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CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2014-60

INTRODUCED BY:

Councilor Carmichael A. Dominguez

Councilor Christopher 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 30th day of July, 2014.

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22 ATTEST:

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25 JAVIER M. GONZALES, MAYOR

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25 VOLANDA Y. VIGIL, CITY CLERK

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APPROVED AS TO FORM:



KELLEY A. BRENNAN, CITY ATTORNEY