



## **Project Description**

The Transit District has acquired two vans for use in a pilot vanpool program that will test the concept by operating van service between Las Cruces, New Mexico to the Santa Teresa Industrial Park in south Dona Ana County. The Border Industrial Association will partner with the district to survey the 110 employers and 20,000 employees that work in the park.

Funding for the two vans has been secured and will be distributed to the district this fall. Further, the Dona Ana County has programmed \$68,000 in funding for the project. A full-time staff person will be hired and support the project.

A contractor will be hired to provide technical support for the project that will include securing a software program to collect and process applicants interested in the program. Contractor will recommend materials, training, and equipment necessary to develop and administer the Vanpool program. Technical support may include development of a vanpool brochure and other marketing materials necessary to establish the new service. Social media and the district website can be used to support the new project.

## **Vanpool Program**

The SCRTD vanpool program is an affordable and convenient public transportation service that enables commuters with similar trip origins and destinations to share rides – thereby reducing their commuting costs, decreasing traffic congestion, and improving air quality.

SCRTD provides financial incentives to riders to maximize program participation for the initial two vans used in the pilot project.

The district plans to work and contract with private sector vendors who supply the vans and place individual riders in vanpool groups not supported by the district's two vans. SCRTD's vanpool vendors offer a variety of vans ranging in capacity from 7-15 passengers and including optional features such as GPS navigation and in-vehicle wi-fi.

SCRTD continuously works with partner agencies to ensure the vanpool program fits seamlessly within the region's overall efforts to provide transportation options. Key partners in this effort include Border Industrial Association, Dona Ana County and the cities of Las Cruces, Anthony, and Sunland Park.

If you would like to find out more about vanpool options, you can create a profile and take advantage of available ride matching services to find commuters with similar work schedules who live and work near you by accessing the SCRTD website at [scrtd.org](http://scrtd.org).

Call 575-323-1620 or download the application form.