



NCTD Mobility Plan Fact Sheet

About the Mobility Plan

The Mobility Plan is a comprehensive study of North County Transit District (NCTD) transit service operations and its business model. Often times called a Comprehensive Operations Analysis (CAO), the study is being conducted by a consultant, who in partnership with NCTD, will involve the NCTD Board of Directors, key stakeholders, community leaders, city and county technical leaders, businesses, partners, customers and the general public.

Mobility Plan Results

The Mobility Plan will result in a redefinition of transit's role in regional mobility and economic development, providing a new service plan and business model. It will align service to better meet the customer travel needs, while making the transit system easier to understand and use. The plan aims to develop closer links between NCTD and the community to build advocacy, ownership, and partnerships.

Background

The last comprehensive study of NCTD services was conducted more than seven years ago. The SPRINTER rail service and reconfigured BREEZE bus service has been operational for more than one year and warrants an initial review. Transit agencies across the county, including NCTD, are facing significant financial challenges over the next five years and beyond.¹ The Mobility Plan process allows NCTD to analyze its services and redesign them to maximize ridership given this current environment.

Mobility Plan Phases

The Mobility Plan involves three key phases:

- Community Assessment – a review of NCTD services in North County that identifies travel patterns and transit needs.
- Service Evaluation – a review of existing NCTD service performances, checking each route for meeting current market needs and cost effectiveness.
- Public Participation – active outreach will align the study with the community and create collaboration.

Mobility Plan Timeline

October 2009: Service Standards and Operating Environment (this will include attitudes, demographics, land use and population data gleaned from the Mobility Plan)

October/November 2009: Public input

December 2009: Future of Transit for North County, Board SWOT analysis

January 2010: Approve Service Standards

February 2010: Board adoption of Service Standards

March 2010: First Draft of Mobility Plan

May 2010: Final Draft of Mobility Plan

Dates are approximate and are subject to change.

¹ On an operating budget of \$87 million, NCTD will have a projected \$12.8 million deficit for its fiscal year 2010-11 and projected deficits in future years could exceed \$17 million.