

City of Santa Fe, New Mexico

memo

DATE: July 23, 2014
TO: City Council
VIA: Brian Snyder, City Manager
FROM: Jon Bulthuis, Transportation Department Director 
SUBJECT: Requested Parking and Shuttle Service – “Burning of Zozobra” Event

Item & Issue

Last month, the City Manager received a letter from Mr. Raymond Sandoval, Zozobra Event Chairman, requesting transportation support related to events surrounding Zozobra 2014. Since that time, Mr. Sandoval has met with city staff to discuss the requests detailed in the June 2nd request letter.

In response, city staff recommends approval of the following accommodations, all of which were provided in support of the “Burning of Zozobra” event in 2013. Note also that the transit portion of the request received previous conceptual approval of the Governing Body via Resolution 2014-38 (*see attached*).

1. Provide a standard “event parking fee” of \$5.00, at all available downtown city parking lots, on Thursday, September 5th, from 4:00 p.m. to 12:00 midnight, for the “Burning of Zozobra”.
2. Provide a “park-and-shuttle” service using available Santa Fe Pick-Up vehicles, on a modified Santa Fe Pick-Up route, to provide transportation from downtown city parking lots to a staging area near the event site.
3. Provide extended/expanded Santa Fe Trails bus service between the South Capitol Rail Runner Station, and “free-fares” system-wide, from 4:00 p.m. to closing on September 5, 2014.

Mr. Sandoval stressed that should the city elect to approve the parking and shuttle service plan detailed above, the Kiwanis would take the lead in promoting the service to a large and broad audience, to include clear communication about parking options and shuttle opportunities, prior to the scheduled events.

Finally, Mr. Sandoval noted that having the city partner with the Kiwanis in the parking and shuttle plans detailed above, attendees of the Zozobra events will have a safer and better overall experience from start to finish once again this year.

Action Requested

Please consider Mr. Sandoval's request, on behalf of the Kiwanis Club of Santa Fe, to partner with the city in delivering the parking and shuttle plans and services detailed above. City staff will work with Mr. Sandoval to finalize details of the plans, prior to the Kiwanis promotional effort, to ensure that final plans can be realized with existing resources.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2014-38

INTRODUCED BY:

Councilor Patti Bushee

A RESOLUTION

ENDORING THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT'S FY2015 BUDGET PROPOSAL, APPROVING THE FY2015 CITY OF SANTA FE REGIONAL TRANSIT PLAN AND DIRECTING STAFF TO SUBMIT THE CITY OF SANTA FE REGIONAL TRANSIT PLAN FOR FY2015 TO THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT BOARD OF DIRECTORS FOR CONSIDERATION AND APPROVAL.

WHEREAS, the North Central Regional Transit District (hereinafter referred to as "NCRTD") was created in 2004 by agreement between the City of Espanola, Los Alamos County, Pojoaque Pueblo, Rio Arriba County, San Ildefonso Pueblo, San Juan Pueblo, Santa Clara Pueblo, the City of Santa Fe, Santa Fe County and Tesuque Pueblo; and

WHEREAS, NCRTD Resolution 2008-14 states that "in order to create a truly effective and efficient regional transit system that cooperatively and equitably serves north central New Mexico, the NCRTD believes that the City of Santa Fe should be a member of the District"; and

WHEREAS, as a result of City of Santa Fe Resolution 2008-87, the City of Santa Fe joined the NCRTD and soon thereafter expanded City delivered transit services to provide connecting

1 transportation to and from the Rail Runner, through funding made available by the NCRTD; and

2 **WHEREAS**, the City's expanded services include:

- 3 • Santa Fe Pick-Up operations, providing shuttle service from the final Rail Runner station
- 4 at the Railyard, to downtown destinations and Museum Hill;
- 5 • Santa Fe Trails Route 22, serving the New Mexico 599 Rail Runner station as well as
- 6 Rancho Viejo and Santa Fe Community College;
- 7 • Santa Fe Trails Routes 2 and 4, serving inbound and outbound Rail Runner trains at
- 8 South Capital station;
- 9 • Additional enhanced, or "special service", provided to accommodate visitors and
- 10 residents alike, and meet increased demand for Rail Runner transfers, on Folk Art
- 11 Market, Spanish Market, and Indian Market weekends, as well as annual community
- 12 celebrations of Zozobra and the Canyon Road Farolito Walk; and

13 **WHEREAS**, the existing services provided by Santa Fe Trails have been deemed to meet the
14 definition of regional services as adopted by the NCRTD Board and incorporated into its financial
15 policies as amended on November 4, 2011 by Board Resolution No. 2011-10; and

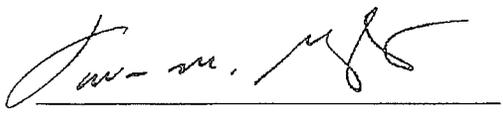
16 **WHEREAS**, the NCRTD has identified funding in their FY2015 budget proposal to keep the
17 aforementioned regional services, operated by the City, funded and running through FY2015; and

18 **WHEREAS**, the NCRTD will reimburse the City for said regional transit services, upon
19 receipt of invoices for service delivered, up to a FY2015 total of \$953,274.00 ; and

20 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
21 **CITY OF SANTA FE** that the Governing Body hereby endorses the proposed FY2015 NCRTD
22 budget that continues to fund regional transit services, as identified above, that the City of Santa Fe
23 currently provides on behalf of the NCRTD, and that the aforementioned routes compose and are
24 approved as the City of Santa Fe Regional Transit Plan for FY2015, and upon approval by the
25 NCRTD Board of Directors, is incorporated in the NCRTD service plan.

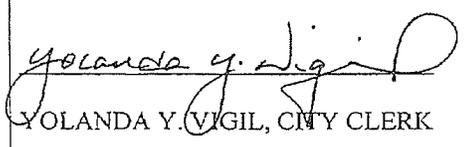
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

PASSED, APPROVED, and ADOPTED this 28th day of May, 2014.



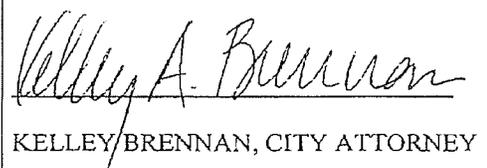
JAVIER GONZALES, MAYOR

ATTEST:



YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:



KELLEY BRENNAN, CITY ATTORNEY

M/Melissa/Resolutions 2014/2014-38 NCRTD Transit Plan -- FY2015

Kiwanis

The Kiwanis Club of Santa Fe, NM

Post Office Box 622, Santa Fe, NM 87504 USA • kiwanis-sf.org • burnzozobra.com

Serving the Children of the World® One Child and One Community At A Time

The Kiwanis Club of Santa Fe, NM is a 501(c)4 non-profit.

June 2, 2014

Brian Snyder

City Manager

200 Lincoln Ave.

Santa Fe, NM 87504-0909

RE: Santa Fe Pick –up Special Route, City Parking lots for Zozobra 2014

Mr. Snyder:

The Kiwanis Club of Santa Fe annually presents “The 90th Burning of Zozobra” to the citizens of Santa Fe and the people of New Mexico. This year the event will be presented on Friday, August 29th.

As you know parking during the event is at a premium; therefore we respectfully request that all available downtown city parking lots remain open until midnight on Friday, August 29th; at a discounted fee to be determined by the city. We are working with the State to have their lots remain open as well. As of June 2, we have already sold over 2,000 tickets to the event; a record, considering historically, we rarely breach a 1,000 by late August. We have already met with Santa Fe pick up and the Railrunner to prepare for additional attendees. In addition, we are working with Santa Fe Pic up and the Boys & Girls Club to provide shuttles to and from Ft. Marcy ballpark. We are continuing to bring Zozobra back to a community event and your parking lots will help create the ‘community’ we are striving for. We further request that we be allowed to publicize the location of lots and times open for use.

In order to accommodate those logistics we are requesting a special Santa Fe pick-up route be established for the day of the event. The attached map shows the proposed route in Yellow. In order to carry our share, we have requested and been given approval for two 50 passenger buses and four 15 passenger vans from the Boys and girls club to supplement the City’s Pick up fleet. The drivers will also comply with all required license requirements and an insurance certificate for 2.1 million will identify the city for the Boy’s and girls club drivers and equipment.



Funds raised at Zozobra are used to provide college scholarships and grants to non-profits who benefit the youth and children of Santa Fe. We also have a worldwide reach by donating to Kiwanis International's Project ELIMINATE, a worldwide service project to eliminate neo-natal tetanus from the planet. Last year's donation generated from Zozobra saved over 5,000 lives of women and children.

Thank you for your time and consideration. We await a response at your convenience.

Sincerely

Ray

Raymond G. Sandoval

Chairman, Will Shuster's Zozobra, The Kiwanis Club of Santa Fe

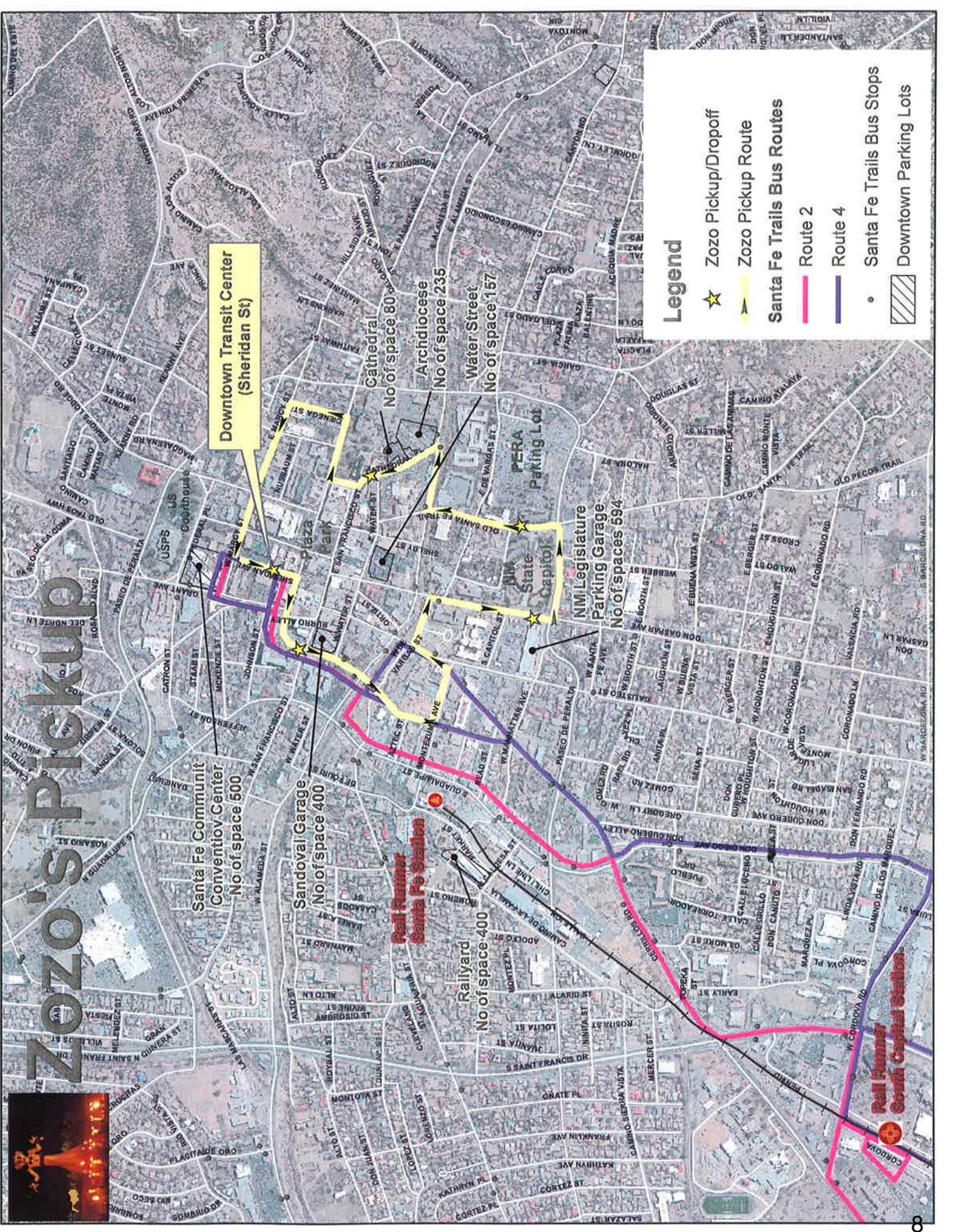
CC: The Honorable Mayor Gonzales
Barbara Lopez
Albert Martinez, Parking

Enc.

Kiwanis is a global organization of volunteers dedicated to



changing the world one child and one community at a time.



Zozo's Pickup



**Downtown Transit Center
(Sheridan St)**

**Santa Fe Community
Center
No of space 500**

**Sandoval Garage
No of space 400**

**Cathedral
No of space 80**

**Archdiocese
No of space 235**

**Water Street
No of space 157**

**Rail Runner
Santa Fe Station
No of space 400**

**NMLegislature
Parking Garage
No of spaces 594**

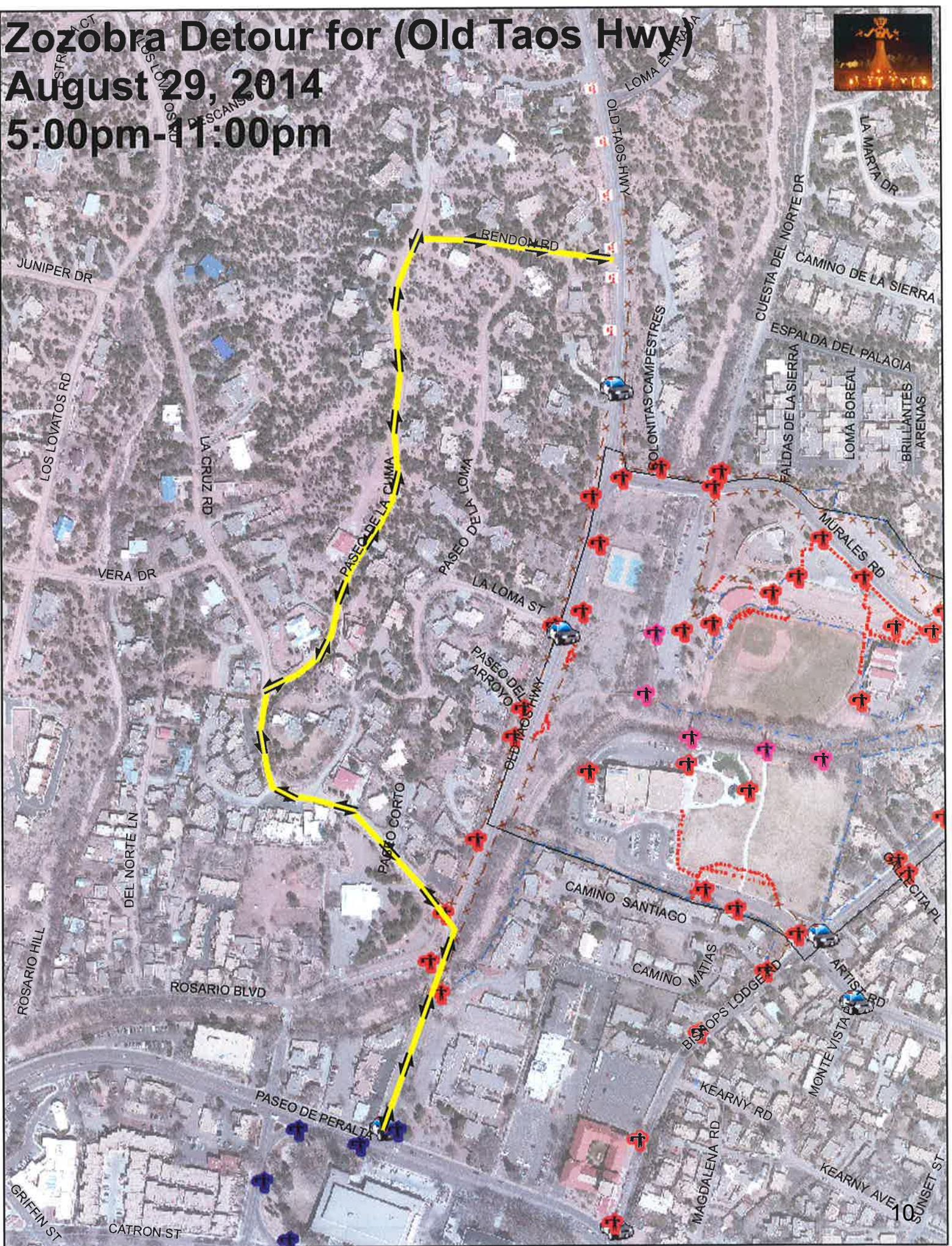
**Rail Runner
South Capital Station**

Legend

- ★ Zozo Pickup/Dropoff
- Zozo Pickup Route
- Santa Fe Trails Bus Routes
- Route 2
- Route 4
- Santa Fe Trails Bus Stops
- ▨ Downtown Parking Lots

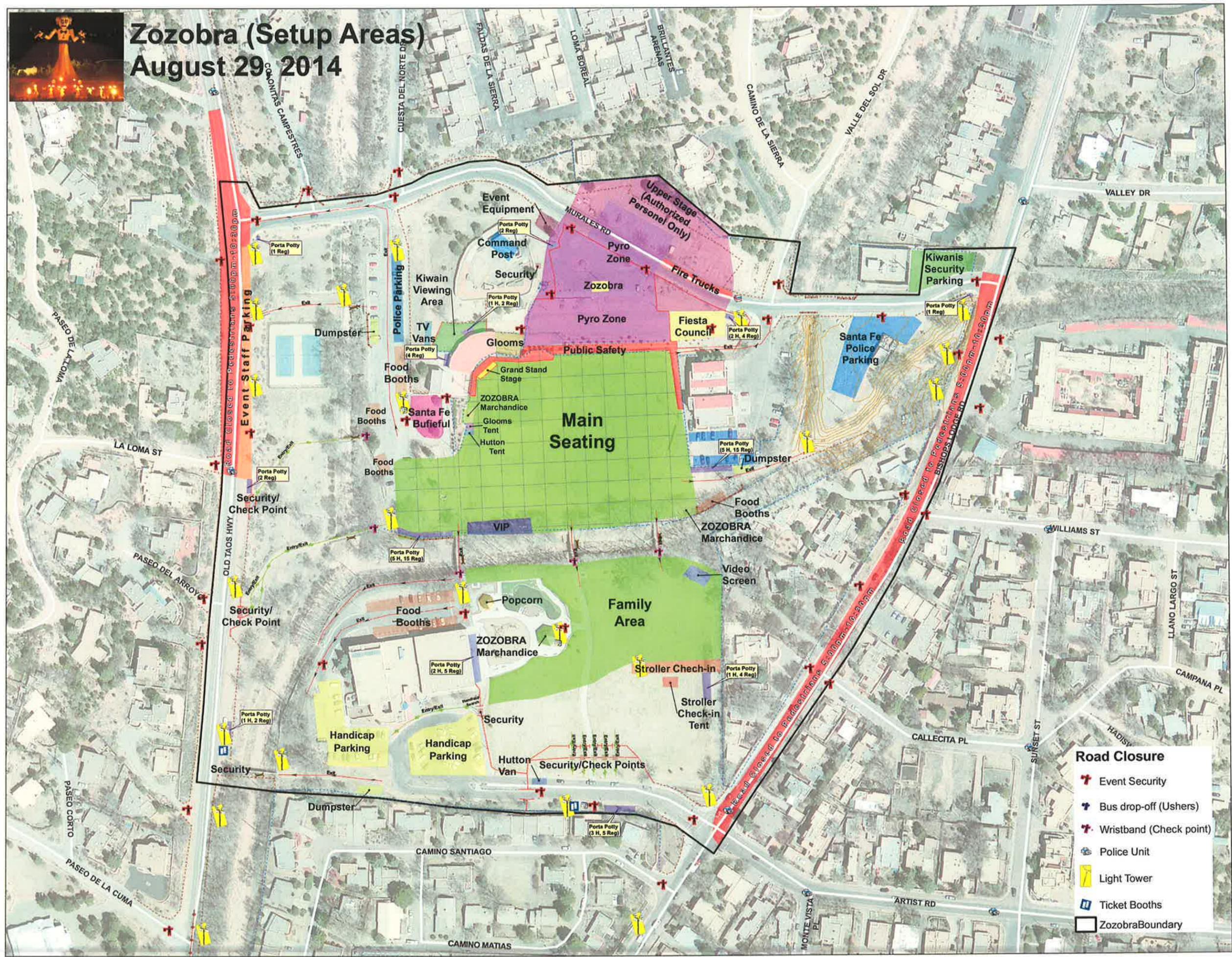
Zozobra Detour for (Old Taos Hwy)

August 29, 2014
5:00pm-11:00pm





Zozobra (Setup Areas) August 29, 2014



Road Closure

- Event Security
- Bus drop-off (Ushers)
- Wristband (Check point)
- Police Unit
- Light Tower
- Ticket Booths
- Zozobra Boundary