

Los Alamos County Atomic City Transit

Saturday Service Pilot Project

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March 31, 2026



ATTACHMENT A



GOOGLE
PLAY



APPLE
STORE

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)

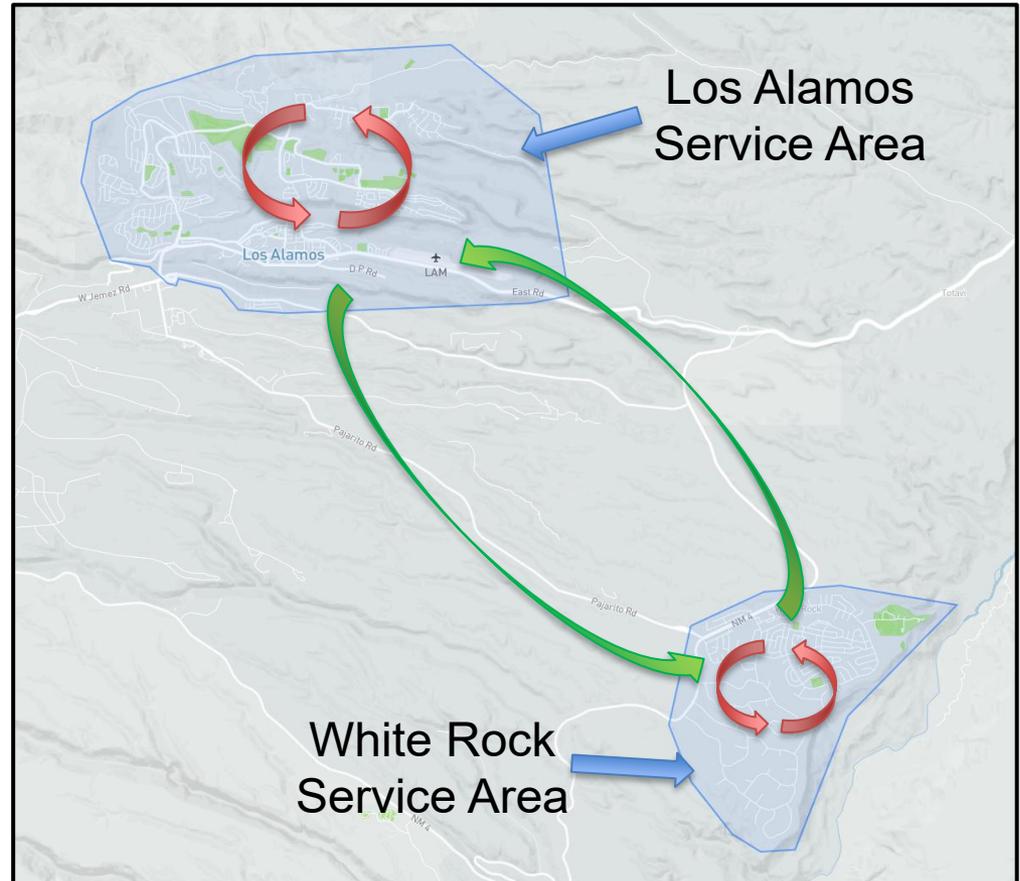
1 Dispatcher (4 existing staff on rotating schedule)

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

Service Area Map

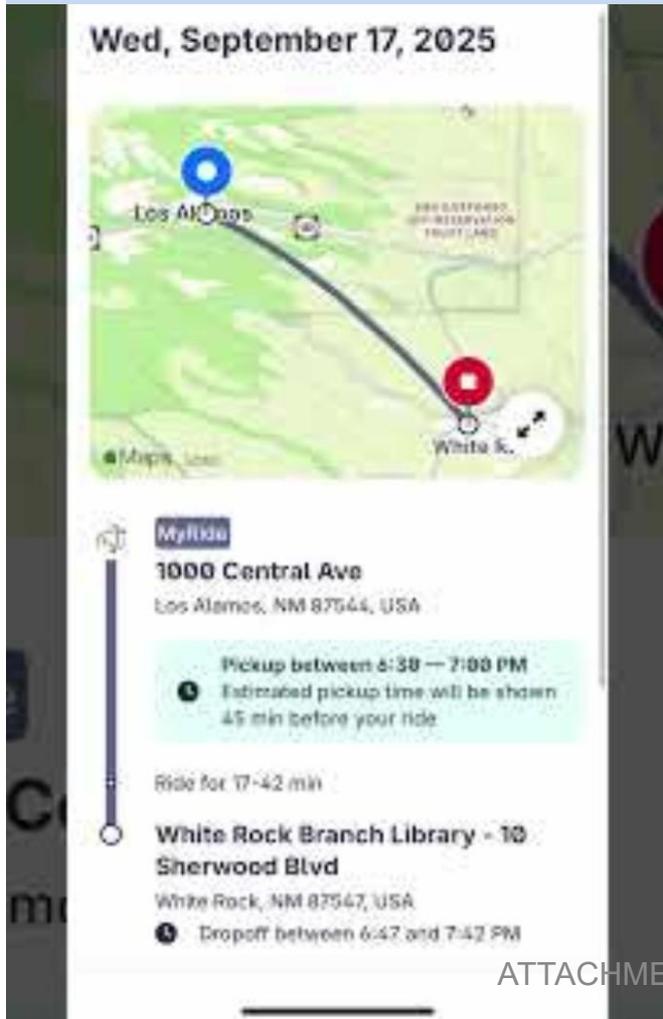
Service Area:
Los Alamos & White
Rock

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



The Basics

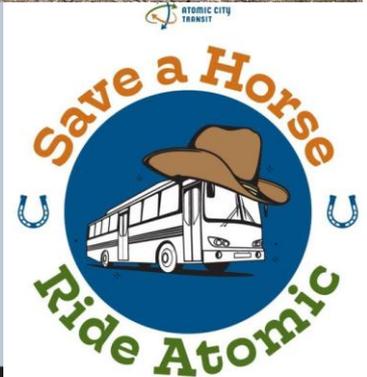
Click to Play



- 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



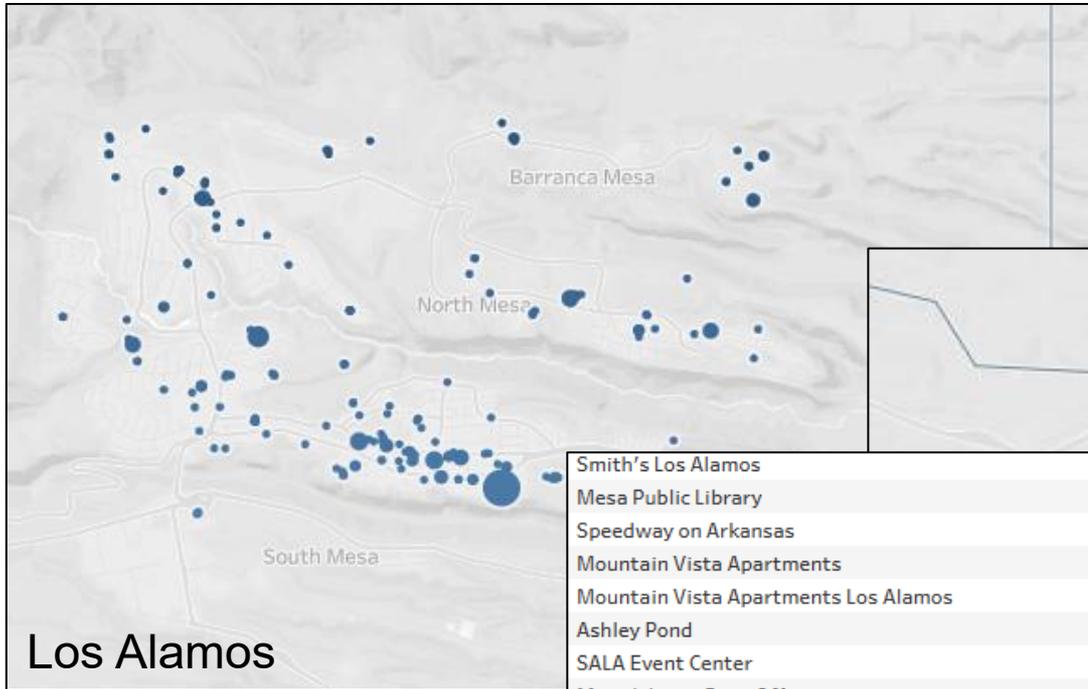
Trips and Riders



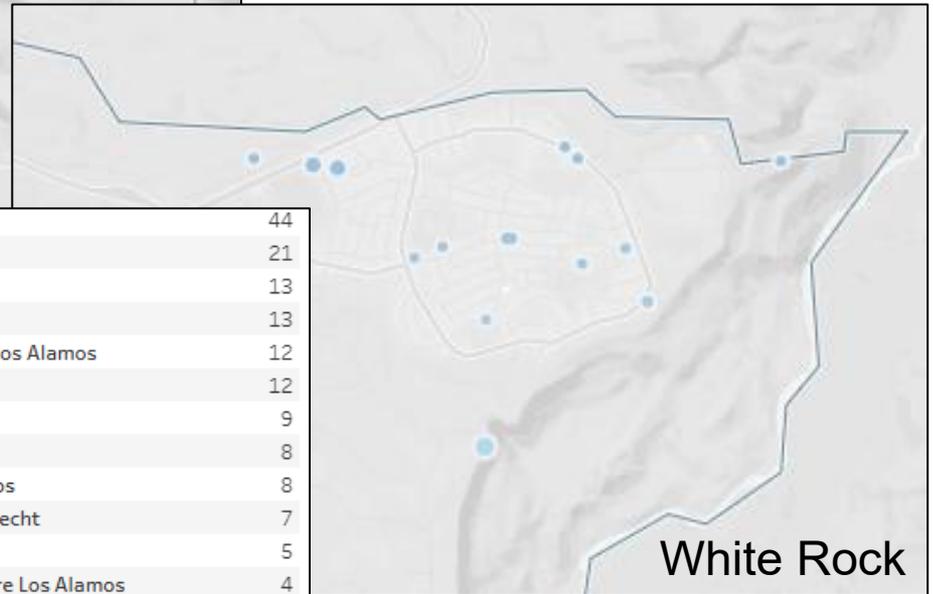
310 LA to LA, 98 LA to WR, 2 WR to WR = 359 Completed Trips for 471 Riders

314 New Rider Profiles, 96 Unique Riders

Destinations



Los Alamos

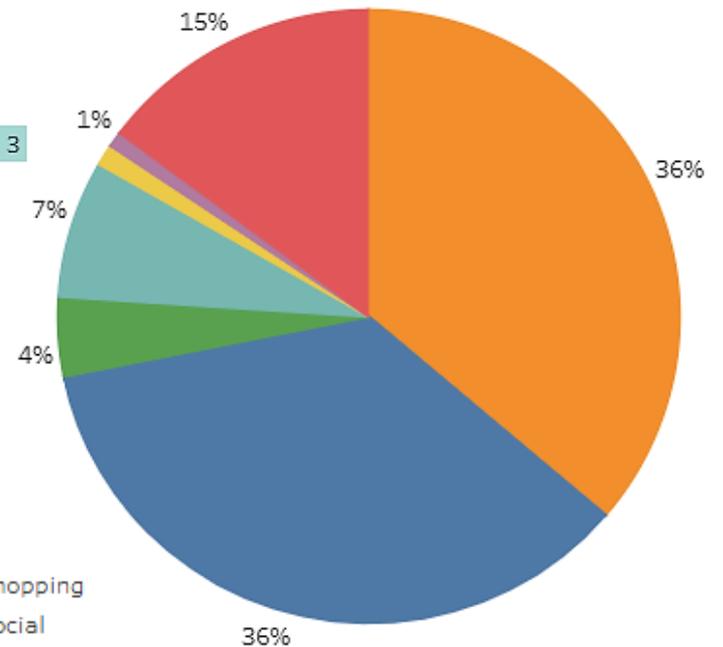


White Rock

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
Farm 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

	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	Grand Total
August 2, 2025	1		1		1	3	1		2	9
August 9, 2025	6		2	2	5	2	2	1	2	22
August 16, 2025	6	3	5	3	3	3	1	3	2	29
August 23, 2025	4	3	4	6	3	3	2	3	2	30
August 30, 2025	8	4	8	6	3	3	5	6	4	47
September 6, 2025	4	2	3	4	2	1	3	1	2	22
September 13, 2025	4	5	6	2	4	3	5	1	2	32
September 20, 2025	4	3	7	4	3	3	8	2	2	36
September 27, 2025	4	5	2	5	1	3	1	1	1	23
October 4, 2025	2	3	1	3	4	10	2	2	4	31
October 11, 2025	3	4	5	6	5	4	4	3	2	36
October 18, 2025	1	2	3	5	4	3	6	3	1	28
October 25, 2025	2		2	3	2	1	3		1	14
Grand Total	49	34	49	49	40	42	43	26	27	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

Operator Vacancies



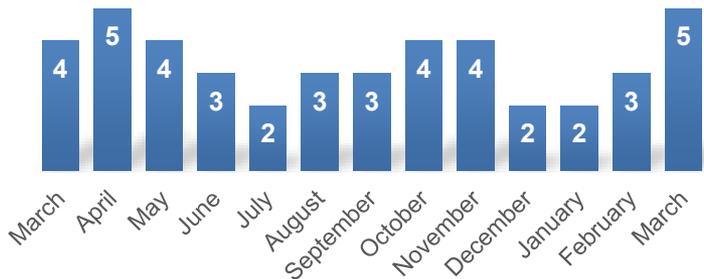
Become part of the ACT team!

Atomic City Transit is hiring **Transit Operator Trainees** and **Transit Operators 1 & 2**.

Visit lacnm.com/Apply to learn more.



ACT Average Vacancies 2025 - 2026

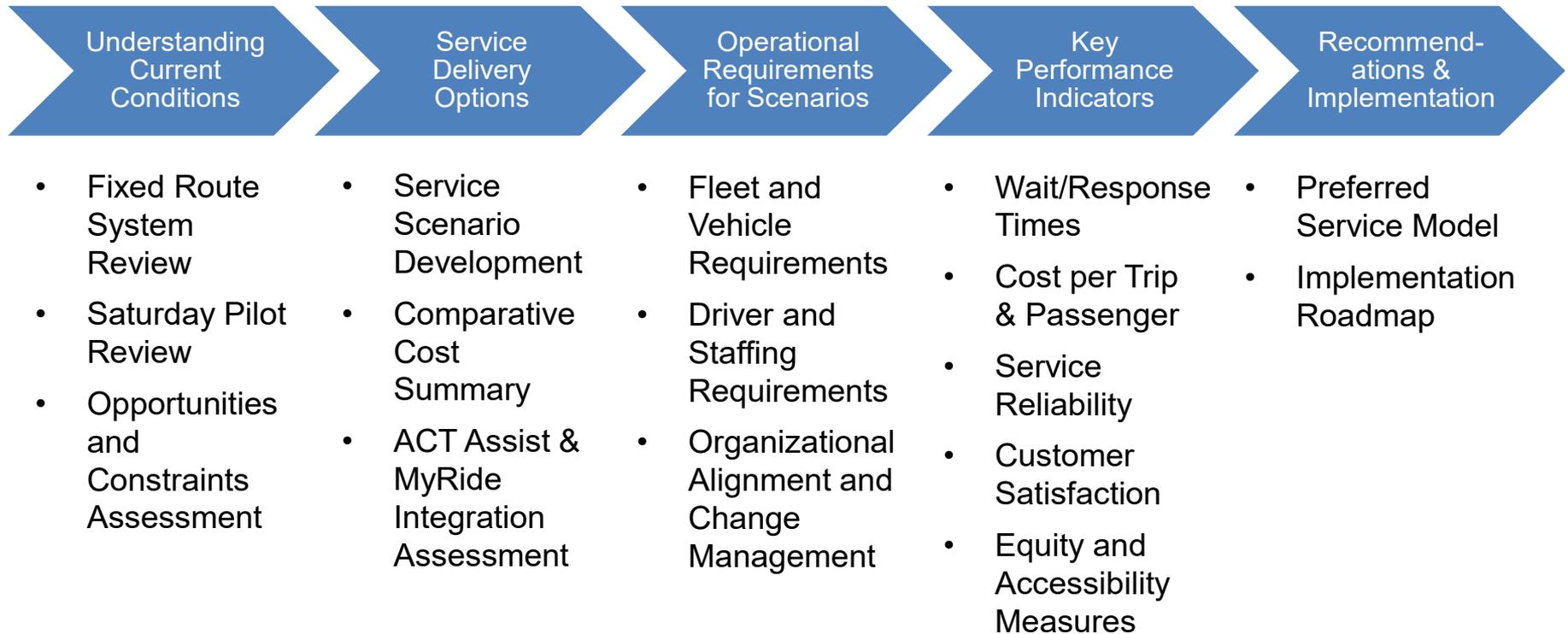


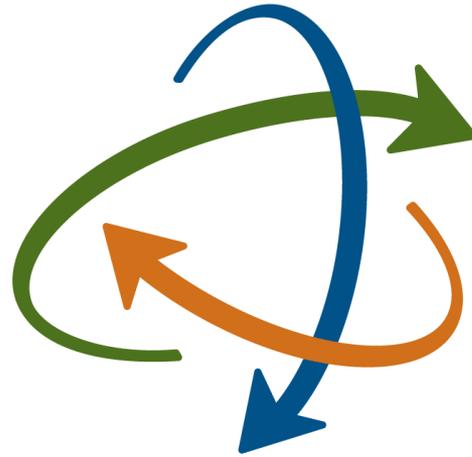
12-Month Recruitment

- New Hires – 22
- CDL Trained - 16
- Withdrew from County - 12
- Total Driver positions - 26, Current 21

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?

Los Alamos County

Atomic City Transit – Bandelier Service



Service History

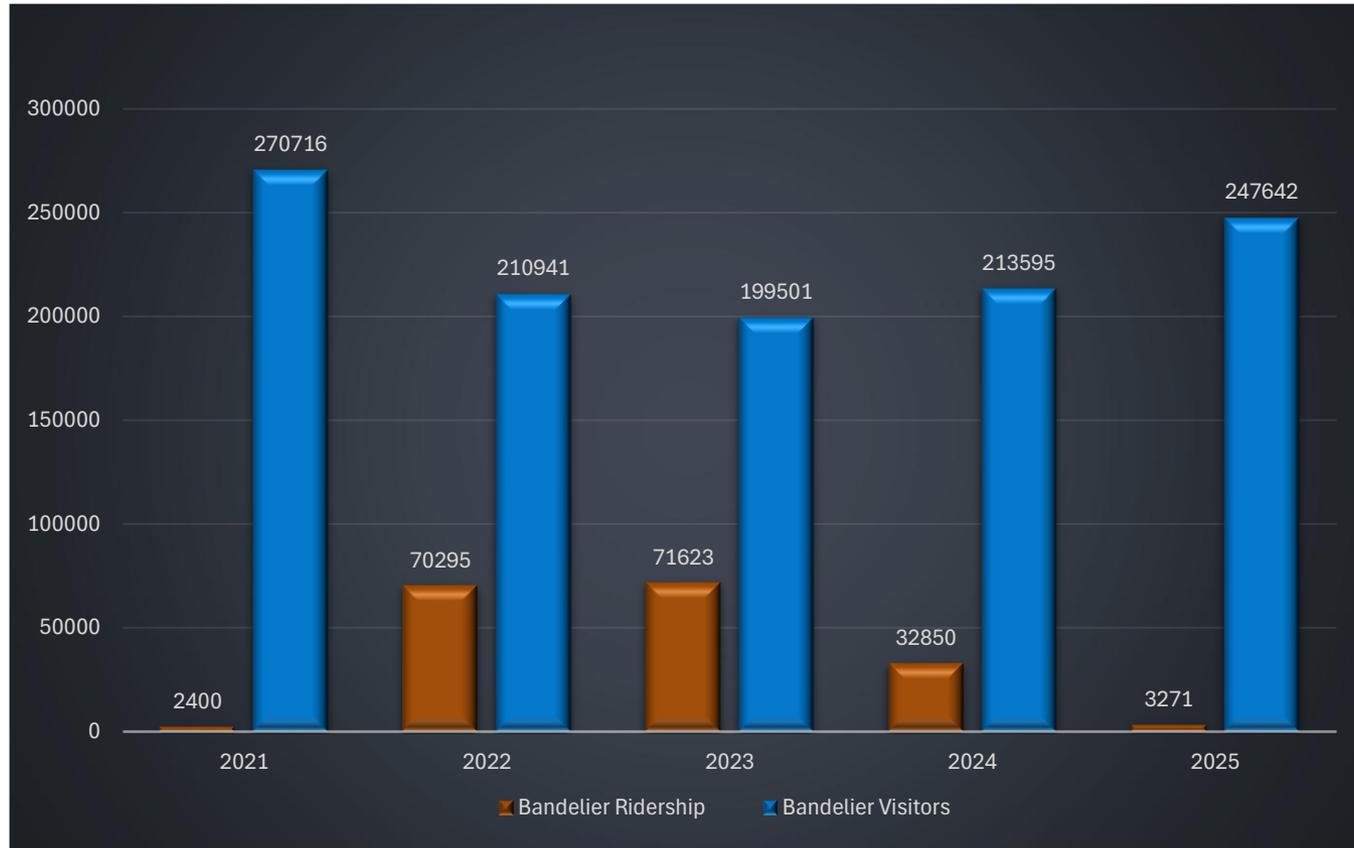
- 2011 - Service first provided for 2 months following the Las Conchas Fire flash flooding damage limited parking capacity
- 2012 – 2024 - Daily service provided between White Rock and Bandelier from March through October. Ridership was in excess of 100,000 passengers each year through 2019.
- 2025 - Due to NPS Staff Shortages, daily Shuttle service was provided within Bandelier from March through September. Ridership fell to around 3,300 passengers.

75% of Service Paid for by National Parks Service

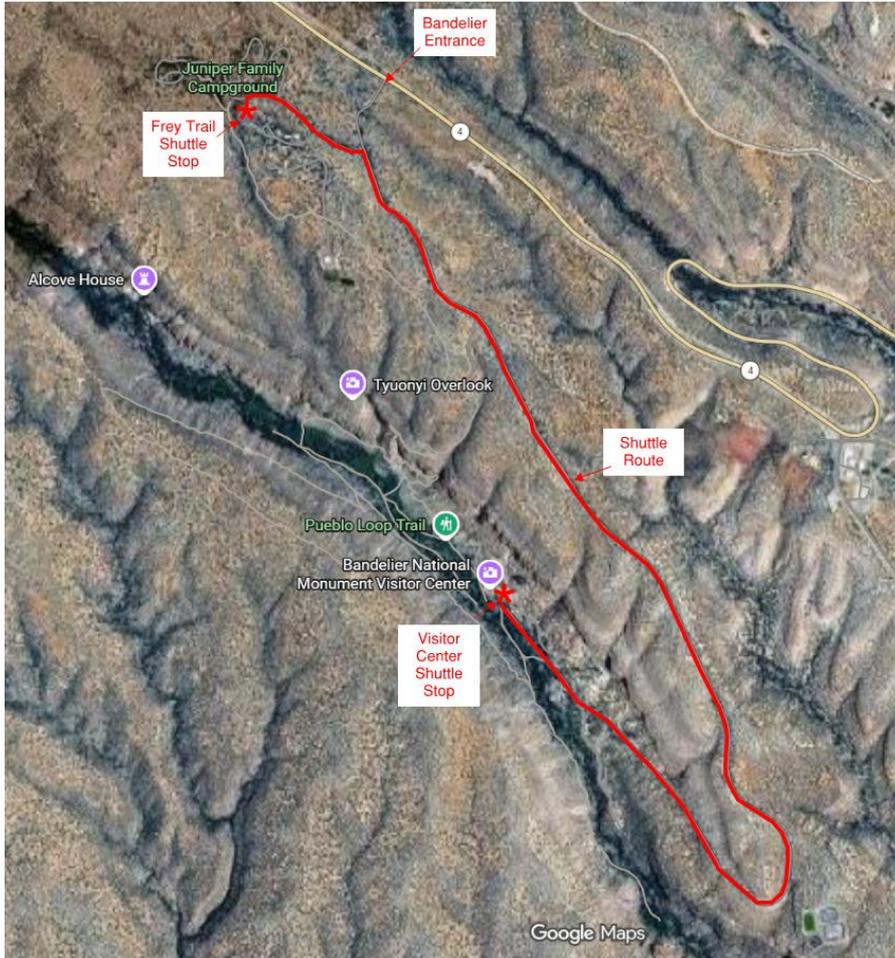
Current 5 Year Master Agreement 04/20/2022 to 04/20/2027

Specific dates and stops negotiated annually through the Task Agreement process

5 Year Ridership vs Visitor Data



2026 Bandelier Transit Service



BANDELIER SERVICE DATES

2026

January							February							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				

April							May							June								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
				1	2	3	4						1	2								
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13		
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20		
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27		
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30						
							31															

July							August							September									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
				1	2	3	4						1						1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12			
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19			
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26			
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30						
							30	31															

October							November							December													
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
					1	2	3						1	2	3	4	5						1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12							
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19							
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26							
25	26	27	28	29	30	31	29	30						27	28	29	30	31	1	2							
														3													

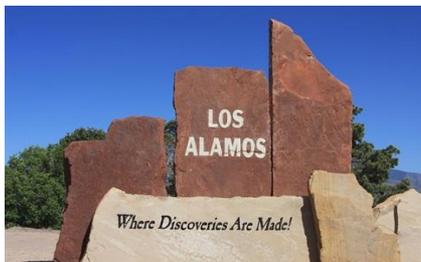
■ SERVICE DATES (51 Days) - 10:30AM to 5:00PM

Tourism



Economic Development Division

Is working with Bandelier National Monument on new initiatives to help make the connection between Bandelier and tourism opportunities in Los Alamos and White Rock. This includes exploring adding a kiosk to their location and Ambassador training.



Tourism Partnership

Communications
& Public
Relations



Community
Development

Discover Local.
Connect with Community.



 **View Directories**

-  **Local Businesses**
View shops, restaurants, and services available to residents and visitors.
-  **Nonprofits**
Find programs and contacts that align with your values, needs, and goals.
-  **Events**
View upcoming events and activities happening across Los Alamos County.

LOS ALAMOS



Experience the nature center after hours with weekly themed activities.

Nature @Night

WEDNESDAYS 4-6 PM
LOS ALAMOS NATURE CENTER



LOS ALAMOS

Join us in celebrating the 10th Anniversary of
**Manhattan Project
National Historical Park**



Wednesday, April 8
5:30 - 7 p.m.
Dinner open at 5 p.m.
Fuller Lodge

This free event includes a program, light refreshments and cake.

LOS ALAMOS



Service Agreement

5 Year Master Agreement
04/20/2022 to 04/20/2027

Specific dates and stops negotiated annually
through the Task Agreement process

Next Master Agreement
Discussions Begin - August 2026

- Funding
- Cost Share Requirements
- Service Area



