

City of Santa Fe, New Mexico

LEGISLATIVE SUMMARY

Resolution No. 2014-____ Southside Farmers' Market

SPONSOR(S): Councilors Dominguez and Rivera

SUMMARY: The resolution directs Transit Division staff to develop and execute a co-promotion initiative between the city of Santa Fe and the Southside Farmers' Market to advertise both the market and Santa Fe Trails buses as a convenient and efficient way to get to market.

PREPARED BY: Rebecca Seligman, Legislative Liaison Assistant

FISCAL IMPACT: Yes

DATE: July 14, 2014

ATTACHMENTS: Resolution
FIR

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CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2014-__

INTRODUCED BY:

Councilor Carmichael A. Dominguez

Councilor Chris Rivera

A RESOLUTION

DIRECTING TRANSIT DIVISION STAFF TO DEVELOP AND EXECUTE A CO-PROMOTION INITIATIVE BETWEEN THE CITY OF SANTA FE AND THE SOUTHSIDE FARMERS' MARKET TO ADVERTISE BOTH THE MARKET AND SANTA FE TRAILS BUSES AS A CONVENIENT AND EFFICIENT WAY TO GET TO MARKET.

WHEREAS, the Southside Farmers' Market is held on Tuesdays at the Santa Fe Place Mall from 3:00 p.m. to 6:30 p.m., from July 1 through September 30; and

WHEREAS, the Southside Farmers' Market features quality foods grown and prepared in northern New Mexico; and

WHEREAS, the Southside Farmers' Market increases the access to fresh, nutritious food for the south side residents; and

WHEREAS, the Santa Fe Farmers' Market Institute has committed to making this food affordable by doubling the value of the SNAP (EBT) benefits at the Southside Farmers' Market; and

WHEREAS, the Santa Fe Farmers' Market has reached out to the City of Santa Fe Transit Division to promote the Southside Farmers' Market as a destination accessible by the Santa Fe Trails

1 fixed-route bus service; and

2 **WHEREAS**, eight out of ten routes provided by Santa Fe Trails pick-up and drop-off
3 residents and visitors alike at the Santa Fe Place mall, every day of the week; and

4 **WHEREAS**, Santa Fe Trails provides direct bus service along Airport Road (Route 24) to the
5 Southside Farmers' Market every 35-minutes during market hours.

6 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
7 **CITY OF SANTA FE** that the Governing Body of the City of Santa Fe:

- 8 1. Authorizes and endorses a co-promotion initiative between Santa Fe Trails and the
9 Southside Farmers' Market.
- 10 2. Directs staff to participate in the development and placement of radio ads that jointly
11 promote the Southside Farmers' Market and Santa Fe Trails buses as a convenient
12 way to get to the market during the 2014 season.
- 13 3. Authorizes and directs the Transit Division to spend up to \$5,000 toward shared co-
14 promotional expenses, related to development of a "*Tote Bag as Bus Pass to the*
15 *Market*" program, to be executed prior to July 1, 2015 (2015 season), including
16 assistance with production and distribution of tote bags, radio ads, bus wrap, and
17 development of a promotional flyer to be placed on Santa Fe Trails buses and made
18 available at the Transit Division front office.

19 PASSED, APPROVED, and ADOPTED this ____ day of _____, 2014.

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22 ATTEST:

JAVIER M. GONZALES, MAYOR

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24 _____
25 YOLANDA Y. VIGIL, CITY CLERK

1 APPROVED AS TO FORM:

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KELLEY BRENNAN, CITY ATTORNEY

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M/Melissa/Resolutions 2014/Southside Framers' Mkt

**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 TRANSIT DIVISION STAFF TO DEVELOP AND EXECUTE A CO-PROMOTION INITIATIVE BETWEEN THE CITY OF SANTA FE AND THE SOUTHSIDE FARMERS' MARKET TO ADVERTISE BOTH THE MARKET AND SANTA FE TRAILS BUSES AS A CONVENIENT AND EFFICIENT WAY TO GET TO MARKET.**

Sponsor(s): Councilors Dominguez and Rivera

Reviewing Department(s): Transit / City Attorney's Office

Person Completing FIR: Jon Pulhais Date: 7/9/14 Phone: 955-2006

Reviewed by City Attorney: *Villy A. Brennan* Date: 7/10/14
(Signature)

Reviewed by Finance Director: *Josela Garcia* Date: 7/10/14
(Signature)
Marcos Tapia

Section B. Summary

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

The purpose of the resolution is to develop and execute a co-promotion initiative between the City of Santa Fe and the Southside Farmers' Market to advertise both the Market and SF Trails buses as a convenient and efficient way to get there.

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)

_____ Check here if no fiscal impact (Fiscal Impact will be absorbed – See page 3, paragraph 3)

Column #:	1	2	3	4	5	6	7	8
	Expenditure Classification	FY _____	"A" Costs Absorbed or "N" New Budget Required	"R" Costs Recurring or "NR" Non-recurring	FY _____	"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.)

Santa Fe Trails will provide up to \$5,000.00 for a bus ad for Southside Farmers' Market and some radio ads and partial payment for the tote bags. This will be paid from Transit by reducing payment from Templeton Marketing and or by using media gift card trades provided under the contract with Templeton Marketing. Also, for July-Sept in 2015, on Tuesdays during the market season and hours, when riders bring the tote bags on the bus to go to the market, they will ride for free.

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.

Not that staff is aware of.

2. Consequences of Not Enacting This Bill/Resolution:

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

The co-promotion would not exist and remain status quo.

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.

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.

The co-promotion of the Farmers' Market and transit service would bring about a service that would benefit the community and the Farmers' Market. It would further increase ridership while encouraging citizens of our city visit the Farmers' Market and use the city transit to provide convenient transportation.

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

ACTION SHEET
PUBLIC WORKS/CIP & LAND USE COMMITTEE MEETING OF 07/28/14
ITEM FROM FINANCE COMMITTEE MEETING OF 07/14/14

ISSUE:

23. Request for Approval of a Resolution Directing Transit Division Staff to Develop and Execute a Co-Promotion Initiative Between the City of Santa Fe and the Southside Farmers' Market to Advertise Both the Market and Santa Fe Trails Buses as a Convenient and Efficient Way to Get to Market. (Councilor Dominguez) (Jon Bulthuis)

Committee Review:
 Public Works Committee (scheduled) 07/28/14
 City Council (scheduled) 07/30/14

Fiscal Impact - Yes

FINANCE COMMITTEE ACTION: APPROVED AS DISCUSSION ITEM

FUNDING SOURCE:

SPECIAL CONDITIONS OR AMENDMENTS

Add Councilor Rivera as co-sponsor.

STAFF FOLLOW-UP:

VOTE	FOR	AGAINST	ABSTAIN
COUNCILOR TRUJILLO	X		
COUNCILOR RIVERA	X		
COUNCILOR LINDELL	X		
COUNCILOR MAESTAS	Chair		
CHAIRPERSON DOMINGUEZ	Excused		

3-17/14/FCMissue