MPO
Farmington Metropolitan Planning Organization
Aztec • Bloomfield • Farmington • San Juan County • NEW MEXICO

2nd Quarter 2012 Newsletter
October - December 2011

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MPO 2012 Committee Meeting Schedule

Farmington City Hall	Bloomfield City Hall	Aztec City Hall	San Juan County
Executive Conference Room 800 Municipal Drive Farmington, NM	Council Chambers 915 N. First Street Bloomfield, NM	Commission Chambers 201 W. Chaco St. Aztec, NM	Commission Chambers 100 S. Oliver Aztec, NM

Technical Committee 10:00 AM		Policy Committee 1:30 pm	
January 26, 2012	Farmington	January 19, 2012	Farmington
February 23, 2012	Aztec		
March 22, 2012	Bloomfield	March 15, 2012	Bloomfield
April 26, 2012	Farmington	April 19, 2012	San Juan County
May 24, 2012	San Juan County		
June 28, 2012	Bloomfield	June 21, 2012	Farmington
July 26, 2012	Farmington		
August 23, 2012	San Juan County		
September 27, 2012	Bloomfield	September 20, 2012	Bloomfield
October 25, 2012	Farmington		
November 15, 2012	Aztec	November 8, 2012	Aztec
December 20, 2012	Bloomfield		

FY2011 Annual List of Federally Obligated Projects

As described by the transportation bill the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU), the Farmington Metropolitan Planning Organization (MPO) is required to develop an Annual List of Federally Obligated Projects. This list includes all federally funded transportation projects obligated in FY2011 (October 1, 2010 to September 30, 2011) for Aztec, Bloomfield, Farmington, and the urbanized area of San Juan County, and includes project descriptions and federal funding sources and amounts. Transportation projects include roadway and transit. These projects are also part of the MPO Transportation Improvement Program (TIP). The entire FY2011 Annual List of Obligated Projects for the Farmington MPO can be viewed on our website at *www.FarmingtonMPO.org*.

DATA COLLECTION

From July to October, the MPO with the assistance of two interns collected transit passenger data for analysis of ridership characteristics and trends. The interns counted the number of boardings and departures at stops, tracked transfers, and recorded where people started and ended their trips. This information was used to better understand trip types and patterns and how passengers navigated the system. The data was also used to develop unique rider methodologies.

UNIQUE RIDER METHODOLOGY

Using survey responses and ridership characteristics, Staff developed a range of estimated unique riders, or those individuals who actually use the Red Apple System. The question became how many individuals actually account for the approximately 148,000 annual rides taken on Red Apple. Part of the data collected included a survey from which 176 responses were received. One of the questions on the survey was “How often do you use the Red Apple Transit”? Answers ranged from a few times/year to seven or more times/week. Using these responses, Staff was able to determine that the survey can account for about 35,000 trips. With this number, it was then calculated that 23% of the total ridership was captured. By calculating the portion of riders and trips that were not accounted for, the MPO estimated that about 745 unique riders make the 148,000 annual transit trips.

Realizing that this method was simplistic and did not account for changes in travel behavior, staff used additional survey data and ridership statistics that evaluated how frequently passengers use the routes. This methodology produced a unique rider estimate of 1,065 people (see tables on next page). The methodologies provided good results because the number of trips these passengers take per week and per month are within acceptable ranges. The methodologies also provide a confident baseline from which to make future changes and improvements to the system.

PROPOSED ROUTE CHANGES

To improve efficiency, travel time, and increase ridership, two options for modifying the route system were presented during a series of public meetings in October and November.

- **Option 1** revises the existing loop routes to reduce headway times to make the loops function more efficiently within the one hour time frame. It would accommodate some new stops and change some stops to “on demand” as a means of reducing travel time.
- **Option 2** begins to implement some of the recommendations from the Red Apple Transit Study. This proposal creates bi-directional line routes, one from San Juan College to Downtown Farmington and another from the west side of the city to the transit hub at Orchard Plaza. The two existing loop routes would be modified and would channel riders to the line routes that are more centralized within the city. There would be seven transfer locations. This Option would provide more stops with better connectivity and efficiency.

On December 13 Farmington City Council approved Option 2 and it will go into effect on February 6, 2012. New maps and schedules are available at Farmington City Hall and on the City of Farmington website at http://www.fmtn.org.

NSIT CHANGES

Unique Rider Methodology

Question: How often do you use the Red Apple Transit?

Number of times	Total
1 time/week	19
2 times/week	9
3 times/week	28
4 times/week	10
5 times/week	25
6 times/week	19
7+ times/week	38
1-2 times/ month	10
3-4 times/ month	5
Few times/year	13
	176

Responders	Trip Frequency	Yearly rides	% of Responders	% of Trips
19	at 1 week	988	10.80%	2.81%
9	at 2 week	936	5.11%	2.66%
28	at 3 week	4368	15.91%	12.43%
10	at 4 week	2080	5.68%	5.92%
25	at 5 week	6500	14.20%	18.49%
19	at 6 week	5928	10.80%	16.86%
38	at 7 week	13832	21.59%	39.35%
10	at 2 month	240	5.68%	0.68%
5	at 4 month	240	2.84%	0.68%
13	at 3 year	39	7.39%	0.11%
176	riders	35151	100.00%	100.00%

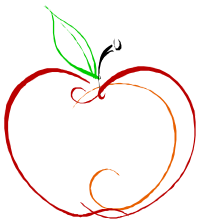
Unique Rider Estimate Based on Usage of Red Apple

November 2010-October 2011 Annual Ridership (from Monthly Ridership Reports)	148,745
Riders captured by survey	176
Number of trips by riders who took survey	35,151
Percent of estimated unique riders captured through the survey	23.63%
Rides still not accounted for	113,594
Riders who were not accounted for	569
Estimated number of system unique riders	**745**
Number of rides taken by unique riders per year	200
Number of rides per month	17
Number of rides per week	4

Unique Rider Estimate Based on Additional Data Collection

Estimated number of system unique riders	**1,065**
Number of rides taken by unique riders per year	140
Number of rides per month	12
Number of rides per week	3

Based on monthly and annual ridership statistics, survey data, and ridership information collected from July through October, the range of unique riders who use the Red Apple Transit system is estimated to be between 700 and 1,100.



We are planning for tomorrow today!

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800 Municipal Drive, Farmington, NM 87401

WHAT WOULD YOU ATTEMPT TO DO IF YOU KNEW YOU COULD NOT FAIL?

-Unknown

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To add your name to our mailing list, just send us an e-mail, write us a letter, or stop by our office. We'll need to know your name, address (either electronic or U.S. mail), and whether you want meeting notifications, the newsletter, or both. Here's how to reach us:

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