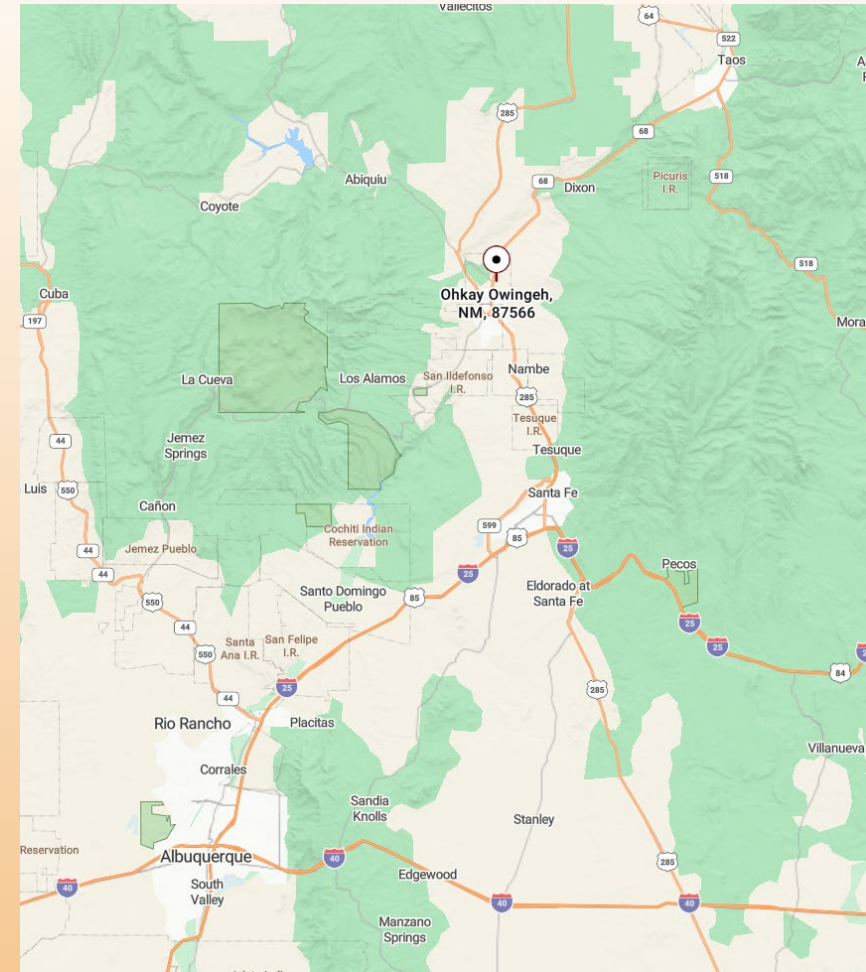




OHKAY OWINGEH
FY 2027 Application for
Section 5311 and 5310 Public Rural
Transportation Funding

OHKAY OWINGEH TRANSPORTATION PROGRAM'S PO'PAY MESSENGER SERVICE AREA

Ohkay Owingeh, Rio Arriba County
Taos
Los Alamos
Santa Fe
Albuquerque



PROGRAM HISTORY AND OVERVIEW

Through a 2008 Bureau of Indian Affairs award, Ohkay Owingeh has successfully implemented a fully operational Transit service that includes a Transit facility with a shop to maintenance and clean vehicles, a dispatch office, and office space for drivers and the mechanic.

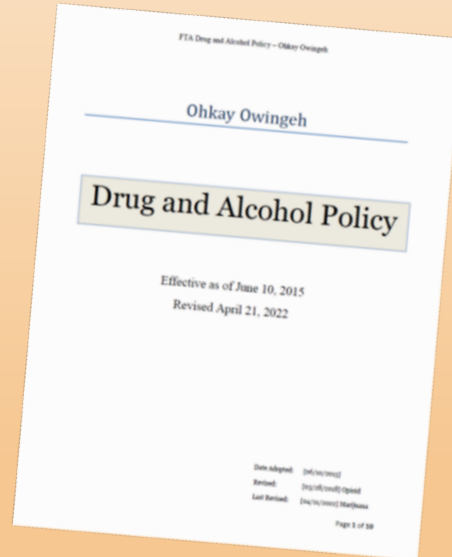
In 2016 the NMDOT transferred two 12-passenger vans to the Po'Pay Messenger Program. The vans were repaired through the 5310 program and are now in circulation. In FY18 and FY19, the program was funded for two new handicap accessible vans to replace inoperable and poor condition mini-vans.

In 2018, the program added another driver position; there are now four drivers. They are all licensed and have passed all of FTA's alcohol and drug training, testing, and compliance.

There is also a Dispatcher who is responsible for oversight of the day-to-day operations of the Transit program including: receiving and addressing passenger and community complaints, oversight of the dispatch and the drivers, and assistance with implementation of the FTA alcohol and drug testing program.

Most recently, in January 2024 Ohkay Owingeh attained the goal of signing a self-governance compact with the U.S. Department of Transportation's Self-Governance Program (TSGP) tribal transportation program. As the second tribe in the country, to participate in TSGP, we strive to demonstrate excellence in tribal transportation via this compact. It is difficult to express just how significant this compact is and its affirmation of our autonomy to plan and finance road improvement and transit projects with our Pueblo Land Grant. Together with your cooperation, we are committed to meeting the transportation needs of our tribal members as we have today and well into the future.

RURAL PUBLIC TRANSPORTATION PLANNING & REGIONAL COORDINATION



Long Range Transportation Plan (LRTP)

Transit Plan

The Plan identifies, analyzes, and where possible, utilizes multiple modes of transportation. This section of the LRTP is entitled the “Transit Plan”. The Transit Plan addresses the use of the tribal transit and public transit systems.

The intent of the program is to create an independent and self-sustaining environment to the Ohkay Owingeh community by creating mobility and confidence to and from work, medical appointments, senior personal care, schooling, and social service necessities.

Ohkay Owingeh’s LRTP was presented to the community at several community meetings, was updated, revised, and approved by the Tribal Council in September 2021

COORDINATION WITH OTHER TRANSIT SYSTEMS & SURROUNDING COMMUNITIES



Ohkay Owingeh has a partnership with the NCRTD. There are three stops in Ohkay Owingeh – one located on Riverside at the Eagle Mart, one located at the Tsigo Bugeh Village and the other at the Ohkay Owingeh Community Library - which is centrally located in the Pueblo. The Public Works Director also holds a seat on the Board of Directors on behalf of the Tribe and actively participates in the Finance Committee and Tribal Subcommittee's of the NCRTD.

Po'Pay Messenger also provides transportation for community members to senior centers and schools in neighboring communities like Santa Clara Pueblo, Pojoaque, Santa Fe Indian Schools and the VA in Albuquerque.



The Po'Pay Messenger Service also provides connectivity to the Park & Ride and the Railrunner



ONGOING FUNDING

In January 2024, Ohkay Owingeh officials traveled to Washington DC to sign the Tribal Transportation Self-Governance Compact.

Governor Benny Lujan and the Tribal Council are also committed to match funding and success of the program overall.





The Public Works Department and its Planning and Transportation team hosted a community-wide planning meeting that included an in depth overview of the Po'Pay transit program on October 11, 2025. Surveys were handed out to gather public input for how to better serve our public. Based on responses, community members would like to see older vehicles replaced, customer service improved and continued coordination with the NCRTD Blue Bus.

PUBLIC INPUT

PUBLIC INVOLVEMENT

BASIS FOR THE NEED FOR THIS SERVICE

The Ohkay Owingeh Po'Pay Messenger Service operates a Demand Response Transit Service for the nearly 3,000 enrolled Tribal Members; and the 15,500+ non-Indian Community Members living in the communities the five square miles that comprised the Pueblo Land Grant of Ohkay Owingeh.

Services provide transportation to work, school, medical appointments, Veteran's hospital, social services related issues.

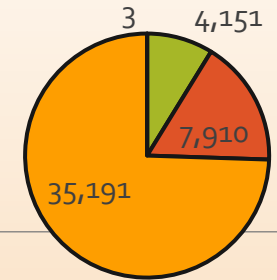


January 2025-March 2025

REGIONAL NEED

During the first quarter of 2025, 7,910 trips were provided to 4,151 riders. 80% of the trips were social services related activities. Number of trips and riders nearly tripled from 2023-2024.

Due to the Community's lack of resources and the number of low income families and individuals, there is no charge for the demand services. It is critical that Tribal Members have access to essential services available on and off the Reservation. As of the last census, Ohkay Owingeh median worker's income is \$37,656; this is lower than the national average of \$55,775. The Tribe has a poverty rate of 33.4% and an unemployment rate of 7.5% (the national average is 4.9%).

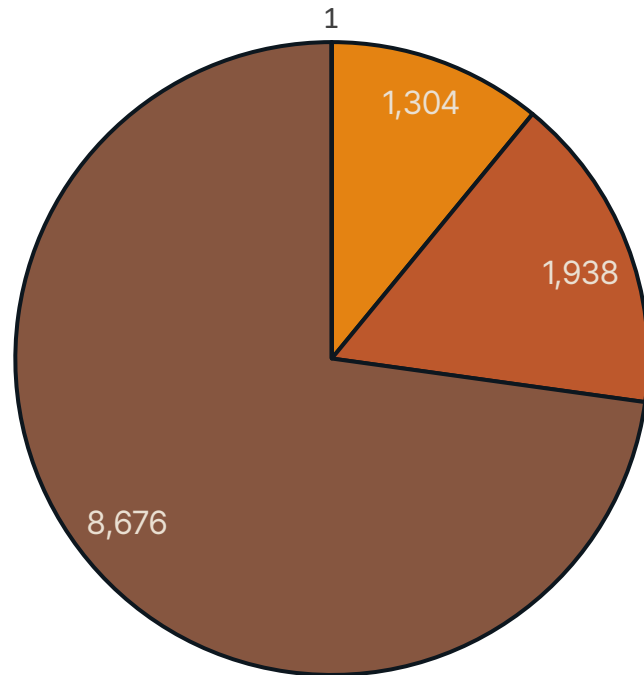


■ Total Passengers ■ Total Trips
■ Total Miles Driven ■ Trip Cancellations



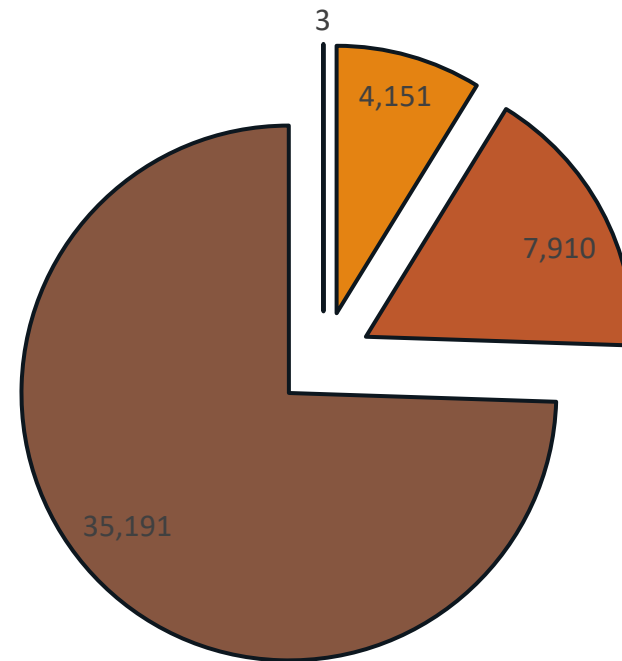
RIDERSHIP COMPARISON 2024/2025

JANUARY 2024-MARCH 2024



■ Total Passengers ■ Total Trips ■ Total Miles Driven ■ Trip Cancellations

JANUARY 2025-MARCH 2025



■ Total Passengers ■ Total Trips ■ Total Miles Driven ■ Trip Cancellations

MARKETING OF THE TRANSIT SYSTEM

The Po'Pay Messenger Transit Program has a Marketing Plan, which has been incorporated into our Long Range Transportation Plan and the Po'Pay Standard Operating Procedures

Our target markets include:

- Low Income Families
- Senior Citizens
- College Students
- Employment
- Middle and High School Students



Po'Pay Messenger Brochure

The brochure is divided into several sections. At the top left is a photo of a white wheelchair-accessible van. Below it is a photo of the back of a similar van. To the right of these photos is a large image of a Native American statue with the text "MOVING OUR COMMUNITY FORWARD!". Further right is the title "PO'PAY MESSENGER TRANSIT" and the subtitle "a program of the Ohkay Owingeh Public Works Division". Below the title is the Ohkay Owingeh logo, which features a Native American head and the text "OHKAY OWINGEH FIRST CAPITOL OF NEW MEXICO". To the right of the logo is a photo of a van with its rear door open, with two people standing nearby. Below this photo is the "ABOUT US" section, which describes the program's mission and service area. To the right of the "ABOUT US" section is a photo of three staff members standing in front of a van. Below this photo is the "OUR MISSION" section, which states the program's commitment to serving Tribal and non-Tribal members. To the right of the "OUR MISSION" section is a photo of a staff member sitting in a van. Below this photo is the "OUR TEAM" section, which lists the names and roles of the staff members.

PO'PAY MESSENGER TRANSIT
a program of the
Ohkay Owingeh
Public Works Division

MOVING OUR COMMUNITY FORWARD!

Availability
Monday - Friday | 8:00 AM - 5:00 PM
Proudly serving Veterans and their families

To schedule a ride, please contact:
Rainbird Taylor, Dispatcher
(505) 852-4014

Visit us at 134 Sesame Street,
Ohkay Owingeh, NM 87566
ohkay.org/popay-messenger/

ABOUT US

The Po'Pay Messenger Transit Program, operated by Ohkay Owingeh in Rio Arriba County, NM, is here to serve our community. We provide safe, reliable, on-demand transportation for more than 2,000 Tribal Members and over 11,500 non-Tribal neighbors living within the Pueblo's boundaries.

Covering a 4,000-square-mile area across four counties, our service helps community members get where they need to go—whether it's to work, school, medical appointments, or other important destinations. Best of all, every ride is fare-free, supporting mobility, independence, and connection for all.

SERVICES

Wheelchair-Accessible Vehicles
We offer wheelchair accessible buses to ensure safe and comfortable transportation for riders with mobility needs.

First Come, First Serve
We operate on a first-come, first-served basis. While we make every effort to accommodate everyone, scheduling early is highly recommended.

Tewa-Speaking Drivers
We prioritize having Tewa-speaking drivers available, especially for our elders who prefer or require communication in Tewa.

Convenient Pickup Locations
Our drivers can pick you up from any local address, as long as your ride is scheduled in advance.

OUR MISSION

Ohkay Owingeh Po'Pay Messenger Transit strives to serve Tribal and non-Tribal members by promoting mobility, sustainability, independence and access to opportunities that support community health, education, and future development.

OUR TEAM

Tyler Rivas - Planning and Transportation Technician
Rainbird Taylor - Supervisor/Dispatcher
Joe Montoya - Driver
Loren Montoya - Driver
Justina Martinez - Driver

MARKETING OBJECTIVES

- Build awareness to underprivileged families about services to work and connectivity to other transit services
- Improve customer experience for all Po'Pay Messenger users
- Conduct marketing efforts to build ridership to the greatest potential to benefit from the Po'Pay Messenger Usage
- It is the intent of the program to decrease our unemployment rates and increase our graduation rates!



MARKETING STRATEGIES

- Awareness and Image Building Advertising and Public Relations
- Community Based Marketing Programs
- Coordination with the Pueblo's Social Services Programs



PROGRAM UPDATES

- New Employees – fully staffed.
- Working with 911 GIS maps, addressing, and physical address verification.
- Brochures were created to include information about the transportation program and were handed out at the October 11th community meeting.
- On the job, hands on training for drivers-i.e. seatbelt safety. Good driving and safety measures.
- Newly purchased cutaway van w/wheelchair lift.



GOALS NEXT QUATER

- In the next quarter we expect to have a soft re-grand opening of the Po'Pay Messenger building.
- Continue working on improving our ridership and quality of service.



IMPLEMENTATION

Marketing has been implemented:

- Ohkay Owingeh has a website highlighting the Po'Pay Messenger Transit Program (www.ohkay.org). The Website contains scheduling information and the Standard Operating Procedures
- Advertisements at the Post Office in Alcalde and Ohkay Owingeh
- Presentations are given regular annual and quarterly Community Meetings
- Informational brochures are located at the Ohkay Owingeh Tribal Administration Office and at our Public Library



FY2027 5311 FUNDING REQUEST

Category	Net Cost	FTA Portion	Local Match	Additional Funds
Administration (80/20)	\$150,000	\$120,000	\$30,000	\$0.0
Operations (50/50)	\$250,000	\$125,000	\$125,000	\$0.0
Total	\$400,000.00		\$155,000	\$0.00

FY2027 5310 FUNDING REQUEST

Category	Net Cost	FTA Portion	Local Match	Additional Funds
Capital (80/20)	\$200,000	\$160,000	\$40,000	\$0.0
Total	\$200,000	\$160,000	\$40,000	\$0.0

QUESTIONS?

THANK YOU!

Lucia Sanchez, Public Works Director

Lucia.Sanchez@ohkay.org

Tyler Rivas, Planning & Transportation Technician

Tyler.rivas@ohkay.org