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## REPORT TO THE COMMUNITY

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Paula de Sousa

## North County Transit District's Green Initiatives are on the Go

The North County Transit District is continuing good environmental stewardship by installing alternative power sources for the daily operations of our transit system.

This month, NCTD turned on its second solar installation – this one at the SPRINTER Maintenance Facility in Escondido. It is approximately 225 kilowatts and is expected to offset nearly 30 percent of the power needs for the facility, which uses more power than any other facility in the District. This system was funded by a competitive American Reinvestment and Recovery Act (ARRA) Transit Investments in Greenhouse Gas Reductions (TIGGER) grant.

The project not only installed solar panels, it also repaired a leaky roof that has presented significant issues for NCTD and contractor personnel. A challenge arose with the project when panels were installed in an area designed to prevent pollution from water runoff. To protect that purpose, the project replaced the irrigation system and vegetation. The added benefit is that this investment cuts the facility's water consumption by more than 25 percent.

The project was a collaborative effort between the technology, facilities and rail operations teams, with significant assistance from Transit America and Martifer Solar. NCTD feeds the solar power into the region's main electric grid and receives credit from SDG&E.

This is NCTD's second major solar installation. The first panels were installed last spring on the roof of NCTD's administrative headquarters and offset energy costs of the data center, which is the part of our administrative building that houses server equipment. In May, a BREEZE solar installation will go live and add another 200 kilowatts of power generation capability, quickly followed by demonstration projects that will install panels on the top of carports at Oceanside Transit Center and a test project in the Rail Right-of-Way near the Buena Creek SPRINTER station.



# Setting the Course for Success

North County Transit District's Fiscal Year 2011 Business Plan outlines key performance goals related to our operations, community and customer relations and financial structure. To ensure our efforts are aligned toward meeting these goals, we have established performance reports to track and measure our progress along the way.

In our last Report to the Community issued in January, we provided a performance report structured to deliver monthly

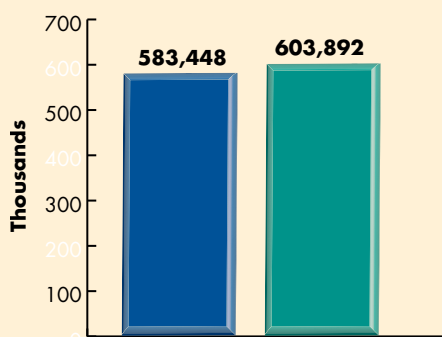
results. In an effort to provide a clearer picture of our efforts during a sustained period of time, we have reconfigured these reports to provide quarterly results.

The following graphs provide a summary of our services for Fiscal Year 2011 to date (July 2010 – March 2011) compared to the same period in Fiscal Year 2010 (July 2009 – March 2010). The reports will be accessible each quarter on our website at [gonctd.com](http://gonctd.com).

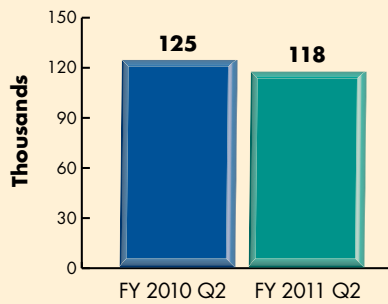
## OPERATIONS

### Revenue Miles Provided

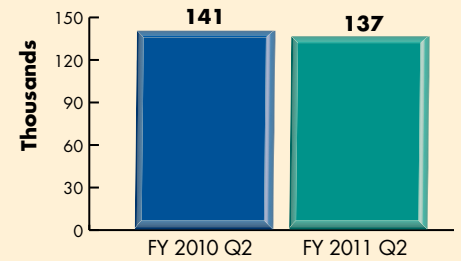
#### Revenue Miles Provided



### Vehicle Service Hours

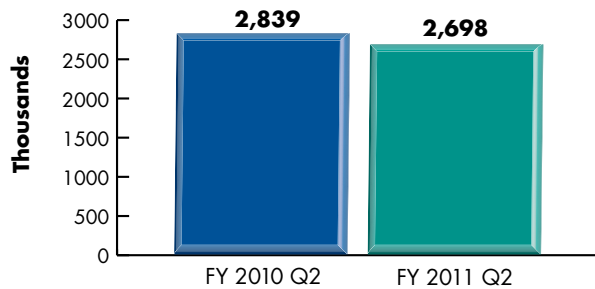


### Trips Operated

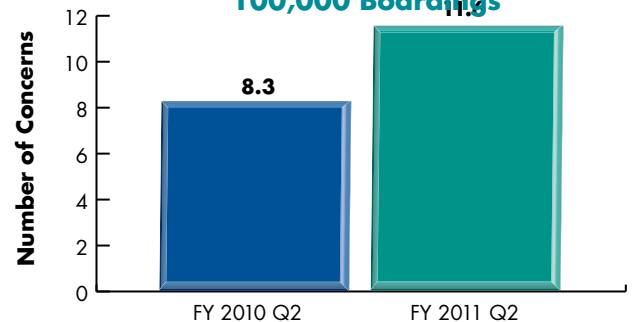


## CUSTOMER SERVICE

### Total Boardings

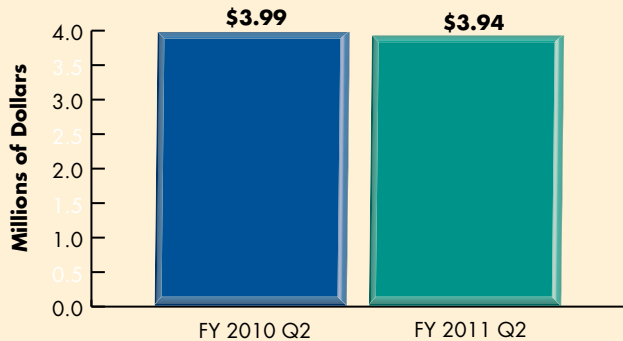


### Customer Concerns Per 100,000 Boardings

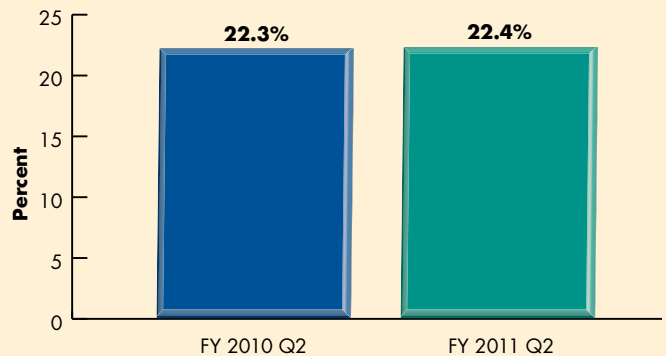


## FINANCIALS

### Fare Revenue



### Farebox Recovery Ratio





## Shaping **BREEZE Bus Service** for the Future

North County Transit District is continuing efforts to evaluate and align our BREEZE bus service to best meet our customers' needs through the Mobility Plan. Our planners have spent considerable time in recent weeks evaluating the valuable feedback we received from nearly **two dozen** community outreach meetings and **more than 1,000** customer feedback surveys. In addition, the NCTD Board of Directors held a well-attended public forum in April where more individuals came to share their insights about the proposed changes.

In coming weeks, planners will continue to analyze the stakeholder feedback and release more findings.

In the community of Ramona, where significant changes are proposed, NCTD officials will continue outreach efforts to explain the newly proposed FLEX service. NCTD also hopes to explore partnerships with social service agencies and others to consider subsidies for low-income passengers.

### Initial survey results on 36 separate route proposals:

- On 29 proposals, 65 percent or more of customers were favorable to the change or not impacted
- On seven proposals, 35 percent or more of customers were unfavorable to or disliked the change



Our team is dedicated to making adjustments to the proposed Mobility Plan to ensure the route and service changes we make work for you and for the North County region. Staff recommended several changes to the original proposal based on customer feedback. Key recommendations include:

In May, planners will present the NCTD Board with more Mobility Plan revisions based on community feedback. Board members are scheduled to finalize the changes at the May meeting.

- **Route 308** – Extended in response to private businesses willing to offset costs.
- **Route 321** – Still planned for elimination, but with rush-hour shuttles for students and commuters.
- **Quarry Creek** – A new fixed-route 323 is proposed instead of FLEX service, with added trips on Tamarack Avenue.
- **Routes 309 and 333** – Will change as proposed, but Route 309 will provide additional coverage.
- **Route 446** – Will take a more direct route north from Poinsettia Station.

**The NCTD Board of Directors  
will soon meet to finalize the  
Mobility Plan.**

**Mark your calendar to attend.**

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

# BREAKING NEWS

## RIDERSHIP IS ON THE RISE!

North County Transit District ridership is on the upswing in 2011. NCTD officials attribute the increase to a variety of factors spanning from an



improving economy to climbing gas prices. In addition, North County residents are also likely taking advantage of NCTD service improvements enacted in January, including lower prices on the COASTER and BREEZE and longer service hours on the SPRINTER.

SPRINTER ridership in March was **8.2 percent** higher than it was in the same month of the previous year. COASTER has also garnered new passengers, with March ridership **13.7 percent** higher than March 2011. Additionally, BREEZE ridership is up nearly **2 percent**.

## TAKE A SUNDAYCATION...

With new Sunday service, COASTER customers can spend the day exploring all that San Diego's coastal towns have to offer. From Fiesta del Sol in Solana Beach to the San Diego Sicilian Festival and everything in between, COASTER Sunday service provides locals and tourists alike the opportunity to take a SunDaycation. Some Sundays also offer 2-for-1 fares on the COASTER, making it even more affordable and convenient for families to get around town. For more information, visit our website at [gonctd.com/SunDaycation](http://gonctd.com/SunDaycation).



## AND CATCH A PADRES GAME!



No more waiting in line to get your ticket for gameday transportation. Single-day COASTER tickets are now available for pre-purchase at all three of NCTD's transit centers – Escondido, Vista and Oceanside. Providing added convenience, the pre-sold tickets are also valid on SPRINTER, BREEZE and for one transfer on the SDMTS Trolley.

## 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	Specials
May 15	Escondido Downtown Street Faire	Downtown Escondido	10 a.m. – 6 p.m.	Two-for-One SPRINTER/BREEZE fares
May 21	Wine, Brews & Blues Festival	California Center for the Arts, Escondido	5 – 10 p.m.	
May 22	San Diego Sicilian Festival	Little Italy, San Diego	10 a.m. – 6 p.m.	
May 29	Vista Village Strawberry Festival & Street Fair	Vista Village	8 a.m. – 4 p.m.	Two-for-One SPRINTER/BREEZE fares
June 4	Carlsbad Beach Fest	Frazer State Beach, Carlsbad	8 a.m. – 3 p.m.	
June 4 – 5	Fiesta Del Sol	Fletcher Cove, between South Sierra Ave. & Acacia Ave.	9 a.m. – 9 p.m.	Two-for-One COASTER fares, Sunday, June 5
June 10 – July 4	San Diego County Fair	Del Mar Fairgrounds		Special shuttle from Solana Beach COASTER station
July 4	Fireworks Show	Del Mar Fairgrounds		Two-for-One COASTER fares & special late-night service
July 20 – Sept. 7	Del Mar Horse Races	Del Mar Fairgrounds		
July 21 – 24	Comic-Con	San Diego Convention Center		
Year-round	Event	Place	Time	
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.	



**NORTH COUNTY TRANSIT DISTRICT**

**& YOU**

Report to the Community    APRIL 2011

*See inside to learn about the exciting changes  
that are improving your ride!*

