

City of Pflugerville

Transportation Development Program

Scope of Services

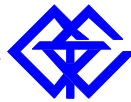
Background

The City of Pflugerville has experienced significant growth and requires a strategic approach to mobility and transit planning. On a regional basis, there is ongoing planning through Project Connect, CAMPO 2040 Plan and the Missouri, Kansas, Texas (MKT) right-of-way study. Locally, the City of Pflugerville is completing its Transportation Master Plan. These planning efforts provide a backdrop for the City of Pflugerville to take a leadership role in creating a Transportation Development Program (TDP) for the benefit of the citizens of Pflugerville and the surrounding community. The TDP will provide a mobility strategy within which the City and Council can make near-term transportation decisions, which will have long term impacts on the mobility of Pflugerville citizens within the federal, state, and local resources available to sustain them.

The TDP will be based on data analysis and public participation processes. The public participation process will target the general public, as well as individuals and organizations that typically reflect a higher transit demand. These groups may include long-distance commuters, large employers of lower wage shift workers, and the clients and/or staff of health and human and community service agencies. The purpose of the public participation plan is to gather information that will be included in the evaluation of service elements and then collect feedback from the target groups or general public on the service recommendations.

The TDP data analysis process will: review existing studies; collect new data; identify transit needs and trends; evaluate service alternatives; review transit supportive infrastructure (e.g. bike and pedestrian facilities) and growth patterns; and analyze demand. The outcome of these activities will be the identification of services for further development. The TDP development process will then estimate 5-year operation and capitals costs, and identify potential funding sources. An implementation strategy will include an analysis of the service expansion options and a recommendation for the preferred option, as well as related strategies and policies.

There are a number of federal tools available to support transit-related goals. TGC will research opportunities to maximize the impact of transportation funding and infrastructure to further community development goals. These may include Federal Transit Administration (FTA) Letter of No Prejudice or pre-award authority to protect the federally eligible value of capital improvements, capture of local value, public-private



partnerships to support shared infrastructure development, and the pursuit of alternative funding sources, such as the Surface Transportation Program – Metropolitan Mobility (STP-MM).

The following objectives form the backbone of the program.

Objectives

- Identify the most suitable service expansion option for the City of Pflugerville from those identified by Capital Metro: join Capital Metro; contract for service, form a Local Government Corporation (LGC); become a direct recipient; or become a sub-recipient of federal formula funding.
- Identify opportunities to enhance regional connectivity and coordination to close service gaps, and minimize duplication of services.
- Ensure ample opportunities and formats for public comment and participation in the decision-making process regarding service expansion in Pflugerville.
- Identify the transportation modes most suitable to meet the needs of Pflugerville residents, workers and businesses.
- Project transit operating and capital expenses over a five year period. Identify potential financial resources at the federal, state and local levels to support same.
- Identify the most appropriate service delivery mechanism. Complete a cost benefit analysis of directly operated and purchased transportation services.
- Identify and evaluate transit supportive development and infrastructure, (pedestrian and bicycle connectivity to transit services).
- Identify a suitable site for a multi-modal Transportation Center for commuter service between Pflugerville and major regional activity centers, and connectivity to other regional services, such as the Tech Ridge Park and Ride, and fixed route or demand response services.
- Create the framework for a public – private partnership which will encourage joint use of the transportation center and the addition of transit compatible space such as retail, day-care, health connectivity, etc. and the potential for shared parking during non – commuting periods like evenings and weekends.
- Review the City of Pflugerville regulatory framework for control of “vehicles for hire” within the City limits;

Task 1.0 Review of Regional Connectivity, Coordination, and Transit Studies

Objective TGC will review previous reports from CAMPO, TxDOT, Capital Metro, CAPCOG, CARTS, CTRMA and the City of Pflugerville as they relate to the future development of transit service or transit infrastructure for the City of Pflugerville and/or regional connectivity to Pflugerville. TGC will synthesize the relevant information from these studies to provide an overview of regional connectivity, as it relates to Pflugerville.



Developing a comprehensive and detailed understanding of community mobility needs from an array of perspectives will be critical to the development of a practical and relevant implementation plan for any future services or capital investments.

Deliverables: A technical memorandum outlining key regional transportation or transit issues that may impact future City of Pflugerville's transit service or infrastructure.

Task 1.1 TGC will review relevant reports including, but not limited to, the following:

- Project Connect Locally Preferred Alternative Funding and Phasing Strategy, North Corridor
- Williamson County Public Transportation Planning Study;
- Capital Area Council of Government Regional Coordination Study;
- Capital Metro Regional Commuter Rail planning documents;
- City of Pflugerville Master Transportation Plan
- City of Pflugerville land use and development planning documents;
- Current Capital Metro Service Plan;
- CAMPO's Long-Range Plan, Transportation Improvement Program, and Unified Planning Work Programs; and
- Other reports as may be deemed relevant to this effort.

Task 1.2 TGC will collate information from these multiple sources to describe elements that may impact Pflugerville's service expansion such as:

- Previous and current efforts to improve regional connectivity
- Existing or planned regional partnerships
- Challenges to regional connectivity that have been encountered
- Coordination efforts between other local agencies or communities to close service gaps and/or increase service to high need communities or areas
- Gaps in service that have not been addressed or have not been successfully addressed
- A review of short-term and long-term regional transit needs as reflected by various reports;
- Roles and relationship of Capital Metro and regional transit providers to local jurisdictions;
- Regionally significant transportation and transit projects planned, funded, and/or constructed
- Potentially conflicting perspectives and emphases among various plans.

Task 2.0 Develop and Execute Public Participation Plan

Background A well-executed public participation process provides qualitative information that is useful for reinforcing and deepening the understanding of a



community's transit needs. The City of Pflugerville is currently completing its Master Transportation Plan, which included a public outreach component. A public participation process for this effort should seek to expand and not duplicate previous efforts.

Objective To review information gathered from recent, prior planning processes and develop public participation process that will enhance the understanding of the need for transit services and multimodal (bicycle and pedestrian) facilities.

Deliverable A public participation plan that will be executed in the course of completing this study. A public participation report that will reflect the methods, dates, participants, and outcomes resulting from outreach activities.

Task 2.1 TGC will identify local and/or regional studies that have included a public participation component. TGC will review the comments and findings and write a synopsis of current findings. TGC will draft a public participation plan that seeks to build upon previous efforts and provide a better understanding of transit needs and barriers to using transit. This plan may include one-on-one meetings with large employers, schools, and/or health and human service agencies, surveys of specific high-transit need groups, outreach to neighborhood associations, and open houses at targeted locations or events.

Task 2.2 TGC will present a draft public participation plan to Pflugerville staff for review and comment. Upon approval, TGC will execute the plan throughout the course of this study.

Task 2.3 At the conclusion of the TDP planning process, TGC will document public participation notices, activities, data, attendants, and any outcomes resulting from the public participation process.

Task 3.0 Identify Transit Needs and Patterns

Background A significant amount of research has been conducted in the recent past to clarify the transportation and transit needs of the rapidly growing Central Texas region. Since the 2010 census was completed, the Austin-Round Rock MSA population has grown to over 1.8 million residents. Pflugerville's population continues to grow as well and now exceeds 54,000. Accordingly, analyzing recent data is needed to provide an accurate reflection of current transit needs.

Objective Collect and analyze data to identify transit service needs and patterns.

Deliverables A technical memorandum documenting data collection and survey methods and significant transit needs and travel patterns that will impact the choice of future City of Pflugerville transit services.



Task 3.1 TGC will analyze and map census data to identify transit-supportive areas.

TGC will analyze and map U.S. Census data for population growth, demographic and mobility needs profiles for the City of Pflugerville. This data also will be analyzed to determine transit needs with respect to income, age, and/or disability, and zero car households and organized into a Transit Needs Index. The Transit Needs Index identifies neighborhoods or residential areas that house the highest concentration of people most likely to use transit.

- TGC will map the location and density of housing units and compare those to industry standards to identify appropriate transit modes. TGC will map the location and number of multi-family units. TGC will map the location and number of units for any permitted multi-family or mixed use developments.
- TGC will calculate and map the number of jobs per acre using data from the U.S. Census Longitudinal Employer-Household Dynamics database.
- TGC will assign a weight to the sum of these data and map the cumulative score to identify areas that are most likely to support transit.

Task 3.2 TGC will analyze multiple data sources to identify home-to-work trips:

- Traffic Analysis Zones (TAZ) data for high frequency origin-destination pairs to understand relevant travel characteristics of intra-city and inter-city work trips. The TAZ analysis will identify is useful for identifying prominent home-to-work travel patterns and potential commuter service demand.
 - Census Transportation Planning Package: This is a special set of tables produced by the U.S. Census and ASHTO and contains census tract level data. It contains information on origin, length, mode of trip, etc. In some cases, there may be TAZ-level data available through the MPO.
 - Journey-to-Work Data: Available through the U.S. Census, this data set provides additional information on the home-base to work trip.
 - Longitudinal Employment-Household Dynamics Database

Task 3.3 TGC will contact major employers within the City of Pflugerville and the Pflugerville Community Development Corporation (PCDC) to discuss their mobility needs. TGC will contact major area employers to measure their perceived need for transit services for their employees. If sufficient interest is reported, TGC will follow-up with a request for the addresses and/or ZIP Codes for their employees who reside in, or near, Pflugerville. In the event of high perceived need and employer support, data may be gathered from employees using a “pay envelope” survey to measure an employee’s interest in transit services and desired service characteristics (availability, location, etc.).



Objectives are to refine specific employee travel patterns and to identify potential transportation alternatives.

Task 3.4: If needed to clarify or reinforce TAZ and census data, TGC will contact other organizations for data reflecting potential home-to-work demand. Other resources that may be used include, but are not limited to:

- Austin Downtown Alliance: TGC will review Austin Downtown Alliance's home-base trip data for downtown employees, if available;
- University of Texas at Austin: TGC contact UT to request ZIP-code level data for staff and students originating from Pflugerville and traveling to UT.
- Austin Community College: TGC will contact ACC student services personnel to discuss perceived transit needs of students and request ZIP-code level data on staff and students residing in the study area and travelling to campuses in Round Rock, Hutto, or Austin area.

Task 3.5: Park and Ride Facility Demand Analysis

- TGC will apply the TxDOT/Texas Transportation Institute (TTI) commuter park and ride ridership methodologies to estimate demand that can be captured by three (3) potential park and ride sites. TGC will use CAMPO Travel Demand Forecast (TDF) model developed modal splits to determine the transit usage. TGC will use the FTA instructed Binomial Logit Choice Model to verify or check the reliability of the CAMPO TDF modal split results.

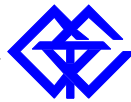
Task 4.0 Service Alternatives

Objective The purpose of this task is to evaluate and recommend service alternatives that address the identified Transit Needs and Patterns (Task 2).

Deliverables A technical memorandum evaluating service alternatives (commuter, demand response, flex, and/or fixed route with complementary ADA-paratransit).

Task 4.1 TGC will identify feasible service alternatives for the identified service needs and/or areas. These alternatives may include demand response, fixed route with ADA paratransit, flex routing, vanpools, rideshare, etc. Determination of feasibility will be based on one or more of the following factors:

- Sufficient population density to support the service type;
- Sufficient evidence of high-frequency origin to destination pairs to support the service;
- Evidence of business, organization, and/or community support;



- Potential to enhance connectivity to regional services;
- Potential to leverage local or regional investment and/or infrastructure

Potential to generate private sector, community and/or other sources of financial support

Task 4.2 TGC will estimate 5-Year operating and capital costs for each feasible service alternative.

Task 4.3 TGC will quantify or qualify benefits for each feasible alternative, such as number of trips, air quality, economic, and health benefits, potential to enhance regional connectivity, close identified service gaps, leverage existing funds or infrastructure, and increase coordination.

Task 4.4 TGC will present its findings from Tasks 1, 2, and 3 to Pflugerville staff along with its service alternatives recommendations. Based on feedback from Pflugerville staff, TGC will develop a final list of services and improvements for further development.

Task 5.0 Service Plan

Objective To define requirements for recommended service(s) including, but not limited to network design, routing, frequency of service, span of service, operations, maintenance, and capital costs. TGC will balance the capital and operating cost against realistic revenue projections and other potential funding support.

Deliverable A technical memorandum outlining recommended operations, maintenance and capital requirements.

Task 5.1

- Based on the recommendations from Task 4.1, TGC will draft a service plan for each alternative:
 - Network and Routing Design
 - Stop and Transfer Locations
 - Vehicle Type and Quantity
 - Span and Frequency of Service
 - Estimated operation and maintenance expense;
 - IT infrastructure (reservation/scheduling/dispatch, farebox, security, etc.);
 - Management Structure; and
 - Coordination with other transit providers.



Task 5.2 TGC will estimate capital costs for each service alternative. Capital components may include fleet, ITS, maintenance and facility needs, safety and security infrastructure, and farebox equipment.

Task 6 Transit-Supportive Infrastructure

Objective Facilities that support access to transit services increase ridership and improve a community's connectivity to needed services and jobs. Pflugerville continues to address its sidewalk and bicycle infrastructure needs, as well as its need to connect to regional services.

Deliverable A technical memorandum that reviews the current plans and findings regarding the City's sidewalk and bicycle infrastructure, and evaluates and recommends infrastructure improvements that are in proximity to recommended transit stops and stations. A technical memorandum describing the site selection process, and preliminary building program and site layout for a transportation center.

Task 6.1 TGC will review the Pflugerville Master Transportation Plan and other documents for findings regarding pedestrian and bicycle infrastructure. TGC will coordinate with Pflugerville staff to learn more about the City's pedestrian and bicycle programs. TGC will evaluate this information in light of the recommended service alternatives.

Task 6.2 TGC will inventory and assess the quality of pedestrian and bicycle access to recommended transit stops and centers. TGC will recommend corridors for improvement.

Task 6.3 TGC will evaluate the feasibility of a transportation center to support commuter and local services:

- TGC will evaluate three (3) locations for a future transportation center for the commuter bus service site selection criteria, which include access, traffic/congestion impacts, existing and future land use of surrounding area, ownership, potential impact to historic structures or sites, floodplain status, proximity to endangered species, noise, and other environmental criteria;
- TGC will complete a Title VI site equity analysis requirement, which includes environmental justice review of the preferred site location and its positive and/or negative impacts on the surrounding community.
- TGC will complete an environmental analysis of the preferred site in accordance with FTA requirements and request an environmental determination.



Task 6.4 TGC will complete a site and facility schematic to depict site access, circulation, location and size of passenger amenities such as waiting areas and restrooms, parking configuration and joint development space.

Task 7.0 Transit Services Finance and Implementation Plan

Objective TGC's recognized areas of expertise include financial planning, local/state/and federal funding assistance, and FTA grant management. TGC's focus is to leverage the maximum amount of local investment against potential federal funding. Given the City's interest in promoting maximum cost-effectiveness and opportunities for federal funding, TGC also will provide recommendations regarding a number of funding mechanisms intended to reduce local share commitments.

Deliverables A technical memorandum outlining a 5-year budget and funding resources to support the recommended services

Task 7.1 For each mode, TGC will project capital, maintenance, operations, and administration expenses for a five-year period.

Task 7.2 TGC also will provide general recommendations regarding the following funding sources or strategies:

- Review the applicability of applying Type A and B tax to support future transit service;
- Review the potential applicability of a Letter of No Prejudice to protect local share value or opportunities to exercise pre-award authority;
- Review the potential use of state Transportation Development Credits in lieu of local share match for eligible capital projects;
- Review the applicability of the FTA's Livable Communities Initiative to identify infrastructure improvements in the vicinity of transit facilities;
- Consider Capital Cost of Contracting to provide transit services and/or maintenance through a private contractor; and
- Evaluate the potential to tap discretionary funding sources such as STP-MM.

Task 7.3 Review and recommend the preferred service expansion option to deliver proposed services. TGC will consider, among a number of issues, the financial impact to the city per a given organizational structure.

At this time, the potential management structures include: 1) contract for services through Capital Metro; 2) contract for services through Capital Area Rural Transit System



(CARTS); 3) privatize service; 4) form a Local Government Corporation; 5) become a direct recipient of federal formula funding; or 6) become a sub-recipient of federal formula funding.

- TGC will assist the City of Pflugerville to establish its eligibility to become a federal grantee, should it choose this option, by managing process to prove its technical, financial and legal capacity.

Task 8 Policies and Procedures

Objective Organizations that receive financial support as an FTA grantee or sub-recipient are responsible for meeting federal requirements. These requirements are defined in funding program guidance, certifications and assurances, federal circulars, etc. If Pflugerville wants to use federal funding, it will be need to meet these requirements by developing policies and procedures.

Deliverable: A technical memorandum that identifies the policies and procedures that Pflugerville may be required to develop to meets its responsibilities as a recipient of FTA funding or as a participant in the Capital Metro service expansion program.

Task 8.1 TGC will define performance measures for each service alternative. These may include vehicle and revenue hours and miles, number of trips per revenue hour of service, number of late or missed trips, on-time performance, number of safety incidents (accidents, injuries, and fatalities).

Task 8.2 TGC will identify policies that Pflugerville will be required to develop as a recipient of federal and/or Capital Metro administered funding. These may include policies related fare, fare media, and processes for changing fares; policies related to ensure the rights of disabled individuals such as a Half Fare policy and ADA-eligibility process; policies relating to Title VI; and requirements related to regional coordination.

Task 9.0 Vehicles for Hire Ordinance

Background

The rapid growth of the City of Pflugerville is generating demand for internal mobility options, which includes taxi-cab service, demand response transit for seniors and persons with disabilities and fixed route service, for access to jobs, medical and retail destinations, and activity centers like the Stone Hill Center and Downtown Pflugerville. With the City considering future transit options for internal access and commuter



connectivity to Austin under Project Connect, it is time for the City to consider the regulation of Vehicles for Hire. If the City does not regulate vehicles for hire, then any future transit service the City initiates will be in direct competition with private providers who operate vehicles for hire. As a result, the City will be required to “buy out” the private providers, which will increase the startup costs of the City’s initial transit service. A vehicle for hire ordinance will protect the City from this potential added cost.

Deliverables Technical memorandum documenting requirements, procedures, standards and terms and a draft ordinance,

Task 9.1 Definitions

Objective Develop requirements, procedures and standards and define terms needed for an ordinance.

Task 9.1.1 Develop requirements:

- Operator/Driver background check, training, and drug and alcohol testing;
- Permits and Certificate of Public Means and Necessity (procedures, protests, etc.);
- Insurance;
- Reporting; and
- Re-Certification timeframe.

Task 9.1.2 Develop Procedures:

- Certification;
- Re-Certification; and
- Passenger Complaint.

Task 9.1.3 Develop Standards:

- Vehicle Inspection and Safety; and
- Operations.

Task 9.1.4 Define Terms:

- Vehicles for Hire (taxicabs, pedi-cabs, limousines, charters, jitneys, shuttles, private bus companies, and other means of conveyance); and
- Exclusions

Task 9.2 Ordinance

Objective Develop a proposed ordinance for consideration by City Council.



Task 9.2.1 Develop Statement of Policy.

Task 9.2.2 Develop the proposed ordinance in coordination with City staff and the City Attorney.

Task 10.0 Legal, Legislative, Intergovernmental Coordination and Regulatory Framework

Deliverables Preparation of all legal agreements including, but not limited to, Interlocal Agreements, MOUs, and resolutions; Attendance at all applicable meetings, conference calls, and webinars and preparation for public meeting notices advertisements.

TGC will provide ongoing assistance with regard to legal, legislative, and intergovernmental coordination activities that are necessary to project planning, financing and implementation. Activities will include:

- Developing grant justification packages and grant applications;
- Developing a Letter of Interest to distribute among potentially interested development partners;
- Managing the review process by providing agency follow-up, managing letters-of-support campaigns, and calculating and submitting evaluation data necessary to the competitive grant processes;
- Drafting and reviewing legal agreements, legislation, statutes, and other information which have an impact on the City's mobility objectives;
- Attending all appropriate meetings where transportation funding and programming priorities are made;
- Intergovernmental assistance with federal, state and regional offices related to the programming of grant funds with the Regional Long Range Transportation Plan (CAMPO 2040 Plan), Transportation Improvement Program (TIP) and Statewide Transportation Improvement Program (STIP);
- Assisting City staff with responsibilities created by membership on the CAMPO Technical Advisory Committee; including support, representation, and monitoring of CAMPO activities;
- Work with members of the U.S. Congressional and Senate delegation, members of FTA, the Governor's office, and other representatives to build support for City mobility objectives; and
- Assistance in the areas of state legislation including involvement in state agency grant opportunities.