

810 Mission Avenue
Oceanside, CA 92054

(760) 966-6500

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

Agenda

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

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

Mary Dover – Staff Committee Liaison

Date: March 24 2025 at 10:00 A.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/82244861667?pwd=uAkBM3flX5wBeObY59pP3BaOIIGkcN.1>

Phone Participation:

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

Webinar ID: 822 4486 1667

Passcode: 083230

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 10:00 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.

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 – 3

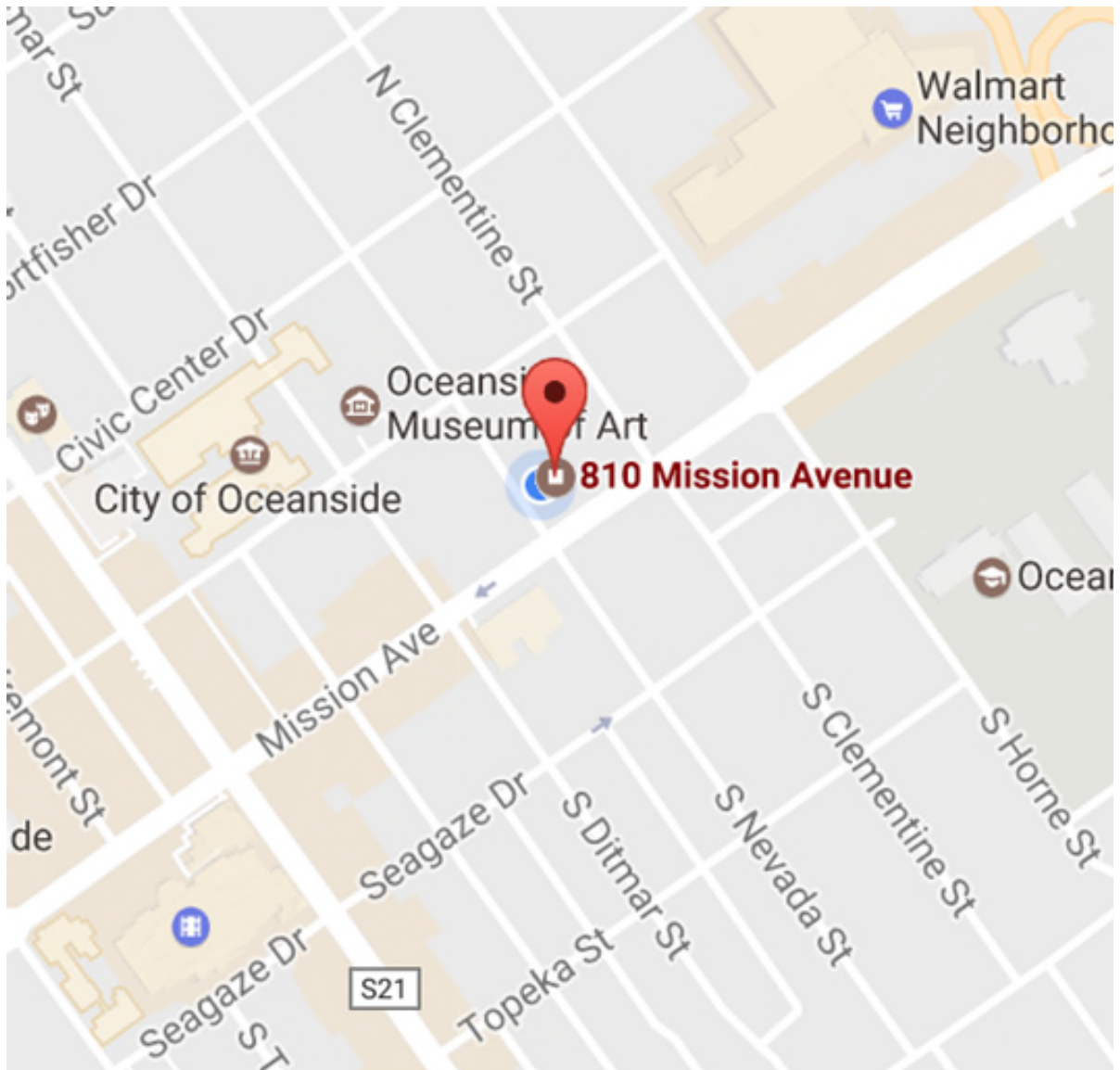
1. **Elect MSPBD Committee Chair and Vice-Chair**
The Committee will elect a Committee Chair and Vice-Chair for the MSPBD Committee. The Board Member elected as the Committee Chair will sit on the NCTD Executive Committee per NCTD Board Policy No. 3 – *Committees and External Appointments*.
(Suheil Rodriguez, Director of Administration/Clerk of the Board)
 2. **Receive Proposed Calendar Year (CY) 2025 MSPBD Committee Work Plan**
Per NCTD Board Policy No. 3 – *Committees and External Appointments*, the Committee will discuss the proposed Work Plan for the CY2025 MSPBD Committee.
(Mary Dover, Chief of Staff)
 3. **Receive Update on the Fiscal Year (FY) 2026 Service Implementation Plan (SIP)**
Staff will provide an update on the development of the proposed FY2025 SIP, including key assumptions.
(Katie Persons, Director of Service Planning)
- **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: April 17, 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.

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.

March 18, 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: March 24, 2025 at 10:00 a.m.

Posted At: 810 Mission Avenue, Oceanside, CA

Posted Online At: www.goNCTD.com

Date & Time of Posting: March 18, 2025 by 5:00 p.m.

Posted By: Taylor Siwy, Deputy Clerk

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.



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

PROPOSED CY2025 WORK PLAN

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

Staff Committee Liaison: Mary Dover, Chief of Staff

COMMITTEE REVIEW	ITEM
March	• Elect MSPBD Committee Chair and Vice-Chair • Receive Proposed CY2025 MSPBD Committee Work Plan • Receive Update on the FY2026 Service Implementation Plan (SIP)
June	• Receive Marketing and Communications Program Update • Receive Update on Customer Feedback Trends and Initiatives
October	• Receive Update on BREEZE Planning Efforts • Receive an Update on Safety and Security • Receive Update on NCTD+ Microtransit

RELATED TO
AGENDA ITEM 3

NORTH COUNTY
TRANSIT DISTRICT



Receive Update on the FY2026 Service Implementation Plan

MSPBD Committee Meeting
March 24, 2025

COASTER SPRINTER BREEZE FLEX LIFT

Service Implementation Plan (SIP)

- The SIP provides a service plan forecast with detailed information about the upcoming fiscal year.
- The SIP is a requirement under the Master Memorandum of Understanding (MOU) with SANDAG to satisfy the regional requirement for a short-range transit plan.
- The SIP is developed consistent with NCTD Board Policy No. 17 – *Budget Development*



Key Assumptions – FY2026

- Current federal, state, and local funding projections will require NCTD to make service level reductions across all modes.



Other Key Factors – FY2026

- Regional Youth Opportunity Pass program is currently funded through June 30, 2026
- NCTD will submit a funding request to SANDAG's Flexible Fleets program to fund Fallbrook-Pala and Eastern Oceanside zones
- UCSD U-Pass expanded to provide UCSD students access to COASTER, FLEX, and NCTD+



Key Assumptions – FY2027+

- **New COASTER Passenger Stations**
 - Convention Center (FY2027)
 - Del Mar Fairgrounds (FY2030)
- **SPRINTER Doubletracking and Frequency Increases**
- **Bus Network Redesign**



Other Key Factors – FY2027+

- **NCTD submitted a Caltrans Planning Grant application in January 2025 for a Bus Network Redesign**
 - Study will include three key scenarios:
 - Reduced funding scenario
 - Maintenance funding scenario
 - Increased funding scenario
 - Service scenarios and costing would be developed as part of the study and incorporated in future SIPs upon final adoption of the plan and appropriate financial outlook



Other Key Factors – FY2027+

- Uncertain funding projections at all levels of government, coupled with decreasing sales tax revenues, pose significant challenges in projecting future service levels.
- Should the current forecast continue without the introduction of a new funding source, NCTD will likely need to cut service in future years.



Next Steps

- **FY2026 Service Implementation Plan:**
 - Incorporate feedback and finalize SIP with Finance team by April 18, 2025
- **FY2026 Budget Development Process:**
 - April 17, 2025: Set public hearing for consideration of adoption of Budget
 - May 15, 2025: Board receives update on Budget development
 - June 26, 2025: Board asked to approve Operating and Capital Budget

