



City of Pflugerville

Legislation Text

File #: 2022-0812, Version: 1

Discuss and consider action to approve a contract with TRIPP Ridesharing Consultants in the amount of \$275,000 for rideshare services beginning October 1, 2022, and authorize the City Manager to execute the same.

The City of Pflugerville has funded and implemented a transit rideshare program, in collaboration with Capital Metro since March of 2021. The City worked with Capital Metro representatives to design a pilot that could reasonably gauge the viability of continued transit investment in Pflugerville in the future and that pilot program commenced on March 23, 2021 and is scheduled to run through September 30, 2022. The current pilot covers a 3.3 square mile service area, which is generally located along the Pecan Street corridor. Since the start of the pilot ridership has steadily grown and provided transportation services to a variety of locations including, medical appointments, employment and retail.

As the pilot program has seen increased ridership since it began in March 2021, the City is considering expansion of transit in the community. In order to ensure service can be provided equitably to all Pflugerville residents, while also ensuring the program meets the Council strategic goals of being fiscally responsible and the Aspire Pflugerville 2040 goal of expanding transit and related infrastructure in Pflugerville and work towards implementation of transit that is responsive to the needs of the community, the City sought proposals for a rideshare program that would provide pick up service for riders across the City. Three proposals were received, and staff is recommending the selection of TRIPP Ridesharing Consultants in collaboration with UBER and Maruti for implementation and rideshare services beginning October 1, 2022.

The proposed rideshare program would provide riders a voucher to travel within the City to appointments, services and employment with the option to add other destinations outside of the City limits. Should Council approve this program, specific details (i.e. naming, cost of rides) on the program will be determined by City Council in September.

At the August 17th PCDC meeting, the PCDC provided \$95,000 towards implementation consultation as permitted under 4B law. With the funding provided by PCDC, funding requested directly related to providing rides is \$175,000, and an additional \$5,000 is for marketing of the program would be provided through expenditures allocated in the FY23 budget beginning on October 1, 2022.

Deadline for City Council Action

Action is requested on August 23, 2022

Funding Expected: Revenue ___ Expenditure (FY23) ___ N/A ___

Budgeted Item: Yes (FY23) ___ No ___ N/A ___

Amount: Total: \$275,000 (\$95,000 funding by PCDC; \$180,000 funded through general fund)

1295 Form Required? Yes No ___

Legal Review Required: N/A ___ Required Date Completed: August 18, 2022

Recommended Action

Motion to approve as presented