



*Denton County Transportation Authority*

**\*\*Note New Address\*\***

**1955 Lakeway Dr., # 260  
Lewisville, Texas 75057**

*(972) 221-4600  
RideDCTA.net*

**Board of Directors  
Work Session  
April 23, 2015  
1:30 p.m.**

1. Routine Briefing Items
  - a. Financial Reports
    - i. Financial Statements
    - ii. Capital Projects Report
    - iii. Sales Tax Report
    - iv. Quarterly Investment Report
    - v. Quarterly Grants Report
    - vi. Procurement Report
  - b. Marketing and Communications
    - i. Marketing and Communications Initiatives
    - ii. Video Marketing Presentation
    - iii. Marketing and Communications Metrics
    - iv. Customer Service Metrics
  - c. Capital Projects Update
    - i. GTW Integration
    - ii. Lewisville Bike Trail
    - iii. Positive Train Control (PTC)
    - iv. Station Improvements
    - v. Rail Facility Drainage
  - d. Transit Operations
    - i. Rail Operations
    - ii. Bus Operations
  - e. Strategic Planning / Development
    - i. Priority Projects Update
    - ii. Outreach Efforts

2. Items for Discussion
  - a. Rail Operations and Maintenance Interlocal Agreement
  - b. Legislative Update
3. Committee Chair Reports
  - a. Program Services (04/16/2015) Paul Pomeroy, chair
4. Discussion of Regular Board Meeting Agenda Items (April 2015)
5. Convene Executive Session
  - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Work Session or the Regular Board Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein.
  - b. As authorized by Texas Government Code section 551.071 consultation with General Counsel regarding pending litigation Cause No 2011-30066-211; URS Corporation v. Denton County Transportation Authority; 211th District Court, Denton County, Texas.
  - c. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, or Highland Village
6. Reconvene Open Session
  - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
  - a. Board Member Requests

**Board of Directors  
Regular Meeting**

April 23, 2015

3:00 p.m.\*

*\*or immediately following Board Work Session*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

1. CONSENT AGENDA
  - a. Approval of Minutes Board Meeting March 26, 2015
  - b. Acceptance of Financial Reports

- c. Acceptance of Quarterly Investment Report
- d. Approval to Award for Public Relations Software
- e. Approval to Award for the Purchase of Automotive Filters
- f. Approval to Award for the Purchase of Transit Shelters
- g. Approval to Authorize the President to Modify Contract and Award Purchase of Fluids, Oils and Lubricants

**2. REGULAR AGENDA**

- a. Discussion/Approval of Contract Award and Project Budget Amendment for Bus Acquisition
- b. Discussion/Approval of Budget Amendment for Rail Drainage Improvement Capital Project
- c. Discussion/Approval Authorizing President to Execute Interlocal Agreement for Rail Operations and Maintenance

**3. CHAIR REPORT**

- a. Discussion of Regional Transportation Issues
- b. Discussion Legislative Issues<sup>7</sup>
  - i. Regional
  - ii. State
  - iii. Federal

**4. PRESIDENT'S REPORT**

- a. Budget Transfers
- b. Regional Transportation Issues

**5. REPORT ON ITEMS OF COMMUNITY INTEREST**

- a. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.

**6. ADJOURN**

**Chair – Charles Emery  
Vice Chair – Paul Pomeroy**

**Secretary – Richard Huckaby  
Treasurer – Dave Kovatch**

**Members – Skip Kalb, Doug Peach, Jim Robertson, Daniel Peugh,  
Don Hartman, George A. Campbell, Allen Harris, Carter Wilson  
President – Jim Cline**

The Denton County Transportation Authority meeting rooms are wheelchair accessible. Access to the building and special parking are available at the main entrance. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by emailing [lbachus@dcta.net](mailto:lbachus@dcta.net) or calling Leslee Bachus at 972-221-4600.



## Board of Directors Memo

April 23, 2015

### Subject: Monthly Financial Reports

#### **Background**

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending March 31, 2015 include the Statement of Change in Net Assets, Statement of Net Assets, and Capital Projects Fund. These reports provide a comparison of budget vs. actual for the fiscal year as of the current month.

The following are major variances which are annotated on the Statement of Change in Net Assets, Statement of Net Assets, and Capital Projects Fund:

#### **Statement of Changes in Net Assets:**

- **Note A:** Passenger Revenues – YTD unfavorable by (\$7k). YTD actual ridership of 1.6 million is on par with budgeted ridership.
- **Note B:** Contract Service Revenue – YTD unfavorable by (\$237k) because actual fuel usage and price are lower than budgeted. Billed usage was 82,852 gallons compared to budgeted 98,995 gallons, down 16%. In addition, YTD revenue hours are 2% below budget due to the inclement weather days in February and March.
- **Note C:** Sales Tax Revenue – March sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in March will be received in May. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY15 sales tax receipts collected through April.
- **Note D:** Federal/State Grants-Capital – YTD unfavorable by (\$5.0 million) is due to delays in the timing of capital projects as anticipated in the budget. Expenses and corresponding reimbursements for PTC (\$3.4 million), Fleet Replacement (\$388k), Comprehensive Service Analysis Study (\$381k), scheduling software (\$200k) and Lewisville Hike & Bike Trail (\$771k) were less than anticipated. As additional expenses for these projects are incurred, reimbursement will be requested.
- **Note E:** Federal/State Grants-Operating – YTD unfavorable by (\$354k) is attributable to reimbursable expenses for rail preventative maintenance being less than anticipated. The budget for rail preventative maintenance will be revised in the coming months.
- **Note F:** Salary, Wages & Benefits – YTD favorable by \$735k primarily due to a delay in billing for TMDC health insurance (\$414k). The bills for January through March coverage were paid in April.
- **Note G:** Services – YTD favorable by \$519k due to delays in expenses for legal fees (\$48k), advertising (\$72k), finance and HR consulting (\$76k), transit planning support (\$25k), marketing professional services and printing (\$197k), IT training and consulting (\$28k), and bandwidth upgrade (\$37k). These expenses will be incurred in the coming months.
- **Note H:** Materials and Supplies – YTD favorable by \$908k mainly due to a delay in expenses for marketing promotional items (\$20k); bandwidth, phone system, and content management supplies (\$93k); bus maintenance parts and tires (\$109k); and tablet replacements (\$22k). Bus operations fuel is \$390k under budget primarily because YTD fuel prices averaged \$2.37/gallon compared to \$4.00/gallon budgeted. Rail operations fuel is \$215k under budget as YTD fuel prices averaged \$2.30/gallon.

**Capital Projects Fund**

- The Capital Projects Fund schedule provides budget to actual comparisons for DCTA bus and rail capital projects. It provides information on a life-to-date basis for approved projects.

**Identified Need**

Provides the Board a review of DCTA's financial position and performance to budget.

**Recommendation**

Staff recommends acceptance.

Submitted by: Marisa Perry, CPA   
Accounting Manager

Final Review:   
Department Head

**Denton County Transportation Authority**  
**Change in Net Assets**  
**Month and Year to Date March 31, 2015**  
**(Unaudited)**

WS 1(a)

Description	Month Ended March 31, 2015			Year to Date March 31, 2015			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
<b>Revenue and Other Income</b>								
Passenger Revenues	134,342	128,070	6,272	748,476	755,509	(7,033)	1,515,377	Note A
Contract Service Revenue	270,804	320,193	(49,389)	1,606,575	1,843,457	(236,882)	3,259,635	Note B
Sales Tax Revenue	1,873,587	1,891,517	(17,930)	11,345,379	10,512,263	833,116	21,347,080	Note C
Federal/State Grants - Capital	643,368	1,369,474	(726,106)	1,499,056	6,534,284	(5,035,228)	14,501,121	Note D
Federal/State Grants - Operating	408,871	279,276	129,595	1,368,232	1,722,056	(353,824)	4,474,680	Note E
<b>Total Revenue and Other Income</b>	<b>3,330,973</b>	<b>3,988,530</b>	<b>(657,557)</b>	<b>16,567,718</b>	<b>21,367,569</b>	<b>(4,799,851)</b>	<b>45,097,893</b>	
<b>Operating Expenses</b>								
Salary, Wages and Benefits	575,055	795,979	220,924	3,868,331	4,602,942	734,611	9,173,856	Note F
Services	124,740	155,933	31,193	696,139	1,214,689	518,550	2,160,534	Note G
Materials and Supplies	179,349	352,685	173,336	1,288,384	2,196,490	908,106	4,160,349	Note H
Utilities	38,215	37,112	(1,103)	194,655	229,474	34,819	452,149	
Insurance, Casualties and Losses	64,353	64,121	(232)	386,261	384,727	(1,534)	778,013	
Purchased Transportation Services	739,242	828,429	89,187	4,840,666	4,968,239	127,573	9,938,813	
Miscellaneous	13,223	17,358	4,134	73,105	125,259	52,154	245,476	
Leases and Rentals	9,748	108,934	99,186	72,692	153,603	80,910	207,205	
Depreciation	753,443	794,050	40,607	4,509,581	4,764,610	255,029	9,503,440	
<b>Total Operating Expenses</b>	<b>2,497,369</b>	<b>3,154,601</b>	<b>657,232</b>	<b>15,929,815</b>	<b>18,640,033</b>	<b>2,710,218</b>	<b>36,619,835</b>	
<b>Income Before Non-operating Revenue and Expense</b>	<b>833,604</b>	<b>833,929</b>	<b>(326)</b>	<b>637,903</b>	<b>2,727,536</b>	<b>(2,089,633)</b>	<b>8,478,058</b>	
<b>Non-Operating Revenues / (Expense)</b>								
Investment Income	1,858	2,750	(892)	12,066	16,500	(4,434)	33,000	
Gain (Loss) Disposal of Assets	-	-	-	900	-	900	-	
Fare Evasion Fee	150	525	(375)	900	3,150	(2,250)	6,300	
Other Income - Miscellaneous	4,986	-	4,986	115,993	-	115,993	-	
Long Term Debt Interest/Expense	(102,243)	(100,992)	(1,251)	(607,200)	(605,950)	(1,251)	(2,721,899)	
<b>Total Non-Operating Revenue / (Expense)</b>	<b>(95,248)</b>	<b>(97,717)</b>	<b>2,468</b>	<b>(477,342)</b>	<b>(586,300)</b>	<b>108,958</b>	<b>(2,682,599)</b>	
<b>Change in Net Assets</b>	<b>738,356</b>	<b>736,213</b>	<b>2,143</b>	<b>160,561</b>	<b>2,141,236</b>	<b>(1,980,675)</b>	<b>5,795,459</b>	

**Denton County Transportation Authority**  
**Statement of Net Assets**  
**As of March 31, 2015**  
**(Unaudited)**

	<u>March 31, 2015</u>	<u>February 28, 2015</u>	<u>Change</u>
<b>Current Assets</b>			
Cash & Cash Equivalents	9,843,356	9,933,764	(90,409)
Investments	6,419,070	6,846,284	(427,214)
Accounts & Notes Receivable	5,763,582	4,726,360	1,037,222
Prepaid Expenses	695,537	9,065	686,472
Inventory	11,634	28,212	(16,578)
Restricted Asset-Cash and Equivalents	4,127,956	4,745,135	(617,179)
<b>Total Current Assets</b>	<u>26,861,135</u>	<u>26,288,820</u>	<u>572,315</u>
<b>Property, Plant and Equipment</b>			
Land	16,228,337	16,228,337	-
Land Improvements	5,386,734	5,386,734	-
Machinery & Equipment	1,934,927	1,934,927	-
Leasehold Improvements	55,506	55,506	-
Vehicles	89,262,558	89,262,558	-
Computers & Software	262,676	262,676	-
Accumulated Depreciation	(34,245,224)	(33,491,781)	(753,443)
<b>Total Property, Plant and Equipment</b>	<u>78,885,514</u>	<u>79,638,958</u>	<u>(753,443)</u>
<b>Capital Assets</b>			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	228,659,209	228,659,209	-
Construction in Progress	12,290,576	11,672,653	617,923
<b>Total Capital Assets</b>	<u>257,946,940</u>	<u>257,329,017</u>	<u>617,923</u>
<b>Total Assets</b>	<u><u>363,693,589</u></u>	<u><u>363,256,795</u></u>	<u><u>436,794</u></u>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	-	-	-
Salary, Wages, and Benefits Payable	490,352	493,444	(3,092)
Accrued Expenses Payable	4,249,943	4,015,882	234,061
Deferred Revenues	131,808	155,265	(23,457)
Interest Payable	-	504,958	(504,958)
<b>Total Current Liabilities</b>	<u>4,872,103</u>	<u>5,169,550</u>	<u>(297,446)</u>
<b>Non-Current Liabilities</b>			
Rail Easement Payable	1,500,000	1,500,000	-
Retainage Payable	1,495,977	1,500,092	(4,115)
Bonds Payable	33,475,000	33,475,000	-
<b>Total Non-Current Liabilities</b>	<u>36,470,977</u>	<u>36,475,092</u>	<u>(4,115)</u>
<b>Total Liabilities</b>	<u><u>41,343,080</u></u>	<u><u>41,644,642</u></u>	<u><u>(301,561)</u></u>
<b>Net Assets</b>			
Invested in Capital Assets	304,221,470	304,221,470	-
Unrestricted Retained Earnings	17,968,477	17,968,477	-
Change in Net Assets	160,561	(577,794)	<b>738,356</b>
<b>Total Equity</b>	<u>322,350,509</u>	<u>321,612,153</u>	<u>738,356</u>
<b>Total Liabilities and Equity</b>	<u><u>363,693,589</u></u>	<u><u>363,256,795</u></u>	<u><u>436,794</u></u>

**Capital Projects Fund - DCTA**  
**Budget vs. Actual**  
 As of March 31, 2015  
 (Cash Basis)

Work Session 1aii

**ASSETS**

**Fixed Assets**

**1660 · Construction Work in Progress**

	<u>Original Budget</u>	<u>Revised Budget</u>	<u>March 2015 Expenses Booked</u>	<u>Life To Date</u>	<u>\$ Under/(Over) Budget</u>	<u>% of Budget (As of March 2015 Close)</u>
<b>1 · G&amp;A Capital Projects</b>						
Total 10401 · Cloud Hybrid Backup Solution	35,000	35,000	-	-	35,000	0%
Total 10601 · COGNOS Report Application	200,000	200,000	-	-	200,000	0%
Total 10602 · Comprehensive Service Analysis	567,414	567,414	-	1,171	566,243	0%
Total 10603 · Legal Support	226,753	226,753	43	10,618	216,136	5%
<b>Total 1 · G&amp;A Capital Projects</b>	<b>1,029,167</b>	<b>1,029,167</b>	<b>43</b>	<b>11,789</b>	<b>1,017,379</b>	<b>1%</b>
<b>5 · Bus Capital Projects</b>						
Total 50203 · Passenger Amenities (2015)	53,483	53,483	-	-	53,483	0%
Total 50301 · Bus O&M Facility	8,142,667	11,720,717	46	11,362,350	358,367	97%
Total 50303 · DDTC	373,282	373,282	4,864	18,483	354,799	5%
Total 50406 · Where's My Ride	940,485	940,485	-	797,586	142,899	85%
Total 50502 · Fleet Replacement	1,968,500	3,411,592	-	2,982,327	429,265	87%
Total 50504 · Fleet Replacement (2014)	877,998	877,998	-	762,385	115,613	87%
Total 50505 · Fleet Replacement (2015)	395,000	395,000	-	62,000	333,000	16%
Total 50506 · Bus Engines/Transmissions	150,000	150,000	-	16,659	133,341	11%
Total 50408 · Bus Radios	137,457	120,870	-	47,861	73,009	40%
Total 50601 · Scheduling Software (Bus)	250,000	250,000	-	-	250,000	0%
<b>Total 5 · Bus Capital Projects</b>	<b>13,288,872</b>	<b>18,293,427</b>	<b>4,910</b>	<b>16,049,650</b>	<b>2,243,777</b>	<b>88%</b>
<b>6 · Rail Construction</b>						
Total 61401 · Fare Collection Systems	569,000	733,104	-	649,943	83,161	89%
Total 61406 · Positive Train Control	16,997,441	22,902,951	7,617	1,263,032	21,639,919	6%
Total 61707 · Community Enhancements	752,708	752,708	35,747	726,764	25,944	97%
Total 61708 · Lewisville Bike Trail	3,099,856	3,099,856	216,900	900,277	2,199,579	29%
Total 61710 · HV Parking Expansion	250,000	320,000	-	319,378	622	100%
Total 60701 · Passenger Information	56,214	96,821	-	61,411	35,410	63%
Total 61711 · Rail MOW	150,000	150,000	439	74,519	75,481	50%
<b>61712 · Rail Maintenance of Equipment (MOE)</b>						
Total 61712 · Rail MOE	585,000	1,302,627	338,324	476,172	826,455	37%
Total 61503 · Rail Single Car Operations	101,800	101,800	1,503	23,672	78,128	23%
Total 61504 · Re-Railing Equipment	121,000	121,000	-	48,400	72,600	40%
Total 61505 · GTW Wheel Work	915,041	915,041	-	-	915,041	0%
Total 61209 · Trinity Mills Crew Facility	250,000	250,000	2,089	2,455	247,545	1%
Total 61210 · Station Landscaping	75,000	485,000	-	-	485,000	0%
Total 61407 · Shunt Enhancement	141,000	141,000	-	-	141,000	0%
Total 61104 · Rail Drainage Improvement	250,000	250,000	10,352	63,460	186,540	25%
<b>Total Rail Construction Projects</b>	<b>24,314,060</b>	<b>31,621,908</b>	<b>612,970</b>	<b>4,609,484</b>	<b>27,012,424</b>	<b>15%</b>
<b>Total 1660 · Construction Work in Progress</b>	<b>38,632,099</b>	<b>50,944,502</b>	<b>617,923</b>	<b>20,670,922</b>	<b>30,273,580</b>	<b>41%</b>





## Board of Directors Memo

April 23, 2015

### **Subject: Sales Tax Report**

#### **Background**

Sales tax represents the single largest source of revenue for DCTA at 42.1% for FY15 budget. The annual Sales Tax budget for FY 2015 is \$21,347,080. Because of its importance in funding of DCTA's ongoing operations, the Board adopted a Budget Contingency Plan that outlines the Agency's response when declines in sales tax hit a specific target. This month, receipts were unfavorable compared to budget. The April allocation is for sales generated in the month of February and represents revenue for the fifth month of FY 2015.

- Sales tax for sales generated at retail in the month of February and received in April was \$1,566,805.07.
- This represents a decrease of 1.13% or \$17,930 compared to budget for the month.
- Receipts are favorable 9.66% year-to-date compared to budget.
- Compared to the same month last year, sales tax receipts were \$288,594 or 22.58% more than budgeted.
  
- Member city collections for the month compared to prior year are as follows:
  - City of Lewisville up 48.59%
  - City of Denton down 4.49%
  - Highland Village down 4.49%

#### **Need**

Provides the Board of Directors a monthly status on Sales Tax collections.

#### **Recommendation**

For information only. No action required.

**Final Review:**

  
Anna Mosqueda,  
CFO

**Denton County Transportation Authority (DCTA)**  
**Sales Tax Report**  
**Budget to Actual and Previous Year Comparison**

Sales Generated in Month of:	Received in Month of:	2014-2015 Year Budget	2014-2015 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2013-2014 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 1,713,193	\$ 1,945,700	\$ 232,507	13.57%	\$ 1,646,959	\$ 298,741	18.14%
November	January	\$ 1,504,176	\$ 1,765,520	\$ 261,344	17.37%	\$ 1,582,022	\$ 183,498	11.60%
December	February	\$ 2,226,453	\$ 2,433,456	\$ 207,003	9.30%	\$ 2,173,929	\$ 259,526	11.94%
January	March	\$ 1,592,189	\$ 1,742,381	\$ 150,192	9.43%	\$ 1,570,510	\$ 171,871	10.94%
February	April	\$ 1,584,735	\$ 1,566,805	\$ (17,930)	-1.13%	\$ 1,278,211	\$ 288,594	22.58%
March	May	\$ 1,891,517				\$ 1,957,442		
April	June	\$ 1,683,191				\$ 1,777,141		
May	July	\$ 1,740,055				\$ 1,756,564		
June	August	\$ 1,932,685				\$ 2,008,175		
July	September	\$ 1,688,016				\$ 1,719,163		
August	October	\$ 1,793,480				\$ 1,838,588		
September	November	\$ 1,997,389				\$ 2,058,382		
<b>YTD Total</b>		<b>\$ 21,347,079</b>	<b>\$ 9,453,862</b>	<b>\$ 833,116</b>	<b>9.66%</b>	<b>\$ 21,367,086</b>	<b>\$ 1,202,231</b>	<b>14.57%</b>

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department  
Prepared By: Denton County Transportation Authority Finance Department  
April 9, 2015

**Denton County Transportation Authority (DCTA)  
Member Cities Sales Tax Report  
Month Allocation is Received from Comptroller  
Previous Year Comparison**

City of Lewisville					
Sales Generated in Month of:	Received in Month of:	2013-2014 Year Actual	2014-2015 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,412,800	\$ 2,532,839	\$ 120,038	4.98%
November	January	\$ 2,283,269	\$ 2,404,460	\$ 121,191	5.31%
December	February	\$ 3,094,980	\$ 3,407,084	\$ 312,104	10.08%
January	March	\$ 2,250,821	\$ 2,479,995	\$ 229,174	10.18%
February	April	\$ 1,476,738	\$ 2,194,340	\$ 717,603	48.59%
March	May	\$ 2,828,191			
April	June	\$ 2,569,274			
May	July	\$ 2,570,909			
June	August	\$ 2,797,425			
July	September	\$ 2,472,024			
August	October	\$ 2,546,174			
September	November	\$ 2,872,745			
<b>YTD Total</b>		<b>\$ 30,175,351</b>	<b>\$ 13,018,718</b>	<b>\$ 1,500,110</b>	<b>13.02%</b>

City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2013-2014 Year Actual	2014-2015 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 242,975	\$ 268,275	\$ 25,299	10.41%
November	January	\$ 271,909	\$ 283,432	\$ 11,523	4.24%
December	February	\$ 415,312	\$ 441,441	\$ 26,130	6.29%
January	March	\$ 240,189	\$ 249,723	\$ 9,534	3.97%
February	April	\$ 231,225	\$ 220,832	\$ (10,393)	-4.49%
March	May	\$ 323,839			
April	June	\$ 269,705			
May	July	\$ 288,253			
June	August	\$ 356,088			
July	September	\$ 271,361			
August	October	\$ 261,084			
September	November	\$ 342,547			
<b>YTD Total</b>		<b>\$ 3,514,486</b>	<b>\$ 1,463,703</b>	<b>\$ 62,094</b>	<b>4.43%</b>

City of Denton					
Sales Generated in Month of:	Received in Month of:	2013-2014 Year Actual	2014-2015 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 1,858,283	\$ 2,345,573	\$ 487,290	26.22%
November	January	\$ 1,802,476	\$ 2,197,657	\$ 395,181	21.92%
December	February	\$ 2,657,999	\$ 3,020,338	\$ 362,339	13.63%
January	March	\$ 1,877,525	\$ 2,109,216	\$ 231,691	12.34%
February	April	\$ 1,940,004	\$ 1,852,968	\$ (87,036)	-4.49%
March	May	\$ 2,488,428			
April	June	\$ 2,077,345			
May	July	\$ 2,003,488			
June	August	\$ 2,482,262			
July	September	\$ 1,922,509			
August	October	\$ 2,317,928			
September	November	\$ 2,634,728			
<b>YTD Total</b>		<b>\$ 26,062,974</b>	<b>\$ 11,525,752</b>	<b>\$ 1,389,465</b>	<b>13.71%</b>

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department  
Prepared By: Denton County Transportation Authority Finance Department  
April 9, 2015

**All Transit Agencies  
Monthly Sales and Use Tax Comparison Summary**

<b>Transit</b>	<b>Current Rate</b>	<b>Net Payment This Period</b>	<b>Comparable Payment Prior Year</b>	<b>% Change</b>	<b>2015 Payments To Date</b>	<b>2014 Payments To Date</b>	<b>% Change</b>
<b>Houston MTA</b>	1.00%	\$ 52,217,238.55	\$ 49,938,570.64	4.56%	\$ 242,112,419.34	\$ 226,182,315.50	7.04%
<b>Dallas MTA</b>	1.00%	\$ 36,951,185.81	\$ 36,070,397.26	2.44%	\$ 169,294,442.19	\$ 157,546,703.26	7.46%
<b>Austin MTA</b>	1.00%	\$ 14,782,044.18	\$ 14,088,706.20	4.92%	\$ 67,480,092.03	\$ 62,997,374.45	7.12%
<b>San Antonio MTA</b>	0.50%	\$ 10,157,861.37	\$ 9,231,185.16	10.04%	\$ 45,342,706.21	\$ 41,907,129.72	8.20%
<b>San Antonio ATD</b>	0.25%	\$ 4,423,225.90	\$ 4,174,092.68	5.97%	\$ 20,118,978.73	\$ 19,131,149.83	5.16%
<b>Fort Worth MTA</b>	0.50%	\$ 4,578,791.06	\$ 4,461,777.42	2.62%	\$ 20,798,567.57	\$ 20,108,546.01	3.43%
<b>El Paso CTD</b>	0.50%	\$ 3,045,255.07	\$ 2,942,792.22	3.48%	\$ 13,537,153.97	\$ 13,091,427.86	3.40%
<b>Corpus Christi MTA</b>	0.50%	\$ 2,572,098.46	\$ 2,569,257.44	0.11%	\$ 11,600,025.87	\$ 11,173,000.91	3.82%
<b>Denton CTA</b>	0.50%	\$ 1,566,805.07	\$ 1,278,211.29	22.58%	\$ 7,508,162.09	\$ 6,604,672.45	13.68%
<b>Laredo CTD</b>	0.25%	\$ 592,913.98	\$ 565,807.14	4.79%	\$ 2,734,709.67	\$ 2,614,181.09	4.61%
<b>TOTALS</b>		<b>\$ 130,887,419.45</b>	<b>\$ 125,320,797.45</b>	<b>4.44%</b>	<b>\$ 600,527,257.67</b>	<b>\$ 561,356,501.08</b>	<b>6.98%</b>

**Sources: Texas Comptroller of Public Accounts and DCTA Finance Department  
Prepared By: Denton County Transportation Authority Finance Department  
April 9, 2015**

**Denton County Transportation Authority**



**For the Quarter Ended**

**March 31, 2015**

**Report Name**

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- Certification Page
- Executive Summary
- Benchmark Comparison
- Detail of Security Holdings
- Change in Value
- Earned Income
- Investment Transactions
- Amortization and Accretion
- Projected Fixed Income Cash Flows

**MARKET RECAP:**

Early March brought another strong employment report as the economy added +295k new jobs during February, the 12th straight month job growth has topped +200k and the best run since a 19-month string back in 1995. The unemployment rate dipped to 5.5%, the lowest since May 2008. The one negative from the report was wages, as average hourly earnings managed just a +0.1% increase, following a surprisingly robust +0.5% gain in January that may have been bolstered by statutorily mandated minimum wage increases in several large states. Just like in February, the strong employment report sent bond yields higher as investors priced in better odds of a June rate hike from the Fed. But as was the case last month, other data was more mixed and in some cases down right weak. As the month wore on, the odds of a June rate hike shrank. The ISM manufacturing survey slipped from 53.5 to 52.9, the lowest level in over a year with the declines driven by slower growth in orders, particularly export orders, production, employment and prices paid. Retail sales have failed to reflect the expected boost from falling gas prices, declining -0.6% in February following -0.8% and -0.9% drops in the previous two months. Savings at the pump are being saved, not spent. Inflation remains subdued with the producer price index falling -0.5% in February and now negative year-over-year at -0.6%. Consumer prices fared slightly better, rising +0.2% for February with headline CPI unchanged for the year. Excluding food and energy, core-CPI is up +1.7% over the last 12 months. Core PCE, the Fed's preferred inflation measure, is up just +1.4% year-over-year, well below the 2% target. Home sales were mixed as existing home sales fell short of forecasts but did climb +1.2% to a 4.88 million unit annual rate. New homes surprised to the upside with a +7.8% jump to 539k annual units. Both overall durable goods orders and core capital goods orders fell by -1.4% in February. Core capital goods orders have now dropped in each of the last six months.

Putting it all together, the seemingly strong employment reports of the last several months have not been corroborated by the balance of data, raising doubts about the economy's health as collapsing oil prices and a strong dollar appear to be having a deleterious effect. The Fed seems to have taken notice. Although they did remove the "patient" language from their official statement at the March FOMC meeting, an action that had been viewed as a precursor to rate hikes, the overall tone of the statement was dovish and did not suggest a June hike was imminent. Further, member's actually lowered their forward looking projections for the fed funds rate. So after climbing as high as 0.72% early in the month, the two-year Treasury note closed the month yielding 0.56%, while the 10-year stood at 1.92%.

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**For the Quarter Ended**  
**March 31, 2015**

This report is prepared for the **Denton County Transportation Authority** (the "Entity") in accordance with Chapter 2256 of the Texas Public Funds Investment Act ("PFIA"). Section 2256.023(a) of the PFIA states that: "Not less than quarterly, the investment officer shall prepare and submit to the governing body of the entity a written report of the investment transactions for all funds covered by this chapter for the preceding reporting period." This report is signed by the Entity's investment officers and includes the disclosures required in the PFIA. To the extent possible, market prices have been obtained from independent pricing sources.

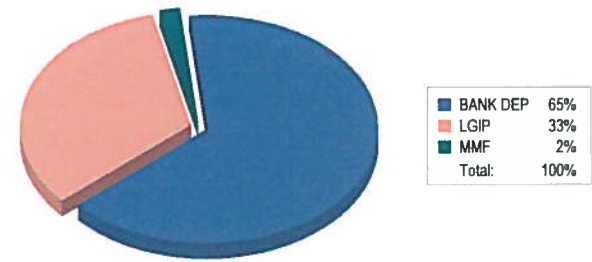
The investment portfolio complied with the PFIA and the Entity's approved Investment Policy and Strategy throughout the period. All investment transactions made in the portfolio during this period were made on behalf of the Entity and were made in full compliance with the PFIA and the approved Investment Policy.

**Officer Names and Titles:**

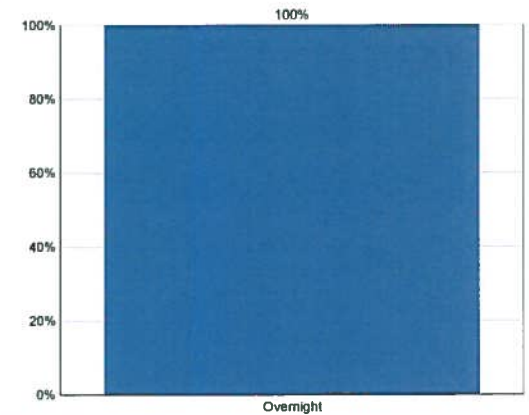
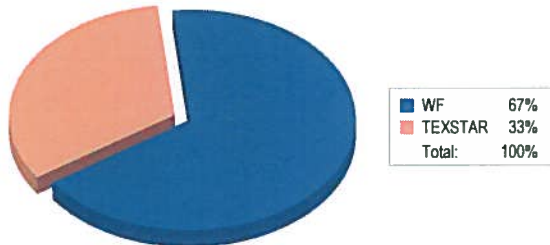
  
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**Account Summary** **Allocation by Security Type**

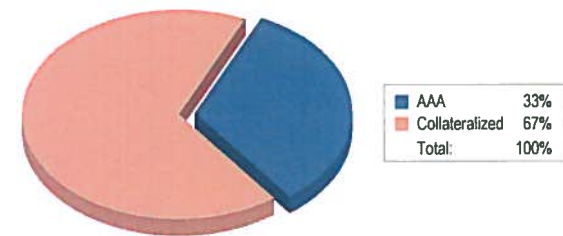
	Beginning Values as of 12/31/14	Ending Values as of 03/31/15
Par Value	18,269,398.10	20,416,440.45
Market Value	18,269,398.10	20,416,440.45
Book Value	18,269,398.10	20,416,440.45
Unrealized Gain / Loss	0.00	0.00
<b>Market Value %</b>	<b>100.00%</b>	<b>100.00%</b>
Weighted Avg. YTW	0.107%	0.106%
Weighted Avg. YTM	0.107%	0.106%



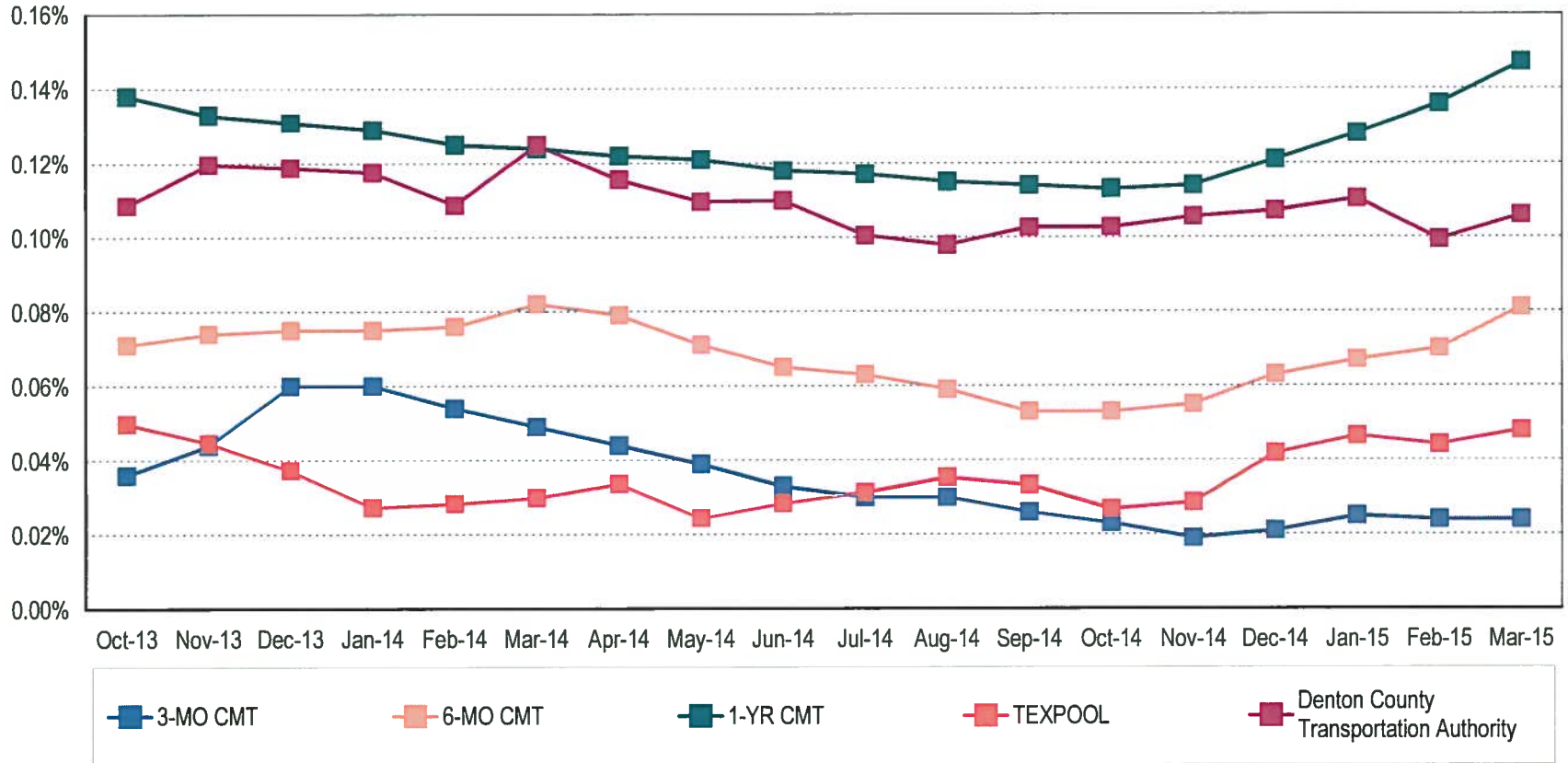
**Allocation by Issuer** **Maturity Distribution %** **Credit Quality**



Weighted Average Days to Maturity: 0







**Note 1:** CMT stands for Constant Maturity Treasury. This data is published in Federal Reserve Statistical Release H-15 and represents an average of all actively traded Treasury securities having that time remaining until maturity. This is a standard industry benchmark for Treasury securities. The CMT benchmarks are moving averages. The 3-month CMT is the daily average for the previous 3 months, the 6-month CMT is the daily average for the previous 6 months, and the 1-year and 2-year CMT's are the daily averages for the previous 12-months.

**Note 2:** Benchmark data for TexPool is the monthly average yield.



**Denton County Transportation Authority**  
**Detail of Security Holdings**  
 As of 03/31/2015

CUSIP	Settle Date	Sec. Type	Sec. Description	CPN	Mty Date	Next Call	Call Type	Par Value	Purch Price	Orig Cost	Book Value	Mkt Price	Market Value	Days to Mty	Days to Call	YTM	YTW
<b>2011 Bond Fund</b>																	
WF-MANA		BANK DEP	Wells Fargo Managed Rate					3,345,022.14	100.000	3,345,022.14	3,345,022.14	100.000	3,345,022.14	1		0.210	0.210
<b>Total for 2011 Bond Fund</b>								<b>3,345,022.14</b>	<b>100.000</b>	<b>3,345,022.14</b>	<b>3,345,022.14</b>	<b>100.000</b>	<b>3,345,022.14</b>	<b>1</b>		<b>0.210</b>	<b>0.210</b>
<b>Bond Fund</b>																	
TEXSTAR		LGIP	TexSTAR					755,444.59	100.000	755,444.59	755,444.59	100.000	755,444.59	1		0.060	0.060
<b>Total for Bond Fund</b>								<b>755,444.59</b>	<b>100.000</b>	<b>755,444.59</b>	<b>755,444.59</b>	<b>100.000</b>	<b>755,444.59</b>	<b>1</b>		<b>0.060</b>	<b>0.060</b>
<b>Operating Fund</b>																	
WF-MANA		BANK DEP	Wells Fargo Managed Rate					474,961.35	100.000	474,961.35	474,961.35	100.000	474,961.35	1		0.210	0.210
WF-SWEEP		MMF	Wells Fargo Sweep					408,409.71	100.000	408,409.71	408,409.71	100.000	408,409.71	1		0.010	0.010
<b>Total for Operating Fund</b>								<b>883,371.06</b>	<b>100.000</b>	<b>883,371.06</b>	<b>883,371.06</b>	<b>100.000</b>	<b>883,371.06</b>	<b>1</b>		<b>0.118</b>	<b>0.118</b>
<b>Reserve Fund</b>																	
WF-PREM		BANK DEP	Wells Fargo Premium Rate					9,461,004.31	100.000	9,461,004.31	9,461,004.31	100.000	9,461,004.31	1		0.100	0.100
<b>Total for Reserve Fund</b>								<b>9,461,004.31</b>	<b>100.000</b>	<b>9,461,004.31</b>	<b>9,461,004.31</b>	<b>100.000</b>	<b>9,461,004.31</b>	<b>1</b>		<b>0.100</b>	<b>0.100</b>
<b>RTRFI Funding</b>																	
WF-MANA		BANK DEP	Wells Fargo Managed Rate					27,489.56	100.000	27,489.56	27,489.56	100.000	27,489.56	1		0.210	0.210
<b>Total for RTRFI Funding</b>								<b>27,489.56</b>	<b>100.000</b>	<b>27,489.56</b>	<b>27,489.56</b>	<b>100.000</b>	<b>27,489.56</b>	<b>1</b>		<b>0.210</b>	<b>0.210</b>
<b>Sales Tax Fund</b>																	
TEXSTAR		LGIP	TexSTAR					5,944,108.79	100.000	5,944,108.79	5,944,108.79	100.000	5,944,108.79	1		0.060	0.060
<b>Total for Sales Tax Fund</b>								<b>5,944,108.79</b>	<b>100.000</b>	<b>5,944,108.79</b>	<b>5,944,108.79</b>	<b>100.000</b>	<b>5,944,108.79</b>	<b>1</b>		<b>0.060</b>	<b>0.060</b>



**Denton County Transportation Authority**  
**Detail of Security Holdings**  
*As of 03/31/2015*

CUSIP	Settle Date	Sec. Type	Sec. Description	CPN	Mty Date	Next Call	Call Type	Par Value	Purch Price	Orig Cost	Book Value	Mkt Price	Market Value	Days to Mty	Days to Call	YTM	YTW
<b>Total for Denton County Transportation Authority</b>								20,416,440.45	100.000	20,416,440.45	20,416,440.45	100.000	20,416,440.45	1		0.106	0.106



**Denton County Transportation Authority**  
**Change in Value**  
*From 12/31/2014 to 03/31/2015*

CUSIP	Security Type	Security Description	12/31/14 Book Value	Cost of Purchases	Maturities / Calls / Sales	Amortization / Accretion	Realized Gain/(Loss)	03/31/15 Book Value	12/31/14 Market Value	03/31/15 Market Value	Change in Mkt Value
<b>2011 Bond Fund</b>											
WF-MANA	BANK DEP	Wells Fargo Managed Rate	3,343,261.48	1,760.66	0.00	0.00	0.00	3,345,022.14	3,343,261.48	3,345,022.14	1,760.66
<b>Total for 2011 Bond Fund</b>			<b>3,343,261.48</b>	<b>1,760.66</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,345,022.14</b>	<b>3,343,261.48</b>	<b>3,345,022.14</b>	<b>1,760.66</b>
<b>Bond Fund</b>											
TEXSTAR	LGIP	TexSTAR	682,489.26	680,106.41	(607,151.08)	0.00	0.00	755,444.59	682,489.26	755,444.59	72,955.33
<b>Total for Bond Fund</b>			<b>682,489.26</b>	<b>680,106.41</b>	<b>(607,151.08)</b>	<b>0.00</b>	<b>0.00</b>	<b>755,444.59</b>	<b>682,489.26</b>	<b>755,444.59</b>	<b>72,955.33</b>
<b>Operating Fund</b>											
WF-MANA	BANK DEP	Wells Fargo Managed Rate	474,711.35	250.00	0.00	0.00	0.00	474,961.35	474,711.35	474,961.35	250.00
WF-SWEEP	MMF	Wells Fargo Sweep	299,251.23	276,655.54	(167,497.06)	0.00	0.00	408,409.71	299,251.23	408,409.71	109,158.48
<b>Total for Operating Fund</b>			<b>773,962.58</b>	<b>276,905.54</b>	<b>(167,497.06)</b>	<b>0.00</b>	<b>0.00</b>	<b>883,371.06</b>	<b>773,962.58</b>	<b>883,371.06</b>	<b>109,408.48</b>
<b>Reserve Fund</b>											
WF-PREM	BANK DEP	Wells Fargo Premium Rate	9,458,656.21	2,348.10	0.00	0.00	0.00	9,461,004.31	9,458,656.21	9,461,004.31	2,348.10
<b>Total for Reserve Fund</b>			<b>9,458,656.21</b>	<b>2,348.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>9,461,004.31</b>	<b>9,458,656.21</b>	<b>9,461,004.31</b>	<b>2,348.10</b>
<b>RTRFI Funding</b>											
WF-MANA	BANK DEP	Wells Fargo Managed Rate	49,525.34	5.85	(22,041.63)	0.00	0.00	27,489.56	49,525.34	27,489.56	(22,035.78)
<b>Total for RTRFI Funding</b>			<b>49,525.34</b>	<b>5.85</b>	<b>(22,041.63)</b>	<b>0.00</b>	<b>0.00</b>	<b>27,489.56</b>	<b>49,525.34</b>	<b>27,489.56</b>	<b>(22,035.78)</b>
<b>RTRFI Interest</b>											
TEXSTAR	LGIP	TexSTAR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total for RTRFI Interest</b>			<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>



**Denton County Transportation Authority**  
**Change in Value**  
 From 12/31/2014 to 03/31/2015

CUSIP	Security Type	Security Description	12/31/14 Book Value	Cost of Purchases	Maturities / Calls / Sales	Amortization / Accretion	Realized Gain/(Loss)	03/31/15 Book Value	12/31/14 Market Value	03/31/15 Market Value	Change in Mkt Value
<b>Sales Tax Fund</b>											
TEXSTAR	LGIP	TexSTAR	3,961,503.23	2,409,903.79	(427,298.23)	0.00	0.00	5,944,108.79	3,961,503.23	5,944,108.79	1,982,605.56
<b>Total for Sales Tax Fund</b>			<b>3,961,503.23</b>	<b>2,409,903.79</b>	<b>(427,298.23)</b>	<b>0.00</b>	<b>0.00</b>	<b>5,944,108.79</b>	<b>3,961,503.23</b>	<b>5,944,108.79</b>	<b>1,982,605.56</b>
<b>Total for Denton County Transportation Authority</b>			<b>18,269,398.10</b>	<b>3,371,030.35</b>	<b>(1,223,988.00)</b>	<b>0.00</b>	<b>0.00</b>	<b>20,416,440.45</b>	<b>18,269,398.10</b>	<b>20,416,440.45</b>	<b>2,147,042.35</b>



Denton County Transportation Authority

**Earned Income**

From 12/31/2014 to 03/31/2015

CUSIP	Security Type	Security Description	Beg. Accrued	Interest Earned	Interest Rec'd / Sold / Matured	Interest Purchased	Ending Accrued	Disc Accr / Prem Amort	Net Income
<b>2011 Bond Fund</b>									
WF-MANA	BANK DEP	Wells Fargo Managed Rate	0.00	1,760.66	1,760.66	0.00	0.00	0.00	1,760.66
<b>Total for 2011 Bond Fund</b>			<b>0.00</b>	<b>1,760.66</b>	<b>1,760.66</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,760.66</b>
<b>Bond Fund</b>									
TEXSTAR	LGIP	TexSTAR	0.00	155.33	155.33	0.00	0.00	0.00	155.33
<b>Total for Bond Fund</b>			<b>0.00</b>	<b>155.33</b>	<b>155.33</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>155.33</b>
<b>Operating Fund</b>									
WF-MANA	BANK DEP	Wells Fargo Managed Rate	0.00	250.00	250.00	0.00	0.00	0.00	250.00
WF-SWEEP	MMF	Wells Fargo Sweep	0.00	14.81	14.81	0.00	0.00	0.00	14.81
<b>Total for Operating Fund</b>			<b>0.00</b>	<b>264.81</b>	<b>264.81</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>264.81</b>
<b>Reserve Fund</b>									
WF-PREM	BANK DEP	Wells Fargo Premium Rate	0.00	2,348.10	2,348.10	0.00	0.00	0.00	2,348.10
<b>Total for Reserve Fund</b>			<b>0.00</b>	<b>2,348.10</b>	<b>2,348.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,348.10</b>
<b>RTRFI Funding</b>									
WF-MANA	BANK DEP	Wells Fargo Managed Rate	0.00	22.29	22.29	0.00	0.00	0.00	22.29
<b>Total for RTRFI Funding</b>			<b>0.00</b>	<b>22.29</b>	<b>22.29</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>22.29</b>
<b>RTRFI Interest</b>									
<b>Total for RTRFI Interest</b>			<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>



Denton County Transportation Authority

**Earned Income**

From 12/31/2014 to 03/31/2015

CUSIP	Security Type	Security Description	Beg. Accrued	Interest Earned	Interest Rec'd / Sold / Matured	Interest Purchased	Ending Accrued	Disc Accr / Prem Amort	Net Income
<b>Sales Tax Fund</b>									
TEXSTAR	LGIP	TexSTAR	0.00	773.54	773.54	0.00	0.00	0.00	773.54
<b>Total for Sales Tax Fund</b>			<b>0.00</b>	<b>773.54</b>	<b>773.54</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>773.54</b>
<b>Total for Denton County Transportation Authority</b>			<b>0.00</b>	<b>5,324.73</b>	<b>5,324.73</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>5,324.73</b>

## Board of Directors Memo

April 23, 2015

### Subject: Quarterly Grants Report

#### Grant Activities This Period

DCTA currently has 18 active grants that provide reimbursements for the following projects: Bus Operations & Maintenance Facility, Where's My Ride, Fleet replacement, bus radios, route signage, Bike and Pedestrian trails, and Positive Train Control. Other on-going grant-reimbursed activities include: operating assistance for bus services, ADA paratransit services and preventative maintenance for rail and bus operations. This quarter, the award process for five grant applications was completed. These new grants will provide federal assistance for the following projects: Transit Capital Accessibility projects, Bus Service Analysis/Review, and Routematch software enhancement.

Funding levels for active grants funding types are illustrated below.

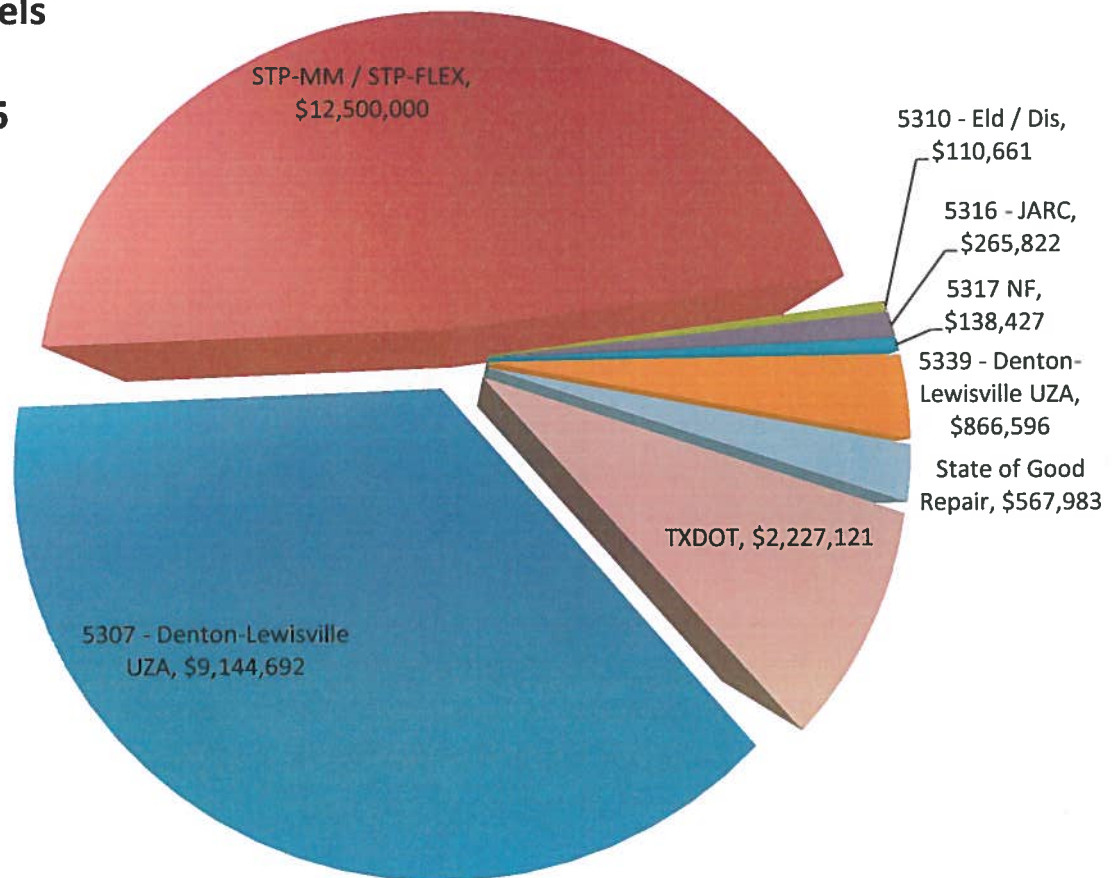
1 Close out Grant

18 Active Grants

2 Obligated Funding

#### Grants Funding Levels

**\$ 25.8 million**  
as of 03/31/2015





Program	(Prior Quarter) 1 <sup>st</sup> Quarter Balance	2 <sup>nd</sup> Quarter Balance	Grant Activity
Denton-Lewisville UZA (5307)	\$10,186,257	\$9,144,692	Fleet Replacement, Bus Shelters, Bus Radios, Positive Train Control-Design, Signage, Preventative Maintenance.
STP-MM / STP-FLEX	\$12,500,000	\$12,500,000	Positive Train Control Implementation
Elderly Persons and Persons with Disabilities (5310)	\$110,661	\$110,661	Transit Capital Accessibility (lighting and ramps)
Job Access, Reverse Commute (JA/RC) (5316)	\$380,631	\$265,822	Where's My Ride, Vanpool, Route Planning Study H-V
New Freedom (5317)	\$265,684	\$138,427	Where's My Ride, Lewisville Work Connection
Bus and Bus Facilities (5339)	\$866,596	\$866,596	Fleet Replacement
State of Good Repair (5309)	\$567,983	\$567,983	Construction of the Bus Operating & Maintenance facility
TXDOT (FHWA)	\$3,329,474	\$2,227,121	A-train rail trail
<b>Total</b>	<b>\$28,207,286</b>	<b>\$25,821,302</b>	

### Obligated Funding

DCTA's regional Vanpool Program FY 16 funding request was approved by the Regional Transportation Council at its April 9, 2015 meeting. Total award: \$262,000 (*\$131,000 federal/\$131,000 local match*). This will secure vanpool operating assistance through FY 2016.

The 2015 Annual Program of Projects (POP) is currently in public comment period. The funding estimate provided by North Central Texas Council of Government is: \$430,000 (Bus and Bus Facilities-5339) and \$4.9 million (Denton-Lewisville UZA-5307).

### Upcoming Grant Applications

Staff continues to actively monitor grant opportunities and will continue to focus on identifying funding for the advancement of DCTA projects and implementation of the long-range service plan. DCTA staff is currently preparing a grant application for the following Call for Projects:

- **Texas Department of Transportation (TxDOT)**  
Program: Transportation Alternative Program (TAP)  
DCTA Project: Completion of A-Train Rail Trail  
Request Amount: \$2,648,740 (80% of \$3,310,926 total project cost)  
Due Date: May 4, 2015

Staff is also evaluating projects that may be viable for submission for funding from the U.S. Department of Transportation (DOT) Transportation Investment Generating Economic Recovery (TIGER) which was recently announced. Staff is working with its transportation planning consultant, HDR to determine which projects might best meet the required TIGER guidelines. Timeframe for submittal is:

- Pre-Application deadline: May 4, 2015
- Final application deadline: June 5, 2015

## **Triennial Review Update**

All public transit agencies are required to receive a triennial review by the Federal Transportation Administration (FTA) every three years to maintain their eligibility to receive federal transit funds. The Triennial Review provides FTA with an opportunity to verify reported data, test grantee records, inspect facilities and construction sites and serves as a management tool to examine grantee's performance and adherence to current FTA requirements and policies. This quarter staff received comments from FTA Reviewers outlining the requested documentations and schedule for the site visit.

## **Compliance Activities**

- Title VI Program Submitted 4/4/2014, Awaiting FTA approval
- DBE Program Submitted 5/6/2014, Awaiting FTA approval
- Triennial Review Site Visit May 21-22, 2015

## **Recommendation**

This is for information only. No Board action is required

Submitted by: Shanna O'Gilvie, Program Manger

Final Review: Anna Mosqueda, CFO



**Board of Directors Memo**

April 23, 2015

**Subject: WS 2 (a)vi Procurement Status Report**

**Marketing and Communications Agency**

A procurement is being developed is seeking a creative/interactive agency to assist with brand research and creation, creative development, multi-media buying strategy and execution, interactive capabilities, comprehensive reporting techniques, and stellar account management. Staff anticipates award at the May meeting.

**Temporary Staffing**

Staff is developing a procurement for a pool of firms to provide temporary staffing for the administrative offices. The procurement will be available in May for proposals. It is anticipated a recommendation for award will be presented on the June agenda for approval.

**Automotive Batteries**

A procurement will be released in May for the purchase of batteries to be used in the preventative maintenance of the fleet vehicles. It is anticipated a recommendation for award will be presented at the June meeting.

**Construction Services, Miscellaneous Items**

The procurement will be for a miscellaneous construction contract for the installation of shelters, bus stop signs, concrete pads for shelters, and solar lighting. The services will be on an as needed basis. It is anticipated a recommendation for award will be on the June agenda for approval.

**DBE Goal for Fiscal Years 2016, 2017, 2018**

DCTA is required to set a DBE goal for the next three fiscal years based on the anticipated projects and estimated dollars of grant funds to be received during this three year period. The process requires agencies to post the proposed goal and accept public comments for a period of 45 days prior to the approval and adoption of the goal by the Board of Directors and submission to FTA. The goal is due to FTA by August 1<sup>st</sup>. Public notices will be published beginning June 1 through July 15, 2015. An agenda item and adoption of a resolution will be submitted for approval at July meeting.

Submitted by:

  
Athena Forrester, Procurement Manager

Final Review:

  
Anna Mosqueda, CFO



**Board of Directors Memo**

April 23, 2015

**Subject: Marketing & Communications Update**

<b>MARKETING &amp; COMMUNICATIONS INITIATIVES</b>		
<b>Category</b>	<b>Initiative</b>	<b>Important Dates</b>
Brand Planning	Brand Standards Manual	Planning Phase
	Open Source Data (Website)	Planning Phase
	Sub-Logo Creative	Development Phase
	RFP for Video Production	Development Phase
	RFP for New Creative/Advertising Firm	Out for Bid
Marketing Campaigns	Mean Green Game Day Campaign	Planning Phase
	University Marketing Campaign	Development Phase
	Summer Sales/Summer Youth Pass Campaign	Development Phase
	Where's My Ride Travel Alerts	Beta Testing in Process
Collateral Development	EnRoute News May/June Issue	Development Phase
	Summer Youth Pass Brochure	Development Phase
	Campus Connections Brochure	Development Phase
Public/Media Relations	Media Relations/Crisis Communications Procedures	Planning Phase
	Travel Alerts Messaging Templates	Planning Phase
	Dallas Business Journal "Outstanding Directors" Award Nomination	Planning Phase
	Comprehensive Service Analysis Contract Press Release	Development Phase
	Photo and Film Guidelines	Development Phase
	APTA Stand Up 4 Transportation Participation	Executed
	Valentine's Day #BeMine Campaign Case Study	Executed and Secured Coverage
	RFP for PR Monitoring Software	Board Approval Requested – 4.23.15
Social Media	Social Video Development	Development Phase
	APTA Stand Up 4 Transportation Participation	Executed
	Executive Social Media Plan (Jim Cline Posts)	Ongoing
	Editorial Calendar Execution	Ongoing
Internal Communications	Monthly Messaging Map	Ongoing
	Monthly Staff Meeting Presentation	Ongoing
Community Relations	AVID Field Trip	Planning Phase
	Denton Juneteenth Sponsorship	Development Phase
	Lewisville Chamber Women in Business Expo Presentation	Development Phase
	Member City Involvement	Ongoing
Events	Community Enhancements Celebration (Denton Rail Trail)	Planning Phase
	Lewisville Western Days Festival	Planning Phase
	Denton Arts & Jazz Festival	Development Phase
	Mayor's Mile	Executed
Public Involvement	Public Meeting Standard Operating Procedures	Development Phase
	Public Meeting Video	Currently Live
	Passenger Satisfaction Survey (April 2015)	Executed – Will Report in May
	Public Meetings – 4.11.15 and 4.13.15	Executed – Will Report in May
	April Citizen's Advisory Team Meetings	Executed
Regional Initiatives	Go Pass 2.0	Planning Phase
	NCTCOG Casual Carpool Application	Ongoing
	NCTCOG Air North Texas	Ongoing
	NCTCOG MyRideNCT	Ongoing

MARKETING & COMMUNICATIONS METRICS				
Activity	Metric	Annual Goal	Monthly	YTD
<b>Brand Impressions</b>				
Community Brand Impressions*	Confirmed Impressions	300,000	0 – Will see increase starting in April 2015	47,145
Media Buy Impressions**	Online/Confirmed Impressions	500,000	7,139	237,201
	Print/Confirmed Impressions	100,000	79,024	260,224
<b>Media Relations</b>				
Press Coverage	Articles About DCTA	450 Placements	21	180
Ad Value^	Articles About DCTA	\$255,000	\$31,077	\$216,405
Publicity Value^^	Articles About DCTA	\$460,000	\$10,359	\$402,807
Headline Highlights	Writing Passion Drives Journalism Major Up Professional Ladder DCTA Hosts Selfie Photo Contest DCTA to Release Passenger Satisfaction Survey April 6			
Major Media Outlets	Monster.com (national), Denton Record-Chronicle, Star Local Media, Mass Transit Magazine (national)			
<b>Social Media</b>				
Facebook Likes	Total Likes	6,500	-45 – Due to FB removal of inactive business pages	5,160
Twitter Followers	Total Followers	3,500	88	2,943
DCTA Blog	Confirmed Impressions	1,900	273	1,136
	Top Referring Sites	Google, Facebook, Twitter		
<b>Website Results</b>				
Website Impressions	Pageviews	1.4M	121,861	721,359
Top 5 Referring Sites	Twitter, DART, UNT, Facebook (mobile), City of Denton			
<b>Go Pass</b>				
New Downloads	Total Count	160,000	15,142	97,471
Tickets Sold	Total Count	16,000	2,421	12,038

CUSTOMER SERVICE				
Activity	Metric	Annual Goal	Monthly	YTD
Provide Excellent Customer Service	Calls Answered	>95%	98%	98%
	Abandoned Calls	<5%	2%	2%
Where's My Ride	Total Hits***	100,000	61,755	110,927
	SMS (Texts)	10,000	3,564	6,588
	Calls	2,000	860	1,769
Go Request	Avg. Days/Closeout	<3.5	3.46	3.24
	Total Entries/10K	>3	1.31	1.21
	Complaints/10K	<5	1.80	2.01
	Types of Submittals	Complaint – 33; Compliment – 2; Problem – 2; Question – 9; Suggestion – 2		

**#BeMine Campaign Overview**



**Overview** – Campaign was developed to increase Saturday ridership. The department strategically tapped into an existing holiday to leverage press coverage and create relevant content.

**Campaign Goals** – Drive brand awareness, encourage ridership, engage with passengers, and enhance existing social media network.

**Promotional Efforts** – DCTA website, community partners, social media, and proactive media outreach.

**Highlighted Coverage –**

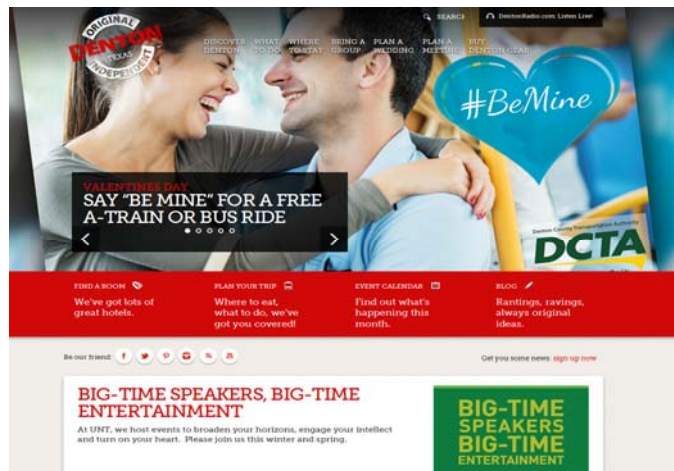
**SHARE THE LOVE**



Spend \$25 or more at these participating locations & earn \*\$5 in Downtown Denton Bucks thru Feb. 28th!

Come enjoy one of the most vibrant Downtowns in America. When you spend \$25 dollars or more in our local boutiques, restaurants and bars you will receive "Downtown Bucks" equivalent to \$5 at any of our other participating locations. The shops on our Downtown Square are some of the best in the world, but even better when you visit two, better yet make it three or four. Why enjoy one shop when you can enjoy them all? Don't wait another second to begin shopping, dining and saving today.

Need a ride? Catch the A-train and do some shopping. This Valentine's Day, DCTA is showing some love to passengers and offering a free ride on the A-train and Connect buses all day long to those who say "Be Mine" to rail conductors and bus operators.



**DentonRC.com**  
Denton Record-Chronicle

**Briefly in Denton and the area**

Published: 10 February 2015 10:59 PM

**DCTA offering free rides for Valentine's Day**

In recognition of Valentine's Day on Saturday, the Denton County Transportation Authority is having a special promotion in which passengers can ride the agency's A-train and Connect Bus service free all day long when they say "Be Mine" to rail and bus operators.

This promotion does not apply to DCTA's Connect RSVP, Access, campus shuttles and vanpool service.

In addition, passengers who plan to transfer from DCTA to Dallas Area Rapid Transit will need to have regional and/or DART fare for that portion of their trip.

**The Dallas Morning News**  
dallasnews.com

Lewisville - Flower Mound

**Denton County Transportation Authority offering free rides for Valentine's Day**



DENTON RECORD-CHRONICLE

Published: 12 February 2015 09:07 AM  
Updated: 12 February 2015 09:07 AM

In recognition of Valentine's Day on Saturday, the Denton County Transportation Authority is running a promotion in which passengers can ride the agency's A-train and Connect Bus service free all day when they say "Be Mine" to rail and bus operators.

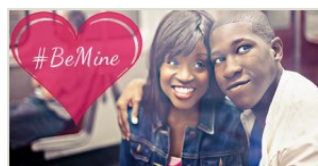
The promotion does not apply to DCTA's Connect RSVP, Access, campus shuttles and vanpool service.

In addition, passengers who plan to transfer from DCTA to Dallas Area Rapid Transit will need to have regional and/or DART fare for that portion of their trip.



**DCTA Offers FREE Ride on Valentine's Day**

POSTED BY MY DALLAS MOMMY ON THURSDAY, FEBRUARY 12TH, 2015 AT 12:30 PM



This Valentine's Day, DCTA is showing some love to their passengers and offering a free ride on our A-train and Connect buses all day long to those who say "Be Mine" to our rail conductors and bus operators. Now that you know, ditch your car and let them be your chauffeur for this special day!

*\*This promotion does not apply to our Connect RSVP, Access, campus shuttles and vanpool service. In addition, passengers who plan to transfer from DCTA to Dallas Area Rapid Transit (DART) will need to have regional and/or DART fare for that portion of their trip.*

**Campaign Results –**

- A-train ridership increased 34 percent over last fiscal year’s average Saturday ridership
- Connect Bus system increased 14 percent over last fiscal year’s average Saturday ridership
- More than 590,000 media placement impressions
- Estimated publicity value of \$8,604 for a campaign that had zero operational cost
- Facebook Impressions – 70,559; Twitter Impressions – 10,397; Transit Talk Blog Impressions – 109

**Proposed Public Relations Software Capabilities Overview**

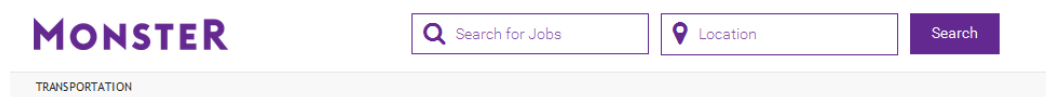
The Cision public relations software will allow the marketing and communications department to expand the existing media relations program by increasing proactive media relations coverage, accurately measuring coverage results, and providing in-depth media statistics and analysis. This software solution will allow DCTA to increase overall brand coverage while creating efficiencies for staff.

The software will allow DCTA to:

- Monitor traditional and non-traditional media placements (i.e. print, online, broadcast, social media, industry-specific, etc.)
- Identify key media contacts and influencers for proactive media placements
- Provide comprehensive media placement analysis
- Offers in-depth reporting capabilities
- Creates brand-specific press release templates and monitored delivery

**National News Coverage Overview**

**Executive Profile / Monster.com / March 13, 2015**



**Writing Passion Drives Journalism Major Up Professional Ladder**

Denton County Transportation Authority announces Nicole Recker as New Vice President of Marketing and Communications.

Robert Fucci | March 13, 2015 |



Nicole Recker. Courtesy photo

*EDITOR'S NOTE: The following profile is in honor of Women's History Month, which has been celebrated every March since 1987.*

Nicole Recker knew a long time ago her passion for writing would lead her on a path to professional accomplishments.

After earning her journalism degree from Texas A&M University, she wanted her wordsmith talents to better local communities, so she began a career in marketing and public relations.

In January, her experience took a large step forward as she was named the Denton County Transportation Authority (DCTA) vice president of marketing and communications in Texas.

"I was excited (to get this position)," she said. "I can't help but feel it's bit of personal victory. I've worked hard to achieve certain goals, and climbing the professional ladder was one of those goals. I'm excited for this new start, it's the next step in my career. I want to make changes in the organization and the community."

In this position, Recker, who also doubles as a fitness instructor, will plan, direct, manage and oversee DCTA's marketing, communications, public relations and customer services activities. She will also serve as agency spokeswoman.

Recker previously served as the senior marketing manager for Greyhound Lines Inc., in which she managed all new brand development, brand management, program execution, digital and print campaign development and implementation, digital marketing initiatives, guerrilla marketing, and event planning.

During her tenure at Greyhound, Recker developed strategic marketing plans, business plans and budgets for Greyhound (United States and Canada), Greyhound Express (United States and Canada), Greyhound Connect, Greyhound Lucky Streak, Greyhound Package Express (United States and Canada), BoltBus and YO! Bus. She also managed and formed relationships with creative agencies, operations partners, vendors, and other business entities.

#BeMine Campaign / Metro Magazine / April 7, 2015

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### TRANSIT DISPATCHES

## Marketing campaign spreads 'love' to boost bus, rail ridership

Posted on April 7, 2015 by Adrienne Hamilton - Also by this author

Post a comment | Comments 0 | [f](#) [t](#) [in](#) [+](#) 0

At the Denton County (Texas) Transportation Authority (DCTA) we're constantly looking for unique ways to engage with passengers, generate brand awareness and increase ridership. This year with Valentine's Day being on a Saturday, we saw a great opportunity to launch a campaign in which passengers could ride DCTA's A-train commuter rail and Connect Bus for free all day by saying "Be Mine" to the agency's rail and bus operators.

With low trending ridership in February, we needed to find a way to increase ridership and brand awareness within Denton County and surrounding cities. Launching the Valentine's Day promotion definitely would help us achieve this.

**RELATED:** Infrastructure Money Tight? Do Better Bus Marketing

**Developing Campaign Strategies & Objectives**  
To meet our campaign goal of increased ridership, we developed a variety of strategies and objectives:

#### RT SERIES

AC Freeblow  
Rooftop Systems

RT65  
40K / 64K

RT96  
60K / 96K

\* 60/90/100 / 140/180

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Expand

**PeopleForBikes** @peopleforbikes 9 Apr  
Happy Stand Up 4 Transportation Day from the PeopleForBikes team! Learn more at standup4transportation.org #SU4T pic.twitter.com/H5Lw3xp6Fa  
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#BeMine Campaign / PR Week / April 10, 2015

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## Texas bus and train operators see banner Valentine's Day

April 10, 2015 by Tanya Lewis, Be the first to comment

Commuters sharing the love find there really is such a thing as a free ride.

Feature

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**Footnote:**

*^Ad Value (AVEs) – Ad values are calculated based upon what a professional media buyer would pay for that amount of exposure for a particular media outlet. Most AVEs are based on the advertising rates for print outlets and in many cases advertising rates do not exist for online stories and even some broadcast placements.*

*^^Publicity Value – Publicity values are calculated generalizations based on the average cost per impression. Tracking publicity rates provides consistent and rational publicity values for print, online and broadcast/radio hits, regardless of availability or validity of a published ad rate. NOTE: Current PR monitoring software just started reporting publicity value January 2015.*

*\*Community Brand Impressions – This is the total number of individuals impacted through events, fairs and sponsorships. This total is a mixture in-person and branding impressions (i.e. those who saw our logo on event signage, etc.).*

*\*\*Media Buy Impressions – This is the number of individuals who see DCTA online advertisements. They may not click through the ad, but they were served the ad.*

*\*\*\*Where's My Ride "hits" track all visits to the site. Total hits reported are not unique visitors.*

Approved by:           Nicole M. Recker            
Nicole M. Recker, Vice President of  
Marketing & Communications

**Board of Directors Memo**

April 23, 2015

**Subject: Capital Projects Update****GTW Implementation**

- Phase 1 of single car testing is complete.
- Track circuit modifications between North Lake and South Med have started. Due to the nature of the work, trains are required to blow the horn in quiet zones due to workers near the track. This has resulted in complaints from citizens that live near the tracks. The anticipated completion is June 2015.
- The plan is to have a pilot for continuous real time monitoring of shunt conditions monitoring by the end of June, 2015. If the pilot is successful we will procure the remaining hardware to implement real time reporting as soon as possible thereafter and single car operations can commence.

**Lewisville Hike/Bike Trail**

- The contractor is nearing completion of the sidewalk on Valley Ridge, and has begun installing the thermoplastic bike lane markings on College Street. Project completion is anticipated in June.

**Positive Train Control (PTC)**

- DCTA has submitted a draft exclusionary waiver request to the local FRA regional office. We continue to explore all available options.

**Station Landscaping**


- A comprehensive grounds maintenance scope of service has been developed for upkeep of DCTA rail stations, the Bus O&M facility and the DDTC. Solicitation is underway. Bids due April 22<sup>nd</sup>.

**Rail OMF Drainage**

- Engineering and site plans are complete, we are waiting on revised pricing from Hillwood's contractor. Based on cost estimates, staff recommends increasing the project budget \$250,000.00 for a total project budget not to exceed \$250,000.

**Station Enhancement (Trinity Mills Station)**

- Engineering is in progress.
- DCTA has allocated a total of \$250,000 for this project which includes engineering and design fees.
- The engineer has submitted schematic design for DART approval.
- We are awaiting a DART signature on the City of Carrollton Planning and Zoning application for review at the April meeting.

Final Review:   
Raymond Suarez, COO



## Board of Directors Memo

April 23, 2015

### Subject: Transit Operations Report

#### SYSTEM ON-TIME PERFORMANCE

- FY 2015 YTD, "On Time Performance" (OTP) for the A-train was 99.02%
- FY 2015 YTD "On Time Performance" (OTP) for Connect service was 94.31%.

#### RIDERSHIP PERFORMANCE

##### Year to date change in ridership by service type

Service	% Change FY 2014 to FY 2015	Color Indicator	Notation No.
All Bus & Rail	4.08%		1
Rail	2.17%		
All Bus	5.28%		1
Connect	0.34%		
UNT	7.11%		2
NCTC	19.86%		3
Access	8.62%		4
Connect RSVP	-34.72%		5

1. YTD ridership is up over last year primarily due to UNT ridership growth.
2. UNT ridership continues to increase to levels prior to August 2012 when ridership began declining for a 24 month period.
3. NCTC overall growth from October to March of FY 2015 is likely attributed to expansion of NCTC service in September 2014.
4. Access service continues to grow and is likely due to an increase in ADA qualified people.
5. Connect RSVP continues to decline which is likely due to additional parking available at HV/LL station, and the inability to make same day reservations. Staff is planning new service options for the August, 2015 service change.

#### Color Key

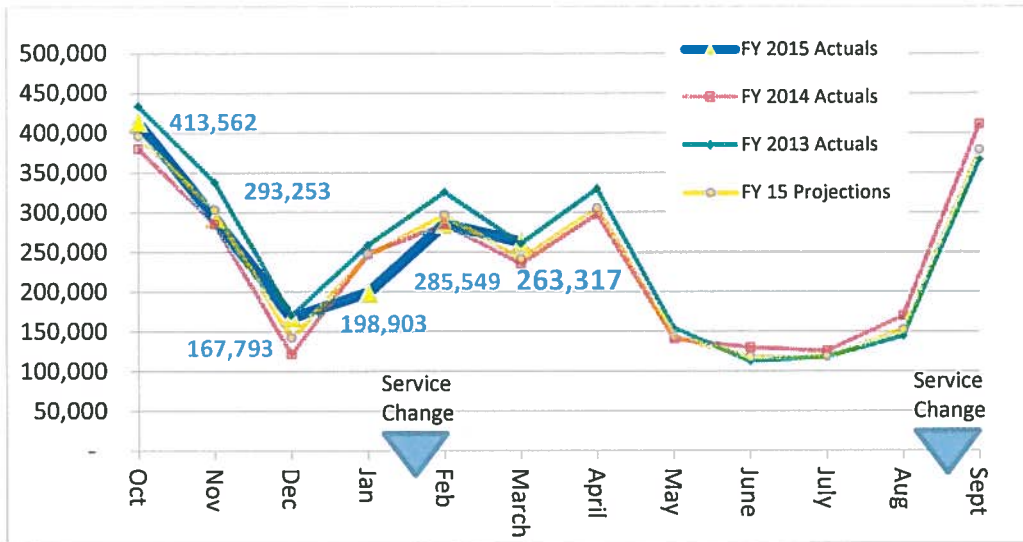
Green indicates positive performance

Yellow indicates service that will be monitored by staff

Red indicates poor performance and needs further research



### Rail and All Bus: Total Boardings

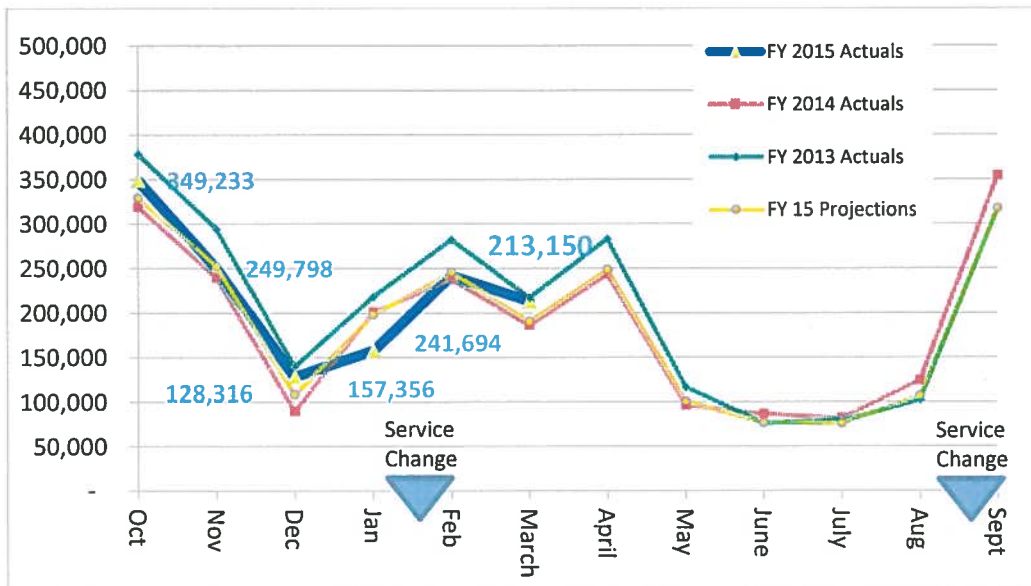


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, and special movement services.

### Rail and All Bus: Total Boardings

- YTD ridership continues to trend upward.

### All Bus: Total Boardings



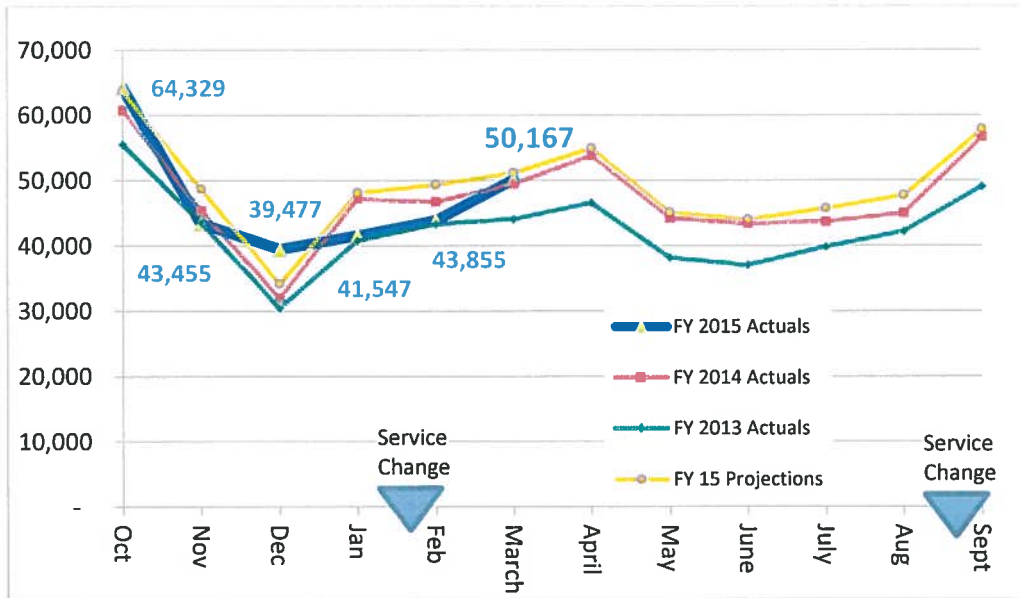
Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, and special movement services.

### All Bus: Total Boardings

- Growth in UNT ridership is the primary driver of total bus growth.



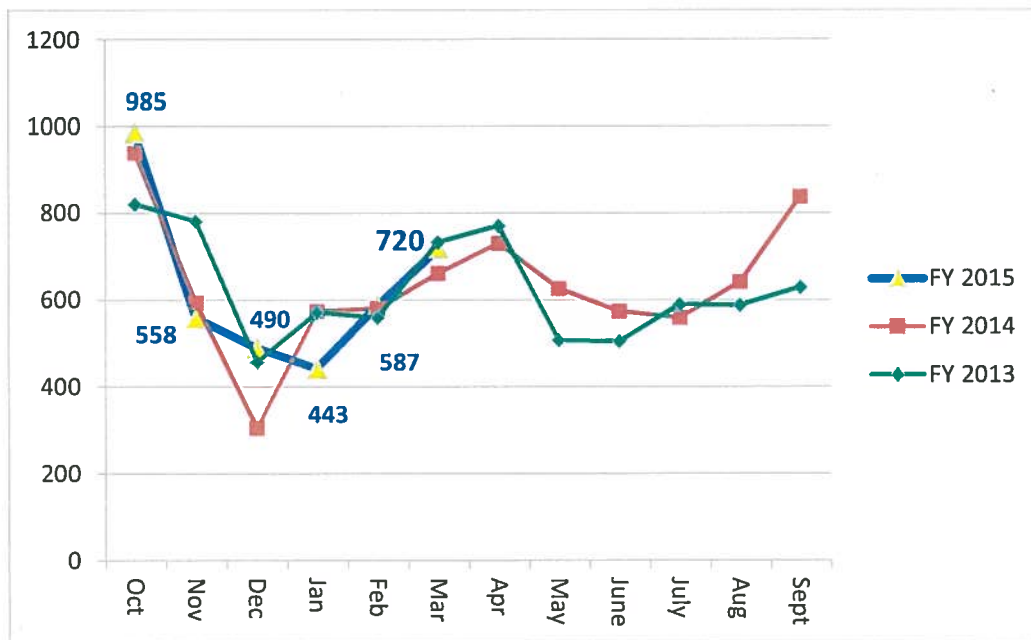
### Rail: Total Boardings



### Rail: Total Boardings

- YTD Mid-day ridership has grown 100% in southbound and 7% in northbound boardings despite inclement weather and less operating days.
- Data shows both an increase in AM peak and a significant increase in mid-day boardings. In contrast, PM peak ridership is declining. YTD, PM peak southbound has decreased by 3% while northbound has declined by 15% compared to FY 2014. This data may indicate a shift in travel patterns where southbound mid-day trips are replacing PM peak southbound travel.

### Rail: Saturday Average Boardings

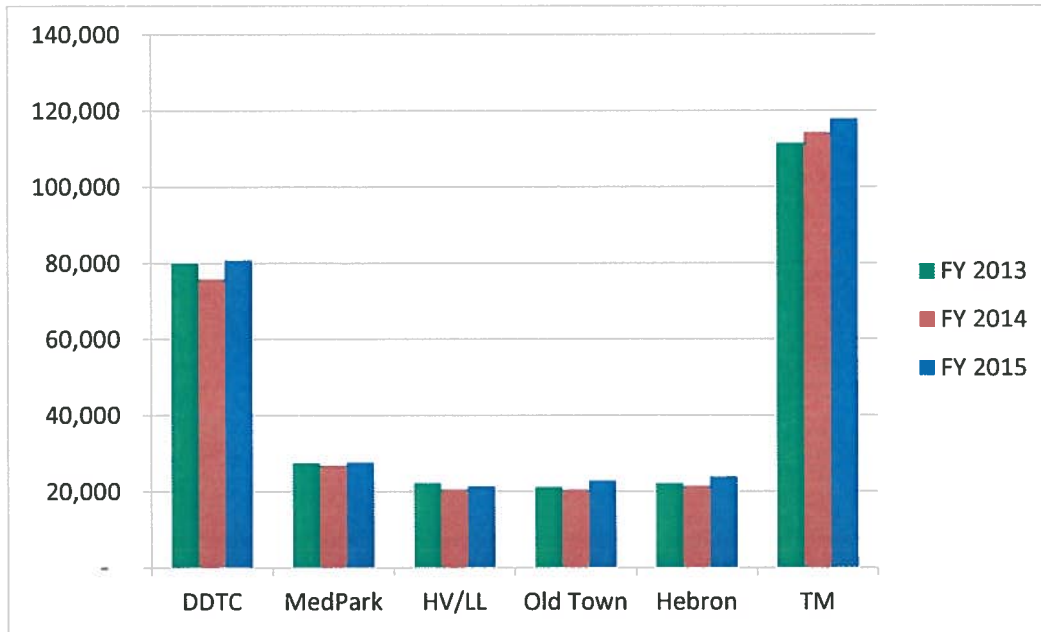


### Rail: Saturday Average Boardings

- YTD, average Saturday boardings is comparable to the same period last year in spite of the DART CBD rail replacement in Q1 that affected the Green Line service availability on weekends.



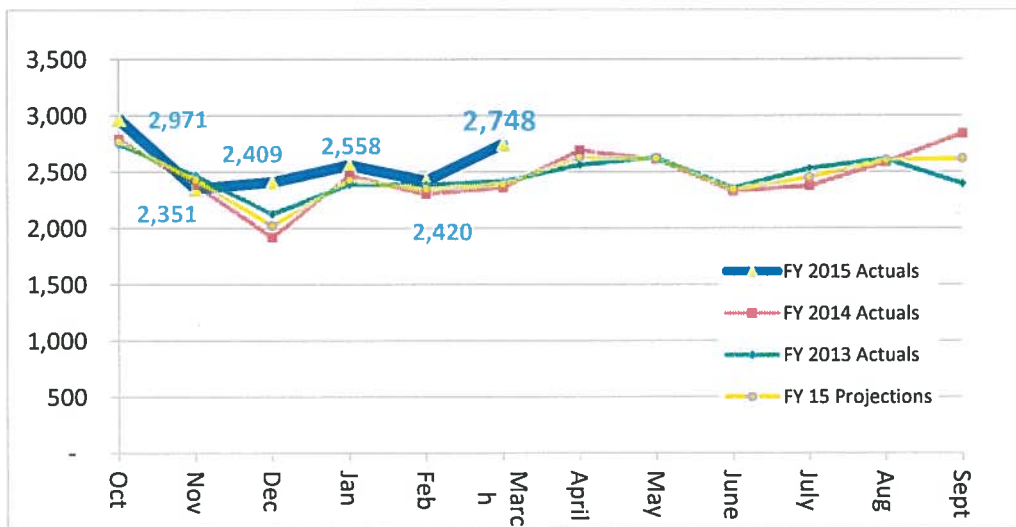
### Rail: Annual Boardings by Station



### Rail: Annual Boardings by Station (total for the months of October through March)

- YTD total boardings are increasing compared to previous years.

### Access: Total Boardings

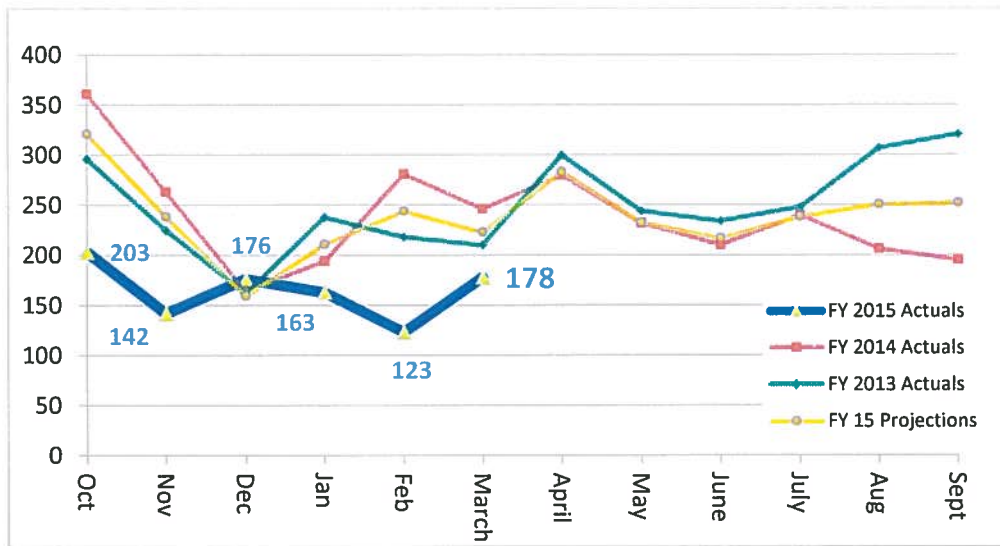


### Access: Total Boardings

- YTD boardings continue to increase higher than projected due to more people becoming eligible for this service.



**Connect RSVP: Total Boardings**



**Connect RSVP: Total Boardings**

- Connect RSVP continues to decline which is likely due to additional parking available at HV/LL station, and the inability to make same day reservations.

**SAFETY/SECURITY**

- DCTA Rail Operations Injury-Free Workdays: 1,058
- DCTA Bus Operations Injury-Free Workdays: 63
- On March 4, a vehicle was stuck on the track at Eagle Point Road. This resulted in three late trains. This intersection will be improved within the next two years as part of the 35E construction project. DCTA staff are evaluating options to enhance safety at this crossing until the reconstruction is complete

**MAINTENANCE**

- **Right of Way:** Routine daily inspections are being performed by the contractor.
- **Signal/Communications:** There were no signal issues in March.
- **Stations:** DCTA contract operations (HTSI) continues to perform weekly safety inspections, which have not identified any major issues, and any minor aesthetic issues have been resolved (i.e. landscape maintenance, etc.).
- **Rail Mechanical:** DCTA contract operations (HTSI) reported no mechanical issues in March.

Final Review:

Raymond Suarez, COO

## Board of Directors Memo

April 23, 2015

### Subject: Strategic Planning & Development Update

#### PRIORITY PROJECTS

##### Transit Planning Contract Services

- Staff received board approval to enter into a contract with HDR and Nelson-Nygaard on March 26, 2015
- Contracts final week of March 30, 2015
- Kick-off meetings scheduled

##### Regional Express Corridor Preliminary Planning

- Staff has received support from NCTCOG and DCTA Board of Directors to move forward with the continued development of the Regional Express Corridors
- Staff has received positive feedback from community members at the April Public Meetings
- The Regional Express Corridor Service Preliminary Plan is being shared with partners and potential partners through a series of meetings with member and non-member cities as well as potential private sector partners

##### FM407 Highland Village Service (Phase I)

- Partnering with NCTCOG on fleet acquisition for service operation
- Delayed fleet acquisition is causing a delay in service execution
- Performing market analysis on the FM407 corridor
- Including feasibility study for Innovative On-Demand/Flex Service to address the first/last mile connection
- Sought feedback during DCTA Community Public Meetings
- Meeting with stakeholders to obtain additional feedback for consideration during service development

##### On-Demand/Flex Innovative Service

- Address the first/last mile connection
- Innovative technology including mobile ride-request apps, real-time vehicle information, and electronic payment options
- Dynamic and responsive (pick-up within 15 minutes of request)

##### Downtown Denton Parking

- Working with city staff to develop potential parking shortage solutions
- It is the goal of staff to develop solutions which will also address downtown aesthetics, noise mitigation and enhance safety measures

##### Additional Projects

- TWU Comprehensive Master Plan
- UNT Parking & Transportation Master Plan
- Update DCTA's Long Range Service Plan
- Coordinate DCTA's rail expansion vision into NCTCOG 2040 Plan
- Seeking New Funding Mechanisms



**OUTREACH EFFORTS****Outreach Efforts & Activities**

3/8-3/11 APTA Legislative Conference  
 3/10 Federal Legislative Visits  
 3/17 City of Lewisville Hebron/121 Plan Review  
 3/18 State Legislative Senate Testimony  
 3/20 Transit Coalition of North Texas Presentation  
 3/24 Lewisville Chamber Monthly Partnership Luncheon  
 3/27 TxDOT 2015 Highway Safety Improvement Program  
 3/27 NCTCOG Surface Transportation Technical Committee  
 3/31 Downtown Denton Parking Discussion  
 4/1 NCTCOG Regional Trails/Bikeway Planning Meeting  
 4/7 Northwest Metroport Chamber Luncheon (Canyon Falls Developer)  
 4/8 TWU Comprehensive Master Planning Committee Kick Off  
 4/9 Bill Walker Memorial Golf Classic  
 4/10 Transit Discussion with Grandscape Development & The Colony Staff  
 4/11 DCTA Open House Public Meetings (Denton & Lewisville)  
 4/13 Downtown Denton Parking Discussion  
 4/13 DCTA Open House Public Meetings (Highland Village)  
 4/14 Denton Mobility Committee Presentation  
 4/14 DCTA Executive Committee  
 4/15 35W Coalition Quarterly Meeting  
 4/15 HDR Kick-Off Meeting  
 4/16 TIGER Grant Virtual Summit  
 4/16 FTA Capital Investment Grant Program Webinar  
 4/16 DCTA Program Services Committee  
 4/21 Highland Village Presentation  
 4/22 EB-5 Investor Program Webinar  
 4/22 Rail-Volution Kick-Off  
 4/23 TIGER Grant Benefit Cost Analysis Webinar

**Upcoming Outreach Efforts & Activities**

4/24 Land Conservation Grants Workshop  
 4/24 NCTCOG Surface Transportation Technical Committee  
 4/27 UNT Parking & Transportation Master Plan Committee  
 4/28 Corridors of Opportunity: Frisco's \$5 Billion Mile  
 4/28 TIGER Grant Webinar  
 4/28 UNT Parking & Transportation Master Plan Partner Interviews  
 4/30 Planning Updates & Discussion with The T  
 5/3 – 5/6 APTA Bus & Paratransit Conference (Fort Worth)  
 5/6 - 5/7 NTI Training Title VI & Public Transportation

Submitted by:




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 Kristina Brevard, VP, Strategic Planning & Development



1955 Lakeway Dr., # 260  
Lewisville, Texas 75057

Denton County Transportation Authority  
Board of Directors  
Work Session and Board Meeting Minutes

## Work Session Minutes

The Board of Directors of the Denton County Transportation Authority convened with Chairman Charles Emery presiding at 1:32 p.m. March 26, 2015 at 1955 Lakeway Dr., # 260 Lewisville, Texas 75057. A quorum was present.

### Attendance

#### Small Cities

Skip Kalb

#### Large Cities

Charles Emery, Lewisville, Chairman

Paul Pomeroy, Highland Village, Vice-Chair

Richard Huckaby, Denton, Secretary (arrived 2:26 p.m.)

Carter Wilson, Frisco (arrived 1:35 p.m.)

Allen Harris, The Colony

Daniel Peugh, Corinth (arrived 1:38 p.m.)

#### Denton County at Large

Dave Kovatch, Treasurer (arrived 2:56 p.m.)

#### Denton County Unincorporated

George A. Campbell

Don Hartman (arrived 1:37 p.m.)

#### Board Members Absent

Jim Robertson, Flower Mound

Doug Peach, Little Elm

#### DCTA Staff

James C. Cline, Jr., P.E.

Anna Mosqueda, CFO / Sr. VP Finance

Kristina Brevard, VP Strategic Planning & Development

Nicole Recker, VP Marketing & Communications

Jeff Bennett, Director of Transit Operations

Marisa Perry, Accounting Manager

Athena Forrester, Purchasing Manager

Chrissy Nguyen, Senior Accountant

Anne MacCracken, Senior Transit Planner

#### Legal Counsel

Joe Gorfida, General Counsel

Chairman Charles Emery called the meeting to order and announced the presence of a quorum.

#### 1. Routine Briefing Items

a. Financial Reports – Anna Mosqueda presented financial information

i. Financial Statements

ii. Capital Projects Report

iii. Sales Tax Report

iv. Procurement Report

b. Communications and Marketing – Nicole Recker reported on these items

i. Marketing and Communications Initiatives

- ii. Marketing and Communications Metrics
  - iii. Customer Service Metrics
  - iv. Passenger Satisfaction Survey Update
  - v. Public Meeting Update
- c. Capital Projects Update - Jim Cline presented information on the following topics
  - i. GTW Integration
  - ii. Lewisville Bike Trail
  - iii. Positive Train Control (PTC)
  - iv. Station Improvements
  - v. Rail Facility Drainage
- d. Transit Operations – Jim Cline provided an update
  - i. Rail Operations
  - ii. Bus Operations
- e. Strategic Planning / Development – Kristina Brevard provided an update
  - i. Priority Projects Update
  - ii. Outreach Efforts
- 2. Items for Discussion
  - a. Legislative Update
- 3. Discussion of Regular Board Meeting Agenda Items (March 26, 2015) – no discussion
- 4. Convene Executive Session - none
  - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Work Session or the Regular Board Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein.
  - b. As authorized by Texas Government Code section 551.071 consultation with General Counsel regarding pending litigation Cause No 2011-30066-211; URS Corporation v. Denton County Transportation Authority; 211th District Court, Denton County, Texas.
  - c. As authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, or Highland Village.
- 5. Reconvene Open Session n/a
  - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
- 6. Discussion of Future Agenda Items
  - a. Board Member Requests – none

<Break> 3:07 p.m.



1955 Lakeway Dr., # 260  
Lewisville, Texas 75057

Denton County Transportation Authority  
Board of Directors  
Work Session and Board Meeting Minutes

## Board Meeting Minutes

The Board of Directors of the Denton County Transportation Authority convened with Chairman Charles Emery presiding at 3:20 p.m. March 26, 2015 at 1955 Lakeway Dr., # 260 Lewisville, Texas 75057. A quorum was present.

### Attendance

#### Small Cities

Skip Kalb

#### Large Cities

Charles Emery, Lewisville, Chairman  
Paul Pomeroy, Highland Village, Vice-Chair  
Richard Huckaby, Denton, Secretary  
Carter Wilson, Frisco  
Allen Harris, The Colony

Daniel Peugh, Corinth

#### Denton County at Large

Dave Kovatch, Treasurer

#### Denton County Unincorporated

George A. Campbell  
Don Hartman

#### Board Members Absent

Jim Robertson, Flower Mound  
Doug Peach, Little Elm

#### DCTA Staff

James C. Cline, Jr., P.E.  
Anna Mosqueda, CFO / Sr. VP Finance  
Kristina Brevard, VP Strategic Planning &  
Development  
Nicole Recker, VP Marketing & Communications  
  
Shanna O'Gilvie, Program Manager HR &  
Grants  
Athena Forrester, Purchasing Manager

#### Legal Counsel

Joe Gorfida, General Counsel

CALL TO ORDER – Chairman Charles Emery called the meeting to order and announced the presence of a quorum of the Board.

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS – Richard Huckaby

INVOCATION – Charles Emery

WELCOME AND INTRODUCTION OF VISITORS – Recognition of DCTA Staff Service Awards – Jim Cline 5 years.

### 1. CONSENT AGENDA

- a. Approval of Minutes Board Retreat February 26, 2015

- b. Acceptance of Financial Reports
- c. Authorize the President to Execute Annual Renewal of TML Intergovernmental Risk Pool Insurance (TML-IRP) Coverage
- d. Approval of Resolution 15-02 Supporting DCTA Response to Transportation Alternatives Program Call for Projects
  - Motion to approve Consent Agenda Items 1a-d made by Richard Huckaby. 2<sup>nd</sup> by Allen Harris. Motion carried unanimously.

2. REGULAR AGENDA

- a. Discussion/Approval of Operating and Capital Project Budget Amendment for Passenger Information

-Motion to approve Operating and Capital Project Budget Amendment for Passenger Information made by Skip Kalb. 2<sup>nd</sup> by Dave Kovatch. Motion carried unanimously.

- b. Discussion/Approval to Approve Award and Authorize the President to execute contracts for Transit and Transportation Planning Services

-Motion to Approve Award and Authorize the President to execute contracts for Transit and Transportation Planning Services made by Skip Kalb. 2<sup>nd</sup> by Carter Wilson. Motion carried unanimously.

- c. Discussion/Approval to Award for the Purchase of Fluids, Oils and Lubricants

-Motion to Approve Award for the Purchase of Fluids, Oils and Lubricants made by Dave Kovatch. 2<sup>nd</sup> by Paul Pomeroy. Motion carried unanimously.

- d. Discussion/Approval of Resolution 15-03 Stating Position of DCTA on Legislation

-Motion to Approve Resolution 15-03 Stating Position of DCTA on Legislation made by Richard Huckaby. 2<sup>nd</sup> by George Campbell. Motion carried. Skip Kalb abstained from the vote citing professional conflict.

3. CHAIR REPORT – Charles Emery gave an update Regional Transportation Issues

- a. Discussion of Regional Transportation Issues
- b. Discussion Legislative Issues
  - i. Regional
  - ii. State
  - iii. Federal

4. PRESIDENT'S REPORT – Jim Cline reported

- a. Budget Transfer
- b. Regional Transportation Issues

5. REPORT ON ITEMS OF COMMUNITY INTEREST – Jim Cline presented the opportunity for DCTA to support the Bill Walker Memorial Golf Tournament

supporting the Speedway Children's Charities. (This event is named for former DCTA Board Member Bill Walker)

- a. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.

6. ADJOURN 3:45 p.m.

The minutes of the March 26, 2015 meeting of the Board of Directors were passed, and approved by a vote on this 23<sup>rd</sup> day of April, 2015.

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Charles Emery, Chairman

ATTEST

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Richard Huckaby, Secretary



**Board of Directors Memo**

April 23, 2015

**Subject: RM 1d Approve Award for Public Relations Software**

**Background**

A request for proposals was released on March 9, 2015, on BidSync for the purchase of software to assist the Marketing and Communications Department with monitoring of the public relations objectives. Notices were provided to over 5,000 potential suppliers, thirty-six (36) suppliers viewed the documents.

On April 1, 2015, DCTA received two (2) proposals in response to our RFP:

- 1. Cision
- 2. Meltwater

Staff conducted a review and evaluation of the proposals and staff is recommending award of the contract to Cision. The term of the contract will be for three (3) years with the option to renew for two (2) additional one (1) year terms.

**Identified Need**

All work will be assigned on an annual basis, not to exceed a total of \$16,900 per year. Funds for FY '15 are currently identified in the FY '15 budget. All additional years will be budgeted within the fiscal year operating budget. The software support will enable the agency to create efficiencies, initiate existing lost opportunities, and build brand recognition through local, regional and national news coverage.

**Financial Impact**

Expenditures for each year of the contract will be \$16,900 and will be paid from the operating budget. The cost for the initial term of three (3) years will be \$50,700.

**Recommendation**

Staff recommends the Board approve the award to Cision and authorize the President to execute a contract.

Submitted by:   
Athena Fofrester, Purchasing Manager

Approval:   
Nicole Recker, VP of Marketing and Communications



**Board of Directors Memo** April 23, 2015

**Subject: 1g Rescind Award and Award a new contract for the Purchase of Fluids, Oils and Lubricants**

**Background**

On March 26, 2015 Universal Lubricants was awarded item 01-05: Transmission Fluid as part of RFB 15-05 Fluids, Oils & Lubricants. It has been determined that Universal Lubricants product does not meet the required specifications set forth in the bid documents. Use of their transmission fluid would void the warranty in DCTA vehicles.

Western Marketing, Inc. was the lowest responsible bidder of transmission fluid. Staff is recommending rescinding the award of transmission fluid from Universal Lubricants and awarding to Western Marketing, Inc.

**Rescind**

Universal Lubricants, LLC                      Transmission Fluid                      \$16.00 gal

**Award**

Western Marketing, Inc.                      Transmission Fluid                      \$24.99 gal

**Identified Need**

Fluids will be ordered on an as needed basis to perform repairs and preventative maintenance on buses and other fleet vehicles.

**Financial Impact**

Expenditures for fluids are reimbursed by FTA funds at 80% from preventive maintenance grant funds. Anticipated annual expenses for transmission fluid are \$45,000. Fluids are replaced on an as needed basis.

**Recommendation**

Staff recommends the Board approve the rescinding of award to Universal Lubricants, LLC and awarding Western Marketing as shown above.

Submitted by:   
Athena Forrester, Purchasing Manager

Approval: \_\_\_\_\_  
Raymond Suarez, COO



**Board of Directors Memo**

April 23, 2015

**Subject: Contract Award and Project Budget Amendment for Bus Acquisition****Background**

A request for proposals was released on November 10, 2014, on BidSync for the purchase of Heavy Duty Transit Buses. An initial order of four (4) buses will be issued upon award of the contract with the option to procure an additional thirty-one (31) buses over the next five years as fleet is needed in the replacement plan. Notices were provided to over 600 potential suppliers, forty-six (46) suppliers viewed the documents.

On February 18, 2015, DCTA received two (2) proposals in response to our RFP:

1. Gillig LLC
2. Creative Bus Sales

Staff conducted a review and evaluation of the proposals received and staff is recommending award to Gillig LLC.

**Identified Need**

Four (4) buses will be ordered upon award of the contract which will be used for new service and to replace existing fleet.

**Financial Impact**

The expenditures for the four buses will be \$1,566,844.00 and will be reimbursed at 85% from grant funds. A capital budget increase in the amount of \$694,122 will cover the additional project expense. As additional fleet is required staff will seek approval for expenditure of the funds.

**Recommendation**

Staff recommends the Board approve the budget adjustment and award of the contract to Gillig LLC and authorize the President to negotiate and execute a contract.

Submitted by:

  
Athena Forrester, Purchasing Manager

Approval:

  
Raymond Suarez, COO

**DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA)  
BUDGET TRANSFER / REVISION REQUEST**

Number: 2015-10

Type:                      Transfer  
                                  Revision                        X  

	<u>Current Budget Amount</u>	<u>Budget Transfer Amount</u>	<u>Adjusted Budget Amount</u>	
<b><u>Fleet Replacement</u></b>				
50504 - Fleet Replacement {2014}	877,998	(115,613)	762,385	Transfer to 2015 Project {Close-Out}
50502 - Fleet Replacement {2011-2013}	3,411,592	(429,265)	2,982,327	Transfer to 2015 Project {Close-Out}
50505 - Fleet Replacement {2015}	395,000	1,239,000	1,634,000	Includes 4 Gillig type & 4 service vehicles
			-	
Total	<u>4,684,590</u>	<u>694,122</u>	<u>5,378,712</u>	
<b><u>Additional Funding Sources:</u></b>				
Federal Capital Grants @ 85% {Fleet}	595,229	740,971	1,336,200	

**Explanation:**

Operations need to purchase four additional buses in order to meet service requirements. This budget revision will allow the agency to close previous capital projects and move the savings to the 2015 Fleet project. The purchase of these additional four buses (\$393k/each) will be grant funded at 85%, leaving the agency responsible for covering the local match of 15% at \$235,800.

Date 4-15-15

Reviewed By



Date \_\_\_\_\_

President



Board of Directors Memo

April 23, 2015

**Subject: Budget Amendment for Rail Drainage Improvement Capital Project**

**Background:**

Multiple significant rain events identified the need to address drainage improvements adjacent to the DCTA rail line along Railroad Street between Business 121 and Bennett Street in Lewisville. DCTA staff engaged the services of HNTB Engineering to access and outline plan needed to correct the problem. Staff has also held several discussions with City of Lewisville and the U.S. Army Corps of Engineers to help determine best approach to insure long-term correction of the drainage issues. Discussions were held with the adjacent property owner who has agreed in principal to allow us to use their current contractor (Sinacola) to complete the work. The preliminary engineering estimate for the project was \$250,000, including engineering. DCTA received proposals from Sinacola and two other companies, all significantly in excess of the engineering estimate. Additional funding in the amount of \$250,000 is required to complete the project for a new total authorized not to exceed amount of \$500,000.

**Identified Need:**

This project is required to insure uninterrupted and safe train service.


**Financial Impact:**

The capital budget increase of \$250k to the existing Rail Drainage project will be covered by rail fuel savings. There will be no impact to the bottom line.

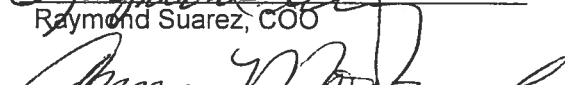
**Recommendation:**

Staff requests the Board approve an increase in the Rail Drainage Improvements capital budget in the amount of \$250,000 for a new total authorized project budget of \$500,000.

Submitted by:

  
Raymond Suarez, COO

Final Review:

  
Anna Mosqueda, CFO

**DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA)  
BUDGET TRANSFER / REVISION REQUEST**

Number: 2015-12

Type:                      Transfer                ✓            
                                  Revision                                

	<u>Current Budget Amount</u>	<u>Budget Revision Amount</u>	<u>Adjusted Budget Amount</u>
<b>TO:</b> 61104 - Rail Drainage Improvement	250,000	250,000	500,000
<b>FROM:</b> 620 - 50410 Fuel	1,438,069	(250,000)	1,188,069
<b>Total</b>	<u>1,688,069</u>	<u>-</u>	<u>1,688,069</u>

**Explanation:**

The preliminary engineering estimate for the project was \$250,000, including engineering. DCTA received proposals from Sinacola and two other companies, all significantly in excess of the engineering estimate. Additional funding in the amount of \$250,000 is required to complete the project for a new total authorized not to exceed amount of \$500,000. Fuel savings in rail operations will cover the increase. There will be no bottom line impact to the budget.

Date: 3.12.15

Requested By Ann Boulden

Date 4-15-15

Reviewed By 

Date \_\_\_\_\_

President \_\_\_\_\_