CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2007-92

INTRODUCED BY:

Councilor Heldmeyer

A RESOLUTION

DIRECTING STAFF TO COMMISSION SCIENTIFIC MARKET RESEARCH ON
TRANSIT NEEDS IN SANTA FE.

WHEREAS, the City operates several transit systems in order to provide transportation
to the people of Santa Fe; and

WHEREAS, at some point in the future, the State will complete the Rail Runner train
system to Santa Fe; and

WHEREAS, in the future, other transit systems may come into the Santa Fe area; and

WHEREAS, in the past, the City has commissioned surveys of those who use the current
transit systems; and

WHEREAS, little market research has been done in Santa Fe on what could be done to
encourage people to use transit and the conditions under which transit would be useful to them;
and

WHEREAS, some supporters of transit have made claims about what they think will
courage people to use transit, but there is little local empirical data to substantiate those claims.
NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE
CITY OF SANTA FE that staff is directed to commission a scientifically-based study of what
might encourage people to use transit and the conditions under which transit would be most
useful. These conditions include, but are not limited to, cost, frequency, routes, availability, type
of vehicle, and response time.

BE IT FURTHER RESOLVED that the comprehensive study shall include the transit
needs of youth, including without limitation, a youth route and low cost or no cost fares for using
City transit.

PASSED, APPROVED, and ADOPTED this 26th day of September, 2007.

DAVID COSS, MAYOR

ATTEST:

YOLANDA F. VIGIL, CITY CLERK

APPROVED AS TO FORM:

FRANK D. KATZ, CITY ATTORNEY

Jp/a drive/2007 res/transit study