

## Members

Joe Kellejian, Chair  
*Councilmember, Solana Beach*  
(Representing **North County Coastal**)

Jim Madaffer, Vice Chair  
*Councilmember, City of San Diego*

Mickey Cafagna  
*Mayor, Poway*  
(Representing **North County Inland**)

Jack Dale  
*Councilmember, Santee*  
(Representing **East County**)

Jerry Rindone  
*Councilmember, Chula Vista*  
(Representing **South County**)

Ron Roberts  
*Supervisor, County of San Diego*

Bob Emery  
**Metropolitan Transit System**

Jack Feller  
*Chair, North San Diego County*  
**Transit Development Board**

Mary Teresa Sessom  
**San Diego County Regional**  
**Airport Authority**

## Alternates

Jerome Stocks  
*Councilmember, Encinitas*  
(Representing **North County Coastal**)

Scott Peters  
*Councilmember, City of San Diego*

Dick Murphy  
*Mayor, City of San Diego*

Judy Ritter  
*Councilmember, Vista*  
(Representing **North County Inland**)

Art Madrid  
*Mayor, La Mesa*  
(Representing **East County**)

Phil Monroe  
*Councilmember, Coronado*  
(Representing **South County**)

Pam Slater-Price  
*Chairwoman, County of San Diego*

Dianne Jacob  
*Supervisor, County of San Diego*

Leon Williams  
*Chairman, Metropolitan*  
**Transit System**

Judy Ritter  
**North San Diego County**  
**Transit Development Board**

Ed Gallo  
**North San Diego County**  
**Transit Development Board**

Xema Jacobsen  
**San Diego County Regional**  
**Airport Authority**

## Advisory Members

Pedro Orso-Delgado  
*District 11 Director, Caltrans*

Sandor Shapery  
**Regional Planning**  
**Stakeholders Working Group**

Gary L. Gallegos  
*Executive Director, SANDAG*



# TRANSPORTATION COMMITTEE AGENDA

## SPECIAL MEETING AND PUBLIC HEARING

Thursday, May 19, 2005  
2 p.m. to 4 p.m.  
NCTD Board Room  
810 Mission Avenue  
Oceanside, California

## AGENDA HIGHLIGHTS

- **JOINT PUBLIC HEARING WITH NCTD ON  
PROPOSED FARE INCREASES**

**PLEASE TURN OFF CELL PHONES DURING THE MEETING**

## MISSION STATEMENT

*The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus, makes strategic plans, obtains and allocates resources, plans, engineers, and builds public transit, and provides information on a broad range of topics pertinent to the region's quality of life.*

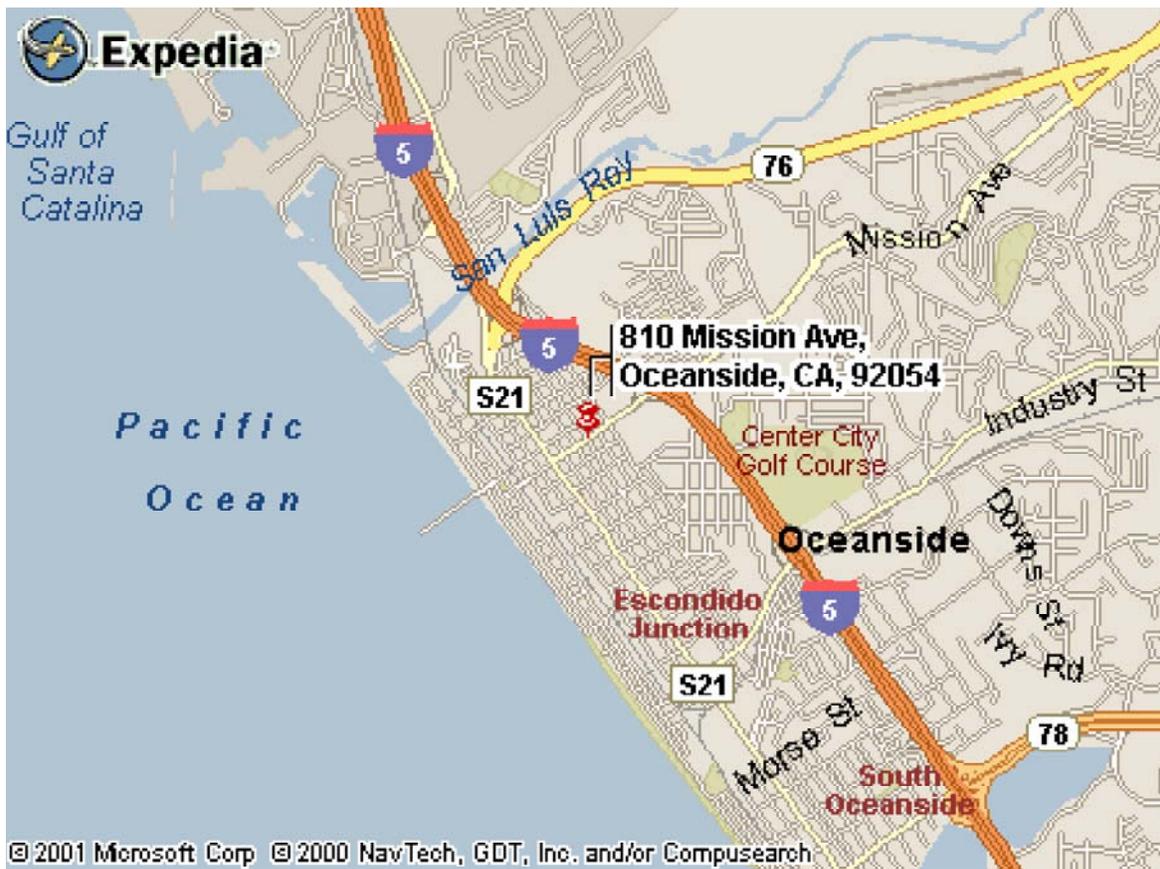
San Diego Association of Governments · 401 B Street, Suite 800, San Diego, CA 92101-4231  
(619) 699-1900 · Fax (619) 699-1905 · [www.sandag.org](http://www.sandag.org)



Welcome to SANDAG. Members of the public may speak to the Transportation Committee on any item at the time the Committee is considering the item. Please complete a Speaker's Slip, which is located in the rear of the room, and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Speakers are limited to three minutes. The Transportation Committee may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at [www.sandag.org](http://www.sandag.org) under meetings on SANDAG's Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than noon, two working days prior to the Transportation Committee meeting.

In compliance with the Americans with Disabilities Act (ADA), SANDAG will accommodate persons who require assistance in order to participate in SANDAG meetings. If such assistance is required, please contact SANDAG at (619) 699-1900 at least 72 hours in advance of the meeting. To request this document or related reports in an alternative format, please call (619) 699-1900, (619) 699-1904 (TTY), or fax (619) 699-1905.



The NCTD office located at 810 Mission Avenue, Oceanside, CA is accessible by the COASTER (NCTD Commuter Rail) and the BREEZE (NCTD Bus). Please log onto [www.gonctd.com](http://www.gonctd.com) to check current routes and schedules, or call 1-800-COMMUTE.

# TRANSPORTATION COMMITTEE SPECIAL MEETING AND PUBLIC HEARING

May 19, 2005

ITEM #	RECOMMENDATION
1. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS	
<p>Members of the public will have the opportunity to address the Transportation Committee on any issue within the jurisdiction of the Committee. Speakers are limited to three minutes each and shall reserve time by completing a "Request to Speak" form and giving it to the Clerk prior to speaking. Committee members also may provide information and announcements under this agenda item.</p>	
<b>REPORTS</b>	
+2. JOINT PUBLIC HEARING WITH NORTH COUNTY TRANSIT DISTRICT BOARD ON PROPOSED FARE INCREASES ON BREEZE AND FAST SERVICES (Stefan Marks and Jennifer Williamson)	APPROVE
<p>North County Transit District Board (NCTD) is proposing fare increases on its basic bus services (BREEZE) and its curb-to-curb Dial-a-Ride minibus service (FAST) to address Fiscal Year 2006 operating budget needs. The Transportation Committee is asked to consider the public input at the joint public hearing, find that the proposed fare increase is consistent with SANDAG's Policy No. 29: Regional Fare Policy and Comprehensive Fare Ordinance, and approve the proposed fare increases for inclusion within the Comprehensive Fare Ordinance.</p>	
3. UPCOMING MEETINGS	INFORMATION
<p>The next two meetings of the Transportation Committee are scheduled for Friday, May 20, 2005, and Friday, June 3, 2005.</p>	
4. ADJOURNMENT	

+ next to an agenda item indicates an attachment

# TRANSPORTATION COMMITTEE

May 19, 2005

AGENDA ITEM NO.: **2**

**Action Requested: APPROVE**

JOINT PUBLIC HEARING WITH NORTH COUNTY TRANSIT DISTRICT BOARD ON PROPOSED FARE INCREASES ON BREEZE AND FAST SERVICES

## **Introduction**

North County Transit District Board (NCTD) is proposing fare increases on its basic bus services (BREEZE) and its curb-to-curb Dial-a-Ride minibus service (FAST) to address Fiscal Year 2006 operating budget needs. In accordance with Senate Bill (SB) 1703, SANDAG is responsible for developing regional fare policy and setting fares for transit services throughout the region. In response to NCTD's proposal for a fare increase, the Transportation Committee and NCTD Board of Directors will hold a joint public hearing at this special joint meeting in the North County area. The proposed fare increase has been noticed in the newspaper, on the SANDAG and NCTD Web sites, and by means of a Rider Alert distributed on NCTD vehicles (Attachment 1). The fare increases are summarized on Attachment 2.

## **Recommendation**

The Transportation Committee is asked to consider the public input at the joint public hearing, find that the proposed fare increase is consistent with SANDAG's Policy No. 29: Regional Fare Policy and Comprehensive Fare Ordinance (Attachment 3), and approve the proposed fare increases for inclusion within the Comprehensive Fare Ordinance.

## **Discussion**

NCTD staff routinely evaluates the operational needs of the District while making every effort to maintain the existing fare structure for its passengers. However, in an effort to balance the FY 2006 operating budget, NCTD has proposed a fare adjustment on the BREEZE and FAST services. There are a number of operational needs that resulted in this determination, the primary one being significant increases in fuel costs. NCTD's last BREEZE and FAST fare increase was implemented in November 2003 when the base cash fare rose by a quarter to \$1.75, with increases to other passes as well. The NCTD Planning Committee has reviewed the proposed fare increases as well as proposed service cuts and has recommended the combination of both to the full NCTD Board.

The objective of this proposed fare adjustment is to increase BREEZE and FAST farebox revenue by \$630,000. Combined with other service adjustments, NCTD staff estimates fare revenues should increase 7 percent in FY 2006. The objective is to minimize the loss in ridership, maintain BREEZE and FAST fare relationships with regional fare media, and to continue to offer good value.

To meet this target, the prices for four fare media are proposed to change effective September 1, 2005:

- **Day Pass.** This pass would increase from \$3.50 to \$3.75. The pass remains a good value taking only 2.1 trips to recoup its cost. Industry practice is to price the Day Pass at 2.5 times the base cash fare. Since the NCTD base cash fare, at \$1.75, is among the higher range in the country, affordability also needs to be considered. The Day Pass now accounts for approximately 30 percent of ridership on the BREEZE and FAST and approximately 40 percent of farebox revenue.
- **BREEZE Monthly Pass.** Historically, this pass has been priced \$6.00 below the regional monthly pass. The BREEZE monthly pass would increase by \$4.00 from \$50.00 to \$54.00. This BREEZE Monthly Pass accounts for approximately 11 percent of boardings and 10 percent of farebox revenues.
- **BREEZE College Monthly Pass.** This new pass was introduced by NCTD in 2004 and has been very successful in increasing monthly pass sales at two community college campuses. NCTD offers a \$10.00 discount to students whose colleges participate in the program. Both MiraCosta College and Palomar College provide operating subsidies to “buy down” the pass for their students. To maintain the existing link between the BREEZE College Monthly Pass and the regular BREEZE Monthly Pass, College passes would rise by \$4.00. Currently, MiraCosta College subsidizes its students’ passes by \$5.00 and Palomar College by \$2.00. If the Colleges choose to continue to provide the same level of subsidies, then the MiraCosta College Monthly Pass would increase from \$35.00 to \$39.00 and Palomar College’s from \$38.00 to \$42.00.
- **Tokens.** NCTD would no longer sell tokens which currently provide a 10 percent discount on a single cash fare. NCTD would continue to accept regional Metropolitan Transit System (MTS) tokens as fare for one single bus ride. Tokens are largely redundant since the Day Pass is designed to maximize convenience and internal transfers are no longer accepted on NCTD services except for MTS transfers. This does cause a challenge for human service agencies who wish to subsidize clients’ trips using individual fare media. To address this issue, NCTD proposes to implement a prepaid, preprinted Day Pass that could be purchased from NCTD. This Day Pass would be available for human service agencies but would not provide transfer privileges to MTS. NCTD would also offer SANDAG’s prepaid social service agency Day Tripper (a regional Day pass for \$4.18) for agencies whose clients need to make regional trips. The NCTD Day Pass would be provided in books of ten at no discount for \$37.50, given that the Day Pass provides a significant discount if used more than twice.

### ***Fiscal Impact***

The estimated fiscal impact of the proposed fare changes is to increase fare revenue by approximately \$630,000 in FY 2006, a 7 percent increase over FY 2005 year-end estimated fare revenues. Ridership is projected to fall by 114,000 or 1 percent over year end estimated BREEZE and FAST ridership in FY 2005 of 10,194,000.

### ***Consistency with SANDAG Policies***

NCTD's proposed fare increase is consistent with SANDAG Policy No. 29: Regional Fare Policy and Comprehensive Fare Ordinance related to:

- ***Regional Participation*** – The proposed fare changes do not change NCTD's participation in the regional fare structure.
- ***Production*** – The proposed fare changes would enhance NCTD's revenues, allowing it to support the level of service provided with fare revenues and public subsidies, and to achieve farebox recovery requirements.
- ***Fairness*** – The proposed fare changes would be fair and equitable in that they bring these prepaid fare media prices more in line with other regional prepaid fares, and with fare increases applied to other cash and pass fares in 2003.
- ***Simplicity*** – The elimination of the NCTD tokens improves the simplicity of the regional fare structure.

Pending approval by the Transportation Committee and NCTD's Board, these changes will be incorporated into the Comprehensive Fare Ordinance that is currently scheduled to be brought to SANDAG's Transportation Committee on June 17.

BOB LEITER  
Director of Land Use and Transportation Planning

Attachments

Key Staff Contact: Jennifer Williamson, (619) 699-1959; [jwil@sandag.org](mailto:jwil@sandag.org)  
Stefan Marks, (760) 966-6539; [smarks@nctd.org](mailto:smarks@nctd.org)

**Notice of Special Meeting of the  
SANDAG Transportation Committee and  
Public Hearing on May 19, 2005, for  
Proposed Increases in  
North County Transit District (NCTD) Fares and  
Passes for BREEZE and FAST Services,  
effective September 1, 2005**

On Thursday, May 19, 2005, at 2:00 p.m., the SANDAG Transportation Committee will hold a Special Meeting and a joint Public Hearing with the NCTD Board of Directors to hear public comment about a proposal to increase NCTD fares and monthly passes. The following fares and passes are proposed to change, effective September 1, 2005: (1) Day Pass Adult, \$3.75; (2) BREEZE Monthly Pass, \$54.00; (3) BREEZE College Monthly Pass, \$44.00; and (4) tokens would no longer be sold, but would continue to be accepted on BREEZE and FAST. An alternative to tokens shall be proposed.

The Meeting and Public Hearing will be held in NCTD's Board Room, 810 Mission Avenue, Oceanside, CA 92054 (nearest BREEZE Routes to NCTD's offices are: 303, 310, 311/312, 315, and 320). Following the Public Hearing, the Transportation Committee and NCTD Board may act to approve and adopt the proposed fare increases.

Copies of the proposed fare changes are available for public review at NCTD's Customer Service Counter at 810 Mission Avenue, Oceanside, CA 92054 from 8 a.m. to 5 p.m. weekdays, and also at customer service offices at the Oceanside, Escondido, and Vista Transit Centers, and on the internet at [www.gonctd.com](http://www.gonctd.com).

#### **How to Comment about the Fare Increase**

You may speak to the SANDAG Transportation Committee and NCTD Board at the public hearing or write to us at NCTD, ATTN: BREEZE Fare Increase, 810 Mission Avenue, Oceanside, CA 92054. You may also fax NCTD at (760) 967-2001, or e-mail at [farechange@nctd.org](mailto:farechange@nctd.org). Please add BREEZE Fare Change in the subject line of your email. You may also telephone NCTD's Customer Service Department at (760) 966-6500 with your comments. ***Comments should be received by NCTD no later than the date and time of the Public Hearing.***

#### **Help for People with Disabilities**

For individuals with disabilities, we will provide assistive services or copies of public documents in an alternate format. Please call (760) 966-6500 a ***minimum of 10 working days prior to the public hearing***. Persons with hearing impairments please use the California Relay Service: 800-735-2929, using TTY; 800-735-2922, using voice; or 800-855-3000, Spanish.

1. This Public Hearing conforms with requirements described in the Federal Transit Administration's Circular 9030. 1B, published October 10, 1996, page V-9.
2. SANDAG and NCTD do not discriminate on the basis of disability in the admission or access to, or in treatment or employment in, its services, programs, and activities.
3. SANDAG and NCTD do not discriminate on the basis of race, color, or national origin in the level and quality of transportation services and transit-related benefits, in accordance with Title VI of the Civil Rights Act of 1964.

**BREEZE and FAST Proposed Fare Structure - Effective September 1, 2005**

<b>Fare Type</b>	<b>Current</b>	<b>Proposed</b>	<b>Change</b>	<b>Percent Increase/ Old price</b>
Cash - Basic	\$1.75	\$1.75	\$0.00	0.0%
Cash - Senior/Disabled	\$0.75	\$0.75	\$0.00	0.0%
Day Pass - Adult	\$3.50	\$3.75	\$0.25	7.1%
Day Pass - Senior/Disabled	\$1.50	\$1.50	\$0.00	0.0%
BREEZE Monthly Pass	\$50.00	\$54.00	\$4.00	8.0%
BREEZE College Monthly Pass	\$40.00	\$44.00	\$4.00	10.0%
Regional Pass – MTS Local and Trolley, NCTD	\$58.00	\$60.00	\$2.00	3.4%
Regional Pass – Commuter Express	\$84.00	\$84.00	\$0.00	0.0%
Regional Pass - Youth	\$29.00	\$30.00	\$1.00	3.4%
Regional Pass - Senior/Disabled	\$14.50	\$15.00	\$0.50	3.4%
Day Trippers - Regional	\$5.00	\$5.00	\$0.00	0.0%

Regional passes increase on July 1, 2005 as part of a previous fare adjustment made by the Metropolitan Transportation Development Board (MTDB) in 2004.



## BOARD POLICY NO. **029**

### **REGIONAL FARE POLICY AND COMPREHENSIVE FARE ORDINANCE**

#### **Purpose:**

To establish guidelines for setting a uniform, fair, and equitable areawide fare structure consistent with revenue-producing requirements and established budgets.

#### **Background**

With the approval of Senate Bill (SB) 1703, the planning and programming functions of the San Diego Metropolitan Transit Development Board (MTDB) and the North San Diego County Transit Development Board (NCTD) were consolidated under the San Diego Association of Governments (SANDAG). Contained within these functions is the responsibility for developing a Regional Fare Policy, including setting fares for transit services in the region through a Comprehensive Fare Ordinance. The Initial Transition Plan for the regional consolidation specifies that SANDAG will develop the Regional Fare Policy, carried out in consultation with the transit agencies and operators.

#### **Regional Participation**

For this policy to be effective, it will be necessary for all transit agencies and operators in the region to implement the regional policy according to the following guidelines:

1. A single, unified, regionwide fare policy and transfer system shall be maintained for all publicly subsidized operators.
  - 1.1 All publicly supported transit operators shall participate in the system to be eligible for public subsidy.
  - 1.2 All publicly supported transit operators shall use and accept regional fare media.

#### **Production**

Fare revenues shall meet or exceed the level necessary to support the level of service provided given the current public subsidies available.

2. SANDAG shall adopt a specific farebox recovery ratio objective for each transit agency each fiscal year, consistent with the requirements of the Public Utilities Code regarding the disbursement of Transportation Development Act funds. SANDAG's farebox recovery ratio shall be higher than that set by the Public Utilities Code to encourage revenue growth and ridership.

- 2.1 The fare-pricing schedule shall be set to be consistent with meeting or exceeding the specified farebox recovery requirements.
- 2.2 The annual average fare (per passenger), over time, shall generally be consistent with annual increases in regionwide transit cost indicators and/or the rate of inflation.
- 2.3 SANDAG shall consider the financial impacts of a fare change upon ridership, service provision, and operating budgets.
- 2.4 User-side subsidies and direct public/private funding shall be encouraged as sources of operating revenue, particularly for services with lower cost-effectiveness.

### **Fairness**

The fare structure should be fair and equitable to all operators and passengers in the region.

- 3. Fare levels shall be consistent for similar types of service and similar service areas.
  - 3.1 Fare levels shall reflect a combination of the type of service, distance, speed of travel, and customer amenities provided to the customer, with higher fares set for premium services.
  - 3.2 Transfers between all routes shall be facilitated, with the cost of such transfer being related to any difference between the types of service and respective fare levels.
  - 3.3 Regionwide fare discounts shall generally be limited to senior patrons and patrons with disabilities, and prepaid fare programs, and any mandated federal, state, and local program.

### **Simplicity**

The fare policy shall promote seamless travel throughout the region by developing one common and easily understood fare structure throughout the region.

- 4. The fare structure and transfer system shall be as simple and easy to understand for users as possible.
  - 4.1 The number of fare, transfer, and pass options shall be minimized to promote user friendliness and efficient fare validation.
  - 4.2 The pricing structure shall be based upon equal or easily identified coin increments.
  - 4.3 The fare collection process aboard a transit vehicle shall be designed to be as expeditious as possible.
  - 4.4 Vehicle driver/operator involvement in the fare collection process onboard the transit vehicle should be minimized.
  - 4.5 Use of prepaid fares (e.g., monthly passes and tokens) shall be encouraged to speed the patron boarding process.

- 4.6 The automated fare collection system shall be developed to simplify fare payment and collection, while providing the region with the opportunity to develop specialized fare structures that will be transparent to the user and driver/operator.

## Responsibilities

SANDAG, the transit agencies, and transit operators all have roles and responsibilities to ensure successful implementation of the Regional Fare Policy.

5. SANDAG develops and adopts the Regional Fare Policy and Comprehensive Fare Ordinance which incorporates a uniform fare structure, a transfer policy, and agreement for revenue sharing of regional tickets, tokens, and passes, while also allowing the consolidated agency to adopt specialized fare procedures for travel within each operator's service area. SANDAG will regularly update the Regional Fare Policy and set the basic fare pricing for transit services in the region through adoption of a Comprehensive Fare Ordinance.
- 5.1 A Regional Fare Structure Working Group (comprised of staff from SANDAG, transit agencies, and operators) shall review the comprehensive fare ordinance each year during the annual budget process and propose changes to the ordinance, if appropriate.
- 5.2 Transit agency boards shall review and provide input on proposed changes to the fare ordinance and solicit public input in accordance with transit agency policies prior to SANDAG Board action.
- 5.3 SANDAG's Transportation Committee shall review the fare ordinance and develop fare recommendations as part of the annual budget process, unless needed at other times for special circumstances.
- 5.4 SANDAG shall adopt specialized fares and procedures for travel within each transit agency's service area.
- 5.5 Public notice of fare changes shall be provided as legally required, including written notice on all public transit vehicles, and legal notices to newspapers. Public hearings will be conducted by the SANDAG Transportation Committee according to SANDAG Policy No. 25, Public Participation/Involvement.
- 5.6 Transit operators shall implement and adhere to this Regional Fare Policy and Comprehensive Fare Ordinance. Transit operators shall take the necessary actions to authorize enforcement of the Comprehensive Fare Ordinance.
- 5.7 The two transit agencies shall have the ability to set special event fares. For special events the transit agencies are encouraged to achieve full recovery of their operational expenses. These fares because of their short-term/temporary nature would not need to be included in the Comprehensive Fare Ordinance and would not require a public hearing.

- 5.8 The two transit agencies shall have the ability to set temporary promotional fares. Temporary promotional fares are defined as fares implemented for no more than six months for seasonal events or for marketing purposes. These fares because of their short-term/temporary nature would not need to be included in the Comprehensive Fare Ordinance or require a public hearing.
- 5.9 The Regional Fare Policy should be reviewed every two years by SANDAG.

Adopted October 2004