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Monday, October 1, 2018

MTS is planning one of its biggest marketing efforts in our history. It will involve all facets of our business and it will bring together dozens of partners throughout the region to promote transit ridership. It's all part of concerted effort for more San Diegans to Choose Transit.

On October 2, MTS will hold "Free Ride Day" in which all fixed-route buses and rail services will be free for everyone to use. NCTD has joined the effort as well and its services will also be free.

The purpose of Free Ride Day is to encourage San Diego residents to shake up their routine and choose transit. San Diego has a growing and thriving network of transportation options. Free Ride Day is designed to provide everyone an easy way to leave their cars at home and discover the advantages of riding transit.

Free Ride Day will be a big day to engage new and occasional riders. Everyone should be ready to do their part by riding transit on Oct. 2, telling others about Free Ride Day and making sure our passengers have a quality ride that keeps them coming back.

### ***Free Ride Day FAQs***

**Will MTS operate on a normal weekday schedule?** *Yes – all buses and Trolleys will operate on a normal weekday schedule.*

**Do passengers need a Compass Card or other fare on Free Ride Day?** *No fares will be collected on Free Ride Day – passengers just get on board and enjoy the ride.*

**Should passengers using Compass Cash still tap on the validator?** *Passengers should not tap on the validator. If they tap the validator a fare will be deducted and we won't process a refund. Passengers should keep the Compass Card at home! We will put Free Ride Day notices on the validators to discourage tapping.*

**Are MTS Access appointments free on Free Ride Day?** *No. MTS Access is by appointment only. Free Ride Day is only for fixed-route buses and the Trolley.*

**What if a passenger can't participate on Free Ride Day on October 2, but still wants to try transit soon. Can they get a free ride rain check?** *No. Free Ride Day is one day only. If they want to give transit a try, a Day Pass can be downloaded using the Compass Cloud app for \$5.*

**Where should I direct passengers that have never tried transit before but want to participate?** *MTS has many options to help passengers plan their trips even before they leave their homes. Here are a few options MTS employees should recommend:*

**1. Call our professional trip planners.** Our trip planners are available Monday – Friday from 5:30 a.m. to 8:30 p.m. at

(619) 233-3004.

**2. Try the website.** The Trip Planning function allows passengers to search by bus route, Trolley line, bus stop number or general location. There's also a trip planning tutorial video for a step-by-step guide. Remember – Park & Ride lots are a great option for commuters using the Trolley, *Rapid* or *Rapid Express* routes.

**3. Download the OneBusAway App**

This app allows users to zoom into their current location on a map and shows the nearby stops. It also lists the next arrival times for the next bus or Trolley.

**News Category:**

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Trolley

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