



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: September 12, 2023

Reference: Consider approval of the Fourth Amended and Restated Interlocal 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.

2040: Create Business and Innovation Nodes

Introduction:

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 one-year program was established to study trends and gauge the need for a long-term solution to workforce transit in Coppell.

The program started slowly as staff was trying to get the word out to all Coppell businesses, but the hope was that it would grow each month as more businesses and individuals learned about the program. The program was beginning to gain momentum in December of 2019 and steadily increased through March of 2020 when COVID-19 hit.

City Council has since approved a one-year extension to the contract with DCTA two times. The current ILA will expire on September 30, 2023. Ridership continues to hold steady 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. Riders were concentrated on the west side of town when the program began, but we now have individuals using it to get to work on the east side of town. There are also Coppell residents that are relying on this service for access to work at business locations in Coppell.

Coppell currently has 17 businesses that have signed up and/or have employees that utilize the Workforce Transit program. On average, there are approximately 150 - 200 rides per month, and there is typically anywhere from 15 – 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 riders are still utilizing 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 did an

extensive marketing push for the program this past year to reach new and existing businesses that are not currently utilizing the program, and efforts to market the program to businesses will continue this coming fiscal year.

Staff 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 an additional year to continue analyzing ridership trends and data in hopes that utilization will grow even larger as employees continue to return to the office after COVID-19.

Analysis:

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 23 - 24. 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.

Legal Review:

N/A

Fiscal Impact:

The fiscal impact of this item is \$50,000, as provided for in the General Fund budget.

Recommendation:

Staff recommends approval.