Transit Update

- New Braunfels Urban Transit District established by the State and recognized by the Federal Transit Administration (FTA)
- City receives direct State and Federal grant funds for transit operations
- Transit operations are guided by the City’s Transit Development Plan
- Plan to implement a new “On-demand Microtransit” transit service in 2025
Transit Delivery Plan

- Continue “Demand-Response” transit service with AACOG/ART under the existing Interlocal Agreement (ILA) through September 2024

- New ILA with AACOG/ART for continued Demand-Response transit service from October 2024 into 2025 (as needed)

- Anticipated On-Demand Microtransit service schedule:
  - August 2024 – Issue Request for Proposals for “turnkey” service
  - October 2024 – Contract award
  - January 2025 – Service start (pending FTA approval)
  - 2025 – Transition and coordination with AACOG/ART
State Process
- Transit Development Plan ✓
- Creation of Urban Transit District ✓
- TxDOT Administrative Process ✓
- TxDOT Grant Funding — Pending

Federal Process
- New Recipient Request ✓
- Legal Capacity ✓
- Civil Rights — Submit to FTA June 2024
  - Title VI Nondiscrimination — Future Council Action
  - Disadvantaged Business Enterprise Program (DBE) — Future Council Action
  - American with Disabilities Act (ADA) — Future Council Action
- Financial and Technical Capacity — Submit to FTA June 2024
Microtransit

- A form of on-demand vehicle for hire
- Flexible routing and scheduling of vehicles shared with other passengers
- Providers build routes to match demand (trip) and supply (vehicle)
- Extend the efficiency and accessibility of the transit service - scalable
- Provided as a designated stop-to-stop or curb-to-curb service
Service Goals

- Prioritize public investment to maximize ridership through a new, innovative transit service
- Encourage ridership, efficiency, and cost-effectiveness in connecting people and places
- Put customers first; ensuring customer satisfaction

Service Requirements

- Technology
- Service Operations
- Support Staff/Admin

Scope of Work

- Project Management
- Performance Monitoring & Reporting
- Software, Hardware & Equipment
- Human Resources
- Compliance & Regulations
- Invoicing
Service Considerations & Decisions

- AACOG/ART transition and overlap service
- City Microtransit service start
- Key factors determine overall microtransit service delivery and costs
  - Microtransit zone
  - Service hours and fares
  - Fare collection
  - Ridership conduct and rules
  - Fleet size and vehicles
  - Stop model: curb-to-curb or corner-to-corner
  - Wait time and walking distance for service
- Education, public outreach, and customer service
Considerations

- Within Urbanized Area
- Based on AACOG/ART ridership data
- Impact on service budget
- Rely on ridership data and service requests to adjust
- Coordinate with counties on service in unincorporated areas
Service Hours

▲Current AACOG/ART Service Hours
  ▪ Hours: 7:00 AM – 6:00 PM
  ▪ Monday – Friday

▲Proposed City Microtransit Service Hours
  ▪ Hours: 7:00 AM – 8:00 PM
  ▪ Monday – Sunday

▲Considerations
  ▪ Impact on service budget
  ▪ FTA regulations for service hours
  ▪ Rely on ridership data and service requests to adjust
Share the cost of service with the people benefiting from the service

Proposed fare strategy
- Serve current users at or near the current fare level (AACOG/ART $2/trip in town)
- Offer “choice” users an improved transit option

Fares Types
- Full
- Discounted (Seniors, Persons with Disabilities, Students, etc)
- Free (Children under a certain age)
- Passes (Monthly)

Verification requirements
## Service Fares

### Comparable Transit Agency Fares

<table>
<thead>
<tr>
<th>Transit Agency</th>
<th>On-Demand</th>
<th>On-Demand Discount</th>
<th>Monthly Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Metro – Austin</td>
<td>$1.25</td>
<td>$0.60</td>
<td>$41.25/$20.60</td>
</tr>
<tr>
<td>DCTA – Denton</td>
<td>$1.50 + $.50 per mile up to $5.00</td>
<td>$0</td>
<td>$48.00/$24.00</td>
</tr>
<tr>
<td>Round Rock Rides – Round Rock</td>
<td>$4.00</td>
<td>$2.00</td>
<td>$41.25/$20.60</td>
</tr>
<tr>
<td>DART – Rowlett</td>
<td>$2.50</td>
<td>$1.25</td>
<td>$96.00/$48.00</td>
</tr>
<tr>
<td>Brazos Transit – College Station</td>
<td>$3.50</td>
<td>$0</td>
<td>$45.00/$22.50</td>
</tr>
<tr>
<td>CARTS – Bastrop, Marble Falls, ...</td>
<td>$2.00</td>
<td>$1.00</td>
<td>$88.00</td>
</tr>
<tr>
<td>VIA Link – San Antonio</td>
<td>$1.30</td>
<td>$0.65</td>
<td>$38.00</td>
</tr>
</tbody>
</table>
“RIO” proposed as transit system name

- Represents the importance of rivers, the movement of people, and culture
- Included in vehicle design and branding

Why is the logo important?
- It grabs attention
- Distinguish us from other transit providers
- Used as a communication tool, including websites, and social media
- Creates a visual symbol that represents the New Braunfels Transit District and Microtransit Service
Examples of Microtransit Vehicles

Avondale, AZ

Georgetown, TX

Wilson, NC

San Antonio, TX

Gloucester County, MA
Next Steps

- Federal Funding Process
- AACOG/ART Interlocal Agreement
- Public Outreach on Proposed Service
- Develop Service Requirements
- Release Request for Proposals
Ongoing Efforts

Coordination with County Partners

Coordination with AAMPO
Including New Braunfels Transit Connection Plan

Coordination with AACOG/ART

Continued City Council Updates
Questions?