



## **Short-Range Transit Plan (2025–2030)**

### **South Central Regional Transit District (SCRTD)**

#### **Executive Summary**

This Short-Range Transit Plan (SRTP) outlines SCRTD's strategic priorities for the next five years, emphasizing service enhancements, fleet modernization, and operational improvements. By expanding services, transitioning to zero-emission vehicles, and improving rider experience, SCRTD will effectively address regional transit needs. Key targets include expanding service coverage by 20%, reducing fleet emissions by 50%, and achieving a 15% annual ridership growth by 2030.

#### **1. Background and Context**

SCRTD is a vital transit provider in southern New Mexico, connecting communities across Las Cruces, Sunland Park, Anthony, Chaparral, and other areas. With a mission to deliver accessible, sustainable, and efficient transit services, SCRTD is critical in supporting economic development, reducing environmental impact, and ensuring mobility equity.

#### **2. Goals and Objectives**

- Micro-transit zones: These zones will provide on-demand services integrated with fixed routes to improve connectivity.
- Community Engagement: Initiatives include digital campaigns, bilingual outreach programs, and local schools and businesses partnerships.

SCRTD has identified the following critical objectives for the 2025–2030 period:

1. Service Expansion: Launch new Micro-Transit zones in Las Cruces and Sunland Park, extend bus routes to underserved areas, extend Copper to NMSU, and initiate Saturday bus service in January 2025 for the following five bus routes: Red, Green, Copper, Turquoise, and Purple.
2. Fleet Modernization: Deploy five battery-electric buses and five EVs and develop a sustainable vehicle replacement schedule.
3. Operational Improvements: Optimize routes, reduce wait times, and install real-time tracking systems.

4. Infrastructure and Facilities: Install EV chargers, upgrade bus stops, and enhance ADA-compliant features.

5. Community Engagement and Marketing: Increase ridership through campaigns and outreach programs.

6. Financial Sustainability: Secure funding and build partnerships to ensure long-term viability.

### **3. Current Services and Performance**

SCRTD operates fixed-route services across critical areas, including Las Cruces, Sunland Park, and Anthony. Recent achievements include a significant ridership increase and recognition by the New Mexico Department of Transportation.

### **4. Proposed Service Changes Integration with existing fixed routes will ensure seamless transitions and broader service coverage.**

To address growing demand and improve accessibility, SCRTD proposes the following changes:

- Introduce new Micro-Transit zones in Las Cruces and Sunland Park.
- Adjust existing routes to enhance frequency and coverage.

### **5. Capital Improvement Plan**

Critical investments include adding two buses funded by county allocations, deploying five battery-electric vehicles, and constructing facilities to support zero-emission fleet operations in Sunland Park and Las Cruces. Add more bus shelters in key transit locations across Dona Ana County. Estimated costs for deploying the five battery-electric buses are \$3.2 million, with an additional \$1.5 million allocated for constructing Sunland Park and Las Cruces facilities. Installation of additional shelters will prioritize high ridership stops. Additionally, a two-acre solar array is planned for implementation in 2025.

### **6. Financial Plan**

The financial plan leverages federal and state grants, local contributions, and fare revenues. With a ten-to-one funding ratio benefit, SCRTD will maximize resources to support service expansions and infrastructure upgrades. To diversify funding sources, SCRTD will explore private-sector partnerships and farebox recovery strategies.

### **7. Implementation Schedule**

Year 1 (2025): Launch Saturday service on five bus routes, bringing the total weekend service to seven of the eight routes in the transit network, finalize fleet upgrades, and install EV chargers.

Year 2–3 (2026–2027): Launch the Micro-Transit program. Adjust routes, deploy additional zero-emission vehicles, and enhance rider outreach.

Year 4–5 (2028–2030): Evaluate performance and refine strategies while planning for long-term growth.

### 8. Performance Metrics and Evaluation

SCRTD will measure success through ridership growth (targeting a 15% annual increase), fleet emissions reduction, cost savings, and customer satisfaction scores.

### 9. Conclusion

SCRTD is committed to delivering innovative, sustainable, and accessible transit services for southern New Mexico. Community and stakeholder support will be crucial for achieving the goals outlined in this plan.

### Implementation Schedule (Table)

Year	Key Actions
2025	Launch Saturday service on five routes, finalize fleet upgrades and install EV chargers.
2026–2027	Launch the Micro-Transit program, adjust routes, and deploy additional zero-emission vehicles.
2028–2030	Evaluate performance, refine strategies, and plan for long-term growth.