



# Mobility Pilot

Santa Teresa – Sunland Park – El Paso  
Regional Workforce Connection

Prepared for: SCRTD Board of Directors

Initiative: Jupiter/Santa Teresa Workforce Corridor

Status: Concept — Draft for Review





# Executive Overview

SCRTD proposes a zero-emission workforce mobility pilot connecting Santa Teresa Business Park to regional transit in Sunland Park, Anthony, and El Paso — using battery-electric vans to serve one of the region's fastest-growing industrial corridors.



## Zero-Emission Service

2–3 battery-electric vans providing clean commuter transportation for Santa Teresa industrial workers.



## Regional Connectivity

Multi-modal connections to Sunland Park, Anthony Transfer Center, and Westside Transit Center in El Paso.



## Workforce Access

Targeted service for shift workers and employees without vehicle access in Santa Teresa's growing industrial base.



## 12–18 Month Pilot

Structured demonstration program to evaluate demand and long-term viability before full implementation.

# Project Jupiter & Santa Teresa Business Park

## The Santa Teresa Corridor

1,400 Acres

**1,400 Acres**

Project Jupiter development footprint in Santa Teresa, NM

Industrial Hub

**Industrial Hub**

Major logistics, manufacturing, and distribution employers concentrated in Santa Teresa Business Park

Cross-Border

**Cross-Border**

Strategically located on the US–Mexico border, adjacent to major ports of entry

Growing Workforce

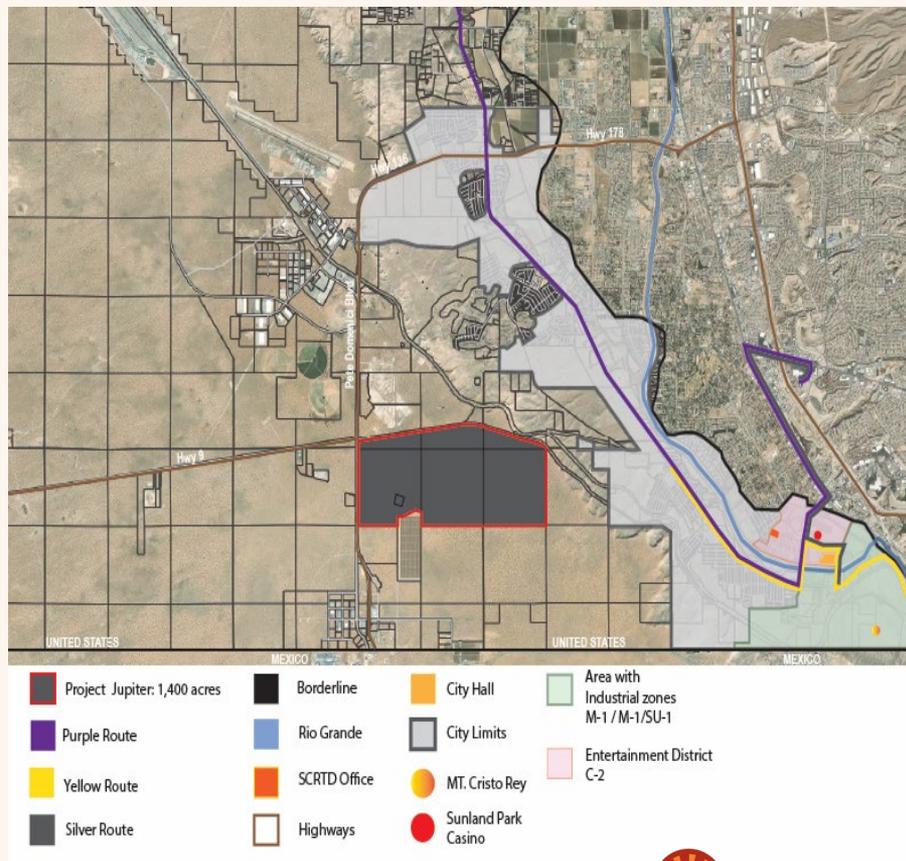
**Growing Workforce**

Expanding employment base with limited transit access for workers across the region

SCRTD Routes

**SCRTD Routes**

Purple, Silver, and Yellow routes currently serve Sunland Park — this pilot would extend reach into the industrial corridor



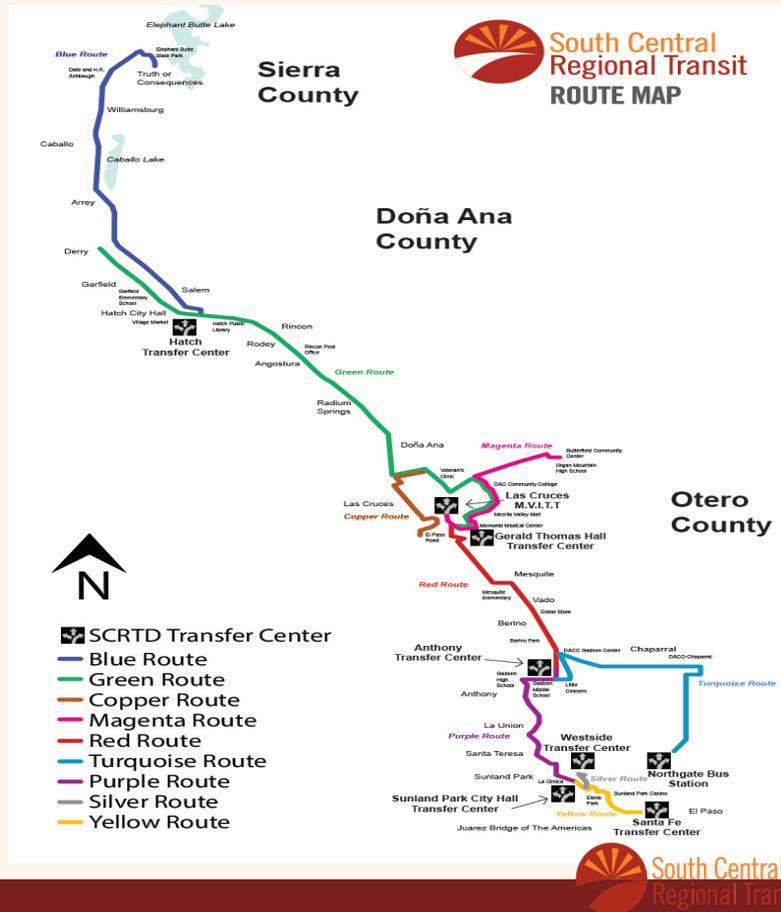


# Proposed Service Corridor

## Pilot Route Stops

- 1 Santa Teresa Business Park**  
Jupiter Development Area — primary employment hub
- 2 Sunland Park City Hall**  
Mobility Hub connection point — SCRTD base
- 3 Sunland Park Racetrack & Casino**  
Major employment destination
- 4 Westside Transit Center**  
Remcon Circle, El Paso — connects to El Paso transit
- 5 Anthony Transfer Center**  
SCRTD regional connection — Doña Ana County routes

Connects to SCRTD Purple, Silver & Yellow routes + El Paso Sun Metro



# Workforce Demand & Economic Benefits

**1,400**

**Acres**

*Project Jupiter footprint*

**~3,000+**

**Jobs**

*Estimated employment in Santa Teresa corridor*

**2 States**

**NM & TX**

*Cross-border workforce population served*

## Why This Service Is Needed



### Employee Retention

Transit access helps employers attract and retain workers who rely on public transportation, particularly in the growing Santa Teresa industrial corridor.



### Cross-Border Access

Many workers commute from El Paso, Anthony, and Doña Ana County — areas currently lacking direct transit links to Santa Teresa employers.



### Industrial Growth

Santa Teresa continues to attract major logistics, manufacturing, and distribution operations. Workforce transportation is a critical infrastructure gap.



### Economic Competitiveness

Reliable transit access makes the Santa Teresa corridor more competitive for business attraction compared to peer industrial parks with better transit.



# Pilot Program Structure

## Service Design

- ✓ 2–3 battery-electric vans
- ✓ Peak-hour commuter service (AM/PM)
- ✓ Midday shift coverage
- ✓ 5 days per week, 10 service hours/day
- ✓ 52 weeks per year operations

## Operations

- ✓ SCRTD as primary operator
- ✓ 2 drivers per vehicle (split shifts)
- ✓ EV charging at Sunland Park facility
- ✓ Integrated with SCRTD regional network
- ✓ Real-time tracking and reporting

## Program Evaluation

- 12–18 month demonstration window
- Ridership data collection & analysis
- Employer satisfaction surveys
- Cost-per-ride and efficiency metrics
- Board reporting at 6 & 12 months

# \$ Estimated Annual Operating Cost

## 2 EV Vans

*Pilot Program*

**~\$106,500**

*per van*

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**~\$213,000 – \$250,000**

*Total Annual Cost*

## 3 EV Vans

*Expanded Pilot*

**~\$106,500**

*per van*

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**~\$320,000 – \$350,000**

*Total Annual Cost*

### Annual Cost Breakdown per Van (~\$106,500)

Driver Labor (2 FTE split shifts): **~\$70,000**

EV Charging & Fuel: **~\$8,500**

Vehicle Maintenance & Insurance: **~\$18,000**

Administrative & Overhead: **~\$10,000**

# Potential Partners & Stakeholders

This initiative requires a collaborative regional partnership to succeed. The following organizations have been identified as key stakeholders.



## SCRTD

Service Operator

Fleet management, operations, driver staffing, fare integration, and regional network connections.



## Oracle / Tech Partners

Corporate Sustainability

Technology partnership and corporate sustainability investment. Oracle's regional presence makes them a natural anchor partner.



## Border Industrial Assoc.

Employer Outreach

Represents Santa Teresa employers. Key to ridership development, employer pass programs, and workforce coordination.



## City of Sunland Park

Local Government

Mobility Hub integration, local permit support, and co-investment in transit infrastructure at City Hall.



## Doña Ana County

Regional Coordination

Regional economic development support, NMDOT coordination, and rural transit connectivity to Doña Ana County routes.



## Jupiter/ST Developers

Industrial Park Developer

Employer engagement, land access for stops, financial contribution opportunities tied to workforce recruitment.



# Recommended Next Steps

01

## Board Endorsement

Present pilot concept to SCRTD Board of Directors for formal endorsement and authorization to develop a full operating plan.

03

## Demand Assessment

Conduct a formal service demand and feasibility study to validate ridership projections and refine route design and scheduling.

05

## Operating Plan Development

Develop a detailed operating plan, staffing plan, and budget for board approval and submission to funding agencies.

02

## Stakeholder Engagement

Initiate outreach to Oracle, Border Industrial Association, City of Sunland Park, and Santa Teresa employers to gauge interest and ridership demand.

04

## Funding Strategy

Identify applicable federal and state funding sources including FTA 5307, 5339, CMAQ, and potential employer or private sector contributions.

06

## Launch Pilot Service

Upon board approval and funding confirmation, procure vehicles and launch the 12–18 month pilot program with full evaluation framework in place.



## A Regional Opportunity

The Jupiter Workforce Mobility Pilot represents a significant opportunity to strengthen transportation access between New Mexico and El Paso while supporting one of the region's most important economic development corridors.

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