



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: September 9, 2025

Reference: Discussion regarding the DCTA Lyft Partnership

2040: **Create Business and Innovation Nodes**

In partnership with Denton County Transportation Authority (DCTA) and Lyft, the City of Coppell started a workforce transit test program for Coppell businesses on October 1, 2019. The program was established to study trends and gauge the need for a long-term solution to workforce transit in Coppell.

The program usage has gradually increased each year as more businesses and individuals have learned about the program. Businesses have shared that it has been a beneficial tool to help them attract employees, and it has been very beneficial for employees that would have otherwise had to walk to work or seek employment in another community with public transportation. This program is part of our business attraction and retention efforts, which are essential components of economic development for a community.

City Council has previously approved a one-year extension to the contract with DCTA five times. The current ILA will expire on September 30, 2025. Ridership continues to increase and is being utilized by a larger number of companies. The service is being utilized seven days a week across different shift times throughout the day. Ridership is spread throughout the community, so it is being utilized by a variety of types of businesses.

Coppell currently has over 20 businesses that have signed up and/or have employees that utilize the Workforce Transit program. On average, there are approximately 150 or more rides per month, and there are typically anywhere from 10 – 20 unique riders each month. Ridership is still heavily concentrated on the west side of town, but the number of riders on the east side of town is growing. Staff worked with DCTA to create unique ridership codes for each participating business, but some of the legacy companies and riders still utilize the original code, which makes it difficult to identify the exact number of riders per business. Staff will continue to work on having riders switch to the unique code for their business. Staff has also been working to revamp the marketing materials and do another extensive marketing push for the program to reach new and existing businesses that are not currently utilizing the program.

Staff still believes that the utilization of a first-mile, last-mile connection will increase after the DART Silver Line is open and operating. Exploring other options for service such as fixed route service might become more viable at that time, but until then, staff believes this is the best option for the first-mile, last-mile connection. Staff is requesting to extend the ILA with DCTA to continue the program; however, this year, DCTA has requested to extend the ILA for a three-year period, with an option to renew for one additional two-year period. During that period of time, staff will work with DCTA to explore potential options for future transit needs in Coppell.

Lyft will continue providing all mobility services, and DCTA will administer the contract and provide all administrative and operational services associated with the program. 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 program. Everything about the program will remain the same. Lyft will continue to pick up from the six designated transit stops, which include the DART Trinity Mills Station, the DCTA Hebron Station, the DART Belt Line Station, the DART Bus stop at Saintsbury and Belt Line, the DART Bus Stop at Regent and Royal and the Trinity Metro TEXRail stop at the Grapevine-Main Street station. Lyft will transport passengers to the businesses located within the City of Coppell.

The proposed budget for the program is \$50,000 for FY 25 - 26. Staff has consistently received feedback from the businesses that this program has provided great benefits, and the hope is that this upcoming year will provide even greater benefit as the ridership grows. Staff will continue to monitor the data on ridership so that an analysis can be provided on the long-term needs for workforce transit in Coppell.