

#45

COMPLETE

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Page 1: Award Categories

Q1

Directions: Read the descriptions below and select a category for which you would like to make an award nomination.

Community Transportation System of the Year - Small System
Defined as providing service in areas and places of a rural setting where the population is 50,000 and below AND/OR the agency receives 5310 or 5311 funding. Typical CTAA membership demographics that would apply for this award include: NEMT/specialized transportation services, rural and tribal transit systems. Recognizes a community transportation system for:- Innovative and creative services in the community;- Being responsive to its customers' and community needs;- Actively coordinating and collaborating with other public and special services transportation;- Effectively helps the community accomplish their goals;- Creates partnerships with a wide-range of organizations, both public and private;- Providing accessible transportation service;- Building transportation alternatives that are intended to meet a wide range of the communities' needs.

Page 2: Why is This Nominee Outstanding?

Q2

Innovative and creative services in the community.

Respondent skipped this question

Q3

Being responsive to its customers' and community needs.

Respondent skipped this question

Q4

Actively coordinating and collaborating with other public and special services transportation.

Respondent skipped this question

Q5 Respondent skipped this question
Effectively helps the community accomplish their goals.

Q6 Respondent skipped this question
Creates partnerships with a wide-range of organizations, both public and private.

Q7 Respondent skipped this question
Providing accessible transportation service.

Q8 Respondent skipped this question
Building transportation alternatives that are intended to meet a wide range of the communities' needs.

Page 3: Why is This Nominee Outstanding?

Q9
Innovative and creative services in the community.

The North Central Regional Transit District “Blue Bus” in North Central New Mexico is developing multiple innovative and creative services, including:

- Launching the “MyBlue” app-based, on-demand microtransit service in two zones to supplement fixed route service in Española and Taos, NM.
 - In partnership with the CTAA, implementing a preliminary study to evaluate the possibility of using Automated Vehicle (AV) technology for public transportation services across the region. The collaborative study included partnerships with Santa Fe Trails public transportation system, and Atomic Transit in Los Alamos.
 - Plans to acquire ten electric buses and vehicles, three hybrid diesel electric buses and associated charging infrastructure to be placed in service in Española and Taos.
 - The District launched an extensive rebranding effort that engaged citizens across the service area. The initiative presented an opportunity to celebrate the region's cultural diversity and inclusivity, encompassing multiple Native American Communities and Northern New Mexico's vibrant cities and villages, striking landscapes, and bright blue skies. Working with our marketing partner Studio Six Branding, the District conducted multiple community engagement meetings in Pueblos and communities across the service area, seeking preliminary input and later going back out to share our designs for review and feedback. The new brand makes use of the community-inspired nickname to simply be known as The Blue Bus. The brand design integrates the word “blue” in multiple languages written across the top of the buses reflecting the many languages that have been spoken over the centuries across Northern New Mexico, including native Pueblo languages, for which we received permission from our Pueblo partners to use. The brand also features a new custom font, created to reflect the curves found in native American symbols such as a feather and a background illustration that reflects the look and feel of the region's mountains and vibrant blue skies. As the fleet is rebranded, hundreds of thousands of potential "eyeballs" along our transit corridors will see our newly branded fleet. Anecdotally, we have consistently received positive feedback and accolades from our riders and stakeholders when presented with the new brand elements. Our drivers also take pride in the new design. Please review a video that has been developed to showcase photos of the new brand in action. (<https://youtu.be/QcIfrg2O7HU?feature=shared>).
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Q10

Being responsive to its customers' and community needs.

- **Bus Stop Amenities Project.** The District is establishing a set of guidelines that will inform the design and placement of bus stops and the amenities allocated to them, based on the conditions present surrounding the bus stop. The District is a relatively new transit authority and as such is in the process of developing its facilities to increase its administrative, maintenance, and operational capacity. This includes the development of bus stops to grow the public transit mode share within the North Central New Mexico region by improving the safety of public transit for riders and other motorists.
- The District is implementing a Long-Range Strategic Plan (LRSP) that will affect all service areas in efforts to enrich main town centers, improve accessibility, and expand service. The LSRP details the commitments and goals of the District over a 20-year period and will be reviewed periodically throughout the upcoming years. This will ensure that the LRSP will stay up to date with current affairs and technology that may affect the District's plan. These projects will affect all service areas in the 10,000 square miles the North Central RTD covers in hopes of improving service for riders.

Notable projects include the following:

- **Zero Emission Bus Plan** to aid in the reduction of pollution. The District aims to transition its entire fleet to zero emission vehicles in a commitment to sustainability.
- **Expanding the microtransit system** beyond Española and Taos to establish greater mobility in communities of less than 2,000 people. This service aims to provide better flexibility and connection for rural regions.
- **Expanded service on preexisting routes** to provide more flexibility and connectivity among other state transportation services. The District hopes to include weekend service where applicable, make better timed transfers, and increase frequency on routes.
- **A Bus Rapid Transit system** that streamlines routes connecting Santa Fe, Taos, and Española. This will be a high-frequency system that runs seven days a week when fully operational. The District is excited to pursue these goals with a service-oriented mindset. This plan was established to help District riders travel throughout the North Central New Mexico while making a commitment to sustainability, efficiency, and community. The District hopes to be a leader in the expansion and use of public transportation in New Mexico
- **Los Alamos National Laboratory Transit Implementation Study.** The District worked with planners at the Los Alamos National Laboratory (LANL) in 2023 to develop a Transit Implementation Study. With the LANL campus expected to grow from 15,000 to 18,000 employees by 2028, a comprehensive plan is being designed to facilitate employees commuting to and from the Laboratory on either public transit or LANL run shuttles by 2028.

Q11

Actively coordinating and collaborating with other public and special services transportation.

The District is implementing a Tribal Transit Plan to serve as a foundational document to record existing transportation challenges and identify a strategic mobility vision for Tribal entities served by NCRTD. The planning effort focused on developing and evaluating transit service alternatives for the Jicarilla Apache Nation, Nambé Pueblo, Ohkay Owingeh, Picuris Pueblo, Pueblo of Pojoaque, Pueblo de San Ildefonso, Santa Clara Pueblo, Taos Pueblo, and Pueblo of Tesuque.

Q12

Effectively helps the community accomplish their goals.

The LSRP mentioned above was developed as a result of extensive community and stakeholder input to meet the needs of our diverse region.

Q13

Creates partnerships with a wide-range of organizations, both public and private.

- The District worked with planners at the Los Alamos National Laboratory (LANL) in FY 2023 to develop a Transit Implementation Study. With the LANL campus expected to grow from 15,000 to 18,000 employees by 2028, a comprehensive plan is being designed to facilitate employees commuting to and from the Laboratory on either public transit or LANL run shuttles by 2028.
 - The district is an active member in Chambers of Commerce across the region.
 - Staff actively serve on community boards and commissions, such as the Rio Arriba Health Council and 100% Taos Initiatives that identify the adverse social determinants of health in the form of families' lack of access to vital services.
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Q14

Providing accessible transportation service.

Transportation Alternatives Program (TAP). Phase IX of the project earmark 20 locations for ADA enhancements and Implementation of the Plan will bring District facilities, such as bus stops, into compliance with the Americans with Disabilities Act. Improvements will be made to bus stops throughout the District in the communities of Española, Santa Fe, Taos, Peñasco, Chimayó, Pueblo of Pojoaque, Eldorado, Tierra Amarilla, Hernandez and Velarde. The District anticipates the project will be bid in the spring of 2024, with construction beginning in the summer of 2024. Construction activities will include, grading, excavation work, demolition of sidewalks and/or old shelter pads, site preparation, installation of new sidewalks, installation of concrete shelter pads, small retaining walls, landscaping, irrigation repairs and installation of bus shelters, benches, solar power and trashcans.

Q15

Building transportation alternatives that are intended to meet a wide range of the communities' needs.

As mentioned previously, the District is working on multiple transportation alternatives, including:

- Bus Rapid Transit
 - MyBlue Microtransit services
 - An Automated Vehicle (AV) study
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Page 4: Why is This Nominee Outstanding?

Q16

Respondent skipped this question

Have demonstrated an extensive history of community engagement;

Q17

Respondent skipped this question

Have created long-standing partnerships with other stakeholders that allow its residents to flourish.

Page 5: Why is This Nominee Outstanding?

Q18

Respondent skipped this question

Providing creative, effective and continuing training and technical assistance programs.

Q19

Respondent skipped this question

Using new concepts, strategies, procedures and policies to provide support to local transit systems.

Q20

Respondent skipped this question

Communicating local transit systems' concerns and issues at the state and national level.

Q21

Respondent skipped this question

Advocating for public and community transportation at the state and local level.

Page 6: Why Is This Nominee Outstanding?

Q22

Respondent skipped this question

A record that reflects ongoing and exceptional growth in contribution to the profession and increased levels of leadership, responsibility and sphere of impact

Q23

Respondent skipped this question

A recent track-record in the transit field reflects a strong career trajectory with the possibility of forward advancement and potential for appointment at the highest levels of the profession

Page 7: Why Is This Nominee Outstanding?

Q24

Respondent skipped this question

Go that extra mile time and time again, encapsulating the spirit and professionalism of the workplace and the community transportation industry.

Q25

Respondent skipped this question

Exudes the spirit and professionalism of community transportation at its best

Q26

Respondent skipped this question

This award can include nominations from any of an agency's frontline positions (examples include drivers, dispatchers, etc.)

Page 8: Tell Us About Your Nominee

Q27

Name

North Central Regional Transit District

Q28

Title

N/A

Q29

Organization

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Q30

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Q31

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Q32

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Page 9: Tell us about yourself: who is submitting this nomination?

Q33

Name

Rick L'Amie

Q34

Title

Communications and Marketing Manager

Q35

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Q36

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