



## Board of Directors Special Called Meeting

April 7, 2021 | 10:00 a.m.

To be held by Zoom Video Conference

*NOTICE IS HEREBY GIVEN that the members of the DCTA Board of Directors will be meeting via video conference using Zoom. The meeting will be made available to the public at the following web address <https://zoom.us/j/92591295435> or by joining via telephone by dialing the following number: +1 346 248 7799; Meeting ID: 925 9129 5435*

### CALL TO ORDER

### INVOCATION

### INTRODUCTION OF SPECIAL GUESTS

### PUBLIC COMMENT

This agenda item provides an opportunity for citizens to address the DCTA Board of Directors on any agenda item(s) or other matters relating to DCTA. Each speaker will be given a total of three (3) minutes to address any item(s). Anyone wishing to speak shall be courteous and cordial. Any person who wishes to address the DCTA Board of Directors regarding any item(s) may do so by utilizing the "raise hand" function of the Zoom meeting at this time. Citizens that are not able to connect virtually to the Zoom meeting must email his or her public comment to [lbaker@dcta.net](mailto:lbaker@dcta.net) no later than 3:00 pm on Tuesday, April 6, 2021 to ensure the comment will be read. The Board of Directors is not permitted to take action on any subject raised by a speaker during Public Comments. However, the DCTA Board of Directors may have the item placed on a future agenda for action; refer the item to the DCTA Administration for further study or action; briefly state existing DCTA policy; or provide a brief statement of factual information in response to the inquiry.

### REGULAR AGENDA

#### 1. Receive a Presentation, Discuss, and Consider Via's Proposal #4 ([packet pages 4-43](#))

##### Action Item

Presenter(s): Nicole Recker, VP of Mobility Services & Administration  
Chris Newport, Accenture  
Laney Cloud, Central Partnerships Lead, Via  
Kaila Santiago, Director of Service Design, Via  
Alex Lavoie, Head of Global Operations, Via  
Dillon Twombly, Chief Revenue Officer, Via

Backup Information: Memo  
Exhibit 1: Member City Roundtable Feedback  
Exhibit 2: Service Proposal #4

#### 2. Receive a Presentation and Discuss a Task Order with Via for Microtransit On-Demand Service Delivery ([packet pages 44-80](#))

##### Discussion Item

Presenter: Nicole Recker, VP of Mobility Services & Administration  
Chris Newport, Accenture  
Raymond Suarez, CEO

Backup Information: Memo  
Exhibit 1: Via's Proposal #4  
Exhibit 2: Updated Timeline



**3. Discuss and Consider Proposed Promotional Fare for Microtransit On-Demand Service**  
**(packet pages 81-83)**

*Action Item*

Presenter: Kristina Holcomb, Deputy CEO  
Backup Information: Memo  
Exhibit 1: Proposed Promotional Fare Structure

**4. Presentation and Discussion of Potential Revenue Impacts**  
**(packet pages 84-89)**

*Discussion Item*

Presenter: Marisa Perry, CFO/VP of Finance  
Backup Information: Memo  
Exhibit 1: Forecasted Formula Funding Impact

**FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS**

Staff will discuss proposed future agenda items. Board members may request an informational item or action item to be added to the next Board meeting agenda.

Backup Information: Next Scheduled Meeting Date: April 22, 2021

**REPORT ON ITEMS OF COMMUNITY INTEREST**

Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.

**CONVENE EXECUTIVE SESSION**

The Board may convene the Special Called Board Meeting into Closed Executive Session for the following:

- A. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Special Called Board Meeting Agenda.

**RECONVENE OPEN SESSION**

Reconvene and Take Necessary Action on Items Discussed during Executive Session.

**ADJOURN**



**Board Members:**

Chris Watts, Denton, *Chair*  
Cesar Molina, Denton County Seat 1, *Vice Chair*  
Sam Burke, Denton County Seat 2, *Secretary*  
Dianne Costa, Highland Village  
TJ Gilmore, Lewisville

**Non-Voting Board Members:**

Mark Miller, Connie White, Dennie Franklin, Tom Winterburn, Joe Perez

***Staff Liaison:***

Raymond Suarez, CEO

This notice was posted on April 2, 2021 at 5:00PM.

A handwritten signature in blue ink, appearing to read "L. Baker".

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Lindsey Baker, Government Affairs Director, Interim FOIA

## Board of Directors Memo

April 7, 2021

SUBJECT: Receive a Presentation, Discuss and Consider Via's Proposal #4

### Background

In March 2021, DCTA hosted member city roundtables to review Via's on-demand service proposal #3 and collect feedback respective board members and city staff. The member city roundtables were held on the following dates:

- City of Denton – Wednesday, March 3 from 3 p.m. – 5 p.m.
- City of Highland Village – Thursday, March 4 from 2 p.m. – 5 p.m.
- City of Lewisville – Monday, March 8 from 2 p.m. – 5 p.m.

Via will present the “final proposed service plan” (Proposal #4) at the April 7, 2021 board meeting to:

- Review and discuss modifications to the proposal based on member city roundtable feedback, including both service area and cost for Year 1. Via is preparing and will finalize cost projections for out years based on board guidance regarding the service options discussed.
- Provide staff with board direction to prepare a task order with Via for microtransit service delivery (formal approval of task order scheduled for April 22, 2021)

### Previous Board Activity & Action

- **June 25, 2020** – Regular Agenda Item 3 – Mobility as a Service (MaaS) Task Order for Member City Services
- **July 31, 2020** – Special Called Board Meeting – Transformation Initiative Workshop – Discussed as part of the future planning process
- **August 27, 2020** – Regular Agenda Item 8 – Discuss MaaS Task Order #2: On-Demand Service in Member Cities
- **September 24, 2020** – Regular Agenda Item 8 – Consider Approval of MaaS Task Order #2: On-Demand Services for Member Cities and Contracted Cities
- **November 12, 2020** – Regular Agenda Item 1 - Discuss Transformation Initiative Progress Report – Initial introduction of the Agency Priority Actions flowchart which included plans and estimated dates for the MaaS service plan
- **December 10, 2020** – Regular Agenda Item 6 - Discuss DCTA Priority Actions
- **January 28, 2021**
  - Regular Agenda Item 5 – Approval and Award of Mobility as a Service Contract
  - Joint Info Item 1 – DCTA Agency Priorities Update (memo and flowchart)
- **March 10, 2021** – Regular Agenda Item 7 – Review and Discuss MaaS Service Plan Update and Considerations

### Identified Need

Approval of Via's Proposal #4 will allow staff to:

1. Prepare the necessary public involvement materials to kick off the public involvement process on April 19, 2021
2. Prepare a task order to move into the launch phase of the project (task order for board approval on April 22, 2021)
3. Remain on schedule for a September 7, 2021 estimated launch date

### Financial Impact

Via is presenting two different fleet cost assumptions. The first includes the utilization of nine (9) DCTA cutaways (mixed fleet), and the second includes the utilization of a complete fleet provided by Via (singular fleet). Staff plans to discuss these two options with the board to get guidance on fleet composition.



Via has provided costs for each of the service options in request to the member city roundtable discussions. Staff is providing the table below to support board discussion and guidance regarding the requested service options and associated costs for Year 1. Board discussion will inform the development of the task order with Via.

Via Services	Year One Costs	
	Mixed Fleet	Single Fleet
<b>Base Service</b>	\$3,500,000	\$3,672,000
Avis vehicle acquisition cost	0	128,000
<b>Phase 1 Options</b>		
(1) Denia Zone	117,369	129,339
(2) Highland Village Hours Extension	Per Via: Not Recommended	
(3) Busines 121 North Zone Expansion	181,605	200,126
(4) Sunday Service	346,518	381,858
(5) Bike Racks to Vans (One-time)	37,500	37,500
(6) Saturday Service Hours Extension	58,126	64,054
(7) DCTA vehicle fuel and maintenance	355,500	0
<b>Subtotal: Base Service + Phase 1 Options</b>	<b>\$4,596,618</b>	<b>\$4,612,877</b>
<b>Phase 2 Options</b>		
(8) Sunday A-Train Replacement	69,304	76,372
(9) Trinity Mills	102,465	112,915
(10) Frankford Station (DART) to the Lewisville/HV Zone (Option 1)	111,780	123,180
(11) Frankford Station (DART) to the Lewisville/HV Zone (Option 2)	158,355	174,105
(12) Late-Night Service Hours Extension	186,300	205,300
(13) Castle Hills Zone Expansion	181,605	200,126
(14A) Access	1,000,000	1,095,000
(14B) Avis Access vehicle retrofit for additional vehicles (one-time)	0	33,000
<b>Subtotal: Phase 2 Options</b>	<b>\$1,809,809</b>	<b>\$2,019,998</b>
<b>Base Service + Phase 1 Options</b>	<b>\$4,596,618</b>	<b>\$4,612,877</b>
<b>Base Service + Phase 1 + Phase 2 Options</b>	<b>\$6,406,427</b>	<b>\$6,632,875</b>

Via is preparing cost projections for out years in preparation for the April 7 board meeting.

#### Recommendation

Staff recommends that the board approve Via's Proposal #4 as the "final proposed service plan."

#### Exhibits

Exhibit 1: Member City Roundtable Feedback

Exhibit 2: Via Service Proposal #4

Submitted By: \_\_\_\_\_

Nicole Recker, VP of Mobility Services and Administration

# Member City Roundtable Feedback



DENTON COUNTY  
TRANSPORTATION  
AUTHORITY

# VIA ROUNDTABLE MEETING LOGISTICS

Regular Item 1, Exhibit 1

Meeting	Date and Time	Invited Participants		
Denton	Wednesday, March 3 <sup>rd</sup> from 3PM– 5PM	<u>DCTA</u> <ul style="list-style-type: none"> <li>• Cesar Molina</li> <li>• Raymond Suarez</li> <li>• Nicole Recker</li> <li>• Rusty Comer</li> <li>• Sarah Hultquist</li> <li>• Troy Raley</li> </ul>	<u>City</u> <ul style="list-style-type: none"> <li>• Chris Watts</li> <li>• Sara Hensley</li> <li>• Todd Hileman</li> <li>• John Ryan, <i>Council Member</i></li> <li>• David Gaines, <i>Assistant City Manager</i></li> </ul>	<u>Via</u> <ul style="list-style-type: none"> <li>• Elspeth Green</li> <li>• Laney Cloud</li> <li>• Gabrielle McCaig</li> <li>• John</li> </ul>
Highland Village	Thursday, March 4 <sup>th</sup> from 2PM – 5PM	<u>DCTA</u> <ul style="list-style-type: none"> <li>• Raymond Suarez</li> <li>• Nicole Recker</li> <li>• Rusty Comer</li> <li>• Sarah Hultquist</li> <li>• Troy Raley</li> </ul>	<u>City</u> <ul style="list-style-type: none"> <li>• Dianne Costa</li> <li>• Paul Stevens</li> <li>• Charlotte Wilcox</li> <li>• Ken Heerman, <i>Assistant City Manager</i></li> <li>• Laurie Mullens, <i>Director of Marketing and Communications</i></li> </ul>	<u>Via</u> <ul style="list-style-type: none"> <li>• Elspeth Green</li> <li>• Laney Cloud</li> <li>• Gabrielle McCaig</li> <li>• John</li> </ul>
Lewisville	Monday, March 8 <sup>th</sup> from 2PM – 5 PM	<u>DCTA</u> <ul style="list-style-type: none"> <li>• Raymond Suarez</li> <li>• Nicole Recker</li> <li>• Rusty Comer</li> <li>• Sarah Hultquist</li> <li>• Troy Raley</li> </ul>	<u>City</u> <ul style="list-style-type: none"> <li>• TJ Gilmore</li> <li>• Claire Powell</li> <li>• Kristin Green, <i>Lewisville Deputy Mayor Pro Tem</i></li> <li>• Donna Barron, <i>City Manager</i></li> <li>• Jason Moore, <i>Econ. Development Director</i></li> <li>• Chris McGinn, <i>Neighborhood &amp; Inspection Services Director</i></li> <li>• Brandi Bird, <i>Consultant</i></li> </ul>	<u>Via</u> <ul style="list-style-type: none"> <li>• Elspeth Green</li> <li>• Laney Cloud</li> <li>• Gabrielle McCaig</li> <li>• John</li> </ul>

# MEMBER-CITY MaaS SERVICE ACTION ITEMS (1 of 3)

## DENTON ZONE SPECIFIC

- **Potential Expansion of Zone:**
  - Via to assess density of Denia neighborhood and mobile home parks along 377 potential extension of zone.
  - If density is sufficient, Via will provide a cost to extend zone into that area.

## HIGHLAND VILLAGE SPECIFIC

- **Zone Extension:** Via will extend zone to include all current HV Lyft zone and hospital area. Via will determine if additional vehicles are needed for extension.
- **Potential Hours of Operation Extension:** Via will review Lyft ridership data to understand if service hours should be extended. DCTA staff expects this will not be needed.

## LEWISVILLE SPECIFIC

- **Zone Extension:** Via to model costs to extend zone to include critical employment centers per “Employment Centers” map and area bounded on West by S. Garden Ridge and South by Flower Mound Road; model potential inclusion of areas per “Low- to Moderate-Income” map and several mobile home communities
- **Zone Rationalization:** Via to remove areas in Flower Mound city limits
- **Zones for Separate Pricing:**
  - Castle Hills - Via to model costs to create “island” zone to serve Castle Hills, to be annexed by Lewisville 12/2021
  - Business 121 North area – Via to model costs to create “island” zone to include multifamily community and employment clusters



# MEMBER-CITY MaaS SERVICE ACTION ITEMS (2 of 3)

## SERVICE TO/FROM FRANKFORD, TRINITY MILLS STATIONS

- **Hours Extension:**
  - Via to model extension of Saturday service to 2 AM and will provide cost of change.
  - DCTA and Board to discuss whether change was intended for 7 days a week.
  - Staff to discuss with Board the possibility of passengers paying a premium fare for this service to off-set cost.
  - Via will separate this service cost from the comprehensive cost (which includes Rts. 3 & 7).
- Via to model cost of service from Frankford Station to the Lewisville/HV zone for Monday – Friday core service hours
- Via will also model cost of adding late-night service Monday-Saturday, vs addition of late-night service Friday-Saturday; DCTA to provide DART ridership to Via

### SUNDAY A-TRAIN ROUTE SERVICE

- **Removal from Proposal:**
  - Via will remove this element from its proposal, the current service will remain.
  - DCTA will take this replacement to public meetings as a **future phase** of service with Via.

### ACCESS PROPOSAL

- **Future Phase:** Staff and Via to work together to bring this option as a Phase II implementation after the launch of the fixed route replacement.

### BICYCLE ENABLEMENT

- Via to estimate cost of equipping portions of fleet with bicycle racks

# *MEMBER-CITY MaaS Service Action Items (3 OF 3)*

## A-TRAIN CONNECTION

- **Potential Hours of Operation Extension:** DCTA will provide early morning A-train ridership data; Via to assess whether extending on-demand hours earlier is needed. If demand is sufficient, Via will provide a cost of that extension.

## SATURDAY HOURS

- **Hours of Operation Extension:**
  - Via to review extending Saturday hours to 11 PM (current proposal is 8 PM) and model incremental fleet and cost scenarios
  - DCTA will provide Saturday evening A-train ridership data to quantify potential demand.

## REMOVAL OF NORTH TEXAS XPRESS PORTION

- **Removal of Service:**
  - Via will remove the North Texas Xpress portion from the service proposal.
  - Staff will bring this to public meetings and ensure FTA requirements are met.
  - Board will need to adopt.

## REMAINING ELEMENTS FOR DISCUSSION AND ANALYSIS

- **Rider Cost of Service:** What cost will be borne by DCTA riders per trip? What is the net change from today?
- **Vehicle Maintenance and Upkeep:** What is Via's policy/plan for vehicle maintenance and ensuring coverage is met when vehicles require service?
- **Data Collection:** How will data be collected to ensure service area covers all demand that may not be currently in-zone?



DENTON COUNTY  
TRANSPORTATION  
AUTHORITY



# Via Service Plan

DCTA Board Meeting  
April 7, 2021

# Summary

## Member City Roundtables:

- Via hosted roundtable discussions with Denton, Highland Village, and Lewisville early March.
- Gathered feedback from Member Cities on existing service zone, hours, and add-on options to align service plan with community mobility needs.
- Revised proposal to include:
  - *Phase 1 - Base Service*: Adjusted base plan to include two core zones in Denton and Highland Village/Lewisville
  - *Phase 1 - Add-Ons*: service options the Board could potentially include along with Base Service with initial service launch
  - *Phase 2 - Add-Ons*: service options that have timing implications (ex: Access) as well as potential to include any add-on options not included in Phase 1
- Budget presented as a not-to-exceed amount for both base and add-on options.

## Board Meeting Goals:

- Review revised proposal including new base and add-on options.
- Confirm specific add-ons the Board would like to include in Phase 1 and Phase 2.
- Answer any and all questions about Via service plan.

# Pricing Considerations

**Farebox:**

All prices quoted exclude potential farebox or advertising revenue, which would ultimately represent additional cost savings opportunities for DCTA.

**Cost per Vehicle Hour:**

Due to the very large matrix of possible add-on combinations, we have assumed a constant cost per vehicle hour for each add-on. The price per vehicle hour in each proposal where DCTA provides, insures, fuels, and maintains 9 cutaways is \$37.26 (excluding Access). For a full Avis fleet with no DCTA-provided cutaways, the price per vehicle hour is \$41.06. Should multiple add-ons be selected, there may be slight changes in the cost per vehicle hour, likely lowering the overall cost for DCTA.

**Vehicle Requirements:**

Some add-ons can be served with existing fleet of vehicles (eg Sunday service would use 20 vehicles of our existing fleet of 25), whereas zone expansions require additional vehicles to be purchased. In cases where the vehicle count represents *additions to the overall fleet* of vehicles, you will see this noted with the word “extra” in the cost summary table, as below.

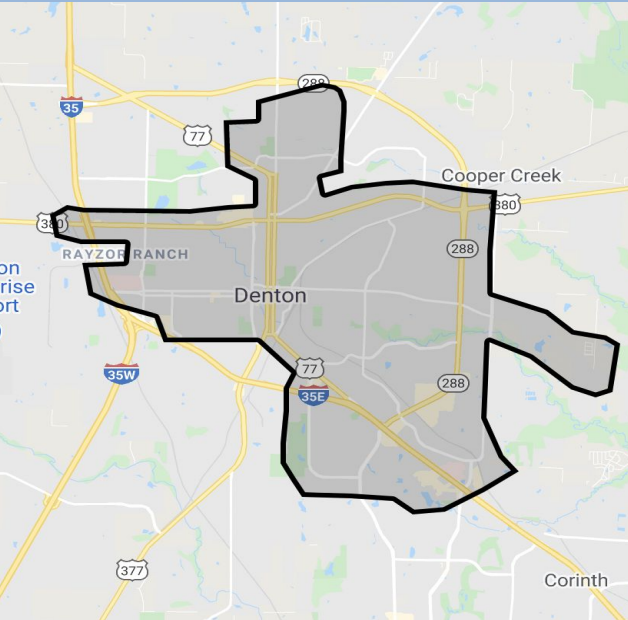
	Year 1	Year 2
Vehicles	1 extra	



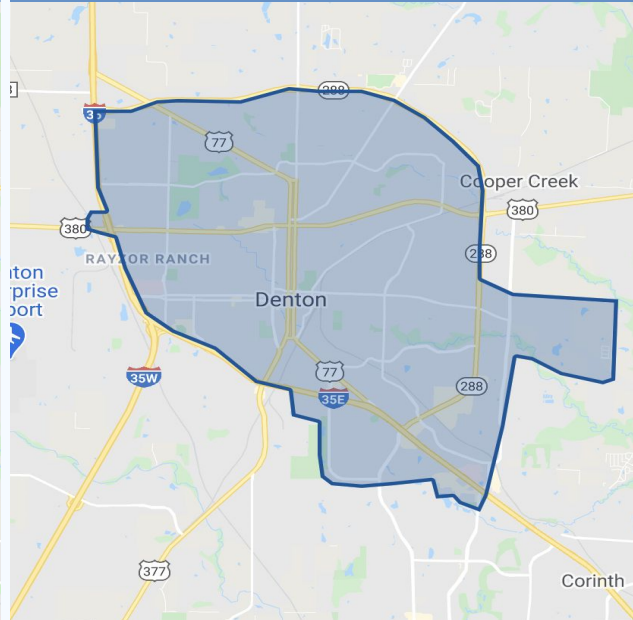
# Zone Evolution

# Evolution of Denton Zone

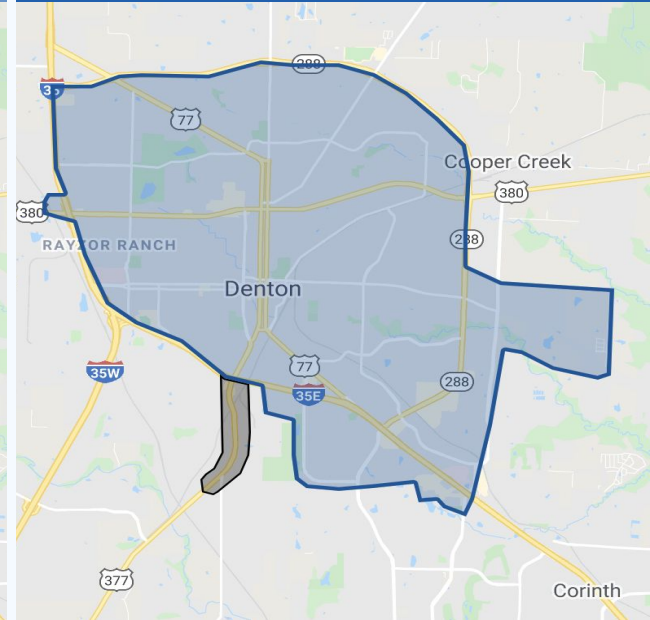
## Originally Proposed Zone



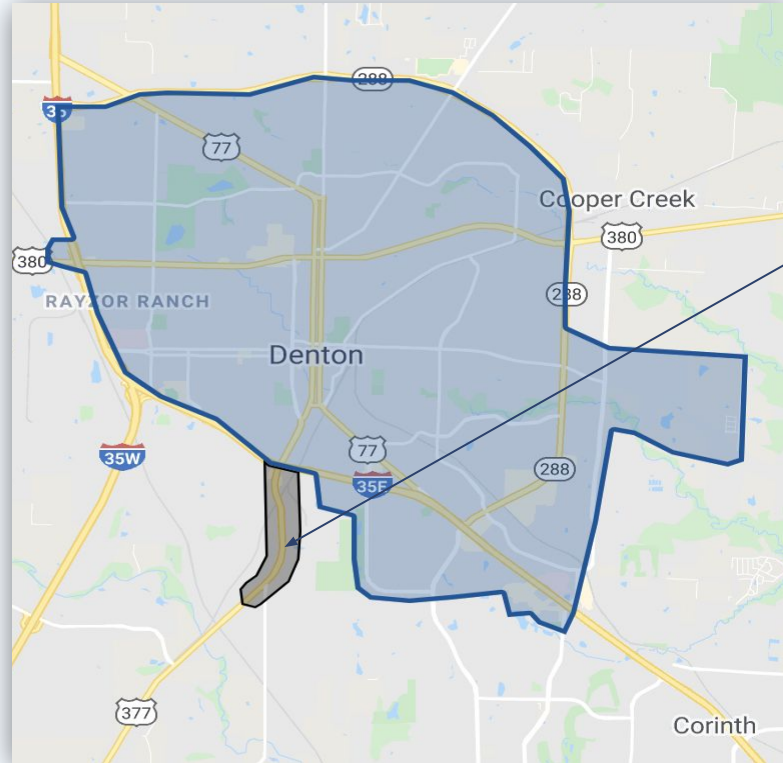
## January Modification



## After Roundtable Feedback



# Proposed Denton Zone

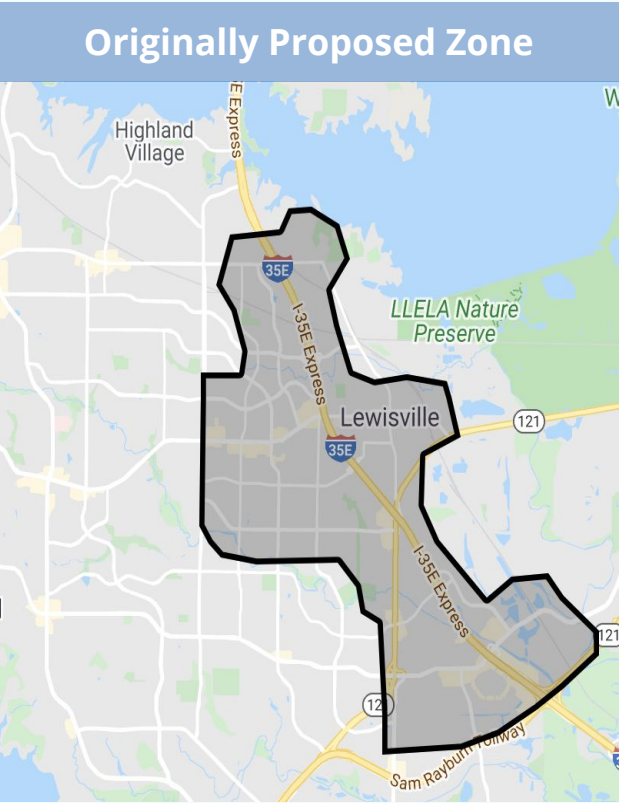


Denia extension, priced separately as "add-on" (\$117,369).

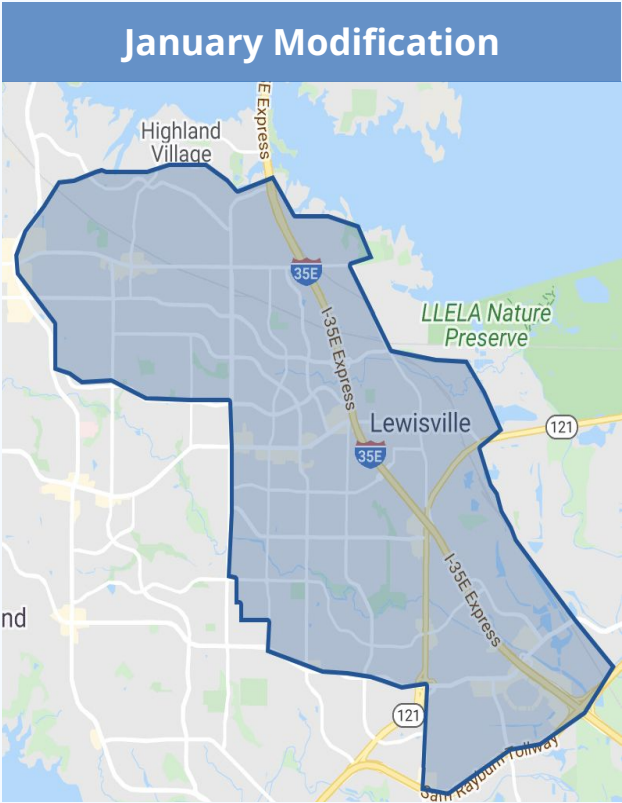


# Evolution of Lewisville and Highland Village Zone

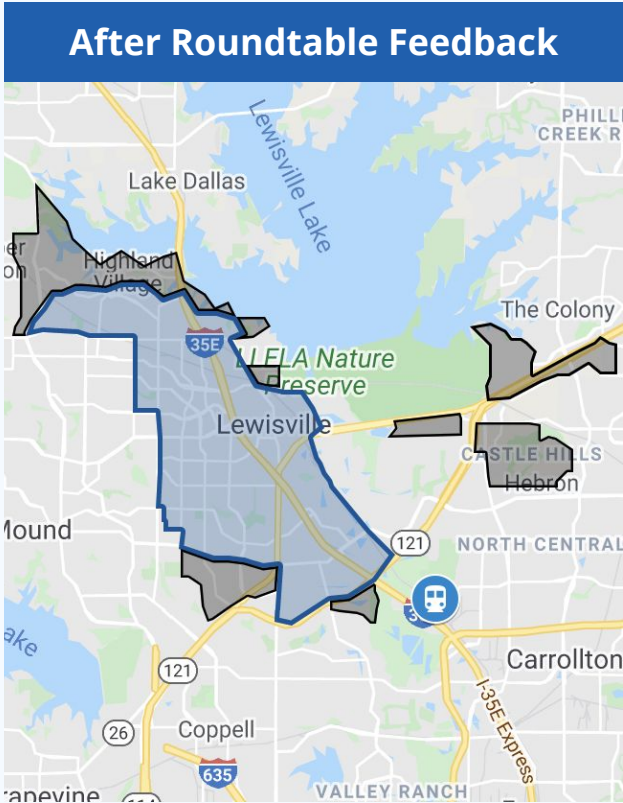
Originally Proposed Zone



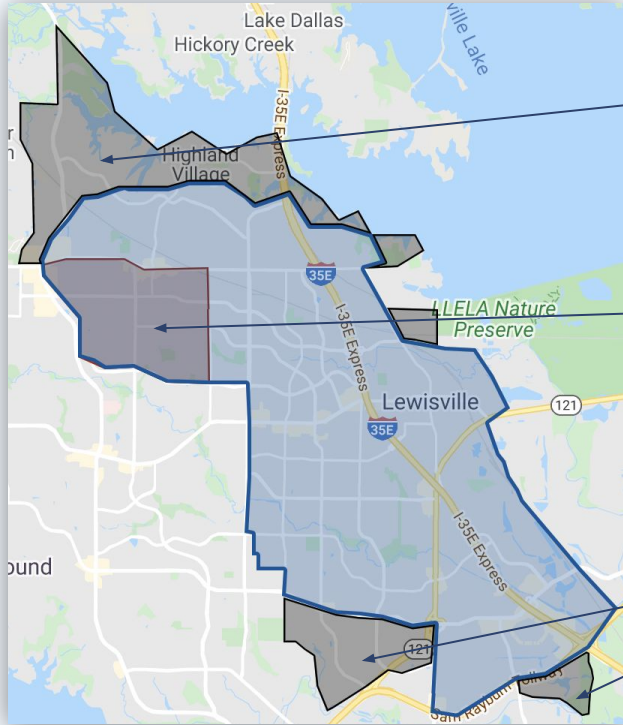
January Modification



After Roundtable Feedback



# Proposed Lewisville and Highland Village Zone

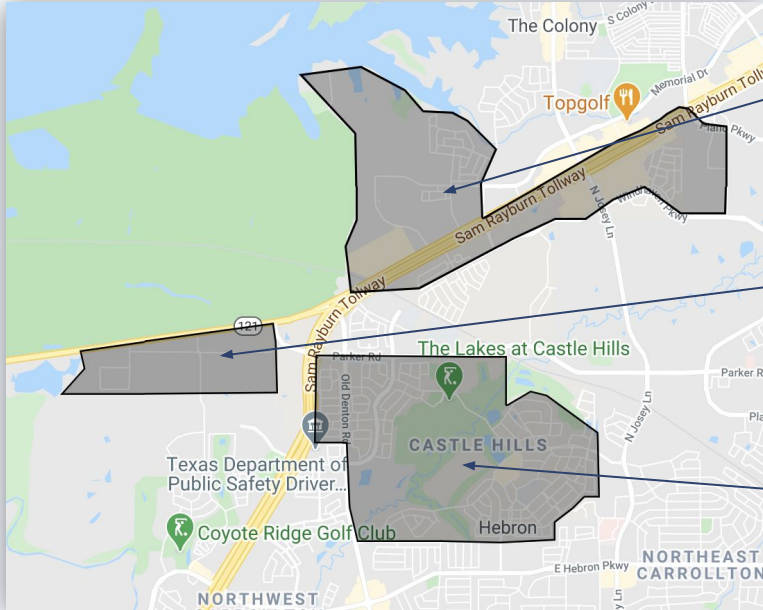


Extension of Highland Village Zone, included in base scenario due to removal of North Texas Xpress (Route 64).

Flower Mound, removed from zone.

Low-moderate income and employment centers. To be included at no extra cost, due to the exclusion of Flower Mound from the zone.

# Proposed Lewisville and Highland Village Zone



Business 121 Extension, priced separately as “add-on” (\$181,605).

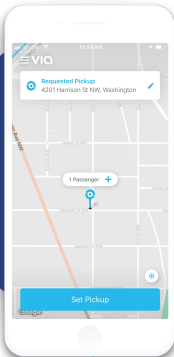
First Park 121 - to be included at no extra cost if either Business 121 or Castle Hills add-ons are selected.

Castle Hills, priced separately as “add-on” (\$181,605).

# Phase 1: Base Service

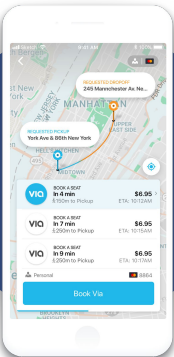
# DCTA Microtransit: How it works

Rider selects pick up location and destination

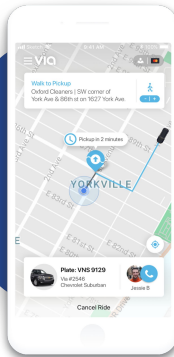


*Note: Riders can also book trips using the Web Portal, GoPass, or through a phone call*

Rider App will present ride proposal with pick-up location, wait time, and fare

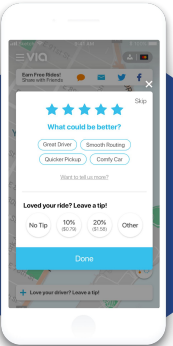


Rider receives virtual bus stop location and tracks their vehicle in real time on the map



*Note: Maximum walking distance, wait times, and all other quality of service parameters are fully customizable*

*Note: Other passengers travelling in the same direction will automatically be picked up along the way*



Once onboard, Rider tracks vehicle location, upcoming stops, arrival ETA, and can provide ride rating

Rider is picked up in a DCTA-branded vehicle





## Monday - Saturday Service

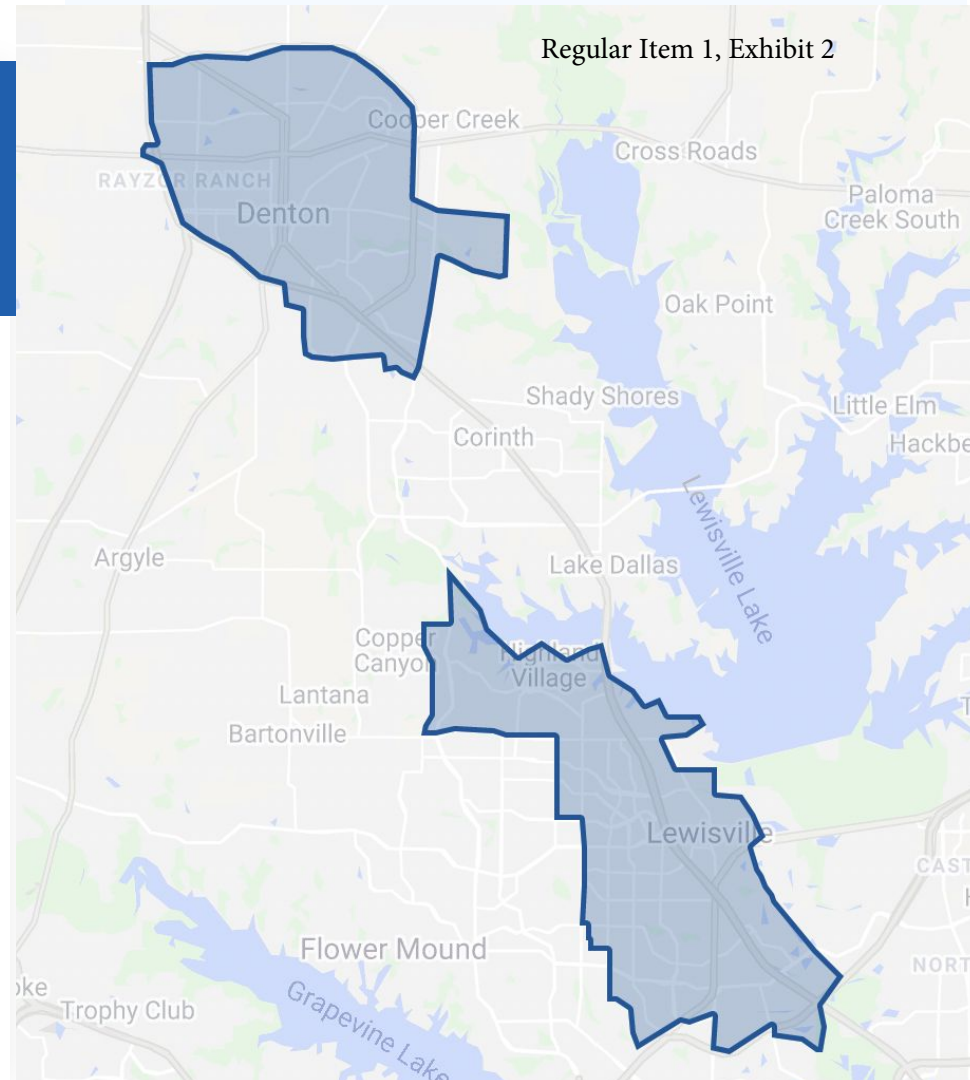
### Service Description

- Monday - Thursday: 6am-10pm
- Friday: 6am-11pm
- Saturday: 8am-8pm
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

	Year 1
<b>Vehicles</b>	25
<b>Vehicle Hours</b>	94,000
<b>Cost</b>	<b>\$3.50 M*</b>

\*\$3.5M assumes nine DCTA cutaways and does not include the cost to fuel, maintain, or insure those vehicles.

Regular Item 1, Exhibit 2



# Phase 1: Add-Ons





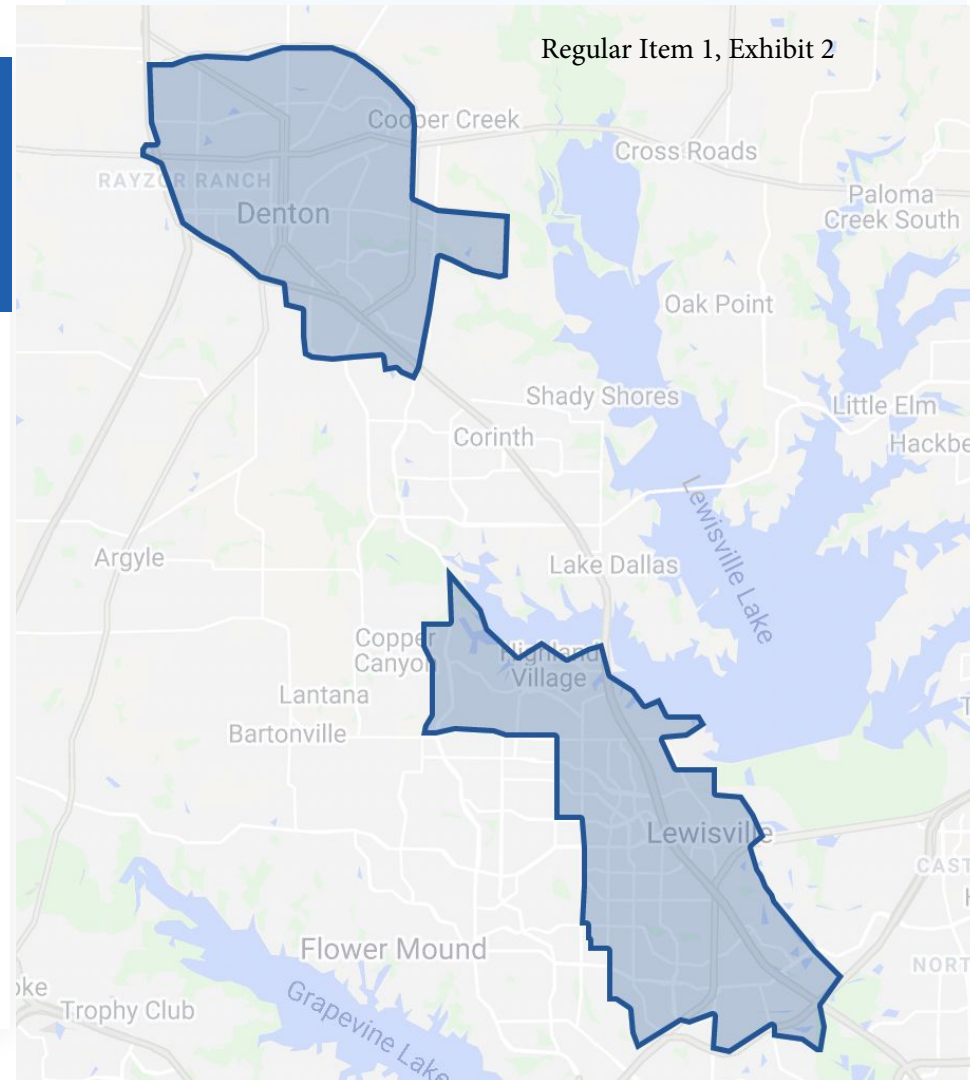
## Sunday & Holiday Service

### Service Description

- Sunday and holiday service, 8am-6pm
- Assumes 10 holidays per year
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

	Year 1
<b>Vehicles</b>	15
<b>Vehicle Hours</b>	9,300
<b>Cost</b>	<b>\$346,518</b>

Regular Item 1, Exhibit 2





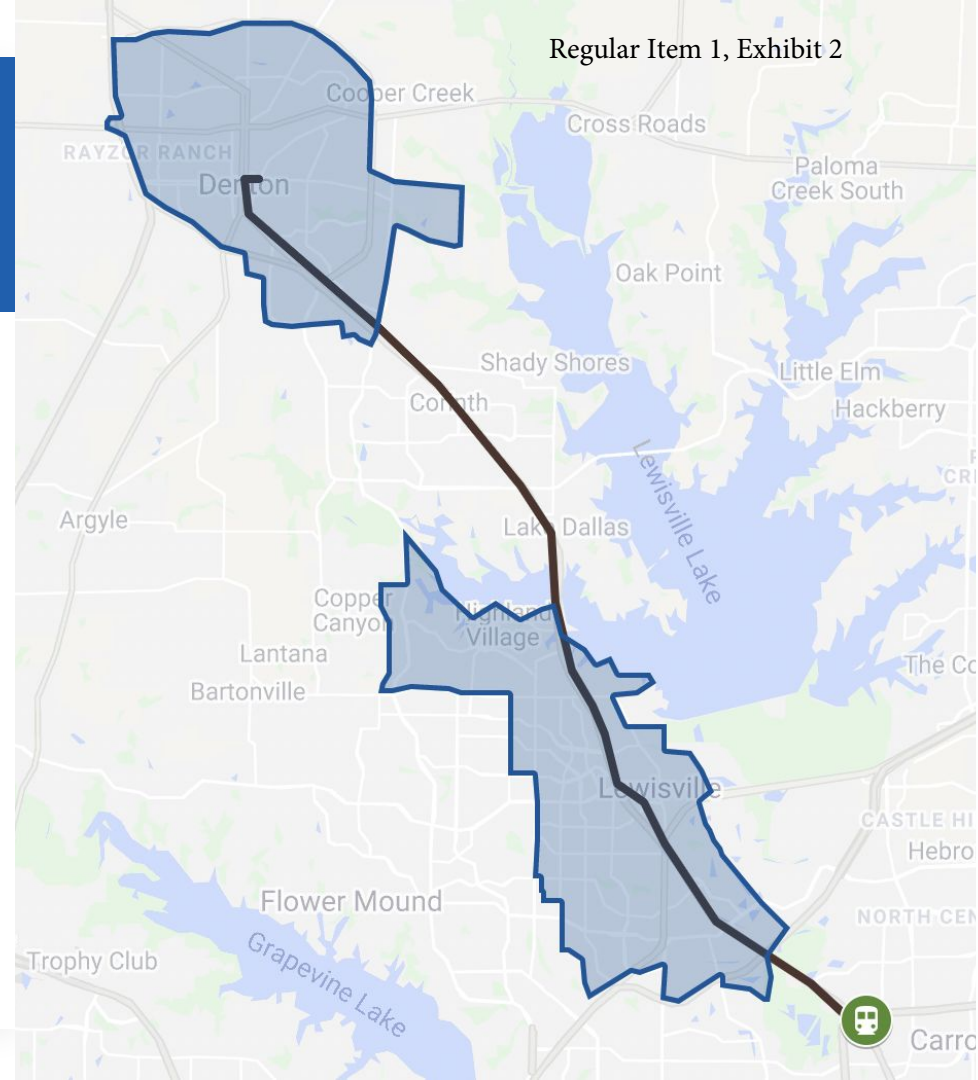


## Sunday A-Train Replacement

### Service Description

- Sundays, between 8am-6pm
- Rides must originate and terminate within either of the blue zones or Trinity Mills Station. Rides cannot be booked to/from outside of the blue zones.
- Note: Add on price only applicable if included with regular Sunday service

	Year 1
Vehicles	3
Vehicle Hours	1,860
Cost	\$69,304



Regular Item 1, Exhibit 2



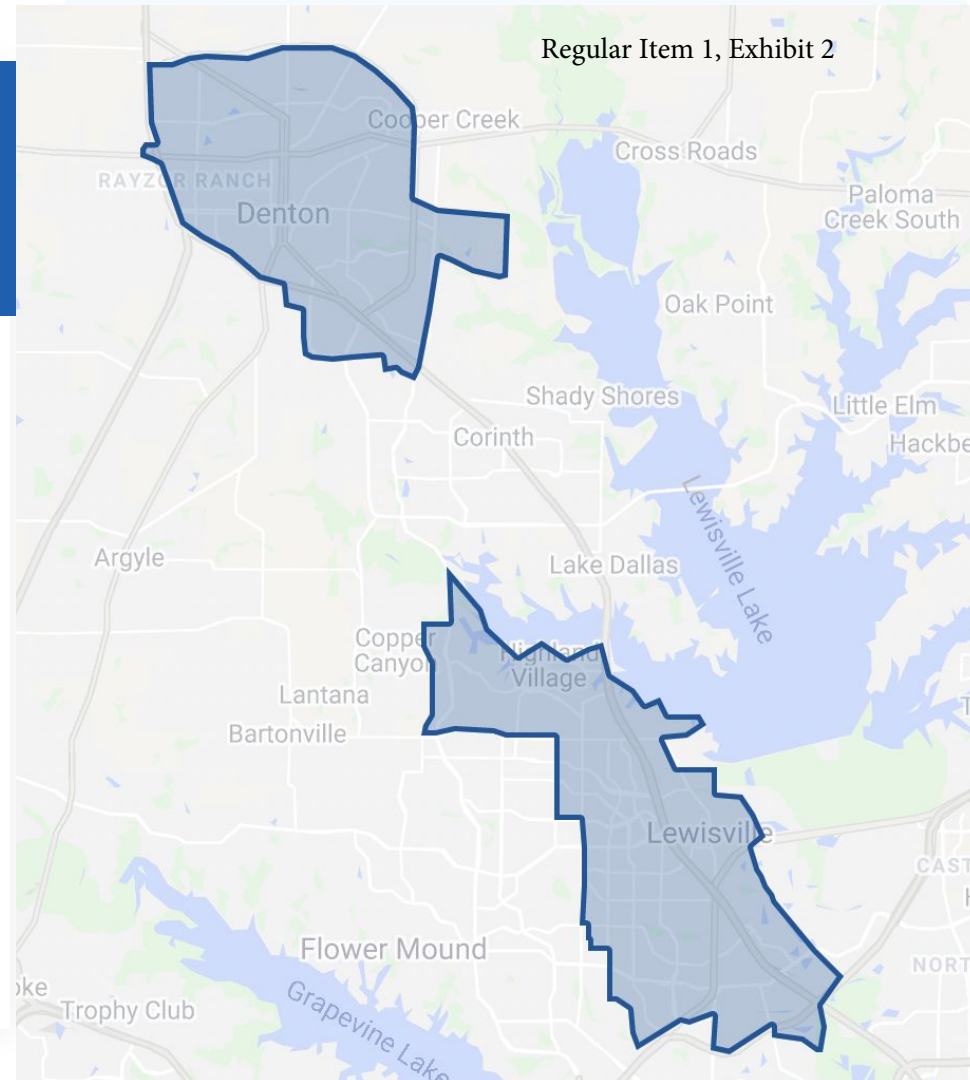
## Saturday Service Hours Extension

### Service Description

- Additional 3 hours, extending service hours to 11pm (instead of 8pm)
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

	Year 1
<b>Vehicles</b>	10
<b>Vehicle Hours</b>	1,560
<b>Cost</b>	<b>\$58,126</b>

Regular Item 1, Exhibit 2





# Denia Neighborhood Expansion

## Service Description

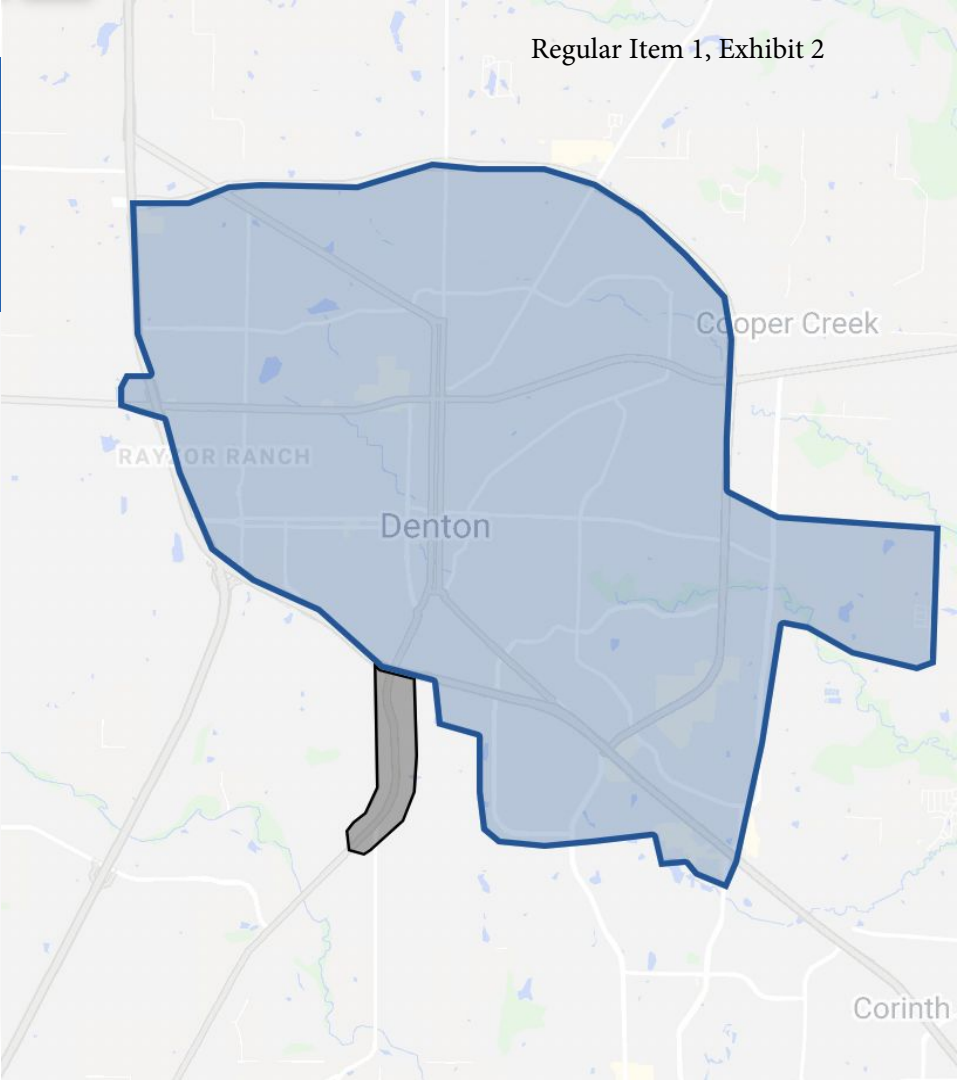
- Extension of Denton service area to include the Denia neighborhood
- Hours of operation in line with Denton/Lewisville base scenario
- Note: Unlikely to need extra vehicle at all times. This is a not-to-exceed amount should demand from this neighborhood become significant.

### Year 1

**Vehicles** 1 extra

**Vehicle Hours** 3,150

**Cost** **\$117,369**



# Highland Village Service Hours Extension

## Ridership by Month



289

Peak rides per month (Jan 2020)

13

Avg daily rides in Jan 2020 (289 / 23 workdays)

< 1

Avg. rides between 5am-6am (0.45% \* 13)

**Early morning (5am-6am)**  
**not recommended** -  
expected ridership is 0-1 ride  
between 5am-6am.

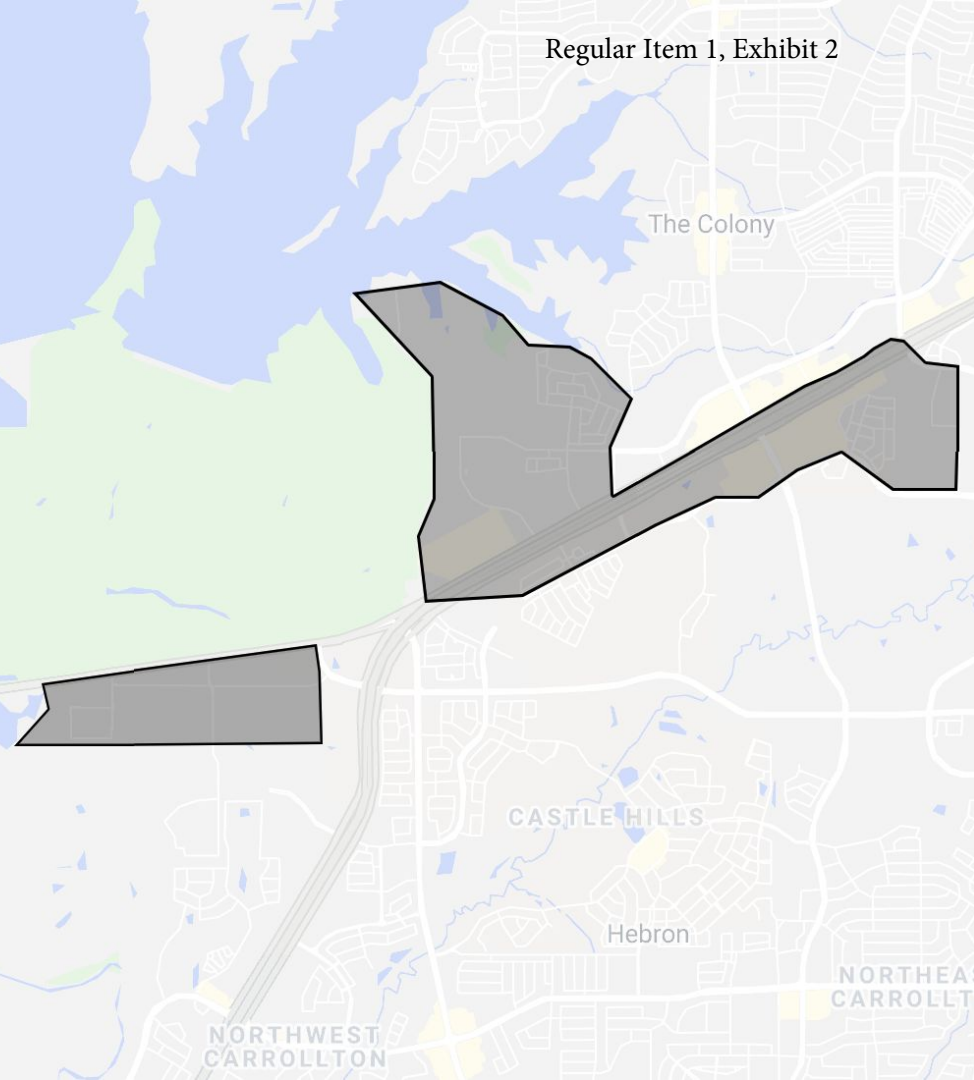


# Business 121 North Zone Expansion (w/ First Park 121)

## Service Description

- Island service to Business 121 North
- Hours of operation in line with Denton/Lewisville base scenario
- Rides can be booked intra-zone or to/from Lewisville/HV zone

	Year 1
Vehicles	1 extra
Vehicle Hours	4,874
Cost	\$181,605







# Bike Racks to Vans

## Service Description

- Addition of bike racks to all vehicles

	Year 1
Vehicles	25
Cost / Bike Rack (Incl. Install)	\$1,500
Cost for Base Fleet	\$37,500



Option 1

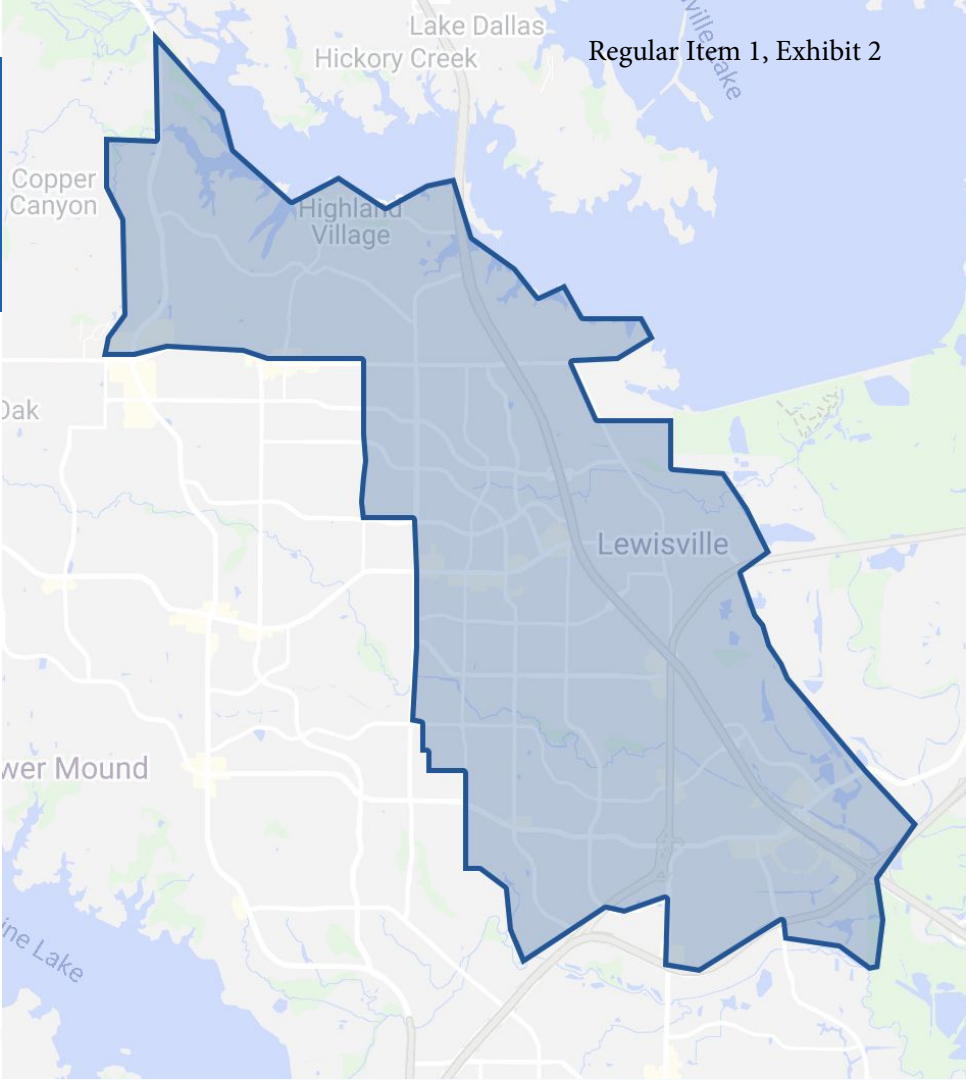


Frankford Station (DART) to  
the Lewisville/HV Zone

Service Description

- Addition of Frankford Dart Station to Lewisville zone
- Rides can be booked between Frankford Station and Lewisville / Highland Village (Blue)
- **Option 1: Mon-Fri 6:30am-6:30pm**

	Year 1
Vehicles	1 extra
Vehicle Hours	3,000
Cost	\$111,780



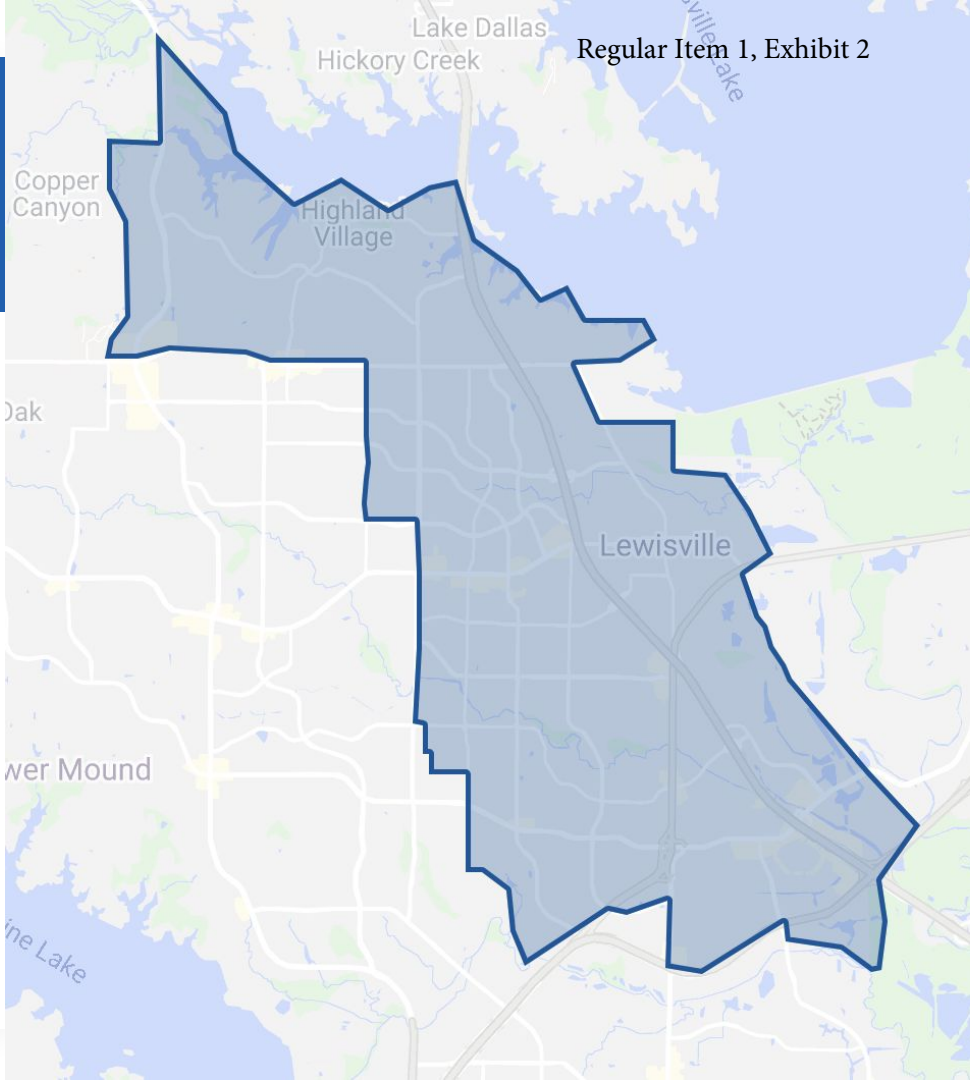


# Frankford Station (DART) to the Lewisville/HV Zone

## Service Description

- Addition of Frankford Dart Station to Lewisville zone
- Rides can be booked between Frankford Station and Lewisville / Highland Village (Blue)
- **Option 2: Mon-Thu: 6am-10pm, Fri 6am-11pm**

	Year 1
Vehicles	1 extra
Vehicle Hours	4,250
Cost	\$158,355





# Phase 2: Add-Ons

# Trinity Mills Late Night Service

## Request 3(a) A-train ridership for last four trains on Saturday nights

### LAST four SB A-train departures by train/list train time from Denton (Boardings & Alightings)

Train No.	Depart	Pre/Post?	Average Passengers OFF
5985	6:18 PM	Post-COVID	17
5987	8:18 PM	Post-COVID	11
5989	10:18 PM	Post-COVID	5
5991	12:18 AM	Post-COVID	1

Post-COVID Average Trinity Mills SB Passengers Off 8

Train No.	Depart	Pre/Post?	Average Passengers OFF
5981	6:48 PM	Pre-COVID	20
5983	8:24 PM	Pre-COVID	20
5985	10:52 PM	Pre-COVID	17
5987	12:25 AM	Pre-COVID	11

Pre-COVID Average Trinity Mills SB Passengers Off 17

Pre-covid numbers suggest a need for late night "Safe Ride Home" from Trinity Mills between 11pm-1am.

## Request 3(b) A-train ridership for last four trains on Saturday nights

### Last four NB A-train departures by train/list train times from Trinity Mills (Boardings & Alightings)

Train No.	Depart	Pre/Post?	Average Passengers ON
5984	4:50 PM	Post-COVID	19
5986	6:50 PM	Post-COVID	19
5988	8:45 PM	Post-COVID	13
5990	10:45 PM	Post-COVID	9

Post-COVID Average Trinity Mills NB Passengers On 15

Train No.	Depart	Pre/Post?	Average Passengers ON
5980	5:26 PM	Pre-COVID	11
5982	7:06 PM	Pre-COVID	17
5984	9:06 PM	Pre-COVID	19
5986	11:06 PM	Pre-COVID	19

Pre-COVID Average Trinity Mills NB Passengers On 17

**Suggest to implement at Phase 2.**

S:\STRATEGIC PLANNING\ServicePlaningSupport\TrinityMillsRidership\_Range.xlsx|PIVOTS



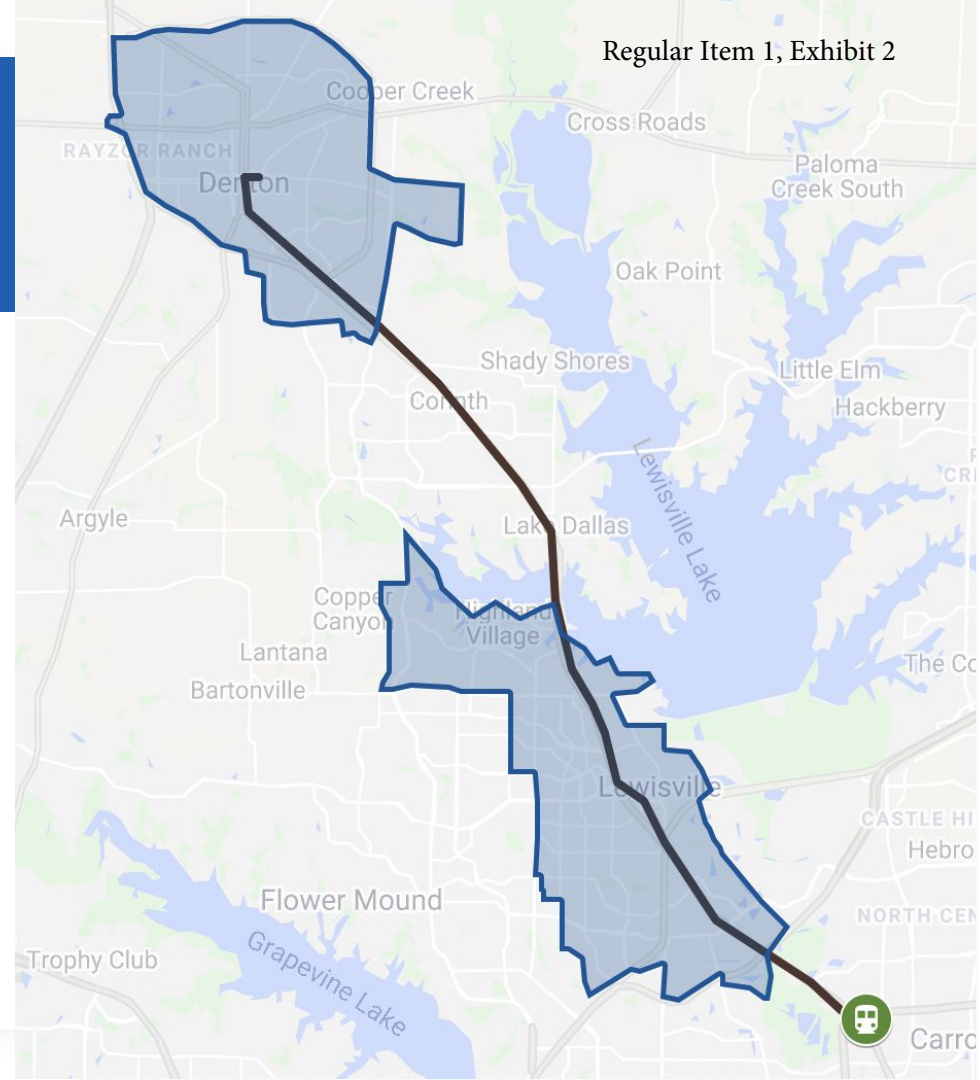
## Service To/From Trinity Mills Station

### Service Description

- Additional 3 hours of service each night (to begin at the end of regular operating hours), providing last-mile ride from Trinity mills station only.
- Monday - Saturday
- Rides must originate at Trinity mills station, and can be dropped off anywhere within the blue zones.

#### Year 1

<b>Vehicles</b>	3
<b>Vehicle Hours</b>	2,750
<b>Cost</b>	<b>\$102,465</b>



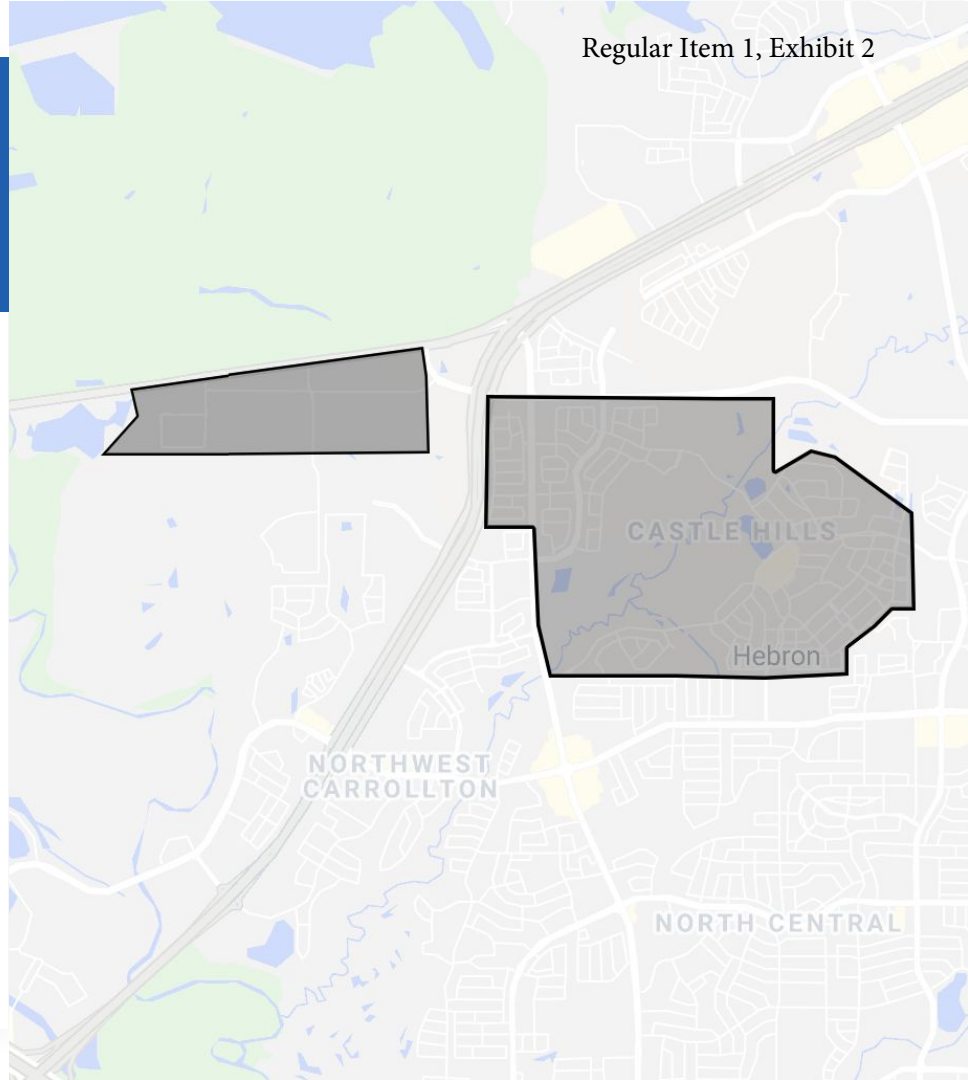


## Castle Hills Zone Expansion

### Service Description

- Island service to Castle Hills
- Hours of operation in line with Denton/Lewisville
- Rides can be booked intra-zone or to/from Lewisville/HV zone

	Year 1
<b>Vehicles</b>	1 extra
<b>Vehicle Hours</b>	4,874
<b>Cost</b>	<b>\$181,605</b>





## Weekday Late-Night Service Hours Extension

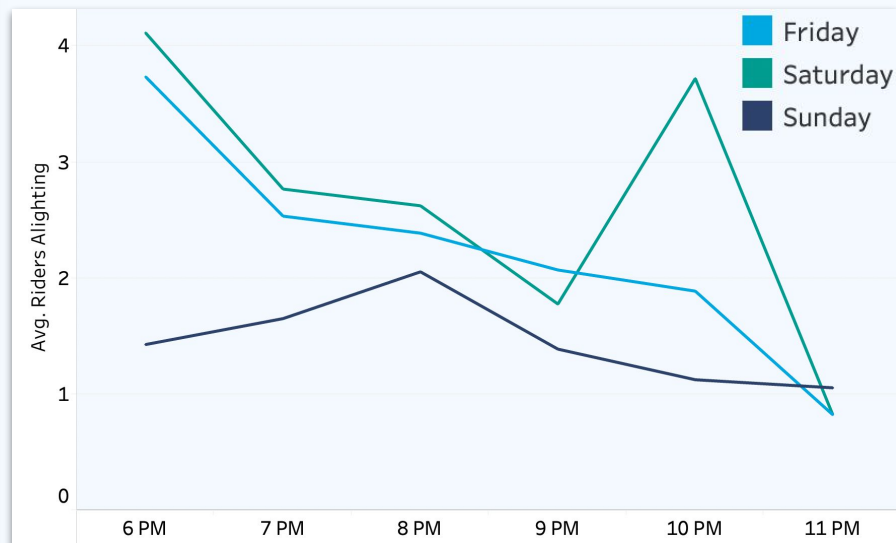
### Service Description

- Additional 3 hours of service each night
- Monday - Thurs
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

### Year 1

<b>Vehicles</b>	8
<b>Vehicle Hours</b>	5,000
<b>Cost</b>	<b>\$186,300</b>

## Green Line: Alighting at Trinity Mills Station Jan 2021



**Via Recommendation:** Green Line weekend data suggests very low ridership potential during late night hours. **Via recommend to consider weekday late-night extension as a later phase.**



# 8-10 Access vehicles

## Service Description

- Paratransit service, door-to-door rides
- Hours and ride restrictions in line with base scenario
- Note that the per vehicle hour fee for Access is higher than the other scenarios at \$40 due to more intensive support needs for Access customers. WAV retrofits would be an additional charge.

### Year 1

<b>Vehicles</b>	8-10 extra
<b>Vehicle Hours</b>	15,500 - 25,000
<b>Cost</b>	<b>\$0.62M - \$1M</b>



**Additional data on Access trip volumes will help determine exact cost of service.**

# Pricing Summary

## Base + Add-Ons

DCTA-Provided Cutaways

Option	Incremental Annual Cost (Recurring)	Incremental Upfront Cost (One-time)
<i>Phase One</i>		
<b>Base Service (DCTA-Provided Cutaways)</b>	<b>\$3,500,000*</b>	-
<i>Phase One: Add-Ons</i>		
Sunday Service	\$346,518	-
Sunday A-Train Replacement	\$69,304	-
Saturday Service Hours Extension	\$58,126	-
Denia Zone	\$117,369	-
Highland Village Hours Extension	Not recommended	-
Business 121 North Zone Expansion	\$181,605	-
Bike Racks to Vans	-	\$37,500
Frankford Station (DART) to the Lewisville/HV Zone (Option 1)	\$111,780	-
Frankford Station (DART) to the Lewisville/HV Zone (Option 2)	\$158,355	-
<i>Phase Two: Add-Ons</i>		
Trinity Mills	\$102,465	-
Castle Hills Zone Expansion	\$181,605	-
Late-Night Service Hours Extension	\$186,300	-
Access	\$620,000 - \$1,000,000	-

\*\$3.5M assumes nine DCTA cutaways and does not include the cost to fuel, maintain, or insure those vehicles.



# Pricing Summary

## Base + Add-Ons

Full Avis Fleet (No DCTA-Provided Cutaways)

Option	Incremental Annual Cost (Recurring)	Incremental Upfront Cost (One-time)
<i>Phase One</i>		
<b>Base Service (Full Avis Fleet)</b>	<b>\$3,672,000</b>	<b>\$128,000*</b>
<i>Phase One: Add-Ons</i>		
Sunday Service	\$381,858	-
Sunday A-Train Replacement	\$76,372	-
Saturday Service Hours Extension	\$64,054	-
Denia Zone	\$129,339	-
Highland Village Hours Extension	Not recommended	-
Business 121 North Zone Expansion	\$200,126	-
Bike Racks to Vans	-	\$37,500
Frankford Station (DART) to the Lewisville/HV Zone (Option 1)	\$123,180	-
Frankford Station (DART) to the Lewisville/HV Zone (Option 2)	\$174,105	-
<i>Phase Two: Add-Ons</i>		
Trinity Mills	\$112,915	-
Castle Hills Zone Expansion	\$200,126	-
Late-Night Service Hours Extension	\$205,300	-
Access	\$678,900-\$1,095,000	\$33,000

\*One-time costs in Y1 to retrofit vehicles

**Thank you.**



## Board of Directors Memo

April 7, 2021

SUBJECT: Receive a Presentation and Discuss a Task Order with Via for Microtransit On-Demand Service Delivery

### Background

In July of 2020, DCTA issued Solicitation 2007-001 to current MaaS providers seeking responses for On-Demand Service from firms or contractor teams that have entered into master on-call contracts under Request for Proposals (RFP) 19-05 Mobility-as-a-Service with the intent to use these services within Member Cities and other areas DCTA serves outside the member cities through contracted services.

The purpose of the solicitation was to select non-traditional mobility brokers, providers, and system integrators with the ability to provide DCTA with the expertise, resources, and innovative ideas needed to plan, design, operate, maintain, and broker on-demand, shared ride transit services within and between the boundaries of various locations throughout DCTA's service area.

A recommendation for award to two providers, SpareLabs/Lyft and River North Transit (Via) were presented at the September 2020 board meeting. The board authorized staff to negotiate service plan proposals and cost estimates from both providers.

Upon completion of the Transformation Initiative, DCTA conducted service plan negotiations with SpareLabs/Lyft and River North Transit (Via) who each provided DCTA with secondary proposals in January 2020 detailing proposed service plans to replace existing fixed route service with more dynamic and cost-efficient mobility solutions.

The solicitation evaluation team reviewed the secondary proposals submitted by both providers and the board approved River North Transit (Via) as the vendor of choice at the January 28, 2021 DCTA Board meeting.

DCTA staff, Via and Accenture hosted member city roundtables in early March to review Via's Proposal #3 in depth and collect feedback from attendees. Via incorporated all member city roundtable feedback in their Proposal #4 (which will be presented to the board on April 7, 2021).

DCTA staff and Accenture are coordinating with Via daily to prepare for a successful launch of on-demand service in DCTA member cities on September 7, 2021 (estimated target date).

A task order that identifies the proposed service plan and associated costs is required by Via to move into the launch/implementation phase of the process. This discussion item will facilitate the necessary discussion required to develop the task order for the April 22 board meeting.

### Previous Board Activity & Action

- **June 25, 2020** – Regular Agenda Item 3 – Mobility as a Service (MaaS) Task Order for Member City Services
- **July 31, 2020** – Special Called Board Meeting – Transformation Initiative Workshop – Discussed as part of the future planning process

- **August 27, 2020** – Regular Agenda Item 8 – Discuss MaaS Task Order #2: On-Demand Service in Member Cities
- **September 24, 2020** – Regular Agenda Item 8 – Consider Approval of MaaS Task Order #2: On-Demand Services for Member Cities and Contracted Cities
- **November 12, 2020** – Regular Agenda Item 1 - Discuss Transformation Initiative Progress Report – Initial introduction of the Agency Priority Actions flowchart which included plans and estimated dates for the MaaS service plan
- **December 10, 2020** – Regular Agenda Item 6 - Discuss DCTA Priority Actions
- **January 28, 2021**
  - Regular Agenda Item 5 – Approval and Award of Mobility as a Service Contract
  - Joint Info Item 1 – DCTA Agency Priorities Update (memo and flowchart)
- **March 10, 2021** – Regular Agenda Item 7 – Review and Discuss MaaS Service Plan Update and Considerations

### Identified Need

Via has requested an executed task order, with both service parameters and cost, prior to moving into the launch/implementation phase of the project.

Staff needs the following information finalized during the April 7 board meeting to prepare a final task order for the April 22 action item:

- Approval of Via's Proposal #4 – both service and cost
- Agreement on Timeframe – including implementation and service launch
- Agreement on Fleet Mix – DCTA recommends a singular fleet provided by Via
- Agreement on Proposed Service Name – DCTA recommends “Go Zone”

### Financial Impact

Staff and Via will develop a final cost estimate for mobility services over the course of the agreement based on board discussion at the April 7 board meeting.

Staff will bring a final task order (with all costs) to the board for approval at the April 22 board meeting. This task order will include the following details:

Assignment	Timeframe	Cost
Implementation	4/23/21 – 9/6/21	\$0
Mobility Services	9/7/21 – 9/6/25 <i>RFP is for 2 years with 2, 1-year extensions</i>	TBD by April 7 Board discussion

Deployment of any mobility services within the task order will require board approval of both the service plan and the associated cost.

Board consideration and approval of the final service plan, including results of the public involvement process and any required budget amendment will be presented to the board on July 22, 2021 in preparation for a September 7, 2021 service launch.



### Recommendation

This is a discussion item only in preparation for an action item on the April 22 board agenda.

### Exhibits

Exhibit 1: Via's Proposal #4

Exhibit 2: Service Delivery Timeline

Submitted By:   
Nicole Recker, VP of Mobility Services and Administration



DENTON COUNTY  
TRANSPORTATION  
AUTHORITY



# Via Service Plan

DCTA Board Meeting  
April 7, 2021

# Summary

## Member City Roundtables:

- Via hosted roundtable discussions with Denton, Highland Village, and Lewisville early March.
- Gathered feedback from Member Cities on existing service zone, hours, and add-on options to align service plan with community mobility needs.
- Revised proposal to include:
  - *Phase 1 - Base Service*: Adjusted base plan to include two core zones in Denton and Highland Village/Lewisville
  - *Phase 1 - Add-Ons*: service options the Board could potentially include along with Base Service with initial service launch
  - *Phase 2 - Add-Ons*: service options that have timing implications (ex: Access) as well as potential to include any add-on options not included in Phase 1
- Budget presented as a not-to-exceed amount for both base and add-on options.

## Board Meeting Goals:

- Review revised proposal including new base and add-on options.
- Confirm specific add-ons the Board would like to include in Phase 1 and Phase 2.
- Answer any and all questions about Via service plan.



# Pricing Considerations

**Farebox:**

All prices quoted exclude potential farebox or advertising revenue, which would ultimately represent additional cost savings opportunities for DCTA.

**Cost per Vehicle Hour:**

Due to the very large matrix of possible add-on combinations, we have assumed a constant cost per vehicle hour for each add-on. The price per vehicle hour in each proposal where DCTA provides, insures, fuels, and maintains 9 cutaways is \$37.26 (excluding Access). For a full Avis fleet with no DCTA-provided cutaways, the price per vehicle hour is \$41.06. Should multiple add-ons be selected, there may be slight changes in the cost per vehicle hour, likely lowering the overall cost for DCTA.

**Vehicle Requirements:**

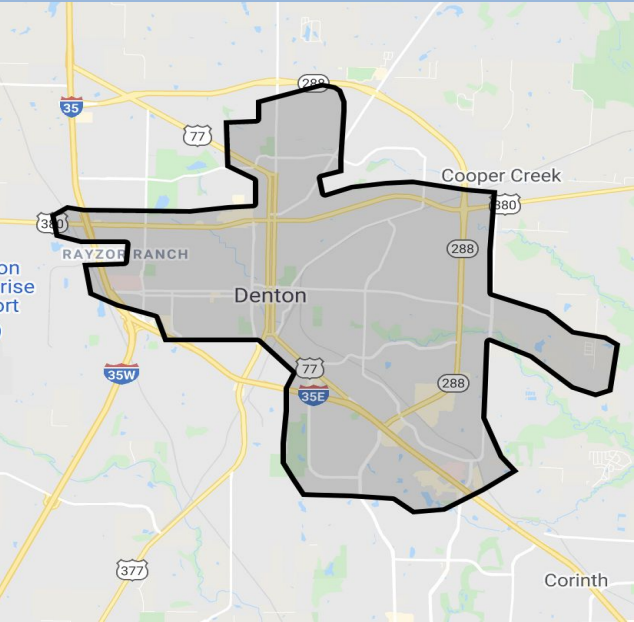
Some add-ons can be served with existing fleet of vehicles (eg Sunday service would use 20 vehicles of our existing fleet of 25), whereas zone expansions require additional vehicles to be purchased. In cases where the vehicle count represents *additions to the overall fleet* of vehicles, you will see this noted with the word “extra” in the cost summary table, as below.

	Year 1	Year 2
Vehicles	1 extra	

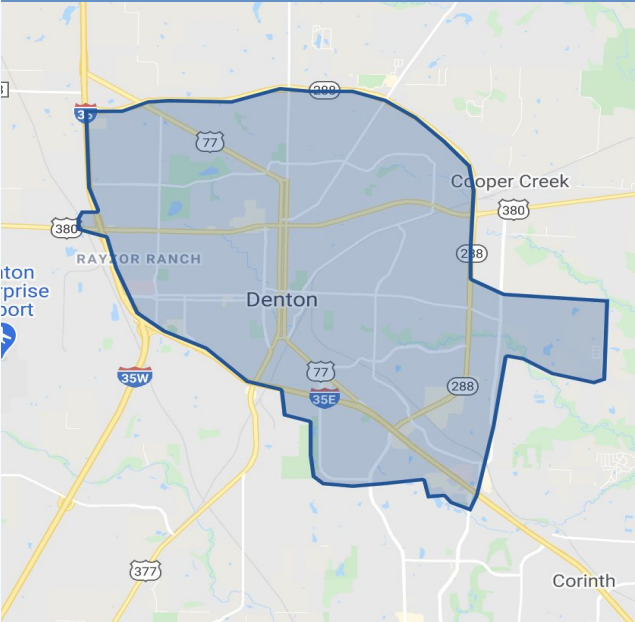


# Zone Evolution

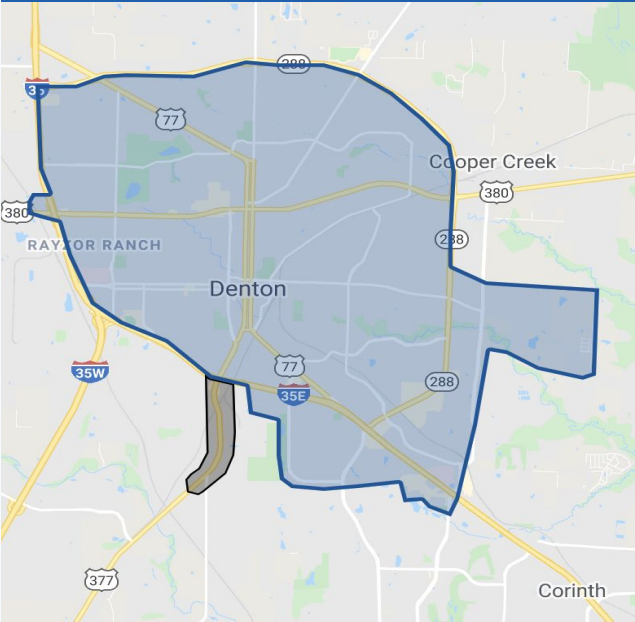
Originally Proposed Zone



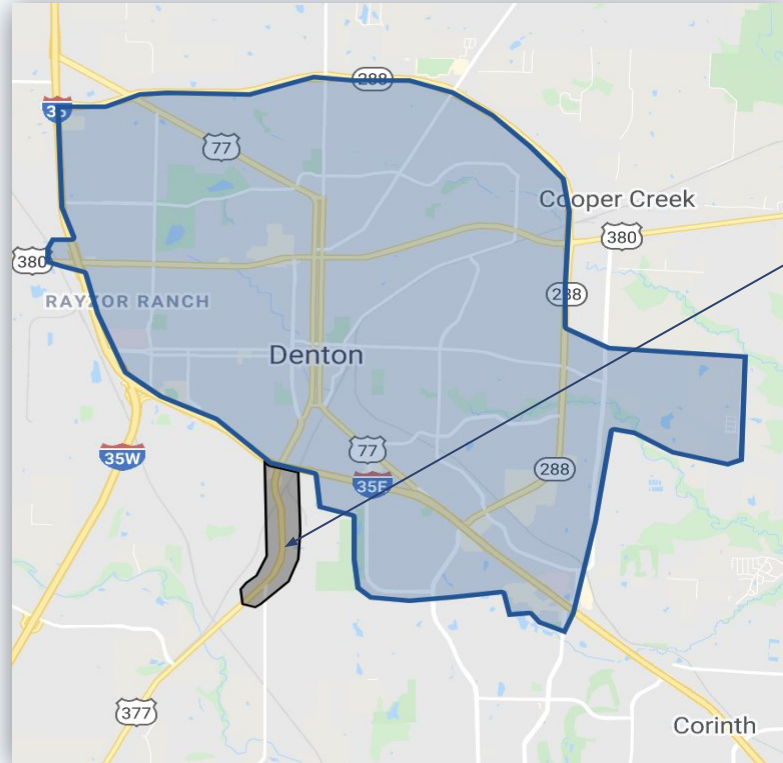
January Modification



After Roundtable Feedback



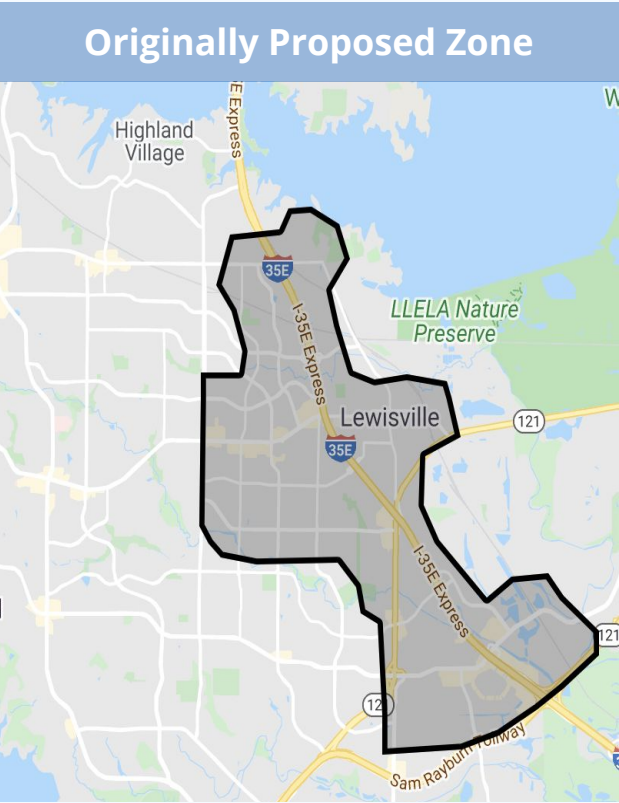
# Proposed Denton Zone



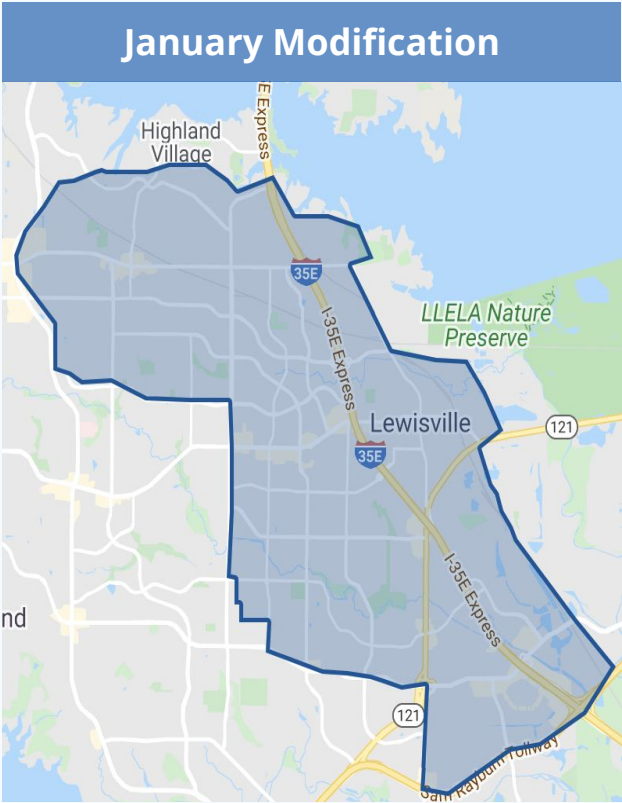
Denia extension, priced separately as "add-on" (\$117,369).

# Evolution of Lewisville and Highland Village Zone

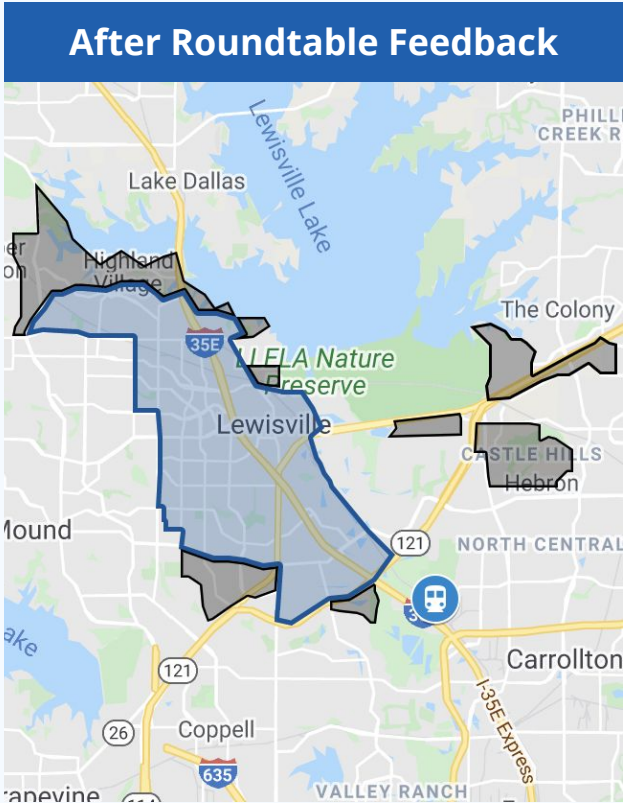
Originally Proposed Zone



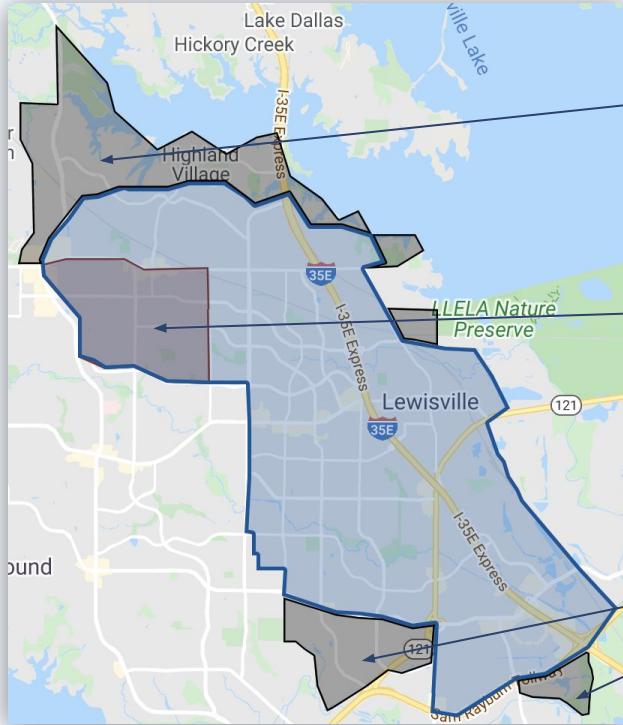
January Modification



After Roundtable Feedback



# Proposed Lewisville and Highland Village Zone



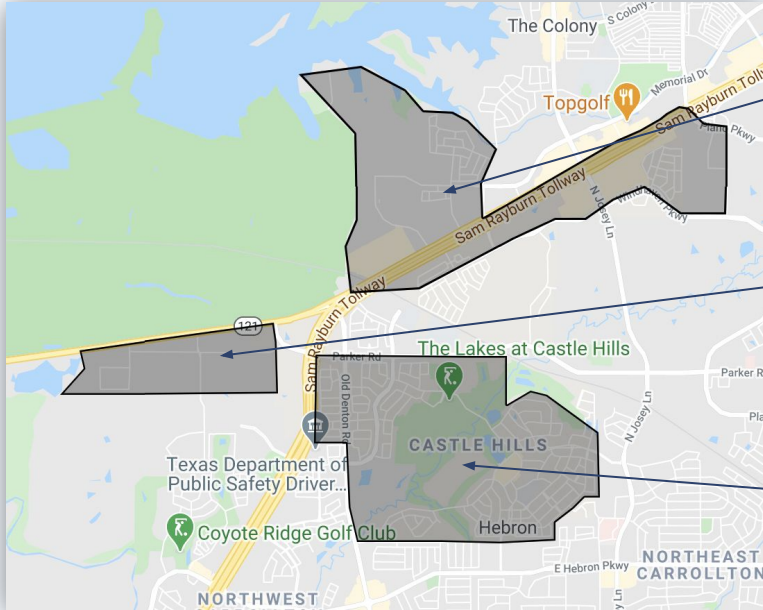
Extension of Highland Village Zone, included in base scenario due to removal of North Texas Xpress (Route 64).

Flower Mound, removed from zone.

Low-moderate income and employment centers. To be included at no extra cost, due to the exclusion of Flower Mound from the zone.



# Proposed Lewisville and Highland Village Zone



Business 121 Extension, priced separately as “add-on” (\$181,605).

First Park 121 - to be included at no extra cost if either Business 121 or Castle Hills add-ons are selected.

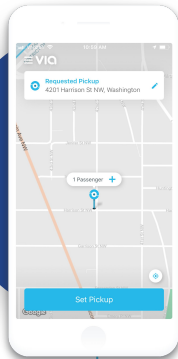
Castle Hills, priced separately as “add-on” (\$181,605).



# Phase 1: Base Service

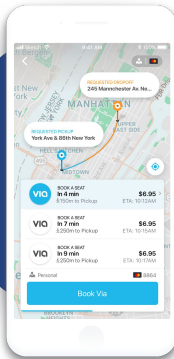
# DCTA Microtransit: How it works

Rider selects pick up location and destination

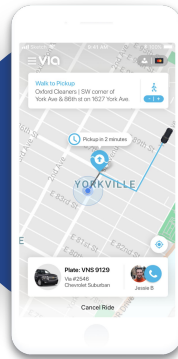


**Note:** Riders can also book trips using the Web Portal, GoPass, or through a phone call

Rider App will present ride proposal with pick-up location, wait time, and fare

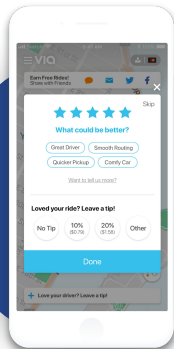


Rider receives virtual bus stop location and tracks their vehicle in real time on the map



**Note:** Maximum walking distance, wait times, and all other quality of service parameters are fully customizable

**Note:** Other passengers travelling in the same direction will automatically be picked up along the way



Once onboard, Rider tracks vehicle location, upcoming stops, arrival ETA, and can provide ride rating



Rider is picked up in a DCTA-branded vehicle





## Monday - Saturday Service

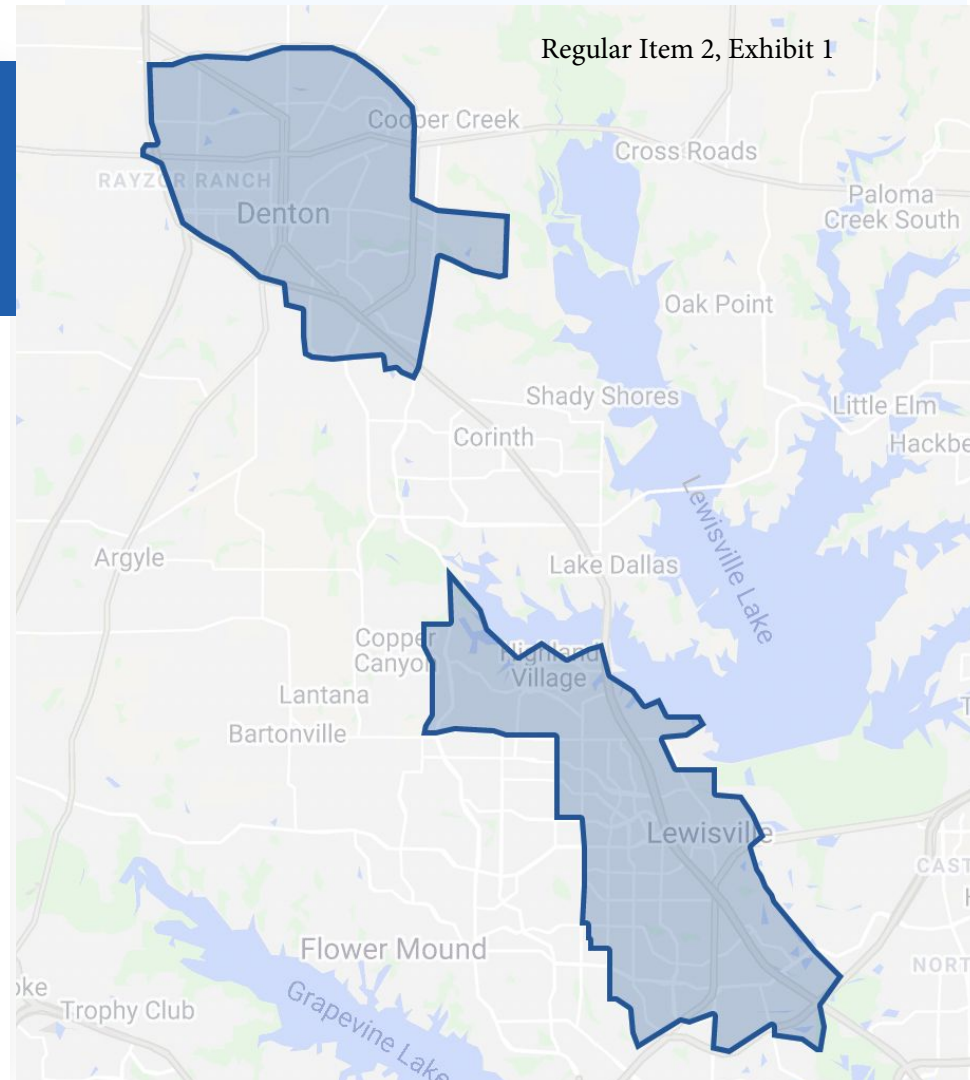
### Service Description

- Monday - Thursday: 6am-10pm
- Friday: 6am-11pm
- Saturday: 8am-8pm
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

	Year 1
<b>Vehicles</b>	25
<b>Vehicle Hours</b>	94,000
<b>Cost</b>	<b>\$3.50 M*</b>

\*\$3.5M assumes nine DCTA cutaways and does not include the cost to fuel, maintain, or insure those vehicles.

### Regular Item 2, Exhibit 1



# Phase 1: Add-Ons



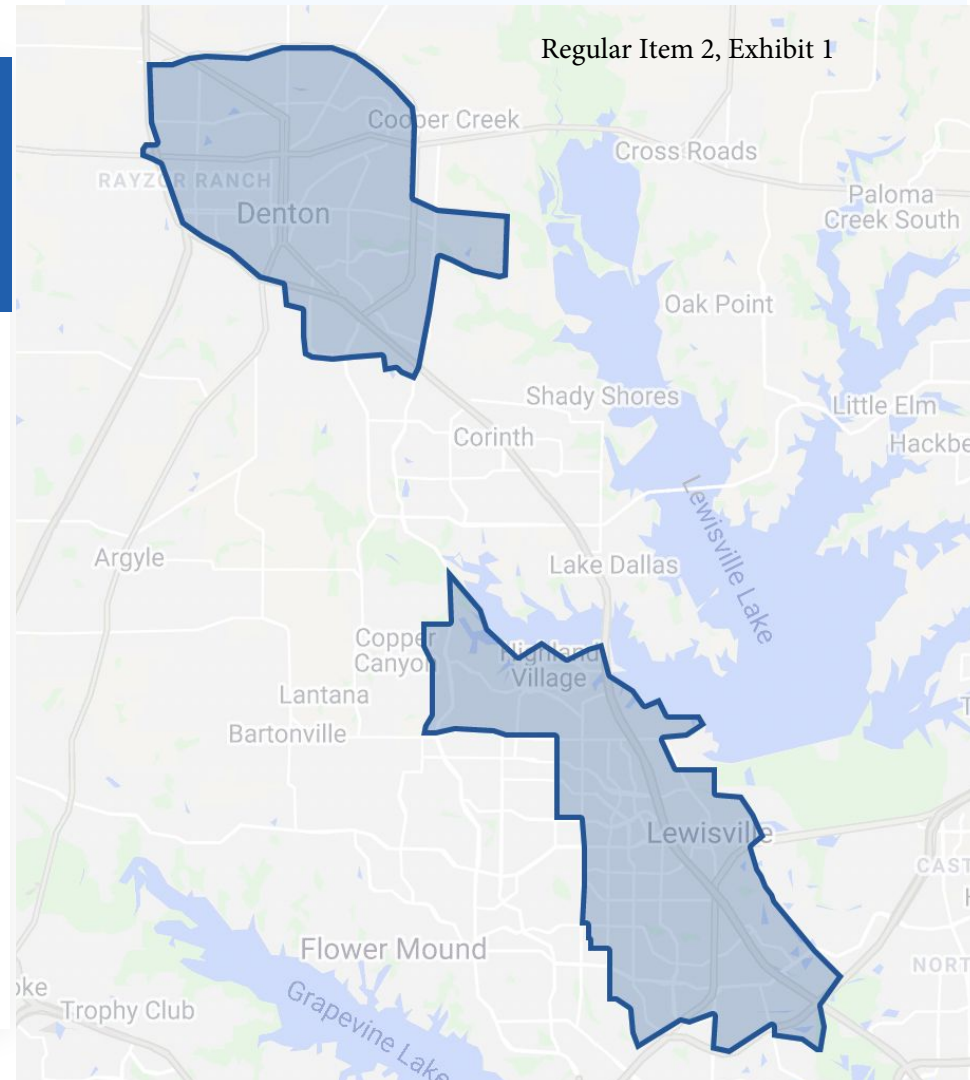
## Sunday & Holiday Service

### Service Description

- Sunday and holiday service, 8am-6pm
- Assumes 10 holidays per year
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

	Year 1
<b>Vehicles</b>	15
<b>Vehicle Hours</b>	9,300
<b>Cost</b>	<b>\$346,518</b>

Regular Item 2, Exhibit 1



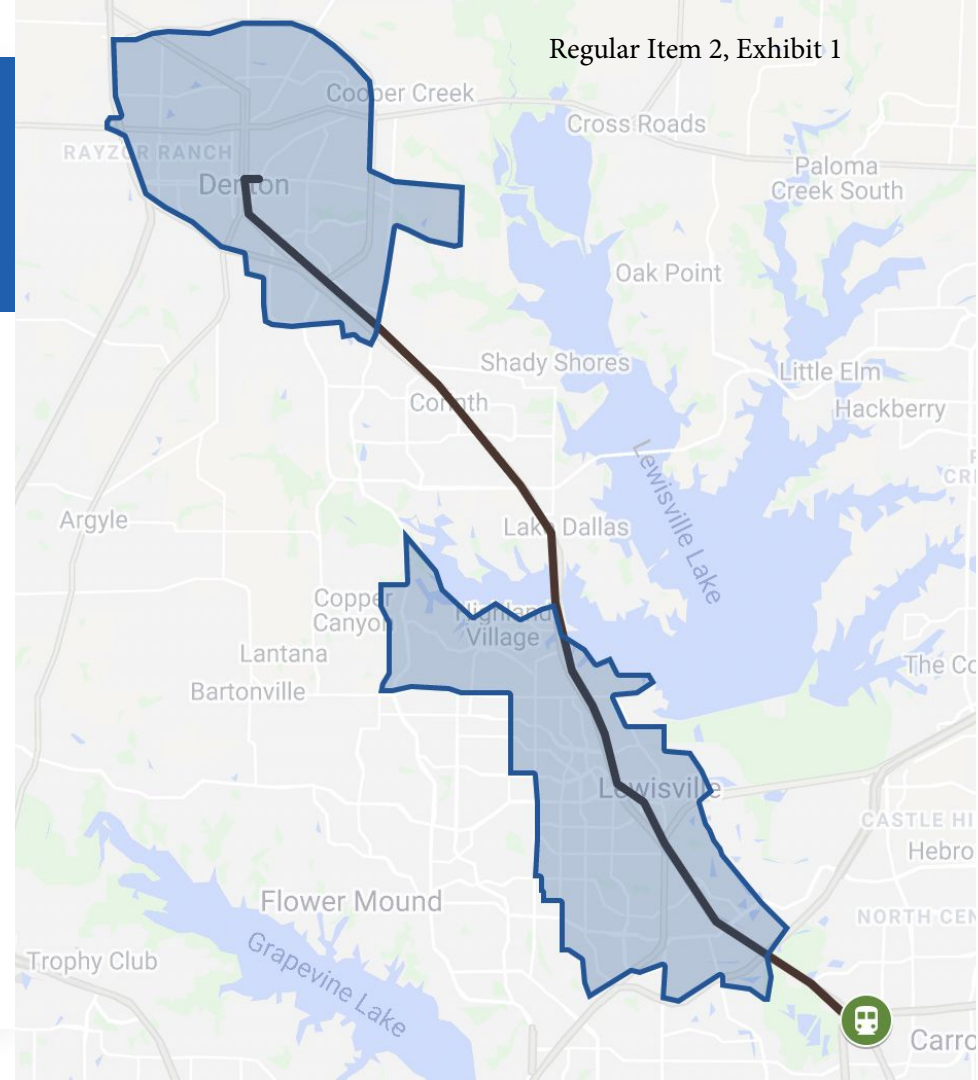


## Sunday A-Train Replacement

### Service Description

- Sundays, between 8am-6pm
- Rides must originate and terminate within either of the blue zones or Trinity Mills Station. Rides cannot be booked to/from outside of the blue zones.
- Note: Add on price only applicable if included with regular Sunday service

	Year 1
Vehicles	3
Vehicle Hours	1,860
Cost	\$69,304



Regular Item 2, Exhibit 1

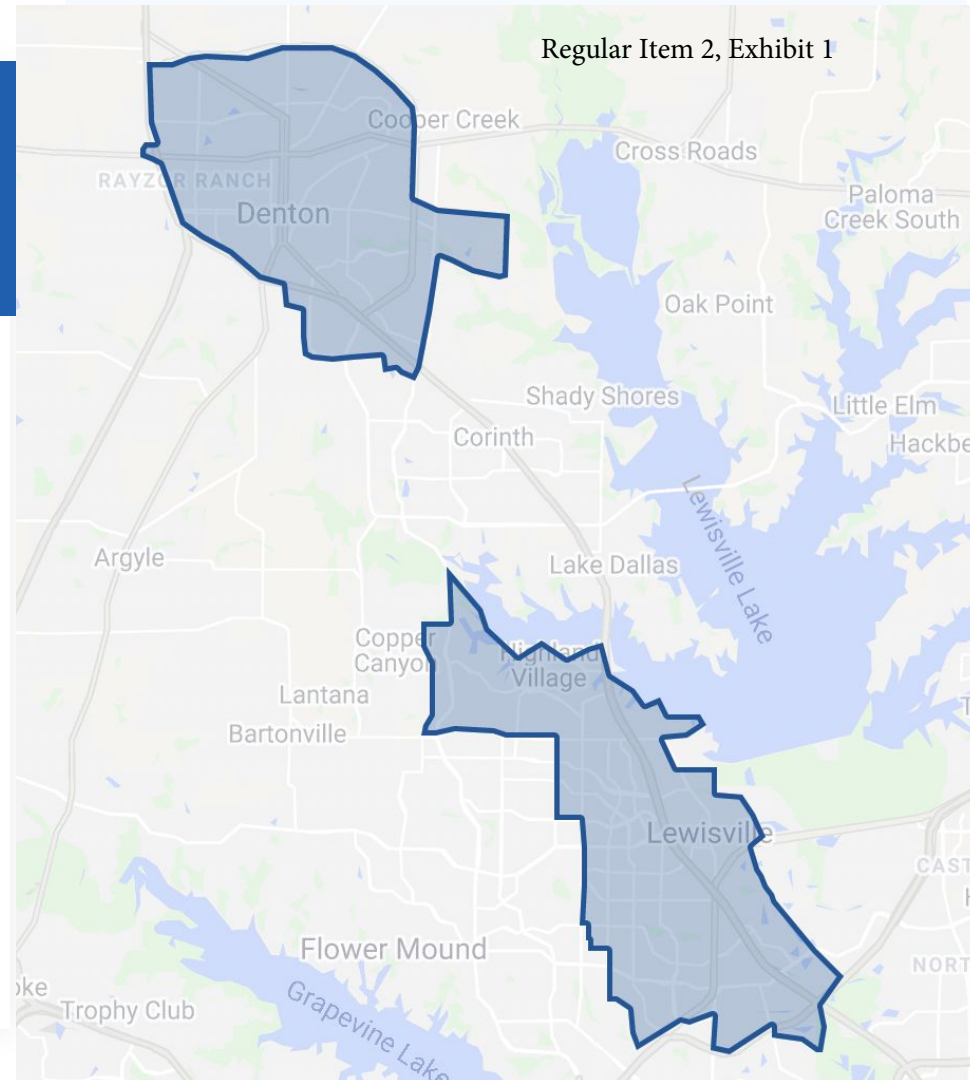


## Saturday Service Hours Extension

### Service Description

- Additional 3 hours, extending service hours to 11pm (instead of 8pm)
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

	Year 1
<b>Vehicles</b>	10
<b>Vehicle Hours</b>	1,560
<b>Cost</b>	<b>\$58,126</b>







# Denia Neighborhood Expansion

## Service Description

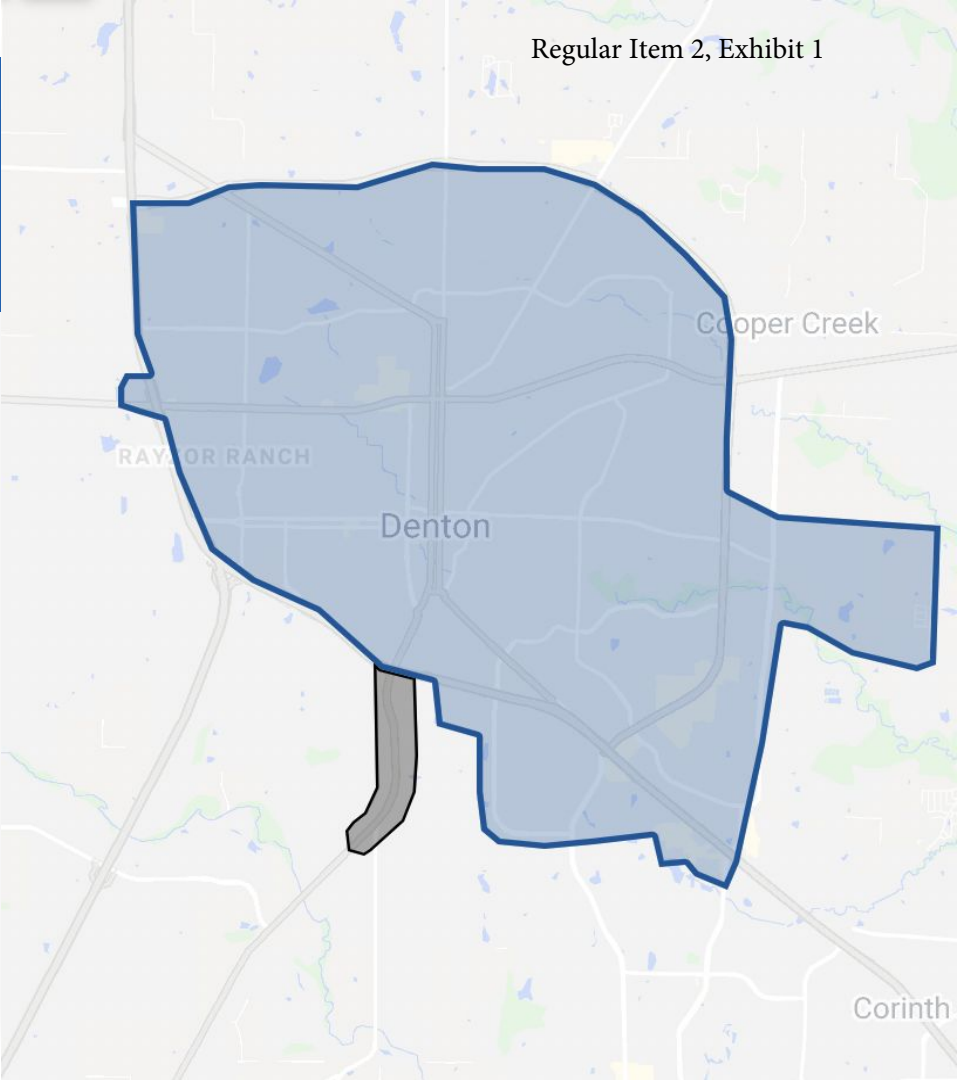
- Extension of Denton service area to include the Denia neighborhood
- Hours of operation in line with Denton/Lewisville base scenario
- Note: Unlikely to need extra vehicle at all times. This is a not-to-exceed amount should demand from this neighborhood become significant.

### Year 1

**Vehicles** 1 extra

**Vehicle Hours** 3,150

**Cost** **\$117,369**



# Highland Village Service Hours Extension

## Ridership by Month



289

Peak rides per month (Jan 2020)

13

Avg daily rides in Jan 2020 (289 / 23 workdays)

< 1

Avg. rides between 5am-6am (0.45% \* 13)

**Early morning (5am-6am)**  
**not recommended** -  
expected ridership is 0-1 ride  
between 5am-6am.

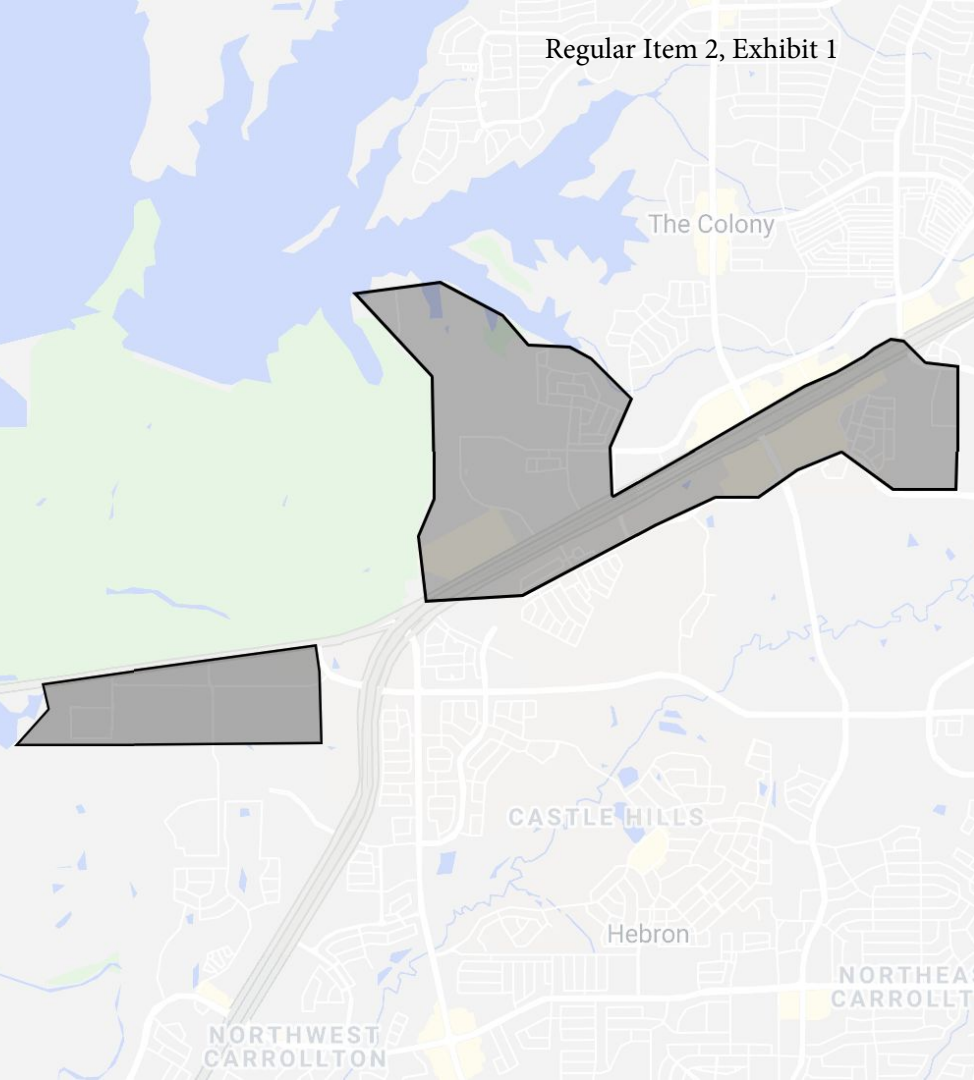


# Business 121 North Zone Expansion (w/ First Park 121)

## Service Description

- Island service to Business 121 North
- Hours of operation in line with Denton/Lewisville base scenario
- Rides can be booked intra-zone or to/from Lewisville/HV zone

	Year 1
Vehicles	1 extra
Vehicle Hours	4,874
Cost	\$181,605





## Bike Racks to Vans

### Service Description

- Addition of bike racks to all vehicles

#### Year 1

Vehicles

25

Cost / Bike Rack  
(Incl. Install)

\$1,500

Cost for Base Fleet

**\$37,500**

Regular Item 2, Exhibit 1



Option 1

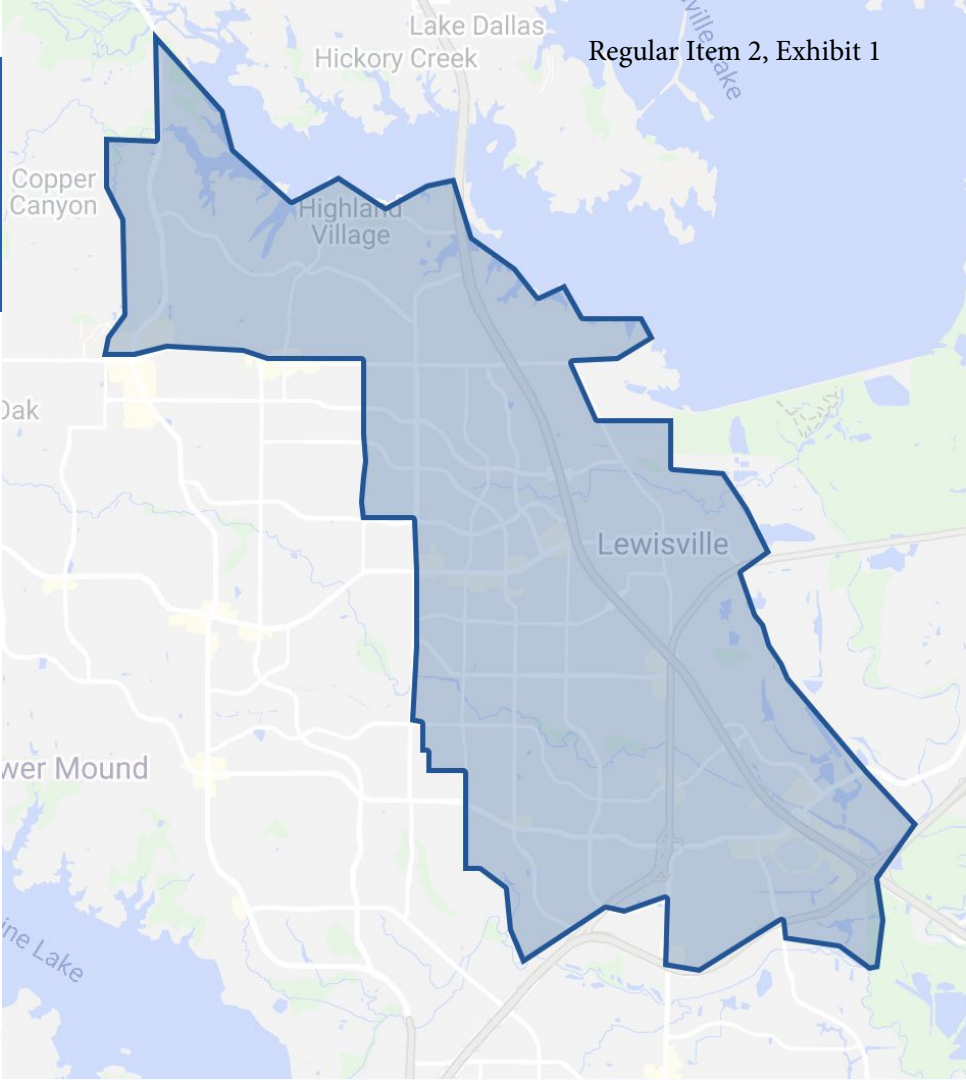


Frankford Station (DART) to the Lewisville/HV Zone

Service Description

- Addition of Frankford Dart Station to Lewisville zone
- Rides can be booked between Frankford Station and Lewisville / Highland Village (Blue)
- **Option 1: Mon-Fri 6:30am-6:30pm**

	Year 1
Vehicles	1 extra
Vehicle Hours	3,000
Cost	\$111,780





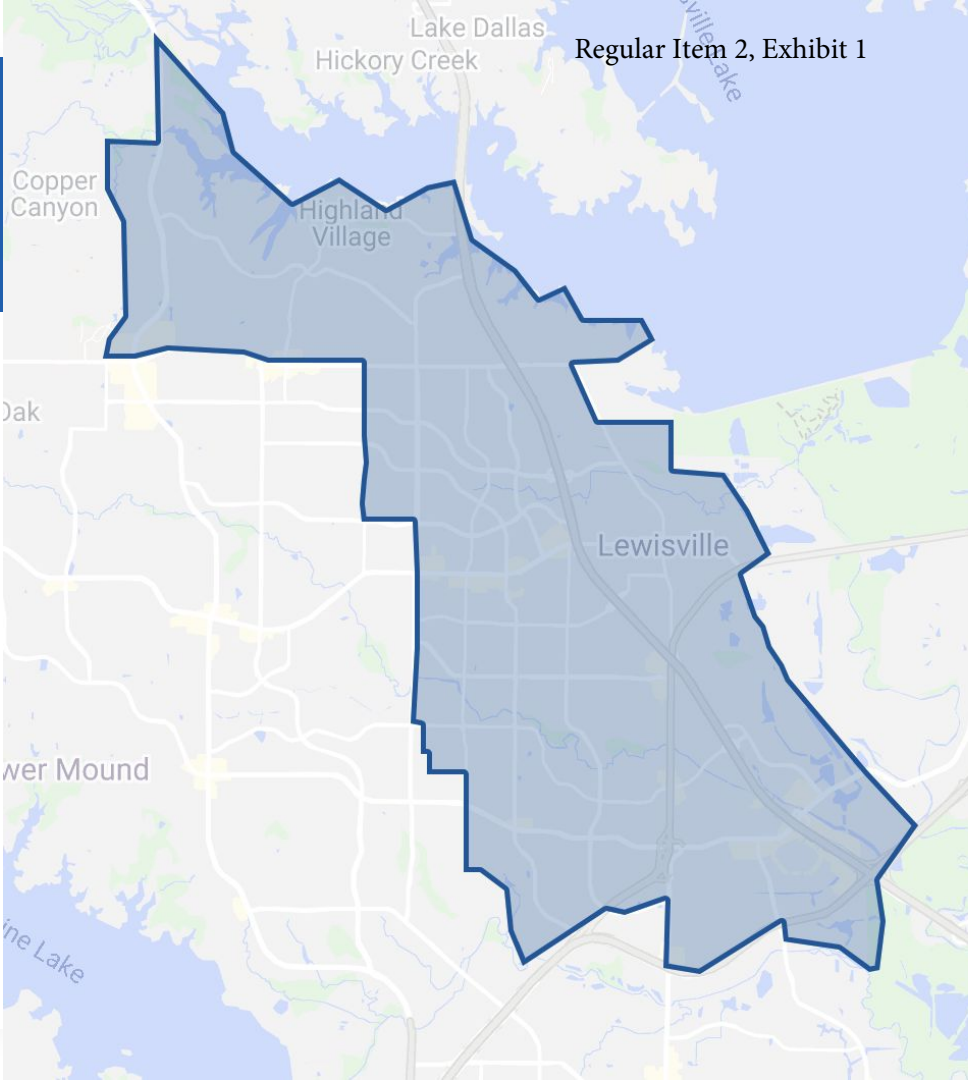


## Frankford Station (DART) to the Lewisville/HV Zone

### Service Description

- Addition of Frankford Dart Station to Lewisville zone
- Rides can be booked between Frankford Station and Lewisville / Highland Village (Blue)
- **Option 2: Mon-Thu: 6am-10pm, Fri 6am-11pm**

	Year 1
Vehicles	1 extra
Vehicle Hours	4,250
Cost	\$158,355



# Phase 2: Add-Ons



# Trinity Mills Late Night Service

## Request 3(a) A-train ridership for last four trains on Saturday nights

### LAST four SB A-train departures by train/list train time from Denton (Boardings & Alightings)

Train No.	Depart	Pre/Post?	Average Passengers OFF
5985	6:18 PM	Post-COVID	17
5987	8:18 PM	Post-COVID	11
5989	10:18 PM	Post-COVID	5
5991	12:18 AM	Post-COVID	1

Post-COVID Average Trinity Mills SB Passengers Off 8

Train No.	Depart	Pre/Post?	Average Passengers OFF
5981	6:48 PM	Pre-COVID	20
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5985	10:52 PM	Pre-COVID	17
5987	12:25 AM	Pre-COVID	11

Pre-COVID Average Trinity Mills SB Passengers Off 17

Pre-covid numbers suggest a need for late night "Safe Ride Home" from Trinity Mills between 11pm-1am.

## Request 3(b) A-train ridership for last four trains on Saturday nights

### Last four NB A-train departures by train/list train times from Trinity Mills (Boardings & Alightings)

Train No.	Depart	Pre/Post?	Average Passengers ON
5984	4:50 PM	Post-COVID	19
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5988	8:45 PM	Post-COVID	13
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Post-COVID Average Trinity Mills NB Passengers On 15

Train No.	Depart	Pre/Post?	Average Passengers ON
5980	5:26 PM	Pre-COVID	11
5982	7:06 PM	Pre-COVID	17
5984	9:06 PM	Pre-COVID	19
5986	11:06 PM	Pre-COVID	19

Pre-COVID Average Trinity Mills NB Passengers On 17

**Suggest to implement at Phase 2.**

S:\STRATEGIC PLANNING\ServicePlaningSupport\TrinityMillsRidership\_Range.xlsx|PIVOTS



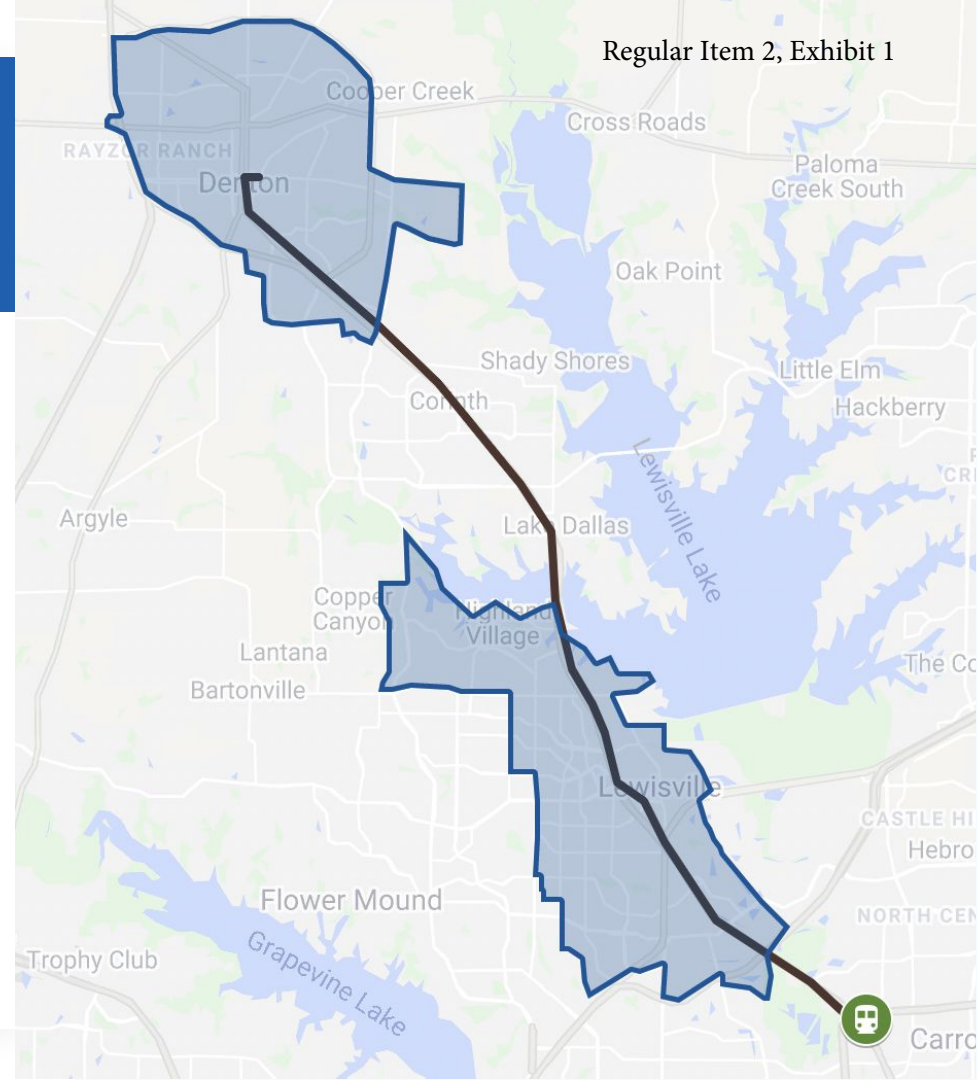
## Service To/From Trinity Mills Station

### Service Description

- Additional 3 hours of service each night (to begin at the end of regular operating hours), providing last-mile ride from Trinity mills station only.
- Monday - Saturday
- Rides must originate at Trinity mills station, and can be dropped off anywhere within the blue zones.

#### Year 1

<b>Vehicles</b>	3
<b>Vehicle Hours</b>	2,750
<b>Cost</b>	<b>\$102,465</b>



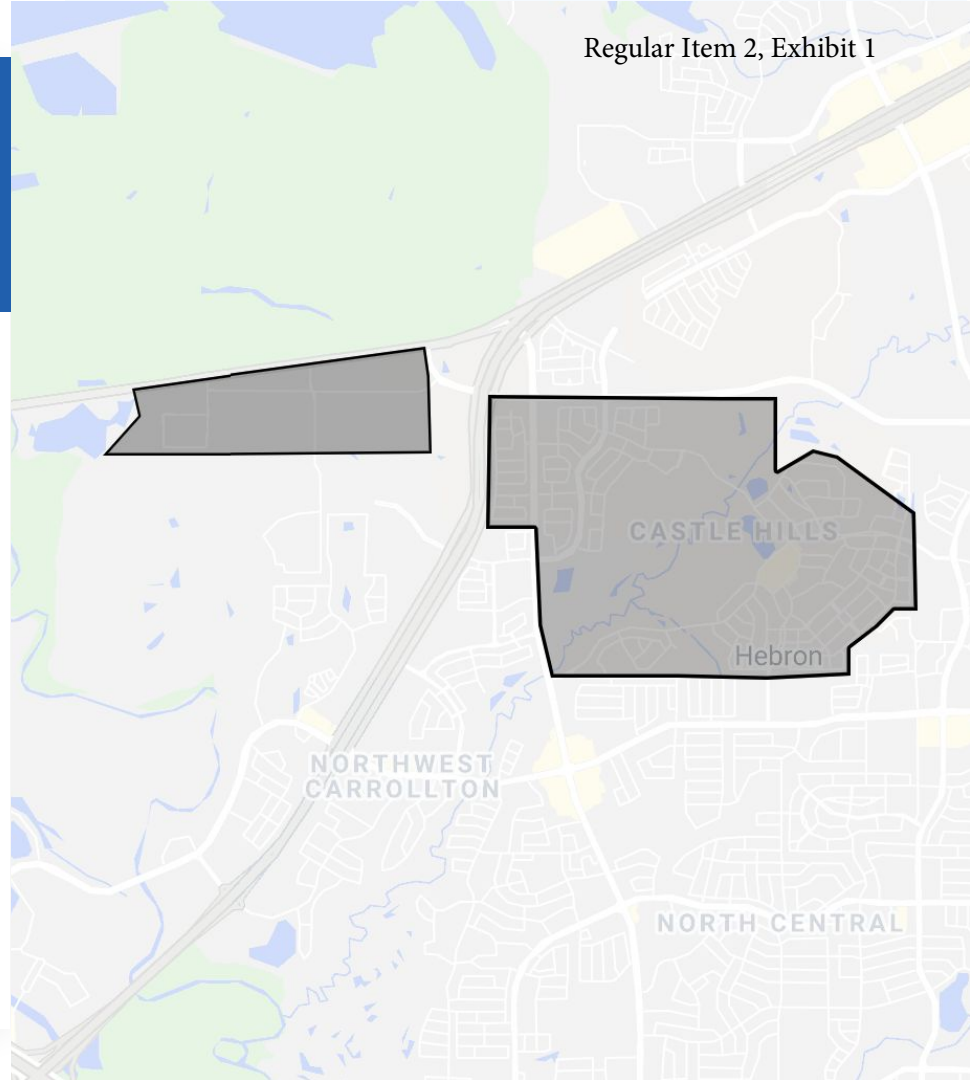


## Castle Hills Zone Expansion

### Service Description

- Island service to Castle Hills
- Hours of operation in line with Denton/Lewisville
- Rides can be booked intra-zone or to/from Lewisville/HV zone

	Year 1
<b>Vehicles</b>	1 extra
<b>Vehicle Hours</b>	4,874
<b>Cost</b>	<b>\$181,605</b>





## Weekday Late-Night Service Hours Extension

### Service Description

- Additional 3 hours of service each night
- Monday - Thurs
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)

### Year 1

<b>Vehicles</b>	8
<b>Vehicle Hours</b>	5,000
<b>Cost</b>	<b>\$186,300</b>

## Green Line: Alighting at Trinity Mills Station Jan 2021



**Via Recommendation:** While Mon-Thurs Green Line or A-train was data not provided, Green Line weekend data suggests very low ridership potential during late night hours. **Via recommend to consider weekday late-night extension as a later phase.**



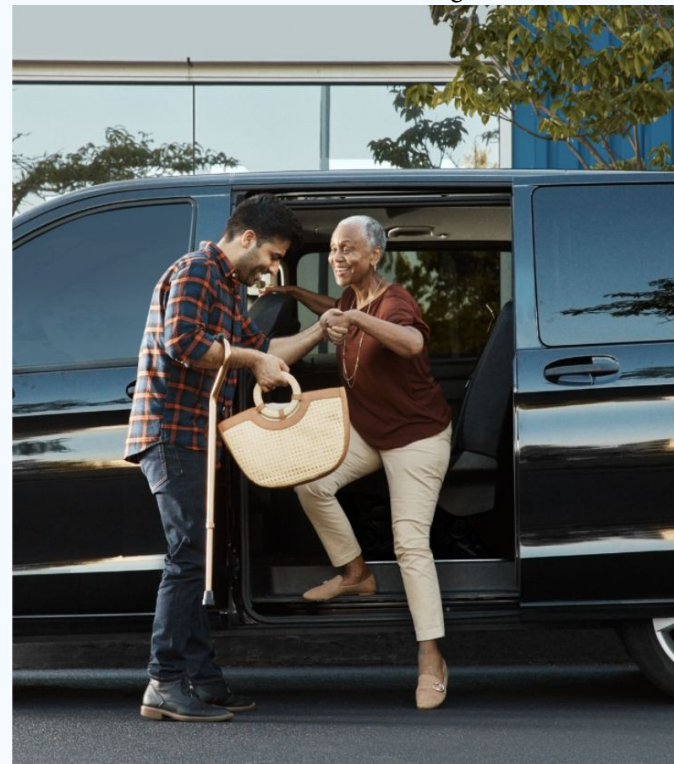
# 8-10 Access vehicles

## Service Description

- Paratransit service, door-to-door rides
- Hours and ride restrictions in line with base scenario
- Note that the per vehicle hour fee for Access is higher than the other scenarios at \$40 due to more intensive support needs for Access customers. WAV retrofits would be an additional charge.

### Year 1

<b>Vehicles</b>	8-10 extra
<b>Vehicle Hours</b>	15,500 - 25,000
<b>Cost</b>	<b>\$0.62M - \$1M</b>



**Additional data on Access trip volumes will help determine exact cost of service.**

# Pricing Summary

## Base + Add-Ons

DCTA-Provided Cutaways

Option	Incremental Annual Cost (Recurring)	Incremental Upfront Cost (One-time)
<i>Phase One</i>		
<b>Base Service (DCTA-Provided Cutaways)</b>	<b>\$3,500,000*</b>	-
<i>Phase One: Add-Ons</i>		
Sunday Service	\$346,518	-
Sunday A-Train Replacement	\$69,304	-
Saturday Service Hours Extension	\$58,126	-
Denia Zone	\$117,369	-
Highland Village Hours Extension	Not recommended	-
Business 121 North Zone Expansion	\$181,605	-
Bike Racks to Vans	-	\$37,500
Frankford Station (DART) to the Lewisville/HV Zone (Option 1)	\$111,780	-
Frankford Station (DART) to the Lewisville/HV Zone (Option 2)	\$158,355	-
<i>Phase Two: Add-Ons</i>		
Trinity Mills	\$102,465	-
Castle Hills Zone Expansion	\$181,605	-
Late-Night Service Hours Extension	\$186,300	-
Access	\$620,000 - \$1,000,000	-

\*\$3.5M assumes nine DCTA cutaways and does not include the cost to fuel, maintain, or insure those vehicles.

# Pricing Summary

## Base + Add-Ons

Full Avis Fleet (No DCTA-Provided Cutaways)



Option	Incremental Annual Cost (Recurring)	Incremental Upfront Cost (One-time)
<i>Phase One</i>		
<b>Base Service (Full Avis Fleet)</b>	<b>\$3,672,000</b>	<b>\$128,000*</b>
<i>Phase One: Add-Ons</i>		
Sunday Service	\$381,858	-
Sunday A-Train Replacement	\$76,372	-
Saturday Service Hours Extension	\$64,054	-
Denia Zone	\$129,339	-
Highland Village Hours Extension	Not recommended	-
Business 121 North Zone Expansion	\$200,126	-
Bike Racks to Vans	-	\$37,500
Frankford Station (DART) to the Lewisville/HV Zone (Option 1)	\$123,180	-
Frankford Station (DART) to the Lewisville/HV Zone (Option 2)	\$174,105	-
<i>Phase Two: Add-Ons</i>		
Trinity Mills	\$112,915	-
Castle Hills Zone Expansion	\$200,126	-
Late-Night Service Hours Extension	\$205,300	-
Access	\$678,900-\$1,095,000	\$33,000

\*One-time costs in Y1 to retrofit vehicles

**Thank you.**



MaaS Service Plan Timeline  
Updated 4/1/21

LEGEND

Complete

Pending

TBD

Activity	Jan '21	Feb '21	Mar '21	Apr '21	May '21	June '21	July '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22
Board Review/Approval - Vendor	Board Mtg																		
Member City Roundtables																			
Board Review/Approval - Contract Terms, Phase I: Final Proposed Service Plan, and Conceptual Future Phases				Board Mtg On 4/7															
Public Involvement Process - Preparation																			
Public Involvement Process/Title VI Analysis - Activation																			
Service Launch Coordination				Upon Contract Signature															
Board Review/Approval - Phase I: Final Service Plan							Board Mtg on 7/22												
Phase I: Communication Launch																			
Official Phase I: Service Launch									*Est - 9/7/21										
Operate On-Demand and Fixed Route Simultaneously									**Run Fixed Route 9/7/21 - 9/18/21										
Fixed Route/On-Demand A/B Testing Period (Rts 3 and 7)									On-board Surveying				A/B Test Review & Next Steps						
Staff Planning for Implementation of Phase II: Access											Kick Start - Nov '21								
Board Review - Phase II: Proposed Access Service Plan												Board Mtg							
Phase II Public Involvement Process - Preparation																			
Public Involvement Process/Title VI Analysis - Activation																			
Board Review/Approval - Phase II: Final Access Service Plan																Board Mtg			
Official Phase II: Service Launch																	Pending Vehicle Needs		
Kickstart Future Phase Discussions																			Board Mtg

Changes as of 3/30/21:

\*Original estimated launch date of 9/6/21 is Labor Day - Proposing new launch date of 9/7/21 (DCTA does not operate service on Labor Day)

\*\*Recommend running fixed route service from 9/7/21 - 9/18/21, which is just shy of the 2-week recommendation (DCTA could extend longer if needed)

## Board of Directors Memo

April 7, 2021

SUBJECT: Discuss and Consider Proposed Promotional Fare for Microtransit On-Demand Service

### Background

DCTA will introduce a proposal to the public to replace the majority of its fixed route service within member cities with microtransit On-Demand service. DCTA will execute a Public Involvement Process to solicit and garner public feedback regarding the proposed service change prior to implementation. Fare promotions are a tool that transit agencies may employ to increase awareness of service or ridership, and such promotions are not required to be part of the Public Involvement Process.

### Previous Board Activity & Action

There has been no previous Board-level activity on this item.

### Identified Need

The implementation of a new service type will require a new or revised fare structure incorporating the new service that is well informed and minimizes risk of unintended impacts to passengers and the microtransit On-Demand service adoption. Given that DCTA is considering the replacement of established fixed route service with microtransit On-Demand as a new mobility option, there is a great deal of uncertainty regarding passenger comfort with the proposed new service, willingness to adapt mobility patterns through the adoption of the new service, and willingness to pay for the new service. Passengers will also confront a learning curve as they adapt their mobility routines to the new microtransit On-Demand option. It will be critical to focus initial outreach efforts on educating passengers enabling them to adopt and grow comfortable with using the new service in lieu of introducing a new fare structure immediately which could unintentionally limit microtransit On-Demand adoption.

To address these concerns, staff proposes a Promotional Fare period which will allow appropriate data collection and analysis prior to recommending a formal revision to DCTA's current fare structure. Staff will also include customer survey questions regarding willingness to use and pay for the new service as part of the Public Involvement Process. The proposed Promotional Fare would add one "new" fare for a one-way microtransit On-Demand trip for \$0.75, or 50% of the current Local AM/PM pass. Parameters of other DCTA fares would remain unchanged except for adding credit(s) for microtransit On-Demand trips to each existing fare type. During the Promotional Fare period, passengers will have various payment options including the ability to pay with exact change, with a voucher, online, in-app or with customer support at DDTC. See attached Exhibit 1 for a table of the Proposed Promotional Fare Overview and microtransit On-Demand trip allowances.

Staff will review the robust reporting and analytics which will be available from Via during implementation of the new service, as well as feedback gathered during the Public Involvement Process, and recommend a formal revised Fare Structure after completion of the microtransit On-Demand Deployment Pilot Project.

### Financial Impact

DCTA staff does not anticipate a material decline in revenues under the proposed structure of incorporating Via credits into the existing fare structure. DCTA currently budgets Connect revenue and Zone service revenue at \$0.86 per rider; an estimated \$0.75 per rider based on FY21 budgeted Connect and Zone ridership of 326,216 would result in a decrease of \$36k compared to budgeted revenue. Any incremental increase in ridership due to the convenience and accessibility of the Via microtransit On-Demand service would offset this amount.



Due to the ongoing pandemic and its impact on passenger travel and the fact that DCTA is proposing an overhaul of its existing service model with a new service type, the financial impact is challenging to project in a meaningful way. Net impact will be determined by the magnitude of the change in ridership at each fare level, as well as adoption of the new service. Staff proposes the Promotional Fare to gather required information which will allow for more robust financial projections to inform a subsequent recommendation for a formal revision to DCTA's fare structure.

### Recommendation

This is an action item. Staff recommends Board approval of the Proposed Promotional Fare as outlined in Exhibit 1 for a minimum of the first six months of microtransit On-Demand service implementation.

### Exhibits

Exhibit 1: Proposed Promotional Fare Overview

Final Review:

A handwritten signature in blue ink, appearing to read "Kristina Holcomb", is written over a horizontal line.

Kristina Holcomb, Deputy CEO

# Proposed Promotional Fare Overview

Regular Item 3, Exhibit 1

Fare Type	Local Fare	Regional Fare	Reduced Fare**	Compatible Purchase Locations	Via Credits
<b>Single Ride* (NEW)</b>	\$0.75	-	-	Ticket Outlets, GoPass, Via App, Cash	-
<b>Local AM/PM Pass</b>	\$1.50	-	-	Ticket Outlets, GoPass, Cash, Exploring Potential in Via App	Include 2 Single Ride Credits
<b>Day Pass</b>	\$3.00	\$12.00	-	Ticket Outlets, Online, GoPass, Via App, Cash	Include 2 Single Ride Credits
<b>7-Day Pass</b>	\$15.00	-	-	Ticket Outlets, GoPass***	Include 4 Single Ride Credits Per Day; No Daily Rollover
<b>10-Pack of Day Passes</b>	\$20.00	\$84.00	-	Ticket Outlets, Online	Include 4 Single Ride Credits Per Day; No Daily Rollover
<b>Monthly Pass</b>	\$48.00	\$192.00	<i>\$24.00 Local \$48.00 Regional</i>	Ticket Outlets, Online, Via App	Include 4 Single Ride Credits Per Day; No Daily Rollover
<b>Annual Pass</b>	\$480.00	\$1,920.00	<i>\$240.00 Local \$576.00 Regional</i>	Ticket Outlets, Online	Include 4 Single Ride Credits Per Day; No Daily Rollover

\*Single Ride is a new fare type and only applicable on the new On-Demand service

\*\*Reduced fares - Seniors (65+), persons with disabilities, Medicare cardholders and students (ages 5 to 18; students over the age of 14 must have a valid high school or DCTA issued ID)

\*\*\*Local versions of the 7-Day Passes are sold on GoPass, but Regional versions of the 7-Day Passes are not sold on GoPass

## Board of Directors Memo

April 7, 2021

SUBJECT: Presentation and Discussion of Potential Revenue Impacts

### Background

The introduction of a new mobility option and a change in services provided will likely impact revenues to some extent. Passenger revenues are dependent on ridership and the type of fare purchased. Contract service revenue includes base service hours, services provided by Lyft and taxi, and a flat fee to provide contracted entities with access to DCTA's Connect service. DCTA also receives federal grant funding including formula funding provided through the Federal Transit Administration's (FTA) annual program of projects which is based on population, population density, and transit service data from the National Transit Database (NTD). Each of these revenue streams may be impacted by the transition of fixed route service to Via microtransit On-Demand service.

### Previous Board Activity & Action

There has been no previous Board-level activity on this item.

### Identified Need

Although the transition of fixed route service to Via microtransit On-Demand service is intended to reduce operating costs, improve transit accessibility, and grow ridership, an associated impact to revenues is likely initially.

### Financial Impact

#### Passenger Revenue

DCTA's current fare structure includes a local AM/PM pass and a local day pass as the two most affordable and short-term purchase options. The local AM/PM pass currently provides unlimited access to all DCTA fixed route services, On-Demand services through the Lewisville Lakeway Zone and DDTC Evening On-Demand Zone, and A-train rail service for a period of start of service to 11:59 a.m. or from 12:00 p.m. to end of service. A local day pass provides access to the same services for the full day. The proposed Via microtransit On-Demand service is anticipated to replace the majority of Connect fixed route service as well as the Lewisville Lakeway Zone and DDTC Evening On-Demand Zone. The current fare proposal for discussion with the Board includes 2 Via credits for the AM/PM pass and 4 Via credits for a day pass. Any additional Via trips are proposed at \$0.75 per trip. Other longer-term pass options will include a maximum 4 Via credits per day. DCTA staff does not anticipate a material decline in revenues under the proposed structure of incorporating Via credits into the existing fare structure. DCTA currently budgets Connect revenue and Zone service revenue at \$0.86 per rider; an estimated \$0.75 per rider based on FY21 budgeted Connect and Zone ridership of 326,216 would result in a decrease of \$36k compared to budgeted revenue. Any incremental increase in ridership due to the convenience and accessibility of the Via microtransit On-Demand service would offset this amount.

#### Contract Service Revenue

Contract service revenue includes base service hours, services provided by Lyft and taxi, and a flat fee to provide contracted entities with access to DCTA's Connect service. DCTA's Interlocal Agreement with the University of North Texas (UNT) includes \$49k for unlimited access to DCTA fixed route Connect services for UNT students, faculty, and staff. DCTA staff is communicating with UNT regarding the proposed reduction in Connect services, and DCTA and UNT are vetting alternate mobility options to meet UNT needs for its \$49k contract line item.



### Federal Grant Funding

DCTA receives federal grant funding including formula funding provided through the Federal Transit Administration's (FTA) annual program of projects which is based on population, population density, and transit service data from the National Transit Database (NTD). DCTA staff estimates a decrease in formula funding of roughly \$376k related to the proposed removal of all Denton & Lewisville Connect routes except 3 and 7 or a decrease of \$443k related to the proposed removal of all Denton & Lewisville Connect routes. Exhibit 1 provides more detail on the calculation of FTA formula funding and related impacts under each scenario. Any incremental increase in ridership due to the convenience and accessibility of the Via microtransit On-Demand service would offset this amount. Assuming an average 1 mile per trip and Via's estimated ridership of 430k, increased formula funding of \$198k would partially offset this amount.

### **Recommendation**

This is a discussion item only with the intent of updating the Board on potential financial impacts related to the transition of fixed route service to Via microtransit On-Demand service.

### **Exhibits**

Exhibit 1: Forecasted Formula Funding Impact

Final Review:

A handwritten signature in blue ink, appearing to read "Marisa Perry", is written over a horizontal line.

Marisa Perry, CPA

Chief Financial Officer/VP of Finance



Forecasted Formula Funding Impact  
FY2019 National Transit Database Information for FY2021 Federal Transit Administration Section 5307 Apportionment - Denton-Lewisville Urbanized Area  
Full FY2019 Service Reported

										Published FY21 FTA Apportionment
<u>Service Area Funding</u>										
Population x Population Factor		318,123	x	2.949017		=	\$	938,150		
(Population x (Population/Area in Square Miles)) x Population Density Factor		318,123	x	318,123	/	112.40	x	0.001340	=	\$ 1,206,606
Low-Income Population x Low-Income Population Factor		62,691	x	2.535543		=	\$	158,956		
								<u>\$ 2,303,712</u>	x	0.846820
										\$ 1,950,828
<u>Vehicle Revenue Mile (VRM) Funding</u>										
Vehicle Revenue Miles (Bus) x Bus VRM Factor										
	Fixed Route	1,643,943	x	0.542457		=	\$	891,768		
	Demand Response	279,474	x	0.542457		=	\$	151,603		
	Vanpool	615,423	x	0.542457		=	\$	333,840		
	Taxi	34,601	x	0.542457		=	\$	18,770		
Vehicle Revenue Miles (Rail) * Rail VRM Factor		671,222	x	0.624434		=	\$	419,134		
								<u>\$ 1,815,115</u>	x	0.846820
										\$ 1,537,075
<u>Incentive Funding</u>										
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Bus Incentive Factor										
	Fixed Route	5,748,291	x	5,748,291	/	\$ 13,838,874	x	0.017169	=	\$ 40,995
	Demand Response	256,542	x	256,542	/	\$ 3,086,112	x	0.017169	=	\$ 366
	Vanpool	4,960,457	x	4,960,457	/	\$ 363,720	x	0.017169	=	\$ 1,161,535
	Taxi	34,623	x	34,623	/	\$ 129,648	x	0.017169	=	\$ 159
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Rail Incentive Factor										
	Rail	5,493,329	x	5,493,329	/	\$ 15,446,441	x	0.000956	=	\$ 1,869
						Floor Amount of	\$ 457,671		\$	455,802
								<u>\$ 1,660,726</u>	x	0.846820
										\$ 1,406,336
<u>Directional Mile Funding</u>										
Directional Route Miles x Rail Fixed Guideway Factor		42.6	x	38,717		=	\$	1,649,335	x	0.846820
								<u>\$ 7,428,888</u>		
						Adjustment Factor		0.846820		
						Published FY21 FTA Apportionment		<u>\$ 6,290,928</u>		<u>\$ 6,290,928</u>

Sources: Population, Area in Square Miles, and Low-Income Population from 2010 Census; All Factors established by Federal Transit Administration; All Other Data from FY2019 National Transit Database

Forecasted Formula Funding Impact  
FY2019 National Transit Database Information for FY2021 Federal Transit Administration Section 5307 Apportionment - Denton-Lewisville Urbanized Area  
FY2019 Service Reported, Adjusted for Proposed Removal of All Denton & Lewisville Connect Routes except 3 and 7

										Adjusted FY21 FTA Apportionment
<u>Service Area Funding</u>										
Population x Population Factor	318,123	x	2.949017	=	\$	938,150				
(Population x (Population/Area in Square Miles)) x Population Density Factor	318,123	x	318,123 /	112.40	x	0.001340	=	\$	1,206,606	
Low-Income Population x Low-Income Population Factor	62,691	x	2.535543	=	\$	158,956				
						\$ 2,303,712	x	0.846820	\$	1,950,828
<u>Vehicle Revenue Mile (VRM) Funding</u>										
Vehicle Revenue Miles (Bus) x Bus VRM Factor										
Fixed Route	1,643,943	x	0.542457	=	\$	891,768				
(Proposed Removal of All Denton & Lewisville Connect Routes except 3 and 7)	(813,031)	x	0.542457	=	\$	(441,034)				
Demand Response	279,474	x	0.542457	=	\$	151,603				
Vanpool	615,423	x	0.542457	=	\$	333,840				
Taxi	34,601	x	0.542457	=	\$	18,770				
Vehicle Revenue Miles (Rail) * Rail VRM Factor	671,222	x	0.624434	=	\$	419,134				
						\$ 1,374,080	x	0.846820	\$	1,163,598
<u>Incentive Funding</u>										
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Bus Incentive Factor										
Fixed Route	5,748,291	x	5,748,291 /	\$ 13,838,874	x	0.017169	=	\$	40,995	
(Proposed Removal of All Denton & Lewisville Connect Routes except 3 and 7)	(981,414)	x	(981,414) /	\$ (6,875,068)	x	0.017169	=	\$	(2,405)	
Demand Response	256,542	x	256,542 /	\$ 3,086,112	x	0.017169	=	\$	366	
Vanpool	4,960,457	x	4,960,457 /	\$ 363,720	x	0.017169	=	\$	1,161,535	
Taxi	34,623	x	34,623 /	\$ 129,648	x	0.017169	=	\$	159	
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Rail Incentive Factor										
Rail	5,493,329	x	5,493,329 /	\$ 15,446,441	x	0.000956	=	\$	1,869	
				Floor Amount of	\$ 457,671	\$	455,802			
						\$ 1,658,321	x	0.846820	\$	1,404,299
<u>Directional Mile Funding</u>										
Directional Route Miles x Rail Fixed Guideway Factor	42.6	x	38,717	=	\$	1,649,335	x	0.846820	\$	1,396,690
						\$ 6,985,448				
				Adjustment Factor		0.846820				
				Adjusted FY21 FTA Apportionment		\$ 5,915,415			\$	5,915,415
				Published FY21 FTA Apportionment		\$ 6,290,928			\$	6,290,928
				Difference from Published FY21 FTA Apportionment		\$ (375,513)			\$	(375,513)

Sources: Population, Area in Square Miles, and Low-Income Population from 2010 Census; All Factors established by Federal Transit Administration; All Other Data from FY2019 National Transit Database

Forecasted Formula Funding Impact  
FY2019 National Transit Database Information for FY2021 Federal Transit Administration Section 5307 Apportionment - Denton-Lewisville Urbanized Area  
FY2019 Service Reported, Adjusted for Proposed Removal of All Denton & Lewisville Connect Routes

										Adjusted FY21 FTA Apportionment
<u>Service Area Funding</u>										
Population x Population Factor		318,123	x	2.949017		=	\$	938,150		
(Population x (Population/Area in Square Miles)) x Population Density Factor		318,123	x	318,123	/	112.40	x	0.001340	=	\$ 1,206,606
Low-Income Population x Low-Income Population Factor		62,691	x	2.535543		=	\$	158,956		
								<u>\$ 2,303,712</u>	x	0.846820
										\$ 1,950,828
<u>Vehicle Revenue Mile (VRM) Funding</u>										
Vehicle Revenue Miles (Bus) x Bus VRM Factor										
	Fixed Route	1,643,943	x	0.542457		=	\$	891,768		
	(Proposed Removal of All Denton & Lewisville Connect Routes)	(957,543)	x	0.542457		=	\$	(519,426)		
	Demand Response	279,474	x	0.542457		=	\$	151,603		
	Vanpool	615,423	x	0.542457		=	\$	333,840		
	Taxi	34,601	x	0.542457		=	\$	18,770		
Vehicle Revenue Miles (Rail) * Rail VRM Factor		671,222	x	0.624434		=	\$	419,134		
								<u>\$ 1,295,689</u>	x	0.846820
										\$ 1,097,215
<u>Incentive Funding</u>										
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Bus Incentive Factor										
	Fixed Route	5,748,291	x	5,748,291	/	\$ 13,838,874	x	0.017169	=	\$ 40,995
	(Proposed Removal of All Denton & Lewisville Connect Routes)	(1,352,340)	x	(1,352,340)	/	\$ (8,112,485)	x	0.017169	=	\$ (3,871)
	Demand Response	256,542	x	256,542	/	\$ 3,086,112	x	0.017169	=	\$ 366
	Vanpool	4,960,457	x	4,960,457	/	\$ 363,720	x	0.017169	=	\$ 1,161,535
	Taxi	34,623	x	34,623	/	\$ 129,648	x	0.017169	=	\$ 159
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Rail Incentive Factor										
	Rail	5,493,329	x	5,493,329	/	\$ 15,446,441	x	0.000956	=	\$ 1,869
						Floor Amount of	\$ 457,671			\$ 455,802
								<u>\$ 1,656,856</u>	x	0.846820
										\$ 1,403,058
<u>Directional Mile Funding</u>										
Directional Route Miles x Rail Fixed Guideway Factor		42.6	x	38,717		=	\$	1,649,335	x	0.846820
								<u>\$ 6,905,591</u>		
						Adjustment Factor		0.8468196		
						Adjusted FY21 FTA Apportionment		<u>\$ 5,847,790</u>		\$ 5,847,790
						Published FY21 FTA Apportionment		\$ 6,290,928		\$ 6,290,928
						Difference from Published FY21 FTA Apportionment		\$ (443,138)		\$ (443,138)

Sources: Population, Area in Square Miles, and Low-Income Population from 2010 Census; All Factors established by Federal Transit Administration; All Other Data from FY2019 National Transit Database

Forecasted Formula Funding Impact  
 FY2019 National Transit Database Information for FY2021 Federal Transit Administration Section 5307 Apportionment - Denton-Lewisville Urbanized Area  
 FY2019 Service Reported, Adjusted for Proposed Removal of All Denton & Lewisville Connect Routes and the Proposed Addition of Via Service

										Adjusted FY21 FTA Apportionment
<u>Service Area Funding</u>										
Population x Population Factor	318,123	x	2.949017			=	\$	938,150		
(Population x (Population/Area in Square Miles)) x Population Density Factor	318,123	x	318,123	/	112.40	x	0.001340	=	\$	1,206,606
Low-Income Population x Low-Income Population Factor	62,691	x	2.535543			=	\$	158,956		
								\$ 2,303,712	x	0.846820
										\$ 1,950,828
<u>Vehicle Revenue Mile (VRM) Funding</u>										
Vehicle Revenue Miles (Bus) x Bus VRM Factor										
Fixed Route	1,643,943	x	0.542457			=	\$	891,768		
(Proposed Removal of All Denton & Lewisville Connect Routes)	(957,543)	x	0.542457			=	\$	(519,426)		
Demand Response	279,474	x	0.542457			=	\$	151,603		
Proposed Addition of Via Service	430,560	x	0.542457			=	\$	233,560		
Vanpool	615,423	x	0.542457			=	\$	333,840		
Taxi	34,601	x	0.542457			=	\$	18,770		
Vehicle Revenue Miles (Rail) * Rail VRM Factor	671,222	x	0.624434			=	\$	419,134		
								\$ 1,529,249	x	0.846820
										\$ 1,294,998
<u>Incentive Funding</u>										
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Bus Incentive Factor										
Fixed Route	5,748,291	x	5,748,291	/	\$ 13,838,874	x	0.017169	=	\$	40,995
(Proposed Removal of All Denton & Lewisville Connect Routes)	(1,352,340)	x	(1,352,340)	/	\$ (8,112,485)	x	0.017169	=	\$	(3,871)
Demand Response	256,542	x	256,542	/	\$ 3,086,112	x	0.017169	=	\$	366
Proposed Addition of Via Service	430,560	x	430,560	/	\$ 3,987,640	x	0.017169	=	\$	798
Vanpool	4,960,457	x	4,960,457	/	\$ 363,720	x	0.017169	=	\$	1,161,535
Taxi	34,623	x	34,623	/	\$ 129,648	x	0.017169	=	\$	159
(Passenger Miles Traveled x Passenger Miles Traveled) / Operating Expenses x Rail Incentive Factor										
Rail	5,493,329	x	5,493,329	/	\$ 15,446,441	x	0.000956	=	\$	1,869
					Floor Amount of	\$ 457,671		\$		455,802
								\$ 1,657,654	x	0.846820
										\$ 1,403,734
<u>Directional Mile Funding</u>										
Directional Route Miles x Rail Fixed Guideway Factor	42.6	x	38,717			=	\$	1,649,335	x	0.846820
								\$ 7,139,950		
								Adjustment Factor	0.846820	
								Adjusted FY21 FTA Apportionment	\$ 6,046,250	\$ 6,046,250
								Published FY21 FTA Apportionment	\$ 6,290,928	\$ 6,290,928
								Difference from Published FY21 FTA Apportionment	\$ (244,678)	\$ (244,678)

Sources: Population, Area in Square Miles, and Low-Income Population from 2010 Census; All Factors established by Federal Transit Administration; All Other Data from FY2019 National Transit Database