



## **SOUTH CENTRAL REGIONAL TRANSIT DISTRICT**

**Doña Ana County Commission**

**May 9, 2017**

# Regional Transit Act - 2003

Serve the public by providing for the **creation of regional networks** of safe and efficient **public transit services** that will:



- ✓ allow **multijurisdictional public transit systems**
- ✓ reduce **noise** and **air pollution**
- ✓ Prolong and extend the life of our **roadways**
- ✓ provide residents with a choice of **transportation alternatives**
- ✓ improve our **economy** by increasing **workforce** and citizen **access to education** and higher paying **jobs**
- ✓ prolong and extend **petroleum resources**



# SCRTD Board

- Javier Perea, Sunland Park, Chair
- Nora Barraza, Mesilla, Vice Chair
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- Jack Eakman, Las Cruces
- Steve Green, Truth or Consequences
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- Robert Torres, Hatch
- Gerald La Font, Elephant Butte

# Service and Financial Plan (2015)

## Goal 1

Establish, maintain, and expand a safe and efficient public transportation system within the SCRTD's boundaries.

## Goal 2

Coordinate with existing public transportation agencies operating within and adjacent to the SCRTD.

## Goal 3

Utilize a progressive financial planning process.

## Goal 4

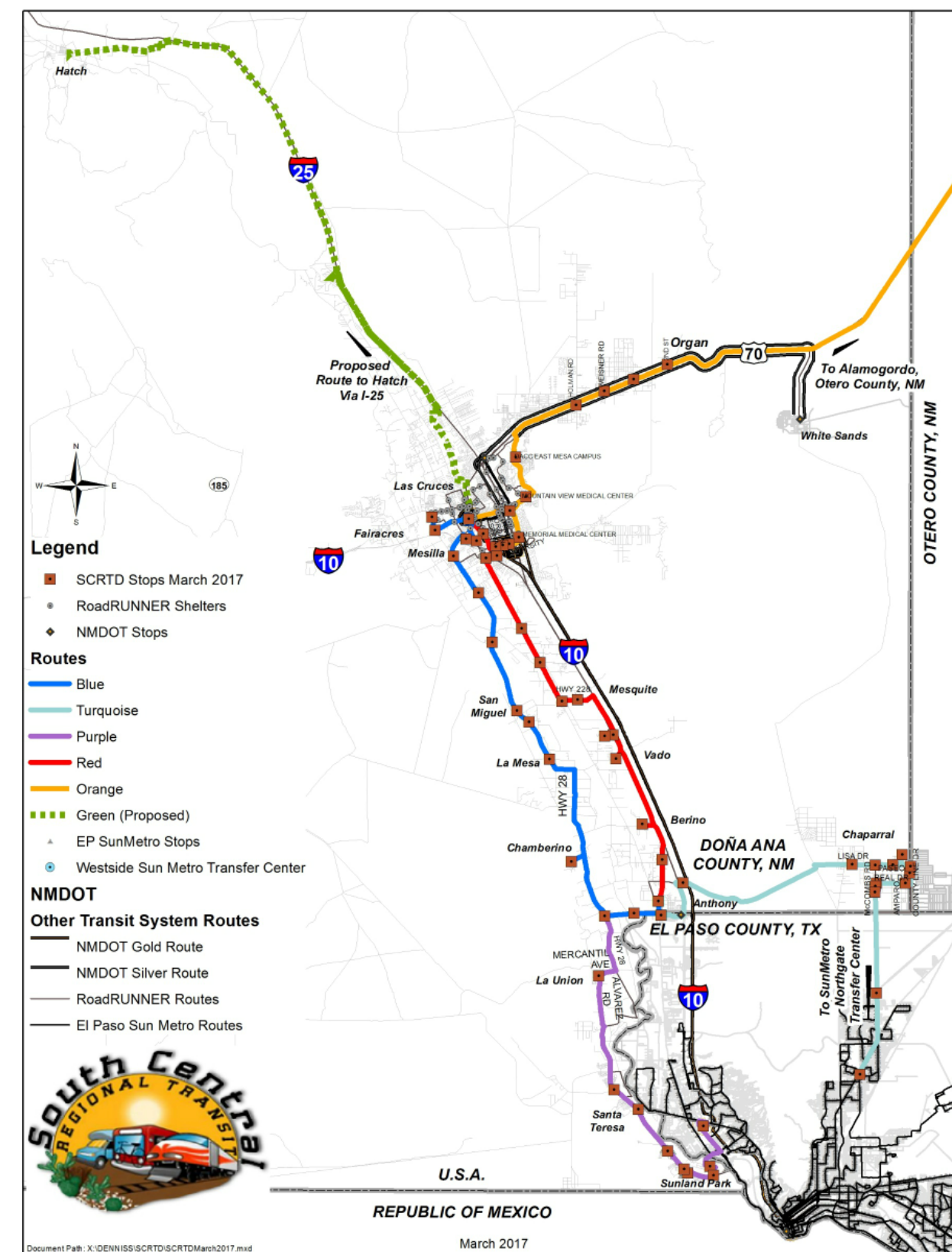
Develop partnerships with private sector employers and not-for-profit organizations

## Goal 5

Implement and use a public outreach plan and develop a long-range transportation plan.

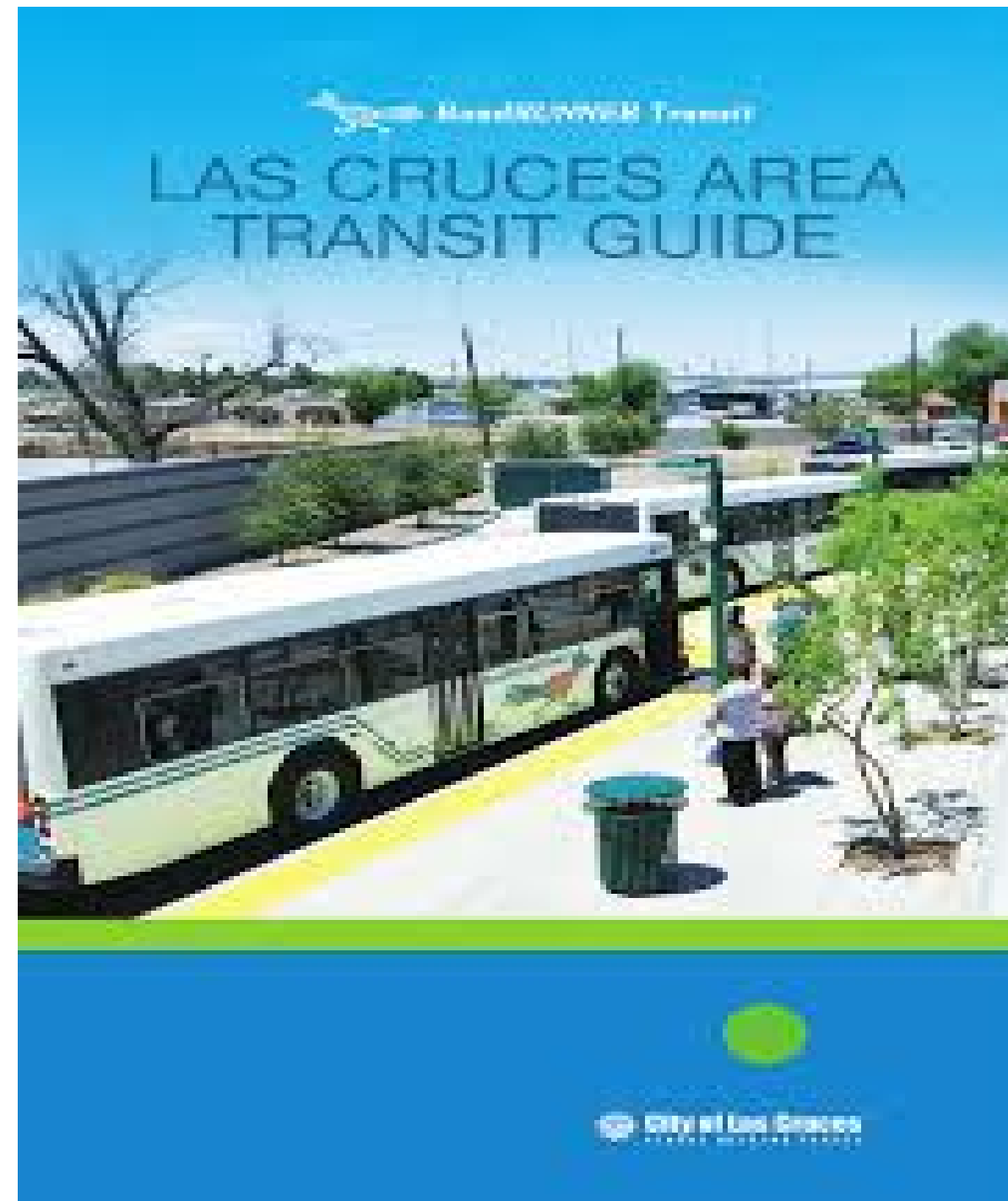
# Goal 1: Establish, maintain and expand a safe and efficient public transportation system within SCRTD's boundaries

- **PHASE ONE**— Initiated service from Las Cruces to Anthony, Sunland Park and Chaparral.
- **PHASE TWO**—increased service frequency
- **Next step** – add service to Hatch and north valley; then to Sierra County.



# Goal 2: Coordinate with existing transit operators within & adjacent to SCRTD service

- PHASE ONE—SCRTD office in MVITT
- Established connectivity with all transit operators (Sun Metro, Silver and Gold, Roadrunner, Z-Trans)  
Service between CLC and eastern DAC line (Butterfield, Organ, etc.).
- Working on better timing and sharing bus passes.



# Goal 3: Utilize a progressive financial planning process

- **PHASE ONE**—local revenues and funding. GRT next. (Didn't pass.)
- **PHASE TWO**—FTA funding. (Already have FTA funding.) Use a combination of local, state, and federal revenues going forward



## Goal 4: Develop partnerships with private sector employers and not-for-profit organizations

- Identify private sector employers and not-for-profit groups. (In progress)
- Use information to refine PHASE ONE. (Add bus stops and schedule changes based input)
- Work on joint grant proposal with LCDF and others for transit promotoras or Transit Ambassadors.
- Establish better connections with Santa Teresa companies.

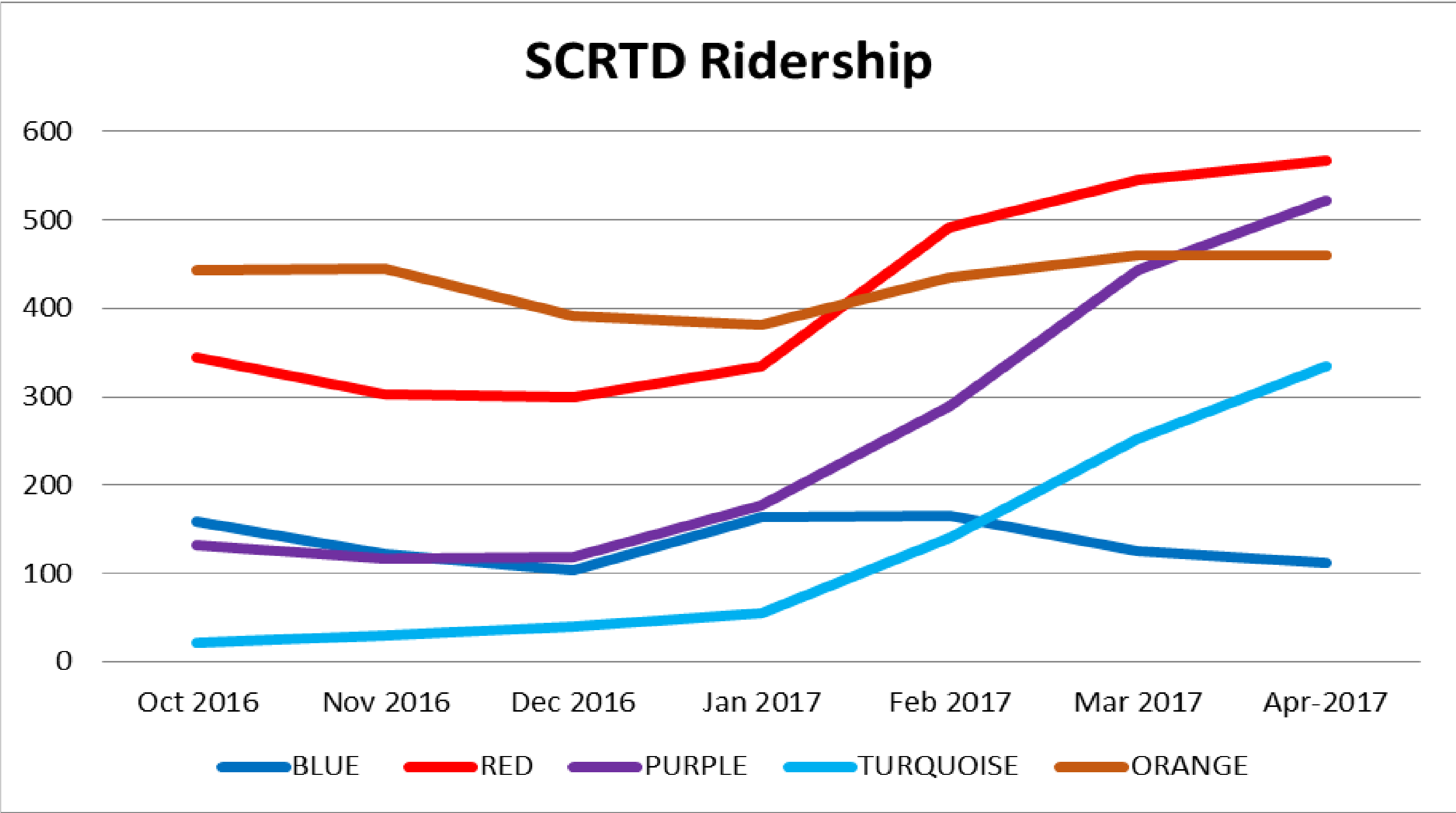


# Goal 5: Implement and use a public outreach plan and develop a long-range transportation plan

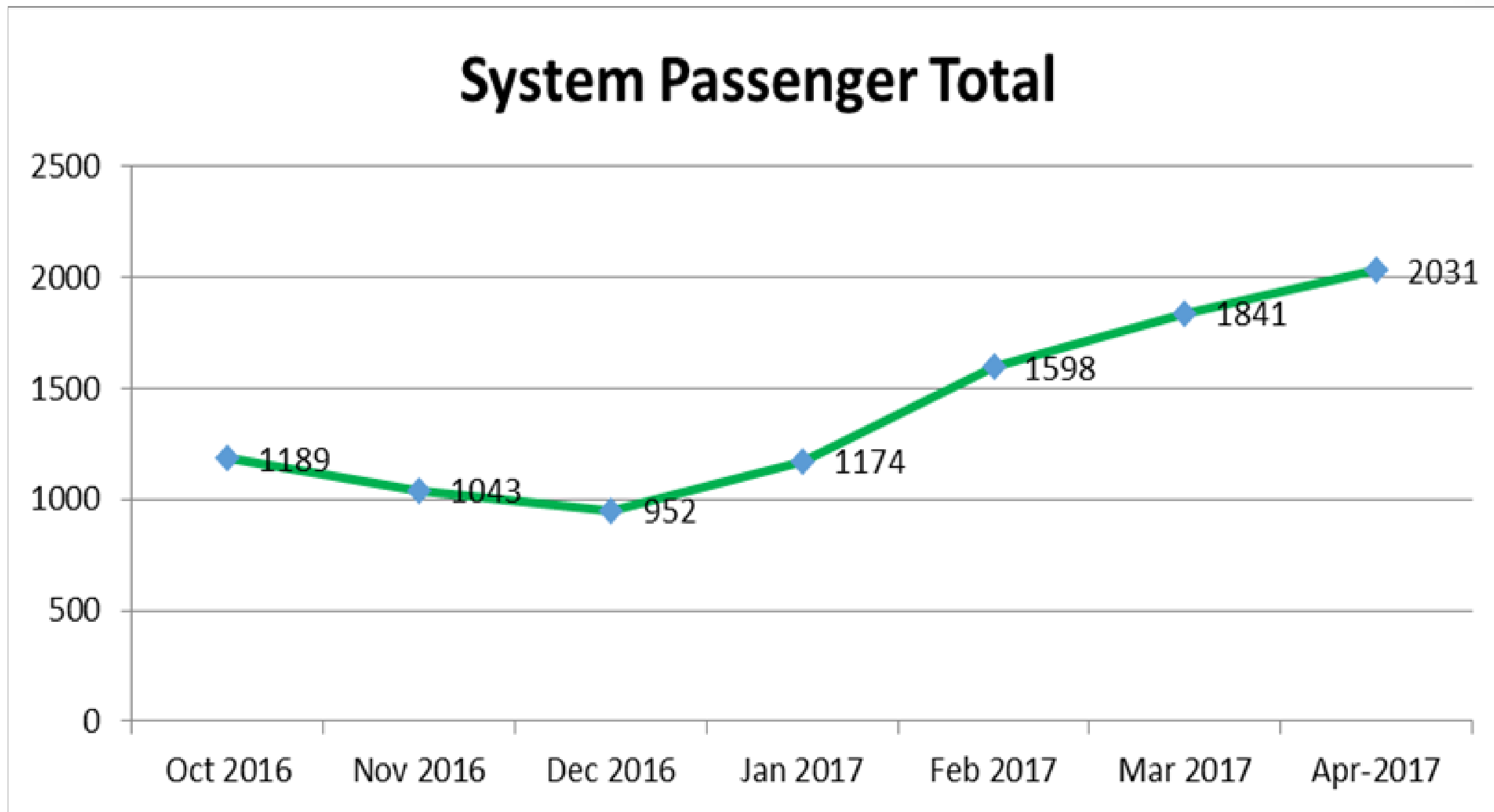
## PHASE ONE

- Maintain local community memberships.
- Participate in local government planning and NMDOT's long range planning.
- Establish an outreach program.
- SCRTD works with DAC planning, CLC planning, both MPOs, the workforce coalition, transit planning group in the El Paso region, the RPO in Elephant Butte, etc.

# Ridership



# Ridership



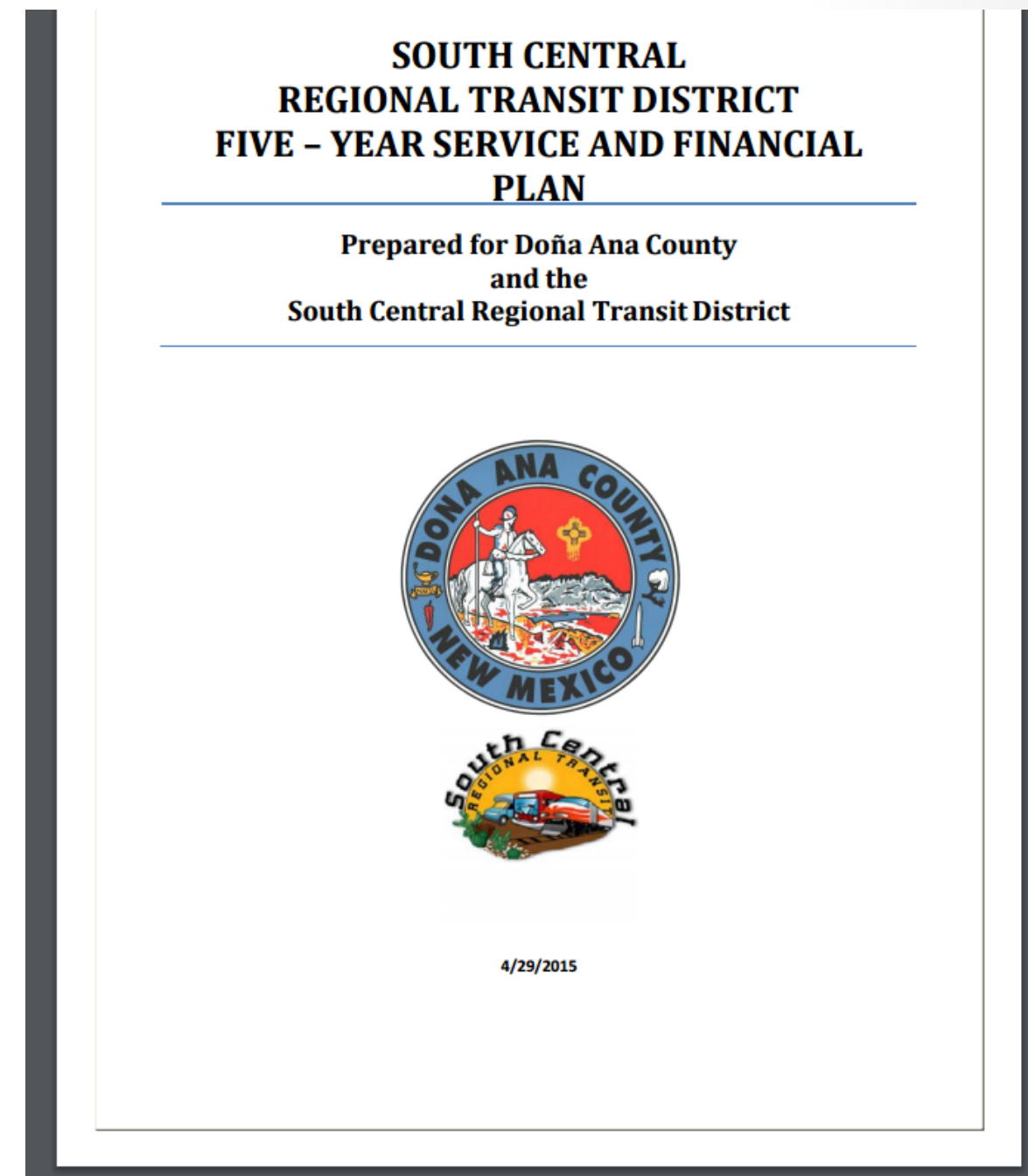
# Why invest in transit?

- Leverage matching funds
  - \$518,000 grant funds this year
  - \$662,000 grant funds next year
- Economic development & revitalization
  - \$1 invested = approximately \$4 in economic returns.
  - Every \$10 million in capital investment in public transportation yields \$30 million in increased business sales.
  - Home values performed 42 percent better on average if they were located near public transportation with high-frequency service.
- Connectivity to:
  - Employment centers/jobs
  - Healthcare
  - Education
  - Government
- Improve quality of life



# Next Steps

- Update Financial and Service Plan
- Improve service
  - Connectivity to Hatch
  - Sierra County
  - Santa Teresa Industrial Park pilot program
  - New website
  - V-ride
  - Outreach
- Improve integration of transit services
- Secure multiple sources of funding
- Commuter Rail Study



# Support Public Transit

Critical public  
service

Leverage new monies for region

Costs are down, service is  
up

Predictability and reliability

**Public transit strengthens and supports the economic well being of its citizens, businesses, service providers, and member governments.**

# Thank You!

Javier Perea

Chairman, SCRTD

Mayor, City of Sunland Park

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