

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2014-76**

3 **INTRODUCED BY:**

4  
5 Mayor Javier Gonzales

6 Councilor Peter Ives

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10 **A RESOLUTION**

11 **DIRECTING TRANSIT DIVISION STAFF TO DEVELOP AND EXECUTE A PILOT**  
12 **PROJECT TO PROVIDE SANTA FE PICK-UP SERVICE BETWEEN THE SANTA FE**  
13 **UNIVERSITY OF ART AND DESIGN AND THE RAILYARD AND DOWNTOWN PLAZA**  
14 **AREAS ON WEEKEND EVENINGS, DURING THE 2014 FALL SEMESTER.**

15  
16 **WHEREAS**, the Governing Body of the City of Santa Fe adopted Resolution 2014-16 to  
17 support efforts to “invigorate Santa Fe’s nighttime economy”; and

18 **WHEREAS**, there are many entertainment opportunities that exist in the Santa Fe Railyard  
19 and Downtown Plaza areas such as restaurants, music venues, theaters and various performance  
20 spaces; and

21 **WHEREAS**, enabling young people to enjoy and participate in entertainment opportunities  
22 in the Railyard and Plaza areas through the provision of expanded public transportation is key to  
23 invigorating the nighttime economy; and

24 **WHEREAS**, the Santa Fe University of Art and Design (SFUAD) has supported the City’s  
25 efforts to rejuvenate the nighttime economy in the city and provide additional venues to improve

1 community offerings for Santa Fe youth, including the RE:MIKE initiative along St. Michael's Drive;  
2 and

3 **WHEREAS**, SFUAD has specifically identified the need for supplemental public  
4 transportation service to enable SFUAD students and the neighboring public to access the Railyard  
5 and Downtown Plaza areas on weekend nights; and

6 **WHEREAS**, the Santa Fe Pick-Up operation has existing fleet and staff available to operate  
7 a pilot project during the upcoming 2014 Fall Semester at SFUAD requiring only minimal additional  
8 operating expense that can be absorbed in the existing budget; and

9 **WHEREAS**, this pilot project, if successful, could serve as a model for similar public  
10 transportation service expansions linking other residential institutions of higher learning, namely St.  
11 John's College and the Institute of American Indian Arts to downtown nightlife in future phases; and

12 **WHEREAS**, should continuation of service demonstrated by the pilot project be desired  
13 beyond the term of the pilot project and should expansion of similar service to other residential  
14 campuses also be requested, Transit Division staff will collaborate with interested entities to develop  
15 plans to make such service operationally and financially sustainable in future semesters.

16 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**  
17 **CITY OF SANTA FE** that Transit Division staff is directed to:

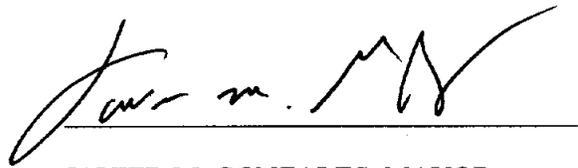
- 18 1. Develop and execute a pilot project that provides "fare-free" Santa Fe Pick-Up  
19 service between SFUAD and the Railyard and Downtown Plaza during the 2014 Fall  
20 SFUAD Semester, Thursday, Friday, and Saturday nights, from 6:00PM – 11:00PM,  
21 beginning on September 18, 2014 and concluding on December 20, 2014.
- 22 2. Communicate with St. John's College and the Institute of American Indian Arts  
23 regarding provision of similar weekend evening service to their campus locations in  
24 future semesters, and involving all interested institutions in the development of plans  
25 or proposals to make such service operationally and financially sustainable long-

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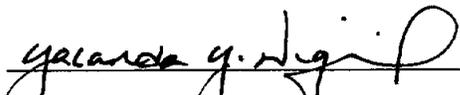
- 3. Deliver a report to the Governing Body, at the November 12, 2014 City Council meeting to identify the performance of the pilot project to date, and provide a staff recommendation regarding potential service expansion to other campus locations, as well as continued service to SFUAD, after conclusion of the pilot project and service expansion to the Southside Farmer’s Market so that the community will have the ability to access fresh fruits and vegetables.
- 4. If so directed by the Governing Body at the November 12, 2014 City Council meeting, prepare a formal proposal, for consideration at the December 10, 2014 City Council meeting, that delivers continued and/or expanded public transportation service to residential college campuses, on an operationally and financially sustainable basis, in partnership with the institutions expressing an interest in such service, beginning with the respective Fall 2015 Semesters.

PASSED, APPROVED, and ADOPTED this 10<sup>th</sup> day of September, 2014.



JAVIER M. GONZALES, MAYOR

ATTEST:



YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:



KELLEY BRENNAN, CITY ATTORNEY