

MTS OnTrack: Planning the Future of MTS Bus and Trolley Service

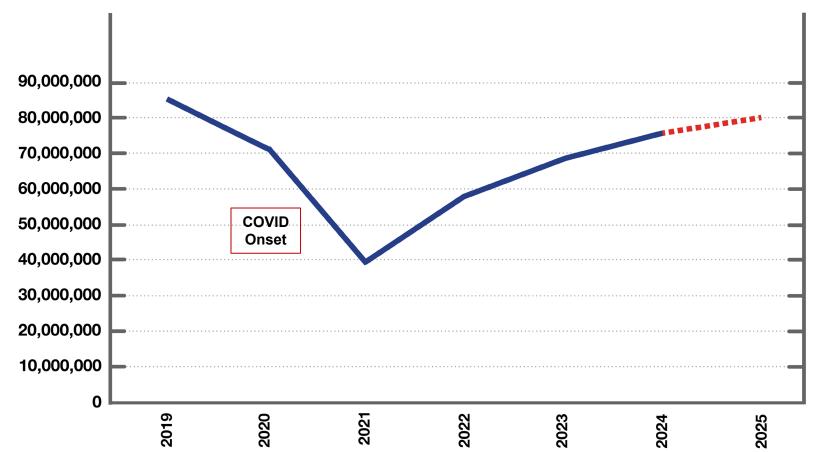
San Ysidro Business Improvement District
October 8, 2025
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Approaching a Crossroads









Approaching a Crossroads

#2

Fastest growing transit ridership in the country (post-pandemic) among the nation's top 25 agencies



#2

Busiest light rail system in the country



71%

Increase in Youth ridership (April 2022 vs April 2025)



67%

Using MTS to get to work or school





49%

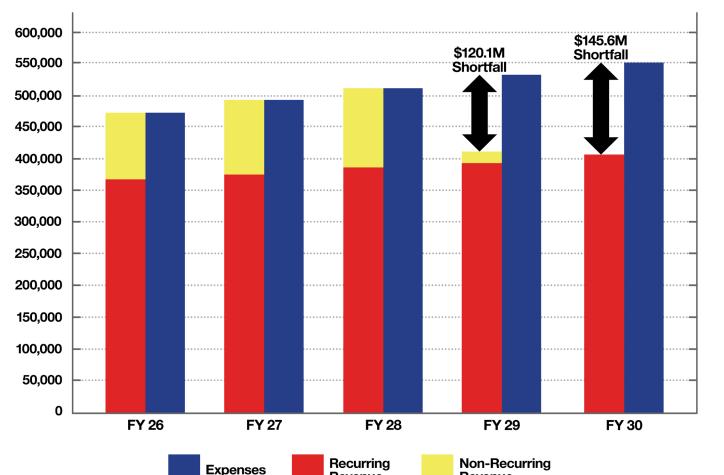
Increase in riders reporting their primary trip purpose is for Special Event and Leisure Ridership





RACK Approaching a Crossroads





Revenue

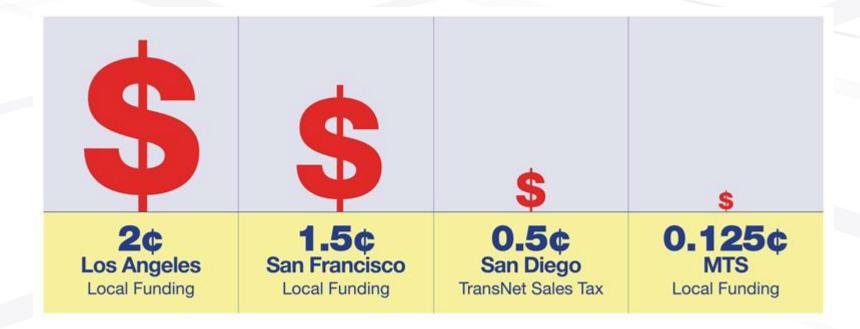
Revenue





Approaching a Crossroads

- Competitive job market wage increases
- Less sales tax revenue
- Cost of goods and materials
- Lack of modern funding locally







Immediate Actions

- Delayed (indefinitely) planned bus and Trolley service increases
- Slowing transition to zero emission buses
- Shifting of non-critical capital funds to operating funds
- Increased fare enforcement
- Fare study
- Other administrative and operational cost-savings efforts







Planning for the Future

Now through 2026: Developing transit plans for the future of MTS service (10+ years)

Conducting an assessment of MTS services and future demands / needs to create two plans:

- 1. If additional funding becomes available, how do we build upon recent momentum and success to make MTS work better for more people?
- 2. If no additional funding is available, how do we apply more significant cost savings measures (like service reductions) to create the most sustainable transit system moving forward?



Plans will help direct MTS staff and Board on transit priorities moving forward.



Get Involved

- Just wrapped extensive outreach calendar: 30+ events, transit center events, community-based organization workshops
- Online community engagement website.
- Upcoming outreach events (possibly starting this winter)

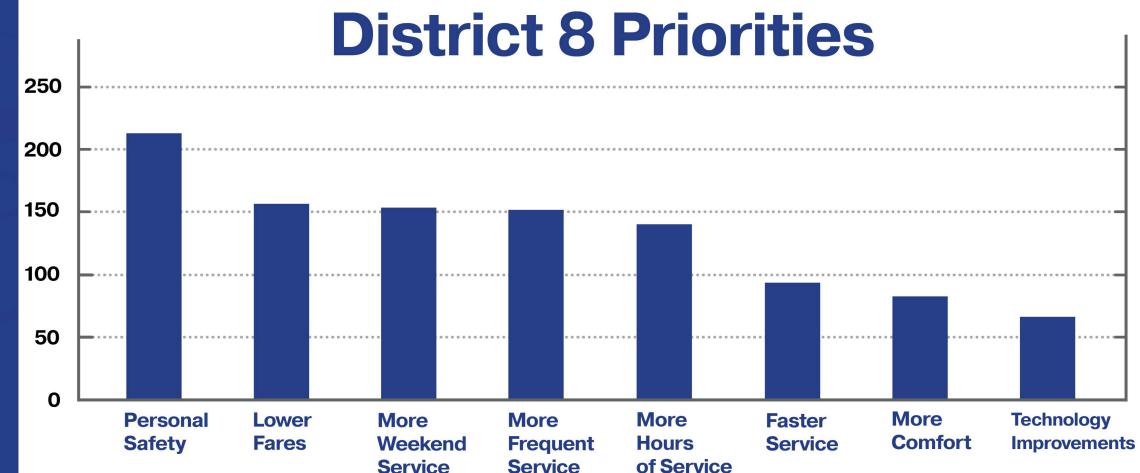
www.sdmts.com/OnTrack







RACK District 8 Snapshot







Timeline

APR – AUG 2025



Desired Transit Investments

Community activities that encourage discussion of desired areas for investment

OCT - DEC 2025



Proposals for Additional Investment

Re-engage the community with more specific project concepts that could be funded

JAN – MAR 2026



Board Review of Proposal for Additional Investments /

Tentative - Final Funding Measure Decision

Public hearing to approve a final expenditure plan

SUMMER – FALL 2026



Service Reduction/Realignment Outreach

Discuss potential service reductions and/or realignments with transit riders

Tentative - Funding Measure Education

Education effort to make voters in our community aware of the funding measure and impacts

NOV 2026



Final Outcomes + Next Steps

Public hearing process on service reductions or public eduction and promotion of service improvements





Final Thoughts

86% of MTS riders and 83% of nonriders believe MTS is valuable to the community.

 78% of MTS riders are dependent on our services to get to / from their destinations

MTS riders save up to \$14,929 a year vs. owning and operating a personal vehicle.

MTS contributes approximately \$1 billion annually in economic activity to the region.

"Transportation is the center of the world! It is the glue of our daily lives. When it goes well, we don't see it. When it goes wrong, it negatively colors our day, makes us feel angry and impotent, curtails our possibilities."

Robin Chase





Comments / Questions

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