

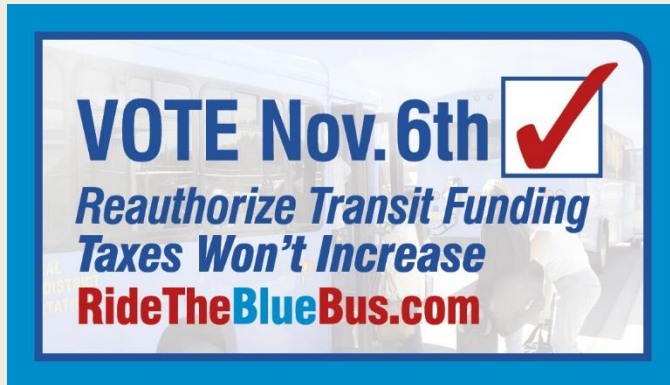


November 6 Ballot Question to Reauthorize the Regional Transit Gross Receipts Tax

North Central Regional Transit District



BUSINESS-SIZED CARD



Business-sized cards were handed out to passengers on buses and were also available at public speaking events

RACK CARDS

A rack card was produced and placed on buses and were available at public speaking events

BLUE
CONNECTS YOU

NORTH CENTRAL REGIONAL
TRANSIT DISTRICT

RTD
MOVING NORTH CENTRAL NEW MEXICO

VOTE Nov. 6th ✓

Reauthorizing existing funding for North Central Regional Transit (RTD Blue Bus) No Increase in Taxes!

The North Central Regional Transit District provides fare-free and premium fare-based bus transit connecting more than 70 communities and pueblos throughout the counties of:

- Santa Fe
- Los Alamos
- Pojoaque
- Santa Clara
- Picuris
- Jicarilla Apache Nation
- Taos
- Rio Arriba
- Nambé
- San Ildefonso
- Ohkay Owingeh
- Taos

And the pueblos of

NCRTD provides service on 25 fixed and flex routes, one Demand Response route, one Dial-a-Ride service and complementary paratransit service in the Taos area.

The RTD Blue Buses also connect to the NM Rail Runner Express, Los Alamos Atomic City Transit, Santa Fe Trails, NMDOT Park & Ride, RTD Chile Line and Red River Miner's Transit.

www.RidetheBluesBus.com
505.629.4725

VOTE Nov. 6th ✓

Reauthorizing existing funding for North Central Regional Transit District (RTD Blue Bus) No Increase in Taxes!

Stats for Fiscal Year 2017 (7/1/2016-6/30/2017)

- 784,946 passenger trips*
- 7.3 million passenger trips since 2008*
- 10,079 square-mile service area
- 53-vehicle fleet
- 49 Bus Passenger Shelters
- 289,292 population served
- 419 Bus Stops
- 79 Employees

Recent Highlights

- Installed and launched Intelligent Transportation Technology to locate your bus in realtime
- Established permanent RTD Mountain Trail route for Ski Santa Fe and Santa Fe National Forest
- Record ridership with 6.1% increase, bucking the national trend of a 5.7% decrease
- Launched a customer-friendly trip planning feature, in partnership with Google Maps, that offers convenience and ease in planning a trip utilizing any of the transit district's RTD "Blue Buses," as well as connecting transit services
- The District has received top honors from the Government Finance Officers Association for each of the past three years for its Comprehensive Annual Financial Report; and the past two years for its annual budget

*Includes routes operated by NCRTD and those funded by NCRTD and operated by Santa Fe Trails, NM Rail Runner Express (southbound only) and Los Alamos Atomic City Transit

www.RidetheBlueBus.com
1327 N. Riverside Drive • Española, NM 87532 • 505.629.4725

FAQ



North Central Regional Transit District (NCRTD) Reauthorization Ballot Issue Fact Sheet

On the November 6th ballot will be a question asking voters whether they are for or against the County Regional Transit Gross Receipts Tax Reauthorization (RTGRT). Registered voters will be voting to reauthorize the existing County Regional Transit Gross Receipts Tax of 1/8% that is used to finance the operational costs and capital expenditures and removing the 2024 Sunset provision.

Voting for Reauthorization **will not** increase taxes.

Will voting "yes" increase taxes?

Voting for Reauthorization **will not** increase taxes.

Why is this an issue now?

When the North Central Regional Transit District was initially established in 2004 there was no source of funding other than membership contributions and matching federal funds. In order to establish a reliable funding source in addition to the federal funding and to enhance and expand transit service, the Board requested that a 1/8% Regional Transit Gross Receipts Tax be presented to the voters to fund the NCRTD. This election occurred in November 2008 and was approved by the voters. The ordinance that was adopted by the Counties contained a sunset provision, which required that the tax be rescinded in January 2024 or presented to the voters for reauthorization.

What is the current tax?

The Regional Transit Gross Receipts Tax is 1/8th of a cent or 2.5 cents on \$20.

How much does the tax fund of the NCRTD's operation?

Currently approximately 68%. The remainder is made up through federal grants and various revenues. Of that RTGRT collected, approximately 60% totaling \$4.7 million is shared with Santa Fe Trails (SF Trails), Los Alamos Atomic City Transit (LAC) and NM Rail Runner Express (RR Exp) to fund regional services they provide.

How much is given specifically to SF Trails, LAC Atomic City and RR Express?

What does it fund?

For 2019 the following is allocated to each entity:

- SF Trails, \$1,026,620 (Santa Fe pickup, Folk Art Market, Spanish Market, Indian Market, Zozobra, Farolito Walk and Route 22, 2 and 4)
- LAC, \$1,466,600 (Route 2, 11, 3 and 4, enhanced services and various capital needs)
- RR Exp, \$2,250,000 (operations)

What is the NCRTD service area?

The NCRTD covers more than 10,000 square miles with 55 buses, 68 bus passenger shelters, 468 bus stops and 79 employees. 14 (18%) of these employees are in administrative positions and 65 (82%) are in operations.

NCRTD provides fare-free and premium fare-based bus transit connecting more than 70 communities, Pueblos and Tribal Nation throughout the counties of:

- Santa Fe
 - Taos
 - Los Alamos
 - Rio Arriba
- And the Pueblos and Nation of:
- Pojoaque
 - Nambé
 - Tesuque
 - San Ildefonso
 - Santa Clara
 - Ohkay Owingeh
 - Picuris
 - Taos
 - Jicarilla Apache Nation

In 2008 the RTD had 10 routes and one Demand Response. Over the years, due to RTGRT and federal funds, the NCRTD has expanded service and now provides 25 fixed and flex routes, one Demand Response service area, one Dial-a-Ride service and complementary paratransit service in the Taos area. The RTD Blue Buses also connect to the NM Rail Runner Express, Los Alamos Atomic City Transit, Santa Fe Trails, NMDOT Park & Ride, and Red River Miner's Transit.

Who benefits from the NCRTD's services?

- Commuters
- Students
- Seniors, Retirees & Care Givers
- Veterans
- People with disabilities
- People without cars (56% of transit riders don't own a car)
- Visitors and Tourists
- Everyone. Reduced carbon footprints benefit us all.
- Everyone. Less wear and tear on the highways saves money on road repair.
- Everyone. Less cars on the road means fewer accidents.
- Everyone. NCRTD assists people getting to and from work and school and positively impacts economic development.

How has ridership been doing?

In FY2018, there were more than 784,946 passenger trips provided by the RTGRT; and a total of 7.3 million trips since 2008. This includes routes operated by NCRTD and those funded by NCRTD and operated by Santa Fe Trails, NM Rail Runner Express (southbound only) and Los Alamos Atomic City Transit. 2018 also saw an increase in ridership on NCRTD-operated routes with a 1.8% increase, bucking the national trend of a 5.7% decrease.

What are some highlights of the Blue Bus?

- Installed and launched an Intelligent Transportation System providing real time bus information;
- Established permanent year-round RTD Mountain Trail route to the Santa Fe National Forest and Ski Santa Fe;
- Launched a customer friendly trip planning feature, in partnership with Google Maps, that offers convenience and ease in planning a trip utilizing any of the transit district's RTD "Blue Buses," as well as connecting transit services;
- The NCRTD has received top honors from the Government Finance Officers Association for each of the past three years for its Comprehensive Annual Financial Report; and the past two years for its annual budget;
- Received the 2014 Federal Transit Administration award for Outstanding Public Service in Rural Transportation.

Why do we need continued funding?

- The Regional Transit Gross Receipts Tax provides 68% of our revenue, without the continuation of this funding source the NCRTD will not be able to continue to operate the existing services it provides today and will need to provide in the future;
- Federal funding sources for transit have been declining therefore the RTGRT fills the funding gap that has been created due to this declining revenue source;
- The fleet is aging. Because of reduced funding, we are forced to maintain existing fleets longer until we have enough funding to purchase new vehicles;
- The need for transit is growing. Continued funding allows us the opportunity to add more routes and services.

What happens if the tax is not reauthorized?

Without a secure stream of ongoing funding, the NCRTD will cease to exist.

But you still have federal funds?

Federal funding provides approximately 26% of the annual operating costs and is contingent upon having a matching source of non-federal dollars. These matches range from 50/50 (operations) to 80/20 (administration & capital). Therefore, without a corresponding non-federal match, the federal funds will not be available.



RideTheBlueBus.com

OP-ED PIECES

MY VIEW

A truly successful public transit system

By Miguel Chavez Oct 20, 2018



Students Need Blue Bus

By Richard Bailey Oct 25, 2018

f t e p b

f t e p b

What a long way we have come since we first established what we know today as the public education process, and when it was signed into law, it handed down the most affordable four-year college in all of the southwest. We work with all of our students to make sure they have access to a high-quality education by offering scholarships, financial aid and work-study opportunities.

Transportation can be particularly prohibitive for prospective college students. Many of our students,

LETTER TO THE EDITOR

Letter: Blue Bus vital to many

Posted Thursday, October 25, 2018 6:30 pm

Author's views are theirs alone.

By Zachary Dreicer, Dixon

Public transportation for some is the only option for getting around. For others, it is more efficient than using a vehicle, especially considering factors like commute time, distance, parking and cost. For me, as a completely blind individual, it gives me independence, which is very precious as a young adult.

Using the Blue Bus, also known as the NCRTD, keeps me connected to the people I like and the places where I need to be, independently. Without this service, I have to depend on others for transportation, which can be highly inconvenient to them, me or both. Public transportation, in conjunction with my long white cane, allow me to travel where and when I want to go. Just like anyone else.

Maggiore: NCRTD Connects Communities, Provides Access To Opportunity For All

Submitted by Carol A. Clark on October 23, 2018 - 1:26pm

By ANTONIO MAGGIORE
Los Alamos County Councillor



Having grown up in Los Alamos, I can remember when we did not have public transit in Los Alamos County—let alone a well-functioning regional system like the North Central Regional Transit District (RTD or the Blue Bus)—and as a kid, my community was smaller because of the lack of transit. While White Rock and Los Alamos are nearby, I was not always afforded the option of easily traveling back and forth between the two communities on my own to visit friends, explore events, or immerse myself in the community.

Now, our youth have that opportunity to get more involved in the community by utilizing public transit, which takes a burden off the shoulders of parents. Instead of shuttling their children around, they can take advantage of free, safe, and convenient public transit to enhance the opportunities available to their children. Our children benefit from having an increased freedom of

MY TURN

Opinion: Vote yes on bond for Blue Bus

Posted Thursday, October 25, 2018 6:31 pm

Author's views are theirs alone.

By Lynn Farquhar, Questa

As a Blue Bus rider (I live in Questa), I was heartened to read former councilman Alfred Herrera's piece in "Letters" to remind Taoseños that a "yes" for this bond issue will not raise taxes one iota, and to encourage supporting the bond to fund the North Central Regional Transit District, keeping in mind that public transit often is the only option for some.

This is an important issue for those of us who, for whatever reason, do not own a personal car and have the same needs as car owners for access to healthy groceries, adequate health care, employment, volunteer opportunities, social connections, you name it. In addition, in this overly fossil-fueled anthropocene age we're in, which profoundly impacts the very landscape of our planet and all its inhabitants, it behooves us all to consider leaving our cars parked as much as possible.

OP-ED PIECES

MY TURN

Opinion: The NCRTD Blue Bus is a service that benefits all of us



Tina Larkin/File photo

Student Oscar Hone loads his bike onto the front of the Blue Bus outside of UNM-Taos Klauer Campus in 2015. The bus serves people around Northern New Mexico. Voters will be asked in the November election to approve or decline a bond for continued funding for the service.



Chama Mayor: Public Transportation Vital To Connecting Rural Communities To Opportunities

Submitted by Carol A. Clark on October 1, 2018 - 7:14am

By **BILLY ELBROCK**
Mayor, Village of Chama

One of the benefits of living in a remote community is the option to "get away from it all" ... to have the opportunity to be in a small town and experience simple living, enjoying nature and outdoor activities.

However, the reality is the Village of Chama is 80 to 100 miles away from a city of any size. What makes us stand out as a desirable place to live can also be viewed as a drawback to some people.

Enter the "Blue Bus" system, formally known as the North Central Regional

Not Supporting Public Transit Would Be a Tragedy

By: Scott Flury, Chama Village Councilman

This November, voters will have the opportunity to decide the future of the North Central Regional Transit District (NCRTD), which is commonly known in our communities as The Blue Bus. This ballot question deserves attention from all voters.

First and foremost, I want to stress that you are not voting to increase taxes; you are simply voting to reauthorize the existing tax.

Public Transit Allowed Me to Keep Working

By: Julie Blanke, Commuter

I love my job, and I really enjoy working. It gives me a sense of purpose and obviously helps me pay the bills. After I became handicapped, I could no longer drive my own vehicle, and I had to make some tough decisions about my new lifestyle. I even feared I would have to leave my job, since I live in La Mesilla, located 7 miles south of Española, and work in Santa Fe. That is more than 50 miles I have to commute every day, and I needed to find a reliable and accessible ride in order to keep working.

Blue Bus Great

By Leon K. Reval Oct 11, 2018 0



Whether you're going to the grocery store, a doctor's appointment, work, school, or just to enjoy an event in your community, everyone loves to drive. However, limitations exist. For those with financial or medical issues, disabilities, or for some elderly, driving is not an option. There are many individuals throughout our communities with the need for transportation, but without access to a personal vehicle.

For this reason, I have been involved in efforts to increase transit opportunities since 2009. Rio Arriba County is vast and rural, and people have to travel 45 minutes to an hour to get where they need to be. For some, this is an impossible task. I initially joined others in advocating for the Blue Bus to create a stop

NEWSPAPER ENDORSEMENTS

Santa Fe New Mexican



Santa Fe Reporter



Taos News



Albuquerque Journal



Rio Grande Sun



VIDEO



Ride the Blue Bus



Like Comment Share

195 28 Comments 72 Shares

17K Views · about a month ago

Check out our new video! Ride the Blue Bus!!

[Click to view video](#)

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CONNECTING THE COMMUNITIES OF NORTHERN NEW MEXICO!



**Vote November 6th
Reauthorize Transit Funding
Taxes Won't Increase** 

23 fare-free routes throughout Santa Fe, Taos, Los Alamos and Rio Arriba Counties. A small fee takes you into the Santa Fe National Forest and to Ski Santa Fe, and provides weekend express service to Taos and Santa Fe.

*Where public transit goes –
Community Grows*

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Now on Google Maps!



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VOTE Nov. 6th 

Reauthorize Transit Funding
Taxes Won't Increase
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VOTE NOVEMBER 6th


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See how far we can go together!


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RADIO ADVERTISING

30-SEC. SPOTS AND LIVE READS

KRSN – Los Alamos

(New this year)



KQBA/KLBU Hutton –

Santa Fe (New this year)



KDCE – Española



KSWV – Santa Fe



KTAO – Taos



SOCIAL MEDIA

Facebook

Ride the Blue Bus shared a link.
Published by Jim Nagle [?] · October 12 ·

VOTE Nov. 6th ✓

NCRTD.ORG
Vote Nov. 6th
RTD Blue Bus and regional transit services

[Learn More](#)

Ride the Blue Bus
Published by Jim Nagle [?] · October 23 at 2:18 PM ·

Check out our new video! Ride the Blue Bus!!

VOTE Nov. 6th ✓
Reauthorize Transit Funding
Taxes Won't Increase
RideTheBlueBus.com

23,087 People Reached 1,634 Engagements

[Boost Again](#)

Recent Activity

Boosted on Oct 25
Audience: United States: Chama (+25 mi), Chimayo...
By Gabe Gallegos · Completed

Instagram

ridethebluebus [Edit Profile](#)

232 posts 173 followers 313 following

NCRTD
We are pleased to share that over 74% of voters in the 4 counties of the NCRTD (Santa Fe, Taos, Los Alamos, Rio Arriba, the 8 Northern Pueblos and the Jicarilla Apache Nation) voted FOR the reauthorization of the County Regional Transit Gross Receipts Tax. Truly a referendum.

[www.ridethebluebus.com](#)

POSTS IGTV SAVED TAGGED

Twitter

[You Retweeted](#)
[austin fisher](#) @austieFish · Oct 24
We've been poring over financial records for the last couple weeks and today, the Rio Grande SUN endorsed the funding needed for the @Ride_TheBlueBus to keep running.

Endorsements
Blue Bus Tax Needed

The North Central Regional Transportation District Board and administrators on Nov. 6 to reauthorize the one-eighth of 1 percent Gross Receipts Tax, which makes the Blue Buses run. The District must ask for reauthorization because the tax has a sunset of 2024. It's asking early so that officials can prepare and work budgets with due stream from the Tax.

The first interesting thing that comes to mind when reading the ballot question is why are they asking for a reauthorization without a new sunset? If voters pass this tax, it's on as forever. Have you ever heard of any governmental body ending a tax?

We are fortunate this \$12 million annual budget is managed by a great administrative team. The Board consists of roaming politicians, spending a year or two on the Board, some with spotty attendance. There's little political capital to be had here, hence little effort. That translates to the need for a strong management team.

This is the only administration we're aware of in Rio Arriba County with a strong comprehensive plan in

Rio Arriba County's costs for health, maintenance, employees, benefits and insurance, are small compared to other counties. But remember, we amount we pay and the benefit we reap, numbers indicate we get the best tax.

So should we all vote yes and move on?

Yes, the buses get people to work, medical appointments, perhaps methadone clinics, who would not be able to make that trip without the Blue Bus. It seems the bus system has replaced family and friends helping each other.

Espanola has the highest Gross Receipts Tax rate in the state, outside Taos Ski Valley and Rafterso. Both of those areas have significantly higher income averages than the Valley. Our rate is so high because every public entity that is allowed, has added its tax to the point we are at 9 percent.

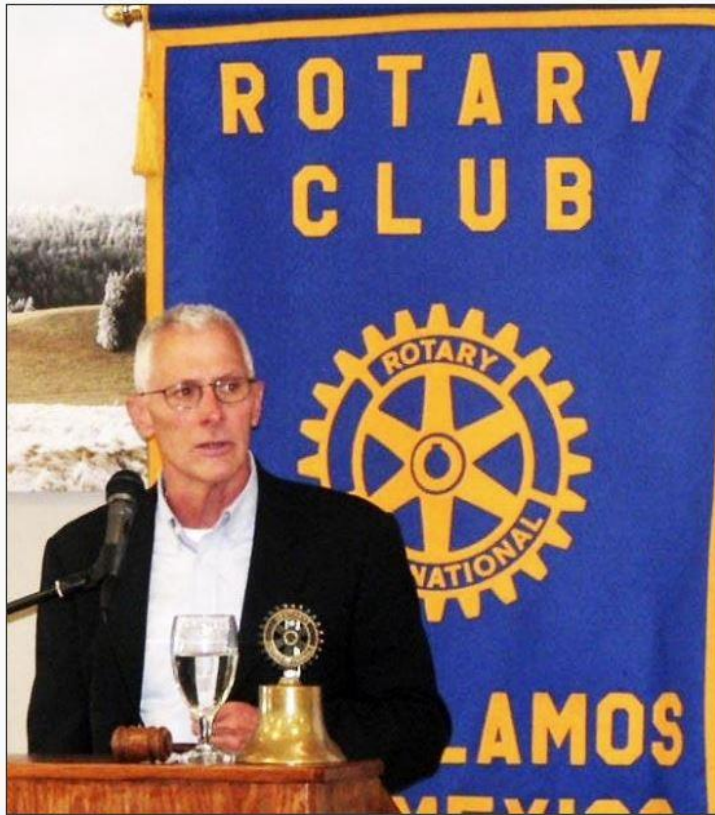
The counties, Espanola, E-911 and the Transportation District got these taxes passed with the same argument. "It's just a little bit. It's not that much. It's only so many cents per \$10."

It's also concerning to us that the

COMMUNITY OUTREACH

Rotary Hears Talks On NCRTD, Panajachel, Scouting

Submitted by Carol A. Clark on September 30, 2018 - 5:48pm



Jim Nagle, public information officer for the North Central Regional Transit District (NCRTD) – the Blue Bus – told Rotarians recently about the ballot initiative reauthorizing existing funding for bus services. This is not a tax increase. From fiscal year 2016-17 data, the NCRTD provided almost 800,000 passenger trips in a service area of more than 10,000 square miles. There are 419 bus stops, with a 53-vehicle fleet. Photo by Kurt Schoenberg

Speaking Engagements

Tourism Santa Fe

City of Santa Fe Council

Española City Council

Taos Chamber of Commerce

Red River Village Council

Taos County Commission

Taos Rotary Club

Taos Lions Club

Rotary Club of Los Alamos

Village of Chama Council

League of Women Voters Los Alamos

Santa Fe County Commission

Rio Arriba County Commission

Los Alamos County Commission

AARP of New Mexico

Edgewood Chamber

Edgewood Town Council

Rio Arriba Health Council

RESULTS

The GRT Reauthorization passed handily in all four counties. Following is the tally by county and District-wide and a comparison to the 2008 vote.

	For	Against
Taos County	82.82%	17.18%
Santa Fe County	73.37%	26.63%
Los Alamos County	72.35%	27.65%
Rio Arriba County	68.38%	31.62%
District Wide	74.02%	25.98%

In November, 2008 and results were as follows:

	For	Against
Taos County	66.28%	33.72%
Santa Fe County	55.24%	44.76%
Los Alamos County	64.06%	35.94%
Rio Arriba County	53.30%	46.70%
District Wide	57.40%	42.60%