

NORTH COUNTY TRANSIT

SAN DIEGO RAILROAD

810 Mission Avenue
Oceanside, CA 92054

(760) 966-6500

(760) 967-2001 (fax)
GoNCTD.com

Agenda

Marketing, Service Planning, and Business Development (MSPBD) Committee

Tracy Martinez, Committee Chair
Joe Garcia, Committee Vice-Chair
Jim O'Hara, Committee Member
Eric Joyce, Committee Member

Mary Dover – Staff Committee Liaison

Date: June 11, 2025 at 12:00 P.M.

**Location: NCTD, 810 Mission Avenue
Oceanside, CA 92054**

View Live Stream at:

<https://www.youtube.com/GoNCTD>

MISSION

North County Transit District's mission is to operate an environmentally sustainable and fiscally responsible transit network that provides seamless mobility for all while achieving organizational and operational excellence.

VISION

North County Transit District envisions a comprehensive transit and mobility system that connects all North County San Diego residents and visitors to a healthy, economically vibrant, and thriving region.

For individuals with disabilities, NCTD will provide assistive services. To obtain such services or copies of documents in an alternate format, please call or write, a minimum of 72 hours prior to the event, to request these needed reasonable modifications. NCTD will make every attempt to accommodate requests that do not give 72-hour notice. Please contact the Clerk of the Board at (760) 966-6696 or clerk@nctd.org.

For individuals with sensory disabilities, this document is available in alternate formats. For information, please contact the Clerk of the Board at 760/966-66696 or clerk@nctd.org. Persons with hearing impairment, please use the California Relay Service (CRS): 800/735-2929 TTY; 800/735-2922 voice; 800/855-3000 Spanish. CRS Customer Service: 877/632-9095 English or 877/419-8440 Spanish.

Agenda materials can be made available in alternative languages upon request. To make a request, please call (760) 966-6696 or clerk@nctd.org at least 72 hours in advance of the meeting.

Los materiales de la agenda de NCTD están disponibles en otros idiomas. Para hacer una solicitud, llame al (760) 966-66696 o por correo electrónico a clerk@nctd.org al menos 72 horas antes de la reunión.

Any writings or documents provided to a majority of the members of the NCTD Board of Directors regarding any item on this agenda will be made available for public inspection at the office of the Clerk of the Board located at 810 Mission Avenue, Oceanside, CA 92054, during normal business hours.

PUBLIC COMMENT

IN-PERSON PARTICIPATION AT THE BOARD MEETINGS: All persons wishing to address the Board of Directors during the meeting can do so in-person. Speakers must complete a "Request to Speak" form provided before entering the Board Room at the NCTD office, 810 Mission Avenue, Oceanside, CA. The completed form must be given to the Clerk of the Board before that agenda item is called. Members of the public may also submit their comments via email at publiccomment@nctd.org. All comments received prior to the start of the Board or Committee meeting will be provided to the Board/Committee and made available for public inspection on the NCTD website at: <https://gonctd.com/about-nctd/board-information/> prior to the meeting and included in the record of the Board/Committee Meeting.

VIRTUAL PARTICIPATION AT THE BOARD MEETINGS: Pursuant to Government Code section 54953, NCTD is providing alternatives to in-person attendance for viewing and participating in NCTD Board and/or Committee meetings.

Zoom Participation:

Members of the public may view or participate in the meeting through Zoom from a PC, MAC, iPad, iPhone, or Android device, at the following URL:

<https://nctd.zoom.us/j/89646538459?pwd=dzOEiXAGfb8344ubb521F80pLKip6Z.1>

Phone Participation:

To join the meeting by phone, dial 669-900-6833

Webinar ID: 896 4653 8459

Passcode: 863449

If you would like to speak on an agenda item via Zoom during the meeting, you must email the Clerk of the Board at clerk@nctd.org. Please provide the Clerk your name and item number you wish to comment on. *If you plan on calling into the Zoom meeting rather than videoconferencing, you must also provide the telephone number you will be using.* You must be logged on to the Zoom meeting by phone or online to speak. When it is your turn to comment, the Clerk of the Board will call you by name or phone number. Members of the public may register with the Clerk of the Board to speak on an agenda item until the public comment period for that item is closed.

The public may also provide oral comments on agenda items by calling (760) 966-6560. When prompted, the caller should identify the agenda item they wish to speak about and leave a message not to exceed three minutes. All telephonic comments received prior to the start of the Board or Committee meeting will be provided to the Board/Committee prior to the meeting and made available for public inspection on the NCTD website at: <https://gonctd.com/about-nctd/board-information/>.

MSPBD COMMITTEE MEETING BEGINNING AT 12:00 PM

- **CALL TO ORDER**
- **ROLL CALL OF BOARD MEMBERS**
- **SAFETY BRIEF & EVACUATION PROCEDURES – Taylor Siwy, Deputy Clerk**
- **PUBLIC COMMUNICATIONS**

There is a time limit of 15 minutes for this section of Public Communications and each speaker is limited to three minutes for their presentation.

All timely received written and/or telephonic comments will be shared with the Board of Directors and made available for public inspection prior to the meeting. Written and/or telephonic comments may not be read aloud or played for the Board of Directors during the meeting. All telephonic and written comments will be made part of the record.

AGENDA ITEMS 1 AND 2

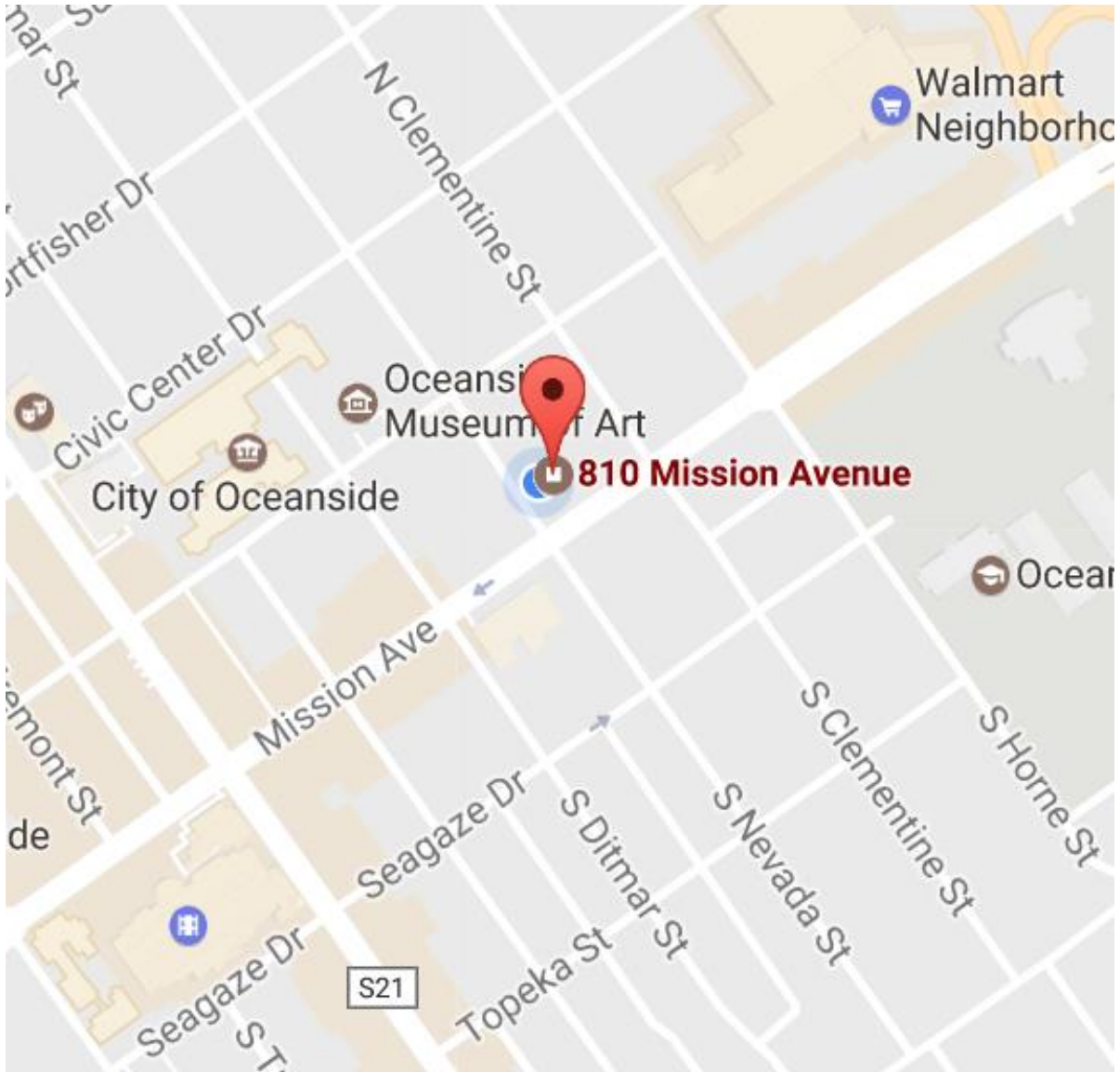
1. **Receive Marketing and Communications Program Update**
Staff will present the FY25 Marketing and Communications program results to date and an overview of the FY26 Marketing and Communications strategy.
(Mary Dover, Chief of Staff)
 2. **Receive Update on Customer Feedback Trends and Initiatives**
Staff will present a summary of the trends and observations from feedback received from customers to date for FY2025.
(Alicia Peat-Watson, Director of Customer Experience)
- **ADJOURNMENT**
 - **CERTIFICATIONS AND RULES (FOR BOARD AND PUBLIC INFORMATION)**
 - Posting of Board Agenda (Page 5)
 - Rules for Public Speakers at meetings of the North County Transit District (Page 6)

Upcoming Meetings:

- ***Regular Board Meeting: June 26, 2025 at 2:00 p.m.***
***All Regular Board and Committee Meetings will be held at NCTD Administrative Offices,
810 Mission Ave., Oceanside CA, unless otherwise provided on public notice.***

NORTH COUNTY TRANSIT
SAN DIEGO RAILROAD

MAP OF NORTH COUNTY TRANSIT DISTRICT OFFICES



The NCTD Board Chambers is located at NCTD Administrative Offices, 810 Mission Avenue, Oceanside, CA 92054 and is accessible by the COASTER (NCTD Commuter Rail), SPRINTER (NCTD Hybrid Rail), and the BREEZE (NCTD Bus).

Please log onto www.goNCTD.com to check our current routes and schedules, or call 1-800-COMMUTE.

NORTH COUNTY TRANSIT
SAN DIEGO RAILROAD

June 5, 2025

To: North County Transit District Board Members
From: Taylor Siwy, Deputy Clerk
Subject: Posting of Marketing, Service Planning and Business Development (MSPBD) Committee Agenda

In Compliance with the Ralph M. Brown Act, as Amended, the following information is provided.

The Agenda for this meeting of the NCTD MSPBD Committee was posted as follows:

Meeting Date & Time: June 11, 2025 at 12:00 p.m.

Posted At: 810 Mission Avenue, Oceanside, CA

Posted Online At: www.goNCTD.com

Date & Time of Posting: June 5, 2025 by 5:00 p.m.

Posted By: Taylor Siwy, Deputy Clerk

NORTH COUNTY TRANSIT

SAN DIEGO RAILROAD

Rules for Public Speakers at Meetings of the North County Transit District

Per Board policy, all public communications at meetings of the North County Transit District shall be made and received in accordance with the following procedures:

1. COMMENTS FOR MATTERS NOT ON AGENDA

- A. Total time limit for telephonic comments:
 - Beginning of meeting: Fifteen minutes
 - End of meeting: No time limit.
- B. Time limit per speaker per meeting: Three minutes, with no donation of time allowed.
- C. Priority: First come, first served. Speakers who registered to speak with the Clerk will be able to address the Board of Directors in the order they were received.
- D. Order on agenda: Comments for matters not on the agenda will be heard at the beginning of the meeting and if the time limit stated in Paragraph A is exhausted, comments that were unable to be heard due to time limit stated above, will be heard at the end of the meeting under *“Remaining Public Communications.”*

2. TIME LIMITS FOR ADDRESSING MATTERS ON THE AGENDA

- A. Total time limit: None.
- B. Time limit per speaker: Three minutes, with one donation of three minutes, for a maximum of six minutes.
- C. These rules apply to both public hearing and non-public hearing items listed on the agenda.
- D. Comments made not germane to the subject matter of the agenda item being considered are out of order.

3. CUTOFF FOR TURNING IN SPEAKER SLIPS

- A. Members of the public may register with the Clerk to speak on an agenda item up until the public comment period is closed.

4. MODIFICATION OF RULES BY CHAIR

- A. The Board Chair may, in his or her absolute discretion, relax the requirements of these rules. However, a decision of the Chair to do so in one instance shall not be deemed a waiver of the rules as to any other instance or matter.



Receive Marketing and Communications Program Update

MSBPD Committee
June 11, 2025

COASTER SPRINTER BREEZE FLEX *LIFT* NCTD

Marketing and Communications Program



Outreach and Events

LIFE

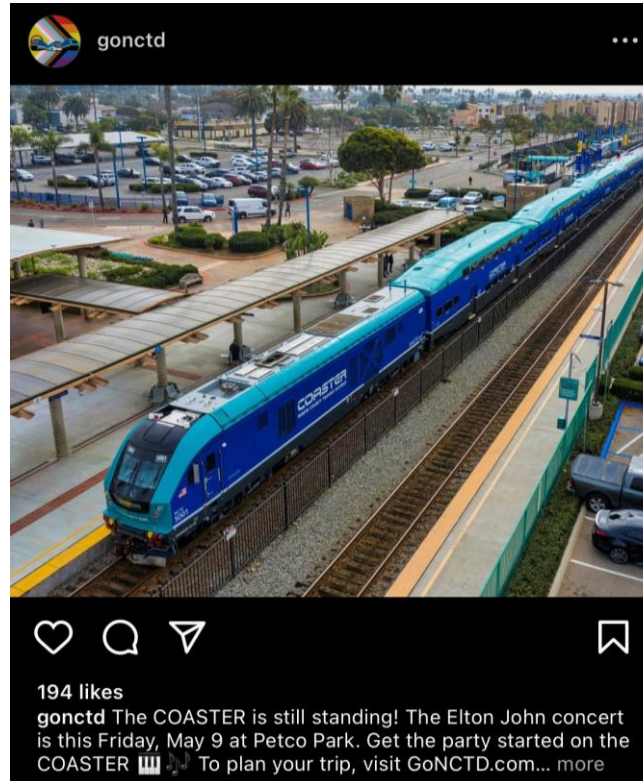
On 'Crystal Trent Day', San Diego Honors First Black Female Train Engineer



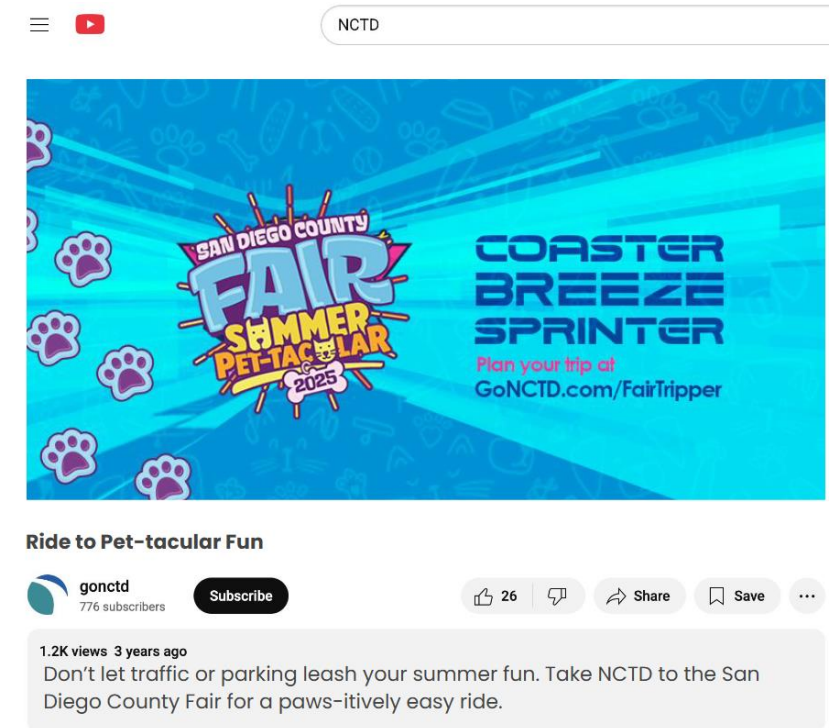
by Kira Caspers • Times of San Diego Feb. 27, 2025, 9:16 a.m.

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Media Relations



Social Media



Advertising



FY 2025

Your iPhone is now
your NCTD fare



Terms apply

Also available



Get Discounted
Fair Admission +
Transit Pass!

Select "Promotional
Fares"

FAIR TRIPPER



NORTH COUNTY TRANSIT
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Dedicated to
the memory of
Rosa Parks

Free
Ride Day
Tuesday,
February 4



SANDAG

Bike
Anywhere
Day



CY 2024 Advertising Deliverables

**23+
million**

Impressions

**10+
million**

Users reached

**6+
million**

Video views

**24% -
35%**

Click through rate
(Google)

**36%-
53%**

Engagement rate
(YouTube)

**96%-
98%**

Completion rate
(CTV/OTT)

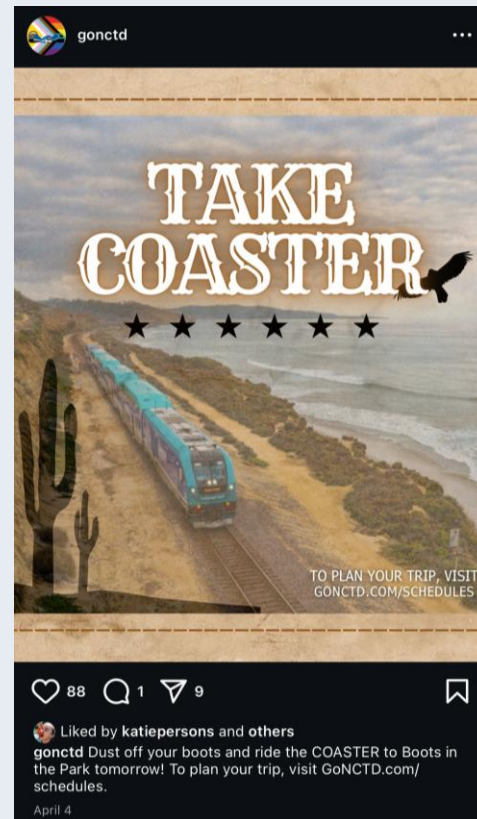
**\$0.03-
\$0.54**

Cost per completed
view/cost per click

Social Media Trends



Informational Social Media



Social Media Growth

26%

increase

Instagram followers

43%

increase

Instagram impressions

152%

increase

LinkedIn engagement

222%

increase

Link clicks
(LinkedIn)

Service Utilization

**8%
increase**

Ridership
(FY24 vs. FY23)

**6.1%
increase**

Weekday avg. ridership
(SD Fair 24 vs. 23)

**7.7%
increase**

Weekday avg. ridership
(Padres season 24 vs. 23)

**2,000+
new**

YOP passes
issued/verified

**183%
increase**

Fair Tripper passes
sold since 2022

FY 2026



Questions?

Receive Update on Customer Feedback Trends and Initiatives

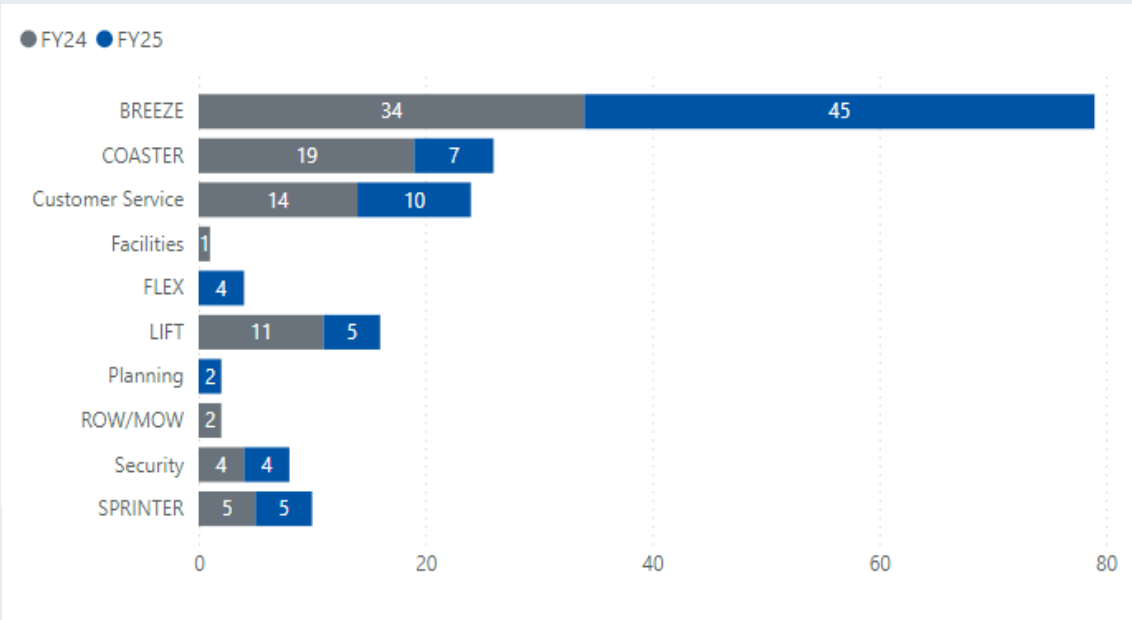


MSPBD Committee
June 11, 2025

COASTER SPRINTER BREEZE FLEX *LIFT* NCTD

Compliments by Department

FY25 vs FY24 Compliments by Department

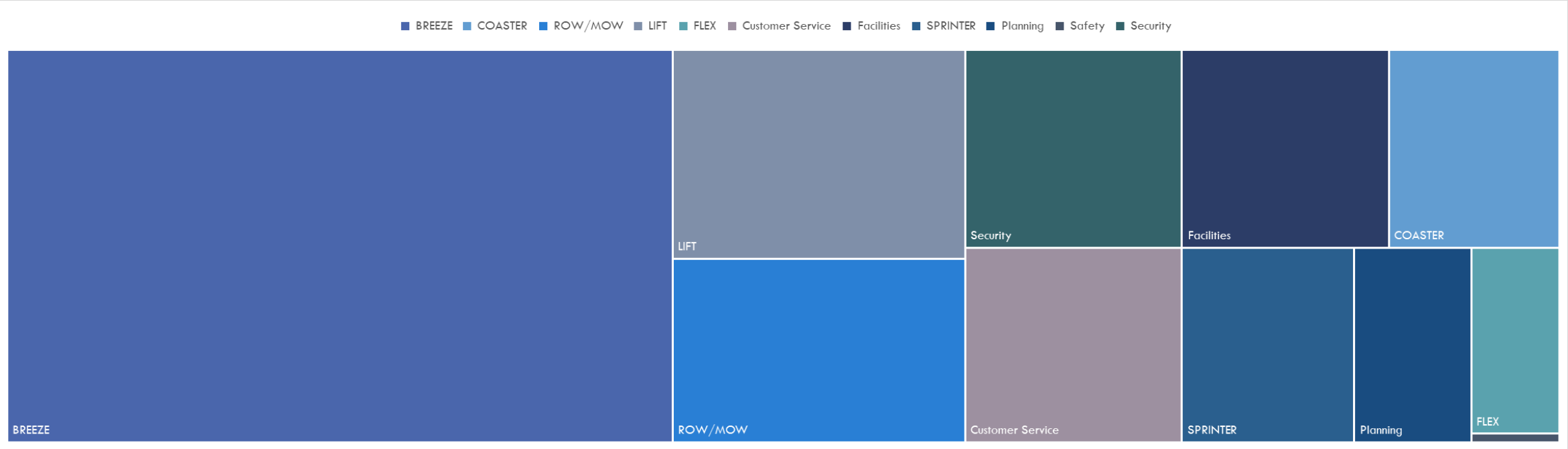


Quarter Comparison by Department

Department	Q1 FY24	Q2 FY24	Q3 FY24	Q1 FY25	Q2 FY25	Q3 FY25
BREEZE	10	16	8	16	9	20
COASTER	6	6	7	2	4	1
Customer Service	6	6	2	1	7	2
Facilities		1				
FLEX				3		1
LIFT	5	2	4		2	3
Planning						2
ROW/MOW	1		1			
Security		3	1	1	1	2
SPRINTER	3	2		3		2
Total	31	36	23	26	23	33

Compliments for FY25 are trending higher this year when compared to FY24. The increase is due to more compliments for BREEZE operators.

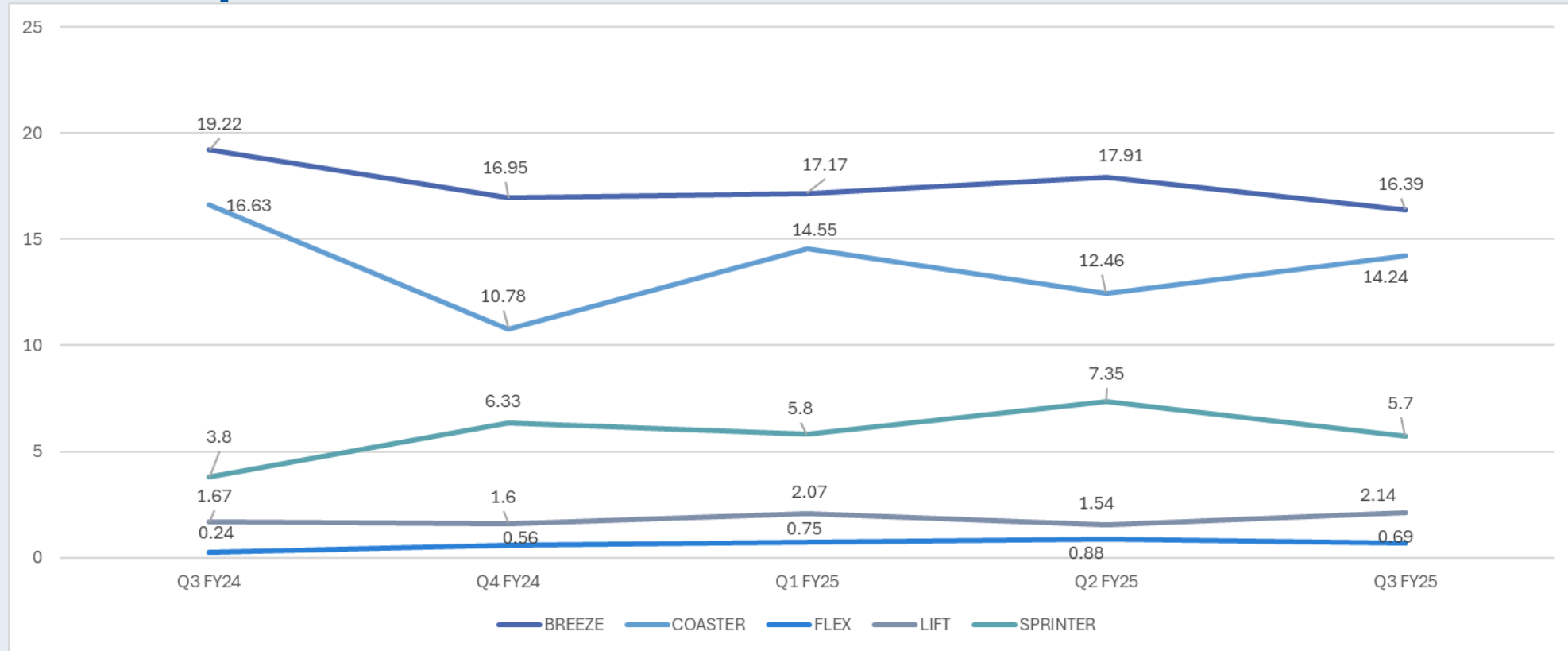
FY25 Feedback by Department



Of the 1,604 customer feedback reports received in FY25, roughly 67% (1,069) are specific to modal operations. The remaining 33% (535) pertain to ROW/MOW, Security, Customer Service, Facilities, Service Planning and to a lesser extent, Safety.

Our reporting methodology is department-based instead of mode based to avoid unfairly attributing feedback not directly related to the service operations to a particular mode.

Customer Feedback by Mode Weighted Ridership



BREEZE / COASTER / SPRINTER 100k trips

LIFT / FLEX / NCTD+ 1k trips

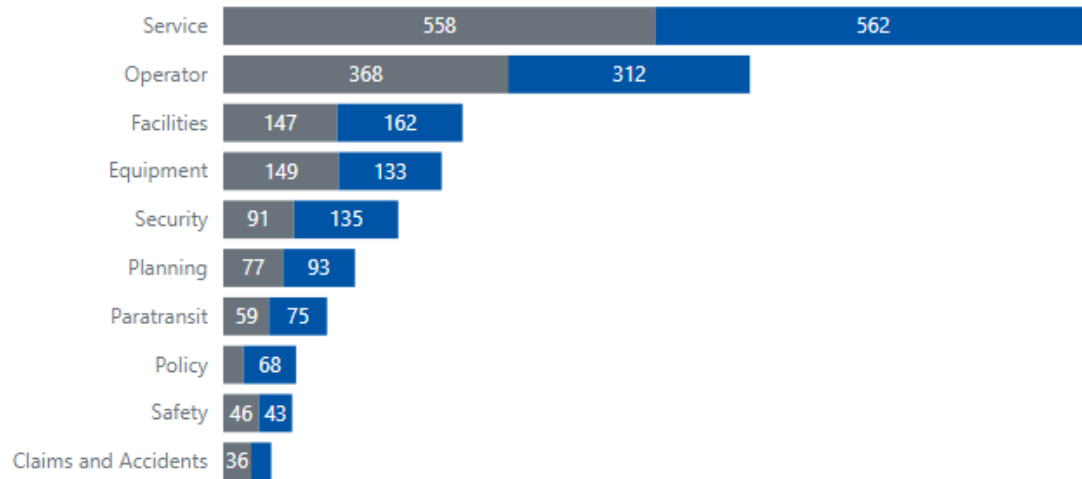
Core Category Definitions

- **Claims and Accidents** - Feedback related to any claims or accidents in various departments.
- **Equipment** – Feedback involving faulty equipment, damaged or dirty vehicles, automated announcements, door malfunctions, HVAC, ADA ramp deployment, signal issues and IT requests.
- **Facilities** – graffiti removal , station cleanliness, electrical, landscaping, plumbing issues.
- **Operator** – Feedback involving refusal of service, rude, dangerous driving, off-route, closed door on passenger, left before passenger seated.
- **Paratransit** – Issues with EZ-wallet, Information requests, mobility device, MTS Access transfer point, Reservationist/Dispatch, Service Area, Time Onboard Vehicle Violation.
- **Planning** – Bus Stop Amenities request, Bus Stop request, Marketing request, Service Request, Wayfinding signage.
- **Policy** – Feedback related to E-bikes, Horns-trains, Policy disputes, PRONTO/Fare Issue.
- **Safety** – Feedback safety issues.
- **Security** – Customer altercations involving verbal or physical altercations with each other or staff members, trespassers, security issues such as break ins, dangerous items & weapons, and other security related incidents.
- **Service** – Feedback involving transit services including late, or early service, pass-by, missed stop requests, no-shows, cancelations.

Systemwide Customer Feedback

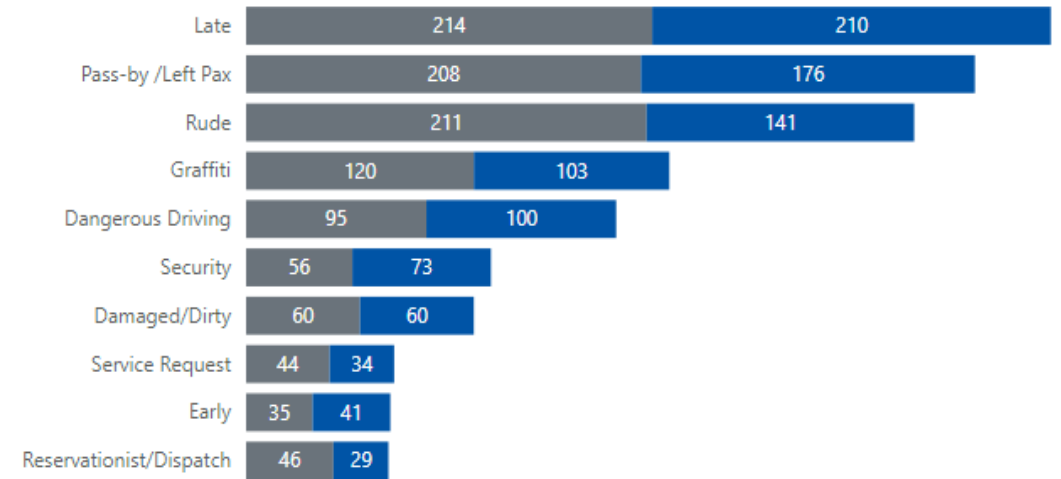
FY25 vs FY24 Comparison by Core Category

● FY24 ● FY25



FY25 vs FY24 Comparison by Sub-Code

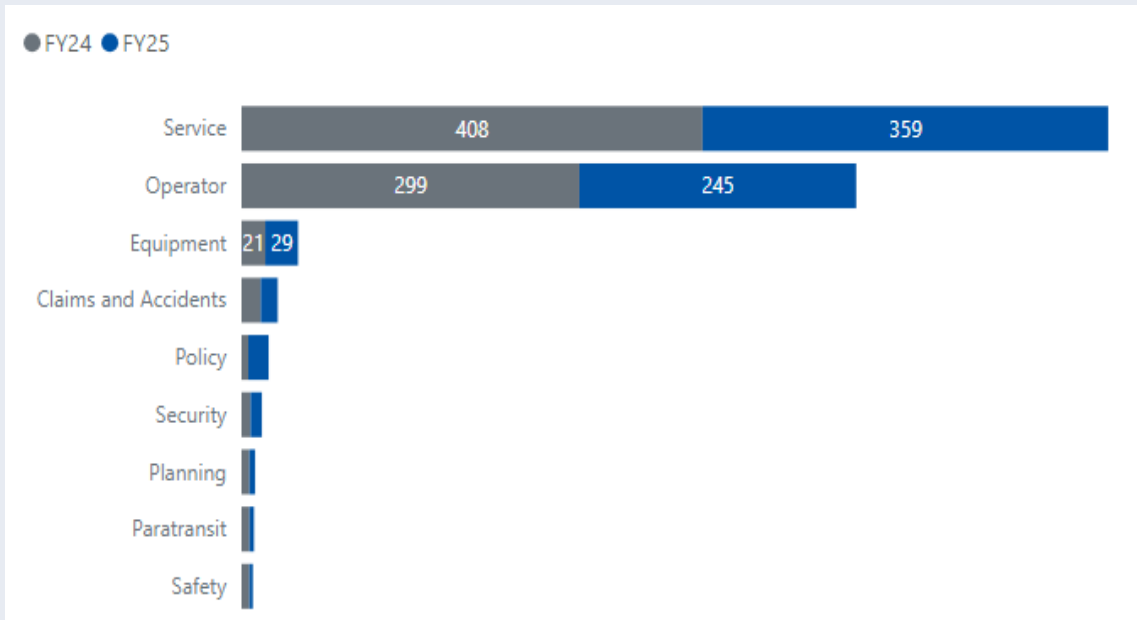
● FY24 ● FY25



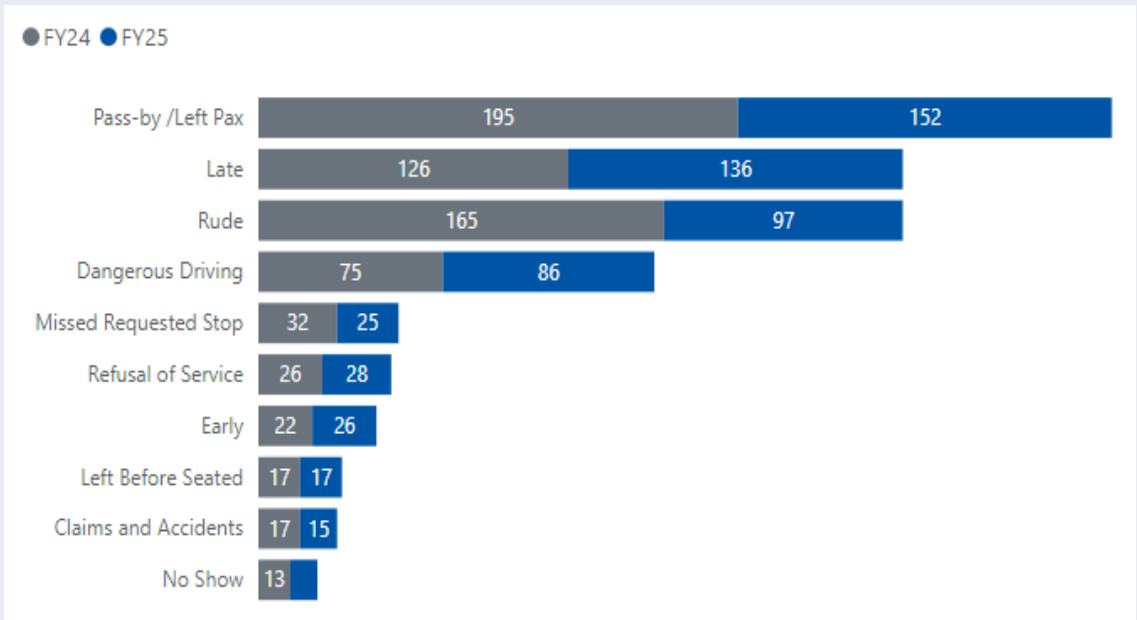
Systemwide FY25 feedback is trending slightly higher this fiscal year when compared to last year. The increase is due to more service-related complaints, security concerns, facility issues and service planning requests. Conversely, there have been reductions regarding Operator behavior and equipment issues.

BREEZE Customer Feedback

FY25 vs FY24 Comparison by Core Category



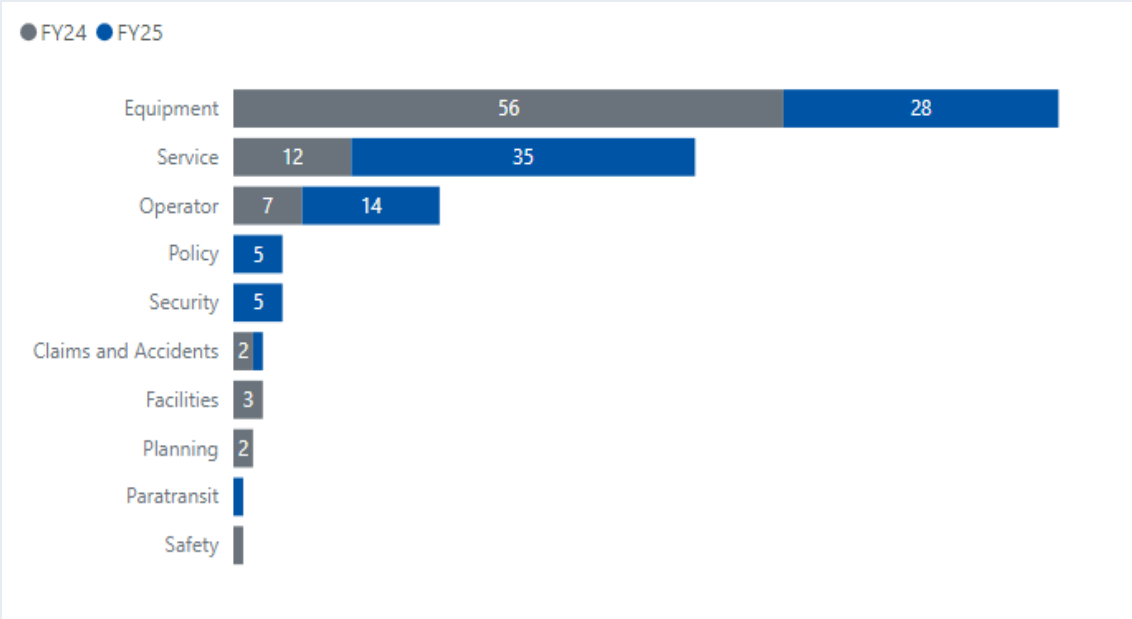
FY25 vs FY24 Comparison by Sub-Code



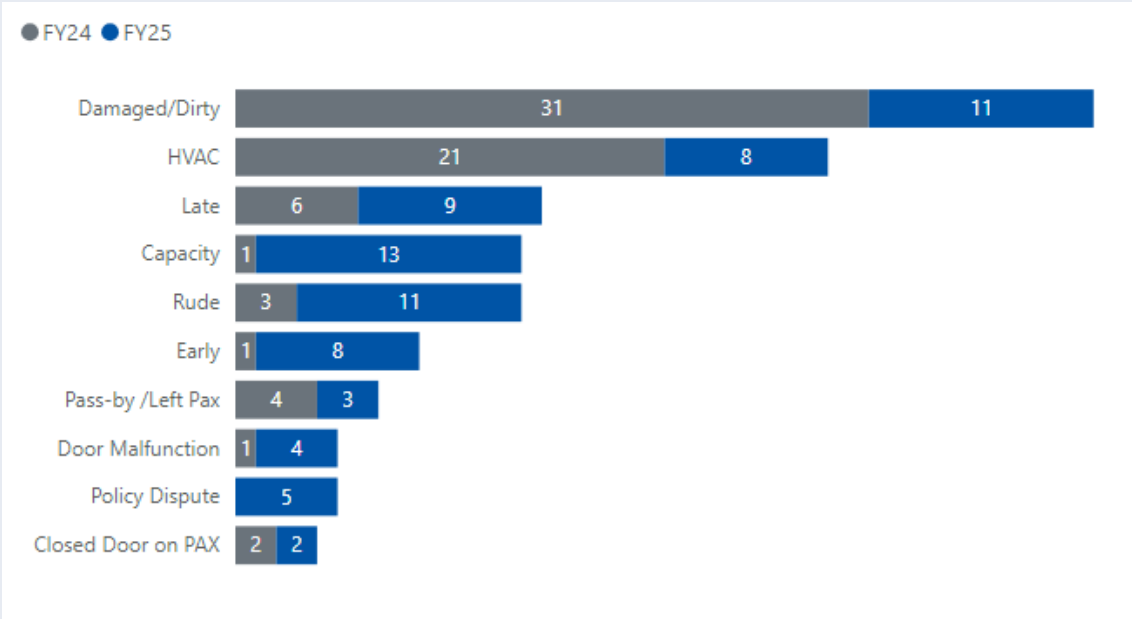
FY25 feedback is trending lower than FY24 quarter over quarter. Majority of the feedback received is regarding service issues and operator behavior. The top five sub-codes continue to remain the same year over year.

COASTER Customer Feedback

FY25 vs FY24 Comparison by Core Category



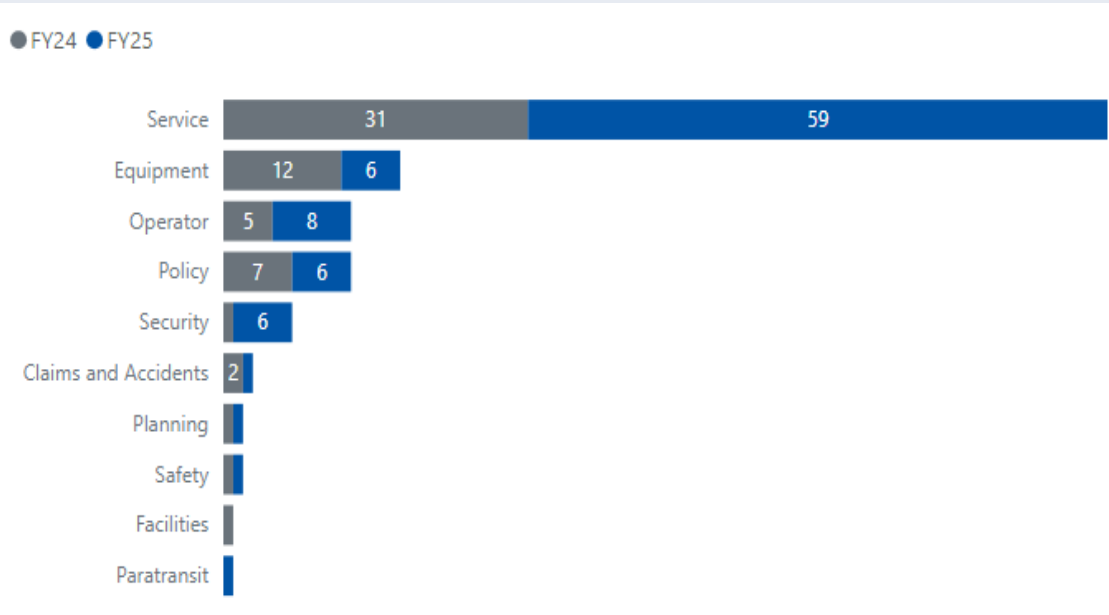
FY25 vs FY24 Comparison by Sub-Code



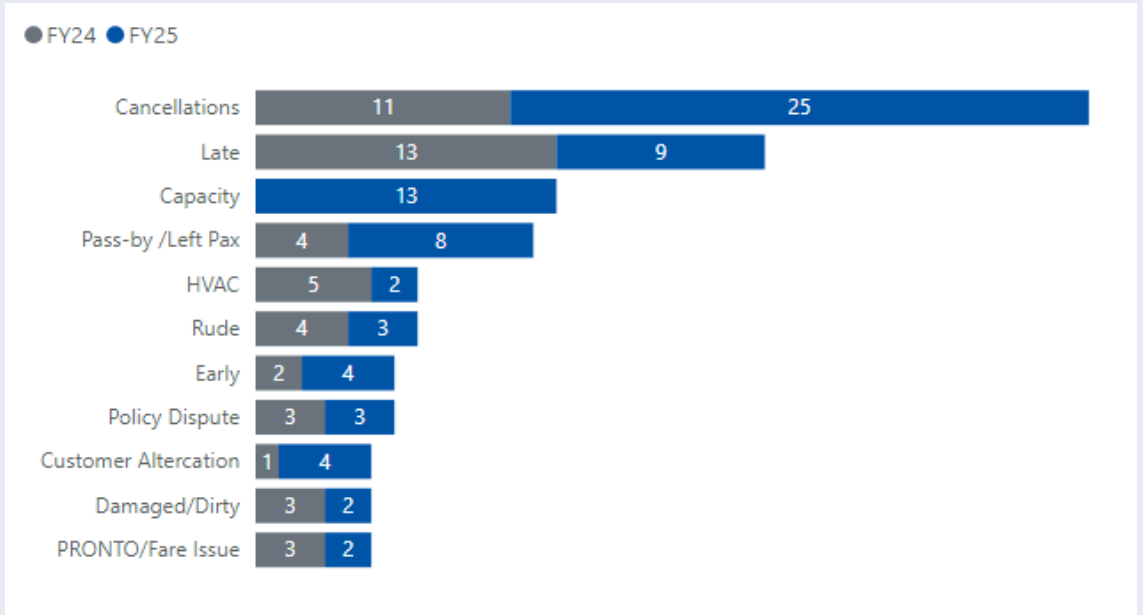
FY25 feedback is trending slightly higher than FY24. The increase is due to more feedback regarding capacity issues, rude conductors and timeliness of service.

SPRINTER Customer Feedback

FY25 vs FY24 Comparison by Core Category



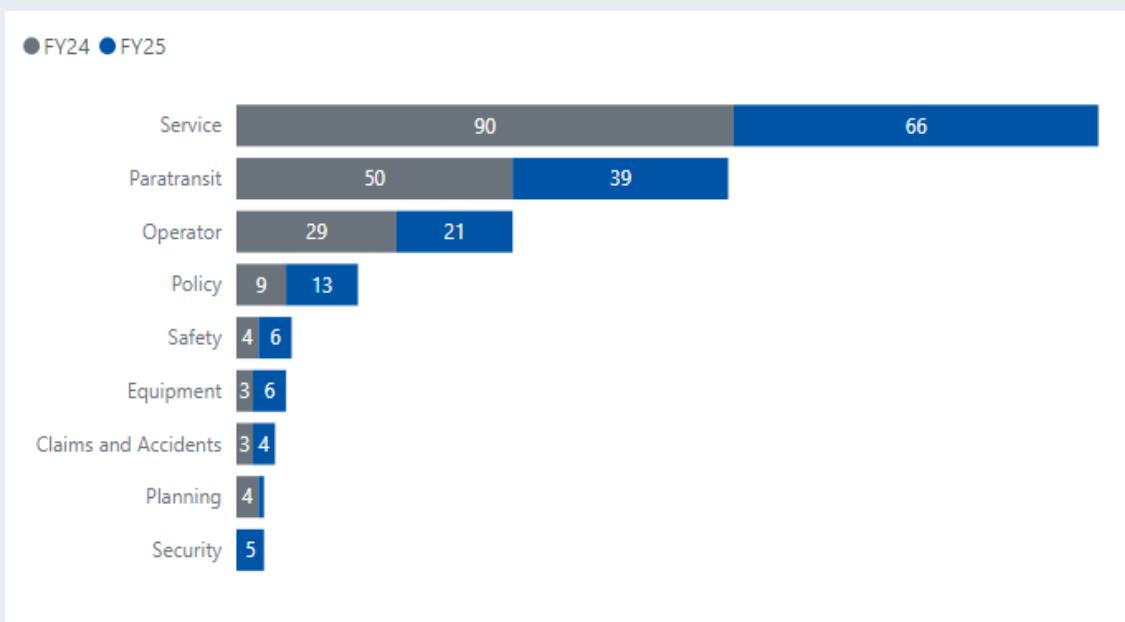
FY25 vs FY24 Comparison by Sub-Code



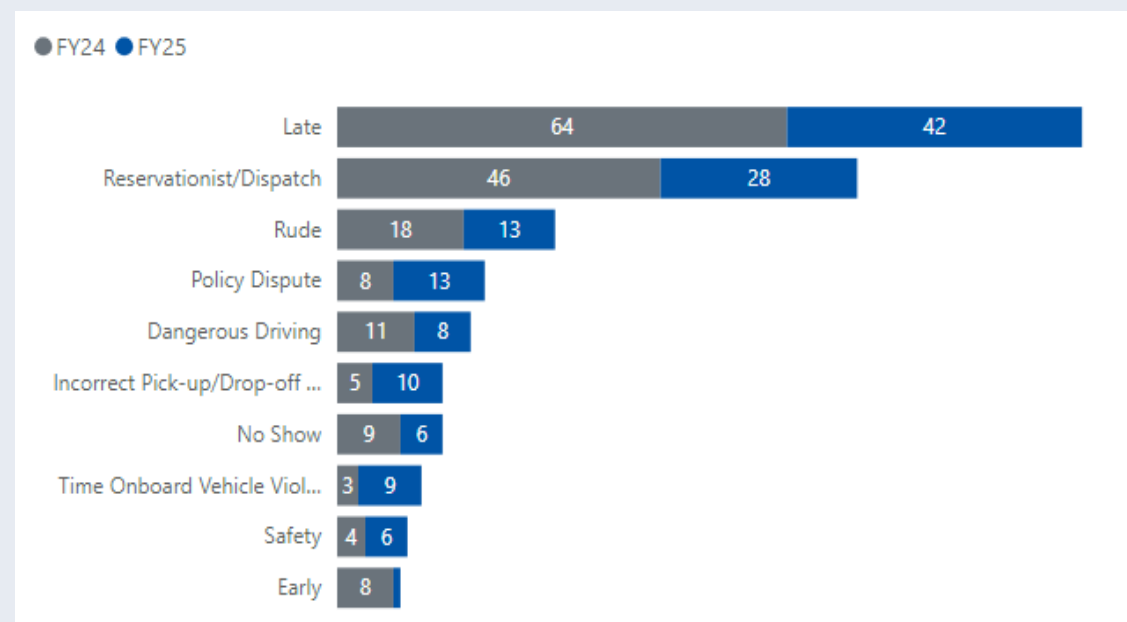
FY25 feedback is trending higher than FY24 quarter over quarter. The increase in feedback is due to capacity concerns and service cancelations.

LIFT Customer Feedback

FY25 vs FY24 Comparison by Core Category



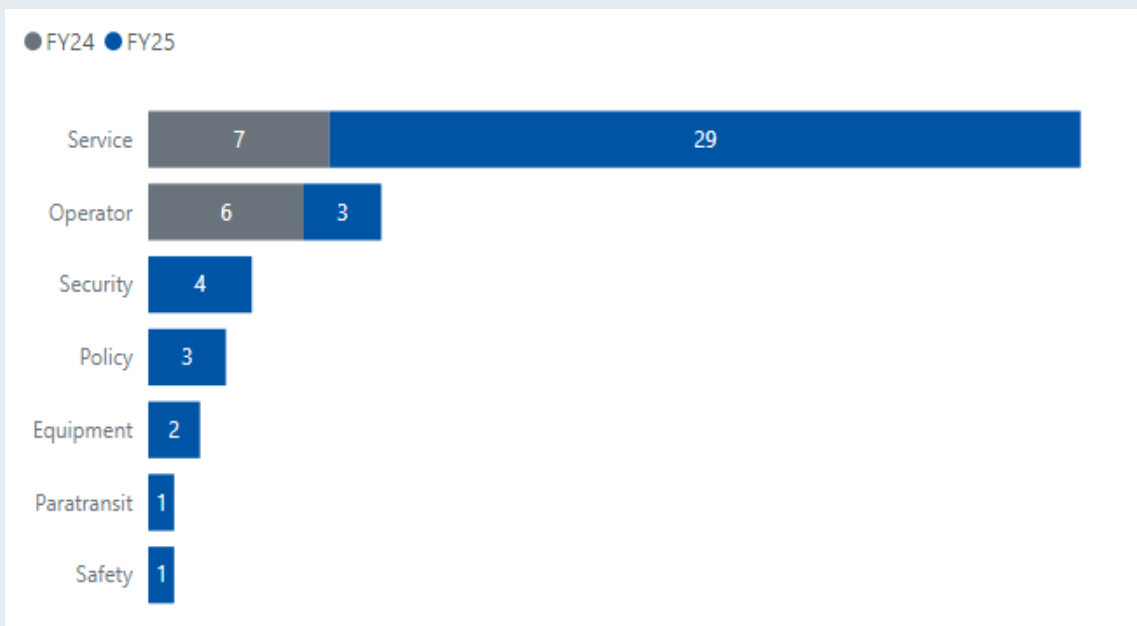
FY25 vs FY24 Comparison by Sub-Code



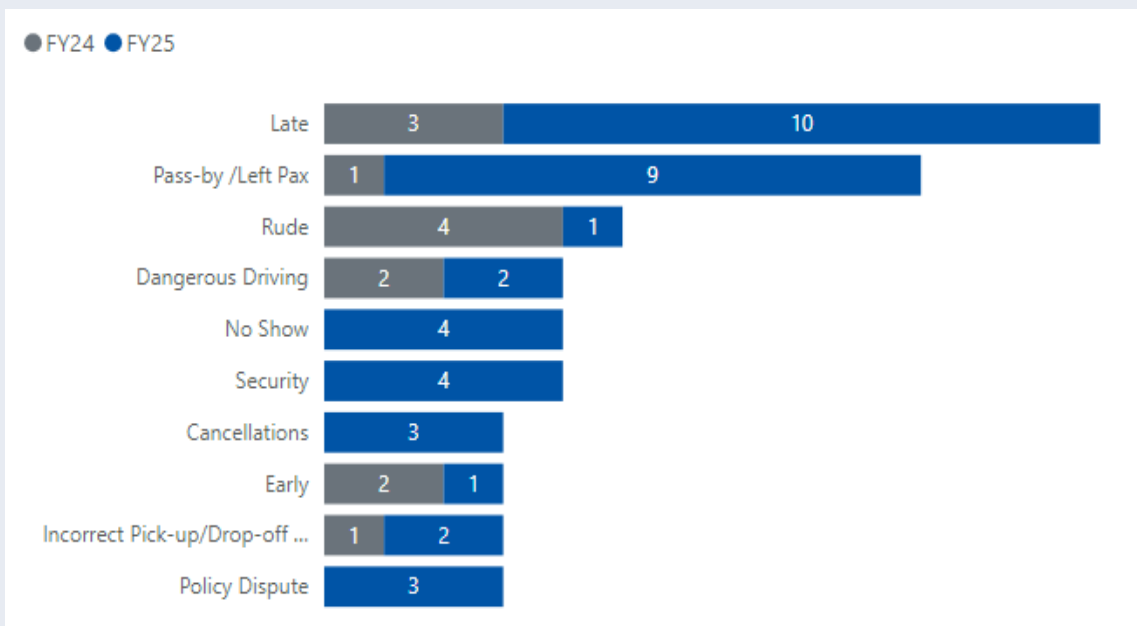
FY25 feedback is trending lower than FY24 quarter over quarter, with 161 this year versus 192 last year. Issues with Reservationist and or Dispatch as well as late service make up most of the feedback received this year.

FLEX Customer Feedback

FY25 vs FY24 Comparison by Core Category



FY25 vs FY24 Comparison by Sub-Code



FY25 feedback is trending higher than FY24 quarter over quarter. Late service and pass-by/left passenger make up 44% of the feedback this year.

Customer Experience Enhancement

- Customer Experience conducts monthly meetings with NCTD's modal operation teams. The meetings are intended to increase the focus on improving the customer experience and to ensure areas of improvement are addressed.
 - Identify areas of concern and trends
 - Discuss resolution of individual cases
 - Support with training
- Community Outreach
 - Senior Community Centers
 - Senior Living Homes
 - Recovery Centers
- School Campus Events
 - 42 on Campus events in FY25
 - 10 -150 PRONTO cards each event

Questions?