



Transforming Single-Purpose Transit Stations into Aspirational Transit-Oriented Development

North County Transit District
Transportation-Oriented Development : Factors for Future Success

COASTER SPRINTER BREEZE FLEX LIFT

NCTD Introduction

North County Transit District (NCTD) was established in **1975** and offers services that are a vital part of San Diego's regional transportation network. NCTD is governed by a Board of Directors, employs approximately **845** people, and serves a geographic area of approximately **1,020** square miles with a population of **849,000** people.

The family of transit services NCTD offers includes:



COASTER commuter rail service



FLEX rural and on-demand service



SPARTER hybrid rail



LIFT paratransit



BREEZE bus system



BREEZE
Buses

15,301 average weekday boardings

3.9 million annual boardings

152 buses cover **30** routes



SPARTER
hybrid rail

4,152 Average Weekday Boardings

1.3 Million Annual Boardings

12 DMU Trains Cover a **22-Mile** Route East to West



COASTER
trains

1,756 Average Weekday Boardings

588 Thousand Annual Boardings

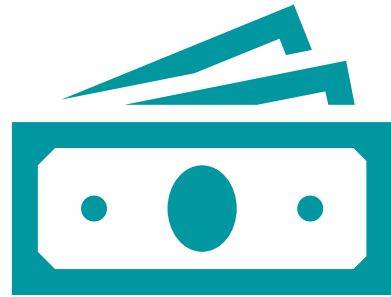
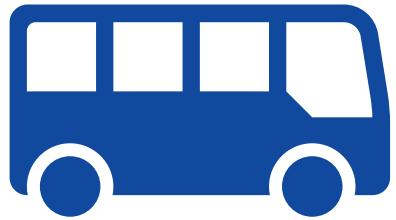
7 Locomotives and **28** Bi-Level Passenger Coaches Cover **41-Mile** Route North to South

FY2022 RIDERSHIP NUMBERS



Benefits of Real Estate Development for Public Agencies

Opportunities



Improve Rider Experience and Grow Customer Base

Increased revenue, amenities, tax revenue and economic impact

Leverage land values to serve operational needs (Improved Facilities)

Support regional housing goals



Common Real Estate Challenges for Public Agencies

Common Characteristics



Parcels not developed to highest and best use or civic needs



Buildings and land may not align with demographics and development patterns



Liability and expense associated with ongoing ownership



Deferred maintenance and ongoing cost of ownership



NCTD's Current Projects

Oceanside Transit Center Redevelopment



- ▶ ±10.7 acres
- ▶ Planned improvements include:
 - ▶ 50,000 SF Class A Headquarters
 - ▶ 600+ Multi-family Units
 - ▶ 120 Affordable Units
 - ▶ 15,000 SF Ground-Floor Retail
 - ▶ 120-Key Hotel



NCTD's Current Projects

Carlsbad Transit Stations Redevelopment



Carlsbad Village Station

- ▶ 234 multi-family units
- ▶ 21% affordable housing
- ▶ 80,000 SF office space
- ▶ 17,000 SF of retail space
- ▶ 110 key hotels
- ▶ 842 parking spaces



Carlsbad Poinsettia Station

- ▶ 177 multi-family units
- ▶ 17% affordable housing
- ▶ 5,000 SF of retail space
- ▶ 643 parking spaces

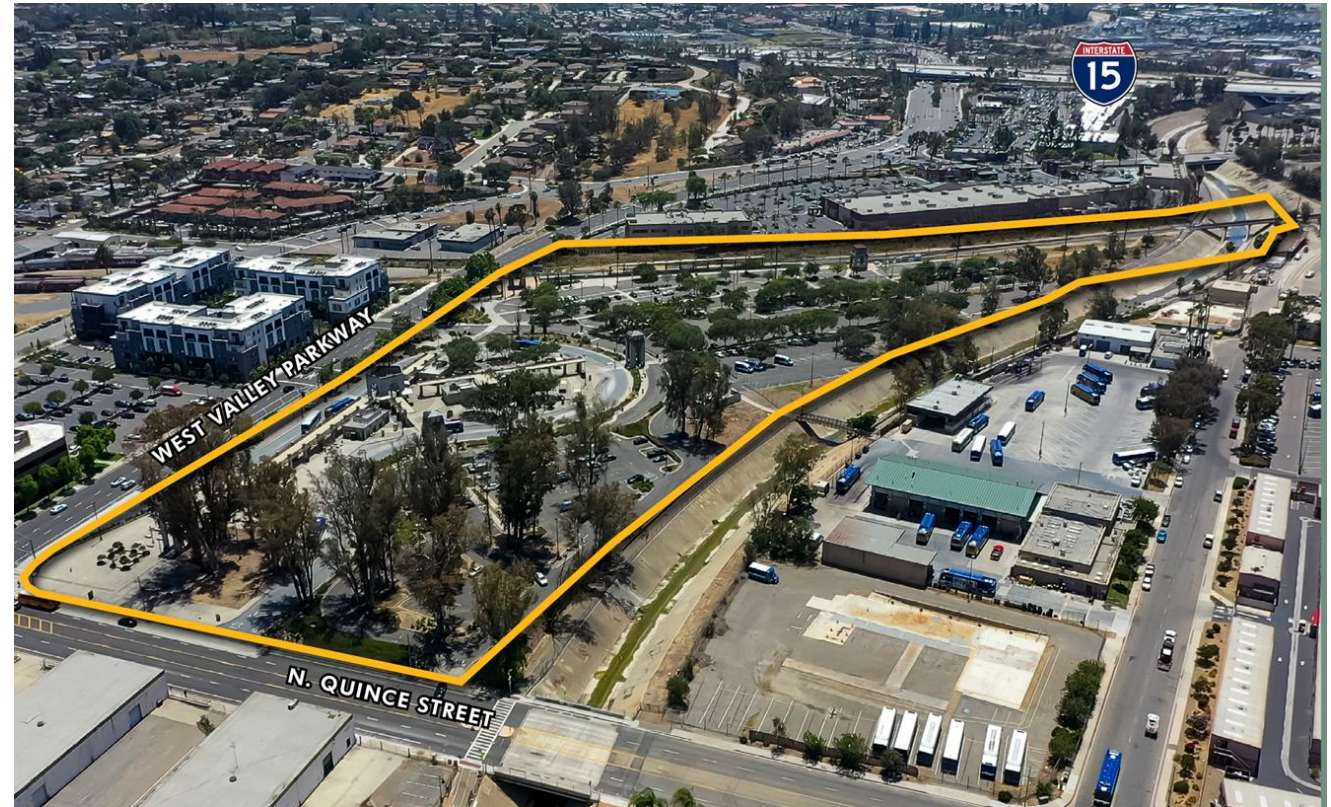


NCTD's Current Projects

Escondido Transit Center Redevelopment

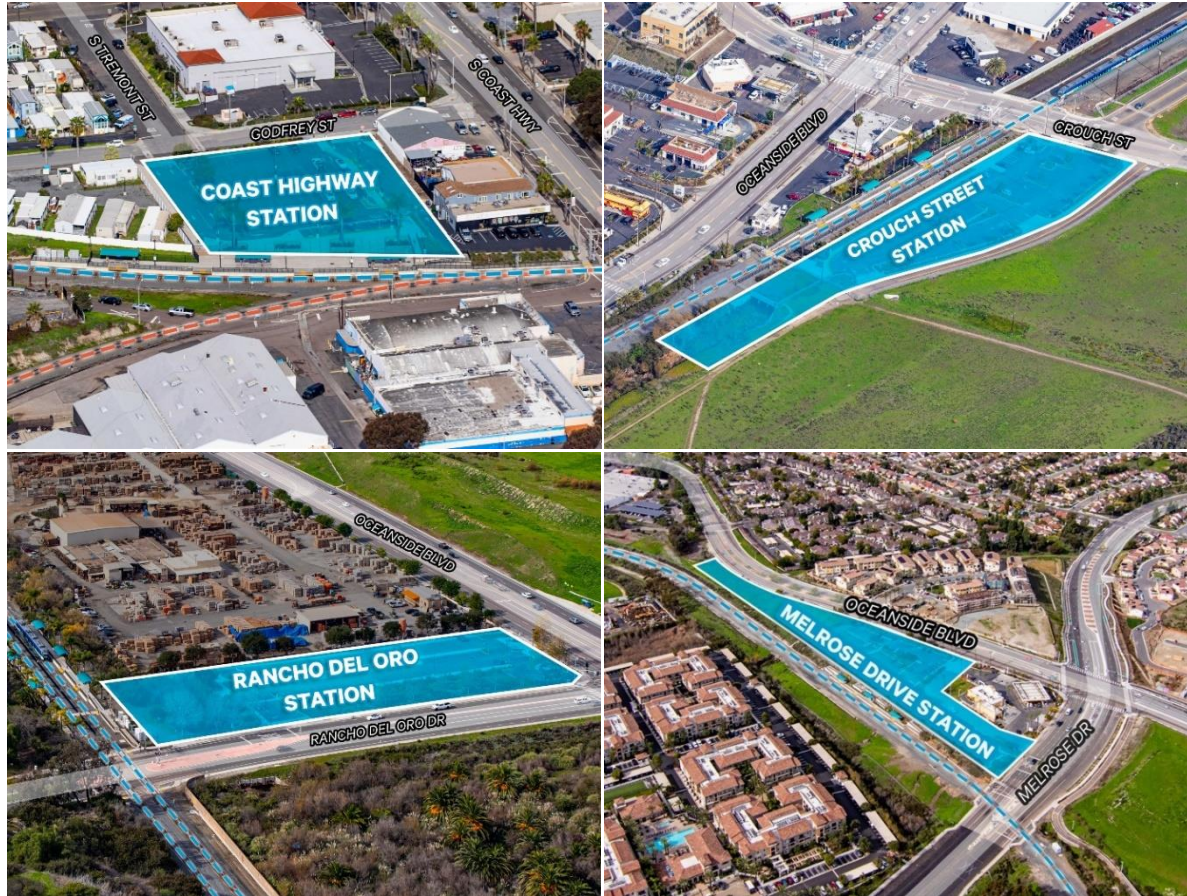
The ORCHARD at Escondido Transit Center

- ▶ ±12.69 developable acres
- ▶ Zoning: S-P (GT)
- ▶ Currently improved with 472 parking spaces & train station with bus bays



NCTD's Current Projects

SPRINTER Stations



Oceanside SPRINTER Station Properties

- ▶ 7 properties slated for redevelopment
 - ▶ 4 properties in the City of Oceanside
 - ▶ 2 properties in the City of Vista
 - ▶ 1 property in the City of San Marcos
- ▶ 1-2 acres in size
- ▶ Attractive to smaller/regional developers
- ▶ Possibility for greater percentage of affordable units



Process for Redevelopment

PHASE 1

Due Diligence & Planning



PHASE 2

Market Engagement



Lessons Learned:
not being too
prescriptive with RFP

PHASE 3

Proposal Evaluation, Partner Selection



Lessons Learned: Consider
who the agency wants to be
in a multi-year relationship
from a financial, public
outreach and project delivery
standpoint

PHASE 4

Transaction Execution



Community Benefits of Redevelopment



Enhanced amenities create positive rider experiences, grows ridership and encourages consistent transit use.

Connects transit riders and residents to all modes of transportation throughout the region – buses, light rail, bicycle amenities, rideshare vehicles, and more.

Establishing a mixed-use project around a transit center, reduces automobile reliance and encourages residents to opt into more sustainable modes of transportation like the COASTER, BREEZE and SPRINTER.

Bolster economic growth by providing new housing, office and retail opportunities that create jobs and new tax revenues.



In Conclusion...

NCTD is partnering with the development community to transform its underutilized land around its transit centers to create vibrant, mixed-use communities that will increase ridership and regional connectivity, transform the transit experience, and support long-term sustainability goals.

