



# Community Engagement Report

April - September 2025

October 2025

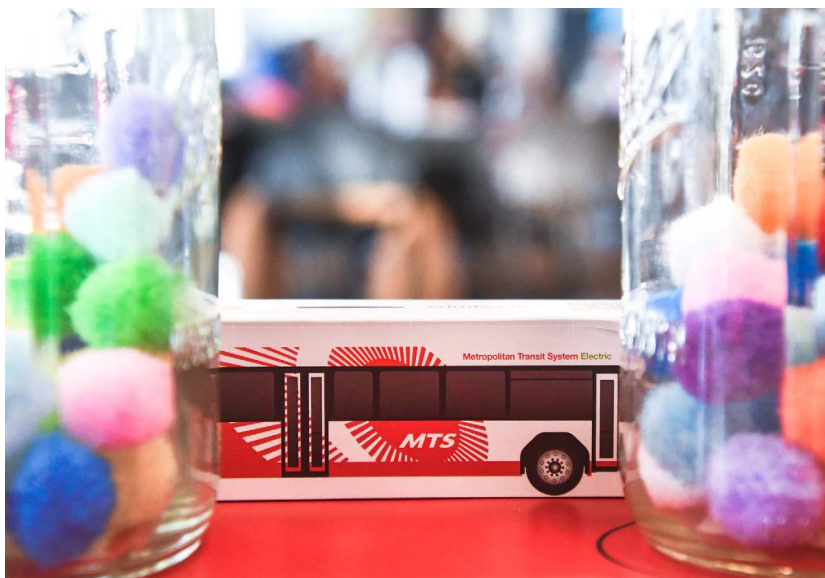


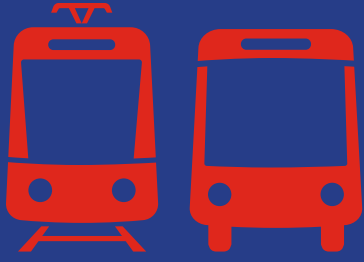
Plan the future.  
Planea el futuro.

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# Community Engagement Overview





# Community Engagement Overview



The San Diego Metropolitan Transit System (MTS) is set to reshape its service in the next few years as it faces a crossroads. On one hand, ridership has seen year-over-year increases across the system every year since the COVID pandemic (above 95% recovery from 2020). However, that momentum and growth is threatened by a projected budget shortage (above \$120 million annually) starting in 2028.

As MTS seeks to find a new, long-term funding source to stabilize service within the next few years, two plans are being developed through a Comprehensive Operational Analysis (COA):

- 1. PLAN ONE** will outline how MTS would add and improve bus and Trolley service should more funding be received.
- 2. PLAN TWO** will outline how MTS would reduce service should no funding be received, and cost reductions (reflecting approximately 20-25% of the agency's total budget) need to be applied.

In support of the COA, MTS OnTrack is MTS' effort to engage the community in this critical conversation about the future of public transportation service in the region and invite them to be a part of the planning process. Starting in April 2025, the MTS OnTrack effort sought to achieve two primary goals:

- 1. EDUCATE** the public about MTS' upcoming funding deficit, and various options to address the issue; and
- 2. ENGAGE** the public to understand what and how they want to see public transportation services improved.



The community engagement philosophy included outreach as a foundational effort to the COA, so that community feedback could be considered and incorporated into the planning process from the outset. MTS wanted to reach a diverse audience, including riders and non-riders, as well as a wide geographic distribution from its service area. The agency partnered with several community organizations to help further its reach through in-person and online engagement efforts (see page 33 for summaries from those community-based organization efforts).

# Community Engagement Overview



In this first phase of outreach, MTS asked participants:

***“If we have the opportunity to make the transit system work better for more people, what do you want to see?”***

Participants were asked to complete a voting exercise to identify what transit priorities are most important to them for future investments, and to map out where they want to see new or improved transit services. Online, people were also invited to participate in a community comment board to leave feedback on the projects or improvements they most wanted to see made.

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**In total, from April through mid-September 2025, the MTS OnTrack effort achieved participation from approximately 7,600 individuals.**

- 18 community events, with an estimated 3,413 participants;
- 10 transit center events, with an estimated 424 participants;
- Five community-based organization partner workshops, with an estimated 266 participants;
- 3,521 estimated contributors to one of the MTS online engagement tool activities, and
- More than two dozen presentations and/or one-on-one meetings to partner organizations and community stakeholders.

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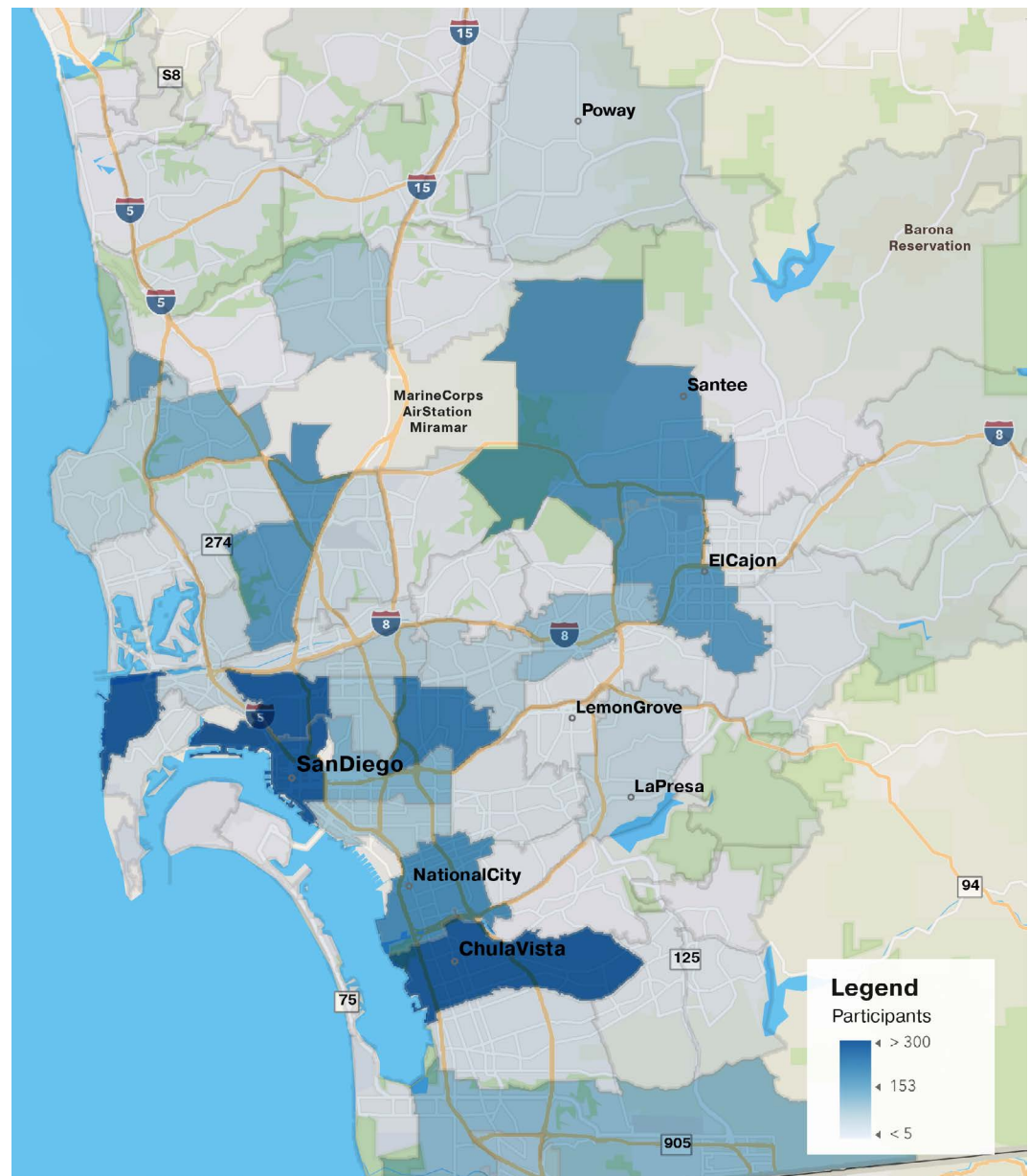
**The following report summarizes the feedback that was received during the first phase of MTS OnTrack community engagement efforts. While this data is intended to help inform the COA service plans (and any potential expenditure plan for a local funding measure), it is important to note that this engagement effort is not a statistical representation of the MTS service area, and inherently has some limitations.**

- Some areas of the region garnered higher participation than others due to community partner locations, in-person events and/or response rates for digital advertisements.
- Demographic data was not collected for most participants at in-person events to be as inclusive as possible and to garner as much participation as possible.
- Riders will refer to people who a) were surveyed at a transit center events or b) who completed the survey online and indicated they ride MTS at least once a week. Non-riders/Unknown will be anyone who a) was surveyed at an in-person event where that information wasn't collected or b) indicated they ride MTS “a few times a month” or less frequently in the online survey.
- Community based organization feedback has been included in the overall data feedback, as well as its own section in this report, but has been removed from the individual community reports.

The following map reflects participation across zip code, reflecting where in-person events were held, as well as residential zip codes for online participants.

Top Participating Zip Codes  
(online and regional events  
combined):

When looking at online participation only, top participating communities include City Heights/Oak Park (92105), UTC (92122), Downtown San Diego (92101), North Park (92104) and UC San Diego (92092).

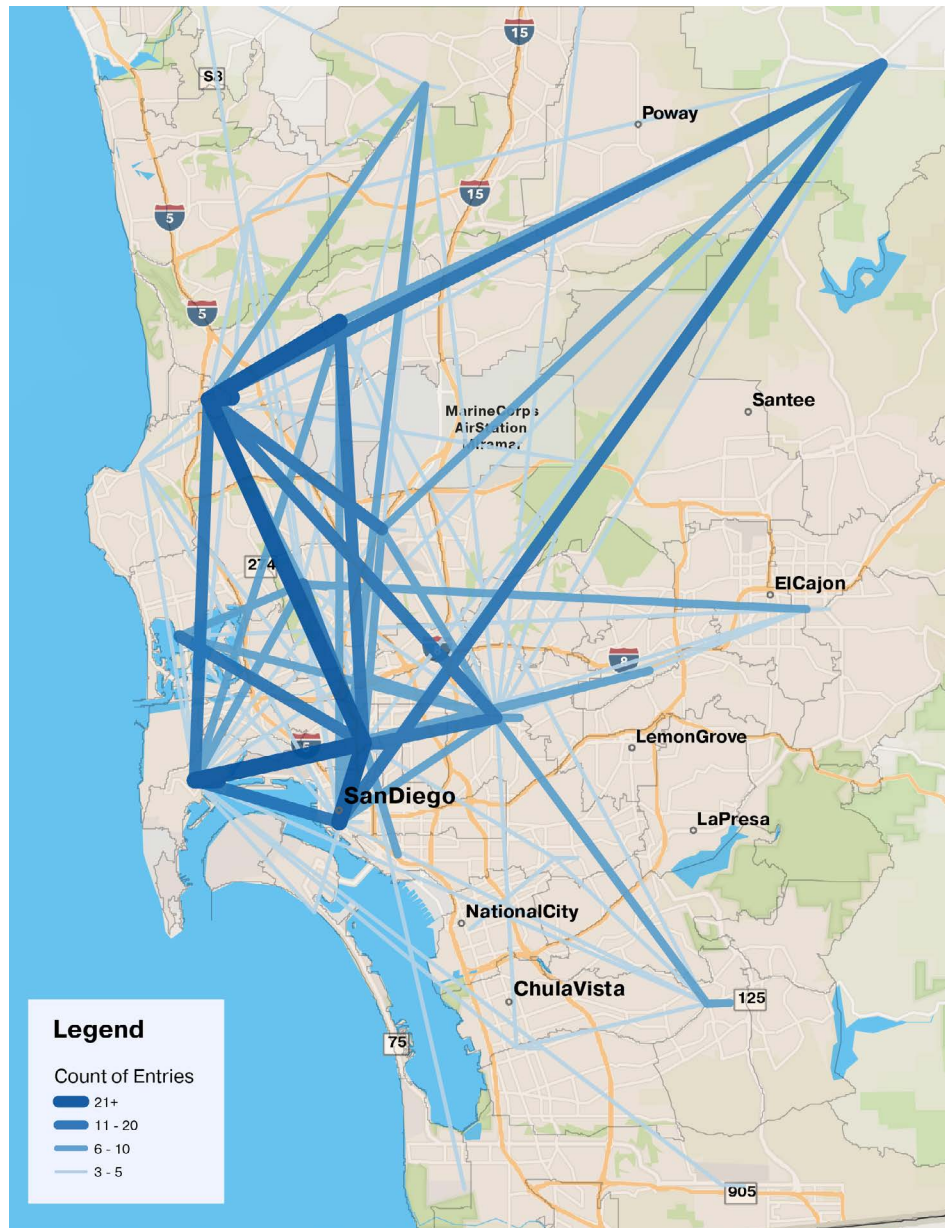




## Key Corridors for Investment

When asked to map where people wanted new and/or improved transit options, several key corridors rose to the top. The following 1,260 individual entries generated 437 “points of interest.”

- **The Uptown areas** (Hillcrest, North Park, South Park, Kensington, etc.) saw the most demand for where participants wanted to start or end their travels. In particular, there was high demand from these core neighborhoods to/from University City, the Peninsula (Ocean Beach / Point Loma), the Airport, and Downtown San Diego.
- **The Poway area** (including Ramona) also received a lot of feedback with participants wanting to travel throughout the county, but primarily to University City and Downtown San Diego.
- **The College area** near SDSU showed strong desire from throughout the County, with many areas wanting to travel to the College area.
- **Mira Mesa** also arose as a top destination for participants, primarily for audiences coming to and from University City, but also to and from the urban core of San Diego.



## Participant Priorities

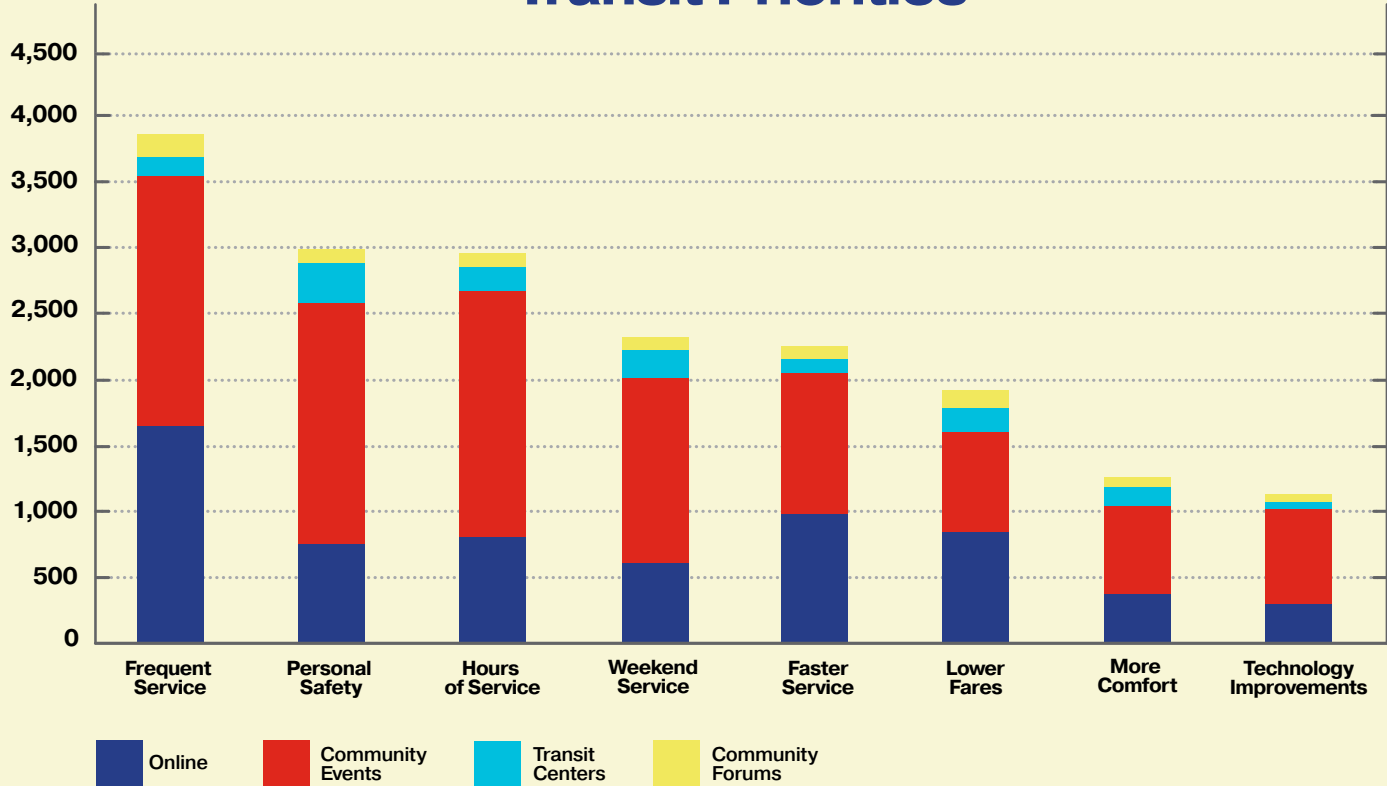
One of the primary participation activities was voting on what transit priorities people think should get the most investment should MTS be able to improve and expand the system. It’s estimated that nearly 6,200 participants voted for their top priority(ies), comprised of the following distribution of participants:

- **55.1% community events**
- **33.7% online**
- **6.8% transit center**
- **4.3% CBO workshop**

Across all participant groups:

- **Frequency** rose to the top as the highest overall priority (ranking first for online, community event and CBO participants).
- **Safety** ranked second, being driven by community events, as well as transit center participants (top priority).
- **Longer hours of service** ranked third overall, though each group had a different second priority (faster service for online participants, weekend service for transit center audiences, and lower fares for CBO participants).

Transit Priorities  
Transit Priorities



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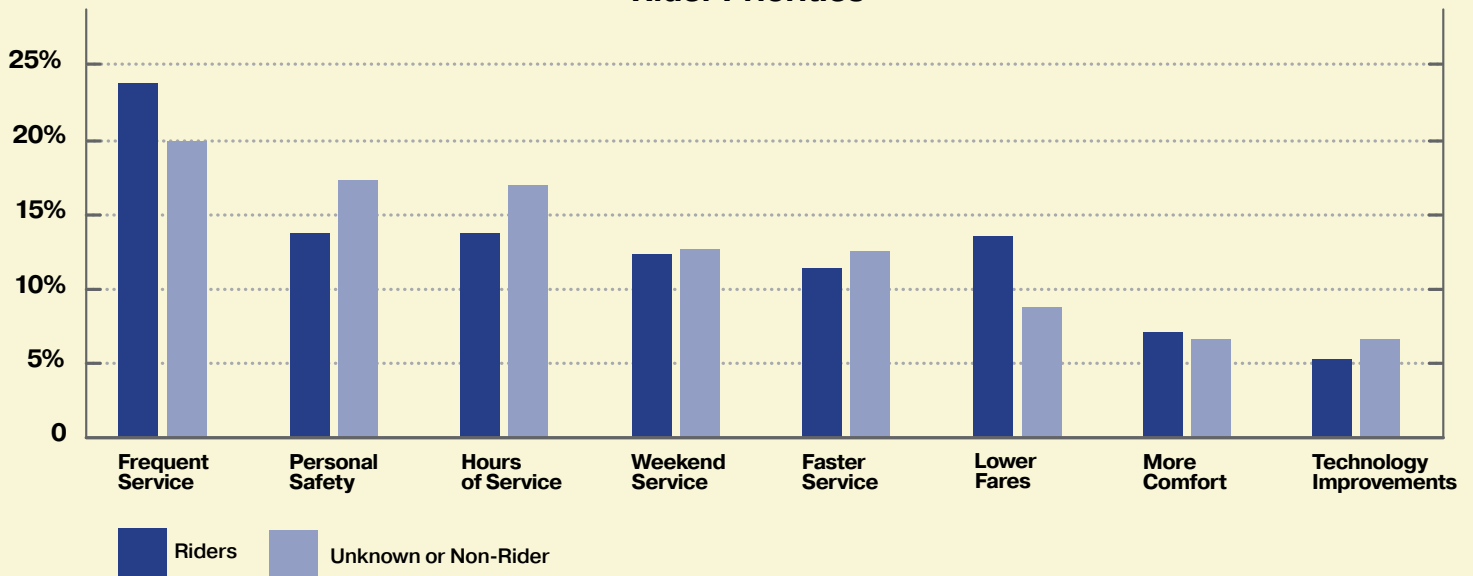


## Rider Priorities

When looking at known riders (people surveyed at transit centers, and online participants who ride at least once a week), there are a few key similarities and differences between the rider and non/unknown rider groups. (Please note, because 'riders' make up an estimated 25% of total surveyors, data is presented as the overall percentage of the vote for a similar comparison).

- **Frequency** remains the top overall priority, but reflects a higher intensity of priority to rider participants than the general participant audience (23.6% rider vs 19.7% general audience)
- **Longer hours** and **safety** are tied for second among riders, though they represent as smaller overall percent of priority than the general audience (13.7% for both among riders vs 16.8% longer hours and 17.1% safety for general audience)
- **Lower fares** represent a higher priority to riders (#4 / 13.4% among rider vs #6 / 8.7% among general audience)

Rider Priorities



## Defining Transit Priorities

Online, participants were also offered the chance to provide more context about what an investment in each of those categories means to them, and where/how they would like to see improvements made.

Across all comments, some common themes were a desire for more Trolley service in general, both on current lines and expansion to new places. More frequent Trolley service into downtown, and on the Blue Line north of downtown/Old Town in particular. A better connection to the Airport was also seen across discussion topics, as well as better beach access.

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### FREQUENCY

When it comes to frequency, participants most commented **10-minute service levels** would be the goal, but for the Trolley in particular, service running between 5 – 10 minutes was wanted. The most common threshold for complaints about service not running enough or being convenient enough to use was at the 30-minute level. The Trolley's UC San Diego **Blue Line** service dominated the discussion for more frequency (particularly north to UTC), but demand for more Trolley service across all lines was also a priority. Routes in the **Uptown** and **Mid-City** communities were among the most requested: 1, 7, 10, 11, and Rapids 215 and Rapid 235 being among the highest requested. Similarly, **North Park** was the most cited community (several other Uptown neighborhoods also received frequent mentions), followed by the Airport and several communities north of I-8 (Mira Mesa, Kearny Mesa).

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### PERSONAL SAFETY

When it comes to personal safety, about two-thirds of participants cited **staffing** as a solution or desire for improvement. The majority of those comments (129) were for security-specific staff on board vehicles and at stations, with other general/undefined "staffing" (69) or non-security staff (5) also being mentioned.

**Lighting** (68) was also a big priority, especially as safety issues were more common to be cited at night. Participants also commented frequently (67) about passenger behavior or dynamics that made them feel uncomfortable and impacted feelings of safety, namely homelessness, mental health and drug use.

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### HOURS OF SERVICE

Overwhelmingly, comments about longer hours of service focused on **late-night service** (mentioned about 3.5 times more often as the next highest topic). Coinciding with late-night service, people primarily wanted to use service for **recreational purposes** (though shift work was also semi-frequently mentioned as a need), mentioning Downtown, 'nightlife areas' and more Trolley service in general. The Uptown area (including Routes 10 and 11), was the next most mentioned service demand, followed by more service in North County (Rapid 235 & Mira Mesa).

## WEEKEND SERVICE

Comments around weekend service centered on flexibility and a focus on recreational areas. The most common destinations mentioned for more weekend service were **Downtown San Diego and beach communities**. **Weekend service north of I-8** was also generally more in-demand, particularly for University City/UC San Diego. With weekend service, people were less likely to define a level or span of service (compared to frequency), but generally expressed wanting more weekend service across the board. When days and times were mentioned, priorities were **Sundays** and extending service **later in the evenings** (as reflected in span of service comments).

## FASTER SERVICE

While not always defined, making MTS service **car competitive** was a key qualifier, with **30 minutes** being the most commented timeframe for goal travel, and complaints about travel times most often cited at the one-hour mark. Participants most often talked about more **direct service**, with no or limited transfers, as well as **limited stops**. **Frequency** was also often mentioned as a means to cut down travel time due to less waiting at the station itself. As far as service areas and destinations, the **Blue Line** was mentioned most often, specifically for travel time through and north of Downtown San Diego. **Beach communities** were the overall most mentioned destination for faster service, followed by several areas **north of I-8, near colleges**, and in the **urban core of San Diego** (University City/UCSD, North Park, College Area/SDSU, and Kearny Mesa/Convoy).

## LOWER FARES

While participants had a variety of suggestions and programs, comments surrounding lower fares largely focused on keeping the free **Youth Opportunity Pass (YOP)** program for students. Nearly half of all comments about fares were about YOP, and it was mentioned approximately seven times as often as the next fare topic (free fares for all). When existing fare types were mentioned, people were more likely to talk about **one-way fares** (including transfer rules) than month pass prices.

## MORE COMFORT

For participants focused on comfort, this most frequently meant having **clean transit spaces**, both at stations and on vehicles. Cleanliness was cited for comfort in more than 80 of the nearly 200 comments. Next most popular were having restrooms at key transit centers (65) and more comfortable seating (63) both at stations and, to a lesser extent, on board vehicles.

## TECHNOLOGY IMPROVEMENTS

While technology while the least prioritized category, there was a one clear demand among users, as approximately half of all comments prioritized more **real-time signs** throughout the system, as well as improving the accuracy of existing signs. About 20% of all technology improvement comments included general fare/PRONTO enhancements (mobile wallet function, more payment options, validators, etc.), with Wi-Fi also being mentioned in about 20% of comments.





# District Summaries

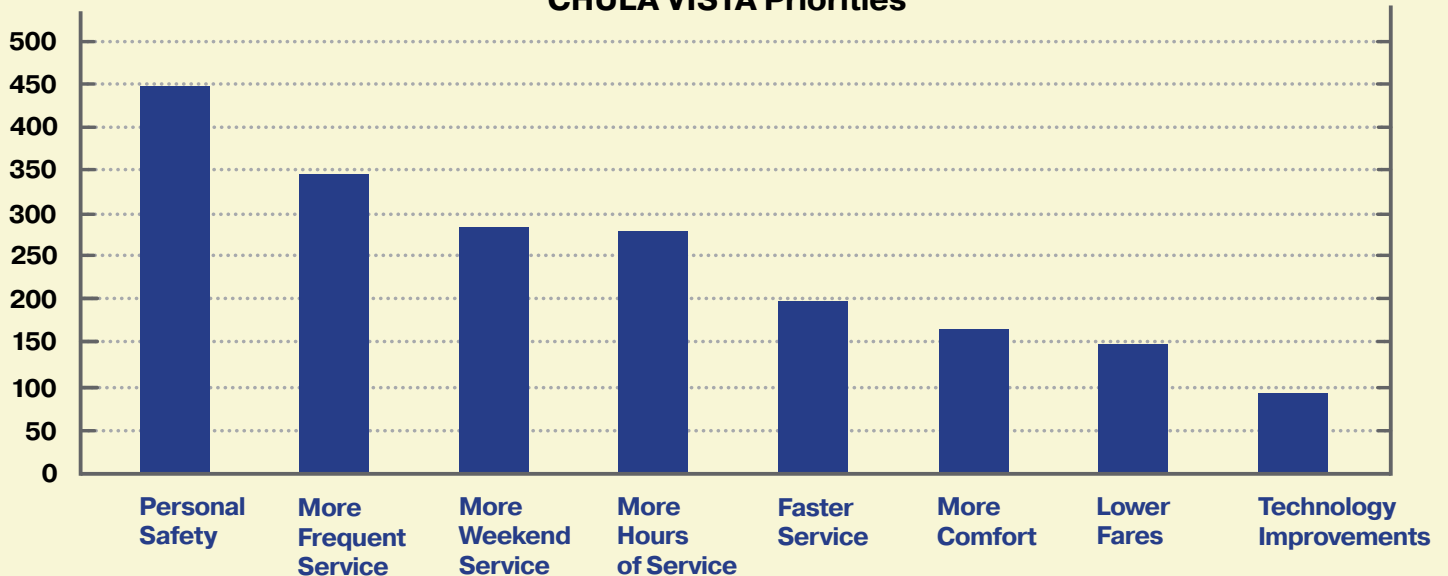


## CITY OF CHULA VISTA

### Participants (657)

- Online (91910, 91911, 91913, 91914, 91915): 140
- Transit Centers: 22
- Community Events: Chula Vista Lemon Festival (405), South Bay Earth Day (91)
- Known or Likely Riders: 17%

**CHULA VISTA Priorities**



### Summary

Safety was the top priority for Chula Vista participants, with 23% of priority votes going to the category (compared to 16% in the overall engagement effort). The City of Chula Vista was also the only area to rank 'more comfort' higher than one of the last two priorities. Discussions about comfort from Chula Vista participants focused mostly on cleaning (mentioned twice as often as next topic). Participants also discussed a desire for more restrooms, as well as more seating at stops.

When it came to personal safety, half of the comments said they wanted to see more staffing out on the system, followed by a desire to see homelessness better addressed.

Regarding frequency, Rapid 225 was the most mentioned route where people want to see increased service, including weekends (general improved Chula Vista weekend service was also mentioned).

Participants want to see trips become more car competitive, with most mentions for major employment destinations (downtown, UCSD/UTC, Sorrento Valley, I-805).

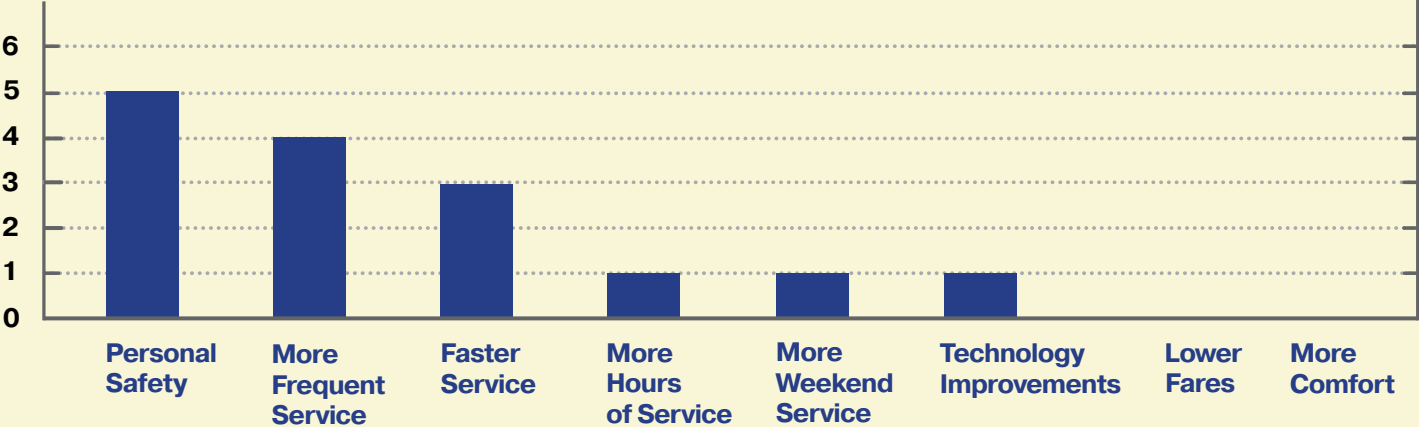
CITY OF CORONADO

Despite targeted advertising to the community, response rates were low from the City of Coronado. No community outreach events were held in the phase one outreach, but may be included in future engagement efforts in order to increase participation from the community. MTS will reach out to City of Coronado staff to improve engagement rates in the next round of outreach.

Participants  
(5)

- Online (92118): 5
- Transit Centers: 0
- Known or Likely Riders: 40%

CITY OF CORONADO Priorities



Summary

Overall, personal safety was the top priority for participants from the City of Coronado. In regards to the next priority, improving frequency, the few comments that were submitted mentioned a need for more service during peak commute hours. *Please note that responses from Coronado were limited overall.*

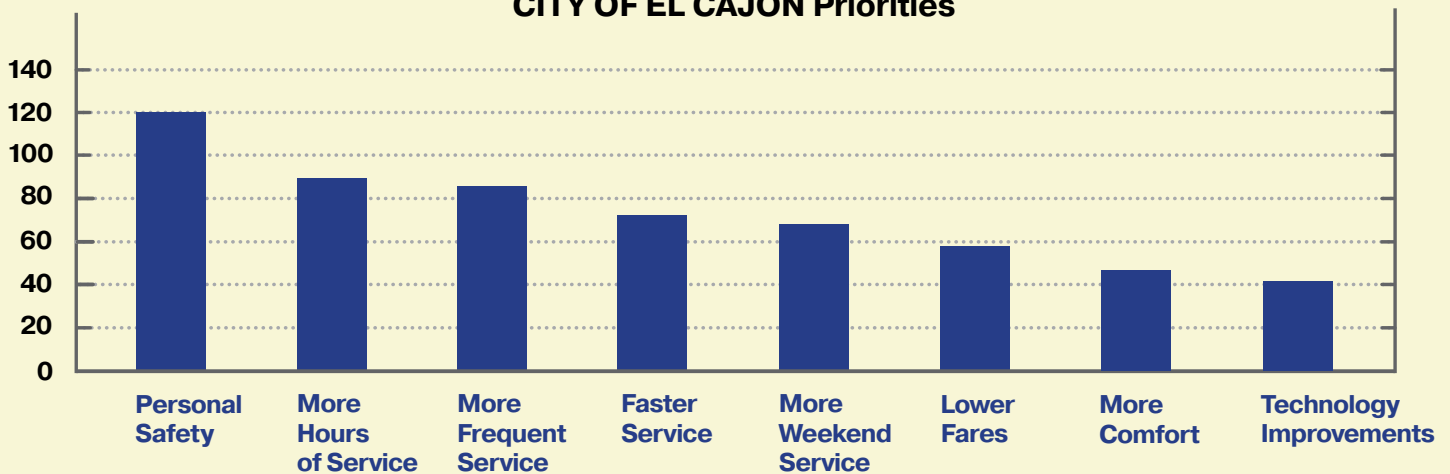


## CITY OF EL CAJON

### Participants (194)

- Online (92019, 92020, 92021, 92022): 55
- Transit Centers: 24 (El Cajon Transit Center)
- Community Events: America on Main Street (115)
- Known or Likely Riders: 27.3%

**CITY OF EL CAJON Priorities**



### Summary

Participants from El Cajon ranked personal safety as their top priority, with 20.7% of participants voting for this category (compared to 16% of the overall engagement efforts).

Overall, when it came to safety, El Cajon participants wanted additional security staff on the bus and Trolley system, as well as better efforts to address quality of life issues (loitering, drug use, violation of fare/other policies).

Participants were less likely to define a service route for more frequency and weekend service, expressing a desire for the area as a whole. Almost all comments regarding longer hours of service, however, focused on later night service, with several people mentioning the need to accommodate late-night shift workers.

For faster service, participants commented they want more express or limited stop service, including several requests for express Trolley service during peak travel times.

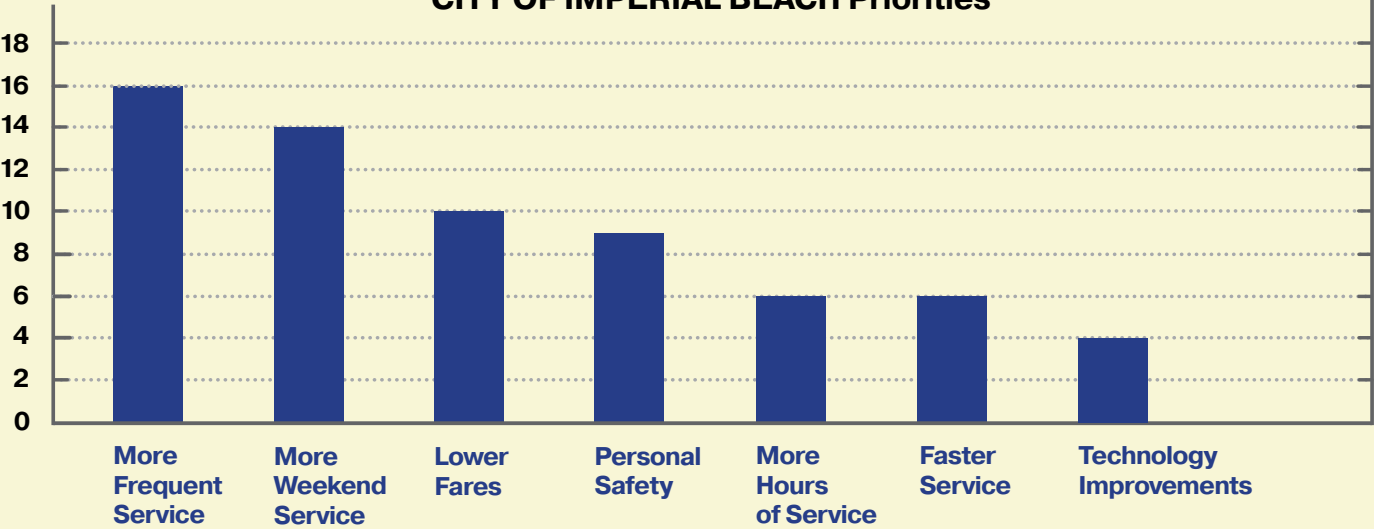
CITY OF IMPERIAL BEACH

Despite targeted advertising to the community, response rates were low from the City of Imperial Beach. Transit center and/or larger community events may be included in future engagement efforts in order to increase participation from the community. MTS will reach out to City of Imperial Beach staff to improve engagement rates in the next round of outreach.

Participants  
(27)

- Online (91932): 9
- Transit Centers: 0
- Community Events: Imperial Beach Senior & Veterans Resource Fair (18)
- Known or Likely Riders: 29%

CITY OF IMPERIAL BEACH Priorities



Summary

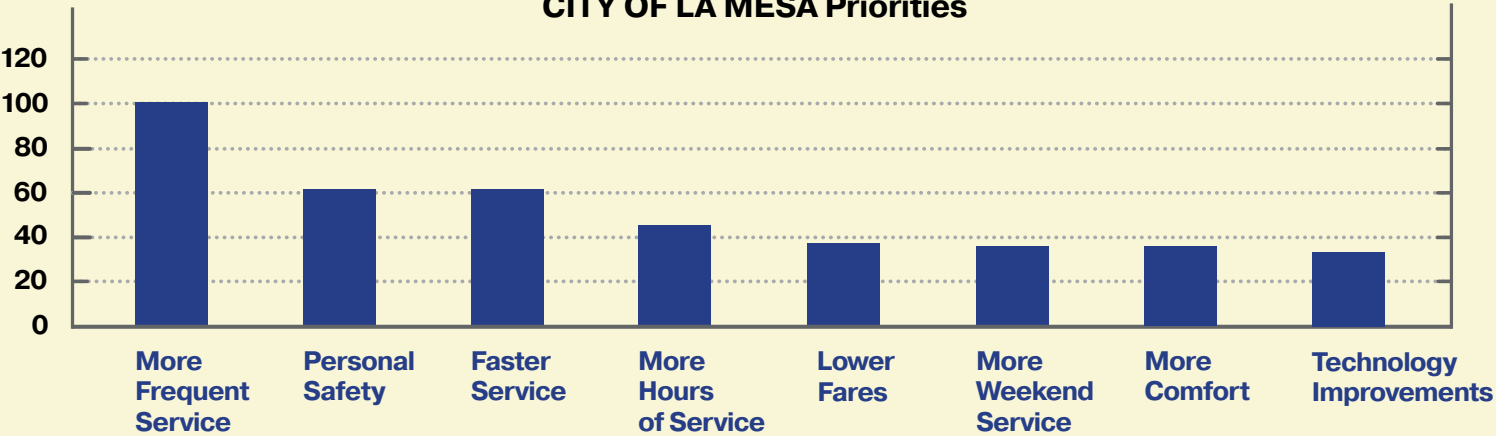
Compared to the overall engagement efforts, participants from Imperial Beach agreed that more frequent service mattered most, but placed a higher priority on more weekend service, as well as lower fares. *(An insufficient number of comments were collected from participants to provide narrative feedback.)*

CITY OF LA MESA

Participants  
(137)

- Online (91941, 91942, 91943): 68
- Transit Centers: 0
- Community Events: La Mesa Earth Day (69)
- Known or Likely Riders: 35%

CITY OF LA MESA Priorities



Summary

Participants from La Mesa agreed with the general population that more frequent service and personal safety were the top two priorities, with more frequent service showing a higher intensity of priority overall. Faster service was also prioritized higher (tied 2nd) for La Mesa than the overall engagement efforts.

When it came to more frequent service, commentors specifically wanted to see more frequency on Trolley lines, with several people mentioning special event service. For faster service, participants tended to also comment on the need for more frequent service as a way to cut down waiting times and transfer issues.

Other investments La Mesa participants would like to see made in the system included increased staffing for safety. For people concerned about fares, comments tended to focus more on keeping fares affordable for all riders rather than any one population.

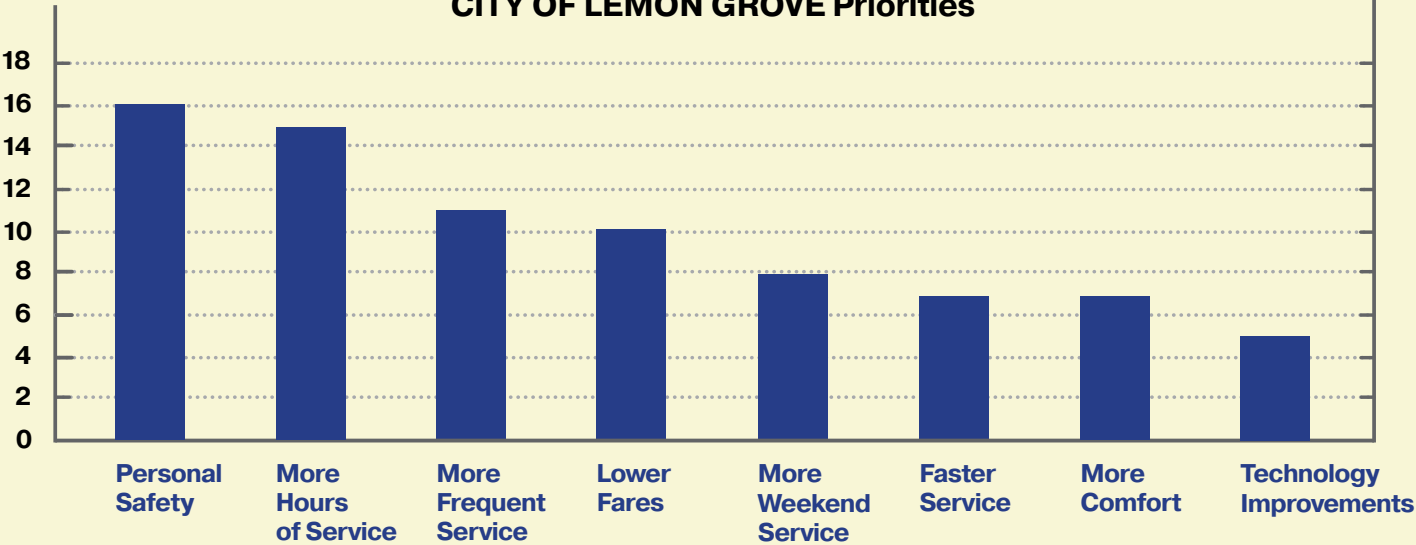


CITY OF LEMON GROVE

Participants  
(27)

- Online (91945): 9
- Transit Centers: 18 (Lemon Grove Station)
- Community Events: 0
- Known or Likely Riders: 85%

CITY OF LEMON GROVE Priorities



Summary

Compared to the overall engagement efforts, participants from Lemon Grove were represented by significantly more riders. The top two priorities of personal safety and more frequent service were in line with other communities with a high population of transit riders, with safety ranking over frequency. *Please note that responses from Lemon Grove were limited overall. MTS will reach out to City of Lemon Grove staff to improve engagement rates in the next round of outreach.*

When it came to personal safety, two of the three comments mentioned wanting to see more lighting at bus stops and Trolley stations.

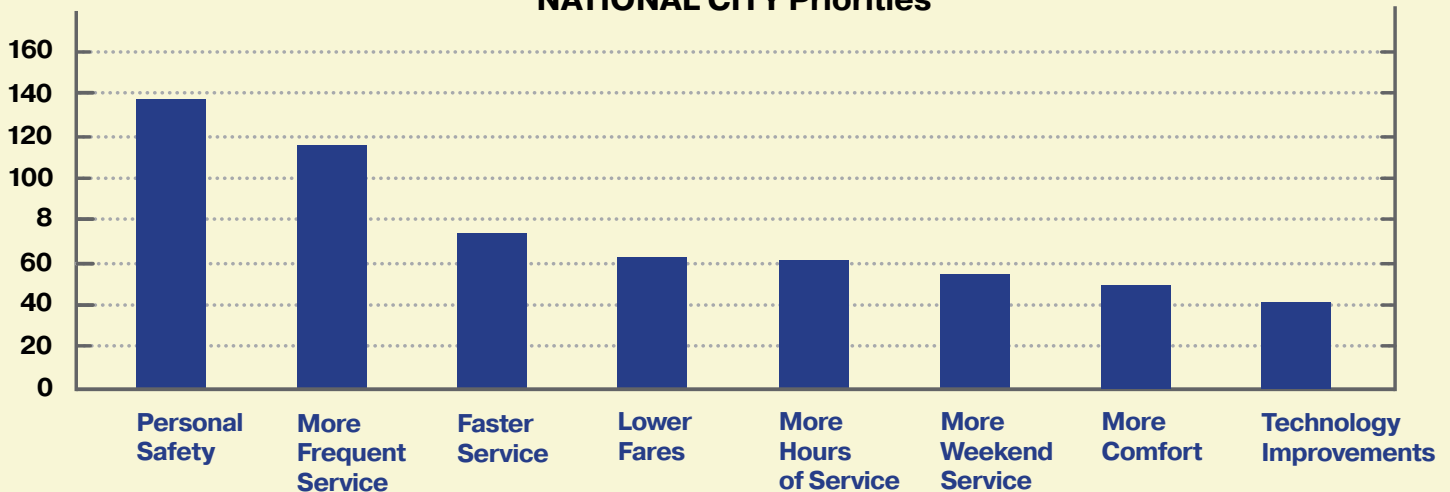
The comments in Lemon Grove regarding span of service mentioned both early morning and late-night service equally.

## NATIONAL CITY

### Participants (198)

- Online (91950): 38
- Transit Centers: 18 (8th Street Transit Center)
- Community Events: Olivewood Gardens Day of Play (142)
- Known or Likely Riders: 15%

**NATIONAL CITY Priorities**



### Summary

Overall, National City ranked safety as their top priority, followed by frequency. Compared to the general population, faster service and lower fares were ranked as higher priorities than more hours of service and more weekend service.

When it came to safety, commentors from National City mostly wanted to see increased security staff onboard the Trolley to intervene in situations of homelessness, drug use and harassment. For faster service, participants wanted to see more limited stop routes on both Trolleys and buses, particularly during commuting hours.

In general, when it came to lower fares, online participants commented that they wanted to keep fares low for senior, disabled and youth riders to preserve accessibility in the system.

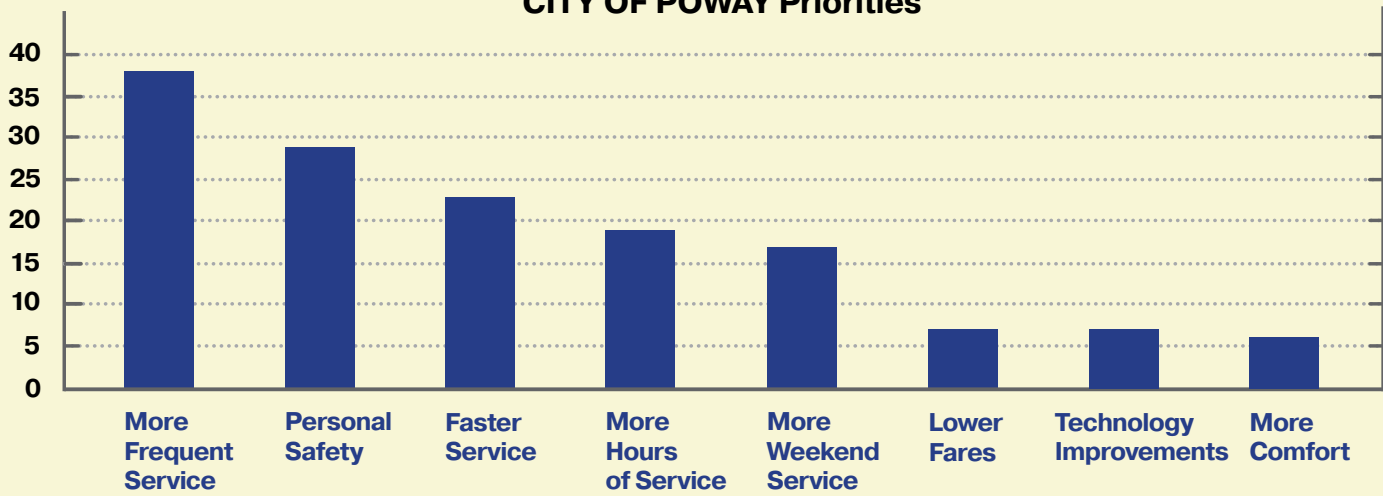
Other investments National City participants would like to see made in the system included having increased cleanliness on the system to increase comfort, and technology implementation for more real time signs.

CITY OF POWAY

Participants  
(49)

- Online (92064): 12
- Transit Centers: 0
- Community Events: Poway Farmers Market (37)
- Known or Likely Riders: 14%

CITY OF POWAY Priorities



Summary

When compared to overall engagement efforts, participants in Poway had the same top two priorities, but ranked faster service more important than hours of service and more weekend service.

Commentors from Poway wanted to see more express routes from Poway to the urban core of San Diego, as well as faster and higher frequency service in Poway. Specifically, comments concerned increased service frequency over the weekend on Rapid 235 and Route 945. The higher ranking of faster trips is in line with other communities that have limited routes available into downtown San Diego and the urban core. Participants also wanted to see service available later at night.



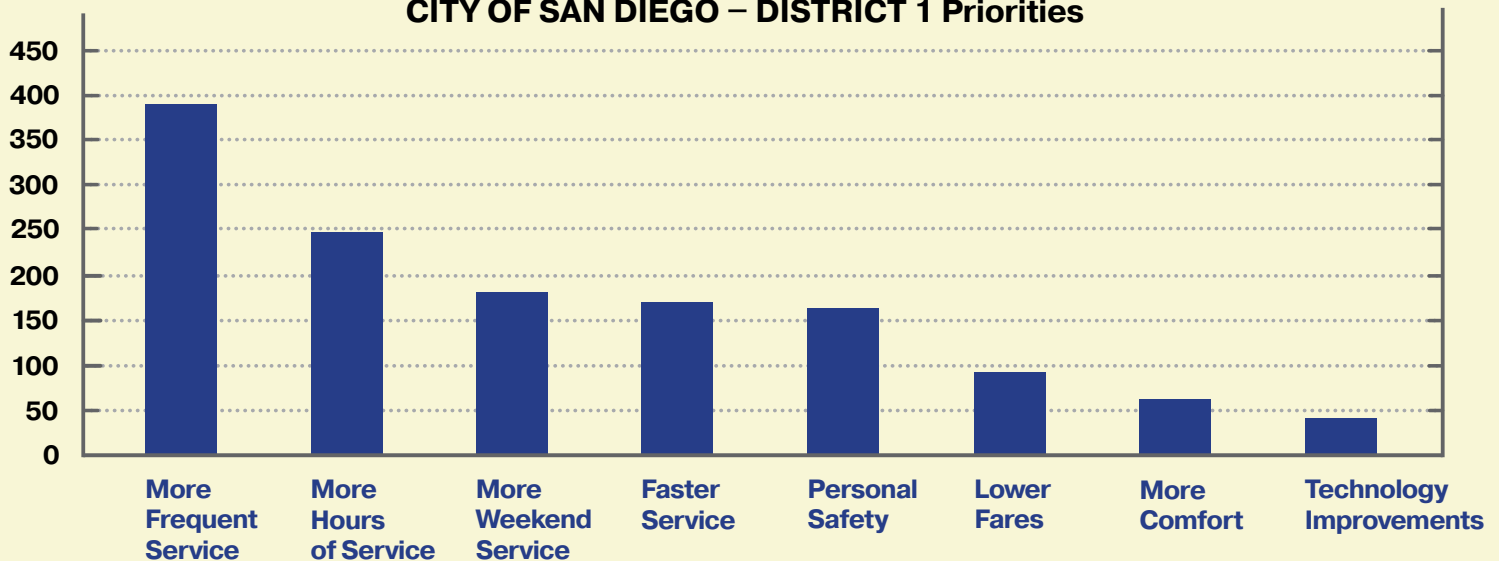
## CITY OF SAN DIEGO – DISTRICT 1 (Pacific Beach, La Jolla, UC San Diego, UTC)

### Participants (447)

- Online (92014, 92037, 92038, 92092/92093, 92109, 92130): 269
- Transit Centers: 20 (UTC Transit Center)
- Community Events: UC San Diego Off Housing Campus Fair (158)
- Known or Likely Riders\*: 79.4%

*\*UC San Diego event participants are counted as known or likely riders, due to the wide acceptance of U-Pass of students on campus.*

### CITY OF SAN DIEGO – DISTRICT 1 Priorities



### Summary

Priorities from District 1 all focused on service level specific improvements: more frequency, longer hours of service, adding more weekend service and then making service faster. District 1 includes some of the system's highest ridership routes, including the UC San Diego Blue Line and Rapid 201/202 (SuperLoop), which both serve the UC San Diego campus. As such, participants from this area are much more likely to be riders than the general population.

More frequent service dominated the priorities and comments from participants on this topic, and generally focused on higher levels of service on

the Blue Line (getting that consistently under 10 minutes), especially during peak commute hours and later in the evening. The Route 30 bus was mentioned most often for bus service improvements, with complaints about the 30-minute service levels.

About 75% of comments related to more hours of service were for late-night and/or overnight service, with the focus once again on Trolley service.

Comments submitted about weekend service focused on two key areas: UCSD campus and getting to beaches (namely, La Jolla).

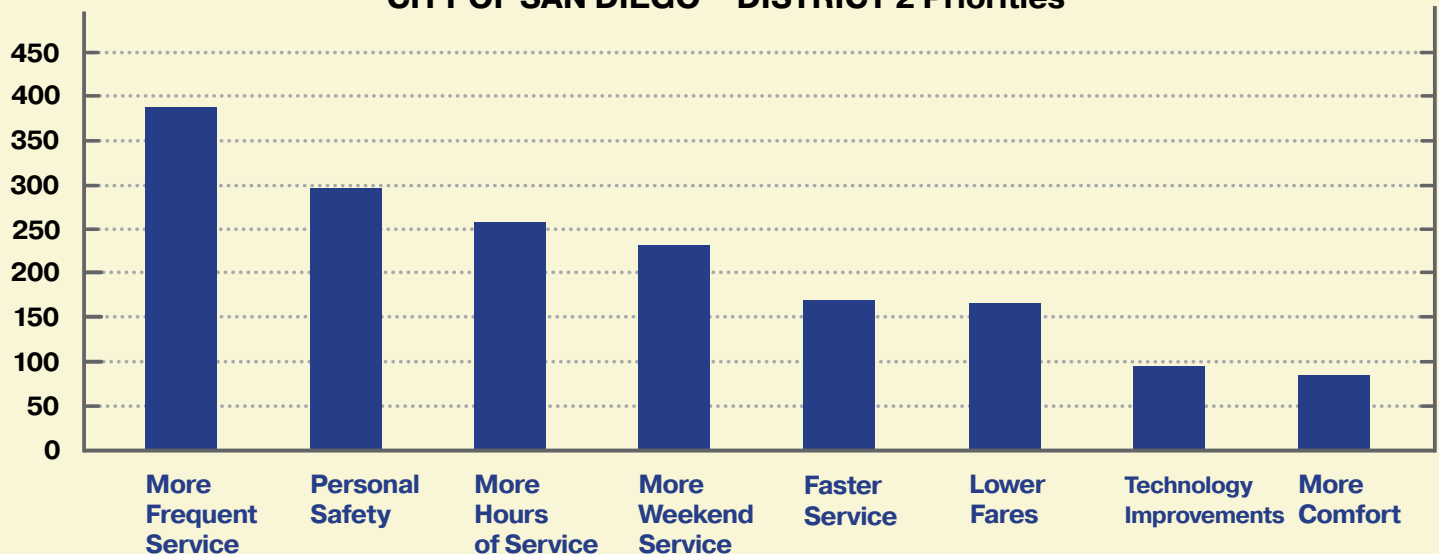
## CITY OF SAN DIEGO – DISTRICT 2

(Mission Beach, Point Loma, Ocean Beach, Clairemont, Old Town)

### Participants (556)

- Online (92106, 92107, 92109, 92110, 92117): 156
- Transit Centers: 27 (Old Town Transit Center)
- Community Events: Ocean Beach Street Fair (362), Naval Base Point Loma (11)
- Known or Likely Riders: 17.3%

**CITY OF SAN DIEGO – DISTRICT 2 Priorities**



### Summary

The priorities of District 2 largely mimicked the general population. (Note: the Ocean Beach Street Fair is a large regional event that gathers an audience from across the region. When that event was removed, more frequent service took a higher intensity of priority, and lower fares jumped up significantly in the votes, ranking number two overall.)

Comments from participants in District 2 most often discussed Clairemont and Pacific Beach as areas for improved service when it comes to frequency, with some discussion of access to Ocean Beach and Point Loma as well. Almost all comments submitted by District 2 participants regarding extending hours of services focused on more evening and late-night service.

Regarding personal safety, participants from District 2 focused mostly on staffing, split between defined security staff, and general staffing on the system.

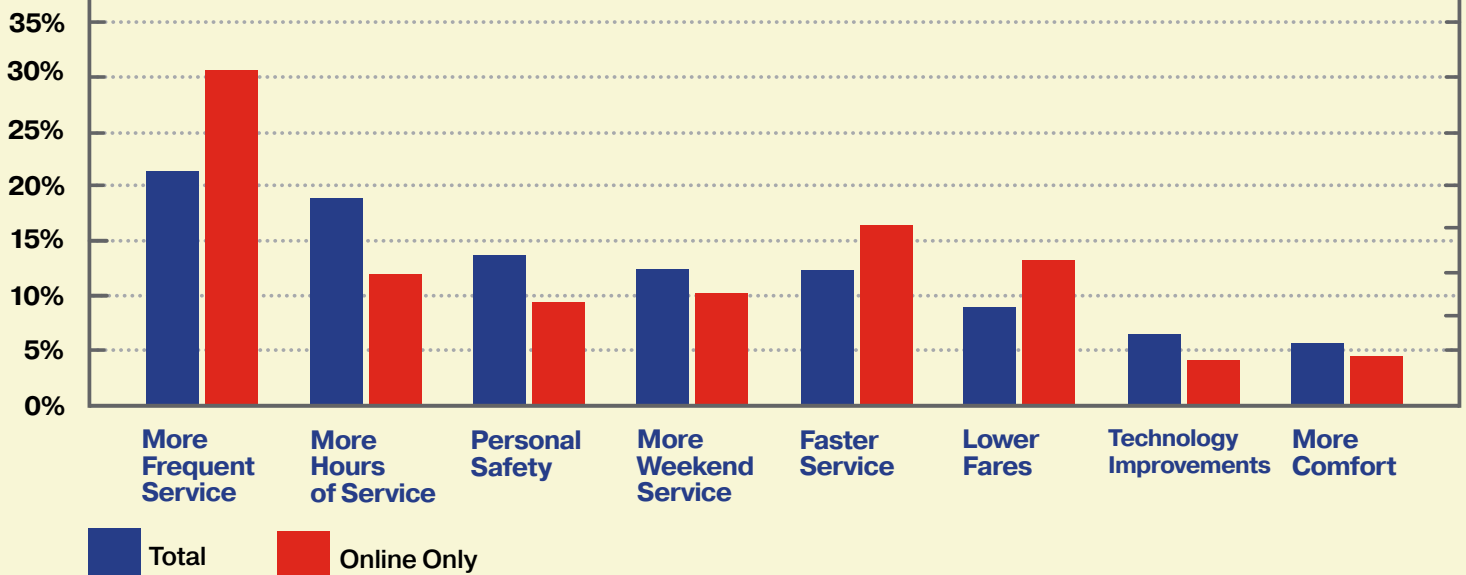
## CITY OF SAN DIEGO – DISTRICT 3

(Downtown San Diego, Hillcrest, North Park, Normal/University Heights)

### Participants (2,028)

- Online (92101, 92102, 92103, 92104, 92110, 92116): 469
- Transit Centers: 26
- Community Events: Hillcrest Farmers Market (112), Hillcrest Cityfest (282), Bike the Bay (149), San Diego Pride (990)
- Known or Likely Riders: 14.9%

**CITY OF SAN DIEGO – DISTRICT 3 Priorities**



### Summary

District 3 represents the highest level of participation for any individual jurisdiction; representing both the largest segment of online participants, as well as major events like San Diego Pride and Hillcrest Cityfest. As such, a side-by-side comparison of priorities with and without community events has been provided (events held in District 3 are mostly regional events in nature; chart is based on percent of overall vote).

When looking at feedback from people online (who live in District 3), frequent service was twice as important as the next highest value, faster service. Commenters generally wanted to see stronger service levels from North Park and University Heights, with connections from all uptown neighborhoods into downtown. Particularly, improved service on the Blue Line and Route 10, as well as Route 11 and Rapid 215.

Even though frequency was twice as popular for voting, faster service was ranked higher than the general audience (#2 v #5), with support for infrastructure improvements like bus-only lanes and transit priority signaling. Participants wanted to see more express/direct connections, particularly to beach communities, the Airport, Mission Valley and UTC.

Lower fares were also more important to this audience than the general public. While YOP was the single most mentioned topic (in about 45% of comments), District 3 had a higher comment rate for other lower fare priorities or new programs, like free transit for all or a low-income program.

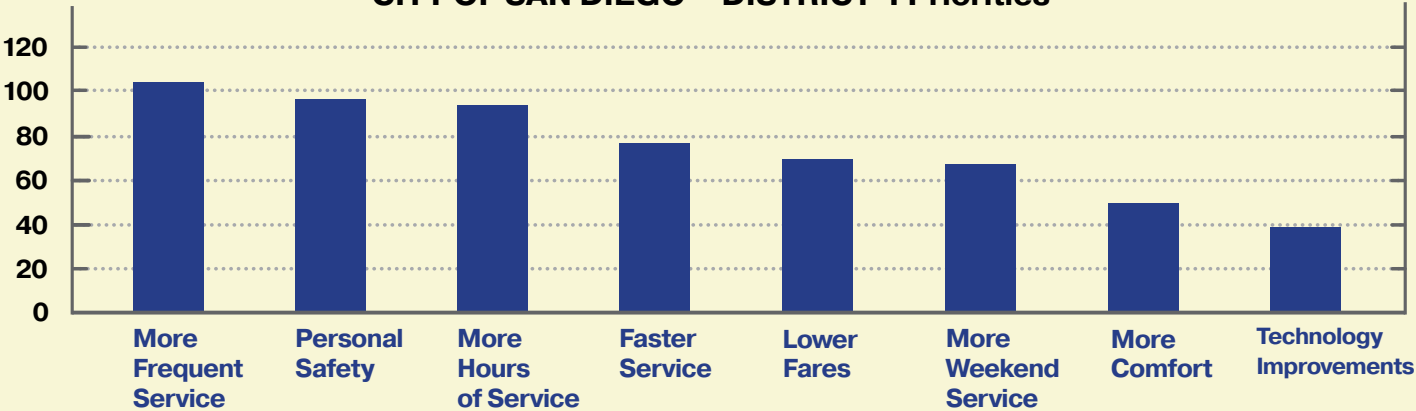
Notably, when event feedback is considered, more hours of service is much more closely aligned to frequency in terms of priority, which was largely driven by votes at San Diego Pride where it was the number one overall priority.

CITY OF SAN DIEGO – DISTRICT 4  
(Encanto, Paradise Hills, Skyline)

Participants  
(211)

- Online (92102, 92113, 92114, 92139): 119
- Transit Centers: 42 (Euclid Avenue Transit Center)
- Community Events: Urban Collaborative Transportation Justice Fair (50)
- Known or Likely Riders: 54.0%

CITY OF SAN DIEGO – DISTRICT 4 Priorities



Summary

A majority of OnTrack participants from District 4 are riders (54%), and while the top three priorities are the same for District 4 participants as the overall engagement effort, they are more closely aligned in their priority to each other. Most comments for improved frequency revolved around the Trolley, and people commented about late-night service about twice as often as early morning service.

When it comes to personal safety for participants in District 4, comments most often said they wanted to see more security officers on board vehicles, followed closely by more lighting at stops/stations.

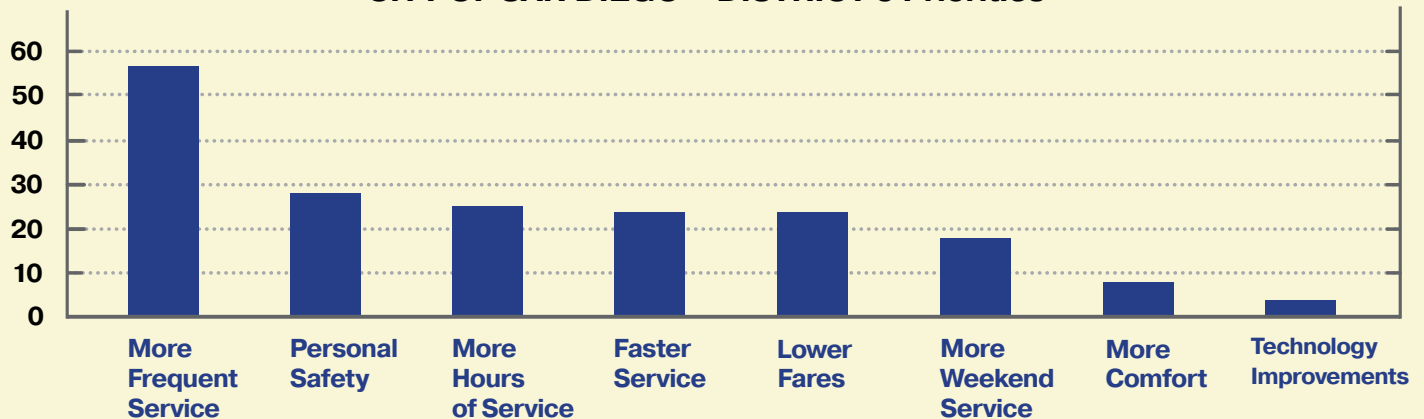
When destinations were cited in comments about faster service, almost all of them were for destinations north of I-8 (like UTC/Sorrento Valley), or along the I-805 and I-15.

## CITY OF SAN DIEGO – DISTRICT 5 (Scripps Ranch, Sabre Springs, Rancho Bernardo)

### Participants (67)

- Online (92127, 92128, 92129, 92131): 67
- Transit Centers: 0
- Community Events: 0
- Known or Likely Riders: 31.3%

**CITY OF SAN DIEGO – DISTRICT 5 Priorities**



### Summary

More frequent service was the clear priority for participants in the City of San Diego's District 5, with nearly twice as many votes as the next most important priority. Comments most often mentioned increased Trolley service, and more Rapid 235 service.

District 5 participants also wanted to see service expanded in the evening and later at night, with an overall support for more express lanes and/or express bus services in MTS's north service area. Along these lines, several requests were also made for expanded hours on existing Rapid Express routes (280/290).

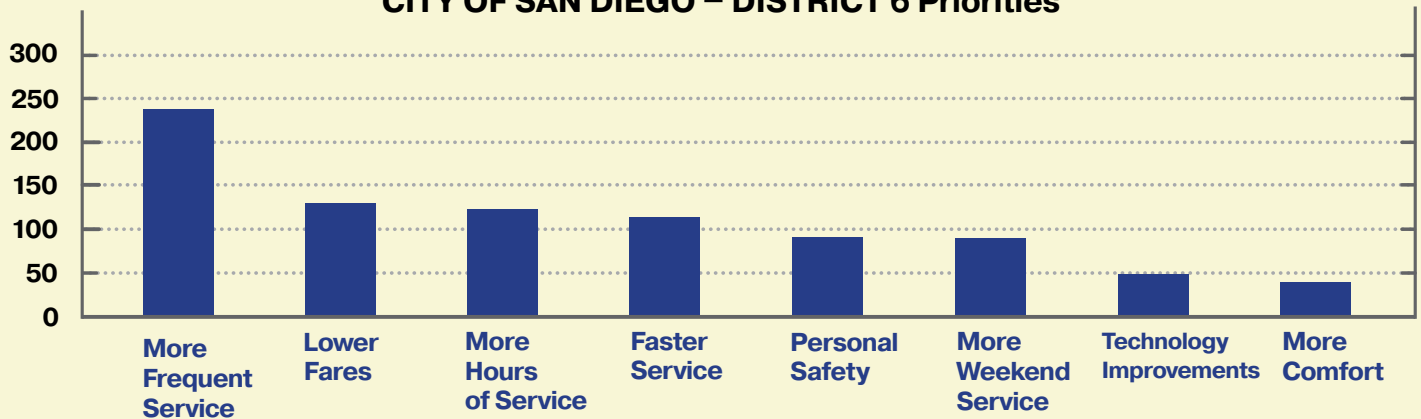


## CITY OF SAN DIEGO – DISTRICT 6 (Kearny Mesa, Mira Mesa, Miramar, Sorrento Valley, UTC)

### Participants (274)

- Online (92121, 92122, 92123, 92126, 92145): 227
- Transit Centers: 47 (Kearny Mesa and UTC transit centers)
- Community Events: 0
- Known or Likely Riders: 67.5%

**CITY OF SAN DIEGO – DISTRICT 6 Priorities**



### Summary

Compared to the overall engagement efforts, participants from the City of San Diego, District 6 represent significantly more riders than non-riders, with more than two-thirds of participants being known or likely riders.

Frequency was the overall top priority, with an emphasis on increasing Blue Line Trolley service (under 10 minutes). Mira Mesa was also most often cited among District 6 participants as an area/destination for more service, both in general, as well as on existing Route 31 and Rapid 237.

Despite being the second most voted priority, there weren't a lot of comments defining lower fares. Among participants who commented, the focus was less on Youth Opportunity Pass, and more about keeping fares the same as they are, or suggestions to make them more affordable for the general public (e.g. lower one-way, new discount packs, low-income).

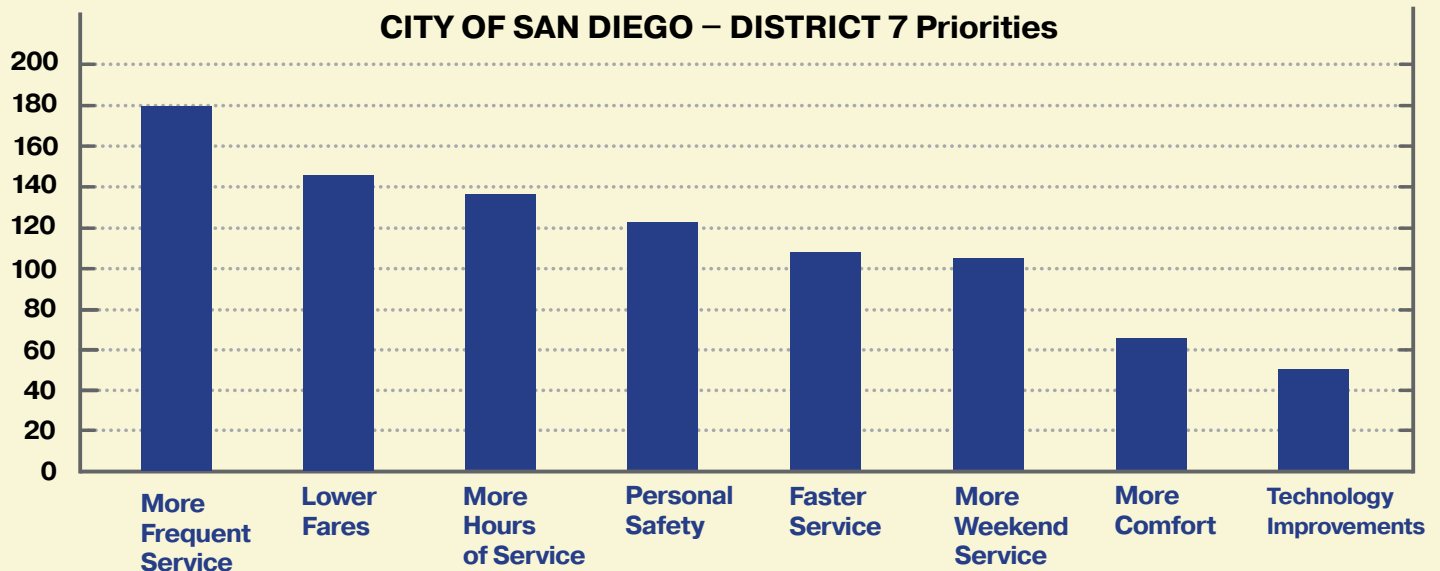
Participants were much more likely to comment about hours of service, and approximately three-fourths of those comments were about more evening and late-night hours, with several participants discussing access to later classes at UCSD. Similar to frequency, access to Miramar and Mira Mesa was the most cited destination (aside from around campus).

## CITY OF SAN DIEGO – DISTRICT 7 (Mission Valley, Linda Vista, Kearny Mesa, San Carlos)

### Participants (292)

- Online (92108, 92111, 92119, 92120, 92123, 92124): 152
- Transit Centers: 24 (Fashion Valley and Kearny Mesa transit centers)
- Community Events: Linda Vista Multicultural Fair (116)
- Known or Likely Riders: 32.2%

**CITY OF SAN DIEGO – DISTRICT 7 Priorities**



### Summary

Compared to overall engagement feedback, participants from District 7 placed a higher priority on lower fares and longer hours of service. Comments regarding lower fares were more limited (most votes for this came from in-person events), but when it comes to longer spans of service, participants from District 7 placed a heavy emphasis on adding more late-night service across the system.

Regarding their highest priority, frequency, comments from District 7 participants wanted to see better Trolley frequencies, as well as service for Routes 25 and 41. Frequency was also noted as a way to speed up travel, reducing wait times and transfers. Of note, special event service was mentioned across comments from the general population, including more service to Snapdragon Stadium, located in District 7.

Other comments from District 7 participants highlighted a desire to see more staffing on the system for safety (though not necessarily tied to security staffing; about half of all comments were for general staff).

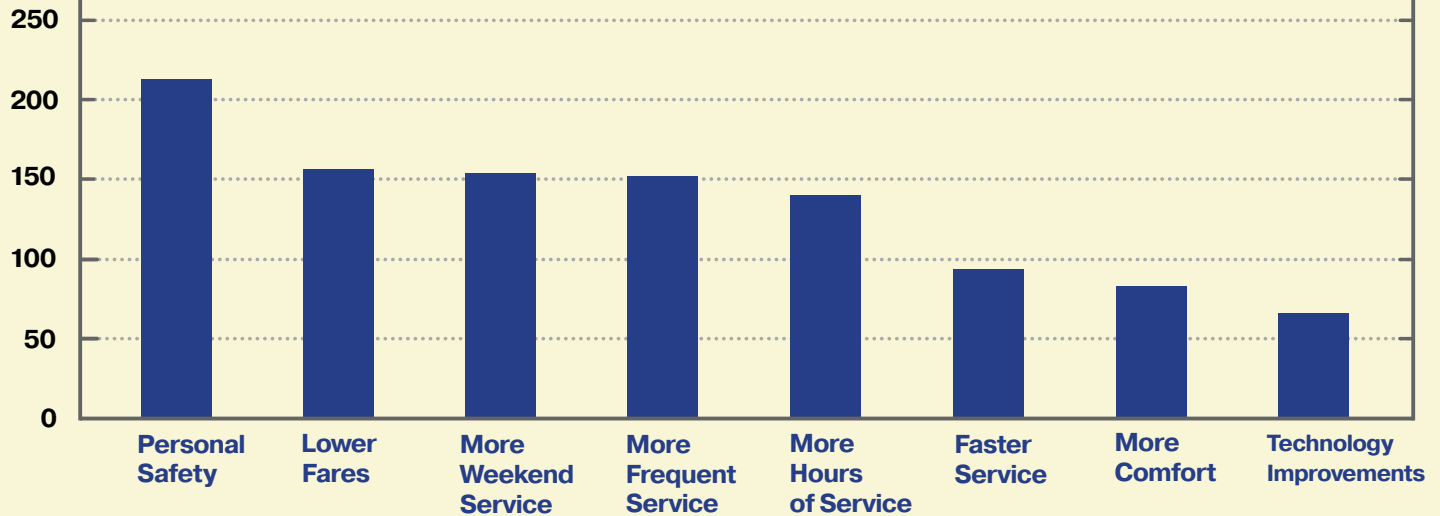
## CITY OF SAN DIEGO – DISTRICT 8

(Barrio Logan, Otay Mesa, San Ysidro)

### Participants (363)

- Online (92102, 92113, 92154, 92173): 122
- Transit Centers: 173 (Beyer Blvd, Otay Mesa and San Ysidro transit centers)
- Community Events: Sonidos Del Barrio (68)
- Known or Likely Riders: 71.1%

**CITY OF SAN DIEGO – DISTRICT 8 Priorities**



### Summary

Compared to the overall engagement efforts, participants from District 8 represent significantly more riders than non-riders, with more than 70% of all participants being known or likely riders.

Personal safety was the top priority, with about one-third more votes than the next set of priorities, driven mostly by voting from riders at the three transit center events. Comments around safety from District 8 participants reflect similar priorities as the general population including more security staffing, lighting, cleanliness and addressing homelessness.

The second through fifth priorities were all relatively evenly valued. Lower fares and weekend service rank higher for District 8 participants than the general population, while more frequent service is less of a priority for these participants. (Note: more frequency was the highest identified priority for online

participants in this district, but a lesser priority for in-person participants. In-person participants were surveyed at several stations along the Blue Line south, as well as the Otay Mesa Transit Center, which do have some of the higher levels of service in the system, including 7.5 minute Blue Line service, and several Rapid Route connections.)

When it comes to lower fares, about half the comments were in support of YOP, with the other half split across lower or free fares for all, and senior and disabled discounts. Comments about weekend service were less likely to define specific routes and/or service levels, but focused more on areas participants would like to access on the weekend (destinations north of I-8, Chula Vista). Overall frequency comments focused on bus service more than Trolley service

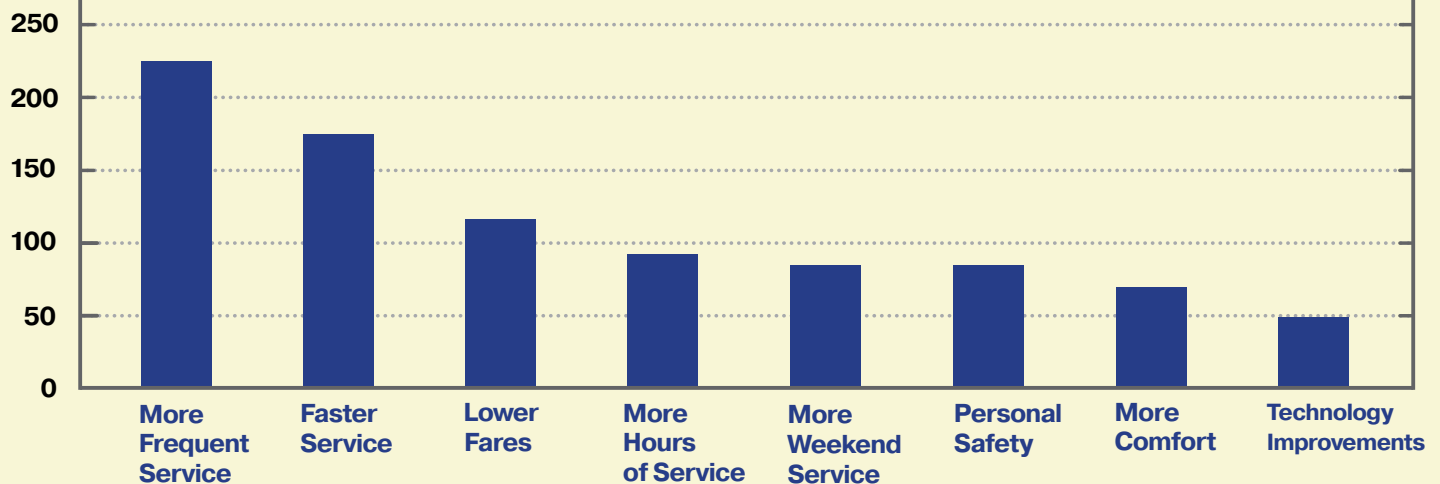
## CITY OF SAN DIEGO – DISTRICT 9

(City Heights, College Area, Normal Heights)

### Participants (346)

- Online (92105, 92115, 92116, 92182): 346
- Transit Centers: 0
- Community Events: 0
- Known or Likely Riders: 62.1%

### CITY OF SAN DIEGO – DISTRICT 9 Priorities



### Summary

Compared to the overall engagement efforts, participants from the City of San Diego, District 9 represent significantly more riders than non-riders, with more than 60% of participants being known or likely riders.

Participants placed a higher emphasis on faster service and lower fares than general engagement efforts.

It's estimated that approximately (or at least) one-third of all lower fare comments were from District 9 participants, with the majority of those comments focused on the YOP program (about 10x more comments for YOP than the next most mentioned program, free fares for all).

Regarding faster service, participants from District 9 often commented about trips taking an hour or longer, wanting to see trips get closer to a 30-minute travel time. Participants want to see more frequency as part of the plan to make trips faster, support direct and/or limited stop trips, and want to see new Trolley lines and buses in dedicated lanes. Destinations or areas cited most often for faster travel among commenters include North Park as well as colleges (UCSD, SDSU, Mesa), though destinations across the region were mentioned.

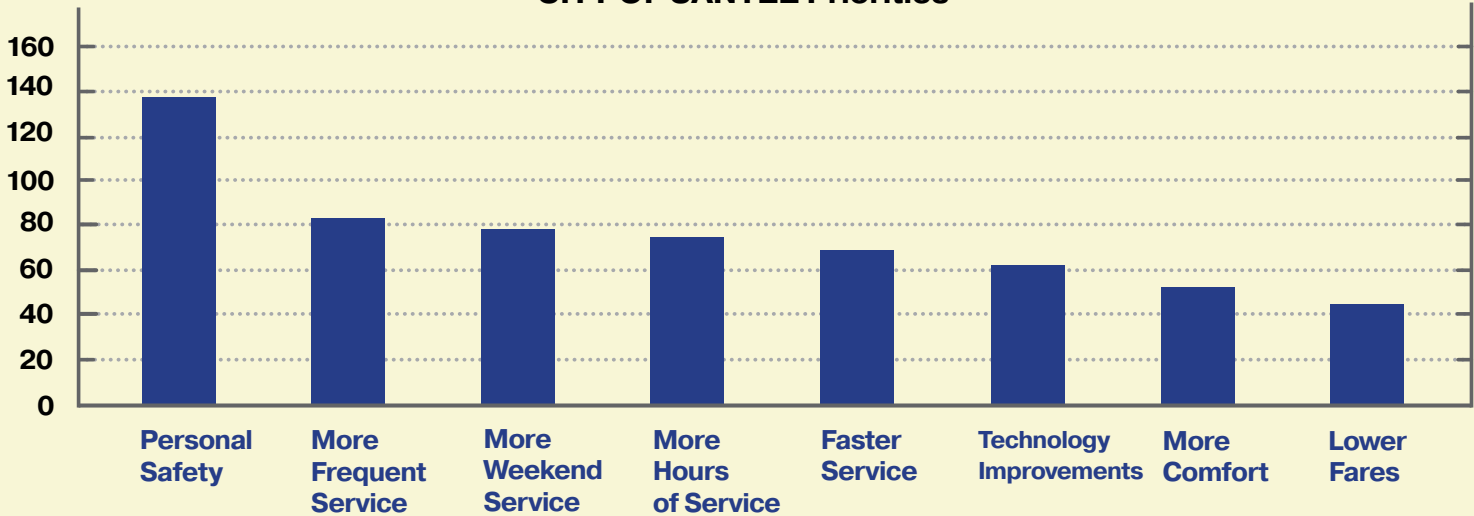
Regarding the top priority, frequency, participants want to see service levels get to 10-minute or under levels, with City Heights/Mid-City most often mentioned (including Route 1 and Rapid 215, specifically).

CITY OF SANTEE

Participants  
(202)

- Online (92071): 12
- Transit Centers: 0
- Community Events: Santee Street Festival (190)
- Known or Likely Riders: 1.4%

CITY OF SANTEE Priorities



Summary

Overall, Santee participants prioritized personal safety at a higher intensity than the general population (24% Santee vs 16% overall), as well as the next most popular priorities.

When it came to personal safety, commentators from Santee particularly wanted to see increased transit staffing, and for security staff to address homelessness and non-fare payments on the system.

From a service perspective, Route 833 was mentioned for both increasing frequency and in expanding hours of its service (earlier/later). *Please note that comments from Santee were limited overall, since most participation was collected in-person.*



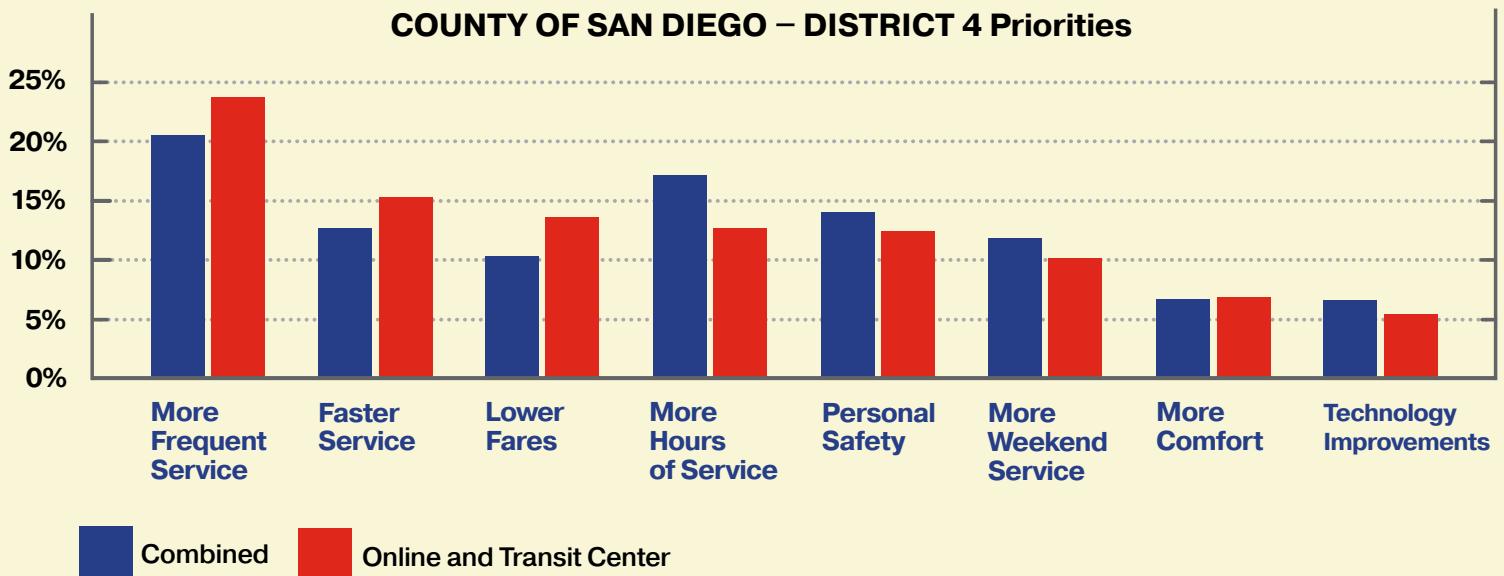
## COUNTY OF SAN DIEGO – DISTRICT 4

(La Mesa, Lemon Grove, Spring Valley, Southeast San Diego, College Area, Uptown and Downtown San Diego, Linda Vista, Clairemont)

### Participants (2,966)

- Online (91941, 91942, 91945, 91977, 91978, 92101, 92102, 92103, 92104, 92105, 92108, 92110, 92111, 92113, 92114, 92115, 92116, 92117, 92139): 1,013
- Transit Centers: 137 (Kearny Mesa, Old Town, Euclid Avenue, Fashion Valley, Sante Fe Depot and Lemon Grove Depot)
- Community Events: Urban Collaborative Transportation Fair (50), La Mesa Earth Day (69), Spring Valley Day (48), Linda Vista Multicultural Fair (116), Hillcrest Farmers Market (112), San Diego Pride (990), Hillcrest Cityfest (282), Bike the Bay (149)
- Known or Likely Riders:

**COUNTY OF SAN DIEGO – DISTRICT 4 Priorities**



## COUNTY OF SAN DIEGO – DISTRICT 4

(La Mesa, Lemon Grove, Spring Valley, Southeast San Diego, College Area, Uptown and Downtown San Diego, Linda Vista, Clairemont)

### Summary

Due to the inclusion of major regional events in the County's participation counts, a side-by-side comparison of priorities with and without community events has been provided (chart is based on percent of overall vote).

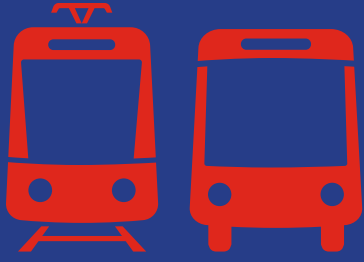
When looking at feedback from people online (who live in the County Fourth District), as well as transit center participants in the area, frequent service was a higher priority than even the overall engagement efforts (23.8% v 19.7%), and their expectations for service frequencies tended to be higher. Whereas the overall engagement saw 10 minutes as the most requested service level, participants from the district were as likely to want to see service under 10 minutes, as they wanted to see service at 10 minutes. People from the County's Fourth District were more likely to comment on adding service in peak commute hours, as well as for special events. Like the overall engagement efforts, increased service on the Blue Line Trolley to UTC, as well as general Trolley increases, were the most desired service levels.

Faster service and lower fares took a higher priority for online and transit center participants, while people at community events placed higher priorities

on extending hours of service. Regarding faster service, there were complaints about one-hour travel times from people in core neighborhoods (North Park, Mid-City, Encanto) trying to access destinations further west: downtown, the Airport, beach communities. Like the general public a desire to see more direct and limited stop services offered, as well as more bus lanes, were common topics.

Regarding lower fares, more than half of all comments were regarding keeping the YOP program (mentioned about six times more often than the next topic).

When looking at Spring Valley participants (an audience not included in any other jurisdiction summary), people placed their highest priority on safety, followed by longer hours of service, and then frequency. While comments submitted online were more limited, people from Spring Valley tended to want more Orange Line service, faster service to work destinations (Scripps Ranch, the Purple Line), and improved safety at nighttime on the Trolley.



# Community Based Organization Summaries



# Community Based Organization Summaries



As part of the effort to recruit more participation in MTS OnTrack and the efforts value to collaborate with community partners, MTS issued contracts with select community-based organizations (CBO) to help do outreach on behalf of MTS to 1) educate the public about MTS's financial future and the COA plan development and 2) recruit participation through hosted in-depth community workshops and/or promotion of the online engagement website.

To start the CBO partnership process, MTS hosted an introductory meeting to define MTS OnTrack and its goals, review proposed activities and draft scope of work, and gain valuable insight from CBO partners on what strategies may or may not work best for engaging their communities. More than 15 representatives from 11 CBOs in the region attended that meeting.

From there, MTS issued a request for proposals from interested partners. Six proposals were received, and all six CBOs received a contract with MTS to support MTS OnTrack efforts. CBO partners include:

- **Bayside Community Center** offers social services and education opportunities to people within the Linda Vista community and beyond, with support and advocacy focus for Spanish and Vietnamese speaking participants, as well as older adults and youth.
- **Circulate San Diego** is a regional mobility organization with a focus on planning, advocacy and community engagement around public transportation, safe streets and sustainable development.
- **El Cajon Collaborative** is a coalition of organizations and individuals focused on improving the quality of life for people in El Cajon, offering services and resources for families, refugees, people experiencing homelessness and more.
- **Environmental Health Coalition** focuses on environmental justice initiatives in the South Bay San Diego region, with a mission to improve the health and wellbeing of those living in low-income and underserved communities.
- **Majdal Center** focuses on social and economic support for San Diego's Arab community through advocacy and cultural programming.
- **Mid-City CAN** is a community organization focused on improving transportation in the City Heights community, as well as youth advocacy and community health.

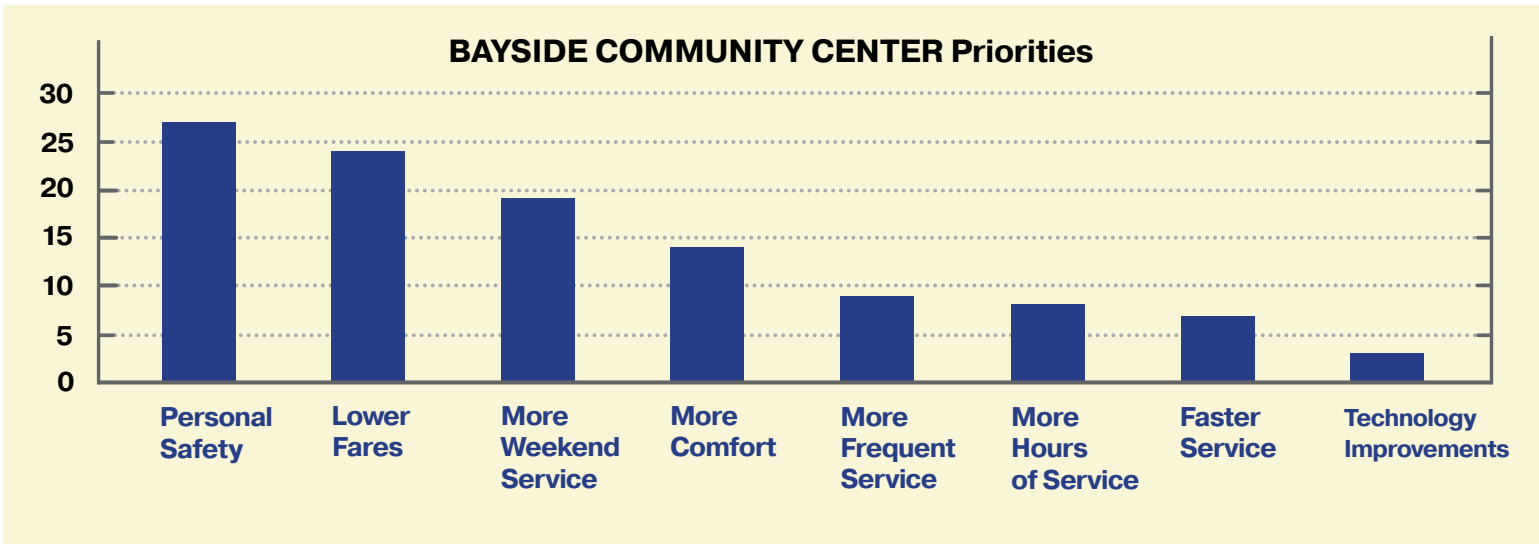
The following summarizes the feedback received during community partner workshops, and has been reviewed by each CBO partner for accuracy. *(Please note: Circulate San Diego does not have an event summary, as their workshop was set-up more like a community event, with priority voting only. That feedback has been included in the general engagement effort summary at the start of this report.)*

BAYSIDE COMMUNITY CENTER

Dates: August 4 and 7, 2025  
Location: Linda Vista

Overview

Workshops with the Bayside Community Center were conducted over two days. The first day, the workshop was conducted with the English-language-learning class, where native Spanish and Vietnamese speakers learn English as a second language. There were sixteen participants, most of whom were transit dependent. The second day, the workshop was conducted at a senior lunch, a weekly event that provides free lunch to seniors in need. There were twenty-one participants (some of whom had previously participated in the first workshop). Of those participants, about 2/3 were familiar with MTS services. In both events, discussion was led by MTS staff, with Bayside Community Center staff providing language support. Discussions took place as one large group for both the transit priorities and mapping exercises.



Personal Safety

Personal Safety was the top priority for participants. Multiple participants shared personal anecdotes where they felt unsafe taking transit. Participants agreed that having more security personnel visible at bus stops and onboard buses would help them feel safer. There was also discussion that having increased cameras on board, at Trolley stations and at bus stops would increase feelings of being safe. Participants also felt that bus operators should be more empowered to intervene in unsafe situations (such as pan-handling, mental health situations and theft) by refusing service to individuals and receiving de-escalation training.



## BAYSIDE COMMUNITY CENTER

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### Lower Fares

Lower Fares was the second top priority for participants. Multiple discussions centered on difficulties in paying for cash fares. It was difficult for some to find twenty-five cents to pay for the \$1.25 senior fare, and would have preferred to pay an even dollar amount. There was disagreement if senior fares should be decreased or increased.

One thing that participants agreed on was that youth riders should continue to receive free fares.

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### More Weekend Service

More weekend service was third on the priority list for workshop participants. Participants wanted to see increased frequencies on the weekends, particularly asking for 10 -15 minutes frequencies across the system, and shortening wait times between connecting routes. One participant mentioned Route 120 in particular and hoped to see 20 minute frequencies instead of the 30 minutes that is currently the weekend schedule. Other participants cited that even travel to the airport was greatly impacted by less service on the weekends, stating that they can only logistically fly during the week. All in all, participants agreed that traveling on the system during the weekends was too time consuming due to reduced service levels and prohibited them from traveling on the weekends even for essential trips like shopping and running errands.

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### More Comfort

More comfort was in the middle of the pack when it came to participants' priorities. Participants voiced a need for more amenities at bus stops including shelters, seats and lighting. One participant even commented that they refused to go to bus stops that did not have seats. Participants also commented that cleanliness on buses was concerned particularly if a vehicle had fabric seats. There was also discussion of bus stops being too far apart, sometimes making it difficult to walk to a stop.

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### More Frequent Buses and Trolleys / Faster Buses and Trolleys

Participants would like to see consistent 15-minute frequencies on routes, even on weekends. Participants would like to see even more frequent service during school and commuter travel times, namely 10 a.m. – 2 p.m. and 4 – 6 p.m. (Faster service was a lower priority for this group, but comments around faster service tended to focus about frequency to reduce travel times.)

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### More Hours of Service

More hours of service was a lower priority for participants. Most discussions on the topic were more relevant to the category of more service on weekends. Some participants wanted to see later service from the San Diego Airport to accommodate the last flights arriving in the evening.

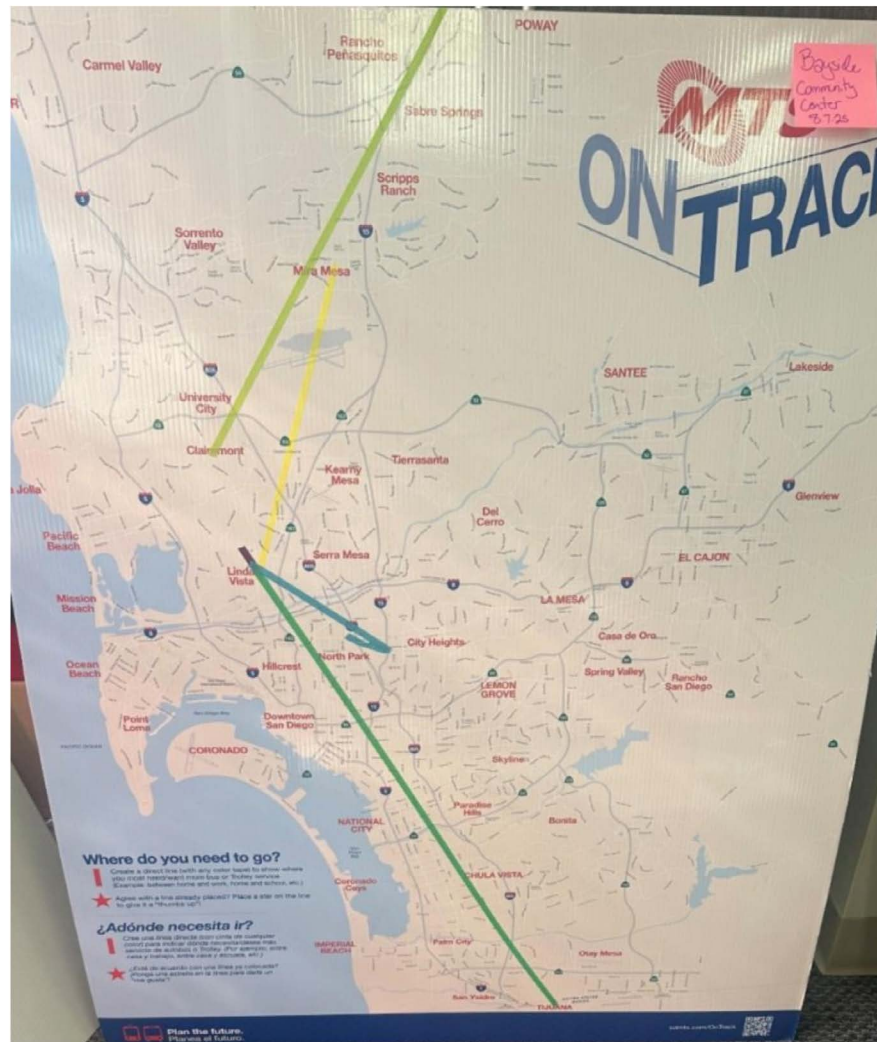
## BAYSIDE COMMUNITY CENTER

### Technology Improvements

Technology Improvements was the lowest priority for participants. Discussions on the topic centered around language accessibility, with participants acknowledging that the system is difficult to use if a rider does not speak English and would like to see more languages available on board and in transit materials.

### Mapping Activity

During the mapping activity there was a consensus that there was a need for more public transit to schools for students. There was also lots of discussion on how seniors in the Linda Vista area lost access to transportation when Route 25 had service cut, with many participants wanting to see that service reinstated. Other key corridors where participants would like to see more service between Linda Vista and University Heights, City Heights and Mira Mesa (for access to medical appointments).



EL CAJON COLLABORATIVE

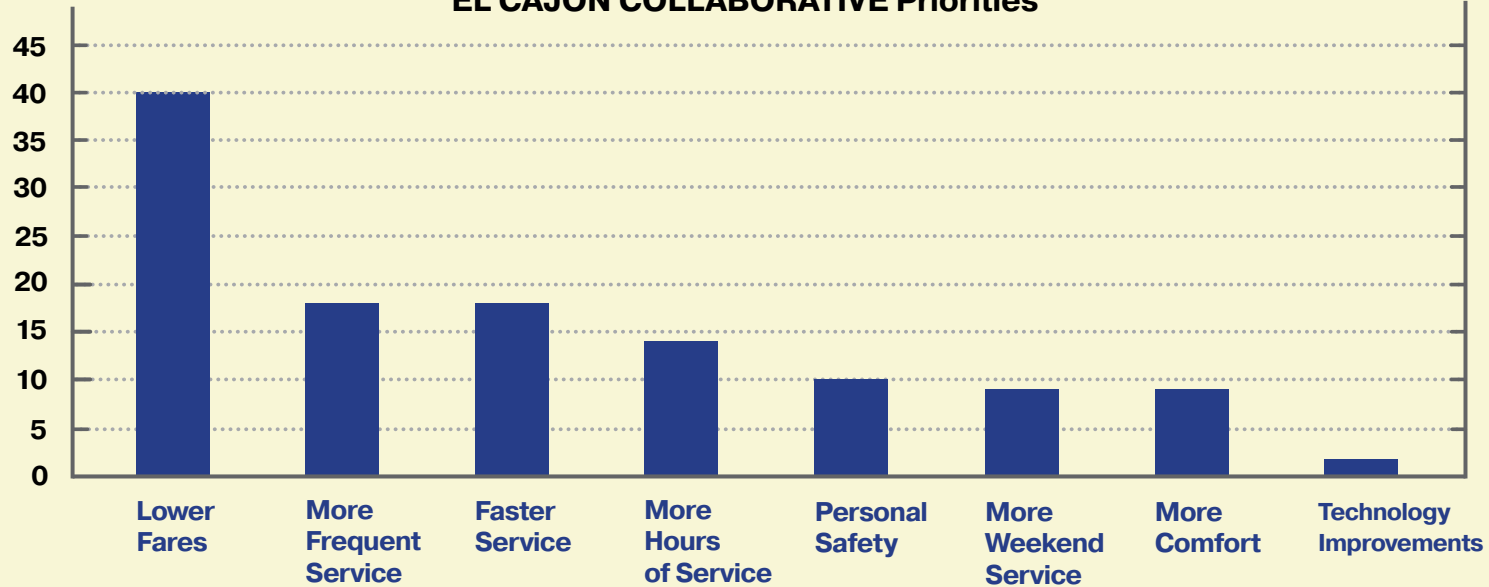
**Dates:** July 16, 2025  
**Location:** License to Freedom Classroom, El Cajon

Overview

The workshop was held during an English-language-learning class that included 40 participants across a wide age range, who meet weekly to learn and improve their English skills. All participants speak Dari as their first language and have immigrated to the United States in the last five years from Afghanistan. About a quarter of the group had some degree of familiarity with transit services in San Diego, but had not made an actual trips on MTS, citing a language barrier as the biggest deterrent.

The workshop opened with a presentation conducted by MTS Staff that was translated to Dari. Participants then voted on their transit priorities, then proceeded to the mapping activity. Any discussion about transit priorities occurred during the mapping activity.

EL CAJON COLLABORATIVE Priorities

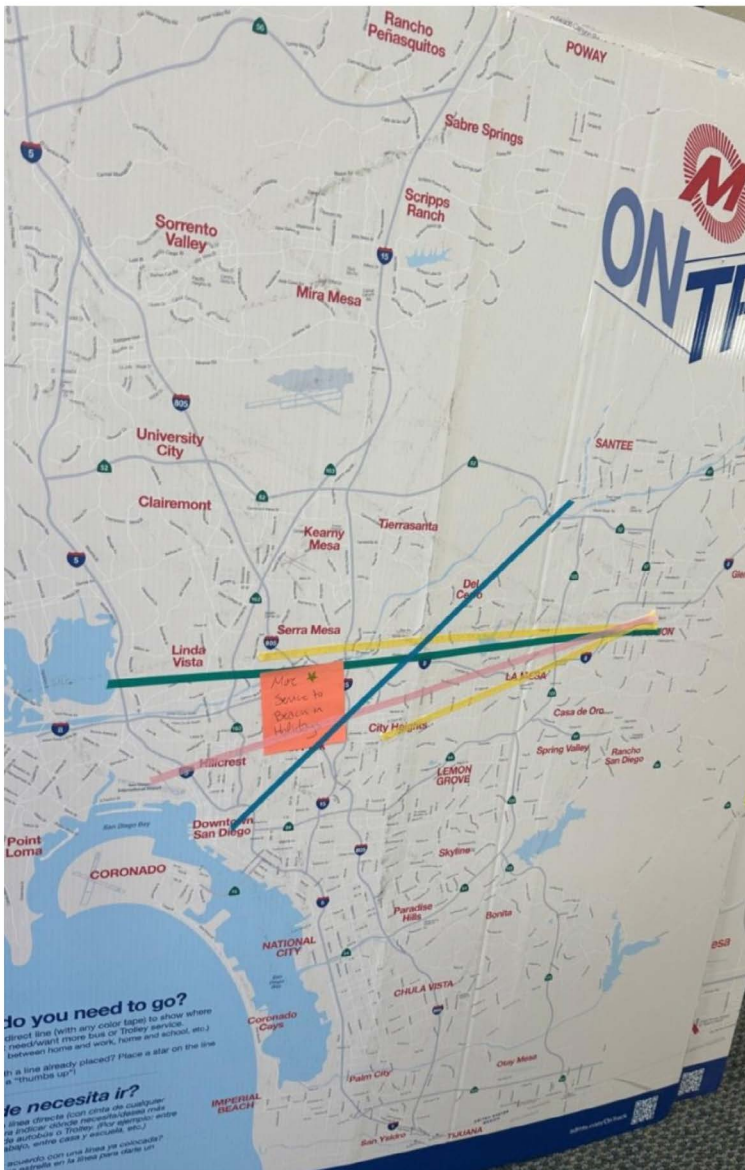


## EL CAJON COLLABORATIVE

### Mapping Activity and Group Discussion About Priorities

Discussions during the mapping activity centered around three types of trips: trips to the beach/coastal areas, more service to college campuses, and more service from residential areas of El Cajon/East County to the El Cajon Transit Center.

Participants wanted to see increased service to schools, particularly to college campuses such as Grossmont College and San Diego State University. It was cited that trips needing connections at El Cajon Transit Center took too long and made it difficult for students.



Beyond the campus connection issue, conversations focused in general about the need for more direct routes from El Cajon residential areas and beyond in East County, again expressing that multiple transfers made trips longer and was prohibitive to potential riders.

Participants also wanted to see more service to the beach, specifically to Mission Bay during holidays and weekends.

Frequency of MTS services was another point of discussion. Participants wanted to see more frequent service so they could get to their final destinations faster and pointed out that service was very slow when compared to services in Afghanistan.

Lastly, some participants felt that the cost of fares was too high when compared to how long wait times were and how long the final travel time was on transit when compared to driving.

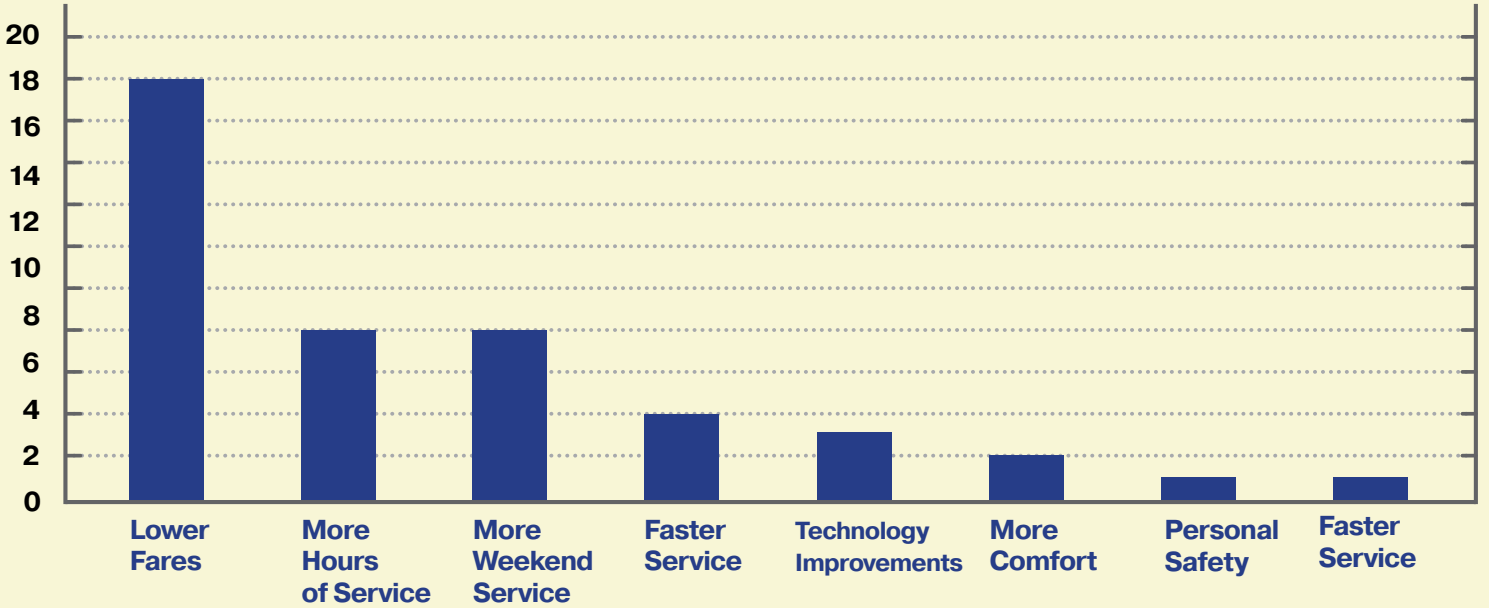
ENVIRONMENTAL HEALTH COALITION

Dates: July 9, 2025  
Location: National City

Overview

The workshop with the Environmental Health Coalition (EHC) took place at the EHC offices in National City with community members that are part of their Community Action Team Network. Fifteen people attended. Participants were mostly bilingual or monolingual Spanish speakers. The workshop began with a presentation from MTS staff conducted in Spanish, and then the group broke out into smaller groups for discussions.

ENVIRONMENTAL HEALTH COALITION Priorities



Lower Fares

Lower fares was the highest priority for EHC workshop participants by a significant margin. When it came to lower fares, participants felt that people would be more incentivized to travel on transit if fares decreased because of the cost savings. This would be especially true for families. Some participants wanted to also see the return of more “Free Ride” days and promotions, like MTS has historically provided on holidays.



## ENVIRONMENTAL HEALTH COALITION

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### More Hours of Service / More Weekend Service

Discussions of longer service hours and more weekend service included wanting to see increased hours of operation to support workers in the South Bay area who do not work a traditional 9-5. This would be key on routes from South Bay to employment centers.

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### More Frequent Buses and Trolleys

While frequency was the top priority for the general population, it ranked fourth for EHC workshop participants, with only half the votes of the previous category. Specific comments about frequency came up on wanting more frequent trips to Bonita. Overall participants placed much higher emphasis on increasing service spans than frequency when it came to service improvements.

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### More Comfort

Discussions around comfort centered around restroom access. There were also concerns of equity when it came to comfort, with participants noting that some communities (such as La Jolla) amenities are different than in the South Bay

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### Personal Safety

Personal Safety was one of the least prioritized categories, only receiving one vote. During discussion, there were comments about wanting to see increased security on the system, as well as improved lighting at Trolley stations.

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### Faster Buses and Trolleys

Personal Safety was one of the least prioritized categories, only receiving one vote. During discussion, there were comments about wanting to see increased security on the system, as well as improved lighting at Trolley stations.



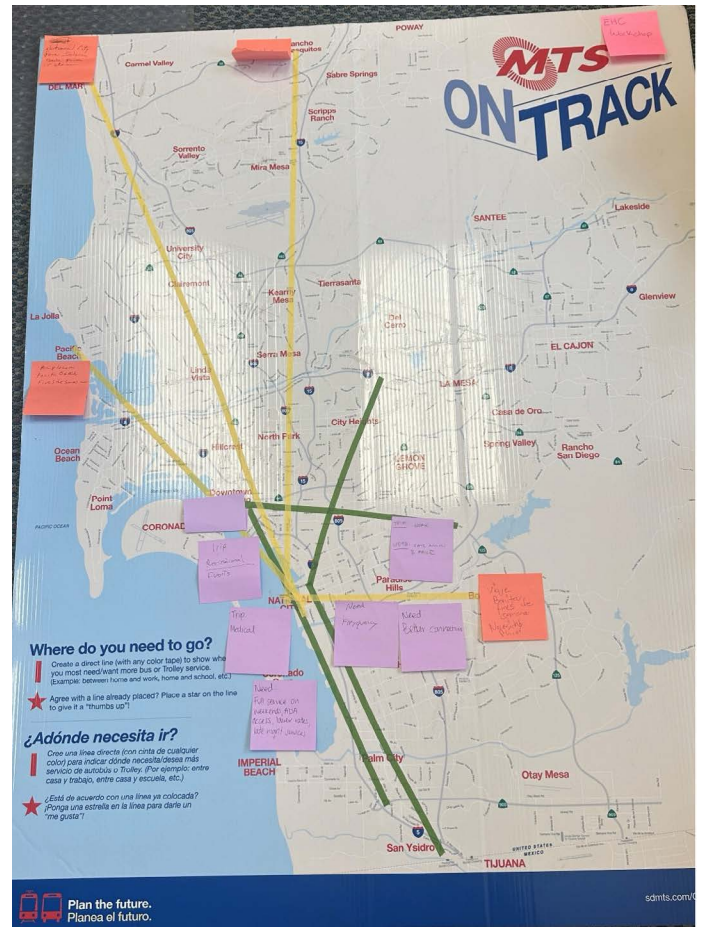
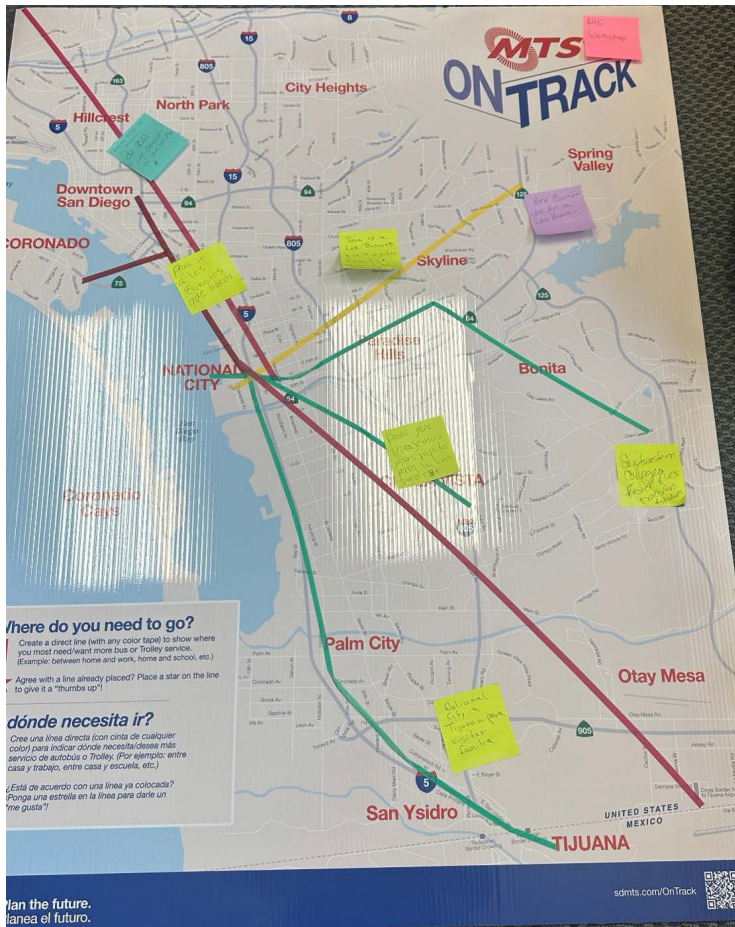
## ENVIRONMENTAL HEALTH COALITION

### Mapping Activity

Mapping activity discussions focused on locations where they wanted to see improved transit service, with participants sharing that they took transit for recreation and special events, as well as to medical appointments and work.

Most of the improved services were connections in south San Diego including improved service between National City and Chula Vista, Bonita, and Tijuana. Other corridors of suggested improvement included increased service from National City to locations along the Blue Line corridor such as UCSD and downtown San Diego, as well as to further areas such as Coronado, Solano Beach, Pacific Beach and Spring Valley

There was a specific request for service to the Cross Border Express.



## MAJDAL ARAB COMMUNITY CENTER

**Dates:** July 31, 2025

**Location:** El Cajon

### Overview

About 50 community members attended the Majdal Arab Community Center OnTrack workshop. The participants represented a mix of ages and genders, with all attendees fluent in Arabic. Majdal staff led the presentation, exercises and discussion in Arabic, with MTS staff onsite in a support role to help answer questions as needed. The group represented a mix of riders and non-riders living in the area in and around El Cajon with zip codes of 92019, 92020 and 92021.

### Transit Priorities

While community members did participate in the voting activity; votes were discarded by Majdal staff prior to being returned to MTS. The following reflects the priorities as discussed in small groups.

### Personal Safety

Personal safety was a top priority for riders. Safety concerns mostly centered around unhoused riders on the bus and Trolley, and a sense of “lawlessness” this brings to riding. This was amplified on experiences with the bus because there is no consistent security on board, only the bus operator. Parents in the group expressed often worrying for their children’s safety when riding. Suggested solutions included:

- **Security personnel at every station and onboard buses**
- **Increased services for unhoused riders**
- **Ways to contact security overcoming language barriers**
- **Better lighting at stations**

### Lower Fares

Participants cited that overall fares were too high, and there was discussion focused especially on fares for college students. Participants also wanted to keep reduced fares for senior, disabled, Medicare recipients and youth riders. Regarding existing fare rates and structure, there was some discussion that the time-based fares did not make sense, and that they would prefer to see distance-based fares; one participant wanted to see an all-day pass back at \$5. While most of the conversation focused on the need for lower fares, a few participants disagreed and stated that fares should be enough to fund the transit system.

## MAJDAL ARAB COMMUNITY CENTER

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### More Comfort

Cleanliness was the top concern when it came to comfort. Participants cited that bad smells and dirty seats on both buses and Trolleys make riding uncomfortable, and wanted to see increased cleanings on both buses and Trolleys.

There were also concerns of the material of vehicle seats with one participant, an elderly woman, providing an anecdote on how she slipped off the seat during a sudden stop. In response, participants suggested adding seatbelts or additional handles to buses. Participants suggested having more seats available for youth and senior riders as well.

Discussions around language accessibility also took place. In communities where Arabic is the primary language, understanding the transit system is very difficult, as most materials are provided in English. Very little information is available on the system in alternate languages, creating a large barrier to entry.

Last but not least, participants had a lengthy discussion on how additions of bathrooms around the system would make riding a more comfortable experience.

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### More Frequent Buses and Trolleys

Frequency was another important topic. Most participants agreed that wait times for local bus routes were currently too long, and wanted wait times to be 10 – 15 minutes maximum. There were also concerns shared about transfer times between bus and Trolley routes.

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### Faster Buses and Trolleys

Overall, participants felt that bus and Trolley service was too slow. One participant cited “a six minute trip [by car] becomes half an hour or more [on transit].” Overall, slow speeds of transit trips made it difficult to get school and essential services because they have to account for the additional travel time.

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### More Weekend Service

More weekend service was generally a lower priority for this audience, but participants would like to see more service from El Cajon to leisure activities such as the San Diego Zoo or the beach on the weekends.

## MAJDAL ARAB COMMUNITY CENTER

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### Technological Improvements

Most conversations around technology improvements stemmed around better language access, with suggestions to have a new MTS App with more language access, and having onboard announcements be read in English, Spanish and Arabic. Participants also cited that wifi would help make the system more accessible in locations where there is weak cellular reception.

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### More Hours of Service

Overall, participants agreed that longer hours of service, particularly later at night, would make transit more accessible for those who work at night. Discussions showed that most participants wanted to see buses running until 11 p.m. or midnight.

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### Mapping Activity

Overall, riders wanted more options to travel around the San Diego Region from El Cajon with less transfers, and discussion during the mapping activity generally reflected the discussion around priorities above.

Participants expressed wanting more/faster service for travel to recreational and educational opportunities (namely SDSU and Grossmont colleges).

Parents of K-12 students also cited a need for more routes in residential areas to help get children to school. (Some parents shared having to move closer to school because they did not have access to a car and public transportation was unreliable.)

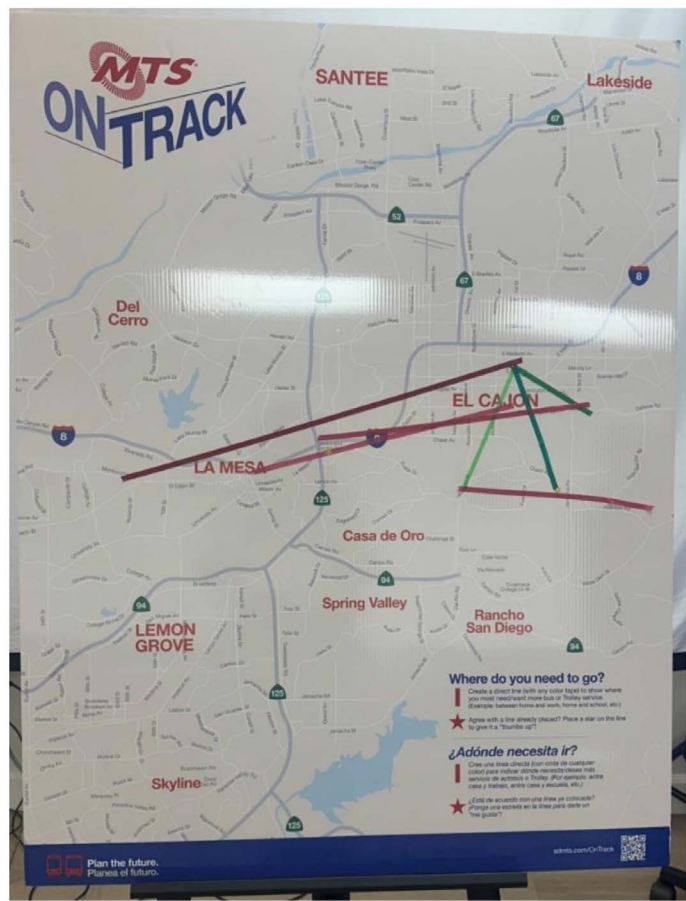
Top recreational locations included the beach (specifically in La Jolla), Lake Murray, the San Diego Zoo and Balboa Park. Participants wanted more direct service from El Cajon to these locations and increased service on the weekends to enjoy these activities.

There were also discussions about needing quicker service to the airport and to essential services at the Rady Children's Hospital.

It was also cited that bus stops in El Cajon were few and far between, making first mile/last mile trips inconvenient and bus routes inaccessible.



## MAJDAL ARAB COMMUNITY CENTER



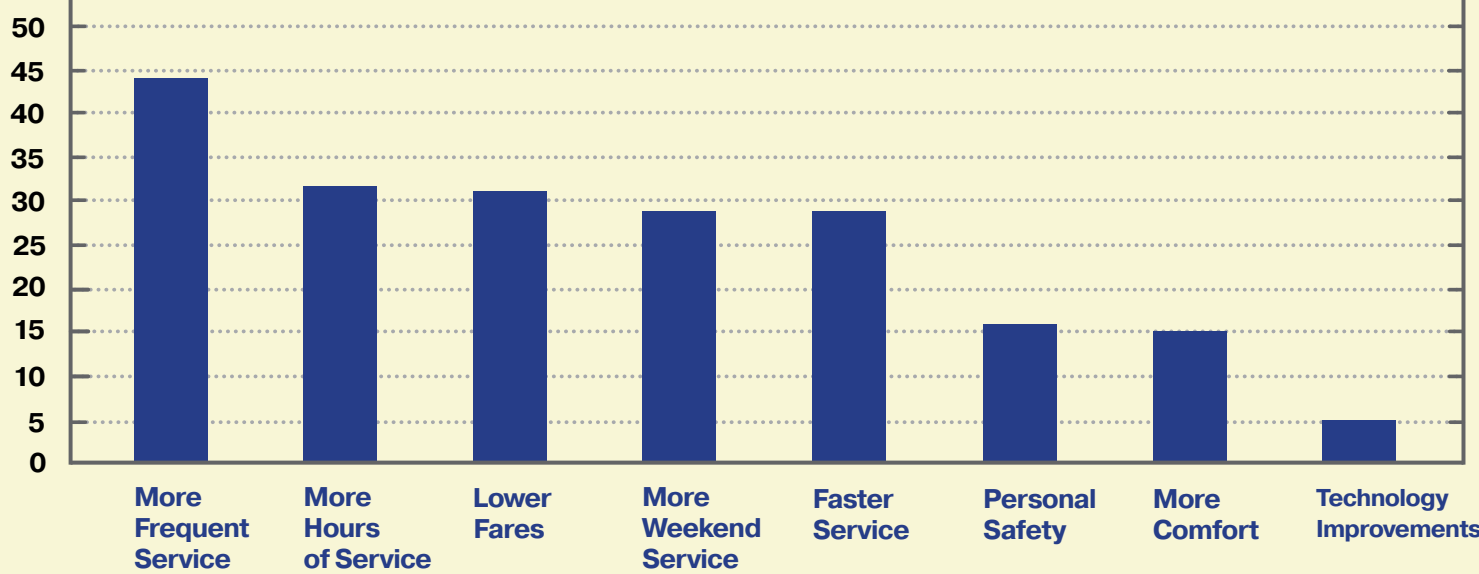
## MID-CITY CAN

**Dates:** June 26, 2025  
**Location:** City Heights

### Overview

Mid-City CAN hosted a networking night in City Heights for English and Spanish-speaking community members. MTS CEO Sharon Cooney gave opening remarks, with MTS Marketing and Planning staff in attendance for the presentation and to answer any other questions. Over 70 participants were in attendance, broken into four groups. Each group held a discussion about priorities amongst themselves, as well as completed the mapping activity, and then reported out to the larger group.

MID-CITY CAN Priorities



### More Frequent Buses and Trolleys

More frequency was the top priority for workshop participants. Overall discussions pinpointed that more frequency should occur throughout the service day, and especially on top performing ridership routes, routes to schools and to beaches. Routes 1,7 and 13 were specifically named. Participants expressed wanting to see service at or under 15 minutes.

### More Hours of Service

More hours of service was the second highest priority for workshop participants. Participants wanted to see both late night and early morning trips, especially to assist workers who rely on transit but don't work a traditional 9-5. Early morning trips could alleviate vehicles being full on the first run of the day. Participants also specifically wanted to see later Trolley service running into downtown.

## MID-CITY CAN

### Lower Fares

Lower fares was the third most important priority for workshop participants. There was a heavy emphasis on preserving low fares for vulnerable populations such as Youth, Senior, Disabled and Medicare riders.

When it came to SDM riders, participants wanted to see fares remain the same (\$1.25 one-way). Some participants wanted to see one-ways include three hours of free transfers to better accommodate medical appointments and other essential trips this rider groups takes on transit.

For Youth ridership, participants wanted the Youth Opportunity Pass Program be made permanent. Other participants wanted to see an expansion of the program to include more riders.

Participants also discussed some new fare program ideas for adult rates, including:

- Reintroducing a pre-purchased day pass in lieu of the current fare capping system.
- Tying the cost of fares to gas prices so that a round-trip on transit costs less than a gallon of gas.
- Offering loyalty programs and/or new user incentives (e.g. first month of transit free for new riders)

### More Weekend Service

More weekend service tied for the fourth most important priority along with faster buses and Trolley service. Participants voiced that it was often difficult to make trips on transit when people typically had time for errands, recreation and social activities. Participants wanted to see more weekend service, particularly to Rady's Children Hospital and other medical facilities, the beaches, downtown and other recreational centers.

### Faster Buses and Trolleys

Many participants felt that when compared to trips in a car, trips on transit took too long. Participants suggested improvements through increased bus lanes and transit signal priority. There were also suggestions to consolidate stops on the highest ridership routes such as Route 7 and adding Rapid routes, especially from growing regions such as South Bay to central destinations.



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### Personal Safety

For the participants of this particular workshop, Personal Safety was the third lowest priority. For some participants, more personal safety looked like more lighting, or simply having more passengers onboard. Other participants felt increased security personnel would help them feel more safe, as well as an emergency button on buses (similar to the Trolley) to directly request Transit Security or Police support.

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### More Comfort

Participants defined more comfort as increased amenities such as shelters, shade and restroom access. Specific areas where additional amenities were mentioned were in Logan Heights (more shade East to West), College Grove (more shade) and El Cajon Transit Center (better maintained bathrooms and reliable restroom access). Overall, participants wanted to see transit stops and stations look more clean and inviting.

Other topics of comfort came up such as other rider behavior, particularly smoking onboard.

Operator behavior was also concern, with anecdotal stories being shared about operators being impatient with disabled passengers or passengers running to catch the bus making for uncomfortable situations while riding.

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### Technology Improvements

Technology Improvements was the lowest priority voted on by participants, though there were several comments around issues with the PRONTO app (QR scanning issues, inaccurate real-time updates). Discussions also mentioned around how difficult it was for students to register for a youth fare which in turn, relates to difficulties for senior, disabled and Medicare riders. Some suggested improvements included:

- More accurate real-time solutions
- Easier method for registering for a reduced fare
- Students automatically enrolled for youth fare through schools
- More consistent QR reading on PRONTO validators

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### Mapping Activity

Workshop participants shared both current and desired travel patterns. Current trips included commuting to school and work, attending medical appointments, grocery shopping and traveling for recreation such as going to the beach or parks.

Participants expressed a strong interest in more direct and frequent service to key destinations, including Grossmont College, SDSU, Rady Children's Hospital and nightlife areas like North Park. There was also a desire for better connections between residential neighborhoods and activity centers, such as La Mesa to North Park and from San Ysidro to Eastlake. Routes to the beach, downtown and major medical facilities were also identified as priorities.

Specific Routes and improvements identified included:

**Route 6** – needs more connecting service from Golden Hill to Sherman Heights

**Route 858** – Service stops too early in the evening

**Route 235** – Buses are overcrowded

Overall, participants emphasized the importance of routes that reduce transfers, shorten travel times, and make regional connections more accessible on both weekdays and weekends.

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