





Exhibit A  
Resolution No. 2010-45

# Comprehensive Parking and Transit Program

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# **Comprehensive Parking and Transit Program: Introduction**

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Santa Fe is not the place it was in 1950. Through promotion and unpredictable external circumstances it has become an international destination. All the while, it has maintained a sense of community, traditional pride and hope for the future.

Parking is key to supporting a full range of downtown activities. Both peripheral and remote facilities must be utilized and easily accessible if Santa Fe is to remain competitive as a tourist destination in the future. Then, these need to be tied together with a transit network serving downtown and the broader community. In this way, we can avoid street congestion and bring more people...and fewer cars...into the downtown core. Alternate transportation efforts must also be explored: bicycle, scooter and car share programs to complement the new Rail Runner schedules as well as an information center and "kiss and ride" drop-off area.

To meet this challenge, significant efforts are already underway. However, all of our programs must be comprehensive. A broad policy, not just incremental efforts, is needed. The Parking and Transit Divisions, together with their respective advisory groups, wish to offer the following recommendations to the Mayor and City Council for their consideration.

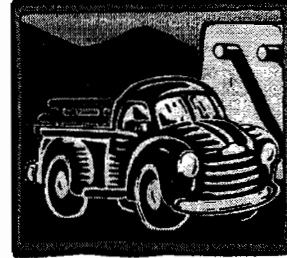


# Comprehensive Parking and Transit Program: Parking Division Action Plan

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## Accomplishments

1. Since February 2009, the city's Parking Division purchased three 14-passenger shuttle buses, dubbed "The Santa Fe Pick-Up", and has been providing service to the Rail Runner Express commuters from the historic Santa Fe Depot between the hours of 6:30 am and 6:30 pm. The shuttles stop at designated locations within the downtown area which include the PERA building, Canyon Road, Cathedral Basilica of St. Francis of Assisi, City Hall, the Plaza, and the Hilton and Eldorado Hotels. Another service route was added to include local area hotels along the Paseo de Peralta loop. Service is designed to operate every 10 minutes from the Railyard to Canyon Road and Downtown.
2. Regional transit tax revenues made available through the North Central Regional Transit District will be used to offset operational costs of The Santa Fe Pick-Up shuttle service.
3. The Parking Division has initiated talks with shop owners, galleries and restaurant owners to advertise on The Santa Fe Pick-Up shuttles to offset operational costs. Scrolling message boards have been purchased and will display negotiated advertising.
4. An RFP was drafted for bicycle rental, Flex Car/Zip Car rental and Scooter rental operators to service the Railyard area. The RFP's will be issued once a determination has been made regarding placement of the build-to-suit building.
5. On April 14, 2010, the City approved a lease agreement with the New Mexico Department of Cultural Affairs for real estate (a portion of the State Archives building) at 404 Montezuma Avenue for the development of a Multi-Modal Transit Center appurtenant to the Santa Fe Railyard.
6. The Parking Division has acquired eight bicycle lockers that will be located at the Santa Fe Southern Railway depot for Rail Runner/bicycle commuters. Discussions with the Trust for Public Land have begun to determine locker placement.



7. The Parking Division is moving forward to optimize collected revenue by creating a fee structure and management strategy to reverse the long-term and short-term parking fees to force long-term parkers off curb space.
8. Due to the current economic conditions, the construction project scheduled for the Archdiocese parking area has been placed on hold. The Parking Division has been in negotiations with the Archdiocese staff to operate the lots with minimal equipment improvements until they resume construction.
9. NMDOT will be submitting a grant application for \$400,000 in 5309 funds to improve the Santa Fe Park and Ride lot off of Calle Mejia. Improvements would include repair to the base course, paving, striping and installing signs. NMDOT will provide the local match. The application requires endorsement by the local government. In this case, we are assuming that this endorsement could be a letter from the city's Parking Division.

### **Six Month Plan**

- The Parking Division will install signage in or around the Railyard parking garage directing people to the Santa Fe Pick-Up staging area.

### **Two-Year Plan**

- The Parking Division is researching the viability of installing electric recharging stations for electric vehicles parked at the Railyard and Santa Fe Community Convention Center parking garages.
- Currently, there is one new construction project within the downtown area that will include parking—the County Courthouse. The Parking Division has been involved in discussions to operate this facility once construction is completed.

### **Four-Year Plan**

- As the Parking Division continues to operate “The Santa Fe Pick-Up” shuttles, provisions to the operating budget will have to be made to acquire 3 additional shuttle vans that are ADA equipped. In addition there will be a need to have ongoing replacement of shuttles due to wear & tear.
- The Parking Division with other staff will enter into negotiations with the Archdiocese to operate the 600-space underground parking garage, once the project is complete.
- The Parking Division will review the Saint Michaels Drive “*Vision of the Future*” designs and will work with staff regarding any questions they may have related to parking as it moves forward.

- The Parking Division will review the Airport Road Master Plan and work with staff regarding any questions they may have related to parking as it moves forward.

## **Comprehensive Parking and Transit Program: Transit Division Five-Year Action Plan**

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### **Accomplishments**

1. The Transit Division prepared preliminary design plans and received Historic Design Review Board conceptual approval for the reconstruction of Sheridan Street to enhance pedestrian access and safety and to provide an enhanced “front door” to downtown Santa Fe for transit passengers.
2. The Transit Division established transit connections for all scheduled Rail Runner Express arrivals and departures at the South Capitol Station (Routes 2 & 4) and at the Railyard (Route M (Museum Hill)).
3. The Transit Division worked with the Parking Division and the Downtown Parking and Transit Working Group, to establish the free downtown circulator—The Santa Fe Pick-Up—that is operated by the Parking Division. It provides connections to/from the Railyard to many downtown destinations.
4. The Transit Division, through the work of the Regional Planning Authority (RPA) and membership in the North Central Regional Transit District (NCRTD), secured funding in the amount of \$250K to fund The Santa Fe Pick-Up ongoing operations.
5. The Transit Division transferred two ADA-accessible vans to the Parking Division to support The Santa Fe Pick-Up operations.
6. The Transit Division promoted and continues to promote and market The Santa Fe Pick-Up services through dissemination of information by our Customer Service Representatives and through the creation of the Rail Runner Express Connections brochure that is widely distributed on the Rail Runner Express, on all Santa Fe Trails buses, and at other local and Albuquerque locations.
7. The Transit Division supports The Santa Fe Pick-Up operations—wherever possible—at times when demand exceeds the capacity of The Santa Fe Pick-Up fleet to meet service needs.

## Year One Plans

- The Transit Division will seek funding for reconstruction of Sheridan Street to enhance pedestrian access and safety and to provide an enhanced “front door” to downtown Santa Fe for transit passengers.
- The Transit Division will continue to work with the public, the RPA, and the NCRTD to prioritize services to be funded through the Regional Transit Tax. Emphasis will be placed on establishing a secure, stable, recurring funding source to establish and maintain enhanced connections to Rail Runner Express stations in the city of Santa Fe and Santa Fe County. Examples of such services currently being provided include **The Santa Fe Pick-Up** service at the Railyard and Santa Fe Trails’ service at South Capitol Station.
- The Transit Division will expand the capacity of the existing fleet by purchasing new capital equipment to provide expanded service related to Rail Runner Express operations as new stations are established.
- The Transit Division will work with the RPA to establish new service to the NM 599 Rail Runner Express station to meet train arrivals and connect passengers to the Santa Fe Trails bus system at Santa Fe Place mall.
- The Transit Division will work with the Transit Advisory Board to establish ADA- compliant design standards for bus passenger amenities (shelters and benches). The Transit Division will subsequently issue a Request for Proposals to replace existing shelters and benches, system-wide, with funding from the American Reinvestment and Recovery Act.
- The Transit Division will formally partner with Santa Fe Public Schools to enable teachers and students to fully utilize the transit services already being provided by the city of Santa Fe for field trips and after-school activities.
- The Transit Division will work with the Parking Division in a coordinated effort to pursue marketing strategies that effectively identify existing and expanded parking and transit programs—particularly the identification of remote parking lots that are presently served by Santa Fe Trails—with direct connections to downtown Santa Fe.

## Year Two Plans

- The Transit Division will request proposals from qualified contractors to prepare final design plans for the reconstruction of Sheridan Street to enhance pedestrian access and safety and to provide an enhanced “front door” to downtown Santa Fe for transit passengers.
- The Transit Division will coordinate with the Railyard Community Corporation, the City of Santa Fe Capital Improvements Group, the Mid-



Region Council of Governments, and the Governor's office to plan, design, and ultimately construct multi-modal improvements in the vicinity of the historic Santa Fe Depot.

- The Transit Division will install “next bus” hardware on all equipment and request proposals from qualified contractors to effectively disseminate this information to the public through a kiosk at Sheridan Street and other transit center locations, via a dedicated website, and possibly through real-time telephone calls.
- The Transit Division will work with the RPA to explore a service extension to connect South Cerrillos Road (NM 14) to the NM 599 Rail Runner Express Station which would enable area residents to use the Rail Runner Express to access downtown Santa Fe.
- The Transit Division will explore the potential of the city of Santa Fe providing marketing through the Convention and Visitors Bureau (CVB) a seasonal shuttle service—under contract to a private provider—connecting the Railyard and downtown area to the Santa Fe Ski Basin.
- The Transit Division will work with the Housing and Community Development Department to actively engage in the planning process for the re-development of St. Michael's Drive to transform the corridor to a pedestrian- and transit-friendly environment.

### **Years Three-to-Five Plans**

- The Transit Division will establish new service to Rail Runner Express stations at Zia Road/St. Francis Drive, and the future Rail Runner Express station to be constructed in the area of I-25/Richards Avenue, to meet train arrivals and connect passengers to the Santa Fe Trails buses at Santa Fe Place mall, thereby reducing automobile traffic downtown.
- The Transit Division will oversee reconstruction of Sheridan Street to enhance pedestrian access and safety and to provide an enhanced “front door” to downtown Santa Fe for transit passengers.
- The Transit Division will explore the potential of signal pre-emption on Cerrillos Road which would enable buses to maintain more reliable adherence to the published schedule and shorten the travel time along that heavily used corridor.
- The Transit Division will participate in any development of local Rail Runner Express service that may be initiated to serve local area residents between the inter-city operations presently underway.