



OHKAY OWINGEH PLANNING & TRANSPORTATION DEPARTMENT

FY2022 – NMDOT – 5311 Application Operations Profile

The following are separate attachments:

- Organizational Structure
- The Vehicle fleet
- Accident/Incident Reporting Procedures
- Administrative Employees
- Qualified Drivers
- Position Descriptions, Hiring Procedures, Background checks, driving records, valid driver's license
- Inspection Procedures
- Maintenance Schedules
- Standard Operating Procedures (SOPs)

Description of current services provided

Ohkay Owingeh's transit program, the "Popay Messenger" schedule is a five-day demand route service operating Monday – Friday from 7:30am to 5:30pm with several stops on and off the reservation. Current services provide transportation to work, school, medical appointments, veterans hospital, social services related issues, and educational activities. From October 1, 2018 through September 30, 2019 (FY2019) the PoPay Messenger provided 13,618 trips to 8,089 passengers.

Description of current areas served:

Ohkay Owingeh is located in Rio Arriba County, New Mexico. Through Ohkay Owingeh's transit system - the Po'Pay Messenger - the Tribe is able to provide transportation services to its membership through a demand service; and provide connectivity within the community and to four other counties including Rio Arriba, Los Alamos, Santa Fe, Taos, Bernalillo, and all points in between. The service complements the neighboring regional transit connectivity to communities with connections to Park-and-Ride services and the North Central Regional Transit District (NCRTD) services. These transportation services would otherwise not be affordable to the Ohkay Owingeh tribal membership and residents; and therefore the existing service complements other regional transit programs. The four counties being served covers over 10,079 square miles; and our primary service area is approximately 4000 square miles.

The Po'Pay Messenger Transit Service is a Demand Response System available to all residents within Ohkay Owingeh boundaries. There are 2,974 enrolled Tribal Members within the Ohkay Owingeh Community; and approximately 11,500 non-Indian Community members living within the confines of Ohkay Owingeh which comprises 81% of the population. The villages include El Guique, El Llano, Ranchitos, Chamita, Alcalde, Mendenales, and Hernandez. The intent of the program is to create an independence and self-sustaining environment to the people of Ohkay Owingeh creating more mobility and confidence to and from work, medical appointments, senior personal care, social service activities, and schooling/educational endeavors. The transit services also supports Tribal partners including the Community Health Representatives (CHR), the local Public schools, the Ohkay Owingeh Head Start, the Ohkay Owingeh Community School, the Senior Citizen Program, Workforce Training Programs, the Wellness Center, and Housing Programs.

The Demand Response priority for providing transit service is to assist local services that will meet the basic needs for the low-income population residing within the reservation area.

Advertising/Marketing:

Priority 1: Build awareness about the PoPay Messenger Service and other regional transit services

- Provide information about the PoPay on demand service to the Ohkay Owingeh Members and surrounding Communities
 - Flyers are posted at the Post Office in Alcalde and Ohkay Owingeh
 - Presentations are given at the annual meetings
 - Informational brochures are located at the Ohkay Owingeh Tribal Administration Office
 - Informational brochures are located at the Poetsawa Library (the library is a public library and has approximately 2000 patrons a month)
 - There is an advertisement on the Ohkay Owingeh Department of Education website
 - Brochures are also located the Native Arts Gallery
- Provide contact information and route schedules for the NCRTD
 - NCRTD maps and schedules are located at the PoTsawa Community Library and the PoPay Transit Office.

Priority 2: Improve customer experience

- Riders are encouraged to complete our passenger assessment and evaluation forms. The information will be provided to the Planning Manager for review and evaluation with the Transit staff
- Dispatcher and our three drivers will complete customer service training annually

Priority 3: Conduct marketing efforts to build ridership:

- Include a PoPay dial a ride card in Members utility bills
- Once the Ohkay Owingeh website is launched, advertising of the PoPay Messenger Service will be advertised
- The new website will also have a link to the NCRTD
 - Work with NCRTD staff to add a link to the Pueblo's Website
- Advertising for PoPay will be on the flashing marquis at the entrance to the Pueblo