



DENTON COUNTY
TRANSPORTATION AUTHORITY

1955 Lakeway Dr., # 260, Lewisville, Texas 75057
972.221.4600 | RideDCTA.net

Board of Directors Work Session

September 28, 2017 | 1:30 p.m.

1. Routine Briefing Items
 - a. Staff Briefing on Monthly Financial Reports
 - i. Monthly Financial Statements for August 2017
 - ii. Capital Projects Budget Report for August 2017
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - b. Marketing and Communications
 - i. New Collateral Distribution
 - ii. Highland Village Balloon Festival Report
 - iii. Summer Sales Campaign Recap Report
 - iv. DCTA Transit Tracker Campaign Overview
 - v. State Fair of Texas Campaign Overview
 - vi. Monthly Media Report
 - c. Strategic Planning and Development
 - i. Departmental Administrative Update
 - ii. Regional Planning Initiatives Update
 - iii. Local Planning Update
 - iv. Business Development & Partnerships Update
 - v. Funding Opportunities Update Land Use Planning & Development
 - d. Capital Projects
 - i. Flood Damage Repairs Update
 - ii. Positive Train Control
 - e. Staff Briefing on Transit Operations Reports
 - i. Bus and Rail Operations
2. Items for Discussion
 - a. Resolution 17-04 Adoption of FY18 Operating & Capital Budget
 - b. Legislative Services - Federal
3. Discussion of Regular Board Meeting Agenda Items (September 28, 2017)

4. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session 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 or the Regular Board Meeting Agenda.
 - b. 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, Highland Village, or the A-train corridor.
5. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
6. Discussion of Future Agenda Items
 - a. Board Member Requests
7. ADJOURN

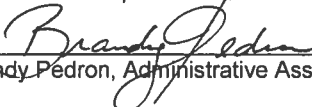
Chair – Charles Emery
Vice Chair – Paul Pomeroy

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller
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 bpedron@dcta.net or calling Brandy Pedron at 972-221-4600.

This notice was posted on 9/22/2017 at 8:33 AM.



Brandy Pedron, Administrative Assistant



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1955 Lakeway Dr., # 260, Lewisville, Texas 75057
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Board of Directors Regular Meeting

September 28, 2017 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on September 28, 2017*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

1. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on August 24, 2017
- b. Acceptance of Monthly Financial Statements – August 2017
- c. Approve Capital Project Budget Amendment (2017-21) – Shared Use Mobility Study
- d. Approve and Authorize the President to Execute a Contract with CTJ Maintenance for Janitorial Services
- e. Approve and Authorize the President to Execute Contracts with Jacob's Engineering and Lockwood, Andrews, & Newnam, Inc. for On-Call Architecture and Engineering Services
- f. Approve and Authorize the President to Execute a Contract with Capital Edge for Federal Legislative Consulting Services
- g. Discussion/Approval of Change Order to Alstom Signaling Operations, Inc. for Positive Train Control

2. REGULAR AGENDA

- a. Approval of Resolution 17-04 adopting FY 2018 Operating and Capital Budget
- b. Authorize President to Negotiate and Execute Shared Services Interlocal Agreement with the Dallas Area Rapid Transit (DART)

3. Convene Executive Session. The Board may convene the Regular Board Meeting into Closed Executive Session for the following:
 - 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 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.
4. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
5. CHAIR REPORT
 - a. Discussion of Regional Transportation Issues
 - b. Discussion Legislative Issues
 - i. Regional
 - ii. State
 - iii. Federal
6. PRESIDENT'S REPORT
 - a. Budget Transfers
 - b. Regional Transportation Issues
7. 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.
8. ADJOURN

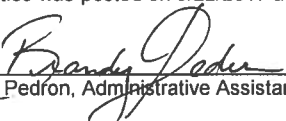
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This notice was posted on 9/22/2017 at 8:27 AM.


Brandy Pedron, Administrative Assistant



Board of Directors Memo

September 28, 2017

Subject: Monthly Financial Statements

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending August 31, 2017 include the Statement of Change in Net Position, Statement of Net Position, 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 between year-to-date budget and year-to-date actuals, which are annotated on the Statement of Change in Net Position.

- Note A:** Passenger Revenues – YTD unfavorable by (\$120k) due to lower than budgeted ridership. YTD rail ridership of 463k is 8% less than budgeted YTD ridership of 502k (\$77k reduced revenue). YTD ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 483k is 13% less than budgeted YTD ridership of 557k (\$43k reduced revenue). Total YTD bus ridership including UNT and NCTC riders is 2.1 million, which is 3% higher than budgeted ridership of 2.05 million.

		YTD FY17 Actual Ridership	YTD FY17 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	462,851	502,194	- 8%
Connect, Access, Frisco, CCT, NTX	(A)	482,747	556,629	- 13%
UNT & NCTC	(B)	1,641,409	1,498,269	10%
Total Bus Ridership		2,124,156	2,054,898	3%
Total Ridership		2,587,007	2,557,092	1%

(A) Passenger revenues are linked with these ridership statistics. Although Frisco & CCT service are contracted services, the passengers are responsible for a passenger fare as well.

(B) These ridership numbers are shown for information purposes only and are not linked to passenger revenues.

- Note B:** Contract Service Revenue – YTD favorable by \$37k, due to higher than budgeted UNT revenue hours (\$192k additional revenue). This favorable variance is partially offset by lower than budgeted NCTC and Frisco revenue hours (reduction of \$11k) and reduced fuel pass-through costs for UNT and NCTC (reduction of \$145k). Average billed fuel price/gallon of \$1.85 is 38% lower than the budgeted \$3.00/gallon. Additionally, Collin County Transit service for June and July is trending below budget (reduction of \$115k). This negative variance is partially offset by 1,118 service hours billed for special movements (\$68k additional revenue).
- Note C:** Sales Tax Revenue – August sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in August will be received in October. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY17 sales tax receipts collected through September.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$4.1 million) mainly due to delayed expenses and corresponding reimbursements for the Lewisville Hike & Bike Trail; the project is under TxDOT engineering review before it can proceed to the procurement phase. Fleet purchases and corresponding reimbursements are also delayed from the timing anticipated in the budget.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus O&M	\$ -	\$ 6,209	\$ 6,209
Bus Fleet Cameras	102,000	-	(102,000)
Bus Scheduling Software	184,000	-	(184,000)
Community Enhancements	-	(52,071)	(52,071)
Comp. Service Analysis	117,452	8,136	(109,316)
Data Analytics & Reporting	160,000	-	(160,000)
Fleet	2,380,000	997,062	(1,382,938)
Lewisville Hike & Bike Trail	1,541,533	55,505	(1,486,028)
Positive Train Control (PTC)	5,490,080	4,991,850	(498,230)
Safety/Security	112,248	-	(112,248)
Transit Enhancements	51,426	7,893	(43,533)
	\$ 10,138,739	\$ 6,014,584	\$ (4,124,155)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$2.8 million) mainly because expenses and corresponding reimbursements for FEMA projects have been delayed from the timing anticipated in the budget. These reimbursements will be requested in coming months as projects are closed out. Additionally, operating assistance reimbursements have not yet been drawn down as the grant is pending final completion by FTA.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus PM	\$ 952,721	\$ 940,787	\$ (11,934)
Rail PM	972,923	972,923	-
Operating Assistance	684,445	-	(684,445)
ADA Assistance	561,234	561,234	-
FEMA	2,270,986	(1,800)	(2,272,786)
VanPool	187,368	349,091	161,723
Printing	-	24,469	24,469
	\$ 5,629,677	\$ 2,846,704	\$ (2,782,973)

- **Note F:** Insurance – YTD unfavorable by (\$56k) mainly attributable to insurance deductible payments for vehicle accidents (\$14k) that were not anticipated in the budget as well as an adjustment (\$31k) for TML Workers Compensation insurance for FY15/16 that was paid in July.

Identified Need

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

Recommendation

Staff recommends acceptance.

Submitted by: Marisa Perry, CPA 
Controller

Final Review: 
Anna Mosqueda, CFO

Approval: 
James C. Cline, Jr., P.E., President

Denton County Transportation Authority
Change in Net Position
Month and Year to Date August 31, 2017
(Unaudited)

WS 1(a)i

Description	Month Ended August 31, 2017			Year to Date August 31, 2017			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 106,891	\$ 118,436	\$ (11,545)	\$ 1,182,571	\$ 1,302,226	\$ (119,655)	\$ 1,446,008	Note A
Contract Service Revenue	219,064	262,405	(43,341)	3,368,354	3,331,384	36,970	3,824,987	Note B
Sales Tax Revenue	2,309,727	2,416,214	(106,487)	24,483,290	23,208,386	1,274,904	25,624,601	Note C
Federal/State Grants - Capital	275,502	1,880,235	(1,604,733)	6,014,584	10,138,739	(4,124,155)	10,637,838	Note D
Federal/State Grants - Operating	-	343,050	(343,050)	2,846,704	5,629,677	(2,782,973)	6,657,172	Note E
Total Revenue and Other Income	<u>2,911,184</u>	<u>5,020,340</u>	<u>(2,109,156)</u>	<u>37,895,503</u>	<u>43,610,412</u>	<u>(5,714,909)</u>	<u>48,190,606</u>	
Operating Expenses								
Salary, Wages and Benefits	864,809	907,623	42,814	9,412,382	9,969,720	557,338	10,920,331	
Services	299,180	340,528	41,348	2,265,840	2,846,571	580,732	3,098,447	
Materials and Supplies	218,010	314,108	96,098	2,066,900	3,004,937	938,037	3,281,014	
Utilities	57,522	40,605	(16,917)	358,348	440,663	82,315	481,264	
Insurance, Casualties and Losses	139,566	127,744	(11,822)	1,467,772	1,411,768	(56,003)	1,539,494	Note F
Purchased Transportation Services	1,935,677	1,960,196	24,519	9,827,422	10,121,545	294,123	10,934,513	
Miscellaneous	8,646	22,942	14,296	181,701	354,919	173,218	381,655	
Leases and Rentals	20,583	25,839	5,256	234,280	280,936	46,656	306,776	
Depreciation	736,853	875,852	138,999	9,074,415	9,466,029	391,614	10,339,739	
Total Operating Expenses	<u>4,280,845</u>	<u>4,615,437</u>	<u>334,591</u>	<u>34,889,059</u>	<u>37,897,089</u>	<u>3,008,029</u>	<u>41,283,233</u>	
Income Before Non-Operating Revenue and Expense	(1,369,662)	404,903	(1,774,565)	3,006,444	5,713,324	(2,706,880)	6,907,373	
Non-Operating Revenues / (Expense)								
Investment Income	16,966	3,333	13,633	102,908	36,663	66,245	40,000	
Gain (Loss) Disposal of Assets	-	-	-	12,910	-	12,910	-	
Fare Evasion Fee	-	125	(125)	825	1,375	(550)	1,500	
Other Income - Miscellaneous	4,430	-	4,430	119,677	-	119,677	1,000,000	
Long Term Debt Interest/Expense	(91,534)	(91,534)	(0)	(1,006,572)	(1,006,874)	302	(1,098,412)	
Total Non-Operating Revenue / (Expense)	(70,138)	(88,076)	17,938	(770,252)	(968,836)	198,584	(56,912)	
Change in Net Position	<u>\$ (1,439,800)</u>	<u>\$ 316,827</u>	<u>\$ (1,756,627)</u>	<u>\$ 2,236,192</u>	<u>\$ 4,744,488</u>	<u>\$ (2,508,296)</u>	<u>\$ 6,850,461</u>	

Denton County Transportation Authority
Statement of Net Position
As of August 31, 2017
(Unaudited)

	August 31, 2017	July 31, 2017	Change
Current Assets			
Operating Cash & Cash Equivalents	\$ 7,417,167	\$ 6,505,367	\$ 911,800
Reserves: Cash & Cash Equivalents	8,358,947	8,351,610	7,337
Reserves: Investments	1,990,016	1,990,016	-
Accounts & Notes Receivable	5,553,819	6,549,827	(996,008)
Prepaid Expenses	513,877	644,692	(130,816)
Inventory	22,516	3,263	19,252
Restricted Asset-Cash and Equivalents	3,936,964	4,153,823	(216,859)
Total Current Assets	27,793,304	28,198,598	(405,294)
Property, Plant and Equipment			
Land	17,394,147	16,228,337	1,165,810
Land Improvements	6,458,821	6,458,821	-
Machinery & Equipment	3,933,441	3,933,441	-
Leasehold Improvements	55,506	55,506	-
Vehicles	90,298,496	90,298,496	-
Computers & Software	1,330,676	1,180,676	150,000
Accumulated Depreciation	(56,982,610)	(56,245,757)	(736,853)
Total Property, Plant and Equipment	62,488,478	61,909,520	578,957
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	233,656,842	234,822,652	(1,165,810)
Construction in Progress	21,267,977	21,372,195	(104,218)
Total Capital Assets	271,921,974	273,192,002	(1,270,028)
Total Assets	<u>\$ 362,203,756</u>	<u>\$ 363,300,120</u>	<u>\$ (1,096,364)</u>
Liabilities			
Current Liabilities			
Accounts Payable	\$ 314,938	\$ -	\$ 314,938
Salary, Wages, and Benefits Payable	744,872	765,161	(20,289)
Accrued Expenses Payable	771,726	936,005	(164,280)
Deferred Revenues	70,978	48,789	22,189
Interest Payable	457,672	366,137	91,534
Total Current Liabilities	2,360,185	2,116,092	244,093
Non-Current Liabilities			
Rail Easement Payable	1,200,000	1,200,000	-
Retainage Payable	707,864	608,522	99,343
Bonds Payable	30,385,000	30,385,000	-
Total Non-Current Liabilities	32,292,864	32,193,522	99,343
Total Liabilities	<u>34,653,049</u>	<u>34,309,614</u>	<u>343,435</u>
Net Position			
Net Investment in Capital Assets	305,686,488	305,686,488	-
Unrestricted	19,628,028	19,628,028	-
Change in Net Position	2,236,192	3,675,991	(1,439,800)
Total Equity	<u>327,550,707</u>	<u>328,990,507</u>	<u>(1,439,800)</u>
Total Liabilities and Equity	<u>\$ 362,203,756</u>	<u>\$ 363,300,120</u>	<u>\$ (1,096,364)</u>

Capital Projects Fund - DCTA
Budget vs. Actual
As of August 31, 2017
(Cash Basis)

Work Session 1a ii

ASSETS

Fixed Assets

1660 - Construction Work in Progress

	Original Budget	Revised Budget	August 2017 Expenses Booked	Life To Date	\$ Under/(Over) Budget	% of Budget (As of August 2017 Close)	Project % Complete (Operations)
1 - G&A Capital Projects							
Total 10402 - Shoretel Phone System	45,000	88,610	8,709	88,609	1	100%	
Total 10601 - Data Analytics & Reporting	200,000	200,000	-	-	200,000	0%	
Total 10602 - Comprehensive Service Analysis	567,414	420,222	-	202,782	217,440	48%	
Total 10302 - Infrastructure Acquisition	1,900,000	2,900,000	-	113,758	2,786,242	4%	
Total 10604 - Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 - Project Management/Document Control	150,000	150,000	-	-	150,000	0%	5%
Total 1 - G&A Capital Projects	3,112,414	4,008,832	8,709	430,150	3,578,682	11%	
5 - Bus Capital Projects							
Total 50205 - Denton COA Transit Enhancements	58,500	58,500	550	61,598	(3,098)	105%	100%
Total 50305 - IOMF Fuel Tanks	250,000	250,000	33,790	53,380	196,620	21%	10%
Total 50409 - Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 - AVL Systems	200,000	200,000	86,046	100,648	99,352	50%	
Total 50507 - Fleet {2016}	1,250,000	1,250,000	-	1,173,369	76,631	94%	
Total 50510 - Fleet {2017}	1,550,000	1,885,000	-	-	1,885,000	0%	
Total 50601 - Scheduling Software (Bus)	250,000	250,000	-	28,125	221,875	11%	
Total 5 - Bus Capital Projects	3,708,000	4,043,000	120,385	1,417,119	2,625,881	35%	
6 - Rail Construction							
Total 61406.1 - Positive Train Control Implementation	-	16,720,141	272,055	11,987,822	4,732,319	72%	72%
Total 61708 - Lewisville Bike Trail	3,099,856	2,146,355	-	2,087,514	58,841	97%	97%
Total 61209 - Trinity Mills Crew Facility	250,000	310,000	-	302,063	7,937	97%	22%
Total 61210 - Station Landscaping	75,000	485,000	-	403,167	81,833	83%	
61713-1 - Rail Facility Flume Repair {2015 Flood}							
61713-1.01 - Operating Revenue	-	-		(87,059)	87,059	0%	
Total 61713-1 - Rail Facility Flume Repair {2015 Flood}	325,482	325,482	32	197,839	127,643	61%	100%
Total 61713-2 - Grade Crossing Replacements {2015 Flood}	2,157,760	2,157,760	869,671	1,895,669	262,091	88%	100%
61713-3 - Hebron Signal House {2015 Flood}							
61713-3.01 - Operating Revenue	-	-		(116,060)	116,060	0%	
Total 61713-3 - Hebron Signal House {2015 Flood}	122,000	122,000	9,853	109,700	12,300	90%	100%
Total 61713-4 - Ballast Undercutting {2015 Flood}	761,600	761,600	25,556	581,548	180,052	76%	100%
Total 61713-5 - Pockrus Page {2015 Flood}	623,000	623,000	2,027	117,505	505,495	19%	10%
Total 61714 - Rail Capital Maintenance	3,970,430	3,442,430	-	349,347	3,093,083	10%	10%
Total 61715 - Trail Safety Improvements	139,657	81,157	-	-	81,157	0%	0%
Total 61716 - Lewisville Bike Trail - Eagle Point Section	2,995,873	2,995,873	129	42,012	2,953,861	1%	1%
Total 61717 - Valley Ridge Crossing	1,000,000	1,000,000	-	-	1,000,000	0%	80%
Total 61605 - Brownfield Remediation	60,000	60,000	-	-	60,000	0%	0%
Total 61606 - Rail Crossing Study	73,000	73,000	-	-	73,000	0%	10%
Total Rail Construction Projects	15,653,658	31,303,798	1,179,325	18,074,186	13,229,612	58%	
Total 1660 - Construction Work in Progress	22,474,072	39,355,630	1,308,420	19,921,455	19,434,175	51%	

**Board of Directors Memo**

September 28, 2017

Subject: Sales Tax Report**Background**

Sales tax represents the single largest source of revenue for DCTA at 52.43% for FY17 budget. The annual Sales Tax revised budget for FY 2017 is \$25,624,601. 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 by 4.91%. The September allocation is for sales generated in the month of July and represents revenue for the tenth month of FY 2017. Overall, the sales tax received for the agency reflects an increase of 6.41% year to date for FY17.

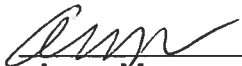
- Sales tax for sales generated at retail in the month of July and received in September was \$2,063,481.
- This represents a decrease of 4.91% or \$106,487 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$144,480 or 7.53% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville down 0.08%
 - City of Denton up 21%
 - Highland Village up 0.45%

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:	2016-2017 Year Budget	2016-2017 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2015-2016 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 1,969,968	\$ 1,978,638	\$ 8,670	0.44%	\$ 1,821,854	\$ 156,784	8.61%
November	January	\$ 1,969,968	\$ 2,170,262	\$ 200,294	10.17%	\$ 1,959,303	\$ 210,959	10.77%
December	February	\$ 2,462,460	\$ 2,793,331	\$ 330,871	13.44%	\$ 2,669,055	\$ 124,276	4.66%
January	March	\$ 1,723,722	\$ 1,908,263	\$ 184,541	10.71%	\$ 1,637,497	\$ 270,767	16.54%
February	April	\$ 1,723,722	\$ 2,006,450	\$ 282,727.60	16.40%	\$ 1,776,656	\$ 229,793	12.93%
March	May	\$ 2,216,214	\$ 2,408,823	\$ 192,609	8.69%	\$ 2,340,336	\$ 68,486	2.93%
April	June	\$ 1,969,968	\$ 1,987,159	\$ 17,191	0.87%	\$ 1,955,110	\$ 32,049	1.64%
May	July	\$ 2,169,968	\$ 2,219,119	\$ 49,151	2.27%	\$ 1,931,826	\$ 287,293	14.87%
June	August	\$ 2,416,214	\$ 2,588,897	\$ 172,683	7.15%	\$ 2,397,828	\$ 191,069	7.97%
July	September	\$ 2,169,968	\$ 2,063,481	\$ (106,487)	-4.91%	\$ 1,919,001	\$ 144,480	7.53%
August	October	\$ 2,416,214				\$ 2,128,874		
September	November	\$ 2,416,215				\$ 2,281,816		
YTD Total		\$ 25,624,601	\$ 22,124,424	\$ 1,332,252	6.41%	\$ 24,819,156	\$ 1,715,958	8.41%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

September 22, 2017

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:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,537,910	\$ 2,795,751	\$ 257,840	10.16%
November	January	\$ 2,541,494	\$ 2,867,155	\$ 325,661	12.81%
December	February	\$ 3,661,985	\$ 3,849,204	\$ 187,218	5.11%
January	March	\$ 2,441,184	\$ 2,709,531	\$ 268,347	10.99%
February	April	\$ 2,533,341	\$ 2,892,939	\$ 359,598	14.19%
March	May	\$ 3,373,295	\$ 3,480,828	\$ 107,533	3.19%
April	June	\$ 2,982,209	\$ 2,722,621	\$ (259,588)	-8.70%
May	July	\$ 2,781,814	\$ 3,113,597	\$ 331,783	11.93%
June	August	\$ 3,395,384	\$ 3,568,239	\$ 172,856	5.09%
July	September	\$ 2,802,579	\$ 2,800,265	\$ (2,314)	-0.08%
August	October	\$ 2,907,256			
September	November	\$ 3,105,183			
YTD Total		\$ 35,063,635	\$ 30,800,131	\$ 1,748,935	6.02%

City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 290,956	\$ 298,777	\$ 7,820	2.69%
November	January	\$ 301,727	\$ 313,524	\$ 11,796	3.91%
December	February	\$ 469,889	\$ 411,143	\$ (58,746)	-12.50%
January	March	\$ 264,553	\$ 255,642	\$ (8,910)	-3.37%
February	April	\$ 233,938	\$ 253,856	\$ 19,918	8.51%
March	May	\$ 330,255	\$ 328,214	\$ (2,041)	-0.62%
April	June	\$ 265,293	\$ 268,006	\$ 2,713	1.02%
May	July	\$ 288,202	\$ 307,851	\$ 19,650	6.82%
June	August	\$ 369,689	\$ 373,101	\$ 3,412	0.92%
July	September	\$ 271,812	\$ 273,047	\$ 1,235	0.45%
August	October	\$ 279,518			
September	November	\$ 329,430			
YTD Total		\$ 3,695,262	\$ 3,083,160	\$ (3,154)	-0.10%

City of Denton					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,246,579	\$ 2,451,245	\$ 204,666	9.11%
November	January	\$ 2,342,199	\$ 2,918,947	\$ 576,747	24.62%
December	February	\$ 3,372,458	\$ 3,727,632	\$ 355,174	10.53%
January	March	\$ 1,869,754	\$ 2,397,941	\$ 528,187	28.25%
February	April	\$ 2,128,444	\$ 2,442,743	\$ 314,299	14.77%
March	May	\$ 2,842,993	\$ 3,099,631	\$ 256,638	9.03%
April	June	\$ 2,317,882	\$ 2,602,704	\$ 284,821	12.29%
May	July	\$ 2,405,495	\$ 2,729,539	\$ 324,044	13.47%
June	August	\$ 3,157,640	\$ 3,351,192	\$ 193,553	6.13%
July	September	\$ 2,260,102	\$ 2,734,634	\$ 474,531	21.00%
August	October	\$ 2,775,088			
September	November	\$ 3,026,800			
YTD Total		\$ 30,745,434	\$ 28,456,206	\$ 3,512,660	14.08%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
September 22, 2017

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

Transit	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$17,884,372.84	\$17,241,222.70	3.73%	\$172,310,781.94	\$167,044,205.22	3.15%
Corpus Christi MTA	0.50%	\$2,579,516.61	\$2,599,475.90	-0.76%	\$23,793,798.73	\$23,905,561.94	-0.46%
Dallas MTA	1.00%	\$43,607,122.98	\$42,333,899.89	3.00%	\$427,936,514.93	\$408,599,331.66	4.73%
Denton CTA	0.50%	\$2,063,481.25	\$1,919,001.38	7.52%	\$20,145,785.45	\$18,586,612.09	8.38%
El Paso CTD	0.50%	\$3,327,083.99	\$3,296,847.80	0.91%	\$31,988,434.24	\$31,698,779.02	0.91%
Fort Worth MTA	0.50%	\$5,988,804.61	\$5,426,567.08	10.36%	\$55,505,115.64	\$51,548,912.57	7.67%
Houston MTA	1.00%	\$54,724,948.48	\$54,213,524.46	0.94%	\$528,345,728.20	\$519,184,663.23	1.76%
Laredo CTD	0.25%	\$621,591.54	\$563,259.80	10.35%	\$5,786,814.58	\$5,698,922.63	1.54%
San Antonio ATD	0.25%	\$5,125,144.58	\$4,800,872.83	6.75%	\$48,798,054.84	\$47,169,356.02	3.45%
San Antonio MTA	0.50%	\$11,331,070.36	\$10,497,928.51	7.93%	\$107,653,693.60	\$103,731,927.04	3.78%
TOTALS		\$147,253,137.24	\$142,892,600.35	3.05%	\$1,422,264,722.15	\$1,377,168,271.42	3.27%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
September 22, 2017



Board of Directors Memo

September 28, 2017

Subject: Item WS 1 (a) iv: Procurement Activities

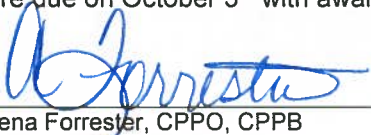
Drainage Flume Repair and Strengthening at Pockrus Page

Request for bid documents were released for the repair work south of Pockrus Page road. FEMA has identified the damage as associated with the 2015 flood event. Potential bidders attended site visits on September 13th and September 20th to inspect the damage. The bids are due on October 11th with award anticipated for the October meeting.

New and Recapped Tires

Request for bid documents have been released for the purchase of new and recapped tires for the DCTA vehicle fleet. The bids are due on October 3rd with award anticipated for the October meeting.

Submitted
by:



Athena Forrester, CPPO, CPPB
AVP of Procurement

Final
Review:



Anna Mosqueda, CFO

Board of Directors Memo

September 28, 2017

Subject: Marketing & Communications Update

NEW COLLATERAL DISTRIBUTION

- State Fair of Texas Brochure / Schedule
- Transit Tracker Rack Card

HIGHLAND VILLAGE BALLOON FESTIVAL REPORT

- **Overview**
 - Annual partnership with the Highland Village Lion's Club
 - Provide a paid sponsorship and complimentary shuttle (Friday and Saturday only)
- **Goals and Objectives**
 - Encourage people to ride the A-train and complimentary shuttle to the event
 - Increase brand awareness of DCTA's Highland Village services
 - Support a local community initiative
- **Timeline**
 - Event: August 18 – 20
- **Event Tactics**
 - Sponsorship – \$750
 - Logo – In event materials and signage
 - Event Booth – 10x10 tent with table, materials and promotional items
 - Raffle – To collect email addresses for the DCTA email marketing database
 - Roaming Brand Ambassadors – Team of four
 - Shuttle – Between HV/LL Station, local church and event grounds
- **Results**
 - Event Attendance – 14K
 - 1:1 Engagements – 1,800
 - Shuttle Ridership
 - Friday, 8/18 (CC) – 70 Passengers
 - Saturday, 8/19 (CC) – 853 Passengers
 - Shuttle ridership on Saturday was so successful that DCTA added an additional vehicle
 - Media Relations
 - Stories – 7
 - Impressions – 414K
 - Publicity Value – \$272
 - Raffle Entries
 - 400 Email Addresses
 - Email Blast
 - "News" Feature – 8/11
 - Total Delivered – 4,298
 - Total Opens – 1,651 / Unique Opens – 926
 - Click Through – 68
 - "Shuttle" Feature – 8/18



DCTA Providing Free Shuttle Service for the 2017 Highland Village Balloon Festival

DCTA will provide complimentary shuttle service for the 30th Annual Highland Village Lions Club Balloon Festival that will be held at Unity Park from Friday, August 18, through Sunday, August 20. The event will have fun activities for the entire family including a kid zone, petting zoo, live bands, car show, food, arts and crafts booths, and the iconic hot air balloons.

The shuttles will operate from 4:30 p.m. to 10:30 p.m. on both Friday, August 18, and Saturday, August 19. One bus will shuttle passengers from the Highland Village/Lewisville Lake Station to Briarhill Middle School every 20 minutes and another bus will shuttle passengers from Marcus High School to Briarhill Middle School every 10 minutes. DCTA will not operate shuttle service on Sunday, August 20.

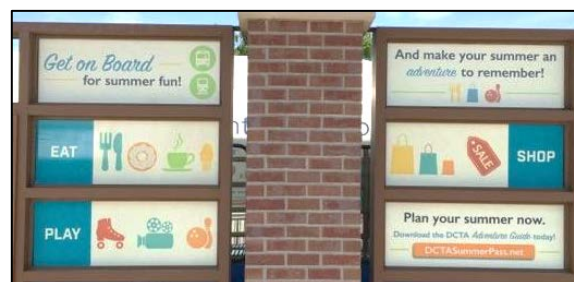
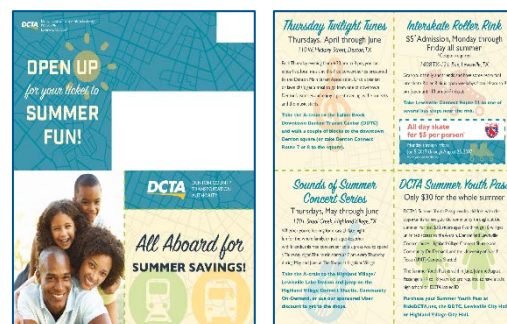
[Read More](#)


- Total Delivered – 3,770
- Total Opens – 1,144 / Unique Opens – 700
- Click Through – 49
- Facebook
 - Impressions – 6,314
 - Engagements – 57
- Twitter
 - Impressions – 3,957
 - Engagements – 48
- **Conclusion**
 - Repeat sponsorship and shuttle in FY '18
 - This is a great community partnership and the shuttle gives the community an opportunity to use our services; many for the first time
 - Continue to leverage social media to support the event sponsorship and shuttle

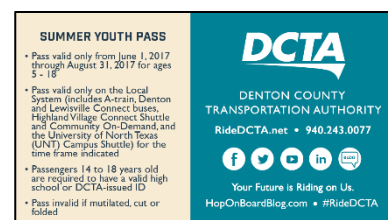
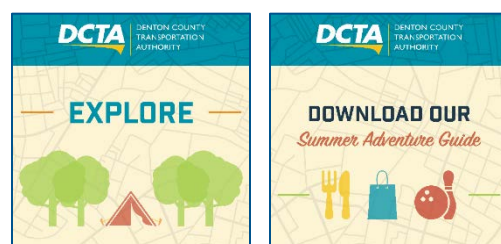
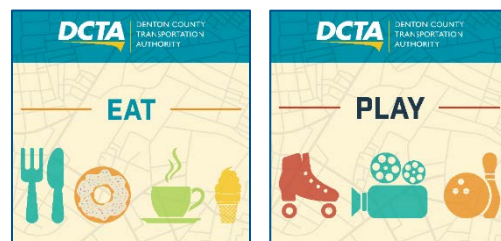


SUMMER SALES CAMPAIGN RECAP REPORT

- **Overview**
 - Market DCTA services as a means to summer adventure
 - Promote DCTA's Summer Youth Pass
- **Goals and Objectives**
 - Increase summer ridership YOY
 - Increase website traffic to internal page YOY
 - Meet or exceed Summer Youth Pass sales YOY
- **Timeline**
 - May 1 – Presale of Summer Youth Pass
 - May 15 – Direct mailer mailed
 - June 1 – Owned media placements live
 - June 1 – August 30 – Full campaign in market
- **Campaign Tactics / Results**
 - Summer Youth Pass
 - Total Sold – 21 (down from FY '16)
 - Direct Mail
 - DCTA Summer Adventure Guide – Mailed 39.4K
 - Lewisville Utility Bill Insert – Mailed 34K
 - Denton Utility Bill Insert – Mailed 100K
 - Highland Village Utility Bill Insert – Mailed 5.2K
 - Facility and Vehicle Signage
 - Platform Decals
 - Hot Items Posters
 - Vehicle Decals
 - Paid Advertising
 - Billboards
 - Impressions – 4.08M
 - Targeted Online Advertisements
 - Impressions – 1.35M
 - Click Through – 737 (down from FY '16)



- Digital
 - Webplash / Online Toolkit
 - Page Visits – 6,129 (up 31.5% from FY '16)
 - Average Time on Page – 2:04 Minutes (down from FY '16)
 - Bounce Rate – 77.05%
 - Top Referrals – Twitter, Facebook and Centro (DCTA paid advertising)
 - Email Marketing
 - Total Delivered – 3,694
 - Unique Opens – 497
 - Click Through – 39
- Social Media
 - Facebook Organic
 - Impressions – 4,862
 - Engagements – 32
 - Facebook Ad Carousel
 - Impressions – 5,498
 - Engagements – 94
 - Facebook Static Advertisement
 - Impressions – 95,745
 - Engagements – 2,497
 - Twitter
 - Impressions – 14,141
 - Engagements – 48
 - Twitter Advertisement
 - Impressions – 77,495
 - Engagements – 2,871
- Media Relations
 - Stories – 4
 - Impressions – 495K
 - Publicity Value – \$23K
- Newsletters
 - EnRoute News (external)
 - Total Delivered – 3,398
 - Unique Opens – 584
 - Click Through – 85
 - Wheels & Rails (internal)
 - The Villager – 5.2K Impressions
- Community Outreach
 - Collateral distribution at partner locations
 - Event and tabletop opportunities
 - Local business coupon included in the DCTA direct mailer
- **Ridership (6/1 – 8/31)**
 - Bus – 260,820 Passengers
 - Rail – 107,924 Passengers
 - Overall – 3.8% increase YOY
- **Conclusion**
 - Continue to promote the Summer Youth Pass in FY '18
 - Minimize marketing efforts to social media only



DCTA TRANSIT TRACKER CAMPAIGN OVERVIEW

- **Timing**
 - Pre-Launch Messaging – September 9
 - Official Launch Messaging – September 18
- **Overview**
 - Real-time vehicle tracking tool for passengers
 - Available via the Transit App mobile app, web portal, DCTA homepage widget, call-in IVR, and text/SMS
- **Campaign Tactics**
 - Mobile App Customizations
 - DCTA Homepage Widget
 - Websplash
 - Webpage
 - Rider Alert
 - Email Blast
 - EnRoute News
 - Wheels & Rails
 - Utility Bill Inserts (Member Cities)
 - Platform Decals
 - Vehicle Decals
 - Rack Card
 - Rail Card
 - Travel Tools Poster
 - Hot Items Poster
 - 5-Digit Instructional Bus Blade Sticker
 - Social Media
 - Blog Posts
 - Instructional Video
 - Media Relations
 - Community Outreach

HOW TO USE DCTA'S TRANSIT TRACKER

PHONE
Call **940.243.0077**, select the Transit Tracker option from the phone menu, enter the stop ID, and receive real-time information on the vehicle for that location.

WEB
Visit **DCTAtracker.com** on your desktop computer (or other web-enabled device) to search by address to find the nearest bus or train and its arrival time. Or, utilize the real-time widget on our homepage.

TEXT
Text the stop ID to **64255** to receive the estimated arrival time of your bus or train. Stop IDs can be found on bus stop signs and on the schedules at the A-train stations.

APP
Download the **Transit** mobile application from Google Play or Apple iTunes to see vehicle locations in real time, find nearby stops, and get step-by-step transit directions and notifications about when to leave for your trip.

RideDCTA.net f t y d in 940.243.0077

STATE FAIR OF TEXAS CAMPAIGN OVERVIEW

- **Timing**
 - Pre-Launch Messaging – September 15 – September 28
 - Official Launch Messaging – September 29 – October 22
- **Overview**
 - Annual campaign to promote using the A-train/DART to travel to the State Fair of Texas
 - Special Promotion – Receive 25% of a regional day pass with the purchase of a State Fair of Texas ticket through RideDCTA.net or at the DDTC
 - Goal is to increase ridership compared to YOY during the same timeframe

BEST COMBO *since*
CORN DOGS AND MUSTARD

Save 25% with the DCTA / State Fair of Texas ticket combo*! Purchase at **DCTAdeal.net** or the Downtown Denton Transit Center.

DCTA STATE FAIR OF TX **SEPT 29 - OCT 22** FAIR PARK, DALLAS **STATE FAIR OF TEXAS**

*Not valid with any other DCTA fares, passes, promotions or discounts. No refunds or exchanges. Valid for travel on DCTA Monday through Saturday only.

Take **DCTA** to **DART** and go straight to the gate!

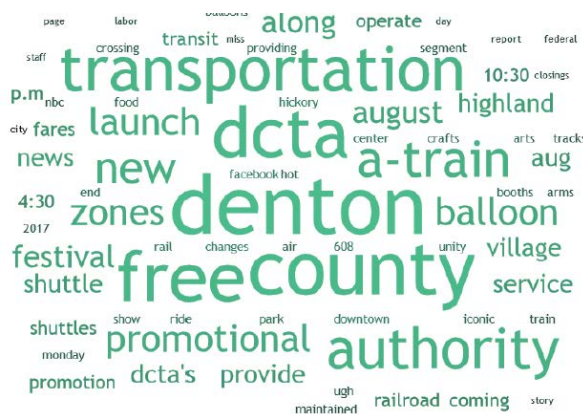
RideDCTA.net • 940.243.0077 f t y d in HopOnBoardBlog.com • #RideDCTA

- **Campaign Tactics**
 - Websplash
 - Webpage – online toolkit
 - Online and POS Integration – in order to sell the bundle
 - Paid Media – online, mobile and print
 - Brochure with Schedule
 - Rail Card
 - Hot Items Poster
 - Windscreen Poster
 - Social Media
 - Media Relations
 - Blog Posts
 - Rider Alert
 - Email Blast
 - EnRoute News
 - Wheels & Rails



MONTHLY MEDIA REPORT (AUGUST 2017)

- **Stories** – 25
- **Placements** – Denton Record-Chronicle, Cross Timbers Gazette, Plano Star-Courier, Lewisville Leader, Progressive Railroading, NBC 5 Today @ 4:30 p.m., Metro Magazine, My Dallas Mommy Blog, The Dallas Morning News, and Carrollton Leader
- **Impressions** – 3.65M
- **Total Publicity Value** – \$51K
- **Sentiment Over Time** – 72% Positive / 28% Neutral
- **Coverage by Media Type**
 - Online – 58.3%
 - Community Newspaper – 12.5%
 - Trade / Industry Online – 12.5%
 - Television – 8.3%
 - Blog – 4.2%
 - Large-Scale Newspaper – 4.2%
- **Share of Voice**
 - DCTA Brand – 44.6%
 - DCTA A-train – 27.5%
 - DCTA Bus – 17.9%



A FEW THINGS COMING SOON!

- **September**
 - City of Lewisville Western Days
 - Stationery/Template Update
- **October**
 - Facility / Vehicle Signage Audits
 - Facility / Vehicle Signage Editorial Calendar Development
 - End of Year Reporting
 - September Public Meeting Report



- **November**

- Safety Campaign
- Veteran's Free Ride Campaign
- Denton/Collin County Brand Awareness Campaign
- Access Brochure
- State Fair of Texas Recap Report



Approved by:

Nicole M. Recker

Nicole M. Recker
Vice President of Marketing & Communications

Board of Directors Memo

September 28, 2017

Subject: Strategic Planning & Development Update

DEPARTMENT ADMINISTRATIVE UPDATE

Director of Strategic Partnerships Position

- A new position has been created to assist in advancing the Agency's strategic planning efforts
- The Director of Strategic Partnerships position was posted with planned advertising in early September with the intent to have the position filled in early FY18.

Texas Transportation Institute Agreement

- DCTA has executed a Master Agreement with TTI to execute a number of research projects
- In FY 18, the Strategic Planning & Development department will provide assistance with Agency Title VI process development as well as analysis required as part of fare change and service change processes
- Also in FY 18, DCTA expects to leverage the TTI agreement to conduct a Shared Use Mobility study and to analyze the Agency's current Long Range Service Plan as a preliminary step in updating the plan

DCTA Long Range Service Plan Update

- Our agency updates our Long Range Service Plan every five years.
- DCTA has submitted a request to NCTCOG to assist with updating forecasted numbers of our Long Range Service Plan as a UPWP project to NCTCOG for FY18-19

REGIONAL TRANSPORTATION PLANNING

Regional Trail Initiative

- A current NCTCOG initiative is the Regional Trail Veloweb which includes planning to connect the A-train Rail Trail from the Hebron Station to the DART Frankford Station
- This section of trail will involve coordination and collaboration between DCTA, NCTCOG, DART, as well as the cities of Carrollton and Lewisville
- A small task force consisting of representatives from all five agencies has been meeting regularly to outline an action plan including preliminary design which will likely require each entity to provide a small level of funding support.
- NCTCOG has developed a draft agreement for review which will include a financial commitment (under \$20,000) from each of the project participants for trail preliminary design
- DCTA staff and legal team are currently reviewing the draft agreement and expect to have it finalized in late 2017

NCTCOG Mobility Transportation Plan 2045

- NCTCOG is currently testing the model network and conducting ridership forecasting for the three projects carrying over from the MTP 2040 plan. These projects are listed below:
 - A-train Extension (SB to Belt Line)
 - BNSF Rail Carrollton to Celina
 - I-35W Commuter Bus
- DCTA identified the following projects to be included in NCTCOG's travel demand modeling during the NCTCOG MTP 2045 process:
 - Rail/Commuter Bus US 380
 - Freight Bypass US 380/35W
 - Commuter Bus SRT-121
 - Commuter Rail 35W
 - A-train Extension (NB to 288/380)
- DCTA has submitted information regarding Transit Agency Asset Management Planning and Regional Targets, transit data edits and corridor revenue estimates with corresponding financial models
- The MTP 2045 is expected to go to the RTC for approval in June 2018.

NCTCOG Unified Planning Work Program (UPWP)

- The UPWP serves as a guide for regional transportation and air quality planning activities to be conducted in coordination with NCTCOG
- DCTA will work with the NCTCOG staff on the following planning initiatives in FY2018 and FY2019:
 - Long Range Service Plan Update
 - A-train Extension Feasibility Study
 - BNSF Projected Ridership Update
 - BNSF Commuter Rail Land Use Study
 - US 380/Parallel Rail Corridor Feasibility Study

Regional Corridor Travel Time Study & Congestion Level Study (Attachment A)

- DCTA staff is conducting a Travel Time Study of a passenger's travel time along the I-35E corridor using transit compared to driving; pre-construction, during construction and post construction
- NCTCOG has access to a database of traffic data collected by traffic counters and driver's GPS and cellphones. The results are average traffic times across different lengths of major arterials at different times of day
- Upon completion of the I-35E corridor travel study, staff will conduct a travel time study for current congestion levels along DCTA's current corridors of interest:
 - I-35W
 - SRT 121
 - US 380
 - US 75
 - Dallas North Tollway
- A snap shot of preliminary findings is attached (Attachment A)

Commuter Bus Service Corridors

- DCTA has identified four corridors throughout Denton County that could benefit from commuter bus service; 35W, US 380, SRT 121/ FM 1171, and service to the DFW Airport

35W Corridor (North Texas Xpress)

- The North Texas Xpress was successfully launched in partnership with the FWTa along the 35W corridor with a Park & Ride opening at Presbyterian Hospital of Denton
- On July 13, the RTC approved the 2018-2019 CMAQ/STBG Funding Program which included a \$1M allocation to DCTA and FWTa for capital funding relating to the future 35W High Intensity Bus Service
- It is the intention of DCTA staff to work with the NCTCOG to have the 35W corridor "under consideration" status changed to "proposed" in the Mobility 2045 MTP

SRT-121 Transit Corridor

- Conversations continue with potential partners regarding the need for transit to serve employers along the SRT-121 corridor in The Colony, Frisco, McKinney, Toyota, JP Morgan Chase, Legacy West TMA, and Grandscape Development.
- DCTA staff is currently exploring all transit options to help address the labor force need along the corridor including TNC/taxi partnership, DCTA On-Demand and future commuter service
- DCTA is currently seeking funding mechanisms to help advance commuter service along this corridor
- On September 14, DCTA staff participated in Toyota's Employee Resource Fair in an effort to visit with the 6,000 employees on campus about the potential of commuter service along SRT-121
- The Colony Chamber of Commerce is hosting a job fair. DCTA has partnered with the chamber by assisting in connecting them with UNT, TWU and NCTC to help connect college students to employment opportunities

US 380 Transit Corridor

- As mentioned above, the US 380 corridor has been identified as a potential commuter bus service corridor for High Intensity Bus Service, but it could also be a candidate for Bus Rapid Transit (BRT) and eventually Commuter Rail
- DCTA has submitted a Feasibility Study request as a UPWP project to NCTCOG for FY18-19

A-train Extension

- The SB extension of the A-train corridor is in the NCTCOG 2040 Mobility Transportation Plan
- This corridor extension will make the most sense to do in conjunction with the buildout of the Cotton Belt Corridor which is in DART's plan for 2022
- DCTA has submitted a Feasibility Study request for the A-train NB & SB extension as a UPWP project to NCTCOG for FY18-19

BNSF Rail Corridor

- The BNSF rail corridor has been identified as a corridor of interest in the DCTA Long Range Service Plan, is included in the NCTCOG 2040 Mobility Transportation Plan and will carry over to the MTP 2045
- DCTA has begun preliminary planning of this corridor and has been meeting with potential stakeholders along the corridor, private sector partners and NCTCOG
- DCTA has submitted a request to NCTCOG to assist with updating and segmented ridership projections as well as conducting a land use study along the corridor using existing funding allocated to DCTA for the FY 2016-2017 UPWP

LOCAL TRANSPORTATION PLANNING

Innovative Transit Solutions

Federal Engagement

- Staff continues to stay engaged in conversations with the FTA and industry regarding technology-driven transit solutions as well as utilization of automated vehicles in transit
- DCTA has been named a “Friend of the FTA MOD Sandbox Program” and recently participated in the FTA’s two day workshop in D.C. regarding transit agency partnerships with TNCs
- Conversations continue with the FTA and other transit agencies involved in the Sandbox program

Regional Engagement

- DCTA staff participates in the quarterly NCTCOG Mobility On Demand Working Group to discuss best practices on implementing mobility on demand programs with private sector partners

Local Initiatives

- Staff is developing a Shared Use Mobility Action Plan scope of work for FY2018 in an effort to deploy innovative transit solutions while leveraging existing transit assets and producing a fully integrated system plan
- Staff has executed the new contract with Lyft and is currently developing new partnership programs involving subsidized discounts for selected trips
- DCTA staff is currently working with Lyft to develop a program similar to what is currently being provided by Uber for implementation in Highland Village in January 2018
- Additional near term programming opportunities with Lyft could include Frisco and UNT

Agency & Transit Advocacy Project (Attachment B)

- DCTA has initiated a contract with Antero Group, a planning and engineering firm, to help the agency develop advocacy materials for transit in Denton County
- Antero held stakeholder interviews with local developers, DCTA member cities and Denton county based higher education institutions to gain insight and feedback on the challenges and opportunities for supporting transit in our region
- Deliverables are expected to be provided in late 2017 and will include infographics, case studies, talking points, user-friendly data and messaging strategies to allow DCTA and its partners better communicate the positive fiscal impacts, economic development and other benefits that result from dedicated support of transit investment
- The DCTA Communications and Marketing team will coordinate the development advocacy materials with the Antero Group to ensure a consistent branding and cohesive communication strategy
- DCTA intends to conduct a similar advocacy project for the business case of transit in Collin County and non-member communities along DCTA corridors of interest
- Preliminary results are attached (Attachment B)

Employee Demographic Study (Attachment C)

- Staff is currently collecting and analyzing data on the characteristics of employees and potential employees in high growth areas of Denton and Collin Counties
- The purpose of the study is to use Census data and other sources to analyze potential ridership patterns and make a strong case for commuter service between Denton and Collin Counties
- Recent retail and manufacturing employment numbers are available at the County level from Federal sources, and additional Census data can be used to create income and housing profiles
- Findings of this study are attached (Attachment C)

BUSINESS DEVELOPMENT & PARTNERSHIPS

Amazon HQ2 RFP (Attachment D)

- Amazon has issued an RFP to begin their search for a location of their second US headquarters
- The RFP clearly outlines all interested/proposing cities must meet a transit requirement
- DCTA staff is being responsive to the various cities interested in submitting a proposal leveraging DCTA's existing transit assets and planned transit corridors
- Responses to the RFP are due to Amazon on October 19
- A copy of the RFP is attached for your review (Attachment D)

Toyota HQ Partnerships (Attachment E)

- DCTA is engaged in conversations with various Toyota HQ departments at the regarding potential partnership opportunities between DCTA and Toyota
- Toyota has requested additional information from DCTA regarding current programs which will help define next steps for developing the new partnership
- DCTA is also engaged with Toyota Operations and will be meeting to discuss employee transit needs and potential DCTA transit solutions to meet those needs
- On September 14, DCTA staff participated in Toyota's Employee Resource Fair in an effort to visit with the 6,000 employees on campus about the potential of commuter service along SRT-121
- A copy of the survey and map used to obtain information from Toyota employees is attached (Attachment E)

County Commissioners

- Staff has been holding agency update meetings with County Commissioners in Denton and Collin County to provide a recap of recent activity, discuss meeting the needs of our growing region and providing an overview of new innovative service products DCTA has been implementing in local communities

The Colony

- Staff continues to visit with The Colony about future transportation options for their community
- The SRT-121 service will greatly benefit The Colony and its growing mixed use developments
- DCTA staff has suggested The Colony consider creating a Transit Management Association (TMA) to serve as a funding source for implementing transit solutions within their community
- DCTA is providing assistance to The Colony staff as they explore the TMA option

City of Frisco

- Staff has incorporated agency dispatched taxi service into the current On-Demand service to assist in service area expansion, increased capacity capabilities and to improve operational efficiencies
- Staff level discussions regarding the exploration future transit solutions are ongoing

Southlake

- Staff was contacted by the Goodman Corporation to explore contracted transit service for the Town of Southlake. The Goodman Corporation has been conducting a planning study on behalf of Southlake
- Staff will be providing the Goodman Corporation with a Case Study based on Highland Village circulator service and potential cost estimates for a similar limited stop circulator service

Flower Mound

- The Town of Flower Mound recently conducted a Transit Needs Assessment in coordination with the NCTCOG
- Results from this assessment were shared at the Town's recent Comprehensive Planning meeting and it is likely there is an interest to explore some of the contracted transit solutions DCTA has been implementing in area cities

Prosper

- DCTA staff has held discussions with the leadership team at the Town of Prosper regarding contracted transit services being provided through the MUTD to area communities
- DCTA connected Prosper staff to assist the city begin exploring options of participating in the MUTD

McKinney Urban Transit District (MUTD)

- In June 2017, DCTA began contracted service within cities of the MUTD; McKinney, Melissa, Princeton and Lowry Crossing; Service in Celina is expected in October
- Staff level discussions with some cities have begun regarding the exploration future transit solutions

Mary Kay Manufacturing (Lewisville)

- Staff is working with representatives from Mary Kay to identify potential site specific shuttle service to their new facility currently under construction in Lewisville
- Mary Kay has a desire to leverage public transportation, but needs something a customized to meet the needs of their employees

SPAN

- Staff met with SPAN staff to discuss where DCTA could partner with them to leverage agency assets, improve efficiencies and increase the potential for expansion of services

Lake Dallas

- Staff met with Lake Dallas representatives to discuss the potential for the City to connect to DCTA's Rail Trail and identified options and reviewed construction completion timeframe of DCTA's trail
- DCTA also shared information on the variety of contracted transit solutions available to the City
- DCTA is standing by for the request for additional information

Service Expansion within New Service Areas

- Staff continues being responsive to requests from non-member cities in Denton and Collin counties interested in exploring transit solutions to meet the current and future demands within their communities

FUNDING OPPORTUNITIES

Buses & Bus Facility Grant (Attachment F)

- DCTA is currently developing a grant proposal in response to the federal Buses & Bus Facility funding opportunity
- The project being submitted contains the following components:
 - Bus Operations & Maintenance Facility "Lite" at Rail OMF
 - Bus Infrastructure Needs at Old Town Station
 - Fleet for Commuter Bus Service along SRT-121
- DCTA submitted the proposal on August 25 and expects awards to be announced later this year
- A one page overview of the project submittal is attached (Attachment F)

NCTCOG Grant Review & Funding Cleanup (Attachments G and H)

- In early September, DCTA submitted two funding requests for available CMAQ, JARC and Mobility Management funds
- One submitted request would help fund fleet and operational enhancements to the 35W corridor service (Attachment G)
- The second request submitted would provide assistance to DCTA's technology enhancements including the provision seamless transportation services in Denton and Collin counties with multiple providers (Attachment H)

LAND USE PLANNING & DEVELOPMENT

Downtown Denton Parking

- In coordination with the Union Pacific Railroad and the NCTCOG, DCTA is continues working with City of Denton staff to develop solutions addressing downtown parking shortages, aesthetics, noise mitigation and safety enhancements
- Staff level discussions regarding a potential joint partnership continue to assist in the resurfacing of the existing public lot at Exposition & Hickory and to construct additional surface parking

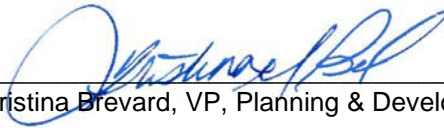
Additional Land Use Planning

- DCTA continues conversations with member cities in an effort to support respective city strategic plans which include historical neighborhood revitalization, transit oriented development, transportation thoroughfare planning, transit service enhancements and trail planning initiatives
- A more thorough report will be provided in closed executive session

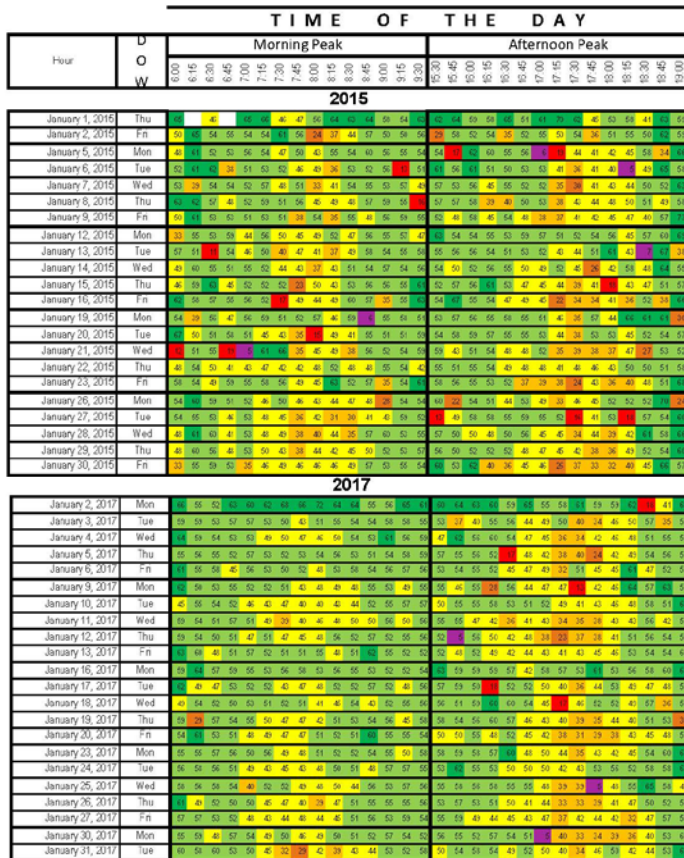
ADDITIONAL PROJECTS

- | | |
|---|---|
| • Denton Development Code 2030 | • Infrastructure Development Planning |
| • Denton Small Area Planning Study | • Long-Range Agency Planning Efforts |
| • Title VI Oversight & Plan Update | • State and Federal Legislative Initiatives |
| • Long Range Service Plan Update | • Grant Funding Opportunities |
| • Federal Legislative Contract Development | • TxDOT 35W Expansion Coordination |
| • Huffines-Hebron Joint Development Project | • High Intensity Bus Concept Development |

Submitted by: _____



Kristina Brevard, VP, Planning & Development

Attachment A: Regional Corridor Travel Time & Congestion Level Study Snapshot**SRT-121 SOUTHBOUND (DNT to Old Town)****SRT-121 NORTHBOUND (Old Town to DNT)**

CHANGING DEMOGRAPHICS ARE BOOSTING DEMAND FOR TRANSIT-SERVED COMMUNITIES

Millennials are most likely to be moving over next five years, 63% want to live in a place less reliant on cars

Communities that attract under 35 households have a multitude of transportation options

Downsizing Baby Boomers prioritizes walkable communities as key in location decision

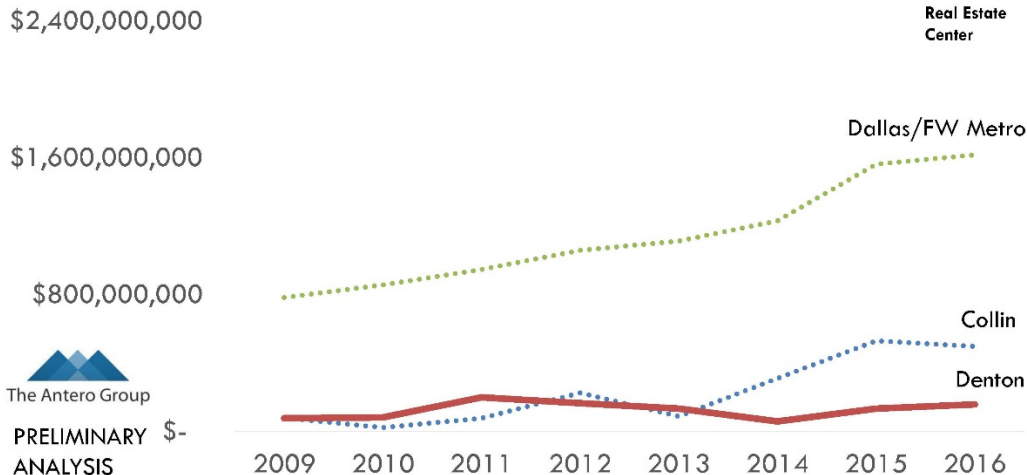
Single family homes near transit value x3.6 higher; multifamily rents 1.6x higher

SOURCES: Urban Land Institute, "Housing in America 2015"
ULI/PriceWaterhouseCoopers, "Emerging Trends in Real Estate 2017"
TOD Index, <http://www.TODIndex.com/>

 PRELIMINARY ANALYSIS

DENTON COUNTY LAGS REGION IN MULTIFAMILY DEVELOPMENT

Multifamily Construction by Value



DCTA SERVICE HELPING COUNTY TAP THE MARKET

1,136 units created, **1,434** in the pipeline

Estimated real estate investment of **\$345M**... almost equivalent to the **\$347M** construction cost of A-train

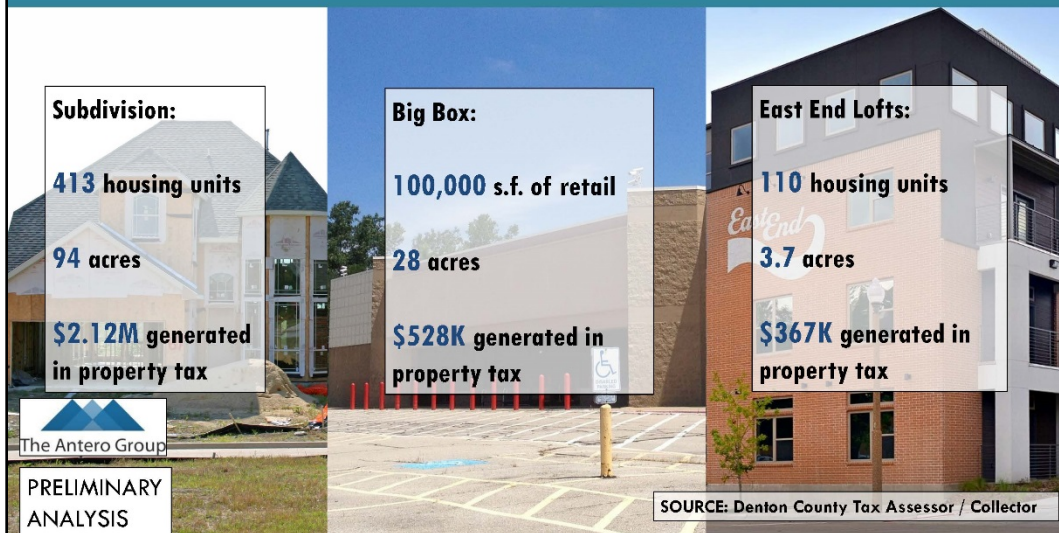
1 in 3 renters near A-train are Millennials (households under 35)

 The Antero Group

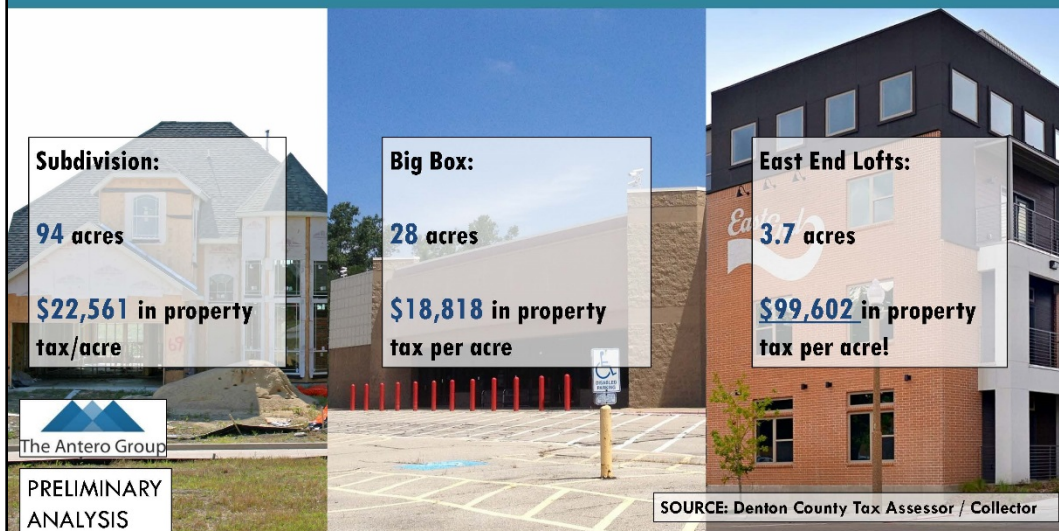
PRELIMINARY ANALYSIS

SOURCES: American Community Survey, Denton County Tax Assessor / Collector

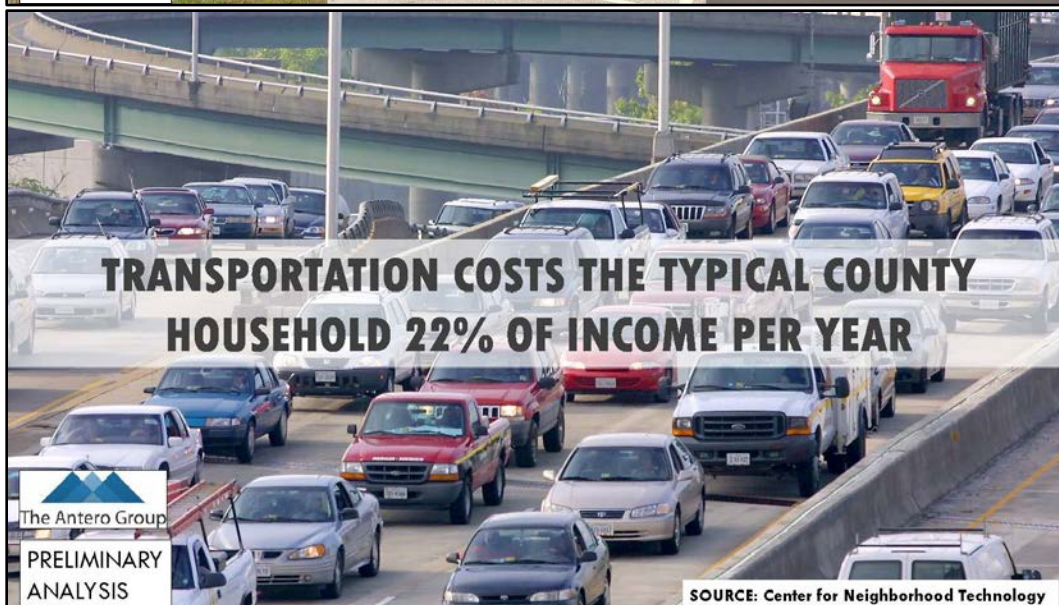
CONVENTIONAL VIEW OF FISCAL IMPACT



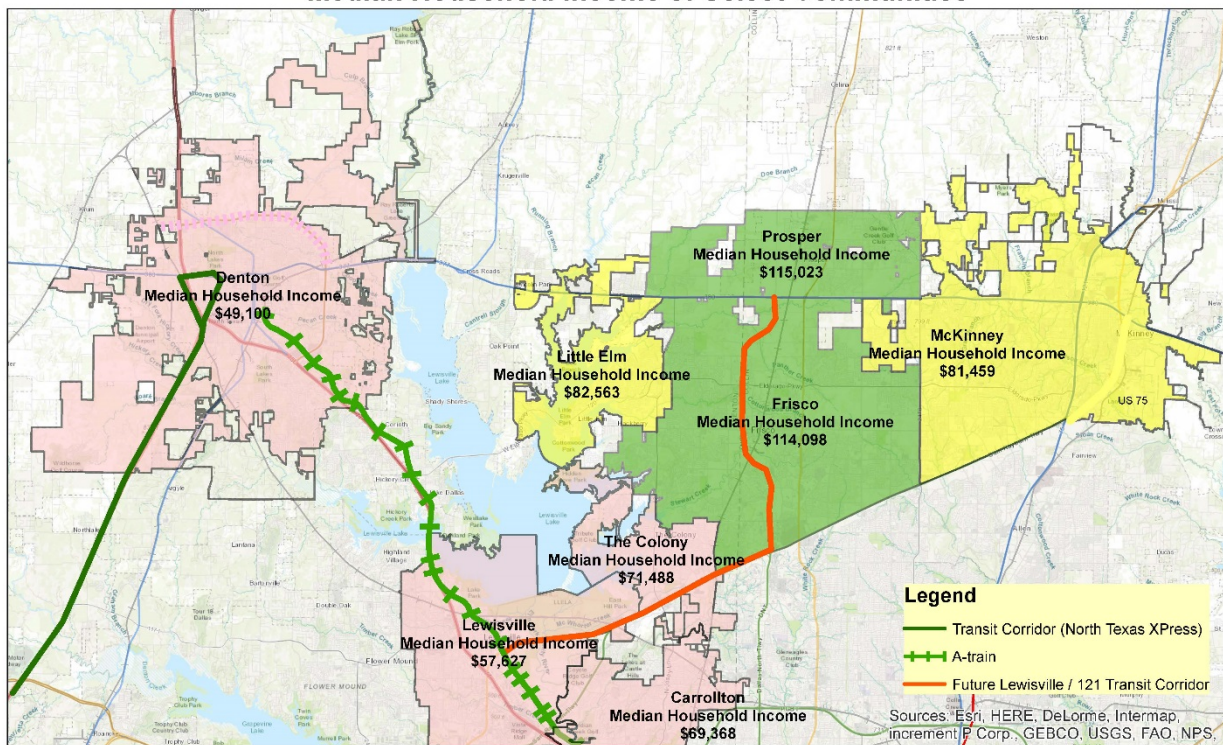
PER ACRE OF FISCAL IMPACT



TRANSPORTATION COSTS THE TYPICAL COUNTY HOUSEHOLD 22% OF INCOME PER YEAR



Median Household Income of Select Communities*



Map Create Date: 8/22/2017

*Source - U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Summary of Data

Source: U.S. Census Bureau, Quarterly Workforce Indicators, QWI Explorer application, U.S. Census Bureau

- Retail, Food, and Accommodation Services were major employment sectors in Collin and Denton Counties.
- In 3Q 2016, a typical Retail Sector worker in Collin County made 58% of an average Collin County salary; In Denton County the average was 67%.
- In 3Q 2016, the average monthly salary for a Food / Accommodation Services employee in Collin County was 37% of an average monthly salary of a worker in Collin County; In Denton County, it was 42%.
- Median Household Income in the communities of Denton, Lewisville, and Carrollton are much less than Frisco and Prosper.
- Denton, Lewisville, and Carrollton have a larger proportion of younger workers, as well as nonfamily households, than Collin County.
- Younger workers have a larger proportion of Retail Sector and Food/Accommodation Sector jobs in Collin County than an average Collin County worker.

Data Analysis Conclusion

- Retail sector jobs in Collin County are growing, but the younger and low/moderate income populations that support these jobs are more prevalent in Denton County communities than Collin County communities.
- Nonfamily households (those with no children, or with nonrelated roommates) have lower average incomes than other households, and they are more prevalent in Denton and Lewisville than Collin County.
- It is more affordable to work in the retail sector and food accommodation sector and live in Denton county. Salaries in those sectors go further than those in Collin County and homes are more affordable.
- Having a transit options to those who could fill positions in retail and food sector positions located in Lewisville and Denton to available jobs along the SRT-121 corridor would be a viable transit solution.

Amazon HQ2 RFP

INSTRUCTIONS TO RESPONDENTS

Amazon invites you to submit a response to this Request for Proposal (“RFP”) in conjunction with and on behalf of your metropolitan statistical area (MSA), state/province, county, city and the relevant localities therein. Amazon is performing a competitive site selection process and is considering metro regions in North America for its second corporate headquarters. We encourage states, provinces and metro areas to coordinate with relevant jurisdictions to submit one (1) RFP for your MSA. The RFP may contain multiple real estate sites in more than one jurisdiction, but we do encourage you to submit your best sites to meet or exceed the needs of our Project described in this RFP. Any questions regarding the information or items requested in this document can be submitted using the email below. We encourage you to go through the process as outlined in the RFP and ask questions of the team using the email provided below.

PROPOSAL REQUIREMENTS

Please provide an electronic copy and five (5) hard copies of your responses by **October 19, 2017** to amazonhq2@amazon.com. Please send hard copies marked “confidential” between the dates of October 16th – 19th to:

Amazon
Office of Economic Development
c/o Site Manager Golden
2121 7th Ave
Seattle, WA 98121

For electronic submittals, please send a password-protected website URL or a USB only. If using a password-protected website, the submitting agency should also submit written responses to the RFP questions (Information Requested section).

TIMELINE

September 7, 2017
October 19, 2017
2018

RFP Phase I Available
RFP Phase I Response Deadline
Final Site Selection and Announcement

OVERVIEW

Background: The purpose of this RFP is to describe the Project and provide a framework for soliciting specific information that will allow Amazon to determine the ideal location for our Project.

The Project is a second corporate headquarters (HQ2), at which Amazon will hire as many as fifty thousand (50,000) new full-time employees with an average annual total compensation exceeding one hundred thousand dollars (\$100,000) over the next ten to fifteen years, following commencement of operations. The Project is expected to have over \$5 billion in capital expenditures as described in more detail in this RFP.

Amazon is a publicly traded U.S. corporation and is a leading internet retailer and technology company. Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. The Company presently maintains more than 380,000 employees at multiple facilities in North America and throughout the world. Due to the successful growth of the Company, it now requires a second corporate headquarters in North America.

Amazon's current headquarters is located in downtown Seattle, Washington. This urban campus employs tens of thousands of employees. Amazon has been a catalyst for development in downtown Seattle with an abundance of restaurants, services, coffee shops, and for the redevelopment of South Lake Union and Denny Triangle with its sustainable buildings and open spaces. In 2017, Amazon was awarded the "City Maker" award by the Downtown Seattle Association.

Amazon estimates its investments in Seattle from 2010 through 2016 resulted in an additional \$38 billion to the city's economy – every dollar invested by Amazon in Seattle generated an additional \$1.4 for the city's economy overall. Find more information at: www.amazon.com/amazonHQ2.

We look forward to working with you and your team to find a suitable site and establish a cost structure with a stable business climate for growth and innovation that would encourage Amazon to locate this high-profile Project in your community.

In choosing the location for HQ2, Amazon has a preference for:

- Metropolitan areas with more than one million people
- A stable and business-friendly environment
- Urban or suburban locations with the potential to attract and retain strong technical talent
- Communities that think big and creatively when considering locations and real estate options

HQ2 could be, but does not have to be:

- An urban or downtown campus
- A similar layout to Amazon's Seattle campus
- A development-prepped site. We want to encourage states/provinces and communities to think creatively for viable real estate options, while not negatively affecting our preferred timeline

PROJECT FACTS

Employment: The Project is expected to create as many as fifty thousand (50,000) new full-time jobs with an average annual compensation exceeding one hundred thousand dollars (\$100,000) per employee. We will begin sourcing for talent at Amazon HQ2 upon final site selection. Please note that the actual average wage rate may vary from the projected wage rate depending upon prevailing rates at the final location. Amazon also provides a highly competitive benefits package including a retirement plan, health insurance, and maternity/paternity leave, featuring Amazon's [Leave Share and Ramp Back](#) program. All job numbers, categories, and salaries contained herein are estimates/projections and are subject to change. The jobs will likely be broken down into the following categories: executive/management, engineering with a preference for software development engineers (SDE), legal, accounting, and administrative. Amazon is an equal opportunity employer.

Building/Site Requirements: Amazon is considering greenfield sites, infill sites, existing buildings, or a combination for the Project. If existing buildings are available that can be retrofitted/expanded within an acceptable budget and time schedule, Amazon may consider this option; however, the company acknowledges that existing buildings may not be available to meet its requirements. As such, Amazon will prioritize certified or shovel-ready greenfield sites and infill opportunities with appropriate infrastructure and ability to meet the Project's timeline and development demands, as set forth below.

The following is a summary of the Project's ideal site and building requirements:

<u>Core Preferences</u>	<u>Quantity</u>	<u>Units</u>	<u>Description</u>
Site Requirements			
Proximity to population center	30	Miles	
Proximity to International airport	Within approx. 45	Minutes	
Proximity to major highways and arterial roads	Not more than 1-2	Miles	Close to major arterial roads to provide optimal access
Access to mass transit	At site		Direct access to rail, train, subway/metro, bus routes
Building Requirements			
Initial Square Foot Requirement	500,000+	Sq. Ft.	Phase I (2019)
Total Square Foot Requirement	Up to 8,000,000	Sq. Ft.	Beyond 2027

Details of Amazon's Seattle headquarters:

Amazon Seattle HQ		
Direct ¹	Number of buildings	33
	Square feet	8.1 million
	Local retail within Amazon headquarters	24 restaurants/cafes + 8 other services
	Amazon Employees	40,000+
	Capital investment (buildings & infrastructure)	\$3.7 billion
	Operational expenditures (utilities & maintenance)	\$1.4 billion
	Compensation to employees	\$25.7 billion
	Number of annual hotel nights by visiting Amazonians and guests	233,000 (2016)
	Amount paid into the city's public transportation system as employees' transportation benefit	\$43 million
Indirect ²	Additional jobs created in the city as a result of Amazon's direct investments	53,000
	Additional investments in the local economy as a result of Amazon's direct investments	\$38 billion
	Increase in personal income by non-Amazon employees as a result of Amazon's direct investments	\$17 billion
	Increase in Fortune 500 companies with engineering/R&D centers in Seattle	From 7 in 2010 to 31 in 2017

¹From 2010 (when Amazon moved its headquarters to downtown Seattle) to June 2017.

²From 2010-2016. Calculated using Input-Output methodology and multipliers developed by the U.S. Bureau of Economic Analysis.

Priority for Consideration (in no particular order):

Amazon will consider the following site/building categories for the Project:

1. Existing buildings of at least 500,000+ sq. ft., meeting the core requirements described above and that are expandable or have additional options for development nearby.
2. A greenfield site of approximately 100 acres certified or pad ready, with utility infrastructure in place. The sites do not have to be contiguous, but should be in proximity to each other to foster a sense of place and be pedestrian-friendly.
3. Other infill, existing buildings, including opportunities for renovation/redevelopment and greenfield sites, meeting the proximity and logistics requirements of the Project. This can also be a combination of the above.

4. Please also consider the overall proximity of the buildings at full build-out as you are making recommendations.

Capital Investment: The Project could be over \$5 billion in capital investment over the initial 15-17 years of the Project. Please note the capital investment required to acquire and retrofit an existing building is dependent upon the condition and nature of that building. As such, the following capital investment estimates will vary depending upon site requirements and actual construction costs, particularly with respect to an existing building.

<u>Building Phase</u>	<u>Estimated Capital Investment</u>
Phase I Building (500,000-1,000,000 sf)	\$300,000,000-\$600,000,000
Phase II Building (1,000,000-2,000,000 sf)	\$600,000,000-\$1,260,000,000
Phase III Building (2,000,000-3,000,000 sf)	\$1,260,000,000-\$1,985,000,000

Phase IV and beyond will grow organically. At full build-out, the campus or park may exceed 8 million square feet and over \$5 billion in total capital investment. Amazon will continue to invest in its facilities to ensure we offer a state-of-the-art workplace for our employees. States, provinces and metro economic development organizations should consider this as they suggest potential sites. Be sure to include opportunities to cultivate local culture and creativity into the Amazon HQ2 site. Also, include connectivity options: sidewalks, bike lanes, trams, metro, bus, light rail, train, and additional creative options to foster connectivity between buildings/facilities.

Additional Information:

Sustainability: Amazon is committed to sustainability efforts. Amazon's buildings in its current Seattle campus are sustainable and energy-efficient. The buildings' interiors feature salvaged and locally sourced woods, energy-efficient lighting, composting and recycling alternatives as well as public plazas and pockets of green space. Twenty of the buildings in our Seattle campus were built using LEED standards. Additionally, Amazon's newest buildings use a 'District Energy' system that utilizes recycled heat from a nearby non-Amazon data center to heat millions of square feet of office space – a system that is about 4x more efficient than traditional heating. This system is designed to allow Amazon to warm just over 4 million square feet of office space on Amazon's four-block campus, saving 80 million kilowatt-hours over 20 years, or about 4 million kilowatt-hours a year. We also invest in large solar and wind operations and were the largest corporate purchaser of renewable energy in the U.S. in 2016. Amazon will develop HQ2 with a dedication to sustainability.

Connectivity: Ensuring optimal fiber connectivity is paramount at our HQ2 location. Please demonstrate the fiber connectivity on all submitted sites. Also, demonstrate multiple cellular phone coverage maps to ensure optimal service.

KEY PREFERENCES AND DECISION DRIVERS

The below are our preferences and are not in a ranking order. We want to encourage you to think big and be creative as you are collaborating to respond. Please address the drivers discussed below in your RFP submittals.

Site/Building – As described herein, finding suitable buildings/sites is of paramount importance. Amazon HQ2 is a transformational Project, and we must ensure we have the best real estate options available whether this be a redevelopment opportunity, a partnership with the state, province, local government, or new buildings. All options are under consideration.

Capital and Operating Costs – A stable and business-friendly environment and tax structure will be high-priority considerations for the Project. Incentives offered by the state/province and local communities to offset initial capital outlay and ongoing operational costs will be significant factors in the decision-making process.

Incentives – Identify incentive programs available for the Project at the state/province and local levels. Outline the type of incentive (i.e. land, site preparation, tax credits/exemptions, relocation grants, workforce grants, utility incentives/grants, permitting, and fee reductions) and the amount. The initial cost and ongoing cost of doing business are critical decision drivers.

Labor Force – The Project includes significant employment requirements at the threshold compensation levels described herein and with corresponding educational attainment of the available workforce. The Project must be sufficiently close to a significant population center, such that it can fill the 50,000 estimated jobs that will be required over multiple years. A highly educated labor pool is critical and a strong university system is required.

Logistics – Personnel travel and logistics needs, both from population centers to the Project site, as well as between company facilities, are critically important. As such, travel time to a major highway corridor and arterial roadway capacity potential are key factors. The highway corridors must provide direct access to significant population centers with eligible employment pools. Travel time to an international airport with daily direct flights to Seattle, New York, San Francisco/Bay Area, and Washington, D.C. is also an important consideration.

Time to Operations – The Project requires an expeditious timetable for the location decision and the commencement of construction. Given this, sites with the requisite access, utility infrastructure, and zoning are critical. Please outline the permitting process and estimated timetable to initiate Phase I of our operations.

Cultural Community Fit – The Project requires a compatible cultural and community environment for its long-term success. This includes the presence and support of a diverse population, excellent institutions of higher education, local government structure and elected officials eager and willing to work with the company, among other attributes. A stable and consistent business climate is important to Amazon. Please demonstrate characteristics of this in your response. We encourage testimonials from other large companies.

Community/Quality of Life – The Project requires a significant number of employees. We want to invest in a community where our employees will enjoy living, recreational opportunities, educational opportunities, and an overall high quality of life. Tell us what is unique about your community.

INFORMATION REQUESTED

1. Please provide information regarding potential buildings/sites that meet the criteria described herein. Along with general site information, please provide the current ownership structure of the property, whether the state/province, or local governments control the property, the current zoning of the site, and the utility infrastructure present at the site.
2. Please provide a summary of total incentives offered for the Project by the state/province and local community. In this summary, please provide a brief description of the incentive item, the timing of incentive payment/realization, and a calculation of the incentive amount. Please describe any specific or unique eligibility requirements mandated by each incentive item. With respect to tax credits, please indicate whether credits are refundable, transferable, or may be carried forward for a specific period of time. If the incentive includes free or reduced land costs, include the mechanism and approvals that will be required. Please also include all timelines associated with the approvals of each incentive. We acknowledge a Project of this magnitude may require special incentive legislation in order for the state/province to achieve a competitive incentive proposal. As such, please indicate if any incentives or programs will require legislation or other approval methods. Ideally, your submittal includes a total value of incentives, including the specified benefit time period.
3. If any of the programs or incentives described in the summary of total incentives are uncertain or not guaranteed, please explain the factors that contribute to such uncertainty and estimate the approximate level of certainty. Please also describe any applicable claw backs or recapture provisions required for each incentive item.
4. Please provide a timetable for incentive approvals at the state/province and local levels, including any legislative approvals that may be required.
5. Please provide labor and wage rate information in the general job categories described. Please provide relevant labor pool information and your ability to attract talent regionally. Also, include specific opportunities to hire software development engineers and recurring sourcing opportunities for this type of employment. Please include all levels of talent available in the MSA, including executive talent and the ability to recruit talent to the area.
6. Please include programs/partnerships currently available and potential creative programs with higher education institutions in the region in your response. Please also include a list of universities and community colleges with relevant degrees and the number of students graduating with those degrees over the last three years. Additionally, include information on your local/regional K-12 education programs related to computer science.
7. Please provide highway, airport, and related travel and logistics information for all proposed sites. Please also include transit and transportation options for commuting employees living in the region. For each proposed site in your region, identify all transit options, including bike lanes and pedestrian access to the site(s). Also, list the ranking of traffic congestion for your community and/or region during peak commuting times.

8. Please include information on your community with respect to daily living, recreational opportunities, diversity of housing options, availability of housing near potential sites for HQ2, and pricing, among other information. Please also include relevant crime data and cost of living data.
9. Please use your response as an opportunity to present any additional items and intangible considerations with respect to your state/province and community that Amazon should include in its analysis.

While the existence of the Project is not confidential, certain aspects of the Project and details regarding the company are confidential, proprietary, and constitute trade secrets. Amazon will deliver a Confidentiality and Non-Disclosure Agreement for execution at the appropriate time.

Conclusion: As this is a competitive Project, Amazon welcomes the opportunity to engage with you in the creation of an incentive package, real estate opportunities, and cost structure to encourage the company's location of the Project in your state/province. Please contact amazonhq2@amazon.com for questions while responding to this RFP.

This RFP is only an invitation for proposals, the substance of which may be memorialized in a binding, definitive agreement or agreements if any proposal is selected. Amazon may select one or more proposals and negotiate with the parties submitting such proposals before making an award decision, or it may select no proposals and enter into no agreement.



DCTA Commuter Survey

DENTON COUNTY
TRANSPORTATION AUTHORITY

1. What is your home zip code?

2. What is your job type?

- ☐ Full time
☐ Part time
☐ Shift worker
☐ Contract

3. What days of the week do you typically work?

- ☐ Monday
☐ Tuesday
☐ Wednesday
☐ Thursday
☐ Friday
☐ Saturday
☐ Sunday

4. How would you describe your typical work schedule?

- ☐ My schedule varies from day to day or week to week
☐ I typically work 8 a.m. to 5 p.m.
☐ I typically work 8 to 5 but I may come in early or leave late from time to time
☐ My schedule is set, but I work odd hours

5. What time does your typical workday begin?

6. What time does your typical workday end?

7. How do you get to work most days?

- ☐ Drive alone
☐ Transit (DART, DCTA)
☐ Ride share (Uber/Lyft)
☐ Other (please specify)
☐ Dropped off by friend or relative
☐ Carpool/Vanpool
☐ Bike/Walk

8. How long is your typical commute to work:

minutes

miles

9. What is your main complaint about your commute to date?

- ☐ The amount of time it takes to get from home to work
☐ The amount of money spent on fuel and maintenance for vehicle
☐ The amount of unproductive time spent in traffic
☐ The amount of money spent on tolls
☐ I have no complaints about my commute
☐ Other (please specify)

10. If any of the following transit options were available to you how likely would you be to use it:

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Commuter Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpool/Vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle/Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride share discount (Uber/Lyft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi discount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Would you consider no longer using an automobile and using alternative forms of transportation to and from work if gas costs increase to:

- ☐ \$2.50 / gallon
☐ \$3.00 / gallon
☐ \$4.00 / gallon or more
☐ The cost of gas will not impact my decision on whether to use my car to drive to work.

12. Which of the following factors would increase the likelihood of you using an alternative mode of transportation (check all that apply):

- ☐ The time drive to and from work increases by up to 15 minutes
☐ The time drive to and from work increases by up to 30 minutes
☐ Transit options near your home and work
☐ Employer offered incentives (such as fare discounts)
☐ The commute time was the same but you were able to ride instead of drive
☐ Other (please specify)

13. If a commuter bus service were available in your area, which of the following one way fares would you be willing to pay to ride this service?

- ☐ \$ 3.00
☐ \$ 3.50
☐ \$ 5.00
☐ None of the above
☐ All of the above

14. Which of the following best describes your household income?

- ☐ Less than \$20,000
☐ \$20,000 - \$39,999
☐ \$40,000 - \$59,999
☐ \$60,000 - \$79,999
☐ \$80,000 - \$99,999
☐ Greater than \$100,000
☐ Do not wish to respond

15. What age category best describes you?

- ☐ Under 18
☐ 18 - 24
☐ 25 - 34
☐ 35 - 44
☐ 45 - 54
☐ 55 - 64
☐ 65 - 74
☐ 75 and over
☐ Do not wish to respond

16. Which category best describes your ethnic or racial background?

- ☐ White
☐ Hispanic
☐ Black or African American
☐ Native Hawaiian or Pacific Islander
☐ American Indian or Alaska Native
☐ Asian
☐ Other _____
☐ Do not wish to respond

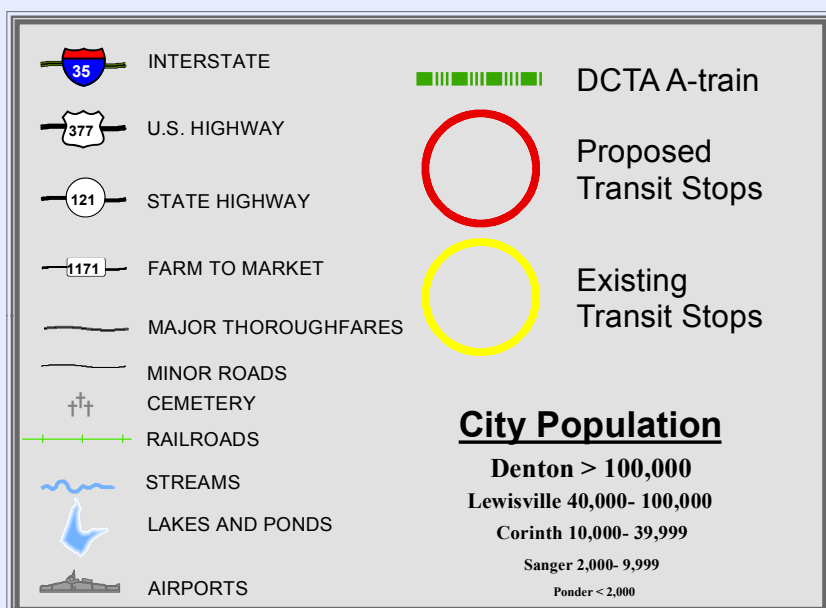
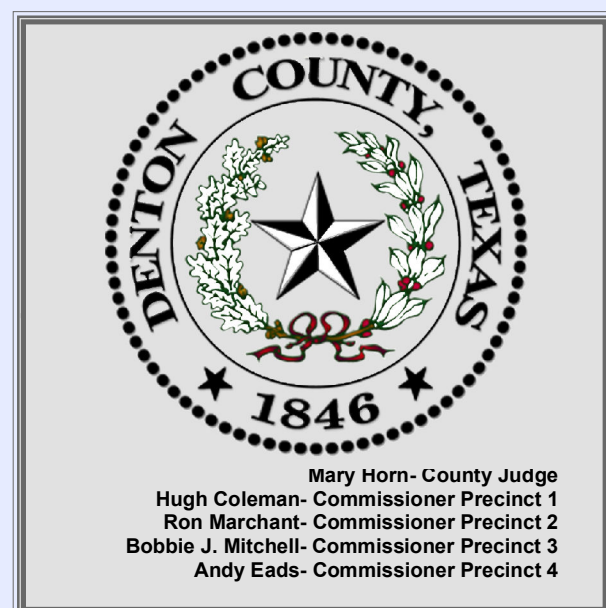
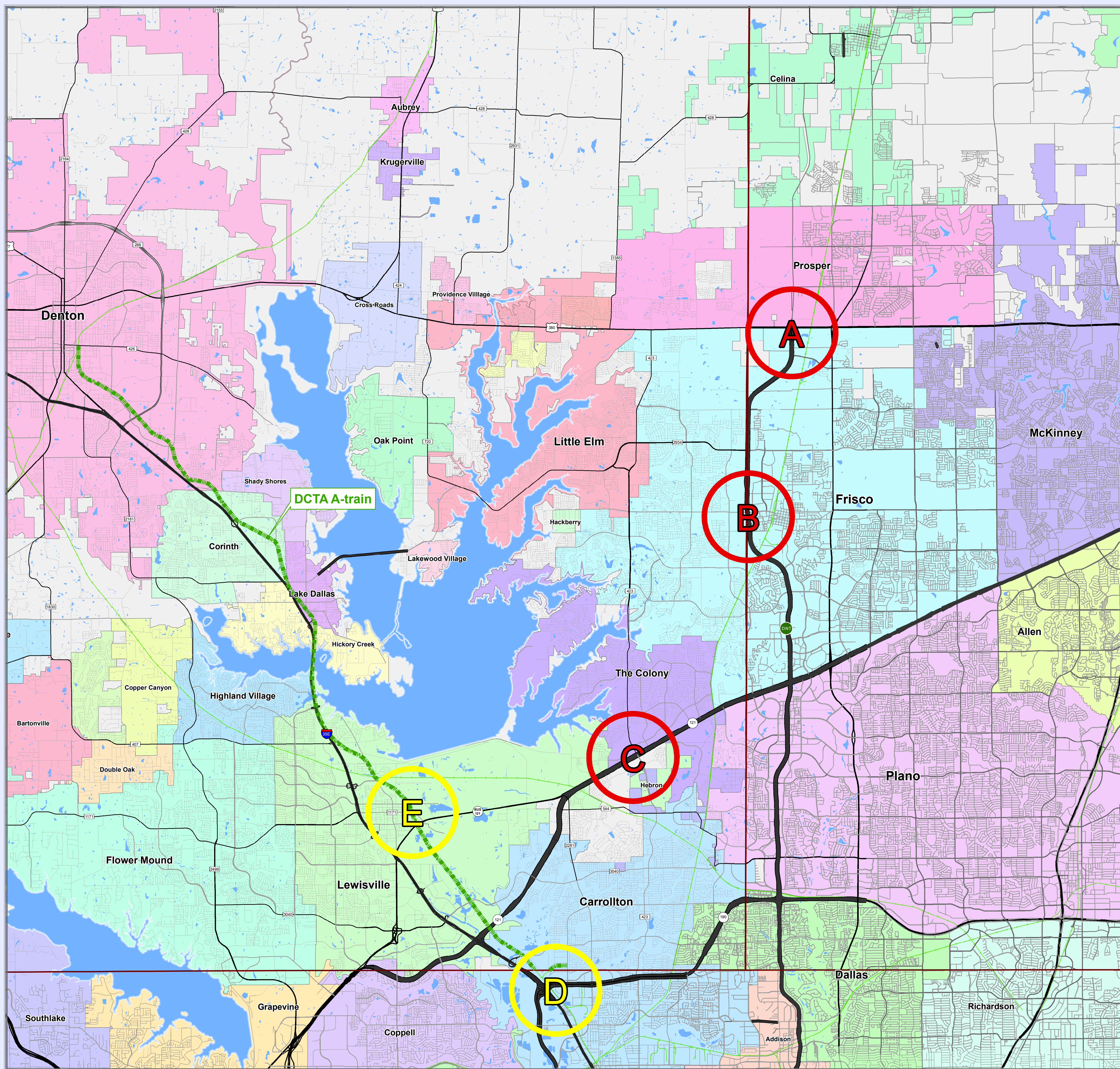
17. Is there anything else you feel we should know?

18. If you enter your contact information below, you will be entered to win a \$50 Amazon gift card.

Name

Email

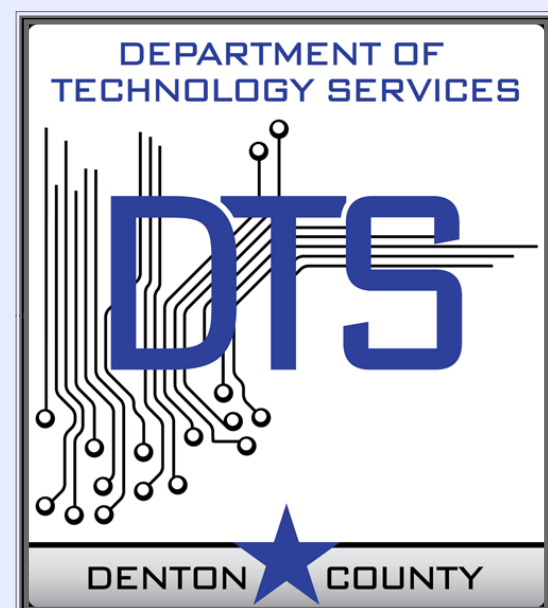
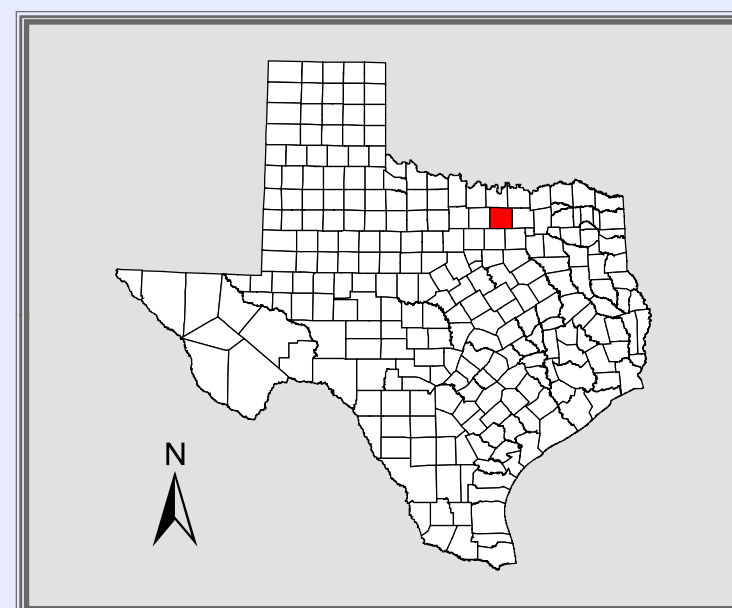
Preliminary Commuter Service Planning



This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

Denton County does not guarantee the correctness or accuracy of any features on this product and assumes no responsibility in connection therewith. This product may be revised at any time without notification to any user.

CONTACT INFORMATION
LANDMARKMAP GIS: gis.dentoncounty.com
E-MAIL: gis@dentoncounty.com



Bus and Bus Facilities Projects

Denton County Transportation Authority

Dallas, Texas Metropolitan Area



PROJECT QUICK FACTS

No.	Proposed Project (Prioritized)	NEPA Status	Total Project Cost	FTA Funding Request	Transportation Development Credits
1	Bus Operations and Maintenance Satellite "Lite" Facility	Exemption Expected	\$2,625,000	\$2,625,000	525,000
2	Intermodal Transportation Center (ITC): Bus Infrastructure	Exemption Expected	\$2,327,000	\$2,327,000	465,400
3	Sam Rayburn Tollway (SRT): Express East- West Bus Service	Exemption Expected	\$10,400,075	\$10,400,075	2,080,015

PROJECT DESCRIPTIONS

1 – Bus O&M "Lite" Facility: A 4,320 SF maintenance facility and a 6,370 SF wash building to accommodate up to 45 buses. The facility will eliminate the need for buses to travel 32 roundtrip miles for routine maintenance, significantly reducing deadhead and emissions by keeping buses closer to key routes and job-rich corridors.

2 – ITC Bus Infrastructure: Bus transfer facilities at the Lewisville Old Town Rail Station. Elements include a roundabout for bus parking and transfers, covered bus bays, passenger information booth, sidewalks, curbs, driveways, and connection to 21-mile Rail Trail.

3 – Express Bus Service: Express bus service to bring workers to job-rich destinations. The project includes purchasing four "over-the-road" coach buses equipped with comfort seats, SWIFTLY technology, and other amenities, construct two park-n-rides along the Sam Rayburn Tollway and Dallas North Tollway, and marketing and outreach.

KEY THEMES

- The right facilities & buses, in the right place, at the right time
- Providing access to employment-rich & educational destinations
 - Improving transit rider experience through technology
 - Reducing deadhead time and emissions
- Improving the effectiveness of the transit system & service reliability

PROJECT SCHEDULES

- Project 1: January 2018 – December 2019; 24 months
- Project 2: January 2018 – December 2020; 36 months
- Project 3: January 2018 – December 2020; 36 months

OF NOTE

- The North Texas region has been the second fastest-growing metropolitan in the nation for the past five years, experiencing over 5% annual residential and commercial growth.
- Studies estimate up to 75,000 jobs are moving to North Texas (Dallas Business Journal, 05/20/16).
- These projects represent a one-time need that cannot reasonably be funded from FTA formula program allocations and State or local resources. The financial cost for these projects cannot be met with DCTA funding alone.



Major Developments

Past 24 Months

- **Dallas Cowboys World Headquarters
- **Toyota North America Headquarters
- **Berkshire Hathaway Grandscape

Letters of Support

Representative Tan Parker – Representative Lynn Stucky
 City of Frisco – City of Lewisville – City of The Colony
 North Central Texas Council of Governments
 Nebraska Furniture Mart/Grandscape – Legacy Area Transportation
 Management Association - Denton County
 Texas Women's University

August 30, 2017

REQUEST FOR CMAQ & JARC FUNDING WITH TDC MATCH: NORTH TEXAS XPRESS (35W) COMMUTER BUS

The NCTCOG assistance with supplying vehicles to support service outside of DCTA member cities has been very helpful. Our agency continues to provide additional service in growing communities outside DCTA's service area and along major corridors of congestion in our region. As the Agency continues to partner with the Fort Worth Transportation Authority for the provision of service along I-35W, both agencies are in agreement to continue this service and plan future phases to include improved frequency, increased number of daily trips and commuter over the road fleet in FY19. Improved service will provide much needed connections to major employers along the corridor in Denton, at Alliance, and Fort Worth. Currently, DCTA is leasing fleet from the FWTa to meet the need for providing current service levels. It is DCTA's plan to purchase fleet and return the leased vehicles to the FWTa.

DCTA's annual operational cost for providing the existing service levels on the I-35W corridor is approximately \$227K. To reach desired service levels with improved frequency and increased number of trips in FY19, estimated operational costs increase to approximately \$429K annually. The estimated cost to purchase commuter fleet is approximately \$2.1M.

To assist in enhancing service along the I-35W corridor including improved frequency, increased trip opportunities and new commuter fleet. DCTA requests available \$1.61M in CMAQ funding (with the current attached TDCs) and \$227K in JARC operating funds for the continued provision of service along the corridor. With the \$1.61M CMAQ, 300,000 TDCs (already attached) and an additional \$200,000 local funding, the \$2.1M total budget will fund the purchase of new fleet. With DCTA's 50% local match of the JARC funding, the agency will be better positioned to implemented phased service improvements in FY19.

DCTA understands funding may not be available until FY19 which is when FWTa and DCTA intend to begin the next phase of service improvements along the I-35W corridor.

Thank you for your time and consideration. Please contact me with any questions you might have.

Best Regards,



Kristina Brevard
Vice President, Strategic Planning & Development
Denton County Transportation Authority

September 15, 2017

REQUEST FOR NEW FREEDOM & TDC MATCH: COLLIN COUNTY MOBILITY MANAGEMENT

DCTA has developed a long term strategic vision that includes a role in providing transportation service options to rapidly expanding areas of Denton and Collin counties. The growth in population and employment areas within this region is resulting in increased demand for mobility services to improve connections to major employment centers, medical facilities and retail centers across the Dallas - Fort Worth Metroplex while mitigating traffic congestion.

In low density areas of our service region, however, veterans, seniors, and those with mobility challenges have limited options in accessing a wide range of mobility services. DCTA is currently developing technology which will enable service providers throughout Denton and Collin Counties to integrate with DCTA allowing customers to have a seamless network of transportation providers and have more choices for their travel. Assistance from key stakeholders that can help drive public / private partnerships and funding assistance will be encouraged in order to obtain broad coverage and participation by third-party service providers, employers and local businesses at major destinations.

The technology developed will integrate with the systems of various mobility providers in Denton and Collin counties as well as the regional GoPass application. It will also deploy on-board technology to allow for customers to request mobility services in real-time. An integrated and holistic approach to regional transit will allow customers to choose the best and most convenient service for their unique mobility needs. While DCTA can provide the enabling technology, there will be a role for cities and business to play key supporting roles.

DCTA has partnered with Routematch, a leader in mobility technology for the Mass Transit industry as the technology platform provider and currently services as DCTA's back office system. They are at the forefront of integrating technology innovations to our current on-demand software. Catholic Charities, Smiley Transportation, SPAN, Irving Holdings, Lyft and Uber are just a few of the current service providers in the area that can potentially integrate and provide supplemental transportation services in the Denton and Collin County region. DCTA has a great working relationship with our member communities (Denton, Highland Village, and Lewisville) and local governments in Denton and Collin Counties, including both County governments, the cities of Frisco and The Colony, the McKinney UTD and the two other transportation authorities in the Metroplex, the Fort Worth Transportation Authority (FTWA) and Dallas Area Rapid Transit (DART).

When fully implemented, the goal is to provide seamless transportation services throughout Denton and Collin counties. However, the same solution can be deployed to other service areas in need of a similar solution.

Please accept this request for \$240K in Collin County Mobility Management funding for the technology procurement and interface implementation. DCTA recognizes there could be Small Provider TDCs available in lieu of the required 20% local match and would like award of TDCs for the local match to be considered.

Thank you for your time and consideration. Please do not hesitate to contact me with any questions you might have.

Best Regards,



Kristina Brevard
Vice President, Strategic Planning & Development
Denton County Transportation Authority



Board of Directors Memo

Subject: Capital Projects Update

September 28, 2017

Positive Train Control (PTC)

- Onboard and Wayside hardware installations are complete.
- Alstom is revision document plans for submission to the FRA.
- The FRA issued conditional approval of the test request.
- Critical next steps are for the FRA to grant approval to enter the testing phase. This requires FRA approval of Test Plan procedures and test plans

Lewisville Hike and Bike Trail – Eagle Point Section

- The TxDOT projected letting date has moved to December, 2017.
- Jacobs has completed revisions and returned the plans to TxDOT for final review.

Flood Damage Repairs

Issue	FEMA Claim	Estimated DCTA Cost	Status
DTA 003G Washout of RipRap and ballast (includes Herzog Emergency response)	\$216,457	\$53,457	Payment received.
DTA 001G and DTA 004G Replace Crossings	\$2,100,198	\$525,000	All crossings are complete. Contractor is cleaning up, finishing and inspecting welds.
DTA 002E Bus O&M Electrical repairs*	\$14,616	\$3,654	Complete. Reimbursement received.
DTA 001E Signal & Comm. System	\$122,000	\$6,500	Repair is complete.
DTA006G Rail OMF drainage	\$198,000	\$111,000	Construction complete.
DTA 002G Undercut Ballast	\$582,000	\$145,000	Work is complete

Replace flume at Pockrus
Page

\$ 546,000* \$182,000

PW scope amended to include additional 490'. Surveying complete. Drawings complete. Working on Procurement planning. Project is out of bid. Bids due 10/11.

*Approved scope revision.

** Total estimated cost to DCTA including mitigation not approved by FEMA.

- Crossing replacements are complete.
- Total estimated cost of repairs is \$3,950,000. The current estimated DCTA cost is \$921,000.

IOMF – Bus Fueling at the Rail Facility

- The A&E firm has responded to City comments. Awaiting final approval of site plan.
- 95% plans are ready for submission to the City.

Valley Ridge Crossing

- Crossing work complete.
- The crossing in-service date is now October 6th. Final preemption testing is being scheduled.
- Cowan is scheduled to be closed 9/21.

Trinity Mills Crew Room

- DART's contractor has published a schedule for construction.
- Work is scheduled to begin October 17 and be complete by the end of December.

Final Review:


Raymond Suarez

Board of Directors Memo

September 28, 2017

Subject: Transit Operations Report**SYSTEM ON-TIME PERFORMANCE**

- FY 2017 YTD “On Time Performance” (OTP) for the A-train is 98.10%
- FY 2017 YTD “On Time Performance” (OTP) system-wide for Bus is 93.08%.

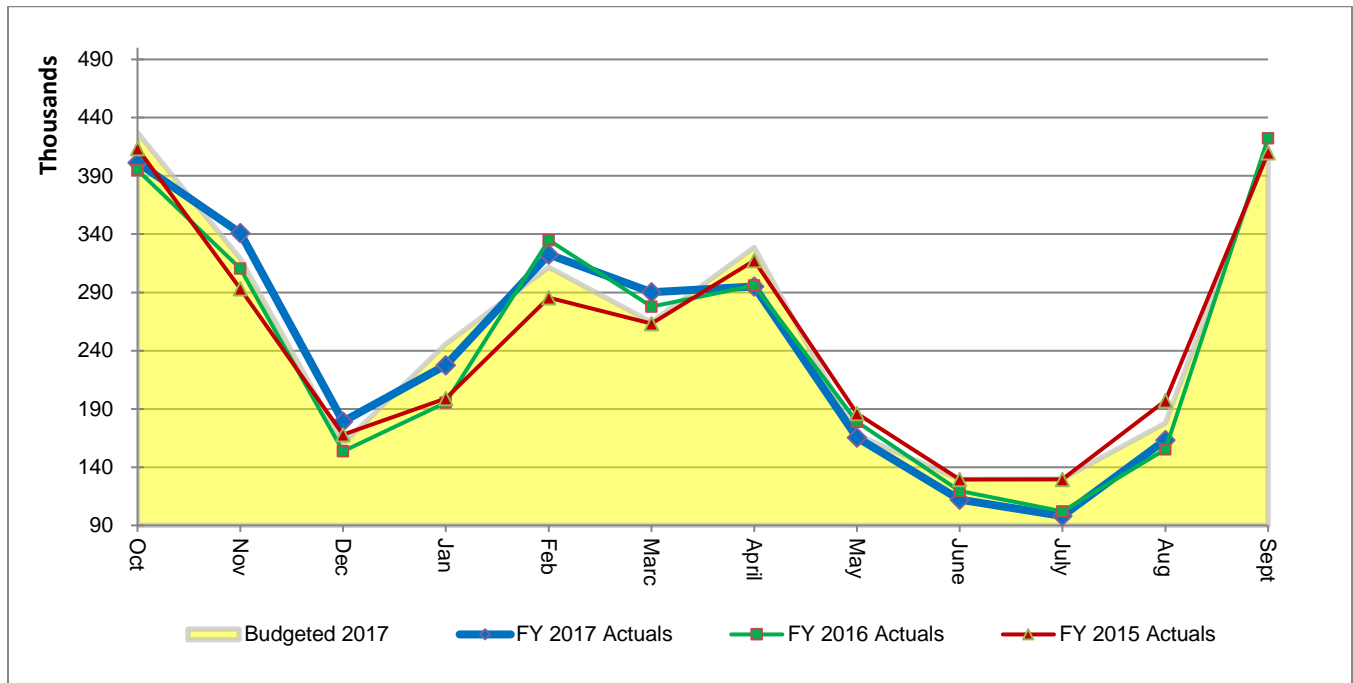
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2016 to FY 2017	Color Indicator	Notation No.
All Bus & Rail	3.04%	Green	1
Rail	-6.41%	Yellow	2
All Bus	5.35%	Green	
Connect	-11.85%	Yellow	2, 3
UNT	11.6%	Green	1
NCTC	-8.33%	Yellow	
Access	-5.27%	Yellow	
Frisco Demand Response	40.42%	Green	
Highland Village	99.47%	Green	

1. UNT ridership continues to exceed expectations and boost the overall system performance. UNT ridership YTD has increased 167,081 or 11.6%.
2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. An APTA study states that for every 10% drop in gas prices there is a 1.8% drop in ridership. Over the past year there has been a 35% decrease in gas prices which equals a 6.3% drop in ridership. We are in the 2nd year of sustained low gas prices, which is making car ownership more competitive to mass transit, and it appears that consumer behavior is adjusting. This is consistent with national trends.
3. While Connect service continues to underperform from the previous year. During August the YTD percent of change had gains reducing the overall decrease from 12% in July to 11.85% in August.

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

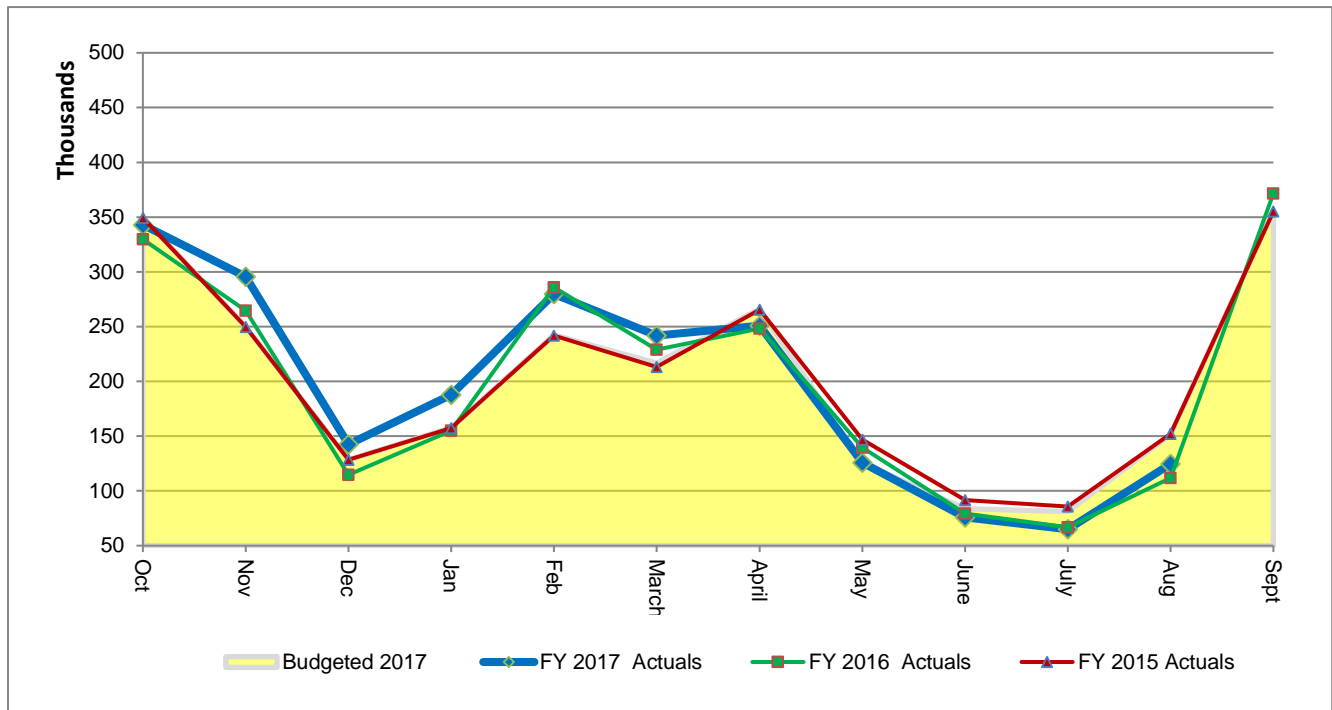


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus increased 7,895 boardings or 5.08% in August 2017 compared to August 2016.
- YTD boardings for Rail and All Bus increased by 76,516 boardings or 3.04% compared to the same period the prior year.

All Bus: Total Boardings

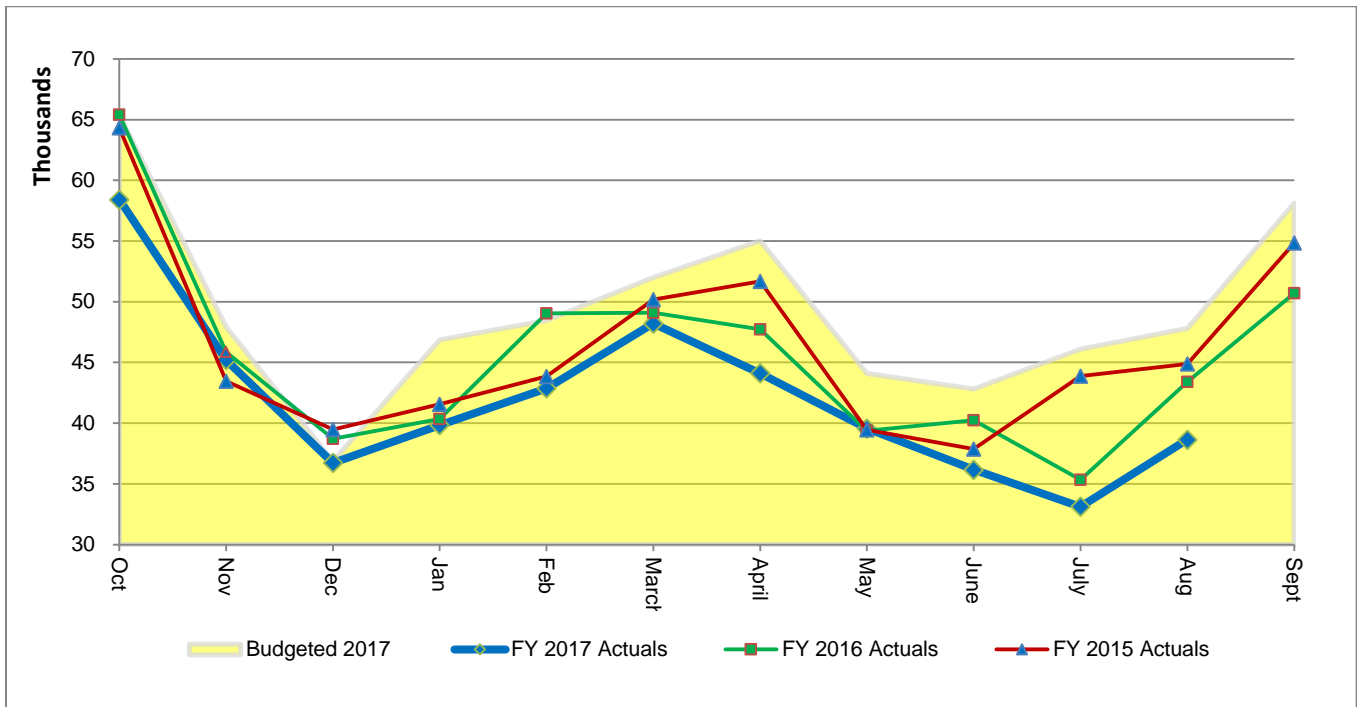


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- Modifications to UNT Student Parking has resulted in changes to student travel patterns that is having a significant impact on Denton Connect route performance. UNT YTD boardings are up 167,081 or 11.6% while Connect is down 59,211 or 11.85%.
- In August, total boardings increased by 12,651 or 11.31% compared to the same period last year.
- YTD boardings have increased by 108,271 or 5.35% compared to the same period last year.

Rail: Total Boardings

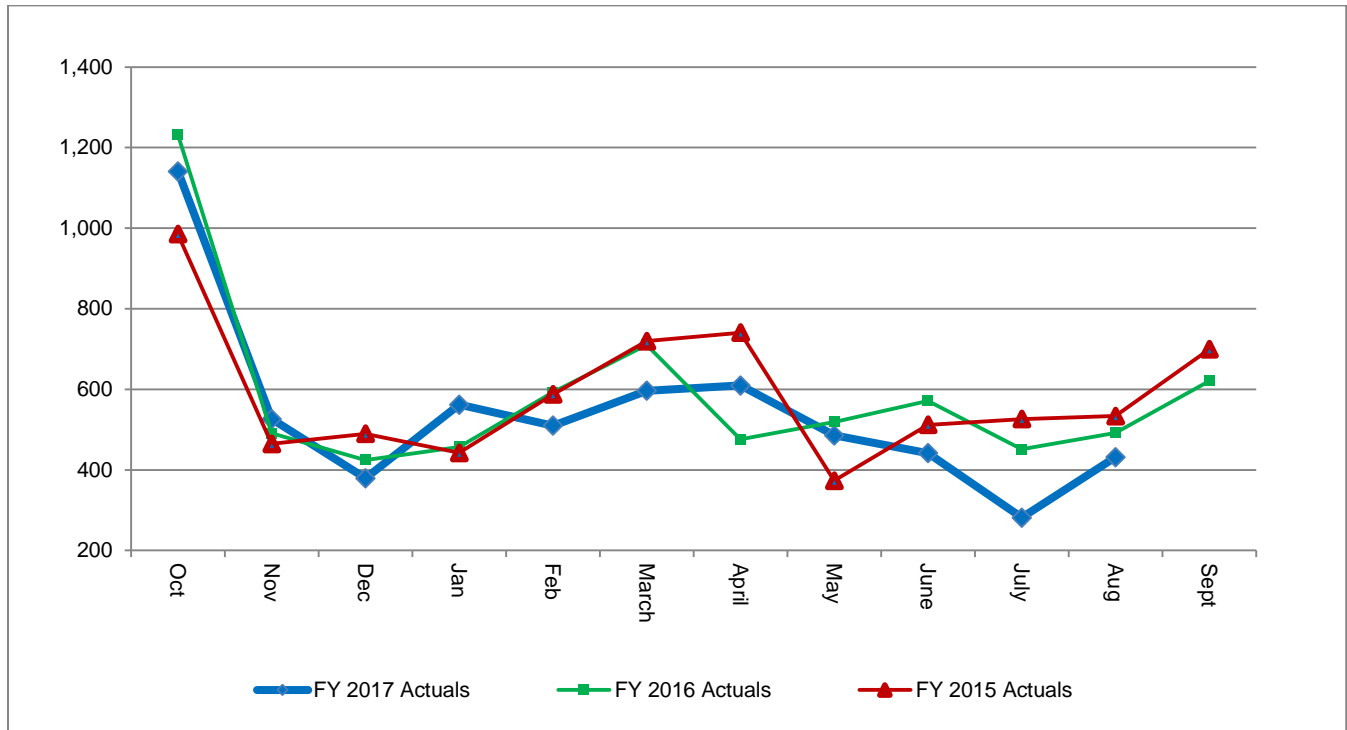


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 4,756 or 10.96% in August 2017 compared to August 2016.
- YTD rail boardings decreased by 31,696 or 6.41% as compared to the same period the previous fiscal year. Ridership for TRE and DART rail are also down as compared to last year.

Rail: Saturday Average Boardings

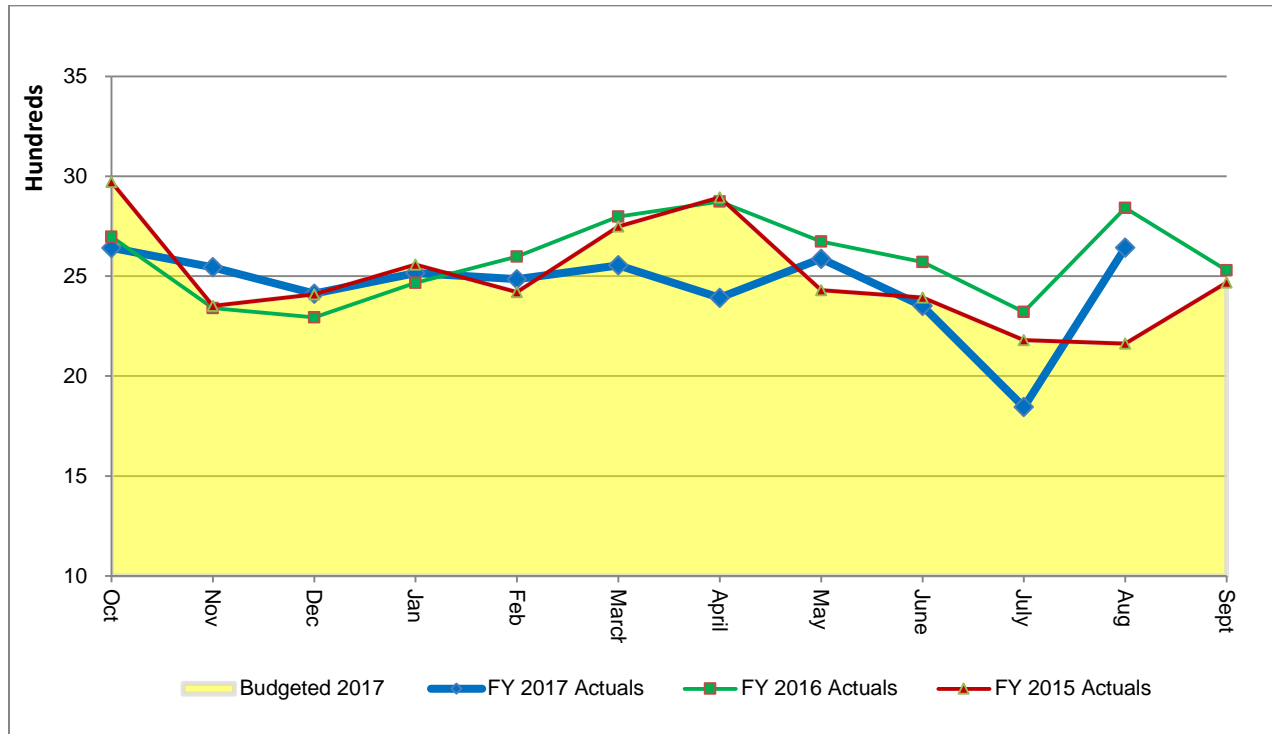


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 60 or 12.21% in August 2017 compared to August 2016.
- YTD Average Saturday Boardings decreased by 452 or 7.05% as compared to the same period last year.

Access: Total Boardings

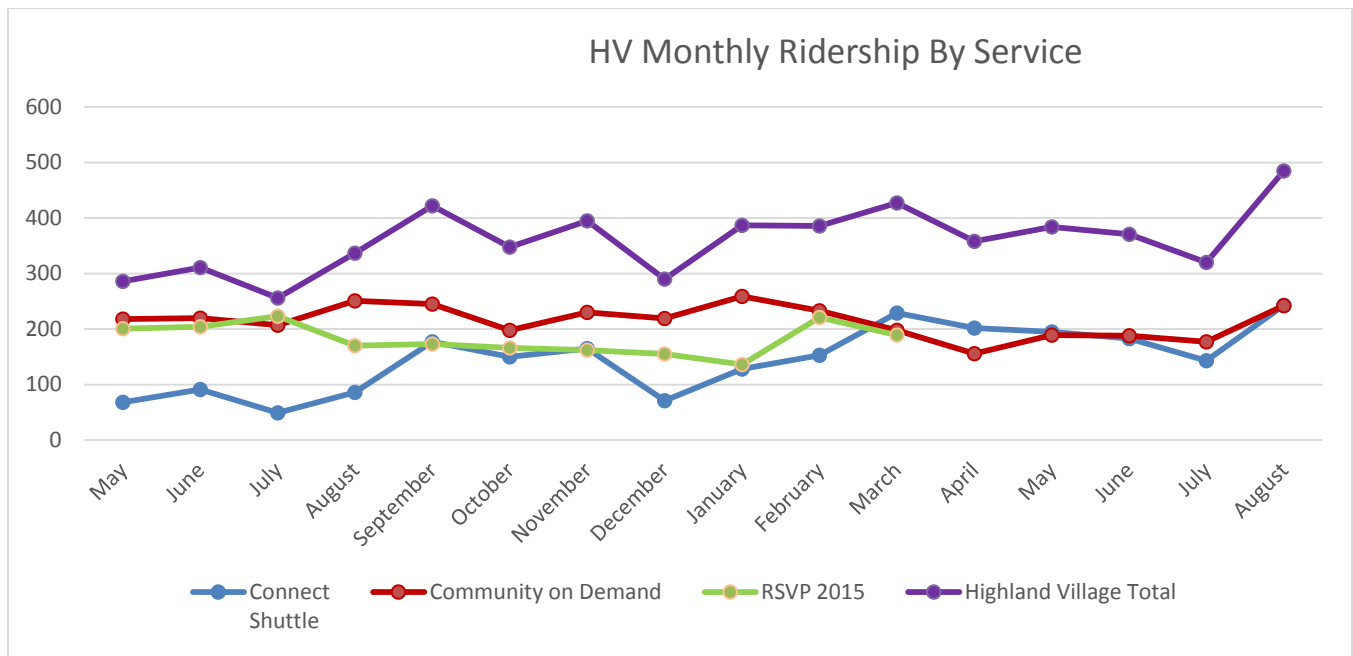


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- In August, total boardings decreased by 198 or 6.97% compared to the same period last year.
- YTD boardings have decreased by 1,501 or 5.27% compared to the same period last year.

Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- In April 2016, RSVP was replaced with the Highland Village Connect Shuttle and Community On-Demand services.
- YTD total boardings for Highland Village Community On-Demand increased by 208 boardings or 10% over total boardings for the same period the prior year.
- With the addition of the Highland Village Connect Shuttle, YTD total boardings for all Highland Village services almost doubled (99.47%) from 2,081 boardings 4151 boardings for the same period the prior year.

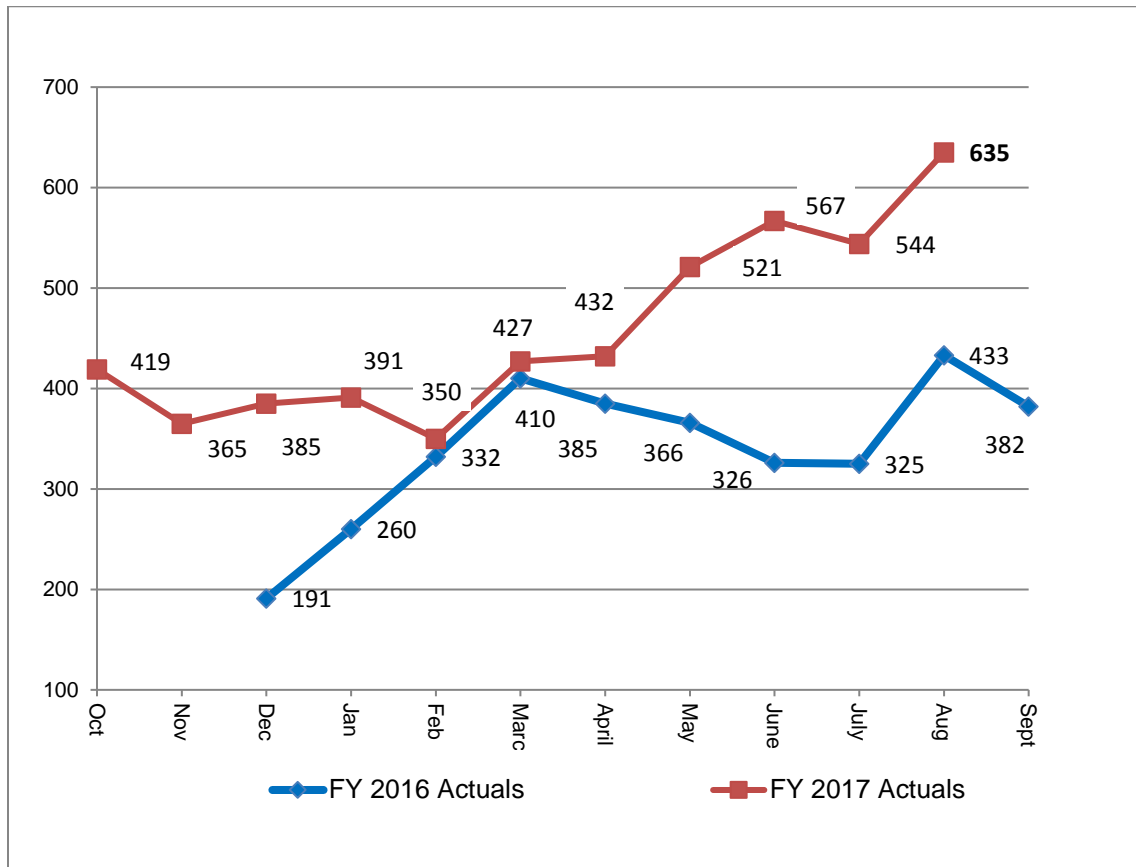
North Texas Xpress Commuter Services: Total Boardings

- Service was initiated on Monday, September 26, 2016.
- The North Texas Xpress is a joint service provided by DCTA and the Fort Worth Transportation Authority.
- Service is provided Monday through Friday from 6:15 am to 9:30 pm.
- North Texas Xpress ridership will be provided in table format (see below) until a full year of data is available for annual comparison purposes.

NORTH TEXAS XPRESS SUMMARY REPORT		
Month	Total	DCTA Apportionment
August	1216	608
July	1002	501
June	966	483
May	1122	561
April	1148	574
March	1193	597
February	822	411
January	978	489
*December	861	430
November	985	492
October	948	474
September	72	36

*Boardings reflect revision from FWTa

Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In August, total boardings increased by 202 or 46.7% compared to the same period last year.
- Total boardings have increased by 1,224 or 40.42% compared to the same period last year.
- Staff worked with the City of Frisco to implement a Taxi Pilot Project, to add capacity to the existing service and expand the service area to include portions of Plano for medical trips.
- The Taxi Pilot Project was implemented on Monday, March 20. Since inception of the pilot, a total of 679 taxi trips have been provided.

Collin County Transit

- Service was initiated on June 1, 2017.
- Collin County Transit is a hybrid service provided on behalf of the McKinney Urban Transit District. Service is currently provided in the cities of McKinney, Melissa, Princeton, and Lowry Crossing.
- The service consists of primarily a taxi voucher program, with supplemental demand response service for those customers who are not able to utilize a taxi due to their mobility device.
- Service is provided Monday through Friday from 6:00 am to 6:00 pm.
- Collin County Transit ridership will be provided in table format (see below) until a full year of data is available for annual comparison purposes.

COLLIN COUNTY TRANSIT SUMMARY REPORT			
Month	Total	Taxi	Demand Response
August	274	272	2
July	150	150	0
June	97	91	6

SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 218
- DCTA Bus Operations Injury-Free Workdays: 25

MAINTENANCE

- **Right of Way:** DCTA contract operations (RGPC) reported a trespassing automobile on the track near Eagle Point Road Crossing on August 21st. One train was delayed while the trespassing vehicle was removed from the track. August 26th another trespassing vehicle was reported at the Eagle Point Road Crossing. Two trains were delayed while the trespassing vehicle was removed from the track. August 29th one train was delayed due to police activity at Brinker Road Crossing.
- **Signal/Communications:** DCTA contract operations (CTC) reported a signal outage on August 17th due to street flooding at Colorado Boulevard which resulted in three train delays. Repairs were made and there have been no further outages.
- **Stations:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Rail Mechanical:** DCTA contract operations (First Transit) reported a fire system pressure gauge vehicle failure on August 24th that resulted in five train delays and five train cancellations. Repairs were made and no further failures reported for the month.

Final Review: 
Raymond Suarez, COO