



Public Participation Plan **2021**



Metropolitan Transit System

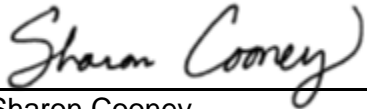
SAN DIEGO METROPOLITAN TRANSIT SYSTEM

Subject: PUBLIC PARTICIPATION PLAN

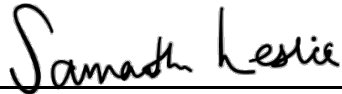
Effective Date: March 3, 2021

Promulgated this 3rd day of March 2021

SAN DIEGO METROPOLITAN
TRANSIT SYSTEM

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Sharon Cooney
Chief Executive Officer

A handwritten signature in cursive script, reading "Samantha Leslie", positioned above a horizontal line.

Approved as to form:
Samantha Leslie
Title VI Liaison Officer / Staff Attorney – Regulatory Compliance

1.0 Introduction

The San Diego Metropolitan Transit System (MTS) is the provider of fixed-route bus, light rail, and paratransit services in the southern and eastern portion of San Diego County. MTS' area of jurisdiction is approximately 570 square miles of the urbanized areas of San Diego County as well as 2,670 square miles in the rural parts of East County. MTS provides transit services to nearly 3 million people in San Diego County. MTS provides bus and rail services directly or by contract with private operators. All services are coordinated by MTS, which determines the routes, stops, frequencies and hours of operation.

Light rail service is operated on four lines (the UC San Diego Blue, Orange, Sycuan Green and Silver Lines) with a total of 53 stations and 102.6 miles of rail. Trolley service will expand to 65 miles with the extension to University City in late 2021. For bus services, MTS operates 93 fixed routes and an Americans with Disabilities Act (ADA) complementary paratransit service, MTS Access. Fixed route bus services include Urban Frequent, Urban Standard, Express, *Rapid*, *Rapid Express*, and Rural routes.

MTS is governed by a 15-member Board of Directors that generally meets once a month. Members are as follows:

- Four appointed from the City of San Diego (the Mayor of San Diego and 3 San Diego City Council members)
- Two appointed from the City of Chula Vista (the Mayor of Chula Vista and a Chula Vista City Council Member)
- One appointed from each city council of Coronado, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, Poway and Santee
- One appointed from the San Diego County Board of Supervisors

MTS also maintains an advisory member on the SANDAG Board of Directors.

2.0 MTS Commitment to Public Participation

The MTS Public Participation Plan (PPP) defines the process for communicating with and obtaining input from the public concerning agency programs, projects, planning, services, and funding. The guidelines and principles outlined in the plan guide the agency's public outreach and involvement efforts for these and other mandated projects or MTS Board of Directors initiatives.

The PPP is meant to inform the passengers and other stakeholders about the MTS public participation process, how they can obtain information about MTS, and how they can provide input into policy, planning, and decision-making efforts.

The Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) have jointly issued an Interim Policy on Public Involvement. The goal of this policy statement is to aggressively support proactive public involvement at all stages of planning and project development. Transit agencies are required to develop effective involvement processes which are tailored to local conditions. The performance standards for these proactive public involvement processes include early and continuous involvement; reasonable public availability of technical and other information; collaborative input on alternatives, evaluation criteria and mitigation needs; open public meetings where matters

related to Federal-aid transit programs are being considered; and open access to the decision-making process prior to closure.

The PPP reflects the MTS commitment to public participation and involvement to include all residents and stakeholders in the regional planning process. The PPP was developed and is updated in accordance with guidelines established by federal and local regulations including those listed below.

- 2.1. Americans with Disabilities Act: The Americans with Disabilities Act of 1990 (ADA) stipulates involving the community, particularly those with disabilities in the development and improvement of services. MTS fully complies with ADA through its provision of fixed-route and complementary paratransit services, and by interacting with individuals with disabilities and their representatives.
- 2.2. National Environmental Policy Act (NEPA): The essential purpose of NEPA is to ensure that environmental factors are considered when compared to other factors in the decision-making process undertaken by federal agencies. The act establishes the national environmental policy, including a multidisciplinary approach to considering environmental effects in federal government agency decision making. Generally, SANDAG plans and constructs major federally-funded capital transit projects in the region on behalf of MTS. Such projects with federal funding or needing federal approvals undergo NEPA review.
- 2.3. California Environmental Quality Act (CEQA): CEQA requires state and local agencies to identify the significant environmental impacts of their actions and to avoid or mitigate those impacts, if feasible. Qualifying MTS projects that may cause a significant impact on the environment undergo CEQA review. Both the CEQA and the NEPA have public information components that require an agency such as MTS to conduct public participation programs to ensure that the public is involved and that community concerns are addressed.
- 2.4. Environmental Justice: MTS makes environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its services, policies, and activities on minority populations and/or low-income populations. Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low Income Populations requires that disproportionately high and adverse human health or environmental effects on minority and low-income populations be identified and addressed in order to achieve environmental justice. Environmental justice at MTS includes incorporating environmental justice and non-discrimination principles into transportation planning and decision-making processes.

Environmental justice requires equitably providing to all residents, regardless of age, race, color, national origin, income, or physical ability, opportunities to work, shop, study, be healthy, and play. MTS believes it is important to understand the impacts of transportation investments on our most vulnerable communities in order to better plan for the future. Promoting social equity and environmental justice in providing services and undertaking planning efforts requires involvement from a wide variety of communities and stakeholders.

MTS considers the following goals of environmental justice throughout transportation planning and service delivery, and through all public outreach and participation efforts:

- To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations, low-income populations, communities disproportionately impacted by historical actions or inactions of society, and people with disabilities.
- To ensure the full and fair participation by all potentially affected communities in the transit decision-making process
- To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations
- To ensure that all policies and programs maximize improvements in communities that have been historically negatively impacted by actions or inactions of society.

2.5. Title VI of the Civil Rights Act of 1964 as amended (42 U.S.C. Section 2000d): Title VI states that “No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefit of, or be subjected to discrimination under any program or activity receiving federal financial assistance.” Title VI serves as the legal foundation for what is today referred to as environmental justice. MTS adheres to Title VI and environmental justice principles.

2.6. Executive Order 13166 – Improving Access to Services for Persons with Limited English Proficiency: Executive Order 13166 was created to “... improve access to federally conducted and federally assisted programs and activities for persons who, as a result of national origin, are limited in their English proficiency ...” Federal agencies were directed to provide guidance and technical assistance to recipients of federal funds as to how they can provide meaningful access to limited English proficient users of federal programs. Consistent with Executive Order 13166 and U.S. Department of Transportation (DOT) guidance, MTS has developed a Language Assistance Plan (LAP) in order to ensure meaningful input opportunities for persons with limited English proficiency. MTS’ LAP, calls for translations of vital documents, such as public notices, into Spanish. MTS may translate documents into additional languages if the nature of the document and the character of the document’s target audience justify additional translation. The LAP provides further guidance for serving limited English-speaking populations.

2.7. Other Laws: Numerous other laws and guidance relevant to public participation are utilized by MTS, depending the program, project or service it is undertaking.

3.0 Connecting with our Riders and Stakeholders

With nearly 300,000 boardings on MTS buses and Trolleys every weekday, service 365 days a year throughout our service area, MTS has an opportunity to connect with our riders on a frequent and personal level. The MTS PPP considers every daily ride to be an opportunity to interact with, inform, and receive feedback from our passengers. Further, MTS is committed to a PPP that includes opportunities for interaction with those in MTS with decision-making authority, including management staff and the Board of Directors. Public workshops, meetings, and other outreach efforts provide forums for input and feedback on MTS services, programs, projects, and policies.

Each of the communication opportunities below follows the guidelines in MTS' LAP, as described in Section 2.6. This includes the translation of important documents and notices, and the availability of verbal translations and language services to populations of limited English proficiency.

- 3.1. Front Line Staff Contacts: Every rider boarding a bus interacts with the driver at the point of fare payment. Trolley passengers routinely communicate with Trolley operators, operations supervisors, security officers, fare enforcement personnel, and ambassadors. A critical part of keeping riders informed is keeping MTS front line employees up to date on current campaigns and services, and ensuring that they have a conduit to relay public feedback to appropriate management staff. Feedback received from the public by front-line employees, in the form of comments, questions, complaints, and suggestions are forwarded to supervisory and management staff on a "Miscellaneous" form, email, or verbal request.
- 3.2. Public Meetings: Formal public meetings intended to provide information and seek input are conducted via virtual web-based meetings or, when public health mandates allow it, in indoor settings. These meetings are generally held to address complex topics which may require a general presentation and/or multiple information stations to completely and comprehensively convey information to attendees. A public meeting format is to be used for conceptual and longer-range planning, policy development, and issues of broader interest than just transit users. In all cases, MTS provides translations in Spanish and other languages as needed.

Generally, MTS staff or designees host information stations within the meeting facility to explain all relevant aspects of the project, plans, or proposals to attendees. Information is to be presented simply, using graphics to the extent possible. If necessary, a general presentation may be made at the beginning, or at multiple times throughout the event, to provide project context and background for attendees.

Such meetings are held in locations convenient and easily accessible by MTS services, with a large enough space allotted for the anticipated attendance. Facilities shall be accessible for attendees with disabilities. Bilingual staff or interpreters may be provided in accordance with MTS' LAP. Accommodations can be made for special-needs attendees upon advanced request.

MTS provides notice to the community about meetings that it sponsors, to encourage people to participate. Noticing is done using methods that maximize exposure to low-income and minority populations. These include

Take One flyers on-board MTS revenue vehicles, posting on the MTS website, and sending notices to community organizations and advocacy groups. When possible, event notices may include electronic versions of handouts and displays, proposed plans or policies, and related agendas and minutes for MTS Board of Directors' meetings.

- 3.3. Outreach Events: Outreach events differ from public meetings in that they are less formal and intended to reach the maximum number of transit users closest to the points at which they access the MTS system or services. Outreach events typically address issues like service change proposals, shorter range planning, and passenger survey collection. These take place at transit centers and stations, or anywhere large groups of potentially interested or impacted populations congregate. A calendar of outreach events for the last three years is included as Attachment A.
- 3.4. Ambassadors: MTS utilizes ambassadors for conveying information to transit riders, assisting in the implementation phase of major changes, directing passengers throughout special events, and assisting passengers in the purchase of fare media. Ambassadors may be utilized during project planning phases by engaging passengers for surveys, interviews of the public, and collecting data.
- 3.5. Speaking Engagements (Non-MTS-Sponsored): MTS staff from the appropriate disciplines make presentations, answer questions, and collect feedback at non-MTS sponsored meetings. These include community planning groups, special interest or purpose meetings, neighborhood councils, and advocacy groups. The format of these meetings varies from casual lunch meetings to formal speaking events. The information presented is to be relevant to the audience and structured in a way to encourage maximum feedback.
- 3.6. Community Events (Non-MTS-Sponsored): MTS participates in a wide variety of community events, such as street fairs and public markets. These are generally utilized to promote MTS and provide information on our services. They are also used as an opportunity to collect feedback on relevant proposals for which MTS is currently soliciting comment.
- 3.7. Community Advisory Committee: MTS has established a Community Advisory Committee made up of people representing civic groups, educational institutions, military, community based organizations and other interest groups. This Committee meets quarterly to receive MTS updates and to advise MTS on other important initiatives to consider. All meetings provide translation services.
- 3.8. Take One Notices: MTS prints up to 100,000 bilingual (English and Spanish) Take One notices a minimum of three times per year (typically 4-6 times annually). These are posted on every fixed-route bus and Trolley in the system for 2-4 weeks, depending on the content. These typically include important rider information on upcoming service changes, public hearings, service interruptions, policies, or other matters of general interest to all MTS riders. Each standard Take One notice also includes details on how to request

the information in an alternative format for individuals with disabilities, and the public's rights under Title VI of the Civil Rights Act, including how to file a complaint or request more information.

- 3.9. MTS Rider Insider Newsletter: MTS prints and posts a quarterly newsletter for riders, to keep them informed of general MTS news, the upcoming calendar, projects' status, and opportunities to participate in MTS events. These are published in English and Spanish (or bilingual) versions and posted on all MTS revenue vehicles.
- 3.10. MTS Rider Insider e-newsletter: In addition to the printed newsletter, MTS distributes an electronic edition more frequently to a subscriber list more frequently.
- 3.11. Bus Cards & Wraps: Internal advertising media is used occasionally promote specific events and campaigns, such as informing riders where they can purchase passes or of new policies or procedures. Because passengers cannot take the information with them, and because they have a higher cost and on-going maintenance needs, these media are used less frequently than other communication methods.
- 3.12. The Transit Store: MTS maintains a retail storefront in Downtown San Diego that sells fare media, issues identification cards, handles lost-and-found, and dispenses verbal and printed information on services, programs, and initiatives. The most current timetables, maps, Take One notices, and other flyers are available for riders and the public. The Transit Store is open 8 a.m. to 5 p.m., Monday through Friday, and is located at 1255 Imperial Avenue, Ste 100A, San Diego, CA 92101, at the 12th & Imperial Transit Center. It is easily accessed by bus routes 4, 11, 901, and 929, as well as the Orange, Sycuan Green, and UC San Diego Blue Trolley lines. Paid parking is also available. Riders can also call The Transit Store at (619) 234-1060.
- 3.13. Information and Trip Planning Office: MTS provides one-on-one travel planning assistance and information at the Information and Trip Planning Office. This line is staffed by bilingual staff (English and Spanish), 362 days per year (closed Thanksgiving, Christmas and New Years). Weekday hours are 5:30 a.m. to 8:30 p.m. (reduced hours on weekends and holidays). Customers can reach the Information and Trip Planning Office directly by calling (619) 233-3004, or through the SANDAG-maintained automated regional transportation information line, 511. The Information and Trip Planning Office is also the centralized Lost & Found call center.
- 3.14. Customer Service Office: The Customer Service Office is the central MTS clearinghouse for rider comments, compliments, complaints, and suggestions received by telephone, the website, live chat, and email. MTS maintains a Customer Relations Module (CRM) database, which records all comments and complaints, and assigns them to the appropriate staff or department for investigation, resolution, and/or their future records. The Customer Service Office is open 8 a.m. to 5 p.m., Monday through Friday.

- 3.15. Compass Service Center: MTS has migrated all transit passes onto the reloadable smart card, branded as Compass Card. Customers using these cards are taken care of by a specially-trained staff in the Compass Service Center. By calling this office, riders can load passes on to cards, register their cards for loss protection, and ask questions. This office also provides assistance for the Compass Cloud mobile ticketing app. Callers with concerns not directly related to their Compass Card/Compass Cloud account are generally directed to the MTS Customer Service Center, where their issue can be recorded, logged, and sent to the appropriate personnel for resolution.
- 3.16. www.sdmts.com: The comprehensive MTS website is riders' and the public's resource for transit information, current events, project updates, meeting schedules and agendas, and reports and other publications. MTS periodically posts surveys and promotes opportunities for online input. This website also includes a Google Translate widget, allowing translation into multiple languages.
- 3.17. Title VI Policy, Complaint & Information Webpage: Directly linked from MTS' website (<http://www.sdmts.com>), MTS provides extensive information to riders, residents, and other stakeholders explaining their rights under Title VI, MTS' obligations, and the procedures for filing a complaint or seeking additional information.
- 3.18. MTS Central Control: This telephone number is primarily used by riders to submit immediate security-related concerns while using the MTS system. Information received on this line is transmitted to transit enforcement and law enforcement staff, as appropriate. Callers with complaints and other concerns are generally directed to the MTS Customer Service Center, where their issue can be recorded, logged, and sent to the appropriate personnel for resolution.
- 3.19. Community Contacts List: MTS maintains an email list of community organizations, employers, advocacy groups, and other interested parties to whom we regularly communicate important information. This includes critical service change or service interruption details, outreach events, and opportunities for public input on various projects.
- 3.20. Civic Partnerships: MTS maintains working relationships with all other public agencies and industry groups that are provided important MTS news in English and Spanish to share with their constituencies.
- 3.21. View Our Calendar: Visit <https://www.sdmts.com/about-mts-meetings-and-agendas> for a comprehensive monthly calendar of all Board of Directors and Board Committee meetings. These meetings are noticed and open to the public.
- 3.22. Social Media: MTS maintains accounts on Instagram, Facebook, Twitter, and YouTube to keep riders informed of the most current events and provide an opportunity for instant feedback and comments.

4.0 Public Participation Process: Overall

The MTS PPP establishes a process for obtaining input from and providing information to the public concerning agency policies, services, projects, and program funding in order to ensure the public is informed and has the opportunity to provide MTS with input so plans can reflect the public's vision. In accordance with FHWA/FTA regulations, MTS will review and update this plan as needed. The various federal and state laws and regulations mentioned above require that transit agencies like MTS conduct public participation programs to ensure that the public is involved and that community concerns are addressed.

For example, major transit service changes, adjusting rider policies, and passing budgets require MTS to provide opportunities for public participation. A significant component of the MTS mission is a strong commitment to public participation and involvement to include all residents and stakeholders in the process of providing successful transit service. The public participation process, development of plans, and outreach activities are coordinated through the MTS Marketing Department.

Ensuring the meaningful involvement of all social and economic groups, including low-income, minorities, individuals with disabilities, seniors, and other traditionally underrepresented communities is a key component of the PPP. As discussed in the Introduction section of this PPP, activities covered in the PPP are consistent with federal and state environmental justice laws, regulations, and requirements, Title VI of the Civil Rights Act and related nondiscrimination requirements, and they reflect the principles of social equity and environmental justice. The overall public participation process follows these guidelines and principles:

- 4.1. The PPP is designed to inform and involve people and organizations in MTS' decision-making process on issues such as service changes, rider policies, and other matter of interest to riders and the public. The PPP seeks to involve all citizens, including, but not limited to, low-income households, minorities, seniors, limited English speaking populations, individuals with disabilities, LGBTQ communities, community-based and civic organizations, public agencies, business groups and associations, environmental organizations, corporations, city commissions, schools, and other stakeholders in the decision-making process.
- 4.2. MTS seeks to involve audiences outlined in Section 450.316 of Title 23 in the Code of Federal Regulations: citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of individuals with disabilities, and other interested parties. These efforts also are designed to reach affordable housing advocates, transportation advocates, neighborhood and community groups, environmental advocates, home builder representatives, broad-based business organizations, landowners, commercial property interests, and homeowner associations.
- 4.3. MTS Board of Directors and Executive Committee meetings provide the public input forum and decision point for significant agency issues. The MTS Board of Directors typically holds one board meeting each month on a Thursday and an Executive Committee meeting is typically held the Thursday prior to Board

of Directors meeting. If an in-person meeting, meetings are held at MTS offices which are accessible by public transit. Virtual meetings are accessible by all people with computers and/or phones. Upon request, translation is available at all meetings, in accordance with MTS's LAP. Special considerations are made for people with visual and hearing impairments. During these meetings, the MTS Board solicits public input, adopts plans and budgets, approves service changes, implements policies, and hears staff reports. Other Board advisory committees provide opportunities for the public to provide comment regarding policy formulation prior to action by the Board in specific areas of policy, including the Budget Committee, the Public Security Committee, and the Audit Oversight Committee. These meetings are publicly noticed and an agenda is available prior to the meetings.

- 4.4. The MTS Accessible Services Advisory Committee (ASAC) is a committee made up of transit riders with disabilities, advocates, organizations, and transit agency staff that reviews transit service issues of concern to individuals with disabilities, and provides feedback and guidance to the MTS Board of Directors and Chief Executive Officer. The chair of the ASAC is a member or appointee of the MTS Board of Directors. ASAC generally meets quarterly, either virtually or in person. If in person, ASAC meetings are conducted at MTS offices which are directly served by transit and fully accessible for disabled individuals. ASAC meetings are open to the public, and public attendance, participation, and testimony is invited.
- 4.5. For planning, project, funding, and policy decisions, public input shall be documented, issues or concerns addressed, and resolution of issues and/or changes made reflected in final reports, plans, or other documents. The final reports or documents may be subject to approval by a vote at a public MTS Board of Directors or Executive Committee meeting.
- 4.6. MTS proactively seeks and promotes public participation in decisions regarding service levels, budgeting, capital improvements, security, and location of transit services and amenities. At all times various avenues will be available to the public for making suggestions and comments regarding the way transit is deployed in the community as detailed in Section 3.0. Comments and suggestions are logged, reviewed and responded to in a timely and appropriate manner.
- 4.7. MTS proactively seeks and promotes public participation in MTS public outreach events, meetings, and hearings, as well as participation and attendance at committees, working groups, and task forces. MTS follows local, state, and federal guidelines for posting public meeting and hearing notices. Depending upon the specific project, MTS endeavors to hold meetings at times that can attract as many participants as possible and at locations in communities throughout the MTS area and in locations that are accessible by public transit and to persons with disabilities.
- 4.8. In recognition that not all transit riders are able to attend lengthy, formal meetings, MTS staff working on a specific project may hold spontaneous and informal outreach events at transit centers, busy transfer locations, or other areas where transit riders will congregate while waiting for their transit trip or

pass through between transit modes. These are held in locations and during times affected by specific projects or proposals and where and when the maximum number of riders can be reached for feedback and input.

- 4.9. MTS uses its website, e-newsletters, printed newsletters, advertising, printed on-board notices and social media channels to provide the public with useful and timely information, including: service schedules and maps, meeting schedules and agendas; plans and documents; budgets; reports and other publications; and interactive trip planning applications. Major projects may have a dedicated webpage on the MTS website with information for the public, reporters, and other stakeholders.
- 4.10. MTS informs the public in a timely manner about service changes and pending decisions through a number of efforts. As needed or required, MTS provides adequate notice in newspapers of general circulation for publication of legal notices, including minority and Spanish language publications. Other publication and distribution efforts to residents, agencies, and city/county governments may include e-mail notification, notices on the MTS website, publication in *MTS Rider Insider* (an MTS quarterly newsletter posted on board all MTS vehicles), and posts on MTS social media channels.
- 4.11. MTS regularly informs local print and broadcast media about MTS services, changes, upcoming programs, and other issues. MTS regularly distributes press releases to community, minority, local and regional print, as well as web-based publications. MTS also distributes information to local and Spanish radio and television stations. Information is also routinely provided to Asian-language publications.
- 4.12. Following DOT guidance, SANDAG conducted a Four Factor Analysis for MTS' development of MTS' LAP. The plan details the number of limited English speakers in the MTS service area and outlines the language assistance measures provided for these populations. In accordance with the LAP, as appropriate and depending on the specific project, MTS translates into Spanish publications, timetables, Take Ones, and announcements. Translation into other languages is provided on a case-by case basis based on an analysis of the need. In addition, numerous staff members are bilingual Spanish-English speakers and participate in public outreach and conduct presentations in Spanish. Translators are hired as needed to provide services in Spanish and other languages as appropriate.
- 4.13. MTS conducts periodic rider opinion surveys, typically every two years. These surveys are designed to include MTS passengers in the planning and programming of future services and changes by helping gauge effectiveness and satisfaction with current service and unmet needs for potential new services. A recent rider opinion survey is included as Attachment B.
- 4.14. MTS periodically reviews the effectiveness of the procedures and strategies contained in the agency wide PPP and any other planning, program, or project-specific public participation plans to ensure the goals of the outreach and involvement are met. Quantitative and qualitative assessment is considered to determine results of outreach effectiveness by reporting how

many people are contacted, how many responded, and if MTS received the necessary input, as well as what follow up measures were taken to ensure persons who commented know what was done with their comments. MTS will revise the overall outreach process as needed based on this review. A table of some commonly used outreach strategies and evaluation methods is included in this PPP.

5.0 Public Participation Process: *Transit Service Changes*

- 5.1. MTS seeks to inform and involve public transit riders, stakeholders, and the general public about proposed changes in transit services. This includes addressing needs and conducting outreach with stakeholders listed in the overall public participation process.
- 5.2. A public hearing(s) will be held by MTS for major service changes, as defined by MTS Board Policy 42. The public hearings will be held virtually or at MTS offices during a regularly scheduled meeting of the MTS Board of Directors and/or in the general geographic area of the affected public, as determined by the MTS Executive Committee or Board of Directors. Public meetings will be held at a time and location that is accessible by users of public transit. When appropriate, outreach sessions, open houses, and/or other meetings at which the public can provide comments will be held during various hours and in different areas of the MTS jurisdiction.
- 5.3. A record of public input received at public hearings, meetings, workshops, or outreach sessions will be provided to the MTS Board of Directors prior to approval of the proposed service changes.
- 5.4. Take Ones, Rider Alerts, or other public notices in both English and Spanish will be posted on all public transit vehicles within the affected area and will include a description of the proposed service change, the date, time, intent and location of the public hearing, and the deadline for written, email, and phone comments from the public. The notices will also be posted to the MTS website.
- 5.5. Print notice of public hearings will be provided prior to the public hearing meeting date in newspapers of general circulation in the affected area(s), including appropriate minority and community publications.
- 5.6. Additional public outreach will be performed through media notification, web postings, social media notifications and email newsletters.

6.0 Public Participation Process: *Fare Changes*

With the approval of Senate Bill 1703 (Peace 2002), the planning and programming functions of MTS and North County Transit District were consolidated under SANDAG. As part of these functions SANDAG assumed the responsibility of developing a Regional Fare Policy, including setting fares for transit services in the region through a Regional Comprehensive Fare Ordinance. Public participation activities implemented to support the Regional Fare Policy are included within SANDAG's PPP.

7.0 Public Participation Plan: *Evaluation Methods*

As a part of the public engagement strategy for the PPP, staff at MTS is regularly monitoring and evaluating outreach strategies and methods used for efficacy. Some of the evaluation measures used in the most commonly applied public involvement tools and techniques are outlined below.

Public Involvement Tools Evaluation Table

Public Involvement Tool	Evaluation Method
Public Participation Plan	To be reviewed every three years, evaluated via survey and public comment
MTS Website	Number of hits
MTS News Newsletter	Open rate analytics, distribution list size
Project Specific Websites	Open rate analytics, distribution list size
Project Specific Open Houses, Meetings & Workshops	Number of attendees, number of comments received, press mentions
Fact Sheets	Distribution, number of calls, comments
Community Advisory Committee	Quarterly meetings for public input
Legal Advertisements	No measure (required)
Advertisements	Distribution, number of calls, comments (Attachment C)
Project Specific Newsletters	Open rate analytics, distribution list size, number of calls, comments
Direct Mailings	Distribution, number of calls, comments
Press Releases	Distribution, press mentions, number of calls, comments
Public Hearings	Attendance, information distribution, comments
Comment Forms	Number of comments collected
Surveys	Distribution, responses received, comments
Flyers	Distribution, number of calls, comments
Instagram	Number of followers, likes, comments, mentions
Facebook	Number of agency likes, comments, posts, analytics
Twitter	Number of followers, retweets, tweets, direct tweets, mentions
YouTube	Number of followers, views, links

Attachments:

- A. Public outreach calendar (2018-2021)
- B. MTS Bi-Annual Customer Satisfaction Survey 2019
- C. Advertisements (2018-2021)

Outreach Events - FY 2018, 2019, 2020							
Date	MTS Department Responsible	MTS Staff	Location	Reason for Communication	Minority Group Served	Low Income Area Served (Maps)	Collateral Printed in Another Language
7/24/2018	Marketing	Mark Olson, Stacie Bishop	Sabre Springs Transit Center	Rider Appreciation	Asian, Senior	Rancho Penasquitos	Spanish
8/5/2018	MTS Consultant	Consultant	Chula Vista Lemon Fest	Community outreach	African American, Asian, Hispanic, Pacific Islander, Disabled, Low-income, Senior	Chula Vista	Spanish
8/11/2018	MTS Consultant	Consultant	Diamond Street Festival	Community outreach	African American, Asian, Hispanic, Disabled, Low-income, Senior	Southeast San Diego	Spanish
8/18/2018	MTS Consultant	Consultant	Harborfest	Community outreach	African American, Asian, Hispanic, Middle Eastern, Low-income	Chula Vista	Spanish
8/20/2018	MTS Consultant	Consultant	Mesa College	Semester Pass	African American, Asian, Hispanic, Middle Eastern, Disabled, Senior	Kearny Mesa/Linda Vista	Spanish
8/20/2018	MTS Consultant	Consultant	Southwestern College	Semester Pass	African American, Asian, Hispanic, Middle Eastern, Low-income	Chula Vista	Spanish
8/21/2018	MTS Consultant	Consultant	Southwestern College	Semester Pass	African American, Asian, Hispanic, Middle Eastern, Low-income	Chula Vista	Spanish
8/21/2018	MTS Consultant	Consultant	City College	Semester Pass	African American, Asian, Hispanic, Middle Eastern, Low-income, Senior	Downtown San Diego	Spanish
8/22/2018	MTS Consultant	Consultant	Grossmont College	Semester Pass	African American, Asian, Hispanic, Middle Eastern, Disabled		Spanish
8/23/2018	MTS Consultant	Consultant	Cuyamaca College	Semester Pass	African American, Asian, Hispanic, Middle Eastern	Rancho San Diego	Spanish
8/23/2018	Marketing, MTS Consultant	Stacie Bishop, Consultant	SDSU Move-In Day	Semester Pass	African American, Asian, Hispanic, Middle Eastern	College Area	Spanish
8/24/2018	Marketing, MTS Consultant	Stacie Bishop, Consultant	SDSU Move-In Day	Semester Pass	African American, Asian, Hispanic, Senior, Disabled	College Area	Spanish
8/25/2018	Marketing, MTS Consultant	Stacie Bishop	SDSU Convocation	Semester Pass	African American, Asian, Hispanic, Middle Eastern	College Area	Spanish
8/29/2018	MTS Consultant	Consultant	SDSU Welcome Week	Semester Pass	African American, Asian, Hispanic, Middle Eastern	College Area	Spanish
9/1/2018	MTS Consultant	Consultant	US Sand Sculpting Challenge	Community outreach	African American, Asian, Hispanic, Middle Eastern, Senior	Downtown San Diego	Spanish
9/2/2018	MTS Consultant	Consultant	US Sand Sculpting Challenge	Community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior	Downtown San Diego	Spanish
9/8/2018	MTS Consultant	Consultant	SDSU Tailgate	Semester Pass	African American, Asian, Hispanic	Mission Valley	Spanish
9/11/2018	MTS Consultant	Consultant	USD Alcalá Bazaar	Semester Pass	African American, Asian	Linda Vista	Spanish
9/12/2018	MTS Consultant	Consultant	SDSU Sustainability Fair	Community outreach	Asian, Hispanic	College Area	Spanish
9/28/2018	MTS Consultant	Consultant	La Mesa Oktoberfest	Community outreach	Disabled, low-income, senior	La Mesa	Spanish
9/29/2018	MTS Consultant	Consultant	La Mesa Oktoberfest	Community outreach	Senior	La Mesa	Spanish
10/2/2018	Marketing	Marcial Gutierrez, Angie Eleby	8th Street Transit Center	Free Ride Day event		National City	Spanish
10/2/2018	MTS Consultant	Consultant	E Street Transit Center	Free Ride Day event		Chula Vista	Spanish
10/2/2018	Marketing	Stacie Bishop	El Cajon Transit Center	Free Ride Day event	African American, Asian, Hispanic, Middle Eastern, Senior, Disabled, Low-Income	El Cajon	Spanish
10/2/2018	Marketing	Katie McCanna	Euclid Avenue Transit Center	Free Ride Day event		Southeast San Diego	Spanish
10/2/2018	Marketing	Stacie Bishop	Hazard Center Trolley Station	Free Ride Day event	African American, Asian, Senior, Disabled, Low Income	Mission Valley	Spanish
10/2/2018	Marketing	Katie McCanna	I-15 Transit Plaza	Free Ride Day event		City Heights	Spanish
10/2/2018	MTS Consultant	Consultant	La Mesa Trolley Station	Free Ride Day event	African American, Asian, Hispanic, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	La Mesa	Spanish
10/2/2018	MTS Consultant	MTS Consultant	Lemon Grove Trolley Station	Free Ride Day event		Lemon Grove	Spanish
10/2/2018	Marketing	Mark Olson, Rob Schupp	Old Town Transit Center	Free Ride Day event		Old Town	Spanish
10/2/2018	Marketing	Jessica Krieg	Sabre Springs Transit Center	Free Ride Day event		Rancho Penasquitos	Spanish
10/2/2018	Marketing	Melinda Patterson	UTC Transit Center	Free Ride Day event		La Jolla	Spanish
10/17/2018	Marketing, Fare Systems	Marcial Gutierrez, Israel Maldonado	24th Street Transit Center	Fare changes		National City	Spanish; Tagalog
10/17/2018	Marketing, Fare Systems	Marcial Gutierrez, Israel Maldonado	H Street Transit Center	Fare changes		Chula Vista	Spanish
10/17/2018	Marketing, SANDAG	Stacie Bishop, SANDAG	I-15 & University Transit Plaza	Fare changes	African American, Asian, Hispanic, Senior, Low-Income	City Heights	Spanish; Tagalog
10/17/2018	Marketing, Planning	Marcial Gutierrez, Beverly Neff	Iris Avenue Transit Center	Fare changes		South San Diego	Spanish
10/17/2018	Marketing, Executive Office	Sharon Cooney, Mark Olson	Kearny Mesa Transit Center	Fare changes		Kearny Mesa	Spanish
10/17/2018	Marketing, Planning	Marcial Gutierrez, Beverly Neff	San Ysidro Transit Center	Fare changes		San Ysidro (South San Diego)	Spanish
10/17/2018	Marketing, SANDAG	Stacie Bishop, SANDAG	SDSU Transit Center	Fare changes	Asian, Hispanic, Senior, Disabled, Low-income	College Area	Spanish
10/17/2018	Marketing, Executive Office	Sharon Cooney, Mark Olson	UTC Transit Center	Fare changes		La Jolla	Spanish
10/18/2018	Planning, Fare Systems	Beverly Neff, Israel Maldonado	City College Transit Center	Fare changes		Downtown San Diego	Spanish
10/18/2018	Marketing, Support Services	Stacie Bishop, Amanda Denham	El Cajon Transit Center	Fare changes	African American, Hispanic, Senior, Disabled, low-income	El Cajon	Spanish
10/18/2018	Planning, Fare Systems	Beverly Neff, Israel Maldonado	Euclid Transit Center	Fare changes		Southeast San Diego	Spanish
10/18/2018	Marketing, Planning	Rob Schupp, Denis Desmond	Fashion Valley Transit Center	Fare changes		Mission Valley	Spanish
10/18/2018	Marketing, Planning	Rob Schupp, Denis Desmond	Old Town Transit Center	Fare changes		Old Town	Spanish
10/18/2018	Marketing, Planning	Mark Olson, Peter Casselini	Sabre Springs Transit Center	Fare changes		Rancho Penasquitos	Spanish

Outreach Events - FY 2018, 2019, 2020							
Date	MTS Department Responsible	MTS Staff	Location	Reason for Communication	Minority Group Served	Low Income Area Served (Maps)	Collateral Printed in Another Language
10/21/2018	MTS Consultant	Consultant	CicloBias	Community outreach	Asian, Hispanic, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Ocean Beach	Spanish
10/22/2018	Marketing	Stacie Bishop, Marcial Gutierrez, Israel Maldonado	Chula Vista Civic Center Library	Fare changes	Disabled, Hispanic, Senior	Chula Vista	Spanish
10/23/2018	Marketing	Stacie Bishop, Mark Olson, Rob Schupp, Marcial Gutierrez, Israel Maldonado	MTS Offices (Board Room)	Fare changes	Disabled, Senior, Low-income	Downtown San Diego	Spanish
10/24/2018	Marketing		El Cajon Police Department	Fare changes		El Cajon	Spanish
10/24/2018	Marketing	Stacie Bishop	Crawford High School	Fare changes	African American, Asian, Hispanic, Low-income	City Heights	Spanish
10/25/2018	Marketing	Peter Casselini	Transit for Tacos	Fare changes		City Heights	Spanish
10/27/2018	MTS Consultant	Consultant	Balboa Park Halloween Family Day	Community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Downtown San Diego	Spanish
10/29/2018	Marketing, SANDAG	Stacie Bishop, Rob Schupp	City Heights Library	Fare changes		City Heights	Spanish
12/7/2018	MTS Consultant	Consultant	A Kimball Holiday	Community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	National City	Spanish
12/8/2018	MTS Consultant	Consultant	A Kimball Holiday	Community outreach	Disabled, Senior	National City	Spanish
1/15/2019	MTS Consultant	Consultant	Transit Tuesday Rider Event - Fashion Valley	Community outreach	African American, Asian, Hispanic, Middle Eastern, Low-income, Senior, Visually and/or Hearing Impaired	Mission Valley	Spanish
1/15/2019	Marketing, MTS Consultant	Rob Schupp	Transit Tuesday Rider Event - Grossmont	Community outreach	African American, Asian, Hispanic, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	La Mesa	Spanish
1/15/2019	MTS Consultant	Consultant	Transit Tuesday Rider Event - Miramar College	Community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Miramar	Spanish
1/15/2019	MTS Consultant	Consultant	Transit Tuesday Rider Event - Palomar Street	Community outreach	African American, Hispanic, Low-income, Senior	Chula Vista	Spanish
1/29/2019	MTS Consultant	Consultant	Mesa College	Semester Pass	African American, Asian, Hispanic, Middle Eastern	Kearny Mesa/Linda Vista	Spanish
1/29/2019	MTS Consultant	Consultant	Southwestern College	Semester Pass	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Chula Vista	Spanish
1/30/2019	MTS Consultant	Consultant	Southwestern College	Semester Pass	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Chula Vista	Spanish
1/30/2019	MTS Consultant	Consultant	SDSU	Semester Pass	African American, Asian, Hispanic, Senior	College Area	Spanish
1/31/2019	MTS Consultant	Consultant	SDSU	Semester Pass	African American, Asian, Hispanic	College Area	Spanish
3/10/2019	MTS Consultant	Consultant	Mariachi Festival	Community outreach	African American, Asian, Hispanic, Disabled, Low-income, Senior	National City	Spanish
3/19/2019	MTS Consultant	Consultant	Senior Expo	Community outreach	Seniors, low-income		Spanish
3/28/2019	Marketing, MTS Consultant	Consultant	Opening Day Block Party	Community outreach, Compass Cloud	African American, Asian, Hispanic, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Downtown San Diego	Spanish
3/30/2019	MTS Consultant	Consultant	MCRD Family Day Program	Military families outreach	Asian, Hispanic, Disabled	Point Loma	Spanish
4/6/2019	MTS Consultant	Consultant	South Bay Earth Day	Community outreach	African American, Asian, Hispanic	Chula Vista	Spanish
4/25/2019	MTS Consultant	Consultant	UC San Diego Earth Day event	College outreach	Asian, Hispanic, Middle Eastern	La Jolla	Spanish
4/28/2019	Marketing, MTS Consultant	Stacie Bishop, Angie Eleby, Consultant	Earth Day	Community outreach	African American, Asian, Hispanic, Pacific Islander, Disabled, Low-income, Senior	Downtown San Diego	Spanish
4/30/2019	Marketing, MTS Consultant	Paul Jablonski, Denis Desmond, Rob Schupp, Mark Olson, Stacie Bishop, Marcial Gutierrez	Community Advisory Committee	Elevate SD 2020	African American, Asian, Hispanic, Middle Eastern, Senior, Disabled, Visually and/or Hearing Impaired	Downtown San Diego	Spanish
5/3/2019	MTS Consultant	Consultant	Cinco de Mayo	Community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or hearing impaired	Old Town	Spanish
5/4/2019	Marketing, MTS Consultant	Stacie Bishop, Consultant	Asian Cultural Festival	Community outreach, Elevate SD 2020	African American, Asian, Hispanic, Senior, Low-income, Visually and/or Hearing Impaired	Mira Mesa	Spanish
5/18/2019	Marketing, MTS Consultant	Stacie Bishop, Consultant	America on MainStreet	Community outreach, Elevate SD 2020	Asian, Hispanic, Middle Eastern, Seniors, low-income, Disabled	El Cajon	Spanish

Outreach Events - FY 2018, 2019, 2020							
Date	MTS Department Responsible	MTS Staff	Location	Reason for Communication	Minority Group Served	Low Income Area Served (Maps)	Collateral Printed in Another Language
5/19/2019	Marketing, MTS Consultant	Stacie Bishop, Consultant	Navy Bay Bridge Run	Community outreach, Elevate SD 2020	African American, Asian, Hispanic, Senior	Coronado	Spanish
5/25/2019	Marketing, Consultant	Rob Schupp, Consultant	Santee Street Fair	Community outreach, Elevate SD 2020	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or hearing impaired	Santee	Spanish
6/1/2019	Marketing, Consultant	Stacie Bishop, Rob Schupp, Consultant	Art Around Adams	Community outreach, Elevate SD 2020	African American, Asian, Hispanic, Senior	Mid-City	Spanish
6/2/2019	Marketing	Stacie Bishop, Consultant	RB Alive!	Community outreach, Elevate SD 2020	African American, Asian, Hispanic, Pacific Islander, Disabled, Senior	Rancho Bernardo	Spanish
6/6/2019	Marketing, MTS Consultant	Stacie Bishop, Mark Olson, Rob Schupp, Denis Desmond, Sharon Cooney, Peter Casellini	National City Community Forum	Elevate SD 2020	Asian, Hispanic, Senior, Low-income	National City	Spanish
6/11/2019	Marketing, MTS Consultant	Stacie Bishop, Mark Olson, Peter Casellini, Rodrigo Carrasco	Carmel Valley Community Forum	Elevate SD 2020	Asian, Hispanic, Seniors	Carmel Valley	Spanish
6/12/2019	Marketing, MTS Consultant	Stacie Bishop, Mark Olson, Marcial Gutierrez, Rodrigo Carrasco	Linda Vista Community Forum	Elevate SD 2020	African American, Asian, Hispanic, Low-income, Senior	Linda Vista	Spanish
6/13/2019	Marketing, MTS Consultant	Sharon Cooney, Stacie Bishop, Quincy Marin	East County Community Forum	Elevate SD 2020	African American, Senior, disabled, low-income	El Cajon	Spanish
6/15/2019	MTS Consultant	Consultant	Juneteenth Celebration	Community outreach, Elevate SD 2020	African American, Asian, Hispanic, Middle Eastern, Low-income, Senior, Visually and/or Hearing Impaired	Logan Heights	Spanish
6/6/2019	Marketing, MTS Consultant	Paul Jablonski, Stacie Bishop, Beverly Neff, Jessica Krieg	Southeast San Diego Community Forum	Elevate SD 2020	Senior, African American, Hispanic, Visually and/or Hearing Impaired	Southeast San Diego	Spanish
6/22/2019	Marketing	Marcial Gutierrez	World Refugee Day	Community outreach, Elevate SD 2020		City Heights	Spanish
6/22/2019	Marketing, MTS Consultant	Melinda Patterson, Denis Desmond, Rodrigo Carrasco	OB Street Fair	Community outreach, Elevate SD 2020	African American, Asian, Hispanic, Disabled, Low-income, Senior	Ocean Beach	Spanish
6/25/2019	Marketing, MTS Consultant	Mark Olson, Stacie Bishop, Marcial Gutierrez	San Ysidro/IB Community Forum	Elevate SD 2020	Hispanic, Low Income, Senior	San Ysidro	Spanish
6/25/2019	Marketing, MTS Consultant	Paul Jablonski, Denis Desmond, Rob Schupp, Mark Olson, Stacie Bishop, Marcial Gutierrez	Community Advisory Committee	Elevate SD 2020	African American, Asian, Hispanic, Senior	National City	Spanish
6/26/2019	Marketing, MTS Consultant	Mark Olson, Stacie Bishop, Denis Desmond, Neomi Campbell, Rodrigo Carrasco	Poway Community Forum	Elevate SD 2020	Asian, Disabled, Low-income, Senior	Poway	Spanish
6/27/2019	Marketing, MTS Consultant	Paul Jablonski, Stacie Bishop, Beverly Neff, Marcial Gutierrez, Jessica Krieg	Chula Vista Community Forum	Elevate SD 2020	Hispanic, Senior, Low Income, Disabled	Chula Vista	Spanish
7/6/2019	MTS Marketing, Consultant	Mark Olson, Grecia Figueroa, Consultant	Lions Club Fourth of July Carnival	Elevate SD 2020, community outreach	African American, Asian, Hispanic	National City	Spanish
7/13/2019	MTS Marketing	Marcial Gutierrez, Consultant	IB Sun & Sea	Elevate SD 2020, community outreach	African American, Asian, Hispanic, Senior	Imperial Beach	Spanish
7/13/2019	MTS Marketing	Consultant	Pride	Elevate SD 2020, community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-Income, Senior	Hillcrest	Spanish
7/14/2019	MTS Marketing	Consultant	Pride	Elevate SD 2020, community outreach	African American, Hispanic, Senior, Disabled, Low-Income, Visually and/or Hearing Impaired	Hillcrest	Spanish
7/20/2019	MTS Marketing	Consultant	Day of Play	Elevate SD 2020, community outreach		National City	Spanish
7/23/2019	MTS Marketing	Stacie Bishop, Mark Olson, Peter Casselini, Quincy Marin	Downtown Community Forum	Elevate SD 2020	Asian, Hispanic, Senior, Disabled, Low-income	Downtown San Diego	Spanish
7/24/2019	MTS Marketing	Stacie Bishop, Rob Schupp, Rodrigo Carrasco, Grecia Figueroa, Peter Casselini	City Heights Community Forum	Elevate SD 2020	African American, Asian, Hispanic, Senior, Low-income	City Heights	Spanish
7/30/2019	MTS Marketing	Stacie Bishop, Marcial Gutierrez, Denis Desmond, Beverly Neff, Grecia Figueroa	Barrio Logan Community Forum	Elevate SD 2020	African American, Asian, Hispanic, Senior, Low-income	Barrio Logan	Spanish
8/2/2019	MTS Marketing	Consultant	Carmel Valley Family Movie Night	Elevate SD 2020, community outreach	Asian, Pacific Islander, Senior	Carmel Valley	Spanish
8/3/2019	MTS Marketing	Stacie Bishop, Consultant	Clairemont Family Day	Elevate SD 2020, community outreach	African American, Asian, Hispanic, Pacific Islander, Disabled, Senior	Clairemont	Spanish
8/4/2019	MTS Marketing	Marcial Gutierrez, Stacie Bishop, Consultant	Chula Vista Lemon Festival	Elevate SD 2020, community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Senior, Low-income	Chula Vista	Spanish
8/17/2019	MTS Marketing	Consultant	Chula Vista Harborfest	Elevate SD 2020, community outreach	Hispanic, Disabled	Chula Vista	Spanish
8/21/2019	MTS Marketing	Consultant	City College	College Pass Program	African American, Asian, Hispanic, Low-income	Downtown San Diego	Spanish
8/22/2019	MTS Marketing	Consultant	City College	College Pass Program	African American, Asian, Hispanic, Low-income	Downtown San Diego	Spanish
8/24/2019	MTS Marketing	Consultant	SDSU Orientation	College Pass Program	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Senior, Low-income	College Area	Spanish
8/28/2019	Consultant	Consultant	Southwestern College	College Pass Program	Asian, Hispanic, Low-income	Chula Vista	Spanish

Outreach Events - FY 2018, 2019, 2020							
Date	MTS Department Responsible	MTS Staff	Location	Reason for Communication	Minority Group Served	Low Income Area Served (Maps)	Collateral Printed in Another Language
8/29/2019	Consultant	Consultant	SDSU Welcome Week	College Pass Program		College Area	Spanish
8/31/2019	MTS Marketing, Tele Info	Stacie Bishop, Rhonda Buck	Diamond Street Festival	Elevate SD 2020, community outreach	African American, Asian, Hispanic, Pacific Islander, Senior, Low-income	Encanto	Spanish
8/31/2019	MTS Marketing, Tele Info		USSSC Event	Elevate SD 2020, community outreach		Downtown San Diego	Spanish
9/1/2019	MTS Marketing, Tele Info		USSSC Event	Elevate SD 2020, community outreach		Downtown San Diego	Spanish
9/1/2019	MTS Marketing	Marcial Gutierrez	SYDRO Music Festival	Elevate SD 2020, community outreach		San Ysidro	Spanish
9/10/2019	MTS Marketing	Consultant	USD Alcalá Bazaar	College Pass Program	African American, Asian, Hispanic, Middle Eastern	Linda Vista	Spanish
9/18/2019	MTS Marketing	Stacie Bishop	SDSU Sustainability Day	Elevate SD 2020	Asian, Hispanic	College Area	Spanish
9/21/2019	MTS Marketing	Consultant	SDSU Tailgate Event	College Pass Program	African American, Asian, Pacific Islander, Senior	College Area	Spanish
10/2/2019	MTS Marketing, Support Services	Melinda Patterson, Maria Sanchez	Free Ride Day - 24th Street	Free Ride Day, community outreach		National City	Spanish
10/2/2019	MTS Marketing, Planning	Jessica Krieg, Peter Casselini	Free Ride Day - America Plaza	Free Ride Day, community outreach		Downtown San Diego	Spanish
10/2/2019	Consultant		Free Ride Day - County Center/Little Italy	Free Ride Day, community outreach		Downtown San Diego	Spanish
10/2/2019	MTS Planning, Bus Ops	Ivan Lizarraga, Dan Warren	Free Ride Day - East Palomar Station	Free Ride Day, community outreach		Chula Vista	Spanish
10/2/2019	MTS Marketing, Tele Info	Quincy Marin, Regina Tachiquin	Free Ride Day - El Cajon	Free Ride Day, community outreach		El Cajon	Spanish
10/2/2019	MTS Marketing, Tele Info	Katie McCanna, Brianne Graham	Free Ride Day - Euclid	Free Ride Day, community outreach		Southeast San Diego	Spanish
10/2/2019	MTS Marketing, Bus Ops	Stacie Bishop, Ben Stallman	Free Ride Day - Fashion Valley	Free Ride Day, community outreach	African American, Asian, Hispanic, Senior, Disabled, Low-income	Mission Valley	Spanish
10/2/2019	MTS Planning, Consultant	Neomi Woods, Consultant	Free Ride Day - Gaslamp Quarter	Free Ride Day, community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Downtown San Diego	Spanish
10/2/2019	MTS Marketing, Bus Ops	Marcial Gutierrez, Kena Teon	Free Ride Day - H Street	Free Ride Day, community outreach		Chula Vista	Spanish
10/2/2019	MTS Marketing, Tele Info	Grecia Gigueroa, Angie Eleby	Free Ride Day - Iris Avenue	Free Ride Day, community outreach		Chula Vista	Spanish
10/2/2019	MTS Tele Info, Consultant	Robinaire Ruiz, Consultant	Free Ride Day - Lemon Grove	Free Ride Day, community outreach	African American, Asian, Hispanic, Middle Eastern, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Lemon Grove	Spanish
10/2/2019	MTS Marketing, Consultant	Rob Schupp, Mark Olson, Consultant	Free Ride Day - Old Town	Free Ride Day, community outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Old Town	Spanish
10/2/2019	MTS Marketing	Stacie Bishop, Rodrigo Carrasco	Free Ride Day - Rancho Bernardo	Free Ride Day, community outreach	Asian, Hispanic, Senior, Low-income	Rancho Bernardo	Spanish
10/14/2019	MTS Marketing, Planning	Stacie Bishop, Beverly Neff	VB: Otay Mesa	Elevate SD 2020	Hispanic, Senior, Disabled, Low-income	Otay Mesa	Spanish
10/14/2019	MTS Marketing	Mark Olson, Quincy Marin	VB: Kearny Mesa	Elevate SD 2020		Kearny Mesa	Spanish
10/15/2019	MTS Marketing	Stacie Bishop, Katie McCanna	VB: El Cajon	Elevate SD 2020	African American, Hispanic, Middle Eastern, Senior, Disabled, Low-income	El Cajon	Spanish
10/16/2019	MTS Marketing, Planning	Mark Olson, Beverly Neff	VB: Euclid	Elevate SD 2020		Southeast San Diego	Spanish
10/17/2019	MTS Marketing, Consultant	Stacie Bishop, Consultant	Old Town- Vision Builder	Elevate SD 2020	African American, Asian, Hispanic, Senior, Disabled, Low-income	Old Town	Spanish
10/18/2019	MTS Marketing, Planning	Marcial Gutierrez, Beverly Neff	VB: 8th Street	Elevate SD 2020		National City	Spanish
10/22/2019	MTS Marketing, Planning	Marcial Gutierrez, Beverly Neff	VB: Palomar	Elevate SD 2020		Chula Vista	Spanish
10/22/2019	MTS Marketing, Planning	Rob Schupp, Mark Olson, Denis Desmond, Stacie Bishop	Community Advisory Committee	Elevate SD 2020	Asian, Hispanic, Senior	Southeast San Diego	Spanish
10/23/2019	MTS Marketing	Rob Schupp, Melinda Patterson	VB: UTC	Elevate SD 2020		UTC	Spanish
10/24/2019	MTS Marketing, Planning	Mark Olson, Rodrigo Carrasco	VB: Sabre Springs	Elevate SD 2020		Sabre Springs	Spanish
10/24/2019	MTS Marketing	Stacie Bishop	VB: Sorrento Valley	Elevate SD 2020	Asian, Hispanic, Senior	Sorrento Valley	Spanish
10/26/2019	Consultant	Consultant	Balboa Park Family Day	Partnerships, Community Outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Balboa Park	Spanish
10/26/2019	MTS Marketing	Stacie Bishop, Katie McCanna	Politifest	Elevate SD 2020, community outreach	African American, Asian, Hispanic, Senior	Linda Vista	Spanish
10/27/2019	MTS Marketing, Planning, Consultant	Grecia Figueroa, Peter Casselini, Consultant	North Park CicloSDias	Elevate SD 2020, community outreach		North Park	Spanish
10/28/2019	MTS Marketing, Planning	Grecia Figueroa, Peter Casselini	VB: City College	Elevate SD 2020		Downtown	Spanish
10/29/2019	MTS Marketing, Planning	Beverly Neff, Jessica Krieg	VB: E Street	Elevate SD 2020		Chula Vista	Spanish
10/30/2019	MTS Marketing, Planning	Katie McCanna, Peter Casselini	VB: City Heights	Elevate SD 2020		City Heights	Spanish
11/22/2019	Consultant	Consultant	Santee Tree Lighting	Community Outreach	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Santee	Spanish
1/28/2020	Consultant	Consultant	SDSU Welcome Week	College Pass Program	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	College Area	Spanish

Outreach Events - FY 2018, 2019, 2020							
Date	MTS Department Responsible	MTS Staff	Location	Reason for Communication	Minority Group Served	Low Income Area Served (Maps)	Collateral Printed in Another Language
1/29/2020	Consultant	Consultant	SDSU Welcome Week	College Pass Program	African American, Asian, Hispanic, Middle Eastern, Pacific Islander, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	College Area	Spanish
1/29/2020	Consultant	Consultant	Southwestern College Welcome Week	College Pass Program	African American, Asian, Hispanic, Disabled, Low-income	Chula Vista	Spanish
2/4/2020	Consultant	Consultant	USD Alcalá Bazaar	College Pass Program		Linda Vista	Spanish
2/4/2020	Consultant	Consultant	City College Welcome Week	College Pass Program		Downtown	Spanish
2/5/2020	Consultant	Consultant	Mesa College Welcome Week	College Pass Program		Clairemont Mesa	Spanish
2/13/2020	MTS Marketing/Planning	Mark Olson, Denis Desmond, Paul Jablonski	Elevate Draft Plan Webinar	Elevate SD 2020	N/A - Unknown	Online	Spanish
2/19/2020	MTS Marketing/Planning	Mark Olson, Denis Desmond, Paul Jablonski	Elevate Draft Plan Webinar	Elevate SD 2020	N/A - Unknown	Online	Spanish
2/20/2020	MTS Marketing/Planning	Mark Olson, Denis Desmond, Paul Jablonski	Elevate Draft Plan Webinar	Elevate SD 2020	N/A - Unknown	Online	Spanish
2/25/2021	MTS Marketing/Planning	Marcial Gutierrez, Beverly Neff	Elevate Draft Plan Webinar	Elevate SD 2020	Hispanic	Online - Spanish	Spanish
3/8/2020	Consultant	MTS Consultant	National City Mariachi Festival	Community Outreach	African American, Hispanic, Disabled, Low-income, Senior, Visually and/or hearing impaired	Chula Vista	Spanish
7/21/2020	MTS Marketing, Bus Operations, Planning	Mark Olson, Sharon Cooney, Denis Desmond, Mike Wygant	Online	Zero Emission Bus Transition	N/A - Unknown	Online	Spanish
7/22/2020	MTS Marketing, Security, Ambassador	Mark Olson, Veronica	Old Town Transit Center	Rider PPE Outreach		Old Town	Spanish
7/22/2020	MTS Marketing, Security, Tele Info	Stacie Bishop	El Cajon Transit Center	Rider PPE Outreach	African American, Asian, Hispanic, Middle Eastern, Senior, Disabled, Low-income	El Cajon	Spanish
7/22/2020	MTS Marketing, Security, Tele Info	Katie McCanna	Euclid Transit Center	Rider PPE Outreach		Southeast San Diego	Spanish
7/23/2020	MTS Marketing, Security, Ambassador	Grecia Figueroa, Leticia	Iris Avenue Transit Center	Rider PPE Outreach		Otay Mesa / South San Diego	Spanish
7/23/2020	MTS Marketing, Security, Tele Info	Stacie Bishop, Clara	America Plaza Transit Center	Rider PPE Outreach	African American, Asian, Hispanic, Senior, Disabled, Low-income	Downtown San Diego	Spanish
7/23/2020	MTS Marketing, Security, Tele Info	Mark Olson, Kena Teon	City Heights Transit Plaza	Rider PPE Outreach		City Heights	Spanish
9/2/2020	MTS Marketing, Planning	Peter Casselini, Rob Schupp	Online	Pedestrian Improvements to America Plaza/Santa Fe Depot Transit Center	N/A - Unknown	Online	
10/7/2020	MTS Marketing	Stacie Bishop, MTS Consultant	Old Town Transit Center	CA Clean Air Day / ZEB	African American, Asian, Hispanic, Senior, Disabled, Low-income	Old Town	Spanish
10/7/2020	MTS Marketing	Marcial Gutierrez, MTS Consultant	Iris Avenue Transit Center	CA Clean Air Day / ZEB		Otay Mesa / South San Diego	Spanish
10/8/2020	MTS Marketing, Consultant	Sharon Cooney, Mark Olson, Rob Schupp, Stacie Bishop	Online	Community Advisory Committee	Asian, Hispanic, Senior, Low-income	Online	Spanish
10/13/2020	MTS Marketing, Executive, Security	Sharon Cooney, Marcial Gutierrez, Tim Curran, Scott Ybarando	Online	Public Security Steering Committee	African American, Hispanic, Senior, Disabled, Low Income, Visually and/or Hearing Impaired	Online	
11/3/2020	MTS Marketing, Consultant	Grecia Figueroa, Consultant	H Street Station	Free Ride Day	Hispanic, Senior, Low income	Chula Vista	Spanish
11/3/2020	MTS Marketing, Consultant	Katie McCanna, Consultant	Euclid Avenue Transit Center	Free Ride Day	African American, Asian, Hispanic, Disabled, Low-income, Senior	Southeast San Diego	Spanish
11/3/2020	MTS Marketing, Consultant	Mark Olson, Consultant	Old Town Transit Center	Free Ride Day	African American, Hispanic, Disabled, Low-income	Old Town	Spanish
11/3/2020	MTS Marketing, Consultant	Stacie Bishop	El Cajon Transit Center	Free Ride Day	African American, Asian, Hispanic, Middle Eastern, Disabled, Senior, Low-income	El Cajon	Spanish
11/3/2020	MTS Tele Info, Consultant	Rhonda Buck, Consultant	Palomar Street Transit Center	Free Ride Day	African American, Asian, Hispanic, Disabled, Low-income, Senior, Visually and/or Hearing Impaired	Chula Vista	Spanish
11/3/2020	MTS Bus, Consultant	Kena Teon, Consultant	City Heights Transit Plaza	Free Ride Day		City Heights	Spanish
11/3/2020	MTS Marketing, Tele Info	Stacie Bishop, Regina Tachiquin	Lemon Grove Trolley Station	Free Ride Day	African American, Hispanic, Senior, Disabled, Low-income	Lemon Grove	Spanish
11/16/2020	MTS Marketing, Executive, Security	Sharon Cooney, Marcial Gutierrez, Tim Curran	Online	Public Security Steering Committee	African American, Hispanic, Senior, Disabled, Low Income, Visually and/or Hearing Impaired	Online	
11/20/2020	MTS Marketing, Legal	Sharon Cooney, Karen Landers, Marcial Gutierrez, Rob Schupp	Online	Pedestrian Improvements to San Ysidro Transit Center	N/A - Unknown	Online	
1/9/2021	MTS Marketing, SANDAG	Rob Schupp, Israel Maldonado, Denis Desmond, Stacie Bishop	Online	Fare changes	N/A - Unknown	Online	Spanish
1/12/2021	MTS Marketing, SANDAG	Rob Schupp, Israel Maldonado, Denis Desmond, Stacie Bishop	Online	Fare changes	N/A - Unknown	Online	Spanish
1/13/2021	MTS Marketing, SANDAG	Rob Schupp, Israel Maldonado, Denis Desmond, Stacie Bishop	Online	Fare changes	N/A - Unknown	Online	Spanish

Outreach Events - FY 2018, 2019, 2020							
Date	MTS Department Responsible	MTS Staff	Location	Reason for Communication	Minority Group Served	Low Income Area Served (Maps)	Collateral Printed in Another Language
1/19/2021	MTS Marketing, Planning	Sharon Cooney, Mark Olson, Rob Schupp, Denis Desmond, Stacie Bishop	Online	Community Advisory Committee	Asian, Hispanic, Senior, Low-income	Online	Spanish
2/3/2021	MTS Marketing, Executive, Security	Sharon Cooney, Marcial Gutierrez, Al Stiehler	Online	Public Security Steering Committee	African American, Hispanic, Senior, Disabled, Low Income, Visually and/or Hearing Impaired	Online	
2/10/2021	MTS Marketing, Planning	Denis Desmond, Rodrigo Carrasco, Marcial Gutierrez	Online	Mid-Coast Bus Route Changes	N/A - Unknown	Online	Spanish
2/16/2021	MTS Marketing, Planning	Denis Desmond, Rodrigo Carrasco, Grecia Figueroa	Online	Mid-Coast Bus Route Changes	N/A - Unknown	Online	Spanish

Bi-Annual Customer Satisfaction Survey 2019

Final Report

Presentation

- Background and Objectives
- Methodology
- Recent Investments and Initiatives
- Changes in Market Conditions
- Customer Satisfaction
- Information Tools
- Travel Characteristics
- Customer Demographics



Bi-annual Trolley & Bus Rider Satisfaction Survey

Study Purpose to:

- Measure rider satisfaction with bus and Trolley
- Measure rider satisfaction by geographic area
- Understand wayfinding

Methodology:

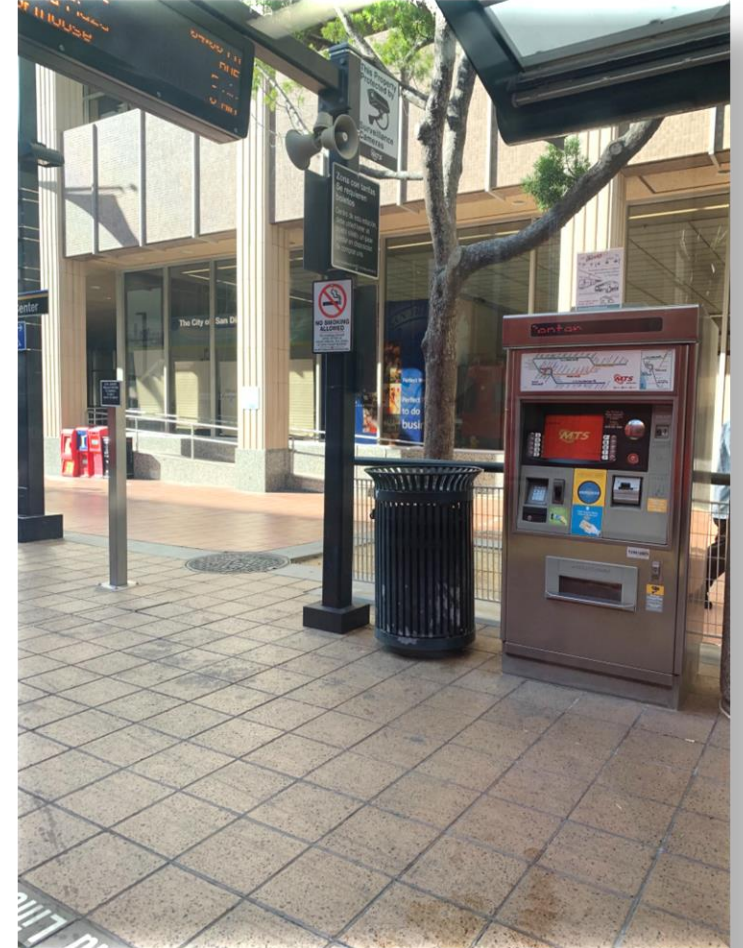
- Onboard survey
- English and Spanish
- Personal assistance to complete
- Mail-back and drop-off options provided

Methodology

- Sampling plan and survey jointly developed with MTS
- Data Collection November 13 - December 6, 2019
 - exception Thanksgiving week to avoid travel bias
 - 2,311 surveys completed
 - Number of surveys exceeded collection targets by 44%

Statistical Accuracy by Transit Mode

Transit Mode	Sample Size	Percent Distribution	Statistical Precision at 95% Confidence Level
System-wide	2,311	100%	± 2.0%
Bus	1,438	62%	± 2.6%
Trolley	873	38%	± 3.3%



Methodology



- Sampling Plan

- Modes: Trolley and Bus
- Four Geographic Zones
 - South Bay,
 - East County,
 - Central Urban,
 - I-15 Corridor
- Target of 1,600 surveys with minimum of 400 in each zone

Recent Regional Investments

- Bus *Rapid* Transit service (BRT) in the South Bay region
- New transit center at Otay Mesa Border Crossing
- Increasing *Rapid* Superloop serving the University area
- Installing security cameras onboard buses and Trolleys
- Streamlining routes and adding service frequency to routes as part of the Transit Optimization Plan



Marketing and Promotional Initiatives

- Redesign/enhancement of sdmts.com
- Free Ride Day
- Reducing Monthly Pass cost for ages 6–18
- Partnering with Colleges/Universities for discounts



Change in Market Conditions



- Transit Ridership
 - Fuel costs around \$4.00 per gallon = more people considering transit as an option
- Unemployment and Congestion
 - Hit historic lows 2.7% - October 2019
 - Higher employment = more traffic congestion
- Technology
 - Smartphone access up = better access to information

Change in Market Conditions – Post Data Collection

- Results are a representative snapshot in a pre-Covid 19 pandemic environment.
- Post-pandemic some factors measured in this study are likely to be of more importance to customers. These include:
 - Perceived cleanliness
 - Safety
 - Comfort of riding with other passengers

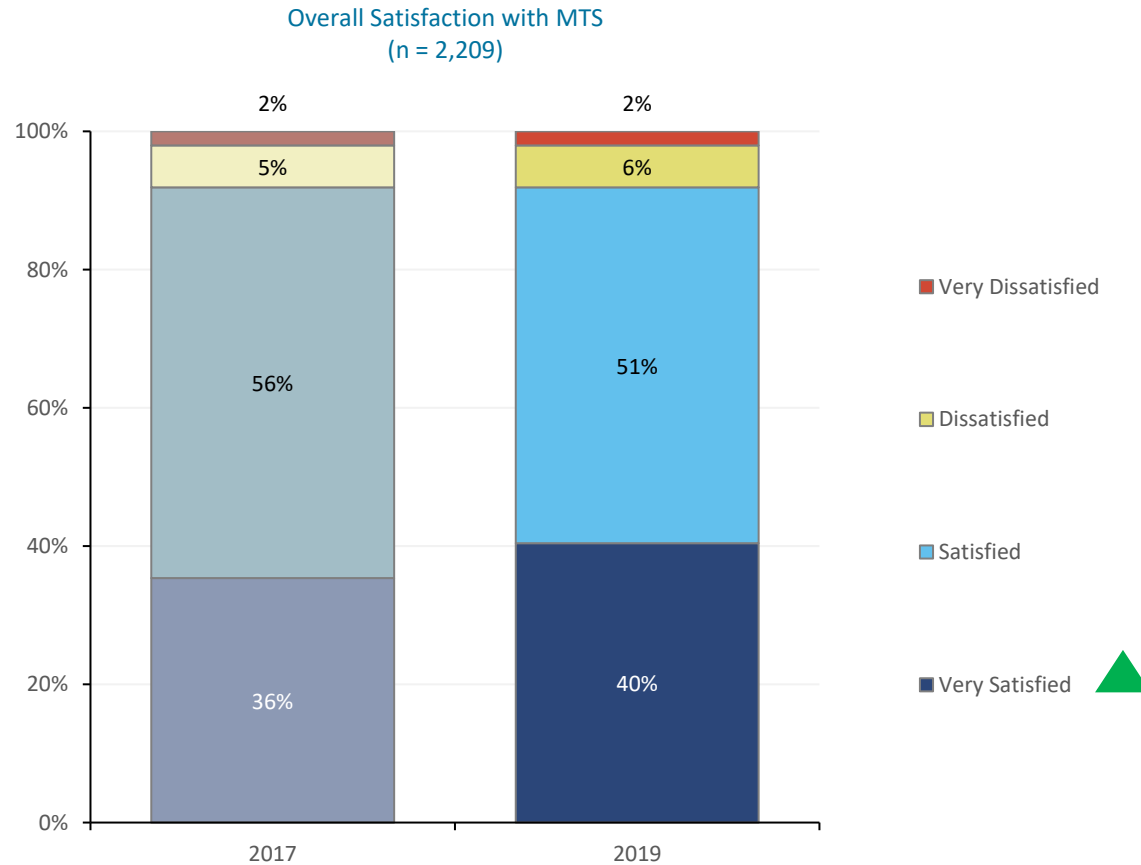




Topline Customer Satisfaction Results

Green (up ▲) and red (down ▼) arrows in this presentation, indicate a statistically significant change from the 2017

Overall Rider Satisfaction

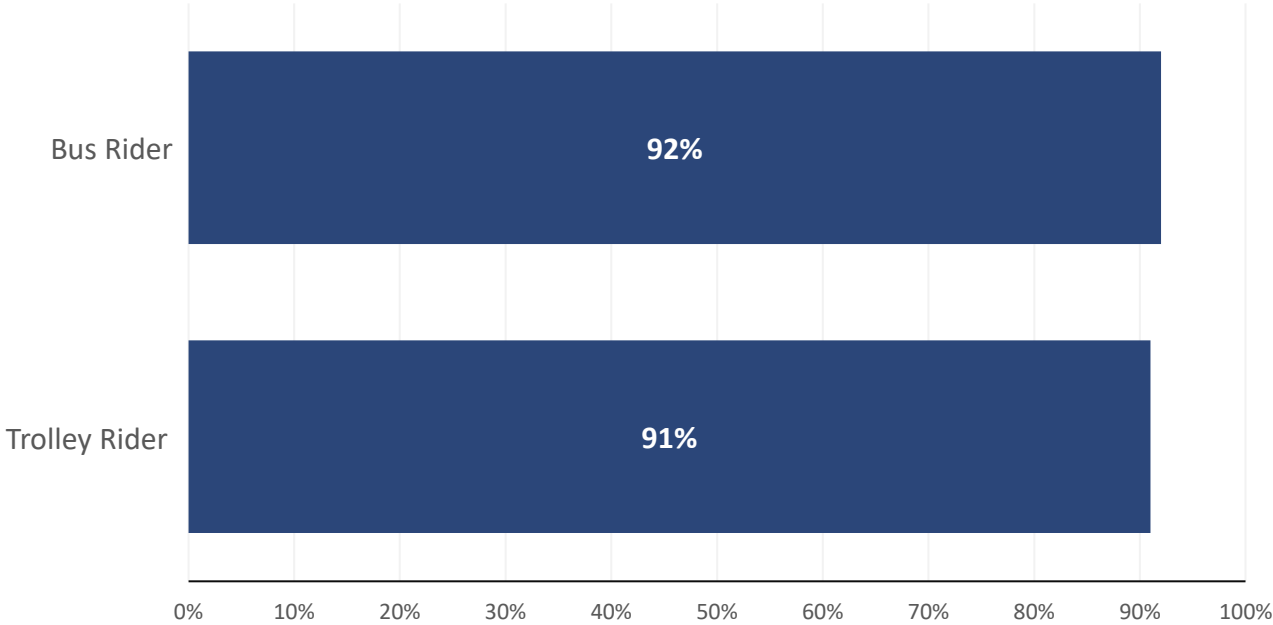


Overall Satisfaction
91%

- Customer satisfaction on par with 2017
- Customers who are “Very Satisfied” jumped 4 points which is statistically significant

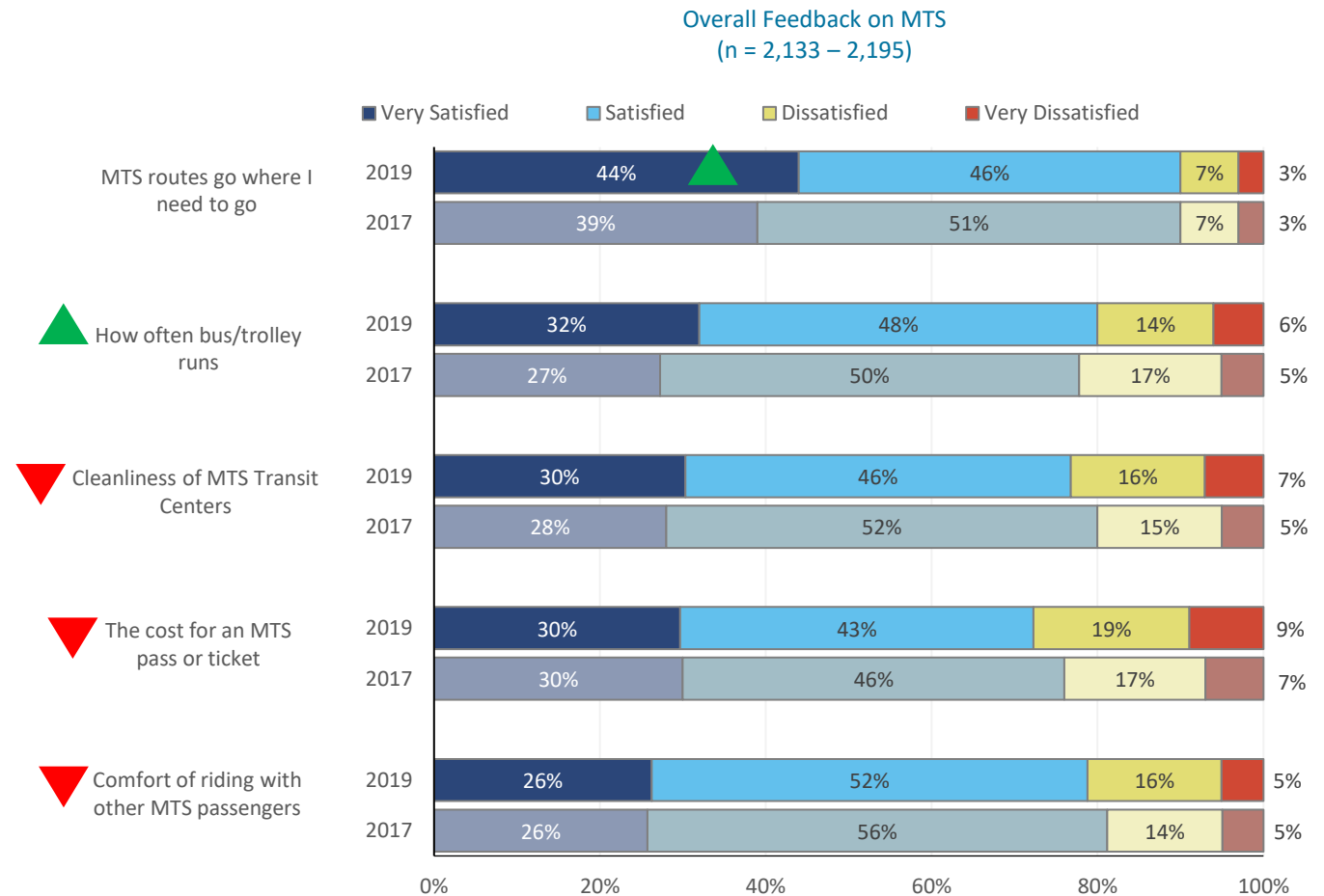
Overall Satisfaction For Bus and Trolley Customers Unchanged from 2017

Overall Satisfaction with MTS – Bus & Trolley Riders
(n = 833-1,376)



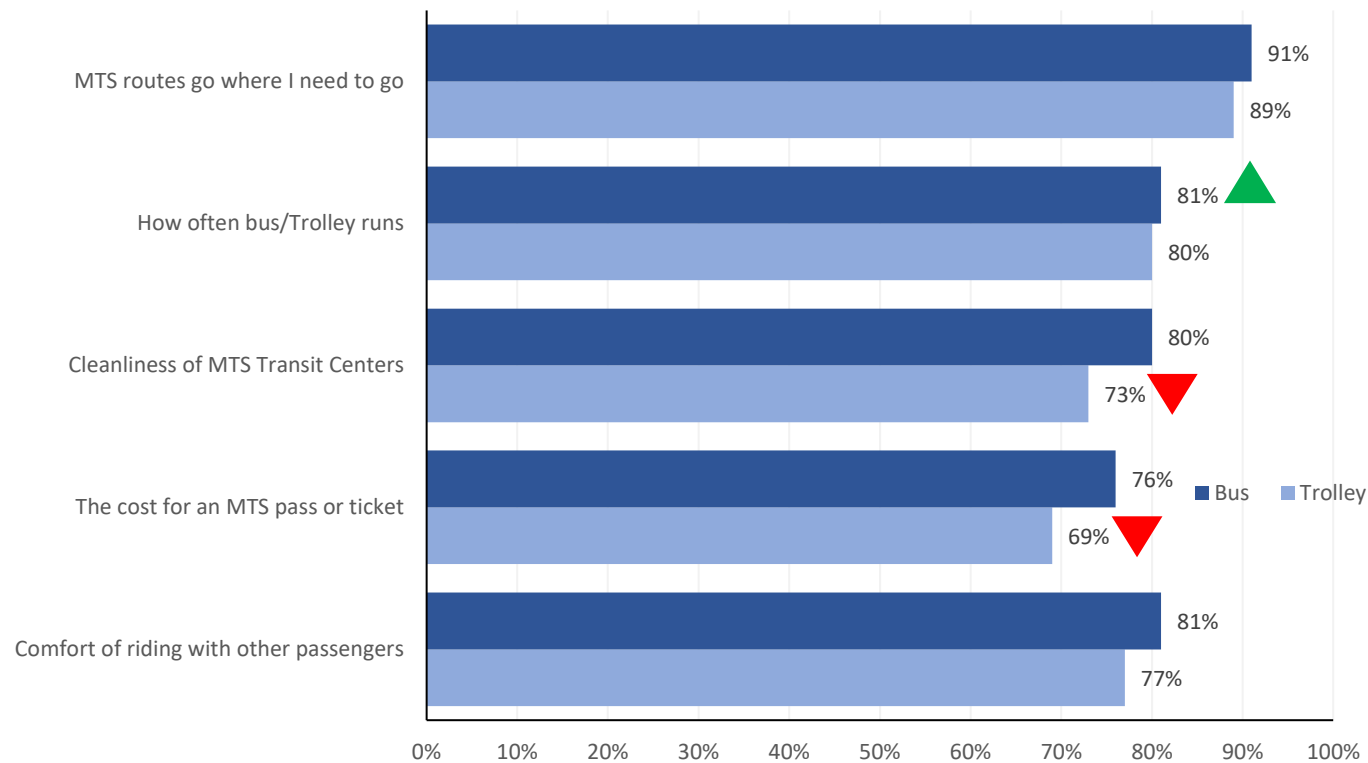
Topline Results: Satisfaction – Attributes

- Service coverage – 90%
- Service frequency – 80% vs 77%
- Comfort of riding with others – 78% vs 82%
- Cleanliness of transit centers – 76% vs 80%
- Cost for an MTS pass/ticket – 73% vs 76%



Attributes Trolley & Bus Riders

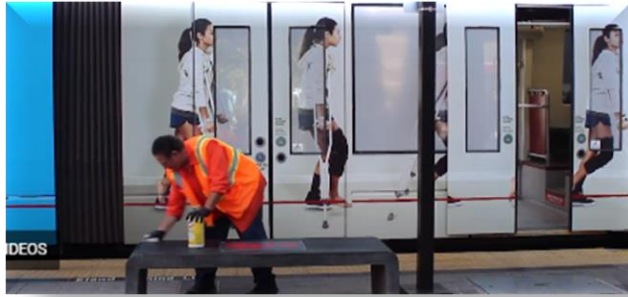
Feedback on MTS Overall – Bus & Trolley Riders
(n = 804 - 1,371)



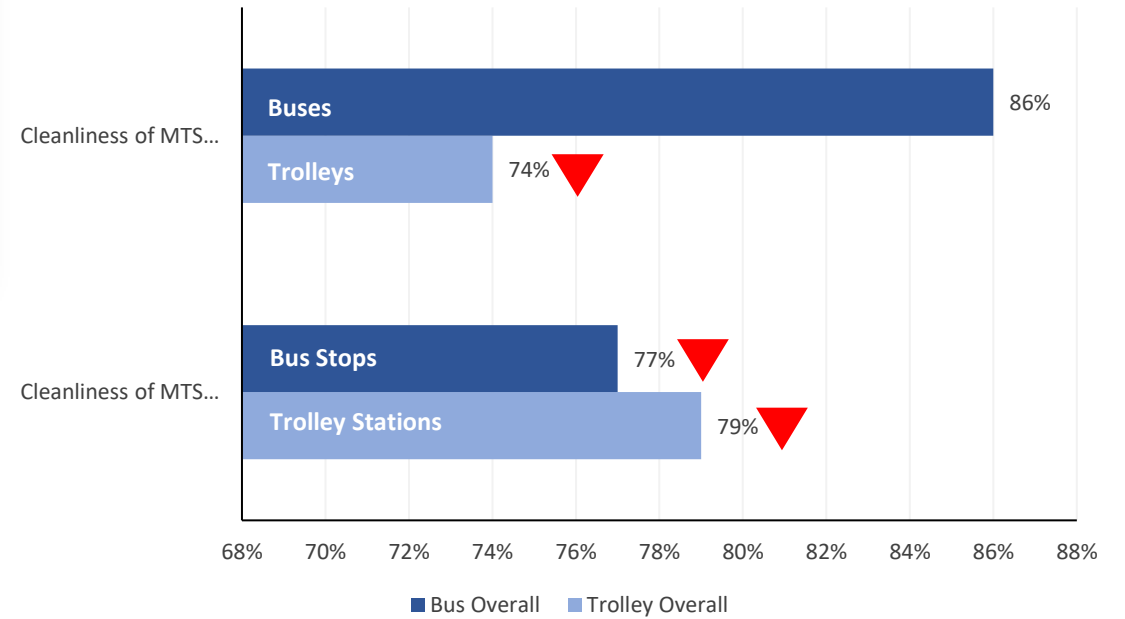
Statistical Accuracy by Transit Mode

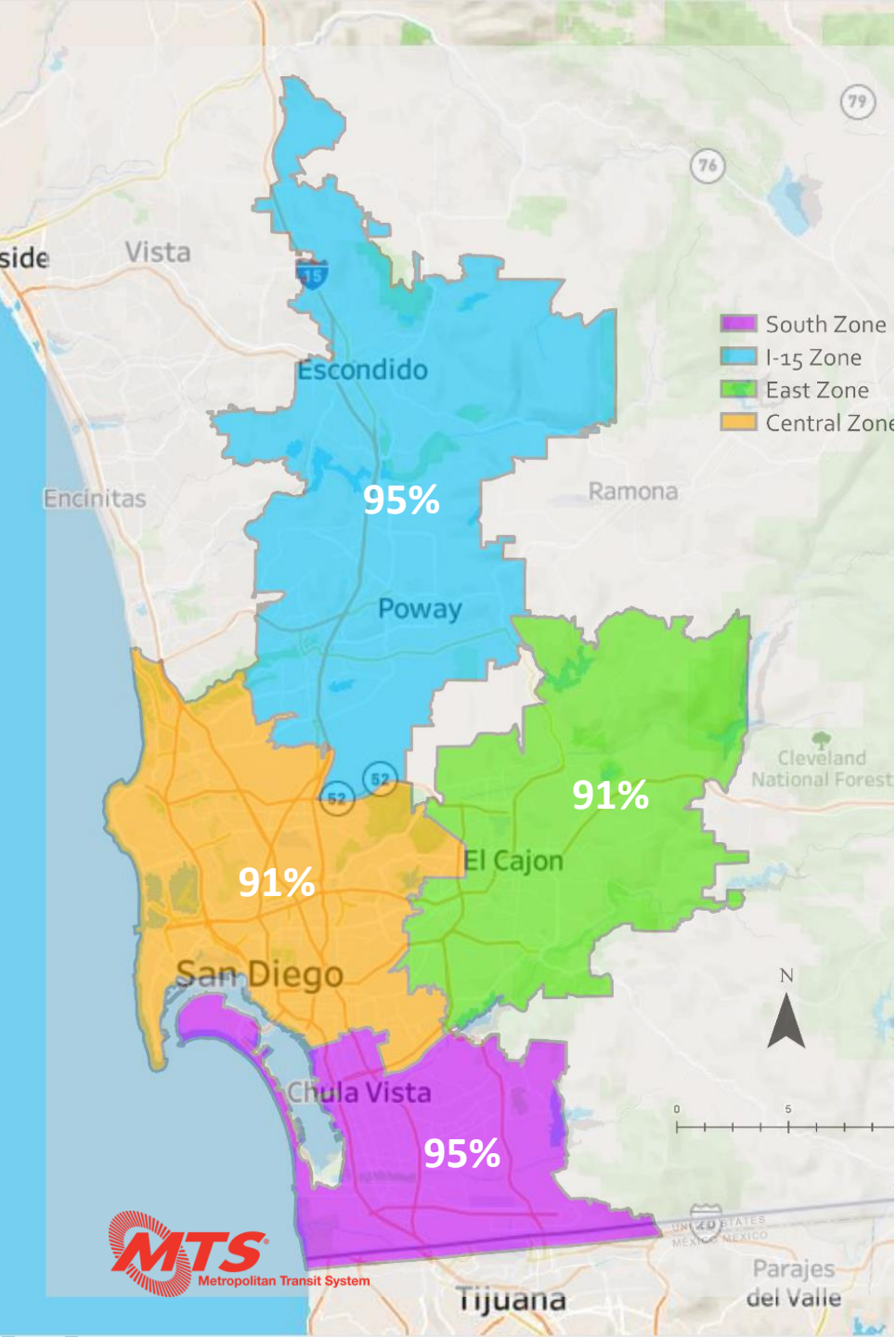
Transit Mode	Sample Size	Percent Distribution	Statistical Precision at 95% Confidence Level
System-wide	2,311	100%	± 2.0%
Bus	1,438	62%	± 2.6%
Trolley	873	38%	± 3.3%





Overall Feedback on MTS Cleanliness
(n = 808 – 1,338)



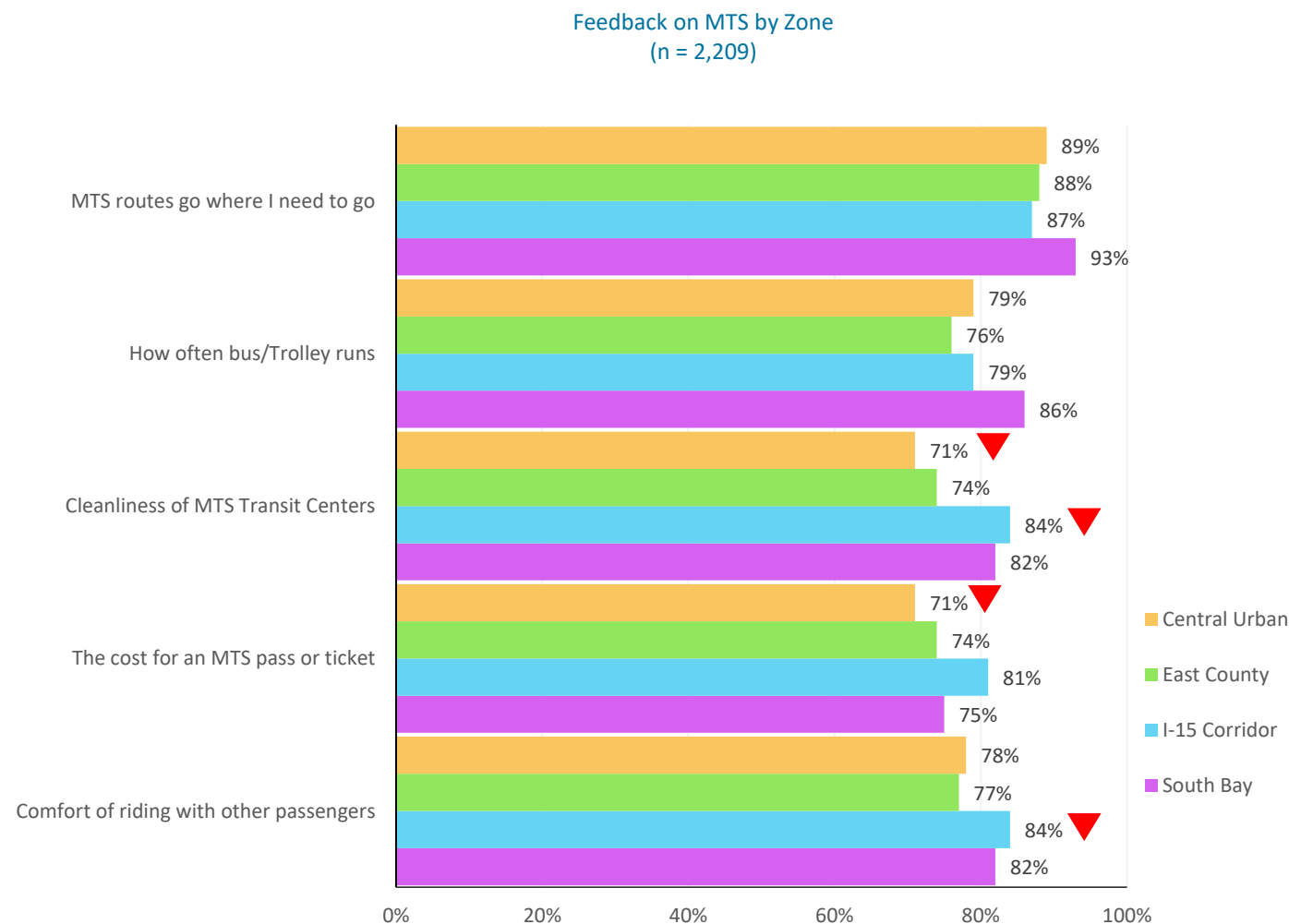


Overall Satisfaction – by Zone

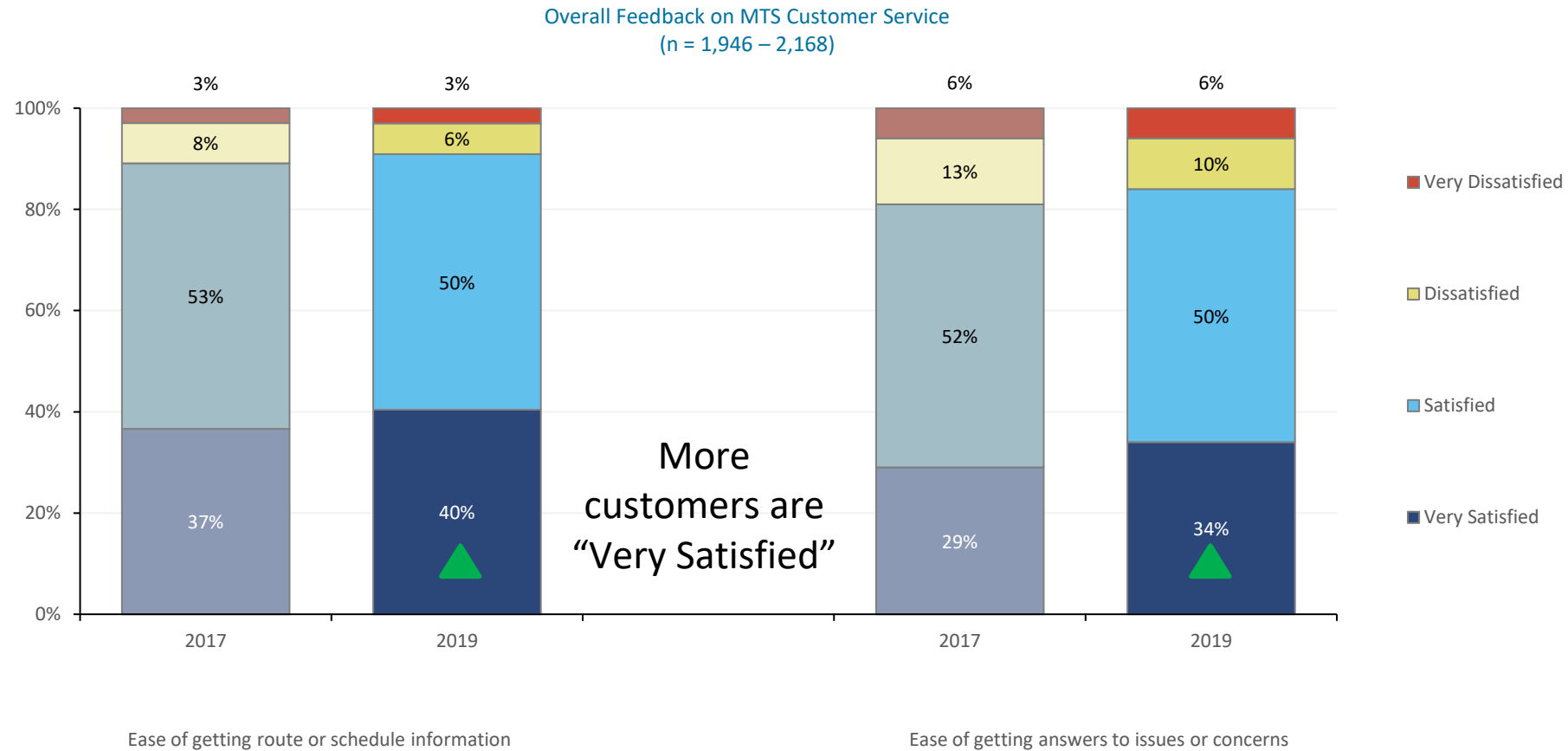
Overall Satisfaction with MTS by Zone
(n = 2,209)

MTS Overall Transit Service		
Zone Interviewed In	2017	2019
Central Urban	93%	91% ▼
East County	90%	91%
I-15 Corridor	94%	95%
South Bay	93%	95%

Overall Satisfaction – by Zone



Satisfaction — Customer Information



Not Owning a Car Tops the List for Taking Transit

Top Reasons for Taking Public Transit
(n = 2,289)

2017	2019
No Car	No Car
63%	56% ▼
Save Money	Save Money
29%	42% ▲
No Driver's License	Better for Environment
27%	22%
-	Avoid Traffic
-	22%



Reasons for Taking Transit—by Income

The Income Effect



Top Reasons for Taking Public Transit – Income
(n = 300 – 657)

< \$15K

2017	2019
No Car	No Car
75%	63%
No Driver's License	Save Money
29%	39%
Save Money	Better for Environment
27%	23%

\$15K - \$49K

2017	2019
No Car	No Car
61%	53%
Save Money	Save Money
32%	47%
No Driver's License	Avoid Traffic
27%	24%

\$50K+

2017	2019
Price of Fuel	Save Money
40%	51%
No Car	Avoid Traffic
39%	38%
Save Money	No Car
37%	35%



Reasons for Taking Transit—by Age

Top Reasons for Taking Public Transit – Age
(n = 221 – 581)

13-18		19-24		25-34	
2017	2019	2017	2019	2017	2019
No Car	No Car	No Car	No Car	No Car	No Car
71%	67%	74%	67%	62%	53%
No Driver's License	No Driver's License	Save Money	Save Money	Save Money	Save Money
55%	46%	36%	49%	31%	47%
Save Money	Save Money	No Driver's License	No Driver's License	No Driver's License	Avoid Traffic
21%	40%	33%	29%	26%	25%

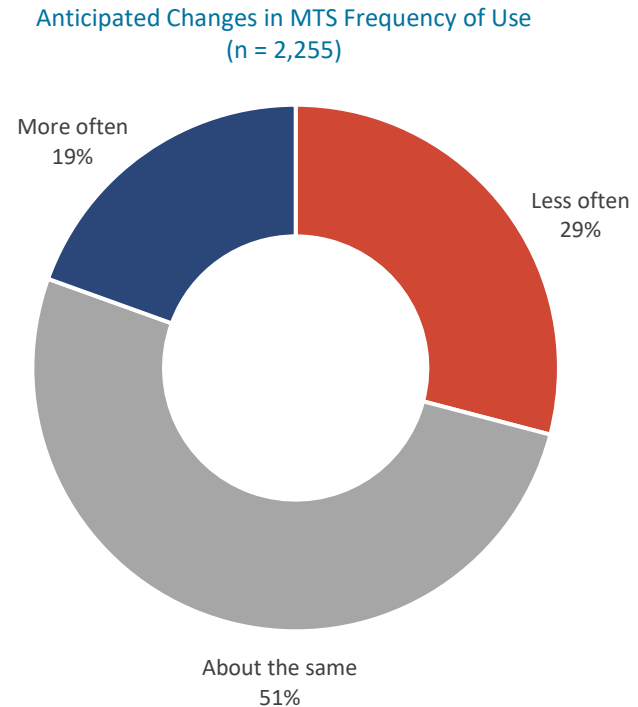
35-49		50+	
2017	2019	2017	2019
No Car	No Car	No Car	No Car
60%	48%	54%	52%
Save Money	Save Money	Save Money	Save Money
27%	36%	30%	39%
Avoid Traffic	Avoid Traffic	Avoid Traffic	Avoid Traffic
24%	24%	23%	23%

- Not having a car or license are more prevalent in persons under 24
- Saving Money and avoiding traffic have greater importance to persons over 25



Changes in Use

- Anticipated Changes in MTS Frequency of Use
 - About half (51%) of riders expect no change in their transit use
 - Less than one-third (29%) of riders expect to ride less often



Changes in Use — by Market Segmentation

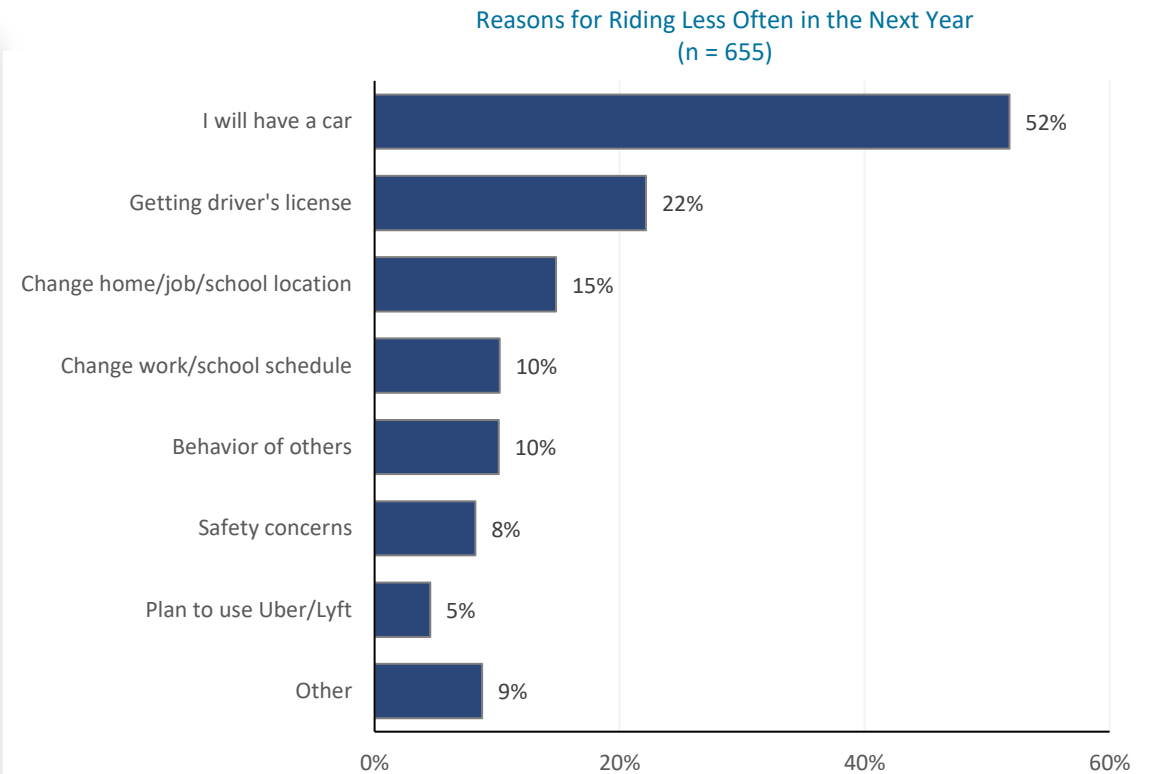
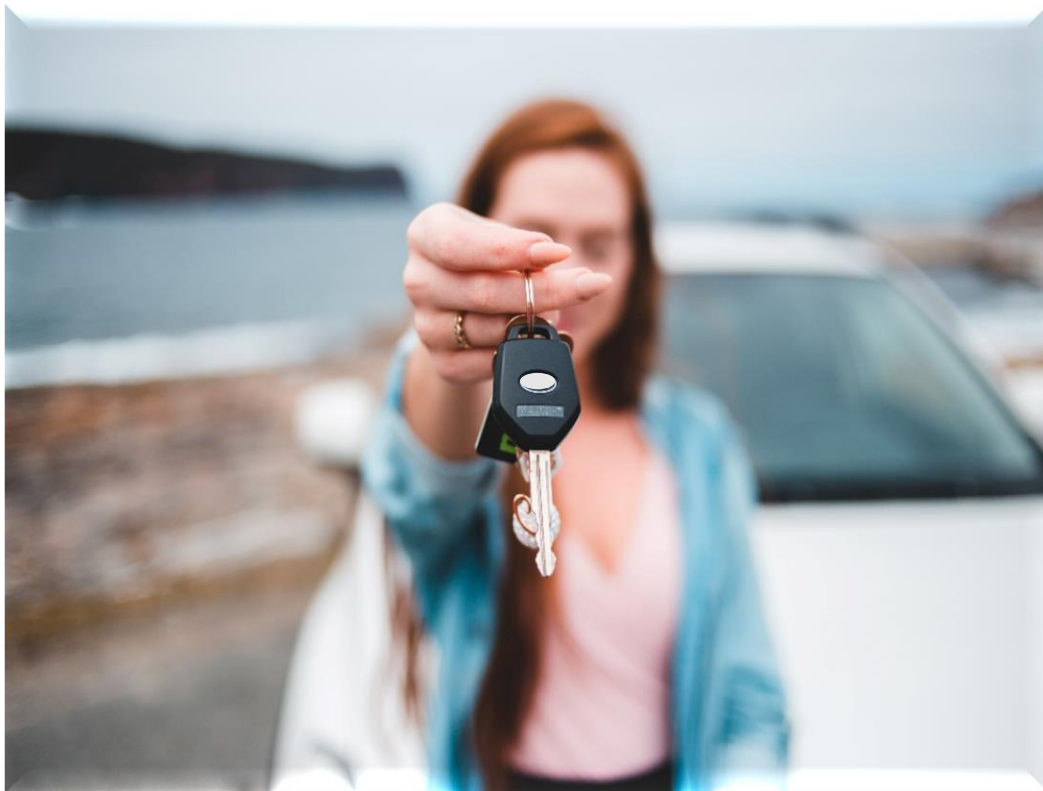


Anticipated Changes in MTS Frequency of Use by Market Segmentation
(n = 2,255)

	More	Same	Less
<i>Overall</i>	19%	51%	29%
Employed	17%	52%	30%
Student Only	19%	50%	30%
65+ Years Old	18%	65%	17%

- Persons who are employed and students are almost twice as likely to consider using transit less one year from now

Changes in Use – Reasons for Riding Less





Information

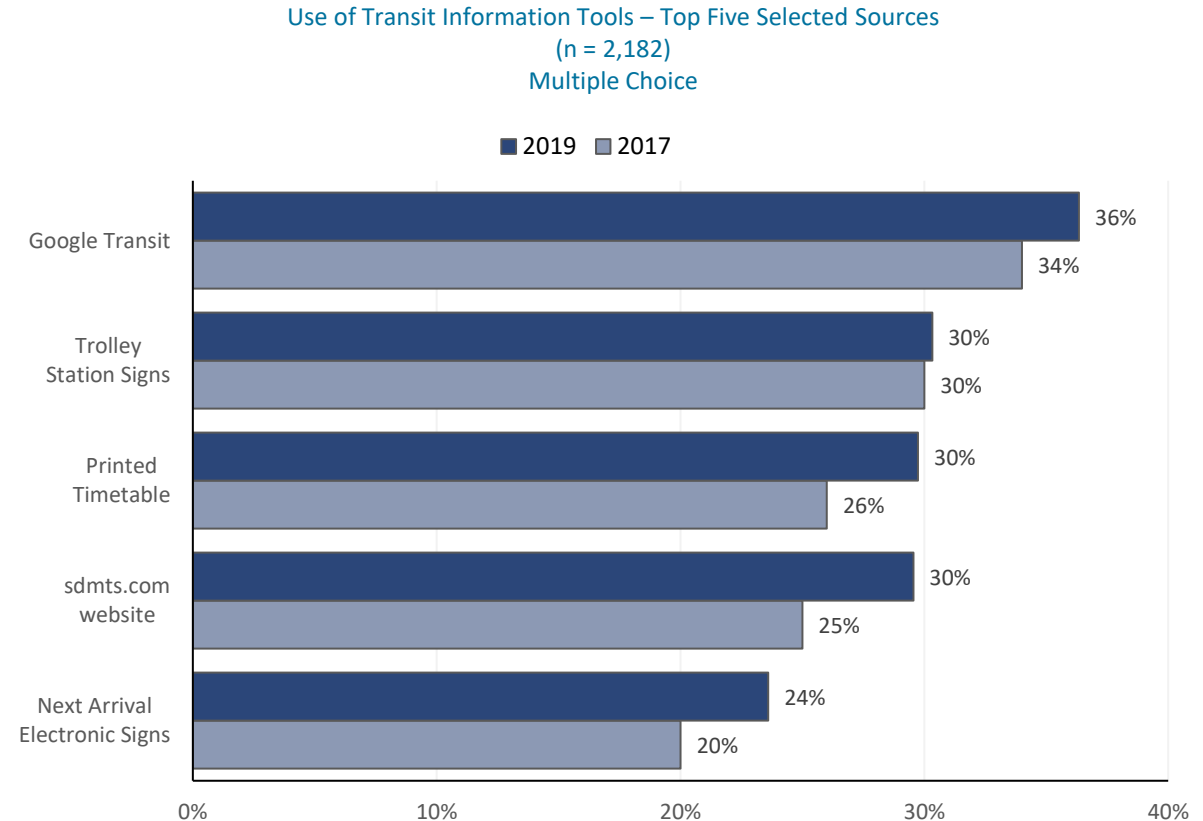
Timetable

Route Map

Sources of
Information

Top Sources of Information

- Two-thirds of customers get their transit information through either Google Transit (36%) or the sdmts.com (30%)
- Trolley station signs (30%) and next arrival electronic signs (24%) play an important part in wayfinding
- Printed timetables have seen an increase of four percentage points (30% vs 26%)





Customer Profile

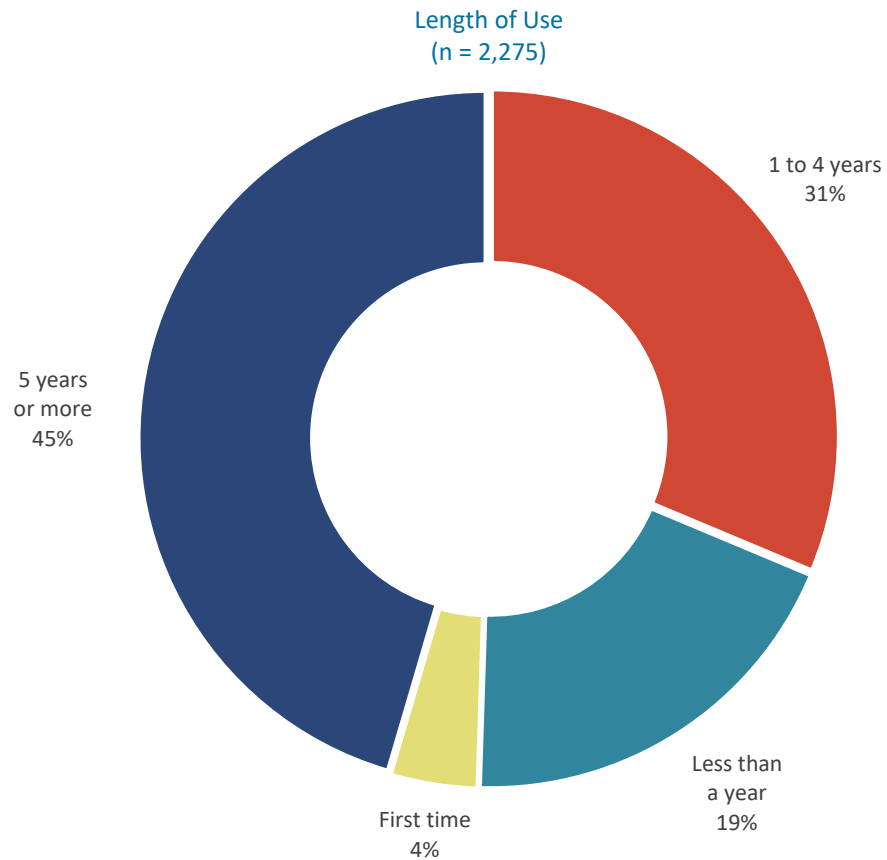


2019 Customer Profile

- Use both Bus (84%) and Trolley (91%)
- Use MTS at least 3 times a week (73%)
- Employed (69%)
- Student (34%)
- Annual Income Less than \$50k (84%)
- More likely to be Hispanic (47%)
- Are likely to speak a language other than English and also speak English “Well” or “Very Well”

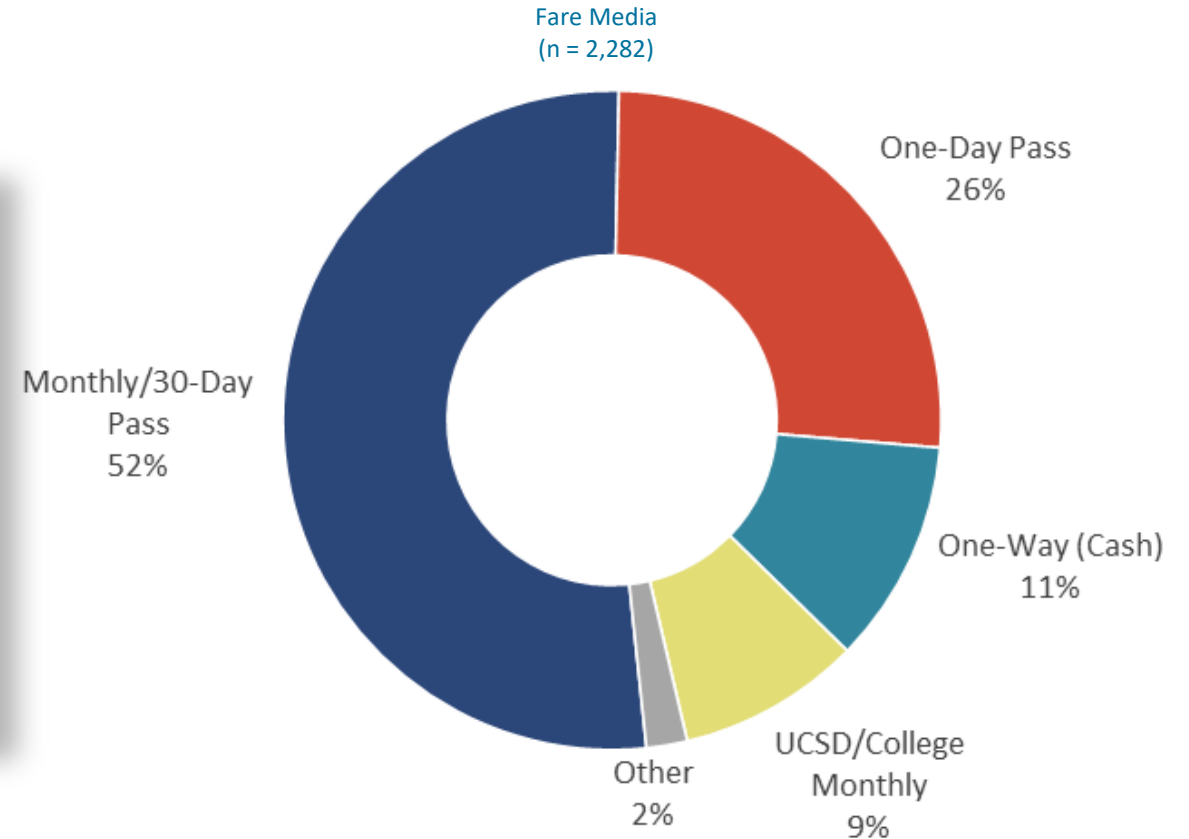
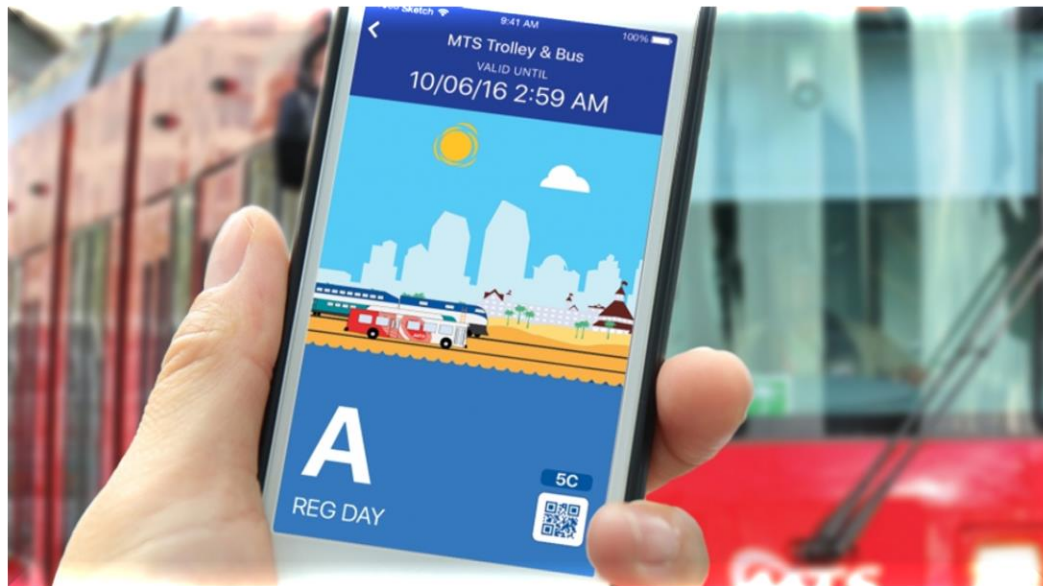


Customer Profile: Length of Use

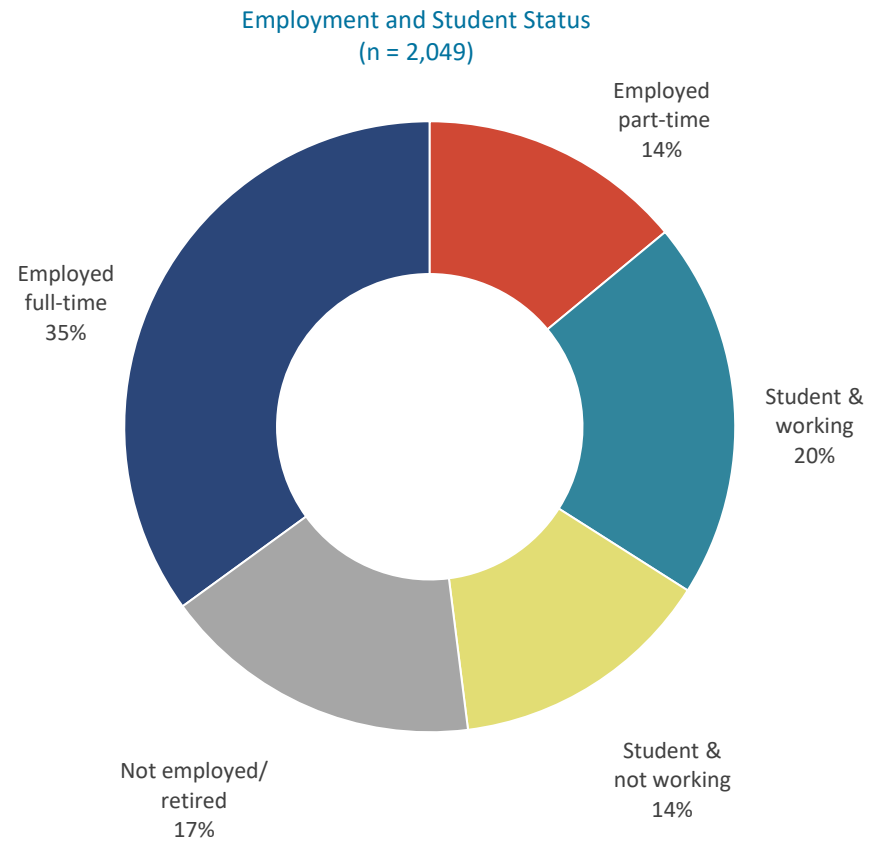


- Almost half of riders (45%) have been MTS customers for at least 5 years

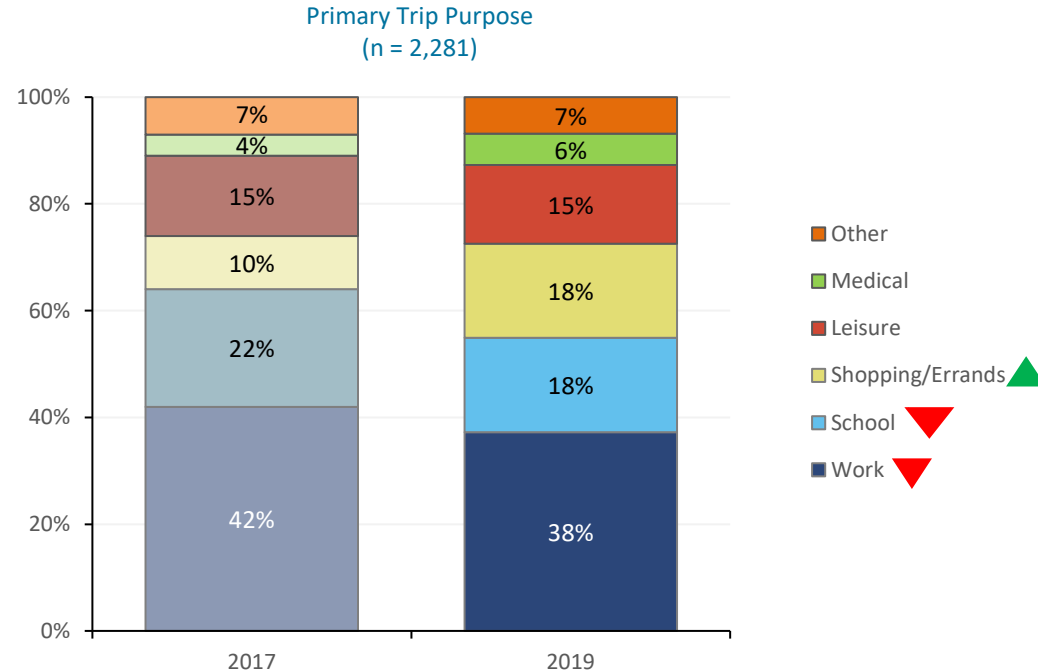
Customer Profile: Fare Media on Survey Day



Customer Profile: Employment and Student Status



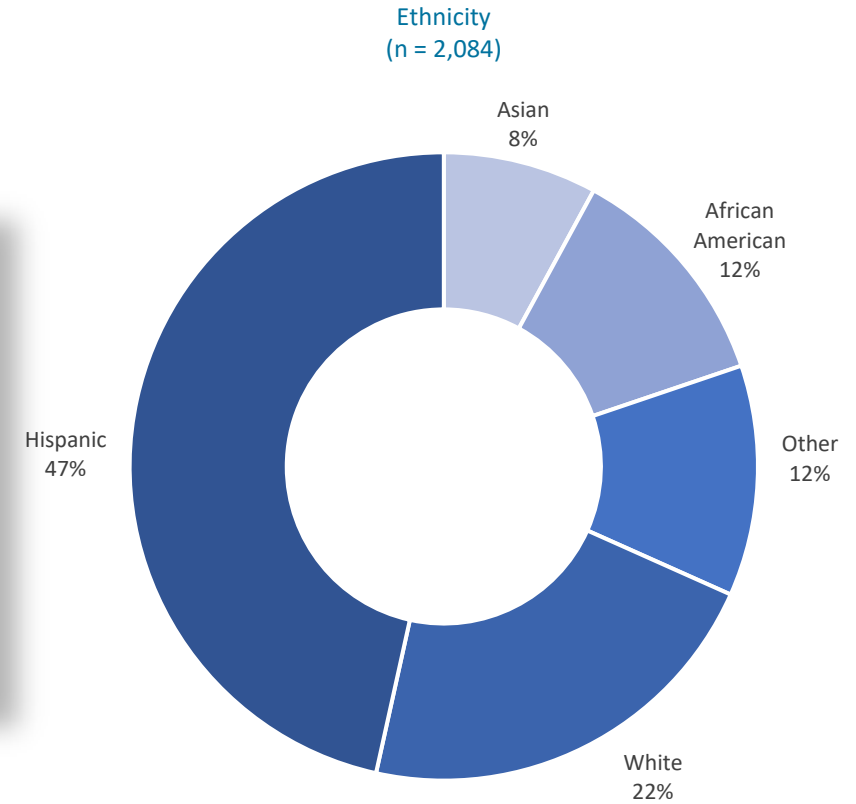
Customer: Trip Purpose



- School and work trips are most prevalent
- shopping/errands (18%) is up by eight points from 2017



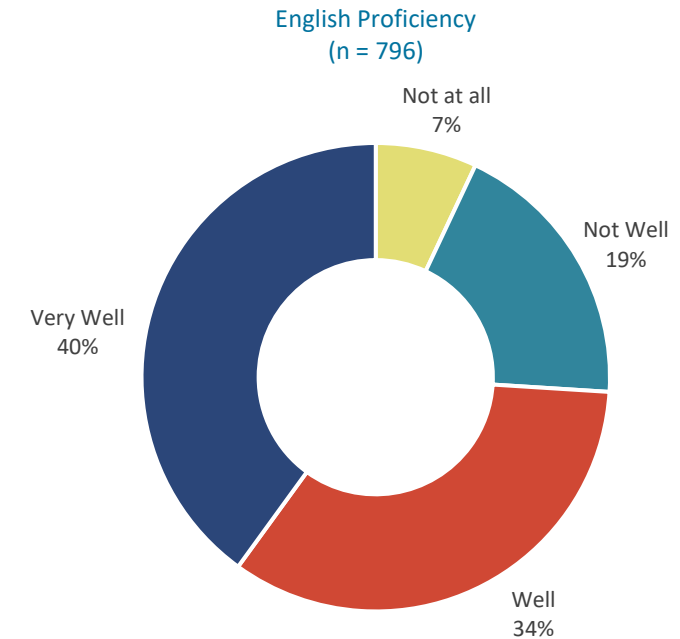
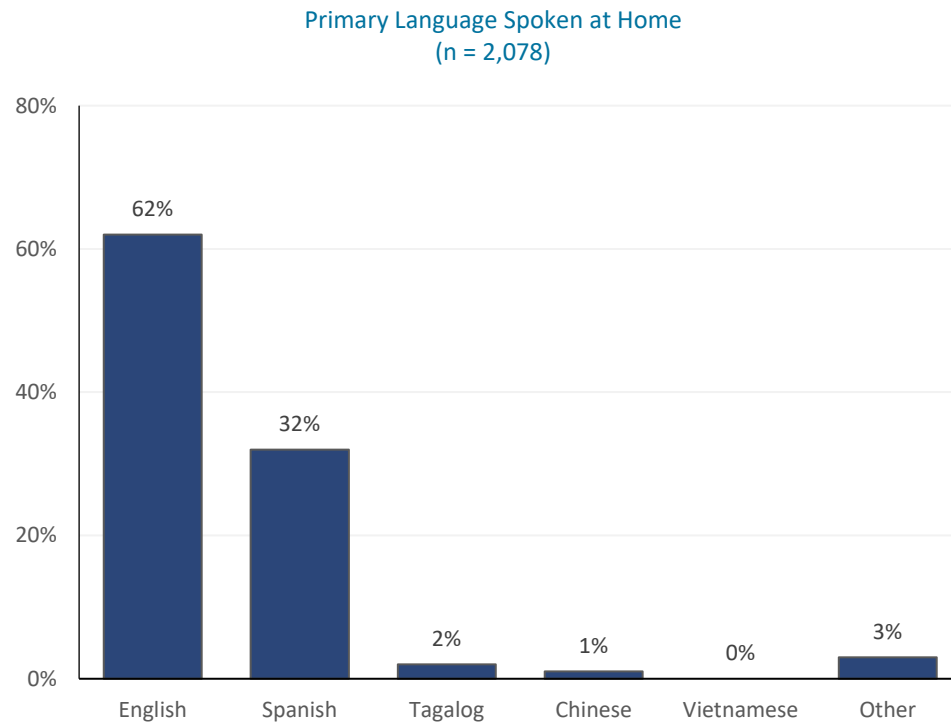
Demographics: Ethnicity



- The self-recorded ethnicity of riders is unchanged from 2017

Language Spoken at Home

- More than one-third (38%) of riders speak a language other than English, as their primary language at home



- Three quarters (74%) say they speak English “Well” or “Very Well”

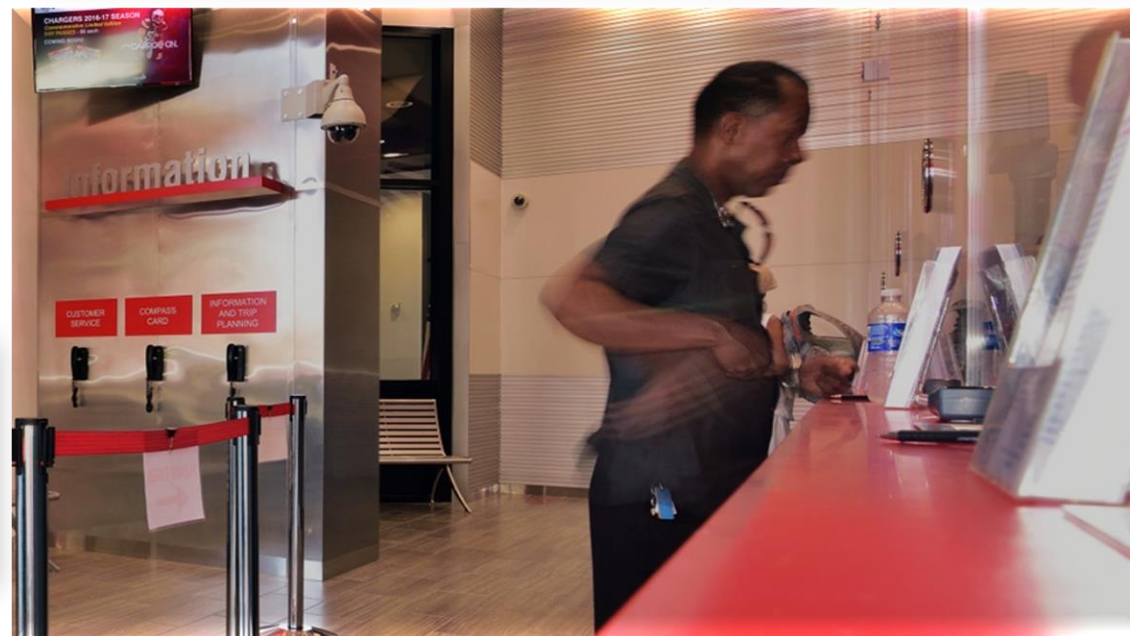
Demographics: Income

- Estimated median income of customers dropped to \$17,813 compared to \$19,667 in 2017
- According to U.S. Census Bureau, the median household income in San Diego County in 2018 was \$74,855



Total Household Income
(n = 1,560)

Total Annual Household Income	2017	2019
< \$15,000	36%	41%
\$15,000 - \$49,999	45%	43%
\$50,000 - \$74,999	9%	7%
\$75,000 - \$99,999	4%	4%
\$100,000+	6%	5%



Thank You!

redhillgroup
THE POWER OF INSIGHT

Advertising List for June 2018 - May 2021						
Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY18	Reader	Print	June 28, 2018	Bus to Beach		
FY18	Japanese Visitor Guide (Lighthouse/Takuyo)	Print	June-Dec 2018	Compass Cloud/Cash (translated to Japanese)	Japanese	Japanese
FY18	National City Chamber of Commerce Directory	Print	2018 issue	MTS National City map, and Compass Cloud		South Bay/Hispanic
FY18	Reader	Print	June 21, 2018	Choose Transit		
FY18	San Diego Convention Center Attendee Guide	Print	2018/2019 Issue	Trolley Map. Choose Transit. Changing SD Moves.		
FY18	SDTA Meeting Planner Guide	Print	2018/2019 Issue. Renewal Multi	Choose Transit. Trolley Map. Group Sales		
FY18	101 Things To Do	Print	(Jan2017-Dec2019)	Trolley Map & half page ad 992		
FY18	Frontera	Print	March 9, 2018	Latino Film Festival	Spanish	Hispanic
FY18	Entercom Media	Digital	June-Dec 2018	Choose Transit	English & Spanish	Hispanic
FY18	DMV TV Monitors - Chula Vista	TV Monitor	June 2018 - Feb 2019	I Choose Transit		Hispanic
FY19	READER	Print	July 5, 2018	Paw Comic Con/Hazard Center (begins Wed, July 18)		
FY19	Reader	Print	July 19, 2018	Bus to Beach		
FY19	Reader	Print	July 26	Third Ave. Village Assn. (Lemon Festival)		
FY19	Reader	Print	August 23, 2018	Sandcastle		
FY19	Reader	Print	August 30, 2018	I Choose Transit - My commute. My time.		
FY19	Reader	Print	Sept 6, 2018	Hazard Center - Park Your Phone and Your Car		
FY19	Reader	Print	Sept 13, 2018	Hazard/Aztec Games - "Because the streaming..."		
FY19	Reader	Print	Sept 20, 2018	SDRW		
FY19	Reader	Print	Sept 27, 2018	Free Ride Day		
FY19	Reader	Print	October 4, 2018	Trolley Dances		
FY19	Reader	Print	Oct 18, 2018	Balboa Park Conservancy - Halloween Family Day		
FY19	Reader	Print	Oct 25, 2018	WCKD Village		
FY19	Reader	Print	Nov 1, 2018	SD Asian Film Festival (SDAFF)		Asian
FY19	Reader	Print	Nov 22, 2018	Stuff the Bus		
FY19	Reader	Print	December 20, 2018	Hazard/Holiday Bowl		
FY19	Reader	Print	February 28, 2019	Mariachi Festival		Hispanic
FY19	Reader	Print	March 7	Shammrock		
FY19	Reader	Print	March 21, 2019	East Village Assn Block Party		
FY19	Reader	Print	March 28, 2019	Hazard Center/Padres Opening Wknd		
FY19	Reader	Print	April 11, 2019	Navy Bay-Bridge Run		
FY19	Reader	Print	April 18, 2019	Earth Fair		
FY19	Reader	Print	April 25, 2019	Old Town Cinco de Mayo		Hispanic
FY19	Reader	Print	June 6, 2019	Taste of Gaslamp		
FY19	Reader	Print	June 13, 2019	Elevate SD 2020 forums		Notice to Public
FY19	Citybeat - TRADE (1 of 4)	Print	March 7, 2018	Choose Transit/Bus		
FY19	Citybeat - TRADE (2 of 4)	Print	April 11, 2018	Choose Transit/Trolley		
FY19	Citybeat - TRADE (3 of 4)	Print	September 12, 2018	I Choose Transit		
FY19	Citybeat - TRADE (4 of 4)	Print	September 26, 2018	Free Ride Day		
FY19	Citybeat	Print	October 17, 2018	Compass Cloud		
FY19	Japanese Visitor Guide (Lighthouse/Takuyo)	Print	Jan-Dec 2019	New Choose Transit visitor ad	Japanese	Japanese

Advertising List for June 2018 - May 2021						
Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY19	SDSU - Daily Aztec	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY19	USD - The Vista	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY19	UC San Diego - Guardian (prints on Mondays only as of Winter 2017)	Print	Fall 2018/WinterSpring2019	College Semester/Monthly		
FY19	Grossmont - The Summit	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY19	Mesa - Mesa Press	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY19	2018 CTA Membership Directory (Naylor)	Print	2018 issue	MTS logo		
FY19	National City Chamber of Commerce Directory	Print	2018 issue	MTS National City map, and Compass Cloud		Hispanic
FY19	San Diego Convention Center Attendee Guide	Print	2018/2019 Issue	Trolley Map.		
FY19	SDTA Meeting Planner Guide	Print	2018/2019 Issue. Renewal Multi	Trolley Map.		
FY19	101 Things To Do	Print	(Jan2017-Dec2019)	Trolley Map & half page ad 992		
FY19	NCRC Peacemaker Program	Print	April 7, 2018	MTS Congratulates Peacemaker Honorees		
FY19	Mass Transit Top 40 Under 40	Print	September/October 2018 issue	MTS Congratulates Erin Dunn		
FY19	Passenger Transport	Print	September 24, 2018	MTS Congratulates Rob Roberts for APTA Award		
FY19	El Latino (*Translation required)	Print	Oct 19 & 26 2018	Mid-Coast Bus Feeder Outreach	Spanish	Hispanic
FY19	Filipino Press	Print	Oct 20 & 27	Mid-Coast Bus Feeder Outreach		Filipino
FY19	Nguoi Viet Tu Do (*Translation required)	Print	Oct 20 & 27	Mid-Coast Bus Feeder Outreach	Vietnamese	Vietnamese
FY19	Pomerado Group (UT) - La Jolla Light	Print	Oct 25 & Nov 1	Mid-Coast Bus Feeder Outreach		
FY19	San Diego Chinese Tribune (*Translation required)	Print	Oct 25 & Nov 1	Mid-Coast Bus Feeder Outreach	Chinese	Chinese
FY19	San Diego Community Newspaper Group (SDCNG) - Beach & Bay Press	Print	October 18 (next available was Nov 1)	Mid-Coast Bus Feeder Outreach		
FY19	San Diego Community Newspaper Group (SDCNG) - La Jolla Village News	Print	October 19 (next available was Nov 2)	Mid-Coast Bus Feeder Outreach		
FY19	The Clairemont Times	Print	October (monthly)	Mid-Coast Bus Feeder Outreach		
FY19	Voice & Viewpoint MLK issue	Print	January 21, 2019	MLK issue		African American
FY19	Clairemont Times	Print	June 2019 (Monthly)	Elevate SD 2020 forums		
FY19	Eagle News - Imperial Beach	Print	June 13 & 20, 2019	Elevate SD 2020 forums		
FY19	El Latino (*Translation required)	Print	May 31 & June 7	Elevate SD 2020 forums	Spanish	Hispanic
FY19	Filipino Press	Print	June 1 (National City forum dates) & June 8 (generic ad)	Elevate SD 2020 forums		Filipino
FY19	Nguoi Viet Tu Do (*Translation required)	Print	June 1 & 8, 2019	Elevate SD 2020 forums	Vietnamese	Vietnamese
FY19	Union Tribune Community Press (UT) - Poway News Chieftain (two papers for one price... Poway & RB)	Print	June 13 & 20, 2019	Elevate SD 2020 forums		
FY19	Union Tribune Community Press (UT) - Rancho Bernardo News Journal	Print	June 13 & 20, 2019	Elevate SD 2020 forums		

Advertising List for June 2018 - May 2021						
Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY19	Union Tribune Community Press (UT) - Carmel Valley News	Print	May 30 & June 6 , 2019	Elevate SD 2020 forums		
FY19	Union Tribune Community Press (UT) - Del Mar Times	Print	May 30 & June 6 This ad is included with Carmel Valley News (all same art will run in all papers)	Elevate SD 2020 forums		
FY19	Union Tribune Community Press (UT) - Solana Beach Sun	Print	May 30 & June 6 This ad is included with Carmel Valley News (all same art will run in all papers)	Elevate SD 2020 forums		
FY19	San Diego Chinese Tribune (*Translation required)	Print	May 30 & June 6, 2019	Elevate SD 2020 forums	Chinese	Chinese
FY19	San Diego Community Newspaper Group (SDCNG) - Beach & Bay Press	Print	June 14 (bi-weekly...next issue would be June 28)	Elevate SD 2020 forums		
FY19	San Diego Community Newspaper Group (SDCNG) - La Jolla Village News	Print	June 14 (bi-weekly...next issue would be June 28)	Elevate SD 2020 forums		
FY19	San Diego Neighborhood Newspapers, Inc. - East County Californian	Print	May 30 & June 6 (ad should include date and location, time TBD)	Elevate SD 2020 forums		
FY19	San Diego Neighborhood Newspapers, Inc. - Star News	Print	June 14 & 21, 2019	Elevate SD 2020 forums		
FY19	San Diego Reader	Print	June 13, 2019	Elevate SD 2020 forums		
FY19	San Diego Voice & Viewpoint	Print	June 6 and 13, 2019	Elevate SD 2020 forums		African-American
FY19	Univision KLVN-FM	Spanish Radio	Jan-Dec 2019	SB Rapid, other	Spanish	Hispanic
FY19	Univision KLQV-FM	Spanish Radio	Jan-Dec 2019	SB Rapid, other	Spanish	Hispanic
FY19	Outdoor Ads	Bus Shelters	July 23 - Aug 19, 2018	This is Chula		Hispanic, South Bay
FY19	Outdoor Ads	Bus Shelters	July 23 - Aug 17, 2018	Harbor Fest		
FY19	Outdoor Ads	Bus Shelters	August 13 - September 3, 2018	USSSC		
FY19	Outdoor Ads	Bus Shelters	Oct-Dec 2018	I Choose Transit	English & Spanish	
FY19	Outdoor Ads	Bus Shelters	Oct 1-29, 2018	WCKD (Monster Bash)		
FY19	Outdoor Ads	Bus Shelters	Oct 15 - Nov 16, 2018	SDAFF		
FY19	Outdoor Ads	Bus Shelters	Oct 29 - Nov 30, 2018	Stuff the Bus		
FY19	Outdoor Ads	Bus Shelters	Feb 18-March 17, 2019	Mariachi Festival		Hispanic
FY19	Outdoor Ads	Bus Shelters	Feb 4 - May 26, 2019 (16 weeks)	Univision	Spanish	Hispanic
FY19	Outdoor Ads	Bus Shelters	April TBD (16 weeks)	Univision	Spanish	Hispanic
FY19	Outdoor Ads	Bus Shelters	March 11-June 30, 2019 (16 weeks)	Univision	Spanish	Hispanic
FY19	Outdoor Ads	Bus Shelters	April TBD (16 weeks)	Univision	Spanish	Hispanic
FY19	Outdoor Ads	Bus Shelters	Feb 18 - March 16, 2019	Shamrock		
FY19	Outdoor Ads	Bus Shelters	March 11 - April 1, 2019	East Village Assn (Opening Day Block Party)		
FY19	Outdoor Ads	Bus Shelters	April 1-21, 2019	Earth Fair		
FY19	Outdoor Ads	Digital Bus Shelters	March 26 - June 13, 2019	Padres Baseball		
FY19	Outdoor Ads	Bus Cards	July2018-Sept2018	HR Hiring		
FY19	Outdoor Ads	Bus Cards	Sept - Dec 2018	South Bay Rapid soft launch	English & Spanish	South Bay, Hispanici
FY19	Outdoor Ads	Bus Backs	July-Sept 2018	HR Hiring Drivers		

Advertising List for June 2018 - May 2021						
Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY19	Outdoor Ads	Bus Wraps	June - September 2018	Beach Bus Rts. 8 & 9		
FY19	Outdoor Ads	Trolley Wrap	Aug 21-Oct 2, 2018	Free Ride Day (Oct 2)		
FY19	Outdoor Ads	Bus Backs	Aug 21-Oct 2, 2018	Free Ride Day (Oct 2)		
FY19	Outdoor Ads	Bus Wrap	Sept 1-30, 2018	SD Restaurant Week		
FY19	Outdoor Ads	Bus Side	Feb 2019	Univision Partnership	Spanish	Hispanic
FY19	Outdoor Ads	Bus Side	April TBD	Univision Partnership	Spanish	Hispanic
FY19	Outdoor Ads	Bus Back	March 15 - April 1, 2019	East Village Opening Day		
FY19	Outdoor Ads	Bus backs	June 24 - Aug 16, 2019	City of Chula Vista - Harborfest		Hispanic, South Bay
FY19	Outdoor Ads	Bus Bench Ads	Oct-Dec 2018	I Choose Transit	English & Spanish	Hispanic
FY19	Outdoor Ads	Bus Bench Ads	Feb 18- March 22, 2019	Latino Film Festival	English & Spanish	Hispanic
FY19	Outdoor Ads	Bus Bench Ads	March 1 - April 1, 2019	East Village Assn (Opening Day Block Party)		
FY19	Outdoor Ads	Bus Bench Ads	April 2 - May 12, 2019	Bay Bridge Run Walk		
FY19	Outdoor Ads	Bus Bench Ads	June 24- Aug 18, 2019 (8 weeks)	Food Truck Fridays		
FY19	Outdoor Ads	Billboard - 2040 - I-5	12 Weeks Sept 3-Nov25 2018	Free Ride Day / I Choose Transit		
FY19	Outdoor Ads	Billboard - 2053 - 94 fwy	12 Weeks Sept 3-Nov25 2018	Free Ride Day / I Choose Transit		
FY19	Outdoor Ads	Billboard - 2122 - 163 fwy	12 Weeks Sept 3-Nov25 2018	Free Ride Day / I Choose Transit		
FY19	Outdoor Ads	Billboard - 2046 - Mission Valley	12 Weeks Sept 3-Nov25 2018	Free Ride Day / I Choose Transit		
FY19	Outdoor Ads	Grocery Store indoor displays - Southbay stores	April-Sept 2019	South Bay Rapid		Hispanic, South Bay
FY19	Outdoor Ads	Drink Coasters	July 2018	Beach Bus Rts. 8 & 9		
FY19	Outdoor Ads	Street Banners	July & August 2018 (2 months)	Beach Bus Rts. 8 & 9		
FY19	Outdoor Ads	Street Banners	Sept 2018 (4 weeks)	Free Ride Day		Chula Vista, College, Mira Mesa, PB, IB, University Heights, Sherman Heights, Oak Park
FY19	KGTV ABC Ch. 10	TV Ads	August 27 - Oct 2, 2018 (6 weeks)	I Choose Transit & Free Ride Day		
FY19	XEWT Televisa Ch. 12	Spanish TV Ads	August 27 - Oct 2, 2018 (6 weeks)	I Choose Transit & Free Ride Day	Spanish	Hispanic
FY19	TimesofSanDiego.com	Digital Ads	4 months July-Oct 2018	I Choose Transit		
FY20	READER	Print	July 4, 2019	Comic Con/Hazard Center		
FY20	Reader	Print	July 25, 2019	Chula Vista Lemon Festival		
FY20	Reader	Print	August 22, 2019	Sand Sculpture		
FY20	Reader	Print	August 29, 2019	Fare Change (focus on Youth passes) - Sept 1, 2019		Youth
FY20	Reader	Print	September 26	Free Ride Day		
FY20	Reader	Print	October 17	Balboa Park Halloween Family Day		
FY20	Reader	Print	Oct 24	El Cajon Bus Pilot Lane		
FY20	Reader	Print	Oct 31	Elevate SD 2020 - Public Survey Tool		
FY20	Reader	Print	November 7	San Diego Asian Film Festival		Asian
FY20	Reader	Print	November 28	Hazard Center/Holiday Ad		
FY20	Reader	Print	December 5	Stuff the Bus		

Advertising List for June 2018 - May 2021						
Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY20	Reader	Print	December 19, 2019	Hazard Center/Holiday Ad		
FY20	Reader	Print	Jan 30, 2020	Elevate Webinars		
FY20	Reader	Print	Feb 6, 2020	Elevate Webinars		
FY20	Reader	Print	Feb 27, 2020	Mariachi Festival		Hispanic
FY20	Reader	Print	March 5, 2020	Latino Film Festival		Hispanic
FY20	Reader	Print	March 12, 2020	Shamrock/McFarlane		
FY20	Japanese Visitor Guide (Lighthouse/Takuyo)	Print	Jan-Dec 2020	New Choose Transit visitor ad	Japanese	Japanese
FY20	SDSU - Daily Aztec	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY20	USD - The Vista	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY20	UC San Diego - Guardian (prints on Mondays only as of Winter 2017)	Print	Fall 2018/WinterSpring2019	College Semester/Monthly		
FY20	Grossmont - The Summit	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY20	Mesa - Mesa Press	Print	Fall 2018/Spring2019	College Semester/Monthly		
FY20	2018 CTA Membership Directory (Naylor)	Print	2019 issue	MTS logo		
FY20	National City Chamber of Commerce Directory	Print	2019 issue	MTS National City map, and Compass Cloud		Hispanic
FY20	SDTA Meeting Planner Guide	Print	2019/2020 Issue. Renewal Multi	Trolley Map.		
FY20	101 Things To Do	Print	Jan2020-Dec2022	Trolley Map & half page ad 992		
FY20	NCRC Peacemaker Program	Print	April 7, 2019	MTS Congratulates Peacemaker Honorees		
FY20	East County Californian	Print	Sept 23, 2019	FRD 2019		
FY20	Star News	Print	Sept 24, 2019	FRD 2019		
FY20	Frontera	Print	26-Sep-19	FRD 2019	Spanish	Hispanic
FY20	East County Californian	Print	Oct 24, 2019	Elevate 2020		
FY20	Star News	Print	Oct 25, 2019	Elevate 2020		
FY20	Frontera	Print	October 17, 2019	Elevate 2020	Spanish	Hispanic
FY20	Voice & Viewpoint	Print	January 20, 2020	MLK/Choose Transit message		African-American
FY20	Voice & Viewpoint	Print	February TBD 2020	Rosa Parks (Black History Month)		African-American
FY20	Clairemont Times	Print	Feb (Monthly)	Elevate Webinars		
FY20	Eagle News - Eagle & Journal (Coronado)	Print	Jan 29 & Feb 5	Elevate Webinars		
FY20	Eagle News - Times (Imperial Beach)	Print	Jan 30 & Feb 6	Elevate Webinars		
FY20	El Latino (*Translation required)	Print	Feb 14 & 21	Elevate Webinars	Spanish	Hispanic
FY20	Filipino Press	Print	Feb 1 & Feb 8	Elevate Webinars		Filipino
FY20	Nguoi Viet Tu Do (*Translation required)	Print	Feb 1 & Feb 8	Elevate Webinars	Vietnamese	Vietnamese
FY20	Union Tribune Community Press (UT) - Poway News Chieftain (two papers for one price... Poway & RB)	Print	Jan 30 & Feb 6	Elevate Webinars		
FY20	Union Tribune Community Press (UT) - Rancho Bernardo News Journal	Print	Jan 30 & Feb 6	Elevate Webinars		
FY20	Union Tribune Community Press (UT) - Carmel Valley News	Print	Jan 30 & Feb 6	Elevate Webinars		
FY20	Union Tribune Community Press (UT) - Del Mar Times	Print	Jan 30 & Feb 6	Elevate Webinars		

Advertising List for June 2018 - May 2021						
Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY20	Union Tribune Community Press (UT) - Solana Beach Sun	Print	Jan 30 & Feb 6	Elevate Webinars		
FY20	San Diego Chinese Tribune (*Translation required)	Print	Jan 30 & Feb 6	Elevate Webinars	Chinese	Chinese
FY20	San Diego Community Newspaper Group (SDCNG) - Beach & Bay Press	Print	Feb 7 (bi-weekly)	Elevate Webinars		
FY20	San Diego Community Newspaper Group (SDCNG) - La Jolla Village News	Print	Feb 7 (bi-weekly...next issue would be June 28)	Elevate Webinars		
FY20	San Diego Community Newspaper Group (SDCNG) - Downtown News	Print	Feb 7	Elevate Webinars		
FY20	San Diego Neighborhood Newspapers, Inc. - East County Californian	Print	Jan 30 & Feb 6	Elevate Webinars		
FY20	San Diego Neighborhood Newspapers, Inc. - Star News	Print	Jan 31 & Feb 7	Elevate Webinars		
FY20	San Diego Voice & Viewpoint	Print	Jan 30 & Feb 6	Elevate Webinars		African-American
FY20	Padres Baseball Yearbook 2020 (souvenir magazine)	Print	2020 season	MTS Trolley		
FY20	Univision KLVN-FM	Spanish Radio	July-Dec 2019	SB Rapid, Elevate, Padres, Comic-Con, Fare Change, FRD, Stuff the Bus	Spanish	Hispanic
FY20	Univision KLQV-FM	Spanish Radio	July-Dec 2019	SB Rapid, Elevate, Padres, Comic-Con, Fare Change, FRD, Stuff the Bus	Spanish	Hispanic
FY20	Outdoor Ads	Bus Shelters	Oct-Nov 2019	Elevate Online Tool	English & Spanish	Hispanic
FY20	Outdoor Ads	Bus Shelters	Aug 19-Sept 1, 2019	Diamond BID		
FY20	Outdoor Ads	Bus Shelters	Sept 2 (16 weeks) 2019	Univision - Amor 102.9	Spanish	Hispanic
FY20	Outdoor Ads	Bus Shelters	Sept 23 (16 weeks) 2019	Univision - Amor 102.9	Spanish	Hispanic
FY20	Outdoor Ads	Bus Shelters	Sept 9 - Oct 5, 2019	Trolley Dances		
FY20	Outdoor Ads	Bus Shelters	Nov 18-Dec 15, 2019	Stuff the Bus		
FY20	Outdoor Ads	Bus Shelters	Feb 10-March 9, 2020	Mariachi Festival	English & Spanish	Hispanic
FY20	Outdoor Ads	Digital Bus Shelters	Aug 5 - Sept 1, 2019	Sandcastle		
FY20	Outdoor Ads	Digital Bus Shelters	Aug 5 - Sept 1, 2019	Diamond BID		
FY20	Outdoor Ads	Digital Bus Shelters	Aug 26-Oct 2, 2019	Free Ride Day		
FY20	Outdoor Ads	Digital Bus Shelters	Nov 18-Dec 15, 2019	Stuff the Bus		
FY20	Outdoor Ads	Digital Bus Shelters	Feb 23-March 22, 2020	Latino Film Festival	English & Spanish	Hispanic
FY20	Outdoor Ads	Digital Bus Shelters	Feb 3- March 8, 2020 (4 weeks)	Clean Water (Stormwater)		
FY20	Outdoor Ads	Digital Bus Shelters	2020 (12 weeks total each year)	Clean Water (Stormwater)		
FY20	Outdoor Ads	Digital Bus Shelters	2020 (12 weeks total each year)	Clean Water (Stormwater)		
FY20	Outdoor Ads	Digital Bus Shelters	March - June 2020	COVID-19	English & Spanish	Hispanic
FY20	Outdoor Ads	Bus backs	June 24 - Aug 16, 2019	City of Chula Vista - Harborfest		Hispanic
FY20	Outdoor Ads	Bus Sides	Sept-Oct 2, 2019	FRD 2019		
FY20	Outdoor Ads	Bus backs	Sept-Oct 2, 2019	FRD 2019		
FY20	Outdoor Ads	Trolley Wrap	Sept-Oct 2, 2019	FRD 2019		
FY20	Outdoor Ads	Bus backs	Aug 2 - Aug 30, 2019	Diamond BID		
FY20	Outdoor Ads	Bus backs	Sept 1-29, 2019	McFarlane - Restaurant Week		
FY20	Outdoor Ads	Bus backs	Sept 6 - Oct 6, 2019	McFarlane - Oktoberfest		
FY20	Outdoor Ads	Bus backs	Sept 26-Oct 26, 2019	McFarlane - Wckd		

Advertising List for June 2018 - May 2021						
Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY20	Outdoor Ads	Bus backs	Jan 6-Jan 26, 2020	McFarlane - Restaurant Week		
FY20	Outdoor Ads	Bus backs	Feb17-March 14	McFarlane - Shamrock		
FY20	Outdoor Ads	Bus backs	March 2-22, 2020	Latino Film Festival		Hispanic
FY20	Outdoor Ads	Bus backs	March 9-April 4, 2020	City of Chula Vista - SB Earth Day		Hispanic
FY20	Outdoor Ads	Bus backs	March 16 - April 13, 2020	El Cajon BIA - Friday Food Tours		
			June 24- Aug 18, 2019			
FY20	Outdoor Ads	Bus Bench Ads	(8 weeks)	Food Truck Fridays		
FY20	Outdoor Ads	Bus Bench Ads	Oct-Nov 2019	Elevate Online Tool	English & Spanish	Hispanic
FY20	Outdoor Ads	Bus Bench Ads	Sept 1 -Oct 2, 2019	Free Ride Day	English & Spanish	
FY20	Outdoor Ads	Bus Bench Ads	8/19/19-9/13/19	SY Chamber of Commerce		Hispanic, South Bay
FY20	Outdoor Ads	Bus Bench Ads	March 15-April 15, 2020	El Cajon BIA - Friday Food Tours		
		Billboard - 2077 - I-5 N/O Palomar Ave Chula Vista (14'x48')	4 Weeks Sept 1 - Oct 2, 2019	Free Ride Day 2019		
FY20	Outdoor Ads					Chula Vista, Hispanic
		Billboard	4 Weeks Sept 1 - Oct 2, 2019	Free Ride Day 2019		
FY20	Outdoor Ads					
		Billboard	4 Weeks Sept 1 - Oct 2, 2019	Free Ride Day 2019		
FY20	Outdoor Ads					
		Street Banners	Sept 1, 2019- Oct 2, 2019 (4 weeks)	Free Ride Day		College, Chula Vista, Mira Mesa, PB, Oak Park, IB, University Heights, Mission Beach, City Heights, University City.
FY20	Outdoor Ads					
		Street Banners	Sept 1, 2019- Oct 2, 2019 (4 weeks)	Free Ride Day		El Cajon
FY20	Outdoor Ads					
		Street Banners	Sept 1, 2019- Oct 2, 2019 (4 weeks)	Free Ride Day		Santee
FY20	Outdoor Ads					
		Street Banners	Sept 1, 2019- Oct 2, 2019 (4 weeks)	Free Ride Day		Diamond District
FY20	Outdoor Ads					
		DMV TV Screen Ads	July-Dec 2019	Choose, Elevate Online Tool, FRD		
FY20	Outdoor Ads	Station Banner	Sept 1-29, 2019	Restaurant Week (McFarlane)		
FY20	Outdoor Ads	Station Banner	Sept 6-Oct 6, 2019	Oktoberfest (McFarlane)		
FY20	Outdoor Ads	Station Banner	Sept 26 - Oct 26, 2019	Wckd (McFarlane)		
FY20	Outdoor Ads	Station Banners	Jan 4-26, 2020	Restaurant Week (McFarlane)		
FY20	Outdoor Ads	Station Banners	Feb 17-March 14, 2020	Shamrock (McFarlane)		
FY20	KPBS.org	Digital Ads	July 1-Aug 31, 2019	FRD, Choose Transit, Elevate Online Tool		
FY20	Timesofsandiego.com	Digital Ads	July 1-Dec 31, 2019	FRD, Choose Transit, Elevate Online Tool		
FY20	Voice of SD	Digital Ads	July 1- Aug 31, 2019	FRD, Choose Transit, Elevate Online Tool		
FY20	KPBS.org	Digital Ads	Jan 27-Feb23, 2020	Elevate Webinars		
FY20	Timesofsandiego.com	Digital Ads	Jan 27-Feb23, 2020	Elevate Webinars		
FY20	Voice of SD	Digital Ads	Jan 27-Feb23, 2020	Elevate Webinars		
FY20	Civilian Ad Buy	Ridership Campaign	Nov 2019 - March 2021	Choose Transit, COVID-19	English & Spanish	Hispanic
FY21	Reader	Print	July 30, 2020	Clean Ride		
FY21	Reader	Print	August 6, 2020	Clean Ride		
FY21	Reader	Print	Sept 10, 2020	Clean Ride		
FY21	Reader	Print	Sept 24, 2020	Clean Ride		
FY21	Reader	Print	December 3, 2020	Stuff the Bus		

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Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY21	Reader	Print	December 10, 2020	Rider Appreciation Day		
FY21	Reader	Print	January 7, 2021	Fare Change Outreach		
FY21	Reader	Print	January 21, 2021	State of MTS		
FY21	Reader	Print	January 28, 2021	Mid-Coast Bus Feeder Outreach		
FY21	Japanese Visitor Guide (Lighthouse/Takuyo)	Print	Jan-Dec 2020	New Choose Transit visitor ad	Japanese	Japanese
FY21	National City Chamber of Commerce Directory	Print	2020 issue (printed August 7, 2020)	MTS National City map, and Compass Cloud		South Bay, Hispanici
FY21	SDTA Meeting Planner Guide	Print	2019/2020 Issue. Renewal Multi	Trolley Map.		
FY21	101 Things To Do	Print	Jan-March 2020	Trolley Map & half page ad 992		
FY21	Voice & Viewpoint - MLK issue	Print	January 14, 2021			African-American
FY21	Eagle News - Eagle & Journal (Coronado)	Print	Jan 6 (Fare Change)	Fare Change		
FY21	Eagle News - Eagle & Times (Imperial Beach)	Print	Jan 7 (Fare Change)	Fare Change		
FY21	El Latino (*Translation required)	Print	Jan 8 (Fare Change) & Jan 29 (Mid-Coast)	Fare Change/Mid-Coast Bus Feeder	Spanish	Hispanic
FY21	Filipino Press	Print	Jan 9 (Fare Change) & Jan 30 (Mid-Coast)	Fare Change/Mid-Coast Bus Feeder		Filipino
FY21	Nguoi Viet Tu Do (*Translation required)	Print	Jan 9 (Fare Change) & Jan 30 (Mid-Coast)	Fare Change/Mid-Coast Bus Feeder	Vietnamese	Vietnamese
FY21	Union Tribune Community Press (UT) - La Jolla Light	Print	Jan 9 (Fare Change) & Jan 30 (Mid-Coast)	Fare Change/Mid-Coast Bus Feeder		
FY21	Union Tribune Community Press (UT) - Poway News Chieftain (two papers for one price... Poway & RB)	Print	Jan 7 (Fare Change)	Fare Change		
FY21	Union Tribune Community Press (UT) - Rancho Bernardo News Journal	Print	Jan 7 (Fare Change)	Fare Change		
FY21	Union Tribune Community Press (UT) - Carmel Valley News	Print	Jan 7 (Fare Change)	Fare Change		
FY21	Union Tribune Community Press (UT) - Del Mar Times	Print	Jan 7 (Fare Change)	Fare Change		
FY21	Union Tribune Community Press (UT) - Solana Beach Sun	Print	Jan 7 (Fare Change)	Fare Change		
FY21	San Diego Chinese Tribune (*Translation required)	Print	Jan 7 (Fare Change) & Jan 28 (Mid-Coast)	Fare Change/Mid-Coast Bus Feeder	Chinese	Chinese
FY21	San Diego Community Newspaper Group (SDCNG) - Beach & Bay Press	Print	Jan 8 (Fare Change) & Jan 22 (Mid-Coast) -	Fare Change/Mid-Coast Bus Feeder		
FY21	San Diego Community Newspaper Group (SDCNG) - La Jolla Village News	Print	Jan 8 (Fare Change) & Jan 22 (Mid-Coast) -	Fare Change/Mid-Coast Bus Feeder		
FY21	San Diego Community Newspaper Group (SDCNG) - Downtown News	Print	January 8	Fare Change		
FY21	San Diego Neighborhood Newspapers, Inc. - East County Californian	Print	Jan 8 (Fare Change)	Fare Change		
FY21	San Diego Neighborhood Newspapers, Inc. - Star News	Print	Jan 8 (Fare Change)	Fare Change		

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Fiscal Year	Advertising	Medium	Insertion Date(s)	Message	Language	Minority Group Served
FY21	San Diego Voice & Viewpoint	Print	Jan 7 (Fare Change) & Jan 28 (Mid-Coast)	Fare Change/Mid-Coast Bus Feeder		African-American
FY21	Outdoor Ads	Bus Shelters	July 13-Aug 31, 2020	Clean Ride	English & Spanish	Hispanic
FY21	Outdoor Ads	Bus Shelters	Nov 23 - Dec 12, 2020	Stuff the Bus		
FY21	Outdoor Ads	Digital Bus Shelters	July 6-Aug 31, 2020	Clean Ride	English & Spanish	
FY21	Outdoor Ads	Digital Bus Shelters	Nov 23 - Dec 12, 2020	Stuff the Bus		
FY21	Outdoor Ads	Digital Bus Shelters	Dec 3-19, 2020	10 Days of Giveaways		
FY21	Outdoor Ads	Bus Backs - IAD	Sept 6 to Oct 4, 2020	McFarlane - La Mesa Oktoberfest		
FY21	Outdoor Ads	Bus Backs	Sept 2020 - March 2021	Clean Ride		
FY21	Outdoor Ads	Bus Bench Ads	July 8-Aug 31, 2020	Clean Ride	English & Spanish	Hispanic
FY21	Outdoor Ads	Station Banner	August 13- Sept 13, 2020	Fiesta Old Town (McFarlane)		Hispanic
FY21	Outdoor Ads	Station Banner	Sept. 4 to Oct. 4, 2020	SD Restaurant Week (McFarlane)		
FY21	Outdoor Ads	Station Banner	Sept. 6 to Oct. 4, 2020	La Mesa Oktoberfest (McFarlane)		
FY21	KPBS	Digital Ads	Week of Jan 4 (Fare Change) & Week of Jan 25 (Mid-Coast) 2021	Fare Change & Mid Coast Bus Feeder outreach		
FY21	Times of San Diego	Digital Ads	Week of Jan 4 (Fare Change) & Week of Jan 25 (Mid-Coast) 2021	Fare Change & Mid Coast Bus Feeder outreach		
FY21	Voice of SD	Digital Ads	Week of Jan 4 (Fare Change) & Week of Jan 25 (Mid-Coast) 2021	Fare Change & Mid Coast Bus Feeder outreach		
FY21	Clairemont Times	Digital Ads	Week of Jan 4 (Fare Change) & Week of Jan 25 (Mid-Coast) 2021	Fare Change & Mid Coast Bus Feeder outreach		