

Blue bus BULLETIN

May 6, 2026

The Future of the Blue Bus



Over the past six months with new Executive Director Nicholas A. Sofoul, AICP, the Blue Bus has continued building momentum toward a stronger, more connected future for public transportation across north central New Mexico. As we prepare for Fiscal Year 2027, we're focused on strategic investments that strengthen mobility, enhance customer experience and support the communities and employees who make regional transit possible.

Earlier this spring, The Blue Bus Board of Directors and Executive Leadership Team gathered for a strategic planning session that identified five key priorities guiding the organization forward: Community Value, Financial Stability, Mobility and Access, Customer Experience and Employee Engagement. These priorities are helping shape operational planning, service enhancements and long-term investments across the transit system.

Some proposed initiatives include:

- Commitment to growth and service reliability.
- Five additional driver positions to support the restoration of service to the 400 Los Alamos and 180 El Rito routes
- Expand year-round service to Taos Ski Valley on the 341 TSV Green route
- Transitioning to a new myBlue™ rider app
- Deploying two new 35-foot diesel hybrid buses on the 340 Chile Line route this summer.

- Additional Administration staff to support passenger and employee safety as well as focus on employee growth and training opportunities.

Executive Director Nicholas A. Sofoul, AICP has also been connecting directly with the rider experience by committing to ride every Blue Bus route and MyBlue™ zone by the end of the year. This journey has provided valuable insight into daily operations and the important role public transit plays in connecting communities throughout the region.



"I'm energized and excited about what lies ahead for the Blue Bus. These initiatives aren't just words on a page; they reflect who we are and what we owe to the communities we serve."

As we prepare for the new fiscal year beginning July 1, 2026, the Blue Bus remains committed to delivering safe, reliable and accessible transit service that supports residents, visitors and communities across north central New Mexico.



Blue Bus Buzz

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