CALEXICO BORDER INTERMODAL TRANSPORTATION CENTER FEASIBILITY STUDY

This report describes the methodology and rational for identifying a preferred site for the Calexico Border Intermodal Transportation Center (ITC).

Final Report

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Prepared for
Imperial County Transportation Commission

Southern California Association of Governments

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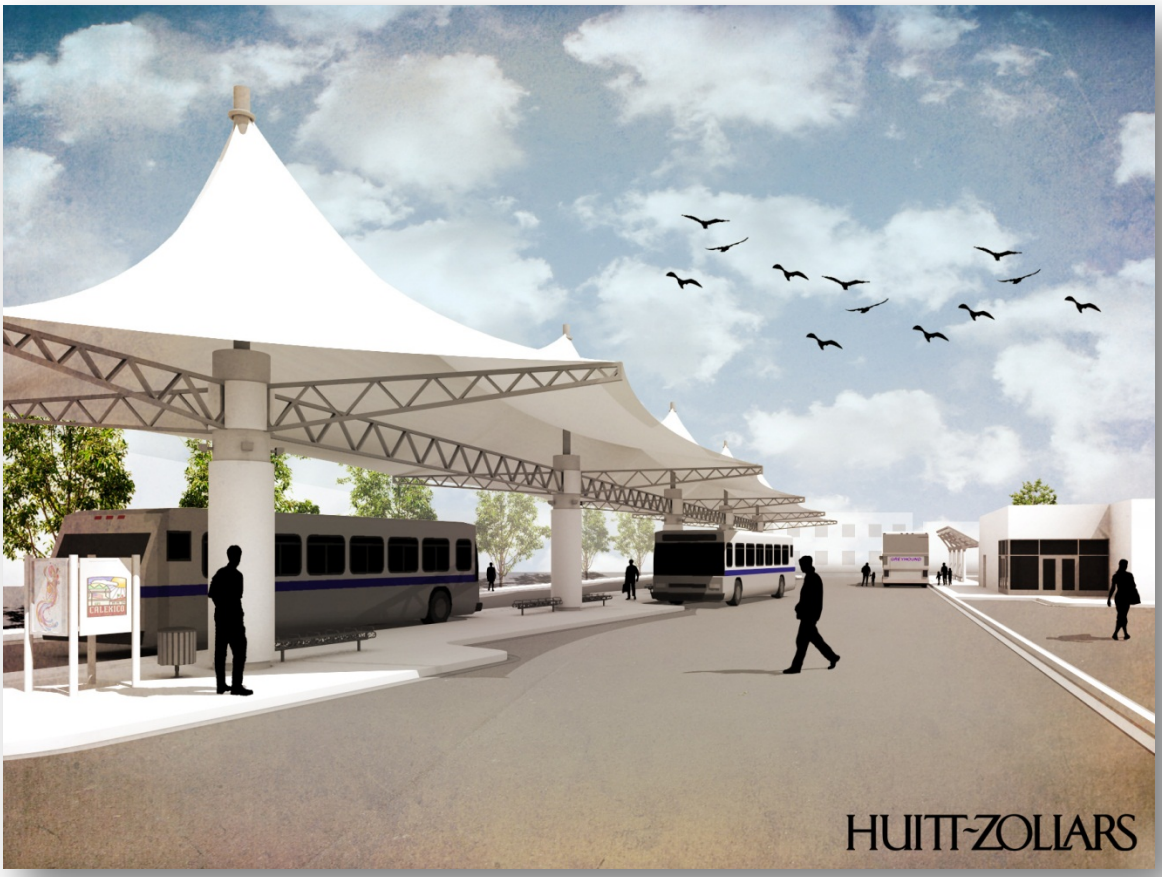
Executive Summary

The Imperial County Transportation Commission (ICTC), in partnership with Caltrans, the City of Calexico, and the Southern California Association of Governments (SCAG) have undertaken a 12 month study of the feasibility of providing a new intermodal transportation center in downtown Calexico.

New Calexico ITC Concept



The Calexico Border Intermodal Transportation Center (ITC) Feasibility Study was initiated in response to several conditions in downtown Calexico:

- The General Services Administration is seeking federal funds to modernize and expand the downtown Calexico Land Port of Entry (POE);
- The existing IVT bus transfer stop in Calexico is undersized for the volume of demand and is poorly located, creating difficulty for buses to access the location;
- Currently there are at least 25 different shuttle, bus, and taxi services in downtown Calexico, many operating from different locations throughout downtown.

Since prior to 2012, ICTC, the community, and transportation service providers have been developing an approach to rectify these conditions and facilitate a more effective solution for the customers and the service providers. As a result of those discussions, ICTC and SCAG collaborated in developing this study

to begin the formal process of identifying a preferred location for the ITC and developing an implementation plan for its development. This study has been guided by a Steering Committee consisting of 16 members representing the City of Calexico, Imperial Valley Transit (IVT), ICTC, Caltrans and SCAG. This committee has been invaluable in guiding the study. In turn, they have been informed through the broad public and stakeholder outreach efforts of the study team.

The public and stakeholder outreach program consisted of:

- A Community Walk around downtown for residents, business leaders, and other interested stakeholders to view and discuss the merits of the alternative sites identified at the beginning of the study – three walks took place, one in the morning, one mid-day, and one in the afternoon to maximize the opportunity for people to attend;
- A Community Workshop where the public and stakeholders were invited to learn about the project and provide comments on the identified sites or inform the team of other sites that might be better suited;
- Stakeholder Interviews in which nine influential business and community leaders were interviewed one-on-one to learn their concerns and ideas about transit downtown;
- Transit and Rider Surveys in which riders were questioned on their travel habits and satisfaction;
- Progress Briefings to the Calexico City Council seeking comment on study process and findings;
- A Public Hearing in front of the Calexico City Council providing official notice of the final recommendations and report availability for public comment;
- Final presentations to the Calexico City Council and the ICTC Management and Executive Committees informing them of the public comment results and seeking concurrence on the final recommendations.

Throughout this public process, comments made by residents, visitors, and elected officials influenced the shape and configuration of the alternative locations being reviewed. Early outreach informed the study team of community values that needed to be incorporated into the alternatives evaluation so that those values could be reflected in the final site recommendation. One important value that was heard consistently throughout the study was the need to locate the new facility within easy and direct walking access to the pedestrian Port-of-Entry (POE) border crossing in downtown Calexico.

This study has evaluated the feasibility of a proposed ITC, including developing and assessing alternatives, identifying impacts, and estimating costs and financial feasibility. The final recommendation will be used to generate funding support for eventual design, construction and operation of the facility.

The final site recommendation is located on the block of E. 3rd Street, between Rockwood and Heffernan Avenues (pictured above). This site represents the best opportunity to fulfill the study objectives, which were to;

- Facilitate improved pedestrian mobility throughout Calexico and surrounding areas by providing a central location to access multiple alternative transportation options.
- Collaboratively and cooperatively determine the feasibility of locating and operating a new intermodal transportation center in Calexico, with proximity to the POE pedestrian crossing, and available to multiple transportation providers.
- Identify the multiple users of the potential ITC facility and program design requirements to accommodate their unique needs. Those needs could include consolidated transportation

information kiosks, restrooms, shelters and benches, lighting, fare ticket and pass sales, among others to be identified in the early stages of the study.

- Develop a facility design and location that complements and leverages investments in a new POE planned by GSA and the Department of Homeland Security.
- Survey transit customers to gather data in determining their transportation needs.
- Develop an implementation plan that includes financial feasibility, funding sources, and implementation schedule for the purpose of seeking capital funding for the facility.

The final preferred alternative was approved by both the City of Calexico City Council and ICTC at their respective meetings on October 21st and 22nd, 2014. The final action approval minutes are included in Appendix 1.

This full report details the processes used to identify, evaluate, and select the preferred alternative. Additionally, it includes the Problem Statement, Financial Plan, Implementation Plan, and details of the Public and Stakeholder Outreach process and results.

Problem Statement

The U.S. General Services Administration (GSA) is proposing to reconfigure and expand the existing Land Port of Entry (POE) in downtown Calexico. This POE is the busiest POE in Imperial County and second busiest across the California/Mexico border for auto and pedestrian activity. Increasing delays at the POE have constrained the growth of both Imperial County and Mexicali and resulted in significant losses in terms of business output, jobs, and tax revenue. If delays at the Imperial Valley/Mexicali border keep growing, economic losses on both sides of the border will more than double by 2016. The absence of a comprehensive mobility system, short pedestrian friendly routes, and an intermodal facility has negatively affected circulation and business development in the City of Calexico's downtown business district and the greater Imperial Valley region.

The purpose and need for action of the downtown Calexico Land Port of Entry expansion and reconfiguration, as described in the GSA Record of Decision[1], is as follows:

> "The action to be evaluated by this Environmental Impact Statement (EIS) is the proposed expansion and reconfiguration of the downtown Calexico POE. It would improve the safety, security, and operations of the POE; reduce vehicle and pedestrian queues; and enable the installation of technologically-advanced inspection devices.
>
> The downtown Calexico POE serves privately-owned vehicle (POV), bus, and pedestrian traffic into and out of the Baja California City of Mexicali. The existing POE does not meet the Federal inspection services' minimum standards for processing time and overall efficiency. GSA's need is to correct these operational deficiencies, provide for more thorough inspections, improve safety for employees and the public, and reduce the delays experienced by the public."

Figure 1: Calexico West POE Expanded Pedestrian Inspections

The preferred alternative selected through the environmental review process expands the capacity of the POE to process pedestrians and vehicles and reduce delays experienced by both. This increased capacity would serve the growth in pedestrian traffic in future years. This increased demand for pedestrian processing could grow from 20,000 per day today to nearly 30,000 by the planning horizon year of 2035. Figure 1 illustrates the proposed near-term expanded pedestrian inspection stations proposed by the GSA.

[1] General Services Administration, Record of Decision, Expansion and Reconfiguration of the Land Port of Entry in Downtown Calexico, Calexico, California, page 2. Final Environmental Impact Statement and Record of Decision can be reviewed and downloaded at: http://www.gsa.gov/portal/content/103395.

Complementing the GSA plans for expansion on the US side of the border, the Mexican government is also planning and constructing expanded and improved pedestrian and vehicle facilities. Planned improvements include dropping the grade and rerouting Cristóbal Colón, the northbound roadway for automobile traffic entering the US, and adding a pedestrian plaza over the top of the roadway replacing the underground tunnel used by pedestrians today.

Figure 2: Planned Mexican Border Improvements

Once on the US side, pedestrians continue their journey by many means, including: taxi, transit, privately operated shuttles, intercity and tour buses, contracted labor transportation, friends or relatives picking them up in private automobiles, and on foot and by bicycle. These activities are unorganized and dispersed across downtown Calexico. Currently there are approximately 25 transportation service providers operating, at least in part, in Calexico: three taxi companies; five transit or shuttle operators; six tour bus operators; and 12 farm labor bus operators.

Study Purpose

In response to these changes the Imperial County Transportation Commission (ICTC), in partnership with Caltrans, the City of Calexico, and the Southern California Association of Governments (SCAG), has determined that analyzing a Calexico Border Intermodal Transportation Center (ITC) concept in the vicinity of the international border crossing can mitigate various mobility impacts generated by the Calexico POE expansion project. The proposed ITC will facilitate pedestrian movement and access to public and private transit services for those crossing to and from Mexico; those being dropped off and picked up; and those using transportation services to/from cities throughout Imperial Valley and beyond.

This study has evaluated the feasibility of a proposed ITC, including developing and assessing alternatives, identifying impacts, and estimating costs and financial feasibility. The final recommendation will be used to generate funding support for eventual design, construction and operation of the facility.

Study Goals

- 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;

- Improve downtown traffic and transit operations;
- Activate and enhance downtown development.

Study Objectives

The objectives of the feasibility study are to:

- Facilitate improved pedestrian mobility throughout Calexico and surrounding areas by providing a central location to access multiple alternative transportation options.
- Collaboratively and cooperatively determine the feasibility of locating and operating a new intermodal transportation center in Calexico, with proximity to the Land Port of Entry (POE) pedestrian crossing, and available to multiple transportation providers. Current transportation services are dispersed across downtown Calexico.
- Identify the multiple users of the potential ITC facility and program design requirements to accommodate their unique needs. Those needs could include consolidated transportation information kiosks, restrooms, shelters and benches, lighting, fare ticket and pass sales, among others to be identified in the early stages of the study.
- Develop a facility design and location that complements and leverages investments in a new POE planned by GSA and the Department of Homeland Security.
- Survey transit customers to gather data in determining their transportation needs.
- Develop an implementation plan that includes financial feasibility, funding sources, and implementation schedule for the purpose of seeking capital funding for the facility.

Alternatives Development

The study Steering Committee, with input provided through the multiple public and stakeholder outreach activities, identified six potentially viable locations for the development of the Calexico ITC. The alternatives and the evaluation process is detailed in the Alternatives Analysis chapter. The six initial locations are as follows:

- Alternative 1: E. 3rd Street and Paulin Avenue
- Alternative 2: E. 3rd Street, Rockwood to Heffernan Avenues
- Alternative 3: E. 3rd Street and Heber Avenue
- Alternative 4: E. 1st Street and Heber Avenue
- Alternative 5: E. 1st Street, Heber to Blair Avenues
- Alternative 6: E. 1st Street and Heffernan Avenue

Figure 3: Range of Alternatives

Public Participation & Stakeholder Outreach

In order to ensure adequate and meaningful public participation throughout the study process, ICTC and SCAG conducted a robust public participation and stakeholder outreach effort. The following describes specific activities carried out and the audiences that were engaged to generate a bi-directional free flow of constructive information that informed the public and in turn, the alternatives development and evaluation.

The primary objectives of the Public Participation and Stakeholder Outreach Plan (PPSOP) were established to:

- Engage Stakeholders;
- Engage Environmental Justice and Title VI populations;
- Inform the Community at Large; and
- Engage Riders from both sides of the International Border.

The PPSOP was established with the following goals:

- To generate feedback and gain insight into the current conditions facing Calexico, local business, riders and employers;
- To generate ideas and guidance on potential elements that may be incorporated into an intermodal transportation facility;
- To help determine the scope of a proposed facility through a better understanding of the type and numbers of users;
- Develop a greater base of knowledge of the transportation services that must be accommodated at an intermodal facility;
- Obtain a better understanding of the current conditions from the local government's perspective;
- Determine the "Dynamics" of the Calexico POE and in particular, factors that would directly, or indirectly impact the operation of the intermodal facility;
- Assist in the design of messaging for a public information campaign tailored to create "buy-in" among the community;
- Develop a mechanism to create and maintain optimum lines of communication between all interested and affected parties;
- Determine key issues and identify well placed spokespeople that can provide relevant, effective and accurate information;
- Seek to empower interested parties to become part of the process and inform development of the project feasibility study.

Outreach & Engagement Tools

The outreach and public engagement activities for the Calexico ITC Study were carried out using three elements consisting of six (6) general methodologies/strategies:

Figure 4: Public Participation & Stakeholder Outreach Elements

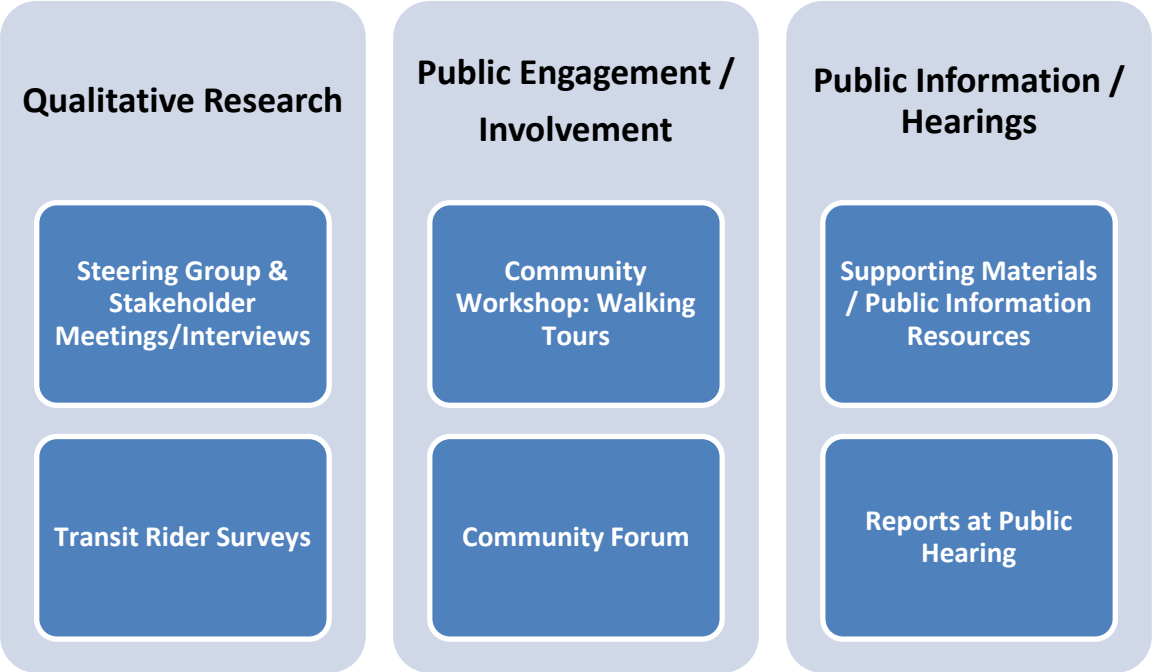


Figure 5: Public Participation & Stakeholder Outreach Elements

The table below documents activities conducted by the study team to advance public and stakeholder awareness and gain insight into community considerations in planning the Calexico ITC.

Table 1: Public Participation & Outreach Schedule of Activities

Schedule of Activities	Date
Steering Committee Meetings	Quarterly
Stakeholder Interviews	Dec/Jan 2014
Transit Passenger Survey	Feb 2014
Public and Stakeholder Outreach	Throughout
Public Workshop #1 (Community Walk)	Feb 2014
Public Workshop #2 (Community Workshop)	Mar 2014
Calexico City Council Presentation	June 2014
Publish Draft Final Report for Public Review	September 2014
Presentation of Draft Report to Calexico City Council and Hold Public Hearing	October 2014
Presentation of Draft Report to ICTC Management Committee	October 2014
Public Comment Period	September/October 2014
Review of Public Comments and Final Draft Report	October 2014
Presentation of Final Draft Report to Calexico City Council	October 2014
Presentation of Final Draft Report to ICTC Management Committee	October 2014
Presentation of Final Draft Report to ICTC Commission	October 2014
Approved Final Report	October 2014

Methodology and Strategies

Stakeholder Meetings/Interviews

Stakeholder interviews were informal, face-to-face discussions with individuals involved in transportation matters in Calexico. The goal of the interview phase was to acquire information from local transportation experts on citizen concerns and attitudes about the issues regarding a proposed intermodal facility. Through this phase, the project team assessed the community's information needs and gained a better understanding of effective strategies and resources to better inform and be informed.

Community Forum

The community forum was a structured, but less formal gathering designed to inform the community about the overall effort and derive feedback that allowed the project team to be better informed about local needs and perceptions. This forum provided an opportunity for a two-way communication where the team sought public questions of the Study Team or Project Sponsor representatives. The goal was to inform, gain insight and build trust through understanding.

Transit Rider Surveys

Rider surveys were used to obtain very specific and quantifiable public input. Attitudes and awareness surveys gauge public awareness of an issue and test the community's feelings about specific issues relative to the attributes of the proposed project.

Surveys generated behavioral information such as, rider's specific transportation needs or habits. They also provided general data relative to assessing the needs of the subject market and whether existing services are satisfying current demand.

Community Workshop: Walking Tours

The community workshop walking tour format allowed the study team to learn, first hand, the issues and challenges experienced by the local community. As opposed to hearing about a particular issue at a community meeting or through a questionnaire the team was able to gain a better understanding of the issue(s) and determine whether the comments should have a material effect on the evaluation. The walking tours consisted of small groups (10-15 people) of community and business representatives.

Public Hearing

A Public Hearing for the final report and recommendations was held at the October 7, 2014 Calexico City Council meeting. The public hearing provided a formal setting for policy makers and the community at large to hear about the findings of the evaluation process and provide comments for consideration of the study team and decision makers in making the final recommendation.

Supporting Materials and other Public Information Resources

Supporting materials were developed as follows:

- Project Fact Sheets in English and Spanish
- Translated/Tailored Materials to inform Environmental Justice and Title VI Populations
- Central and Accessible Public Meeting Locations
- ICTC Website Updates

Public Participation Plan – Engagement Population Targets

For the study, the public was segmented into three groups, each receiving a different level of outreach and suggested involvement. The segments were:

- Tier One (Stakeholders): City, County, Regional and State Officials and Senior Staff, Decision and Opinion Makers, and Transit & Transportation Providers.
- Tier Two: Community Leaders, Business Organization Leaders, and Community Based Organizations and Specifically Interested Individuals.
- Tier Three: Transit Riders and Citizens at Large.

Tier One: Stakeholder Involvement Strategies

Key stakeholders for this project are the State of California Department of Transportation (Caltrans), the Southern California Association of Governments (SCAG), the Imperial County Transportation Commission (ICTC), the City of Calexico and Imperial Valley Transit (IVT). Other stakeholders included the various transportation providers in the area, i.e. taxi companies, intercity bus companies, farm labor transportation providers, and private shuttle companies. The stakeholders were engaged collectively and individually by the study team. The principle stakeholders that made up the study Steering Committee are identified in the following table.

Table 2: Steering Committee

Organization	Representative	Email
Imperial County Transportation Commission (ICTC)	Mark Baza Virginia Mendoza Kathi Williams David Salgado	markbaza@imperialctc.org virginiamendoza@imperialctc.org kathiwilliams@imperialctc.org davidsalgado@imperialctc.org
Southern California Association of Governments (SCAG)	Matt Gleason Allan Thompson Tomas Oliva	gleason@scag.ca.gov thompson@scag.ca.gov oliva@scag.ca.gov
City of Calexico	Nick Servin Lilliana Falomir	nservin@calexico.ca.gov falomirl@calexico.ca.gov
Caltrans	Beth Landrum Connery Cepeda Sam Amen	beth.landrum@dot.ca.gov connery.cepeda@dot.ca.gov sam.amen@dot.ca.gov
Imperial Valley Transit (IVT)	Charles Brockwell	charles.brockwell@firstgroup.com

Steering Committee Meetings

The Steering Committee provided review of assumptions and technical products, and provided insight into relevant local issues. The Steering Committee also provided review of study progress and came to consensus on project recommendations.

The Steering Committee met approximately every three months (quarterly), or as needed, throughout the study timeframe. Prior to each committee meeting, the study team prepared and distributed the meeting agenda and related back-up material, followed by meeting minutes after each meeting.

Stakeholder Interviews

Individual stakeholder interview meetings provided the study team an opportunity to gain specific insight into the key issues facing local transit services and potential issues to evaluate through the course of the feasibility study. The study team obtained invaluable information on the nuances of the Calexico community, including strategic locations to obtain access to survey respondents, key community leaders and outstanding issues involving local transit services.

Following the initial Steering Committee meeting, and considering input provided by the group, the study team drafted a preliminary questionnaire for review. A copy of the document was provided to each stakeholder in advance of the interview meeting. Each interview ranged from 40 to 60 minutes and was conducted in person or by phone.

Interviews with Stakeholders were held in January, 2014, with local leaders representing education, healthcare, transportation, downtown property owners, social services and local business. Participants in the interview phase included:

- John Moreno, Director Calexico Adult School
- David Ouzan, Calexico Planning Commission Chairman
- Greg Gelman, Calexico Downtown Business Association Member
- Hildy Carillo, Calexico Chamber of Commerce Executive Director
- Edward Lopez, Local Property Owner
- Jovan Castro, Calexico Transit System Operator

- Cindy Aguilar, Clinicas del Salud Center Director
- Charles Brockwell, Imperial Valley Transit General Manager
- Ricardo Ortega, Neighborhood House of Calexico Executive Director

Participants were interviewed using a questionnaire developed for this study. Subject matter consisted of four main topics relative to public transportation in downtown Calexico.

- Downtown Safety (perceived and real)
- Existing Public Transportation Facilities
- Downtown Improvements (preferred infrastructure and facilities)
- Existing Transit/Transportation Service and Riders

The "Stakeholder Interview Report" provides responses and a synopsis of the interview phase. These responses were reviewed by the study team as a basis for identifying alternative Calexico ITC locations and estimating demand for the facility. Interviews also tested preferences on the types of improvements considered to be beneficial to the downtown business core and Calexico as a whole.

Tier Two: Outreach and Public Engagement Strategies

Community Walk

The Community Walk provided an opportunity for both the business and the at-large community to survey candidate sites proposed by the study team. The participants toured the sites and were provided with site information, including opportunities and constraints.

On February 8th, 2014, representatives of the Steering Committee and the study team hosted a public event in which groups of participants toured the candidate sites and provided comments and suggestions. The majority felt that the current IVT transfer stop located at E. 3rd Street and Paulin Avenue (Alternative 1) simply did not have the land area necessary to accommodate the operations of an intermodal facility.

The majority also believed that the site located at E. 3rd Street and Heffernan Avenue (Alternative 2) was a good choice based on proximity to the POE, land area and ability of large passenger carrying vehicles to access the site.

Additionally, some believed that expansion of Alternative 5, vacant lot south of E. 1st Street between Heber Avenue and Blair Avenue, if expanded to include the use of the curb lanes along E. 1st Street, could be a positive augmentation of the site. Many felt that this modified alternative could allow for all the needs programmed for the Calexico ITC.

With respect to the idea of a pedestrian plaza along E. 1st Street, most believed that it could be a positive improvement for the downtown area. Participants cited safety, economic development and traffic congestion relief as potential benefits from the improvement. Further study of this idea resulted in a concept where general automobile traffic would be restricted and added the unused historic Customs building on the southeast corner of Heffernan Avenue and E. 1st Street.

Community Forum

Program development for the Community Forum occurred after consultation with the Steering Committee on the initial definition of alternatives. Individuals targeted for attendance included local

community leaders, business representatives, riders and interested citizens. Notices of the meeting were prepared in English and Spanish and were disseminated at public locations throughout Calexico, including City Hall, the library, transit stops and local community based organization offices. Additionally, the study team worked with local sources to obtain email addresses for "blast" noticing and information was posted on the city's and ICTC's websites.

On March 8, 2014, representatives from SCAG, ICTC, City of Calexico and the study team held a Community Forum at the Camarena Memorial Library in the City of Calexico. Participants provided specific comments related to each of the site alternatives. In general, those participating supported Alternative 2 and a combination of Alternatives 4 and 5. There was also agreement that pedestrian and traffic safety is a problem along E. 1st Street adjacent to the POE pedestrian crossing, and improvements aimed at providing a more safe and comfortable environment were supported. Other topics included the possible relocation of the Greyhound terminal on E. 1st Street west of Rockwood Avenue.

Transportation Providers Meeting

On December 17, 2013, representatives from the SCAG, ICTC, City of Calexico and the study team held a meeting for public transportation providers at the Durazo Arts Center in Calexico. The goal of the meeting was to give transportation service operators in Calexico an opportunity to comment and make suggestions about the concept of an intermodal transportation center and the potential of converting E. 1st Street (Paulin Avenue to Heffernan Avenue) into a pedestrian plaza. The meeting covered existing concerns, reaction to the concept of an intermodal transportation center, and specific site recommendations.

The group expressed their concern over pedestrian safety on E. 1st Street and the need to remove the unpermitted drivers offering rides. They stressed the need to maintain taxi stops near the POE and the fact that taxis have different needs than other transportation systems. They believed that Alternative 2, on E. 3rd Street between Rockwood Avenue and Heffernan Avenue, could be developed into a transportation facility but that it was important that taxis be separated from large busses and other carriers. They also stressed the need for adequate pick-up and drop-off facilities.

Tier Three: Public Information Dissemination Strategies

Transportation User Surveys

The study team worked with the Steering Committee to develop a survey tool that addressed relevant subject matter and was worded in-culture and in a manner understandable and easily processed by the respondent. The survey was administered by local workers familiar with the community and the areas they were working. Workers were positioned in strategic locations and at relevant times to encounter the majority of users. Port of Entry (northbound), transit stops and on-board locations were used.

Specifically, customers riding busses from Imperial Valley Transit, LA Shuttle, Calexico Transit System and Greyhound Bus Lines were surveyed. For the local transit services, riders were surveyed on-board local busses and for Greyhound passengers, participants were surveyed in the Calexico terminal. All surveys were collected from February 21-26, 2014. In all, the survey team interviewed 173 (118 transit; 55 Greyhound) riders originating from Calexico.

While participants in both surveys were generally satisfied with transportation services available in Calexico, the concept of a co-located intermodal facility was overwhelmingly supported. Ninety-three

percent of local transit riders and 89% of Greyhound passengers support the concept of a co-located facility. When asked about the most important feature for an intermodal facility, amenities and cost were the highest priorities among each group. More seating and shaded areas as well as public restrooms were the most desired.

With respect to demographic characteristics of riders and passengers originating in Calexico, riders surveyed were mostly longtime residents (Calexico/Mexicali) and transit dependent. Nearly 85% of respondents have a household annual income of less than $20,000. Despite the average age of respondents being over 50 years old, more than half do not possess a California driver's license. And more than two-thirds of riders come from households that have access to one or fewer automobiles.

Supporting Materials & Public Information Resources

Fact Sheets – A project fact sheet was developed and maintained for the study. The project team distributed the fact sheet to stakeholders, transit riders and those attending project events.

Media – Local media attended various project events and an informative story ran in the Imperial Valley Press after the March Community Forum.

Web Page – Public information accessible through the internet was posted on ICTC's agency website. Information and project links were also posted on the IVT and City of Calexico websites.

Alternatives Analysis

The initial range of alternatives was reviewed and approved by the study Steering Committee at their first study kickoff meeting November 5, 2013. That set of alternative locations was reviewed and updated throughout the study Public Participation and Stakeholder Outreach (public outreach) efforts, including: Transportation Stakeholder Group meeting; Community Walk; Community Forum; One-on-one Stakeholder Interviews; and a Transportation Users Survey. Through this process, the locations included below were shaped to their final configuration and commented on throughout the public outreach efforts.

Alternative 1

Alternative 1, located on the southeast corner of the intersection of E. 3rd Street and Pulin Avenue, is operated as public parking (approximately 31 spaces). The lot is approximately 0.4 acres and is 0.23 miles walking distance from the POE entrance to the center of the lot. In addition to public parking, a portion of the lot is dedicated to passenger waiting for Imperial Valley Transit's principle downtown Calexico passenger transfer station.

Figure 6: Alternative 1 (E 3rd Street & Paulin Avenue)

Alternative 2

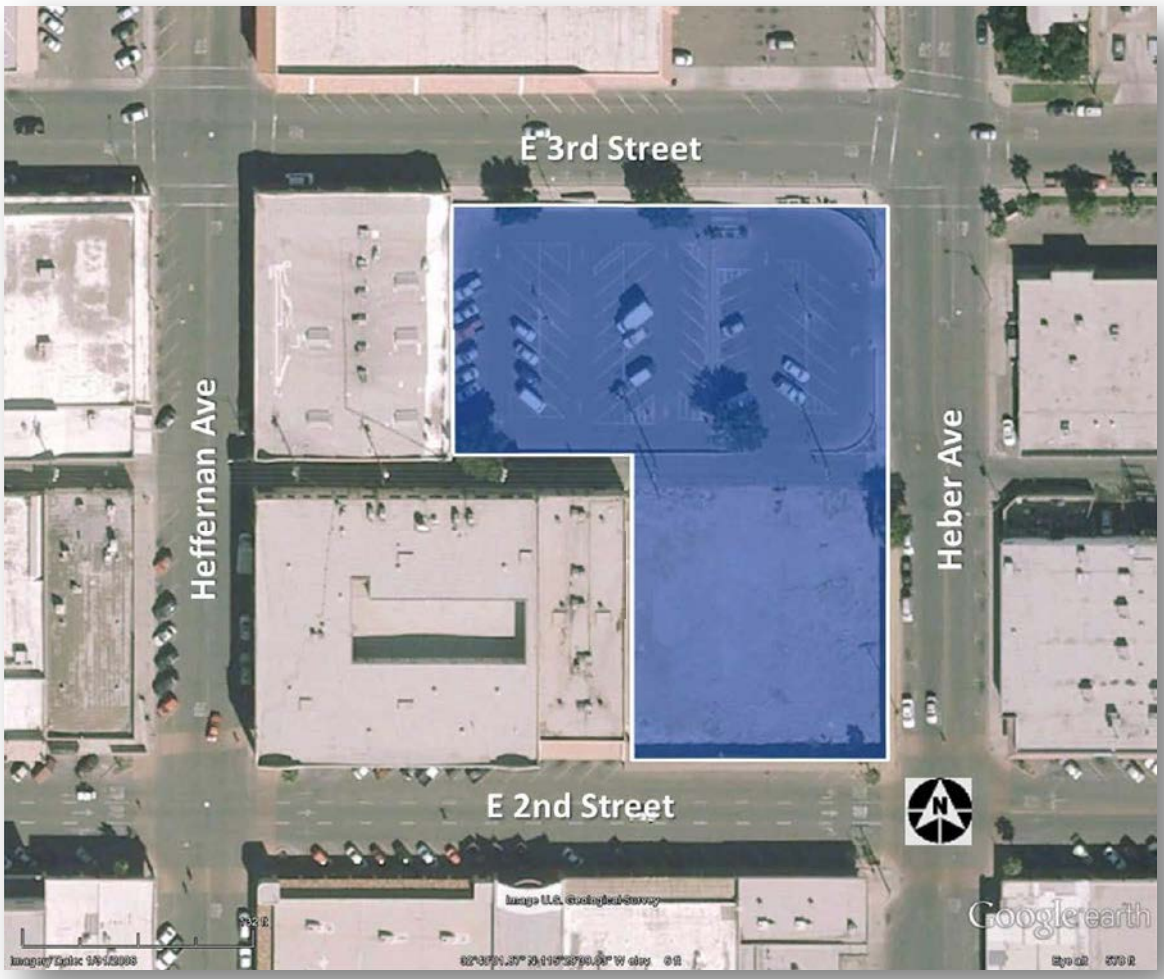
Alternative 2, located along E. 3rd Street, between Rockwood Avenue and Heffernan Avenue, is a vacant building that formerly housed a drug store. One viable business, a warehouse, is located adjacent to the former drugstore on the southeast corner of the site. The portion of the block identified as the alternative is made up of two parcels. Combined they are approximately 1.1 acre and the alternative is 0.19 miles walking distance from the POE entrance to the center of the lot.

Figure 7: Alternative 2 (E 3rd Street between Rockwood Avenue and Heffernan Avenue)

Alternative 3

Alternative 3, located on the southwest corner of the intersection of E. 3rd Street and Heber Avenue, is a combination of two parcels. The parcel north of the alley that divides the two is operated as public parking (approximately 61 spaces). The parcel south of the alley is a vacant dirt lot currently being offered for sale. Combined, the two parcels are approximately 1.4 acres and are 0.28 miles walking distance from the POE entrance to the center of the lot.

Figure 8: Alternative 3 (E 3rd Street & Heber Avenue)



Alternative 4

Alternative 4, located on the northeast corner of the intersection of E. 1st Street and Heber Avenue, is operated as public parking (approximately 90 spaces). The lot is approximately 0.88 acres and is 0.24 miles walking distance from the POE entrance to the center of the lot.

Figure 9: Alternative 4 (E 1st Street & Heber Avenue)

Alternative 5

Alternative 5, located along E. 1st Street, between Heber Avenue and Blair Avenue, is used primarily for informal parking and tour bus staging. This alternative is comprised of the irregularly shaped lot south of E. 1st Street and is inclusive of the curb lanes on both sides of E. 1st Street. There currently are 49 public on-street parking spaces along E. 1st Street, between Heber Avenue and Mary Avenue that could be lost under this alternative. The informal parking lot is not marked or signed and has been observed to be sporadically utilized. Observation of aerial photography identifies an additional 30 automobiles and two tour buses (equivalent to 5 automobiles) parked on the lot. Total parking lost is estimated at over 100, but the exact number is difficult to determine given the shape and lack of striping. E. 1st Street, between Heber Avenue and Mary Avenue, and the lot south of E. 1st Street, combined are approximately 2.9 acres and are 0.29 miles walking distance from the POE entrance to the center of the area.

Figure 10: Alternative 5 (E 1st Street, Between Heber Avenue & Blair Avenue)

Alternative 6

Alternative 6 consists of the public space along the south half of E. 1st Street, between Paulin Avenue and Heber Avenue, and includes Heffernan Avenue south of E. 1st Street. The potential to adaptively reuse the vacant historic Customs Building[2] and adjacent off-street parking on the southeast corner of the intersection of E. 1st Street and Heffernan Avenue is assumed possible for development of this alternative. This alternative, minus the Customs Building foot print, is approximately 1.4 acres and is 0.12 miles walking distance from the POE entrance to the center of the alternative. Under this alternative the eastbound curb lane (south side of the street) along E. 1st Street would be utilized for taxi and transit, and the existing transit terminal in the right-of-way of Heffernan Avenue would be rebuilt. It is assumed that the angled parking along the north side of E. 1st Street would be converted to parallel parking to provide the right-of-way needed to widen the sidewalk on the south side and provide space for buses to pull in and out of the curb. Loss of surface and on-street parking is estimated to be approximately 90 spaces, some of which is federal employee parking. The existing transit center used by Calexico Transit System and Gran Plaza Outlets' shuttle would be reconfigured and would remain available for their use.

Figure 11: Alternative 6 (E 1st Street & Heffernan Avenue)

[2] To learn more about the history and significance of the old Customs Building, visit: http://www.gsa.gov/portal/ext/html/site/hb/category/25431/actionParameter/exploreByBuilding/buildingId/0887#

Evaluation Criteria & Results

The Calexico Border Intermodal Transportation Center (ITC) Feasibility Study was developed in two phases. The first phase utilized a qualitative assessment of evaluation criteria developed with the Steering Committee and through identification of community values learned during the public outreach efforts. The general public, business leaders, elected officials, and transportation professionals all contributed to the identification and definition of the criteria. Phase One resulted in the elimination of Alternatives 1, 3, and 4.

In the second phase, the remaining alternatives were developed to the conceptual level to evaluate how well the various uses would interact at each site and with the surrounding businesses and traffic.

The basis for the evaluation (both phases one and two) was to accommodate the site uses and amenities that were identified as described in the following list:

- Imperial Valley Transit (IVT) bus bays – three bays at a minimum
- Private transit shuttle provider bus area – two dedicated bus bays at a minimum
- Intercity and tour bus area – one dedicated bay
- Farm labor pick-up and drop-off – three bays at a minimum to accommodate a 45' prototypical bus pulling a 12' trailer
- Curbside taxi stand – provide for up to five taxi's to be queued at the facility at any given time (this assumes other taxi vehicles are staged off site for access to the facility as space becomes available)
- Passenger pick-up and drop-off (kiss-and-ride) – provide for at least two private passenger vehicles to be at the site at any given time
- Bicycle storage – provide bicycle storage as space allows
- Sheltered waiting areas and benches – provide passenger waiting areas with shade structures to the extent possible
- Information kiosks – provide for at least one multisided information kiosk
- Operator and public restrooms – provide for one operator facility and one each for men and women for multiple users as space allows
- Trash receptacles – trash receptacles should be placed at appropriate locations throughout the facility
- Lighting – lighting design is not needed at this stage of facility layout, but may be a consideration if standalone lighting poles and fixtures are needed
- Fare ticket and pass sales as possible – operational and capital considerations required

Based on these needs and through working with the public, business leaders, elected officials, other community stakeholders, and the steering committee, the list of criteria was expanded from that originally proposed. Note that the alternatives are compared relative to each other, with the only threshold being the ability to accommodate, to the fullest extent possible, the list of uses and amenities described above. The evaluation criteria are as follows:

- Walk distance and directness of route – measured relative to each alternative
- Business displacement – taking or relocating an ongoing business activity
- On-street and surface lot parking loss
- Capital cost (assuming operating costs represent no discernable difference between alternatives)
- Impact on existing transit lines and services
- Size

- Traffic impact
- Site circulation
- Safety for pedestrian movements and passenger waiting area
- Potential to encourage economic development

The following tables present the summary evaluation across each alternative, followed by the individual site evaluations with notes.

Table 3: Summary Evaluation Matrix

Criterion	Alt 1	Alt 2	Alt 3	Alt 4	Alt 5	Alt 6
Walk distance and directness of route	🔴	⚫	🔴	⚫	⚫	🟢
Business displacement	🟢	⚫	🟢	🟢	🟢	🟢
On-street and surface lot parking loss	⚫	🟢	🔴	🔴	🔴	🔴
Capital cost	🟢	🔴	⚫	🟢	🟢	🔴
Impact on existing transit lines and services	⚫	⚫	⚫	⚫	⚫	⚫
Size	🔴	🟢	🟢	⚫	🟢	🟢
Traffic impact	🟢	🟢	🟢	🟢	⚫	⚫
Site circulation	🔴	🟢	⚫	⚫	⚫	🟢
Safety	🔴	🟢	🔴	🟢	🟢	🟢
Economic development	🔴	⚫	⚫	⚫	🟢	🟢
Overall (assumes equal weighting)	🔴	🟢	⚫	⚫	🟢	🟢

Key:

🔴 – Highest impact, or least favorable, relative to other alternatives

⚫ – Moderate or no impact relative to other alternatives

🟢 – Lowest impact, or most favorable, relative to other alternatives

The following tables present notes for each alternative.

Table 4: Alternative 1 Evaluation Notes

Criterion	Rating	Notes
Walk distance and directness of route	🔴	Indirect route from POE
Business displacement	🟢	None
On-street and surface lot parking loss	⚫	Loss of approximately 31 surface spaces
Capital cost	🟢	Low relative capital cost
Impact on existing transit lines and services	⚫	No impact to IVT, but could impact other passenger services with an additional stop and operating time
Size	🔴	At 0.4 acres this lot is unlikely to support the full range of uses
Traffic impact	🟢	No relative traffic impact from its current use as a surface parking lot
Site circulation	🔴	Relatively poor given size of the lot
Safety	🔴	Currently the site is considered by some to be unsafe
Economic development	🔴	Change of use from surface parking to ITC is not expected to positively influence neighboring economic development
Overall	🔴	

Table 5: Alternative 2 Evaluation Notes

Criterion	Rating	Notes
Walk distance and directness of route	●	Direct route from POE, but longer than other alternatives
Business displacement	●	No impact to existing businesses and would replace a vacant building, improving area safety
On-street and surface lot parking loss	●	Loss of approximately 24 on-street parking spaces
Capital cost	●	Demolition of exiting building likely makes this the most expensive alternative
Impact on existing transit lines and services	●	No impact to IVT, but could impact other passenger services with an additional stop and operating time
Size	●	At 1.1 acre and rectangle this is a good size and shape to accommodate all identified uses
Traffic impact	●	Relatively no traffic impact
Site circulation	●	The size and shape make it favorable for site circulation
Safety	●	Relatively positive safety aspect given directness of route and high traffic volume on Rockwood Avenue
Economic development	●	Surrounding area is relatively developed making it difficult to encourage additional development. Improvements at the site could be a catalyst for future changes in neighboring properties.
Overall	●	

Table 6: Alternative 3 Evaluation Notes

Criterion	Rating	Notes
Walk distance and directness of route	🔴	Indirect route from POE, and relatively long
Business displacement	🟢	None
On-street and surface lot parking loss	🔴	Loss of approximately 61 surface parking spaces
Capital cost	⚫	Grading and potential structural issues with former swimming pool that has been paved, plus utility relocation costs are expected
Impact on existing transit lines and services	⚫	No impact to IVT, but could impact other passenger services with an additional stop and operating time
Size	🟢	At 1.4 acres the size is good and should accommodate all identified uses
Traffic impact	🟢	No relative traffic impact from its current use as a surface parking lot
Site circulation	⚫	Odd shape is a mild concern for site circulation
Safety	🔴	This is a low activity area, and relatively remote, making it prone to safety concerns
Economic development	⚫	Surrounding area is relatively developed making it difficult to encourage additional development. Improvements at the site could be a catalyst for future changes in neighboring properties.
Overall	⚫	

Table 7: Alternative 4 Evaluation Notes

Criterion	Rating	Notes
Walk distance and directness of route	●	Direct route from POE, but relatively long
Business displacement	●	None, but it is noted that this lot is primarily used by downtown employees and loss of that parking could be an impact
On-street and surface lot parking loss	●	Loss of approximately 90 surface parking spaces
Capital cost	●	Expectation for relatively low capital cost
Impact on existing transit lines and services	●	Adds additional travel time and potential delay to IVT, but not expected to negatively impact other passenger services
Size	●	At 0.88 acres the size is expected to accommodate all uses in tight configuration
Traffic impact	●	No relative traffic impact from its current use as a surface parking lot
Site circulation	●	Size is adequate for identified uses, but makes for limited passing area and could become congested at high volume times
Safety	●	Relatively positive safety aspect given directness of route and high traffic volume on E. 1st Street
Economic development	●	Surrounding area is relatively developed making it difficult to encourage additional development. Improvements at the site could be a catalyst for future changes in neighboring properties.
Overall	●	

Table 8: Alternative 5 Evaluation Notes

Criterion	Rating	Notes
Walk distance and directness of route	●	Direct route from POE, but relatively long
Business displacement	●	None
On-street and surface lot parking loss	●	Loss of more than 100 surface and on-street parking spaces
Capital cost	●	Expectation for relatively low capital cost
Impact on existing transit lines and services	●	Adds additional travel time and potential delay to IVT, but not expected to negatively impact other passenger services
Size	●	At 2.9 acres this is the largest alternative
Traffic impact	●	Has potential to impact through traffic on E. 1st Street
Site circulation	●	The size is favorable for site circulation
Safety	●	Relatively positive safety aspect given directness of route and high traffic volume on E. 1st Street
Economic development	●	Development of deteriorating surface lot and landscape and streetscape improvements has potential to spur economic development
Overall	●	

Table 9: Alternative 6 Evaluation Notes

Criterion	Rating	Notes
Walk distance and directness of route	🟢	Direct and shortest route
Business displacement	🟢	None
On-street and surface lot parking loss	🔴	Loss of approximately 90 on-street spaces
Capital cost	🔴	Expectation for relatively low streetscape capital cost, but converting the historic structure adds unknown capital costs
Impact on existing transit lines and services	⚫	Adds additional travel time and potential delay to IVT, but not expected to negatively impact other passenger services
Size	🟢	At 1.4 acres the size should be adequate for all identified uses
Traffic impact	⚫	Has potential to impact through traffic on E. 1st Street
Site circulation	🟢	Reconstruction and repositioning of the existing transit station is expected to improve site circulation from current condition.
Safety	🟢	Relatively positive safety aspect given directness of route and high traffic volume on E. 1st Street
Economic development	🟢	Reconfiguration of south Heffernan Avenue and investment in streetscape/landscape has potential to spur economic development; reactivation of the old Customs Building has potential to encourage investment in surrounding properties.
Overall	🟢	

Recommendation

The project Steering Committee, at their April 29th meeting, reviewed and discussed the evaluation. The discussion led to clarification of terms and intent in some of the evaluation criteria and provided insight into further development of the alternatives as they progressed. General discussion led to the following understandings:

- Alternative 1 is too small to accommodate the desired uses.
- Loss of public parking is an important issue for the community.
- Assumptions about farm labor transportation utilization of the site may not be appropriate given the lack of available space in Calexico at the scale necessary to accommodate all providers in one central location. The provision of limited space at the new ITC will likely be sufficient for only a small number of providers. Also, it was discussed that farm labor transportation might be able to use the full facility in the early morning hours before regular transit service begins.
- The width of Blair and Mary Avenues (approximately 45 feet as compared to Heber Avenue at approximately 60 feet) should be considered if planning for buses to use these streets to get to an alternative.

- Other considerations for site uses discussed at the meeting included available wifi and charging stations for electronic devices, an emergency call box, public telephones, and potentially a coffee shop or other retail establishment.
- Generally, the group felt E. 3rd Street is better for traffic than E. 1st Street.

At conclusion of the meeting the group agreed that of the six identified alternatives, Alternatives 1 (E. 3rd Street and Paulin Avenue), 3 (E. 3rd Street and Heber Avenue), and 4 (E. 1st Street and Heber Avenue) should be eliminated from further development.

In April it was recommended by the group that Alternatives 2 (E. 3rd Street between Rockwood and Heffernan Avenues), 5 (E. 1st Street between Heber and Blair Avenues), and 6 (E. 1st Street between Rockwood and Heber Avenues) be advanced for more detailed development and final evaluation.

Final Evaluation and Recommendation

With direction from the Steering Committee, the consultant team worked through the summer to develop conceptual site plans for the three remaining alternatives. Those site plans are included at the end of this section. The concepts are discussed below. Alternative concept plans were developed for the Steering Committee's consideration for Alternatives 2 (A&B), 5 (A&B), and 6. In July, the Steering Committee chose to move forward with Alternatives 2B and 5B, along with one concept for Alternative 6. As with the previous evaluation, the alternatives are ranked relative to each other.

Under all alternatives, private shuttle providers, taxi companies, and farm labor transportation would have the option of using the new facility or maintaining existing operations. Additionally, since farm labor pick-up occurs in the early morning hours, before transit service begins, operators could be allowed to use the on-site bus bays in the early morning hours.

Alternative 2 Conceptual Plan and Evaluation

Alternative 2B accommodates all proposed uses on site, including:

- Curbside taxi;
- Curbside farm labor drop-off;
- Public and Operator restrooms and public drinking fountains incorporated into the building;
- 1,200 square foot Greyhound ticketing and passenger waiting office, along with bus loading and unloading;
- Dedicated Greyhound customer parking;
- On-site passenger pick-up and drop-off parking;
- Information kiosk(s);
- 4 IVT bus bays; and 3 private shuttle bays;
- Bicycle storage (racks or lockers);
- Separation of general auto and professional driver lanes.

Figure 12: Alternative 2 Conceptual Site Plan Evaluation

Criterion	Rating	Notes
Walk distance and directness of route	●	Direct route from POE, but longer than other alternatives
Business displacement	●	No impact to existing businesses and would replace a vacant building, improving area safety
On-street and surface lot parking loss	●	Loss of 22 on-street parking spaces
Capital cost ($2014)	●	$9,003,009 ($2014)
Impact on existing transit lines and services	●	No impact to IVT; Private operators could still choose to use their existing locations
Size	●	At 1.0 acre and rectangle this is a good size and shape to accommodate all identified uses
Traffic impact	●	Relatively no traffic impact
Site circulation	●	The size and shape make it favorable for site circulation
Safety	●	Relatively positive safety aspect given directness of route and high traffic volume on Rockwood Avenue
Economic development	●	Public improvements on the site, along with demolition of the existing vacant building is seen as a positive improvement
Overall	●	

Alternative 5 Conceptual Plan and Evaluation

Alternative 5 utilizes city owned property and more on-street curb space than alternative 2B. Amenities on-site include:

- Public and Operator restrooms and public drinking fountains incorporated into the building;
- 1,200 square foot Greyhound ticketing and passenger waiting office;
- 4 IVT bus bays; and 2 private shuttle bus bays;
- Public and Operator restrooms and public drinking fountains incorporated into the building;
- Bicycle storage (racks or lockers);
- Information kiosk(s);
- Taxi queuing and taxi pick-up and drop-off.

Amenities included off-site using curb lanes include:

- Farm labor pick-up and drop-off (would require a change to city policy that currently does not allow farm labor transportation providers to use curb lanes);
- Passenger pick-up and drop-off;
- 2 Greyhound bus bays.

It should be noted, that the Eisenhower Reservation Proclamation generally prohibits construction within 60 feet of the U.S. and Mexico border. Since September 11, 2001 the Border Patrol has been more stringent in maintaining this prohibition. The border patrol has informed the team that this particular site is sensitive to security concerns because people have been known to climb the border fence in this location to illegally enter the U.S. The conceptual site plan accommodates the 60 feet construction prohibition.

Figure 13: Alternative 5 Conceptual Site Plan Evaluation

Criterion	Rating	Notes
Walk distance and directness of route	●	Direct route from POE, but relatively long
Business displacement	●	Development of the site could negatively impact an existing business on the southwest corner of the facility
On-street and surface lot parking loss	●	Loss of more than 100 parking spaces
Capital cost ($2014)	●	$6,634,668
Impact on existing transit lines and services	●	Adds additional travel time and potential delay to IVT
Size	●	While at 2.9 acres this is the largest alternative, it also is the least desirable given its shape and the resulting ITC configuration
Traffic impact	●	Has potential to impact through traffic on E. 1st Street and delay IVT buses negotiating congestion near the POE
Site circulation	●	Given the shape of the lot and the prohibition of construction within 60 feet of the border, site circulation is poor
Safety	●	Relatively positive safety aspect given directness of route and high traffic volume on E. 1st Street
Economic development	●	Development of deteriorating surface lot, along with landscape and streetscape improvements has potential to spur further improvements
Overall	●	

Alternative 6 Conceptual Plan and Evaluation

The concept for alternative 6 is to rehabilitate the vacant historic customs building on the corner of E. 1st Street and Heffernan, converting it to a dedicated Greyhound office, inside drinking fountains, and including public and operator restrooms. Rehabilitation of the historic building is expected to be very expensive and time consuming due to the federal historic building requirements that apply.

The concept also includes demolition and reconstruction of the existing private shuttle bus platform, moving it to the center of Heffernan Avenue to allow for better shuttle operations in and around the facility. This would require a minor disruption to shuttle services during construction.

Greyhound buses would utilize the parking lot behind the historic building. All other public and private buses would utilize the curbside, eliminating on-street parking near the facility. Additionally, traffic circulation on E. 1st Street would change to two-way operations in the block between Heffernan Avenue and Rockwood Avenue to facilitate eastbound transit operations needed to serve the site. To accommodate this need and allow for sidewalk widening on the south side of E. 1st Street angled on-street parking would be converted to parallel parking, decreasing the number of available spaces.

Under this concept there is no room for bicycle racks or lockers.

Figure 14: Alternative 6 Conceptual Site Plan Evaluation

Criterion	Rating	Notes
Walk distance and directness of route	🟢	Direct and shortest route
Business displacement	🟢	None
On-street and surface lot parking loss	🔴	Loss of approximately 90 spaces
Capital cost ($2014)	🔴	$10,897,919 ($2014)
Impact on existing transit lines and services	🔴	Adds additional travel time and potential delay to IVT
Size	🔴	Total acreage was assumed adequate in the initial evaluation, but development of the conceptual plan requires most services to be on-street. Since there is no new construction planned, it is assumed the Roosevelt Reservation 60' buffer does not apply.
Traffic impact	🔴	Has potential to impact through traffic on E. 1st Street and create delay to IVT buses negotiating congestion to serve the site
Site circulation	🟢	Reconstruction and repositioning of the existing transit station is expected to improve site circulation from current conditions
Safety	🟢	Relatively positive safety aspect given directness of route and high traffic volume on E. 1st Street
Economic development	🟢	Reconfiguration of south Heffernan Avenue and investment in streetscape/landscape has potential to spur economic development; reactivation of the old Customs Building has potential to encourage investment in surrounding properties.
Overall	⚫	

Following review of the final three alternatives, the Steering Committee recommends Alternative 2 as the preferred site selection. The following issues were deemed unsatisfactory for Alternatives 5 and 6:

- Neither alternative encourages pedestrian traffic through downtown. The business community commented that they prefer an alternative where users of the facility are encouraged to walk through downtown Calexico and potentially shop at local merchants;
- Traffic congestion on E. 1st Street, especially during holiday months, is poor and adding buses to the street would negatively impact both transit operations and further degrade general traffic;

Based on the Steering Committee's review several alterations were made to the final site plan for Alternative 2, as follows:

- The site plan was reconfigured to move the Greyhound and restroom building to the south side of the site;
- Greyhound loading and drop-off was changed to be on-site, eliminating the need to remove on-street parking along the north side of the site;
- A second information kiosk was added to the east end of the passenger platform;
- Taxi drop-off and pick-up can use the on-site parking or on-street curb lane;
- Space for a monument or public art was added;
- Passenger access was improved by relocating the passenger platform adjacent to E. 3rd Street;
- The "Intercity/Tour Bus" bay was converted to an additional IVT bay to accommodate a standard IVT bus and an additional two bays have been added to accommodate smaller demand responsive buses.

The final preferred site plan and site rendering are included as Figures 18 and 19.

On October 21st and 22nd, the Calexico City Council and ICTC approved Alternative 2 as the preferred alternative at their respective regular meetings. Documentation of their approval is included as Appendix 1.

Figure 15: Conceptual Site Plan - Alternative 2

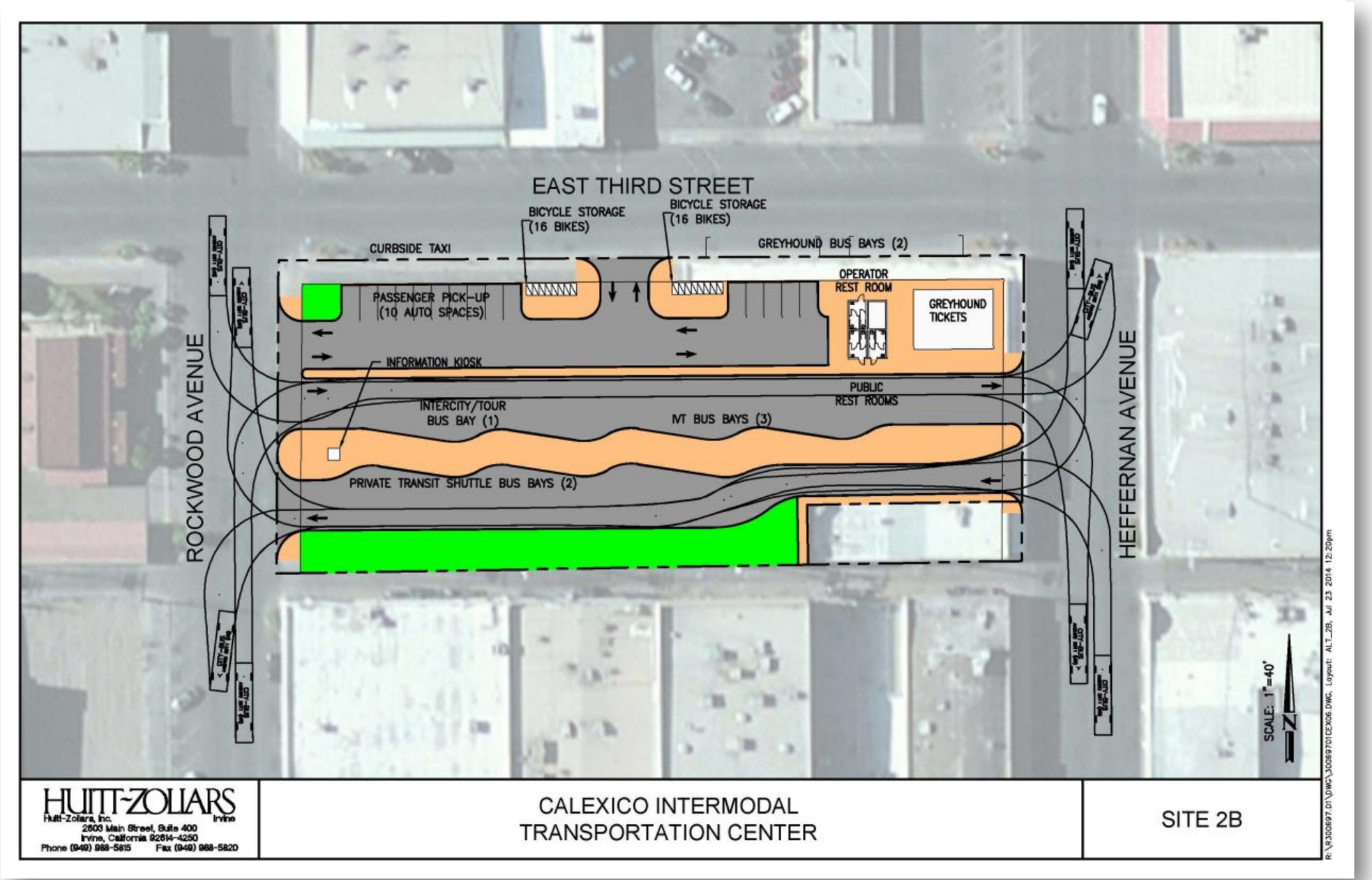


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Figure 16: Conceptual Site Plan - Alternative 5

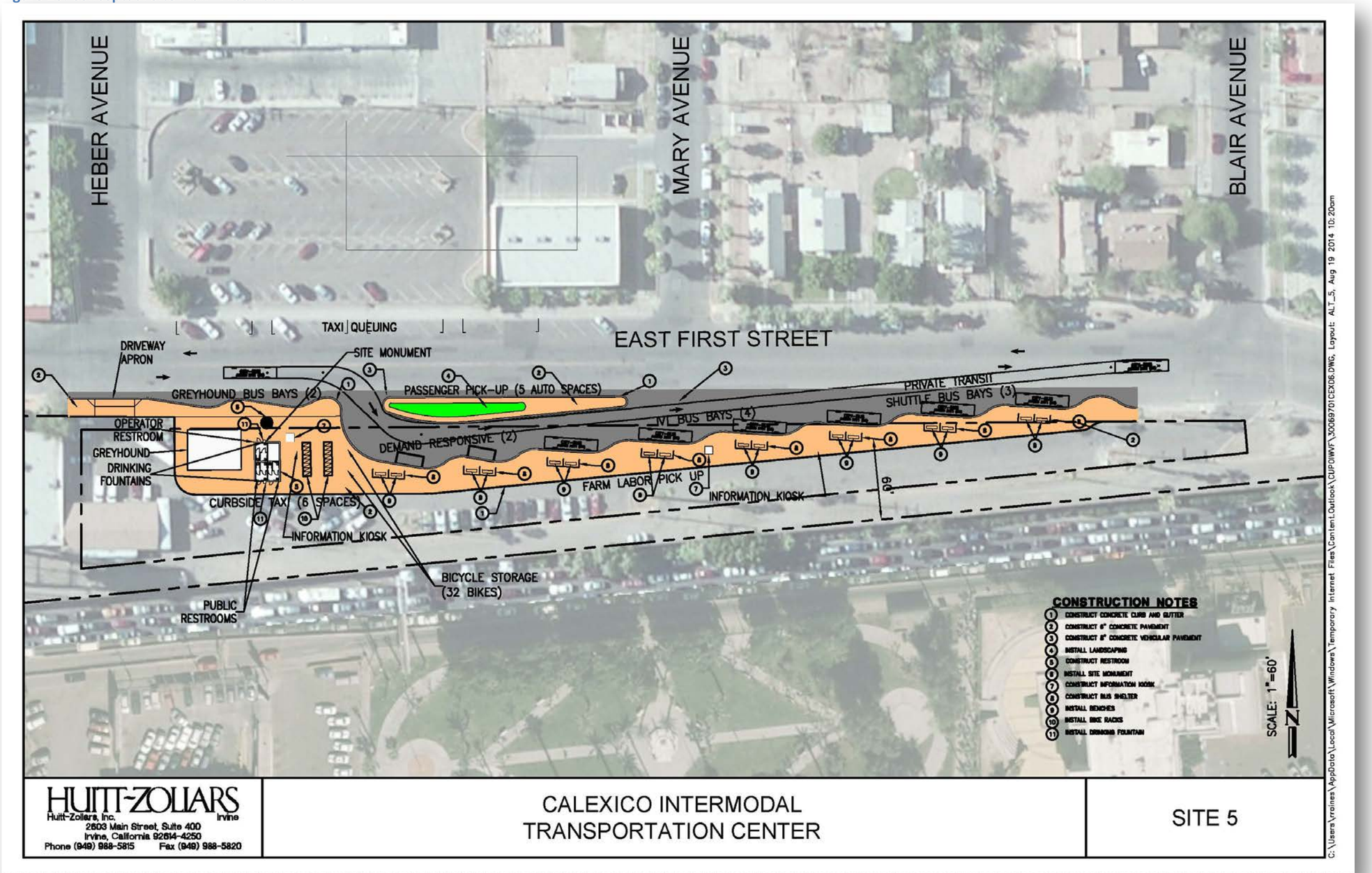

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Figure 17: Conceptual Site Plan - Alternative 6

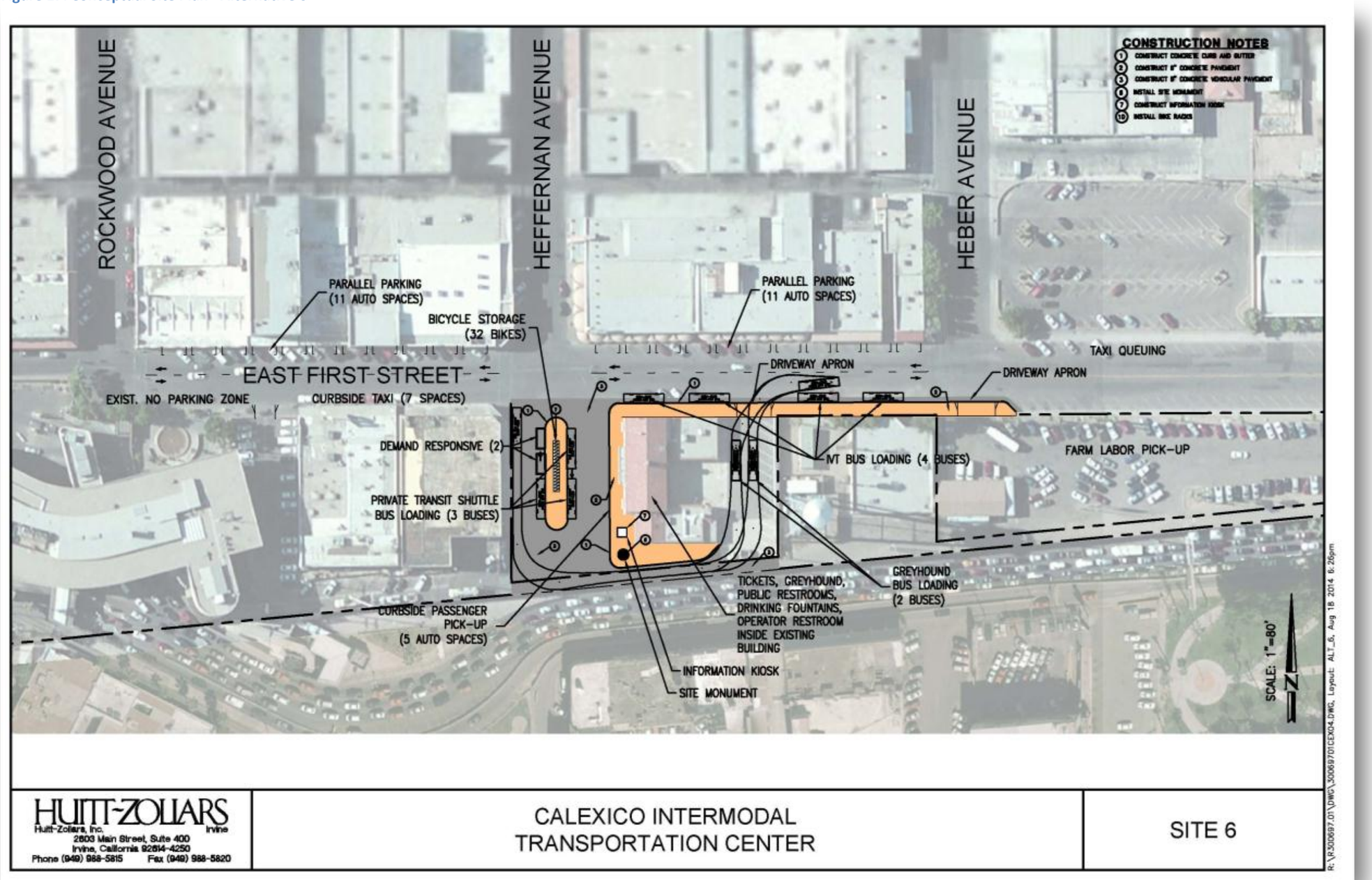

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Figure 18: Final Preferred Site Plan (Alternative 2 with expanded detail)

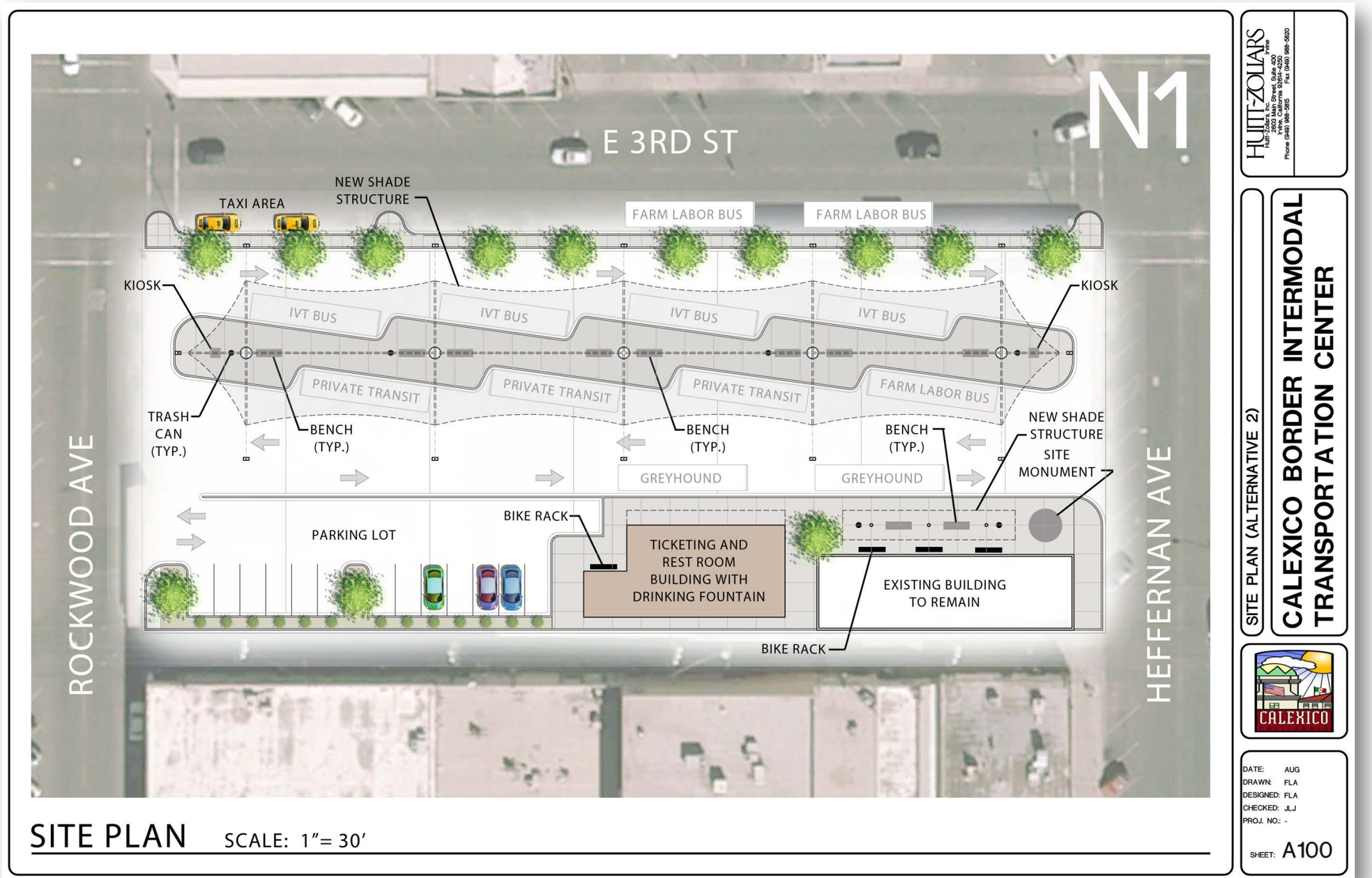


Figure 19: Preferred Alternative Architectural Rendering

Financial Plan

The Financial Plan discusses potential federal, state, and local funding sources, project costs and risks, and presents an implementation plan for moving the project through design and to construction and operation.

Comparative Transit Centers

The Imperial County Long Range Transportation Plan (LRTP), 2013 Update, includes the Calexico ITC in the financially constrained list of projects, with a projected implementation year of 2018. The overall cost estimate in the LRTP is $9.315 million. The project is not included in the 2013 update to the SCAG Federal Transportation Investment Program (FTIP), a capital listing of all transportation projects proposed over a six-year period for the SCAG region. The Imperial County LRTP does not assign specific funding sources to the project. Once included in the SCAG FTIP, those specific funding sources will be assigned.

The following comparative transit centers are presented here to demonstrate the financial feasibility of utilizing a wide range of transportation funding sources for development of the project. Future programming of funds for the Calexico ITC will likely use a similar mix of funding sources as utilized for the Brawley and El Centro transit stations.

Brawley Transit Transfer Station

The Brawley Transit Transfer Station opened in August, 2013. It is located in downtown Brawley at G Street and South Plaza Street. The site was formerly a vacant lot with asphalt paving.

A design (PS&E), environmental, and property acquisition support services contract was awarded for $220,000. The environmental review resulted in the following:

- National Environmental Policy Act (NEPA) – Categorical Exclusion
- California Environmental Quality Act (CEQA) – Categorical Exemption
- Phase 1 Environmental Site Assessment – Low Potential for Recognized Environmental Conditions – Note that during site excavation a underground storage tank was discovered, adding 2 months schedule delay and $212,000 for removal
- Environmental Justice – No Significant Impacts

Design of the station included:

- 6 Bus Bays
- 4 Faced Street Clock
- Solar Lighting
- Security Cameras
- Restroom Building
- Information Kiosks
- Chilled Drinking Fountain

Figure 20: Brawley Transit Transfer Station

Original Budget:

- PS&E, environmental, and property acquisition services = $220,000
- Property acquisition = $143,000
- Construction = $1,200,000
- Total = $1,563,000

Final Total Project Cost:

- Design = $220,000
- Property = $143,000
- Bid = $1,300,000
- Utilities = $17,000
- Tanks = $212,000
- Contract Change Orders (CCOs) = $60,000
- As-built QTY = $(62,000)
- Total = $1,890,000

Overall total funding was provided through the following grants:

- ICTC Transportation Development Act = $231,000
- American Recovery and Reinvestment Act (ARRA), Federal Transit Administration (FTA) Non-Urbanized Area Formula (Section 5311) = $621,000
- Additional ARRA (Section 5311) for underground storage tank removal = $186,000
- California Transit Security Grant Program (CTSGP) = $133,000
- FTA Bus and Bus Facilities Discretionary Grant (Section 5309) = $300,000
- Proposition 1B, Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) = $511,000
- Total = $1,982,000

El Centro Regional Bus Transfer Station

Located at S. 7th Street and W. State Street, the El Centro Regional Bus Transfer Station opened in January, 2014. Site selection was completed in 2005 and the General Plan Amendment for a change in zoning was completed in 2007. The new facility includes:

- 8 bus bays
- Decorative Pedestrian Pavements
- Landscaping & Irrigation
- Public Restroom
- Satellite Police Office Building
- Solar Power System
- Mister System
- Shade Canopies
- Benches
- Information Kiosks
- Bike Racks
- Trash Receptacles

Figure 21: El Centro Regional Bus Transfer Station

Budget:

- Design = $315,765
- Construction = $3,926,461
  (Final change orders were in progress as of April 2014)
- Construction Management = $421,178
- Total Budget = $4,663,404

Funding Sources:

- FTA Grant 5307 = $2,948,114
- FTA-ARRA Grant = $1,221,911
- Regional Match = $737,029
- Total Funding = $4,907,054

Sources of Funds

As evidenced by the previous two examples, feasibility for funding a new transit center in Imperial County lies in assembling funds from multiple federal, state, and local sources. The following section identifies common funding sources used to design and construct transit facilities.

Federal

Federal transit funding is provided through the various statutory programs established through federal law and administered through the Federal Transit Administration (FTA). Certain Federal Highway Administration (FHWA) programs can also be "flexed" to FTA to help fund transit capital projects. The most recent federal surface transportation funding authorizing act is Moving Ahead for Progress in the 21st Century, commonly known as MAP-21, signed into law July 6, 2012. This two year bill is set to expire September 30, 2014. Congress is working on either an extension of the current bill or a new surface transportation funding authorization act, but either way, popular belief is that the programs established in MAP-21 will go largely unchanged, with the only debate being the term of the extension or the authorization levels in a new bill. Following is a summary of programs available through MAP-21 to be used for design and construction of the Calexico ITC.

FTA Formula Grants for Other than Urbanized Areas (Section 5311)

The Formula Grants For Other than Urbanized Areas is a rural program that is formula based and provides funding to states for the purpose of supporting public transportation in rural areas, with populations of less than 50,000. The goal of the program is to provide the following services to communities that meet the population criteria:

- Enhance the access of people in non-urbanized areas to health care, shopping, education, employment, public services, and recreation.
- Assist in the maintenance, development, improvement, and use of public transportation systems in non-urbanized areas.
- Encourage and facilitate the most efficient use of all transportation funds used to provide passenger transportation in non-urbanized areas through the coordination of programs and services.
- Assist in the development and support of intercity bus transportation.
- Provide for the participation of private transportation providers in non-urbanized transportation.

Eligible Recipients and Activities
Eligible recipients include a State or Indian tribe that receives a Federal transit program grant directly from the Federal Government. A sub-recipient of the program includes a State or local governmental authority, a nonprofit organization, or an operator of public transportation or intercity bus service that receives federal transit program grant funds indirectly through a recipient.

An eligible recipient may use the funding for capital, operating, and administrative expenses for public transportation projects that meet the needs of rural communities. Examples of eligible activities include: capital projects; operating costs of equipment and facilities for use in public transportation; and the acquisition of public transportation services, including service agreements with private providers of public transportation services.

Match
The Federal share of eligible capital and project administrative expenses may not exceed 80 percent of the net cost of the project. For operating, the Federal share may not exceed 50 percent of the net operating cost of the project.

Bus and Bus Facilities (Section 5339)

The purpose of Section 5339 funds is to provide capital funding to replace, rehabilitate and purchase buses and related equipment and to construct bus-related facilities. This program replaced the former Section 5309 Bus and Bus Facilities Program. Funds from this program are eligible to be transferred by the state to supplement urban and rural formula grant programs (5307 and 5311, respectively). Funds are available for three years after the fiscal year in which the amount is apportioned. In fiscal year 2014 California received $7.5 million in Section 5339 funds for rural and small urban areas and is not inclusive of funds received for medium and large urbanized areas.

Eligible Recipients and Activities
Eligible recipients include designated recipients and states that operate or allocate funding to fixed-route bus operators. For Imperial County, Caltrans is the primary grant recipient. Sub-recipients include public agencies, such as ICTC, or private nonprofit organizations engaged in public transportation, including those providing services open to a segment of the general public, as defined by age, disability, or low income. Funds can be used for capital projects to replace, rehabilitate and purchase buses, vans, and related equipment, and to construct bus-related facilities.

Match
The Federal share of eligible capital and project administrative expenses may not exceed 80 percent of the net cost of the project.

Congestion Mitigation and Air Quality (CMAQ)

Administered as a flexible program by FHWA, CMAQ projects must demonstrate the three primary elements of eligibility: transportation identity, emissions reduction, and location in or benefitting a nonattainment or maintenance area. The border and northwestern portions of Imperial County are classified as nonattainment by the EPA (http://www.epa.gov/oaqps001/greenbk/map8hrnm.html). While project eligibilities are continued from the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), there is some modification with new MAP-21 language

placing considerable emphasis on select project types including electric and natural gas vehicle infrastructure and diesel retrofits.

Eligible Activities (partial list)

- Transit investments, including transit vehicle acquisitions and construction of new facilities or improvements to facilities that increase transit capacity.
- Projects or programs that shift travel demand to nonpeak hours or other transportation modes, increase vehicle occupancy rates, or otherwise reduce single-occupant vehicle (SOV) demand through initiatives, such as teleworking, ridesharing, pricing, and others.
- Non-recreational bicycle transportation and pedestrian improvements that provide a reduction in SOV travel.

Match

The Federal share of eligible capital and project administrative expenses may not exceed 80 percent of the net cost of the project.

Surface Transportation Program (STP)

The Surface Transportation Program (STP) is an FHWA administered flexible funding source for states and localities to fund a range of transportation projects including capital costs for transit vehicles and facilities and transit safety infrastructure improvements.

Eligible Activities (partial list)

- Capital costs for transit projects eligible for assistance under chapter 53 of title 49; which includes vehicles and facilities (publicly or privately owned) that are used to provide intercity passenger bus service.
- Carpool projects, fringe and corridor parking facilities and programs, including electric vehicle and natural gas vehicle infrastructure, bicycle transportation and pedestrian walkways, and the modification of public sidewalks to comply with the Americans with Disabilities Act of 1990.
- Environmental mitigation efforts relating to projects funded under federal surface transportation law.

Match

The Federal share of eligible capital and project administrative expenses may not exceed 80 percent of the net cost of the project.

TIGER Program

The Transportation Investment Generating Economic Recovery, or TIGER, Discretionary Grant program, provides a unique opportunity for the US DOT to invest in road, rail, transit and port projects that promise to achieve critical national objectives. Since 2009, Congress has dedicated more than $4.1 billion over six rounds to fund projects that have a significant impact on the Nation, a region or a metropolitan area.

The TIGER program enables US DOT to examine a broad array of projects on their merits, to help ensure that taxpayers are getting the highest value for every dollar invested. In each round of TIGER, US DOT receives many applications to build and repair critical pieces of our freight and passenger transportation networks. Applicants must detail the benefits their project would deliver for five long-term outcomes: safety, economic competitiveness, state of good repair, livability and environmental sustainability.

TIGER is a very popular and competitive program. In 2014, funding requests totaled $9.5 billion, 15 times the $600 million set aside for the program this year.

Other

From time to time FTA issues notices of funding availability in the federal register making available funds not appropriated, or unallocated, in prior fiscal years. For example, on June 4, 2014, FTA made approximately $100 million available from prior year Section 5309 Bus and Bus Facilities (this was the former SAFTEA-LU designation) funds available for discretionary grant award[3]. For this current cycle, applications are due by August 4, 2014. Grants of this type invest in projects that fulfill the following principles:

- Enhance access to work
- Provide more transportation choices
- Support existing communities
- Support economic opportunities
- Support partnerships

State[4]

State Transportation Improvement Program (STIP), Regional Share (RTIP) and Inter-regional Share (ITIP)

This program is a four year multi-modal program funded through the State Highway Account and the Passenger Rail Bond Fund. This program combines seven previous funding categories (Flexible Congestion Relief, Transit Capital Improvement Program, Commuter and Urban Rail Transit Program, Mass Transit Guideway Program, Traffic Systems Management Program, Intercity Rail Corridors Program, and the State-Local Transportation Program). The STIP is divided into two basic accounts: 75% of the program funds are allocated to the Regional Transportation Improvement Program (RTIP); and 25% of the program funds are allocated to the Inter-regional Transportation Improvement Program (ITIP). Local transportation agencies implement the RTIP, while Caltrans implements the ITIP.

State Transit Assistance (STA)

Revenues are derived from sales taxes on fuel sales. Levels of STA funding can be uncertain due to sensitivity to annual legislative budgetary activities.

Transportation Investment Fund (Proposition 42)

Proposition 42 was passed by the general state electorate in March 2002 and indefinitely extends the core elements of the Traffic Congestion Relief Plan (TCRP) program. Revenues are derived from state sales tax on gasoline. Caltrans reports that Proposition 42 is expected to commence in fiscal year 2009, but may experience funding problems due to changes to the State Budget.

[3] The federal register for this funding availability is at: http://www.gpo.gov/fdsys/pkg/FR-2014-06-04/pdf/2014-12925.pdf.

[4] Source: Caltrans, Economic Analysis Branch, Division of Transportation Planning, *Transportation Funding in California* (2014).

Proposition 1B and PTMISEA

The Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) was created by Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006. Of the $19.925 billion available to Transportation, $3.6 billion dollars was allocated to PTMISEA to be available to transit operators over a ten-year period. PTMISEA funds may be used for transit rehabilitation, safety or modernization improvements, capital service enhancements or expansions, new capital projects, bus rapid transit improvements, or rolling stock (buses and rail cars) procurement, rehabilitation or replacement. Funds in this account are appropriated annually by the Legislature to the State Controllers Office (SCO) for allocation in accordance with Public Utilities Code formula distributions: 50% allocated to Local Operators based on fare-box revenue and 50% to Regional Entities based on population.

Local

Local Transportation Sales Taxes

Funds are derived from a ½ percent sales tax on retail sales in the county.

Transportation Development Act (TDA)

The Mills-Alquist-Deddeh Act (SB 325) was enacted by the California Legislature to improve existing public transportation services and encourage regional transportation coordination. Known as the Transportation Development Act (TDA) of 1971, this law provides funding to be allocated to transit and non-transit related purposes that comply with regional transportation plans.

The TDA provides two funding sources:

- Local Transportation Fund (LTF), which is derived from a ¼ cent of the general sales tax collected statewide.
- State Transit Assistance fund (STA), which is derived from the statewide sales tax on gasoline and diesel fuel.

The State Board of Equalization (SBE), based on sales tax collected in each county, returns the general sales tax revenues to each county's LTF. The STA funds are appropriated by the Legislature to the State Controller's Office. That Office then allocates the tax revenue, by formula, to planning agencies and other selected agencies. Statute requires that 50% of STA funds be allocated according to population and 50% be allocated according to operator revenues from the prior fiscal year.

Gas Tax Subventions

Revenues are generated from a tax on gasoline sales throughout the state, and are distributed according to a formula based on each county's number of registered vehicles.

General Funds

In addition to the sources identified above, county and local jurisdiction general funds could be expended to finance transportation projects and improvements. These funds are raised through property taxes and other tax measures.

Other

Public-Private Partnership (PPP)

The term Public-Private Partnership (PPP) has been popular in transportation the past several years. While earlier models of PPPs have been used to finance toll roads and construct vertical public assets, such as office buildings, its application to transportation investments outside toll roads, has been limited. There are examples of parking garages built to public specifications by private firms and leased back to the governmental bodies over a period of time. The commonality shared between parking garages and toll facilities is that both generate positive revenue that can be used to provide the level of return needed from investment of private capital. However, the PPP model is beginning to be explored in other transportation projects that do not generate a positive cash flow.

At the most basic level, partnerships between the public and private sector take place on nearly every public project built. The degree of difference between a traditional project delivery method, such as Design-Bid-Build (DBB) where a public agency contracts with a builder to construct a facility based on detailed design documents provided by the agency, and a more commonly understood PPP, is the allocation of risk and the potential for private equity inserted into the project.

A PPP can be negotiated where a public agency contracts with a design and construction team to provide a facility that is then leased back to the public agency over several years (e.g. a transit center or office building), reverting to public ownership at the end of the agreed period, or where there is a user based revenue stream the contractor is allowed to access for a term at least until the contractor is able to recover a minimum return on their original investment (e.g. a toll road). In either instance, the amount of private equity put in the project can be any share up to 100 percent. Generally, the use of the term PPP in transportation means some level of financing is provided directly by a private entity.

The US Department of Transportation (DOT) defines a Public Private Partnership as follows:

> "*A public-private partnership is a contractual agreement formed between public and private sector partners, which allows more private sector participation than is traditional. The agreements usually involve a government agency contracting with a private company to renovate, construct, operate, maintain, and/or manage a facility or system. While the public sector usually retains ownership in the facility or system, the private party will be given additional decision rights in determining how the project or task will be completed*."[5]

As with any non-traditional, or alternative, project delivery method used across the country, authority for a public agency to engage alternative methods is granted by individual state legislatures. The following tables summarize California legislation for PPP and Design-Build (DB), another alternative delivery method that can be combined with PPP financing.

[5] U.S. Department of Transportation, *Report to Congress on Public-Private Partnerships* (Washington, D.C.: U.S. DOT, 2004), http://www.fhwa.dot.gov/reports/pppdec2004/#2a, viii.

Table 10: California PPP Legislation[6]

Statute	Provisions	Legislative Approval Required
Cal. Streets & Highways Code §143	Comprehensive statute that authorizes PPPs for transportation projects. Under legislation enacted in 2009 (Senate Bill 4b; 2009 Cal. Stats., Chap. 2), allows the state DOT (Caltrans) and regional transportation agencies, if authorized by the California Transportation Commission, to enter into "comprehensive development lease agreements" with public and/or private entities for transportation projects, including those that charge tolls or fees. Eliminates the need for legislative approval of lease agreements. Establishes the Public Infrastructure Advisory Commission as a public PPP advisory body. Prohibits noncompete clauses. Allows for solicited and unsolicited proposals. No lease agreements may be entered into under this section on or after Jan. 1, 2017.	No. The 2009 legislation eliminated former legislative approval requirements, which had been in place since 2005. However, the new law provides that lease agreements must first be submitted to the California Transportation Commission for approval, then to the Legislature and the Public Infrastructure Advisory Commission for review (Cal. Streets & Highways Code §143(c)(2) and §143(c)(5)).
Cal. Gov. Code §§5956 to 5956.10	Authorizes local governmental agencies to enter into agreements with private entities to study, plan, design, construct, develop, finance, maintain, rebuild, improve, repair and/or operate a variety of fee-producing infrastructure facilities, including rail, highway, bridge, tunnel or airport projects. Allows for solicited and unsolicited proposals. Prohibits using the authority in this section to design, construct, finance or operate a toll road on a state highway.	No. However, any action by a local agency to levy a new fee or service charge or to approve an increase in an existing fee or service charge pursuant to this chapter shall be taken only by ordinance or resolution of the legislative body of that agency (Cal. Gov. Code §5956.10(b)(5)(D)).

[6] National Conference of State Legislatures, *Public-Private Partnerships for Transportation: A Toolkit for Legislators, Appendix B. State PPP Enabling Statutes for Transportation Projects as of October 2010* (February 10, 2014), http://www.ncsl.org/research/transportation/public-private-partnerships-for-transportation.aspx.

Table 11: California Design-Build Legislation[7]

Statute	Provisions
Cal. Pub. Cont. Code §§20209.5 et seq.; Cal. Pub. Cont. Code §§6800 et seq.; Cal. Streets & Highways Code §143	Sections 20209.5 et seq. authorize transit operators to enter into transit design-build contracts, describe in detail the process that must be used for each design-build project, and provide specific criteria for evaluating design-build proposals. Section 20209.10 includes requirements for design-builders, including bonding and errors and omissions insurance coverage. The statute allows transit operators to establish minimum performance criteria and design standards for quality, durability, longevity, life-cycle costs and other standards. Transit operators that award design-build contracts must submit a report to the legislative analyst's office that includes project details. Under the same 2009 legislation (Senate Bill 4b; 2009 Cal. Stats., Chap. 2), section 143 allows the state DOT and regional transportation agencies to use the design-build method for PPP projects, subject to other requirements for such projects.

Tax Increment Financing (TIF)

Tax increment financing (TIF) can be a powerful economic development tool. Under the right circumstances, TIF can generate enough funding to make a real difference. And with the right safeguards in place, TIF encourages government and the private sector to form a partnership based on each other's strengths.

Generally, tax increment financing is only used for very large public works (i.e. streetcar or light rail lines) or redevelopment programs. Under this funding strategy, a baseline property value is determined prior to investment in the project. The incremental increase in property value that occurs following implementation of the project or program is then used to pay bonds, or sometimes, operating costs needed to construct and maintain the project. Implementation of a downtown Calexico Intermodal Transportation Center is probably not to the scale needed to generate dramatic increases in neighboring property values.

In 2011, California abolished community redevelopment agencies across the state. Redevelopment agencies were originally authorized across California in 1945 to collect property-tax increases and redirect those funds to blighted areas for reinvestment into projects to benefit the community. Without this authority, it is unclear whether TIF is a viable option in Calexico for re-investment in the proposed ITC.

[7] National Conference of State Legislatures, *Appendix E. State Design-Build Enabling Statutes for Transportation Projects as of October 2010*.

Joint Development

According to Reconnecting America, a national nonprofit that integrates transportation and community development, advising civic and community leaders on how to overcome community development challenges to create better communities for all, Joint Development[8]…

> *"…occurs when a transit agency partners with another agency or private developer to develop property that is owned by the transit agency and located near a transit station. The Federal Transit Administration (FTA) has guidelines for joint development that apply to properties acquired with federal funds. Some transit agencies, however, use the term more broadly to refer to any development project undertaken in partnership with a transit agency."*

Depending on the site selected for the new Calexico ITC, there is potential for a joint development partnership in which a developer agrees to build, and possibly even maintain, the ITC if provided the air rights above the facility through an extended term lease, or provided part of the property to build and operate their own business.

Figure 22: King County Metro, The Village at Overlake Station

A scenario can be envisioned where a joint development partnership is negotiated with a private bus company, private shuttle system, private developer, or other public agency to provide the Calexico ITC in exchange for exclusive use of a portion of the surface property, or the air rights above the property. In these situations, the transit provider owns the underlying property and solicits proposals on utilization of the land for a transit purpose and other supportive, or complimentary, purposes that promote transit ridership or other community goals.

King County Metro, the county-based bus transit provider in Seattle, Washington, and the surrounding area, is a leader in developing bus facility joint development projects. Their first project combined moderate-income rental housing, a day care facility, and a park-and-ride/transit center into a single integrated use[9]. For this project, King County partnered with a private developer, providing some of the overall funds and the property, while the developer built the facility and manages the rental housing.

Other bus joint development, or otherwise known as bus transit-oriented development (Bus TOD), examples exist around the world. The Virginia Transit Association[10] has researched many of the projects and provides case studies on 12 Bus TOD projects, including three in California. However, many of these

[8] http://www.reconnectingamerica.org/resource-center/joint-development/
[9] http://www.kingcounty.gov/transportation/kcdot/PlanningAndPolicy/RegionalTransportationPlanning/TransitOrientedDevelopment/Projects/Overlake.aspx
[10] http://www.vatransit.com/transitlanduse/tod-project-examples/

are much larger in scale, with more acreage and urban level bus volumes, than anything being proposed in Calexico.

Uses of Funds

Capital

Capital cost estimation for the three alternatives is based on review of bid sheet line item costs for the Brawley Transit Transfer Station and the El Centro Regional Bus Transfer Station. These costs were inflated at 3 percent per year from year of construction to derive a 2014 baseline cost per bid element, where appropriate, as follows: Property Acquisition; Design; Construction or Building Rehabilitation in the case of Alternative 6; and Construction Management.

For each Calexico alternative, all units of measure, such as site demolition square footage, etc., were obtained from rectified aerial mapping. The following table identifies measurement and cost per square foot assumptions for each alternative.

Table 12: Square Footage and Unit Cost Assumptions

Item	Alternative 2	Alternative 5	Alternative 6	Unit Cost
	Sq. Ft.	Sq. Ft.	Sq. Ft.	$/sq. ft.
Site Demolition	23,076	44,466	43,166	$1.92
Building Demolition	24,495	-	-	$15.00
Building Rehabilitation	-	-	30,009	$200.00
Site Improvement	45,371	42,707	43,166	$64.05
New Building	1,200	1,200	-	$200.00
Shade	12,687	6,343	-	$150.00
New Restroom Building	560	560	-	$200.00
Site Size	47,571	44,466	53,169	N/A

Using these units and costs, the following two tables present current year (2014) and year of expenditure (2018) total costs for each alternative, in comparison to the Brawley and El Centro facilities.

These estimates are based on conceptual designs and may decrease or increase as designs progress through preliminary and final design. The next phase of project development, i.e. full design and environmental evaluation, should include at least one, if not several, design charrettes to clarify facility amenities and architectural components.

Table 13: $2014 Comparative Cost Estimates

Category	Brawley	El Centro	Calexico-2	Calexico-5	Calexico-6
Property Acquisition	$151,709	$0	$713,565	$0	$0
Design	$233,398	$325,238	$557,274	$412,415	$284,768
Construction	$1,619,994	$4,044,255	$6,965,919	$5,155,183	$3,559,598
Building Rehabilitation	$0	$0	$0	$0	$6,001,800
Construction Management	$0	$433,813	$766,251	$567,070	$1,051,754
Potential Street Improvements (E. Mary and Blair Avenues)	$0	$0	$0	$500,000	$0
Total	*$2,005,101*	*$4,803,306*	*$9,003,009*	*$6,634,668*	*$10,897,919*

- Calexico estimates include an overall 25% contingency on construction.

Table 14: $2018 Comparative Cost Estimates

Category	Brawley	El Centro	Calexico-2	Calexico-5	Calexico-6
Property Acquisition	$170,749	$0	$803,124	$0	$0
Design	$262,692	$366,058	$627,216	$464,176	$320,509
Construction	$1,823,318	$4,551,844	$7,840,204	$5,802,204	$4,006,359
Building Rehabilitation	$0	$0	$0	$0	$6,755,079
Construction Management	$0	$488,261	$862,422	$638,242	$1,183,758
Potential Street Improvements (E. Mary and Blair Avenues)	$0	$0	$0	$562,754	$0
Total	*$2,256,759*	*$5,406,163*	*$10,132,966*	*$7,467,377*	*$12,265,704*

- Calexico estimates include an overall 25% contingency on construction.

Operations and Maintenance

Operations and maintenance costs for the new Calexico ITC are modeled after the budget estimate for the El Centro Bus Transfer Station. On a pure cost per square footage basis, the El Centro facility is estimated to cost approximately $0.96 per square foot, prorated for a full 12 months (the facility opened in January 2014 and has a 11 month budget estimate of $35,400) to operate. The El Centro facility is selected as the model because it most closely mirrors the conceptual plan for the Calexico ITC with an on-site building, full covered passenger waiting areas, and eight bus bays.

Rounding up to $1.00 per square foot, to be conservative, and to make the math easy, the equivalent cost for the 47,571 square foot Calexico ITC would be $47,571 in 2014 dollars. Assuming it opens in 2018 the first full year operating and maintenance cost estimate would be approximately $53,550 (assuming the same 3% annual growth rate used for the capital cost estimate.

At this level of planning it is very difficult predict operating and maintenance costs with a high degree of certainty. For that reason, an additional 10% contingency is added, for an upward estimate of $61,000 in 2018 dollars and $58,900 in 2014 dollars.

Calexico ITC Financial Feasibility

Project Risks

Transit project risks are relatively high at the conceptual level and decrease as plans approach final design. At the conceptual level project risks relate primarily to construction cost estimating, funding priority, "scope creep," and land acquisition cost and timing.

Without relevant comparable projects to provide sufficient detail in current costs, construction cost estimating at the conceptual level can be difficult. In addition, eagerness to develop a highly cost effective project at the early stage of development in order to gain broader acceptance and approval creates risk for future cost increases as design advances. Because ICTC has recent detailed information on total final costs related to the Brawley and El Centro Transfer Stations, this risk can be mitigated to an acceptable level during conceptual design of the Calexico ITC. Costs associated with site specific environmental conditions, such as underground storage tanks, asbestos, or lead paint removal, cannot be properly determined at the conceptual design phase and if sufficient contingency funds are not built into the cost estimate, can cause significant cost increases during final design or construction.

During construction, insufficient design plans or site investigations can create cost overruns through change orders. One example is the previously discussed Brawley Transit Transfer Station where during construction three underground storage tanks were discovered on the property, adding two months to the schedule and $212,000 to the final cost.

Mitigation of construction cost estimation risk can be accomplished through unforeseen circumstance contingency budgeting and careful review of comparable bid sheets for the Brawley and El Centro facilities. The capital cost estimates for the three Calexico ITC alternatives include a 25% contingency on construction.

Funding priorities can shift multiple times between conception and completion of a project. Administrations change, unforeseen financial needs arise for other projects, or revenue receipts falling below projections can all be reasons for shifting priorities. Mitigation against this type of risk is to bring stakeholders in on the earliest phases of the planning and design. Through this study, ICTC and SCAG have reached out to stakeholders on multiple occasions and in multiple environments. To further decrease the risk of shifting priorities, ICTC should move swiftly into entering the next phases of environmental clearance and design. This work can proceed while final construction dollars are dedicated.

"Scope Creep" is an industry term used to describe what can sometimes happen to a project when it is not fully vetted prior to initiation of final design or construction. Without a fully scoped project at the

beginning of design, opportunity exists to expand the scope by stakeholders that are often unfamiliar with the purpose and need of the project. In the situation of the Calexico ITC, scope creep could come in the form of other downtown Calexico add-ins, that might be good public investments, but don't relate directly to the success of the ITC. As a hypothetical example, a stakeholder group might decide the downtown really needs more or new trash receptacles and see the ITC project as a potential funding source for the unrelated investment. Or, after final design and project approval, a stakeholder group may express a desire to add a public fountain, more art, or other type component to the project, that might very well be nice to have, but adds last minute cost to the project because it was not in the original design plans.

Similar to the mitigation of shifting funding priorities, mitigation of the potential for scope expansion is to work diligently to keep all stakeholders engaged throughout the design process. A design that is not vetted throughout the community is at high risk of "scope creep."

Land acquisition cost and timing is a variable that can delay or derail a project. The least risky scenario is the selection of a site with a willing seller – either private or public. A willing seller is one that seeks a fair market rate for the property desired by the project sponsors. A tool ICTC can use in negotiating a fair market price with the seller is the availability of alternatives to the site being negotiated. Without reasonable alternatives as a fall back, a property owner can leverage the need for the property in negotiating the final price, resulting in delay to the project and higher cost.

The least desirable situation is the absence of a willing seller and viable alternatives, forcing project sponsors to initiate a taking of the property. Property taking through eminent domain powers can add delay and cost through extended litigation. Displacement of an ongoing business enterprise or residential units has the highest likelihood of facing protracted litigation to acquire the property. Fortunately for the Calexico ITC project, the Steering Committee decided early on in the feasibility study not to pursue any potential locations that would create this situation.

While Federal funding rules generally don't allow the acquisition of property for a project prior to completion of an environmental review, including investigation of alternatives, project sponsors can enter negotiations on a property, resulting in an understanding between parties to "option" a property with final execution contingent on environmental approval. This approach can hold a property until approval is available to execute the final purchase agreement. There usually is a cost involved in this situation as compensation to the owner for locking up the property from other buyers or uses, but the cost is considered mitigation for otherwise delaying negotiations. That cost is determined by both parties. Waiting too long to acquire, or option, the desired property runs the risk of it no longer being available for the project or cost increases.

Implementation

Assumptions

The 2013 Imperial County Long Range Transportation Plan, approved November, 2013, includes $9,315,000 for construction of the facility in 2018 in the finically constrained component of the plan. All implementation assumptions are tied to achieving this project completion date. However, while that target is included in the county's long range plan, it is not included in the current SCAG Federal Transportation Improvement Program (FTIP) or the draft 2015 plan inclusive of all projects to be implemented over the next six years. To be eligible for federal funding, the project must be included in the plan. The project is included in the 2014 Boarder Master Plan.

Policy Recommendations

To implement the concept as described, the City of Calexico and ICTC, have a couple of policy and action considerations to review. Under the preferred alternative concept, Farm Labor Transportation providers would be encouraged to use the facility in the early morning hours, prior to the start of transit service for loading customers. However, in the afternoon when they are dropping off, they would need to utilize the curb lane along E. 3rd Street since the on-site bus bays would be occupied by IVT and other shuttle services. To do this, the City would need to revise its current statutes that prohibit Farm Labor Transportation from using on-street facilities. As an alternative, the farm labor buses could drop-off customers at the same off-street locations they use today.

Secondly, while the project is identified in the Imperial County Long Range Transportation Plan on the financially constrained list of projects in the first 5 years of the plan, and is included as project 6120006 of SCAG's adopted 2012-2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). However, it is not included in the most recent update to the SCAG Federal Transportation Improvement Program. Any project to utilize federal funds must be included in this program to be grant eligible. ICTC should work with SCAG during the next update cycle to include the Calexico Intermodal Transportation Center.

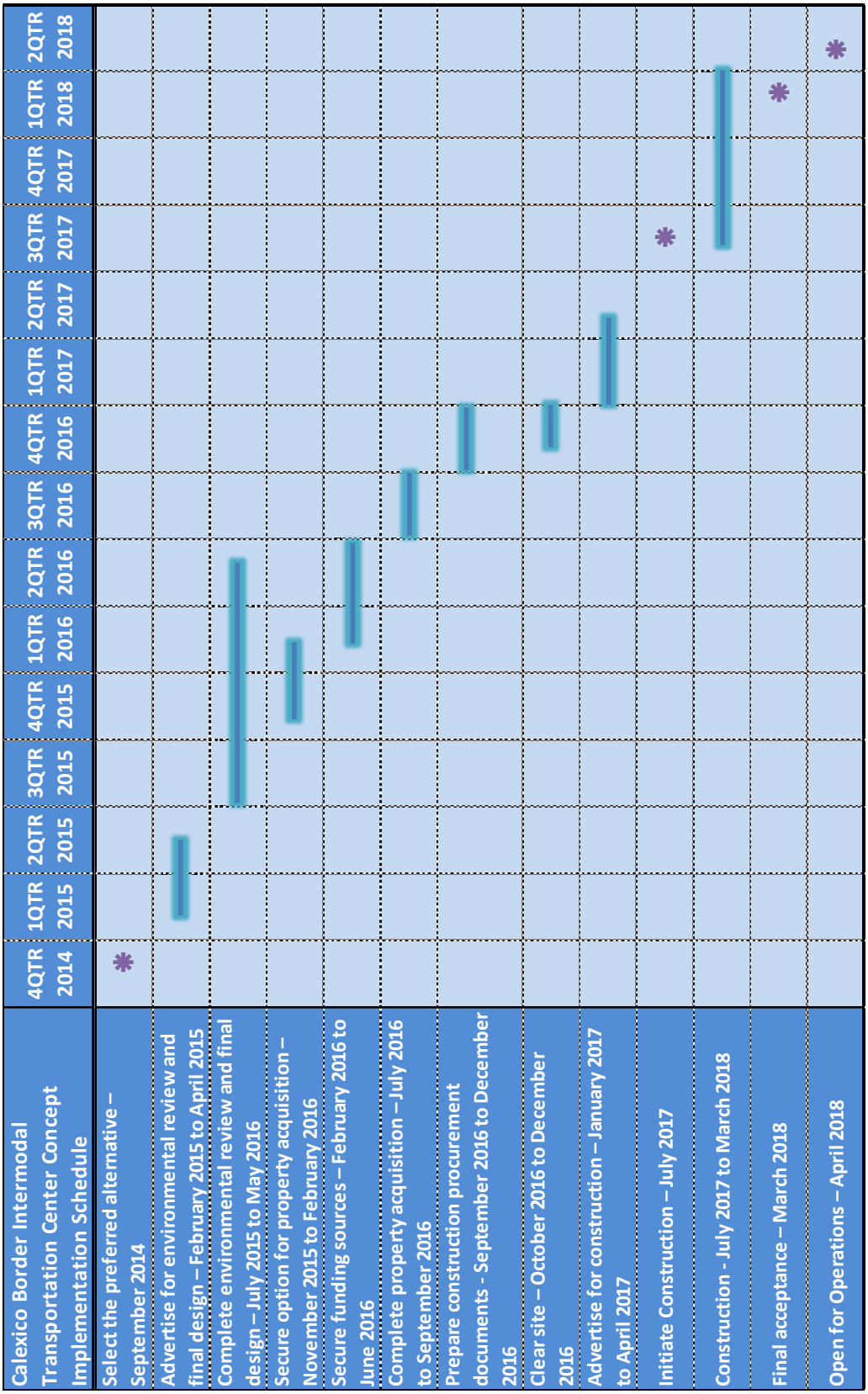
Conceptual Schedule

The Imperial County Long Range Transportation Plan (2013 Update) includes a list of financially constrained projects, meaning the revenue sources are expected to be in place to cover the cost of the projects. The Plan programs $9.315 million dollars for construction of the facility in 2018. The implementation schedule included here starts construction in 3rd quarter of 2017, technically the 2014 Fiscal Year. The project is also identified in SCAG's adopted 2012-2035 RTP/SCS.

This schedule assumes funding will be in place early next year to advertise for environmental and final design. Both the Brawley Transit Station and the El Centro Regional Bus Transfer Station received NEPA[11] Categorical Exclusion and CEQA[11] Categorical Exemption decisions for approval to move forward. These are the most expeditious environmental decisions that can be obtained under either Act. Other more lengthy environmental decision processes can take as much as one to three years to complete and add more risk to the implementation schedule of a more complicated project. It is expected that the Calexico ITC will be eligible for the same decisions.

[11] National Environmental Protection Act and California Environmental Quality Act

Figure 23: Conceptual Implementation Schedule



Appendices

Appendix 1: City of Calexico and ICTC Proof of Action Approval

CALEXICO
CALIFORNIA
"Where California And Mexico Meet"

CITY OF CALEXICO
ACTION ADVISEMENT

DATE OF MEETING: October 21, 2014

THE CITY COUNCIL OF THE CITY OF CALEXICO on motion by Councilman Hodge, seconded by Councilwoman Hurtado.

Approved the following: Approve Final Report and Alternative 2 as the Preferred Alternative for the Calexico Intermodal Transportation Center Feasibility Study.

Voting was follows:

AYES:	Moreno, Hurtado, Hodge
NOES:	Kim, Castro
ABSTAINED:	None
ABSENT:	None

AGENDA ITEM NO. : 12

OFFICE OF THE CITY CLERK
GABRIELA T. GARCIA, DEPUTY CLERK

IMPERIAL COUNTY
TRANSPORTATION COMMISSION

1405 N. IMPERIAL AVE., SUITE 1
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COMMISSION

Minute Order Number (102214-6A)

The Imperial County Transportation Commission (ICTC) at its regular meeting on Wednesday, October 22, 2014 took the following action(s) regarding the **Calexico Intermodal Transportation Center Feasibility Study.**

1. Approved the Calexico Border Intermodal Transportation Center Feasibility Study Draft Final Report

I, Cristi Lerma, Secretary to the Imperial County Transportation Commission, certify that this is true of actions taken on the 22nd day of October 2014 by the ICTC Board.

CRISTI LERMA
SECRETARY TO THE COMMISSION

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

T: Projects\ICTC\MO-Calexico ITC report approval

Appendix 2: Environmental Review

Based on the results of both the Brawley Transit Station and the El Centro Regional Bus Transfer Station environmental reviews, it is expected that the Calexico Intermodal Transportation Center will also be classified as NEPA[12] Categorical Exclusion and CEQA[12] Categorical Exemption class of action decisions.

Federal Transit Administration (FTA) defines a Categorical Exclusion as follows:

> *"Categorical exclusion means a category of actions which do not individually or cumulatively have a significant effect on the human environment and which have been found to have no such effect in procedures adopted by a Federal agency in implementation of these regulations…and for which, therefore, neither an environmental assessment nor an environmental impact statement is required."*

Additionally, under new federal rules implemented February 12, 2014, a federally funded transportation project is eligible for a Categorical Exclusion finding under NEPA if the federal participation is less than $5,000,000.

Finally, a Documented Categorical Exclusion is possible for "Construction of open area bus transfer facilities with coincidental street improvement in an area where there is adequate street capacity for increased bus traffic." A Documented Categorical Exclusion can be as simple as including a paragraph when applying for the funds through the FTA grant application system (Transportation Electronic Award Management (TEAM) System). Alternatively, a report can be prepared and submitted to FTA for final approval of the Categorical Exclusion class of action.

With respect to the CEQA Categorical Exemption, California law allows that:

> "The Secretary of the Resources Agency prepares and adopts a list of classes of projects which have been determined not to have a significant effect on the environment and are considered "exempt" from CEQA. These classes are known as "categorical exemptions." However, a categorical exemption is conditioned by limitations defined in the Guidelines and by the statutory authorization limiting such exemptions to projects with no significant environmental effect. The District/Region Senior Environmental Planner decides whether a project is eligible for a categorical exemption as part of the preliminary review of the project. The Department documents its determination that a project meets the criteria of a categorical exemption by completing the CE/CE form and retaining it in the project file."

Caltrans guidance for Categorical Exemptions generally uses the same language as the US DOT. With respect to the Calexico ITC, the Categorical Exemption Checklist (http://www.dot.ca.gov/ser/forms.htm) provides the following exemption:

> "*Construction of bus transfer facilities (an open area consisting of passenger shelters, boarding areas, kiosks and related street improvements) when located in a commercial area or other high activity center in which there is adequate street capacity for projected bus traffic.*"

[12] National Environmental Protection Act (Federal) and California Environmental Quality Act (State)

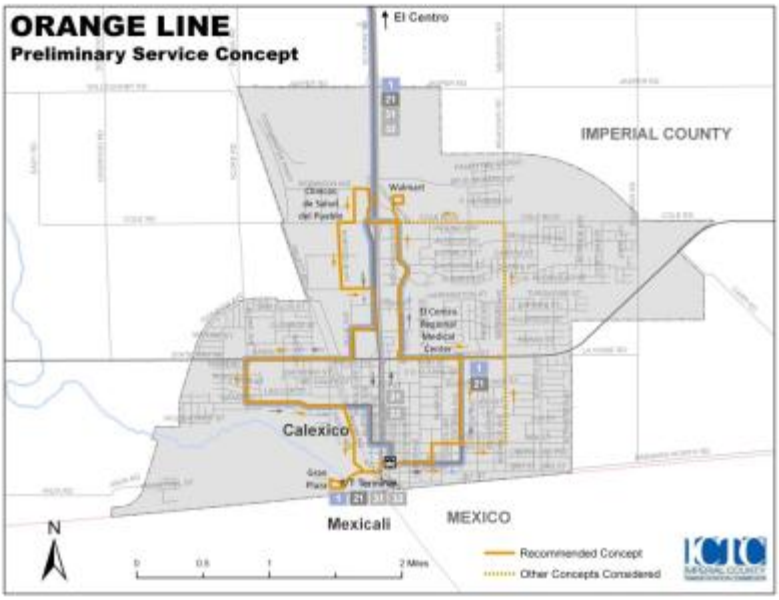
Finally, the existing on-site structure is not believed to be historic in nature and no environmental justice issues should be associated with the project given the site does not displace any persons or group of people and is located in a commercial area on an existing established bus route with no impacts to neighboring populations.

Appendix 3: Previous Studies

Following is a catalog and summary of relevant studies previously conducted in downtown Calexico related to cross border mobility, transit, and economic development. They are presented in order of most recently completed.

Many of the findings these previous studies and work efforts specifically included the need for consolidation of transportation facilities within the City of Calexico, specifically including pedestrian, transit, and taxi facilities. The Calexico Border ITC Feasibility Study is a response to those identified needs on the part of state, local, and regional agencies.

ICTC Orange Line Planning (2013)



In early 2013, ICTC, in coordination with Caltrans and SCAG, completed the Specific Operational Analysis/Circulator Design Project, recommending three new circulator routes in Brawley (Gold Line), Imperial (Red Line), and Calexico (Orange Line) – the Orange Line having relevance to the Calexico ITC Feasibility Study. When implemented, the three routes are expected to provide riders in Brawley, Imperial, and Calexico with enhanced coverage within each community, as well as efficient connections to the main Imperial Valley Transit (IVT) bus routes.

IVT currently operates main routes that provide service between cities in Imperial County. The new circulator routes would allow IVT's main routes to run more frequently. Travel times for some main line routes would become shorter because mainline buses would no longer need to circulate through individual communities in order to provide coverage to riders.

ICTC FY 2010-2011 Short Range Transit Plan (2012)

In March 2012, Imperial County Transportation Commission (ICTC) completed a Short Range Transit Plan (SRTP). The SRTP is the result of a planning process that involved the examination of transit, socio-economic and demographic data, as well as an extensive public outreach process that involved meetings with members of the public and current transit system riders, as well as interviews with community stakeholders. The information gathered during this planning process was utilized to develop a set of recommendations for both the Imperial Valley Transit (IVT) fixed route bus system and the various demand response transit services operated throughout Imperial County.

The SRTP presents the proposed improvements to the IVT system in three phases. Recommendations for consideration as part of Imperial County's Long-Range Transit Vision are also provided. Finally,

estimated impacts on the operating funding needs, the capital requirements and various other operational measures are also provided as part of this SRTP.

Mission, Vision and Goals

Mission

The mission of Imperial County's public transit system is to improve the quality of life for the residents of Imperial County through a coordinated, accessible, affordable and efficient countywide transportation system.

Vision

The transit network provides safe, affordable and reliable transportation service that first meets the needs of the transit dependent in communities within Imperial County by providing access to healthcare, education, employment, public services, shopping and recreational facilities, and eventually allows anyone to go anywhere in the region easily and effectively.

Goals

1. Provide mobility to all residents of Imperial County. Service levels are determined by demand, with all areas receiving service but those with more demand for transit receiving more service.
2. Connect residents of Imperial County with medical, social service and educational facilities throughout the county.
    a. Resources should be deployed with the following priorities in order of rank: access to major medical and social services facilities; access to educational facilities; and access to employment.
    b. Support economic development such as commercial centers, retail and entertainment destinations.
    c. Provision of transit as a transportation alternative for the general public.

Recommendations

The following recommendations are taken from the SRTP. Only those related to Calexico transit service are presented here.

Phase One (1 to 2 Years)

EXPANSION OF SATURDAY SERVICE: One of ICTC's top priorities for near-term service improvement is the expansion of Saturday service. In Phase One, Saturday service on Routes 1 and 2 (between Calexico and Niland) would be expanded to match the frequency of weekday service. Additionally, Saturday service would be implemented on Direct Route 40 between Brawley and Calexico.

INTRODUCTION OF SUNDAY SERVICE: In addition to an increase in Saturday service, limited Sunday service is also proposed, in accordance with comments made during the public involvement phase of the SRTP and the Unmet Needs process, as well as the long-term goals and vision of ICTC. On Sundays, a base level of service would operate on Routes 1 and 2 in the Primary Corridor Zone (between Calexico and Brawley), with the same frequency as currently operates on Saturdays. As of June 2014, the base service has been established, but without matching Saturday frequency.

CONTINUE USE OF "SHADOW BUSES" ON CALEXICO ROUTES: Currently, "shadow buses" (or "second sections" in the operating schedule) are used on the Calexico routes (Intercity Route 1 and IVC (Imperial Valley College) Express Route 21) at times when crowding is anticipated to be a problem. These two routes often exceed the scheduled vehicle capacity, particularly during certain times of the year (such as at the beginning of the semester at IVC), and without "shadow buses" some passengers would be left waiting at the curb. Continued provision of the "shadow buses" will provide a foundation for the service increases on these routes proposed for Phase Two, but ensuring that ridership demand can continue to grow without the constraint of space onboard a single vehicle (per trip).

Phase Two (2 to 3 Years)

ADDRESSING CAPACITY ISSUES ON CALEXICO ROUTES: Phase One includes the continued use of "shadow buses" on Intercity Route 1 and IVC Express Route 21. In Phase Two, it is recommended that these vehicles are incorporated into the route network on a daily basis, providing additional service on IVC Express Route 21 during the peak periods. Shadow buses should continue to be used on Intercity Route 1 as needed (these will be incorporated into a new route in Phase Three). In Phase Two, three additional round-trips should be provided per day on IVC Express Route 21. If possible, these trips should be interlined with IVC Express Route 22 (IVC-Niland), providing an additional express service option to passengers traveling between Calexico and points north of El Centro.

CONSIDER "U-PASS" SYSTEM: In addition to increased service on IVC Express Route 21 (IVC-Calexico), a study should be undertaken to examine the feasibility of a U-Pass system for students, faculty and staff at IVC and San Diego State University's Calexico campus, as well as other institutions that may be interested in participating in such a program.

CALEXICO INTERMODAL TRANSFER TERMINAL: An Intermodal Transfer Terminal is currently being planned for Calexico, to be located on First Street at Mary Avenue (note that the Calexico ITC study is currently reviewing the feasibility of locating this facility at alternative locations throughout downtown Calexico). This terminal should be served by ICTC's routes in order to provide transfer opportunities between ICTC's routes (including Intercity Route 1, IVC Express Route 21, Direct Route 40 and the Orange Line), intra-city, for-profit operators, and long-distance intercity services such as those provided by Greyhound. In the long-term, coordination with services provided by Mexican carriers may also be desirable. The Calexico Intermodal Transit Center Feasibility Study is a continuation of this proposal.

Phase Three (4 to 5 Years)

IMPLEMENTATION OF CALEXICO CIRCULATOR (WEEKDAYS): In accordance with both the goals and objectives of the SRTP as well as with the views laid out in the Imperial County Transit Vision, the Orange Line circulator is proposed for Calexico, with connections available with Intercity Route 1, IVC Express Route 21, Direct Route 40 and Fast Route 51 (proposed for this phase as well and described subsequently) at the transfer point at 3rd Street and Paulin Avenue (or at the proposed Calexico Intermodal Transfer Terminal). The precise alignments of the circulator will be determined in a separate Circulator Study planned by ICTC. As with the Gold and Red Lines, this route should be designed to operate on 60-minute headways in order to meet the proposed 60-minute pulse for the Intercity Routes.

IMPLEMENTATION OF SATURDAY SERVICE ON CIRCULATORS: In Phases One and Two, Saturday service is proposed for expansion on Intercity Routes 1, 2, 3 and 4 and for introduction on Direct Route 40. In Phase Three, the circulators and the Purple Line Connector are also proposed for introduction on

Saturdays, for the eight hour period from 10:00AM to 6:00PM to provide local circulation in Brawley, Calexico, El Centro and Imperial, as some local circulation provided by the current intercity routes would have been removed due to route realignment.

CONTINUE TO ADDRESS CAPACITY ISSUES ON CALEXICO ROUTES: Phases One and Two continued the use of "shadow buses" on Intercity Route 1 and IVC Express Route 21. In Phase Two, these vehicles were incorporated into the expansion of IVC Express Route 21, and maintained as needed on Intercity Route 1. In this phase, it is recommended that these vehicles are no longer incorporated into Intercity Route 1, but rather become the new Fast Route 51. This route would provide a weekday-only, peak period limited-stop service between El Centro and Calexico. This service would operate via California Route 111, Interstate 8 and California Route 86, stopping at the Calexico Transfer Terminal, the proposed Manzanita Casino, the Imperial Valley Mall, and the El Centro Transfer Terminal. The additional stops at the casino and the mall would differentiate the service from private operator Numero Uno's express service, which operates nonstop between Calexico and El Centro.

Future Phases/Feasibility Studies (5+ Years)

REVISION OF CIRCULATORS TO IMPROVE PERFORMANCE/SERVE NEW GENERATORS: It is recommended to continue to review the performance of all circulators, ensuring they remain up-to-date in serving the major generators of each urban area. In particular, the Blue and Green Lines, implemented prior to the introduction of any other circulators, may warrant some minor adjustments or revision in order to ensure they are performing at the highest level possible.

PURSUE CROSS-BORDER COORDINATION WITH MEXICALI: Construction of the planned Calexico Intermodal Transfer Terminal would present the opportunity for coordination with transit services provided in Mexico (both intercity services and local Mexicali services). This facility should be integrated into ICTC's transit network in order to provide more seamless cross-border transportation options.

Long-Term Transit Vision Concepts

CALIFORNIA ROUTE 111 CORRIDOR LIMITED-STOP SERVICE: Currently, several different services operate along California Route 111 between Calexico and Brawley, including IVC Express Routes 21 and 22 and Direct Route 40 as well as portions of several other routes. In the long-term, these services could be incorporated into one limited stop service in the California Route 111 corridor (i.e., Fast Route 50), simplifying the service pattern and de-segmenting the markets for these routes (i.e., a passenger traveling between Calexico and Brawley would not be limited to Direct Route 40 trips, but would be able to utilize any trip traveling in the corridor). There could be several options for service: 1) some trips could be extended to Niland, providing more rapid service throughout the entire north-south spine, or 2) some trips (during the peak period) could continue to skip IVC, providing rapid service between Brawley and Calexico. Stops could include the Calexico Transfer Terminal, the proposed Manzanita Casino, IVC, and the Brawley Transfer Terminal. Timed transfers should be available with the circulators where possible – this feature would be most critical for the Purple Line at IVC, where passengers on Direct Route 40 could connect and reach downtown El Centro and Imperial.

REVIEW OF EXISTING BORDER CROSSINGS AND OPPORTUNITIES FOR TRANSIT: Imperial County is bordered by Mexico to the south, with the City of Mexicali – and the nearly 1 million people in the city and its surrounding communities – located directly across the border from Calexico. Border crossings are available between downtown Calexico and Mexicali (via California Route 111), east of Calexico (via California Route 7), and near Winterhaven between Andrade and Los Algodones (via California Route

186). Currently, IV Transit serves the border crossing in downtown Calexico, which serves as a significant ridership generator. Future opportunities may exist not only to improve the connection between IV Transit and transit operators across the border, but to serve one or both of the other border crossings as well.

Final Environmental Impact Statement for Expansion and Reconfiguration of the Land Port of Entry in Downtown Calexico, California (2011)

In May 2011, the General Services Administration published its Final Environmental Impact Statement (FEIS) on the plan to expand and reconfigure the POE in downtown Calexico. The FEIS was followed in July 2011 with the study's signed Record of Decision (ROD), giving approval to move forward with development of the expansion and reconfiguration plan. Based upon review of the FEIS, including all technical findings and public comments received, the ROD summarizes the purpose and need for the project, the alternatives considered, the environmental consequences, the decision leading to identification of the preferred alternative, and document measures required to manage any impacts.

Purpose and Need for Action

The General Services Administration (GSA), through its Border Station Program, assists the Customs and Border Protection (CBP), a part of the Department of Homeland Security (DHS), by planning, designing, building, owning and leasing Land Ports of Entry (POE) to CBP, responsive to its mission requirements. By developing solutions to meet CBP's needs, GSA enhances the security and safety of the United States' (U.S.) borders.

Congressional mandates regarding the tracking of the entry and exit from the U.S. of vehicles and travelers at all POEs require DHS to develop and implement the addition of new inspection technologies and the inspection and tracking of inbound and outbound vehicles and pedestrians. GSA and CBP have identified the following basic deficiencies at the downtown Calexico POE border crossing:

- The existing facilities will not accommodate the installation of technologically-advanced inspection devices such as license plate readers, radiation detectors and x-ray equipment;
- The existing facilities are inadequate for maintaining employee and public safety and security;
- The existing facilities are inadequate for the proper conduct of inspection and other services;
- The existing facilities do not comply with modern seismic design requirements, posing a threat to the life safety of the employees and the public in the event of an earthquake;
- Bottlenecks at the existing facilities cause heavy vehicle traffic congestion in the city streets of Calexico, California, and Mexicali, Baja California; and
- The existing facilities exacerbate the delay experienced by the public crossing the International Border.

Increasing cross-border commerce and traffic will compound these problems.

The action evaluated by the FEIS is the proposed expansion and reconfiguration of the downtown Calexico POE. It would improve the safety, security, and operations of the POE; reduce vehicle and pedestrian queues; and enable the installation of technologically-advanced inspection devices.

The downtown Calexico POE serves privately-owned vehicles (POV), bus, and pedestrian traffic into and out of the Baja California city of Mexicali. The existing POE does not meet the Federal inspection services' minimum standards for processing time and overall efficiency. GSA's need is to correct these

operational deficiencies, provide for more thorough inspections, improve safety for employees and the public, and reduce the delays experienced by the public.

Preferred Alternative

The Preferred Alternative would expand the capacity of the downtown Calexico POE by constructing new facilities for pedestrian and POV traffic. Southbound access would be from Second Street and Cesar Chavez Boulevard. Northbound access would be west of the railroad tracks. Northbound traffic leaving the POE would exit to either Imperial Avenue or Cesar Chavez Boulevard at Second Street.

The Preferred Alternative would expand and upgrade the downtown Calexico POE to accommodate new equipment, increase safety, reduce wait times and traffic congestion, and align the facilities with the existing and future Mexican POE facilities. Under the Preferred Alternative, the New River would not be covered or moved. Except for a new bridge across the New River for southbound vehicular traffic and a seized vehicle impound lot, all of the POE facilities would be located northeast of the New River. There would be five southbound vehicle inspection booths. And there would be 340 parking stalls.

The downtown Calexico POE has two separate parcels of Federal government-owned properties available for development: the Main Building site currently used to process all POV and pedestrian traffic and the vacated commercial inspection compound that was used prior to the opening of the new Calexico East POE in 1996. These two properties would be utilized under the Preferred Alternative. Two parcels adjacent to the POE would be acquired: one (~1.8 acres) is on the other side of the New River channel southwest of the vacated commercial inspection compound; and the second parcel of land (~5.0 acres) is located west of the vacated commercial inspection compound and north of the first parcel.

A portion of the privately owned, triangular parcel on the other side of the New River channel southwest of the old commercial POE would be acquired for development as an impound area for seized vehicles. A nonexclusive easement of approximately 33 acres would be sought on the south side of the New River between this land and 2nd Street. The 5.0 acre parcel of land west of the vacated commercial inspection compound would be developed for employee parking.

New Vehicle Inspection Facility

The new vehicle inspection facility to be constructed would include new headhouse facilities, primary inspection booths, secondary inspection areas, impound lot, secured parking spaces, paved roadways and walkways, security fences and barriers. Under the Preferred Alternative, the new headhouse building would be located just west of and parallel to the railroad tracks.

The northbound primary POV inspection area would have 16 lanes. The secondary inspection areas would have space for up to 32 cars. The inspection of southbound (outbound) traffic would utilize five lanes and booths. An additional lane would be provided for emergency bypass.

The two levels of the secondary inspection structure would be connected by controlled access ramps to allow for circulation of official vehicles and supervised vehicle movements, such as the diversion of vehicles rejected for entry to, or exit from, the U.S.

New Pedestrian Processing Facility

A new Pedestrian Processing Building would be built on the site of the existing main building. The new building would house all of the pedestrian inspection, certain employee support and port response programs as well as prosecutions and detention facilities at the lower level. Buses will be processed through the Calexico East POE approximately six miles east of downtown Calexico except when the inspection facilities there are closed. Northbound bus passengers being processed through the downtown POE would leave their buses on the Mexican side of the border and be processed through the building as pedestrians. The empty buses would be inspected in the easternmost of the northbound vehicular lanes.

Phased Construction

The construction will be funded in two phases. During Phase I construction, the vehicle and pedestrian inspections would continue in the existing facilities while the old commercial POE would be cleared and graded. Only part of the auto facility would be built in Phase I. Phase I plans include 10 lanes of northbound primary auto inspection, 12 secondary inspection stalls, and full build-out of the Headhouse facility. Following completion of Phase I construction, access to the old northbound vehicle inspection lanes would be eliminated as Mexico would begin construction of roadway and a tunnel giving access to the new northbound vehicle inspection lanes for traffic approaching along the border from the east. The Cesar Chavez intersection with Second Street would be signalized to accommodate the traffic flows created in Phase I.

During Phase II, the remainder of the auto inspection facilities and site development to the western edge of the site would be built. The remaining northbound and all the permanent southbound vehicle inspection facilities would be constructed in this Phase along with permanent employee parking, secure circulation, prisoner transport area, a new Administration Building and a new Pedestrian Processing Building.

Signalization of the two Second Street intersections would be revised during Phase II to accommodate the final traffic flows.

Current Status

To date, Congress has appropriated approximately $23.8 million for site acquisition and project design. GSA is seeking $93 million for construction of Phase I and $225.5 million for construction of Phase II. The design has been completed and the project is waiting for Congressional funding.

Calexico Downtown Plan (2009)

In July 2009, the City of Calexico, with funding provided by the Southern California Association of Governments' (SCAG) Compass Blueprint Demonstration Project Program, completed the Calexico Downtown Plan.

The Calexico Downtown Plan lays out the strategies to accomplish the downtown envisioned by the community. The Downtown Plan is intended to enable the community to realize a multi-functional downtown district that is full of life, people, opportunities and thriving business, both now and long into the future.

Downtown Character

The Downtown Plan describes the character of downtown as being a busy, bustling place full of people. Most buildings are one or two stories with frontage on the sidewalk and characteristic porticos to shade pedestrians from the hot southern California sun. The sidewalks are wide and accommodating. The border crossing located on E. 1st Street is a major source of pedestrian traffic into the center of downtown. Though there are commercial vacancies, there is great infrastructure to support expanded commercial opportunities.

Most business activity occurs during the day, and downtown becomes quieter at night as residential uses are not allowed under current zoning.

Stakeholder Interviews

Interviews conducted with local business owners, council members and residents further informed the vision for downtown Calexico. The interviews were one-on-one conversations with the goal of gaining local expertise on issues facing Calexico. These interviewees provided yet another perspective in addition to that gained from a previously held citizen workshop. The interviews and workshops provided invaluable input on how the downtown should develop and grow. Some key findings from the interviews included:

- Taxis should wait in areas where they aren't taking up parking spaces that customers want to use. If taxis wait in other parts of town people will have to walk through downtown to get to them and are more likely to visit businesses;
- Merchants and customers are concerned about parking meter fees and tickets;
- Locate government offices and agencies downtown;
- Desired downtown businesses include: theaters, restaurants with a bar and lounge, dance clubs, and bookstores;
- Enliven downtown with mixed-use buildings;
- Businesses need to find ways to attract more Mexicali shoppers;
- The plan and vision for the future of Calexico should come from the local residents.

Implementation Strategy

The Downtown Plan developed a series of recommendations and strategies to meet the goals established by the study. The following is a restatement of the recommendations and strategies included in the final report.

Transit Center Relocation

Recommendation:

- Relocate transit center to improve circulation in downtown.

Strategies:

- Provide on-street taxi stand with parking for 2-3 taxis.
- Provide off-site taxi waiting area or dispatch.
- Identify private shuttle stop location with printed schedule at the stop or next bus signage.
- Provide way-finding system to direct pedestrians to taxi stand, private shuttle stop location, city bus stops.

- Identify locations for taxi stand, stops, and off-site waiting area.
- Develop Downtown Area Wayfinding Plan.
- Engage stakeholders, train appropriate staff and dispatch.
- Enact legislation or enforcement.
- Public Outreach.

Other Recommended Strategies

Provide for downtown parking needs in established areas with a parking structure and shared parking, freeing up additional surface parking lots for development, by allowing developers and business owners to waive off-street parking requirements, reserving on-street spaces for customers, enhancing and add to the current municipal parking facilities and encouraging sharing among businesses.

- Encourage public/private partnerships to invest in redevelopment projects downtown.

Appendix 4: Public Outreach Detail

Attachment 1: Stakeholder Discussion Topics and Report

Discussion Topics/Questions for Stakeholder Interviews

Topics/questions are designed to guide the open-ended discussion and derive general points of qualitative information to be subsequently analyzed.

Introduction

Interviewer to provide brief overview of the purpose of the study and the sponsoring agencies. Explain that the rationale for the interview is to obtain information on the individual's perceptions or the organization's positions on local public transit/transportation, opportunities, barriers and needs.

Interview Topics

Experience

- Thinking about Calexico's downtown area, are you aware of any security (public safety) concerns? (*if yes*...) Are there particular areas (probe: issues/locations) that stand out in your mind?
- When we talk about local public transportation, are you aware or have you heard about concerns with vehicle or driver safety? (*if yes*...) What is the general nature of the concerns?
- There are a number of transit stops and facilities located in and around Calexico, do you think they could/should be improved? (*if yes*...) How would you improve, their convenience, comfort and/or location?
- In thinking about the various transportation options in downtown Calexico (e.g. public transit, taxi, private shuttles, tour buses, agricultural worker transport, etc.), do you feel colocation of these services would be a betterment to the rider? To the downtown community? Why?
- What downtown public improvements would enhance the public's experience and potentially facilitate economic development?
- If you are an employer, how do your employees get to work? Is transit access and or parking a benefit or hindrance to your employees? If you are not an employer what is your perception of employee commute patterns?

Service

- Thinking about local public transit/transportation, do you have any thoughts about the quality ofexisting services?
- Do riders have difficulty accessing local transit?
- What is your perception of the dependability of local public transit/transportation services?
- Does cost create a burden or an obstacle for local transportation users?

Logistics

- In their current locations, do transit stops and facilities present an overall convenience or inconvenience for current riders and potential riders? (*probe: areas of potential rider growth*) (*if inconvenience*...) What do you think could improve rider experience?
- Do current public transportation schedules adequately meet rider needs? (if no...) What changes could be made to current schedules?

Customers

- Why do you believe local residents use transit?
- When are the busiest times of the day, week for local public transit/transportation?
- What percentage of local riders do you believe originate in Mexicali?
- Where are most riders originating in Calexico going?
- Where do you believe most riders coming to Calexico end up?
- In your opinion, what percentage of local riders are dependent on public transit/transportation?
- How do most local riders pay for transportation, monthly passes or a pay-as-they-go basis?

Stakeholder Interview Report

The public outreach component contained in the overall work plan for the study of an Intermodal Transportation Center in Downtown Calexico calls for input from local community and business stakeholders. This report comprises relevant information derived from interviews conducted with local stakeholders representing business, education, health and transportation interests. Subject areas covered in the interviews included downtown safety and security, concepts to improve Downtown Calexico, opinions regarding proposed inter-modal transportation facility concepts, perceptions on local public transportation services and public transportation rider demographics and habits.

Contained in the body of the report are the individual responses from each stakeholder pertaining to each sub item. Though some participants lacked familiarity with some issues, their views establish a useful starting point for the project's data collection phase.

The following is an aggregated synopsis of all stakeholder responses.

Safety:
All participants indicated that there were little or no safety or security problems in the downtown area. Some raised the existence of periodic issues related to overcrowding at the transit stop located at Third Street and Paulin Street. Others indicated that "Raiteros," or unlicensed/unauthorized transportation providers posed a hazard to the public. And others mentioned heavy traffic conditions and pedestrian safety issues on First Street near the POE.

Public Transportation Facilities:
All participants that had an opinion supported the concept of a co-located transportation facility in the downtown area. Though there was some diverse thinking as to location, but most believed that a strategically located ITC would improve existing traffic problems and be a catalyst for downtown revitalization.

Most believed that some riders have accessibility challenges with existing transit stop locations and that they could be improved with shading and other amenities.

Downtown Improvements:
The concept of a pedestrian promenade was supported by the majority of the participants. They all indicated that the idea had been discussed for a number of years. They believe that the change would benefit the business community and relieve serious vehicular and pedestrian congestion at the POE.

Transit Service & Riders:
Major transit operators in the city of Calexico are Imperial Valley Transit (IVT), Calexico Transit (CTS) and Numero Uno Shuttle. Each operate at 11 stops around Calexico and IVT and Numero Uno serves destinations outside of Calexico. Operating hours for all services are generally between 6:00am and 7:00pm daily.

Representatives for IVT and CTS indicated that the majority of their riders originate in Mexicali. Other major groups consist of students and seniors. Popular destinations for border crossers are stores, banks and the post office.
The majority of riders purchase fares with cash on a daily basis.

Busiest times for public transportation are mornings. Wednesdays are busy because of a popular swap meet in Calexico.

STAKEHOLDER INTERVIEWS

1. David Ouzan,
Chairman, Calexico Planning Commission

Safety:
Mr. Ouzan indicated that he was unaware of major safety or security concerns in or around downtown Calexico. While safety has not been a major problem, there are some downtown streets that pose hazards due to heavy traffic and congestion. He indicated that First Street at Rockwood Street is an intersection where pedestrians have difficulty crossing due to the heavy traffic volumes at peak hours. In his opinion, the traffic situation worsened when changes to street movements on Second Street were made. The city converted Second Street to two-way direction which increased traffic volumes on First Street. Mr. Ouzan, a manager of a First Street business situated directly across from the pedestrian entrance of the POE, has seen buses and taxis involved in accidents. He has seen an increase in transportation operators come to the area which has only worsened the traffic situation.

Adding to the problem are taxis that have changed their fare structure to directly compete with buses. Riders can now use taxis to move about the city for the price of a bus ride.

Public Transportation Facilities:
He believes that a co-located transportation facility is a good concept that could alleviate much of the congestion along First Street. He believes that the facility should be developed at the city-owned lots near the border. That would be the most convenient for riders and reduce the overall cost of delivering the ITC because the land is already in public ownership. He also suggests that all public transportation operations be moved from First Street to relieve congestion. He indicated that Third and Fourth Streets are under-utilized and could provide easy access to Imperial Avenue. He also indicated that Grant Street is the most southern roadway that has a full movement intersection at Imperial Highway. Accordingly, he believes that Grant Street should be used to accommodate all the van shuttles that traverse the city to access the west side of Calexico.

Downtown Improvements:
Mr. Ouzan believes that creating a more attractive Downtown Core is the highest priority. He supports the concept of closing First Street from Heffernan Street to Paulin Street. An obvious concern would be

vehicular access to the Customs and Border Patrol (CBP) parking lot on Heffernan Street south of First Street. There would need to a private access road for government vehicles. If that could be worked out he said the closure of the street would make a perfect plaza used for a public market and gathering spot. He doesn't believe that the removal of on-street parking necessitated by the closure would negatively affect businesses as there are a number of public parking lots throughout the downtown area.

Transit Services & Riders:
Mr. Ouzan stated that local transit operators need to upgrade their stops to make them more comfortable and convenient for riders. He has heard that local riders want shelters from the sun, restrooms and drinking fountains. He stated that most of his employees and many in the downtown area live in Mexicali and cross the border each day to get to work. He believes that most riders stay local and use transit for shopping and school. He doesn't believe many riders use monthly passes and they regularly pay on a daily basis.

He indicated that Wednesdays and weekends are the busiest days because the local swap meet (Las Palmas Swap Meet, Wed thru Sun, 1305 Ollie Avenue) attracts shoppers from south of the border. He doesn't believe that many of the transit riders are Calexico residents because most local residents have access to private vehicles.

2. Greg Gelman
Member, Calexico Downtown Business Improvement District

Safety:
Mr. Gelman said that he doesn't believe that there is a sense that Downtown Calexico is unsafe. He indicated that street lights have been installed recently which has made the neighborhood seem safer. According to Mr. Gelman, overall, Calexico is a safe town.

Downtown Improvements:
He stated that the Business Improvement District is working to restore basic improvements that were eliminated due to budget shortfalls. Curbs, gutters, street maintenance and other hardscape improvements are needed to improve the downtown for businesses and shoppers. He also believes that establishing a promenade on First Street which has been discussed over the years, would be an enhancement to the community. He doesn't believe that taxis should be allowed to park outside the POE because they tend to pick up fares and drive them out of the downtown area, not allowing shoppers to experience the local offerings.

Public Transportation Facilities:
He believes that the idea of a co-located transportation facility has merit and that it should be built along Third Street. Moving the facility a reasonable distance from the POE would require riders to walk through the downtown and would invigorate the business core by putting more customers on the street. That improvement along with the development of a much needed long range planning document to guide strategies to improve downtown would carry significant benefit.

Transit Services & Riders:
Mr. Gelman stated that his customers complain about having to walk too far to get to the bus stop and that many of the stops have accessibility challenges. Last year, the City contracted with an individual, Dan Chairez, to improve the city's stops by selling advertising on the benches and shelters to fund the

upgrades. According to Mr. Gelman, not much has happened in the 9 months since the contract was executed.

Regarding ridership, he believes that most of the riders originate in Mexicali. Beyond that, Imperial Valley College generates a major portion of transit demand. He indicated that mornings tend to be the busiest time for local traffic.

3. John Moreno
Executive Director, Calexico Adult School

Safety:
Mr. Moreno indicates that the downtown area is regarded as safe. There haven't been large scale incidents in recent times. He does believe that there are traffic and pedestrian safety issues on First Street in front of the POE Pedestrian entrance. The area is congested with vehicles despite the fact that the city recently removed a number of taxi parking spaces near the crossing. Though the taxis have largely been relocated, the raiteros have taken their former positions adding to the hazardous conditions.

Downtown Improvements:
Based on his opinion that the downtown area has enough parking, he believes that a promenade on First Street would be an improvement on a number of levels. He also added that there have not been complaints from residents living near the business district regarding street parking and his observation is that the city's parking lots are seldom at capacity.

Public Transportation Facilities:
He also believes that there should be an effort to redirect some of the pedestrian crossings to the "east" POE. In his opinion it is underutilized and more crossers would use the facility if there were convenient transportation services available there. He suggested that a shuttle could be utilized to transport crossers to downtown.

He believes that a large co-located transportation facility would serve as a benefit because it would give riders more choices. He suggested lots at Rockwood Avenue and 3rd Street; as well as Heber Avenue and 3rd Street be considered as candidate sites.

Transit Services & Riders:
Mr. Moreno believes that for the most part, transit stops in their current locations serve their purpose, but he has heard complaints about accessibility problems. He also indicated that transit demand generated by Imperial Valley College creates inconveniences for riders because there isn't enough service to the campus. The county system has struggled to meet demand and as a result the transit stop at 3rd Street and Paulin Street has become overcrowded. That overcrowding has led to disturbances which Mr. Moreno characterized as extreme.

He believes that mornings are the busiest time for transit. Shoppers and students drive the demand. In his opinion, 25%-30% of students are dependent on transit.

4. Hildy Carillo
Executive Director, Calexico Chamber of Commerce

Safety:
Ms. Carillo is unaware of safety concerns in the downtown area; she believes it to be relatively safe.

She isn't too familiar with transit issues but knows there are problems with some of services operating in Calexico. She stated that some services operate shabby and over loaded buses, many of which emit smog and contribute to air pollution.

Downtown Improvements:
Ms. Carillo supports the concept of closing First Street to vehicles as a means to reduce congestion at the border and create a more walkable downtown. She believes that there is enough public parking in the downtown area. Requiring people to walk downtown more frequently may induce business owners to upgrade their stores.

Public Transportation Facilities:
She doesn't have an opinion on the merit of a co-located transportation center other than it should be large enough to accommodate all multi passenger carriers. She also believes that the taxis should not be part of the facility and should be separated from transit operations.

Transit Services & Riders:
Ms. Carillo indicated that her observation is that the majority of transit riders originate from Mexicali. When coming to Calexico, the most common destinations are Walmart, banks, Food for Less and the post office. She also has heard that wealthier Mexicali residents that cross by foot have vehicles in the U.S. For these riders, the 1st of the month seems to be the busiest.

For local residents, transit is not a problem because most have vehicles. Seniors and students are the largest group of local riders. Student demand is higher due to the closing of the Calexico Imperial Valley College Campus. All classes are now conducted at the main campus in the City of Imperial.

5. Edward Lopez
Downtown Business Owner, Fmr. Planning Commissioner & Business District Board Member

Safety:
Mr. Lopez believes that downtown Calexico is relatively safe.

Downtown Improvements:
He believes that the downtown area needs additional street parking particularly on First Street where the taxi parking is now located. When asked about the merit of a First Street promenade he said he was concerned about the lack of parking to the businesses on his block. On the other hand, he is concerned about the crossers stepping out of the POE and getting in a vehicle and leaving downtown.

Transit Services & Riders:
He stated the majority of riders are from Mexicali and that only 10%-15% of public transportation riders are from Calexico. His observation is that the busiest time for crossers is from 11:00am through 3:00pm Monday through Saturday.

He states that the majority of his customers are residents of Mexicali that cross each by foot. They cross the border to work, shop or attend school. Those that walk from Mexicali typically get to the border via mass transit or by private automobile. He indicated that there is a public parking lot in Mexicali referred to as "El Tecolote" where the workers park their cars before coming into Calexico.

Public Transportation Facilities:
He stated that he wasn't familiar with transit issues.

6. Jovan Castro
General Manager, Calexico Transit System

Mr. Castro provided information from the perspective of his operation and opinions on transit in Calexico.

Safety:
He believes the most significant safety issue in the downtown area is the raiteros that operate around the border crossing.

Public Transportation Facilities:
He believes that transit should have more access to riders. He believes that a co-located facility would require more people to walk through the downtown which would be a benefit to the businesses. He doesn't think that a center on Third Street would be too far for people to walk. He does believe that the existing stop at the border is the most convenient for crossers, which make up 90% of his riders. The remaining 10% are seniors and people accessing health services. He doesn't believe that a large percentage of Calexico residents are transit dependent. He indicated that his local customers are seniors and low income individuals.

Downtown Improvements:
Mr. Castro has heard of the idea to close First Street to vehicles. He doesn't have a strong opinion but believes that it could impact the existing businesses on First Street. He believes that transportation closer to the border is best for day crossers.

Transit Services & Riders:
With regard to Calexico Transit Services, buses run from 6:30am to 7:30pm daily. Running on 30-minute headways, the service operates up to six buses with busiest days being Wednesday, Saturday and Sunday. CTS operates in Calexico and uses 11 transit stops maintained by Imperial Valley Transit. They offer 20-ride ticket books at a 5% discount over the daily fare, though only about 5% of riders purchase in bulk.

Mr. Castro indicated that his competition is Imperial Valley Transit and Numero Uno Shuttle. Both offer service around Calexico, but also serve destinations throughout Imperial County.

7. Cindy Aguilar
Center Director, Clincas de Salud del Pueblo

Safety:
Ms. Aguilar stated that she has lived in Calexico her entire life and believes that the downtown area is safe and the streets are well lit and safe at night as well. Unfamiliar with transit issues she indicated that she was unaware of any safety problems. She stated that she believed that the stops were in good locations and that the service was considered dependable.

Public Transportation Facilities:
Ms. Aguilar had no opinion of the co-location of transit services. She did comment that her clients tell her that there are not enough transit options in Calexico. Busses are forced to drop off patients more than a block away from the facility adding to the inconvenience.

Transit Services & Riders:
Existing service does not access enough destinations in the county. She has received complaints that patients have trouble getting transportation and they cannot afford taxis. A majority of patients take their own vehicles or take taxis to access the center.

Her suggestions to improve rider experience are to reduce wait times and increase the number of transit stops and destinations. The cost of transit doesn't seem to be a barrier as some health plans reimburse for transportation. Taxis are a different story. They are very expensive and out of reach for many of the clinic's patients.

Ms. Aguilar indicated that nearly 10% of her staff lives in Mexicali and most drive a private vehicle to work daily. For the clinic, mornings are the busiest time of the day. In general she believes that the majority of transit riders are from Mexicali. For Calexico residents, she estimates that 30%-40% are dependent on public transportation, mainly seniors and students.

8. Charles Brockwell
General Manager, Imperial Valley Transit (IVT)

Safety:
Mr. Brockwell stated he was unaware of any unsafe areas in the downtown area although he stated that the transit stop located at the intersection of Third Street and Paulin Street is impacted which has led to problems. Farm labor vehicles add to the congestion in the afternoons.

With respect to the relative safety of the public transportation, he indicated that there has been increased enforcement of farm labor vehicles which has improved quality.

Public Transportation Facilities:
With respect to a co-located facility, it will be critical to receive buy-in from all operators in the area. There is also a need to expand coverage in the city of Calexico. Other improvements would include upgraded transit stops and enhanced trip information signage.

Transit Services & Riders:
Regarding IVT services, busses roll at 5:45am until 11:00pm daily. Busiest times of the day are 6:30am to 10:00am and from 3:00pm to 6:30pm weekdays and Saturdays from 8:00am to 12:00pm. A recently added Sunday service is increasing ridership by the week.

For trips within Calexico 20% of riders are intra city fares with the Clinicas de Salud being the busiest stop. Of Calexico riders, students travelling to Imperial Valley College are the majority. Each day nearly 60% of IVT riders originating in Calexico are Mexicali residents. Mr. Brockwell estimates that 50% of the riders on IVT buses have no other means of transportation accessible to them.

9. Richard Ortega
Executive Director, Neighborhood House of Calexico

Safety:
Mr. Ortega operates the Neighborhood House located just outside downtown Calexico and reports that he is unaware of problems with safety or crime in the area.

Downtown Improvements:
He believes that the Downtown area lacks services needed to revitalize the area. There has not been focus on investment due to the budget shortfalls at the city. He believes however that the investments must be made if the downtown area is to survive.

Public Transportation Facilities:
He isn't that familiar with the transit issues but believes that a transit center should be built north of town. Much in the way that the railroad created investment and development, the transit center should be the driver for more investment. Particular focus should consider the needs of the riders coming from Mexicali, because that is the largest group riding transit.

Transit Services & Riders:
To improve the area, he believes that money should be invested to upgrade transit vehicles, and add transportation services to the interior of the city. He believes that the concept of building a transit center should focus on alternatives that provide the greatest benefit in creating economic development.

In talking about his employees, virtually all have their own vehicles and drive to work. He isn't sure about the population's dependency on transit but he believes there are a lot of single car households where family members are left without a vehicle. He also isn't aware of problems with access to local public transportation.

He estimates that 80% of the local riders originate in Mexicali.

Attachment 2: Community Walk Element

The following are notes from specific comments made by individuals that attended and participated in the Community Walk event held February 8, 2014.

County Supervisor John Renison

- Stressed a need for enhanced amenities in the project wherever it's located; Recommended enhancements such as, more shaded areas and seating, misters and landscaping.

James (Greyhound Bus Lines)

- Alt 1 has insufficient land area to accommodate Greyhound operations;
- Questions/Concerns regarding site control (multiple owners) of surrounding areas for alt 3.
- Alt 2 seemed to be the best option based on available land area, location, single ownership, proximity to the border and necessary width of streets accessing the site;
- 1,100 square feet (minimum) needed for Greyhound bus facility and offices.

Diana Cortez & Azucena Wendz (Calexico Transit System)

- Farm workers prefer alt 1
- Alt 1 is not a prime consideration based on its small size and difficult large vehicle access.
- Alt 4&5 was close to the POE, but would necessitate a removal of needed public parking, creating issues for motorists.
- The ideal location for the transportation center is the current transit stop on E. 1st Street because of its proximity to the border.

Mayor of Calexico

- There is a need to create a facility that would also be accommodating to farm workers.
- Any facility should be in an area where people should walk and see the shops and offerings in downtown Calexico. Downtown revitalization should be a project outcome.

Miscellaneous Comments:

- Removal of parking in existing public lots could impact local businesses that purchase monthly passes for their employees.
- Bus terminal at alt 5 may receive CBP opposition due to border fence security.
- Most believed that alt 2 was the best for convenience, access and land area.
- A combination or consolidation of alts 4&5 could accommodate a true intermodal facility that would also service taxis and other small vehicles for hire.
- The closure of E. 1st Street would provide an impetus for pedestrian activity and provide a venue to hold community affairs like outdoor markets and festivals.

Community Walk Notice

JOIN US
Community Walk

Saturday, February 8, 2014: 10 am to 1 pm

Calexico Intermodal Transportation Center Study

Walk. See. Share. Plan.

You are invited to take part in the collaborative study being conducted to determine the feasibility and preferred location for a new Intermodal Transportation Center in downtown Calexico. Join us and take an interactive walking tour of all study locations and share your views and thoughts about each.

Times | choose from one of the following

10:00 am - 11:10 am - General Public*
11:30 am - 12: 40 pm - Business Owners*
1:00 pm - 2:10 pm - Transportation Owners/Operators*

**suggested times. You can choose any of the three times provided*

Meeting location | Historic Customs Building
1st Street & Heffernan Avenue - Calexico, CA

RSVP | by Thursday, February 6
Contact: Steve Castañeda
619.955.5177 | Steve@PRMConsult.com

1. Southeast corner of E 3rd St & Paulin Ave
2. South of E 3rd St between Rockwood Ave & Heffernan Ave
3. Southwest corner of E 3rd St & Heber Ave
4. Northeast corner of E 1st St & Heber Ave
5. South of E 1st St between Heber Ave & Blair Ave

P. Closing of E 1st St between approximately Paulin Ave & Heffernan Ave for a transit, taxi and pedestrian Promenade

INVITACIÓN PÚBLICA
Caminata Comunitaria

sábado, 8 de febrero de 2014: 10 AM a 1 PM

Estudio Para un Centro de Transporte Intermodal en Calexico

Camine. Vea. Comparta. Planeé.

Se invita a la comunidad a participar en un estudio colaborativo para determinar la viabilidad y ubicación ideal para un nuevo centro de transportación intermodal en Calexico. Acompáñenos en una caminata comunitaria en forma interactiva para examinar y discutir cada lugar mencionado en el estudio.

Horarios | Elija uno de los siguientes

10:00 am - 11:10 am - Público en General*
11:30 am - 12: 40 pm - Dueños de negocios*
1:00 pm - 2:10 pm - Propietarios/Operadores de Transporte Público*

**Horarios sugeridos. Pueden elegir cualquiera de los tres horarios proporcionados.*

Lugar de reunión | Historic Customs Building
Calle Primera y Ave. Heffernan - Calexico, CA

Confirmar Asistencia | jueves, 6 de febrero
Comunicarse con: Steve Castañeda
619.955.5177 | Steve@PRMConsult.com

1. Esquina sureste de la Calle 3era y Ave. Paulin
2. Al sur de la Calle 3era entre Ave. Rockwood y Ave. Heffernan
3. Esquina sureste de la Calle 3era y Ave. Heber
4. Esquina noreste de la Calle 1era y Ave. Herber
5. Al sur de la calle 1era entre Ave. Heber y Ave. Blair

P La calle 1era aproximadamente entre Ave. Paulin y Ave. Heffernan para tránsito, taxis y paseo peatonal

HUITT-ZOLLARS

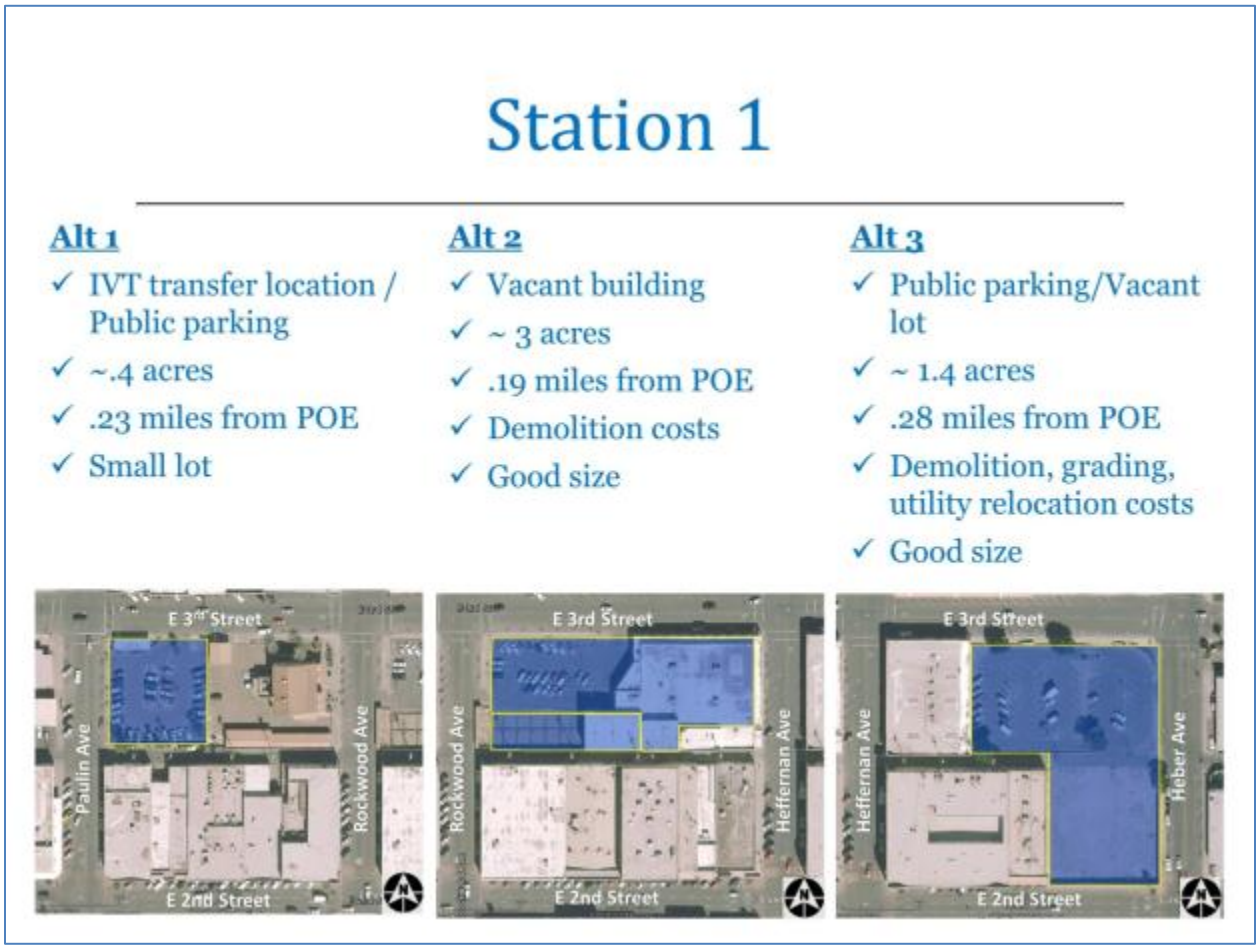
Attachment 3: Community Forum Element

On March 8, 2014, representatives from SCAG, ICTC, Calexico, and the project team held a Community Forum at the Camarena Memorial Library in the City of Calexico.

The goal of the exercise was to give community leaders and members of the public an opportunity to comment and make suggestions about each of the candidate sites under consideration. Participants were invited to the event through a number of means, including public notices at bus stops and public spaces, website posts, and email blasts to stakeholders and business groups. Invitations were also mailed to community members that had previously stated an interest in the process and hand distribution at Calexico bus stops and the Imperial Valley College campus.

The event was organized into a series of exhibit stations that participants could visit and learn about the particular site and affix their comments with sticky notes. The following are the comments received at the event corresponding to each site alternative.

Station 1



General Comments

- People walk north and south;
- Sites 2 and 3 have better access for buses;
- Sites 2 and 3 are great;
- Keep it the way it is! If changed, transportation will be confusing;
- Needs to be accessible and closer to everyone;
- E. 3rd Street and Heffernan Avenue is too dangerous (no explanation).

Site Specific Comments

Alternative 1 – E. 3rd Street and Paulin Avenue

- Too small and too congested;
- Doesn't have good mobility;
- Has been a transportation issue due to the small area creating mobility congestion.

Alternative 2 – E. 3rd Street and Heffernan Avenue

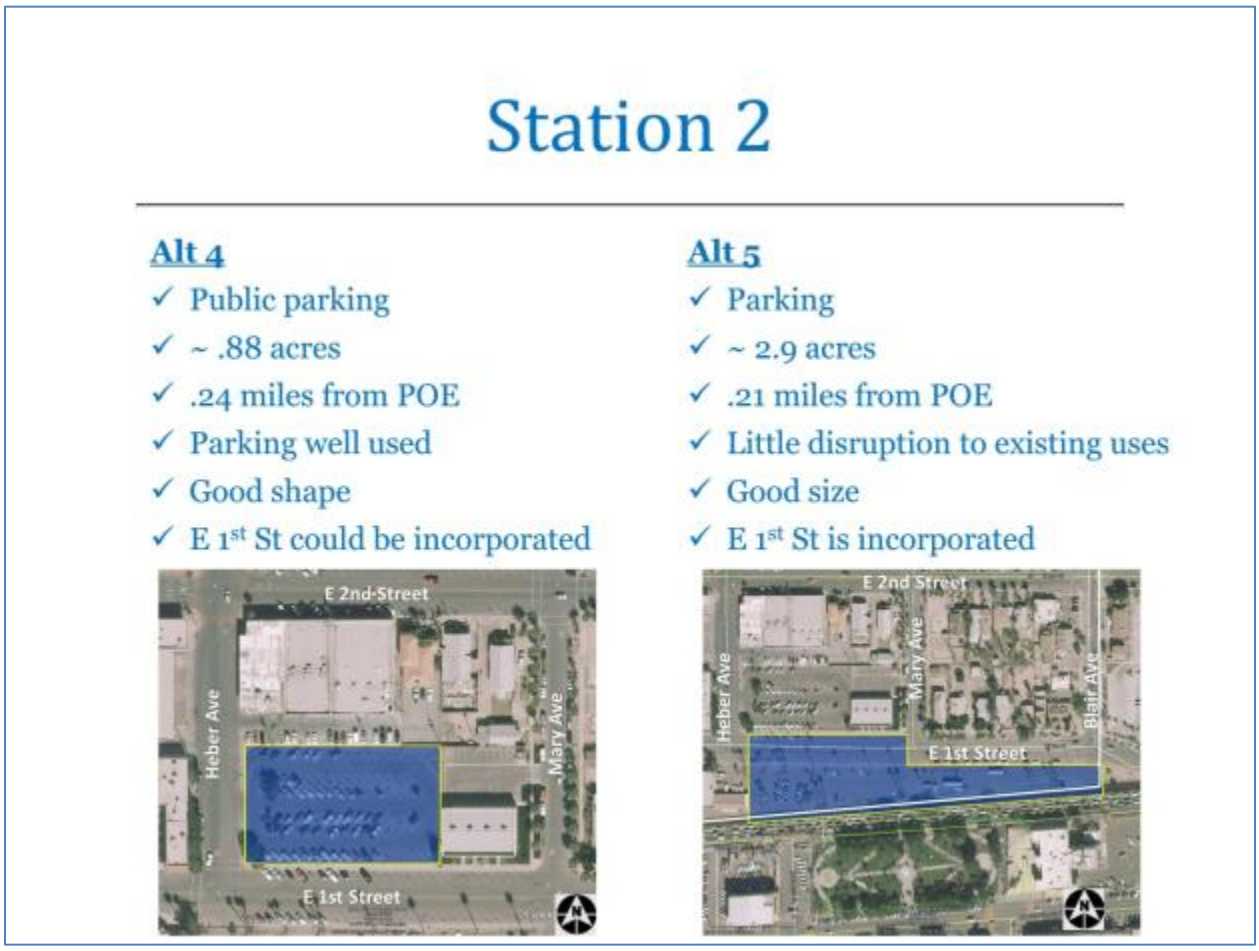
- Closer to business and border;
- Closer to border;

- More access direct connection to border;
- Many individuals come from Mexico;
- Will make it a direct walk to crossing;
- Centrally located; closer to POE;
- People are going to walk;
- Is cost going to increase?

Alternative 3 – E. 3rd Street and Heber Avenue

- Would build u this end of town;
- It looks too small.

Station 2



General Comments

- None

Site Specific Comments

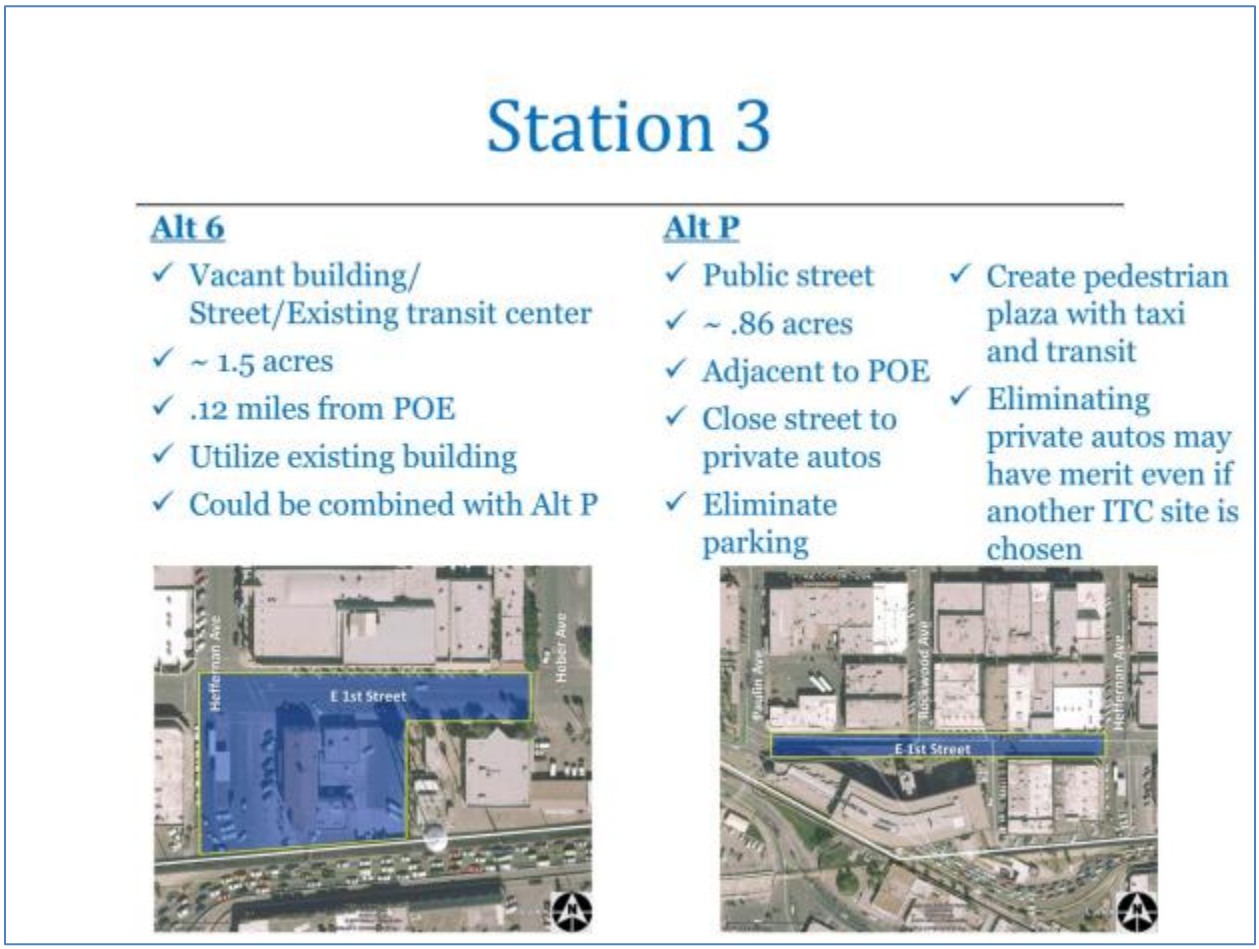
Alternative 4 – E. 1st Street and Heber Avenue

- This is a better area; it is closer and more accessible from the border;
- Good for terminal;
- Should consider combining sites 4 and 5.

Alternative 5 – E. 1st Street, Between Heber Avenue and Blair Avenue

- Both 4 and 5 combined;
- Don't agree – too crowded for buses;
- Too far to walk from Port of Entry;
- Easier to walk northbound than eastbound;
- Perfect location will not take away from business parking;
- Discussing Plan 5 with CBP about access along the fence;
- This area becomes more feasible for intermodal mobility.

Station 3



General Comments

- Possible consideration of Greyhound station as potential terminal;
- Buses could access the northeast alley of Greyhound Station, if cleared;
- Create a Pedestrian Plaza on E. 1st Street between Paulin Avenue and Heffernan Avenue;

- Don't take parking from E. 1st Street;
- Good idea to close Greyhound terminal'
- Too crowded from pedestrian traffic;
- Further away from the border is best, because of immigration;
- Consider options west of Imperial Avenue due to shifting transportation and concentration from new Port of Entry;
- Parking should be much closer, important aspect that residents shopping can walk to stores.

Site Specific Comments

Alternative 6 – E. 1st Street and Heber Avenue, including historic Customs Building

- Closest to the border;
- Consider the impact of the future casino and impact on transportation;
- Lots of problems with immigration;
- Bringing transit here would be too busy for pedestrian traffic.

JOIN US
Community Forum

Thursday, March 6, 2014: 4:30 PM to 6:30 PM

Calexico Intermodal Transportation Center Study
MEET. SEE. SHARE. PLAN.

You are invited to take part in the collaborative study being conducted to determine the feasibility and preferred location for a new Intermodal Transportation Center in downtown Calexico. Join us for an interactive community forum of all study locations and share your views and thoughts about each.

Time: 4:30 PM - 6:30 PM *

**Forum is "open house" format. You are welcome to arrive anytime within this timeframe to provide your input and learn more about the study.*

Meeting Location | Camarena Memorial Library
850 Encinas Ave - Calexico, CA

R.S.V.P. | Tuesday, March 4, 2014
contact: Steve Castañeda
619.955.5177 | Steve@PRMConsult.com

INVITACIÓN PÚBLICA
Foro Comunitario

juevez, 6 de marzo de 2014: 4:30 PM a 6:30 PM

Estudio Para un Centro de Transporte Intermodal en Calexico

CONOZCA. VEA. COMPARTA. PLANEÉ.

Se invita a la comunidad a participar en un estudio colaborativo para determinar la viabilidad y ubicación ideal para un nuevo centro de transportación intermodal en Calexico. Acompáñenos en un foro comunitario para compartir, repasar y disutir cada lugar mencionado en el estudio.

Horario: 4:30 pm - 6:30 pm*

**Puede llegar en cualquier momento dentro de este margen de tiempo para compartir y aprender más sobre el estudio.*

Lugar de reunión | Camarena Memorial Library
850 Encinas Ave - Calexico, CA

Confirmar Asistencia | martes, 4 de marzo
Comunicarse con: Steve Castañeda
619.955.5177 | Steve@PRMConsult.com

Attachment 4: Transportation Provider Input Element

On December 17, 2013, representatives from SCAG, ICTC, City of Calexico, ad the project team held a meeting for transportation providers at the Durazo Arts Center in the City of Calexico.

The goal of the meeting was to give transportation service operators in Calexico an opportunity to comment and make suggestions about the concept of an intermodal transportation center and the potential of converting E. 1st Street (Paulin Avenue to Heffernan Avenue) into a pedestrian plaza. Invited participants were identified through the City of Calexico's operator database and were sent personal invitations to attend.

The following are comments received at the event corresponding to each site alternative.

Background

- 45 taxis operate in the City of Calexico, most taxi riders come from the border area.

Current Areas of Concern

- Safety – Border area is currently hard to navigate – unregulated pedestrian crossing;
- Taxi Bandits – big problem but transportation center may help to control;
- Private drivers are dangerous – too hard to navigate as get closer to the border;
- Private automobiles are at will – creating a dangerous situation;
- Pedestrians and private drivers are currently difficult to control;
- The closer you get to the border the harder maneuver into/trough traffic;
- Bandit cabs (raiteros) – their presence is dangerous and impact taxi sales.

ITC Facility Reactions and Recommendations

- Need to expand "Kiss and Ride" facility for private vehicle drop-offs and pickups;
- There is a need for adequate space for taxis to queue up while waiting for fares;
- There is a need for additional taxi zones around the city but primarily near the POE;
- It was indicated that the taxi industry has different needs than other providers. If a facility is built, it should provide separate accommodations for light vehicles;
- The main purpose of the facility should be to benefit providers and riders;
- Attention should be paid to the impact to traffic, crime and convenience;
- The E. 2nd Street and Heber Avenue site as well as the E. 3rd Street and Heffernan Avenue site were identified as good sites from a location and access perspective;
- It was indicated that locations closer to the border would be better for taxis because of the traffic;
- 1-2 blocks away from the border would benefit the busses because of the ease of access and circulation.

Questions Regarding ITC Study/Facility

- There was a question about the ability of the proposed facility to meet the needs of all of the operators in Calexico. No one should be excluded;
- What if others don't want to change; What if I don't want to take part?
- Will this be a mandatory station for all?

- Will private automobiles be segregated from "for hire" vehicles?
- Is facility just pick up and drop off too?
- There are so many of us – how will you fit 45 taxicabs? Will it include both loading and unloading?
- Is this a station where we will have to park our taxis or just drop off?
- Will there be an area for taxi's to queue up?
- What's the purpose of putting all the companies in one place?
- What about Greyhound? Their buses are large – will there be enough room? Will it be safe?
- Our current locations and arrangement has worked for years – why so we need to change? Why do you think we need to change?
- Can we still have our taxi zone and we can have another area?

Calexico East POE

- Taxicabs are not allowed to enter;
- The only way is if they (riders) go to the gas station for pick-up;
- Fares have to walk a little bit over a mile to get a taxi;
- They (Calexico East POE) don't have taxicab waiting;
- The POE isn't busy – 2 calls (for taxi service) a day is a lot – usually a regular and they feel comfortable to go to the east.

Alternative 2 – E. 3rd Street and Heffernan Avenue

- Heffernan Avenue and E. 3rd Street is only a block and ½ away (from border);
- When they come from Gran Plaza they still want to shop around downtown;
- They come from El Centro and they have the opportunity to walk;
- It's not too congested to the traffic and it's right up to the border;
- It's further than what they are used to ;
- Nice size lot. Seems a good size to do everything needed.

Pedestrian Promenade Concept

- Idea of the "Promenade" concept is an idea worth exploring further;
- There may be opposition from businesses along E. 1st Street;
- The concept could provide more accessibility for pedestrians;
- Currently there is a lack of order and consequently dangerous conditions for pedestrians;
- There are also non-permitted cabs (raiteros) operating in the area that could be controlled with better management and enforcement;
- Promenade could help stimulate some concepts for City's re-development plan;
- Merchants concerned with no parking – for their own vehicles;
- Would create foot traffic, but generate concern about parking.

IMPERIAL COUNTY
TRANSPORTATION COMMISSION
1405 N IMPERIAL AVE SUITE 1
EL CENTRO, CA 92243-2875
PHONE: (760) 592-4494
FAX: (760) 592-4497

December 2, 2013

[redacted]

Dear :

Reference: INVITATION - Transportation Provider Stakeholder Meeting

The Imperial County Transportation Commission (ICTC) and the Southern California Association of Governments (SCAG) in cooperation with the City of Calexico has initiated a study to evaluate the feasibility of constructing and operating an intermodal transit center in Calexico near the International Port of Entry. Existing facilities are inadequate to conveniently serve the region's riders and will become less efficient as traffic at the border increases. ICTC and SCAG have contracted with Huitt-Zollars, Inc. to develop the study that may lead to the development of a facility designed to accommodate riders and transportation providers well into the future.

As a transportation provider serving riders in the south Imperial County region, your thoughts are critical to the success of this analysis. It is the goal of the sponsoring agencies to obtain constructive input from transportation providers so that the consultant team has the information necessary to propose a facility concept that is convenient, safe and accommodates current demand while providing the capacity to meet future growth in ridership and service. We are asking for your attendance at a meeting of local transportation officials, the consultant and other local providers to hear from you on how this facility can be located and designed to better serve our region.

The meeting details:

Where:	**Carmen Durazo Cultural Arts Center** **421 Heffernan St.** **Calexico, CA 92231**
When:	**Tuesday, December 17th, 2013**
Time:	**4:00 pm to 6:00 pm**

Because we wish to limit the subject matter and discussion to local transportation provider issues, this meeting is only open to transportation provider representatives. That will give us an ample opportunity to hear from you and your colleagues on the issues most directly related to better serving your customers. In the end, our goal is to obtain a wide array of input helpful to our consultant team to enable them to design a facility to meet your needs. Your attendance will help us do just that.

If you have any questions regarding this meeting or the study itself, please do not hesitate to contact me at (760) 592-4494. Hope to see you on the 17th.

Sincerely,

Mark Baza
Executive Director

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

Imperial County Transportation Commission
Intermodal Transportation Facility

December 17, 2013
4:00 pm

Company	Contact	Address	Telephone #	Email Address
Calexico Taxi Company		420 Cesar Chavez Blvd. Calexico, CA 92231		
California Cab Company	Juan Lopez	123 W. Grant St. Calexico, CA 92231		
Border Cab		333 Cesar Chavez Blvd. Calexico, CA 92231		
Calexico Transit System	Jovan Castro	233 E. Fourth St., Ste H Calexico, CA 92231		
Numero Uno Shuttle		460 W. State St. El Centro, CA 92243		
First Transit Incorporated		792 E Ross Ave. El Centro, CA 92243		
LA Shuttle	Abelardo Perez	371 E. Ross Rd., #112 El Centro, CA 92243		
Gran Plaza, LP	Mark Gabay	9034 West Sunset Blvd. West Hollywood, CA 90069		
Greyhound Lines	Lawrence Ponce	123 E. 1st St. Calexico, CA 92231		
Imperial Valley Tours	Ulises Ramirez	305 Rockwood Ave., Ste. C Calexico, CA 92231		
Bravo-Sol Tours	Hector Bravo Soltero	38 W. Fourth St., Ste. 17 Calexico, CA 92231		
California Fun Rides Touring	Victor Sanchez	348 E. Second St. Calexico, CA 92231		
Transportes Inter California	Richard Gomez	348 E. Second St. Calexico, CA 92231		
Jet Mex Transportation	Rick Moreno	101 Rockwood Ave., Ste. 7 Calexico, CA 92231		
Chaparita's Tour	Antonio Sanchez	236 Hernandez St. Calexico, CA 92231		
Elkhorn Packing		60 W. Market St., Ste. 110 Salinas, CA 93908		
CB Harvesting Inc.	Tom & Steve Church	19065 Portola Dr., Ste. N Salinas, CA 93908		
GC Harvesting Inc.		2530 E. 15th Place Yuma, AZ 85365		
D'Arrigos Bro Co.		4604 Highway 111 Brawley, CA 92227		
Fresh Harvest Inc.		101 E. Main Street Heber, CA 92249		
Jett Harvesting Inc.		2444 Portico Blvd. Calexico, CA 92231		
MD Labor LLC	Mathew Scaroni	17815 S. HWY 95 Somerton, AZ 85350		

Imperial County Transportation Commission
Intermodal Transportation Facility

December 17, 2013
4:00 pm

Company	Contact	Address	Telephone #	Email Address
Foothill Packing Inc.		1582 G Moffett Salinas, CA 93905		
Dole Fresh Vegetables		3725 S Ave. 3E Yuma, AZ 85365		
RAD Harvest LLC	David P Adrian	574 Cortes St. Monterey, CA 93940		
South West Harvesting	Cesar Mercado	20260 Spence Rd. Salinas, CA 93912		
AM Harvesting		1118 Rockwood Ave. Heber, CA 92249		

Attachment 5: Rider/Passenger Survey Element

Survey Background

An important element of the work to determine the feasibility and public acceptance of a co- located transportation center in the downtown area of the City of Calexico is a series of rider/passenger surveys. Participant surveys were administered in a number of transit/transportation services operating in Calexico. Specifically, customers riding busses from Imperial Valley Transit, LA Shuttle, Calexico Transit System and Greyhound Bus Lines were surveyed. For the local transit services, riders were surveyed onboard local busses and for Greyhound passengers, participants were surveyed in the Calexico terminal. All surveys were collected from February 21-26, 2014.

In all, the survey team interviewed 173 (118 transit; 55 Greyhound) riders originating from Calexico public transportation facilities. Though the total sample size in not sufficient to provide a statistically reliable outcome, the findings provide a clear snapshot of riders' experience, perceptions and views on current public transportation services and facilities in the Calexico area.

Based on the fact that there have been discussions with representatives of Greyhound Bus Lines and the study team over the possibility of integrating the long distance carrier's operations into the intermodal facility, a survey tool was developed and administered in the Calexico terminal. The survey asked passengers about trip characteristics, frequency of travel, rationale for selecting Greyhound and views of the current service and facilities available in Calexico.

For local transit riders, a survey tool was developed to probe into factors related to riders' use of public transit. Information related to the way riders get to their transit stop and the distanced travelled, frequency of use and transit dependency were also covered. In both surveys a short description of the lTC concept was read to the participant and then queried about their attitudes of the concept. Riders were also asked about their views of important features that they would like to see built into a new terminal.

Other issues covered included, readability of local transit information, most trusted and used sources of public information and general demographic identification questions.

General Survey Results

Overall

While participants in both surveys were generally satisfied with transportation services available in Calexico, the concept of a co-located intermodal facility was overwhelmingly supported. Ninety-three percent of local transit riders and 89% of Greyhound passengers support the concept of a co-located facility. When asked about the most important feature for a transportation center, amenities and cost were the highest priorities among each group. More seating and shaded areas as well as public restrooms were the most desired.

With respect to demographic characteristics of riders and passengers originating in Calexico, riders surveyed are mostly longtime residents (Calexico/Mexicali) and transit dependent. Nearly 85% of respondents have a household annual income of less than $20,000.00. Despite the average age of

respondents being over 50 years old, more than half do not possess a California driver's license. And more than two-thirds of riders come from households that have access to one or fewer automobiles.

Transit Riders

The PRM survey team focused on operation times that were characterized as the busiest for each of the three (IVT, CTS & LA Shuttle) service providers. Data collection days/times were Wednesday through Saturday from 6:00am until 3:30pm. For IVT service, survey work was conducted at various times of the day on the #1 North, #21 North and the #32 Direct to the Imperial Valley College campus. Roughly half of the surveys were taken from the IVC Express and the remainder taken equally for the Brawley and El Centro routes.

For Calexico Transit Service, survey teams collected surveys on the intra-city route during morning hours. LA Shuttle riders were surveyed midday on routes to El Centro.

The vast majority of participants are frequent riders with nearly half of the participants indicating that they ride the bus everyday with another 25% riding up to 3 times per week. Over three-quarters (77%) indicated that the bus is their main mode of public transportation. Twenty-one percent indicated that they most often use shuttle busses while just 6% use taxis regularly.

Eighty-five percent regularly use public transit stops in Calexico with the same percentage (86%) walking to their pick up point. Distances from their origination to their pick up point averaged 3.4 blocks and the distance from their drop-off location to final destination was just less than 2.5 blocks. Destinations were roughly 50% for school trips with an additional 25% shopping and 15% job related.

When queried about suggested improvements to public transportation in their community adding more busses was favored by 43% followed by adding comfort to their regular stop (25%). Overall however, 92% stated that public transportation adequately served their needs. Attributes most appreciated by local riders were convenience (35%), and affordability (31%). Twenty-five percent stated that they had no other transportation available to them.

Greyhound Bus line Terminal (Calexico)

lTC survey teams administered surveys Wednesday through Saturday in the mornings and afternoons at the Calexico Bus Terminal. Several routes were selected and teams were deployed as passengers waited to board. A total of 55 surveys were taken at the Greyhound facility.

Over two-thirds (69%) of passengers indicated that they had crossed into the United States that day to board the bus and that nearly all have used the Calexico terminal prior to their current trip. More than half indicated that they use the service at least once per month and the most common destination is Los Angeles. Three-quarters of participants indicated that there is no particular time of year when they travel out of Calexico. When asked how they arrived at the terminal, responses evenly varied with bus or taxi trips slightly higher than other modes.

Roughly half of the participants indicated that they would return to Calexico with most responding that they would return by bus. Reasons for travel were split with nearly 40% indicating that all of their travel is work related. Conversely, 36% stated that none of their travel was work related. Cost of travel is a prime motivator for bus travel, followed by convenience (24%) and “no other option" (24%).

Most popular elements of bus travel again, are affordability followed by comfort and services at the terminal facility. Least favorite elements of the experience were the terminal itself, with many customers complaining about the restrooms.

Transit Rider Survey Instrument

Imperial County Transportation Commission
Intermodal Transportation Center Transit Riders' Survey

Date: _____ Time: _____

Location / Bus service: _____

Route #: _____

Hello my name is _____ with PRM Consulting, a research and marketing firm and we're speaking with adults about transportation. Let me start by assuring you that we are not selling anything. The agencies that provide public transportation in your community want to serve you better, and the best way to do that is to hear directly from you. Can we have a few moments of your time for our research? The survey is interesting and all of your answers will be kept strictly confidential. Can you help us provide better transportation?

---

1. Where do you live (please enter only Street name and Block number)?
_____ (*if Mexico, enter city. i.e., Mexicali*)

2. What is you zip code (ENTER RESPONSE 92222-92283)? _____
(*if Mexicali, enter Colonia*)

3. On average, how often do you typically use public transportation?

a. Once per week or less
b. 2-3 times per week
c. Everyday
d. Varies

4. What type of transportation, other than a private vehicle, do you use most?

a. Shuttle bus (medical appointment, shopping, other)
b. Employer Provided Transportation
c. Taxi
d. Bus
e. Other

5. When using public transportation, where are you normally picked up?

a. At my Home
b. Public Transit Stop
c. Other Public Location (not a transit stop)
d. School
e. Other

Attachment 5-C

Imperial County Transportation Commission
Intermodal Transportation Center Transit Riders' Survey

6. How do you typically get to your regular pick-up location?

a. Walk # of blocks? _____
b. Bicycle
c. Drive alone
d. Carpool (drive or ride)
e. Taxi

7. How will you get from your last bus to your final destination?

a. Walk # of blocks? _____
b. Bicycle
c. Taxi
d. Drive alone
e. Carpool (Get Picked Up)

8. How many transfers will you make on this one-way trip? _____

9. List the bus routes you will use to get to your final destination?

This Bus ➡ [ ] ➡ [ ] ➡ [ ] ➡ [ ]

10. Will you be making a return trip on this bus route?

a. No
b. Yes
c. Returning by other means
d. This is your return trip

11. Do you have any small children travelling with you today, how many?

a. 1
b. 2
c. 3
d. 4 or more
e. none

12. How far do you travel to reach your typical pick-up location?

a. 4 or fewer blocks (<1,000 feet)
b. 5 to 10 blocks (1,000 to 2,500 feet)
c. ½ mile to 1mile
d. 1 to 2 miles
e. More than 2 miles

Attachment 5-C

Imperial County Transportation Commission
Intermodal Transportation Center Transit Riders' Survey

13. Where are travelling today?

a. Medical Appointment
b. Work
c. College (Student only)
d. Other School
e. Shopping
f. Religious, Personal Business
e. Other

14. Thinking about the trips you normally take on public transportation, where do you most often go?

a. Medical Appointments
b. Work
c. College (Student only)
d. Other School
e. Shopping
f. Religious, Personal Business
e. Other

15. The Imperial County Transportation Commission (transportation authority) is considering the development of a transportation center in downtown Calexico that would serve as a hub for buses, shuttles, taxis and private carriers. Riders would be able to access different types of transportation to areas within Calexico as well as throughout the county. Do you generally favor or oppose this idea?

a. Favor, strongly
b. Favor, somewhat
c. Oppose, somewhat
d. Oppose, strongly
e. Unsure / No Opinion

16. Thinking about the transit stop(s) you most normally use, please select the statement closest to your personal opinion. (ROTATE)

a. Needs more Benches / Seating Area
b. Not Accessible to Disabled Riders
c. Stop Needs more Shade
d. My Stop Needs Public Restrooms
e. Buses Need to be more Frequent

Attachment 5-C

Imperial County Transportation Commission
Intermodal Transportation Center Transit Riders' Survey

17. Based on your experience and preference what is the most needed improvement to public transportation in your community? (ROTATE)

a. More Frequent Buses
b. Increase Number of Destinations Accessible from my local Stop
c. Reduce Travel Time to my Final Destination
d. Improve the Comfort of my local Stop
e. Move Stop Closer to my Originating Location
f. Provide More Transportation Choices (buses, shuttles, taxis, etc.) at my stop
g. Improve / Upgrade Vehicles

18. Please describe your feelings about public transportation in your area?

a. Public transportation adequately meets my needs
b. Public transportation meets some of my needs
c. Public transportation does not serve my area
d. Public transportation is available, but is not convenient
e. Public transportation is not available in my area

19. Why did you choose public transportation today? (ROTATE)

a. Affordable
b. Convenient
c. Most dependable
d. Safest
e. No other option

20. Which industry do you primarily work in?

a. Agricultural Industry (Please indicate what type of employment)
1a. Field worker **1b.** Processing Plant worker
b. Government/Education
c. Manufacturing
d. Retail / Service
e. Construction
f. Full-time Student
g. Other (specify) _____

21. How far travel to work each day (one-way only)?

a. Less than 5 miles
b. 5-15 miles
c. 15-25 miles
d. 25-50 miles
e. More than 50 miles

Attachment 5-C

Imperial County Transportation Commission
Intermodal Transportation Center Transit Riders' Survey

22. Imperial Valley Transit publishes service information and route maps for its riders. Have you seen or used any of these materials?

a. Yes
b. No

23. Are you able to easily understand the information contained in the material? (PROBE, If no)

1. Yes
2. No

24. Thinking about public service information like the bus system, I am going to name some kinds of media sources and please indicate whether you would be more likely or less likely to receive that information based on the media you regularly view, read or hear. ***(Indicate response by number for each of the 11 questions below in the space provided)***

Very Likely	Somewhat Likely	**Somewhat Unlikely**	Very Unlikely	**Refused**
1	2	**3**	4	**99**

1. Television Advertisements _____
2. Radio Announcements _____
3. Work Place Notices _____
4. Through Local Schools _____
5. Internet _____
6. Church / Clergy _____
7. Written materials distributed by City Government _____
8. Community Service Agencies _____
9. From Friends or Coworkers _____
10. Stores, Such as _____
11. Billboards _____
12. Mailed Information & discount coupons _____
13. Other (specify) _____

Thanks. Now I have just a few demographic questions to make sure we have a representative sample . . .

25. Do you have a valid California driver's license?

a. Yes
b. No

Attachment 5-C

Imperial County Transportation Commission
Intermodal Transportation Center Transit Riders' Survey

26. Do you have children or grandchildren currently attending local schools?

a. Yes
b. No

27. How many operating vehicles are owned by individuals within your household?

a. 0
b. 1
c. 2
d. More than 2

28. How long have you lived at your current residence?

a. Less than 6 months
b. 6 months to 2 years
c. 2 – 5 years
d. More than 5 years

29. What is your marital status?

a. Single, never married
b. Married
c. Divorced / Separated
d. Widowed
999. REFUSED

30. And is your household size is . . .

a. 1
b. 2
c. 3
d. 4
e. 5
f. 5 or more
999. REFUSED

31. In what year were you born? (*ENTER RESPONSE, REFUSED=999*) _____

Attachment 5-C

Imperial County Transportation Commission
Intermodal Transportation Center Transit Riders' Survey

32. And please stop me when I reach the category closest to your household's total annual income . . .

a. Under $20,000
b. $20 to 40,000
c. $40 to 60,000
d. $60 to 80,000
e. Over $80,000
999. REFUSED

33. GENDER (*BY OBSERVATION*)

a. Male
b. Female

Attachment 5-C

Greyhound Rider Survey Instrument

Imperial County Transportation Commission
Greyhound Passenger Survey - Intermodal Transportation Center

Date: _____ Time: _____

Place / Bus Service: _____

Route No: _____

Hello, my name is _____ with PRM Consulting, a marketing and research firm asking about the subject of transportation. Let's start by saying that we are not selling anything. Transportation provider agencies in your community want to serve you better, and the best way to accomplish this is to hear directly from you. Could I take a few minutes of your time to complete our survey? The questions are interesting and your answers will be kept confidential. Can you help improve transportation in your community?

---

1. Where do you live? (Just answer with the name of the street and block, eg 700's)
   _____
   (If you live in Mexico, enter city, example: Mexicali)

2. What is your zip code (enter your answer between 92222-92283)? _____
   (If you live in Mexicali, enter the colonia)

3. Did you cross the U.S. border / Mexico to get to the bus station today?
   a. Yes
   b. No

4. How often, other than today, do you use the bus for travel in the U.S.?

   a. Once a month or more
   b. 5 to 10 times per year
   c. 1-4 times per year
   d. Once or twice in the past five years
   e. Less than once in the last five years or
   f. I've never taken the bus before today?
   g. VARIES MUCH TO SAY / NOT SURE

5. Do you ever use public transportation to get to places around the County of Imperial?

   a. Yes
   b. No

Attachment 5-C.2

Imperial County Transportation Commission
Greyhound Passenger Survey - Intermodal Transportation Center

5a. [If YES] What kind of transportation do you normally use to reach local destinations?

a. Bus (medical appointment, shopping, etc.)
b. Employer will provide transportation
c. Taxi
d. Bus
e. Other

6. What is your final destination of your trip today?

a. Los Angeles, Southern California
b. Central California
c. Northern California
d. Outside of California

7. Have you ever taken a bus out of Calexico before today?

a. Yes
b. No / NOT SURE

7a. [If YES] How often do you use Calexico based (local or long-distance) transportation?

a. Once a month or more
b. 5 to 10 times per year
c. 1-4 times per year
d. Once or twice in the past five years
e. Less than once in the last five years
f. Never used Calexico based transportation
g. VARIES TOO MUCH TO SAY / NOT SURE

8. What time of year is what we normally travel outside Calexico?

a. Winter
b. Spring
c. Summer
d. Autumn
e. Varies

9. What was your final destination in your last bus trip out of Calexico?

a. Southern California
b. Central California
c. Northern California
d. Outside California

Attachment 5-C.2

Imperial County Transportation Commission
Greyhound Passenger Survey - Intermodal Transportation Center

10. Do you have children accompanying you today, how many?

    a. 1
    b. 2
    c. 3
    d. 4 or more
    e. No

11. How did you get to the bus terminal today?

    a. I drove
    b. We took a bus or taxi
    c. We left for another person
    d. Other (ENTER RESPONSE) _____

12. Do you have plans to return to Calexico on this trip?

    a. Yes
    b. No

13. How are you planning to return to Calexico?

    a. Return on Bus
    b. Drive Myself
    c. Take a bus or taxi
    d. Get a ride by another person
    e. Other (ENTER RESPONSE) _____

14. Thinking of all long distance travel you take from Calexico, please tell me what percentage of travel is for work, with zero being no time to 100 times. (ENTER RESPONSE, NOT SURE = 888)

_____

15. Thinking about your decision to ride the bus to Calexico today, what was your decision based on? (ROTATE ANSWERS)

    a. Ticket Cost
    b. Convenience of the Calexico bus terminal
    c. The availability of routes and destinations
    d. There is no other way to my destination
    e. Other (ENTER NAME) _____

Attachment 5-C.2

Imperial County Transportation Commission
Greyhound Passenger Survey - Intermodal Transportation Center

16. Thinking about your experience(s) with the bus terminal in Calexico, what about the terminal do you like most?

a. Facilities and services available at the terminal
b. Security check and getting to your bus
c. Ticket cost
d. Convenient location terminal
e. Variety of routes and destinations available at the terminal
f. Other (ENTER RESPONSE) _____

17. What do you like least about the terminal?

a. Facilities and services available at the terminal
b. Security check and getting to your bus
d. Inconvenient location terminal
e. Lack of routes and destinations available at the terminal
f. Other (ENTER RESPONSE) _____

18. The Transportation Commission of Imperial County (Transportation Authority) is considering the development of a transportation hub in the center of the city of Calexico to serve as a station for buses, shuttles for short distances, taxis and private transportation providers. Passengers will have the ability to access different types of transport to different areas of Calexico, as throughout the Imperial County. In general, you are in favor or against this proposal?

a. Strongly favor
b. Somewhat in favor
c. Somewhat against
d. Strongly against
e. Not sure / No opinio.

19. Why have you have chosen to use public transportation today? (Rotate options)

a. Economical
b. Convenient
c. Reliable service
d. Secure.
e. No other choice.

Attachment 5-C.2

Imperial County Transportation Commission
Greyhound Passenger Survey - Intermodal Transportation Center

20. What industry do you mainly work in?

    a. Agriculture (Please indicate what type of employment)
       1a. Fieldworker 1b. Processing plant
    b. Labor Government / Education
    c. Working Factory / Manufacturing
    d. Job Shop / Customer Service
    e. Construction
    f. Student - Full time
    g. Other: (explain) _____

21. How far do you travel each day to get to their place of work / job?

    a. Less than 5 miles
    b. 5 to 15 miles
    c. From 15 to 25 miles
    d. From 25 to 50 miles
    e. More than 50 miles

22. Imperial Valley Transit service publishes information on routes and passenger service. Have you seen or used informational materials offered Imperial Valley Transit?

    a. Yes
    b. No

23. Can you easily understand the information contained in this material?
(Request more information if the answer is NO).
    a. Yes
    b. Not

Thanks, now I only get to do some demographic questions to obtain a representative sample. . .

24. Do you have a driver's license?

    a. Yes
    b. Not

25. Do you have children or grandchild attending local schools?

    a. Yes
    b. No

Attachment 5-C.2

Imperial County Transportation Commission
Greyhound Passenger Survey - Intermodal Transportation Center

26. How many vehicles are in your own home or a family member?

    a. 0
    b. 1
    c. 2
    d. More than 2

27. How many years have you lived in your present home?

    a. Less than 6 months.
    b. From 6 months to 2 years.
    c. 2 to 5 years.
    d. Over 5 years.

28. What is your marital status?

    a. Single, never married
    b. Married
    c. Divorced / Separated
    d. Widow(er)
    999. Refused to answer the question.

29. How many members in your family?

    a. 1
    b. 2
    c. 3
    d. 4
    e. 5
    f. More than 5
    999. Refused to answer

30. What year were you born? (Enter the answer, 999 = Refused to answer) _____

31. Please say "stop" when you have reached the closest category to your combined family annual income...

    a. Less than $ 20,000
    b. Between 20,000 and $ 40,000
    c. Between 40,000 to $ 60,000
    d. Between 60,000 and $ 80,000
    e. More than $ 80,000
    999. Refused to answer

32. Sex (by observation) a. Male b. Female

Attachment 5-C.2

Transit Rider Survey Results

On average, how often do you typically use public transportation?

Q3	Response	*fQ*	
	Once per week or less	21	18%
	2-3 times per week	30	25%
	Everyday	56	47%
	Varies	11	9%
	n=	118	100%

What type of transportation, other than a private vehicle, do you use most?

Q4	Response	*fQ*	
	Shuttle bus (medical appointment, shopping, other)	25	21%
	Employer Provided Transportation	0	0%
	Taxi	7	6%
	Bus	77	65%
	Other	9	8%
	n=	118	100%

When using public transportation, where are you normally picked up?

Q5	Response	*fQ*	
	At my Home	11	9%
	Public Transit Stop	100	85%
	Other Public Location (not a transi	2	2%
	School	4	3%
	Other	1	1%
	n=	118	100%

How do you typically get to your regular pick-up location?

Q6	Response	*fQ*	
	Walk # of blocks? (Avg. 3.4)	101	86%
	Bicycle	0	0%
	Drive alone	2	2%
	Carpool (drive or ride)	13	11%
	Taxi	2	2%
	n=	118	100%

How will you get from your last bus to your final destination?

Q7	Response	*fQ*	
	Walk # of blocks? (Avg 2.49)	110	93%
	Bicycle	0	0%
	Taxi	1	1%
	Drive alone	2	2%
	Carpool (Get Picked Up)	5	4%
	n=	118	100%

How many transfers will you make on this one-way trip?

Q8	Response		*fQ*	
	Zero		111	94%
	One		4	3%
	Two		2	2%
	Three		0	0%
	Four		1	1%
		n=	118	100%

List the bus routes you will use to get to your final destination?

Q9	Response	*fQ*
	Bus Routes	

Will you be making a return trip on this bus route?

Q10	Response		*fQ*	
	No		12	10%
	Yes		101	86%
	Returning by other means		1	1%
	On return trip		2	2%
	Refused		2	2%
		n=	118	100%

Do you have any small children travelling with you today, how many?

Q11	Response		*fQ*	
	One		6	5%
	Two		2	2%
	Three		0	0%
	Four or more		0	0%
	None		110	93%
		n=	118	100%

How far do you travel to reach your typical pick-up location?

Q12	Response		*fQ*	
	4 or fewer blocks (<1,000 feet)		87	74%
	5 to 10 blocks (1,000' to 2,500')		15	13%
	½ mile to 1mile		6	5%
	1 to 2 miles		3	3%
	More than 2 miles		7	6%
		n=	118	100%

Where are travelling today?

Q13	Response		fQ	
	Medical Appointment		8	7%
	Work		15	13%
	College (Student only)		53	45%
	Other School		4	3%
	Shopping		31	26%
	Religious, Personal Business		7	6%
	Other		0	0%
		n=	118	100%

Thinking about the trips you normally take on public transportation, where do you most often go?

Q14	Response		fQ	
	Medical Appointments		9	8%
	Work		18	15%
	College (Student only)		53	45%
	Other School		4	3%
	Shopping		26	22%
	Religious, Personal Business		8	7%
	Other		0	0%
		n=	118	100%

Transportation Hub Concept Approval

Q15	Response		fQ	
	Favor, strongly		94	80%
	Favor, somewhat		15	13%
	Oppose, somewhat		5	4%
	Oppose, strongly		1	1%
	Unsure / No Opinion		3	3%
		n=	118	100%

Select the statement closest to your personal opinion.

Q16	Response		fQ	
	More Seating Area		37	31%
	Not Accessible to Disabled		8	7%
	Stop Needs more Shade		20	17%
	Needs Public Restrooms		24	20%
	More Frequent Buses		29	25%
		n=	118	100%

What is the most needed improvement to public transportation in your community?

Q17	Response	*fQ*	
	More Frequent Buses	51	43%
	Increase Number of Destinations Accessible from my local Stop	11	9%
	Reduce Travel Time to my Final Destination	13	11%
	Improve the Comfort of my local Stop	28	24%
	Move Stop Closer to my Originating Location	3	3%
	Choices (buses, shuttles, taxis, etc) at my stop	1	1%
	Improve / Upgrade Vehicles	11	9%
	n=	118	100%

Feelings about public transportation in your area?

Q18	Response	*fQ*	
	Meets needs	66	56%
	Meets some of my needs	43	36%
	Does not serve my area	8	7%
	Not convenient	1	1%
	n=	118	100%

Why did you choose public transportation today?

Q19	Response	*fQ*	
	Affordable	37	31%
	Convenient	41	35%
	Most dependable	9	8%
	Safest	2	2%
	No other option	29	25%
	n=	118	100%

Which industry do you primarily work in?

Q20	Response	*fQ*	
	Agricultural Industry	4	3%
	Field worker	3	3%
	Processing Plant worker	0	0%
	Government/Education	3	3%
	Manufacturing	5	4%
	Retail / Service	29	25%
	Construction	1	1%
	Full-time Student	52	44%
	Other (specify)	21	18%
	n=	118	100%

How far travel to work each day (one-way only)?

Q21	Response		*fQ*	
	Less than 5 miles		59	50%
	5-15 miles		33	28%
	15-25 miles		21	18%
	25-50 miles		2	2%
	More than 50 miles		3	3%
		n=	118	100%

Imperial Valley Transit publishes service information and route maps for its riders. Have you seen or use

Q22	Response		*fQ*	
	Yes		78	66%
	No		40	34%
		n=	118	100%

Are you able to easily understand the information contained in the material? (PROBE, If no)

Q23	Response		*fQ*	
	Yes		101	86%
	No		17	14%
		n=	118	100%

Most Effective Communication/Media

Q24	Response	*fQ*	Total
	Church / Clergy		2.86
	Community Service Agencies		2.84
	Work Place Notices		2.67
	Stores		2.67
	Written materials distributed by City Governn		2.65
	Radio Announcements		2.63
	Internet		2.44
	Television Advertisements		2.39
	Mailed Information & discount coupons		2.39
	Through Local Schools		2.29
	From Friends or Coworkers		2.11
	Billboards		2.10
	Other (specify)		0

California driver's license?

Q25	Response		*fQ*	
	Yes		46	39%
	No		71	60%
	Refused		1	1%
		n=	118	100%

Do you have children or grandchildren currently attending local schools?

Q26	Response		*fQ*	
	Yes		33	28%
	No		85	72%
		n=	118	100%

How many operating vehicles are owned by individuals within your household?

Q27	Response		*fQ*	
	Zero		29	25%
	One		43	36%
	Two		32	27%
	More than Two		14	12%
		n=	118	100%

How long have you lived at your current residence?

Q28	Response		*fQ*	
	Less than 6 months		16	14%
	6 months to 2 years		11	9%
	2 – 5 years		20	17%
	More than 5 years		71	60%
		n=	118	100%

What is your marital status?

Q29	Response		*fQ*	
	Single, never married		70	59%
	Married		27	23%
	Divorced / Separated		7	6%
	Widowed		9	8%
	Refused		5	4%
		n=	118	100%

And is your household size is . . .

Q30	Response		*fQ*	
	One		8	7%
	Two		15	13%
	Three		32	27%
	Four		33	28%
	Five		17	14%
	Five or more		8	7%
	Refused		5	4%
		n=	118	100%

In what year were you born? (ENTER RESPONSE, REFUSED=999)

Q31	Response	*fQ*	Total
	Provided Year Born (Average Year 1981)		103
	Refused		15
		n=	118

Family Annual Income

Q32	Response	*fQ*	
	Under $20,000	84	71%
	$20 to 40,000	16	14%
	$40 to 60,000	3	3%
	$60 to 80,000	0	0%
	Over $80,000	0	0%
	REFUSED	15	13%
	n=	118	100%

GENDER (BY OBSERVATION)

Q33	Response	*fQ*	
	Male	66	56%
	Female	52	44%
	n=	118	100%

Greyhound Rider Survey Results

Did you cross the U.S. / Mexico border to get to the bus station today?

Q3	Response		fQ	
	Yes		38	69%
	No		16	29%
	Refused		1	0%
		n=	55	

How often, other than today, do you use the bus for travel in the U.S.?

Q4	Response		fQ	
	Once a month or more		30	55%
	5 to 10 times per year		6	11%
	1 to 4 times per year		11	20%
	Once or twice in the past five years		1	0%
	Less than once in the last five years		3	5%
	Never		0	0%
	Not Sure		4	7%
		n=	55	100%

Do you ever use public transportation to get to places around the County of Imperial?

Q5	Response		fQ	
	Yes		33	60%
	No		22	40%
		n=	55	100%

What is your final destination of your trip today?

Q6	Response		fQ	
	Los Angeles, Southern California		34	62%
	Central California		6	11%
	Northern California		7	13%
	Outside of California		8	15%
		n=	55	100%

Have you ever taken a bus out of Calexico before today?

Q7	Response		fQ	
	Yes		48	87%
	No		7	13%
			55	100%

[If YES] How often do you use Calexico based (local or long-distance) transportation?

Q7a	Response		fQ	
	Once a month or more		25	45%
	5 to 10 times per year		12	22%
	1-4 times per year		5	9%
	Once or twice in the past five years		3	5%
	Less than once in the last five years		0	0%
	Never used Calexico based transportation		4	7%
	VARIES TOO MUCH TO SAY / NOT SURE		5	7%
	Refused		1	2%
		n=	55	1%

What time of year do you normally travel outside Calexico?

Q8	Response		fQ	
	Winter		6	11%
	Spring		0	0%
	Summer		8	15%
	Autumn		0	0%
	Varies		41	75%
		n=	55	100%

What was your final destination in your last bus trip out of Calexico?

Q9	Response		fQ	
	Southern California		34	62%
	Central California		4	7%
	Northern California		9	16%
	Outside California		7	13%
			1	2%
		n=	55	100%

Children on Trip

Q10	Response		fQ	
	One		6	11%
	Two		3	5%
	Three		1	2%
	> Three		0	0%
	None		45	82%
		n=	55	100%

How did you get to the bus terminal today?

Q11	Response		fQ	
a	Drove Alone		12	22%
b	Bus or Taxi		19	35%
c	Dropped Off		12	22%
d	Other - Walking		12	22%
		n=	55	100%

[If YES] How often do you use Calexico based (local or long-distance) transportation?

Q7a	Response		fQ	
	Once a month or more		25	45%
	5 to 10 times per year		12	22%
	1-4 times per year		5	9%
	Once or twice in the past five years		3	5%
	Less than once in the last five years		0	0%
	Never used Calexico based transportation		4	7%
	VARIES TOO MUCH TO SAY / NOT SURE		5	7%
	Refused		1	2%
		n=	55	1%

What time of year do you normally travel outside Calexico?

Q8	Response		fQ	
	Winter		6	11%
	Spring		0	0%
	Summer		8	15%
	Autumn		0	0%
	Varies		41	75%
		n=	55	100%

What was your final destination in your last bus trip out of Calexico?

Q9	Response		fQ	
	Southern California		34	62%
	Central California		4	7%
	Northern California		9	16%
	Outside California		7	13%
			1	2%
		n=	55	100%

Children on Trip

Q10	Response		fQ	
	One		6	11%
	Two		3	5%
	Three		1	2%
	> Three		0	0%
	None		45	82%
		n=	55	100%

How did you get to the bus terminal today?

Q11	Response		fQ	
a	Drove Alone		12	22%
b	Bus or Taxi		19	35%
c	Dropped Off		12	22%
d	Other - Walking		12	22%
		n=	55	100%

Do you have plans to return to Calexico on this trip?

Q12	Response		fQ	
a	Yes		29	53%
b	No		26	47%
		n=	55	100%

How are you planning to return to Calexico?

Q13	Response		fQ	
a	Return on Bus		42	76%
b	Drive Myself		1	2%
c	Taxi		3	5%
d	Get a ride by another person		2	4%
e	Other Walking		3	5%
	Not Returning		3	5%
	Transfer		1	2%
		n=	55	100%

What percentage of travel is for work, with zero being no time to 100 being every time?

Q14	Response		fQ	
	100%		21	38%
	75%-80%		2	4%
	50%		3	5%
	20%-25%		2	4%
	10%		1	2%
	0%		20	36%
	Not sure		6	11%
		n=	55	100%

Travel Decision Basis

Q15	Response		fQ	
	Ticket Cost		22	40%
	Convenience		13	24%
	Routes and Destinations		6	11%
	No Other Option		13	24%
	Other		1	2%
		n=	55	100%

Positve Characteristics

Q16	Response	fQ	
	Terminal Facilities and Services	14	25%
	Security check and getting to your bus	6	11%
	Ticket cost	16	29%
	Convenient location terminal	11	20%
	Variety of routes and destinations available at th	3	5%
	Other - N/A	5	9%

n=	55	100%

Unfavorable Characteristics

Q17	Response	*fQ*	
	Terminal Facilities and Services	29	53%
	Security check and getting to your bus	3	5%
	Ticket cost	3	5%
	Inconvenient location terminal	2	4%
	Lack of routes and destinations available at the t	6	11%
	Other - N/A	12	22%
	n=	55	100%

Transportation Hub Concept Approval

Q18	Response	*fQ*	
	Strongly favor	44	80%
	Somewhat in favor	5	9%
	Somewhat against	0	0%
	Strongly against	0	0%
	Not sure / No opinion	6	11%
	n=	55	100%

Why have you have chosen to use public transportation today?

Q19	Response	*fQ*	
	Economical	17	31%
	Convenient	18	33%
	Reliable	1	2%
	Secure	2	4%
	No other choice	17	31%
	n=	55	100%

What industry do you mainly work in?

Q20	Response	*fQ*	
	Agricultural	7	13%
	Fieldworker	2	4%
	Processing plant	0	0%
	Labor Government / Education	2	4%
	Working Factory / Manufacturing	2	4%
	Job Shop / Customer Service	15	27%
	Construction	2	4%
	Student - Full time	5	9%
	Other: (explain)	2	4%
	Retired	13	24%
	Housewife/Homemaker	2	4%
	Refused	3	5%
	n=	55	100%

How far do you travel each day to get to their place of work / job?

Q21	Response		*fQ*	
	< 5 miles		27	49%
	5 to 15 miles		12	22%
	15 to 25 miles		6	11%
	25 to 50 miles		0	0%
	> 50 miles		10	18%
		n=	55	100%

Have you seen or used informational materials offered Imperial Valley Transit?

Q22	Response	*fQ*	
	Yes	16	29%
	No	39	71%
		55	100%

Can you easily understand the information contained in this material (offered)?

Q23	Response		*fQ*	
	Yes		42	76%
	No		13	24%
		n=	55	100%

Driver's License?

Q24	Response		*fQ*	
	Yes		28	51%
	No		27	49%
		n=	55	100%

Children / grandchild in local schools?

Q25	Response		*fQ*	
	Yes		21	38%
	No		34	62%
		n=	55	100%

How many vehicles in family?

Q26	Response		*fQ*	
	Zero		21	38%
	One		20	36%
	Two		11	20%
	More than 2		3	5%
		n=	55	100%

How many years have you lived in your present home?

Q27	Response		fQ	
	< 6 months		3	5%
	6 months to 2 years		5	9%
	2 to 5 years		7	13%
	> 5 years		40	73%
		n=	55	100%

What is your marital status?

Q28	Response		fQ	
	Single, never married		16	29%
	Married		25	45%
	Divorced / Separated		5	9%
	Widow(er)		4	7%
	Refused		5	9%
		n=	55	100%

How many members in your family?

Q29	Response		fQ	
	One		4	7%
	Two		10	18%
	Three		10	18%
	Four		16	29%
	Five		1	2%
	More than 5		5	9%
	Refused		9	16%
		n=	55	100%

What year were you born? (Enter the answer, 999 = Refused to answer)

Q30	Response		fQ	
	Year Born (Average Year 1964)		45	82%
	Refused		10	18%
		n=	55	100%

Family Annual Income

Q31	Response		fQ	
	Less than $ 20,000		39	71%
	Between 20,000 and $ 40,000		7	13%
	Between 40,000 to $ 60,000		2	4%
	Between 60,000 and $ 80,000		0	0%
	More than $ 80,000		0	0%
	Refused		7	13%
		n=	55	100%

Sex

Q32	Response		*fQ*	
	Male		26	47%
	Female		29	53%
		n=	55	100%

Attachment 6: Public Information Element

FACT SHEET

Calexico Intermodal Transportation Center Study

Southern California Association of Governments (SCAG), Imperial County Transportation Commission (ICTC), Caltrans and the City of Calexico are conducting a collaborative study to determine the feasibility and preferred location for a new Intermodal Transportation Center in downtown Calexico.

CALEXICO'S PORT OF ENTRY IS ONE OF THE THREE BUSIEST PORTS IN THE NATION. THE DOWNTOWN FACILITY ACCOMMODATES AN ESTIMATED 20,000 DAILY PEDESTRIANS. PROJECTIONS INDICATE THAT THE NUMBER OF CROSSINGS WILL GROW DRAMATICALLY NECESSITATING AN EXPANSION THAT HAS BEEN PROPOSED BY THE FEDERAL GOVERNMENT.

Calexico's Downtown Port of Entry (POE) is one of the three busiest ports in the nation. Almost 20,000 pedestrians cross the border daily from Mexico to work, shop, visit family and for business. That number is expected to increase and the planned POE improvements to vehicular and pedestrian facilities are proposed to alleviate traffic congestion and wait times. The goal of this analysis is to determine the most convenient and efficient approach to co-locate multiple transportation providers in one location near the border. Currently, transportation providers are dispersed across downtown Calexico which has created traffic and safety impacts.

The Study

In addition to evaluating the feasibility, the study will examine alternate locations that can potentially serve multi-transportation services to accommodate the region's unique needs. The study will also review designs and locations that compliment and leverage investments in the new POE planned by U.S. General Services Administration and U.S. Department of Homeland Security as well as reviewing traffic circulation, passenger security, comfort and amenities, environment and economic impacts. Crucial to the study will be the community's input.

Together, We Move Forward

COMMUNITY PARTICIPATION

Engaging community and providing opportunity for input is a priority of the study. The community will have opportunities through various mediums to provide input, review, comment and ask questions. Provided both in English and Spanish, traditional and nontraditional tools will be utilized including but not limited to surveys, community forums, community walk, social media, interactive website and online comment forms.

UPCOMING EVENTS:

>> Community Walk - February 8, 2014
Walk. See. Share. Plan.
Community will be invited to take an interactive walking tour and discussion of all study locations.

>> Community Forum - March 6, 2014
Meet. See. Share. Plan.
Community will be invited share, review and discuss all study locations.

For more information on community participation opportunities visit:
WWW.IMPERIALCTC.ORG

Project Contact:
Gregory A Walker, AICP
Vice President | Huitt-Zollars
602.952.9123

Study Area | Downtown Calexico

1. Southeast corner of E 3rd St & Paulin Ave
2. South of E 3rd St between Rockwood Ave & Heffernan Ave
3. Southwest corner of E 3rd St & Heber Ave
4. Northeast corner of E 1st St & Heber Ave
5. South of E 1st St between Heber Ave & Blair Ave

P. Closing of E 1st St between approximately Paulin Ave & Heffernan Ave for a transit, taxi and pedestrian Promenade

The Study Area includes a range of alternative sites that will provide the basis for initial comparison and evaluation and will lead to selection of a maximum of three alternatives for a detailed evaluation. The community will be invited to take part in reviewing and providing comment for each site through a community walk, a community forum and a survey. The detailed evaluation will include developing a site plan for the final selected alternatives to determine the level of accommodation that can be achieved in providing a safe, comfortable, and convenient organization of transportation services and customer amenities.

Project Contact:
Gregory A Walker, AICP
Vice President | Huitt-Zollars
602.952.9123

HOJA INFORMATIVA

Estudio: Centro de Transporte Intermodal de Calexico

La Asociación de Gobiernos Sur de California (SCAG), La Comisión de Transporte del Condado de Imperial (ICTC), Departamento de Transporte del Estado de California (Caltrans) y la Ciudad de Calexico estan haciendo un estudio en conjunto para determinar la viabilidad y ubicación ideal para un nuevo centro de transporte intermodal en Calexico.

EL CRUCE FRONTERIZO DE CALEXICO ES UNO DE LOS TRES MÁS TRANSITADOS EN TODO EL PAÍS. LA GARITA EN EL CENTRO DE LA CIUDAD PERMITE A MÁS DE 20,000 PEATONES CRUZAR LA FRONTERA A DIARIO. PROYECCIONES INDICAN QUE EL NUMERO DE PERSONAS CRUZANDO LA FRONTERA INCREMENTARÁ DRAMÁTICAMENTE EXIGIENDO UNA EXPANSIÓN QUE HA SIDO PROPUESTA POR EL GOBIERNO FEDERAL.

El cruce fronterizo en el centro de la ciudad de Calexico es una de las tres garitas más transitadas en todo los Estados Unidos con casi 20,000 personas cruzando la frontera a diario de México para trabajar, ir de compras, visitar familia o para asuntos de negocio. Se espera que esa cifra incremente. Las mejoras planeadas al cruce fronterizo y a sus instalaciones vehiculares-peatonales proponen aliviar la congestión de tráfico y el tiempo de espera. La meta final de este estudio colaborativo sera determinar la forma más conveniente y eficiente de encontrar múltiple proveedores de transporte en un solo lugar cerca de la frontera. Actualmente los proveedores de transporte se encuentran localizados en varios lugares del centro de la ciudad y por lo tanto esto a creado un impacto al tráfico y seguridad.

El Estudio

Aparte de evaluar la viabilidad el estudio examinará lugares alternativos que puedan ofrecer servicios de transporte multiple para satisfacer las necesidades únicas para esta región. Dicho estudio volverá a examinar diseños y lugares que puedan complementar y obtengan ventaja al nuevo cruce fronterizo planeado por la Administración de Servicios Generales de los E.U. y el Departamento de Seguridad Nacional, al igual de volver a examinar la circulación de tráfico, seguridad al pasajero, confort y comodidades e impactos económicos y al medio ambiente. Decisivamente importante serán las opiniones y contribuciones de la comunidad.

Avanzamos el Futuro Juntos

PARTICIPACIÓN DE LA COMUNIDAD

Creando enlaces en la comunidad y ofreciendo oportunidades para diálogo es una de las prioridades en este estudio. La comunidad tendrá la oportunidad por varios medios para dar su opinión, puntos de vista, comentarios y hacer preguntas. Métodos tradicionales y no tradicionales se utilizarán en inglés y español como cuestionarios, juntas comunitarias, sitios de internet sociales e interactivos y formas electrónicas para comentarios en línea (por internet).

PRÓXIMOS EVENTOS:

>> Caminata Comunitaria - 8 de febrero de 2014
Camine. Vea. Comparta. Planeé.
Se invita a la comunidad a caminar en forma interactiva para examinar y discutir cada lugar mencionado en el estudio.

>> Foro Comunitario – 6 de marzo de 2014
Conozca. Vea. Comparta. Planeé.
Se invita a la comunidad a compartir, repasar y discutir cada lugar mencionado en el estudio.

Para mas información sobre oportunidades para participar visite:
WWW.IMPERIALCTC.ORG

Contacto del Proyecto:
Gregory A Walker, AICP
Vice President | Huitt-Zollars
602.952.9123

El área de estudio - Calexico

1. Esquina sureste de la Calle 3era y Ave. Paulin
2. Al sur de la Calle 3era entre Ave. Rockwood y Ave. Heffernan
3. Esquina sureste de la Calle 3era y Ave. Heber
4. Esquina noreste de la Calle 1era y Ave. Herber
5. Al sur de la calle 1era entre Ave. Heber y Ave. Blair

P La calle 1era aproximadamente entre Ave. Paulin y Ave. Heffernan para tránsito, taxis y paseo peatonal

El área de estudio incluye una variedad de sitios alternativos. Este estudio inicial proporcionará la base para comparación y evaluación de estos sitios. De aquí se conducirá la selección de un máximo de tres alternativas para una evaluación detallada. La comunidad tendrá la oportunidad para dar su opinión, puntos de vista, comentarios o hacer preguntas sobre cada sitio por parte de una caminata comunitaria, un foro comunitario y una encuesta. La evaluación detallada incluirá el desarrollo de un plan para los sitios alternativos que sean finalmente seleccionados. Esta evaluación se usara para determinar el nivel de alojamiento que se puede lograr en proporcionar servicios de transporte múltiples que sean seguros, cómodos y convenientes para los clientes.

Contacto del Proyecto:
Gregory A Walker, AICP
Vice President | Huitt-Zollars
602.952.9123

Attachment 7: Media

Posted: Friday, March 7, 2014 12:20 am
By HERIC RUBIO, Staff Writer | 0 comments

Posted on Mar 7, 2014
by **Heric Rubio**

CALEXICO — As the city of Calexico begins to make preparations for the replacement of its current transportation hub, citizens were invited Thursday evening to share their thoughts and give their input on the proposed sites.

The Calexico Intermodal Transportation Center Study, held inside Camarena Memorial Library, brought together residents with representatives from various county agencies involved in the project in an attempt to gather as much community input as possible.

"We're trying to understand what kind of obstacles we face in relocating the facility," said Steve Castaneda, a consultant with PRM Consulting.

He explained that for the past five months, his firm, along with local agencies such as the Imperial County Transportation Commission and Southern California Associations of Governments, has been investigating options available for the new hub.

With maps of the city and the proposed sites laid out, citizens left notes explaining their thoughts on what would be best.

Some of the issues brought up the size of sites, their proximity to the port of entry and how they would affect the flow of traffic.

"In order to successfully do this project, we want the community to have a say and give thoughts on what's important," said Mark Baza, ICTC executive director. "This helps to address what's the least bit impactive to traffic."

Calexico resident John Romo was on hand for Thursday's study partly due to a sense of civic duty.

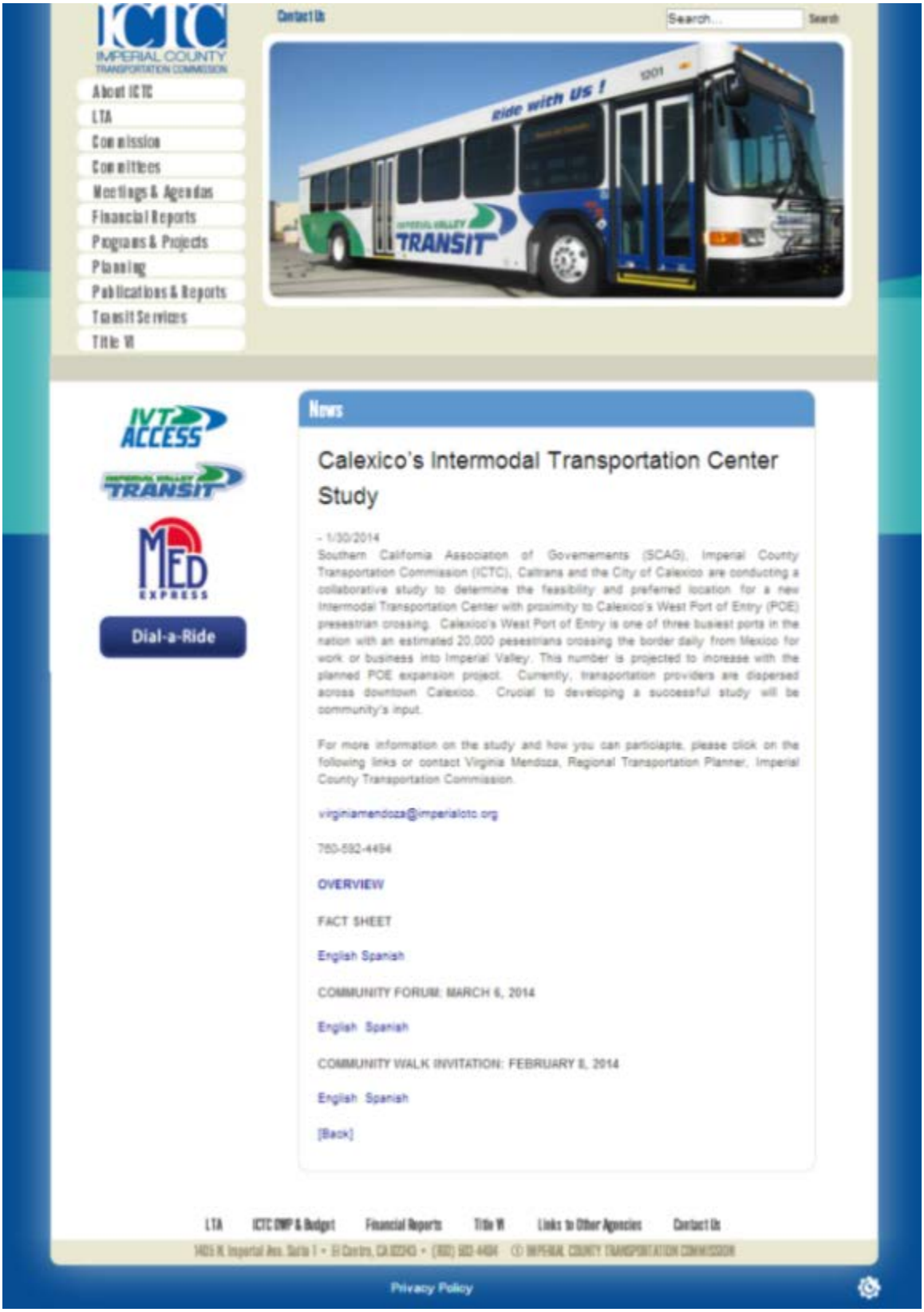
"In my opinion, it is a necessity to come and see what is being developed," he said. "Because we have a growing community, I think it is important to be looking at the future."

Romo stated that of the five options, he saw two that he felt would work best and one that could be worked with.

"I think we're heading in the right direction, but it's going to take a lot of planning," Romo stated. "In order for this to work, everybody needs to work together."

Staff Writer Heric Rubio can be reached at 760-337-3442 or hrubio@ivpressonline.com

Attachment 8: Website Content



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Calexico's Intermodal Transportation Center Study

- 1/30/2014

Southern California Association of Governments (SCAG), Imperial County Transportation Commission (ICTC), Caltrans and the City of Calexico are conducting a collaborative study to determine the feasibility and preferred location for a new Intermodal Transportation Center with proximity to Calexico's West Port of Entry (POE) pressestrian crossing. Calexico's West Port of Entry is one of three busiest ports in the nation with an estimated 20,000 pesestrians crossing the border daily from Mexico for work or business into Imperial Valley. This number is projected to increase with the planned POE expansion project. Currently, transportation providers are dispersed across downtown Calexico. Crucial to developing a successful study will be community's input.

For more information on the study and how you can particiapte, please click on the following links or contact Virginia Mendoza, Regional Transportation Planner, Imperial County Transportation Commission.

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760-592-4494

OVERVIEW

FACT SHEET

English Spanish

COMMUNITY FORUM: MARCH 6, 2014

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COMMUNITY WALK INVITATION: FEBRUARY 8, 2014

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Calexico Border Intermodal Transportation Center Feasibility Study

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