



Memorandum

To: Honorable Mayor Cheney and Members of the Frisco City Council

cc: George Purefoy, City Manager
Paul Knippel, P.E., Director of Engineering Services
Brian Moen, P.E., Asst. Dir. of Engineering Services/Transportation

From: Kerin Smith, P.E., Traffic Engineer

Date: May 1, 2018

Subject: Consider and act upon approval of agreements pertaining to development of a Transportation Management Association and an Autonomous Vehicle Pilot Project within the City of Frisco and ratification of the City Manager's execution of the documents

Action Requested: City Council consideration and approval of agreements in support of establishing a Transportation Management Association (TMA) and an Autonomous Vehicle (AV) pilot project within the City of Frisco and ratification of the City Manager's execution of the agreements.

Background Information: The City of Frisco has experienced a steady increase in traffic volume over the last decade. There is every indication that this trend will continue. To this point, the City has accommodated the increased demand with infrastructure and operational efficiency improvements. These improvements have been critical to the growth of our City, however there are alternative transportation programs that compliment these efforts at little or no cost to the City.

One of the key factors to reducing traffic congestion is to change driver behavior to accept options other than a single-occupant vehicle. The City of Frisco, along with several public and private industry partners, recognize in order to facilitate this change in behavior, alternative modes of transportation must be available that provide solutions to mobility challenges if a single-occupancy vehicle is not available. These alternatives include improved walkability, ride-sharing, mobility as a service, connected vehicles and/or driverless (autonomous) vehicles.

The intent of the agreements is to establish a public-private partnership via a TMA that would study and identify transportation challenges related to mobility and work to

provide solutions that are mutually beneficial to all parties. The agreements also facilitate an AV pilot project.

In keeping with the City's Top Ten Priorities for 2018, Council adopted a Transportation Vision Statement at the April 3, 2018 meeting. The Vision Statement is the first step in developing a strategic plan for transportation. The statement reads as follows:

“The City of Frisco will have and maintain safe, reliable, convenient, affordable, and well-managed systems of transportation and mobility for people and goods; that operate throughout the City of Frisco and are available to all residents and visitors; that connect to other local and regional systems within the DFW metroplex; that are environmentally responsible and fiscally sustainable; and that promote the economic and social well-being of the City for generations to come.”

The development of both a TMA and AV pilot programs support this Transportation Vision Statement and are one of the many steps in development and execution of a strategic plan for transportation within the City of Frisco.

Alternatives: City Council could consider the following alternatives:

- Approval
- Deny approval

Financial Considerations: There are no funds required to launch the TMA or pilot program. In the future, there may be cost sharing agreements if the TMA-developed programs prove successful and financially viable for all parties.

Legal Review: All agreements have been reviewed and approved as to form.

Staff Recommendation: Staff recommends approval. Staff will be available at the meeting to answer any questions.