



## WHAT'S INSIDE

Tracking Performance & Delivering Results	2
Mobility Plan . . . .	3
Breaking News . . .	4
Calendar of Events	5

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### BOARD OF DIRECTORS

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**Bill Horn**  
Supervisor, County of San Diego  
Board Vice Chair

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Mayor, City of Oceanside

**Dave Roberts**  
Councilman, City of Solana Beach

**Steve Gronke**  
Councilman, City of Vista

### EXECUTIVE DIRECTOR

**Matthew O. Tucker**

### GENERAL COUNSEL

**Paula de Sousa**

## A Strong Start in the New Year

The New Year is officially underway, and with it comes new and continuing initiatives by North County Transit District to streamline our operations and save taxpayer dollars. The New Year has also brought changes to our Board of Directors. While you will see some new faces, you can rest assured that the Board will continue providing strong financial oversight and ensure we are prudently managing our funds to the benefit of taxpayers.

In the last quarter of 2010, we launched this Report to the Community to share with you our progress toward meeting specific performance goals outlined in our Business Plan. We are continuing to work toward accomplishing these objectives and remain focused on providing quality transportation service. To keep ourselves on track and accountable to our goals, NCTD has implemented a monthly performance tracker. These reports will review our service in key areas and compare it with our previous year's performance. See inside for more details on how we're shaping up.



A major focus of operations this year is implementation of our Mobility Plan. Following a complete evaluation of the District's fixed-route bus services, which included public meetings throughout the region, the Mobility Plan made recommendations for service changes to improve the speed and frequency of bus routes and focus service in the areas of highest demand. As NCTD considers how to implement these recommendations, we will continue meeting with customers and stakeholders to ensure our service meets the needs of North San Diego residents.

There are many other exciting changes in store for the year. I hope you will take a moment to review this Report and learn more about how we are striving to do our best for you.

# Tracking Performance & Delivering Results

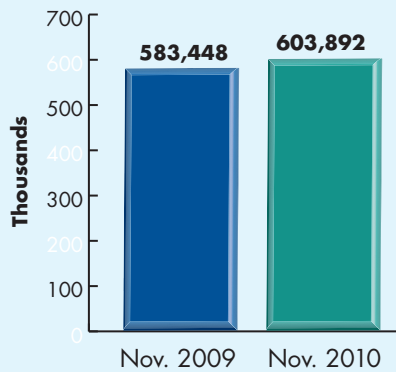
At North County Transit District, we know that results matter. In order to reach the performance goals we have set, it's imperative that we measure progress along the way. To ensure we stay on course, we have developed a monthly report to gauge our strengths and weaknesses. These reports cross-reference the outcome of our

efforts from one year to the next, providing a concrete framework for assessing our progress.

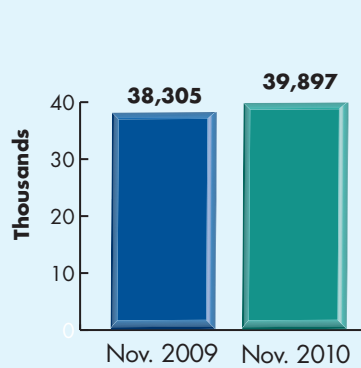
The following graphs provide an overview of our service and operations in November 2009 and November 2010. These reports will be accessible each month on our website at [gonctd.com](http://gonctd.com).

## OPERATIONS

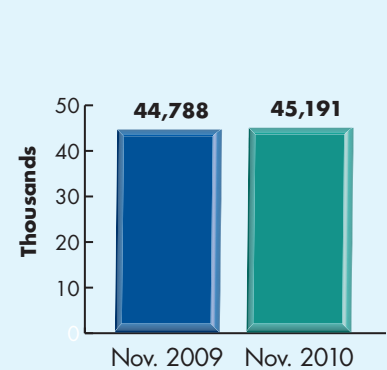
### Revenue Miles Provided



### Vehicle Service Hours

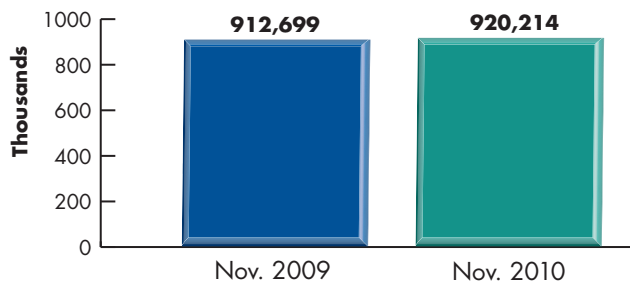


### Trips Operated

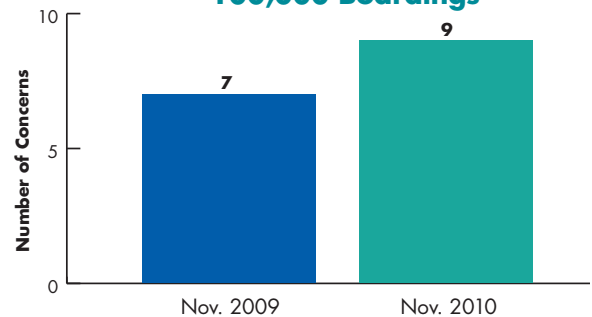


## CUSTOMER SERVICE

### Total Boardings

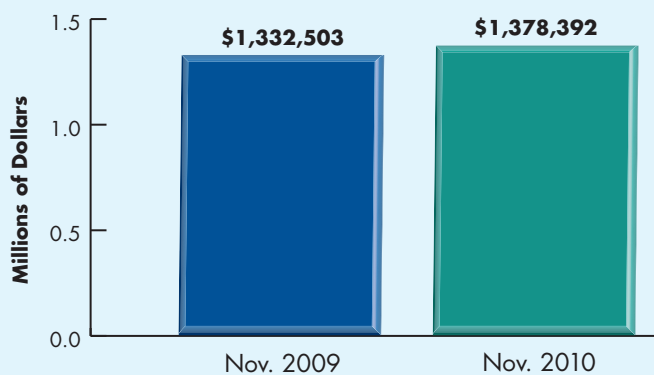


### Customer Concerns Per 100,000 Boardings

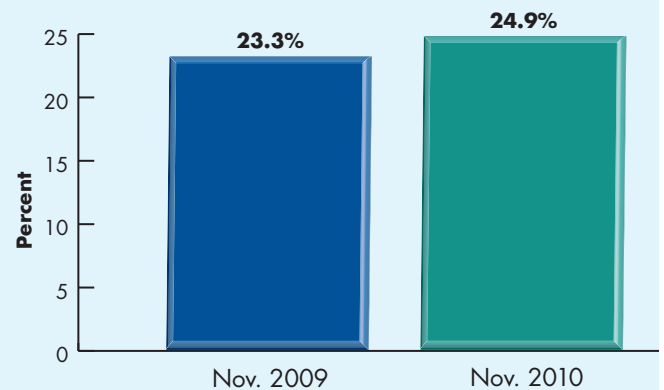


## FINANCIALS

### Fare Revenue



### Farebox Recovery Ratio





## **North County Transit District: Dedicated to serving our customers *when, where* and *how* they want**

North County Transit District undertook a complete evaluation of our BREEZE bus service to determine the most effective and efficient ways to serve our customers throughout the region. Known as the Mobility Plan, this study outlines our efforts to improve bus service on our most heavily traveled routes with faster and more frequent service – resulting in less customer travel and waiting time. Several new routes are proposed, and some other routes will be extended or redirected for improved connections.

Based upon the recommendations of the Mobility Plan, NCTD is proposing a number of changes to BREEZE bus services including:

- ◆ Route alignment changes
- ◆ Changes in days and hours of service
- ◆ Changes in service frequency
- ◆ Substitution of fixed-route/scheduled service with flexible/demand-based service in some areas

Before these changes are implemented, the NCTD Board of Directors will hold a public meeting to hear from the community. Following



your input, the Board will respond to comments and approve a final plan.

There are several options for expressing your comments on the Mobility Plan:

- ◆ Attend the public meeting
- ◆ Attend a community workshop
- ◆ Complete an online survey
- ◆ Write a letter

More information on these options, as well as accommodations for persons with disabilities and limited English proficiency, can be found on our website at [gonctd.com](http://gonctd.com).

### **Mark your calendar to attend and have a voice in the future of your public transportation system!**

#### **Public meeting on Mobility Plan**

April 21, 2011 – 2 p.m.  
North County Transit District  
810 Mission Avenue  
Oceanside, CA 92054

#### **Board decision on Mobility Plan**

May 19, 2011 – 2 p.m.  
North County Transit District  
810 Mission Avenue  
Oceanside, CA 92054

# BREAKING NEWS

## LIFT SERVICE GAINS INCREASED FLEXIBILITY THRU DIRECT ROUTE SERVICE AND SMALLER VEHICLES

Beginning July 1, NCTD will transition LIFT operations to a new contractor, American Logistics. American Logistics will utilize a variety of vehicles, including passenger vans and taxis, to

better meet customers' needs. LIFT customers will also benefit from shorter, more direct travel routes.

LIFT customers should continue to expect the same high-quality, reliable service they currently receive.

Specifically, following the transition:

- ◆ NCTD will continue management and oversight of LIFT operations
- ◆ LIFT reservation and cancellation contact numbers remain the same: 760.726.1111
- ◆ Trip prices will remain the same
- ◆ Existing subscription service will continue to be honored

**For questions about LIFT service, contact Scott Transue at 760.967.2821.**



## LOWER FARES AND ...

All aboard! NCTD's year-long promotional fare reduction for BREEZE, COASTER and LIFT service has arrived. BREEZE and LIFT customers can save \$0.25 and \$0.50 per one-way ticket, respectively. COASTER customers can save on one-way and monthly passes.

## INCREASED SERVICE!

Expanded SPRINTER service has left the station! Additional weekday evening trains and late-night weekend service mean you can do more.

Visit our new website at [gonctd.com](http://gonctd.com) for more information on these exciting programs.



## Check out these fun seasonal activities in North County!

Ride public transit to enjoy these festivities hassle-free.

Visit [gonctd.com](http://gonctd.com) to plan your trip now.



# CALENDAR OF EVENTS

Date	Event	Place	Time
February 20	Sunday SPRINTER Matinee featuring János Négyesy & Friends	California Center for the Arts Escondido Center Theater	2 p.m.
April 3	Carlsbad 5000	Carlsbad Village COASTER Station	7 a.m. – 1 p.m.
April 5	Padres Home Opener	Petco Park – Downtown San Diego	3:35 p.m.
April 16 & 17	Oceanside Days of Art	Oceanside Civic Center	10 a.m. – 5 p.m.
May 1	Carlsbad Village Street Faire	Carlsbad Village	8 a.m. – 5 p.m.
May 29	Vista Village Strawberry Festival & Street Fair	Vista Village	9 a.m. – 4 p.m.
September 24 & 25	Oceanside Harbor Days	Oceanside Harbor	9 a.m. – 6 p.m.
<b>Year-round</b>			
Last Thursday of month	Art Walk - Thursdays on the Coast	Carlsbad Village	5:30 – 8:30 p.m.
Tuesdays	Escondido Farmers' Market	Downtown Escondido	3 – 6:30 p.m.
Thursdays	Oceanside Farmers' Market	Pier View Way in Oceanside	9 a.m. – 1 p.m.
Thursdays (April – December)	Sunset Market	Pier View Way in Oceanside	5 – 9 p.m.
Wed. & Sat.	Farmers' Market	Downtown Carlsbad	1 – 5 p.m.