

Los Alamos County Atomic City Transit

Saturday Service Pilot Project

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Saturday Service Pilot Goals

- Test innovative transportation solutions and gather data to assess the effectiveness and potential for broader implementation.
- Respond to resident need for expanded options to engage the community, potentially reducing reliance on personal vehicles, and improving overall mobility.

Pilot Operations

Service Type: On-demand with Reservations and Dispatching Managed by the MyRide Software

Reservations: Until all capacity is full. Made through MyRide App or by calling 505-664-RIDE

Start: Saturday August 2: **End:** Saturday October 25

Schedule: 1st pickup 9:00AM, last pickup 5:30PM

Staffing: 1 Supervisor (already scheduled for Bandelier)

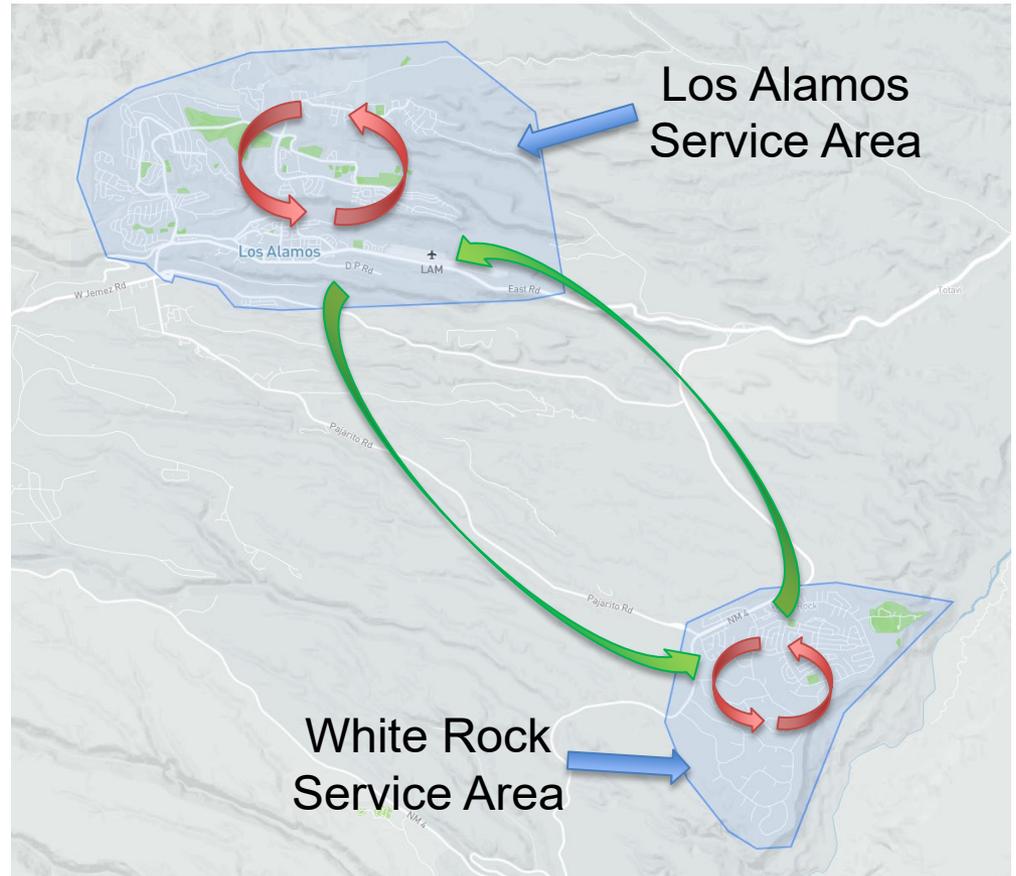
1 Dispatcher (4 existing staff on rotating schedule)

3 Drivers initially (Utilize existing drivers signed up working OT)

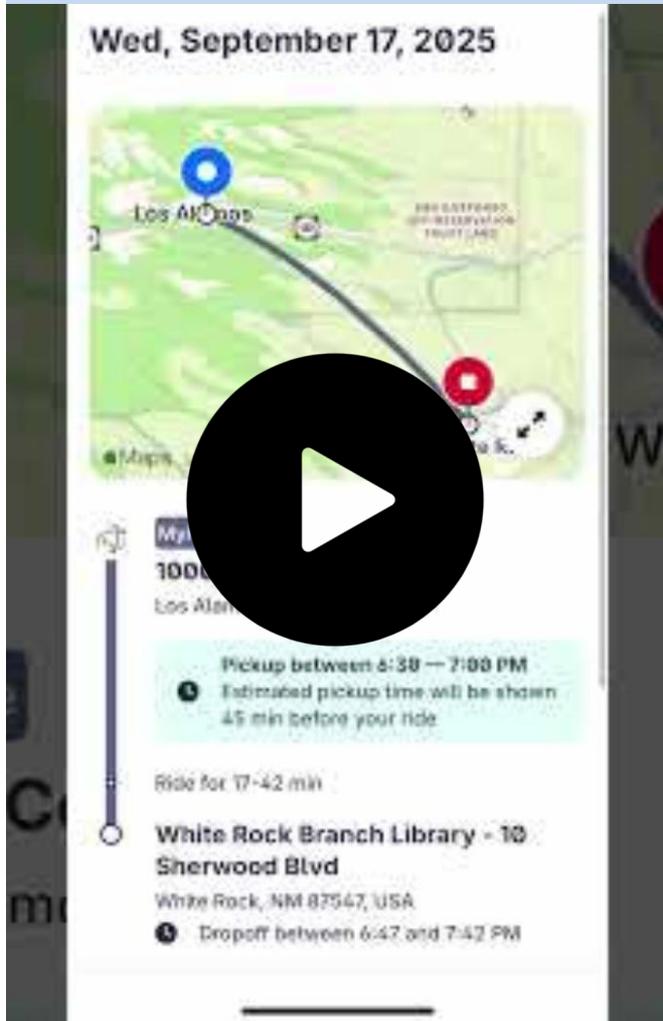
Service Area Map

Service Area:
Los Alamos & White
Rock

Passengers could
request door-to-door
rides within or
between the
designated service
areas



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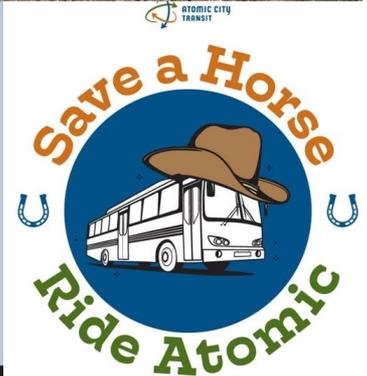


The Basics

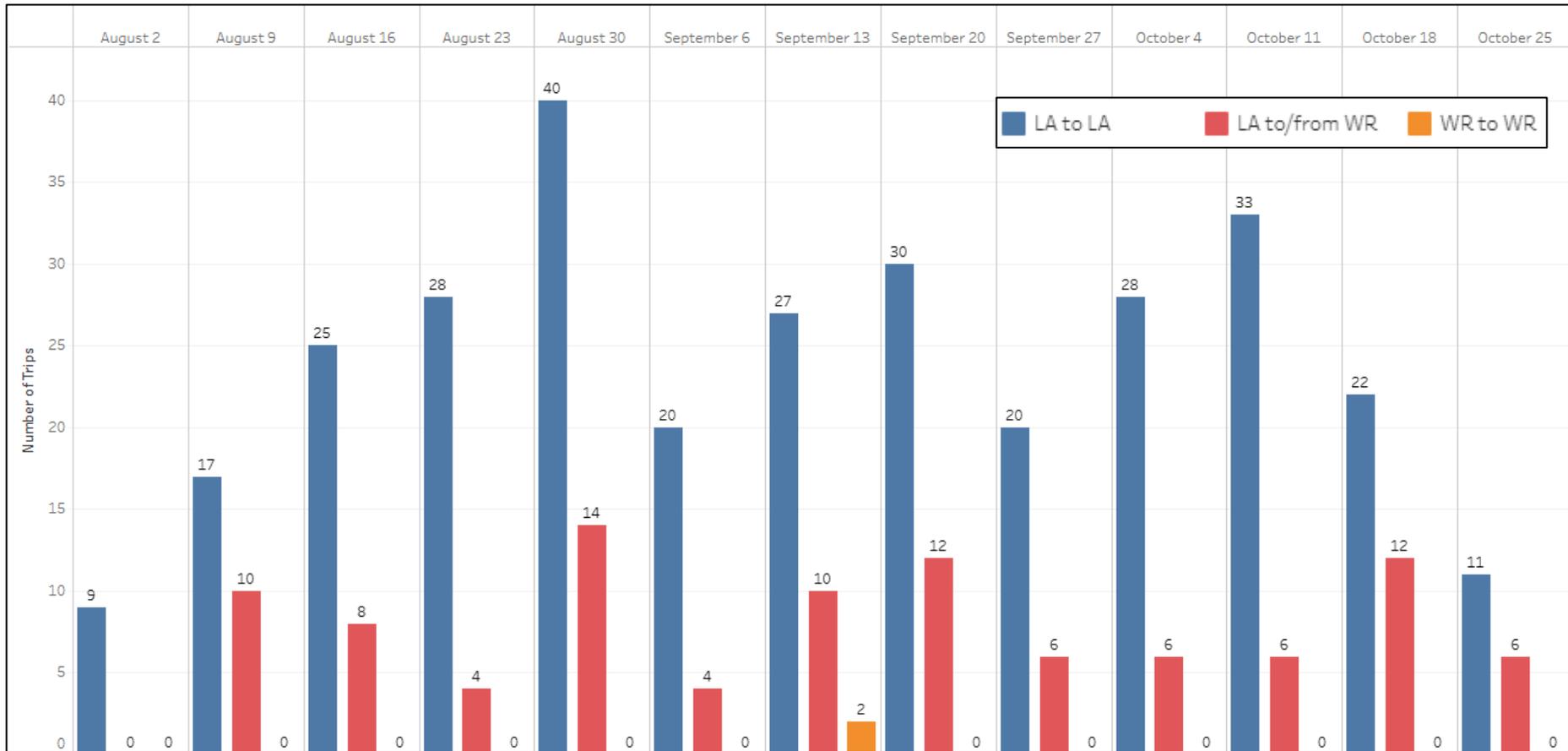
- On-Demand
- Shared Rides
- Trip priority based on capacity not cost
- Pickup Windows to maximize capacity

Public Outreach

- Cross department collaboration with PIO, the Library, and Commerce
- Promotion with local Saturday events:
 - Rodeo
 - Bear Fest
 - Atomicon
 - Arts & Crafts Fair
- Public Awareness:
 - Farmers Market
 - Banners
 - Social Media
 - Los Alamos Reporter
 - Survey



Trips and Riders

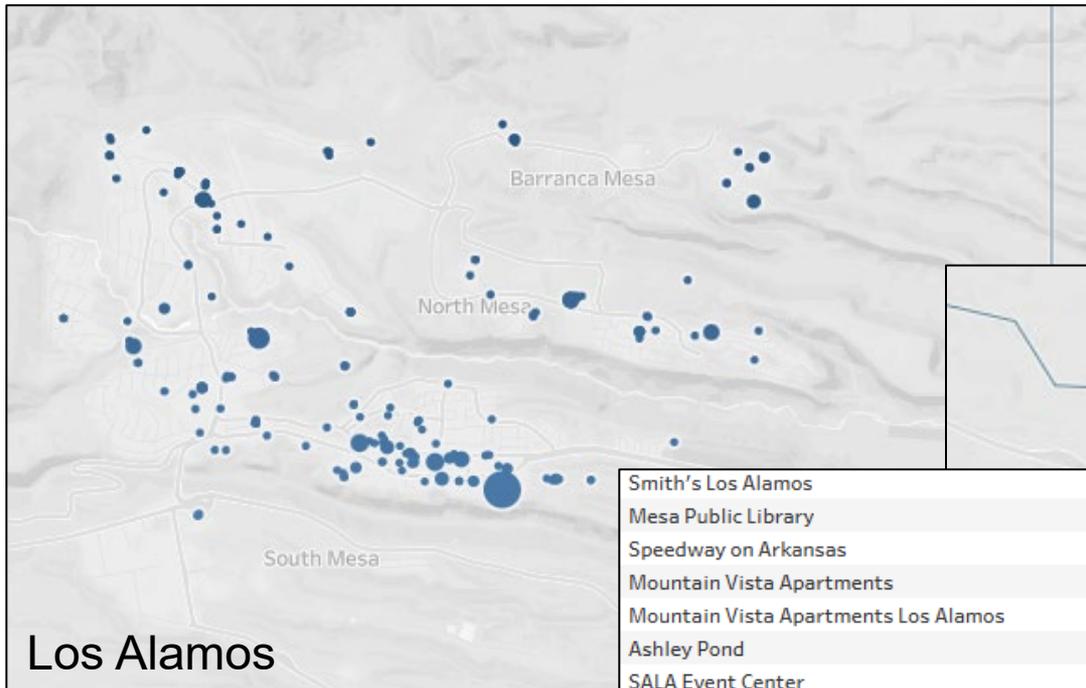


310 LA to LA, 98 LA to WR, 2 WR to WR = 359 Completed Trips for 471 Riders

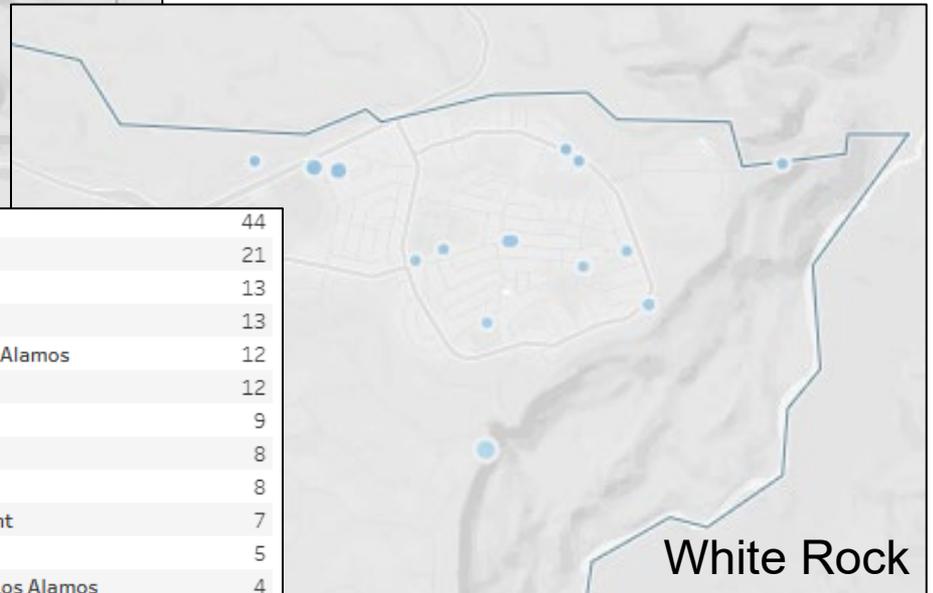
314 New Rider Profiles, 96 Unique Riders



Destinations



Los Alamos

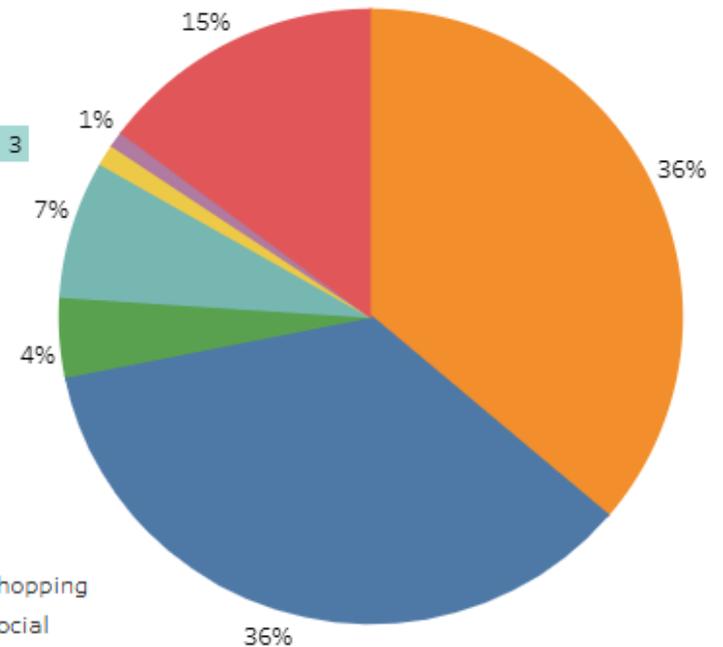


White Rock

| | |
|--|----|
| Smith's Los Alamos | 44 |
| Mesa Public Library | 21 |
| Speedway on Arkansas | 13 |
| Mountain Vista Apartments | 13 |
| Mountain Vista Apartments Los Alamos | 12 |
| Ashley Pond | 12 |
| SALA Event Center | 9 |
| Mesa Library Drop Off | 8 |
| Merrick & Company Los Alamos | 8 |
| Shopping Center Central & Knecht | 7 |
| Starbucks Los Alamos | 5 |
| Metzger's Do it Best Hardware Los Alamos | 4 |
| Duane Smith Auditorium | 4 |
| Sugar & Cream Cafe | 3 |
| Subway Los Alamos | 3 |
| North Mesa Brewer Arena | 3 |
| McDonald's Los Alamos | 3 |
| Los Alamos Nature Center | 3 |
| Film Festival at Home Los Alamos | 3 |

Trip Purpose

| | Social | Shopping | Other | Nutrition | Employment | Education | Medical |
|--------------|--------|----------|-------|-----------|------------|-----------|---------|
| August 2 | 3 | 2 | 2 | | 3 | | |
| August 9 | 5 | 4 | 16 | 1 | | | |
| August 16 | 9 | 14 | 6 | 4 | 2 | | |
| August 23 | 15 | 11 | 5 | 2 | 1 | 2 | |
| August 30 | 22 | 16 | 1 | 6 | 2 | | |
| September 6 | 8 | 11 | 3 | 2 | 1 | | |
| September 13 | 13 | 12 | 6 | | 1 | 2 | |
| September 20 | 17 | 16 | 1 | 6 | 2 | 1 | |
| September 27 | 10 | 11 | | | 2 | | 3 |
| October 4 | 13 | 13 | 4 | | 1 | | |
| October 11 | 14 | 18 | 1 | 3 | 2 | 1 | |
| October 18 | 15 | 2 | 8 | 3 | 2 | | |
| October 25 | | 5 | 7 | 2 | | | |



- **Purpose Categories Defined** by Address
- **Unique Rider** Frequency Behaviors
- **Shopping and Social** majority use
- **Other** category could be Social, Employment or something else

Trip Timing

Weekly Ridership by Hour

| | 1PM | 2PM | 3PM | 4PM | 5PM | 9AM | 10AM | 11AM | 12PM | Grand Total |
|--------------|-----|-----|-----|-----|-----|-----|------|------|------|-------------|
| August 2 | 1 | 3 | 1 | | 2 | 1 | | 1 | | 9 |
| August 9 | 5 | 2 | 2 | 1 | 2 | 6 | | 2 | 2 | 22 |
| August 16 | 3 | 3 | 1 | 3 | 2 | 6 | 3 | 5 | 3 | 29 |
| August 23 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 4 | 6 | 30 |
| August 30 | 3 | 3 | 5 | 6 | 4 | 8 | 4 | 8 | 6 | 47 |
| September 6 | 2 | 1 | 3 | 1 | 2 | 4 | 2 | 3 | 4 | 22 |
| September 13 | 4 | 3 | 5 | 1 | 2 | 4 | 5 | 6 | 2 | 32 |
| September 20 | 3 | 3 | 8 | 2 | 2 | 4 | 3 | 7 | 4 | 36 |
| September 27 | 1 | 3 | 1 | 1 | 1 | 4 | 5 | 2 | 5 | 23 |
| October 4 | 4 | 10 | 2 | 2 | 4 | 2 | 3 | 1 | 3 | 31 |
| October 11 | 5 | 4 | 4 | 3 | 2 | 3 | 4 | 5 | 6 | 36 |
| October 18 | 4 | 3 | 6 | 3 | 1 | 1 | 2 | 3 | 5 | 28 |
| October 25 | 2 | 1 | 3 | | 1 | 2 | | 2 | 3 | 14 |
| Grand Total | 40 | 42 | 43 | 26 | 27 | 49 | 34 | 49 | 49 | 359 |

- **Event and Social Influence** on Ridership and Timing
- **Unique Rider Trends**
- **Maximizing Efficiency** through Rideshare
- **59.23% Shared Rides**
- **4+ trips Per Hour** maximizes efficiency
- **98.6% On Time Performance**

Survey Results

157 Respondents

Why Didn't You Use the Service?

I have a car / I bike / walk / I didn't need it
Out of Town / Traveling
Scheduling Conflicts, Too Busy for Flexibility
Health / mobility issues
Uncertain of Reliability
Scared of Unknown / Felt "guilty"

What Would Make You Consider Service?

If I didn't have a car
Community events or errands
Schedule Reliability or Shorter PU Window
Later Service Hours
More Public Awareness

Anything Else We Should Know?

Thank you and please continue
Advertise more downtown
Later Service for movies, dinner, minimize DUI
Use smaller buses
Appreciation for seniors and disabled
Long pickup window
Praise for helpful drivers
Sunday Service

Summary, Next Steps

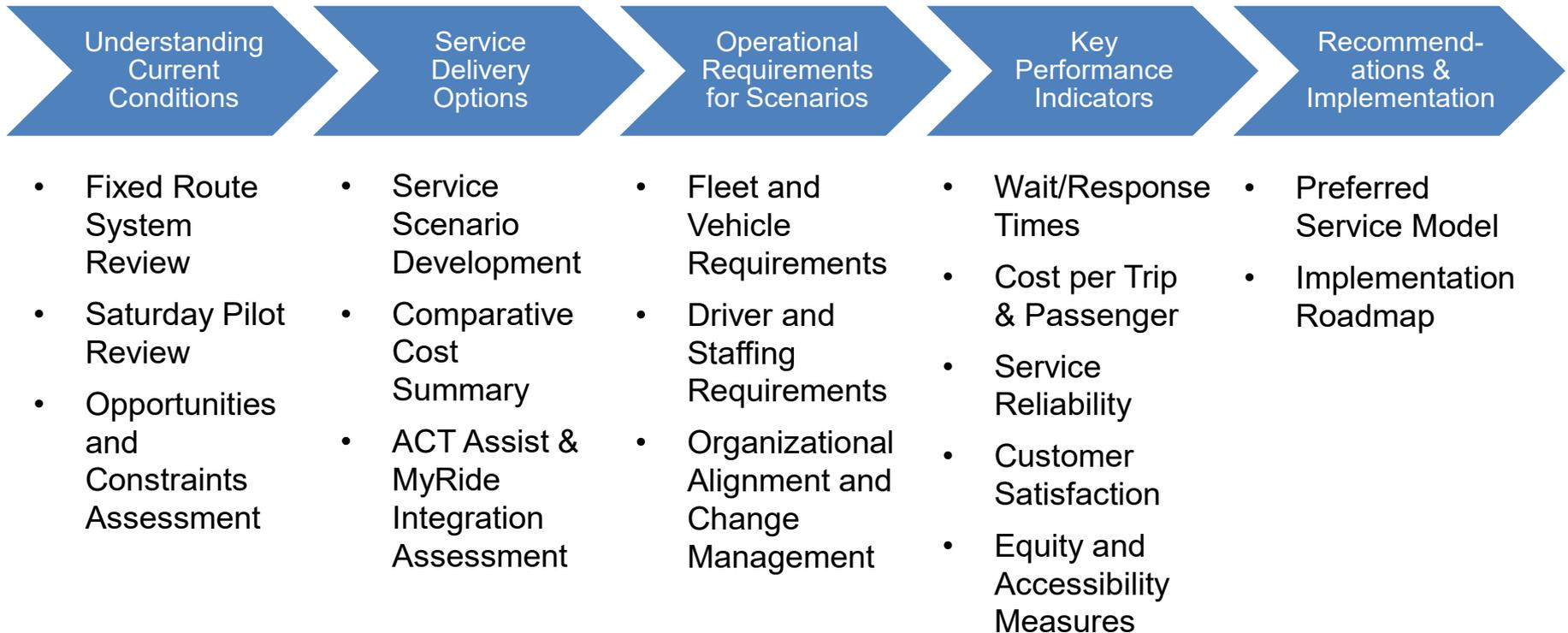
Most of the feedback is highly supportive, emphasizing continuation, promotion, and service changes for best experience.

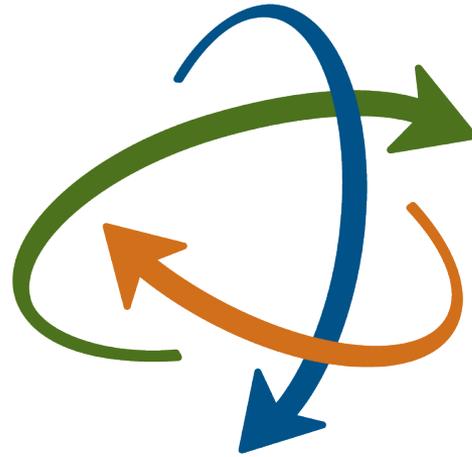
ACT is:

- increasing awareness through cross-county promotion
- discussing efficiency concerns
- discussing atypical promotion and operational strategies

Next Steps / Service Study

Identify realistic opportunities to free up operator capacity, assess operational and staffing implications, and provide actionable recommendations and an implementation roadmap that balances performance, cost, and community benefit.





ATOMIC CITY TRANSIT

Questions?