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North Central Regional Transit District
3600 Rodeo Lane, Suite B-6
Santa Fe, New Mexico 87507
505-438-3257
www.ncrtd.org
2009 NCRTD Annual Report

Introduction
The NCRTD’s Annual Report provides updated information to the NCRTD Board of Directors and General Public on the various transit-related activities undertaken and accomplished by the District during 2009.

This document is submitted per the requirement in the NCRTD’s by-laws.

Organization
In March 2003, the New Mexico State Legislature (SB 34) authorized the formation of Regional Transit Districts (RTDs) and subsequently in September 2004 the NCRTD was recognized by the New Mexico Department of Transportation (NMDOT) as the first RTD in New Mexico. Additionally, the NM Legislature in March 2004 provided RTD’s the ability to pass up to 1/2 of one cent gross receipts taxation by positive referendum to assist in funding public transportation. This initiative and direction began with the adoption of Resolution 2007-17 “Calling for an election to impose Gross Receipts Tax”

Member Governments
Counties of: Los Alamos, Rio Arriba, Santa Fe, and Taos.
Cities of: Espanola and Santa Fe.

Member Systems
Los Alamos  Atomic City Transit
Santa Fe  Santa Fe Trails

Service Area
The NCRTD proudly provides Free Bus Service in these Counties:
Los Alamos • Rio Arriba • Santa Fe • Taos and services the following communities: Acalde • Cerro • Chama Chimayó • Dixon • Edgewood • Eldorado • El Rito • Española • Galisteo • Los Alamos • Moriarty • Ohkay Owingeh • Ojo Caliente • Peñasco • Pojoaque • Pueblo of Pojoaque • Pueblo of Santa Clara • Pueblo of San Ildefonso • Pueblo of Tesuque • Questa • Santa Fe • Stanley • Taos • Truchas • Velarde/Alcalde
## 2009 Board of Directors

<table>
<thead>
<tr>
<th>NCRTD Member</th>
<th>Director</th>
<th>Official Designee</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Espanola</td>
<td>Councilor Alfred Herrera</td>
<td>Helen Kain-Salazar</td>
</tr>
<tr>
<td>Los Alamos County</td>
<td>Councilor Mike Wismer</td>
<td>Anthony Mortillaro</td>
</tr>
<tr>
<td>Rio Arriba County</td>
<td>Commissioner Elias Coriz</td>
<td>Thomas Campos</td>
</tr>
<tr>
<td>Pojoaque Pueblo</td>
<td>Tim Vigil</td>
<td>Cameron Martinez</td>
</tr>
<tr>
<td>San Ildefonso Pueblo</td>
<td>Raymond Martinez</td>
<td>Councilman Bryan Montoya</td>
</tr>
<tr>
<td>Ohkay Owingeh Pueblo</td>
<td>1st Lt. Gov. Virgil Cata</td>
<td>James Chancellor</td>
</tr>
<tr>
<td>Santa Clara Pueblo</td>
<td>Edwin Tafoya</td>
<td>Mary Lou Quintana</td>
</tr>
<tr>
<td>City of Santa Fe</td>
<td>Councilor Rosemary Romero</td>
<td>Jon Bultuis</td>
</tr>
<tr>
<td>Santa Fe County</td>
<td>Commissioner Liz Stefanics</td>
<td>Penny Ellis-Green</td>
</tr>
<tr>
<td>Tesuque Pueblo</td>
<td>Governor Charles Dorame</td>
<td>Larry Samuel</td>
</tr>
<tr>
<td>Taos County</td>
<td>Commissioner Daniel Barrone</td>
<td>Sammy Pacheco</td>
</tr>
</tbody>
</table>

Pueblo

- Tesuque Pueblo
- Santa Clara
- Pojoaque Pueblo
- Ohkay Owingeh
- San Ildefonso Pueblo
Josette Lucero, Executive Director

It was an amazing year! 2009 was a year of celebration; commendation, reflection and sorrow. The NCRTD experienced growth, recognition, and the loss of a very dear friend and leader. The passing of former NCRTD Board Chairman Jim West in the fall, was a huge loss for his family; his community of Los Alamos, and for our staff and organization. We at the NCRTD were deeply saddened by the loss of our former Chairman Jim West that the Board took action and passed a Resolution honoring Jim’s memory by naming the new Transit Center in Espanola in his name.

The year began under the leadership of Espanola City Councilman Alfred Herrera who helped us map out our approach to increasing ridership and setting a goal to obtain steady ridership throughout the region. With hard work from our dedicated staff, we implemented new routes and expanded services which increased our ridership by 100%!

The NCRTD receive national recognition by garnering awards at the 2009 Southwest Transit Association’s (SWTA) Marketing Conference in Dallas, TX. The Spotlight Awards honors outstanding work for a marketing campaign that shows a unifying strategy, purpose or theme. This is typically an awareness building or educational campaign. The three Awards received by the NCRTD were for the newspaper insert regarding the Gross Receipts Tax Election. The objective was to provide outreach and voter confidence to support an $8 million dollar tax initiative within a four county region in North Central New Mexico. Another award was for the NCRTD Route Map which was designed to acquaint the population to the new Public Transportation service within a four county area covering in excess of 10,000 square miles. The third award was won for a 30 second radio spot to assist in an informational effort for a Gross Receipts Tax Election Initiative. The voice of the spot was New Mexico Governor Bill Richardson, a strong supporter of public transportation. The NCRTD also received the honor of garnering a prestigious state award of being the 2009 New Mexico Section 5316 Job Access Reverse Commute Transit System of the Year by the New Mexico Department of Transportation’s Rail & Transit Division. It was an honor for me to accept these outstanding awards on behalf of the Board of Director’s and my executive team. We are working diligently for north central New Mexico families who rely on public and regional transportation and we hope to continue to lead the way for alternative means of transportation for all citizens in our region and beyond!

Thank you, for allowing me to serve as your Executive Director during this exciting time to bring to fruition regional transit in north central New Mexico.

Sincerely,

Josette Lucero, MAOM
Executive Director
A Message from Alfred Herrera, Chairman

2009 marked the North Central Regional Transit District’s 2nd Anniversary of Operation. On a crisp October day, we celebrated our second anniversary with the Ground Breaking Ceremony of the Jim West Regional Transit Center on Riverside Drive in City of Espanola.

This was a remarkable and memorable day for the NCRTD! There were many Dignitaries who gathered together to celebrate the success that we had accomplished in a short two years; however, the NCRTD Board of Directors, Executive Staff and dedicated employees as a team, worked diligently and tirelessly to enhance the vitality and worth of regional transit in north central New Mexico by providing an alternative means of transportation for hard working commuting families.

The American Recovery & Reinvestment Act (ARRA) funding for the Jim West Regional Transit Center was in the amount of $2.5 million and the stimulus dollars made it possible to acquire the property and building for our future Transit Center. It was one of my proudest moments as Chairman of the NCRTD to sign the check for the purchase and renovation of this endeavor.

It was my privilege as Chairman and member of the Board of Directors to pass a Resolution honoring the late Jim West, a fellow councilor and colleague from Los Alamos County in naming the Transit Center in his name. Jim West’s memory shall live on as a Champion in providing public transportation to the citizens of north central New Mexico and beyond.

The NCRTD is a progressive and trail blazing organization. They are award winning and are recognized at the national and state levels in the transit and transportation industry as a leader and as an organization who is not afraid to make huge strides in serving those folks who are conscientious of their time, money and the environment by riding public transportation and helping reduce the carbon footprint of north central New Mexico. I wish to thank everyone that worked so hard to bring this organization to where it is today. A personal thanks to the Board of Directors and the Executive Director Josette Lucero for her leadership and to all the staff that deal with the day to day operation.

Thanks again to all,

Alfred Herrera
NCRTD Board Chairman
New Mexico’s NCRTD Breaks Ground for Facility in Espanola
Dignitaries Celebrate Second Anniversary of Agency

The North Central Regional Transit District (NCRTD) in Santa Fe, NM, broke ground Oct. 9 for its new, 12,000-square-foot public transportation facility in Espanola and commemorated its second year of operation at ceremonies attended by such dignitaries as Ben Lujan, speaker of the state House of Representatives. The district received $2 million in American Recovery and Reinvestment Act funds for purchase and renovation of the new facility.

Representatives of the state’s Congressional delegation, New Mexico DOT, and local governmental entities participated in the program. New Mexico Gov. Bill Richardson and Lt. Gov. Diane Denish, strong supporters of public transit, sent congratulatory letters recognizing the NCRTD for reducing the region’s carbon footprint, providing transportation choices to commuters, and helping families save on their household transportation expenses.

The NCRTD, commonly known as “the Blue Buses,” provides free bus service throughout north central New Mexico, connecting with Rail Runner commuter rail and park-and-ride services in Espanola, Los Alamos, and Santa Fe.

Legislation signed by Richardson in 2003 authorized the creation of regional transit districts in the state; the following year, NCRTD, encompassing 10,079 square miles within a region of four counties and five northern Pueblos (Native American jurisdictions), was the first district certified by the New Mexico Transportation Commission. The district received a $259,000 startup grant from New Mexico DOT in 2005 and began providing public transit services in October 2007, creating and expanding 15 fixed routes since that time.

In April 2008, the NCRTD Board of Directors approved a Regional County Gross Receipts Tax Resolution adopting a tax of one-eighth of one percent. Voters approved the regional transit funding referendum for a tax of one-eighth of one percent on Nov. 4, 2008, to generate an additional $8 million for NCRTD operations including Rail Runner.

“I am extremely proud of the work the organization has accomplished throughout these difficult times and I am extremely grateful for the cooperative and collaborative effort by the member organizations,” said NCRTD Board Chairman Alfred Hererra.

![Image of dignitaries celebrating the NCRTD's second anniversary]

Marking the start of construction on NCRTD’s facility in Espanola, NM, are, from left: front row, Mary Lou Quintana, Santa Clara Pueblo; Jennifer Catechis, representing Rep. Ben Ray Lujan (D-NM); Michelle Jacques-Oniz, representing Sen. Tom Udall (D-NM); Elias Coriz, Rio Arriba County commissioner; Jack Valenti and Ivan Guillen of NCRTD; Alfred Herrera, chairman of the NCRTD board; New Mexico DOT Adjutant Secretary Rebecca Montoya; Josette Lucero, NCRTD executive director; and Ben Lujan, speaker of the New Mexico state House; second row, Anthony Mortillaro, Los Alamos County; Edwin Tafolla Sr., Santa Clara Pueblo; Charlie Gonzales, Taos County; James Rivero, Pojoaque Pueblo; Liz Stefanics, Santa Fe County commissioner; Pablo Sedor, representing Sen. Jeff Bingaman (D-NM); Mike Anaya, Santa Fe County commissioner; and Robert Gibson, Los Alamos County.
North Central Regional Transit District (NCRTD) Organization

NCRTD Membership
Counties: Los Alamos, Rio Arriba, Santa Fe, and Taos, Cities: Espanola, and Santa Fe, Pueblo's: Ohkay Owingeh, Pojoaque, San Ildefonso, Santa Clara, and Tesuque

Board of Directors
The NCRTD is required by the district's by-laws to be governed by a Board of Directors, made of local elected officials and their designees.

The NCRTD Board of Directors is the authority of the governing body. The Board provides direction and performs oversight.

Who Serves on the NCRTD Board of Directors
The NCRTD is governed by an 11-member Board of Directors, which is comprised of local elected officials. Local elected officials consist of Mayors, City Council Members, County Commissioners, and Tribal Elected Officials.

Board Appointments
Each governing entity has one appointee and one designee to the NCRTD Board of Directors.

Board Officers
The officers of the Executive Board include a Chairman, Vice-Chairman and Secretary Treasurer. The officers are elected by the Board of Directors.
Board Meetings
The Board and its committees conduct work in regularly scheduled open meetings. The meetings are structured in a way to allow for public comment. Meeting agendas and related materials are available in advance of meetings. Meeting minutes and past agendas are posted on the NCRTD website and are available to the public.

The NCRTD holds regular meetings on the first Friday of each month. Regular meetings are held from 9:00 a.m. to 12:00 p.m. The location of the meeting rotates within the District and is always noticed in regional newspapers. Additional meetings are held as needed.

Committees of the Board
On occasion, the Board appoints ad hoc committees, such as: Executive Committee, Finance and Personnel, Regional Coordination & Consolidation, Marketing, Tribal and others as needed.
North Central Regional Transit District
Adopted by the Board of Directors in December, 2009

The NCRTD has the following office and facility locations:

Administrative Offices:

**Santa Fe Office**
3600 Rodeo Lane, Suite B-6
Santa Fe, NM 87507

**NCRTD Operations**
1122 Industrial Rd.
Espanola, NM 87532

**Taos Offices**
Town of Taos
Taos County
Overview of the North Central Regional Transit District

The North Central Regional Transit District (NCRTD) was the first Regional Transit District (RTD) in the State and is to be commended for its leadership and visionary approach to addressing public transportation issues within its geographic boundaries.

The formation of the NCRTD has provided opportunities and challenges for the member jurisdictions and those jurisdictions have approached these challenges with a sincere commitment to improve public transportation services to its residents.

The NCRTD is authorized to provide transit service within the counties of Los Alamos, Rio Arriba, Santa Fe and Taos the cities of Espanola and Santa Fe and to five Pueblo's located within the RTD boundaries. The individual transit systems within the RTD are municipal partners. The administrative structure of the NCRTD is designed to support the enhancement of transit services where they currently exist, and to provide an efficient support service to the four (4) Counties which do not individually have the resources or expertise to provide these services.

Why the NCRTD is important to the Region and the state and why it should continue to be supported by the member jurisdictions:

- The primary guiding principle of the NCRTD is for the member agencies to coordinate and consolidate public transportation services on behalf of the Region.
- The RTD can speak as one voice on behalf of the member agencies.
- The RTD is a policy level partner and it is important to show that everyone is working together.
- The RTD can be a source of technical support to the member agencies.
- The RTD can take a broad regional view of the services the citizens need and develop routes and schedules to meet the collective needs.
- The RTD can reduce the need for duplicate or redundant facilities by maximizing the capital investments on behalf of the member agencies.
- From the customer perspective, the RTD can provide one point of contact for information dealing with service, routes, schedules and other operating issues.
**2009 Issues the NCRTD should be aware of as we move forward**

- The commuter market is becoming increasingly important, particularly with commuting costs becoming more expensive and traffic congestion worsening.
- Improvements to service at the local jurisdictional level need to be addressed.
- Mid-day regional service through and the RTD service area must be addressed.
- The need for state and local funding partnership to match state and federal funds.
- Continuation of collaboration with the Santa Fe MPO and the North Central RPO.
- Integration of long term development of a Santa Fe County transit program.
- The five Pueblos of Tesuque, Pojoaque, San Ildefonso, Santa Clara, and Ohkay Owingeh continue to have a need for both internal transportation service and regional connecting service into Espanola and into Santa Fe.
- Assist Tribes with accessing federal funds (Bureau of Indian Affairs, Federal Transit Administration, and Health and Human Services).
- Development of seamless and fully integrated service providing access to goods and services.
- Los Alamos, Rio Arriba, Santa Fe and Taos Counties have reached an important stage in their development and are facing more complex local and regional transportation problems, which could require a much greater role for transit. These Counties are now looking at ways to make their communities more supportive of transit and this will impact transit demand.
Results of 2009 Goals and Objectives of the NCRTD

The goals and objectives listed below were offered for consideration by the NCRTD in order to achieve an effective and efficient transportation network within the transit service areas of Los Alamos, Rio Arriba, Santa Fe and Taos Counties.

Goal 1: Establish a reliable and adequate source of financing for NCRTD transit services.

Objectives:

- Secure stable local funding through tax option in RTD legislation to match federal funds and state funds (should they become available).
- Maximize the utilization of available federal funds.
- Advocate for state funding for public transportation to allow a federal/state/local partnership on transit funding.
- Explore public/private partnerships.
- Explore creative financing opportunities that have been successfully used by other transit systems and local governments.

2009 RESULTS

- The RTD assisted the NMPTA with legislative assistance for state funding
- The RTD received Congressional Earmark monies of $475,000.00
- The RTD received American Recovery & Reinvestment Act (ARRA) funding of $2 million
- The RTD matched all federal funds available with member’s local match
- The RTD met with NM Finance Authority and Local Government Division (DFA) to identify financing opportunities
Goal 2: Increase personal mobility so that more people can contribute to, and participate in, the economic and social life of the larger community.

Objectives:

- Provide local and regional connecting service into and from the geographic boundaries of the NCRTD to major employment and community centers.
- Provide this service not only during commute times but throughout the day as well.
- In addition to fixed route service, support commute options such as carpool, vanpool, and inter regional bus services.
- Either provides the service directly or through a contract provider, depending on costs, equipment and other operating issues.
- Develop a marketing and advertising strategy to increase awareness of this type of service.

2009 RESULTS

- The RTD hired a full time Marketing and Communications Director to positively promote the NCRTD with the public and media
- The RTD provides off peak, mid-day service to Los Alamos County
- The RTD expanded services to the Rail Runner South Capitol Station
- The RTD marketed and advertised in newspapers, radios and newsletters in the four county District

New Bus Shelter sign at Rail Runner Station South Capitol Station, Santa Fe
Goal 3: Ensure that citizens of the NCRTD have access to critical lifeline services.

Objectives:

- Develop frequent, convenient and fully accessible service for the special needs population which prioritizes access to medical and special care services, and also strives to provide access to other services that contribute to a better quality of life for this segment of the population.
- Work with local coalitions of transportation and social service providers, community and advocacy groups and individuals to identify community needs and prioritize service investments.

2009 RESULTS

- The RTD met with AARP to identify assistance and service to the aging population.
- The RTD met with social service organizations providers to identify common services and efficiencies that could be jointly attained.
- The RTD met with Medicaid management, contract providers, and a National consultant to determine opportunities for service and reimbursement to be provided by the RTD.
- The RTD met with Senior Citizen Centers encouraging seniors to ride transit
- The RTD provides sensitivity driver training.

*Passengers load up on the “Blue Bus” in Espanola heading to Santa Fe*
Goal 4: Ensure that the NCRTD Service plan is consistent and complementary to the Regional Transportation Policy Plan

Objectives:

- NCRTD is an active member of the RPO’s and the Santa Fe MPO
- Quantify the benefits of an effective network of public transportation Services and serve as an advocate for utilizing transit to help meet the Regional Transportation goals of the area.

2009 RESULTS

- The RTD continued to participate in meeting and planning with both the North Central Regional Planning Organization (NCRPO) and Santa Fe Metropolitan Planning Organization (MPO).

- Research shows that Public Transit savings and cost benefit to riders

- Research shows that there is infrastructure savings by getting cars of the road

- Research shows the reduction of fuel emissions and improved environment

NCRTD Staff at 2009 Employee Christmas Luncheon, Espanola, NM
Goal 5: Develop a set of performance measures that maximizes the use of all funds made available to the NCRTD

Objectives:

- Establish a monitoring system that tracks trends in system performance, and overall success in providing quality public transportation services for residents of the NCRTD.
- Assist communities in developing new or improved ways of combining resources to fund the highest priority needs.
- Chart investments, service improvements and ridership over time to determine the best approach to providing services.

2009 RESULTS

- The RTD continues to compile monthly data and monitors effects and trends in ridership
- The RTD continues to work with member entities to insure funding priorities are addressed and is always looking to combine resources for greater leveraging of match requirements.

The RTD abides by the NMDOT performance measures in the CRRAFT reporting system that monitors cost per trip and mile.

Future Home of the NCRTD – The Jim West Regional Transit Center, Espanola, NM
Goal 6: Reduce dependence on the private auto to contribute to improved air quality, reduce urban sprawl and lower levels of traffic congestion.

Objectives:

- Introduce a broad range of transit services that serves different markets.
- Develop high quality service that is complementary to the other modes, and is competitive with the private auto in terms of comfort, safety and convenience.
- Integrate transit service and land use policies.

2009 RESULTS

-The RTD began transit services with local area emphasis, and broadened to commuter transit for workforce purposes, in addition to servicing rural riders into urban centers for commerce, medical, and educational purposes.

-The RTD provides high quality of service while providing the rider with cost effective, safe, convenient, and dependable transportation.

-The RTD continues to coordinate with Santa Fe Trails, Atomic City Transit, Taos Chile Lines, and NM Park and Ride to transfer passengers for greater mobility.

-The RTD reduced dependence with single occupancy vehicles by initiating new service in the region, thus helping in the reduction of the regions carbon footprint.
NCRTD 2009 RESOLUTIONS ACTED ON

2009-01
AUTHORIZING THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT (NCRTD) EXECUTIVE STAFF TO SEEK SUPPORT FROM THE NEW MEXICO DEPARTMENT OF TRANSPORTATION COMMISSION OF THE NCRTD’S TRANSIT CAPITAL REQUEST AND TRANSIT PROJECT INCLUSION IN PRESIDENT OBAMA’S ECONOMIC STIMULUS BILL

2009-02
REQUIREING ALL MEMBER SERVICE PLANS TO BE REVIEWED AND APPROVED BY THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT (NCRTD)

2009-03
REQUIREING ACCOUNTABILITY FOR ALL (NCRTD) FUNDS DISTRIBUTED TO NCRTD MEMBERS

2009-04
2008-2009 ADJUSTED BUDGET

2009-05
2009-2010 PRELIMINARY BUDGET

2009-06
CONTINUE RESOLUTION 2008-17 TO ELIMINATE FARES FOR ALL FIXED ROUTE PARATRANSIT UP TO THREE FOURTHS OF A MILE FROM FIXED ROUTES OF THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT
2009-07
REQUIRING REVIEW AND COORDINATION OF MEMBER’S LOCAL SERVICE PLANS AND ACCOUNTABILITY FOR ALL NCRTD FUNDS DISTRIBUTED TO NCRTD MEMBERS

2009-08
OPEN MEETINGS ACT AMENDED

2009-09
DIRECTING AND AUTHORIZING THE EXECUTIVE DIRECTOR TO PROCEED WITH DUE DILIGENCE IN ORDER TO NEGOTIATE AND ACQUIRE REAL PROPERTY SELECTED BY THE BOARD

2009-10
RATIFYING AND AUTHORIZING THE PURCHASE OF REAL PROPERTY

2009-11
2009-2010 FINAL BUDGET

2009-12
AUTHORIZING THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT (NCRTD) EXECUTIVE STAFF TO SEEK INFRASTRUCTURE CAPITAL IMPROVEMENT PLANNING (ICIP) FUNDING, CAPITAL OUTLAY FUNDING AND 5309 FEDERAL TRANSIT ADMINISTRATION (FTA) DISCRETIONARY FUNDING
2009-13
DEFINING STANDARDS AND PRACTICES FOR THE IMPLEMENTATION OF NEW SERVICE ROUTES

2009-14
FINANCIAL POLICIES

2009-15
AMERICANS WITH DISABILITIES ACT

2009-16
OPEN MEETINGS ACT “2010 MEETING CALENDAR”

2009-17
JIM WEST REGIONAL TRANSIT CENTER
**Service Characteristics**

**Fare Structure**

The North Central Regional Transit District’s planned fare structure will be a combination of demand response, fixed rate as well as zone-based structure. The following table shows current fares in effect:

<table>
<thead>
<tr>
<th>ZONE</th>
<th>AREA</th>
<th>CURB TO CURB</th>
<th>DOOR TO DOOR</th>
<th>FIXED ROUTE AND CURB TO CURB</th>
<th>DEMAND RESPONSE AND DOOR TO DOOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone 1</td>
<td>0-15 Miles</td>
<td>$1.00</td>
<td>$2.00</td>
<td>$18.00</td>
<td>$36.00</td>
</tr>
<tr>
<td>Zone 2</td>
<td>16-30 Miles</td>
<td>$2.00</td>
<td>$4.00</td>
<td>$36.00</td>
<td>$72.00</td>
</tr>
<tr>
<td>Seniors</td>
<td>(Age 60 +)</td>
<td>$0.50</td>
<td>$1.00</td>
<td>$9.00</td>
<td>$18.00</td>
</tr>
<tr>
<td>Zone 1</td>
<td>(Age 13 +)</td>
<td>$1.00</td>
<td>$2.00</td>
<td>$18.00</td>
<td>$36.00</td>
</tr>
</tbody>
</table>

**Adopted Free Fares according to Resolution 2008-16**

A Resolution extending Resolution 2008-04:

Eliminating fares on a trial basis for all fixed routes and Paratransit up to three-fourths of a mile from fixed routes operated by the NCRTD

**Hours and Days of Service**

Transit services are available from 6:00 a.m. until 7:00 p.m. Monday-Friday. No Saturday service was available in 2009. Additionally, no service was available on holidays, these holidays include: New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Paratransit services are available at all times of operation. Most vehicles are lift equipped and all drivers are trained in Passenger Safety and Security. Demand response service will be transitioning toward the fixed route service recommended by the 2006 service plan. All new vehicles procured are wheelchair equipped, meeting all ADA requirements.

**Service Area & Service Connections**

The service area for the North Central Regional Transit District follows the boundaries of the member entities. Presently, service in Rio Arriba County is centered on the Española area. Due to the way the Santa Fe County line intersects into the City of Española, there is minimal service into Nambe and Pojoaque which lie in Santa Fe County. The NCRTD has coordinated connective services with the five tribal members, Park and Ride, Municipal members and to the Rail Runner in Santa Fe.
Highlights of Ground Breaking Ceremony, October 2009

Linda Trujillo, Service Development Manager is photographed with Josette Lucero, Executive Director & Chairman Alfred Herrera receiving the SWTA Award for the Route Map she designed.

Jack Valencia Transit Manager is photographed with Josette Lucero, Executive Director & Chairman Alfred Herrera receiving the SWTA Award for the GRT Election campaign material he designed.

NCRTD Drivers attended the 2009 2nd Year Anniversary Celebration and the Ground Breaking Ceremony of the Jim west Regional Transit Center.

Dignitaries proudly pose with the ARRA sign at the 2009 2nd Year Anniversary Celebration and the Ground Breaking Ceremony of the Jim west Regional Transit Center.
2009 Ridership Data

**FFY 08-09**

*Explanations for Amounts of Monthly Increases/Decreases*

<table>
<thead>
<tr>
<th>Month</th>
<th>Change</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 08</td>
<td>Down 243 trips – 3.5%</td>
<td>Down 243 trips – 3.5%</td>
</tr>
<tr>
<td>Nov 08</td>
<td>Down 1181 trips 8.0%</td>
<td>17 days of operating average is 21</td>
</tr>
<tr>
<td>Dec 08</td>
<td>Up 2.4% from Nov. increase of 2 more rider days this month</td>
<td>Up 2.4% from Nov. increase of 2 more rider days this month</td>
</tr>
<tr>
<td>Jan 09</td>
<td>Up 9.1% from Dec passengers tend to ride during inclement weather also increase rider days</td>
<td>Up 9.1% from Dec passengers tend to ride during inclement weather also increase rider days</td>
</tr>
<tr>
<td>Feb 09</td>
<td>Up 14.89% from January</td>
<td>Up 14.89% from January</td>
</tr>
<tr>
<td>Mar 09</td>
<td>Up 12.59% from February</td>
<td>Up 12.59% from February</td>
</tr>
<tr>
<td>Apr 09</td>
<td>Down 11.78% from March Spring Break from Schools</td>
<td>Down 11.78% from March Spring Break from Schools</td>
</tr>
<tr>
<td>May 09</td>
<td>Down 4.2% from April 2 less rider days</td>
<td>Down 4.2% from April 2 less rider days</td>
</tr>
<tr>
<td>Jun 09</td>
<td>Up 8% from May 22 rider days</td>
<td>Up 8% from May 22 rider days</td>
</tr>
<tr>
<td>Jul 09</td>
<td>Down 5% summer generally shows lower ridership as people are walking and biking- schools are closed</td>
<td>Down 5% summer generally shows lower ridership as people are walking and biking- schools are closed</td>
</tr>
<tr>
<td>Aug 09</td>
<td>Down 6.90% summer and schools are closed</td>
<td>Down 6.90% summer and schools are closed</td>
</tr>
<tr>
<td>Sept 09</td>
<td>Up 5.25% schools are back in session</td>
<td>Up 5.25% schools are back in session</td>
</tr>
<tr>
<td>Oct 09</td>
<td>Increase 2.35% from Sept. due to increase in rider days from Sept.</td>
<td>Increase 2.35% from Sept. due to increase in rider days from Sept.</td>
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<tr>
<td>Nov 09</td>
<td>Decrease of 5.65% FROM Oct due to 18 rider days due to Holiday closures</td>
<td>Decrease of 5.65% FROM Oct due to 18 rider days due to Holiday closures</td>
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<tr>
<td>Dec 09</td>
<td>Increase 2.35% from Nov 22 rider days</td>
<td>Increase 2.35% from Nov 22 rider days</td>
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</table>

**Year to Date Ridership**

<table>
<thead>
<tr>
<th>Year</th>
<th>Ridership</th>
<th>Date Range</th>
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</thead>
<tbody>
<tr>
<td>07-08</td>
<td>48,600 yearly ridership</td>
<td>October 1, 2007- September 30, 2008 (NCRTD first year of operation)</td>
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<tr>
<td>08-09</td>
<td>79,835 yearly ridership</td>
<td>October 1, 2008- September 30, 2009</td>
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### FY 2008-2009 Annual Budget

**Federal Funds**
- ARRA Stimulus Funds: 2,000,000
- 5304 Planning: 100,000
- 5309 Capital: 475,000
- 5311 Administrative: 567,288
- 5311 Operating: 467,510
- 5311 Capital: 117,920
- 5316 (JARC): 350,000
- TANF: 47,000
- Tribal Transit: 250,000

**Local Matches**
- City of Espanola: 37,804
- Ohkay Owingeh: 7,500
- Pueblo of Pojoaque: 30,000
- Pueblo of San Ildefonso: 30,000
- Pueblo of Santa Clara: 9,521
- Pueblo of Tesuque: 43,572
- Taos County: 59,635
- LA Contribution: 880,000
- Rio Arriba County: 113,200
- Santa Fe County: 120,000

**Total Annual Budget**: $5,705,950

---

Jack Valencia, Transit Manager and Board Member Jon Bulthuis look over the budget.
## 2009 Fleet Inventory

<table>
<thead>
<tr>
<th>UNIT #</th>
<th>Plate #</th>
<th>VIN NUMBER</th>
<th>MAKE</th>
<th>MODEL</th>
<th>PASS #</th>
<th>CONFIG</th>
<th>YEAR</th>
<th>MILEAGE</th>
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</thead>
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<td>31,368</td>
</tr>
</tbody>
</table>
2009 Summary

In 2009, the North Central Regional Transit District garnered three 1st Place Awards at the Southwest Transit Association’s Marketing Workshop in Dallas, TX. SWTA represents eight states in the southwest which include Arizona, Arkansas, Colorado, Kansas, Louisiana, New Mexico, Oklahoma and Texas. The SWTA Spotlight Awards honor outstanding work for a total transit marketing campaign and recognizes a total mixed-media marketing campaign that shows a unifying strategy, purpose or theme. This is typically an awareness building or educational campaign.

The three Awards received by the NCRTD were for the newspaper insert regarding the Gross Receipts Tax Election. The objective was to provide outreach and voter confidence to support an $8 million dollar tax initiative within a four county region in North Central New Mexico. Another award was for the NCRTD Route Map which was designed to acquaint the population to the new Public Transportation service within a four county area covering in excess of 10,000 square miles. The third award was won for a 30 second radio spot to assist in an informational effort for a Gross Receipts Tax Election Initiative. The voice of the spot was New Mexico Governor Bill Richardson, a strong supporter of public transportation.

The NCRTD also proudly celebrated its 2nd Year Anniversary and Ground Breaking Ceremony of the new Transit Facility in Espanola in October. The Ceremony was at the new location of the Jim West Regional Transit Center located on Riverside Drive. The NCRTD received $2 million dollars from the American Recovery & Reinvestment Act abbreviated as ARRA, signed by the 111th Congress and President Obama for the purchase and renovation of the new Transit facility.

The official ceremony consisted of numerous speakers representing the New Mexico Congressional Delegation, NMDOT, Los Alamos, Rio Arriba, Santa Fe and Taos Counties. Ben Lujan, Speaker of the House of Representatives and a strong advocate of rural and public transit addressed the crowd gathered to celebrate the event.

The most important accomplishment for 2009 was the purchase and Ground Breaking Ceremony of the Jim West Regional Transit Center in Espanola in October, 2009. The $2 million dollar investment was with the ARRA funding received by the NCRTD.

“I am extremely proud of the work the organization has accomplished throughout these difficult times and I am extremely grateful for the cooperative and collaborative effort by the member organizations. One of the SWTA awards we received was for the Gross Receipts Tax Initiative and that is a reflection of the continued support of the general public regarding rural transit in North Central New Mexico”, said NCRTD Board Chairman, Alfred Herrera.