the planning commission; permit approval is dependent on a public hearing and approval process. The process includes a criterion for issuance: demonstrated need, showing inadequate transportation services to currently meet that need, and the effect on traffic congestion, parking, and public hazards.

Shuttle vehicles cannot contain seats numbering more than 12, including the driver. Vehicles must be inspected prior to entering service and police officers may make "reasonable and periodic" inspections. If a vehicle is found to be unsafe or unsuitable for service, it can be immediately removed from service. Permits can be suspended or revoked by a city manager after a pre-suspension and/or pre-revocation hearing for several reasons laid out in the Code of Ordinances.

Taxicabs (Chapter 5.80)

According to the Code of Ordinances, a taxicab is a motorized, passenger-carrying, for-hire vehicle operated within a fixed area rate or waiting time basis rate (or both). Taxicabs do not operate along a fixed route and can extend beyond the limits of the City. Taxicab operators must obtain a certificate of "public convenience and necessity;" a limited number of these permits are granted and all are subject to a public hearing. The Code of Ordinances provides a detailed list of the materials and paperwork required in order to apply for a permit.

Whether the service is "convenient and necessary" is based on: public demand, financial responsibility and experience of the applicant, existing supply, the number, make, model of the vehicles to be used, and the effect on traffic congestion, parking, and public hazard (which must be studied independently). The chief of police can suspend or revoke the certificate for a number of reasons set out in the Code of Ordinances. Additionally, taxicab drivers must obtain a driver's permit and undergo a screening process and drug and alcohol testing pursuant to California laws.

Owners and operators of taxicabs must establish and maintain an off-street station or parking lot where vehicles can be stored when not in use; these locations must be kept open 24 hours per day. Additionally, owners and operators shall "have available at all times taxicabs for the purpose of giving local service within the city." The city can also establish taxicab stands in public areas. Drivers must use these taxicab stands when soliciting passengers; drivers may not repeatedly drive along main downtown streets or call out to pedestrians to solicit passengers.

Taxicab operators are required to take the most direct route in order to transport passengers to their destinations safely and quickly. Additionally, once a passenger is engaged they have exclusive rights to the passenger compartment and should not be required to share it with additional passengers. Taxicab operators are not allowed to refuse service to any passengers who present themselves for service in a "sober and orderly manner and for a lawful purpose."

Taxicab rates must be established through a resolution adopted by the city council and the rate schedule must be kept up to date in the office of the city clerk. A public hearing will approve proposed rate changes; violations of rate schedule constitute revocation of the driver's certificate. Rates must be posted on the exterior of the driver's door and the passenger's door. The Code of Ordinances also sets limits to the number of passengers allowed in a vehicle and the taxicab markings and color schemes. Additionally, the Code of Ordinances provides grounds for inspection - at the start of service and annually - as well as elements covered by inspections.

Taxicab owners must obtain insurance that meets the criteria laid out in the Code of Ordinances; insurance policies must be filed with the chief of police. Taxicab services is supervised by the chief

of police; any police officer has the right to inspect vehicles and drivers at any time. Permits and certificates can be suspended or revoked for violated any provision in this Code of Ordinances.

Farm Labor Recruitment, Pickup and Dispatching (Chapter 10.50)

The City of Calexico Code of Ordinances defines "recruitment, pickup and dispatching of farm labor" as recruiting persons for employment in farm labor, providing transportation to agricultural work sites and dispatching persons to employment in agriculture services. "Providing transportation to agricultural work sites" includes any means of transportation whether or not properly licensed for such purpose, done by or under the direction of an agricultural employer or farm labor contractor.

The ordinances prohibits the recruitment, pickup and dispatching of farm labor before the hour of 3 a.m. from November 1 through March 31. Location restrictions are also included in the ordinance, prohibited the recruitment, pickup, dispatching and disembarkment of farm labor in all residential zones within the city.

The recruitment, pickup, dispatching and disembarkment of farm labor is permitted in all industrial and manufacturing zones within the city and certain designated areas within the commercial zones of the city. Locations used for the recruitment, pickup, dispatching and disembarkment of farm labor shall provide adequate sanitary facilities, trash receptacles and parking facilities.

A first violation of the agricultural worker transportation ordinance will result in a fine of one hundred twenty-five dollars. A second violation within a year is punishable by a fine of two hundred fifty dollars. A third violation of this chapter within a year shall be punishable by a fine of five hundred dollars.

RECOMMENDED REVISIONS TO CITY ORDINANCES

The modernization of transit services operating within the City of Calexico requires the adoption of new, stricter ordinances. Ordinances adopted by other cities within the Imperial Valleys (Yuma, El Centro, and Brawley) were reviewed to compare bus and taxicab regulations. While most cities have similar regulations regarding inspection and liability, they vary considerably in terms of vehicle characteristics and public information. Recommended additions to the code of ordinances are organized by service type (bus, shuttle, taxicab and agricultural shuttle).

Buses (Chapter 5.36)

The Buses section of the City of Calexico Code of Ordinances should be amended to include the following new requirements for all public and privately bus operators:

Vehicle Characteristics

- The Code of Ordinances should include a requirement that all buses are air-conditioned, which is a requirement for taxicabs.
  - 5.8.320H Air Conditioning. No taxicab may be operated in the city unless said taxicab is equipped with an air conditioner in good operating condition.
- The Code of Ordinances should include a requirement that all buses entering service be ADA accessible with a wheelchair ramp or lift.
- The Code of Ordinances should include a requirement that each has a storage rack for up to two bicycles.
- The Code of Ordinances should be amended to allow buses up to 40 feet in length (the current ordinance allows buses up to 35 feet in length).
- The Code of Ordinances should be amended to allow bus capacities up to 50 passengers (the current ordinance allows up to 36 passengers).

Bus Stops

- The Code of Ordinances should include minimum requirements for bus stop amenities (shelters, benches, signage, etc.).
- The Code of Ordinances should reassign bus stop approval duties from the Police Chief to Public Works.

Public Information

- The Code of Ordinances should require that all fixed-route transit providers to make route, schedule and fare information in the form of brochures or pamphlets available in English and Spanish on buses and at transit hubs.
- The Code of Ordinances should require that all fixed-route transit providers to maintain a website that includes a system map, route schedules, fare, and contact information. The website should offer content in English and Spanish.

Inspection

- The Code of Ordinances should require that all be inspected by a designated member of the City prior to entering service.

Public Liability

- The Code of Ordinances should require that valid proof of insurance and workers' compensation must be provided to the City Clerk prior to January 1.

Operational Safety

- The Code of Ordinances should prohibit fixed-route buses from:
  - Stopping at any locations other than designated bus stops
  - Traveling with doors open
  - Performing U-turns on city streets
- The Code of Ordinances should provide stipulations on required driver screening, drug and alcohol testing, and training.

Federal and State Regulations

- The Code of Ordinances should require that all vehicles comply with relevant Federal and State regulations, including:
  - The Americans with Disabilities Act (ADA) for issues related to wheelchair ramps/ lifts and stop announcements
    - Publicly-Funded Bus Service:
      - Code of Federal Regulations, Title 49, Chapter A, Part 37 Transportation Service for Individuals with Disabilities, Various Sections
    - Privately-Owned Bus Service:
      - Code of Federal Regulations, Title 49, Chapter A, Part 37, Subpart E, Section 37.103 Purchase or lease of new non-rail vehicles by private entities primarily engaged in the business of transporting people
  - Vehicle Emissions
    - Publicly-Funded Bus Service:
      - California Code of Regulations, Title 13, Division 3, Chapter 1, Article 4 Diesel Particulate Matter Control Measures, Section 2020-2023.4
      - California Code of Regulations, Title 13, Division 3, Chapter 1, Article 4.5 Regulation to Reduce Emissions of Diesel Particulate Matter
    - Privately-Owned Bus Service:
      - California Code of Regulations, Title 13, Division 3, Chapter 1, Article 2 Approval of Motor Vehicle Pollution Control Devices for New Vehicles
      - California Code of Regulations, Title 13, Division 3, Chapter 1, Article 4.5 Regulation to Reduce Emissions of Diesel Particulate Matter
  - Vehicle Inspections administered by California Highway Patrol
    - State of California Vehicle Code Section 34500
  - Drug and Alcohol Testing
    - State of California Vehicle Code Section 34501

Courtesy Shuttle Transportation Services (Chapter 5.37)

The Courtesy Shuttles section of the City of Calexico Code of Ordinances should be amended to include the following requirements for all transit operators:

Vehicle Characteristics

- The Code of Ordinances should include a requirement that all buses are air-conditioned, which is a requirement for taxicabs.
- The Code of Ordinances should include a requirement that all buses entering service be ADA accessible with a wheelchair ramp or lift.
- The Code of Ordinances should be amended to allow bus capacities up to 20 passengers (the current ordinance allows up to 12 passengers).

Inspection

- The Code of Ordinances should require that all be inspected by a designated member of the City prior to entering service.

Public Liability

- The Code of Ordinances should require that valid proof of insurance and workers' compensation must be provided to the City Clerk prior to January 1.

Operational Safety

- The Code of Ordinances should provide stipulations on required driver screening, drug and alcohol testing, and training.

Federal and State Regulations

- The Code of Ordinances should require that all vehicles comply with relevant Federal and State regulations, including:
  - The Americans with Disabilities Act (ADA)
    - Code of Federal Regulations, Title 49, Chapter A, Part 37, Subpart E, Section 37.103 Purchase or lease of new non-rail vehicles by private entities primarily engaged in the business of transporting people
  - Vehicle Emissions
    - California Code of Regulations, Title 13, Division 3, Chapter 1, Article 2 Approval of Motor Vehicle Pollution Control Devices for New Vehicles
    - California Code of Regulations, Title 13, Division 3, Chapter 1, Article 4.5 Regulation to Reduce Emissions of Diesel Particulate Matter
  - Vehicle Inspections administered by California Highway Patrol
    - State of California Vehicle Code Section 34500
  - Drug and Alcohol Testing
    - State of California Vehicle Code Section 34501

Taxicabs (Chapter 5.80)

The Taxicabs section of the City of Calexico Code of Ordinances should be amended to include the following requirements for all taxicab operators:

Definitions

- The Code of Ordinances should define terms “permit”, “certificate”, and “unsanitary”.

Vehicle Characteristics

- The Code of Ordinances should provide additional guidance regarding taximeters; they must be tested by a department of weights and measures, they must dispense printed receipts, and they must be capable of gathering, storing, and retrieving information related to service data.
- The Code of Ordinances should require that taxicabs have lighting to indicate when they are available or when they need assistance.

Driver Behavior

- The Code of Ordinances should prohibit all taxicab drivers from using cell phones or smoking while operating the vehicle.
- The Code of Ordinances should prohibit taxicab drivers from forcing passengers to hold to pick up additional passengers.

Fees

- The Code of Ordinances should establish a fee for the taxicab owner’s certificate.

Fare Payment

- The Code of Ordinances should stipulate payment options; for example, taxicabs should be equipped to accept both cash and credit cards.

Federal and State Regulations

- The Code of Ordinances should require that all vehicles comply with relevant Federal and State regulations, including:
  - The Americans with Disabilities Act (ADA)
    - Code of Federal Regulations, Title 49, Chapter A, Part 37, Subpart E, Section 37.29 Private entities providing taxi service
- Drug and Alcohol Testing
  - California Government Code, Title 5, Division 2, Part 1, Chapter 1, Article 4, Section 53075.5 Public Health, Safety and Welfare

Farm Labor Recruitment, Pickup and Dispatching (Chapter 10.50)

The Farm Labor Recruitment, Pickup and Dispatching section of the City of Calexico Code of Ordinances should be amended to include the following requirements:

Licensing

- The Code of Ordinances should require that each farm labor transportation providers submit updated information to a designated City department by January 1 of each year.
  - Information should include embarking/disembarking locations, number of buses or trucks used (by season) and approximate daily ridership (by season)

Federal and State Regulations

- The Code of Ordinances should require that all vehicles comply with relevant Federal and State regulations, including:
  - Code of Federal Regulations, Title 49, Chapter III, Subchapter B, Part 398 Transportation of Migrant Workers

Transportation Network Companies

The City of Calexico should adopt an ordinance for Transportation Network Companies (TNCs) based on the California Public Utilities Code (CPUC) article:

- California Public Utilities Code (CPUC), Division 2, Chapter 8, Article 7, Sections 5430 - 5445

SUMMARY OF RECOMMENDATIONS:

The City of Calexico should adopt revised Code of Ordinances for Buses, Courtesy Shuttles, Taxicabs, Farm Labor Transportation, and Transportation Network Companies.

7 TRANSIT GUIDELINES

Transit guidelines are a resource for service planning, pedestrian infrastructure, and passenger information. Transit guidelines are based on national best practices but are also adapted to meet the unique needs of the City of Calexico. Adopted and implemented over time, transit guidelines will help modernize transit services, improve riders satisfaction and increase transit ridership.

Transit guidelines included in this chapter cover the following topics:

- Route Design
- Schedules
- Bus Stops
- Public Information
- Bicycle Access to Transit

ROUTE DESIGN

Route design guidelines are aimed at making service in Calexico intuitive, logical, and easy to understand. Route design guidelines can be applied new routes or modifications to existing routes. Simplification of routes is an important step in creating transit networks that provides riders with the flexibility to make many types of trips.

Transit services operating within Calexico serve a vast number of residents, students, workers, and visitors. This section describes practices that will make service more convenient and intuitive for the majority of current and potential riders.

Route Directness

Routes should be designed to operate as directly as possible to maximize average speed for the bus and minimize travel time for passengers while maintaining access to service. Direct routes tend to be useful to more people than circuitous routes. Even if a trip requires transferring between two routes, it is likely to be faster than a trip using a circuitous route.

Arterial Streets

Routes should operate on arterial streets as much as possible and minimize travel on residential streets. The operation of bus service along arterials makes transit service faster and easier for riders to understand and use. Transit riders typically have a general knowledge of an area's arterial road system and use that knowledge for geographic points of reference.

Route Types

The purpose of each routes should be well-defined in order to set appropriate customer expectations. Figure 7-1 describes common route types and the benefits and challenges for each.

Figure 7-1 Route Types

Route Types	Purpose and Description	Benefits and Challenges
Local Circulator	Purpose Local circulators connect residential areas with major destinations within a specific community. Description Local circulators typically run every hour and operate on both arterial and collector streets with an emphasis on coverage and access.	Benefits ▪ Stops are closer together, requiring less walking. ▪ Provides good coverage, serving a wide variety of destinations. Challenges ▪ Routes can be circuitous and make frequent stops, causing longer travel times. ▪ Typically attract fewer riders than other fixed-route services because of longer travel times.
Local Arterial	Purpose Local arterials provide frequent and direct service within a community. Description Arterial routes typically run every 30 minutes and operate on arterial streets with an emphasis on speed and frequency.	Benefits ▪ Routes have direct alignments, improving travel times. ▪ Routes operate more frequently, adding flexibility to users. Challenges ▪ Riders may have to walk a few blocks to their destination if it is not directly on an arterial. ▪ More frequent service requires multiple vehicles, making it more costly.
Local Shuttle	Purpose Local shuttles provide direct non-stop service between transit hubs and major activity centers within a community. Description Shuttles typically run every 10-20 minutes and operate on arterial streets.	Benefits ▪ Alignments are direct in order to make the trip as fast as possible for riders. ▪ The schedule of these services is tied to the business hours of the destination. Challenges ▪ The service is designed around a very specific trip pattern
Regional Express	Purpose Express routes provide limited non-stop intercity service between transit hubs and major regional destinations. Description Regional express service is typically designed around commute or class schedules and operates in one direction during peak times. Service operates mostly on highways.	Benefits ▪ Service is direct and travel times can be comparable to automobile travel times. Challenges ▪ Riders may have to walk a few blocks to their destination or connect to/from another route. ▪ Destinations are typically limited to major employment centers or educational institutions. ▪ Service may be limited to peak hours only

SCHEDULES

Simple and consistent schedules improve the viability and attractiveness of transit service. Schedule improvements are a strategy to make service better for existing riders and encourage new riders to try transit. The variety of transit options in Calexico underscores the need to be as simple and consistent as possible when scheduling service. Schedule considerations for Calexico include scheduling service with clockface headways and tailoring spans of service and headways to match demand.

Headways

Headways (elapsed time between consecutive buses at a specific bus stop) are ideally set to match demand. Current fixed-route services in Calexico vary in terms of headway. Local circulators headways range from 30-70 minutes while regional express-type routes make trips during peak hours only.

Whenever possible, routes should also have headways that divide evenly into an hour, such as every 15, 30, or 60 minutes. These headways are referred to as clockface headways. Clockface headways are easier for passengers to remember and can help facilitate timed connections between routes at transit hubs.

The upcoming Imperial Valley Transit Short Range Plan should place on emphasis on redesigning routes to allow for 30 and 60-minute headways.

Service Span

Service span, or the number of hours per day when transit service is provided along a route, or between two locations, plays a role in determining the effectiveness of transit service for potential users. Transit service must be available near the time a trip needs to be made in order for transit to be a travel option.

Passenger needs and transit resources (vehicles, personnel, funding) are key considerations in setting weekday service spans and deciding which routes operate on Saturdays and Sundays.

Late night trip times should coordinate with shifts at major retail employment centers and night classes at Imperial Valley College.

BUS STOPS

Bus stop spacing guidelines are a tool to guide the placement of future bus stops, while balancing customer convenience and operating efficiency.

Bus Stop Spacing

Stop spacing is the distance between bus stops along a route. Stop spacing can have an impact on the speed and reliability of a service as well as on a customer's ability to access the stop. The optimal spacing between bus stops involves a balance of customer convenience and operating efficiency. Closely spaced stops reduce the distance to and from customer origins and destinations but result in slower bus speeds. On the other hand, stops spaced far apart result in faster service but can significantly increase walking distances. Areas with higher population and employment densities, such as downtown and surrounding the neighborhoods, should have shortened stop spacing than areas with moderate or low densities.

Due to the extreme heat of the Imperial Valley, bus stops should be spaced no more than ¼ mile apart in areas of contiguous development to reduce walking distance for riders. In an effort to reduce dwell time, bus stops should not be spaced closer than two blocks apart.

Bus Stop Placement

Bus stop placement guidelines describe the considerations that are involved in making decisions regarding new or relocated bus stops. The proper location of bus stops is critical to the safety of passengers, pedestrians, and motorists, as well as the safe and efficient operation of buses.

Bus stop placement involves a balance of customer safety, accessibility, and operations. All stops should be fully accessible with a concrete landing and access to sidewalk or pathway. Bus stops should be compatible with adjacent land use and minimize adverse impacts on the built and natural environment.

The initial step of determining placement of a new or relocated bus stop involves its proximity to the intersection. The placement of each bus stop can be classified as one of the following:

- Near-side—immediately prior to an intersection
- Far-side—immediately after an intersection
- Mid-block—between two intersections

Bus stops are generally located at street intersections to maximize pedestrian accessibility from both sides of the street and provide connectivity to intersecting bus routes. Bus turning movements, driveways, and dedicated turn lanes sometimes restrict the placement of stops at or near an intersection and necessitate a mid-block stop. Mid-block stops may also be considered when destinations are a significant distance from intersections.

Each new or relocated bus stop must be examined on a case-by-case basis to determine their exact location. The following list details bus stop placement considerations related to customer convenience and comfort, accessibility, operational safety, and adjacent land use:

- Customer Convenience and Comfort
  - Proximity to anticipated trip generators (origins and destinations)
  - Visibility of bus stop zone and presence of street illumination
- Accessibility
  - Adequate right-of-way to ensure the bus stop meets the Americans with Disabilities Act (ADA) accessibility standards
  - Presence and conditions of sidewalks leading to trip generators
  - Marked crosswalks and curb ramps at street intersections or midblock crossings
- Operational Safety
  - Volume and turning movements of other vehicles
  - Adequate curb space to accommodate multiple buses, if necessary
  - Adequate sight distance to/from adjacent streets, intersections, and driveways
  - Proximity to rail crossings
- Adjacent Land Use
  - Ridership potential to support the investment of new stops
  - Adequate right-of-way to prevent encroachment onto private property

Key advantages and disadvantages of each bus stop placement option are described in Figure 7-2.

Figure 7-2 Bus Stop Placement Considerations

	Advantages	Disadvantages
Near-side stops	Shortest distance from bus door to a crosswalk, which encourages riders to use crosswalks	Most exposure to traffic delays. May require more than one traffic cycle Increases conflict with right-turning vehicles May block travel lane with queuing buses May obscure motorists' view of traffic control devices and crossing pedestrians
Mid-block stops	Typically improves access to destinations on large tracts	May require bus pullout on high-speed streets Encourages riders to cross street mid-block Motorists typically do not expect mid-block crossing pedestrians
Far-side stops	Encourages riders to use nearby crosswalks Reduces delay as operators have better chance of avoiding red light Allows additional right-turning capacity before intersection	May restrict travel lanes on far-side of intersection

Parking Restrictions

The lack of parking restrictions can negatively affect bus service by limiting sight distances and passenger access. Calexico currently paints the curb of most IVT bus stops red to indicate parking is not allowed. In an effort to maximize safety and customer convenience while reducing conflicts with automobile traffic, the City of Calexico should install no parking restrictions at all bus stops in the city.

Bus Stop Signage

Modern bus stop signage includes route information (route number and terminal destination) and the customer service phone number of the respective service provider. Additional features that improve customer service include a printed schedule with arrival times and a unique bus stop identification number for future online trip planning.

While Calexico has been successful at providing basic bus stop signage at all IVT stops, most cities are going beyond this to provide more detailed route, schedule, and contact information.

Figure 7-3 Typical Bus Stop Signage

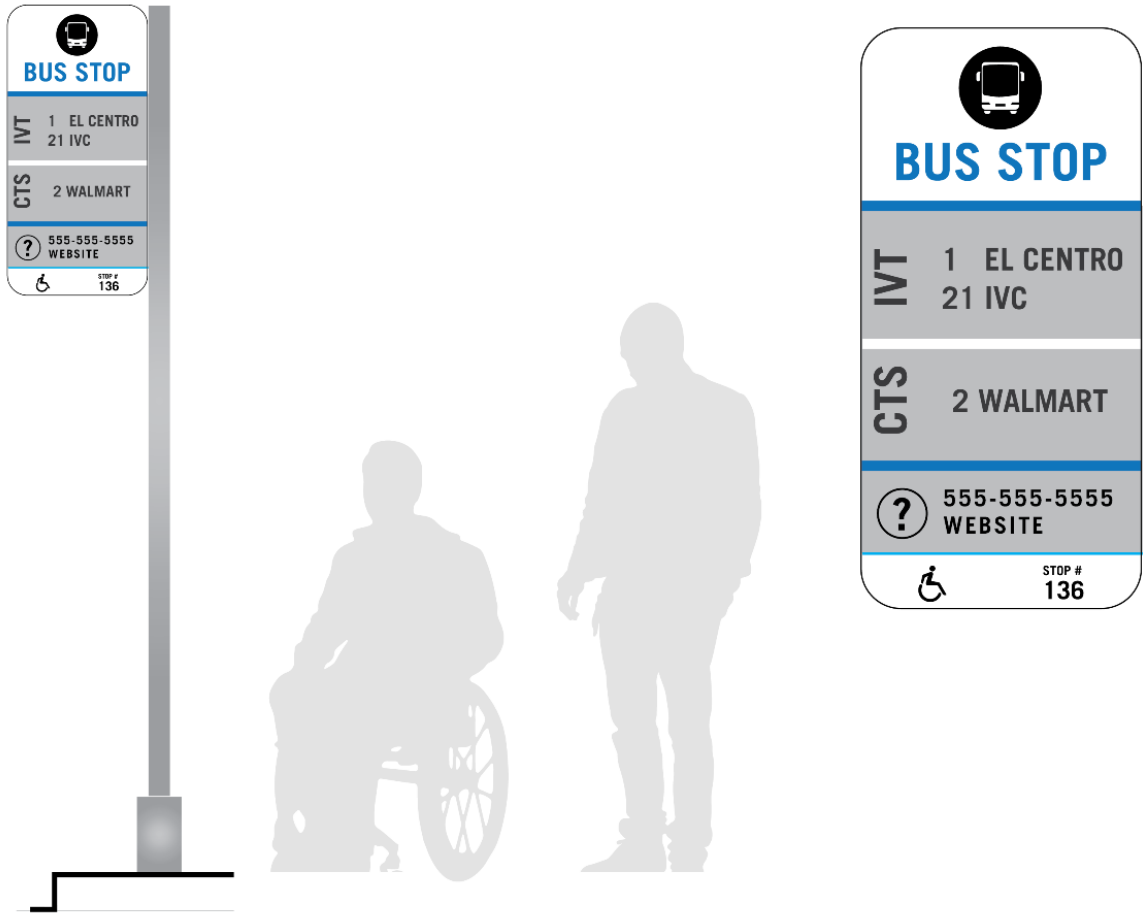
New signage should be installed at each bus stop pole. Bus stop signage should be placed at the far end of the stop and mark the stopping point of the bus. Signage should be consistent for all transit services to minimize inventory and materials costs. The information sign should include the following:

- Logo of service provider
- Route number and name
- Customer service phone number(s) and/or website address
- ADA-accessible symbol
- Stop identification number

ICTC is currently conducting a countywide inventory and assessment of IVT bus stops. ICTC plans to design and install new signage at all IVT bus stops following the completion of the effort.

Due to the combination of service providers operating within Calexico, the City may considering designing bus stop signage that accommodates multiple services. The approximate cost for new bus stop poles and signage is approximately $200-250 per stop for materials. Conceptual bus stop signage for more than one transit provider is depicted in Figure 7-4.

Figure 7-4 Conceptual Shared Bus Stop



Bus Stop Amenities

Bus stop amenities, such as benches, shelters, and trash receptacles, enhance the customer experience by improving comfort and convenience. Consequently, transit systems with well-designed and maintained amenities have the potential to attract and retain riders. Bus stop amenities also influence the community's image perception of transit in Calexico.

The extreme heat of the Imperial Valley make it necessary to provide shade shelters at each stop. This requirement should be included in the Code of Ordinances. However, limited resources and right-of-way in some locations make it difficult to install large shade structures at all bus stops.

Therefore, a set of criteria for bus stop amenities is useful for establishing priorities for bus stop improvements. Two tiers of amenities are recommended for bus stops in Calexico based on ridership (boardings) and nearby origin(s) or destination(s).

- Small Shelter: Bus stops generating low to moderate ridership activity (20 or fewer boardings per weekday) should include a pole, signage, bench, small shelter and trash receptacle.
- Large Shelter: Bus stops generating moderate to high ridership activity (20 or more boardings per weekday) should be considered for large shade structure upgrades.

In the absence of daily ridership data, stops that meet one of the following criteria should qualify for a large shelter:

  - Medical, senior, social service, public or special needs facilities within 2 blocks or 600 feet
  - Major grocery stores within 2 blocks or 600 feet
  - Apartments or senior housing within 2 blocks or 600 feet
  - High schools or higher education institutions within 2 blocks or 600 feet

Circumstances that might preclude installation of large shade structures at a particular stop are:

- Amenities would compromise pedestrian or operational safety
- Adequate right-of-way is not available
- Installation costs are excessive
- Plans are in place to relocate or close the stops

Requiring trash receptacles at all bus stops with shade structures or seating can help to reduce littering and enhance quality of bus stops. This improvement would require city staff and equipment to support regular maintenance. Bus stop improvements along SR-98 or SR-111 would require coordination and approval from Caltrans. Currently, no bus stops are present along these corridors.

PUBLIC INFORMATION

For people to be able to use transit, they must first know that it is there and be able to understand how to use it. This means that it is extremely important for transit systems to provide clear and concise information about their available services.

Calexico's diverse providers mean that public information about transit service is available in a variety of formats. This can make it challenging for customers to access information about routes and schedules. Although many transit riders in Calexico have internet access, the majority rely on word of mouth, printed pamphlets, and bus drivers to learn about transit information. A lack of understanding among stakeholders and riders indicates a need for clear, coordinated public information about countywide transit service.

Information at Transit Hubs

Presently, limited route and schedule information is provided at transit hubs in downtown Calexico. The 2014 Coordinated Public Transit-Human Services Transportation Plan called for the installation of transit information at major bus stops similar to the large, bilingual displays at El Centro and Brawley Transit Centers. Detailed route and schedule information should be installed at each downtown transit hub in advance of Calexico Intermodal Transportation Center construction.

Figure 7-5 Route and Schedule Information Signage at Brawley Transit Center

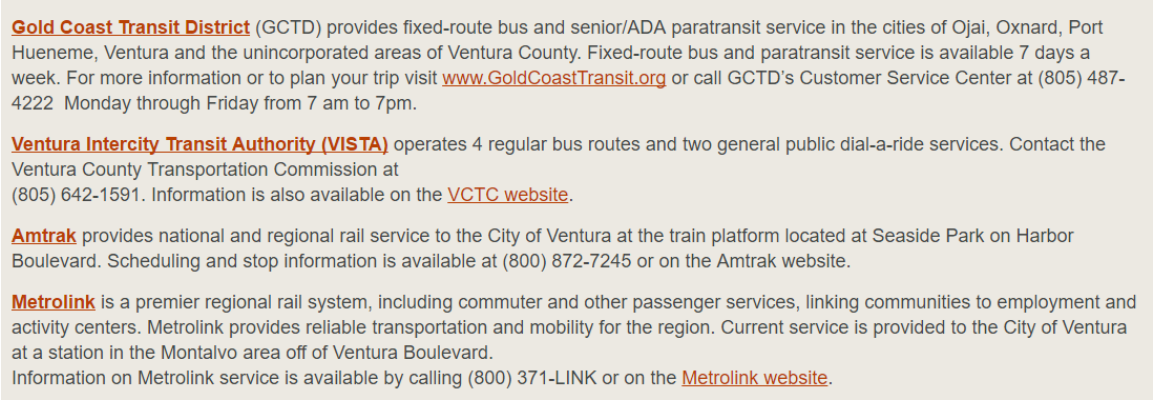
Online Information

Transit websites are an initial point of access for many people and provide complete information on available services. Nearly all transit systems now maintain websites in desktop and mobile format.

Of the providers in the county, only IVT provides detailed information about their transit services online. CTS does not maintain a website or publish a phone number. L&A Shuttle maintains a social media (Facebook) page which provides a contact email address and phone number.

Some cities and counties that do not directly operate transit service provide basic transit information on their website to inform potential transit users of the available services. Information about transit services provided by all operators in Calexico (IVT, CTS, L&A Shuttle, etc.) should be published on the City of Calexico website in a simple format that can be easily updated as changes are made to routes and schedules. Information should include a brief description of services, days and hours of operations, contact phone numbers and external website links. An example of local transit information on a city website is provided in Figure 7-6.

Figure 7-6 Example of Local Transit Information on City Website



Gold Coast Transit District (GCTD) provides fixed-route bus and senior/ADA paratransit service in the cities of Ojai, Oxnard, Port Hueneme, Ventura and the unincorporated areas of Ventura County. Fixed-route bus and paratransit service is available 7 days a week. For more information or to plan your trip visit www.GoldCoastTransit.org or call GCTD's Customer Service Center at (805) 487-4222 Monday through Friday from 7 am to 7pm.

Ventura Intercity Transit Authority (VISTA) operates 4 regular bus routes and two general public dial-a-ride services. Contact the Ventura County Transportation Commission at
(805) 642-1591. Information is also available on the VCTC website.

Amtrak provides national and regional rail service to the City of Ventura at the train platform located at Seaside Park on Harbor Boulevard. Scheduling and stop information is available at (800) 872-7245 or on the Amtrak website.

Metrolink is a premier regional rail system, including commuter and other passenger services, linking communities to employment and activity centers. Metrolink provides reliable transportation and mobility for the region. Current service is provided to the City of Ventura at a station in the Montalvo area off of Ventura Boulevard.
Information on Metrolink service is available by calling (800) 371-LINK or on the Metrolink website.

Unlicensed Taxicab Public Awareness

In addition to police enforcement, the City of Calexico should initiate a public awareness campaign to inform taxi customers of the risks involved with riding in unlicensed taxicabs. A conceptual public awareness poster is provided in Figure 7-7.

Figure 7-7 Conceptual Unlicensed Taxicab Public Awareness Poster

BICYCLE ACCESS TO TRANSIT

Improving bicycle access to transit increases catchment areas around transit stops, and provides improved mobility. Improving bicycle facilities at transit hubs and other major bus stops can bring new riders to the system and help solve first- and last-mile connections. Bicycle access to transit hubs and bus stops is improved by providing bicycle lanes, paths, and improvements to the roadway to make it safer to ride to transit. Bicyclist-friendly enhancements can also include bicycle storage at bus stops and stations and racks for bicycles on buses.

Bicycle Racks on Buses

IVT and buses feature double platform racks on the front of the bus, which can help transit riders get to their destination. The Code of Ordinances should include a requirement for racks accommodating two or bicycles on all local fixed-route (non-shuttle) buses.

Bicycle parking is not currently available at downtown transit hubs or other bus stops. Future plans for the Intermodal Transportation Center incorporate secure bicycle parking.

Bicycle Storage and Transit Hubs

Easily accessible and secure bicycle storage is essential for transit customers who access bus stops by bicycle. The most basic form of bicycle storage is a bicycle rack. Bicycle racks can be as simple as a U-shaped metal pole, but can also be designed to function as public art.

Bicycle racks should be considered for installation at bus stops with high boarding activity. Bicycle racks eliminate the need for customers to lock bicycles to street signs, fences, or trees within public or private property. Adjacent property owners can make good partners for help designing and installing standard or custom bicycle racks near transit.

Bicycle lockers are a costlier, but more secure, bicycle storage option. Bicycle lockers are completely enclosed and are only accessible using a key, reducing the risk of theft.

Bicycle storage spaces are included in conceptual site designs for the Future Intermodal Transportation Center. Bicycle shelters located at transit centers can provide added storage capacity, shelter from the elements, and a greater sense of security. Bicycle shelters typically include amenities such air pumps and tools for basic repairs as depicted in Figure 7-8.

Figure 7-8 Sample Outdoor Bicycle Storage Space

The Calexico City Council authorized an update to the Calexico Bicycle Master Plan beginning in late 2016. This update presents an opportunity to integrate the city's bicycle circulation system with the city's transit system. The city should seek opportunities to incorporate bicycle access to transit access in the plan. In addition to the guidelines suggested above, the Calexico Bicycle Master Plan should endeavor to link bicycle facilities such as bicycle lanes, paths, and routes to bus stops.

Efforts to improve bicycle access to transit are also supported by the 2015 Circulation Element of the City of Calexico General Plan Update (Circulation Element). The Circulation Element proposed making Complete Streets practices a routine practice for everyday operations and apply Complete Streets policies to all roadway projects to improve the transportation network for all road users. It also encourages the City of Calexico to find opportunities to repurpose right-of-ways to improve connectivity for pedestrians, cyclists, and transit.

SUMMARY OF RECOMMENDATIONS:

The City of Calexico should install bus stop signage and amenities along all street segments served by fixed-route transit.

The City of Calexico should assume responsibility for designing, procuring and maintaining new bus stop signage to ensure consistency and accuracy.

Public information requirements (routes, schedules, and fares) should be incorporated into the Code of Ordinances Buses section.

The upcoming Calexico Bicycle Master Plan Update should incorporate bicycle access to transit.

8 POTENTIAL TRANSIT SERVICES

LOCAL ROUTE NETWORK

Transit services operating within the City of Calexico is unlike most any cities within the United States. While other cities along the U.S.-Mexico border have a multitude of regional bus options, Calexico is unique in that its local circulation is a patchwork of indirect local and hybrid routes that are not coordinated in terms of scheduling or transfers. The loop design of current local routes requires riders to travel an indirect path in at least one segment of their round-trip. The lack of a central connection point downtown, lack of coordinated fares, and disparities in service quality between providers results in a fragmented set of services with unique rider markets.

The relatively small footprint of the city should allow for a simpler and more effective network of local routes to serve both local residents and visitors from Mexico. Improved consistency of transit service in terms of vehicles, bus stops, and amenities is also needed.

The proposed IVT Garnet Line (Calexico Circulator) would address several of the existing service quality issues. However, as proposed, it would not provide a convenient level of service in terms of span (6:00 a.m. to 7:00 p.m.), headway (70 minutes), or route directness (see Figure 3-3).

Conceptual Transit Network

Two cost-unconstrained route network concepts were developed incorporating existing service coverage, population densities, major destinations, and physical barriers. Each transit network maximizes existing coverage while adopting transit planning best practices. As a system, each transit network concept offers more direct and intuitive service than current local fixed-routes.

Calexico Transit Network Concept A

Concept A would improve local connectivity, reduce on-board travel time and simplify service. Concept A (Figure 8-1) consists of two bi-directional circulator routes serving East and West Calexico. Each circulator route would terminate at the future Calexico Intermodal Transportation Center and Walmart. Each conceptual route would operate every 60 minutes with one vehicle. An additional vehicle could be assigned to either route during peak times to offer a 30-minute headway. Both routes could also be interlined/linked to allow riders to continue through downtown or Walmart without having to transfer buses. East and West Calexico circulators do not assume operation by a specific service provider.

The central section of Calexico could be served by IVT Route 1 to provide direct access from a high-density area of the city to the two largest destinations, downtown and Walmart. By streamlining service along Rockwood (and Heber in the inbound direction south of SR-98), and eliminating the indirect loop around Calexico, the cycle time of IVT Route 1 could be reduced from 140 minutes to 120 minutes, allowing for more attractive 30 and 60-minute headways. It

should be noted that such a schedule improvement would require a restructure of IVT Blue and Green Lines, both of which operate every 70 minutes and connect with IVT Route 1.

Figure 8-1 Calexico Transit Network Concept A

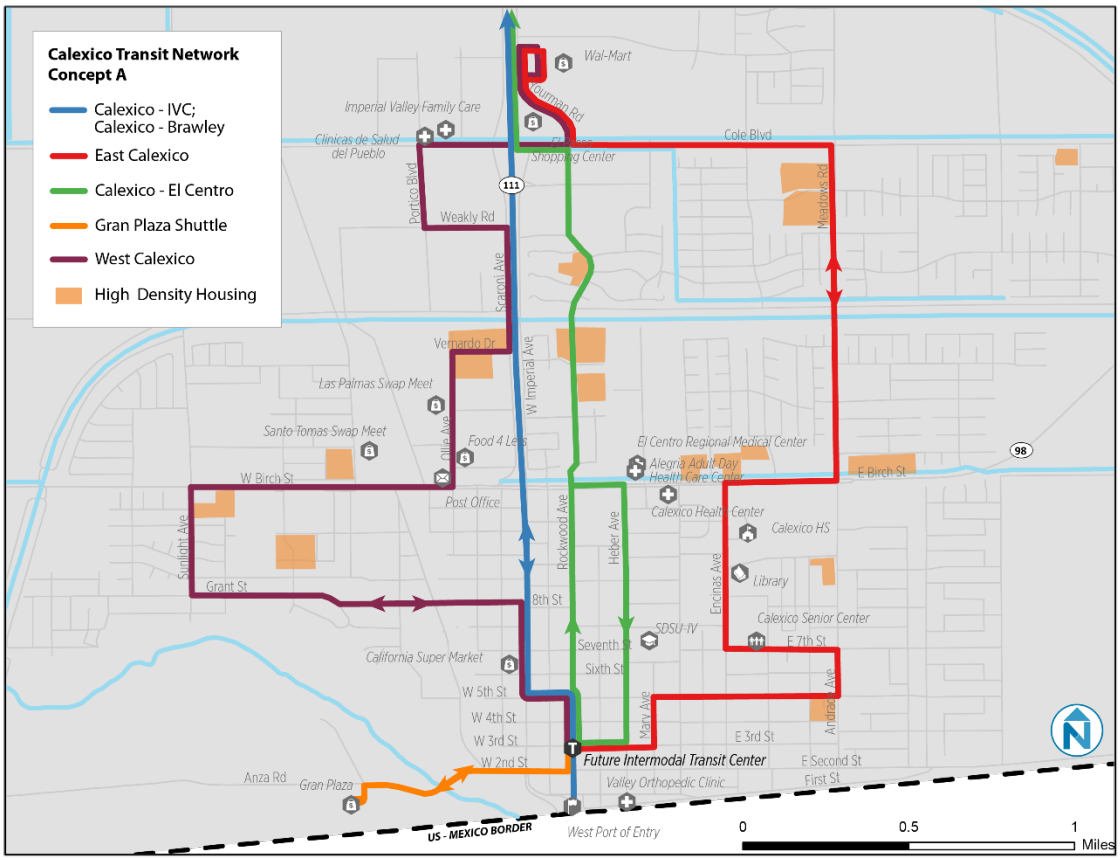


Figure 8-2 Service Characteristics of Conceptual East and West Calexico Circulators

Route	Round Trip Mileage	Cycle Time	Vehicles	Weekday Span and Headway		Saturday Span and Headway		Annual Hours
West Calexico	10.4	60	1	6 a.m. - 9 p.m.	60	7 a.m. - 7 p.m.	60	4,485
East Calexico	9.0	60	1	6 a.m. - 9 p.m.	60	7 a.m. - 7 p.m.	60	4,485
Total	-	-	2	-	-	-	-	8,970

Calexico Transit Network Concept B

Concept B provides a lower cost alternative in which East and West Calexico would be served by a single counter-clockwise loop operating every 60 minutes. This conceptual alignment is similar to the Garnet Line alternative concept; however, it would eliminate excessive layover involved with a 70-minute headway.

Figure 8-3 Calexico Transit Network Concept B

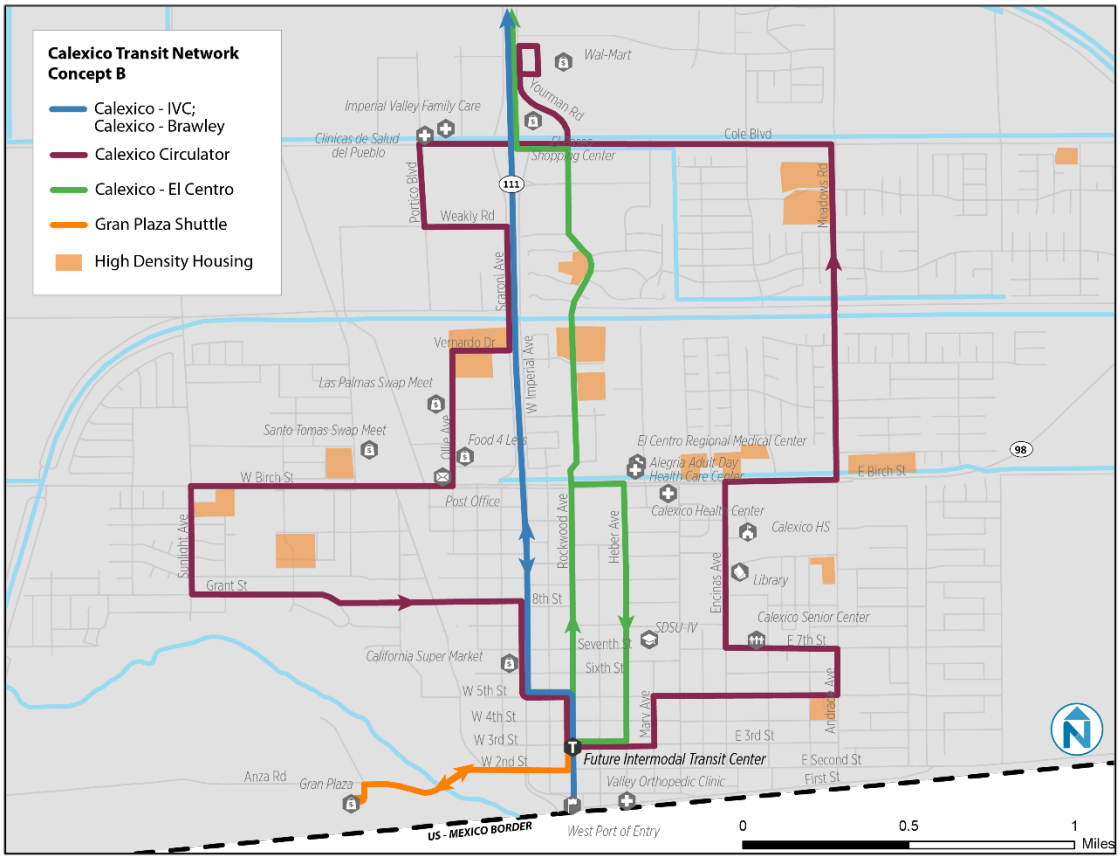


Figure 8-4 Service Characteristics of Conceptual Calexico Circulator

Route	Round Trip Mileage	Cycle Time	Vehicles	Weekday Span and Headway		Saturday Span and Headway		Annual Hours
Calexico Circulator	9.7	60	1	6 a.m. - 9 p.m.	60	7 a.m. - 7 p.m.	60	4,485

REGIONAL CONNECTIONS

IVT Route 21

Another important service need that currently exists is additional midday and evening trips on Route 21 between Calexico and Imperial Valley College to address overcrowding and respond to customer requests. This service increase is high upon ICTC's list of immediate service needs that require additional funding for implementation.

IVT Route 1 Limited Stop Overlay

One of IVT's highest priorities is the implementation of a limited stop overlay of IVT Route 1, which would provide a faster option for customers traveling between El Centro Transit Center and Calexico. This route would likely have a cycle time of 60 minutes (assuming intermediate stops were excluded), thus enabling 15-minute peak hour service (and 30-minute off-peak service) between El Centro and Calexico if offset with Route 1. IVT is currently evaluating the financial feasibility of this potential new service.

FLEXIBLE SERVICE

Flexible transit service is a hybrid service that blends elements of fixed-route and demand-response services. Flexible transit is most successful in areas of low residential densities yet high transit dependency that are not within reasonable walking distance (½ mile) of fixed-route service.

Calexico is not currently a good candidate for flexible service due to its extensive transit coverage, contiguous residential development and low transit demand in outlying areas along the eastern edge of the city.

RECOMMENDED PHASING

The City of Calexico should prioritize fixed-route transit improvements as follows:

1. Increase the number of trips on IVT Route 21.
2. Implement the IVT Garnet Line.
3. As Garnet Line ridership grows, evaluate the feasibility of a Network Concept A or B.

SUMMARY OF RECOMMENDATIONS:

The City of Calexico should work with fixed-route transit providers (public and/or private) to evaluate the feasibility of modifying existing routes to improve the local route network.

9 INTERMODAL TRANSIT CENTER

The mix of transit services operating within Calexico perform many functions and serve several local and regional destinations. However, the lack of a cohesive transit system and downtown transit center provides challenges in terms of customer awareness, comprehension, and convenience.

BENEFITS

The proposed Calexico Intermodal Transportation Center would provide improved connectivity between multiple modes of transportation, including walking, cycling, transit, taxicabs, agricultural shuttles, and transportation network companies. In addition, a single transfer point for local and regional transit services (both public and private) would improve connectivity.

The proposed Intermodal Transportation Center also has the potential to transform the streetscape of downtown Calexico by serving as a vibrant, comfortable and safe public space. While ICTC continues to be the lead agency in seeking grant funding for the design, engineering and construction of the facility, the City of Calexico should pledge its full support in realizing this vital infrastructure need.

The proposed site at 3rd Street between Rockwood Avenue and Heffernan Avenue is the ideal location for the Calexico Intermodal Transportation Center due to the high pedestrian volumes associated with the Calexico West Land Port of Entry and proximity to downtown businesses. Expansion of the West Land Port of Entry is underway and expected to be completed in 2018.

ADDITIONAL CONSIDERATIONS

While the El Centro Transit Center serves as a fine example for the future Calexico Intermodal Transportation Center, the following additional features should be considered:

- Expansive indoor waiting area that could also function as public meeting space
- Redesigned site plan to accommodate indoor waiting space in center platform
- Leased space for private businesses such as food and drink vendors
- Elimination of on-site parking to maximize indoor waiting area and private business space (sufficient parking is available on street)
- Real-time passenger information displays
- Covered bicycle storage
- A complete downtown wayfinding project integrating the Calexico Intermodal Transportation Center and Calexico West Land Port of Entry
- Allowance of farm labor transportation to utilize bus bays when other transit services are not operating
- Increased taxicab parking and elimination of bus parking along 3rd Street

Figure 9-1 Conceptual Calexico Intermodal Transportation Center Site Plan

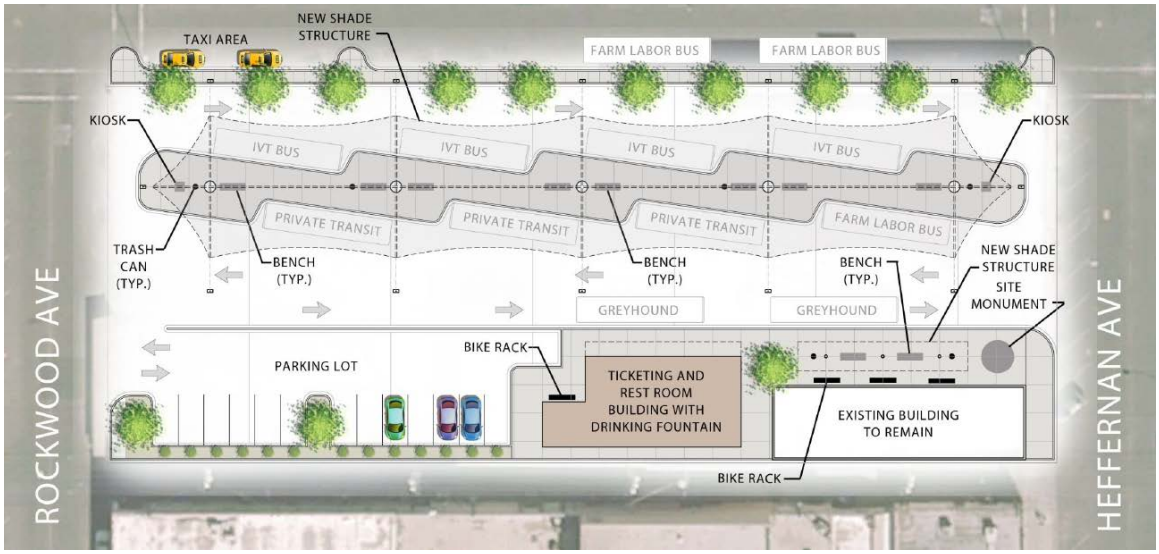


Figure 9-2 Example of Real-Time Information Display

SUMMARY OF RECOMMENDATIONS:

The City of Calexico should fully support the construction of the Calexico Intermodal Transportation Center.

10 RECOMMENDATIONS SUMMARY

This chapter summarizes the key recommendations of Chapters 6-9 organized by category. Each recommendation includes a brief narrative describing the need for implementation, a summary of social and economic benefits, ridership potential and potential cost to the City of Calexico (order of magnitude). Each recommendation also includes an implementation timeframe of immediate-term (0-12 months), short-term (1-2 years), or long-term (3-5 years).

TRANSIT ORDINANCES

Recommendation:
The City of Calexico should adopt revised Code of Ordinances for Buses, Courtesy Shuttles, Taxicabs, Farm Worker Transportation and Transportation Network Companies.
Transit Need: Existing bus ordinances are extremely outdated and limited in comparison with courtesy shuttle and taxicab ordinances. All three transportation categories require stricter ordinances to improve vehicle characteristics, operational safety while also ensuring Federal and State regulations are being met.
Social Benefits: High – Several recommended transit ordinances, such as air conditioning requirements and improved customer information, would directly benefit existing transit riders.
Economic Benefits: None
Ridership Potential: High – Improvements to transit service delivery and amenities have the potential to help retain existing riders and attract new riders.
Potential Cost to the City: Low – Revised ordinances may require unbudgeted legal services.
Timeframe: Immediate-Term (0-12 months)

TRANSIT GUIDELINES

Recommendation:
The City of Calexico should install bus stops with signage and amenities along all street segments served by fixed-route transit.
Transit Need: The City of Calexico maintains designated bus stops (signage, shelters, and seating) at all IVT stops within city limits. However, designated bus stops are not present along several segments of CTS routes, including Heber Avenue, Blair Avenue, Andrade Avenue and Meadows Road. As a result, CTS picks up and drops off riders at undesignated locations along the aforementioned route segments.
Social Benefits: High – Adding designated bus stops with signage and amenities would improve rider comfort and traffic safety.
Economic Benefits: None
Ridership Potential: Low – The lack of bus stops along streets served solely by CTS is not likely deterring ridership.
Potential Cost to the City: Moderate – The City of Calexico may be able to purchase new shelters and seating for select IVT stops and install used bus amenities along the aforementioned streets. Federal and/or State transit funds may be available to assist with capital costs.
Timeframe: Immediate-Term (0-12 months)

Recommendation:
The City of Calexico should assume responsibility for designing, procuring and maintaining new bus stop signage to ensure consistency and accuracy.
Transit Need: Existing bus stop signage within the City of Calexico lacks basic information regarding transit services. In addition, the combination of fixed-route transit services operating within Calexico results in several stops shared by multiple transit providers.
Social Benefits: Moderate – Uniform bus stop signage design will benefit riders of all transit services.
Economic Benefits: None
Ridership Potential: Low – Improved bus stop signage also serves as an effective marketing tool that can attract new transit riders.
Potential Cost to the City: Low – The approximate cost for new bus stop poles and signage is approximately $200-250 per stop for materials.
Timeframe: Short-Term (1-2 years)

Recommendation:
Public information requirements (routes, schedules, and fares) should be incorporated into the Code of Ordinances Buses section.
Transit Need: Public information for privately-owned transit services (CTS and L&A Shuttle) is virtually non-existent. Each downtown transit hub lacks basic information regarding services. Both IVT and Gran Plaza Shuttle provide extensive public information online and on buses.
Social Benefits: Moderate – Increased awareness of available transit services would improve the rider experience.
Economic Benefits: None
Ridership Potential: Moderate – The lack of public information has the potential to deter prospective transit ridership. Improved public information may attract riders who were previously unaware or uncertain of specific transit services.
Potential Cost to the City: Low – The City of Calexico can assist by making basic transit information available on its website and at bus stops.
Timeframe: Immediate-Term (0-12 months)

Recommendation:
The upcoming Calexico Bicycle Master Plan Update should incorporate bicycle access to transit.
Transit Need: Bicycle infrastructure is minimal throughout the City of Calexico. Bicycling can complement transit by extending access from origins and to destinations.
Social Benefits: Safer and more convenient bicycle access to transit promotes active transportation.
Economic Benefits: None
Ridership Potential: As a potential first/last mile connection solution, improved bicycle access has the potential to attract new riders.
Potential Cost to the City: Varies – Depends on the extent of bicycle access improvements (bicycle lanes, cycle tracks, bicycle storage, etc.)
Timeframe: Immediate-Term (0-12 months)

POTENTIAL TRANSIT SERVICES

Recommendation:
The City of Calexico should work with fixed-route transit providers (public and/or private) to evaluate the feasibility of modifying existing routes to improve the local route network.
Transit Need: While the combination of publicly-funded and privately-owned transit services give potential riders a wide range of transportation options, significant route connectivity and schedule coordination issues exist.
Social Benefits: High – Redesigned fixed-route services have the potential to reduce transit travel times, which are currently significantly higher than auto travel times. Service frequency is important to riders as exhibited by on-board survey feedback.
Economic Benefits: Low – Improved routes have the potential to increase the farebox recovery ratio.
Ridership Potential: Varies – Dependent on the type of improvements implemented as well as the service provider.
Potential Cost to the City: Low – City of Calexico staff would need to work with one or more service providers thus taking time away from other tasks or initiatives.
Timeframe: Short-Term (1-2 years)

CALEXICO INTERMODAL TRANSPORTATION CENTER

Recommendation:
The City of Calexico should fully support the construction of the Calexico Intermodal Transportation Center.
Transit Need: The proposed Calexico Intermodal Transportation Center would resolve several issues related to rider comfort and public information at existing transit hubs.
Social Benefits: High – Construction of the proposed Calexico Intermodal Transportation Center is the single most important step that Calexico can take to improving transit service for its residents and visitors.
Economic Benefits: High – A well-designed transit hub would transform downtown Calexico and spur new investments.
Ridership Potential: High – A consolidated transit hub with enhanced amenities would elevate the experience of transit riders and attract the attention of potential riders.
Potential Cost to the City: Unknown – City of Calexico council members are supportive of the proposed Calexico Intermodal Transportation Center. Funding remains the most significant obstacle and the city contribution required to realize the facility is unknown at this time.
Timeframe: Long-Term (3-5 years)

A summary of key recommendations and associated implementation timeframes are provided in Figure 10-1.

Figure 10-1 Summary of Key Recommendations

Recommendation	Timeframe
Revised Code of Ordinances	
The City of Calexico should adopt revised Code of Ordinances for Buses, Courtesy Shuttles, Taxicabs, Farm Labor Transportation and Transportation Network Companies.	Immediate-Term (0-12 months)
Transit Guidelines	
The City of Calexico should install bus stops with signage and amenities along all street segments served by fixed-route transit.	Immediate-Term (0-12 months)
The City of Calexico should assume responsibility for designing, procuring and maintaining new bus stop signage to ensure consistency and accuracy.	Short-Term (1-2 years)
Public information requirements (routes, schedules, and fares) should be incorporated into the Code of Ordinances Buses section.	Immediate-Term (0-12 months)
The upcoming Calexico Bicycle Master Plan Update should incorporate bicycle access to transit.	Immediate-Term (0-12 months)
Potential Transit Services	
The City of Calexico should work with fixed-route transit providers (public and/or private) to evaluate the feasibility of modifying existing routes to improve the local route network.	Short-Term (1-2 years)
Calexico Intermodal Transportation Center	
The City of Calexico should continue to fully support the construction of the Calexico Intermodal Transportation Center.	Long-Term (3-5 years)