

NORTH COUNTY TRANSIT

SAN DIEGO RAILROAD

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: Thursday, June 18, 2026 at 11:00 A.M.

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

View Live Stream at:
<https://www.youtube.com/GoNCTD>

MISSION

The mission of North County Transit District, which operates as North County Transit – San Diego Railroad and referred to herein as NCTD, is to operate an environmentally sustainable and fiscally responsible transit network that provides seamless mobility for all while achieving organizational and operational excellence.

VISION

NCTD 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.

ASSISTIVE SERVICES

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 760/966-6696 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 email 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) 966-6696 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 and on the website at GoNCTD.com.

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 at the meeting. The completed form must be submitted to the Clerk of the Board prior to the call of the specific agenda item on which the individual wishes to speak.

WRITTEN COMMENT PRIOR TO BOARD MEETINGS: 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/86720080482?pwd=6addxc9lBgh0VbroQ089RXOfaaVjJ3.1>

Passcode: 928025

Phone Participation:

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

Webinar ID: 867 2008 0482

Passcode: 928025

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/>.

All written and/or telephonic comments received by 5:00 p.m. the day before the meeting 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.

MSPBD COMMITTEE MEETING BEGINNING AT 11:00 AM

- 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.

AGENDA ITEMS 1 – 3

1. **Receive Marketing and Communications Program Update**
Staff will present the FY26 Marketing and Communications program results to date and an overview of the FY27 Marketing and Communications strategy.
(Mary Dover, Deputy Chief Operating Officer – Bus)
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 FY2026.
(Alicia Peat-Watson, Director of Customer Experience)
3. **Receive Update on NCTD+ Microtransit Service**
Staff will present an update on the NCTD+ Microtransit service since implementation.
(Mary Dover, Deputy Chief Operating Officer – Bus)

- BOARD MEMBER REPORTS, COMMENTS, AND CORRESPONDENCE
- ADJOURNMENT
- CERTIFICATIONS AND RULES (FOR BOARD AND PUBLIC INFORMATION)
 - Posting of Board Agenda (Page 5)
 - Rules for Public Speakers at meetings of NCTD (Page 6)

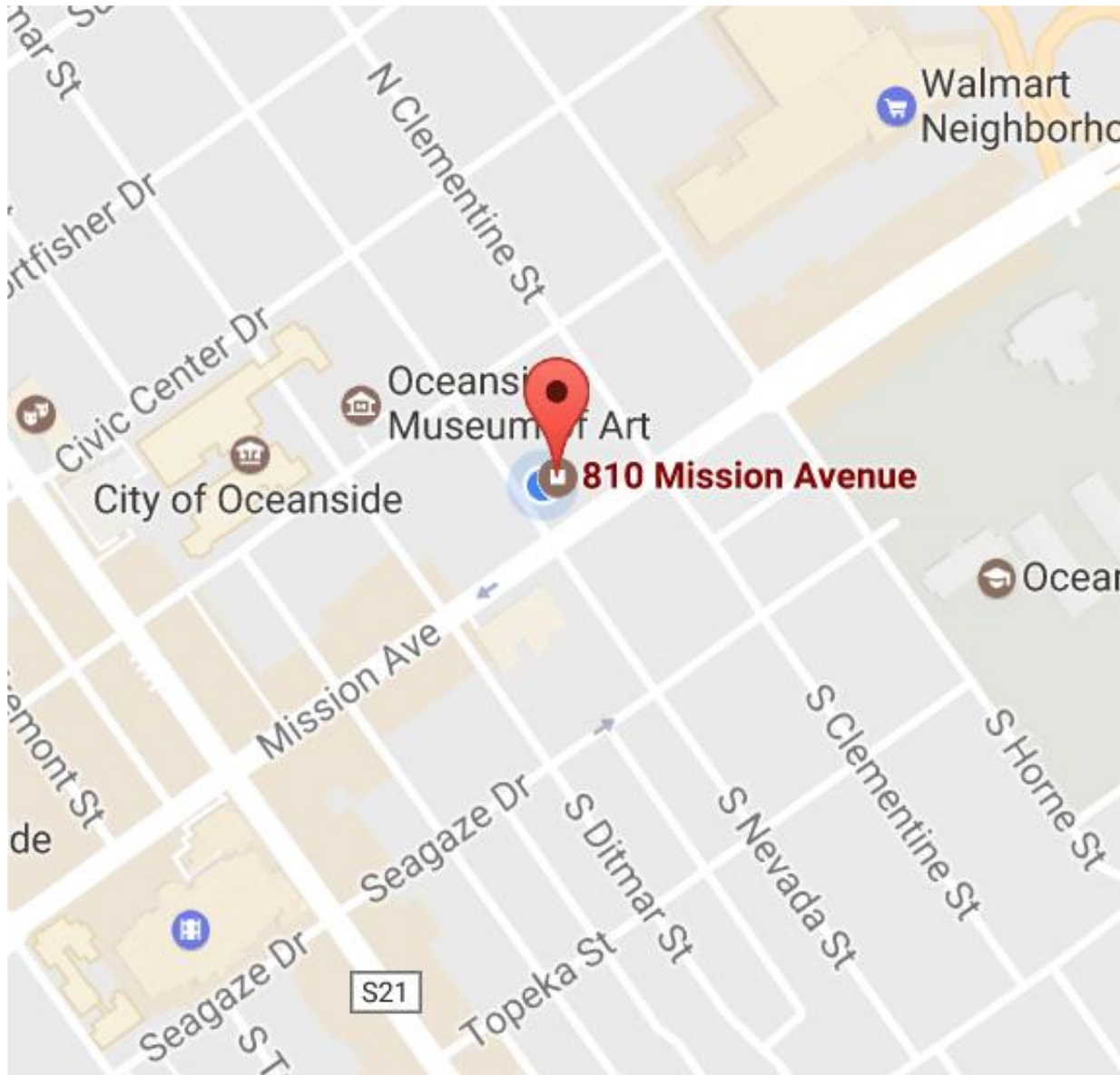
Upcoming Meetings:

- **Regular Board Meeting: June 18, 2026 at 2:00 p.m.**
- **Board Workshop: Thursday, July 16, 2026 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 NCTD 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 11, 2026

To: North County Transit – San Diego Railroad Board Members
From: Taylor Siwy, Deputy Clerk
Subject: POSTING OF MSPBD COMMITTEE AGENDA

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

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

Committee Meeting: June 18, 2026 at 11:00 a.m.

Posted At: 810 Mission Avenue, Oceanside, CA

Posted Online At: www.goNCTD.com

Date & Time of Posting: June 11, 2026 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 – San Diego Railroad

Per Board policy, all public communications at meetings of the North County Transit – San Diego Railroad 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: 15 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 called to address the Board of Directors in the order they are 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 will be considered 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 on a particular item.

4. MODIFICATION OF RULES BY CHAIR

- A. The Board Chair may, in their absolute discretion, modify 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.

Marketing Annual Plan

The North County Transit – San Diego Railroad’s (NCTD) Marketing and Communications Department is tasked with the core goals of increasing ridership and customer revenue, improving the customer experience, supporting brand management through effective and proactive communications, and community outreach.

Marketing Structure

Every campaign and/or promotional event should adhere to the core goals outlined below.



1. Promotion of NCTD Services

Promotion of NCTD services, supporting ridership and revenue growth, and expanding brand awareness.

2. Outreach and Education

Activities that support safety and transit awareness, as well as service outreach.

3. Collateral and Correspondence

Activities that support workforce development and/or positively impact the organizational culture.

4. Promotions and Events

Campaigns and activities that increase transit ridership, promote brand awareness, and support the community. This includes NCTD-specific events, as well as local events that NCTD supports.



Receive Marketing and Communications Program Update

**MSBPD Committee Meeting
June 18, 2026**

COASTER SPRINTER BREEZE FLEX *LIFT* NCTD



Honoring
Rosa Parks

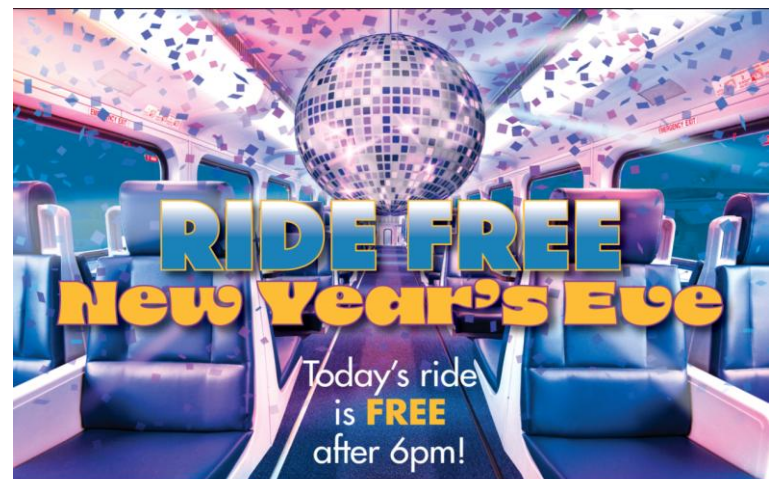
**Free
Ride Day**
Wednesday,
February 4



SEPTEMBER IS

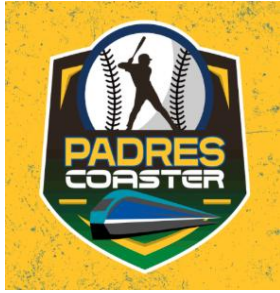
RAIL SAFETY MONTH

CHECK OUT OUR #RAILRULES TO STAY
SAFE NEAR TRAIN TRACKS

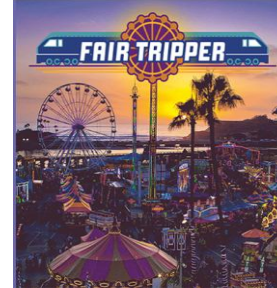


GoNCTD.com/HolidaySchedule

Advertising



Padres
15,183,476
Impressions



Fair Tripper
1,392,293
Impressions



Pony Express
1,236,911
Impressions



NCTD+
10,028,068
Impressions

Customer Resources

Service Alerts

Service Alerts

The following are scheduled service alerts, detours and closures for all of NCTD's transit system.

7	BREEZE 6	COASTER 1	SPRINTER 0	FLEX 0
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Search by Route

Enter Route number or name

Filter by Alert Type

- ALL
- NO SERVICE
- SIGNIFICANT DELAYS
- DETOURS
- MODIFIED SERVICE
- TEMPORARY STOPS
- GENERAL ALERTS

Showing 7 Service Alerts

Route 302, 315, 325

Stop (20206) Temporarily Closed

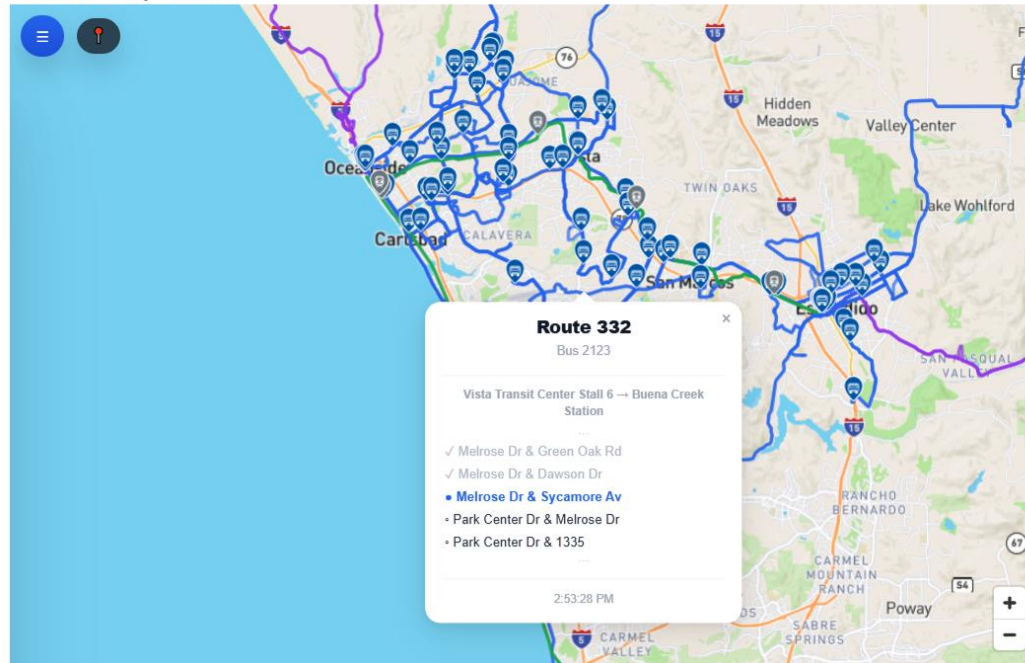
No Service Since Jun 7, 2024, 12:00 AM May 13, 2026, 8:42 AM

The Vista Way & Paseo De Laura stop (Stop 20206) is temporarily closed. Please use Vista Way & Italia Way (Stop 24978).

[GoNCTD.com/alerts](https://www.gonctd.com/alerts)

Real-Time Updates

Real-Time Updates



[GoNCTD.com](https://www.gonctd.com)



Schedules



Fares



Performance Report

Customer Resources

Digital Rider's Guide

Rider's Guide

Create your own Rider's Guide!
Personalize your own rider's guide by selecting individual routes, schedules and/or any NCTD information below.
Once you select, click download and save or print your customized Rider's Guide.

View or download the [Rider's Guide full version](#).

NCTD Routes		
COASTER	Download Schedule	✖
SPRINTER	Download Schedule	+
BREEZE 101	Oceanside to VA/UCSD/UTC via Hwy. 101	✖
BREEZE 302	Oceanside to Vista via Vista Way	✖
BREEZE 303	Oceanside to Vista via Town Center North	+
BREEZE 304	Encinitas to San Marcos via Rancho Santa Fe Rd	+
BREEZE 305	Escondido to Vista via Mission Rd. & S. Santa Fe Ave	+
BREEZE 306	Fallbrook to Vista via Mission Rd	+

Selected PDFs (3)	
Download Schedule	✖
Oceanside to VA/UCSD/UTC via Hwy. 101	✖
Oceanside to Vista via Vista Way	✖

[Download Merged PDF](#)

[Clear All](#)

EFFECTIVE February 22, 2026
VÁLIDO 22 de Febrero, 2026



Rider's Guide Guía de Pasajeros

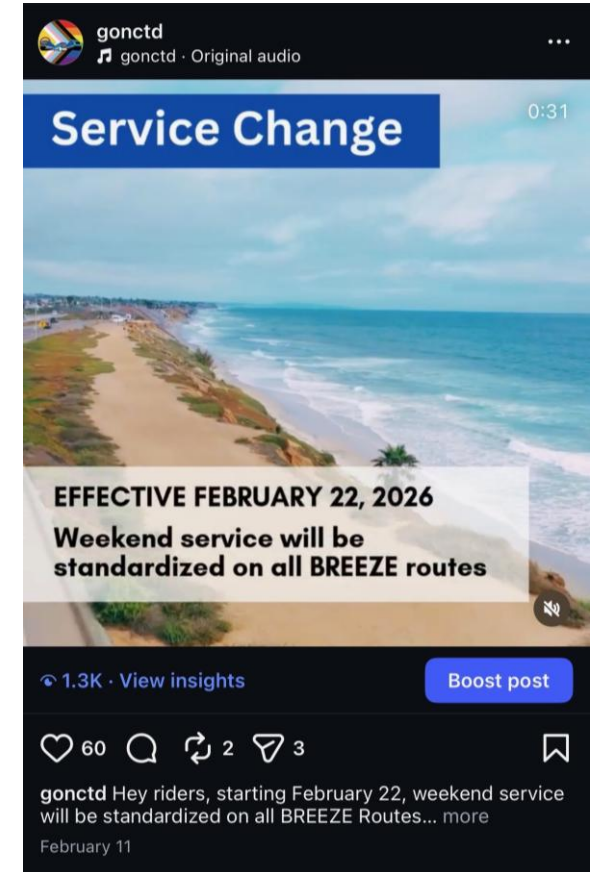
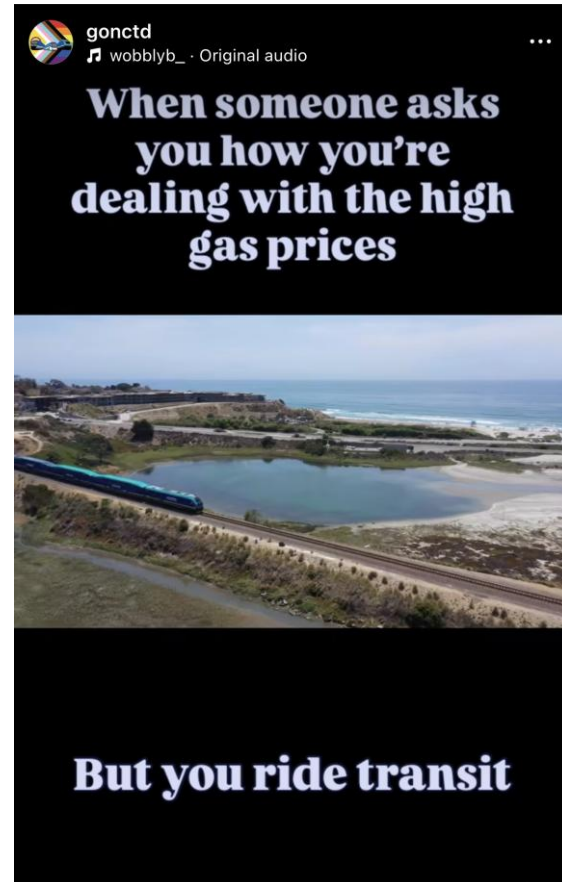


Selected PDFs:

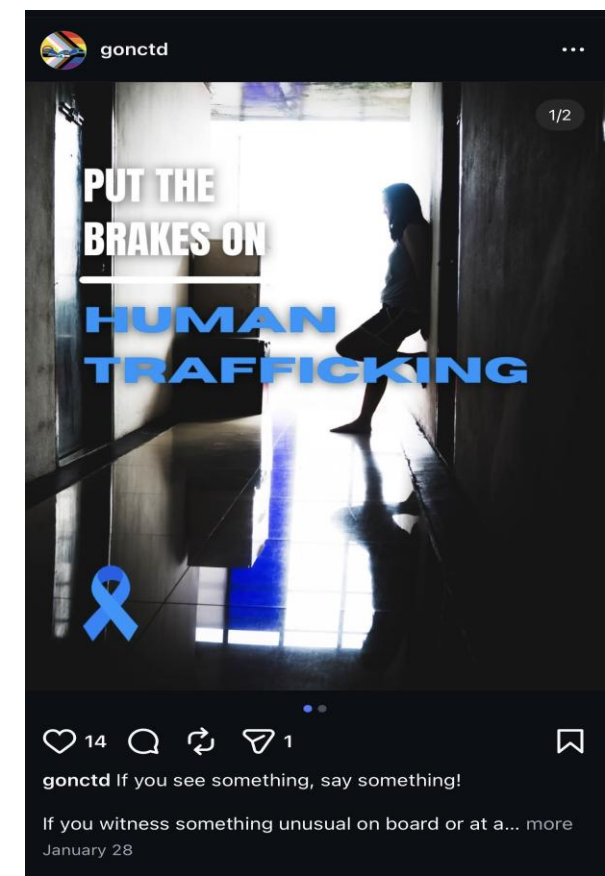
1. COASTER - Download Schedule - NCTD Routes
2. BREEZE 101 - Oceanside to VA/UCSD/UTC via Hwy. 101 - NCTD Routes
3. BREEZE 302 - Oceanside to Vista via Vista Way - NCTD Routes

GoNCTD.com/Ridersguide

Social Media



Social Media



Social Media Growth

Facebook



15%

Increase Followers

89.8K

Total Engagements

Instagram



18%

Increase Followers

20.8K

Total Engagements

LinkedIn



12%

Increase Followers

8.61K

Total Engagements

X



2%

Increase Followers

8.81K

Total Engagements

Media Exposure

2.15K

Total Exposure

Top Sources:

1. San Diego Union Tribune
2. Coast News
3. NewsBreak
4. KPBS-FM
5. Times of San Diego



1,642,670

Total Users

1,517,765

Total Engagements

2.8M

Views

Pages:

1. Schedules
2. Fares & Passes
3. Alerts
4. Rider's Guide

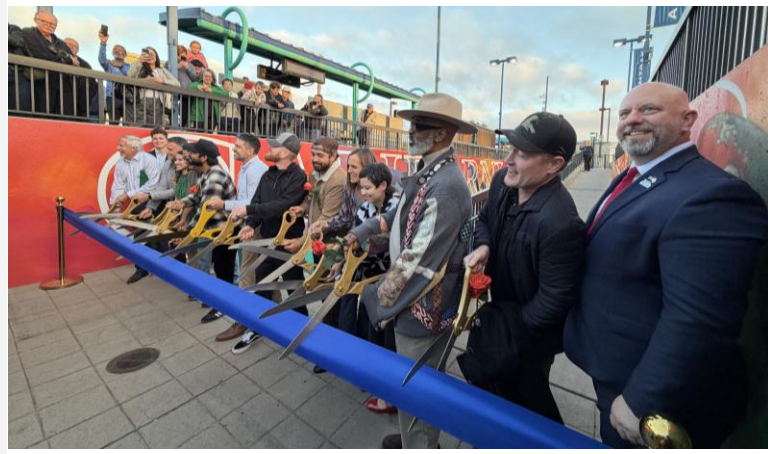
Users:

1. Mobile
2. Desktop
3. Tablet
4. Smart TV

Countries:

1. United States
2. Mexico
3. China
4. Singapore

Community



Coming Soon...



Marketing and Communications Strategy

- **Long-term goal:** Increase ridership and customer revenue. Improve the customer experience, support brand management through effective and proactive communications, and community outreach.
- Annual Marketing and Communications Plan
 - Budget: Organize implementation strategy based on annual operating budget levels
 - Agile Promotions: Effectively align with seasonal events and dates
 - Flexibility: Pivot strategies based on ongoing service adjustments
- Marketing Structure
 - Promotion of NCTD Services
 - Outreach and Education
 - Collateral and Correspondence
 - Promotions and Events

Questions?



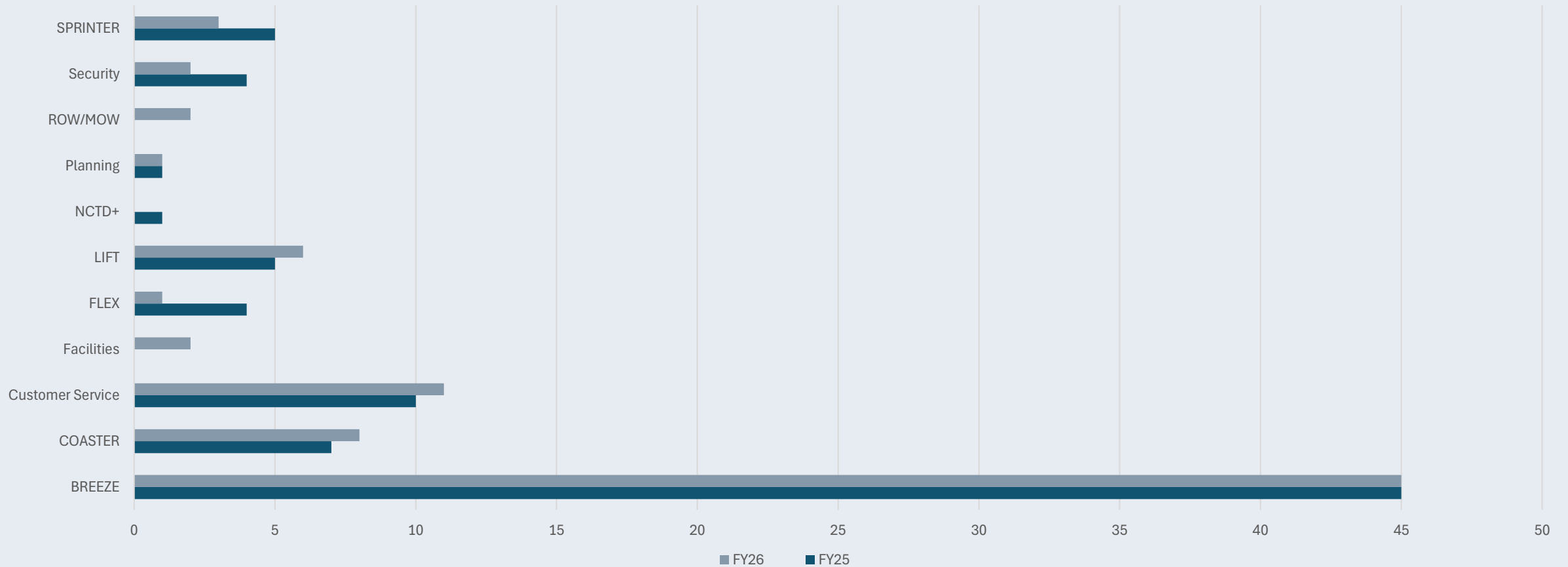
Receive Update on Compliments & Customer Feedback for FY26

MSPBD Committee
June 18, 2026

COASTER SPRINTER BREEZE FLEX *LIFT* NCTD

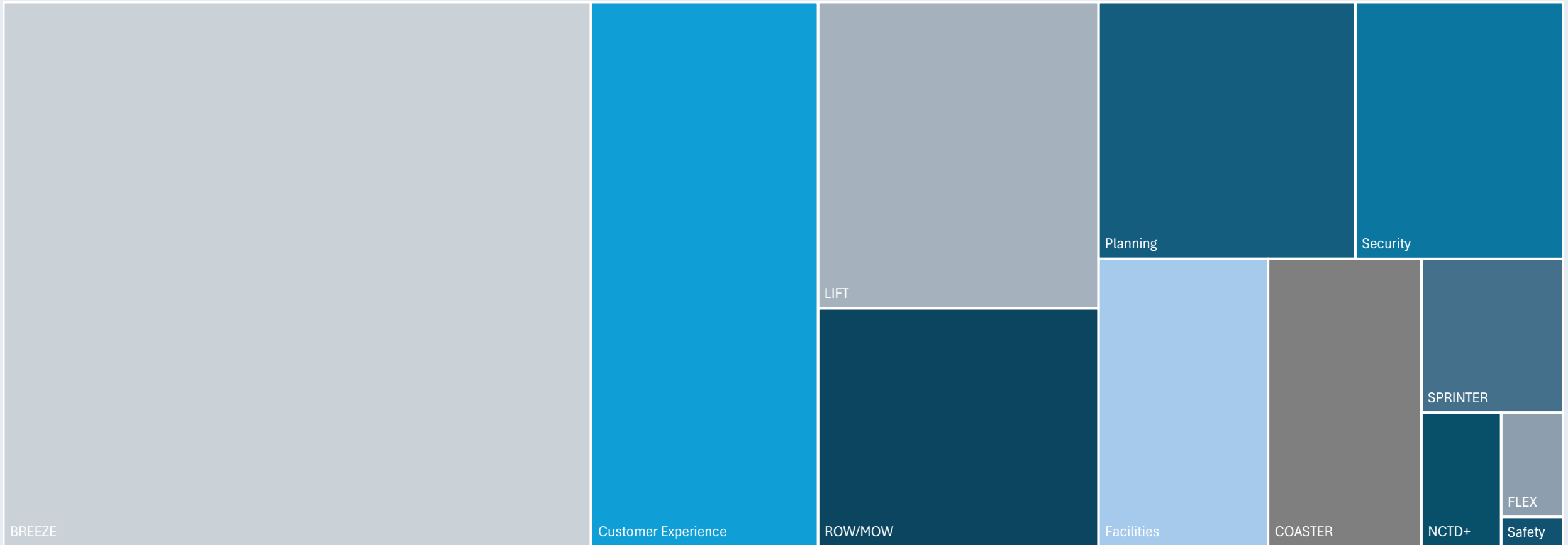
Compliments by Department

FY26 vs FY25 Compliments by Department

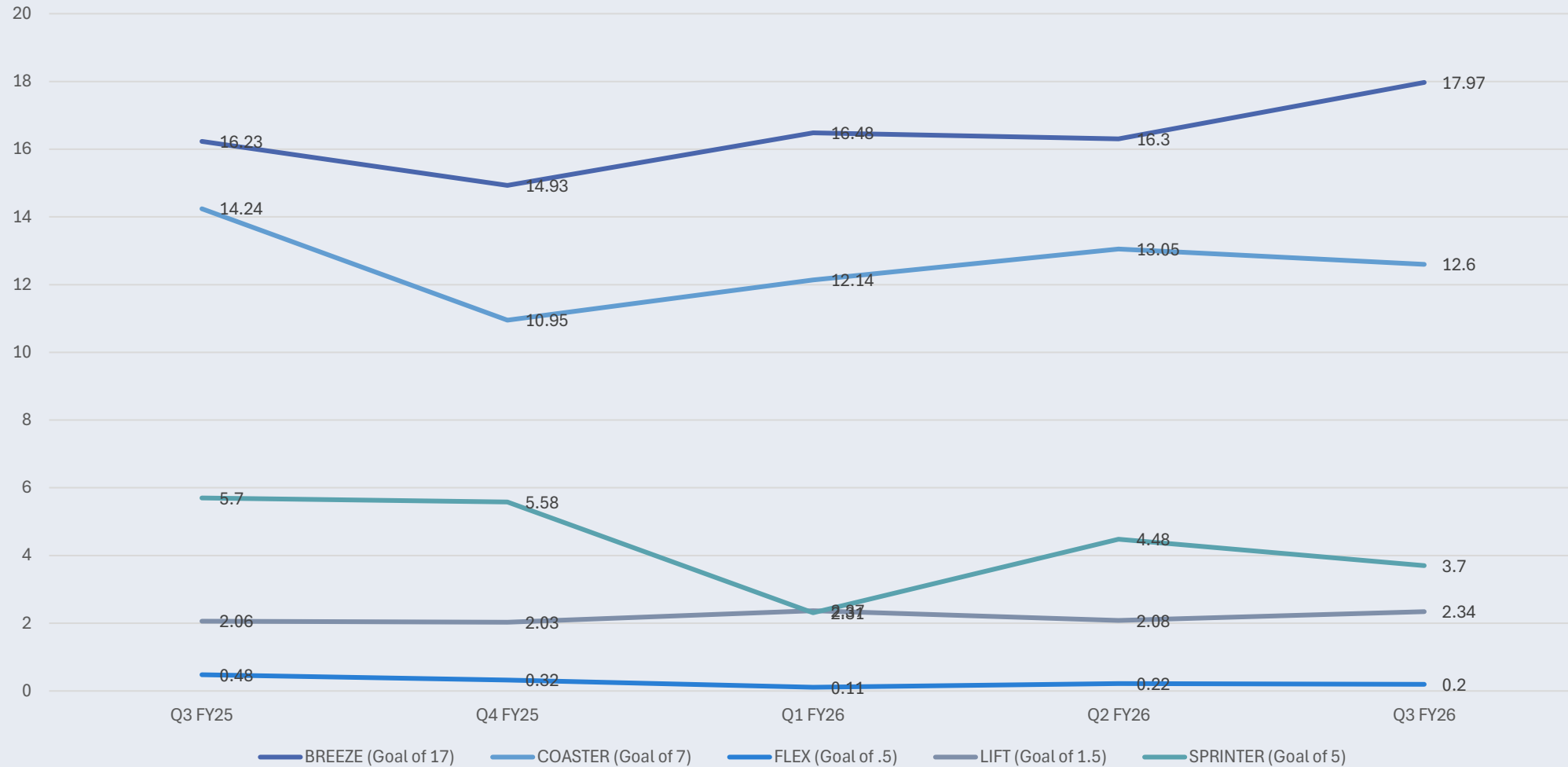


FY26 Feedback by Department

■ BREEZE ■ COASTER ■ LIFT ■ FLEX ■ NCTD+ ■ SPRINTER ■ Planning ■ Customer Experience ■ Safety ■ Security ■ ROW/MOW ■ Facilities



Customer Feedback Weighted by Ridership



BREEZE / COASTER / SPRINTER 100k trips

LIFT / FLEX / NCTD+ 1k trips

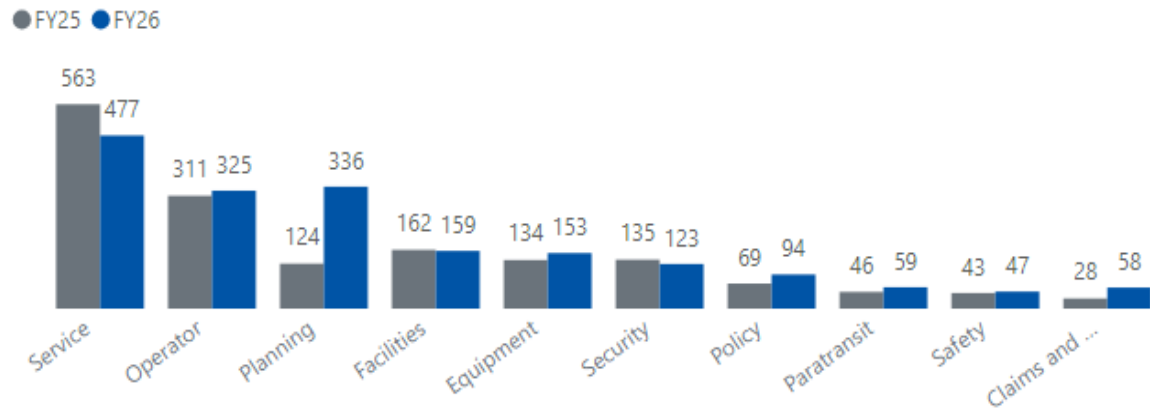
Core Category Definitions

- **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, and plumbing issues.
- **Operator** – Feedback involving refusal of service, rude, dangerous driving, off-route, closed door on passenger, and left before passenger seated.
- **Paratransit** – Issues with EZ-wallet, Information requests, mobility device, MTS Access transfer point, Reservationist/Dispatch, Service Area, and Time Onboard Vehicle Violation.
- **Planning** – Bus Stop Amenities request, Bus Stop request, Marketing request, Service Request, and Wayfinding signage.
- **Policy** – Feedback related to E-bikes, Horns-trains, Policy disputes, and PRONTO/Fare Issue.
- **Safety** – Feedback regarding 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

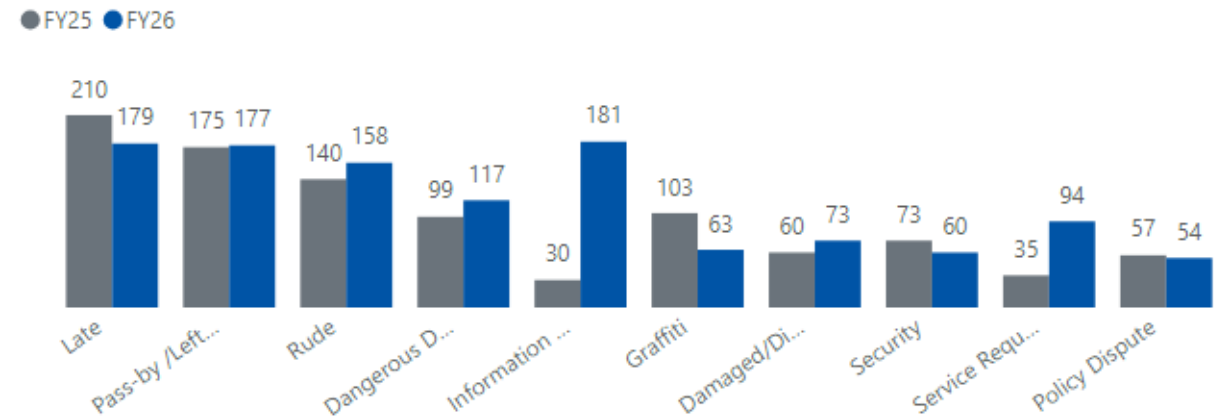
FY26 vs FY25 Comparison by Core Category

Top 10 Feedback by Core Category



FY26 vs FY25 Comparison by Sub-Code

Top 10 Systemwide Feedback by Subcode

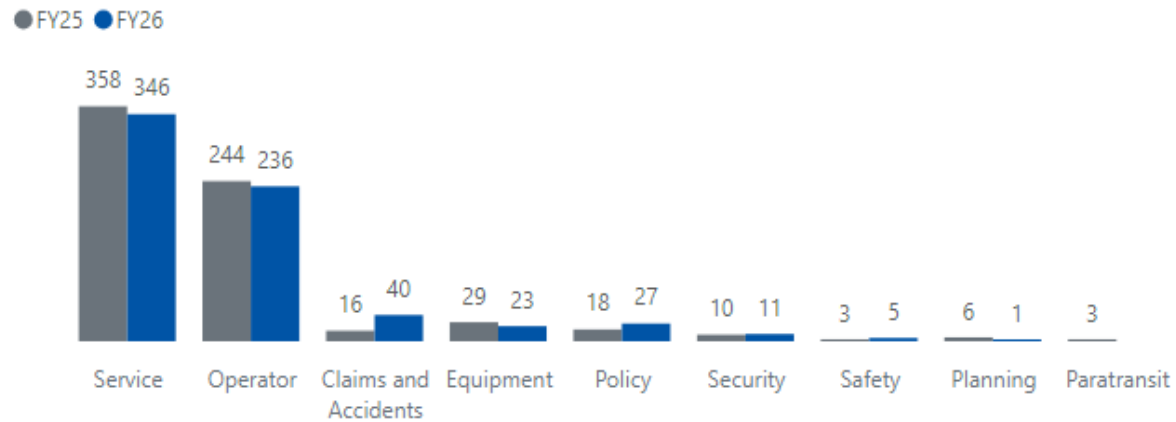


Systemwide FY26 feedback is trending 13.4% higher this fiscal year when compared to last year. All Departments have received more feedback except for FLEX and SPRINTER, which experienced decreases.

BREEZE Customer Feedback

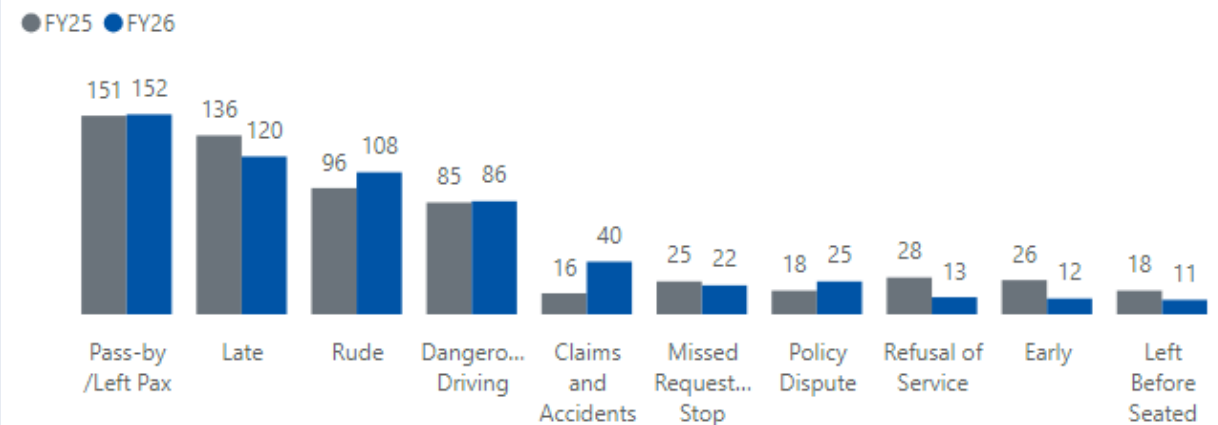
FY26 vs FY25 Comparison by Core Category

Top 10 Feedback by Core Category



FY26 vs FY25 Comparison by Sub-Code

Top 10 Systemwide Feedback by Subcode

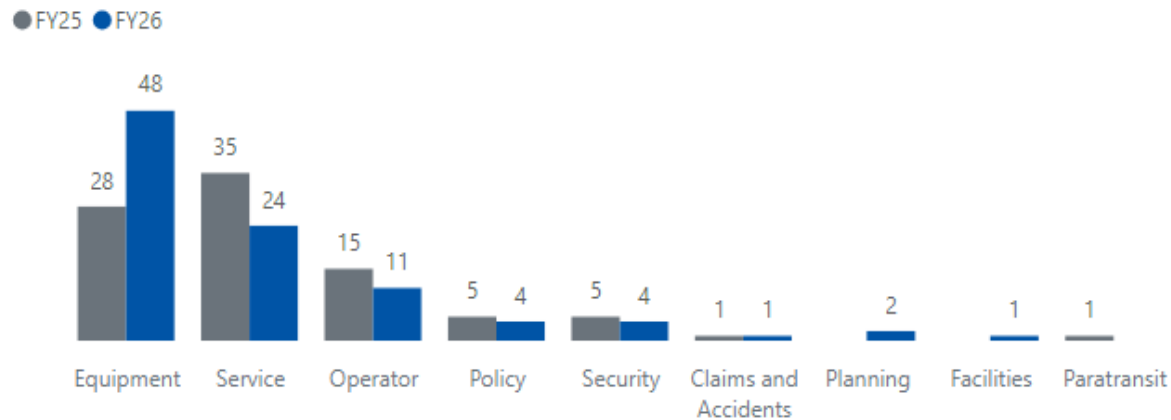


BREEZE feedback is trending 0.3% higher than when compared to last year. Majority of the feedback received is regarding service issues and operator behavior. The top four sub-codes continue to remain the same year over year with claims and accidents and policy disputes experiencing increases.

COASTER Customer Feedback

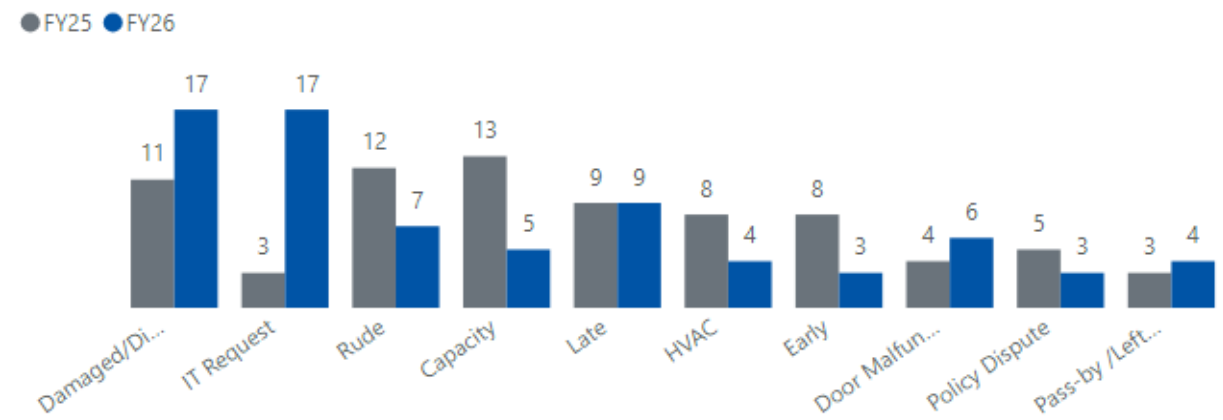
FY26 vs FY25 Comparison by Core Category

Top 10 Feedback by Core Category



FY26 vs FY25 Comparison by Sub-Code

Top 10 Systemwide Feedback by Subcode

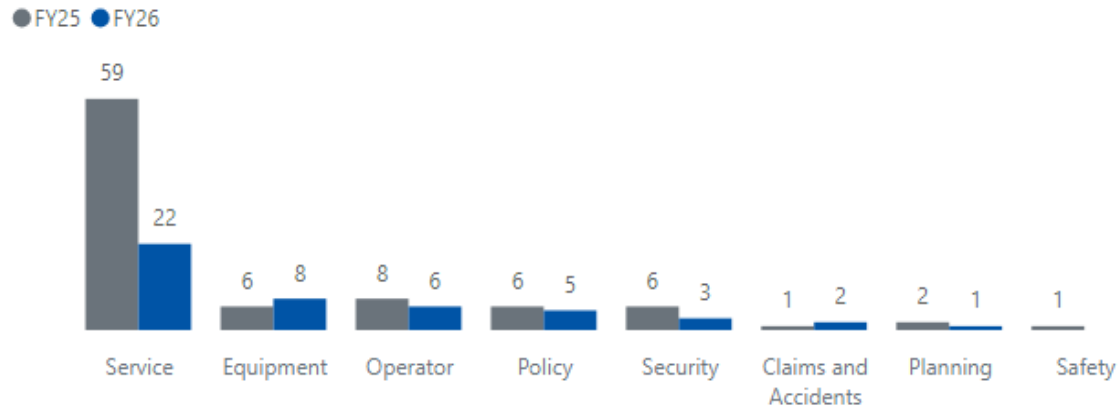


COASTER feedback is trending 5.6% higher this fiscal year when compared to last year. The increase is due to more feedback regarding damaged and/or dirty trains and IT requests.

SPRINTER Customer Feedback

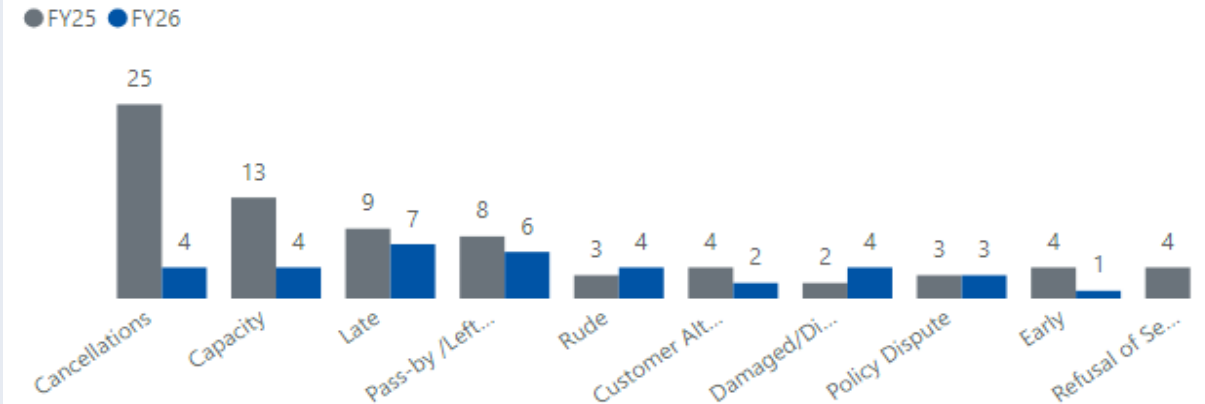
FY25 vs FY24 Comparison by Core Category

Top 10 Feedback by Core Category



FY25 vs FY24 Comparison by Sub-Code

Top 10 Systemwide Feedback by Subcode

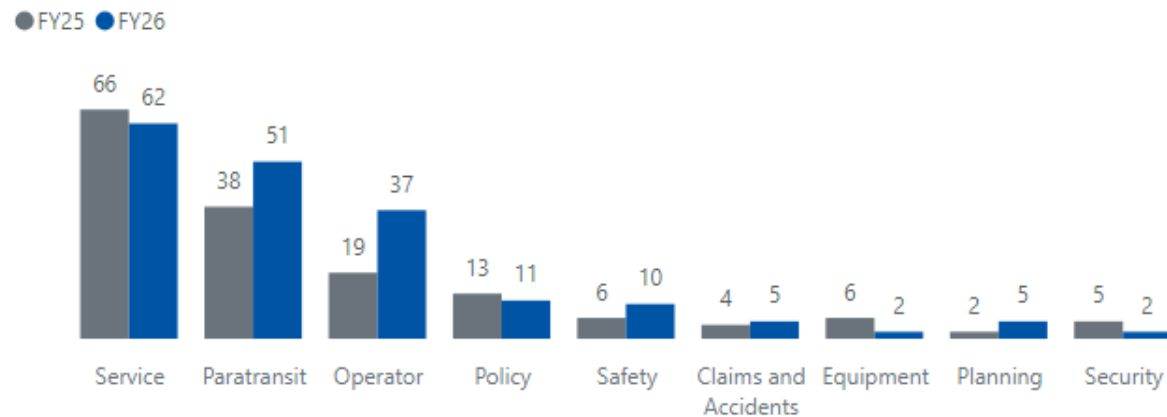


SPRINTER feedback is trending 47.2% lower this fiscal year when compared to last year. The decrease in feedback is due to fewer cancellation complaints and capacity concerns.

LIFT Customer Feedback

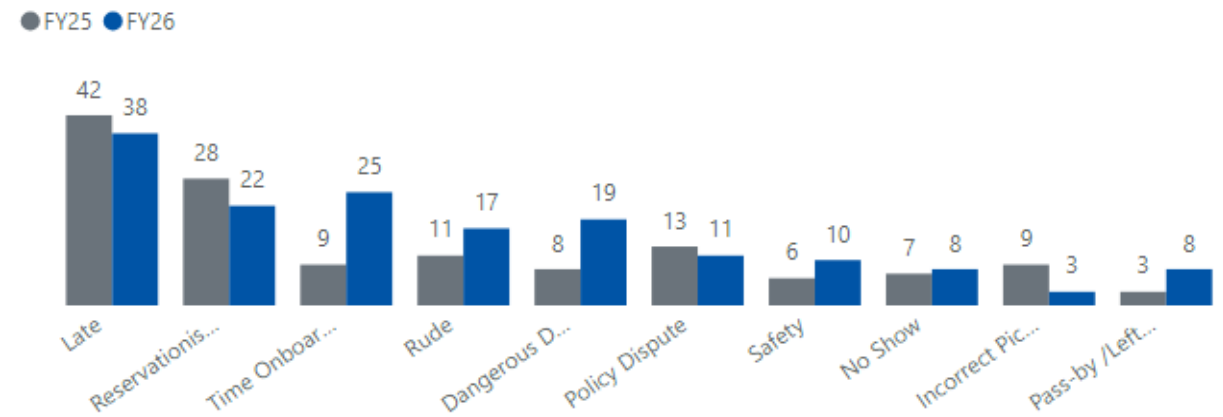
FY26 vs FY25 Comparison by Core Category

Top 10 Feedback by Core Category



FY26 vs FY25 Comparison by Sub-Code

Top 10 Systemwide Feedback by Subcode

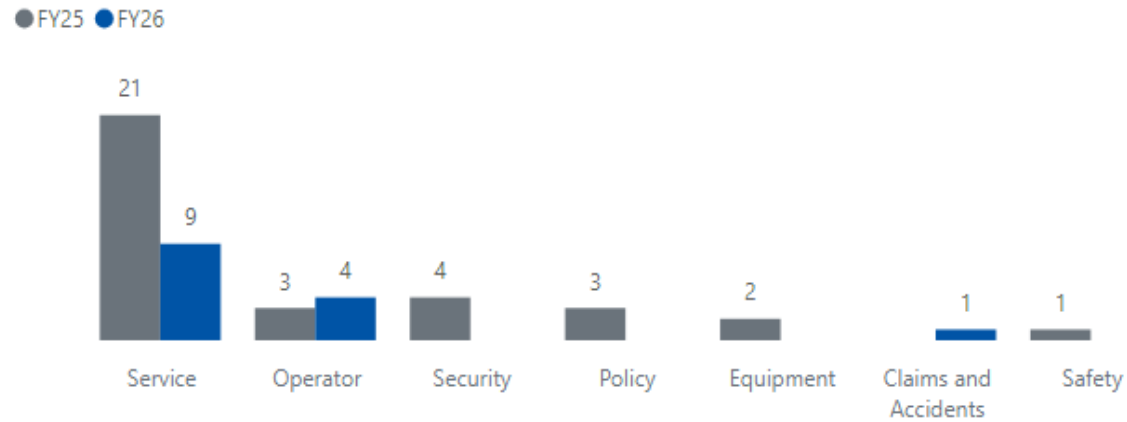


LIFT feedback is trending 16.4% higher this fiscal year when compared to last year. Issues with Reservationist and or Dispatch and late service make up most of the feedback received this year.

FLEX Customer Feedback

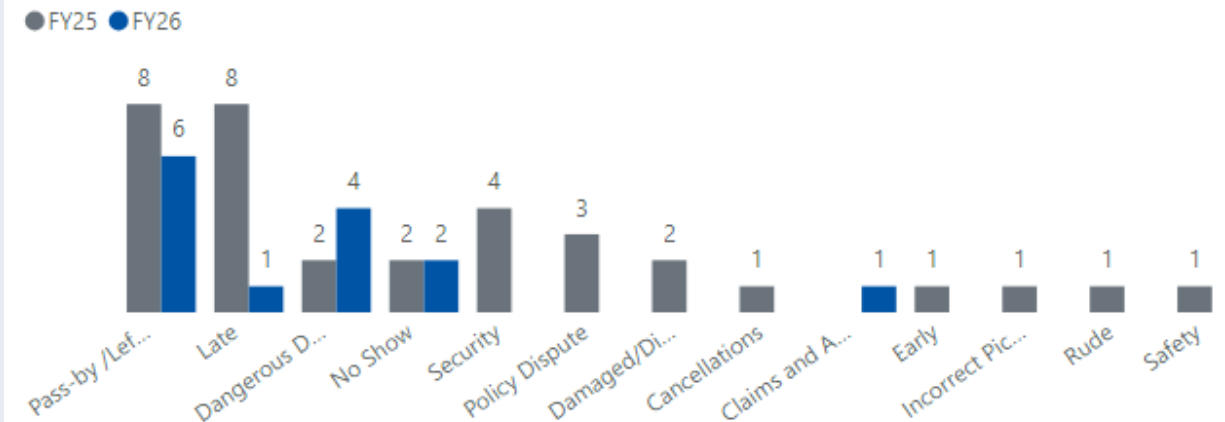
FY26 vs FY25 Comparison by Core Category

Top 10 Feedback by Core Category



FY26 vs FY25 Comparison by Sub-Code

Top 10 Systemwide Feedback by Subcode



FLEX feedback is trending 58.8% less this fiscal year when compared to last year. The decrease in feedback is related to fewer pass-by/left passenger concerns and service late issues; however, dangerous driving did increase when compared to last year.

Customer Experience Enhancement

- Customer Experience conducts monthly meetings with NCTD's modal operations 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
 - Community Resource Fairs
 - Homeless Court pop-up events
- School Campus Events
 - 34 on Campus events in FY26
 - 10-150 PRONTO cards each event

Questions?

NCTD+ Microtransit Program

RELATED TO
AGENDA ITEM 3



MSPBD Committee
June 18, 2026

COASTER SPRINTER BREEZE FLEX *LIFT* NCTD+

NORTH COUNTY TRANSIT
SAN DIEGO RAILROAD

810 Mission Avenue | Oceanside, CA 92054 | (760) 966-6500 | GoNCTD.com

Background

- **NCTD's Microtransit Pilot Program Suitability Analysis analyzed 14 potential microtransit zones throughout North County and established a tiered prioritization framework**



Equity

- Minority Population
- Low-Income Communities
- Vulnerable Community Designations
- Population with Disability
- Zero Vehicle Households



Transit Connectivity

- # of Transit Stations and Transit Centers
- Residents not previously served by transit
- Walkability



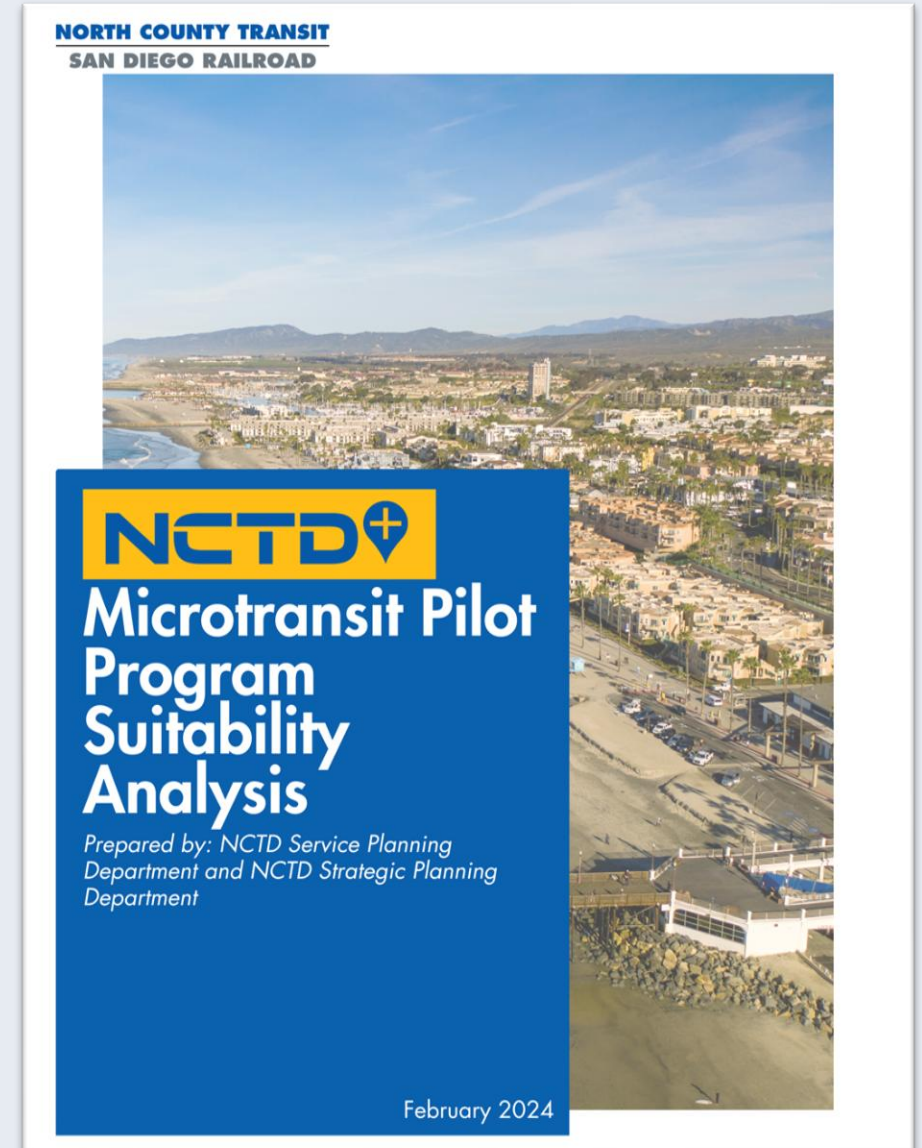
Efficiency

- Predicted Passengers per Vehicle Hour
- Predicted Average Wait Time



Points of Interest

- Schools
- Business Sites
- Civic Centers/Public Services
- Medical
- Shopping Centers
- Entertainment Destinations



Primary Use Cases



**Hard-to-serve
areas by fixed
route**



**First/last mile
Connectivity**



**Limited
pedestrian/bike
infrastructure**

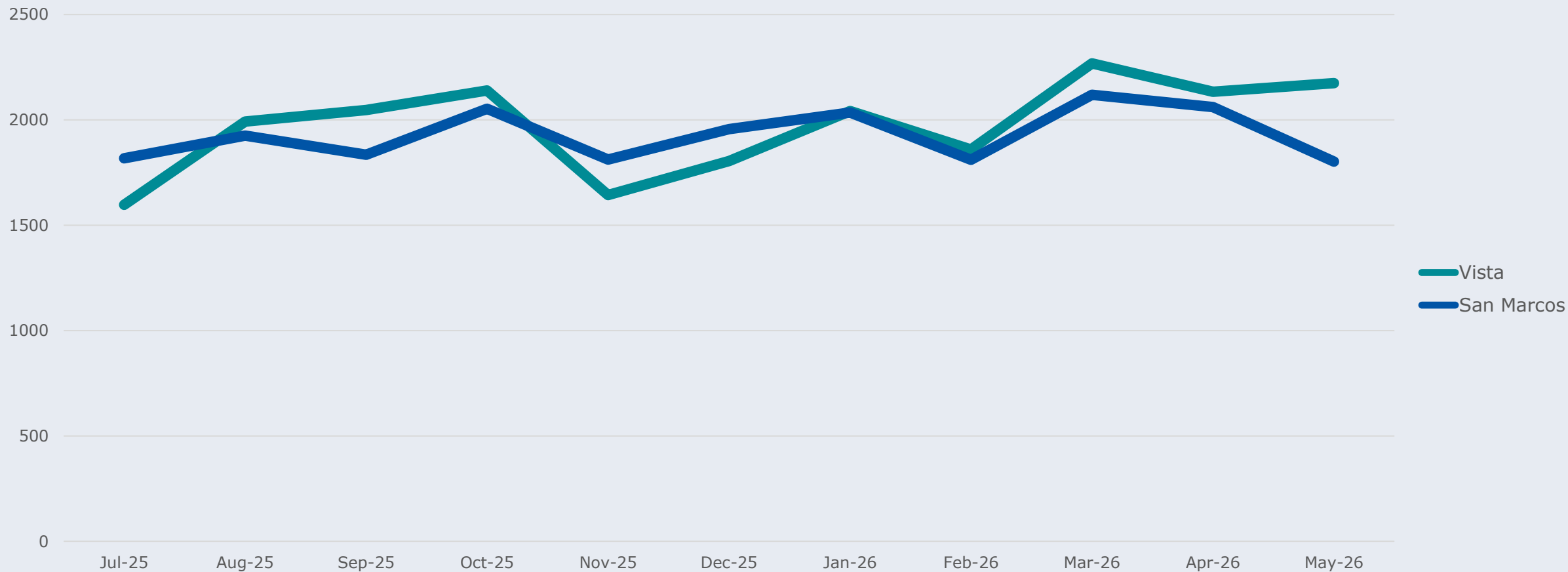
NCTD+ Key Statistics

- **For FY26-to-date:**

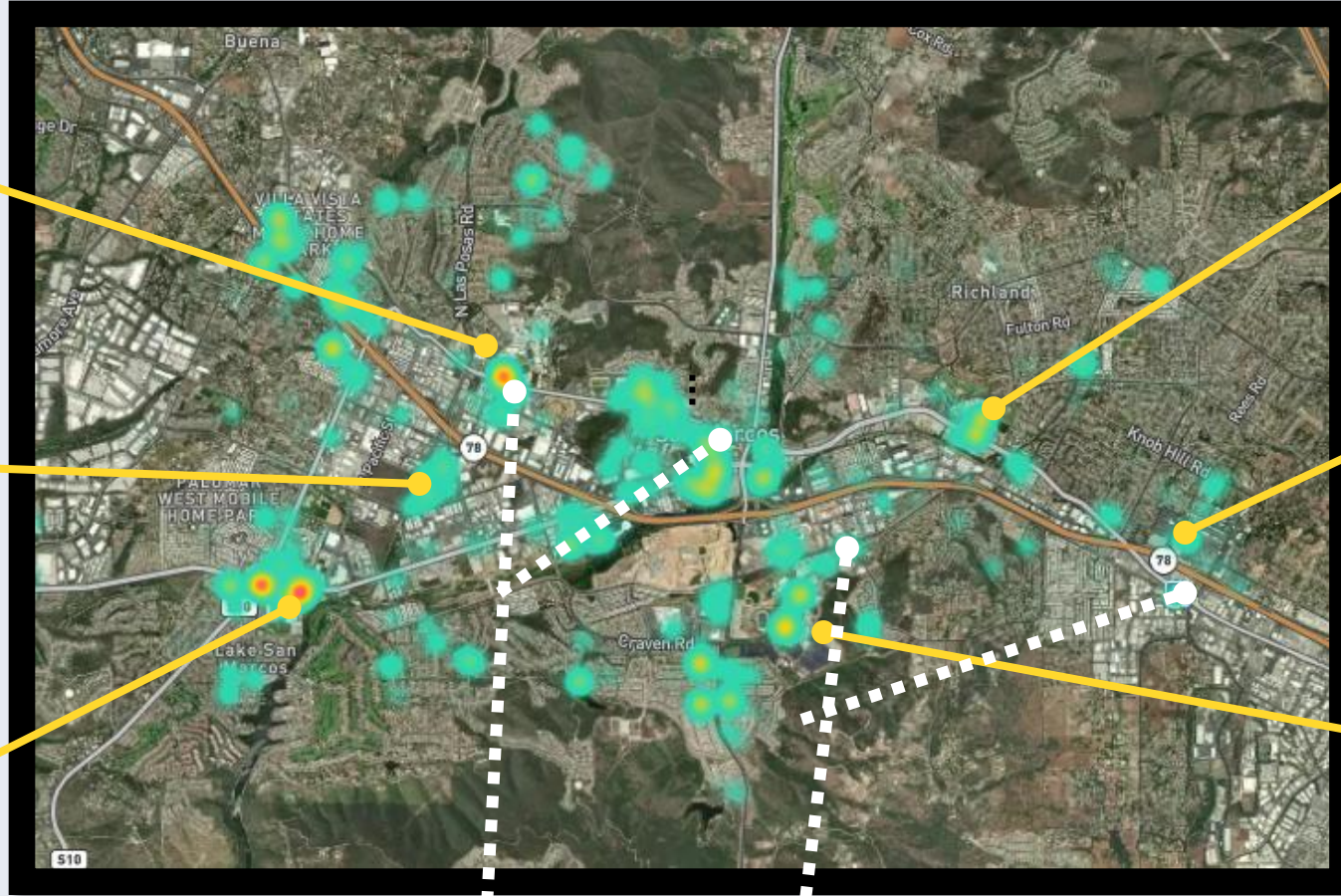
- **Total Boardings:** 42,926
- **Pooled Trips:** 61%
- **Trips booked through the app:** 97.7%
- **Median Wait Time:** 15.4 minutes
- **Average Number of Requests per Rider:** 28
- **Average Passengers per Revenue Hour:**
 - **Weekday:** 3.8
 - **Weekend:** 3.3



NCTD+ Ridership by Zone



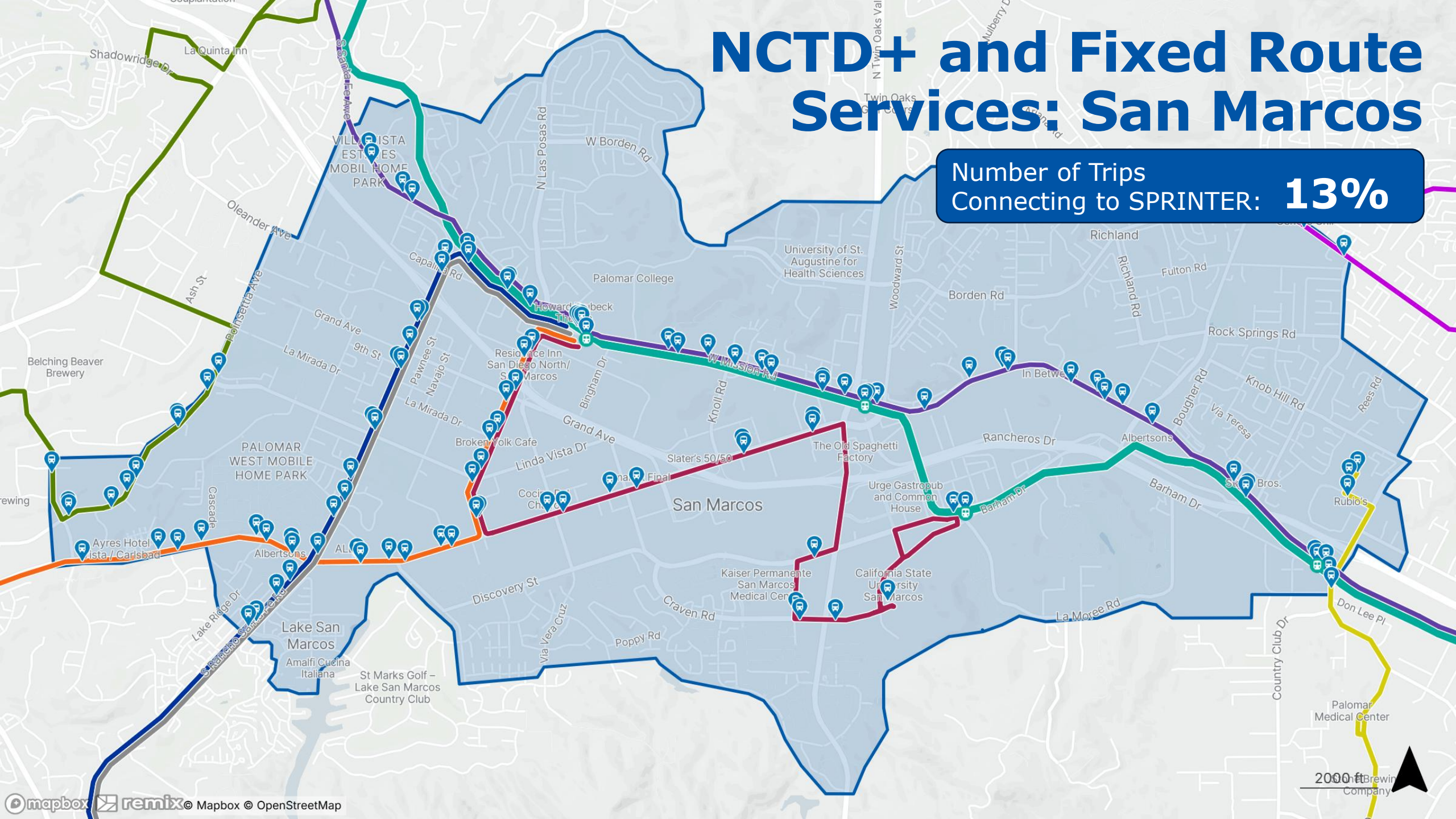
NCTD+ Ridership – San Marcos



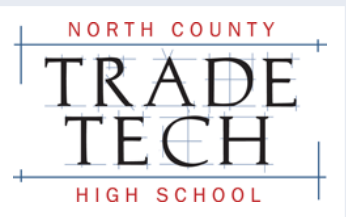
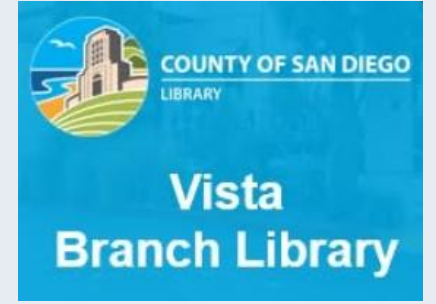
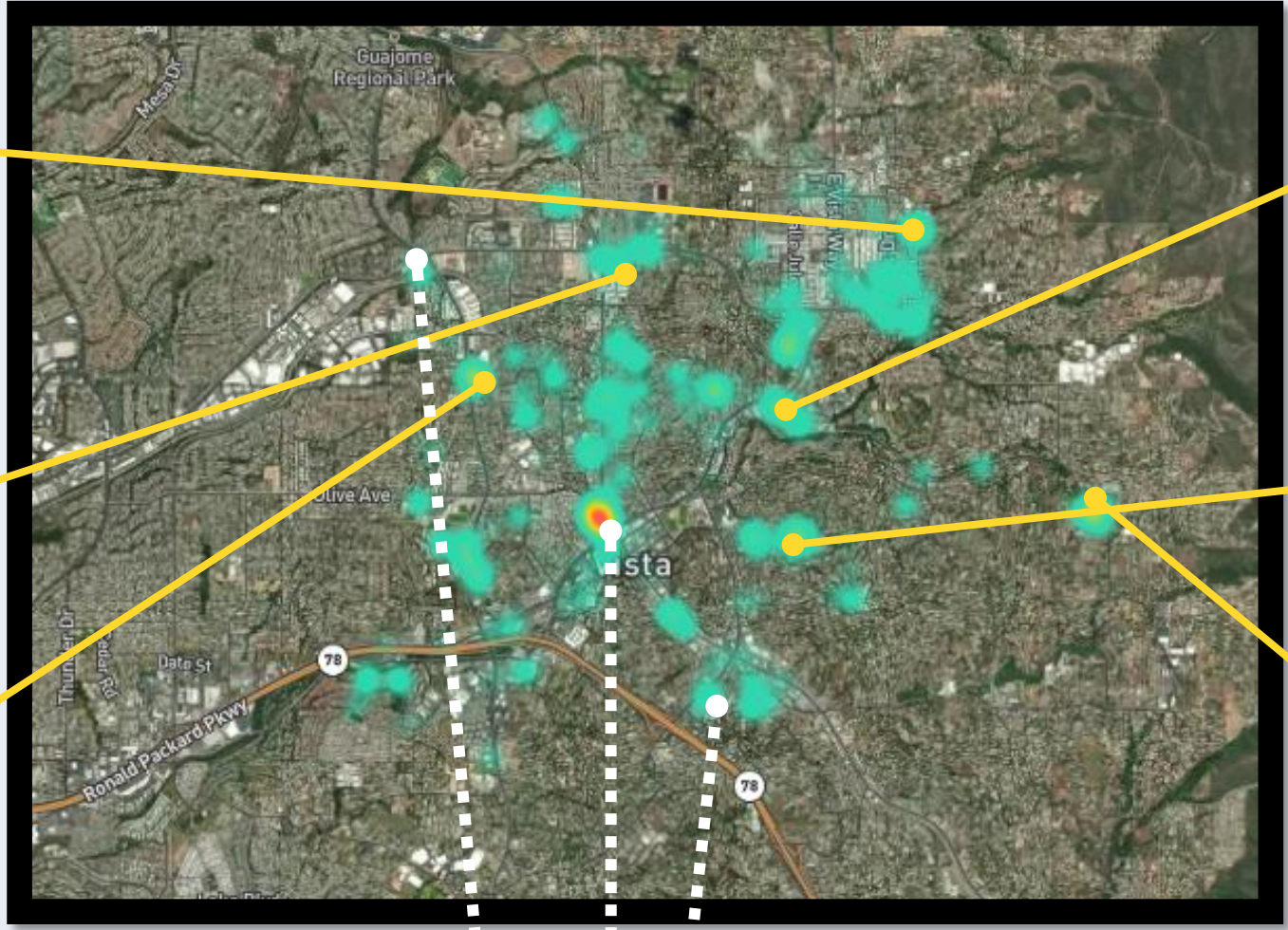
SPRINTER

NCTD+ and Fixed Route Services: San Marcos

Number of Trips Connecting to SPRINTER: **13%**



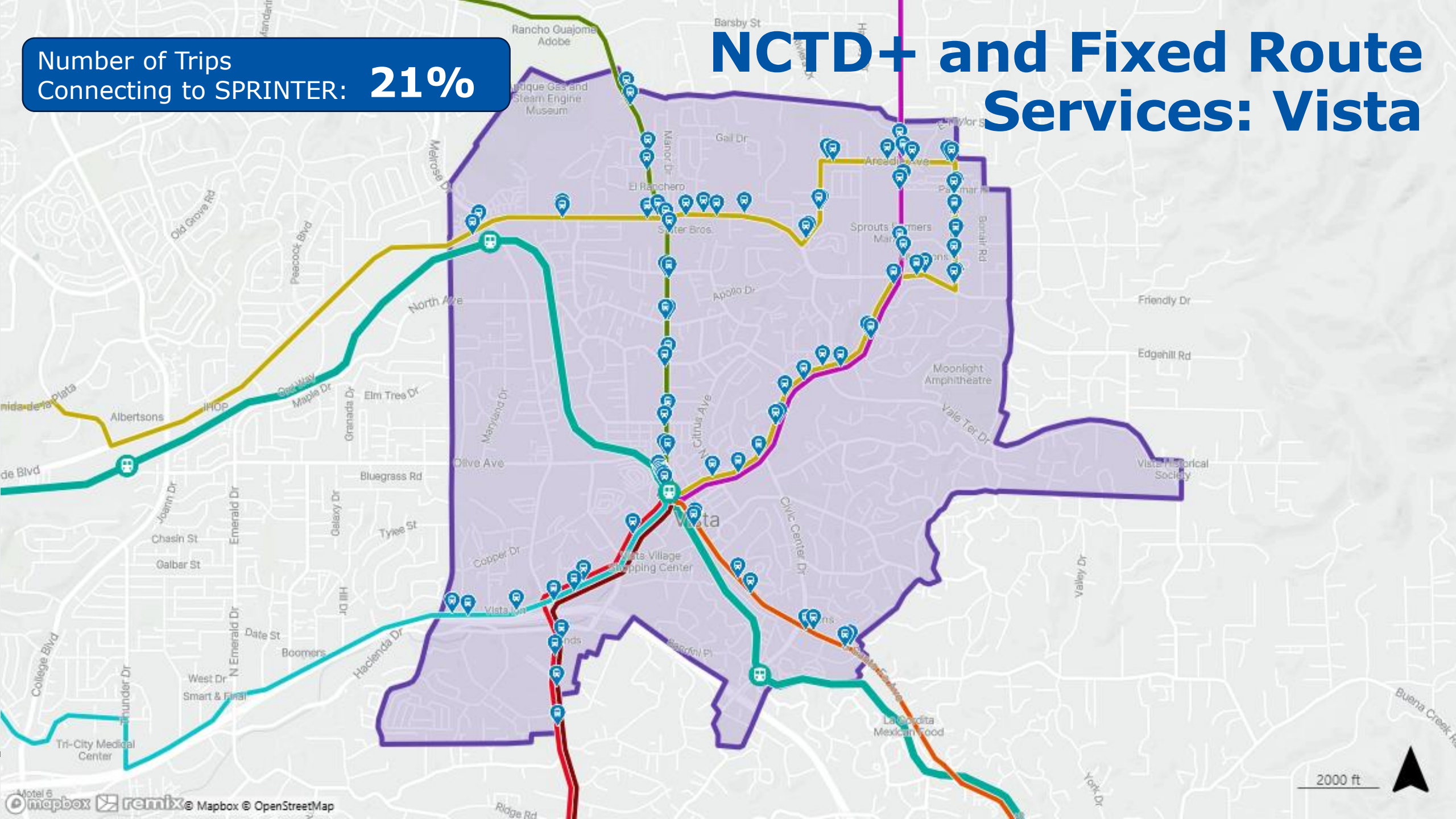
NCTD+ Ridership – Vista



SPRINTER

Number of Trips Connecting to SPRINTER: **21%**

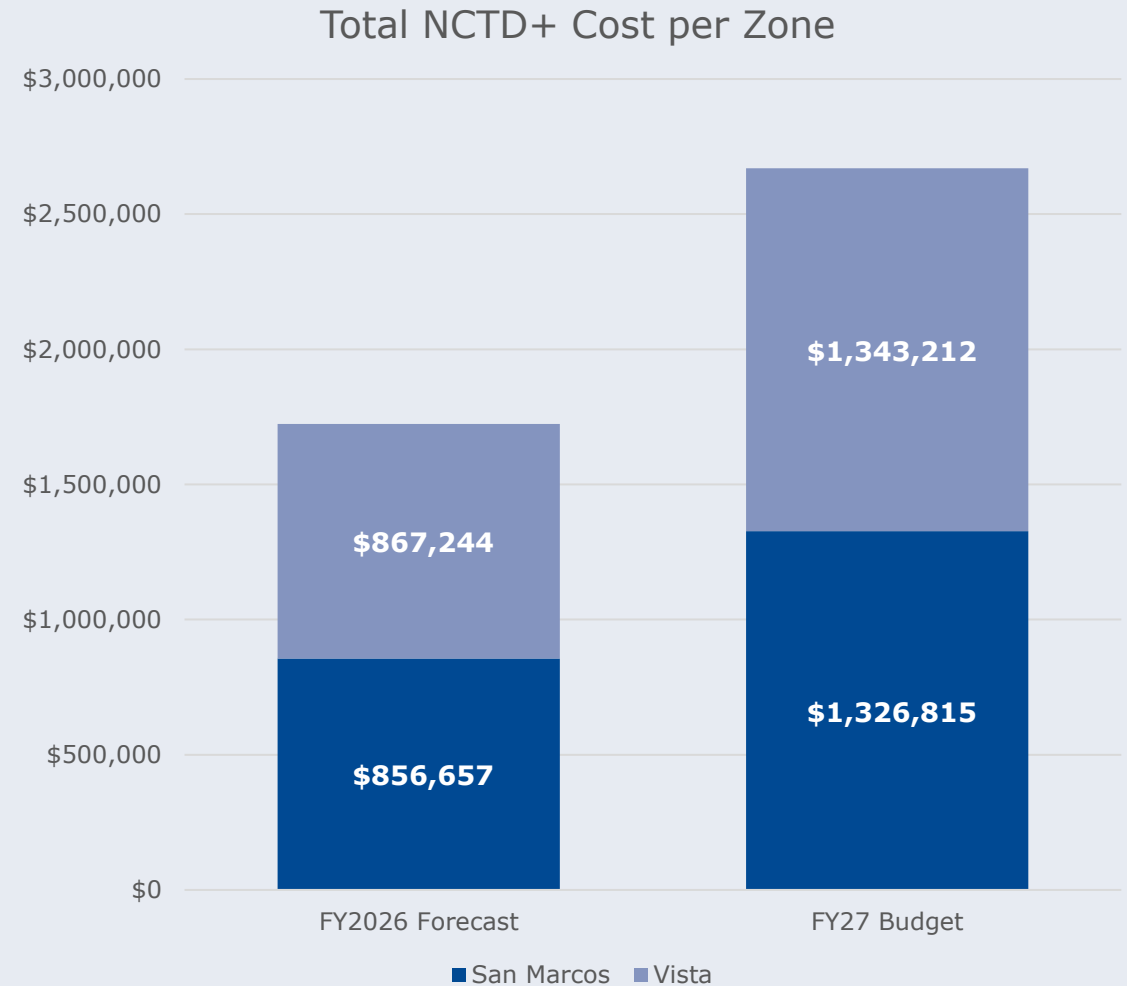
NCTD+ and Fixed Route Services: Vista



NCTD+ Cost

- **Cost per Passenger**

- **BREEZE:** \$11.21
- **FLEX:** \$69.92
- **NCTD+:** \$56.93
- **LIFT:** \$126.57



FY2027 Budget

Questions?