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## Staff Report

TO: Honorable Mayor Noon and Members of City Council

THROUGH: John Danielson, City Manager  
Elisha Thomas, Deputy City Manager  
Scott Blumenreich, Chief Innovation Officer

FROM: Daniel Hutton, i-team Manager  
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DATE OF MEETING: July 11, 2016

DATE OF SUBMITTAL: July 1, 2016

SUBJECT: i-team First and Last Mile Pilot Operations Plan and Funding Update

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### 1. **Executive Summary:**

In May 2016, Council provided consensus for the Innovation Team (i-team) to finalize the First and Last Mile Pilot (FLMP) Operations Plan and to seek funding from the Southeast Public Improvement Metropolitan District (SPIMD) for implementation.

This Study Session item is to present and seek Council consensus on the FLMP Operations Plan (Attachment A). The FLMP Operations Plan identifies proposed partners and their roles and provides detail on when, where and how the FLMP will run. The FLMP Operations Plan was developed in partnership by Centennial's i-team, the Denver South Transportation Management Authority (DSTMA), Lyft and Xerox. This proposed partnership tests using technology platforms, such as ridesharing apps, to provide on-demand rides to and from transit stations, beginning with the Dry Creek light rail station.

In addition, Staff has worked with SPIMD and the DSTMA to partner on funding for the pilot program.

Staff recommends Council provide consensus on the FLMP Operations Plan. Pending Council consensus, Staff will bring forward future items for Council consideration in order to implement the FLMP Operations Plan.

### 2. **Discussion:**

#### **FLMP Operations Plan**

The FLMP Operations Plan identifies proposed partners and their roles and provides detail on when, where and how the FLMP will run. The FLMP Operations Plan was developed in partnership by Centennial's i-team, the Denver South Transportation Management Authority (DSTMA), Lyft and Xerox. The Operations Plan tests using technology platforms, such as ridesharing apps, to provide on-demand rides to and from transit stations, beginning with the Dry Creek light rail station.

In May 2016, the DSTMA Technical Committee recommended the FLMP for presentation to the DSTMA Board on July 7, 2016.

#### **FLMP Impacts**

The FLMP could have significant impacts on current and first-time transit ridership by increasing the ease of accessing the Dry Creek light rail station. This would lead to reduced roadway congestion, shorter commute times and improved user experience. Positive impacts would be felt by employers as well as

people commuting to and from Centennial, including seniors and people with disabilities. Overall, the FLMP would help Centennial continue to attract the region’s top businesses and employee talent.

Although the Regional Transportation District (RTD) currently operates its Call-n-Ride service as a first and last mile option for the Dry Creek station area, there are several reasons why the FLMP may be beneficial. First, the Call-n-Ride requires users to sign-up two weeks in advance. In addition, it is heavily subsidized at ~\$21 per 1.5 mile one-way trip. Finally, on average the Call-n-Ride serves only 28 users per ~14 hours of daily service. Research conducted by DSTMA shows that 20-40% of local survey respondents would switch from driving a single-occupancy vehicle (SOV) to a program similar to the FLMP if given the choice. Travelers switching from SOVs to light rail would lead to reduced roadway congestion. Please see *Attachment B – FLMP Business Case* for additional information and data.

The FLMP could demonstrate how public-private partnerships can add public value and benefit the residents and businesses of the City and region. The i-team would also provide the data and results of the FLMP to RTD and other transit agencies and providers to demonstrate how forming partnerships with rideshare providers could reduce public transit system costs, subsidies and risk.

**Preliminary FLMP Budget Overview**

FLMP implementation costs for the pilot timeframe are estimated at a total of \$400,000 as shown below:

Item	Estimated Cost
Lyft Line Ride Costs	\$350,000
Operations and Maintenance Contingency	\$40,000
Xerox Data Reporting	\$10,000
<b>Total</b>	<b>\$400,000</b>

The DSTMA and SPIMD have conceptually agreed to a partnership with the City, providing a 50% (\$200,000) match for the FLMP program. A final decision by DSTMA/SPIMD is anticipated between July and September 2016. City funding would be provided from previously-appropriated i-team funding. The City and the DSTMA/SPIMD funding fulfill 80% of the City’s Bloomberg Philanthropies local match requirement.

**3. Recommendation:**

Staff recommends Council provide consensus on the FLMP Operations Plan. Pending Council consensus, Staff will bring forward future items for Council consideration in order to implement the FLMP Operations Plan.

**4. Alternatives:**

Council may provide alternative direction on the FLMP Operations Plan.

**5. Fiscal Impact:**

There are no fiscal impacts at this time.

**6. Next Steps:**

Pending Council consensus, Staff will:

- recommend a funding allocation of \$200,000 from previously-appropriated funding;
- recommend authorization for the Mayor and the City Manager to sign necessary agreements and grant documents; and
- recommend approval of a supplemental appropriation recognizing the match funding from the DSTMA and SPIMD.

**7. Previous Actions:**

May 16, 2016 – In May 2016, Council provided consensus for the Innovation Team (i-team) to continue finalizing the FLMP Operations Plan and to seek funding from SPIMD for FLMP implementation.

December 14, 2015 Study Session – Council provided consensus for Staff to continue moving forward with its current activities, including researching and evaluating its portfolio of potential initiatives. Two of these priorities were the FLMP and the MAP.

**8. Suggested Motions:**

As a Study Session item, there is no suggested motion at this time.