



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: August 27, 2019

Reference: Consider approval of an Interlocal Cooperation Agreement by and between the City of Coppell and Denton County Transportation Authority to provide transportation services for Coppell businesses; and authorizing the Mayor to sign.

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.

Staff presented the proposed plan to City Council in Work Session on July 23, 2019. City Council authorized staff to bring forward the Interlocal Cooperation Agreement (ILA) for City Council consideration at the meeting on August 13, 2019. The DCTA Board will then consider the ILA on August 22, 2019. If the ILA is approved by both parties, 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. There is also a \$10,000 fee for marketing paid to DCTA. 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 workforce zone, which includes areas within the City limits of Coppell west of Denton Tap Road/Belt Line Road.

Since Work Session on July 23rd, staff has confirmed with DCTA that a second workforce zone can be established to accommodate the businesses located within the City limits of Coppell east of Denton Tap Road. The geofence boundaries for both workforce zones 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. The DCTA Board approved the ILA on August 22nd. Next steps are as follows:

ILA Consideration by City Council – August 27, 2019

DCTA finalizes Lyft Task Order – August 2019

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

Deploy Coppell Lyft Service – October 1, 2019

Staff is excited about this test program and the potential benefits it can bring to the businesses located in Coppell. Staff will provide quarterly updates to City Council throughout the test program to help determine the long-term need.

Legal Review:

The ILA was reviewed by Bob Hager.

Fiscal Impact:

A maximum of \$100,000 for the test program. DCTA will be paid \$35,000 to administer and market the program.

Recommendation:

Community Development recommends approval.