

Health
and
Rural Public
Transportation

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Legislative Health and
Human Services

Committee

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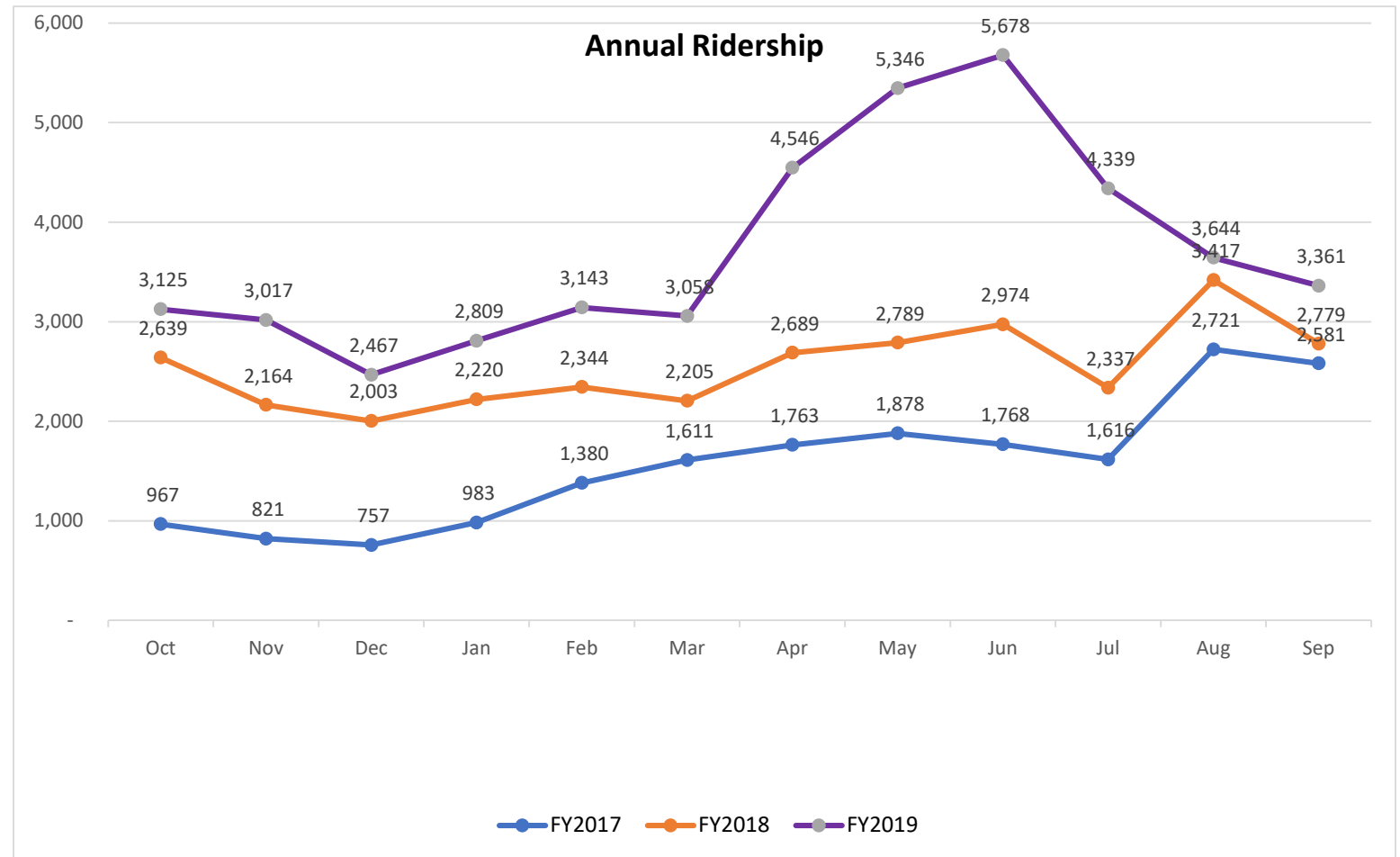


Rural Transit – Dona Ana County

- SCRTD should implement the bus systems for rural Dona Ana County
 - The District developed a five-year plan in 2015 prior to the implementation of the bus service. The plan identifies a phased in approach for the initial rollout of service as well as expansion of that service.
 - The rollout of service included the operation of four buses serving four bus routes and 24 trips a day Monday through Friday. However, through efficiency and with additional grant revenue the service now provides 40 trips a day.
- New On-Call Pilot program is under development to provide access to communities with no transportation options



Ridership
Growth 3
Years



Additional Funding Needed to Meet Demand for Service

- Should seek additional funding to continue service
 - The District has successfully added four federal transit grants that now provides additional funding to continue service. However, continued funding is dependent on the availability of local funding to match the federal funding that has been secured in the current year and is available in the next year.
 - Dona Ana county and members that helped to fund the local match needed for these grants
 - State Legislature funds used to purchase new bus facility in Anthony



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System Designed to Meet Needs

- SCRTD should design system to meet identified access needs in rural communities
 - The District has worked closely with the community and bus riders to improve the current service as well as to identify new means of accessing these communities. More specifically, the following changes have been made or are in the process of being executed:
 - Added bus stops
 - Increased bus frequency (e.g., added trips) on the Red & Purple bus routes
 - Revised the bus schedules to include maps with the stops for each route
 - Expanded distribution of bus schedules throughout the service area
 - Launched Facebook and Twitter
 - Rebuilding the SCRTD website to better connect to customers
 - Launching Goggle map transit app for customers to get bus service times

Communications Plan

- SCRTD needs to develop and implement a communications plan with education and marketing components
 - An education and marketing plan is being expanded, it includes using local print, radio and social media to communicate to customers
 - Social media via Facebook has increased
- Agency launched Google maps with locations available via smart phones
- Wi-Fi on every bus



Outreach, Education, Marketing

Traditional	Destination	Users
<p>Press releases, LtEs, Op eds. Newsletters, Camino Real articles, schedules, brochures, maps. Social media, cable TV, radio. Presentations to governmental units, non-profits, service groups. Information/links: NMSU, DACC Info in utility bills. Email lists. Place info and schedules in various locations. (See rollouts for each community.) Bus stops with signs & schedules.</p>	<p>DACC—campus displays, orientation packets, webpages, etc. NMSU—student services, transportation office, listserv, displays in Corbett Center, webpages, etc. Other schools—New America School, Alma d’Arte, charter schools, pre-schools, etc. Place schedules in businesses, clinics, schools, municipal offices, doctors’ offices, La Clinica. Community centers, libraries, utility offices, grocery stores, pharmacies, restaurants, etc.</p>	<p>Train people to ride the buses and help others to ride the buses. Work with promotora programs—health department, H&HS at DAC, La Clinica, Colonias Development Council, Women’s Intercultural Center in Anthony. Have a presence at events, festivals, neighborhood meetings, community center gatherings. Participate in various workforce groups.</p>

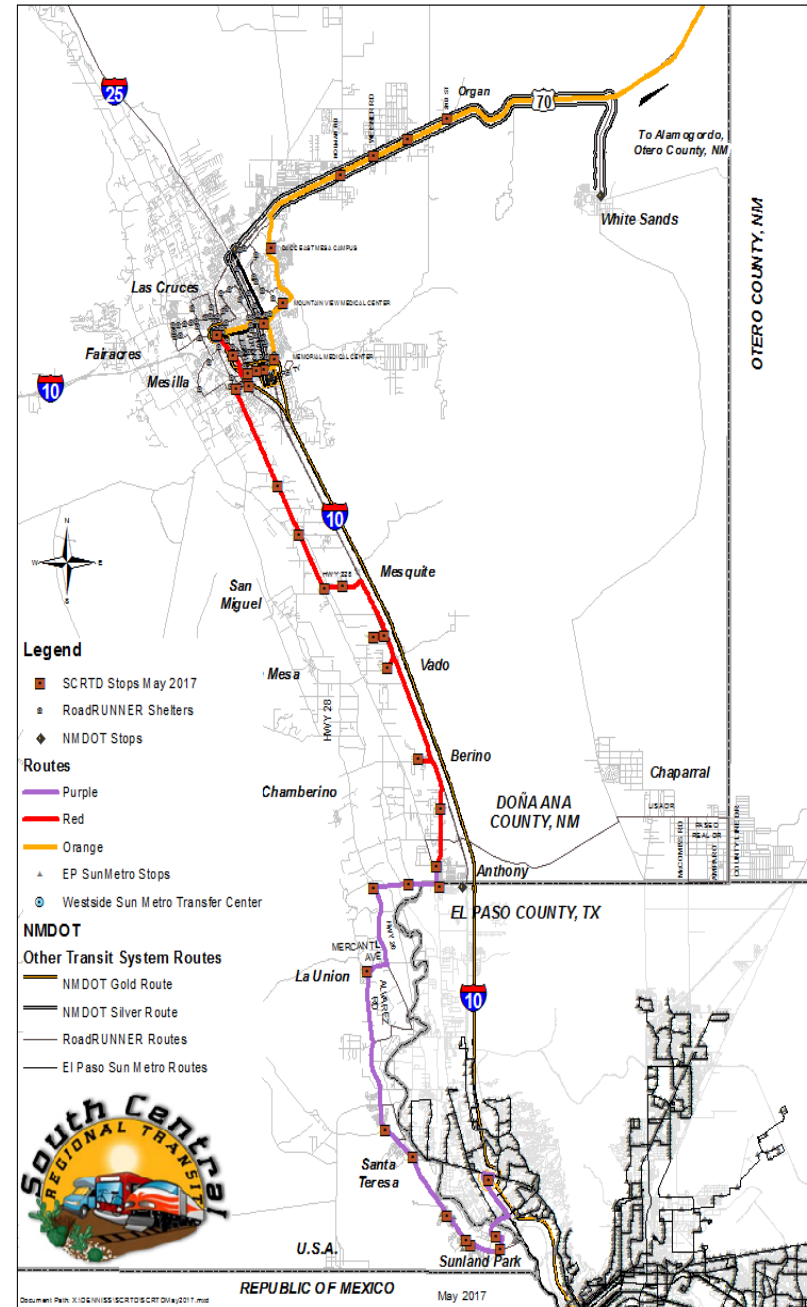
Ten Year Service Plan

- SCRTD needs to implement an evaluation plan to document impacts, benefits, and to monitor sustainability of the transit projects
 - Data is being gathered every day on the system; e.g., ridership, funding, etc. that will form the foundation for any independent analysis of the system
 - Work with the MPO may be a good approach to seek sustainability for the transit system
- Community Surveys will elicit input from the public on transit service

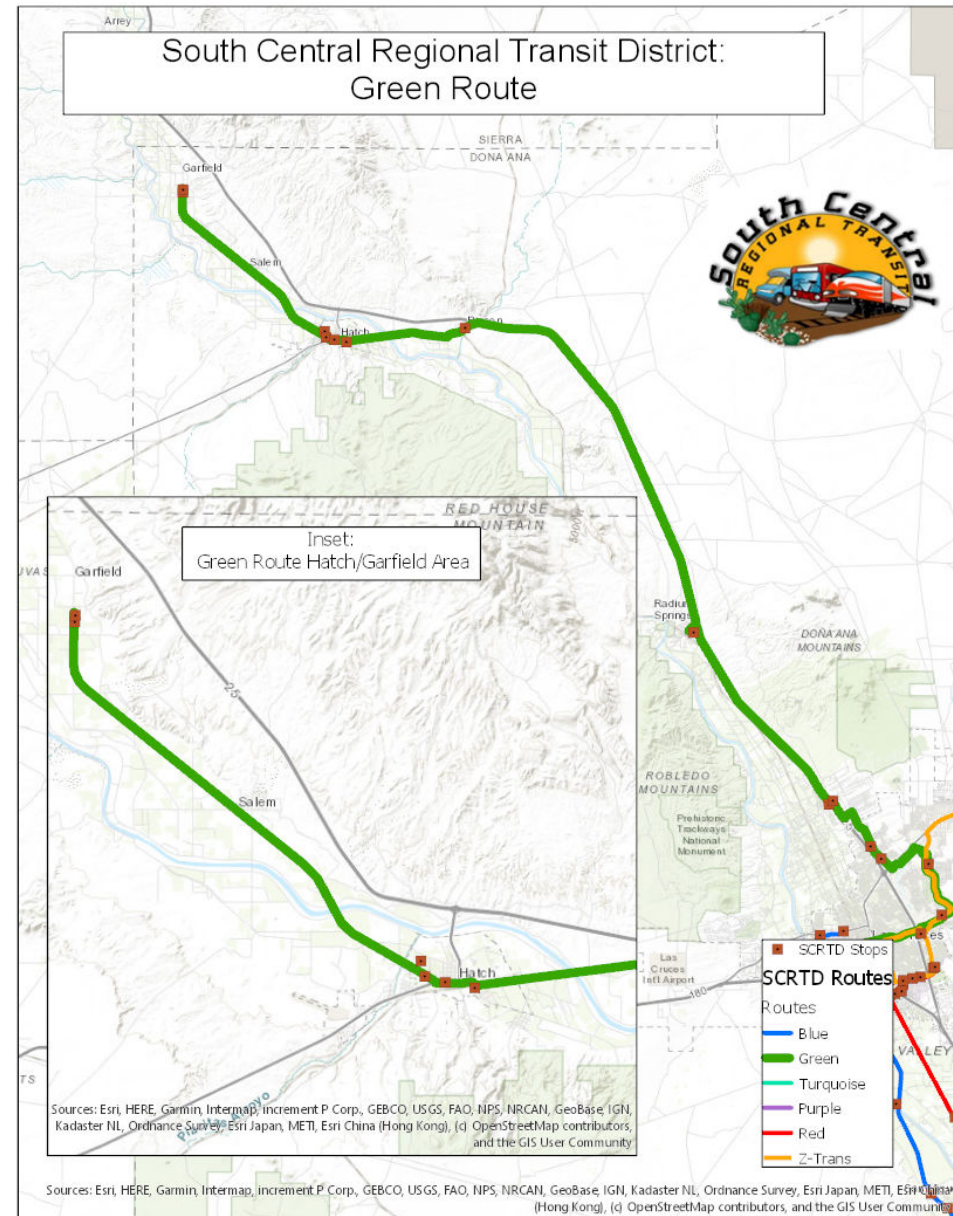


Building a Regional System - History

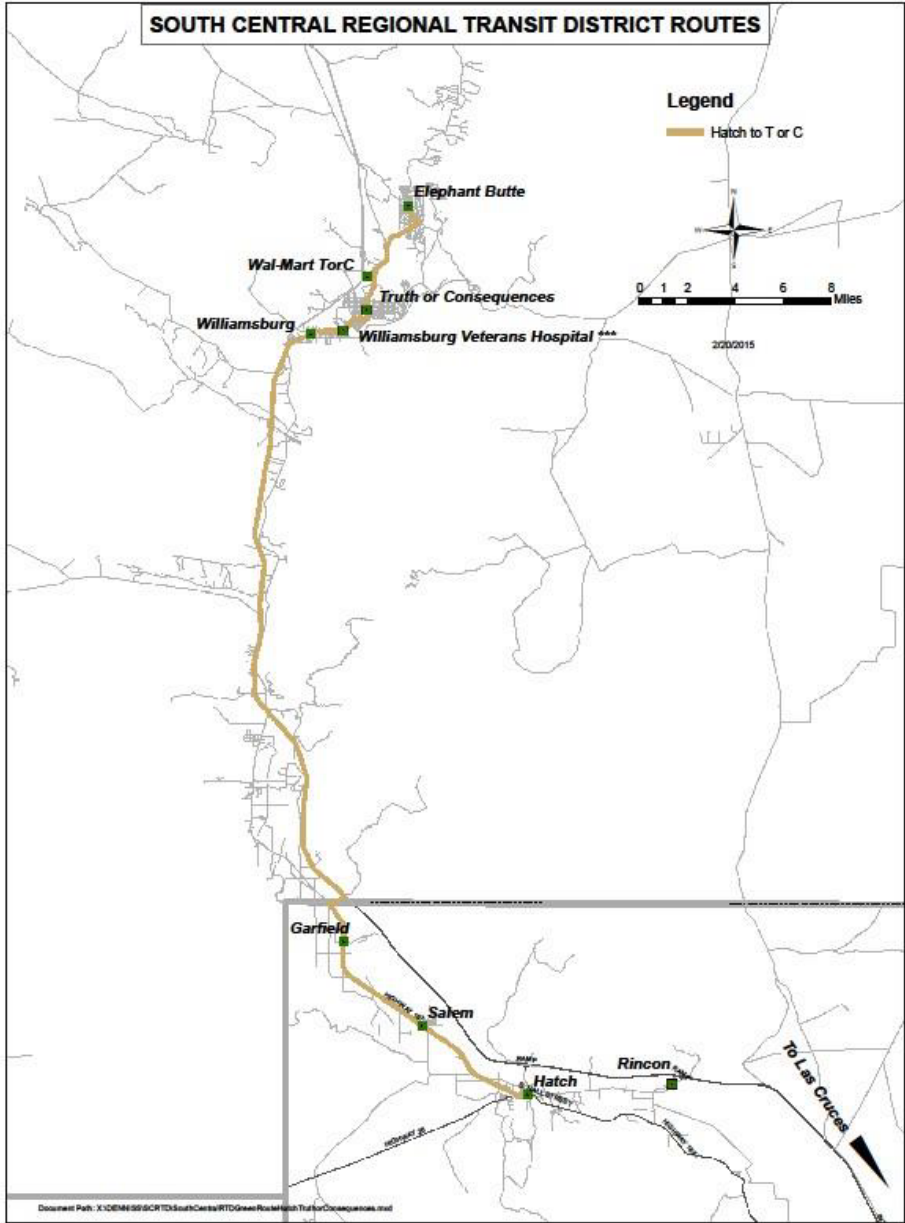
- El Paso – Sun Metro - 1977
- Las Cruces – RoadRunner - 1986
- NM DOT Gold & Silver routes – 2009
- El Paso County Transit - 2010
- Sunland Park Route 83 – 2010
- SCRTD 5 Routes - 2016
 - Green Route – Hatch 2019
 - Sierra County Route - 2020
 - Santa Teresa Route - under development



New Green Route



Proposed
Sierra
County
Route



Sources of Funding

Local

Membership Fees (District Activities)

- Regional planning and coordination
- Connectivity with adjacent systems
- Work with MPOs, RPOs, NMDOT
- Apply for federal funding

Doña Ana County (Service)

- \$479,000 funding from Doña Ana County for service provided in Doña Ana County.
- 3.5% of Hold Harmless increase.
- Cost to county taxpayer is \$1.75/year

Drivers, bus maintenance, gas & oil, advertising, insurance, fiscal agent, graphics & printing, etc.

State/Federal Level

- To date, \$974,216 (from gas taxes)
- Requires local funding to match grant
- Currently 60% of agency funding
- Fiscal-Year 2020 —District expects to receive over \$626,000 in additional federal grants
- Additional funding will include service to northern Doña Ana and Sierra Counties
- Awarded \$509,777 in federal funds in Fiscal Year 2019
- Contract term through 9/30/2019
- New funding FY2020 \$1,046,000 in federal and local funding for operations
- FY2020 over \$500,000 in capital funding

Funding for Transit

Federal

Surface Transportation Bill (MAP-21); Rural and Urban transit via Federal Transit Administration; federal grants and capital programs Build (former TIGER) grants

State

New Mexico Department of Transportation

Local

Cities and counties

Employer

L&M Radiator, companies in W. Mesa Industrial Park, Convergys, Santa Teresa industrial park businesses.

Health Providers

Ben Archer, and La Clinica

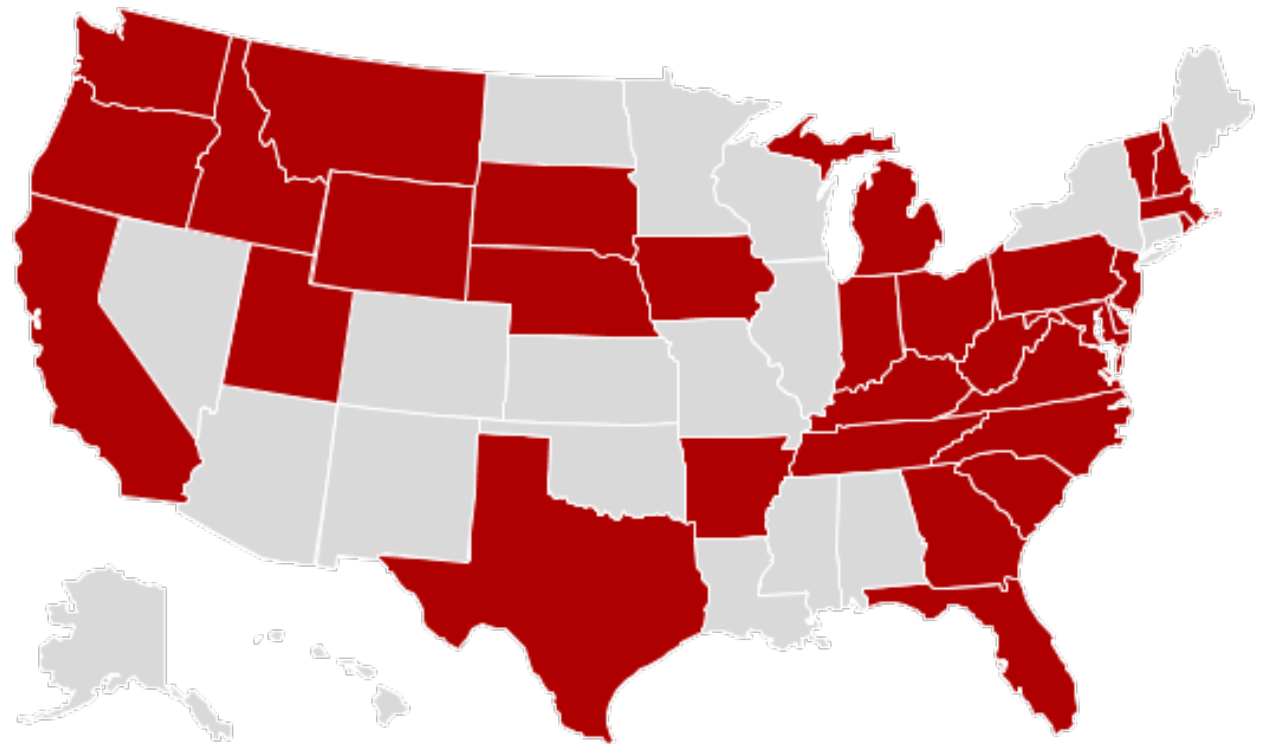
Private Providers

Las Cruces Shuttle

Funding is often a blend of many sources.

States Funding Transit

SINCE 2012
THIRTY-ONE STATES
HAVE APPROVED
PLANS TO
RAISE ADDITIONAL
TRANSPORTATION
REVENUES



Infrastructure

- Need bus shelters, paths, sidewalks etc. Access to bus stops.
- Unfunded ICIP projects
- Passenger Amenities help support ridership

