

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

San Ysidro Business Improvement District

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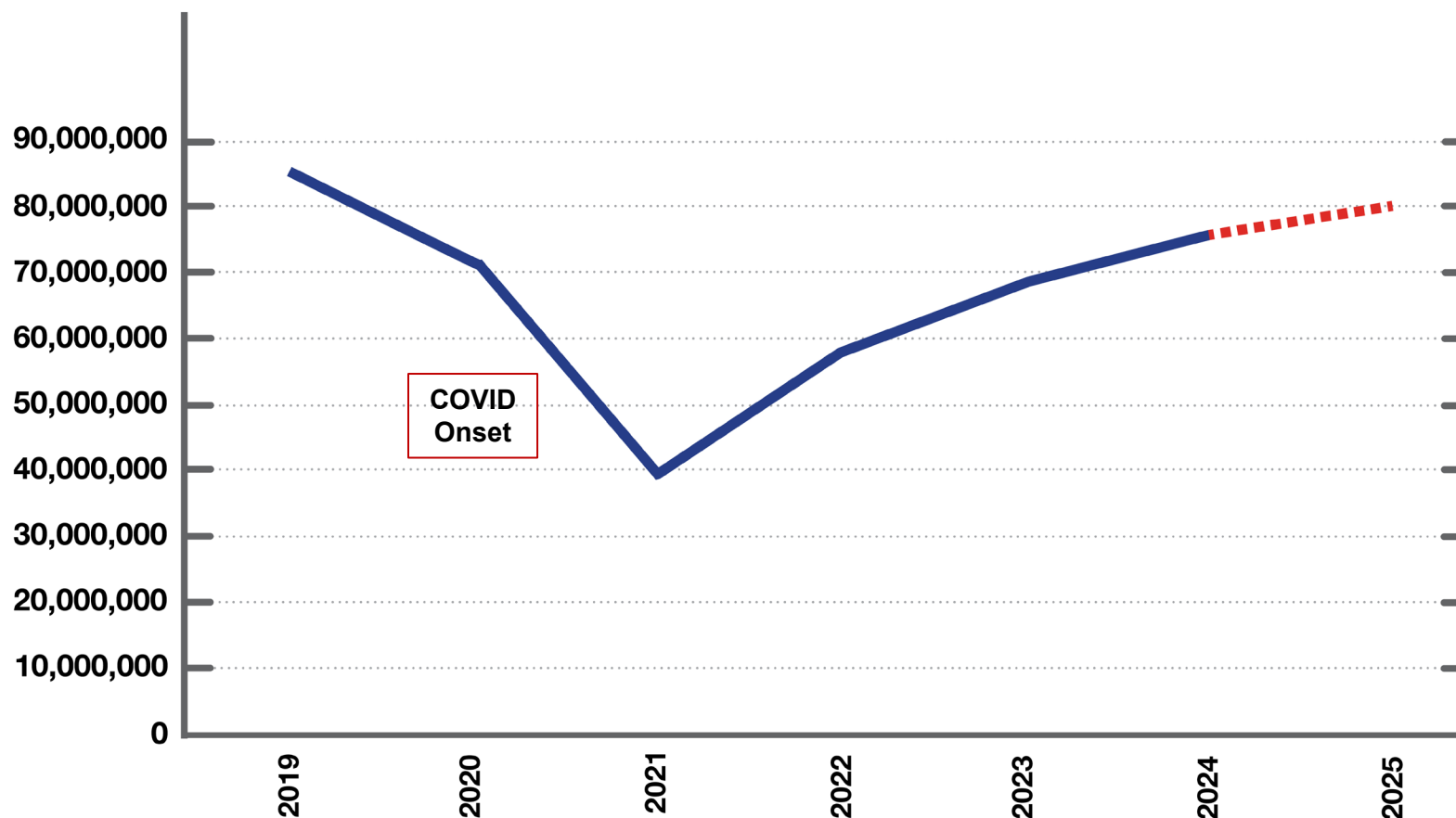


Approaching a Crossroads



Annual Ridership

05-15-2025



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

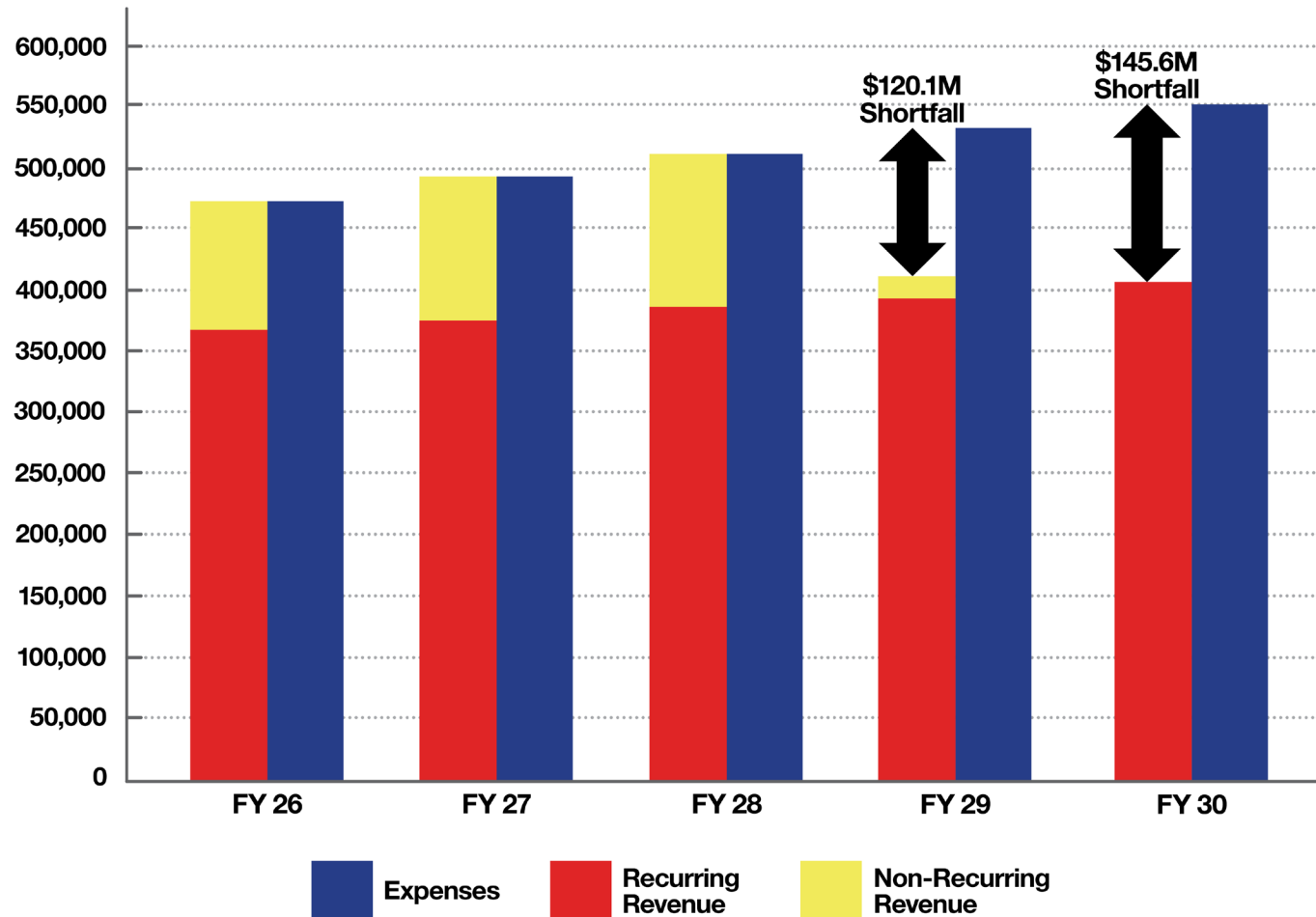


Approaching a Crossroads



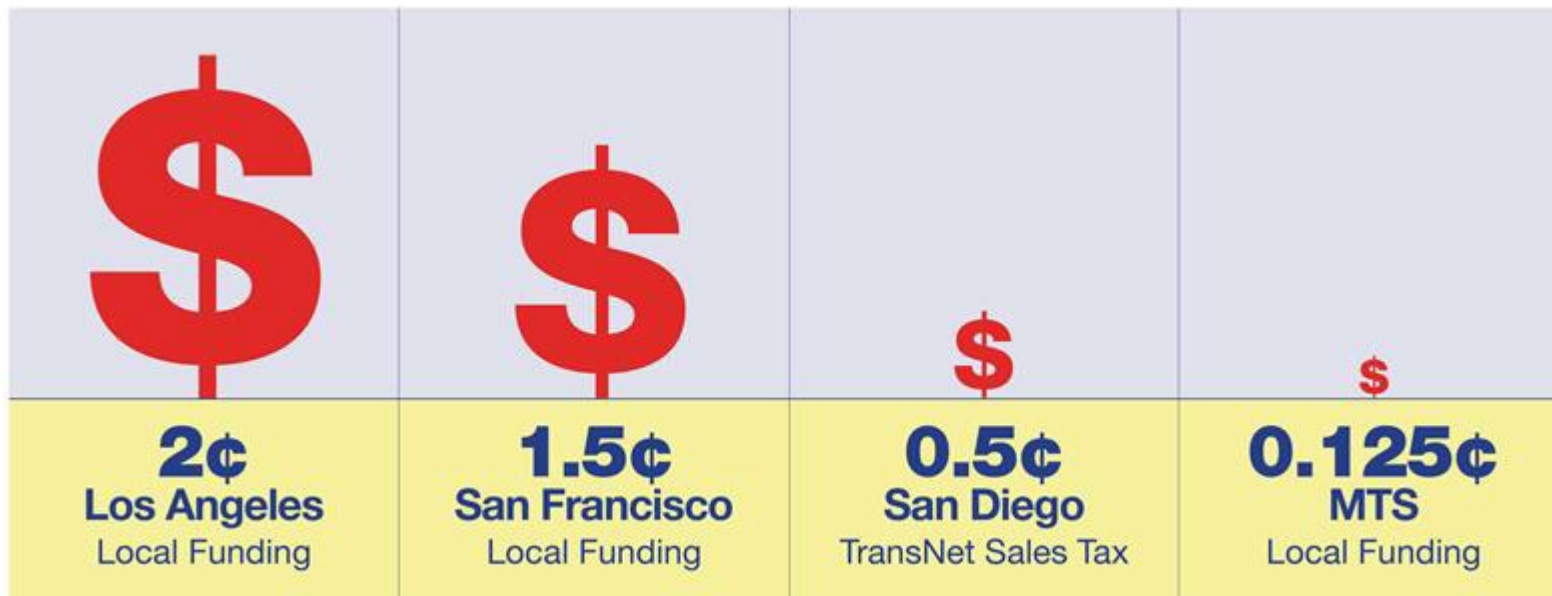
Operating Budget (\$000s) 5-YEAR FORECAST

05-15-2025



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

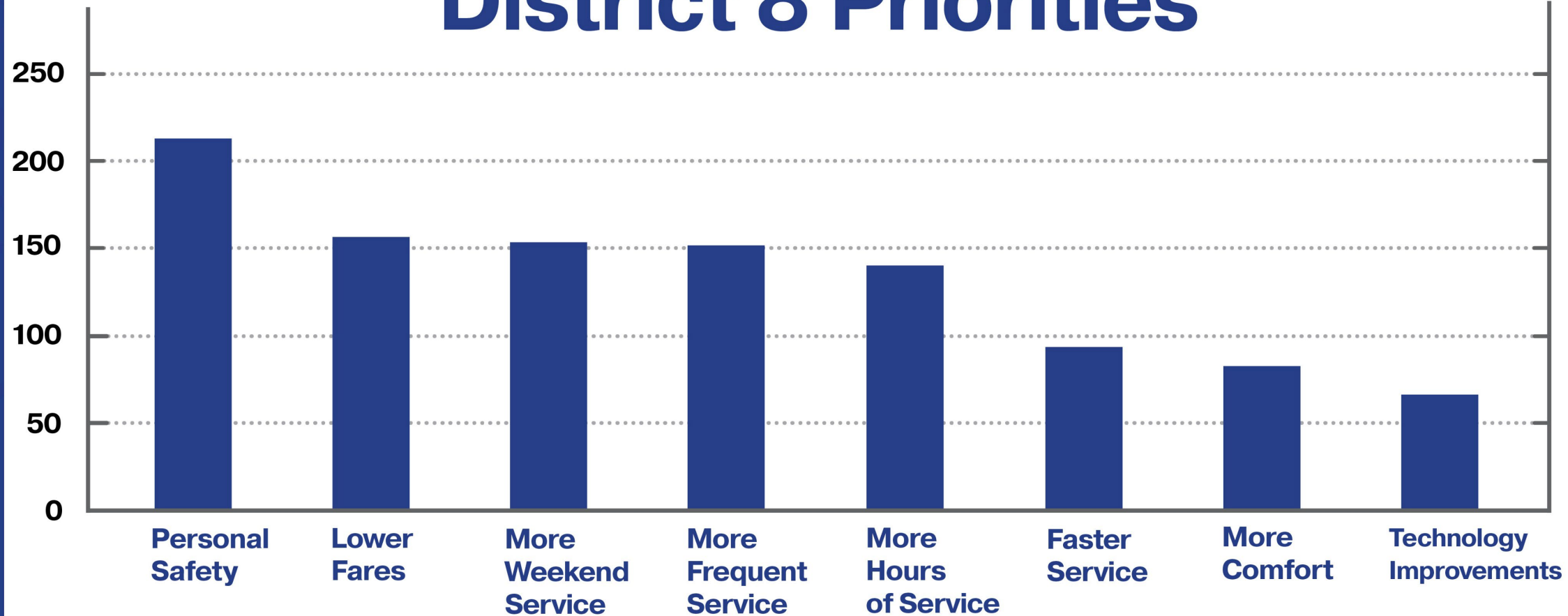
- Just wrapped extensive outreach calendar: 30+ events, transit center events, community-based organization workshops
- Online community engagement website.
- Upcoming outreach events (possibly starting this winter)

www.sdmts.com/OnTrack



District 8 Snapshot

District 8 Priorities



Timeline



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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