

City of Santa Fe, New Mexico

memo

DATE: December 10, 2014
TO: Governing Body
FROM: Jon Bulthuis, Transportation Department Director 
RE: SFUAD Weekend Shuttle Pilot Project – Final Report & Staff Recommendation

Item and Issue

On November 12, 2014, an informational item was included in the City Council packet that provided ridership information for the service without accompanying interpretation and/or recommendation.

As requested, this memo provides additional ridership information through the weekend of November 20-22, 2014, provides a context for interpretation of the ridership numbers as they compare to fixed-route bus operations generally, and finally includes staff recommendations with regard to continuing the service beyond December 20, 2014, the schedule end date of the pilot project.

Ridership data is detailed on the following page. The attached summary sheet details the number of one-way trips provided, on each day of service, September 18th – November 22, 2014. A quick statistical summary of the raw data reflects the following:

Number of Service Days Delivered: 30
Number of Service Hours Delivered: 150
(30 Service Days x 5 Service Hours/Day)
Number of Total Trips Provided: 399
Average Number of Trips Provided Per Service Day: 13.3
Average Number of Trips Per Service Hour: 2.66

For purposes of comparison, the National Transit Database for Report Year 2013, indicates that the system-wide Average Number of Trips Per Service Hour on Santa Fe Trails was 14.4 (*Annual Total Trips Provided = 1,056,970/Annual Number of Service Hours Provided = 73,229*). Note that this figure of 14.4 is an average – some routes perform above the average while others perform below the average. As previously discussed, productivity is one important metric in assessing the performance of any particular route while coverage, providing connectivity between key origins and destinations, is also

an important consideration when looking at overall system design. However, the SFUAD Shuttle Pilot Project, at 2.66, makes it the least productive service currently on the system.

Action Recommended

The SFUAD Pilot Project offered the opportunity to “*learn by doing*” with respect to whether the public transit initiative would successfully meet the indented goals. In this case, although the pilot project had a relatively good response from the SFUAD student early in the semester, that trend was not sustained as the weeks progressed. As such, staff recommends that the pilot project end, as scheduled on December 20, 2014, without renewal in future semesters.

However, through the Santa Fe Metropolitan Planning Organization’s Transit Master Planning Process, currently underway, the concept of expanding weekend transit service (*i.e. extending weekend evening hours*) on the key Cerrillos Road corridor will be carried forward for further discussion, consideration, and potential implementation.

