



SCRTD

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

November 2018



More riders travel by bus

Bus Ridership Reaches New High

Ridership reached new heights with ridership growth on all bus routes for the month of October. October is the first month in the new fiscal year. Added trips and improved connections throughout the bus network contributed to the steady growth in ridership. Ridership for the month was 3104 trips, an increase of 465 trips compared to October 2017 ridership of 2639 trips, an increase of 17.6 percent for year over year comparison.

Increased marketing, communications and advertising in Spanish language newspapers, community centers and libraries throughout Dona Ana County. Every route experienced an increase in ridership in comparison to ridership a year ago.

New Bus Facility Opens in Anthony



This fall the Transit District opened a new bus facility in Anthony, New Mexico located at 830 Anthony Drive. The facility will house up to a dozen or more buses and will support transit service in the southern portion of Dona Ana County. Further, the new facility is across the street from the Anthony Transfer Station that supports transfer of buses on the Red, Turquoise and Purple routes serving Las Cruces, Chaparral, Santa Teresa, Sunland Park and connects with transit service in El Paso's Westside and Northgate transit centers.

The facility is needed to support the growth in ridership and future expansion in the area that may include weekend and evening bus service.

Bus Routes Available via Google Maps



To improve passenger communication the Transit District in partnership with Google has added all bus routes on Google Maps. Passengers can locate bus information on their bus route via Google Maps.

Further, when traveling Google Maps will provide travel options and connections to bus route schedules, and route maps. Additionally, every bus offers free, gigabit-capable Wi-Fi. Wi-Fi allows our patrons to stay connected and do homework and other activities while riding the bus.

Community Outreach



The District is working with the City of Las Cruces MPO office and RoadRunner Transit to develop 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 County when funding is available. This may include service to Hatch and Sierra County as well as expanded service frequency connecting service in South Dona Ana County to service in El Paso County, both the Northeast and Westside.