



PLANO CITY COUNCIL
1520 K Avenue, Plano TX 75074 and via videoconference

DATE: APRIL 13, 2026

TIME: 5:00 PM

Our Vision - Plano is a global economic leader bonded by a shared sense of community where residents experience unparalleled quality of life.

This City Council Meeting will be held in person in the Senator Florence Shapiro Council Chambers. A quorum of the City Council, including the presiding officer, will participate in person. The facility will be open to members of the public.

For those wanting to watch the meeting but not address the Council, the meeting will be live-streamed on Plano's website at www.planotv.org, [YouTube.com/cityofplanotexas](https://www.youtube.com/c/cityofplanotexas) and [Facebook.com/cityofplanotx](https://www.facebook.com/cityofplanotx).

To speak at the meeting, register at Plano.gov/SpeakerRegistration. Online registration opens at 5:00 p.m. on the Tuesday prior to the meeting and **closes at 4:00 p.m.** on the day of the meeting. **ONSITE REGISTRATION IS NOT AVAILABLE.**

Emails regarding agenda items and other comments on City business may be submitted to: councilcomments@plano.gov.

CALL TO ORDER

EXECUTIVE SESSION

- | | | | |
|-----|---|--------|---------|
| I. | Legal Advice | Mims | 15 min. |
| | a) Respond to questions and receive legal advice on agenda items | | |
| II. | Economic Development | Talley | 10 min. |
| | Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect. | | |

PRELIMINARY OPEN MEETING

- | | | | |
|-----|--|---------|---------|
| I. | Consideration and action resulting from Executive Session discussion | Council | 5 min. |
| II. | Via Transportation Program Scope of Work | Howard | 15 min. |

III.	Departmental Overview - Human Resources and Risk Management	Huynh	15 min.
IV.	Departmental Overview - Libraries	Holtmann	15 min.
V.	Departmental Overview - Environmental Health and Sustainability	Patterson	15 min.
VI.	Consent and Regular Agendas	Council	5 min.
VII.	Council items for discussion/action on future agendas	Council	5 min.

In accordance with the provisions of the Open Meetings Act, during the Preliminary Open Meeting, agenda items will be discussed and votes may be taken where appropriate. The City Council may convene into Executive Session to discuss posted items in the session as allowed by law.

The City of Plano encourages participation from all citizens. The Plano Municipal Center has accessible restroom facilities, drinking fountains, and power assist entrance doors. The facility is easily accessed from public sidewalks and parking areas. Designated accessible parking is available on the north and south sides of the building. The Senator Florence Shapiro Council Chambers is accessible by elevator to the lower level. If you require additional assistance or reasonable accommodations under the Americans with Disabilities Act for this meeting or facility, including ASL interpreters, you should submit an ADA Reasonable Accommodation Request Form to the ADA Coordinator at least 48 hours in advance. If you need assistance completing the form, please call 972-941-7152. Complete or download the ADA Reasonable Accommodation Request Form at <https://www.plano.gov/395/Accessibility-Accommodations>.



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Mark D. Israelson, City Manager

This City Council Meeting will be held in person in the Senator Florence Shapiro Council Chambers and via videoconference. A quorum of the City Council, including the presiding officer, will participate in person. The facility will be open to members of the public.

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AGENDA ITEM: To speak at the meeting, register at Plano.gov/SpeakerRegistration. Online registration opens at 5:00 p.m. on the Wednesday prior to the meeting and **closes at 3:00 p.m.** on the day of the meeting. **ONSITE REGISTRATION IS NOT AVAILABLE.**

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PRESENTER:

TIME SPAN:

ITEM SUMMARY

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CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Paige Mims, City Attorney

AGENDA ITEM: Legal Advice

PRESENTER: Mims

TIME SPAN: 15 min.

ITEM SUMMARY

Legal Advice

a) Respond to questions and receive legal advice on agenda items



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Doug McDonald, Director of Economic Development

AGENDA ITEM: Economic Development

PRESENTER: Talley

TIME SPAN: 10 min.

ITEM SUMMARY

Economic Development

Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect.



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Mark D. Israelson, City Manager

AGENDA ITEM: Consideration and action resulting from Executive Session

PRESENTER: Council

TIME SPAN: 5 min.

ITEM SUMMARY

Consideration and action resulting from Executive Session discussion



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Curtis Howard, Director of Neighborhood Services

AGENDA ITEM: Via Transportation Program Scope of Work

PRESENTER: Howard

TIME SPAN: 15 min.

ITEM SUMMARY

Via Transportation Program Scope of Work

ATTACHMENTS:

Description	Upload Date	Type
Memo	4/6/2026	Memo

Date: April 6, 2026

To: Mark Israelson, City Manager
Jack Carr, Deputy City Manager

From: Curtis Howard, Assistant City Manager

Subject: Via Transportation Program

Overview

The City of Plano has contracted with Via Transportation, Inc. (“Via”) to implement an initial six-month program for a demand-response transportation service. This service will operate within the city limits and extend up to a 1.5-mile buffer beyond the city boundaries. Via will provide a technology-enabled transportation system, operational support, and related services to launch and manage two transit programs:

- a citywide senior on-demand service for residents age 65 and older, and
- a Legacy West circulator service consisting of fixed routes within key districts.

Scope of Services

Via’s transportation program will include a cloud-based dynamic routing and ride aggregation platform, along with mobile applications for both riders and drivers. To ensure accessibility, a call-in booking option will be available for users without smartphones. Via will also be responsible for driver recruitment and management, customer service support, marketing and outreach campaigns, and providing data reporting and analytics.

Duration

The initial term of the program is six months from launch, with one optional six-month extension under the same terms. The contract may also be extended for up to three additional twelve-month terms.

Cost and Financial Structure

The total Not-to-Exceed (NTE) cost is \$3.95 million for this 6-month program. The breakdown of the costs include:

	Estimated 6-month Cost	One-Time Upfront Costs ⁽¹⁾	Operational Costs	Hourly Rate	Estimated Total Vehicle Hours (6-months)
Legacy West Circulator	\$1.27M	\$155k	\$1.12M	\$80.00	13,949
Senior On Demand Service	\$1.51M	\$210k	\$1.30M	\$56.21	23,070
Total	\$2.78M	\$365k	\$2.41M		

(1) Includes technology installation fee and estimated costs for WAV retrofits, in-vehicle hardware, and vehicle wraps (to be treated as a pass-through).

* For TNC overflow, estimated hourly rate of \$44.45 is expected. However, actual TNC overflow costs would be passed through on a per-trip basis.

The upfront cost is approximately \$365,000 and includes technology installation, vehicle branding (wraps), wheelchair-accessible vehicle (WAV) retrofits, and in-vehicle hardware.

The monthly cost is \$80/hour per vehicle for the Legacy West Circulator and \$56.21/hour per vehicle for the senior ride program. The circulator will have a minimum monthly cost of \$31,000 and the senior ride service will have a \$89,000 monthly minimum. All fare revenue generated will be paid to the City (net of processing fees).

Service Design and Operations

The Senior Rides program will provide curb-to-curb transportation for Plano residents aged 65 and older. Residents who require more specialized services will continue to have access to Dallas Area Rapid Transit (DART) paratransit services. The service area will cover approximately 72.1 square miles citywide, with an additional 1.5-mile buffer beyond the city limits. Initially, the service will operate seven days a week from 6:30 a.m. to 10:00 p.m., with the flexibility to adjust hours based on demand.

The circulator service is tentatively planned to include two routes connecting business campuses with the Legacy West and Shops at Legacy districts. The city will collaborate with the Legacy Transit Management Association and corporate partners to finalize service hours, routes, and stop locations.

The program will operate a fleet of up to 30 vehicles, including nine wheelchair-accessible vehicles.

Both programs will feature a 30-day fare-free introductory period. After this period, the recommended base fare will be \$3.00 per ride, with flexibility to adjust pricing based on distance, time of day, and passenger type and count.

Governance and Staffing

Both the City and Via will assign dedicated project managers to oversee implementation and operations. Via will be responsible for driver recruitment and background checks, regulatory compliance, and maintaining an adequate supply of drivers to meet service demand.

Marketing and Public Outreach

A joint marketing strategy will be implemented by the City and Via, including branding, promotional materials, community outreach, and a coordinated launch event with media engagement. All marketing costs are included in the contract.

Conclusion

This program offers a flexible, technology-driven transit solution designed to improve mobility, particularly for seniors, while allowing the city to evaluate program effectiveness and service demand. The agreement provides options for future expansion while maintaining a defined cost ceiling during the initial program period.



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Victoria Huynh, J.D., Director of Human Resources/Risk Management

AGENDA ITEM: Departmental Overview - Human Resources and Risk Management

PRESENTER: Huynh

TIME SPAN: 15 min.

ITEM SUMMARY

Departmental Overview - Human Resources and Risk Management



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Libby Holtmann, Director of Libraries

AGENDA ITEM: Departmental Overview - Libraries

PRESENTER: Holtmann

TIME SPAN: 15 min.

ITEM SUMMARY

Departmental Overview - Libraries



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Rachel Patterson, Director of Environmental Health & Sustainability

AGENDA ITEM: Departmental Overview - Environmental Health and Sustainability

PRESENTER: Patterson

TIME SPAN: 15 min.

ITEM SUMMARY

Departmental Overview - Environmental Health and Sustainability



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Lisa Henderson, City Secretary

PRESENTER: Council

TIME SPAN: 5 min.

ITEM SUMMARY

Consent and Regular Agendas



CITY COUNCIL AGENDA MEMO

MEETING DATE: 4/13/2026

DEPARTMENT: City Secretary

DIRECTOR: Mark D. Israelson, City Manager

PRESENTER: Council

TIME SPAN: 5 min.

ITEM SUMMARY

Council items for discussion/action on future agendas