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# Policies and Procedures

No. 40

SUBJECT:

Board Approval: 4/29/04

METROPOLITAN TRANSIT SYSTEM (MTS): COMPLIMENTARY SERVICES

PURPOSE:

The purpose of this policy is as follows:

- a. To establish a framework of rules governing when MTS and MTS operators may provide complimentary tickets or services.
- b. To support MTS's and MTS operators' marketing and promotional efforts.
- c. To recognize appropriate obligations as a host for the transit industry and government officials.

BACKGROUND:

MTS and MTS operators receive numerous requests from public, nonprofit, and private-sector groups to provide complimentary tickets and/or special services. In addition, there are certain industry obligations that arise out of MTS and member agency affiliations with transit and city/county associations. Other requests come from visiting delegations of transit and public policy officials specifically interested in viewing some operational aspect of the MTS network of services.

POLICY:

40.1 Scheduled or Special Service to Private Sector, Nonprofit Groups, and Government Agencies. MTS and MTS operators shall not provide free services to the private sector, nonprofit groups, or government agencies except as provided in Sections 40.2 and 40.3.

40.1.1 The cost for special MTS operator services (bus, trolley, tickets, and passes) must be reimbursed in full.



- 40.1.2 MTS and MTS operators will provide reasonable technical and public relations assistance in coordinating private and/or public transportation services to move large numbers of people for major events (e.g., Super Bowl, America's Cup, World Series).
- 40.2 Host Obligations for Transportation Study Groups, Transportation Associations. MTS and MTS operators may provide complimentary services to certain groups complying with the definitions below.
- 40.2.1 MTS and MTS operators may provide limited-duration complimentary passes for members of study groups in San Diego for the express purpose of viewing and studying the MTS network.
- 40.2.2 MTS and MTS operators may provide limited duration complimentary passes for meetings of recognized state, national, and international public transportation associations (e.g., American Public Transportation Association [APTA], California Transit Association).
- 40.2.3 MTS operators will allow all local, state, and federal-sworn peace officers, in uniform or in civilian clothes, to ride on scheduled bus and trolley routes without charge. This is deemed as a benefit to both riders and law enforcement agencies. Sworn peace officers include, but are not limited to: all municipal police department officials, all County Sheriff Department deputies, County Marshals, all County of San Diego Probation officers, State Highway Patrol officers, State Police, U.S. Marshals, Federal Bureau of Investigation officers, and U.S. Immigration and Customs officers.
- 40.2.4 For purposes of Sections 40.2.1 and 40.2.2, dedicated vehicles may be provided only if they do not interfere with the provision of regularly scheduled MTS service.
- 40.3 Marketing and Promotional Activities. There are certain opportunities where targeted promotion and introductory programs would be geared to increasing ridership.
- 40.3.1 MTS and MTS operators may provide complimentary or reduced-cost fare media as part of a specific marketing or promotional campaign designed to increase productivity of a specific route or service.
- 40.3.2 MTS and MTS operators will evaluate each marketing or promotional campaign to ensure that the expenditure of public funds is warranted and is recovered through increased ridership and/or public recognition.

- 40.4 MTS Executive Committee Review and Approval. Where the cost of complimentary MTS and MTS tickets or services is expected to exceed \$5,000, or is not specifically covered by this Policy, the specific use must be approved by the Executive Committee. Funds to cover the cost must be identified from the MTS and/or affected MTS operator's budget.

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POLICY.40.MTS COMPLEMENTARY SERVICES  
7/18/06

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