

UNIVERSITY CROSSING

Public Improvement District

Board Meeting Agenda

April 10, 2018

Robson & Lindley Aquatics Center, 5550 SMU Blvd., 1st Floor

- I. Call Meeting to Order
- II. Secretary Report
 1. Review Minutes from 2-20-2018 Board Meeting
- III. Treasurer Report
 1. Review March Financials
- IV. President Report
 1. Next Meeting Date: **Annual Meeting (June 14, 2018)**
- V. Executive Director
 1. Committee Reports
 - a. Security Committee
 - i. ENP Update
 - b. Improvement/Maintenance Committee
 - i. **SMU Blvd. (Replanting Sidewalks & Medians)**
 - Remove Roses and Replant with Red Yucca
 - ii. **University Crossing Trail (Expanded Maintenance)**
 - Expand Maintenance along SMU Blvd. & the University Crossing trail between SMU Blvd. & Twin Sixties
 - iii. **Crosswalk Repainting (Projected Cost)**
 - Greenville Ave. & Lovers Ln.: **\$4042**
 - Greenville Ave. & University: **\$5685**
 - iv. **University Crossing Trail Lighting Project**
 - Review Schematic Design (Jacobs Consulting)
 - Next Step: Meeting with Principal Parties to execute a Funding Agreement with the City of Dallas
 - v. **UCPID Bike Share (Update)**
 - All UCPID Bike Stations have been Installed

- For information about the Mockingbird/UCPID program you can visit our landing page at: <http://bike.zagster.com/mockingbirducpid/>

vi. 2017 City Bond (Update)

- “*US75/Mockingbird/Lovers Lane Pedestrian Improvements*”- \$1.1M City funds to match the federal fund

vii. Radar Feedback Sign (Update)

- This sign is fully installed

viii. Mockingbird Lane & Matilda

- The UCPID upgraded the Pedestrian Push Buttons & Pedestrian Countdown Timers at this intersection

ix. “Forgotten Spaces” Public Art Program (Update)

- This program focuses on bringing art to public spaces, with emphasis on the *University Crossing Trail*

x. 2018 St. Patrick Day Parade (Update)

c. Communication/Marketing Committee

i. Consolidating Communications

ii. UCPID Resource Guide Update- Please let us know if your property needs extra copies

iii. UCPID Music- *Music on Mockingbird Program Continues-Featured on WFFA Channel 8 News*

iv. 101.1 FM (Classical Station) will spotlight *Music on Mockingbird for Bach on the Subway* (Update)

2. Community Updates

- a. Community Stakeholders provide updates regarding the status of their properties or projects

3. Admin/Org.

VI. New Business

- 1. N/A

VII. Adjourn

UCPI District

Board of Directors

Meeting Record

The University Crossing Public Improvement District Board of Directors meetings are not recorded but agenda materials and other documents can be reviewed/copied by contacting the Office of Economic Development, Staff Coordinator and Offices of University Crossing PID at 214-670-1685.

Meeting Date: **February 20, 2018**

Meeting Start time: 9:00am

Board Members Present: Brian Leslie, Beth Cupit, Frank Meneghetti, Margaret DiFrancesco, Larry Walton, Matt Omundson, Matt McGeath, Brent Halvorson, Jared Willams

Others in attendance: Suzan Brochi, Kristin Munson

Staff in attendance: Patrick Sanders

AGENDA:

- I. Call Meeting to Order
- II. Secretary Report
 1. Review Minutes from 12-12-2017 Board Meeting (**Frank Meneghetti made a motion to approve the minutes. The motion was seconded by several Board Members**).
- III. Treasurer Report
 1. Review January Financials (**Brian Leslie provided a review of the financials**).
- IV. President Report
 1. Next Meeting Date: **April 17, 2018**
 2. Discuss Board Members (Term of Service) (**Brian Leslie reviewed Board Member terms and asked the Board Members who were present to vote on the extension of Board terms, for members that recently “rolled off” the Board. The Board Members voted, via ballot, and the four (4) Board Members who recently “rolled off” the Board were reelected**).
 3. Discuss new Board Officers (**Brian Leslie explained that Jud Pankey was leaving his position as both Treasurer & Secretary, and as such, the Board would need to appoint a new Treasurer & Secretary. Patrick Sanders will appoint a selection committee, consisting of the Chairs of the current UCPID committees, to conduct a selection process. Also, Brian will be leaving the Board, as President, at the end of 2018. To that end, new candidates will need to be identified for the President’s position**).

**UCPI District Board of Directors Meeting
February 20, 2018
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4. **Vote on new Board Member (Lawrence Ward-ONCOR) (The Board Members approved Lawrence Ward as the newest member of the Board of Directors).**

V. Executive Director

1. **Committee Reports**

- a. **Security Committee**

- i. **ENP Update (Margaret DiFrancesco reviewed the ENP Update).**
- ii. **ENP will conduct CPTED Appraisals (Patrick Sanders explained the function of the CPTED Appraisals, which are being conducted at properties in our community).**
- iii. **ENP Officers are utilizing *Resource Guide***
- iv. **St. Patrick’s Day Parade (Notice & Route) (Patrick Sanders reviewed the official Notice related to the upcoming St. Patrick’s Day parade, with particular focus on the official parade route).**

- b. **Improvement/Maintenance Committee**

- i. **University Crossing Trail Lighting Project**

- **Scope of Work: Coordinate with City of Dallas Park & Recreation (Brian Leslie and Patrick Sanders provided an update on the Trail Lighting project, with an emphasis on funding strategies).**

- ii. **UCPID Bike Share**

- **Review Site Surveys for Bike Station Locations**
- **Review Bike Station Signs (Patrick Sanders reviewed the Site Survey, provided by Zagster. This survey provides the exact locations for the bike stations being installed in our area. He also reviewed a description of the bike station platforms. Additionally, Patrick Sanders requested feedback from the Board, regarding the PR strategy related to the “roll out” of these bikes).**

- iii. **2017 City Bond**

- **“US75/Mockingbird/Lovers Lane Pedestrian Improvements”- \$1.1M City funds to match the federal funds (Patrick Sanders provided an update on this bond project and will stay in**

close contact with the City of Dallas on its implementation).

iv. **Radar Feedback Sign**

- The UCPID has paid for installation of this sign. The City of Dallas has identified the location, for the sign, and we are now awaiting installation. **(Patrick Sanders provided an update on the installation of the radar feedback sign. The platform, for the sign has been poured, and the remainder of the sign should be installed within the week).**

v. **“Forgotten Spaces” Public Art Program**

- This program focuses on bringing art to public spaces, with emphasis on the *University Crossing Trail*. **(Note: The UCPID is scheduled to meet with City of Dallas, Cultural Affairs to discuss collaborating). (Patrick Sanders explained the strategy behind this project and will update the Board in the event a collaboration can be developed).**

c. **Communication/Marketing Committee**

- i. Consolidating Communications
- ii. UCPID Resource Guide Update
- iii. UCPID Music- *Music on Mockingbird Program Continues*
- iv. 101.1 FM (Classical Station) will spotlight *Music on Mockingbird* for *Bach on the Subway* **(Patrick Sanders updated the Board on this upcoming collaboration).**

2. **Community Updates**

- a. Community Stakeholders provide updates regarding the status of their properties or projects

3. **Admin/Org.**

VI. **New Business**

- 1. N/A

VII. **Adjourn**

**UCPI District Board of Directors Meeting
February 20, 2018
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I attest that these are an accurate reflection of the business conducted by the UCPID Board on this date.

(Meeting Chair Signature)

(Board Secretary Signature)

University Crossing Public Improvement District
Balance Sheet
As of March 31, 2018

	Total
ASSETS	
Current Assets	
Bank Accounts	
Cash Checking	661,909
Money Market	1,003,945
Total Bank Accounts	\$ 1,665,854
Total Current Assets	\$ 1,665,854
TOTAL ASSETS	\$ 1,665,854
 LIABILITIES AND EQUITY	
Liabilities	0
Total Liabilities	0
Equity	
Retained Earnings	1,131,689
Net Revenue	534,165
Total Equity	\$ 1,665,854
TOTAL LIABILITIES AND EQUITY	\$ 1,665,854

University Crossing Public Improvement District Budget vs. Actuals

Mar-18

	Mar-18			YTD		
	Actual	Budget	over Budget	Actual	Budget	over Budget
Revenue						
Interest and Dividend Income	426	0	426	1,215	0	1,215
Net Service Plan Year Tax Receipts	1,423	122,250	(120,827)	658,939	652,000	6,939
Restricted Tax Receipts Released Inc	0	0	0	75,658	0	75,658
Tax Receipt Refunds	0	0	0	0	(11,483)	11,483
Total Revenue	\$ 1,849	\$ 122,250	\$ (120,401)	\$ 735,812	\$ 640,517	\$ 95,295
Expenditures						
Audit & Insurance						
Audit	0	0	0	0	0	0
Insurance	375	344	31	375	344	31
Total Audit & Insurance	\$ 375	\$ 344	\$ 31	\$ 375	\$ 344	\$ 31
Improvements						
Capital Projects	0	0	0	0	0	0
Katy Trail Pedestrian Lighting Project	0	62,500	(62,500)	0	62,500	(62,500)
Landscaping Improvement Projects	0	2,500	(2,500)	0	2,500	(2,500)
Radar Feedback Sign	0	0	0	7,513	4,500	3,013
Total Improvements	\$ -	\$ 65,000	\$ (65,000)	\$ 7,513	\$ 69,500	\$ (61,987)
Maintenance Public Area						
Area Cleaning	0	2,500	(2,500)	0	6,500	(6,500)
Bike Station (Monthly Mnt)	2,600	600	2,000	10,400	1,800	8,600
Maintenance on Landscape	0	250	(250)	0	750	(750)
Mockingbird Lane (Precision)	1,540	1,500	40	4,520	4,500	20
Mockingbird Medians (Water)	0	150	(150)	0	450	(450)
SMU Blvd	1,536	1,250	286	4,030	3,750	280
St Patricks Day Clean Up	0	7,500	(7,500)	5,000	7,500	(2,500)
Total Maintenance Public Area	\$ 5,676	\$ 13,750	\$ (8,074)	\$ 23,950	\$ 25,250	\$ (1,300)
Organization & Administration						
Bookkeeper	438	600	(163)	1,938	1,800	138
Director's Benefits	1,154	0	1,154	2,692	0	2,692
Director's Salary	14,284	7,083	7,201	25,049	21,249	3,800
Office	235	166	69	656	539	117
Other	173	600	(427)	173	1,800	(1,627)
Printing/Copying	0	87	(87)	171	261	(90)
Professional/Legal Fees	0	0	0	0	840	(840)
Rent/Utilities	714	750	(36)	2,142	2,250	(108)
Telephone/Internet	0	125	(125)	0	375	(375)
Total Organization & Administration	\$ 16,997	\$ 9,411	\$ 7,586	\$ 32,821	\$ 29,114	\$ 3,707
Promotion & Communication						
Admin/Mktg Coordinator	1,500	3,000	(1,500)	4,500	9,000	(4,500)
Advertising & Promotional	2,051	500	1,551	4,051	1,500	2,551
Events Hosting/Sponsorship	0	0	0	0	5,000	(5,000)
Music- Paid Musicians	400	400	0	2,000	1,200	800
Neighborhood Networking	0	0	0	529	0	529
Resource Guide	529	0	529	0	2,500	(2,500)
Web Hosting	0	100	(100)	0	1,200	(1,200)
Total Promotion & Communication	\$ 4,480	\$ 4,000	\$ 480	\$ 11,080	\$ 20,400	\$ (9,320)
Security						
Crosswalks	1,523	0	1,523	1,523	0	1,523
Equipment	770	800	(30)	3,110	2,400	710
Staff	20,229	13,000	7,229	45,615	39,000	6,615
Total Security	\$ 22,522	\$ 13,800	\$ 8,722	\$ 50,249	\$ 41,400	\$ 7,325
Total Expenditures	\$ 50,051	\$ 106,305	\$ (56,254)	\$ 125,988	\$ 186,008	\$ (61,543)
Net Operating Revenue	\$ (48,201)	\$ 15,945	\$ (64,146)	\$ 609,823	\$ 454,509	\$ 155,314
Other Expenditures						
Restricted Tax Rec Released Exp	-	-	-	75,658	0	75,658
Total Other Expenditures	\$ -	\$ -	\$ -	\$ 75,658	\$ -	\$ 75,658
Net Revenue	\$ (48,201)	\$ 15,945	\$ (64,146)	\$ 534,165	\$ 454,509	\$ 79,656

University Crossing Public Improvement District
Cash Operating Budget
Mar-18

	Actual	YTD Budget	over Budget
Revenue			
Interest and Dividend Income	1,215	0	1,215
Net Service Plan Year Tax Receipts	658,939	652,000	6,939
Restricted Tax Receipts Released Inc	75,658	0	75,658
Tax Receipt Refunds	0	(11,483)	11,483
Cash Carryforward	1,131,689	0	1,131,689
Total Revenue	\$ 1,867,500	\$ 640,517	\$ 1,226,983
Expenditures			
Audit & Insurance			
Audit	0	0	0
Insurance	375	344	31
Total Audit & Insurance	\$ 375	\$ 344	\$ 31
Improvements			
Capital Projects	0	0	0
Katy Trail Pedestrian Lighting Project	0	62,500	(62,500)
Landscaping Improvement Projects	0	2,500	(2,500)
Radar Feedback Sign	7,513	4,500	3,013
Total Improvements	\$ 7,513	\$ 69,500	\$ (61,987)
Maintenance Public Area			
Area Cleaning	0	6,500	(6,500)
Bike Station (Monthly Mnt)	10,400	1,800	8,600
Maintenance on Landscape	0	750	(750)
Mockingbird Lane (Precision)	4,520	4,500	20
Mockingbird Medians (Water)	0	450	(450)
SMU Blvd	4,030	3,750	280
St Patricks Day Clean Up	5,000	7,500	(2,500)
Total Maintenance Public Area	\$ 23,950	\$ 25,250	\$ (1,300)
Organization & Administration			
Bookkeeper	1,938	1,800	138
Director's Benefits	2,692	0	2,692
Director's Salary	25,049	21,249	3,800
Office	656	539	117
Other	173	1,800	(1,627)
Printing/Copying	171	261	(90)
Professional/Legal Fees	0	840	(840)
Rent/Utilities	2,142	2,250	(108)
Telephone/Internet	0	375	(375)
Total Organization & Administration	\$ 32,821	\$ 29,114	\$ 3,707
Promotion & Communication			
Admin/Mktg Coordinator	4,500	9,000	(4,500)
Advertising & Promotional	4,051	1,500	2,551
Events Hosting/Sponsorship	0	5,000	(5,000)
Music- Paid Musicians	2,000	1,200	800
Neighborhood Networking	529	0	529
Resource Guide	0	2,500	(2,500)
Web Hosting	0	1,200	(1,200)
Total Promotion & Communication	\$ 11,080	\$ 20,400	\$ (9,320)
Security			
Crosswalks	1,523	0	1,523
Equipment	3,110	2,400	710
Staff	45,615	39,000	6,615
Total Security	\$ 50,249	\$ 41,400	\$ 8,849
Total Expenditures	\$ 125,988	\$ 186,008	\$ (60,020)
Net Operating Revenue	\$ 1,741,512	\$ 454,509	\$ 1,287,003
Other Expenditures			
Restricted Tax Rec Released Exp	75,658	0	75,658
Total Other Expenditures	\$ 75,658	\$ -	\$ 75,658
Net Revenue	\$ 1,665,854	\$ 454,509	\$ 1,211,345

Cash Balance per Balance Sheet @ 3/31/2018

1,665,854

Notes:

Cash Operating Budget differs from Income Statement as follows:

-Add Cash Carryover from 12/31/2017 balance sheet \$1,131,688.86

UNIVERSITY CROSSING

Expanded Neighborhood Patrol Program March 31st Update

Officers continue to work with stakeholders to address quality of life issues and to prevent criminal offenses within the UCPID area.

On February 18, 2018, a 911 call regarding a robbery was called in by individuals at Jason's Deli, in which a male attempted to rob the location. The suspect fled on a rented bike prior to officers arriving. As the ENP officer searched for the suspect, another robbery in progress came out at the CVS in University Park. Our ENP Officer, with the assistance of another officer, located and arrested the suspect.

I'm very pleased to report another success story involving the partnership between a UCPID stakeholder and the ENP Officer to save a life and endure the safety of the arrested person. On March 9, 2018, the UCPID ENP Officer was alerted by a stakeholder regard a male sitting on the ledge of the parking structure at Energy Square.

The ENP Officer was first on scene and began speaking and attempting to convince the individual to not jump. The ENP Officer was able to talk the suspect down at which point the suspect began running from the scene. Responding officers were able to capture and detain the suspect. The suspect was transported to a local mental health facility for evaluation.

If you see something, say something. We urge everyone to call for police when you observe suspicious people and/or activity. High profile arrests have been made thanks to 911 callers who have called for police regarding suspicious people and/or activity.

Please contact the ENP Coordinator, Detective Albert Sanchez, #9914, at albert.sanchez@dallascityhall.com if you have questions, comments, or concerns.

UCPID ENP Activity Summary
as of March 31, 2018

Month	Calls	Citations	Contacts	Traffic Stops	Arrests	ENP Notifications
January 2018	78	27	590	44	22	31
February 2018	61	19	533	31	12	29
March 2018	86	34	618	46	20	42
2018 Totals	225	80	1741	121	54	102
Totals (Sept. 2014)	3662	972	15430	2586	661	1437



Proposal No: 199633

March 15, 2018

Submitted To: University Crossing PID
 5307 E. Mockingbird Ln
 Dallas TX 75206
 Patrick Sanders

Project: University Crossing PID
 7 Medians on Mockingbird Lane
 Dallas, TX 75206

Scope

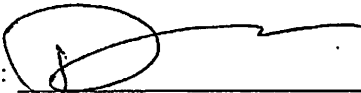
We propose to furnish the following scope of work to the above mentioned property:

SMU Blvd. - Remove all the Roses in the 2 medians and install Red Yucca planted on 3' centers.

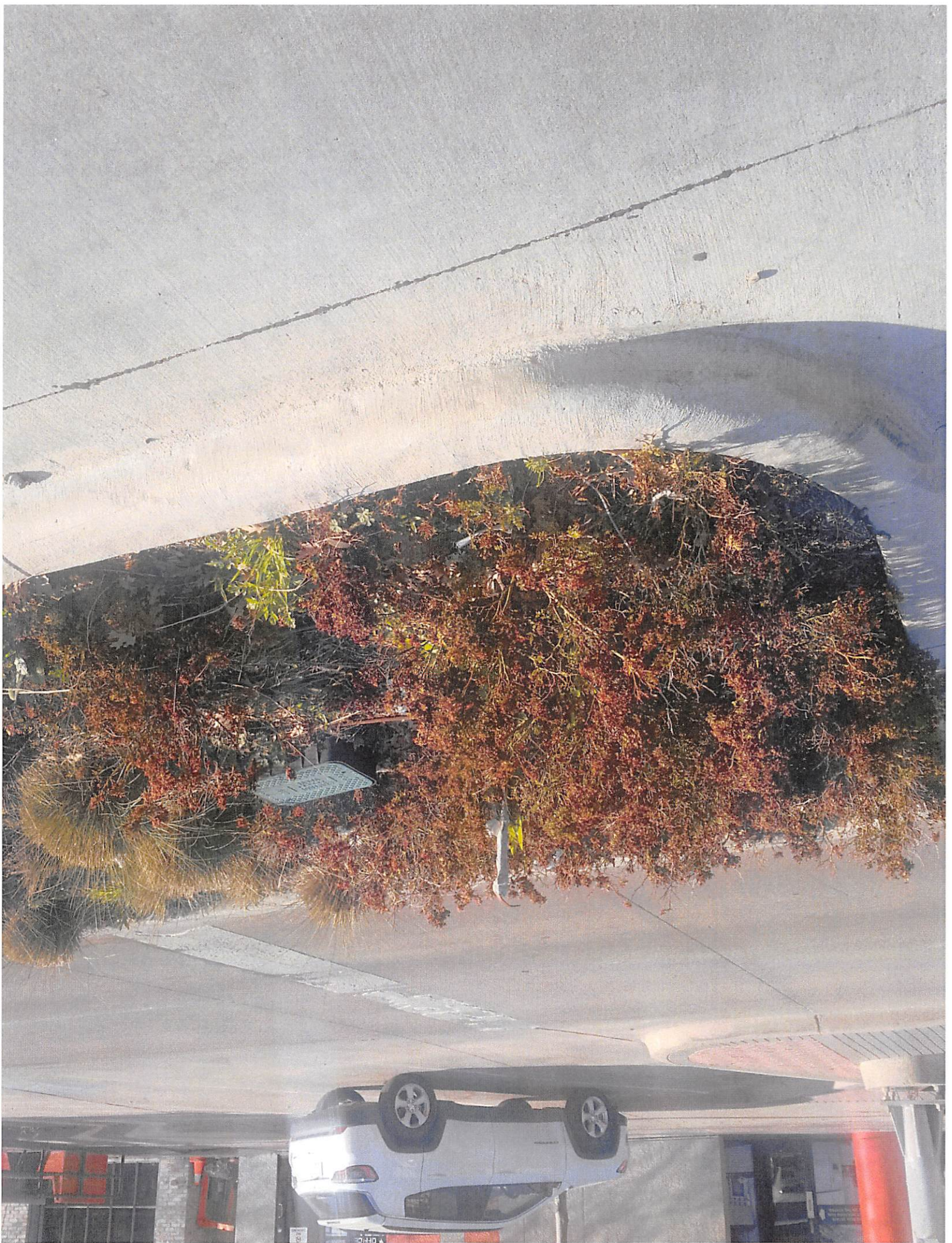
South of SMU Blvd. along sidewalk - Remove all the Roses along sidewalk in front of SMU East Campus down to 5550 SMU Blvd. and install Red Yucca planted on 3' centers.

Landscape	Quantity	Unit	
Compost	25.00	cy	
Remove Roses & Prep Beds	72.00	HR	
Yucca, Red	226.00	5 gal	
		SubTotal	12,580.40
		Tax	1,037.87
		Total	13,618.27

Terms & Conditions

By:  3-15-18 Accepted: _____ Date _____
 Precision Landscape Management LP Date 1915 University Crossing PID Date







Patrick Sanders <patrick@universitycrossing.com>

south side of SMU Blvd. along sidewalk

Darren Schultz <darrens@precisiondallas.com>
To: Patrick Sanders <patrick@universitycrossing.com>

Wed, Mar 21, 2018 at 11:29 AM

Patrick,

As long as we don't have water restrictions and can water, the plants will have a 6 month warranty. Red Yuccas would not have to be replanted each year. You plant once and are done. Red Yuccas are drought tolerant and have a nice red plum that shoots up. So they would give you color.

Darren Schultz

Landscape Consultant- Precision Landscape Management, LP.

O: 972.241.3789 C: 972.977.4959

2222 Valwood Parkway, Dallas, TX 75234

555 W Prosper Trail, Prosper, TX 75078



PLANET Sustainable Company

*Please Consider the Environment Before Printing This Email!*Visit us at: www.precisiondallas.com or FIND US ON**From:** Patrick Sanders [mailto:patrick@universitycrossing.com]**Sent:** Tuesday, March 20, 2018 11:42 AM

April 5, 2018



This agreement is between:

PRECISION LANDSCAPE MANAGEMENT, LP
 2222 Valwood Pkwy
 Dallas, Texas 75234

and

UNIVERSITY CROSSING PID
 5307 E. Mockingbird Lane
 Dallas, Texas 75206

Contact: Darren Schultz
Phone: (972) 241-3789
Fax: (972) 241-6616

Contact: Patrick Sanders
Phone: 214-732-5832
Fax: n/a

PROPERTY: THE 4 CORNERS OF THE
 PEDESTRIAN BRIDGE

ADDRESS:
CITY/STATE: Dallas, Texas 75206

CONTRACT DETAILS - SCHEDULE "A"
CALENDAR OF SERVICE - SCHEDULE "B"

INSURANCE - Precision Landscape Management, LP will maintain throughout the term of this Agreement, adequate liability insurance, broad form contractual liability insurance, and worker's compensation insurance to meet statutory requirements. Precision Landscape Management, LP shall furnish a Certificate of Insurance describing coverage in effect.

INDEMNIFICATION - PRECISION LANDSCAPE MANAGEMENT, LP SHALL INDEMNIFY CUSTOMER FOR ANY DAMAGES, CLAIMS OR CAUSE OF ACTION ARISING SOLELY FROM ANY NEGLIGENT ACTS OR OMISSIONS ON THE PART OF PRECISION LANDSCAPE MANAGEMENT, LP, ITS EMPLOYEES OR AGENTS.

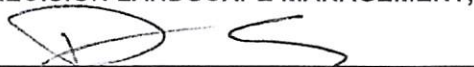
TERM CANCELLATION - This agreement will be in effect for an initial period of one (1) year at which time the agreement will automatically revert to a month-to-month basis until cancelled. Either party may cancel the agreement during the initial one year term for just cause upon thirty (30) days written notice to either party. Just cause is defined solely as either party's failure to comply with the terms and conditions of this agreement. If this agreement is cancelled by either party for any reason, customer shall be responsible for the full payment of all goods and services supplied by Precision Landscape Management, LP, through the date of cancellation. The date of cancellation is defined as the thirtieth (30th) day following the date of the written notice of cancellation.

This landscape maintenance contract will begin **April 1, 2018** and will terminate **March 31, 2019**.

	MONTHLY		ANNUALLY
COST	\$ 653.49	COST	\$ 7,841.82
TAX	\$ exempt	TAX	\$ exempt
TOTAL	\$ 653.49	TOTAL	\$ 7,841.82

PRECISION LANDSCAPE MANAGEMENT, LP

UNIVERSITY CROSSING PID



Signature

signature

Darren Schultz
 Printed name

printed name

DATE: 4-5-18

DATE:



SCHEDULE "A"

The following constitutes the landscape management services to be performed per schedule B for THE 4 CORNER OF THE PEDESTRIAN BRIDGE. This landscape management contract will begin April 1, 2018 and will terminate March 31, 2019.

1. Mow all turf areas per schedule B and crosscut to prevent rutting and prevent grass from growing in one direction.
2. Edge all sidewalks, curbs and planting bed areas with a fixed blade edger per schedule B.
3. Mono-filament trimmer will be used where necessary and not around trees.
4. Debris in planting beds will be removed.
5. Clippings will be cleared from concrete areas.
6. Weed control in pavement cracks.
7. Planting beds will be weeded or lightly cultivated.
8. Fertilize turf, planting areas and trees with a custom blended slow release fertilizer. At least 80% of the nitrogen will be in a slow-release organic form.
9. Trees will be pruned to raise low-hanging limbs (6-8') and to keep canopies at an even height.
10. Trim shrubs and groundcover according to recommended horticulture practices.
11. Herbicide applications with the most environmentally friendly, broad spectrum and long lasting pre emergent will be made. One (1) for over-seeded turf areas and two (2) for all other areas.
12. Any minor insect and disease problems in which the maintenance crew can treat with a backpack sprayer is included in the contract. Problems that require a licensed chemical applicator (grubs, tree spraying, leaf spot spraying, and fire ant broadcast bait) are additional.
13. Sprinklers will be checked to insure proper irrigation. An initial Irrigation Evaluation will determine any leaks or damaged sprinkler heads that need to be repaired or replaced. As long as irrigation heads are set to proper grade as per initial evaluation any damage caused by mowing crew will be repaired at no expense to your company.
14. Seasonal color changes: Includes old plant removal, bed preparation, fertilizer and preventative spray program. **This contract does not include color.** Your Landscape Consultant will assist in a seasonal color plan for the property. Seasonal color will be installed and if not in contract billed according to quantity, variety & size of seasonal color selected. If color is in contract and a specialty color is selected we will charge for the difference.

Additional Landscape Maintenance Services

Additional landscape services and landscape enhancements may be recommended by your landscape supervisor or Landscape Consultant and are also available at the request of the owner or owner's representative. At that time, a written estimate for the work will be submitted and must be authorized in writing by the owner or owner's representative prior to the beginning of work. Your Landscape Consultant may also provide you with a Landscape Budget.

Precision Landscape Management, LP operates under T.D.A. #7234. For information regarding the use of pesticides, contact:

Texas Department of Agriculture
P.O. Box 12847
Austin, Texas 78711
(512) 463-7476



PROPERTY: THE 4 CORNERS OF THE PEDESTRIAN BRIDGE
 ADDRESS:
 CITY/STATE: Dallas, Texas 75206

Schedule "B"

Annual Landscape Functions	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1. Mow Turf	2	2	2	4	5	4	4	5	4	4	2	2	40
2. Edge Walks, Curbs & Planting Beds	2	2	2	4	5	4	4	5	4	4	2	2	40
3. Monofilament Trimming	2	2	2	4	5	4	4	5	4	4	2	2	40
4. Clippings cleared - Concrete Areas	2	2	2	4	5	4	4	5	4	4	2	2	40
5. Weed Beds	2	2	2	4	5	4	4	5	4	4	2	2	40
6. Irrigation Inspection	1	1	1	1	1	1	1	1	1	1	1	1	12
7. Debris Removal	2	2	2	4	5	4	4	5	4	4	2	2	40
8. Weed Control - Pavement Cracks	***** AS NEEDED *****												
9. Turf Fertilization			1		1				1				3
10. Shrub/Groundcover Fertilization			1				1						2
11. Shrub Trimming			1	2	2	1	1	1	1				9
12. Groundcover Trimming			1	2	2	2	2	2	2	1			14
13. Tree Pruning (6'-8' Clearance)	1												1
14. Leaf Clean-up	1	1								1	1	1	5
15. Pre-emerge Beds		1						1					2
16. Pre-emerge Turf			1						1				2
17. Post-emerge Beds					1							1	2
18. Post-emerge Turf					1		1	1					3
19. Scalp Asian Jasmine (if present)			1										1
20. Scalp Liriope (if present)		1											1
21. Cut back Ornamental Grasses (if present)		1											1
22. Seasonal Color Change (if present)	***** SEASONAL *****												
23. Fertilize Color (if present)													3
24. Preventative Foliar Fungal Spray Color (As Needed)	***** AS NEEDED *****												
25. Landscape Inspections	1	1	1	1	1	1	1	1	1	1	1	1	12
26. Other													

* As Needed



Patrick Sanders <patrick@universitycrossing.com>

Crosswalk Repainting

Baker, Hazel <hazel.baker@dallascityhall.com>
To: Patrick Sanders <patrick@universitycrossing.com>

Mon, Apr 2, 2018 at 7:37 AM

See below for estimates.



Hazel Baker
Sr. Program Manager
City of Dallas | DallasCityNews.net
Department of Transportation

3204 Canton

Dallas, TX 75226
O: 214 670-3772 | C: 214 304-8506
hazel.baker@dallascityhall.com



From: Gentry, Dwight
Sent: Friday, March 30, 2018 11:03 AM
To: Baker, Hazel <hazel.baker@dallascityhall.com>
Subject: RE: Crosswalk Repainting

Estimate for 4 stop bars & 4 crosswalks at :

- Greenville Ave at University Ln is \$4042
- Greenville Ave at Lovers Ln is \$5685



Dwight Gentry
Traffic Markings Supervisor III
City of Dallas | DallasCityNews.net
Department of Transportation

3204 Canton St



Patrick Sanders <patrick@universitycrossing.com>

Crosswalks

Baker, Hazel <hazel.baker@dallascityhall.com>
To: Patrick Sanders <patrick@universitycrossing.com>

Wed, Apr 4, 2018 at 7:13 AM

We have a huge backlog for incoming requests for restriping. If you want to get on that list, you would be looking at 6 months to a year.



Hazel Baker
Sr. Program Manager
City of Dallas | DallasCityNews.net
Department of Transportation

3204 Canton

Dallas, TX 75226
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www.jacobs.com

April 05, 2018

Attention: Patrick Sanders, Executive Director
University Crossing Public Improvement District
6060 North Central Expressway
Suite 101
Dallas, TX 75206

Subject: University Crossing Ridgewood Trail Lighting (Schematic Design)

Dear Patrick:

Jacobs is pleased to submit this proposal to provide schematic level lighting design for the implementation of pedestrian lighting along the new section of the Ridgewood Trail connecting from Glencoe Park to the existing Katy Trail on Skillman Ave. This will produce 30% design level documents of the final product. As a full service firm, we offer the entire array of in-house professionals necessary to execute your project. We have years of experience of working with TXDOT on projects and understand the complexities of working with them and within their system. We also have worked with The Dallas Parks Department on numerous projects.

We feel untimely qualified for this project having helped in the process of preparing the master plan for this area of the PID and hope to continue our working relationship with you. Thank you for your consideration and please call me if you have any questions.

Yours sincerely

A handwritten signature in cursive script that reads "Randy Sorensen".

Randy Sorensen, FASLA
Design Principal

PROFESSIONAL SERVICES AGREEMENT

PROJECT NAME: University Crossing PID Ridgewood Trail
Lighting Design

PROJECT NUMBER: [Insert Project Number]

CLIENT: Patrick Sanders, Executive Director
University Crossing Public Improvement District

ADDRESS: 6060 North Central Expressway, Suite 101, Dallas TX, 75206

hereby requests and authorizes **Jacobs Engineering Group Inc. ("Jacobs")** to perform the following Services:

SCOPE OF SERVICES: To provide 30% schematic design level drawings for bike path lighting along the Ridgewood Trail for University Green PID as stated in Attachment A, dated April 05, 2018.

COMPENSATION to be on a basis of:

A lump sum of \$25,397.00 (twenty five thousand three hundred and ninety seven dollars) for the lighting design. This Lump Sum includes all charges for professional services and expenses, which will be provided by Jacobs. Additional Services authorized in writing, or otherwise confirmed by Client, will be billed in addition to the lump sum amount as provided in Paragraph 7 on page 2 of this authorization.

This proposal doesn't include Environmental Review for the project. Should that be required we can provide that as an additional service.

The parties agree to the "Provisions" provided on page 2 of this authorization.

[Insert Path/Filename]

Accepted for **CLIENT**

Accepted for **JACOBS ENGINEERING GROUP INC.**

By: _____

By: _____

Name: _____

Name: [Insert Name]

Title: _____

Title: [Insert Title]

Date: _____

Date: [Insert Date]

PROVISIONS

1. **AUTHORIZATION TO PROCEED.** Signing this Agreement shall be construed as authorization by CLIENT for JACOBS to proceed with the Services, unless otherwise provided for in this Agreement.
2. **LABOR COSTS.** In the event JACOBS' compensation is calculated by reference to JACOBS' Labor Costs, Labor Costs shall be the amount calculated by the number of hours actually worked by each of JACOBS' employees on CLIENT's Project, multiplied by an amount charged for each such employee's work, which is calculated by dividing each such employee's annualized, non-overtime compensation (whether salary or paid to such employee at an hourly rate, as the case may be) by 2,080 hours per year.
3. **DIRECT EXPENSES.** JACOBS' Direct Expenses shall be those costs incurred on or directly for the CLIENT's Project, including but not limited to necessary transportation costs including mileage at JACOBS' current rate when its automobiles are used, meals and lodging, laboratory tests and analyses, computer services, word processing services, telephone, printing and binding charges. Reimbursement for these expenses shall be on the basis of actual charges when furnished by commercial sources and on the basis of usual commercial charges when furnished by JACOBS.
4. **OUTSIDE SERVICES.** When technical or professional services are furnished by an outside source, when approved by CLIENT, an additional amount shall be added to the cost of these services for JACOBS' administrative costs.
5. **COST ESTIMATES.** Any cost estimates provided by JACOBS will be on a basis of experience and judgment. Since JACOBS has no control over market conditions or bidding procedures, JACOBS does not warrant that bids or ultimate construction costs will not vary from these cost estimates.
6. **PROFESSIONAL STANDARDS.** JACOBS shall be responsible, to the level of competency presently maintained by other practicing professionals in the same type of work in CLIENT's community, for the professional and technical soundness, accuracy, and adequacy of all design, drawings, specifications, and other work and materials furnished under this Agreement. If after completion of the Services the CLIENT can demonstrate that the Services hereunder fail to conform to such standards, JACOBS will reperform the deficient Services at no cost to the CLIENT, and JACOBS shall have no liability for repair or replacement, construction rework or other costs. JACOBS makes no warranty, expressed or implied.
7. **ADDITIONAL SERVICES.** Services in addition to those specified in Scope of Services will be provided by JACOBS if authorized in writing or otherwise confirmed by CLIENT. Additional services will be paid for by CLIENT as indicated in any Letter of Proposal, Task Authorization, or such other document as deemed appropriate by CLIENT and JACOBS. In the absence of an express agreement about compensation, JACOBS shall be entitled to an equitable adjustment to its compensation for performing such additional services.
8. **SALES TAX.** In addition to any other sums or amounts required to be paid by CLIENT to JACOBS pursuant to this Agreement, CLIENT must also pay to JACOBS the amount of any applicable sales, use, excise or other tax with respect thereto (other than any general income tax payable by JACOBS with respect thereto) as the same may be levied, imposed or assessed by any federal, state, county or municipal government entity or agency.
9. **LIMITATION OF LIABILITY.** Excluding JACOBS' liability for bodily injury or damage to the property of third parties, the total aggregate liability of JACOBS arising out of the performance or breach of this Agreement shall not exceed the compensation paid to JACOBS under this Agreement. Notwithstanding any other provision of this Agreement, JACOBS shall have no liability to the CLIENT for contingent, consequential, or other indirect damages including, without limitation, damages for loss of use, revenue or profit; operating costs and facility downtime, however the same may be caused. The limitations and exclusions of liability set forth in this Article shall apply regardless of the fault, breach of contract, tort (including negligence), strict liability or otherwise of JACOBS, its employees, or subconsultants.
10. **DISPUTE RESOLUTION.** All disputes arising out of this Agreement shall be mediated by the parties within a reasonable time after the first request for mediation, prior to either party filing a suit in a court of law, provided, however, that neither party shall be obligated to mediate prior to requesting injunctive relief.
11. **ASSIGNMENT TO RELATED ENTITY.** Notwithstanding anything in this Agreement to the contrary, in the event JACOBS is not qualified and licensed in the relevant jurisdiction to provide any Services required hereunder, JACOBS may, without the consent of any other party, assign all or any part of its obligation to provide such Services to an entity related to JACOBS which is qualified and licensed to provide such Services in the jurisdiction involved and which is contractually bound to JACOBS to provide such Services.
12. **PAYMENT TO JACOBS / INTEREST ON PAST-DUE AMOUNTS.** Monthly invoices will be issued by JACOBS for all Services performed under the terms of this Agreement. Invoices are due and payable net 30 days. CLIENT agrees to pay interest at the rate of 1½% per month on all past-due amounts, unless not permitted by law. Any interest charged or collected in excess of the highest legal rate will be applied to the principal amount owing to JACOBS, and if such interest exceeds the principal balance of CLIENT's indebtedness to JACOBS, will be returned to CLIENT.
13. **TERMINATION FOR NON-PAYMENT OF FEES.** Without limiting any other remedy that may be available, JACOBS may stop work or terminate this Agreement if CLIENT has not cured a payment default within 7 days after receipt of written notice from JACOBS. Any failure to make a payment within the time required in Article 12 above shall constitute a payment default. Notice by e-mail or fax, followed by overnight courier, shall meet this notice requirement. JACOBS' right to stop work or terminate this Agreement shall not be waived by JACOBS' continued performance during any period of investigation by JACOBS to determine the reasons for CLIENT's nonpayment.
14. **LEGAL EXPENSES.** In the event legal action is brought by JACOBS to enforce any of the obligations hereunder or arising out of any dispute concerning the terms and conditions hereby created, CLIENT shall pay JACOBS reasonable amounts for fees, costs and expenses as may be set by the court.
15. **CONSTRUCTION PHASE SERVICES.** If this Agreement includes the furnishing of any Services during the construction phase of the project, the following terms will apply: (a) If JACOBS is called upon to observe the work of CLIENT's construction contractor(s) for the detection of defects or deficiencies in such work, JACOBS will not bear any responsibility or liability for such defects or deficiencies or for the failure to so detect. JACOBS shall not make inspections or reviews of the safety programs or procedures of the construction contractor(s), and shall not review their work for the purpose of ensuring their compliance with safety standards. (b) If JACOBS is called upon to review submittals from construction contractors, JACOBS shall review and approve or take other appropriate action upon construction contractor(s)' submittals such as shop drawings, product data and samples, but only for the limited purpose of checking for conformance with information given and the design concept expressed in the contract documents. JACOBS' action shall be taken with such reasonable promptness as to cause no delay in the work while allowing sufficient time in JACOBS' professional judgment to permit adequate review. Review of such submittals will not be conducted for the purpose of determining the accuracy and completeness of other details such as dimensions and quantities. (c) JACOBS shall not assume any responsibility or liability for performance of the construction services, or for the safety of persons and property during construction, or for compliance with federal, state and local statutes, rules, regulations and codes applicable to the conduct of the construction services. JACOBS shall have no influence over the construction means, methods, techniques, sequences or procedures. Construction safety shall remain the sole responsibility of the construction contractor(s). (d) All contracts between CLIENT and its construction contractor(s) shall contain broad form indemnity and insurance clauses in favor of CLIENT and JACOBS, in a form satisfactory to JACOBS.
16. **SEVERABILITY.** In case any one or more of the provisions contained in this Agreement shall be held illegal, the enforceability of the remaining provisions contained herein shall not be impaired thereby.
17. **FORCE MAJEURE.** Any delays in or failure of performance by JACOBS shall not constitute breach hereunder if and to the extent such delays or failures of performance are caused by occurrences beyond the reasonable control of JACOBS. In the event that any event of force majeure as herein defined occurs, JACOBS shall be entitled to a reasonable extension of time for performance of its Services under this Agreement.
18. **ELECTRONIC MEDIA.** (a) As a component of the services provided under this Agreement, JACOBS may deliver electronic copies of certain documents or data (the "Electronic Files") in addition to printed copies (the "Hard Copies") for the convenience of CLIENT. CLIENT and its consultants, contractors and subcontractors may only rely on the Hard Copies furnished by JACOBS to CLIENT. If there is any discrepancy between any Electronic File and the corresponding Hard Copy, the Hard Copy controls. (b) CLIENT acknowledges that Electronic Files can be altered or modified without JACOBS' authorization, can become corrupted and that errors can occur in the transmission of such Electronic Files.
19. **THIRD PARTY BENEFICIARIES.** Except to the extent any claims alleging negligence are asserted directly against any JACOBS employee wherein such JACOBS employee shall be deemed a third party beneficiary to this Agreement and the protections in favor of JACOBS, there are no third party beneficiaries to this Agreement.

Attachment A

Scope of Services

University Crossing PID Ridgewood Trail Lighting Design

April 05, 2018

Jacobs Engineering Group Inc. proposes to provide 30% Schematic Design Level drawings for pedestrian trail lighting along a stretch of a new proposed trail called Ridgewood Trail that will connect Glencoe Park to the existing Katy Trail.

This design effort will focus on the new proposed section of Ridgewood Trail starting at Glencoe Park at the end of Ellsworth Ave. continuing to the end of the new Mockingbird Pedestrian Bridge at Mockingbird Lane, and then continue beginning at the other end of the Mockingbird Pedestrian Bridge and going to Twin Sixties Dr., and then crossing over the DART line and continuing east along the train line to connect with the Katy Trail at Skillman Street. This proposal does not include lighting for the Mockingbird Pedestrian Bridge itself.

The lighting will use the same style fixtures as used on SMU Boulevard at University Crossing as established as the standard for the PID in the UCPID Master Plan for Greenville Ave.

Scope of Work

A. Electrical Plans (Base Work)

Jacobs proposes the following base scope of work for Electrical Engineering for Lighting Plans:

1. Visit site to be able to create a base plan and discover electrical power routing from point of service (transformer) to service panel.
2. Provide 30% level drawings of conduit and AL wiring system for lighting.
3. Provide lighting calculation for the lighting fixture to ensure that they meet the requirement of RP-08.
4. Provide photometric lighting plan with lighting levels.
5. Provide 1 meeting with UCPID for presentation.

General Assumptions:

1. Not included in scope:

- Blue light emergency phone system.
 - Conduit for any ITS (cameras, and other sensor).
 - WIFI connectivity.
 - Fiber distribution.
2. UCPID shall provide to Jacobs topographical and new path layout line work for the proposed trail in Auto CADD for use as the base plans for the project. We assume these will come from the current plans for the trail construction.
 3. This proposal doesn't include coordination with Dallas Parks or TXDOT at this stage or other public agencies.
 4. The documents will be done in the TXDOT format.

SCHEDULE: We anticipate that the project will take about 6 weeks from authorization to complete.

End of Scope

Photo courtesy of University Crossing Public Improvement District



Zagster, a different kind of rental bike at University Crossing and Mockingbird Station

March 26, 2018

(<https://lakedwood.advocatemag.com>)

LAKEWOOD/EAST DALLAS

ADVOCATE

An alternate kind of rental bike system is operating on the western edge of East Dallas. Zagster's rental bikes are kept on private property, have docking stations and are free for the first three hours.

Several months ago, Mockingbird Station purchased a couple of [Zagster docking stations](http://bike.zagster.com/mockingbirducpid/) and placed them on their property, funding the first three hours for free. The University Crossing Public Improvement District (UCPID), which runs along Central and Greenville between Glencoe Park and Lovers Lane, purchased a few more stations between the Meadows building and the Highland hotel. The stations will allow neighbors to cruise along the University Crossing Trail, which connects the Katy Trail to Ridgewood Trail, as well as to area restaurants and shops.

Zagster's model allows individual property owners to purchase the docking station and decide how much to charge for the rides. Both Mockingbird Station and the PID decided to offer the first three hours for free. After that, it is \$2 per hour. Zagster bikes can be locked and placed on hold, preventing anyone else from grabbing the bike while riders grab lunch or pop into a shop.

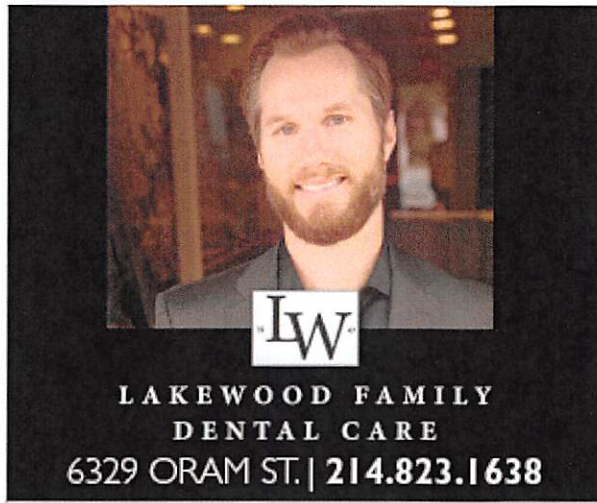


([https://g.adspeed.net/ad.php?](https://g.adspeed.net/ad.php?do=clk&aid=102438&zid=77623&t=1522954258&auth=246f570b0c15f2dbaddf517588e4c0b2)

[do=clk&aid=102438&zid=77623&t=1522954258&auth=246f570b0c15f2dbaddf517588e4c0b2\)](https://g.adspeed.net/ad.php?do=clk&aid=102438&zid=77623&t=1522954258&auth=246f570b0c15f2dbaddf517588e4c0b2)

Most important, for those who say the dockless rental bikes are [junking up the city](https://lakewood.advocatemag.com/2018/01/08/instagram-account-capture-best-worst-bikeshare-moments/), the bikes have to be returned to the docking stations, which are kept on private property.

The UCPID is meant to supplement services and create a safer, more walkable and more vibrant community for the residents and more than 200 businesses in the area. Area property owners agreed to an additional tax assessment on their property, which is put back into the community under the direction of Executive Director Patrick Sanders. The PID has helped improve safety by repainting crosswalks and adding countdown timers on the crosswalks. Trail lighting is on the way. The department also funds extra security, coordinates concerts with SMU students at Mockingbird Station, produces a resource guide for area residents and businesses and hopes to add murals along the trail.

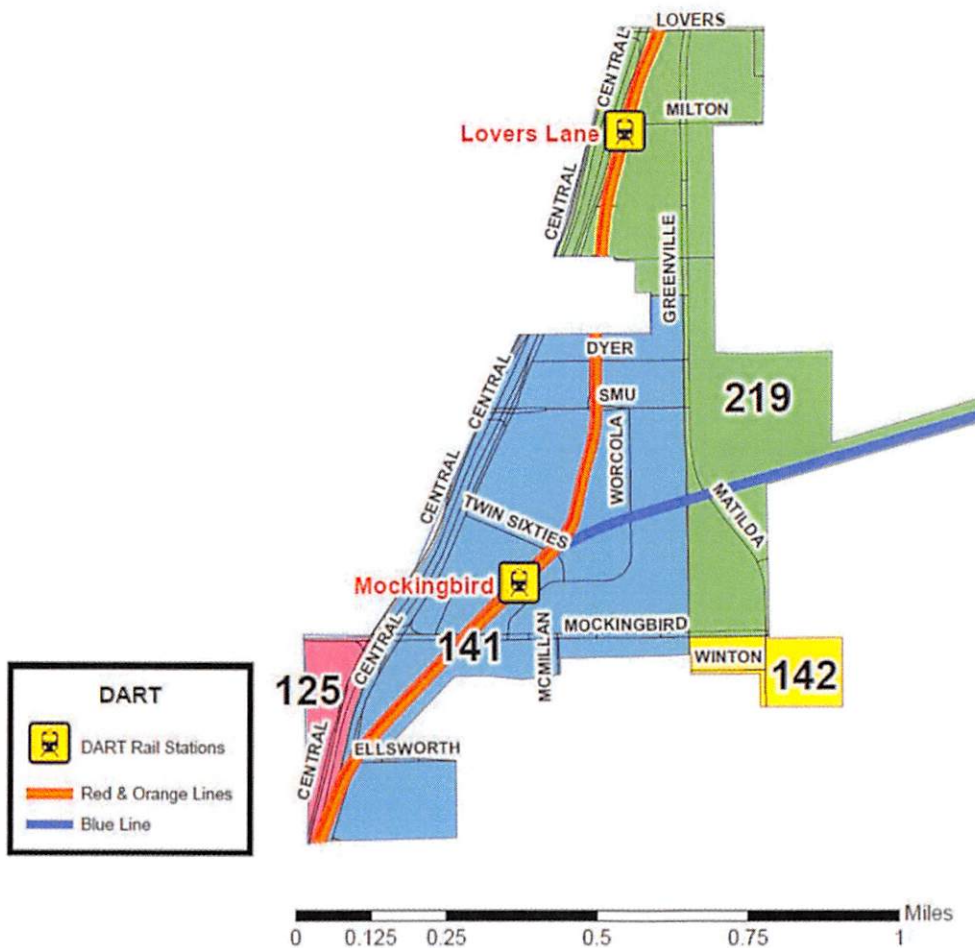


([https://g.adspeed.net/ad.php?](https://g.adspeed.net/ad.php?do=clk&aid=97822&zid=77623&t=1522954259&auth=02cf17be990b3e0d9ff0ac705636a854)

[do=clk&aid=97822&zid=77623&t=1522954259&auth=02cf17be990b3e0d9ff0ac705636a854](https://g.adspeed.net/ad.php?do=clk&aid=97822&zid=77623&t=1522954259&auth=02cf17be990b3e0d9ff0ac705636a854))

"We want to provide a helpful network for the area," Sanders says.

University Crossing Public Improvement District



The boundaries of the district (Image courtesy of the University Crossing Public Improvement District).

WANT MORE?

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1 Comment Lakewood/East Dallas Advocate

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 Recommend  Share

Sort by Newest ▾



Join the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS 

Name



Edfw • 7 days ago



Sounds better than the current situation, and glad to see that a potential solution is being brought in to fill the void of our "leaders" such as Kingston, who is flailing and failing.

  • Reply • Share ›

ALSO ON LAKEWOOD/EAST DALLAS ADVOCATE

Vote for the new Mockingbird Elementary logo on Thursday

2 comments • a month ago

UrbanDweller — I say the logo should be a SNOWFLAKE to appease all the people that were so offended by the Stonewall Jackson

How the gas leaks could impact Lakewood, Forest Hills and Casa Linda

4 comments • 24 days ago

erica from dallas — I worry about the traffic congestion around Buckner and Garland Road. If there was an explosion coming

Can pre-K fix Dallas ISD's problems?




7 comments • a month ago

Los_Politico — I agree with you on the origin of the problem. I'm still not convinced it's wise to subsidize suburbs and charters,

Where do Dallas ISD trustees send their children to school?

3 comments • a month ago

Los_Politico — That seems to be the address of Blackburn, Jr. But get Sr to tell you his real address and I'll be very

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LETTERS TO THE EDITOR 4 DAYS AGO

Three cheers to teenagers, Dallas St. Patrick's Day Festival organizers, Dallas Stars



Letters to the Editor

Don't miss a story. Like us on Facebook.

Like 415K

1 Teenagers -- What a breath of fresh air we are seeing from the brave and outspoken teens in Florida and all over the U.S. They are calling "B.S." to all the excuses and partisan talking points that so many lawmakers have used every time we have a mass shooting. These teens don't care about political correctness, only about being safe and ending the mass shootings/killings that are only happening in our country.

Sometimes I feel like I am just barely holding on to my sanity when looking at the trajectory of our nation. I work in a high school and an elementary school. Every day, I see all the precious lives that could be harmed in just a matter of seconds by just one person with an assault weapon.



no longer accept.

Assault weapons are made to assault and kill, and there should be severe restrictions on who can be allowed to buy them. Our children deserve so much better than we have given them.

Priscilla Dayton, Frisco

ADVERTISING



inRead invented by Teads

2 St. Patrick's Day Festival organizers -- This year's St. Patrick's Day Parade and Festival along Greenville Avenue was another successful event. Celebrants got to drink and party in a safe environment. With all the revelry going on, it's easy to forget how much of an organizational challenge this festival is.

Each year, planners, servers, first responders, vendors, event staff and entertainers coordinate with the city to create a secure zone that lets the celebration occur. It's controlled chaos in the best way.

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The Dallas Morning News
dallasnews.com

During the party, I looked down Greenville Avenue from the closed off block near Stan's Blue Note. I saw a stream of celebrants going all the way back to Mockingbird. What I didn't see was any fights or emergencies. Thanks to all the organizers who make this festival happen every year.

Jason Nancarrow, Dallas

3 Dallas Stars -- I've never been happier with hockey as a sport when I heard about the Dallas Stars promoting "Hockey is for Everyone." I enjoy watching hockey, and as an adult, I have begun playing hockey.

I've experienced hate or a feelings of not being wanted during different parts of my life. Maybe hockey is just a hard sport to learn and it takes a special kind of person to decide to play, but every person I've met while learning to play has been supportive, encouraging and taken time to show me tips and share experiences.

My husband and I have had many other players compliment our Pride tape and say they know about the ideals behind the stick tape. It's no surprise to me that the values of "You Can Play" and "Hockey is for Everyone" fit so well with hockey players.

Stephanie Edwards, Richardson

[VIEW COMMENTS](#)

University Crossing PID 2018 Communications Strategy

Current Status:

- Ginger Greenberg works with the UCPID on an ongoing basis to direct on overall communications strategy and media relations. She also updates the current UCPID website and manages all UCPID social media.
- Ashlar Projects designs and develops the UCPID monthly newsletter based on the direction of the UCPID ED. The group also updates and provides a monthly calendar of events for the area. Further, Ashlar distributes ad hoc messages via constant contact as necessary.
- Ginger Greenberg is paid \$1,500/month
- Ashlar Projects is paid \$2,000/month

Proposed Consolidation:

- Ginger Greenberg will manage all UCPID communications beginning May 2018, including:
 - Monthly newsletter design and development
 - Constant contact database and all distribution
 - Communications strategy and support
 - Media relations
 - Calendar research and development
 - UCPID social media strategy and implementation
- Ashlar Projects will manage all graphic design and additional projects as needed
- Ginger Greenberg will be paid \$2,250/month (30 hours/month)
- Ashlar Projects will be paid on a project basis and all project estimates will be approved by the UCPID executive director and/or UCPID Board

2018 Communications Strategy

The UCPID will continue to be promoted as a desirable destination for “live, work and play,” through the proposed activities:

- Pursuing strategic partnerships
- Updated messaging and increased media relations
- Development and implementation of collaborative community events
- Continued consistency with UCPID communications across all platforms
- Development of communications plan to assist in UCPID renewal

Proposed Cost Differential:

By discontinuing the monthly retainer with Ashlar Projects and instating the above plan, the UCPID will be decreasing its monthly communications retainer budget by \$1,250/month.

UNIVERSITY CROSSING

UCPID Communications Update

April 10, 2018

Summary:

- **Day to Day Communication**

During February and March, we worked toward creating and implementing a launch of the Zagster bike stations. On a day-to-day basis, we continued to update the UCPID social media, website and events calendar. Further, we worked to answer any questions from the community in regard to PID events, safety or other items.

- **Community Interest**

The highest read blog on the UCPID website continues to be the Executive Director's report. However, the question we receive most frequently from the community are questions about when lights will be added to the bridge and trail. Now that the lights are up on the bridge, we are planning on doing a blog post and several social media posts about this news. And, as we start to add lights to the trail, we will be sure to provide updates on this as well.

- **Zagster**

We hosted a Spring Ride and cooperative event with WRR 101.1 on Friday, March 24 to launch the four new bike stations in the PID. Outreach resulted in two features on the UCPID in the Lakewood Advocate.

Media Coverage

"Free Bike Share..." (*Lakewood Advocate*, March 21, 2018)

<https://lakewood.advocatemag.com/2018/03/21/free-bike-share-ride-legend-of-the-bluebonnet-shred-for-tietze-park-and-more-events-this-weekend/>

"Zagster, a different kind of rental bike at University Crossing and Mockingbird Station" (*Lakewood Advocate*, March 26, 2018)

<https://lakewood.advocatemag.com/2018/03/26/mockingbird-station-zagster-bike/>

Social Media/Website Analysis*

*All traffic to the UCPID website has been organic with push from updated SEO and social media. A paid media strategy would most likely increase traffic to the site.

March 2018



Popular Content – Past 31 Days

