

What is the COA?

Who • What • Where • Why

Who is doing the COA?

The Metropolitan Transit System is conducting the COA in coordination with:

- San Diego Trolley Corporation
- San Diego Transit Incorporated
- MTS Contract Services
- Chula Vista Transit
- National City Transit
- San Diego Association of Governments (SANDAG)

What is the COA?

The COA stands for “Comprehensive Operational Analysis”. Essentially this is an in-depth study to understand the following:

- Who are our markets and what are their travel needs?
- What is working in our system and what isn't?
- How can we best serve our markets within our financial and operational abilities?

This study will result in a complete overhaul of the transit system to better serve our markets.

Where does the COA cover?

The COA covers all public transit services provided by MTS and its operators, including fixed route bus, paratransit, and trolley services. North County Transit District services, including the Coaster and Breeze bus services, are not included.

Why is MTS doing a COA?

MTS has never taken a comprehensive look at its services and operations. Over time, many changes have occurred; the Trolley has been extended various times, and small incremental changes have been made to many bus routes. With changes in where people live and work, our services are becoming more and more misaligned with our travel markets. As a result, services have become less attractive, effective, and more costly to provide. A detailed examination is needed to respond to current mobility needs, reconnect with our markets, and achieve financial sustainability.



THE COA IS A PLANNING PROJECT OF THE MTS