



MEMORANDUM

To: Mayor and City Council

From: Mario Canizares, Deputy City Manager

Date: August 23, 2016

Reference: Discussion Regarding SPAN Transit Services for Senior and Para Transit Residents

2030: Community Wellness & Enrichment, Sense of Community, and Special Place to Live

Introduction:

In late April 2016 the City Council approved a contract for services between the City and Span Transit to provide transportation services in the amount of \$25,000 for seniors and disabled citizens. The contract was for June 1 – September 30, 2016. The intention was for the contract to be renewed beginning October 1, 2016 through September 30, 2017, in the amount of \$75k which also coincides with the City's fiscal year.

Span began taking reservations in early June and its first rider boarded in late June. As expected with any new service there have been a few riders utilizing the service but it has grown over time. To increase awareness, there is a plan in place to target market the service and educate the community by attending the meetings of Coppel civic organizations, presenting at senior/assisted living facilities, organizations and groups that serve the disabled community, and utilize the city's existing advertising efforts.

The purpose of the August 23rd work session is the following:

- Discuss observations noticed since inception
- Discuss ridership numbers and the City's education/market efforts
- Discuss the service area map
- Discuss ideas to improve service delivery to our residents.

Legal Review and Financial Impact:

Not applicable

Recommendation:

A recommendation is not applicable.