

South Central Regional Transit District

www.scrtd.org

MVEDA

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What is a regional transit district?

2003 legislation

- North Central Regional Transit District Rio Metro Regional Transit District
- South West Regional Transit District
- South Central Regional Transit District

Governed by a board

- Doña Ana County
- Sierra County
- Sunland Park
- Las Cruces, Alamogordo
- Truth or Consequences
- Elephant Butte
- Mesilla
- Hatch
- Williamsburg

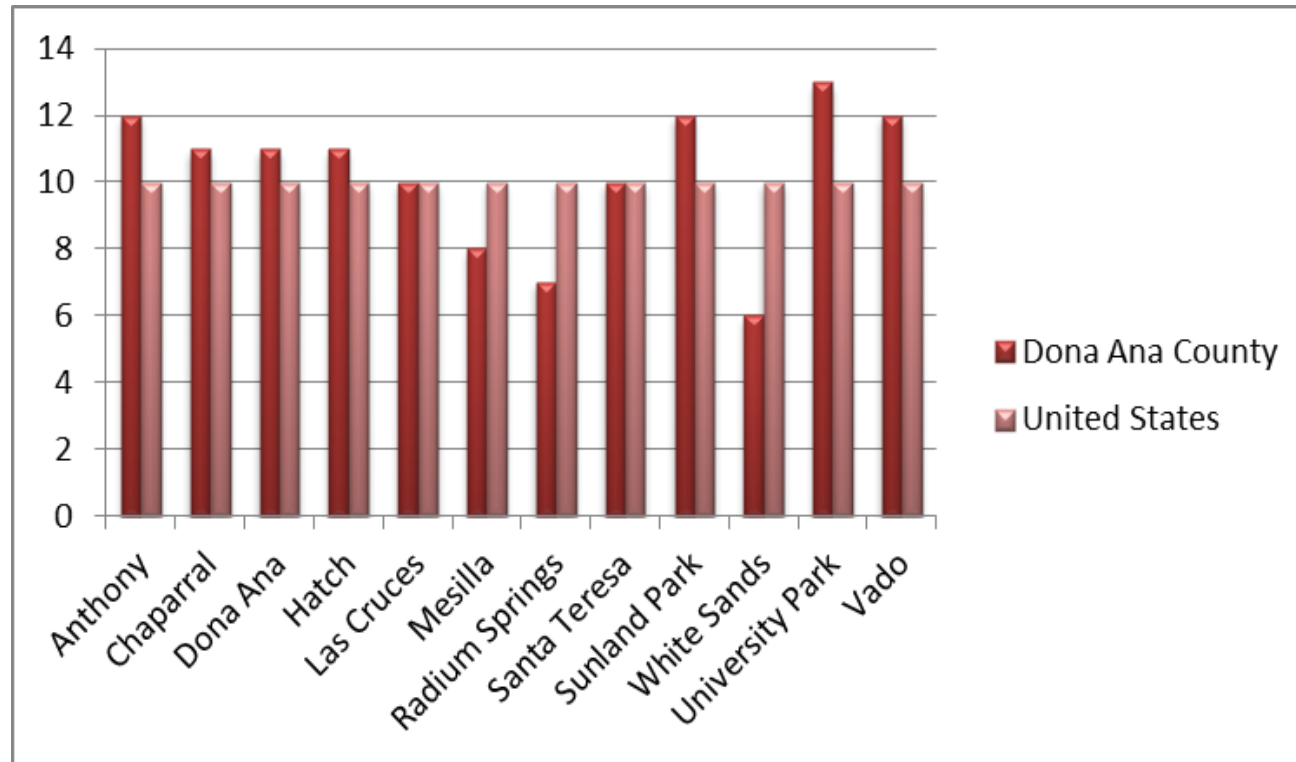




Districts with Recurring Funding

- North Central Regional Transit District (2006)
- Rio Metro Regional Transit District (2008)
- November 2014 referendum South Central Regional Transit District

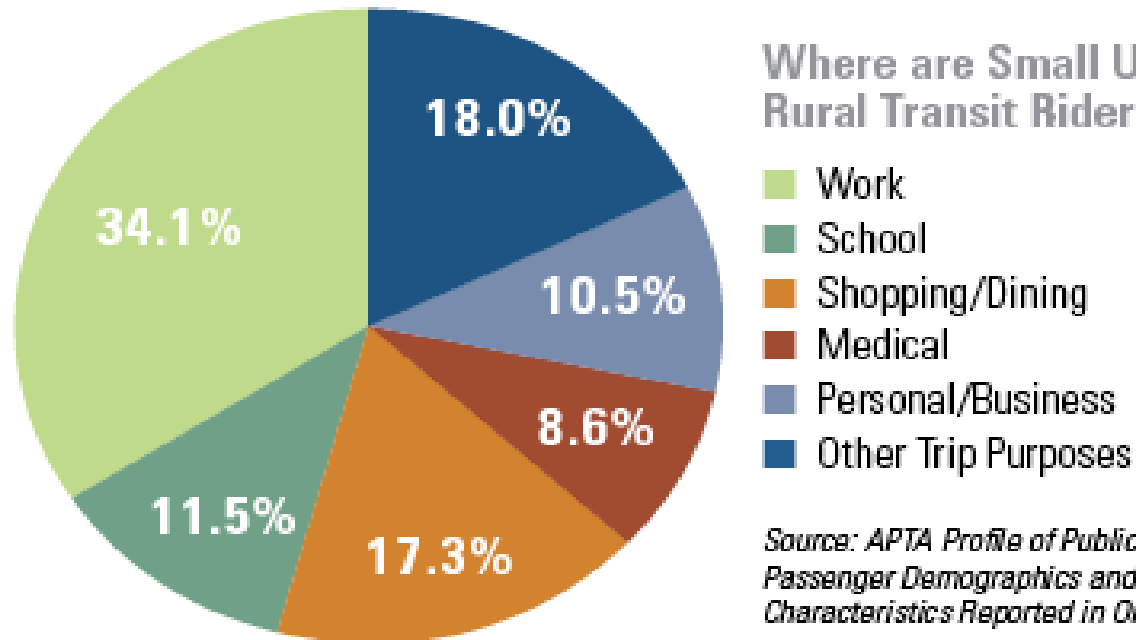
PENT UP DEMAND



Anthony, Chaparral, Doña Ana, Hatch, Sunland Park, University Park, and Vado all have a transit Needs Index higher than the national average.

Small Urban and Rural Transit Service Provides Access

The primary destination for public transit riders in small urban and rural areas is work, which accounts for 34 percent of all trips. Shopping and dining are the destinations for 17 percent of trips, with all levels of school representing 12 percent, personal business 10 percent, and medical services 9 percent. All other purposes, including social and recreational ones, represent 18 percent of trips.¹



Where are Small Urban and Rural Transit Riders Going?

- Work
- School
- Shopping/Dining
- Medical
- Personal/Business
- Other Trip Purposes

Source: APTA Profile of Public Transportation Passenger Demographics and Travel Characteristics Reported in On-Board Surveys²

Transit: Next Critical Step for Our Region



Convergence/Tipping Point

- Union Pacific Intermodal Center
 - Spaceport America
 - 900-1000 new jobs (Las Cruces, West Mesa, Santa Teresa)
 - Mesilla Valley Intermodal Transit Terminal (MVITT)
 - Viva Doña Ana regional planning (scenarios) 9/22, 23, 24.
 - SLRP (Economic Vitality) 7/22
 - Regional Water Plan (Steering Committee)



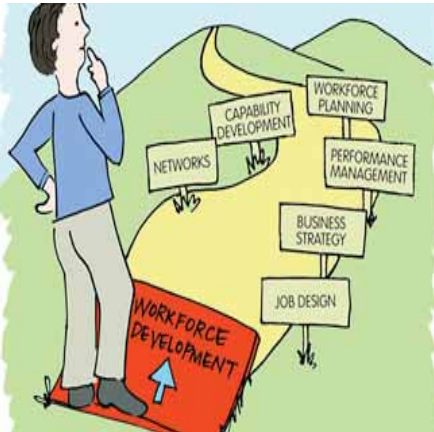
Regional Hub

Developing a dynamic regional transportation system that will make Las Cruces the commercial and service hub of southern New Mexico.

- Hundreds of people a day—medical services, classes, shopping, entertainment.
- Regional and national recognition.
- Innovative transit—trolley connecting the University with downtown.



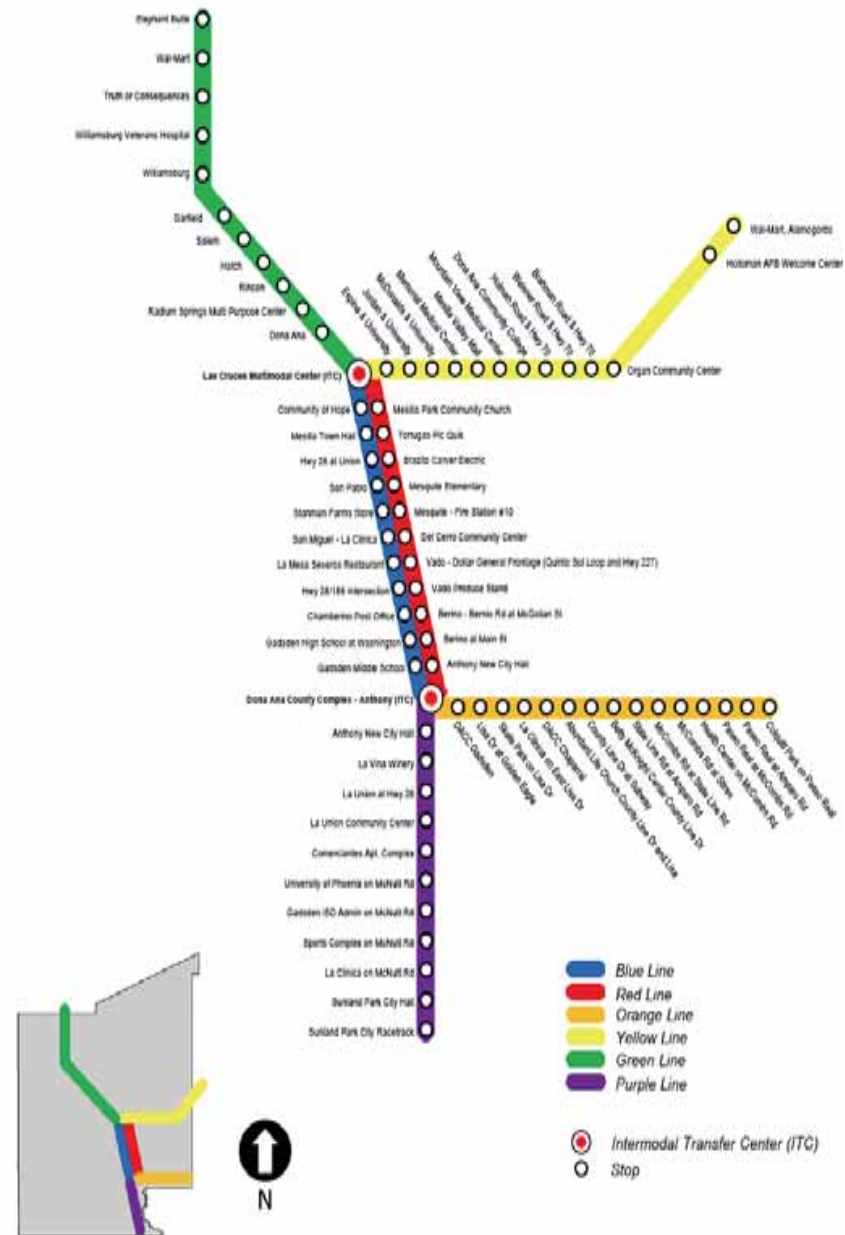
Workforce Development



- MVEDA/DACC Boot Camps
 - 7/16 East Campus
 - 7/30 Gadsden Campus
 - 9/17 Sunland Park Campus
- Doña Ana Community College
- Workforce Connection
- HELP-NM
- Rafael Ramos, Southern New Mexico Project

Infrastructure Investment

- District covers 8,000 square miles
- Expanded to 73 additional stops
- Links workers to education, training, and jobs.
- Potential **transit hubs** in **Anthony** and the **Santa Teresa Industrial Park**



Create Permanent Funding

Cost per day per household

Estimated impact of $\frac{1}{4}$ of 1% GRT on taxable expenditures for median income households (\$37,566) is \$36.26 or less than 10 cents per day per household.

(James Peach PhD and Anthony Popp PhD, NMSU economists)



What the future could look like



Full Roll-Out—County

- Maintain and improve pilot routes
- Develop new routes (express, demand response) to employment centers.
- Add transit hubs in Anthony and Santa Teresa.
- Coordinate with Sun Metro.

Full Roll-Out—Las Cruces

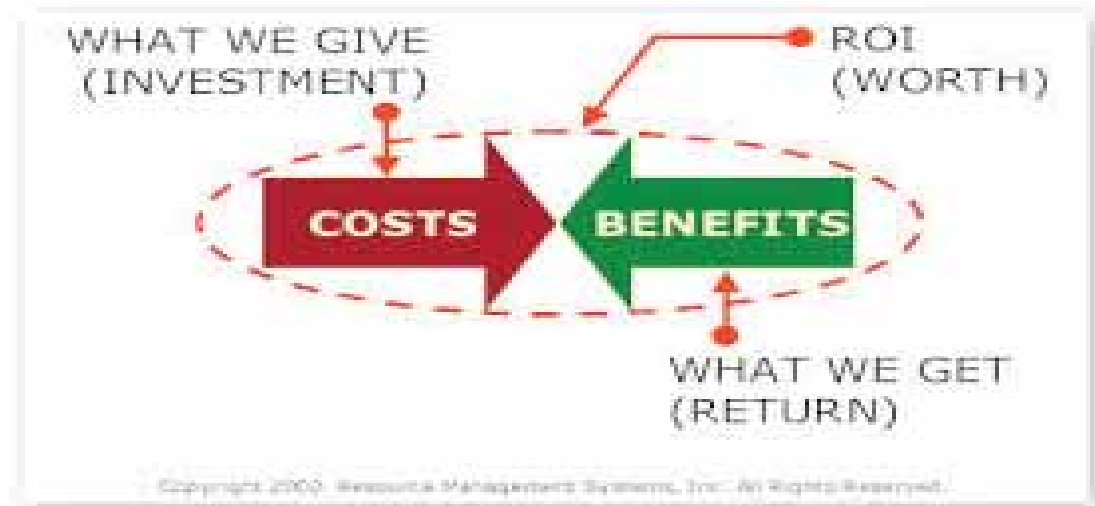
Add \$3M/year to RoadRUNNER Transit

- Increase frequency of buses.
- Extend hours.
- Add weekends.
- Add trolley bus between NMSU and Las Cruces downtown.

Return on Investment

- Cost of living savings for households, leading to broader impacts on consumer purchasing patterns;
- Business productivity benefits from access to a broader labor market, with more reliable employee arrival times, increasing business competitiveness and facilitating business expansion;
- Indirect effects, as directly-affected businesses expand and generate additional orders to their suppliers (leading to growth of those firms);
- Induced effects, as the hiring of more workers generates a larger payroll, which is re-spent on consumer purchases (growing additional business)

(APTA, 2014 Update)



**Can Rural Transit Be
Successful?
Will People Use it?
Yes: North Central
Regional Transit District**

- Created in 2004.
- GRT approved in 2008.
- Dedicated funding.
- Leverage federal funding—23%.
- NCRTD 201,000 annual riders 39 vehicles and 48 employees.
- Provides financial support to other regional providers.
- Combined ridership over 462,000 annual trips.



Qualified Transportation Benefits

- U.S. employers can take advantage of a federal tax break when they provide transportation for their employees (1993, U.S. Internal Revenue Code, section 132a).
- Eligible expenses for transit are any public or private transit service.
- Employers can enhance their benefits package.
- Monthly maximum “caps” per employee on amount that can be excluded from gross income are the following:
 - Transit Passes and vanpooling = \$130/month
 - Bike commuters \$20/month)



Commuter Choice Program



Now is the time to connect communities across the region.

- costs only pennies a day
- greatly improves our quality of life
- creates a coordinated regional transit system (with Las Cruces as the hub)
- will be a strong engine for economic activity (“transit means business”)
- makes our region more attractive for new business
- will revitalize rural communities
- allows us to receive millions of dollars of federal transportation funding
- makes housing more affordable by reducing transportation costs

