

City of Santa Fe, New Mexico

memo

DATE: November 6, 2014

TO: Governing Body

FROM: Jon Bulthuis, Transportation Department Director 

RE: SFUAD Weekend Shuttle Pilot Project – Interim Report

Item and Issue

Resolution 2014-76 was approved by the Governing Body on September 10, 2014. The resolution directed staff to develop and execute a pilot project to provide Santa Fe Pick-up service between the Santa Fe University of Art and Design, the Railyard, and the Plaza on weekend evenings during the 2014 fall semester. The intent of the “pilot project” is detailed in the resolution (*attached*) but includes “rejuvenating the nighttime economy” and “enabling young people to participate in entertainment opportunities in the Railyard and Plaza areas through the provision of expanded public transportation service.”

On September 18, 2014, Transit Division staff visited the campus of SFUAD to promote the pilot project, and communicated directly with over 150 students, about the service that began that evening. Subsequently, SFUAD staff has continued to promote the project to students in a variety of ways. Since September 18, 2014, service has been provided every Thursday, Friday, and Saturday evenings from 6:00PM to 11:00PM.

Ridership data is detailed on the following pages. The summary sheet details the number of one-way trips provided for each day of service. In addition, detailed passenger count sheets are provided for the weekend with the highest ridership numbers, as well as the weekend with the lowest ridership numbers, to show how ridership data is being collected.

SFUAD Weekend Shuttle Pilot Project service will continue to be provided through the fall semester. A final report on the service, with a request for direction forward, will be delivered to the Governing Body, on December 10, 2014.

Action Requested

For information only.

Report on the Weekend Shuttle Pilot Project

Santa Fe University of Art and Design to Downtown

DATE	DAY	TOTAL	DAY	TOTAL	DAY	TOTAL	DAY	TOTAL
9/18	THR	0	THR	0	FRI	40	SAT	25
9/19	FRI	40	THR	4	FRI	145	SAT	43
9/20	SAT	25	THR	1	FRI	18	SAT	18
9/25	THR	4	THR	5	FRI	2	SAT	0
9/26	FRI	145	THR	0	FRI	0	SAT	18
9/27	SAT	43	THR	0	FRI	28	SAT	5
10/2	THR	1	THR	2	FRI	4	SAT	6
10/3	FRI	18	TOTAL	12	TOTAL	237	TOTAL	115
10/4	SAT	18						
10/9	THR	5						
10/10	FRI	2						
10/11	SAT	0						
10/16	THR	0						
10/17	FRI	0						
10/18	SAT	18						
10/23	THR	0						
10/24	FRI	28						
10/25	SAT	5						
10/30	THR	2						
10/31	FRI	4						
11/1	SAT	6						
TOTAL		364						

Highest Ridership Weekend

9/25	THR	4
9/26	FRI	145
9/27	SAT	43
TOTAL		192

Lowest Ridership Weekend

10/9	THR	5
10/10	FRI	2
10/11	SAT	0
TOTAL		7



Date: 10/07/2014 Beginning Mileage: 91502 49
 Unit #: 37083 End Mileage: 91072
 Driver Name: Ty Anderson

Time	Passenger #		Montezuma/Guadalupe		Sheldon		Montezuma/Guadalupe		Total Trips
	On	Off	In Bound	Out Bound	On	Off	In Bound	Out Bound	
6:00					6:15				
6:30					6:45				
7:00					7:15				
7:30					7:45				
8:00					8:15				
8:30					8:45				
9:00					9:15				
9:30		5			9:45			5	
10:00					10:15				
10:30					10:45				
11:00									5
Total Trips									5

please use whole numbers in boxes - Thank you



Date: 10/11/2014 Beginning Mileage: 91330 56
 Unit #: 37083 End Mileage: 91305
 Driver Name: Ty Anderson

Time	Passenger #		Montezuma/Guadalupe		Sheldon		Montezuma/Guadalupe		Total Trips
	On	Off	In Bound	Out Bound	On	Off	In Bound	Out Bound	
6:00					6:15				
6:30					6:45				
7:00					7:15				
7:30					7:45				
8:00					8:15				
8:30					8:45				
9:00					9:15				
9:30					9:45				
10:00					10:15				
10:30					10:45				
11:00									6
Total Trips									6

please use whole numbers in boxes - Thank you



Date: 10/12/2014 Beginning Mileage: 70150
 Unit #: 37083 End Mileage:
 Driver Name: Ty Anderson

Time	Passenger #		Montezuma/Guadalupe		Sheldon		Montezuma/Guadalupe		Total Trips
	On	Off	In Bound	Out Bound	On	Off	In Bound	Out Bound	
6:00					6:15				
6:30					6:45				
7:00					7:15				
7:30					7:45				
8:00					8:15				
8:30					8:45				
9:00					9:15				
9:30					9:45				
10:00					10:15				2
10:30					10:45				
11:00									2
Total Trips									2

please use whole numbers in boxes - Thank you

Lowest Ridership Weekend

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CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2014-76

INTRODUCED BY:

Mayor Javier Gonzales

Councilor Peter Ives

A RESOLUTION

DIRECTING TRANSIT DIVISION STAFF TO DEVELOP AND EXECUTE A PILOT PROJECT TO PROVIDE SANTA FE PICK-UP SERVICE BETWEEN THE SANTA FE UNIVERSITY OF ART AND DESIGN AND THE RAILYARD AND DOWNTOWN PLAZA AREAS ON WEEKEND EVENINGS, DURING THE 2014 FALL SEMESTER.

WHEREAS, the Governing Body of the City of Santa Fe adopted Resolution 2014-16 to support efforts to “invigorate Santa Fe’s nighttime economy”; and

WHEREAS, there are many entertainment opportunities that exist in the Santa Fe Railyard and Downtown Plaza areas such as restaurants, music venues, theaters and various performance spaces; and

WHEREAS, enabling young people to enjoy and participate in entertainment opportunities in the Railyard and Plaza areas through the provision of expanded public transportation is key to invigorating the nighttime economy; and

WHEREAS, the Santa Fe University of Art and Design (SFUAD) has supported the City’s efforts to rejuvenate the nighttime economy in the city and provide additional venues to improve

1 community offerings for Santa Fe youth, including the RE:MIKE initiative along St. Michael's Drive;
2 and

3 **WHEREAS**, SFUAD has specifically identified the need for supplemental public
4 transportation service to enable SFUAD students and the neighboring public to access the Railyard
5 and Downtown Plaza areas on weekend nights; and

6 **WHEREAS**, the Santa Fe Pick-Up operation has existing fleet and staff available to operate
7 a pilot project during the upcoming 2014 Fall Semester at SFUAD requiring only minimal additional
8 operating expense that can be absorbed in the existing budget; and

9 **WHEREAS**, this pilot project, if successful, could serve as a model for similar public
10 transportation service expansions linking other residential institutions of higher learning, namely St.
11 John's College and the Institute of American Indian Arts to downtown nightlife in future phases; and

12 **WHEREAS**, should continuation of service demonstrated by the pilot project be desired
13 beyond the term of the pilot project and should expansion of similar service to other residential
14 campuses also be requested, Transit Division staff will collaborate with interested entities to develop
15 plans to make such service operationally and financially sustainable in future semesters.

16 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
17 **CITY OF SANTA FE** that Transit Division staff is directed to:

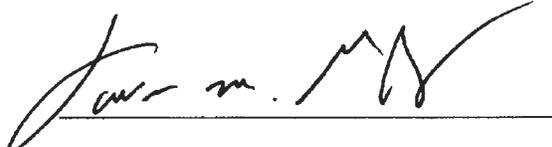
- 18 1. Develop and execute a pilot project that provides "fare-free" Santa Fe Pick-Up
19 service between SFUAD and the Railyard and Downtown Plaza during the 2014 Fall
20 SFUAD Semester, Thursday, Friday, and Saturday nights, from 6:00PM – 11:00PM,
21 beginning on September 18, 2014 and concluding on December 20, 2014.
- 22 2. Communicate with St. John's College and the Institute of American Indian Arts
23 regarding provision of similar weekend evening service to their campus locations in
24 future semesters, and involving all interested institutions in the development of plans
25 or proposals to make such service operationally and financially sustainable long-

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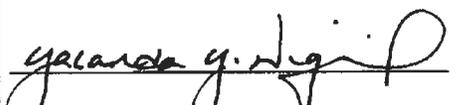
- 3. Deliver a report to the Governing Body, at the November 12, 2014 City Council meeting to identify the performance of the pilot project to date, and provide a staff recommendation regarding potential service expansion to other campus locations, as well as continued service to SFUAD, after conclusion of the pilot project and service expansion to the Southside Farmer's Market so that the community will have the ability to access fresh fruits and vegetables.
- 4. If so directed by the Governing Body at the November 12, 2014 City Council meeting, prepare a formal proposal, for consideration at the December 10, 2014 City Council meeting, that delivers continued and/or expanded public transportation service to residential college campuses, on an operationally and financially sustainable basis, in partnership with the institutions expressing an interest in such service, beginning with the respective Fall 2015 Semesters.

PASSED, APPROVED, and ADOPTED this 10th day of September, 2014.



JAVIER M. GONZALES, MAYOR

ATTEST:



YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:



KELLEY BRENNAN, CITY ATTORNEY