



**ACTION SHEET**  
**CITY COUNCIL COMMITTEE MEETING OF 04/30/14**  
**ITEM FROM FINANCE COMMITTEE MEETING OF 04/21/14**

**ISSUE:**

17. Request for Approval of a Resolution Directing Staff to Study the Feasibility, Fiscal Impact and Potential Funding Mechanisms for Establishing and Implementing Advanced Technology Applications to Benefit Users of the Santa Fe Trails Transit System. (Councilor Bushee) (Jon Bulthuis)

**Committee Review:**

Transit Advisory Board (approved)	04/22/14
Public Works Committee (approved)	04/28/14
City Council (scheduled)	05/14/14

Fiscal Impact – No

**FINANCE COMMITTEE ACTION: APPROVED AS CONSENT ITEM**

**SPECIAL CONDITIONS OR AMENDMENTS**

**STAFF FOLLOW-UP:**

<b>VOTE</b>	<b>FOR</b>	<b>AGAINST</b>	<b>ABSTAIN</b>
COUNCILOR TRUJILLO	X		
COUNCILOR RIVERA	X		
COUNCILOR LINDELL	Not present to vote		
COUNCILOR MAESTAS	X		
CHAIRPERSON DOMINGUEZ			

3-17/14/FCMissue

**ACTION SHEET  
ITEM FROM THE  
PUBLIC WORKS/CIP AND LAND USE COMMITTEE MEETING  
OF  
MONDAY, APRIL 28, 2014**

**ITEM 14**

REQUEST FOR APPROVAL OF A RESOLUTION DIRECTING STAFF TO STUDY THE FEASIBILITY, FISCAL IMPACT AND POTENTIAL FUNDING MECHANISMS FOR ESTABLISHING AND IMPLEMENTING ADVANCED TECHNOLOGY APPLICATIONS TO BENEFIT USERS FOR THE SANTA FE TRAILS TRANSIT SYSTEM (COUNCILOR BUSHEE) (JON BULTHUIS)

**PUBLIC WORKS COMMITTEE ACTION: Approved**

**SPECIAL CONDITIONS OR AMENDMENTS:**

**STAFF FOLLOW UP:**

VOTE	FOR	AGAINST	ABSTAIN
CHAIRPERSON TRUJILLO			
COUNCILOR BUSHEE	X		
COUNCILOR DIMAS	X		
COUNCILOR DOMINGUEZ	X		
COUNCILOR RIVERA	X		

# City of Santa Fe, New Mexico

## LEGISLATIVE SUMMARY

Resolution No. 2014-\_\_\_\_  
Advanced Technology Applications

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**SPONSOR(S):** Councilor Bushee

**SUMMARY:** A resolution directing staff to study the feasibility, fiscal impact and potential funding mechanisms for establishing and implementing advanced technology applications to benefit users of the Santa Fe Trails transit system.

**PREPARED BY:** Rebecca Seligman, Legislative Liaison Assistant

**FISCAL IMPACT:** No

**DATE:** April 21, 2014

**ATTACHMENTS:** Resolution  
FIR

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**CITY OF SANTA FE, NEW MEXICO**

**RESOLUTION NO. 2014-\_\_\_**

**INTRODUCED BY:**

Councilor Patti Bushee

**A RESOLUTION**

**DIRECTING STAFF TO STUDY THE FEASIBILITY, FISCAL IMPACT AND POTENTIAL FUNDING MECHANISMS FOR ESTABLISHING AND IMPLEMENTING ADVANCED TECHNOLOGY APPLICATIONS TO BENEFIT USERS OF THE SANTA FE TRAILS TRANSIT SYSTEM.**

**WHEREAS**, the City of Santa Fe provides transit services by means of the Santa Fe Trails transit system; and

**WHEREAS**, in an effort to keep transit users informed, the City provides a wealth of information on its website, including route maps, schedules and fares; and

**WHEREAS**, there is a need for the City to provide real-time information to Santa Fe Trails users; and

**WHEREAS**, there are transit applications available in the marketplace that have the means to provide real-time information as to whether buses are running on schedule and whether the bus will arrive at the stop at the scheduled time; and

**WHEREAS**, with the increased dependency on mobile technology, mobile transit

1 applications would benefit the users of Santa Fe Trails; and

2       **WHEREAS**, research has shown that merely providing certainty to passengers as to when a  
3 bus will arrive can increase ridership; and

4       **WHEREAS**, in an effort to create increased ridership and convenience for residents of and  
5 visitors to Santa Fe, there is a need to implement and establish advanced technology applications that  
6 would provide real-time information to Santa Fe Trails users.

7       **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**  
8 **CITY OF SANTA FE** that staff is directed to study the feasibility, fiscal impact and possible funding  
9 mechanisms for establishing and implementing advanced technology applications that would benefit  
10 the users of the Santa Fe Trails Transit System.

11       **BE IT FURTHER RESOLVED** that staff is directed to include in their study, at a  
12 minimum, the following possibilities:

- 13       1. Promote a QR Code for mobile devices that provides scheduled bus information.
- 14       2. Develop a smartphone application that provides real-time bus arrival information.
- 15       3. Establish a partnership with Google Transit for online trip planning functionality.
- 16       4. Promote a web portal to the public that provides real-time bus location information.
- 17       5. Implement a mobile phone text feature to provide scheduled and/or real-time bus arrival  
18       information.
- 19       6. Deploy digital passenger information kiosks at the Sheridan Street, South Capital and  
20       Santa Fe Place Transit Centers.

21       **BE IT FURTHER RESOLVED** that staff is directed to report their findings, including the  
22 fiscal impact for implementing advanced technology applications for Santa Fe Trails, to the  
23 Governing Body within 60 days of the adoption of this resolution.

24       PASSED, APPROVED, and ADOPTED this \_\_\_ day of \_\_\_\_\_, 2014.

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JAVIER M. GONZALES, MAYOR

ATTEST:

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YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:



KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

**City of Santa Fe  
Fiscal Impact Report (FIR)**

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

**Section A. General Information**

(Check) Bill: \_\_\_\_\_ Resolution:   X  

(A single FIR may be used for related bills and/or resolutions)

Short Title(s): **A RESOLUTION DIRECTING STAFF TO STUDY THE FEASIBILITY, FISCAL IMPACT AND POTENTIAL FUNDING MECHANISMS FOR ESTABLISHING AND IMPLEMENTING ADVANCED TECHNOLOGY APPLICATIONS TO BENEFIT USERS OF THE SANTA FE TRAILS TRANSIT SYSTEM.**

Sponsor(s): Councilor Bushee

Reviewing Department(s): City Attorney's Office

Persons Completing FIR: Rebecca Seligman Date: 4/21/14 Phone: 955-6501

Reviewed by City Attorney: *Kelley A. Brennan* Date: 4/21/14  
(Signature)

Reviewed by Finance Director: *[Signature]* Date: 4/21/14  
(Signature)

**Section B. Summary**

Briefly explain the purpose and major provisions of the bill/resolution:

**The purpose of the resolution is to direct staff to study the feasibility, fiscal impact and potential funding mechanisms for establishing and implementing advanced technology applications to benefit users of the Santa Fe Trails transit system.**

**Section C. Fiscal Impact**

Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:

- a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)
- b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)
- c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)\*

**1. Projected Expenditures:**

- a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)
- b. Indicate: "A" if current budget and level of staffing will absorb the costs  
"N" if new, additional, or increased budget or staffing will be required
- c. Indicate: "R" – if recurring annual costs  
"NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs
- d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
- e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director: *[Signature]*

X   Check here if no fiscal impact

Column #:	1	2	3	4	5	6	7	8
	Expenditure Classification	FY <u>14/15</u>	"A" Costs Absorbed or "N" New Budget Required	"R" Costs Recurring or "NR" Non-recurring	FY <u>15/16</u>	"A" Costs Absorbed or "N" New Budget Required	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected

Personnel*	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Fringe**	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Capital Outlay	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Land/ Building	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Professional Services	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
All Other Operating Costs	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Total:	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____

\* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. \*\*For fringe benefits contact the Finance Dept.

**2. Revenue Sources:**

- a. To indicate new revenues and/or
- b. Required for costs for which new expenditure budget is proposed above in item 1.

Column #:	1	2	3	4	5	6
	Type of Revenue	FY _____	"R" Costs Recurring or "NR" Non-recurring	FY _____	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected

_____	\$ _____	_____	\$ _____	_____	_____	_____
_____	\$ _____	_____	\$ _____	_____	_____	_____
_____	\$ _____	_____	\$ _____	_____	_____	_____
Total:	\$ _____	_____	\$ _____	_____	_____	_____

**3. Expenditure/Revenue Narrative:**

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

None at this time. Resolution directs staff to study feasibility and fiscal impact of implementing technology applications.

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**Section D. General Narrative**

**1. Conflicts:** Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

No

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**2. Consequences of Not Enacting This Bill/Resolution:**

Are there consequences of not enacting this bill/resolution? If so, describe.

If the resolution is not approved, studies would not be completed for technology applications for use in conjunction with the Santa Fe Trails transit system.

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**3. Technical Issues:**

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

None that staff is aware of.

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**4. Community Impact:**

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

Once a technology application for bus transit is completed and if utilized, it has the potential to increase ridership on the Santa Fe Trails transit system for local residents and possibly encourage tourists to utilize our City transit system.

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Form adopted: 01/12/05; revised 8/24/05; revised 4/17/08

Transit Advisory Board Meeting  
April 22, 2014  
MINUTES  
5:00 pm – 7:00 pm

~~Mr. Bleck said that employers might be interested to purchase for their employees vs. paying for parking.~~

~~Mr. Bulthuis said that \$200 is the price for this annual pass and by federal law this would need to be discounted for the ADA population for the ½ fare program and that is currently in place for all of the fares. That would apply to this new fare element as well.~~

~~Other concerns that were brought up were the fare for the indigent and would they stay on the bus throughout the day. It was explained that a ticket is only good for a round trip, they would not be on the bus all day.~~

~~Staff would manage the sale of these annual passes, noting the serial number and obtaining the name, address and phone number. Mr. Bulthuis said that staff has discussed a possible semi-annual pass so the cost would not be invasive.~~

~~Mr. Calvert recommended that staff discuss with legal the options that are being proposed for either quarterly, semi-annual or annual fare.~~

~~Mr. Bulthuis said that the governing body will need to approve any change in rates to assure that it is not a great loss and also to follow the FTA guidelines.~~

~~Mr. Calvert said that how you word the request is very important.~~

~~Mr. Bulthuis added that a comment that came up previously when the resolution was being considered was a discussion about the current practice of not having a fare for youth up to the age of 18.~~

~~**Mr. Calvert moved to approve with the amendment to allow for a semi-annual pass and also to emphasize the point that this would be subject to a disabled discount as well at the rate of \$110, second by Mr. Cooper, motion carried by unanimous voice vote.**~~

**C. Endorsement of Resolution Directing Staff to Implement Advanced Technology Applications to Benefit Santa Fe Trails Customers**

Mr. Bulthuis informed the board that the request is for staff to come back with cost duplications, which is a new request. It was noted that Councilor Bushee wanted to get grant funding for this program.

Mr. Bulthuis clarified that the QR code has already been developed. What is new is the promotional element and that is what money is needed for. The Kiosk is in the works, there is a digital sign that is being worked on to be installed at South Capitol, one that will be

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5:00 pm – 7:00 pm

installed at Sheridan and at Santa Fe Place there is still an access issue. Once that gets worked out there will be one for Sheridan.

The Chair reconfirmed that money will be needed for the kiosks as well and that if the resolution passes it cannot go in to effect until money is identified for this project.

Mr. Bulthuis feels confident that funding has been identified.

Mr. Cooper asked Mr. Bulthuis to assure that the local media sources were reviewed as they name only 3 media sources and he felt it should be broader to incorporate other media sources.

**Mr. Calvert moved to approve the resolution, second by Mr. Robinson; motion carried by unanimous voice vote.**

**Mr. Calvert moved to reconsider the previous motion, second by Ms. McGinnis, motion carried by unanimous voice vote.**

**Mr. Cooper moved for the suggested wording and to strike the specifics out and say: To promote the program through advertising and local media, second by Mr. Calvert, motion carried by unanimous voice vote.**

*Chair Colin Messer left and Don Bell resume the Chairmanship at 6:30 pm.*

**6. Discussion Items**

**a. Outbound Bus Stop at Cerrillos Road and Second Street.**

Mr. Calvert suggested that the City Attorney and the State Attorney discuss that the requirements are not being met.

Mr. Bulthuis agreed that DOT and the Indian Hospital should be working in partnership and asked for direction from the Board on how he should proceed. Everyone knows that this is a big ADA concern that Mr. Dave McQuarie has communicated to the board. In discussion he said that Mr. McQuarie would need to be informed that only part of it could be fixed.

Ms. Bleck added that one value would be that they could get on an outbound bus to St. Francis.

Mr. Bulthuis said that the State would not be able at this time to provide a date as to when this could be done.

Mr. Bell suggested that photos be taken of this area and possibly invite Mr. McQuarie to be at the location to demonstrate the matter of concern.

Mr. Bulthuis came to the podium.

Councilor Rivera said he pulled this for review after a year as an option and it wasn't included but Ms. Byers handed him an amendment sheet and he wanted to make sure that got included into the resolution itself. He read it, "Be it further resolved that the impacts resulting from the adoption of this resolution shall be reviewed by the Governing Body one year from the date of adoption of this resolution."

Councilor Rivera moved for approval with the amendment. Councilor Bushee seconded the motion and it passed by unanimous voice vote.

**14. REQUEST FOR APPROVAL OF A RESOLUTION DIRECTING STAFF TO STUDY THE FEASIBILITY, FISCAL IMPACT AND POTENTIAL FUNDING MECHANISMS FOR ESTABLISHING AND IMPLEMENTING ADVANCED TECHNOLOGY APPLICATIONS TO BENEFIT USERS FOR THE SANTA FÉ TRAILS TRANSIT SYSTEM (COUNCILOR BUSHEE) (JON BULTHUIS)**

**Committee Review:**

Transit Advisory Board (Scheduled)	04/22/14
Finance Committee (Scheduled)	05/05/14
Council (Scheduled)	05/14/14

Mr. Bulthuis was ready to answer questions.

Councilor Rivera said in light of the discussion they had today at the budget hearings earlier, it sounded like what this resolution was trying to make and was already going to happen as part of the AVL program. He asked how these two would overlap. He wondered if they really needed both of them.

Mr. Bulthuis said there were a smattering of things were already underway like the AVL program that feeds information into the web portals. So number four on page 2 of the six items - the QR Code that was mentioned there as well as the web port were already in place. It was more of a promotional effort for those things. There were others that didn't have funding currently associated with them like the mobile text feature in number five. They did have money in the budget for development of the smart phone which is number two and number six had some remaining budgetary issues for building those kiosks to push the information out to the public at the transit center.

Councilor Rivera concluded that the fiscal Impact should be less than initially anticipated because number one and number two were already in the works.

Mr. Bulthuis agreed. The way he understood the resolution it was direction to staff to spell out what was already funded and what was not but brought forward as potential technology advanced.

Councilor Rivera said obviously it was too late for this year's budget process now. So he asked if they were looking at the next fiscal year midyear.

Mr. Bulthuis agreed.

Councilor Bushee added that there were potential grant monies available. She asked Mr. Bulthuis how far along he was in applying for that because that was partly why the resolution was in now.

Mr. Bulthuis agreed and that was specific to the smart phone. The firm they were working with applied to the Los Alamos labs for economic development in Communities grant. He didn't know yet whether they had received that. But that was one possibility and getting one of these items moved forward.

Councilor Rivera asked if there were any places that had information on the bus stop itself that said what time the bus would be there.

Mr. Bulthuis clarified that they did not have that now but that was what #5 was about. Anybody with any type of mobile phone could text in a location and then get an estimated real-time arrival.

Councilor Rivera understood that it would provide more actions than just smart phone options since not everybody has a smart phone.

Mr. Bulthuis agreed.

**Councilor Rivera moved to approve the request. Councilor Bushee seconded the motion and it passed by unanimous voice vote.**

## DISCUSSION AGENDA

### 15. ~~BUCKMAN MOTO CROSS TRACK UPDATE~~

- ~~• REQUEST FOR DIRECTION ON THE ATV TRACK OPTIONS (BEN GURULÉ)~~

~~**Committee Review:**~~

~~Finance Committee (Scheduled)~~

~~05/05/14~~

~~Mr. Pino noted that he brought this item forward because of the opening the MX track a few weeks ago. People from the ATV community were concerned that they didn't have a place to run their vehicles. Part of the review of the design of the MX track as it is today was for MX vehicles only - the two wheeled variety. They can get upwards of 60 miles an hour and the ATV was not contemplated in the MX because both the insurance company and the designers advised against mixing that level of traffic. It would be like putting a go kart on a freeway. But there were opportunities if they wanted to accommodate the ATV. The simplest option thing was to designate different days for ATV use from days for MX use. It would be hard to police unless somebody was out there making sure the MX guys didn't come out while the ATVs were. But that was one way to do it.~~