



BOARD OF DIRECTORS

Chairman Ed Gallo
Vice-Chair Dave Roberts
Bob Campbell
Rocky Chavez
David Druker
Bill Horn
Julianne Nygaard
Chris Orlando
Jerome Stocks

Karen King, Executive Director
C. Michael Cowett, General Counsel

AGENDA

PLANNING COMMITTEE MEETING

Chairman Jerome Stocks, Bob Campbell, Julianne Nygaard, Dave Roberts
Staff Committee Liaison: Tom Lichterman

Thursday, March 6, 2008 – NOON
311 South Tremont, Oceanside, California

1. Open Meeting
2. Changes to the Agenda
3. Committee Chair Election (No Staff Report)
4. College Pass Program Agreement with Cal State University San Marcos (CSUSM)
5. Budget Discussion (No Staff Report)
6. Strategies to Address Solving Revenue Shortfall Issues (No Staff Report)
7. Other Matters
8. Public Comment
9. Next Meeting: **Budget Workshop, Wednesday, March 26, 2008, 8:30 am**, 311 South Tremont, Oceanside, CA
10. Adjournment

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**STAFF REPORT TO THE
PLANNING COMMITTEE**

**Agenda Item #
4**

**TITLE: COLLEGE PASS PROGRAM AGREEMENT FOR CAL STATE
UNIVERSITY SAN MARCOS (CSUSM)**

Time Sensitive Consent

**STAFF
RECOMMENDATION:**

That the Board of Directors authorize the Executive Director to execute an agreement with California State University, San Marcos, for a College Pass Program.

**BACKGROUND
INFORMATION:**

During the FY 04 Budget cycle, the Board authorized a demonstration project to implement a "College Monthly Pass" discount program at local colleges. Under this program, students at approved colleges, meeting minimum attendance requirements, are provided a discount (currently \$10 or approximately 19%) off the cost of a BREEZE Monthly Pass. Participating colleges are required to support the program by providing a price or other type of incentive, or in-kind service, to be negotiated with each college. In April 2004, the Board made the program permanent. To date, Palomar College and Mira Costa College have entered into agreements for the program.

With the implementation of the SPRINTER, Cal State San Marcos has indicated a strong desire to establish a similar program on their campus. At this time, the Campus is unable to provide a further price reduction incentive but would provide alternative in-kind services in the form of an internal shuttle system connecting the station to various parts of the campus.

Under the draft agreement, CSUSM would receive the same 19% discount on the cost of the BREEZE/SPRINTER Monthly Pass, and would be required to follow the same rules regarding student eligibility, pass distribution and control procedures, and internal promotion of the program. CSUSM would also agree to continue to work with their student government to obtain support for a further pass discount to students.

Presently, only about 25 passes are sold on CSUSM campus each month. At this rate, the cost of the program to NCTD would be \$3,000 annually in reduced revenues. However, it is anticipated that with the start of direct SPRINTER service to campus, and implementation of this program, monthly pass sales will increase dramatically, far surpassing the cost of the discounting on the current level of pass sales, and generating significant new ridership.

ATTACHMENT: None

FISCAL IMPACT: The total fiscal impact of this action is unknown, since it is dependent on the number of student passes to be sold in the future. The fiscal impact per monthly pass sold is \$10 per month or \$120 annually, in reduced revenues.

**COMMITTEE
REVIEW:**
3/6/08

STAFF CONTACT: **Tom Lichterman**
Director of Rail Services
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March 6, 2008

TO: North County Transit District Board Members
FROM: Clerk of the Board
SUBJECT: POSTING OF BOARD AGENDA

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

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

Meeting Date and Time: March 6, 2008; **NOON**
Posted At: 810 Mission Avenue, Oceanside, CA and
311 So. Tremont, Oceanside, CA
Date & Time of Posting: February 29, 2008; 5:00 p.m.
Posted By: Clerk of the Board