

**Ztrans Pilot Project: Transportation
Alamogordo to Las Cruces**



City of Las Cruces®

INTER-DEPARTMENTAL MEMORANDUM

TO: Robert Garza, PE; City Manager

FROM: Lisa Murphy, AICP, CM; Transportation Director LM

DATE: September 3, 2013

SUBJECT: City Council September 9, 2013 Work Session – Z-Trans Funding Request

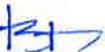
Zia Therapy Center of Alamogordo, New Mexico, is a non-urbanized transit provider (the service is known as “Z-Trans”) and operates several transit routes within Alamogordo, Otero County and Lincoln County. In October of 2012, with the assistance of funding from the New Mexico Department of Transportation Transit/Rail Bureau, Zia Therapy Center started a pilot fixed route transit service between Alamogordo and Las Cruces. The Z-Trans Alamogordo/Las Cruces route operates three (3) times a day with stops at popular destinations such as Mountain View Regional Medical Center, Dona Ana Community College East Mesa Campus, Mesilla Valley Mall, Memorial Medical Center, and New Mexico State University. The service provides connections to RoadRUNNER Transit routes and has been well-received with good ridership numbers.

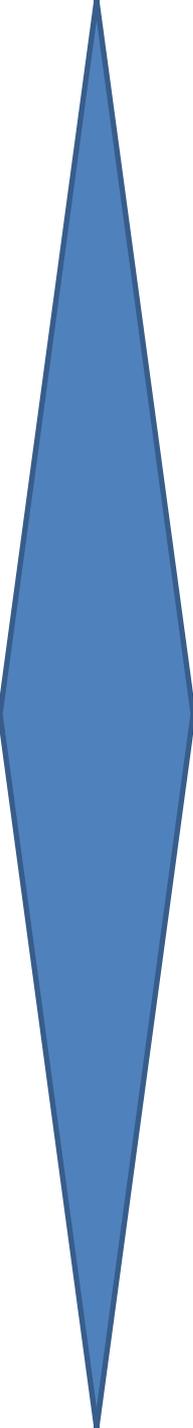
The NMDOT Transit/Rail Bureau funding requires a 50% match. Last year, Zia Therapy Center requested assistance in meeting their matching fund requirement from various agencies that could realize benefits from the transit service. The City was one of the entities approached for assistance and participated by contributing \$10,000 last fiscal year. This funding was allocated to the South Central Transit District (SCR TD), of which the City is a member. Zia Therapy Center then billed the South Central Council of Governments (SCCOG), which acts as fiscal agent to the SCR TD. The City was not billed directly by Zia Therapy for their contribution towards the match.

The Z-Trans Alamogordo/Las Cruces route has been successful and Zia Therapy Center wishes to continue the service this year. The service costs \$119,600 per year to operate. NMDOT Transit/Rail Bureau has committed to fund 50% of that, or \$54,800. Thus, Zia Therapy is again requesting that the City contribute \$10,000 towards the required match. They have already secured funding from the City of Alamogordo and Otero County and will be seeking funding from New Mexico State University and Dona Ana County as well.

This service is beneficial to the City and provides a viable regional transit option. Should City Council wish to allocate funding towards the continuation of the service, monies are available in 1000-10184010-722190-18000, which includes \$50,000 in one-time-only discretionary funding that the City Council allocated for support of the South Central Regional Transit District. It is recommended that, as last year, Council allow the SCR TD to allocate the funding to Zia Therapy Center through the SCCOG, as they are the agencies charged with regional transit development for Dona Ana County and the surrounding area.

Joe Hardin of Zia Therapy Center will be at the September 9, 2013 work session to request the City's contribution to the continuation of the Z-Trans Alamogordo/Las Cruces route. Staff will be seeking the Councils' direction as to whether they wish to continue contributing to the service; if so, what amount will be contributed, and if the funding should be allocated to the South Central Regional Transit District for distribution, or if Zia Therapy Center should invoice the City directly. It should be noted that Council's discretionary funds are for Fiscal Year 2013-14 only and should the Council wish to continue providing funding assistance to Z-Trans, another funding source will need to be identified.

cc: Brian Denmark, ACM/COO 
file



Ztrans Pilot Transportation Project

Joe Hardin, Transit Director

Peggy Denson, CEO

Sharon Gilsdorf, CFO



What is this Pilot Project?

Public Transportation from Alamogordo to Las Cruces.

This would allow individuals access to Specialty Medical Care, Educational Opportunities at NMSU and Dona Ana Community College, transportation to various appointments/meetings, opportunity to visit friends and family.

Frequency: 3 times per day, Monday through Friday

Type of Service proposed:

A Fixed Route originating in Alamogordo with stops at Holloman AFB Main Gate,, Mountain View Medical Center, Mesilla Valley Mall, Memorial Medical Center, NMSU, and eventually to the new transit center being built.

All stops in Las Cruces will afford individuals access to the Roadrunner Public Transit system.

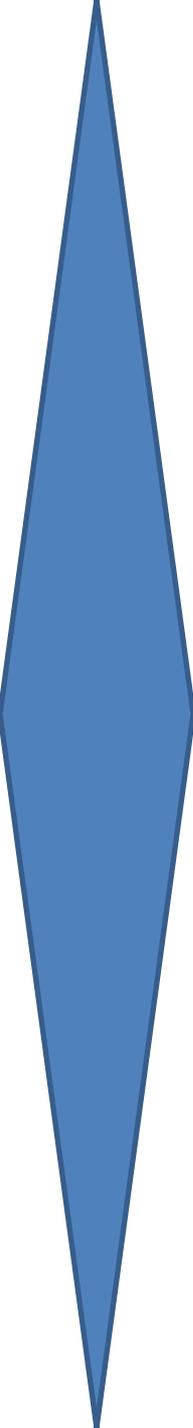
Fares: currently \$2.00 one way: possibly \$3.00 in FY14



This is not only a transportation issue,
this is a quality of life issue.

Medical Necessity
Senior independence
Economic necessity
Social opportunity

This street runs both ways.....individuals in
Las Cruces can travel to Alamogordo, and
even to Mescalero or Ruidoso.



Housing and Transportation Costs as % Income

Locale	Housing	Transportation	Total
Otero County	21.25%	36.67%	57.92%
Lincoln County	18.92%	34.6%	53.52%
Dona Ana County	24.3%	38.24%	62.54%

Figures Derived from :
Center for Neighborhood Technology
H+T Affordability index

Cost of this Service

Annual Operating Cost: \$119,600

The annual operating costs will be decreased based on ridership
by $\frac{1}{2}$ of the Farebox Revenue

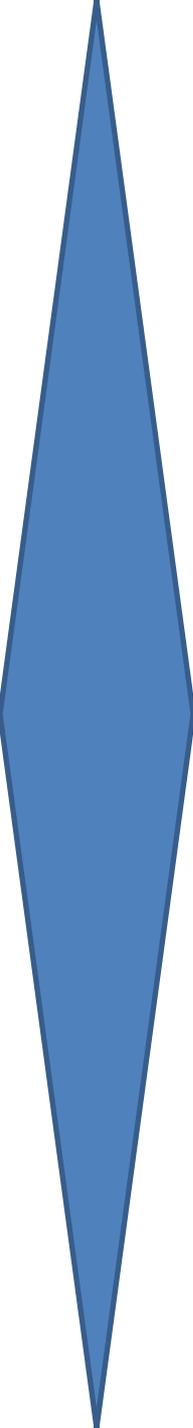


We're here to enlist your Cities Financial Support for the second year of this project, and to talk to you about recurring funding.

The New Mexico Dept. of Transportation Transit/Rail Bureau has indicated that they will provide matching federal funds in the amount of \$54,800. This is half of the operating.

The following amounts are already in place:

City of Alamogordo :	\$10,000	-2014
Otero County:	\$10,000	-2014
City of Las Cruces	\$ 10,000	-2013



Quarterly Survey Results

We have done quarterly surveys of our riders to get stats on where they are going in Las Cruces.

The number one answer is:

Education

Followed by :

- Medical
- Shopping
- Work



Thank You!

Z-Trans Funding Request

City Council Work Session

September 9, 2013

Z-Trans Service

- Z-Trans is a scheduled transit service that operates a route between Alamogordo and Las Cruces.
 - 3 times a day, M-F
 - 5 stops in Las Cruces (DACC, MVMC, MVM, MMC, Pan Am Center)
 - \$2.00 fare, monthly pass is \$50.00
 - Interlines with 7 RoadRUNNER Transit routes

The service started last year as a pilot project and has been successful. It is operated by Zia Therapy Services of Alamogordo, a non-urbanized public transportation provider under 49USC Section 5311.

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Route Map 70 / 70 Mapa de Rutas

Time Schedule / Horario Fijado

Service Hours/ Horas de Servicio 6:00am - 7:30pm Mon - Fri

- CTP- Central Transfer Point/Punto central de transferencia
- Wheelchair Accessible/ Accesible para sillas de ruedas
- Bus Shelter/ paradas de autobus

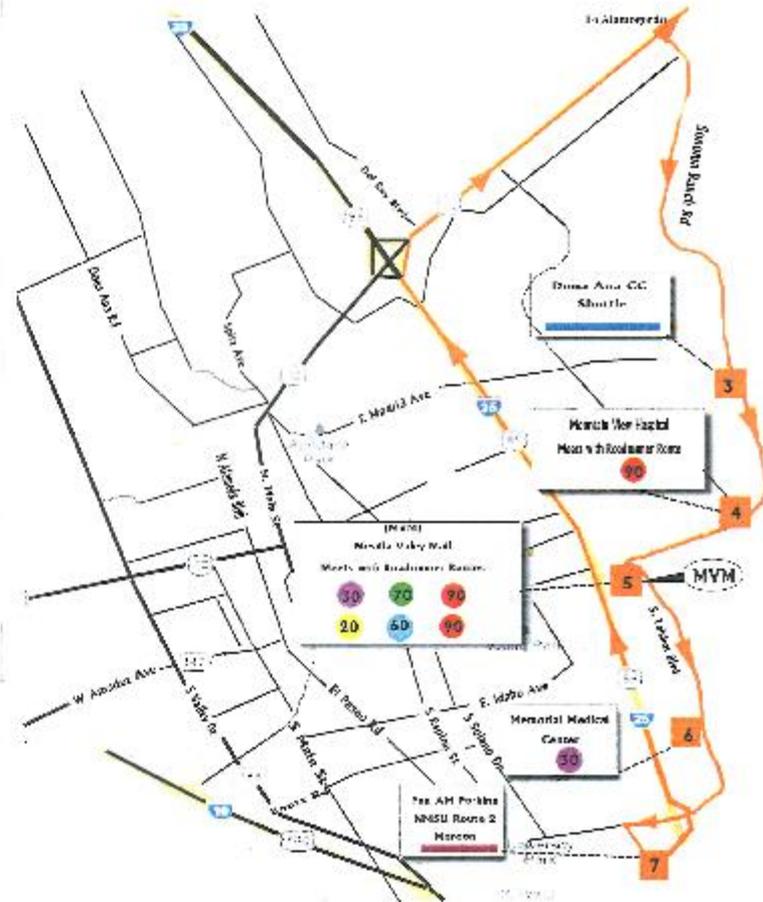
Time Point	Stop #	Stop Location
6:00am	1 *	Wal Mart In Alamogordo ●
	2 *	Holloman AFB Welcome Center ●
7:00am	3 *	Dona Ana Community College ●
	4 *	Mt. View Medical Center ●
	5 *	Mesilla Valley Mall ●
8:00am	6 *	Memorial Medical Center ●
	7 *	NMSU(Pan Am Center) ●
	8 *	Wal Mart In Alamogordo ●
11:00am	1 *	Wal Mart In Alamogordo ●
	2 *	Holloman AFB Welcome Center ●
12:00pm	3 *	Dona Ana Community College ●
	4 *	Mt. View Medical Center ●
	5 *	Mesilla Valley Mall ●
1:00pm	6 *	Memorial Medical Center ●
	7 *	NMSU(Pan Am Center) ●
	8 *	Wal Mart in Alamogordo ●
4:00pm	1 *	Wal Mart In Alamogordo ●
	2 *	Holloman AFB Welcome Center ●
5:00pm	3 *	Dona Ana Community College ●
	4 *	Mt. View Medical Center ●
	5 *	Mesilla Valley Mall ●
6:00pm	6 *	Memorial Medical Center ●
	7 *	NMSU(Pan Am Center) ●
	8 *	Wal Mart in Alamogordo ●



Route Map 70/

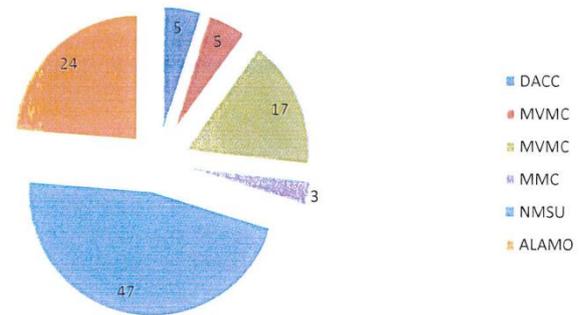
20 Mapa De Rutas

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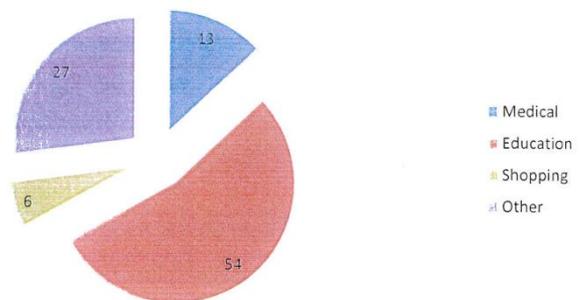


Riders	Dec 12	Jan 13	Feb 13	Mar 13	Apr 13
Riders	374	385	541	447	526
Male		41%			48%
Female		58%			51%
Age					
0-5		0%			0%
6-17		3%			2%
18-59		73%			88%
60+		23%			9%
Dest					
DACC		1%			5%
MVMC		4%			5%
MVM		15%			17%
MMC		3%			3%
NMSU		35%			47%
Alamo		39%			24%
Purpose					
Med		15%			13%
Ed		22%			54%
Shop		7%			6%
Other		54%			27%

Destination by Percentage



Purpose of Trip by Percentage



Funding

- The Z-Trans route is funded 50% by the NMDOT but requires match funding in the amount of \$54,800.
- Last year, CLC was one of several entities that contributed to the Z-Trans pilot project
- CLC's contribution for the first year was \$10,000 which was allocated through the South Central Regional Transit District (SCRTD), of which CLC is a member.
- Zia Therapy would like to continue the Las Cruces service and again seeks \$10,000 from the City towards the required match.

Match funding availability

- CLC has budgeted \$50,000 as the \$.50 per capita contribution to the SCRTD.
- This funding is allocated by the SCRTD board.
- Last year Zia Therapy billed SCRTD for CLC's portion of the match.
- This year, an additional \$50,000 was allocated towards regional transit from Council's discretionary funding.
- Funds are available for CLC to continue supporting this transit route should Council wish to proceed.