

# CONNECT RSVP

## SERVICE DESIGN

Connect RSVP provides on-demand transportation within a designated service boundary, primarily in Highland Village. The service offers general-purpose mobility in an area without fixed-route transit service. Connect RSVP also functions as a feeder service to DCTA Connect bus routes and the A-train (see Figure 2).

## ALIGNMENT/SERVICE PATTERNS

Connect RSVP primarily serves Highland Village, as well as a portion of northern Lewisville. The service area is bounded by Lewisville Lake to the north, Chinn Chapel Road to the west, FM 407 to the south, and Mill Street to the east. Additionally, RSVP service is provided in Lewisville in an area bounded by FM 407 to the north, Garden Ridge Boulevard to the west, Valley Parkway to the South, and Summit Avenue to the East.

## SYSTEM INTERACTION AND TRANSFER OPPORTUNITIES

Connect RSVP provides transfer opportunities to all Lewisville Connect bus routes, as well as the A-train and NCTC shuttle (see Figure 1).

Figure 1 | Transfer Opportunities

TRANSFER TO	LOCATION
NCTC Shuttle	Walmart (Main St)
A-train	Highland Village/Lewisville Lake Station Old Town Station
Route 21	Walmart (Main St)
Route 22	Walmart (Main St)
Route 23	Walmart (Main St)

Figure 2 | Route Map



Note: Map has been rotated and does not point north  
Source: DCTA Maps and Schedules

## SERVICE SCHEDULE

Connect RSVP service is available on-demand Monday through Friday between 5:30 am and 7:30 pm (see Figure 3). Passengers are required to reserve their trip between one and seven days in advance.

Figure 3 | Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (Northbound/Southbound)
<b>Monday-Friday</b>	5:30 AM – 7:00 PM	N/A	N/A
<b>Saturday</b>	-	-	-
<b>Sunday</b>	-	-	-

Source: DCTA Maps and Schedules

## RIDERSHIP

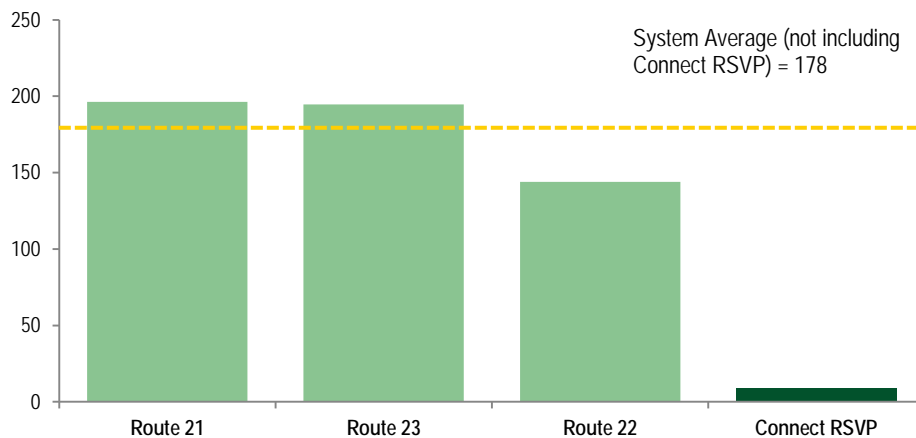
Connect RSVP carries 9 passengers on a typical weekday (see Figure 4), significantly less than the fixed-route Lewisville Connect bus services (see Figure 5).

Figure 4 | Ridership Statistics

SERVICE DAY	TYPICAL DAILY RIDERSHIP	TRIPS	AVERAGE RIDERSHIP PER TRIP	SYSTEM AVERAGE RIDERSHIP PER TRIP
<b>Weekday</b>	9	N/A	N/A	3.6
<b>Saturday</b>	-	-	-	4.4

Source: Manual ride check, Spring 2015

Figure 5 | Weekday Ridership by Route

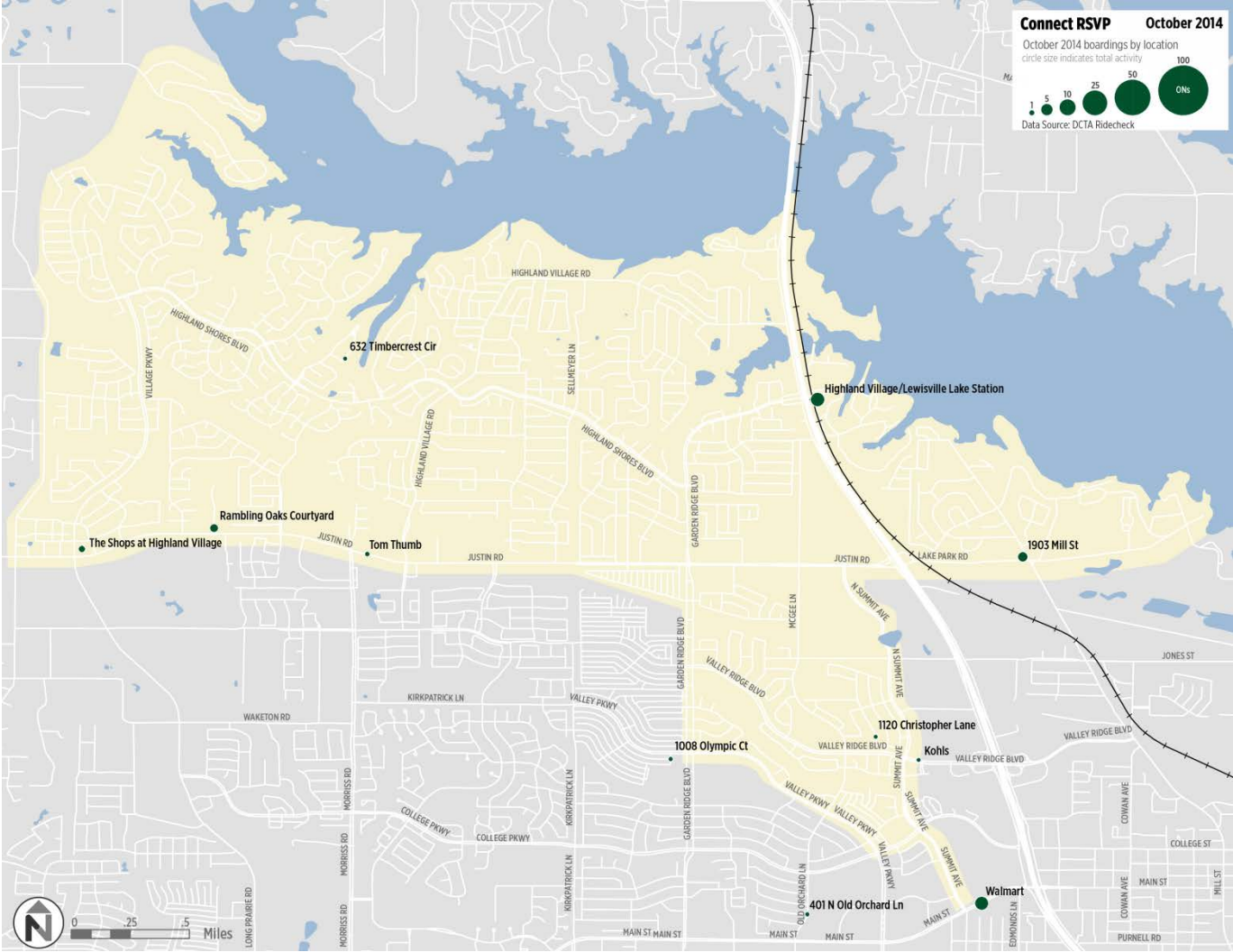


## RIDERSHIP BY STOP

About half of Connect RSVP trips begin or end at the Highland Village/Lewisville Lake Station or the Walmart on Main Street. Both of these locations are transfer points to other fixed-route public transit services, including Lewisville Connect bus routes and the A-train. The remaining ridership

is scattered among destinations throughout Highland Village and parts of Lewisville, including several apartment complexes and shopping centers (see Figure 9).

Figure 6 | October 2014 Boardings by Location Map



Source: Manual ride check, October 2014

## SERVICE PRODUCTIVITY

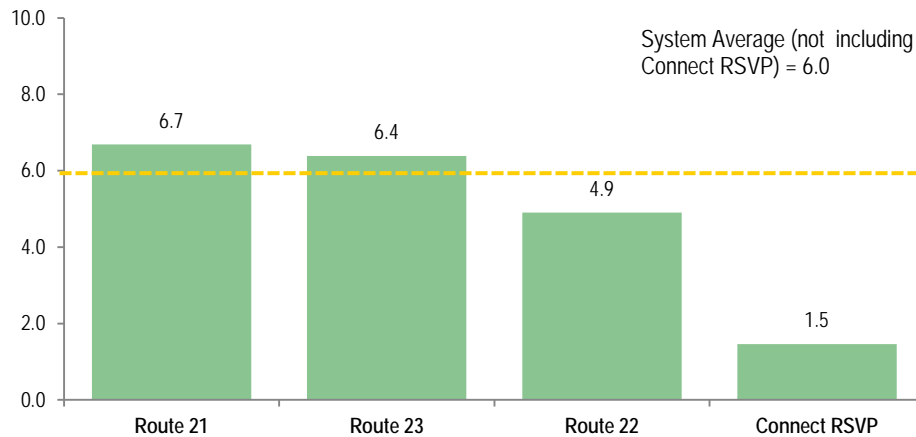
Connect RSVP carries 1.5 passengers per weekday service hour, significantly less than the Lewisville Connect system average (see Figures 21 and 22).

Figure 7 | Service Productivity

SERVICE DAY	TYPICAL DAILY RIDERSHIP	SERVICE HOURS	AVERAGE PASSENGERS PER HOUR	SYSTEM AVERAGE PASSENGERS PER HOUR
Weekday	9	6	1.5	6.1
Saturday	-	-	7.9	7.2

Source: Manual ride check, Spring 2015

Figure 8 | Weekday Ridership per Revenue Hour by Route



## POTENTIAL SERVICE IMPROVEMENT OPTIONS

Opportunities to strengthen Connect RSVP are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- **Introduce Fixed-Route Service in Highland Village.** Much of Highland Village is relatively low-density single-family neighborhoods. However, there is a growing concentration of retail along FM 407, particularly near FM 2499, as well as along Summit Avenue. These retail centers not only serve Highland Village residents, but also provide employment opportunities for other Denton County resident. A predictable fixed-route connection to Lewisville Connect and A-train services could be relatively well utilized, and also has the potential to serve Highland Village commuters traveling to the A-train.
- **Employ Technology to Improve the User Experience of RSVP Service.** Currently, Connect RSVP service requires users to request a trip at least one day in advance. New real-time vehicle location and scheduling technologies can reduce this time to 15-minutes before pick-up. DCTA should consider the deployment of these new technologies to reduce the barrier to access and improve the over-all user experience of Connect RSVP.
- **Eliminate Connect RSVP service.** Some environments are not conducive to supporting local general-purpose transit services. Several factors such as density, socio-

economic characteristics, and the built environment can contribute to low transit use (with the exception of park-and-ride service to regional destinations). In such environment, investment in local general-purpose transit service may never achieve the ridership and productivity levels expected of a publicly-supported transit service. Public resources may be better spent on ensuring adequate capacity at regional park-and-rides, and on improving the quality of paratransit service for the elderly and disabled. Increasingly, affordable private sector options are available for the general public when they do have a need for mobility services.

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- Route 23 could be extended from its current terminus at Walmart on Main Street to a new terminus at The Shops at Highland Village. From Walmart, service would continue north on Summit, including stops at Kohls and Lewisville High School North Campus. At FM 407, bus would turn east and continue for approximately 3.5 miles to The Shops at Highland Village. This extension could also operate as a new route, originating at Old Town Station and following the Route 23 alignment to Walmart. This new route would serve many of the destinations mostly commonly requested by existing Connect RSVP customers.