



FOR IMMEDIATE RELEASE
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MEDIA ALERT

Blue Bus Begins Fare-Free Service from Taos to Taos Ski Valley Feb. 29
Traditional Start Date Delayed Due to Labor Shortages

Taos, New Mexico – Feb. 26, 2024 - The North Central Regional Transit District (NCRTD) is pleased to announce the commencement of seasonal service for its Blue Bus Route 341 TSV Green route, offering convenient and fare-free transportation from Taos to Taos Ski Valley starting on Thursday, Feb. 29, 2024.

With the ski season in full swing, NCRTD is committed to providing accessible and efficient transportation options for residents and visitors alike.

“We want to thank Taos area residents and visitors for their patience,” said NCRTD Executive Director Anthony Mortillaro. “Due to a shortage of drivers across the District, the NCRTD was forced to delay the start of the winter-only service that typically begins in the month of December. A new driver for the route was recently hired and has completed the required training to start the service on Route 341 TSV Green.”

The route will operate Thursday through Sunday from 7:30 a.m. to 5:27 p.m. until March 24, offering service to various stops including the Town of Taos, El Prado, Arroyo Seco, Valdez, and Taos Ski Valley.

Key Details:

Service Launch Date: Thursday, Feb. 29, 2024

Service Area: Town of Taos, El Prado, Arroyo Seco, Valdez, and Taos Ski Valley

Fare: Free of charge

Operational Days: Thursday through Sunday until March 24, 2024.

For more information about Blue Bus Route 341 TSV Green, visit [RideTheBlueBus.com](https://www.ncrtd.org/RideTheBlueBus.com) or contact NCRTD at 866-206-0754.

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The North Central Regional Transit District (NCRTD) connects communities and pueblos across 10,000 square miles throughout north central New Mexico, including Española, Los Alamos, Santa Fe and Taos. The signature Blue Bus™ provides service on 28 Fixed and Flex routes (26 of which are fare-free), two Demand-Response routes and one Dial-a-Ride service. Coming soon: MyBlue™, an app-based on-demand transit service for Taos and Española

341 TSV GREEN THURSDAY - SUNDAY SCHEDULE FEB. 28 - MARCH 24, 2024

Northbound

Trip Number	Paseo del Pueblo Sur & Chamisa Road <i>Sagebrush Inn</i>	Paseo del Pueblo Sur & Chamisa Road <i>Hampton Inn</i>	Paseo del Pueblo Sur & Roy Road	Paseo del Pueblo Sur & Bertha Street	Paseo del Pueblo & Camino de la Merced	Paseo del Pueblo Sur & Cruz Alta	Paseo del Pueblo Sur & Cervantes St	Paseo del Pueblo Sur & Siler Road	Civic Plaza & Camino de la Placita <i>Convention Center</i>	Paseo del Pueblo Norte - Kit Carson Park	Paseo del Pueblo Norte & Brooks Street <i>Kachina Lodge</i>	Paseo del Pueblo Norte & Mabel Dodge Ln <i>Blake's Lotaburger</i>	US-64 & Lake Road at El Pueblito Church	NM-150 & US-64 <i>KTAO Solar Center</i>	NM-150 & Quail Ridge <i>Common Fire</i>	NM-150 & Lymon/Las Animas Road	Arroyo Seco Community Center	NM-150 & NM-230	Taos Ski Valley Lot Warming Hut
AM TRIPS																			
1N	7:30	7:33	7:34	7:36	7:38	7:40	7:42	7:45	7:49	7:50	7:53	7:55	7:57	8:03	8:05	8:09	8:11	8:15	8:30
PM TRIPS																			
2N	3:25	3:28	3:29	3:31	3:33	3:35	3:37	3:40	3:44	3:45	3:48	3:50	3:52	3:58	4:00	4:04	4:06	4:10	4:25

Southbound

Trip Number	Taos Ski Valley Lot Warming Hut	NM-150 & NM-230	Arroyo Seco Community Center	NM-150 & Lymon/Las Animas Road	NM-150 & Quail Ridge <i>Common Fire</i>	NM-150 & US-64 <i>KTAO Solar Center</i>	US-64 & Fresquez Road at El Pueblito Church	Paseo del Pueblo Norte & Brooks Street <i>El Pueblo Lodge</i>	Civic Plaza Drive & Camino de la Placita <i>Convention Center</i>	Paseo del Pueblo Sur & Siler Road	Paseo del Pueblo Sur & La Posta Rd	Paseo del Pueblo & Camino de la Merced	Paseo del Pueblo Sur & Bertha Street	Paseo del Pueblo Sur & Chamisa Road <i>Sagebrush Inn</i>
AM TRIPS														
1S	8:40	8:54	8:58	9:00	9:04	9:06	9:10	9:14	9:18	9:22	9:25	9:29	9:30	9:32
PM TRIPS														
2S	4:35	4:49	4:53	4:55	4:59	5:01	5:05	5:09	5:13	5:17	5:20	5:24	5:25	5:27



FOR EVERYONE'S SAFETY:

- Vehicles are equipped with video and audio surveillance
- Please remain seated while the vehicle is in motion
- Drivers will assist passengers with visual or mental impairments. Find the right bus at stops served by multiple routes
- Children under the age of 10 must be accompanied by an adult or guardian
- We can carry only 2 bikes—bike racks are “first come, first served” / Passenger is responsible for loading & unloading bike.

OUT OF COURTESY FOR EACH OTHER:

- Please avoid playing music that can be heard by others
- Please avoid talking loudly on your cell phone
- Appropriate clothing must be worn (shirt, pants/bottoms and shoes)
- Animals are allowed on buses only under one of the following exceptions:
 - Service animals necessary for travel by passengers with disabilities
 - Animals that can be safely transported in a carrier

WE TAKE PRIDE IN KEEPING OUR BUSES CLEAN FOR YOU! TO HELP US:

- Food in a sealed container is okay, but eating is not permitted on the bus
- Only non-alcoholic beverages in a sealed hard container can be consumed
- Please don't put your feet on your seat or back of the seat in front of you
- Please use trash receptacles on the bus and at the bus stops

DRIVERS HAVE THE RESPONSIBILITY TO REFUSE SERVICE WHEN THEY SEE:

- Smoking on the bus
- Open alcoholic beverages
- Illegal drugs
- Offensive or threatening language
- Belligerent behavior
- Weapons

LOST ITEMS?

- While the NCRTD is not responsible for lost or stolen items, we encourage you to notify the RTD at 866-206-0754 to see if it's been recovered
- Lost and found items are only kept for 30 days