CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2013-60

INTRODUCED BY:

Councilor Dominguez
Councilor Bushee

A RESOLUTION
RELATING TO HEALTHY LIFESTYLES AND A CLEAN ENVIRONMENT; DIRECTING STAFF TO DESIGN A BUS PASS REBATE PROGRAM FOR RESIDENTS OF SANTA FE WHO ACQUIRE, BY PURCHASE FROM A PARTICIPATING BICYCLE VENDOR OR ACQUIRE BY PROVIDING VOLUNTEER SERVICES TO A PARTICIPATING BICYCLE VENDOR A BICYCLE AND/OR BICYCLE EQUIPMENT AND REALLOCATING $50,000 FROM THE CIP FUND DESIGNATED FOR A BIKE SHARING PROGRAM TO THE TRANSIT DIVISION TO BE DESIGNATED FOR CAPITAL EXPENDITURES IN ORDER TO ALLOW A BUDGET TRANSFER FROM THE GENERAL FUND TO BE USED FOR COSTS ASSOCIATED WITH THE BUS PASS PROGRAM.

WHEREAS, the continuing increase in gasoline prices has created an economic burden to Santa Fe residents which has resulted in an increased use of bicycles and increased ridership on the Santa Fe Trails transit system; and

WHEREAS, on January 9, 2013, the Governing Body adopted the Airport Road Overlay District Ordinance, Ordinance No. 2013-1 (“Ordinance”); and
WHEREAS, the purpose and intent of the Ordinance includes the promotion of a healthy and
safe environment through less dependence on the automobile; and

WHEREAS, the City of Santa Fe is a bicycle friendly community and has been recognized
as such by the League of American Bicyclists; and

WHEREAS, the cost of purchasing a bicycle and safety and commuter equipment are often
barriers that keep people from using a bicycle as a means of transportation, however, over time using
a bicycle will far outweigh the cost of using an automobile; and

WHEREAS, establishing a bus pass program that will provide a free bus pass incentive in
exchange for a bicycle and/or bicycle equipment acquired by purchase from a participating bicycle
vendor or acquired by providing volunteer services to a participating bicycle vendor will encourage
residents to live automobile-free which is in the best interest of the public health and the environment
of the city of Santa Fe; and

WHEREAS, such an initiative will support local businesses help keep money circulating in
Santa Fe which benefits our local economy.

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

- Design a bus pass rebate program for residents of Santa Fe who acquire by purchase
  from a participating bicycle vendor or acquire by providing volunteer services to a
  participating bicycle vendor a bicycle and/or bicycle equipment:
    - The program shall define a participating bicycle vendor as a for profit or non-
      profit entity that sells or allows for the provision of volunteer services in return
      for a bicycle or bicycle equipment;
    - The entity shall apply to the City to become a participating bicycle vendor in
      accordance with City application procedures to be developed by staff and brought
      back through the committee and Council process for approval;
• The program shall require that the bus pass rebate shall be equal to or less in value to the bicycle or bicycle equipment acquired;
• The program shall be designed to incentivize new ridership for the Santa Fe Trails.

BE IT FURTHER RESOLVED that $50,000 from the CIP fund currently designated for a bike sharing program shall be reallocated to the Transit Division for capital expenditures in order to allow a budget transfer from the general fund for costs associated with the bus pass program.

PASSED, APPROVED, and ADOPTED this 12th day of June, 2013.

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DAVID COSS, MAYOR

ATTEST:

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VOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

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GENO ZAMORA, CITY ATTORNEY