



scrted.org

September 2018

SCRTD

A quarterly newsletter brought to you by South Central Regional Transit District



Buses line up at Anthony Transfer Center

TRIO UPWARD BOUND students arrive at NMSU.



SCRTD transported NM legislative representatives on a tour of the new Fed Ex and Union Pacific facilities in Santa Teresa.

Bus Ridership Reaches New High

Over the past year, transit service across southern Doña Ana County, provided by the South Central Regional Transit District (SCRTD), has experienced significant growth. Ridership continues to climb with August 2018 ridership exceeding 3315 trips on the agency's five bus routes and is approaching 30,000 trips for the year that ends in September 2018.

The SCRTD executed a massive service planning and marketing effort to improve visibility and connections of the SCRTD bus service across the region. This included improved bus schedules and transit service connections among our regional partners RoadRunner, Zia Trans, Sun Metro, Sunland Park, and El Paso County.

TRIO Upward Bound

TRIO is a college prep program that assists students from Gadsden, Santa Teresa, Las Cruces, Mayfield, and Oñate High Schools to successfully complete their secondary and post-secondary education. These students participate in Afterschool and Once a Month Saturday programs. The goal of the program is to increase the rates at which participants enroll in and graduate from institutions of post-secondary education. SCRTD supported the program by providing transportation during the summer program. Students from Santa Teresa, Chaparral, and Anthony traveled to New Mexico State University to participate in STEM classes. SCRTD will continue to support education programs such as TRIO Upward Bound.

Providing students with access to school, jobs and community events has contributed to the ridership growth at the District.

Passenger Information

To improve passenger communication, information signage, schedules, and route maps have been placed at transit centers, bus stops, and shelters at key boarding areas. Additionally, every bus offers free, gigabit-capable Wi-Fi. With trip lengths averaging over 30 miles, Wi-Fi allows our patrons to stay connected and do homework and other activities while riding the bus. This fall, the transit system will launch Google Maps, a free App that will provide arrival times and schedule information directly to passenger mobile phones. Passengers using the App will be able to find information by specific stop, route, or schedule. Buses provide free transfer at the Anthony Transfer Center in Anthony, New Mexico.

Plans

The District is working on initiating a new Short Range plan, a five to ten year comprehensive study that will help identify ways to better match service with current needs and make service simpler, more direct, faster, and more convenient. It will also better integrate urban and rural services. The District plans to add more trips and extend service to northern Doña Ana (see photo to the left), County when funding is available. Special event service, such as the tour in Santa Teresa will be an integral part of future transit service.