



Transit Fare Change Study



NORTH COUNTY TRANSIT
SAN DIEGO RAILROAD

Transportation Committee | Item 4
Tim Garrett, Associate Regional Planner
October 17, 2025

1

Background

- SANDAG responsibility for setting regional transit fare policy on behalf of the operators
- Transportation Committee has delegated responsibility to approve amendments to the Comprehensive Fare Ordinance
- MTS Board voted February 13, 2025, to work with SANDAG and NCTD on a fare change study



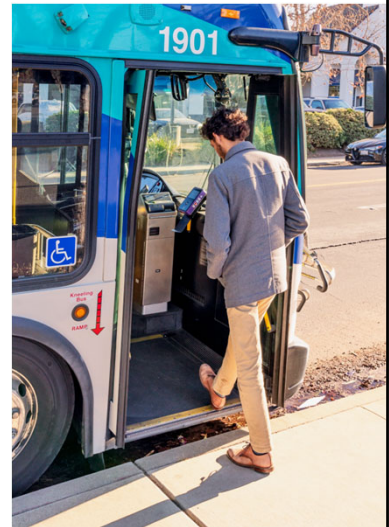
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2

Transit Fare Change Study Steps

Public Outreach





1. Data collection
 - Current ridership and fare revenue, peer agency review
2. Development of fare change scenarios
3. MTS and NCTD Boards and Transportation Committee discussion
4. Modeling and analysis
 - Estimated future ridership and fare revenue, Title VI
5. MTS and NCTD Boards will consider potential fare changes, may recommend approval
6. If there are recommended changes, Transportation Committee will be asked to consider and approve



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3

Public Outreach Timeline

WHEN	WHAT
October - November 2025	 <ul style="list-style-type: none"> • MTS and NCTD survey riders to understand their priorities and how changing fares might affect them • Research potential fare changes to see how ridership and revenue would be impacted
January - February 2026	 <ul style="list-style-type: none"> • Staff develop options for changing fares and get feedback from transit agencies' Boards of Directors • Gather more feedback from riders on fare change options at transit centers and public workshops
Spring 2026	 <ul style="list-style-type: none"> • Staff present fare change options and analysis to Boards (community opportunity to make formal public comments) • MTS and NCTD's Boards of Directors, then SANDAG's Transportation Committee, vote on whether to recommend/approve proposed changes
Summer/Fall 2026	 <ul style="list-style-type: none"> • If approved, fare changes go into effect

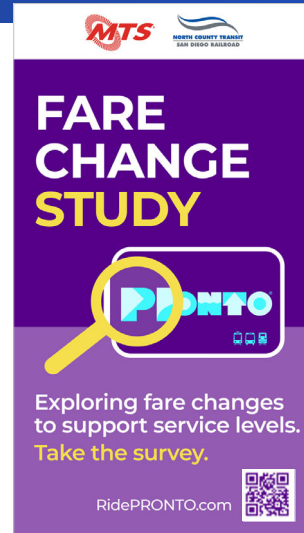
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4

Public Outreach: Survey

Survey available
October 6, 2025 – November 7, 2025

- Online and paper versions available
- Goal: Understand public sentiment about service levels vs. cost to ride
- Which transit services people ride, how often they ride, rider demographics, rider priorities regarding fares, level of service, and discounts



Public Outreach: Fare Change Scenarios



Pop-Up Events at Transit Centers



Public Meetings
Online and In-Person



Public Notices
Printed in Transit Vehicles

Next Steps

Winter

Transportation Committee (and MTS and NCTD boards) discuss public feedback, transit fare change scenarios

Spring

MTS and NCTD boards consider and may recommend scenarios
Transportation Committee considers scenarios for approval

No sooner than July 1, 2026

If approved, fare changes implemented



SANDAG, MTS, NCTD staff meeting every two weeks to coordinate

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7

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8

8