

Board Policy No. 20 Complimentary Transit Passes

Summary

This policy establishes the procedures and requirements regarding the distribution of North County Transit District (NCTD) complimentary transit passes, pursuant to Resolution No. 21-05, dated October 21, 2021.

Background

NCTD distributes a limited number of complimentary passes each year. NCTD issues complimentary passes valid for use on various modes of service within the region (inclusive of BREEZE, SPRINTER, COASTER).

NCTD uses these passes for two purposes:

1. To improve customer satisfaction with NCTD transit services after trip delays, equipment failure, or any other valid purpose where the District deems appropriate to compensate a customer.
2. As a marketing tool to increase ridership, by providing an introductory experience to potential new customers to NCTD's services.

Pass Distribution to the Public

Complimentary passes are provided upon request of NCTD employees who obtain approval from their Department Manager and the Chief Operations Officer – Support Services. Such employees must submit a completed Complimentary Pass Request Form via the Document Management System (currently Laserfiche). This form requires a description of the event or purpose to substantiate the need and the employee's supervisor or manager's authorization.

NCTD is authorized to distribute complimentary passes for the following purposes:

1. Improve customer satisfaction. NCTD may offer a complimentary pass to minimize customer dissatisfaction due to inconvenience and/or service quality. Customer Service Department staff may request a complimentary pass for a customer under the following circumstances:
 - a. If, through no fault of the customer, he/she experiences a service disruption in his/her trip.
 - b. In an event of possible void/refund transaction, the customer would accept a complimentary pass rather than a cash refund.
 - c. Other possible customer satisfaction events that occur, as determined on a case-by-case basis at the discretion of the Customer Service Manager or designee.
2. Promote NCTD services. Communications and marketing staff, as well as community outreach staff, may distribute complimentary passes to individuals targeted through a specific marketing promotion or campaign. Additionally, passes may be distributed to non-profit, governmental, social service, and educational organizations that promote general welfare in NCTD's service area.

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The NCTD Chief Financial Officer may authorize other employees to receive complimentary passes for onward distribution to present or potential NCTD customers on a case-by-case basis.

Employees who receive complimentary passes are responsible to distribute these passes in accordance with the intended purpose. Misuse or unauthorized distribution of these passes is subject to disciplinary action including, but not limited to, employment termination.

Pass Distribution to Board Members

At the beginning of his/her year term on the Board, each Board member and alternate receives one PRONTO Card transit pass. The Board member may use this pass to travel on BREEZE, SPRINTER, COASTER, MTS Bus, MTS Rapid, MTS Rapid Express, and Trolley. This pass is issued to cover public transit costs in the NCTD service area for each Board member during their term on the NCTD Board. This pass is non-transferable, and NCTD's Clerk of the Board will collect this pass when each Board member leaves his/her position on the Board.

Board members and alternates do not receive complimentary passes for distribution.

Board members and alternates do not receive complimentary passes, PRONTO Cards, or a lifetime pass upon concluding their service on the NCTD Board of Directors.

Pass Distribution to NCTD Employees

As noted in the NCTD Employee Handbook, all NCTD employees (excluding members of the Board of Directors) will be issued a photo identification card upon which a transportation pass shall be loaded (valid for use on BREEZE, SPRINTER, COASTER, MTS Bus, MTS Rapid, MTS Rapid Express, and Trolley). Eligible dependents of NCTD employees may also receive a pass for NCTD public transportation (BREEZE, SPRINTER, and COASTER). For additional information, please refer to the NCTD Employee Handbook.

Pass Inventory Control

The Finance Division manages the complimentary passes. Pass management includes collaborating with the Chief Operations Officer – Support Services on review of complimentary pass requests, ordering and tracking the passes in numerical sequence in a control log, or similar document or system which provides for recording of equivalent information.

Approvals



Board Chair

10/21/2021

Date



Executive Director

10/21/2021

Date



General Counsel

10/21/2021

Date

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DATE	REVISION No.	RESOLUTION No.	COMMENTS
10/18/2012	ADOPTED	12-10	
10/17/2013	1	13-07	2013 REVISION
10/16/2014	2	14-04	2014 REVISION
11/19/2015	3	15-08	2015 REVISION
10/20/2016	4	16-10	2016 REVISION
10/19/2017	5	17-10	2017 REVISION
10/18/2018	6	18-09	ATTACHMENTS REMOVED FROM POLICY.
10/17/2019	7	19-06	2019 REVISION
10/15/2020	8	20-08	2020 REVISION
10/21/2021	9	21-05	2021 REVISION