



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: August 25, 2020

Reference: Consider approval of the First Amended and Restated 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:

In partnership with Denton County Transportation Authority 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.

Since October 1, 2019, riders have utilized the program for a total of 1,392 rides. Ridership was low the first two months 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. Ridership started increasing in December and continued through March until COVID-19 hit. Staff is requesting to extend the test program an additional year to continue analyzing ridership trends and data.

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 test program. The five transit stops that Lyft will be picking up from will remain the same. Those stops are the: 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. Lyft will transport passengers to the businesses located within the City of Coppell. 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 budget for the program is being reduced to \$50,000 for FY 20-21. Staff still believes this test program will provide great benefits to the businesses located in Coppell, and time will be spent in the upcoming year to continue marketing the program to businesses in Coppell.

Legal Review:

The ILA was reviewed by Bob Hager.

Fiscal Impact:

A maximum of \$50,000 for the test program.

Recommendation:

Community Development recommends approval.