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COUNCIL WORK SESSION SUMMARY ROUTING SLIP

Meeting Date June 8, 2015

TITLE: METROPOLITAN PLANNING ORGANIZATION (MPO) SHORT RANGE TRANSIT PLAN.

- Are there attachments to the Council Work Session Summary? Yes No
- Will there be a Video Presentation for this item? Yes No
- Will there be a PowerPoint Presentation for this item? Yes No
- If "yes", will a copy of the PowerPoint Presentation be included on the Council Work Session Agenda? Yes No

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City of Las Cruces®

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Council Work Session Summary

Meeting Date: June 8, 2015

TITLE: METROPOLITAN PLANNING ORGANIZATION (MPO) SHORT RANGE TRANSIT PLAN.

PURPOSE(S) OF DISCUSSION:

- Inform/Update
- Direction/Guidance
- Legislative Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

For many of the citizens of the City of Las Cruces, public transportation is not a luxury, but a necessity. It allows them to easily get to work, shop, medical facilities, services, recreation and visit friends and relatives. For these individuals, the RoadRUNNER system allows them dignity and independence. For another segment of the population, the system allows them to: save money on personal vehicle related expenditures; eliminate their dependence on personal motorized transportation; and contribute on a personal level to creating a more sustainable environment.

A major goal of public transportation is to decrease the dependence of the urban population on motorized private transportation. Having less private vehicles on the City's streets realizes less vehicular pollution, a decrease in the area's non-renewal energy consumption and a more pleasant environment for pedestrians and bicycles. This is a significant contribution to creating a more sustainable urban environment and a better quality of life for the citizens of Las Cruces; moving away from an automobile-oriented environment. A good public transportation system also attracts future residents, particularly young adults which are the future of Las Cruces.

Every five years the Federal Transit Administration requires Metropolitan Planning Organizations to review the operation of transit systems within their planning areas. This is necessary because of changing demographics, shift in activity centers of employment, housing, shopping, social service etc. and changing local priorities. It is also essential to review the effectiveness of the system(s.) Out of this it is expected to come forth a strategic plan that will be adopted by the responsible parties to guide the revision of routes etc. to realize a more efficient and effective system to better serve the citizens of the City of Las Cruces.

In September 2014, the Mesilla Valley Metropolitan Transportation Organization (MVMPO) started the Short Range Transportation Plan Update for the RoadRUNNER transit system with the assistance of the consulting firm of Nelson/Nygaard and with full cooperation with the staff and the Transit Advisory Board of RoadRUNNER. This was an incremental, cooperative,

Continue on additional sheets as required)

deliberative, transparent and stepwise process consisting of: 1) an evaluation of the present system including a boarding and alighting survey, a ridership behavior study, customer satisfaction study (administered on-board bus and via the Internet), route on-time performance and discussions with bus drivers on their opinions on operation, ridership etc.; 2) development of several alternatives; and 3) a recommended set of route and schedule improvements in combination with other considerations such as developing transit oriented development, bicycle and pedestrian improvements to augment the RoadRUNNER system and its relationship to the Long Range Transportation Plan and Long Range Transit Plan. The recommended alternatives were developed: in light of financial constraints, to serve the present transit population better, to encourage additional ridership and to create a more effective and efficient transit system.

The staff of the MPO request that you review the attached Short Range Transit Plan Final Report and make comments to improve this plan so that it can be the key plan to improve the RoadRUNNER transit system for the benefit of the citizens of Las Cruces. The consultant from Nelson/Nygaard will give a presentation on the update at the Work Session. After the City of Las Cruces City Council direction is incorporated into the Plan, the MVMPO will conduct public hearings to further refine the Plan. At a later date, the MVMPO will bring the Plan to the City Council for formal approval.

SUPPORT INFORMATION:

1. Attachment "A", Short Range Transit Plan Final Report.



Short Range Transit Plan

FINAL REPORT

City of Las Cruces/Roadrunner Transit

May 2015

SHORT RANGE TRANSIT PLAN – FINAL REPORT
 City of Las Cruces – RoadRUNNER Transit

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1 EXECUTIVE SUMMARY

Introduction

RoadRUNNER Transit is a division of the City of Las Cruces that provides fixed-route bus service and Dial-a-Ride paratransit service. Several changes were made to the RoadRUNNER system in March 2008 to improve route directness and reduce customer travel time. Over the next five years, ridership gradually increased while service levels remained fairly constant.

In November 2013, the Mesilla Valley Intermodal Transit Terminal (MVITT) opened in downtown Las Cruces. This facility serves as the primary transit hub in Las Cruces by providing customers with a safe and convenient off-street transfer location for local and regional transit services. While timed connections between select RoadRUNNER routes can currently be made at the MVITT, the facility has capacity to support additional connections. Mesilla Valley Mall serves as a second transfer point for most RoadRUNNER Transit routes.

Comprehensive Service Evaluation

The initial phase of the study included a comprehensive evaluation of the entire transit system and service area. Socio-economic and demographic characteristics of the Las Cruces area were analyzed to identify concentrations of high transit demand. Employment characteristics were also examined. Ridership for each route, trip, and bus stop in the system was evaluated to measure the performance of existing service. The evaluation process also included extensive field work in which each bus route was reviewed.

A number of important findings were identified during the comprehensive service evaluation process:

- Routes 10 and 90 on-time performance issues are negatively impacting the entire system
- Several routes (Routes 50, 80, and 90) lack direct access to grocery stores
- Some customers wait 30 minutes at the Mesilla Valley Intermodal Transit Terminal or Mesilla Valley Mall to transfer to other routes
- The limited number of bus bays (6) at the Mesilla Valley Intermodal Transit Terminal results in staggered arrival times (some routes depart on the hour while others depart on the half hour)
- The indirect nature of several routes results in inconvenient travel times
- A high percentage (47%) of customers transfer to reach their final destination
- Choice riders constitute a minimal percentage of total riders
- Increased service span and Sunday service are the most common customer requests

Interviews with RoadRUNNER Transit bus operators were conducted to obtain information regarding operational issues, ridership trends, and customer requests. A customer intercept survey was conducted at the Mesilla Valley Intermodal Transit Terminal and on-board buses during January 2015. Interview and survey responses identified a wide range of issues, needs, and opportunities across the entire system.

Service Recommendations

Findings from the comprehensive service evaluation and outreach effort were summarized in an existing conditions report that served as a basis for service recommendations.

Service recommendations are divided into two categories:

- System route restructuring
- System service expansion

System restructuring recommendations include a series of route changes that streamline routes and reallocate service from unproductive corridors to areas with greater transit need and higher ridership potential. Restructuring recommendations also seek to reduce inefficiencies that have developed over time due to changes in development, traffic, and infrastructure. As indicated in the customer survey, system improvements such as these will improve ridership growth potential by attracting choice riders.

System expansion recommendations require additional funding to increase the number of service hours and number of vehicles. Expansion recommendations are intended to build upon restructuring recommendations.

Report Organization

The Final Report consists of nine additional chapters, which are summarized below.

- Chapter 2 evaluates socio-economic and demographic conditions within the Las Cruces/RoadRUNNER Transit service area to better understand transit demand and service gaps.
- Chapter 3 provides an overview of RoadRUNNER Transit fixed routes, including recent operational and performance data.
- Chapter 4 consists of detailed profiles of each route that describe service characteristics, ridership patterns, and on-time performance.
- Chapter 5 provides an overview of feedback obtained by bus operators during interview sessions held at the start of the project.
- Chapter 6 presents a review of peer agencies.
- Chapter 7 summarizes customer feedback obtained through an intercept survey conducted by Mesilla Valley Metropolitan Planning Organization staff.
- Chapter 8 details service recommendations.
- Chapter 9 consists of performance metrics to be utilized regularly to monitor service effectiveness.
- Chapter 10 provides a summary of long-range investments that should be considered to enhance transit service in Las Cruces. This chapter was written by the Mesilla Valley Metropolitan Planning Organization.
- Chapter 11 outlines service design guidelines to assist in future transit planning.

2 DEMOGRAPHIC EVALUATION

This chapter summarizes demographic and socio-economic characteristics in the RoadRUNNER Transit service area, with a focus on population segments that have a higher likelihood to use transit. Data are from the 2010 US Census, 2008-2012 American Community Survey 5-year estimates, and the 2011 US Census Longitudinal Employer-Household Dynamics (LEHD).

Population Density

As Figure 1 illustrates, population densities are moderate throughout much of the service area. Areas of high population density include the southern portion of Roadrunner Parkway, New Mexico State University on-campus student housing, and isolated pockets along East University Avenue, Nevada Avenue, Montana Avenue, South Telshor Boulevard, Espina Street, and Mars Avenue.

Employment

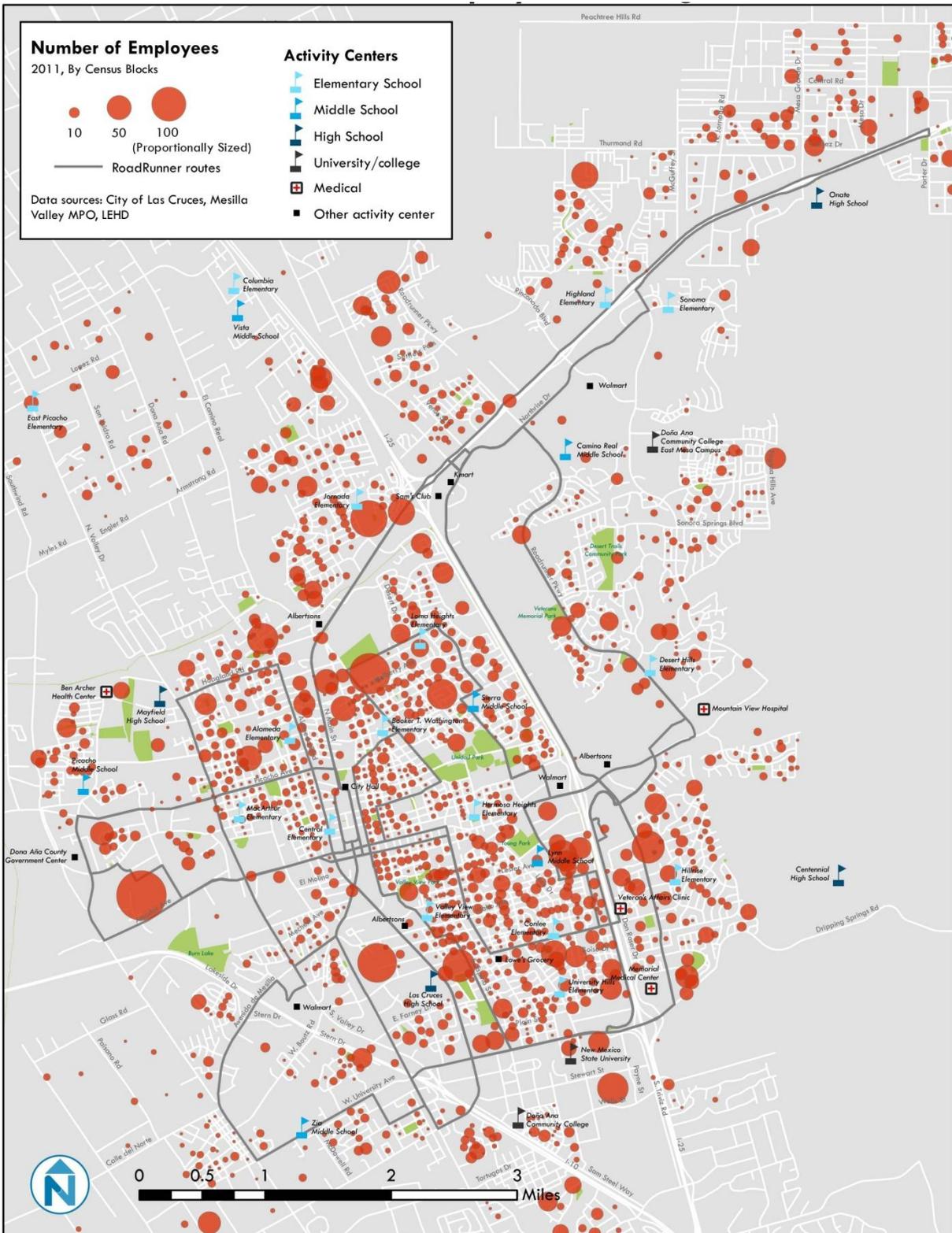
Employment density depicted in Figure 2 is more visibly concentrated within the service area. The locations with the highest employment density are in downtown and in the area directly east of I-25, with employment centers including Mesilla Valley Mall and Memorial Medical Center.

Figure 3 shows employment locations for workers earning less than \$15,000 annually. The highest concentrations of these jobs are most present in and around downtown, NMSU, Mesilla Valley Mall, commercial areas along Amador and Lohman Avenue, and the area west of downtown between Picacho and Amador Avenues.

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City of Las Cruces – RoadRUNNER Transit

Figure 4 Home Locations for Low-Income Workers

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 City of Las Cruces – RoadRUNNER Transit



shows home locations for workers earning less than \$15,000 annually, which are scattered across the City

of Las Cruces and surrounding area. Prevalent concentrations include the area between Lohman Avenue, Interstate 25, University Boulevard, and El Paseo Road, as well as the area south of Apodaca Park.

Socio-Economic Factors

For self-evident reasons, zero-vehicle households are much more likely to make use of available transit services than car-owning households. While some households are car-free by choice, vehicle ownership generally shares a strong relationship with household income. A review of Figure 5 and Figure 6 reveal that the highest concentrations of zero-vehicle households also have the highest concentrations of low-income households. Areas that share these characteristics include Picacho Avenue between Motel Boulevard and 17th Street, Montana Avenue, 3 Crosses Avenue, Madrid Avenue, and University Avenue just north of New Mexico State University (NMSU), which has a heavy student population. Figure 7, depicting median household income, further illustrates that lower-income households are concentrated towards the center of the city, while wealthier households tend to be located towards the east and in less-densely populated neighborhoods.

Specific Population Segments

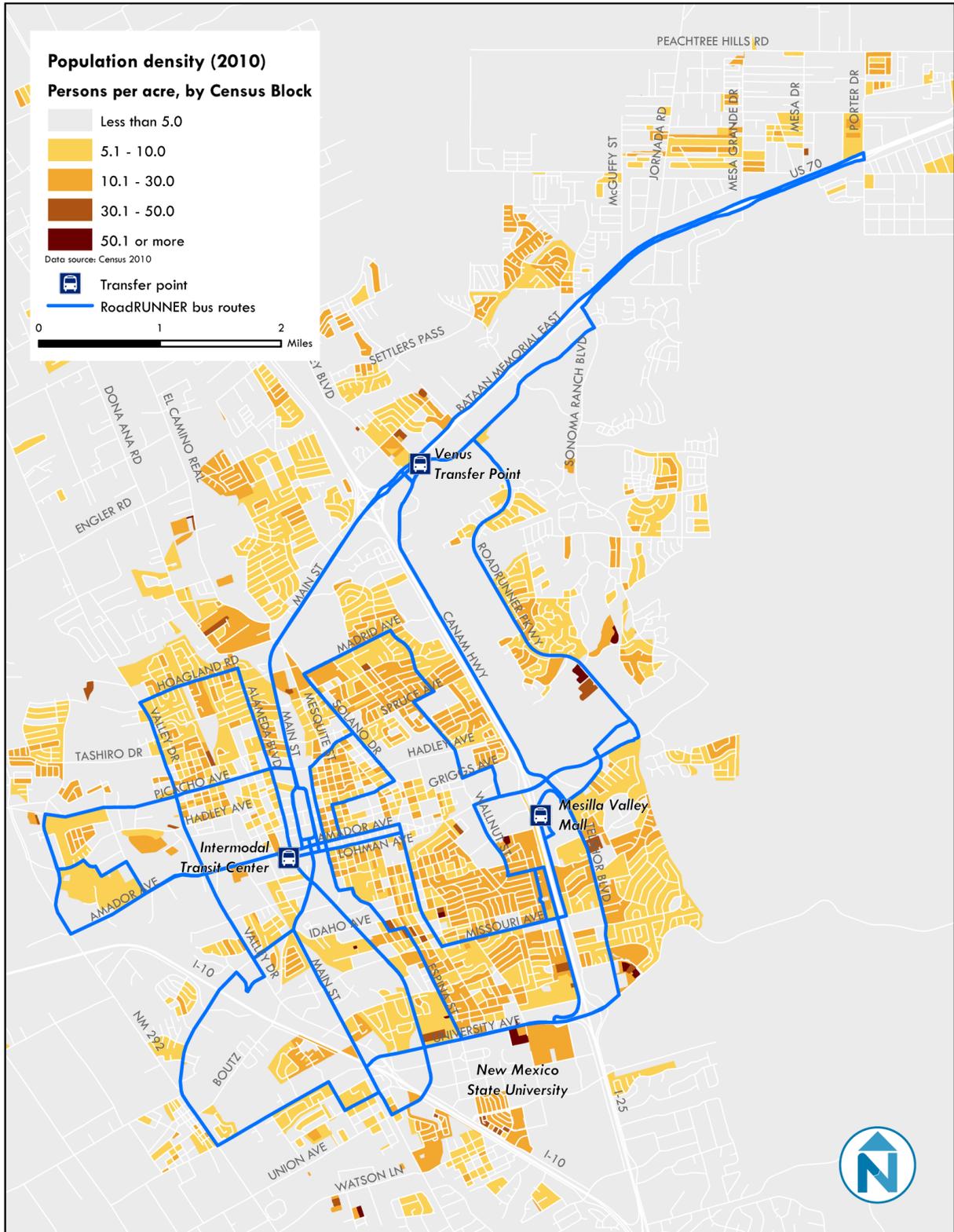
Other populations that tend to depend on transit are seniors (adults 65 and older), young adults, and people with disabilities. As Figure 8 and Figure 9 demonstrate, senior and young adult populations are relatively evenly distributed across the service area. Pockets of higher density for the senior population are located within the area east of Solano Drive and south of Madrid Avenue, and in the Good Samaritan Society, a senior center east of Telshor Boulevard. The highest concentration of young adults is in the areas around NMSU and Mesilla Valley Mall. Distribution of populations with disabilities, as depicted in Figure 10, is largely concentrated within the service area, with the highest concentrations directly east and southeast of downtown.

Transit Propensity

A transit propensity map, shown in Figure 11, was created by combining densities of seniors, young adult, low-income households, households without vehicles, and disabled populations. Overlaid with the fixed-route system, it appears that the areas with most need and likelihood to support transit are located within close proximity to existing RoadRUNNER service. The most visible exceptions include Mars Ave, which is approximately ½ mile north of the Venus Transfer Point across Bataan Memorial Hwy, and the unincorporated community of Tortugas, which is adjacent to I-10 and south of Mesilla Park.

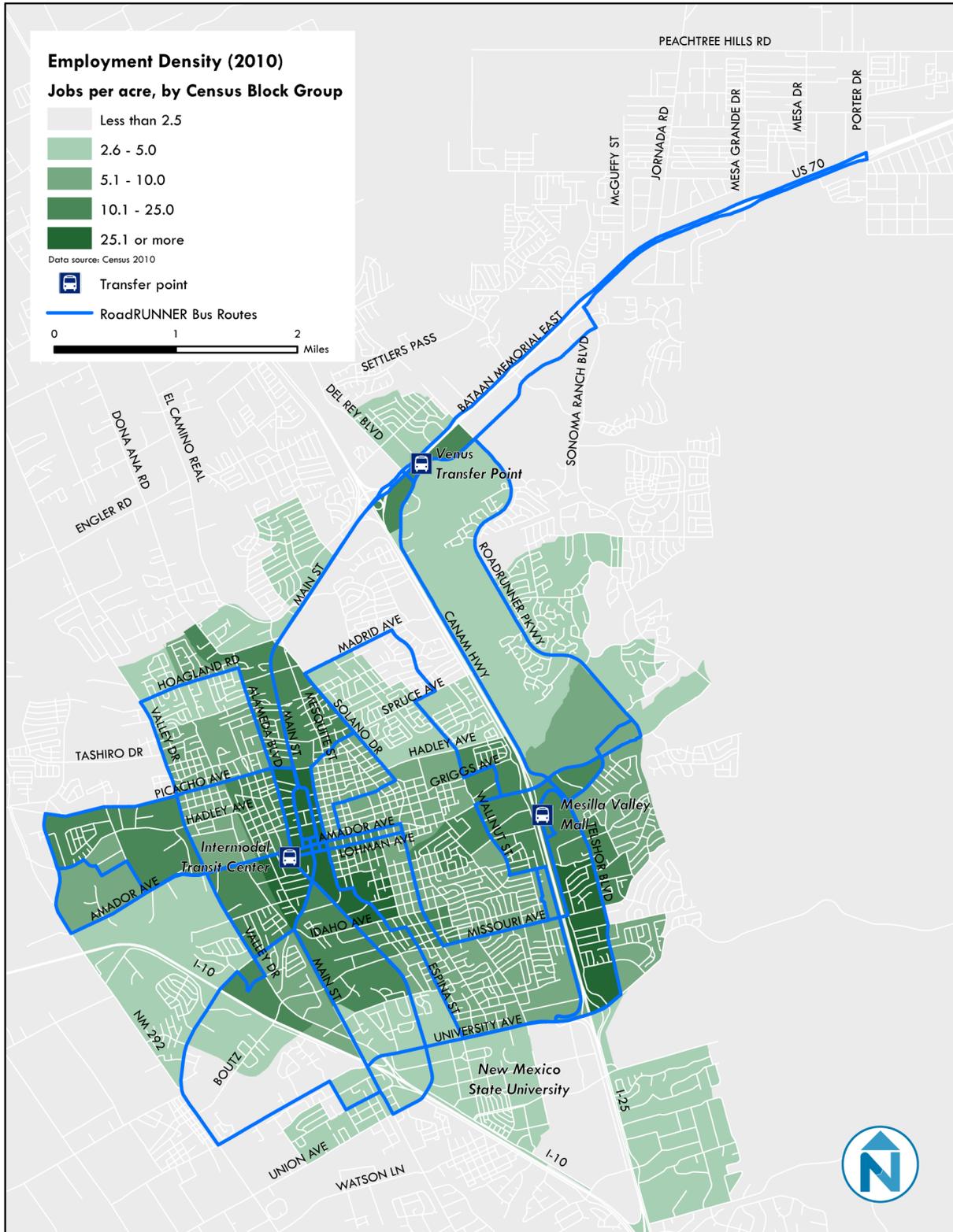
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Figure 1 Population Density



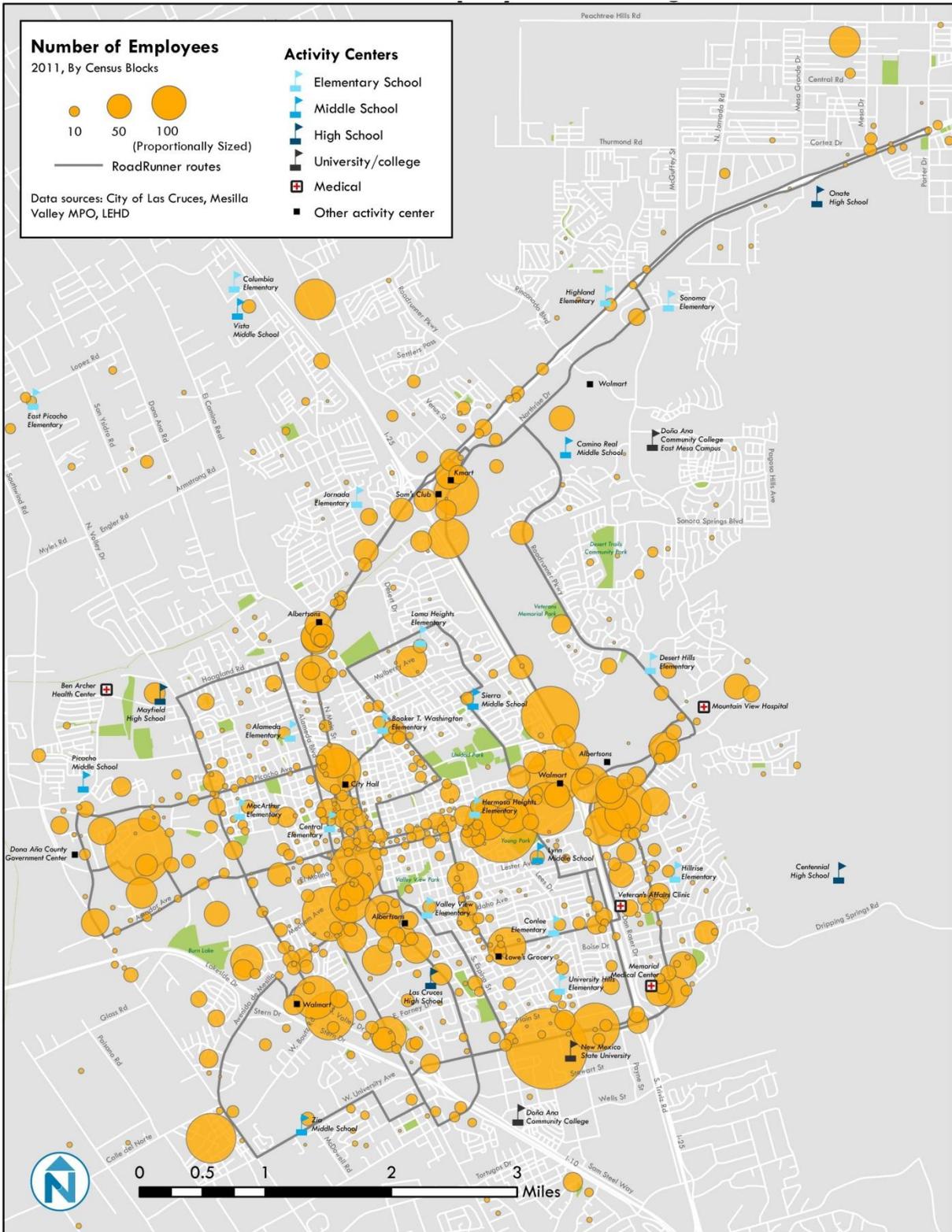
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Figure 2 Employment Density



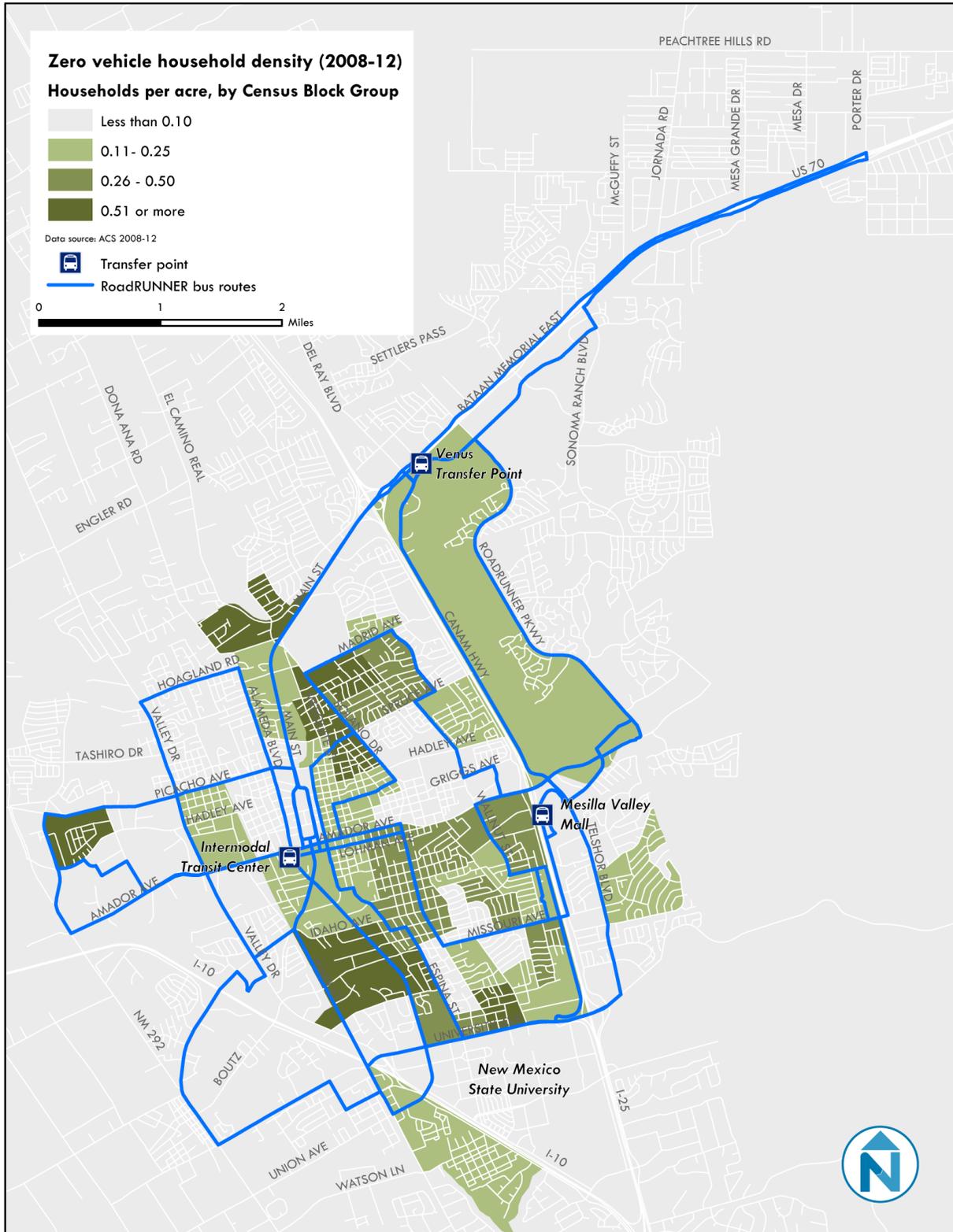
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Figure 3 Employment Locations for Low-Income Workers



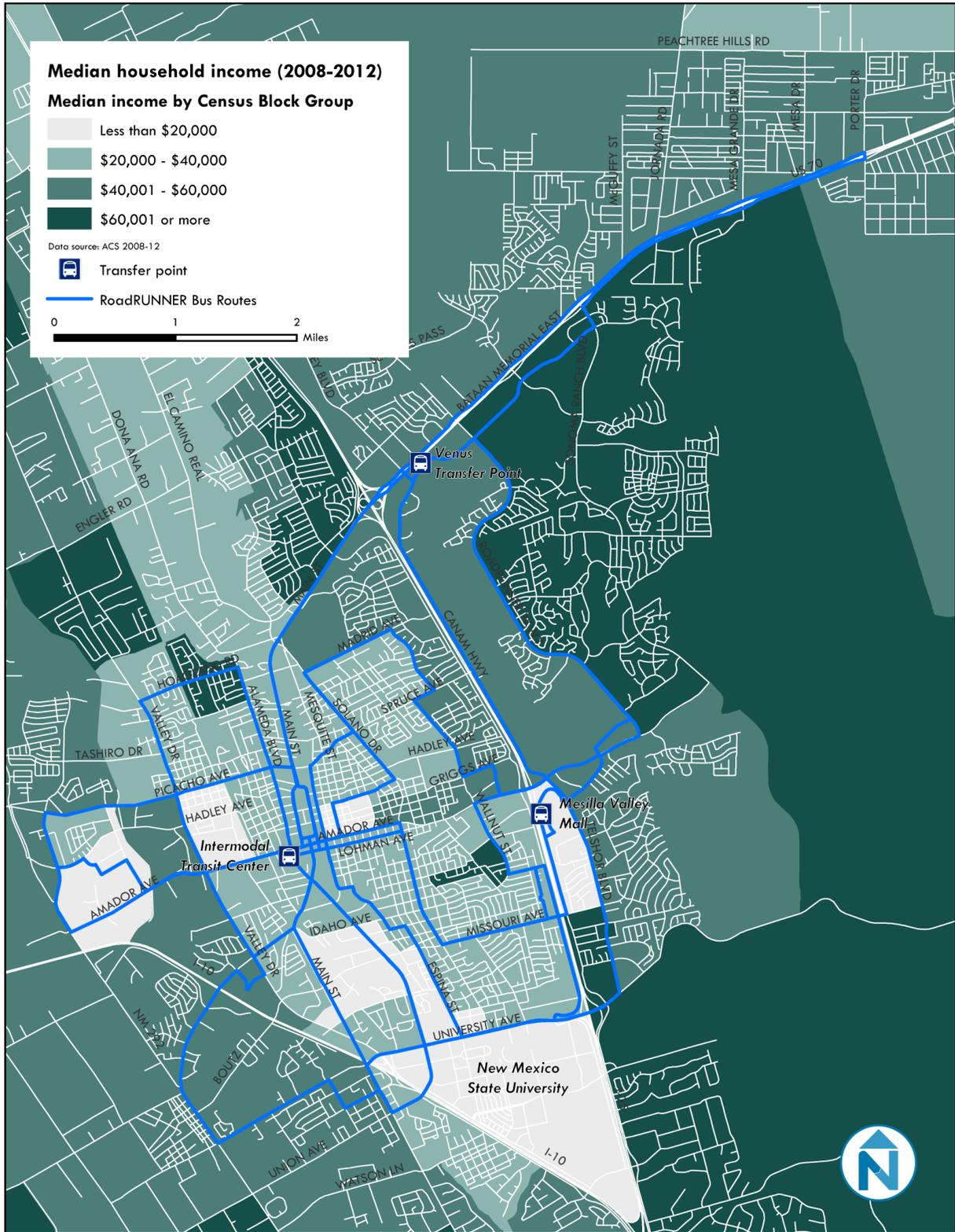
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Figure 5 Zero Vehicle Household Density



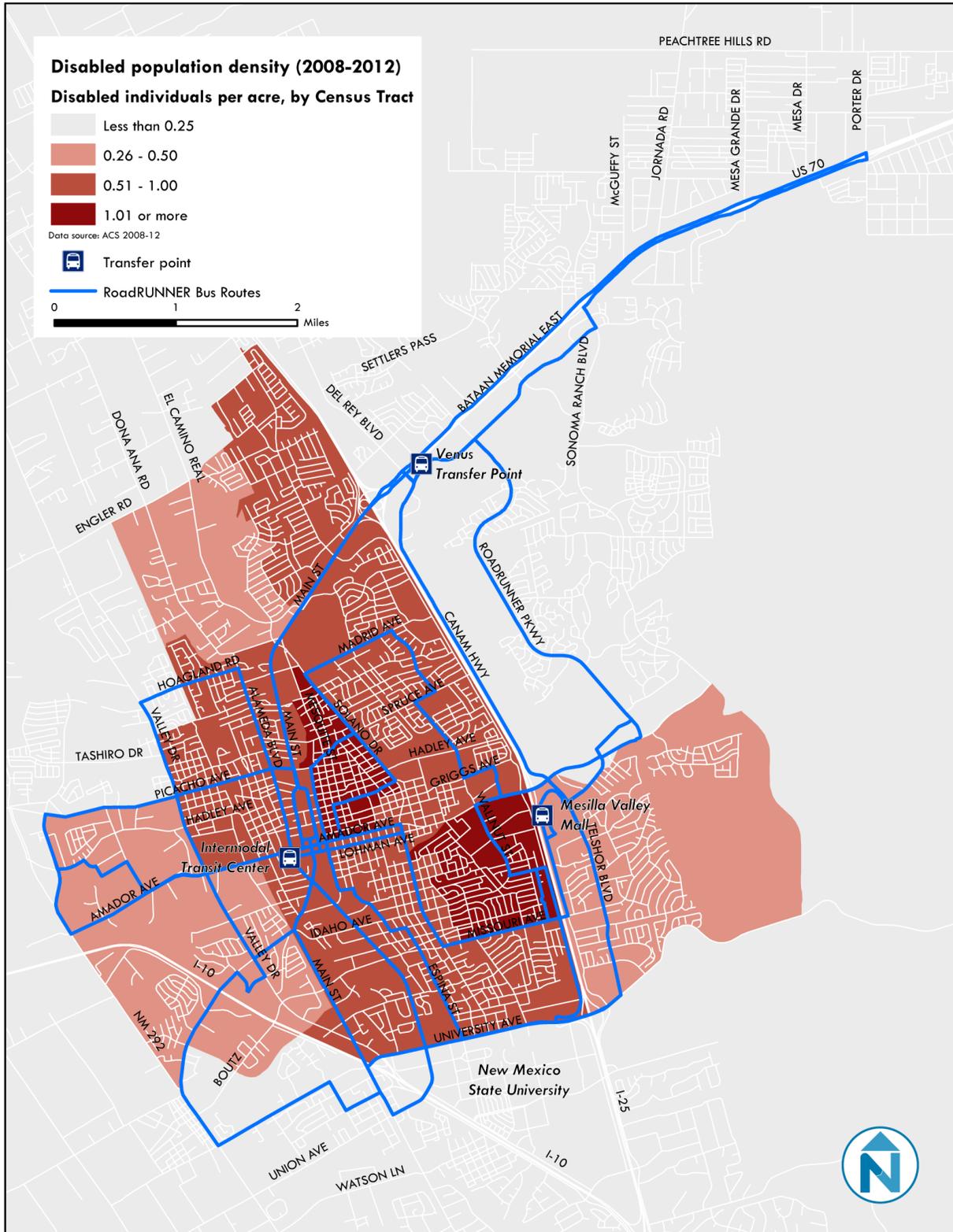
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Figure 7 Median Household Income



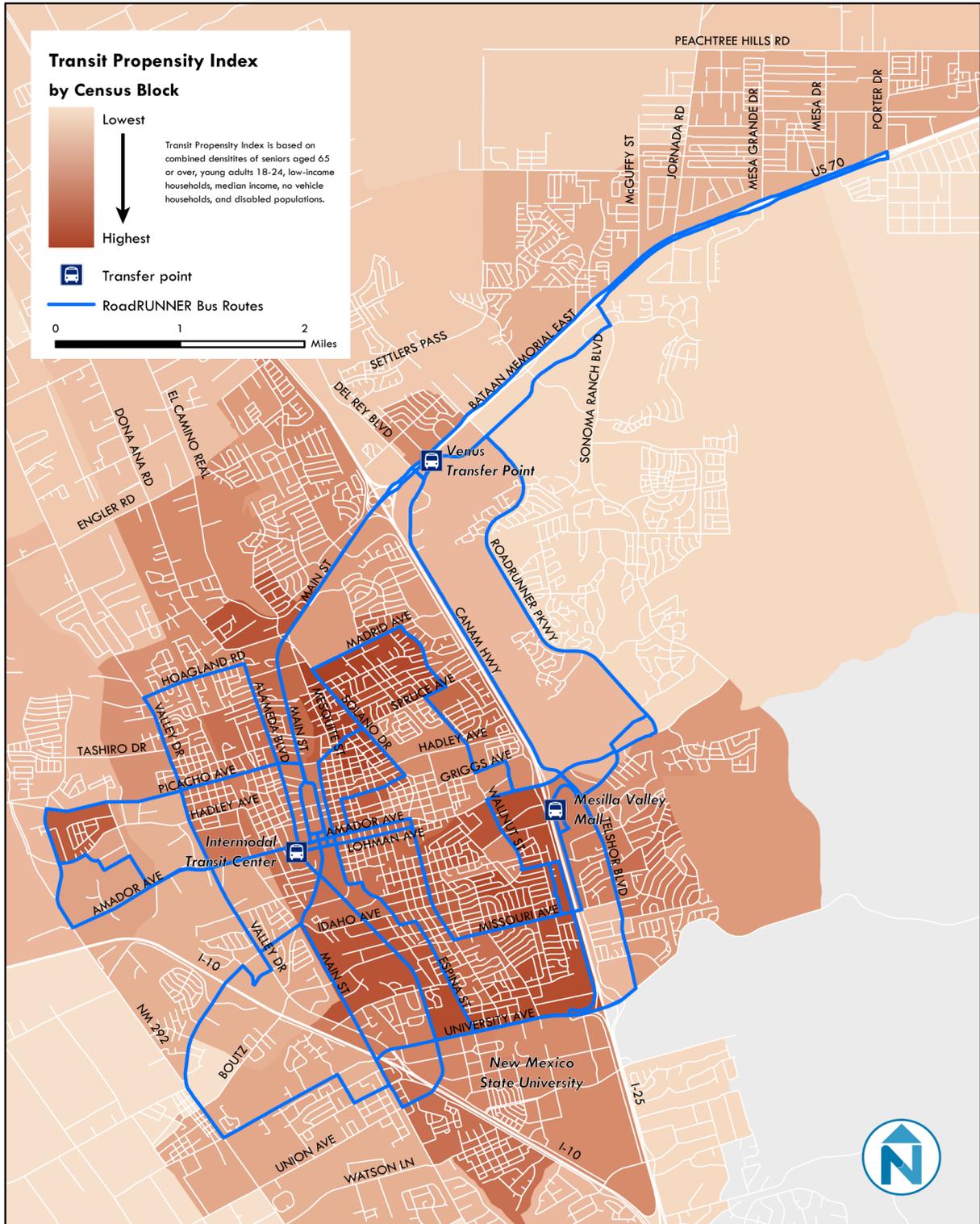
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Figure 10 Disabled Population



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Figure 11 Transit Propensity Index



3 SYSTEM OVERVIEW

RoadRUNNER Transit

RoadRUNNER Transit is the public transportation system of the City of Las Cruces. The system consists of eight fixed routes operating Monday-Friday from 6:30 a.m. – 7 p.m. and Saturday from 9:30 a.m. – 6:30 p.m. RoadRUNNER does not operate on Sundays or major holidays (New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day).

Most RoadRUNNER route alignments consist of bi-directional alignments and one-way loops operating at 60-minute headways. Route 80 consists of alternating loops that depart the Mesilla Valley Intermodal Transit Terminal every 30 minutes. Each route makes a timed transfer at either the Mesilla Valley Intermodal Transit Terminal (MVITT) or Mesilla Valley Mall (MVM). Routes 20, 30, 60 and 70 terminate at both facilities. Figure 12 provides an overview of RoadRUNNER route characteristics.

Figure 12 RoadRUNNER Route Characteristics

Route	Headway	Weekday Revenue Hours	Saturday Revenue Hours	Vehicles	Average Speed (mph)	Alignment	Terminal Point(s)
10 – Desert Orange	60	12.5	8.5	1	17.9	Bi-directional	MVITT
20 – Sun Yellow	60	12.5	8.5	1	11.6	Bi-directional	MVITT, MVM
30 – Aggie Crimson	60	12.5	8.5	1	11.9	Bi-directional	MVITT, MVM
40 – Pecan Brown	60	6.5	4.5	0.5	17.0	Loop	MVITT
50 – Rio Grande Blue	60	6	4	0.5	12.4	Loop	MVITT
60 – Sky Blue	60	12.5	8.5	1	12.1	Bi-directional	MVITT, MVM
70 – Chile Green	60	12.5	8.5	1	12.3	Bi-directional	MVITT, MVM
80 – Cactus Green	30	12.5	8.5	1	11.9	Alternating loops	MVITT
90 – Roadrunner Red	60	12.5	8.5	1	17.5	Alternating loops	MVM

In addition to the regular one-way fare, RoadRUNNER Transit also offers a series of pass options to provide customers with savings with encouraging regular use of the system. Fares are described in Figure 13.

Figure 13 RoadRunner Transit Fare Structure

Category	One-Way Fare	Day Pass	Weekly Pass	31-Day or 30-Ride Pass
Adult (Ages 19-59)	\$1.00	\$2.25	\$8.00	\$30.00
Youth (Ages 6-18)	\$0.50	\$1.25	\$4.00	\$15.00
Senior Citizen (Ages 60 and older)	\$0.50	\$1.25	\$4.00	\$15.00
Persons with Disabilities	\$0.50	\$1.25	\$4.00	\$15.00
Medicare Holders	\$0.50	\$1.25	\$4.00	\$15.00
Students with Valid School ID	\$0.50	\$1.25	\$4.00	\$15.00
Children (Ages 5 and younger) – Limit 3	Free	Free	Free	Free

Aggie Transit

Aggie Transit is a cooperative service between New Mexico State University (NMSU) and the City of Las Cruces consisting of two shuttle routes operating on weekdays during semesters. Aggie Transit routes operate from 7 a.m.-6 p.m. and are available to students with a valid Aggie ID.

The Green Route (Route 1) is a campus circulator that connects student parking lots on the eastern edge of the NMSU campus with the core area of campus by operating bi-directionally along Stewart Street. The Blue Route (Route 2) connects student housing on the southern edge of the NMSU campus with the NMSU and DACC campuses by operating a clockwise loop east of I-10 and south of University Boulevard.

Doña Ana Community College Shuttle

The City of Las Cruces and Doña Ana Community College jointly fund a limited-stop shuttle that connects the Doña Ana Community College (DACC) East Mesa Campus with Mesilla Valley Mall. The DACC Shuttle is free and open to the public. Routes operate on weekdays during Fall and Spring semesters. Mesilla Valley Mall is the terminal point for Routes 20, 30, 60, 70, and 90. Students may travel between the Espina and East Mesa campuses by using a combination of Aggie Transit Route 2, a RoadRUNNER Transit Route 30, and the DACC Shuttle.

Dial-a-Ride

Dial-a-Ride is a curb-to-curb on-demand transportation service provided by The City of Las Cruces to senior citizens and qualified individuals with disabilities as defined by the Americans with Disabilities Act (ADA). Dial-a-Ride complements the RoadRUNNER Transit system and provides trips within the City of Las Cruces. Wheelchair accessible cutaway vehicles are used to operate Dial-a-Ride service. Fares are \$2.00 for each one-way trip and free for senior citizens.

Vehicles

The City of Las Cruces owns a combination of 35-foot coaches and cutaways to operate fixed-route and dial-a-ride services. Several vehicles are approaching the end of their respective life cycle. Fixed-route and dial-a-ride fleet information is provided in Figure 14 and Figure 15.

Figure 14 Fixed-Route Fleet

Year	Manufacturer	Fuel Type	Vehicle Length	Seating Capacity	Standing Capacity	Total Vehicles	Average Mileage per Vehicle
2000	NOVA	Diesel	35	39	19	3	290,743
2004	Gillig	Diesel	35	32	19	8	367,207
2008	Gillig	Diesel	35	32	19	4	174,392
2010	Gillig	Diesel	35	32	19	1	143,082
2011	Arboc	Gasoline	24	15	0	2	60,016

Figure 15 Dial-a-Ride Fleet

Year	Manufacturer	Fuel Type	Vehicle Length	Seating Capacity	Standing Capacity	Total Vehicles	Average Mileage per Vehicle
2004	Goshen	Diesel	23	14	0	3	158,558
2006	Starcraft	Diesel	23	14	0	3	118,151
2006	Starcraft	Diesel	23	6	0	2	139,366
2008	Starcraft	Diesel	23	14	0	2	116,075
2008	Starcraft	Diesel	23	6	0	2	102,763
2010	Glaval Bus	Gasoline	25	15	0	6	76,676
2012	Glaval Bus	Gasoline	23	6	0	3	32,669

Transfer Points

Mesilla Valley Intermodal Transit Terminal (MVITT)

The City of Las Cruces opened the Mesilla Valley Intermodal Transit Terminal in December 2013. The facility includes a climate-controlled lobby, restrooms, vending machines, and a customer service information desk. Six saw-tooth bus bays are available to RoadRUNNER Transit routes. Five routes (10, 20, 40, 60, and 80) arrive on the hour, and four routes (30, 50, 70, and 80) arrive on the half hour.

The facility provides intermodal connections with two New Mexico Department of Transportation (NMDOT) routes. The NMDOT Gold Route travels to and from El Paso with several stops in between. The NMDOT Gold Route stops at the MVITT four times during the morning and seven times during the afternoon. Two additional morning and one afternoon trip serve NSMU. The NMDOT Silver Route connects Las Cruces with the White Sands Missile Range via US 70. The Silver Route has an intermediate stop at the MVITT, NMSU, and the Ashley Furniture store in Las Cruces. The Silver route has one afternoon and one morning trip. NMSU is served on both trips, but the MVITT is only served in the morning.

Z-Trans is a regional transit provider that offers transportation to and from Alamogordo and many points within and beyond Alamogordo. The Z Trans Orange Route connects Alamogordo, Holloman Air Force Base, and the community of Organ with several destinations in Las Cruces, including MVITT, NMSU, Mesilla Valley Mall, Memorial Medical Center, and DACC East Campus. The Z-Trans Orange route stops at the MVITT four times during the morning and seven times during the afternoon.

Rio Grande Transit provides service from Elephant Butte, Truth of Consequences, and Hatch to Las Cruces. It connects to the RoadRUNNER system at the MVITT. Frequency has been temporarily reduced due to a break in support by the SCRDT. It is expected that beginning September 1, 2015, service will be restored to three inbound and three outbound trips to Las Cruces.

Mesilla Valley Mall (MVM)

Five RoadRUNNER Transit routes serve the Mesilla Valley Mall. Routes 30, 70, and 90 arrive on the hour, while Routes 20, 60, and 80 arrive on the half hour. A high number of transfers occur daily and it is unclear exactly how many riders are actually destined to the mall. Riders are also able to connect with the DACC Shuttle route or Z-Trans Orange Route.

Buses loop around the mall ring road and stop on the west side of the mall. In addition to operating in internal parking lots with pedestrian activity, routes entering MVM must also contend with narrow lanes and obstructions at the mall entrance driveway.

Venus Transfer Point (VTP)

Routes 10 and 90 have an on-street connection on Venus Street just southeast of Bataan Memorial Highway. The transfer point consists of stops on both sides of the streets with a shelter on the east side of the street and no amenities at the west side of the street. A relatively high number of boardings and alightings occur at VTP, as it is the only point where both routes connect.

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City of Las Cruces – RoadRUNNER Transit

Transfer Matrix

Weekday and Saturday transfer patterns are depicted in Figure 16 and Figure 17. While the highest transfer rates involve Routes 20, 30 and 80, several customers transfer between routes that arrive at MVITT at different times, indicating a need for increased timed connections to reduce or eliminate the 30-minute wait between some routes.

Figure 16 Weekday Transfer Matrix

		To Route									
From Route		10	20	30	40	50	60	70	80	90	Total
From Route	10	-	5	3	2	0	6	0	3	10	29
	20	8	-	1	5	0	10	1	10	6	41
	30	1	1	-	0	5	1	12	9	8	37
	40	0	2	4	-	0	1	2	5	0	15
	50	1	6	1	0	-	3	1	4	0	16
	60	5	9	0	3	0	-	1	9	5	32
	70	0	1	14	0	2	1	-	6	4	27
	80	3	9	12	4	3	9	6	-	0	46
	90	6	5	6	0	0	3	3	1	-	23
Total		25	38	40	15	11	33	25	46	33	265

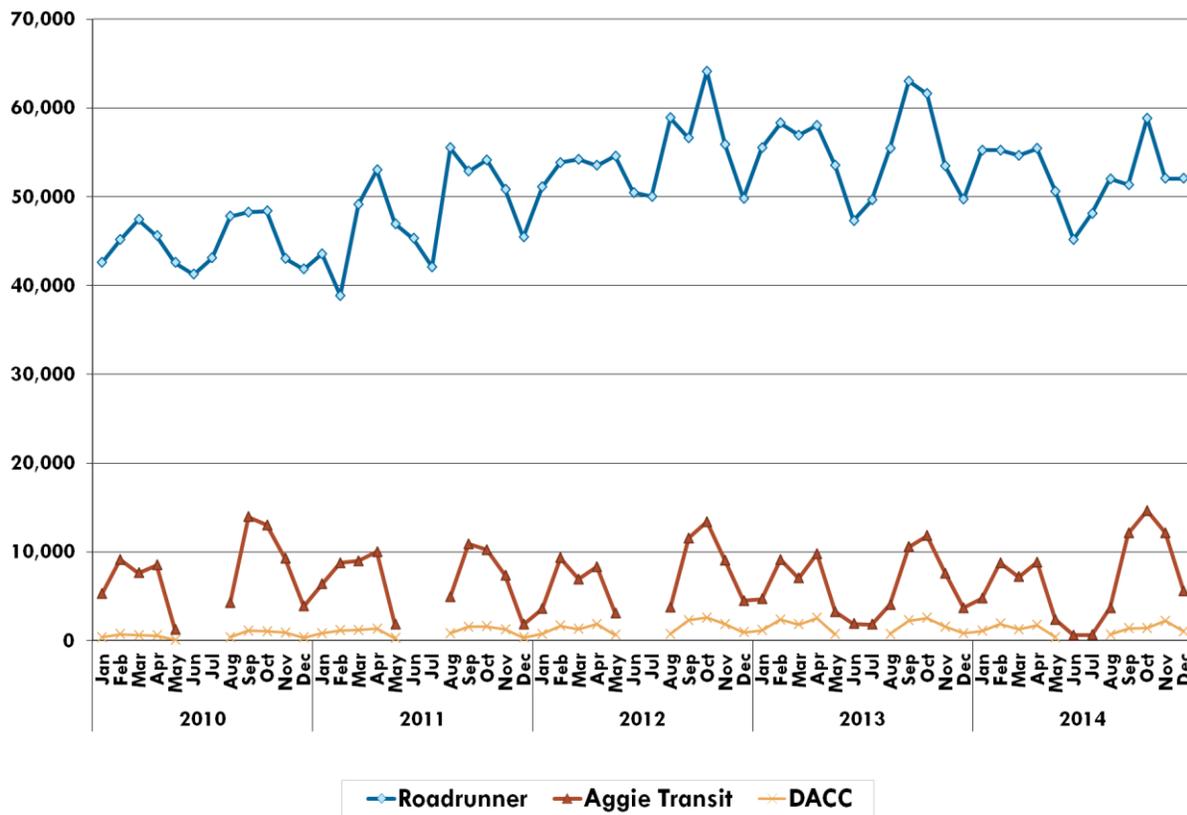
Figure 17 Saturday Transfer Matrix

		To Route									
From Route		10	20	30	40	50	60	70	80	90	Total
From Route	10	-	4	0	2	0	3	3	2	5	18
	20	2	-	0	4	0	10	1	6	1	23
	30	1	1	-	0	1	1	7	3	3	15
	40	1	0	4	-	0	3	1	4	0	12
	50	0	3	1	1	-	2	1	2	0	9
	60	4	6	1	3	0	-	0	5	3	21
	70	1	1	9	2	1	1	-	5	2	19
	80	1	4	4	1	1	7	5	-	0	23
	90	1	2	4	0	1	2	3	0	-	12
Total		9	19	22	12	4	28	20	26	12	150

Historical Ridership Trends

RoadRUNNER Transit system ridership has grown at a steady rate over the past five years while service levels have remained constant. While the increase in ridership can be attributed to a number of factors, population growth is the most likely explanation. Between 2010 and 2013, the population of Las Cruces increased 3.8% from 97,621 to 101,324. Between 2010 and 2013, estimated total employment in the City of Las Cruces has increased by 3.1% from 40,712 to 41,983. Ridership tends to peak during the spring and fall, corresponding with NMSU enrollment patterns. Historical ridership trends for RoadRUNNER Transit, Aggie Transit, and the DACC Shuttle are depicted in Figure 18.

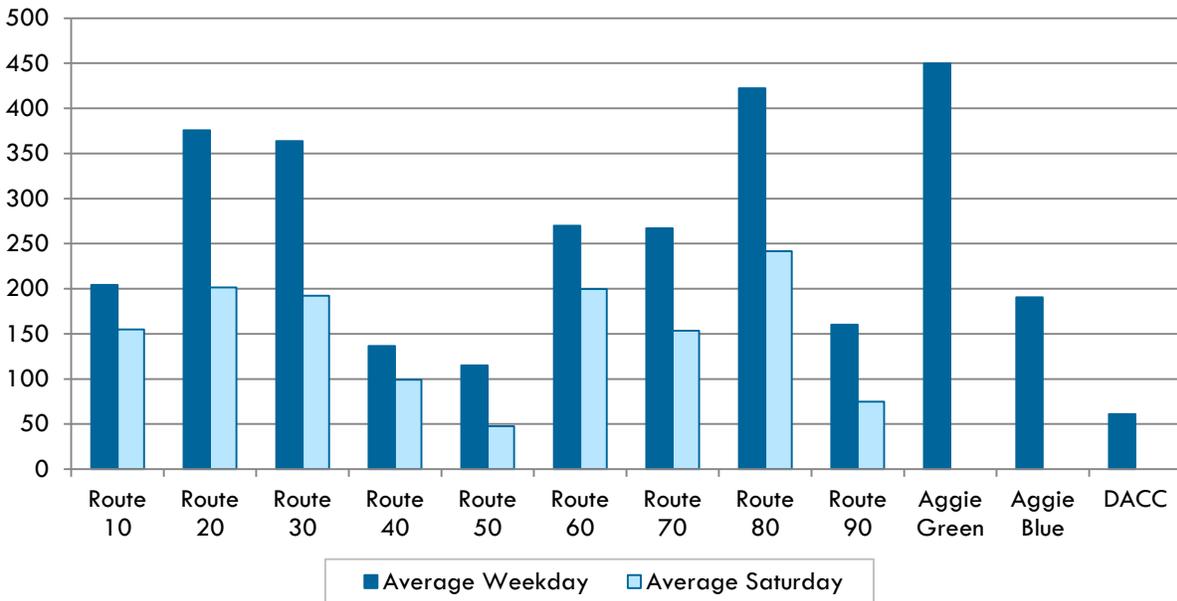
Figure 18 Historical Ridership Trends



Route Ridership

RoadRUNNER Transit average weekday route ridership varies significantly due to differences in demand and frequency. Furthermore, some routes drop off more significantly than others from weekdays to Saturdays. Figure 20 illustrates average weekday and Saturday ridership for all fixed routes operated by RoadRUNNER Transit based on October 2014 farebox data. RoadRUNNER Transit routes with the highest ridership include Route 80, which operates two alternating loops that depart MVITT every 30 minutes. Routes 20 and 30, which serve NMSU, are the next most productive routes.

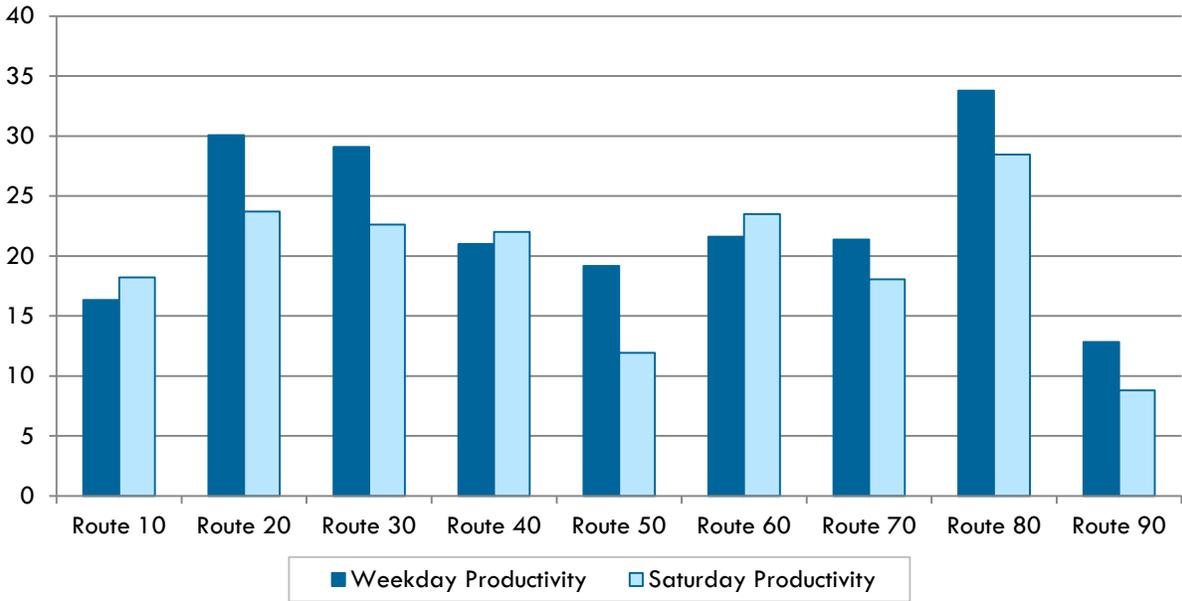
Figure 20 **Route Ridership Comparison**



Route Productivity

Due to differences in route frequency, a measure of boardings per revenue hour provides a better representation of productivity than total daily boardings.

Figure 21 Route Productivity Comparison



4 ROUTE PROFILES

This chapter describes each route in the RoadRUNNER Transit System in terms of alignment, connections, stop spacing, ridership activity, and on-time performance. Each route profile also includes boarding and alighting maps based on average weekday ridership. Detailed charts depicting stop-level boardings, alightings, and on-board load is included in Appendix A.

Route 10 – Desert Orange

Route 10 is a bi-directional route operating primarily along North Main Street and Bataan Memorial Highway. Terminal points consist of the Mesilla Valley Intermodal Transit Center (MVITT) and the intersection of Bataan Memorial Highway & Port Road near the East Mesa Recreational Center. Route 10 operates along Northrise Drive in the outbound direction to directly serve Walmart at Rinconada Boulevard. The inbound alignment continues on Bataan Memorial Highway and does not serve Walmart. As a result, some customers ride through the terminal point to avoid crossing to the opposite side of the highway. Additional destinations along Route 10 include Lowe’s (grocery store) and Oñate High School.

Direct connections with Routes 20, 40, 60, and 80 are made on the half hour at MVITT. Route 10 also connects with Route 90 along Venus Street, between Bataan Memorial Highway and Northrise Drive. Route 10 serves the Venus Transfer Point (VTP) in both directions, resulting in a loop deviation in the inbound direction.

On-time performance is a regular issue on Route 10, primarily due to its route length. Late arrivals at the MVITT often result in other routes being held to facilitate connections.

Route 10 exhibits strong ridership along North Main Street and at the Venus Transfer Point. Stop spacing north of Venus Transfer Point is significantly greater than the southern half of the route.

Route Characteristics	
Alignment	Bi-directional
Stops	32
Round-Trip Route Length (miles)	17.9
Stop Spacing (miles)	0.56
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	25
Ridership	204
Productivity (boardings per hour)	16.3
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	17
Ridership	155
Productivity (boardings per hour)	18.2

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Figure 23 Route 10 Inbound Weekday Ridership Activity



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Figure 24 **Route 10 Outbound Weekday Ridership Activity**



20 – Sun Yellow

Route 20 is a bi-directional route mostly operating along El Paseo Road, University Avenue, Triviz Drive, and Don Roser Drive. Terminal points consist of the Mesilla Valley Intermodal Transit Center (MVITT) and Mesilla Valley Mall. Route 20 operates counterclockwise loop in the outbound direction to serve East Union Avenue and the Grove Apartments. Route 20 previously operated the loop in both directions. However, on-time performance issues resulted in discontinuation of the inbound loop. Additional destinations along Route 20 include New Mexico State University, Ranch Market, VA Clinic, and Human Services Department.

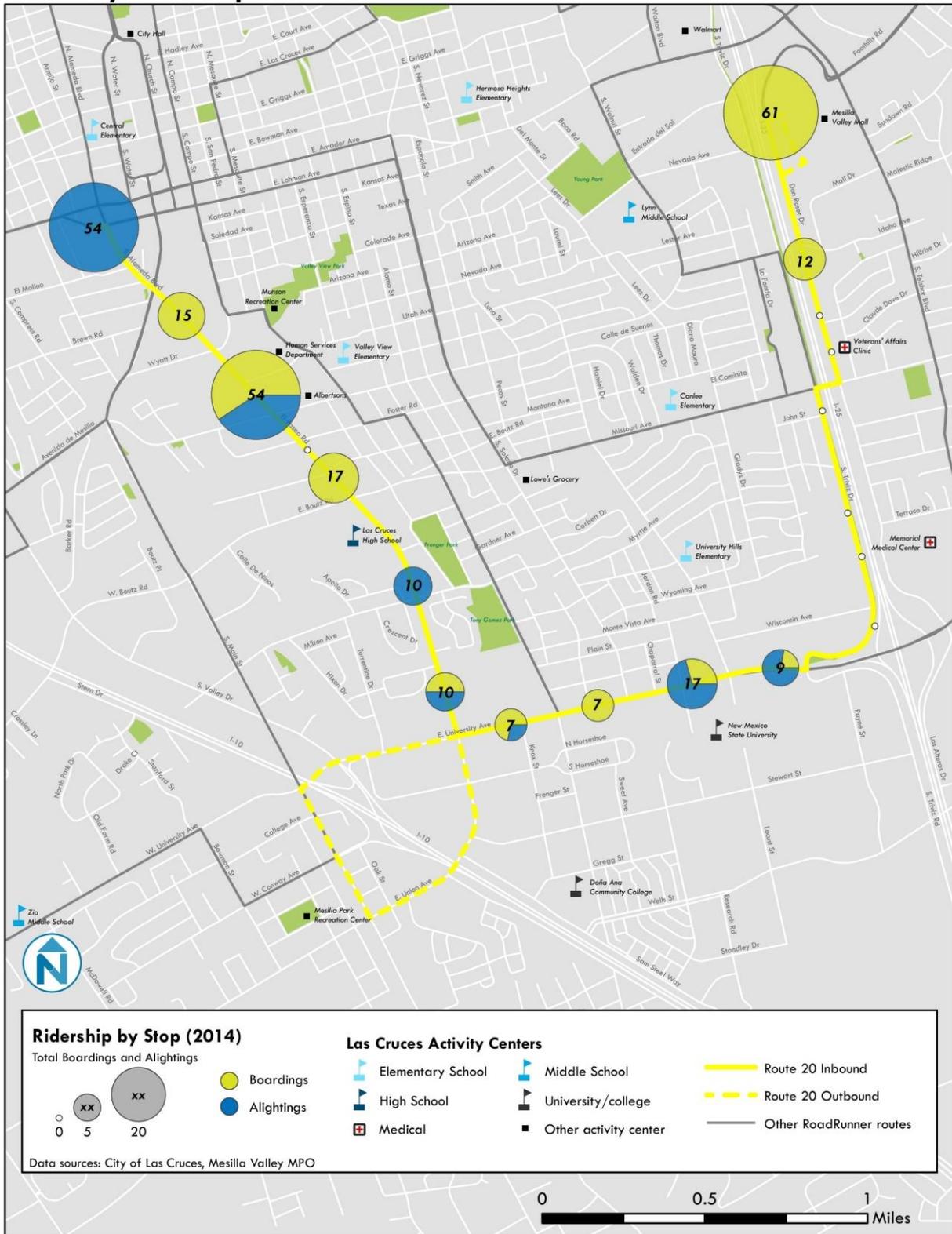
Direct connections with Routes 10, 40, 60, and 80 are made on the half hour at MVITT. Direct connections with Routes 60 and 90 are made at Mesilla Valley Mall on the hour.

Route 20 is the second-most productive route in the RoadRUNNER Transit system. Ridership is strong along El Paseo Boulevard, University Boulevard, and East Union Avenue. Segments of the route with low ridership include Triviz Drive and Don Roser Drive.

Route Characteristics	
Alignment	Bi-directional
Stops	42
Round-Trip Route Length (miles)	11.6
Stop Spacing (miles)	0.28
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	25
Ridership	376
Productivity (boardings per hour)	30.1
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	17
Ridership	202
Productivity (boardings per hour)	23.7

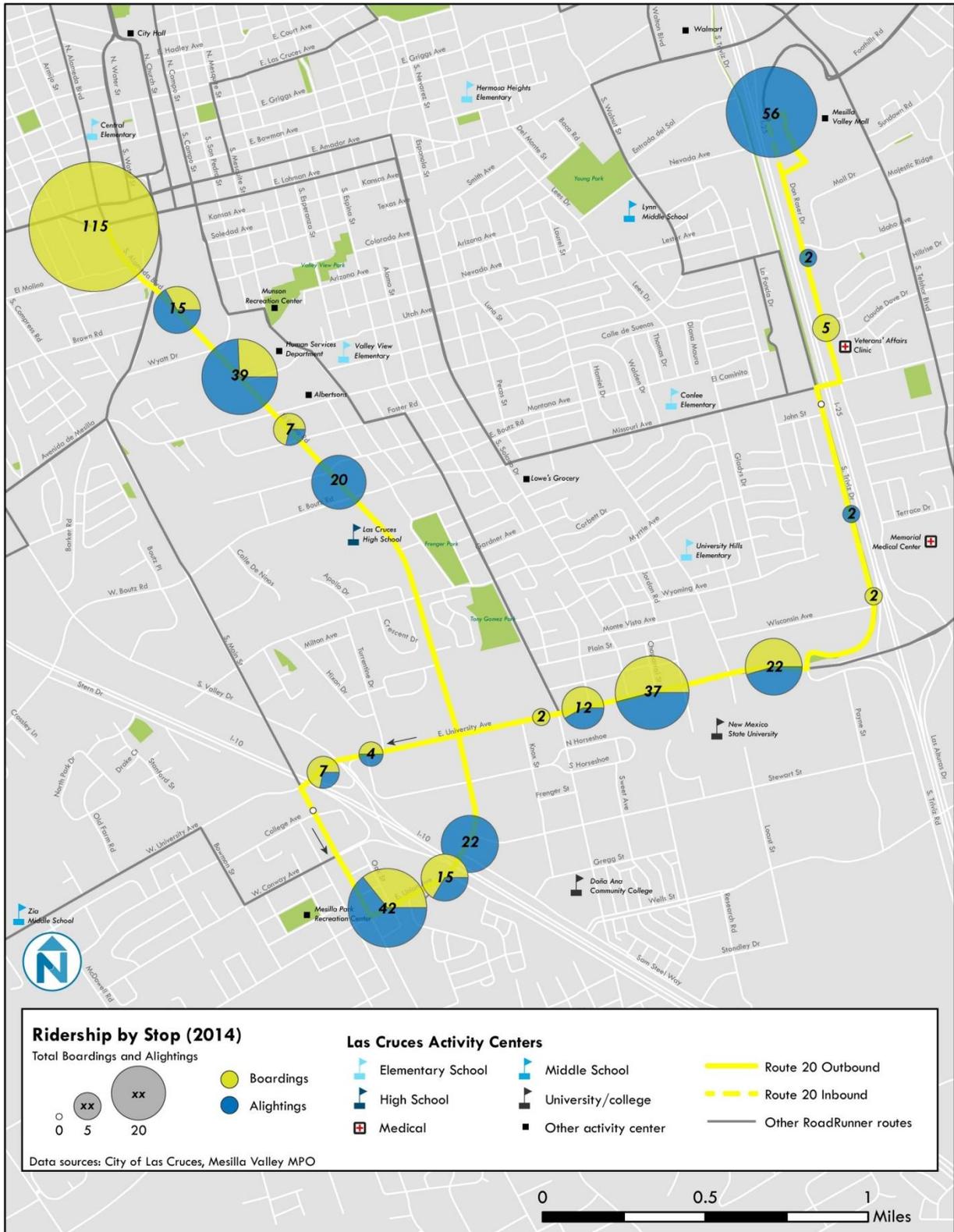
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Figure 25 Route 20 Inbound Weekday Ridership Activity



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Figure 26 Route 20 Outbound Weekday Ridership Activity



30 – Aggie Crimson

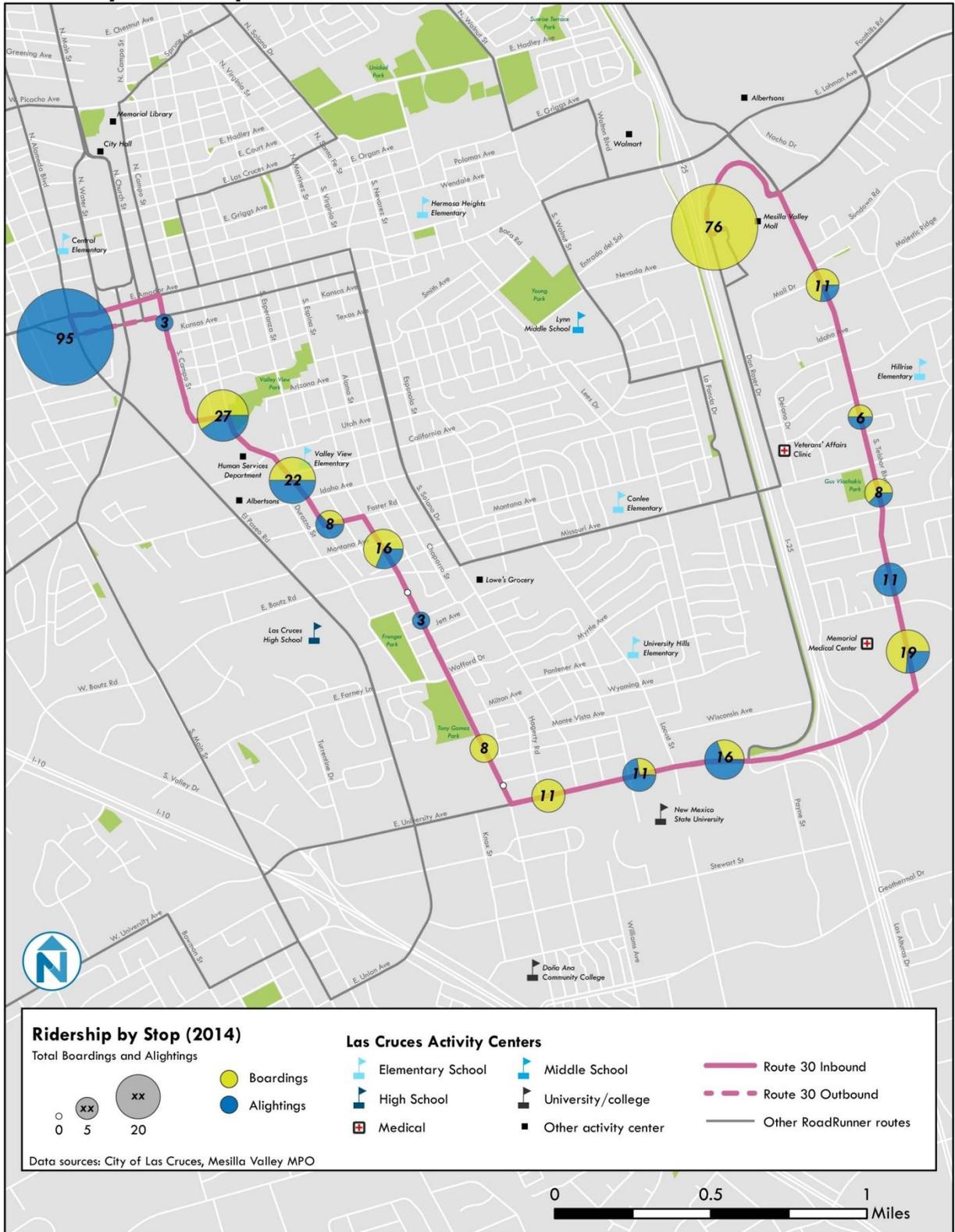
Route 30 is a bi-directional route operating along Mesquite Street, Espina Street, University Avenue, and Telshor Boulevard. Terminal points consist of the Mesilla Valley Intermodal Transit Center (MVITT) and Mesilla Valley Mall. Direct connections with Routes 50, 70, and 80 are made at the MVITT on the hour. Direct connections with Routes 70 and 90 are made at MVM on the half hour.

Route 30 is the third-most productive route in the RoadRUNNER Transit system. Major destinations include New Mexico State University and Memorial Medical Center. Ridership is strong along all segments of the route. One of its few weaknesses is Route 30’s sixty-minute headway. Given its adjacent land use patterns, Route 30 has the potential to attract significantly more riders per revenue hour with an improved headway.

Route Characteristics	
Alignment	Bi-directional
Stops	41
Round-Trip Route Length (miles)	11.9
Stop Spacing (miles)	0.29
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	25
Ridership	364
Productivity (boardings per hour)	29.1
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	17
Ridership	192
Productivity (boardings per hour)	22.6

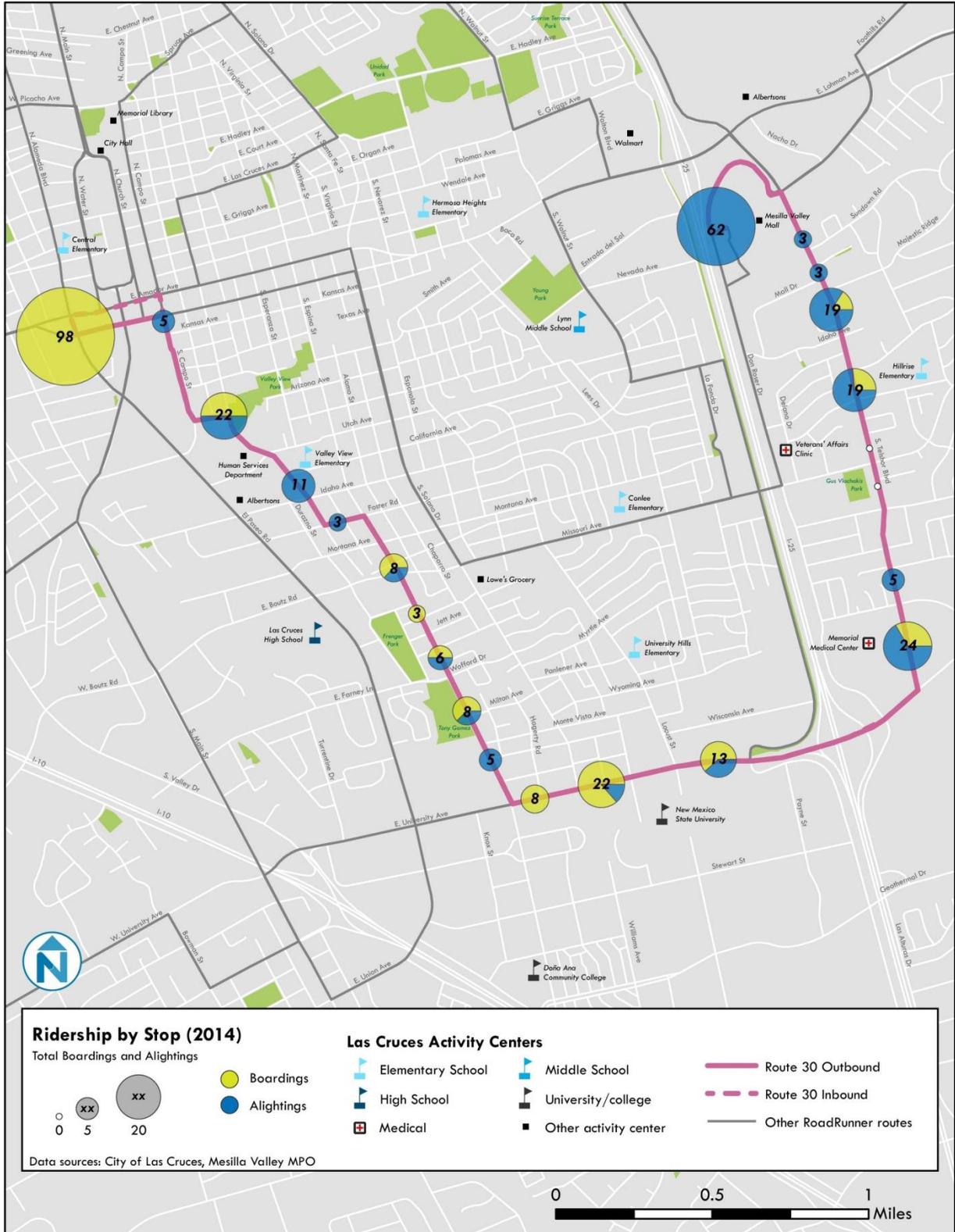
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Figure 27 Route 30 Inbound Weekday Ridership Activity



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Figure 28 Route 30 Outbound Weekday Ridership Activity



40 – Pecan Brown

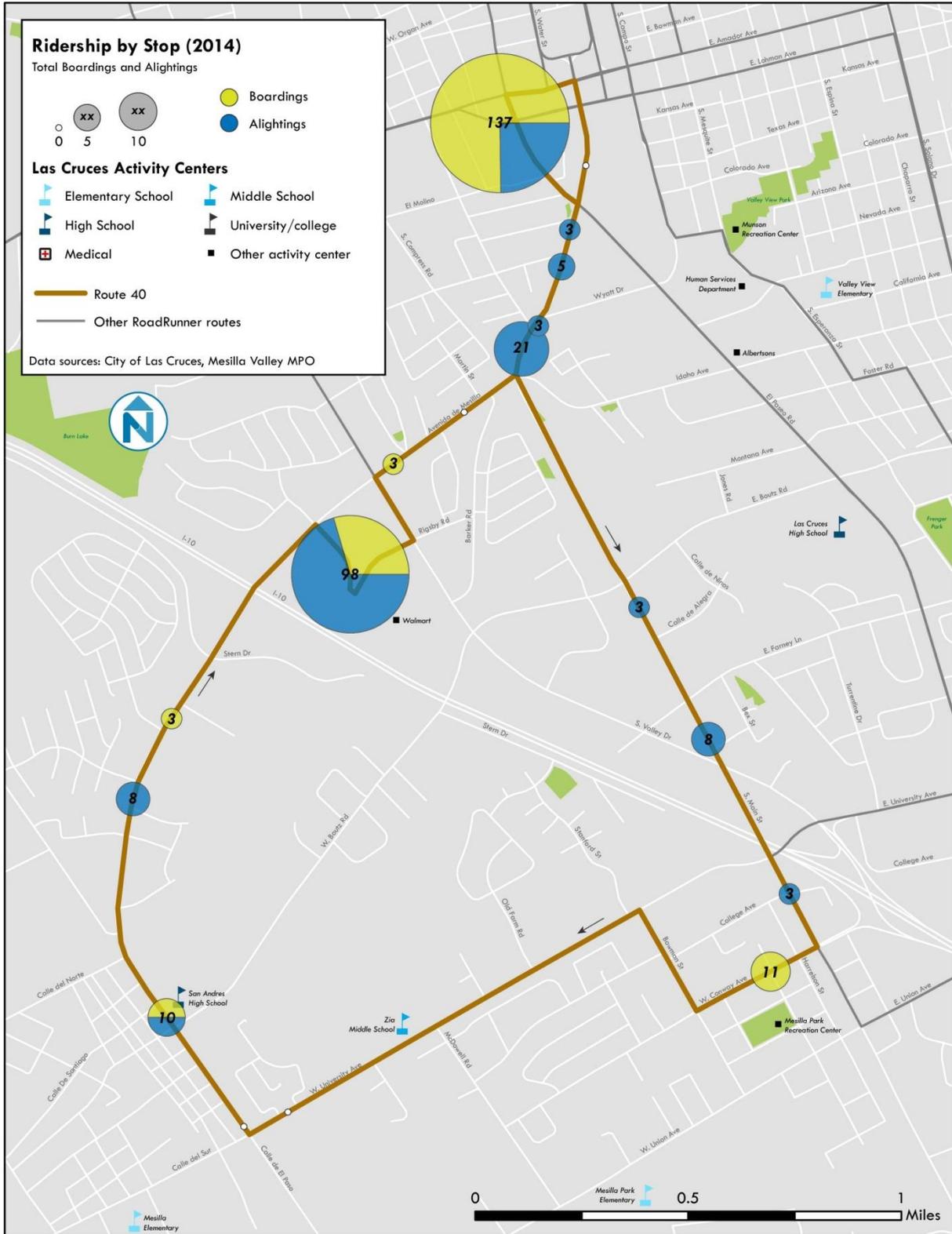
Route 40 is a loop route mostly operating along South Main Street, West University Avenue, and Avenida de Mesilla. The route begins and ends at the Mesilla Valley Intermodal Transit Terminal (MVITT). Direct connections with Routes 10, 20, 60, and 80 are made at the MVITT on the half hour. Route 40 is interlined with Route 50 throughout the day. Each route operates a 30-minute loop. As a result, Route 40 only operates the second half of the hour.

The primary destination along Route 40 is the South Valley Walmart. Ridership is low south of I-10 with only eighteen combined boardings.

Route Characteristics	
Alignment	One-way loop
Stops	18
Round-Trip Route Length (miles)	8.5
Stop Spacing (miles)	0.47
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	13
Ridership	136
Productivity (boardings per hour)	21
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	9
Ridership	99
Productivity (boardings per hour)	22

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Figure 29 **Route 40 Weekday Ridership Activity**



50 – Rio Grande Blue

Route 50 is a loop route operating along North Valley Drive, Hoagland Road, and North Alameda Boulevard. The route begins and ends at the Mesilla Valley Intermodal Transit Terminal (MVITT). Direct connections with Routes 30, 70, and 80 are made at the MVITT on the hour. Route 50 is interlined with Route 40 throughout the day. Each route operates a 30-minute loop. As a result, Route 50 only operates the first half of the hour.

No major destinations exist, however the bus stop at the intersection of Valley and Amador generates the highest ridership. It is likely that some riders are staying on board and continuing on Route 40. Route 50 is among the least productive routes in the system at just under twenty boardings per hour on weekdays.

Route Characteristics	
Alignment	One-way loop
Stops	24
Round-Trip Route Length (miles)	6.1
Stop Spacing (miles)	0.25
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	12
Ridership	115
Productivity (boardings per hour)	19.2
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	8
Ridership	48
Productivity (boardings per hour)	11.9

60 – Sky Blue

Route 60 is a bi-directional route operating mostly along Lohman Avenue, Solano Drive, Missouri Avenue, and Walnut Street. Terminal points consist of the Mesilla Valley Intermodal Transit Terminal (MVITT) and Mesilla Valley Mall. Route 60 performs a counterclockwise loop along Foothill Drive and Lohman Avenue, which creates significant delays during certain times of day.

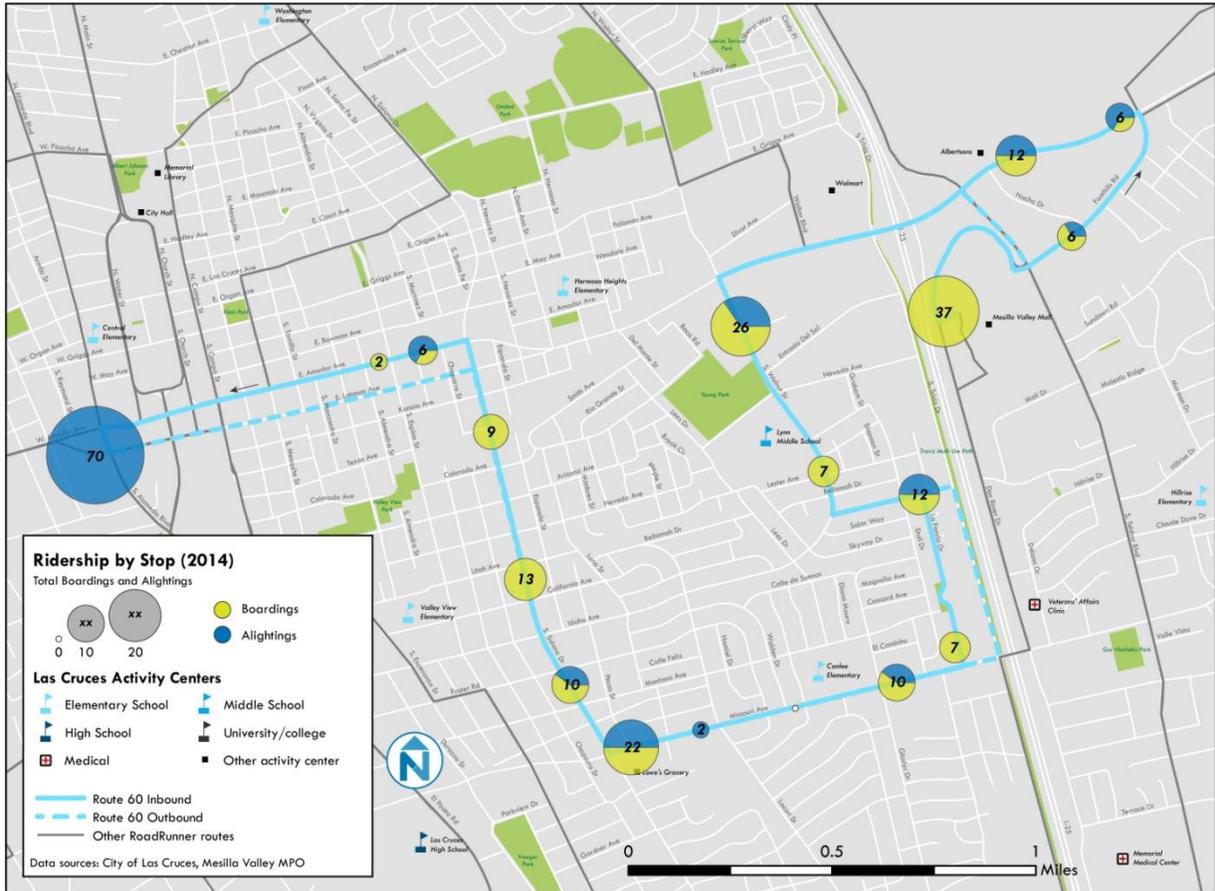
Direct connections with Routes 10, 20, 40, and 80 are made at the MVITT on the half hour. Direct connections with Routes 20 and 90 are made at MVM on the hour.

Major destinations include Lowe’s Grocery, Walmart, and retail stores at the intersection of Lohman Avenue and Walnut Street. Walmart is not served in the inbound direction due to turn lanes along Lohman Avenue. Route 60 has moderate ridership along its entire alignment.

Route Characteristics	
Alignment	Bi-directional
Stops	37
Round-Trip Route Length (miles)	12.1
Stop Spacing (miles)	.33
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	25
Ridership	270
Productivity (boardings per hour)	21.6
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	17
Ridership	200
Productivity (boardings per hour)	23.5

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Figure 31 Route 60 Inbound Ridership Activity



70 – Chile Green

Route 70 is a bi-directional route operating along Solano Drive, Madrid Avenue, Walnut Street, and several additional north-central streets. Terminal points consist of the Mesilla Valley Intermodal Transit Center (MVITT) and Mesilla Valley Mall (MVM). Inbound and outbound patterns operate on different streets between the MVITT and Spruce Avenue.

Direct connections with Routes 30, 50, and 80 are made at the MVITT on the hour. Direct connections with Routes 30 and 90 are made at MVM on the half hour.

The primary destination is the Walmart at Walton Boulevard and Lohman Avenue. Ridership is also strong along Madrid Drive but weak along Walnut Street. Route 70 has average productivity and passenger loads compared to other routes in the system.

Route Characteristics	
Alignment	Bi-directional
Stops	42
Round-Trip Route Length (miles)	12.3
Stop Spacing (miles)	0.29
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	25
Ridership	267
Productivity (boardings per hour)	21.4
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	17
Ridership	154
Productivity (boardings per hour)	18.1

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Figure 34 Route 70 Outbound Weekday Ridership Activity



80 – Cactus Green

Route 80 is a loop route operating along Picacho Avenue, Motel Boulevard, and Amador Avenue. Unlike other loop routes, Route 80 operates in both clockwise and counterclockwise directions. Route 80 begins and ends at the Mesilla Valley Intermodal Transit Center (MVITT). The inbound and outbound alignments vary between Doña Ana County Government Center and the intersection of Amador Avenue and 17th Street. Direct connections with Routes 30, 50, and 70 are made at the MVITT.

Route 80 has the highest ridership and productivity of all RoadRUNNER Transit routes. A high number of boardings and alightings occur along Picacho Avenue between 17th Street and Motel Boulevard. Significant ridership activity also takes place near the intersection of Amador Boulevard and Valley Drive. The route deviation to 17th Street and Copper Loop generates moderate ridership.

Route Characteristics	
Alignment	Alternating loop
Stops	43
Round-Trip Route Length (miles)	11.9
Stop Spacing (miles)	0.28
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	25
Ridership	422
Productivity (boardings per hour)	33.8
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	17
Ridership	242
Productivity (boardings per hour)	28.4

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Figure 35 **Route 80 Weekday Ridership Activity**



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Figure 36 Route 80 Outbound Weekday Ridership Activity



90 – Roadrunner Red

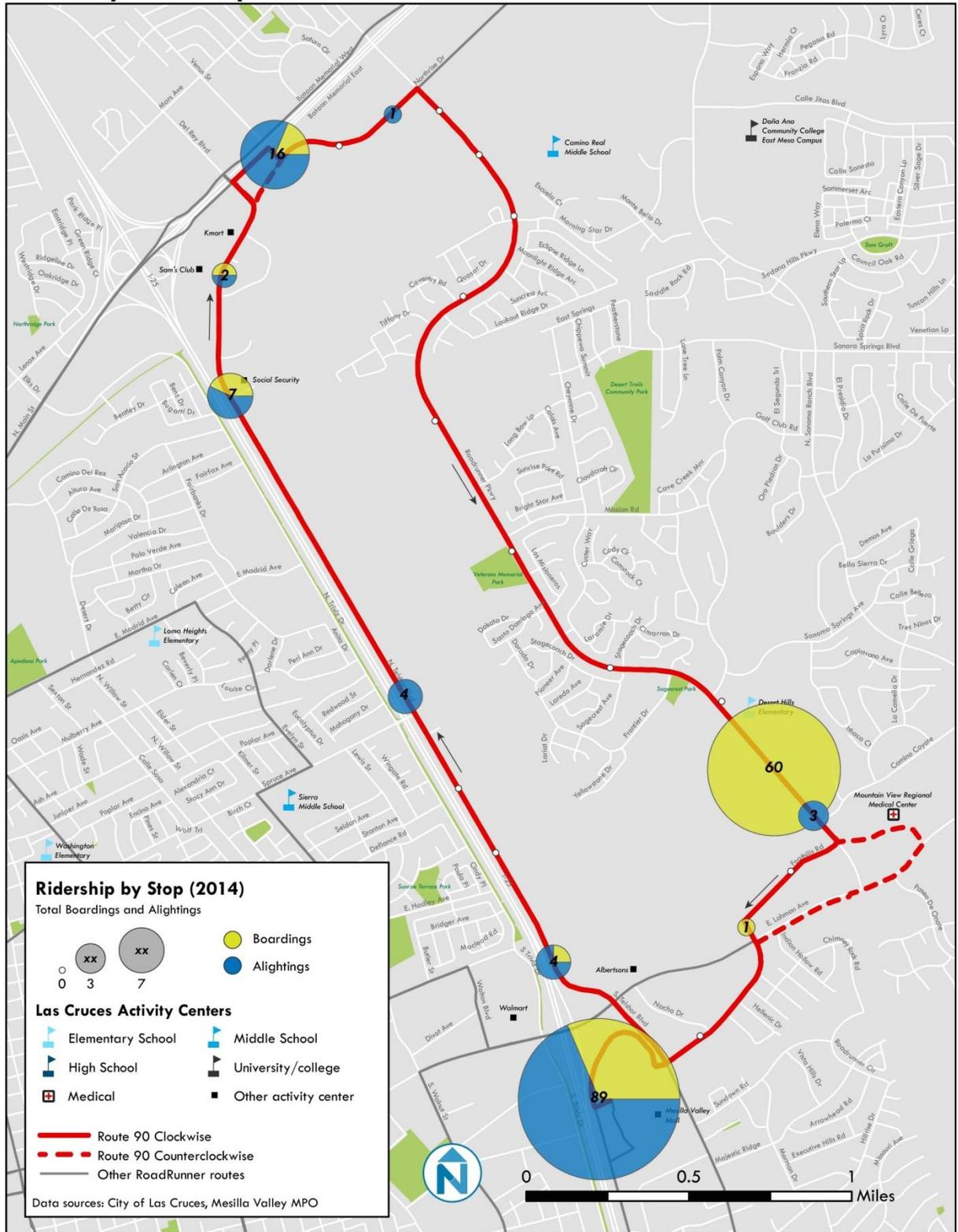
Route 90 is a loop route operating primarily along Telshor Boulevard and Roadrunner Parkway. The primary terminal point is Mesilla Valley Mall (MVM). Direct connections with Routes 30 and 70 are made at MVM. Route 90 also has a direct connection with Route 10 at Venus Transfer Point (VTP) on the hour.

Route 90 is the lowest performing route in terms of ridership and productivity. While most segments of the route have low ridership, the area surrounding the intersection of Roadrunner Parkway and Camino Coyote produces significant ridership. Other destinations include the Social Security Office, Sam’s Club, and Kmart.

Route Characteristics	
Alignment	Alternating loop
Stops	39
Round-Trip Route Length (miles)	17.5
Stop Spacing (miles)	0.45
Weekday	
Service Span	6:30 a.m. – 7 p.m.
One Way Trips	25
Ridership	160
Productivity (boardings per hour)	12.8
Saturday	
Service Span	9:30 a.m. – 6 p.m.
One Way Trips	17
Ridership	75
Productivity (boardings per hour)	8.8

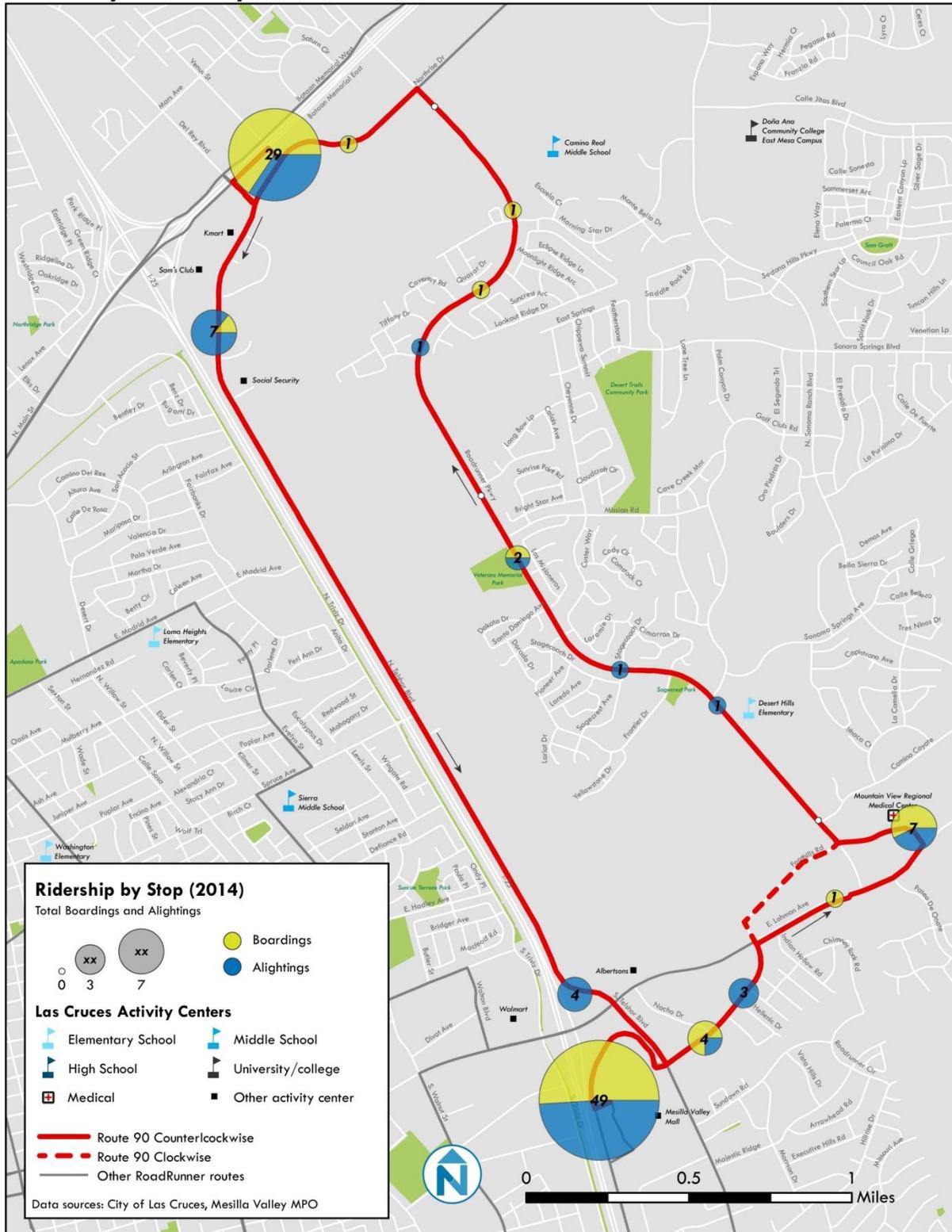
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Figure 37 Route 90 Clockwise Weekday Ridership Activity



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Figure 38 Route 90 Counterclockwise Weekday Ridership Activity



5 OPERATOR FEEDBACK

Bus operator interviews were conducted on October 29, 2014 to obtain feedback on route schedules, ridership observations, bus stop issues, operational concerns, and several other topics. Operator feedback is organized by category and specific route.

General Comments

Route Schedules

- On-time performance
 - Routes 10 and 90 are significantly longer than other routes; scheduled cycle times are not practical
 - Deviations on Routes 20 (Union loop) and 60 (Foothills loop) create significant delay during certain times of day
 - Routes 30 and 70 cycle times are adequate
 - Westside routes (40, 50, 80) rarely fall behind schedule
 - Additional running time is necessary on key corridors due to increased ridership, traffic, and construction
 - Schedules do not accurately reflect increased traffic after 11 a.m.
- Operator impacts
 - Operators feel as though they are constantly “racing the clock”
 - Operators often exceed speed limits to stay on schedule/make connections
 - Operators are stressed and have health concerns about not taking restroom breaks
- Customer impacts
 - Missed connections
 - Customer service is lacking due to operators trying to stay on schedule
 - Schedules should allow more time for wheelchair boardings and mothers with small children
- Operator suggestions:
 - Extend running times to 40 minutes or modify routes in a manner that increases recovery time end route terminals
 - Create consistent schedules and change routes so that 30 minute trips work

Ridership

- Ridership picks up during the first week of the month
- High ridership on Routes 20 and 80
- Low ridership on Route 70

Bus Stops

- Some signs are parallel to the street; all signs should be perpendicular to the street
- Several stops have been added due to customer request, resulting in increased running time
- Consider removing stops with no/low ridership
- Several shelters are in bad locations, presumably added due to Adopt-a-Stop program
- Mountain View Medical Center generates minimal ridership; not worth deviating to
- Accessibility
 - Mountain View Hospital stop not safe/accessible (Route 90)
 - Stop across from Fiesta is not accessible
 - Farmer’s Market at Church and Water – have to drop off on-street

Operational Concerns

- Lohman between Foothills and Telshore (Albertson’s/Target stop on Route 60) is congested segment
- Boulder at Mesilla Valley Mall entrance needs to be removed; obstructs bus, particularly when bike rack is being used
- Mesilla Valley has 15 mph speed limit
- Del Rey and Baatan has many near accidents due to double turn lane (Route 10)
- Las Cruces to Mesquite (left turn on Route 70)
- Solano to Las Cruces (right turn on Route 70)
- Avenida to Hickory (right turn on Route 40)
- Need additional signage near ITC

Intermodal Transit Center

- ITC needs to be open when buses operate
- No security on weekends; minimal security during the week
- Cleanliness and sense of security at ITC has decreased since opening
- Recent criminal activity at ITC
- ITC has limited cameras; cameras seem to be more focused on monitoring buses than customers
- Operator restroom needs to be fenced/separated in a manner that customers are not able to congregate near doorway
- Policy does not exist for waiting at ITC for buses arriving late; inconsistent practices depending on time of day and supervisor on duty

Venus Transfer Point

- Connection between Routes 10 and 90 at Venus Transfer Point are not reliable
- Why do we have 3 transfer points?

Customer Requests

- Customers request evening service and Sunday service

Transfers

- Riders traveling from Motel area to Social Security must take 3 routes (80/30/90)

Header signs

- Should have route corridor or destination information rather than a naming convention based on colors (e.g. Sky Blue and Chile Green).

Fare

- Constant delays by customers who are not prepared to pay fare upon boarding bus
- Buying passes on bus takes time

Lohman Express Route

- Lohman Express route was well-received by customers during its brief operation
- Operators liked directness and reliability of route
- Consider reinstating service

Route-Specific Comments

Route 10 – ITC/North Main/Bataan Memorial

- Route is consistently behind schedule, even prior to construction on North Main
- Difficulty in merging back into traffic at Golf Course and Spanish Kitchen

Route 20 – ITC/El Paseo/University/Triviz/MVM

- Union loop on eastbound trips often causes route to fall behind schedule
- Routes 60 and 70 are more reliable options for customers traveling from ITC to MVM
- Route is fast towards downtown but slow towards Mall

Route 30 – ITC/Espina/University/Telshor/MVM

- Too many stops on Telshor northbound

Route 40 – ITC/South Main/Avenida de Mesilla

- Consider removing Conway loop due to low ridership
- Poor lighting along stretch of University near the middle school

Route 50 – ITC/Alameda/Valley

- Stops near Walmart but does not serve it directly

Route 60 – ITC/South Solano/Missouri/South Walnut/Lohman/MVM

- Route often faces traffic on Lohman and has difficulty merging after Albertson's stop

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- High ridership along Solano (stores, Salvation Army)
- Foothill loop often results in delay that holds up other routes
- Route is fast towards Mall but slow towards downtown

Route 70 – ITC/North Solano/Madrid/North Walnut/Lohman/MVM

- Not many riders on Evelyn

Route 80 – ITC/Amador/Motel/Pichaco

- High wheelchair boardings

Route 90 – MVM/Telshor/Roadrunner

- Serves Social Security; ridership increases significantly at beginning of the month
- Good restroom option does not exist
 - MVM restroom is too far
 - Hospital is too early in the route
 - Operators sometimes use Veteran’s Park, which is not clean