

## **MEMORANDUM**

**TO:** Donna Barron, City Manager

**FROM:** Claire Powell, Assistant City Manager

**DATE:** July 11, 2021

**SUBJECT: Consideration of a Resolution Supporting Denton County Transportation Authority's Proposed On-Demand Service Delivery Model as Requested by Mayor TJ Gilmore and Mayor Pro Tem Kristin Green.**

### **BACKGROUND**

On July 22, 2021, the Denton County Transportation Authority (DCTA) will consider replacing certain fixed bus routes with an on-demand service delivery model. The proposed bus routes to be replaced are those that do not exceed the requisite number of boardings per hour to warrant fixed bus routes. Those routes include the two fixed bus routes in Lewisville. Mayor TJ Gilmore and Mayor Pro Tem Kristin Green have requested that the City Council consider a resolution of support for DCTA's proposed on-demand service delivery model.

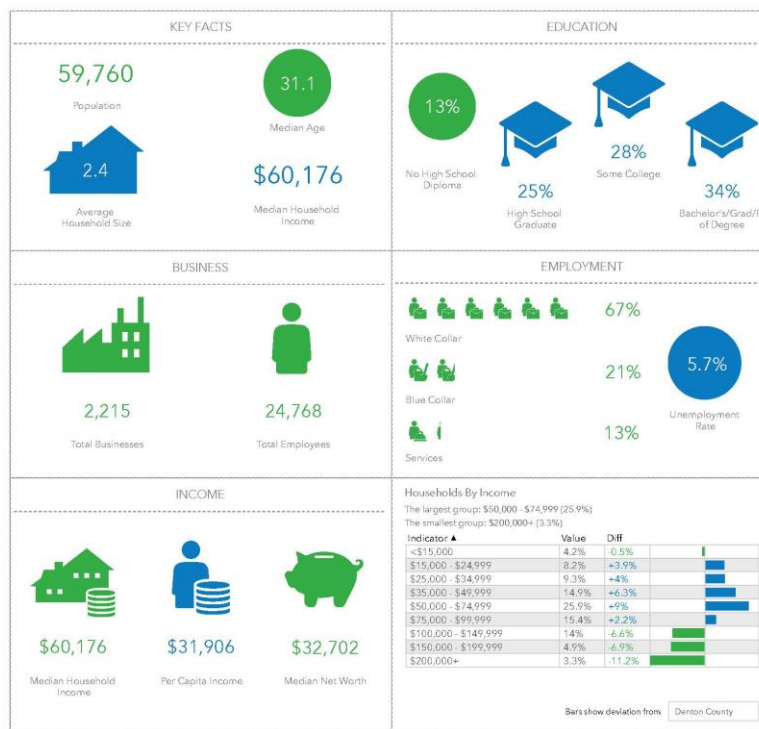
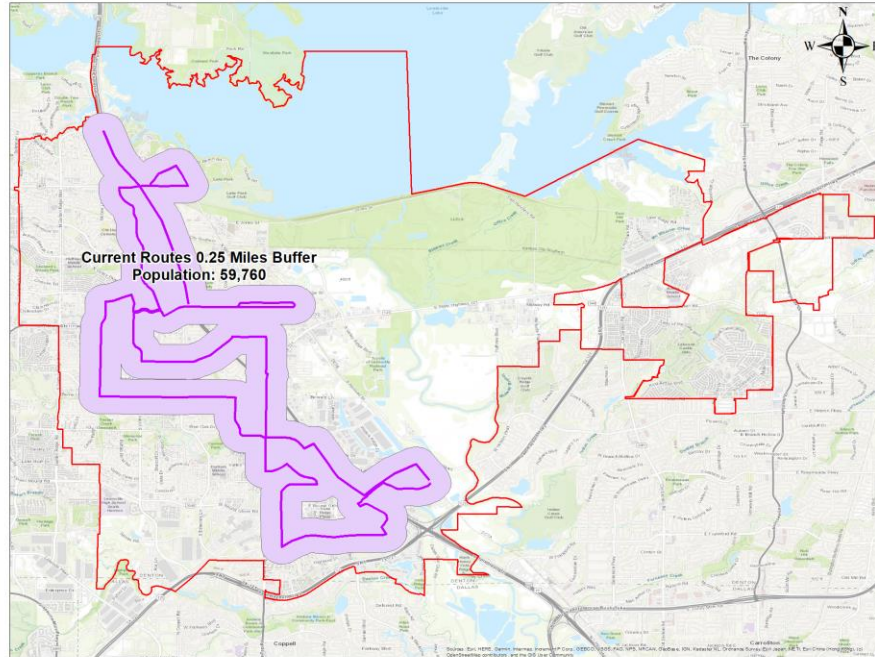
### **ANALYSIS**

In 2020, DCTA hired a consultant to study its existing transportation services. Based on that study and national best practices, the consultant recommended eliminating/altering any fixed bus routes that failed to meet ten boardings per hour. Both Lewisville Connect 21 and 22 fell well below that threshold. Specifically, only one tenth of one percent of Lewisville residents are currently served by DCTA fixed bus routes.

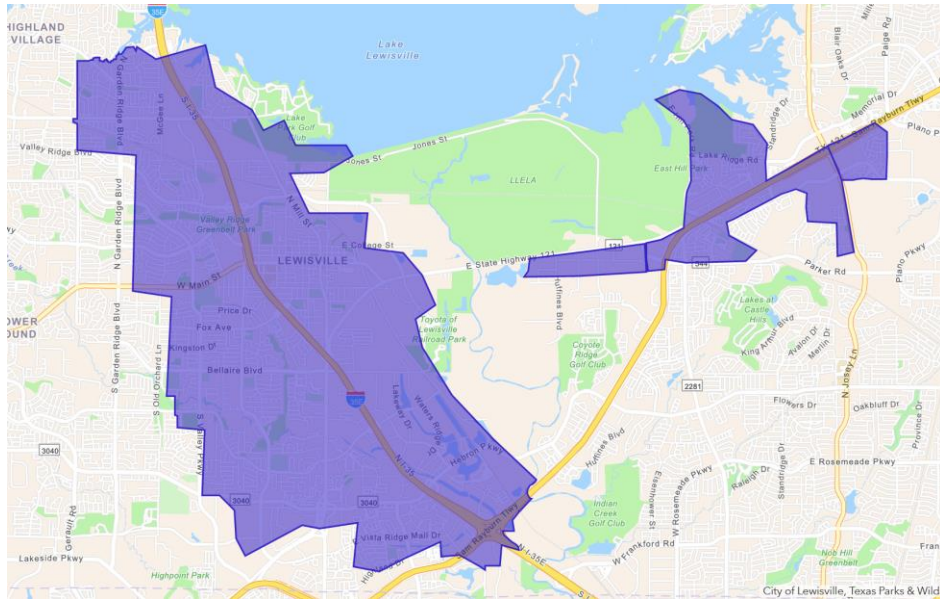
DCTA's proposed on demand service is more specifically detailed in the attached DCTA PowerPoint. In comparing the existing fixed route service with the proposed on demand service, the on-demand service does the following: (1) Increases the area where transportation services is offered in Lewisville; (2) Increases the number of residents who will have access to transportation services; (3) Increases the number of businesses that will have access to transportation services; (4) Decreases wait times for passengers; (5) Provides longer hours of service; and (6) Provides better connectivity to areas of key interest such as Thrive, Old Town, LLELA, Lewisville Lake, and train stations.

Below are maps and corresponding infographics showing the population and demographics served by both the current bus routes and proposed on-demand zone. Please note that the service area of the current bus routes is considered a one-quarter mile buffer zone from the bus routes. This standard is generally considered to be the area of accessibility since passengers are not expected to walk more than a quarter mile to access the fixed bus route. In comparison, the on-demand zone does not require a buffer since on demand drivers will travel to the customer anywhere within the zone and deliver them in close proximity to any destination they choose within the zone. <sup>i</sup>

DCTA Current Fixed Route Accessibility & Population/Businesses Served



## DCTA Proposed VIA Service & Population/Businesses Served

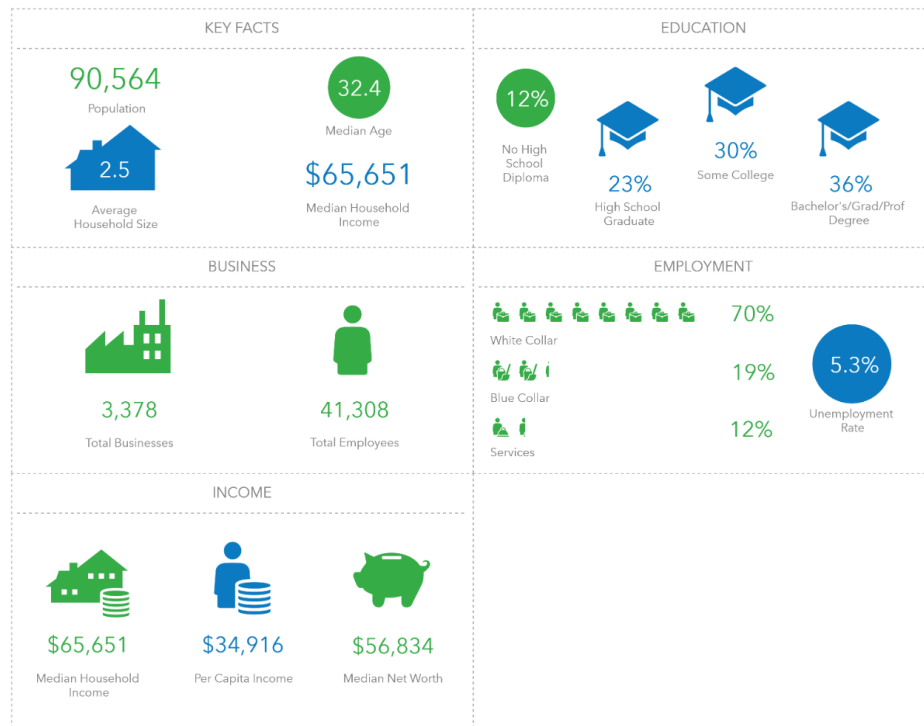


### Merged DCTA VIA 07152021

BlueYelloMerged\_07152021

Area: 20.49 square miles

Prepared by Esri



Source: This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021.

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July 15, 2021

Subject: Resolution Supporting DCTA On-Demand Service

July 19, 2021

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**RECOMMENDATION**

That the City Council consider the resolution set forth in the caption above.

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<sup>i</sup> Note that all population and business information came from Esri's GIS Mapping Software, which pulls information from several sources including the U.S. Census and the American Community Survey.