1   CITY OF SANTA FE, NEW MEXICO

2   RESOLUTION NO. 2014-33

3   INTRODUCED BY:

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5   Councilor Patti Bushee

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10   A RESOLUTION

11   DIRECTING STAFF TO STUDY THE FEASIBILITY, FISCAL IMPACT AND POTENTIAL

12   FUNDING MECHANISMS FOR ESTABLISHING AND IMPLEMENTING ADVANCED

13   TECHNOLOGY APPLICATIONS TO BENEFIT USERS OF THE SANTA FE TRAILS

14   TRANSIT SYSTEM.

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16   **WHEREAS**, the City of Santa Fe provides transit services by means of the Santa Fe Trails

17   transit system; and

18   **WHEREAS**, in an effort to keep transit users informed, the City provides a wealth of

19   information on its website, including route maps, schedules and fares; and

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

21   users; and

22   **WHEREAS**, there are transit applications available in the marketplace that have the means to

23   provide real-time information as to whether buses are running on schedule and whether the bus will

24   arrive at the stop at the scheduled time; and

25   **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

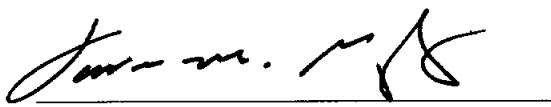10 the users of the Santa Fe Trails Transit System.

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

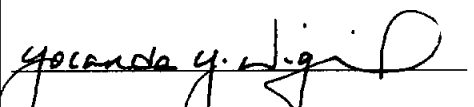23 Governing Body within 60 days of the adoption of this resolution.

24   PASSED, APPROVED, and ADOPTED this 14th day of May, 2014.

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JAVIER M. GONZALES, MAYOR

ATTEST:

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YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

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KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

M/Melissa/Resolutions 2014/2014-33 Advanced Technology Transit App