



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: July 23, 2019

Reference: Work Session – Discussion regarding Workforce Transit

2030: Business Prosperity

Introduction:

On November 13, 2018, staff introduced the idea of a partnership with Lyft and Denton County Transportation Authority (DCTA) to implement a temporary solution to the immediate need for workforce transit. This partnership would come in the form of a test program that is designed to last no more than 12-months. Lyft would provide mobility services for employees of Coppell businesses on a temporary basis, and the City of Coppell would subsidize the rides during the 12-month period. The test program will be an opportunity to gather the necessary analytics to decide on a long-term solution, if needed.

Since November, staff has been working with DCTA to work out details on the program, determine initial transit stops, seek approval from the DCTA Board of Directors and negotiate an Interlocal Agreement. Staff plans to bring forward the Interlocal Agreement (ILA) for approval on August 13, 2019. If approved, staff will begin holding meetings with area businesses to advertise the program and finalize the subsidy from the City of Coppell for each ride. Mobility service will be slated to begin on October 1, 2019 and will run through September 30, 2020.

Analysis:

Lyft will provide all mobility services, and DCTA will administer the contract and provide all administrative and operational services associated with the program, which is 25% of the total cost. The City of Coppell will make monthly payments to DCTA for reimbursement of all costs associated with services provided by Lyft and the monthly administrative fee.

Partnering with Lyft for the mobility service provides the greatest amount of flexibility for this test program. There will be five initial transit stops that Lyft will pick-up from: DART Trinity Mills Station, DCTA Hebron Station, DART Belt Line Station, DART Bus Stop at Saintsbury and Belt Line and DART Bus Stop at Regent and Royal. Initially, Lyft will only be transporting passengers to the businesses located within the City limits of Coppell west of Denton Tap Road/Belt Line Road. The geofence boundaries may be amended at any time during the contract by request and/or based on ridership trends.

Throughout the program the City will work with DCTA to analyze and review ongoing service levels, alternative mobility service delivery methods and cost estimates to meet the long-term workforce transit needs of Coppell. Legal is currently reviewing the draft ILA. Next steps are as follows:

ILA Consideration by Coppell City Council – August 13, 2019

ILA Consideration by DCTA Program Services & Executive Committee Briefing – August 2019

ILA Consideration by DCTA Board – August 22, 2019

DCTA finalizes Lyft Task Order – August 2019

Business Forums & Marketing/Outreach Efforts – August and September 2019

Deploy Coppell Lyft Service – October 1, 2019

If City Council is agreeable, staff plans to bring the ILA forward to City Council for consideration on August 13, 2019.

Legal Review:

The documents are currently being reviewed by legal.

Fiscal Impact:

A maximum of \$100,000 for the test program.

Recommendation:

N/A