



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mindi Hurley, Director of Community Development

**Date:** June 3, 2020

**Reference:** Workforce Transit Update

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### Introduction:

On August 27, 2019, City Council approved an Interlocal Agreement (ILA) with Denton County Transit Authority (DCTA) to administer a mobility service contract on behalf of the City of Coppell with Lyft. The contract runs from October 1, 2020 to September 31, 2021. It allows for employees of Coppell businesses to utilize Lyft for their first-mile/last-mile connection to work, and the fare is subsidized by the City of Coppell. This test program was initiated to provide a temporary solution for workforce transit in Coppell, and the program duration was established to provide the City with 12 months of ridership data to help determine the long-term need for workforce transit.

Staff began marketing the program to Coppell businesses in September. The responsibility to market the program to employees was the responsibility of the business. Participation has not been as significant as staff thought it would be, but it did begin gaining momentum around the time that COVID-19 hit.

### Analysis:

Ridership data for the first six months of the program is as follows:

	Monthly Ridership (Trips)	Avg. Fare	Total Cost	# of trips using East	# of trips using West	# of trips using Amazon
October 2019	39	\$9.15	\$356.74	4	1	34
November 2019	130	\$9.06	\$1,177.93	0	0	130
December 2019	151	\$9.34	\$1,410.30	0	0	151

January 2020	177	\$9.49	\$1,679.30	0	2	175
February 2020	163	\$9.84	\$1,603.60	0	12	151
March 2020	175	\$8.55	\$1,497.11	0	1	174

The City spent approximately \$7,724.98 on rides the first six months of the program. As detailed in the table above, the majority of that money was spent on trips to or from Amazon. The City also paid DCTA \$1,931.26 over that same 6-month period to carry-out all administrative duties.

The City spent approximately \$10,000 for the first 6 months of the program. The approved budget for the test program was \$100,000. Due to the fact that the test program was interrupted by COVID-19, staff would like City Council to consider continuing the test program for an additional 12 months to study the ridership data. If City Council is agreeable, staff can begin negotiating a new ILA with DCTA for the remaining budgeted dollars.

**Legal Review:**

N/A

**Fiscal Impact:**

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

**Recommendation:**

Community Development recommends approval.