



City of Las Cruces

City Council Action and Executive Summary

23-064

Type of Action:

☒ Resolution

☐ Ordinance

☐ TIDD Resolution

District: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☒ N/A

1st Reading:

Adopted:

Drafter: Mike Bartholomew

Department: City Manager's Office

Program: Fixed Route and Dial-a-Ride Programs

Line of Business: Transit

Title: **A RESOLUTION TO SUSPEND ROADRUNNER TRANSIT FARES THROUGH JUNE 30, 2023, TO CONDUCT A ZERO-FARE DEMONSTRATION PROJECT.**

TYPE OF ACTION: ☒ Administrative ☐ Legislative ☐ Quasi-Judicial

PURPOSE(S) OF ACTION:

To conduct a Zero Fare demonstration project

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The RoadRUNNER Transit Section is requesting approval for a zero-fare demonstration project that will extend through June 30, 2023. In anticipation of City Council approval for full implementation of this project, the Transit Section is offering an initial zero fare period starting November 28, 2022, using Council-approved "fare-free" marketing days (Resolution 06-246).

For full implementation, fares established in the Council-approved Transit Tariff (Resolution 19-167) would need to be suspended for the remainder of FY 2022. Fixed Route and Dial-A-Ride transit users would pay no fare during this period. The purpose of this demonstration project is to assess the feasibility of an extended or permanent zero-fare program. Many communities across the nation are exploring or have implemented similar programs.

Access to transportation is essential to get to jobs, education, medical services, social activities, and shopping. Public transit is a cost-effective way, if not the only way, for many without access to other transportation modes to take care of essential life needs. For many on low or fixed incomes, even the cost of bus fares can be a financial challenge. Zero-fare public transit can improve the quality of life for the entire community by providing equitable access to transportation.

RoadRUNNER Transit did operate a zero-fare service from late March 2020 through July 2021 during the pandemic. During that time, service hours were reduced, and ridership was significantly lower, especially on Dial-a-Ride because the congregate meals program was not in operation. The service hours are now back to pre-pandemic levels and ridership has rebounded to 75% of pre-pandemic levels. This proposed demonstration project will help staff assess the feasibility of operating a zero-fare service at full-service levels.

Throughout this demonstration project, RoadRUNNER Transit staff will be assessing the feasibility of a longer-term or permanent zero-fare program. RoadRUNNER Transit is confident that it has the capacity to meet anticipated rider usage of the fixed route service. The demand-response service, Dial-a-Ride, which serves persons with disabilities and the elderly, will be monitored closely to assess the impact of ridership on that service. Dial-a-Ride potentially will need more vehicles and drivers if demand gets too high because use of that service is already near capacity. RoadRUNNER has also revised and published its Passenger Code of Conduct.

These rules will help riders understand what is expected of them when using RoadRUNNER Transit to help make the transit service inviting, efficient, and safe for all who want to use the system.

RoadRUNNER anticipates a little over 7 months of fare loss during this program in FY2023, which is estimated at \$166,250.00. This fare loss may result in a budget adjustment request for the Transit Fund budget later this fiscal year.

RoadRUNNER staff will provide the City Manager a report in April 2023 outlining the results of this demonstration project that will be shared with Council. This will aid Council in determining whether the program should be ended, continued, or made permanent. The report will also outline any additional resources that may be needed to extend the program beyond June 30, 2023.

This project aligns with Elevate Las Cruces action CE-12.2.2, which encourages the use of public transit through incentives such as reduced or eliminated fees.

SUPPORT INFORMATION:

[Resolution 19-167 Transit Tariff](#)

[Resolution 06-046 Up to 20 fare-free marketing days per year](#)

PLAN(S):

Elevate Las Cruces

COMMITTEE/BOARD REVIEW:

None

DOES THIS AMEND THE BUDGET?:

☐ Yes

☒ No

BUDGET / FISCAL IMPACT:

BUDGETED AMOUNT:

AVAILABLE AMOUNT:

EXPENDITURE AMOUNT:

Funding Source(s):

Does this action amend the Capital Improvement Plan (CIP)?

☐ Yes

☒ No

Does this action align with Elevate Las Cruces?

☐ Yes

☐ No

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will approve full implementation of the transit zero-fare demonstration project.
2. Vote "No"; this will not approve implementation of the transit zero-fare demonstration project.
3. Vote to "Amend"; will require additional direction to staff.
4. Vote to "Table"; this will not approve the full implementation of the transit zero-fare project and will require additional direction to staff.

RESOLUTION 23-064

A RESOLUTION TO SUSPEND ROADRUNNER TRANSIT FARES THROUGH JUNE 30, 2023, TO CONDUCT A ZERO-FARE DEMONSTRATION PROJECT.

The City Council is informed that:

WHEREAS, the City operates a public transit service named RoadRUNNER Transit; and,

WHEREAS, the Transit Section wishes to conduct a zero-fare demonstration project through June 30, 2023, to assess the feasibility of a long-term or permanent zero-fare program; and

WHEREAS, said zero-fare program will offer an equitable transportation option to citizens of and guests to Las Cruces; and

WHEREAS, to fully implement said project, the Transit Section seeks approval to suspend transit fares established in the Council-approved Transit Tariff for the duration of the demonstration project; and

WHEREAS, the FY 2022 fare loss from this project is anticipated to be \$166,250.00.

NOW, THEREFORE, Be it Resolved by the Governing Body of the City of Las Cruces:

(I)

THAT the Transit Section conduct a zero-fare demonstration project through June 30, 2023.

(II)

THAT transit fares established in the Council-approved Transit Tariff be suspended for the duration of said project.

(III)

THAT City staff is hereby authorized to do all deeds as necessary in the accomplishment of the herein above.

DONE AND APPROVED this 05 day of December 2022

APPROVED

Mayor

ATTEST:

City Clerk

Moved by: Johana Bencomo

Seconded by: Tessa Abeyta

AYES Kasandra Gandara, Ken Miyagishima, Yvonne Flores, Johana Bencomo, Becki Graham,
Becky Corran, Tessa Abeyta

NAYS

RESOLUTION NO. 19-167

A RESOLUTION TO AMEND THE TARIFF OF THE CITY OF LAS CRUCES AREA ROADRUNNER TRANSIT.

The City Council is informed that:

WHEREAS, the Las Cruces City Council approved a formal transit tariff in 1997 that established a Council approved fare structure; and

WHEREAS, City Council approved the first amendment to the tariff on October 6, 2008, which raised the cost of bus fares and fare media; and

WHEREAS, a second amendment to the tariff is necessary to modify the fare media structure in order to provide more efficient and cost effect transit service options to bus riders without increasing the cost of bus fares and fare media; and

WHEREAS, this amendment also reorganizes the tariff to remove obsolete language, clarify policies and practices related to administration of the tariff, and provides a table of contents to the document.

NOW, THEREFORE, Be it Resolved by the Governing Body of the City of Las Cruces:

(I)

THAT the Tariff of the Las Cruces Area RoadRUNNER Transit is hereby modified as presented in Exhibit "A", attached hereto and made part of this Resolution.

(II)

THAT City staff is hereby authorized to do all deeds as necessary in the accomplishment of the herein above.

DONE AND APPROVED this 20 day of May, 2019.

APPROVED:



Mayor

ATTEST:



City Clerk

(SEAL)

Moved by: Eakman

Seconded by: Sorg

APPROVED AS TO FORM:



City Attorney

VOTE:

Mayor Miyagishima:

Aye

Councilor Gandara:

Aye

Councilor Smith:

Aye

Councilor Vasquez:

Aye

Councilor Eakman:

Aye

Councilor Sorg:

Aye

Councilor Flores:

Aye



TARIFF OF THE
LAS CRUCES AREA ROADRUNNER TRANSIT
FOR FIXED ROUTE & DIAL-A-RIDE SERVICES
WITHIN THE CITY OF LAS CRUCES

TARIFF NUMBER THREE
EFFECTIVE DATE MAY 20, 2019

THE LAS CRUCES AREA TRANSIT

TARIFF NUMBER THREE

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THE LAS CRUCES AREA TRANSIT

APPLICATION OF TARIFF

The fares stated within are applicable to the transportation of passengers on Road*RUNNER* Transit Fixed Route service from one point to another within the City of Las Cruces and on Dial-A-Ride specialized transit service. This fare may also be applied to any transit service provided by contract or memorandum of understanding with the City of Las Cruces to areas surrounding the city.

Implementation of this tariff shall remain the responsibility of the City of Las Cruces Transit Section. Questions concerning the interpretation and application of this tariff should be addressed to:

City of Las Cruces – Transit Section
P.O. Box 20000
Las Cruces, NM 88004
Telephone: 575-541-2500
Fax: 575-541-2733

The fares and fare media described in this tariff will be in full force effective **May 20, 2019**.

ROADRUNNER FIXED ROUTE SERVICE

Bus Fares Structure*

- Adult
All times/All days of service \$1.00
(Ages 19 – 59)
- Youth
All times/All days of service 50¢
(Ages 6 – 18 Identification may be required)
- Senior Citizens and Persons with Disabilities
All times/All days of service 50¢
(Age 60 and older and /or qualified ADA disabled individuals)
- Child (Age 5 and under)
All times/All days of service No Charge
(Must be accompanied by a fare paying customer 10 years of age or older. Please note additional restrictions for free service for children on page 11)
- Students
All times/All days of service 50¢
(Must have in possession at time of boarding the bus a valid student identification card from an accredited college, university, or professional/technical school.)

*Some routes funded by a third party, for example by New Mexico State University, may be designated as fare-free per a contractual agreement.

SENIOR CITIZENS AND PERSONS WITH DISABILITIES ELIGIBILITY

There shall always be in effect a reduced fare for senior citizens and ADA qualified individuals. An identification card is required for discounted fares.

“Senior Citizens” are defined as persons who are 60 years of age or older. A Medicare card or a picture identification (e.g. driver license) will be used for identification purposes. City of Las Cruces Senior Programs registration cards (issued at Munson Center) may also serve as identification; however, a picture identification may also be requested. Senior citizens are encouraged to obtain a RoadRUNNER Transit Reduced Fare Card at the Mesilla Valley Intermodal Transit Terminal (MVITT) located at 300 W Lohman which includes a picture identification on the card; there is no cost for the first issue of the card.

The Federal Transit Act, 49 USC, Section 1602 (d) defines a person with disabilities as: “Those individuals who by reason of illness, injury, age, congenital malfunction, or other permanent or temporary incapacity or disability, including those who are non-ambulatory wheelchair-bound and those with semi-ambulatory capabilities, are unable without special facilities or special planning or design to utilize mass transportation facilities and services as effectively as those persons who are not so affected”.

To receive the Reduced Fare, ADA qualified individuals must have a Reduced Fare Card issued by the Transit Section.

Reduced Fare Cards

Reduced Fare Cards are presented to bus operators and Transit customer service staff to verify a user's eligibility for a reduced fare. A bus operator may require a rider who uses a Reduced Fare Pass to show a Reduced Fare Card when boarding the bus. Applications for reduced fare eligibility are available at the MVITT and on the City website. Reduced Fare Cards are only available at the MVITT.

Reduced Fare Cards are required for persons requesting a reduced fare based on a disability; however, customers who present Medicare cards are also eligible for reduced fares. Individuals with a temporary disability lasting at least four weeks (for example, persons recovering from a surgery) are also eligible to apply for a temporary Reduced Fare Card. Some disability certifications may require a medical professional's certification. Persons qualifying for reduced fare based on age are encouraged to get a Reduced Fare Card; however valid picture ID showing year of birth or a valid Medicare card may also be used. Students need only to present a valid student ID card as noted on page 4.

Effective with the approval of this tariff, the Transit Section will begin issuing Reduced Fare Cards with the user's picture on the card. Older Reduced Fare Cards which do not have the user's photo will be phased out and will no longer be valid six months after this tariff is approved by City Council. Persons holding the older style of Reduced Fare Card may have it replaced at no charge by presenting the old card to customer service staff at the MVITT and showing photo identification.

There will be no fee for the first picture Reduced Fare Card issued to a user. Replacement cards will have a fee of \$5.00. This fee may be waived by customer service staff on a case-by-case basis. Damaged cards may be brought to the MVITT for a replacement at no charge.

Fraudulent use of a Reduced Fare Card issued to another person may result in the card being confiscated by Transit staff. A person fraudulently using another person's Reduced Fare Card may also be banned from using RoadRUNNER Transit services for a period of time.

Discontinuation of Transfer Cards

A transfer, prior to the adoption of this tariff, is a card that is given to a rider paying a cash fare that allows the user to complete a single-direction trip involving more than one bus route. Effective 30 days after the adoption of this revised tariff, RoadRUNNER Transit will no longer provide transfer cards. Each bus boarding will require either a full fare or a bus pass. In lieu of transfers, customers are encouraged to purchase day passes when boarding the bus. The cost of the day pass will be the equivalent of two one-way trips on

a Fixed Route bus, but the pass will be good for unlimited trips during the day, regardless of which route or which bus stop the passenger boards.

Fare Payment Media

Discontinuation of Regular Bus Tokens

Effective upon the approval of this revised tariff, metal bus tokens will no longer be sold. Customers are encouraged to purchase day passes in lieu of tokens. Tokens in circulation will remain valid for a single bus ride fare. Riders may also convert two tokens to a single day pass by requesting this of the driver or Transit customer service staff.

Unlimited Use Passes

Unlimited use bus passes are good for unlimited rides (for the designated period stated on the pass) on RoadRUNNER Transit Fixed Route Service. Reduced Fare Passes may require riders to present a valid ID at each boarding showing that the rider is eligible for the reduced fare.

- 31-Day Pass: Valid for unlimited rides for thirty-one (31) days from the day of first use.
Adult Pass -- \$30.00
Youth/Student/Senior Citizen/Disabled/Medicare -- \$15.00
- 7-Day Pass: Valid for unlimited rides for seven (7) days from the day of first use.
Adult Pass -- \$8.00
Youth/Student/Senior Citizen/Disabled/Medicare -- \$4.00
- Day Pass: Valid for unlimited rides during same day as first use.
Adult Pass -- \$2.00
Youth/Student/Senior Citizen/Disabled/Medicare -- \$1.00
- Six Month Pass: Valid for unlimited rides for six (6) months from day of first use.
Adult Pass -- \$165.00
Youth/Student/Senior Citizen/Disabled/Medicare -- \$82.50
- One Year Pass: Valid for one (1) year from day of first use.
Adult Pass -- \$330.00
Youth/Student/Senior Citizen/Disabled/Medicare -- \$165.00

30-Ride Passes

30-Ride Passes are made available as a convenience to RoadRUNNER Transit customers and are coded to permit 30 rides on a single pass. These passes work like a cash fare payment. For purposes of this pass, a ride is a single one-way trip on one bus.

- 30-Ride Pass: Valid for 30 rides.
Adult Pass -- \$30.00
Youth/Student/Senior Citizen/Disabled/Medicare -- \$15.00
Valid identification may be required upon boarding.

Mobile Ticketing

RoadRUNNER Transit may employ mobile ticketing services as an optional convenience for customers. Mobile ticketing is the ability to pre-pay for transit fares and passes using applications on mobile smartphones, then display an electronic image of the pass to the bus operator. Customers will pay the same fares and bus pass fees for mobile ticketing as what is defined in this tariff.

Other Regulations Governing the Sale and Use of Fare Media

Each pass is valid for a specified period or as stated on the pass. Unlimited ride passes will not be accepted after their expiration date.

- Passes will only be honored for use by the individual in possession of the pass. Once a passenger boards a bus with a pass, the pass must always stay in their possession. Unlimited ride passes are coded with a "pass back" prevention feature; this prevents a card from being used by more than one person at a time on any given trip.
- Passes will be sold at the MVITT Customer Service desk, at bus fareboxes, and at various other locations. A list will be maintained of such sales outlets, and the locations where passes are available will be advertised to the public.
- Lost or stolen bus passes will not be replaced.
- Damaged passes may be replaced with fare media equivalent to the value remaining on the pass. The damaged passes must have enough information on them to determine the remaining value of the pass. Damaged passes may only be replaced at the MVITT.
- Unused tokens still in circulation will not be refunded unless prior arrangements are made with Transit Administration. Tokens may be exchanged at the Mesilla Valley Intermodal Transit Terminal and on buses for day passes at the rate of two tokens per day pass.
- No refunds will be made on any fare media contained herein.

DIAL-A-RIDE SERVICE

Dial-a-Ride is the City's Demand-Response Service providing pre-scheduled origin-to-destination trips to persons with qualifying disabilities and to senior citizens age 60 and over.

Fares and Tokens

The fare on Dial-a-Ride is \$2.00 for each one-way trip. Tokens are also available at \$20.00 for lots of 10 tokens. Each token is good for a single one-way ride. Tokens do not have an expiration date.

Personal Care Attendants (PCAs) who accompany qualified riders ride for free.

Companions accompanying qualified riders will pay the same fare as the qualifying rider.

Effective within 30 days of approval of this revised tariff, all qualified senior citizens will pay the same fare as qualified ADA customers. For all riders, there is no fare for trips to and from a City-operated Senior Programs site.

Eligibility Requirements for Dial-a-Ride

Senior Citizens: Persons who are 60 years of age or older. Eligibility for the Senior Citizen Transportation Program will be determined by RoadRUNNER Transit staff.

Persons qualifying under the Americans with Disabilities Act (ADA): Those individuals who by reason of illness, injury, age, congenital malfunctions, or other permanent or temporary incapacity or disability, including those who are non-ambulatory wheelchair bound and those with semi-ambulatory capabilities, are unable without special faculties or special planning or design to utilize fixed route mass transportation facilities and services as effectively as those persons who are not affected.

Applications for ADA certification are available at the MVITT, by calling Dial-a-Ride at 575-541-2777, and on the City's website. Eligibility determinations will be made by RoadRUNNER Transit staff.

GENERAL TARIFF RULES AND REGULATIONS

Power of Agents

No agents or other employees shall have the authority to alter the rate of the fares and fees established herein without City Council approval.

Schedule Changes

The City reserves the right to change service schedules without advance notice to the public due to events beyond the control of Transit staff.

Carriage of Small Animals

Small animals may be carried free of charge, provided they are securely enclosed in a pet carrier sufficiently small enough to be carried without danger or offense to other passengers.

Service Animals

Service animals are individually trained to work or perform tasks for an individual with a disability. Service animals are welcome on all City transit services.

Baggage

The Transit Section has established a "bag limit" policy that is attached as Appendix B. Passengers may carry ordinary hand baggage, instrument cases, tool cases, folding baby carriages, folding wheelchairs, bundles, or packages which can be handled without any inconvenience to other passengers. Such articles must not be permitted by the operator

to remain in a position where they will interfere with entrances or exits, the free use of the aisles, or the proper and safe operation of the bus.

Accidents and Delays

- The City will not be liable for delays caused by accidents, breakdowns, bad road conditions, snowstorms, or other conditions beyond its control and does not guarantee to arrive at or depart from any point at any specific time.
- If conditions over which the City has no control, such as weather, road conditions or acts of God, make it, in the opinion of the City, inadvisable to operate service either from the point of origin or to any point en route, the City shall not be liable therefore, or cause to be held for damage for any reason whatsoever.

Free Transit Service

Free RoadRUNNER Fixed Route or Dial-A-Ride transportation is provided to:

- City police officers when in uniform, including officers of the Dona Ana County Sheriff's Department and the New Mexico State Police.
- Current City of Las Cruces employees when presenting a valid City ID.
- Children years of age five or younger when accompanied by a paying passenger ten years of age or older. No more than three children, five years of age or younger will be permitted to ride free with one paying passenger. When more than three children ride with a paying passenger, the fare for each additional child is the Reduced Fare.
- Individuals who train people to use the transit services, through prior arrangements with the Transit Section.
- Third parties, including other City departments and non-City entities, may also establish agreements to allow their customers to have access to transit services with no out-of-pocket fare. Examples might include unlimited access agreements funded by a school (non-City entity) or agreements with the City's Senior Programs Section to fund Dial-a-Ride fares through grant programs that Section oversees. Depending on the nature of the agreement, either the City Manager or the City Council must endorse the agreement.

Fare-Free Routes

The Transit Section may establish certain routes that will be fare free when such routes are funded by largely non-City entities. Such routes will be on a regular published schedule and shall be fare-free for any riders using that route. Periodically, the City may offer fare-free days as promotional opportunities to encourage transit use.

Transit Fare Violation

A person who boards a passenger-carrying transit vehicle without paying the established fare or presenting a valid pass may be denied transit service. (See Free Transit Service above for exceptions.) Persons who fraudulently use another rider's Reduced Fare Card may be subject to being denied transit service.

Public Transit Offenses

The City of Las Cruces has established by Municipal Code 19-50 that certain conduct or activity on public transit buses is unlawful. Riders engaging in unlawful activity may be denied service and/or cited for petty misdemeanor as per this ordinance. Examples of misdemeanor offenses include:

- Remaining on a bus when asked to leave by a driver or police officer
- Engaging in loud conduct that disturbs the peace or safety on a bus
- Interfering with a driver's operation of a bus
- Willful damage to any part of a bus
- Creating a fire hazard on a bus
- Possessing an animal not in a carrier (service animals are excepted)
- Falsely causing a scare or panic on a bus

Weapons

Under New Mexico Law NMSA 30-7-13, except for duly appointed law enforcement officers, it is unlawful for persons to board a bus while in possession of a firearm or other deadly weapons.

Youth/Child

Youth six years of age to 18 years of age will be charged half the adult Fixed Route fare. It is recommended that children nine years of age or younger be accompanied by a rider who is at least ten years old.

Lost Articles

The City is not responsible for lost articles. Found articles will be held by the Transit Section for 45 calendar days. All requests for found articles can be made to the Transit Section by calling 575-541-2500.

APPENDIX “A”

Fare structure effective with City Council Adoption of this tariff on May 20, 2019.

Category	Before 5/20/19	Effective 5/20/19
Base Adult fare	\$1.00	\$1.00
31-Day Pass	\$30.00	\$30.00
30-Ride Pass	\$30.00	\$30.00
7-Day Pass	\$8.00	\$8.00
Day Pass	\$2.25	\$2.00
6-month Pass	\$165.00	\$165.00
Annual Pass	\$330.00	\$330.00
Youth/Senior/Student/Medicare/Disabled Fare	50¢	50¢
31-Day Pass	\$15.00	\$15.00
30-Ride Pass	\$15.00	\$15.00
7-Day Pass	\$4.00	\$4.00
Day Pass	\$1.25	\$1.00
6 Month Pass	\$82.50	\$82.50
Annual Pass	\$165.00	\$165.00
Other		
Children - Age 5 and under	Free	Free
Current City Employees	Regular Fare	Free
Uniformed law enforcement	Free	Free
Rider Trainers	Free	Free
Regular Fare tokens (lots of 12)	\$10.00	Discontinued
Reduced Fare tokens (lots of 12)	\$5.00	Discontinued
Transfers*	Free	Discontinued
Reduced Fare Cards – Initial issue	Free	Free
Reduced Fare Cards – Replacement	Free	\$5.00
Dial-a-Ride Fares ADA riders	\$2.00	\$2.00
Dial-a-Ride Fares Senior Transp. Riders	\$2.00	\$2.00
One-way Trips to/from City Senior Centers	Not a category	Free
Dial-a-Ride Tokens (lots of 10)	\$20.00	\$20.00

* Transfers will be phased out within 30 days of approval of this tariff.
 Yellow highlights indicate changes from the 2008 tariff.

APPENDIX "B"

RoadRUNNER Transit Bag Limit Policy

(Applies to both Fixed Route and Dial-a-Ride services except where noted)

- Passengers must be able to carry all bags and parcels on to the bus in one load to their seat.
- All bags and carry-on items must be in the direct physical control of the rider while the bus is in motion to prevent items from falling, breaking, or sliding away from the rider. "Direct physical control" means holding carry-on items on the rider's lap or on the floor between the rider's feet. No carry-on item can take up seating space if needed by another passenger for seating.
- **Dial-a-Ride only**: If the passenger requests, Dial-a-Ride drivers will assist in loading and unloading carry-on items between the bus and the curb only. For the safety of our drivers, they will not be required to lift any item over 20 pounds. While the bus is in motion, passengers must be in control of those items.
- No carry-on item can create a health or safety risk for other riders (for example, fuel cans and car batteries).
- Carry-on items cannot be placed in the aisles of the vehicles.
- No carry-on item can interfere with the safe operation of a Transit vehicle.
- One small two-wheeled cart designed for carrying bags is allowed if there is room to place the cart out of the main aisles. Riders must maintain direct physical control of these carts.

(Recommended by Transit Advisory Board 4/21/16)



City of Las Cruces®

MOUNTAINS OF OPPORTUNITY

Council Action and Executive Summary

Item # 5

Ordinance/Resolution# 19-167

For Meeting of _____
(Ordinance First Reading Date)

For Meeting of May 20, 2019
(Adoption Date)

Please check box that applies to this item:

☐ QUASI JUDICIAL


☐ LEGISLATIVE

☒ ADMINISTRATIVE

TITLE: A RESOLUTION TO AMEND THE TARIFF OF THE CITY OF LAS CRUCES AREA ROADRUNNER TRANSIT.

PURPOSE(S) OF ACTION:

To amend RoadRUNNER Transit fees.

COUNCIL DISTRICT: ALL		
<u>Drafter/Staff Contact:</u> Michael Bartholomew	<u>Department/Section:</u> Quality of Life/Transit	<u>Phone:</u> 541-2537
<u>City Manager Signature:</u> William F. Studer Jr.		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

Fares and fees (tariff) charged by the RoadRUNNER Transit Section (Transit) to its customers are set by the City Council in the tariff of the City of Las Cruces Area RoadRUNNER Transit. The tariff outlines the rules and procedures pertaining to how the tariff is administered and a general list of rules and information pertaining to how to use RoadRUNNER Transit. This is the second amendment to the tariff since it was formally established in 1997. The first amendment to the tariff was on October 6, 2008 (Resolution 09-082).

There are no fare increases proposed with this amendment. The overall format of the tariff has been reorganized to remove obsolete language, clarify some of the policies and practices used to implement the fare, and better organize the content, including adding a table of contents. The revision also includes several changes that have been recommended by the Transit Advisory Board at several meetings over the last three years.

The notable changes are: (1) reducing the cost of day passes and at the same time eliminating the use of bus transfer cards and bus tokens, (2) clarifying the language pertaining to senior citizen fares on the Dial-a-Ride service, (3) enabling current City employees to ride RoadRUNNER Transit by presenting their valid employee identification card, (4) clarifying language pertaining to Fixed Route reduced fare qualification cards, to include a fee for the

(Continue on additional sheets as required)

replacement of this card, and (5) simplifying the bag limit policy to make it easier to understand and more fair to all riders.

SUPPORT INFORMATION:

1. Resolution.
2. Exhibit "A", Tariff of the City of Las Cruces Area RoadRUNNER Transit.

SOURCE OF FUNDING:

Is this action already budgeted? N/A	Yes	<input type="checkbox"/>	See fund summary below
	No	<input type="checkbox"/>	If No, then check one below:
	Budget Adjustment Attached	<input type="checkbox"/>	Expense reallocated from:
		<input type="checkbox"/>	Proposed funding is from a new revenue source (i.e. grant; see details below)
		<input type="checkbox"/>	Proposed funding is from fund balance in the Fund.
Does this action create any revenue? N/A	Yes	<input type="checkbox"/>	Funds will be deposited into this fund: in the amount of \$ _____ for FY ____.
	No	<input type="checkbox"/>	There is no new revenue generated by this action.

BUDGET NARRATIVE

N/A

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
N/A	N/A	N/A	N/A	N/A	N/A

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will approve the Resolution and the amendments to the tariff.
2. Vote "No"; this will not approve the Resolution or the amendments to the tariff.
3. Vote to "Amend"; this would amend the proposed amendments.
4. Vote to "Table"; this would delay implementation of the proposed amendments.

REFERENCE INFORMATION:

The resolution(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

1. Resolution 09-082.



City of Las Cruces[®]

MOUNTAINS OF OPPORTUNITY

COUNCIL ACTION AND EXECUTIVE SUMMARY PACKET ROUTING SLIP

For Meeting of _____
(Ordinance First Reading Date)

For Meeting of May 20, 2019
(Adoption Date)

TITLE: A RESOLUTION TO AMEND THE TARIFF OF THE CITY OF LAS CRUCES AREA
ROADRUNNER TRANSIT.

Purchasing Manager's Request to Contract (PMRC) {Required?} Yes ☐ No ☒

DEPARTMENT	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact	<i>Michael Bartholomew</i>	541-2537	4/24/19
Department Director	<i>K. Lynn Hallahan</i>	541-2559	4/25/19
Budget		541-2107	
Assistant City Manager /William F. Studer, Jr.	<i>William F. Studer, Jr.</i>	541-2506	5/6/19
Assistant City Manager/David P. Dollahon	<i>David P. Dollahon</i>	541-2078	5/2/2019
City Attorney	<i>John Brown</i>	541-2128	5/7/19
City Clerk	<i>John Brown</i>	541-2116	5/8/19

RESOLUTION NO. 06-046

A RESOLUTION AUTHORIZING A MAXIMUM OF TWENTY (20) "FARE-FREE" DAYS PER FISCAL YEAR FOR THE PURPOSES OF MARKETING THE ROADRUNNER TRANSIT SERVICE AND ENCOURAGING NEW RIDERSHIP.

The City Council of the City of Las Cruces is informed that:

WHEREAS, in an effort to increase ridership and marketing efforts, Transit Staff is recommending up to twenty (20) "fare-free" days per fiscal year, to be determined by staff; and,

WHEREAS, during these "fare-free" days, customers will be allowed to ride the bus system and the Dial-a-Ride service at no charge; and,

WHEREAS, this will allow riders to gain additional knowledge on how the bus system will benefit them, and will lead to increased ridership.

NOW, THEREFORE, be it resolved by the governing body of the City of Las Cruces:

(I)

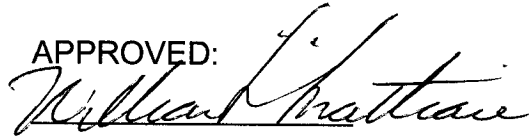
THAT, City staff be authorized to offer a maximum of twenty (20) "fare-free" days per fiscal year for the purpose of marketing the RoadRUNNER Transit system and encouraging new riders to try public transit and continue to use public transit as a transportation alternative.

(II)

THAT, City Staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

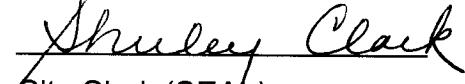
DONE AND APPROVED this 1st day of August, 2005

APPROVED:



Mayor William Mattiace

ATTEST:



City Clerk (SEAL)

VOTE:

Mayor Mattiace	<u>aye</u>
Councillor Fietze	<u>aye</u>
Councillor Connor	<u>aye</u>
Councillor Archuleta	<u>aye</u>
Councilor Trowbridge	<u>aye</u>
Councillor Strain	<u>aye</u>
Councillor Miyagishima	<u>aye</u>

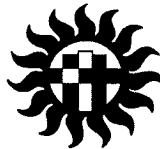
Moved by: Fietze

Seconded by: Archuleta

APPROVED AS TO FORM:



City Attorney



City of Las Cruces[®]

PEOPLE HELPING PEOPLE

Council Action Form For Meeting of August 1, 2005 (Adoption Date)

TITLE:

A RESOLUTION AUTHORIZING A MAXIMUM OF TWENTY (20) "FARE-FREE" DAYS PER FISCAL YEAR FOR THE PURPOSES OF MARKETING THE ROADRUNNER TRANSIT SERVICE AND ENCOURAGING NEW RIDERSHIP.

BACKGROUND:

In FY05, Council authorized a total of 16 "fare-free" days over six events on the RoadRUNNER Transit service. Two of the events offered "fare-free" days for an entire six-day week of service; one was the celebration of the arrival of eight new low-floor buses September 20-25, 2004, and the other was in celebration of the transit service's 19th birthday April 25-30 of 2005. Other single-day events included: General Election Day, November 2, 2004; the Friday after Thanksgiving, November 26, 2004; School Board Election Day, February 1, 2005; and, Valentine's Day, February 14, 2005.

Except for the General Election Day in November 2004, every event resulted in higher ridership (more trips) than was recorded on the same day or period of the previous year. Estimated final ridership counts for FY05 is 630,000 trips which represents an estimated annual increase in ridership of 4.6% over the previous year's 603,573 trips. The table below shows the comparisons between ridership during the events period and for the same days of the week in the previous year:

(Continue on additional sheets as required)

Name of Drafter: Michael Bartholomew <i>[Signature]</i>		Department: Public Services/Transit		Phone: 541-2537	
Account Number 523000-67100-722104-0 (Advertising)		Amount of Expenditure \$8000		Budget Amount \$9000	
Strategic Plan Goal / Objective / Strategy addressed: Not Applicable					
Department	Signature	Phone	Department	Signature	Phone
Originating Department	<i>[Signature]</i>	3477	Budget	<i>[Signature]</i>	2300
			Assistant City Manager	<i>[Signature]</i>	2270
Legal	<i>[Signature]</i>	2128	City Manager	<i>[Signature]</i>	2076

Event Date	Event ridership	Previous year	Difference	Avg Daily Diff.	% Change
September 20-25, 2004	15162	12258	2904	484	23.7%
November 2, 2004	2449	2634	-185	-185	-7.0%
November 26, 2004	1374	915	459	459	50.2%
February 1, 2005	2645	2536	109	109	4.3%
February 14, 2005	2518	2376	142	142	6.0%
April 26-30, 2005	14726	12877	1849	308	14.4%
TOTAL	38874	33596	5278	330	15.7%

The Transit Section would like to continue to offer "fare-free" days in this fiscal year and future years for the purpose of encouraging more people to try public transit. This request was presented to the Transit Advisory Board at their May 19, 2005 regular meeting. The Board's recommendation to Council was to authorize up to twenty (20) "fare-free" days each fiscal year for marketing the transit system and encouraging ridership, with the specific days to be determined each year by transit staff.

Specifying the maximum number of "fare-free" days allowed per fiscal year without defining, by resolution, the actual dates of the events will allow staff the flexibility to change the event schedule throughout the year to quickly meet needs at any point in time. Staff will advise Council in advance of these special "fare-free" days. Staff is intending to offer the following 18 "fare-free" days in FY06:

1. August 22 – 27, 2005, (M-Sa) – First Week of NMSU semester (6 days)
2. October 22, 2005 (Sa) – "Make a Difference Day"
3. November 8, 2005 (Tu) Election Day
4. November 25, 2005 (F) –Day after Thanksgiving (Saturday service level) (City Holiday)
5. December 26, 2005 (M) – Day after Christmas (Saturday service level) (City Holiday)
6. January 2, 2006 (M) – Day after New Years (Saturday service level) (City Holiday)
7. February 14, 2006 (Tu) – Valentine's Day
8. April 24 – 29, 2006, (M-Sa) – RoadRUNNER's 20th birthday (6 days)

Fare loss resulting from offering these marketing days is estimated to be between \$300-\$375/day. Newspaper advertising costs for each event is averaging \$800-\$1100 per event and the adopted FY06 budget was increased from FY05 to account for increased advertising.

SUPPORT INFORMATION:

1. Resolution

(Continue on additional sheets as required)

COUNCIL OPTIONS:

1. Vote "Yes" and approve the Resolution authorizing a maximum of twenty (20) "fare-free" days per fiscal year for the purposes of marketing the RoadRUNNER Transit service and encouraging new ridership.
2. Vote "No" and not approve the Resolution authorizing a maximum of twenty (20) "fare-free" days per fiscal year for the purposes of marketing the RoadRUNNER Transit service and encouraging new ridership.
3. Vote to table the Resolution and direct Staff to pursue other options to bring to Council.