



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Work Session

January 25, 2018 | 1:30 p.m.

CALL TO ORDER

1. Routine Briefing Items

- a. Staff Briefing on Monthly Financial Reports
 - i. Financial Statements for November and December 2017
 - ii. Capital Projects Budget Report for November and December 2017
 - iii. Monthly Sales Tax Receipts
 - iv. Quarterly Investment Report Q1 FY2018
 - v. Quarterly Grant Update
 - vi. Current Procurement Activities
- b. Marketing and Communications
 - i. New Collateral
 - 1. Agency Performance Report – FY '18 Q1
 - 2. Regional Leave Behind – FY '18 Q1
 - 3. Legislative Leave Behind – FY '18 Q1
 - 4. Business Case for Transit Infographic (Antero Group Data)
 - 5. January 2018 Wheels & Rails
 - 6. January 2018 Service Change Materials
 - 7. Other Marketing and Communications Materials
 - ii. Monthly Media Report
 - iii. Quarterly Metrics Report
 - iv. Holiday Express Recap Report
 - v. January 2018 Service Change Overview
- 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
 - vi. Land Use Planning & Development
- d. Capital Projects
 - i. Positive Train Control
 - ii. Hike and Bike Trail
- e. Staff Briefing on Transit Operations Reports

i. Bus and Rail Operations

2. Items for Discussion
 - a. Discussion Continuation of North Texas Xpress I-35W Commuter Service
 - b. Special Called Strategic Planning Session at UNT Gateway Center on Thursday, February 22, 2018
3. Committee Chair Reports
 - a. Finance Committee (01/16/2018) Dave Kovatch, chair
4. Discussion of Regular Board Meeting Agenda Items (January 25, 2018)
5. 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.
6. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
 - a. Board Member Requests
8. ADJOURN

Chair – Charles Emery
Vice Chair – Vacant

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Dianne Costa
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 1/19/2018 at 2:05 PM.



Brandy Pedron, Administrative Assistant



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Regular Meeting

January 25, 2018 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on January 25, 2018*

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 December 14, 2017
- b. Acceptance of Monthly Financial Statements – November and December 2017
- c. Acceptance of Quarterly Investment Report – Q1 FY2018
- d. Authorize President to Negotiate and Execute an Agreement with DLT Solutions for Autodesk Vault Software, Implementation, and Support Services (Data Storage)
- e. Authorize President to Negotiate and Execute Task Order 2 with Lyft for Late Night UNT Ride Service and any related Amendments to the ILA with UNT as necessary
- f. Authorize President to Negotiate and Execute Agreement with The Management Connection, Inc. for Staff Development Services

2. REGULAR AGENDA

- a. Approval of Resolution R18-01 designating Marisa Perry as Investment Officer
- b. Discussion and Approval of Continuing North Texas Xpress I-35W Commuter Bus Service
- c. Board Officer Elections

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

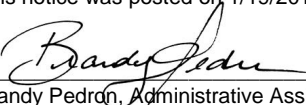
Chair – Charles Emery
Vice Chair – Vacant

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
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President – Jim Cline

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This notice was posted on 1/19/2018 at 2:06 PM.



Brandy Pedron, Administrative Assistant



Board of Directors Memo

January 25, 2018

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 November 30, 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 (\$47k) due to lower than budgeted ridership. YTD FY18 rail ridership of 88k is 17% less than budgeted ridership of 107k (\$29k reduced revenue). YTD FY18 ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 98k is 6% less than budgeted ridership of 104k (\$6k reduced revenue). Total YTD FY18 bus ridership including UNT and NCTC riders is 651k, which is 2% higher than budgeted ridership of 637k.

		YTD FY18 Actual Ridership	YTD FY18 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	88,242	106,818	- 17%
Connect, Access, Frisco, CCT, NTX	(A)	97,510	103,715	- 6%
UNT & NCTC	(B)	553,079	533,689	4%
Total Bus Ridership		650,589	637,404	2%
Total Ridership		738,831	744,222	- 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 \$9k, due to higher than budgeted fuel usage. YTD FY18 fuel usage for contract services of 30k gallons is 60% higher than budgeted usage of 19k gallons.
- **Note C:** Sales Tax Revenue – November sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in November will be received in January. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY18 sales tax receipts collected through December.
- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$1.2 million) due to delayed expenses and corresponding reimbursements for PTC, the Lewisville Hike & Bike Trail, and Brownfield work at the Rail O&M Facility. These grants are paid on a reimbursement basis and therefore DCTA will submit for reimbursement once additional payments have been made for these projects.

	FY18 Budgeted Drawdowns	FY18 Actual Revenue	Variance
Bus Fleet Cameras	\$ -	\$ -	\$ -
Bus Scheduling Software	92,000	-	(92,000)
Comp. Service Analysis	-	-	-
Data Analytics & Reporting	-	-	-
EPA - Brownfield at Rail Fleet	178,200 -	- -	(178,200) -
Lewisville Hike & Bike Trail	347,346	-	(347,346)
Positive Train Control (PTC)	583,178	-	(583,178)
Safety/Security	-	-	-
Transit Enhancements	-	-	-
	\$ 1,200,724	\$ -	\$ (1,200,724)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$2.6 million) mainly due to large amounts budgeted for Bus & Rail PM as well as operating assistance grants. These reimbursements will be requested in coming months as the grants are pending final completion by FTA.

	FY18 Budgeted Drawdowns	FY18 Actual Revenue	Variance
Bus PM	\$ 666,295	\$ 189,988	\$ (476,307)
Bus Repowers (TAPS Buses)	168,000	-	(168,000)
Rail PM	1,087,175	2,228	(1,084,947)
Operating Assistance	462,000	-	(462,000)
ADA Assistance	290,680	-	(290,680)
FEMA	116,812	-	(116,812)
VanPool	21,646	-	(21,646)
	\$ 2,812,608	\$ 192,216	\$ (2,620,392)

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 
Interim CFO

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

Denton County Transportation Authority
Change in Net Position
Month and Year to Date November 30, 2017
(Unaudited)

WS 1(a)i

Description	Month Ended November 30, 2017			Year to Date November 30, 2017			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 90,750	\$ 119,868	\$ (29,118)	\$ 222,816	\$ 270,150	\$ (47,334)	\$ 1,464,725	Note A
Contract Service Revenue	326,732	337,096	(10,364)	686,930	678,192	8,738	4,102,163	Note B
Sales Tax Revenue	2,059,062	2,004,798	54,264	4,155,253	4,100,989	54,264	26,649,586	Note C
Federal/State Grants - Capital	-	511,262	(511,262)	-	1,200,724	(1,200,724)	9,781,224	Note D
Federal/State Grants - Operating	110,656	316,175	(205,519)	192,216	2,812,608	(2,620,392)	5,410,737	Note E
Total Revenue and Other Income	2,587,199	3,289,199	(702,000)	5,257,215	9,062,663	(3,805,448)	47,408,435	
Operating Expenses								
Salary, Wages and Benefits	901,626	1,065,257	163,631	1,788,122	2,139,933	351,811	12,317,845	
Services	194,872	273,526	78,654	482,368	846,285	363,918	3,567,950	
Materials and Supplies	160,774	308,441	147,667	341,229	639,148	297,919	3,601,940	
Utilities	36,105	38,346	2,241	42,086	76,692	34,606	460,164	
Insurance, Casualties and Losses	197,088	142,189	(54,899)	271,998	284,396	12,398	1,726,783	
Purchased Transportation Services	681,219	788,342	107,123	1,460,939	1,732,267	271,328	9,713,343	
Miscellaneous	19,866	30,059	10,193	58,379	123,826	65,447	423,326	
Leases and Rentals	11,646	22,146	10,500	31,326	44,292	12,966	265,880	
Depreciation	865,694	880,564	14,870	1,729,459	1,761,128	31,669	10,679,874	
Total Operating Expenses	3,068,891	3,548,870	479,979	6,205,905	7,647,967	1,442,062	42,757,105	
Income Before Non-Operating Revenue and Expense	(481,692)	(259,671)	(222,021)	(948,690)	1,414,696	(2,363,386)	4,651,330	
Non-Operating Revenues / (Expense)								
Investment Income	17,021	6,500	10,521	32,479	13,000	19,479	78,000	
Gain (Loss) Disposal of Assets	-	-	-	-	-	-	-	
Fare Evasion Fee	225	83	142	225	166	59	1,000	
Other Income - Miscellaneous	483,246	-	483,246	487,950	-	487,950	-	
Long Term Debt Interest/Expense	(86,505)	(86,507)	2	(173,011)	(143,014)	(29,997)	(1,008,084)	
Total Non-Operating Revenue / (Expense)	413,986	(79,924)	493,910	347,643	(129,848)	477,491	(929,084)	
Change in Net Position	\$ (67,706)	\$ (339,595)	\$ 271,889	\$ (601,047)	\$ 1,284,848	\$ (1,885,895)	\$ 3,722,246	

Denton County Transportation Authority
Statement of Net Position
As of November 30, 2017
(Unaudited)

	November 30, 2017	October 31, 2017	Change
Current Assets			
Operating Cash & Cash Equivalents	\$ 9,200,536	\$ 10,543,823	\$ (1,343,287)
Reserves: Cash & Cash Equivalents	8,380,890	8,373,529	7,361
Reserves: Investments	1,992,513	1,992,513	-
Accounts & Notes Receivable	6,371,293	6,045,439	325,853
Prepaid Expenses	822,811	308,975	513,836
Inventory	19,804	14,121	5,683
Restricted Asset-Cash and Equivalents	2,293,578	694,957	1,598,621
Total Current Assets	29,081,424	27,973,358	1,108,066
Property, Plant and Equipment			
Land	17,394,147	17,394,147	-
Land Improvements	6,458,821	6,458,821	-
Machinery & Equipment	3,988,400	3,988,400	-
Leasehold Improvements	-	-	-
Vehicles	90,551,532	90,551,532	-
Computers & Software	1,284,485	1,284,485	-
Accumulated Depreciation	(59,417,947)	(58,552,252)	(865,694)
Total Property, Plant and Equipment	60,259,439	61,125,134	(865,694)
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	233,656,842	233,656,842	-
Construction in Progress	22,053,230	21,738,472	314,758
Total Capital Assets	272,707,227	272,392,469	314,758
Total Assets	\$ 362,048,090	\$ 361,490,960	\$ 557,130
Liabilities			
Current Liabilities			
Accounts Payable	\$ 1,537,598	\$ 651,657	\$ 885,942
Salary, Wages, and Benefits Payable	755,838	725,184	30,654
Accrued Expenses Payable	173,055	354,812	(181,757)
Deferred Revenues	30,349	46,078	(15,728)
Interest Payable	173,011	86,505	86,505
Total Current Liabilities	2,669,851	1,864,236	805,616
Non-Current Liabilities			
Rail Easement Payable	1,200,000	1,200,000	-
Retainage Payable	486,061	666,841	(180,780)
Bonds Payable	28,740,000	28,740,000	-
Total Non-Current Liabilities	30,426,061	30,606,841	(180,780)
Total Liabilities	33,095,913	32,471,077	624,836
Net Position			
Net Investment in Capital Assets	305,367,228	305,367,228	-
Unrestricted	24,185,997	24,185,997	-
Change in Net Position	(601,047)	(533,341)	(67,706)
Total Equity	328,952,178	329,019,883	(67,706)
Total Liabilities and Equity	\$ 362,048,090	\$ 361,490,960	\$ 557,130



Board of Directors Memo

Subject: Monthly Financial Statements

January 25, 2018

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending December 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 (\$59k) mainly due to lower than budgeted ridership. YTD FY18 rail ridership of 117k is 18% less than budgeted ridership of 144k (\$41k reduced revenue). YTD FY18 ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 132k is 8% less than budgeted ridership of 143k (\$18k reduced revenue).

		YTD FY18 Actual Ridership	YTD FY18 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	117,372	143,978	- 18%
Connect, Access, Frisco, CCT, NTX	(A)	132,195	143,260	- 8%
UNT & NCTC	(B)	645,495	636,142	1%
Total Bus Ridership		777,690	779,402	0%
Total Ridership		895,062	923,380	- 3%

(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 unfavorable by (\$62k), due to lower than budgeted fuel usage and price. YTD FY18 fuel usage for contract services of 37k gallons is 27% lower than budgeted usage of 50k gallons (\$40k decreased revenue). Additionally, YTD average fuel cost is \$2.18/gallon compared to budgeted \$3.00/gallon (\$30k decreased revenue).
- **Note C:** Sales Tax Revenue – December sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in December will be received in February. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY18 sales tax receipts collected through January.
- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$1.5 million) due to delayed expenses and corresponding reimbursements for PTC, the Lewisville Hike & Bike Trail, and Brownfield work at the Rail O&M Facility. These grants are paid on a reimbursement basis and therefore DCTA will submit for reimbursement once additional payments have been made for these projects.

	FY18 Budgeted Drawdowns	FY18 Actual Revenue	Variance
Bus Fleet Cameras	\$ -	\$ -	\$ -
Bus Scheduling Software	92,000	-	(92,000)
Comp. Service Analysis	-	-	-
Data Analytics & Reporting	-	-	-
EPA - Brownfield at Rail	178,200	-	(178,200)
Fleet	-	-	-
Lewisville Hike & Bike Trail	533,019	-	(533,019)
Positive Train Control (PTC)	874,767	138,246	(736,521)
Safety/Security	-	-	-
Transit Enhancements	-	-	-
	\$ 1,677,986	\$ 138,246	\$ (1,539,740)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$2.3 million) mainly due to large amounts budgeted for Bus & Rail PM as well as operating assistance grants. These reimbursements will be requested in coming months as the grants are pending final completion by FTA.

	FY18 Budgeted Drawdowns	FY18 Actual Revenue	Variance
Bus PM	\$ 777,344	\$ 311,868	\$ (465,476)
Bus Repowers (TAPS Buses)	168,000	-	(168,000)
Rail PM	1,223,072	237,816	(985,256)
Operating Assistance	462,000	-	(462,000)
ADA Assistance	290,680	203,631	(87,049)
FEMA	175,218	-	(175,218)
Printing	-	571	571
VanPool	32,469	38,018	5,549
	\$ 3,128,783	\$ 791,904	\$ (2,336,879)


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 
Interim CFO

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

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

WS 1(a)i

Description	Month Ended December 31, 2017			Year to Date December 31, 2017			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 75,524	\$ 86,818	\$ (11,294)	\$ 298,340	\$ 356,968	\$ (58,628)	\$ 1,387,811	Note A
Contract Service Revenue	211,263	281,967	(70,704)	898,193	960,159	(61,966)	4,179,077	Note B
Sales Tax Revenue	3,007,284	2,795,466	211,818	7,162,537	6,896,455	266,082	26,649,586	Note C
Federal/State Grants - Capital	138,246	477,262	(339,016)	138,246	1,677,986	(1,539,740)	9,781,224	Note D
Federal/State Grants - Operating	599,688	316,175	283,513	791,904	3,128,783	(2,336,879)	5,410,737	Note E
Total Revenue and Other Income	4,032,006	3,957,688	74,318	9,289,221	13,020,351	(3,731,130)	47,408,435	
Operating Expenses								
Salary, Wages and Benefits	888,517	964,243	75,726	2,676,639	3,104,176	427,537	12,317,845	
Services	173,352	315,712	142,360	655,720	1,161,997	506,277	3,567,950	
Materials and Supplies	127,584	316,999	189,415	468,813	956,147	487,334	3,601,940	
Utilities	24,328	38,346	14,018	66,414	115,038	48,624	460,164	
Insurance, Casualties and Losses	134,811	141,461	6,650	406,809	425,857	19,048	1,726,783	
Purchased Transportation Services	744,799	788,342	43,543	2,205,738	2,520,609	314,871	9,713,343	
Miscellaneous	8,397	52,981	44,584	66,776	176,807	110,031	423,326	
Leases and Rentals	17,502	22,146	4,644	48,828	66,438	17,610	265,880	
Depreciation	865,694	880,564	14,870	2,595,153	2,641,692	46,539	10,679,874	
Total Operating Expenses	2,984,985	3,520,794	535,809	9,190,890	11,168,761	1,977,871	42,757,105	
Income Before Non-Operating Revenue and Expense	1,047,021	436,894	610,127	98,330	1,851,590	(1,753,259)	4,651,330	
Non-Operating Revenues / (Expense)								
Investment Income	20,979	6,500	14,479	53,458	19,500	33,958	78,000	
Gain (Loss) Disposal of Assets	-	-	-	-	-	-	-	
Fare Evasion Fee	75	83	(8)	300	249	51	1,000	
Other Income - Miscellaneous	13,918	-	13,918	501,868	-	501,868	-	
Long Term Debt Interest/Expense	(86,505)	(86,507)	2	(259,516)	(229,521)	(29,995)	(1,008,084)	
Total Non-Operating Revenue / (Expense)	(51,534)	(79,924)	28,390	296,109	(209,772)	505,881	(929,084)	
Change in Net Position	\$ 995,487	\$ 356,970	\$ 638,517	\$ 394,440	\$ 1,641,818	\$ (1,247,378)	\$ 3,722,246	

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

	<u>December 31, 2017</u>	<u>November 30, 2017</u>	<u>Change</u>
Current Assets			
Operating Cash & Cash Equivalents	\$ 8,085,917	\$ 9,200,536	\$ (1,114,619)
Reserves: Cash & Cash Equivalents	9,156,960	8,380,890	776,071
Reserves: Investments	1,993,150	1,992,513	637
Accounts & Notes Receivable	7,083,753	6,371,293	712,460
Prepaid Expenses	689,000	822,811	(133,811)
Inventory	37,965	19,804	18,161
Restricted Asset-Cash and Equivalents	2,294,457	2,293,578	879
Total Current Assets	<u>29,341,202</u>	<u>29,081,424</u>	<u>259,778</u>
Property, Plant and Equipment			
Land	17,394,147	17,394,147	-
Land Improvements	6,458,821	6,458,821	-
Machinery & Equipment	3,988,400	3,988,400	-
Leasehold Improvements	-	-	-
Vehicles	90,551,532	90,551,532	-
Computers & Software	1,284,485	1,284,485	-
Accumulated Depreciation	(60,283,641)	(59,417,947)	(865,694)
Total Property, Plant and Equipment	<u>59,393,745</u>	<u>60,259,439</u>	<u>(865,694)</u>
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	233,656,842	233,656,842	-
Construction in Progress	22,203,588	22,053,230	150,358
Total Capital Assets	<u>272,857,585</u>	<u>272,707,227</u>	<u>150,358</u>
Total Assets	<u>\$ 361,592,532</u>	<u>\$ 362,048,090</u>	<u>\$ (455,558)</u>
Liabilities			
Current Liabilities			
Accounts Payable	\$ -	\$ 1,537,598	\$ (1,537,598)
Salary, Wages, and Benefits Payable	729,200	755,838	(26,638)
Accrued Expenses Payable	133,780	173,055	(39,275)
Deferred Revenues	91,950	30,349	61,601
Interest Payable	259,516	173,011	86,505
Total Current Liabilities	<u>1,214,447</u>	<u>2,669,851</u>	<u>(1,455,404)</u>
Non-Current Liabilities			
Rail Easement Payable	1,200,000	1,200,000	-
Retainage Payable	490,421	486,061	4,359
Bonds Payable	28,740,000	28,740,000	-
Total Non-Current Liabilities	<u>30,430,421</u>	<u>30,426,061</u>	<u>4,359</u>
Total Liabilities	<u>31,644,868</u>	<u>33,095,913</u>	<u>(1,451,045)</u>
Net Position			
Net Investment in Capital Assets	305,367,228	305,367,228	-
Unrestricted	24,185,997	24,185,997	-
Change in Net Position	394,440	(601,047)	995,487
Total Equity	<u>329,947,664</u>	<u>328,952,178</u>	<u>995,487</u>
Total Liabilities and Equity	<u>\$ 361,592,532</u>	<u>\$ 362,048,090</u>	<u>\$ (455,558)</u>

Capital Projects Fund - DCTA
Budget vs. Actual
As of November 30, 2017
(Cash Basis)

Work Session 1a ii

ASSETS

Fixed Assets

1660 - Construction Work in Progress

	Original Budget	Revised Budget	November 2017 Expenses Booked	Life To Date	\$ Under/(Over) Budget	% of Budget (As of November 2017 Close)	Project % Complete (Operations)
1 - G&A Capital Projects							
Total 10601 - Data Analytics & Reporting	200,000	200,000	-	-	200,000	0%	
Total 10302 - Infrastructure Acquisition	1,900,000	3,900,000	-	128,936	3,771,064	3%	
Total 10604 - Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 - Project Management/Document Control	150,000	300,000	-	-	300,000	0%	
Total 10606 - Shared Use Mobility Study	123,428	123,428	-	-	123,428	0%	
Total 1 - G&A Capital Projects	2,623,428	4,773,428	-	153,936	4,619,492	3%	
5 - Bus Capital Projects							
Total 50305 - IOMF Fuel Tanks	250,000	740,000	356	53,736	686,264	7%	
Total 50409 - Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 - AVL Systems	200,000	200,000	-	100,648	99,352	50%	
Total 50507 - Fleet {2016}	1,250,000	1,250,000	-	1,178,099	71,901	94%	
Total 50510 - Fleet {2017}	1,550,000	1,885,000	37,806	37,806	1,847,194	2%	
Total 50512 - Fleet {2018}	3,003,580	3,003,580	-	-	3,003,580	0%	
Total 50601 - Scheduling Software (Bus)	250,000	250,000	-	28,125	221,875	11%	
Total 5 - Bus Capital Projects	6,653,080	7,478,080	38,162	1,398,414	6,079,666	19%	
6 - Rail Construction							
Total 61406.1 - Positive Train Control Implementation	-	16,720,141	8,536	12,083,702	4,636,439	72%	
Total 61708 - Lewisville Bike Trail	3,099,856	2,146,355	-	2,087,514	58,841	97%	
Total 61209 - Trinity Mills Crew Facility	250,000	310,000	-	302,063	7,937	97%	
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	-	204,826	120,656	63%	
Total 61713-2 - Grade Crossing Replacements {2015 Flood}	2,157,760	2,157,760	143,458	2,059,676	98,084	95%	
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	-	109,699	12,301	90%	
Total 61713-4 - Ballast Undercutting {2015 Flood}	761,600	761,600	-	581,548	180,052	76%	
Total 61713-5 - Pockrus Page {2015 Flood}	623,000	623,000	324	127,342	495,658	20%	
Total 61714 - Rail Capital Maintenance	3,970,430	3,442,430	33,921	301,993	3,140,437	9%	
Total 61715 - Trail Safety Improvements	139,657	81,157	-	-	81,157	0%	
Total 61716 - Lewisville Bike Trail - Eagle Point Section	2,995,873	2,995,873	-	42,012	2,953,861	1%	
Total 61717 - Valley Ridge Crossing	1,000,000	1,000,000	89,580	827,442	172,558	83%	
Total 61605 - Brownfield Remediation	60,000	385,000	777	23,373	361,627	6%	
Total 61718 - Rail Safety Improvements	200,000	200,000	-	-	200,000	0%	
Total 61606 - Rail Crossing Study	73,000	73,000	-	-	73,000	0%	
Total Rail Construction Projects	15,853,658	31,828,798	276,596	19,154,357	12,674,441	60%	
Total 1660 - Construction Work in Progress	25,130,166	44,080,306	314,758	20,706,708	23,373,598	47%	

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

Work Session 1a

ASSETS

Fixed Assets

1660 - Construction Work in Progress

	Original Budget	Revised Budget	December 2017 Expenses Booked	Life To Date	\$ Under/(Over) Budget	% of Budget (As of December 2017 Close)	Project % Complete (Operations)
1 - G&A Capital Projects							
Total 10601 - Data Analytics & Reporting	200,000	200,000	-	-	200,000	0%	
Total 10302 - Infrastructure Acquisition	1,900,000	3,900,000	6,250	135,186	3,764,814	3%	
Total 10604 - Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 - Project Management/Document Control	150,000	300,000	-	-	300,000	0%	7%
Total 10606 - Shared Use Mobility Study	123,428	123,428	-	-	123,428	0%	
Total 1 - G&A Capital Projects	2,623,428	4,773,428	6,250	160,186	4,613,242	3%	
5 - Bus Capital Projects							
Total 50305 - IOMF Fuel Tanks	250,000	740,000	1,100	54,836	685,164	7%	10%
Total 50409 - Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 - AVL Systems	200,000	200,000	-	100,648	99,352	50%	
Total 50507 - Fleet {2016}	1,250,000	1,250,000	-	1,178,099	71,901	94%	
Total 50510 - Fleet {2017}	1,550,000	1,885,000	-	37,806	1,847,194	2%	
Total 50512 - Fleet {2018}	3,003,580	3,003,580	-	-	3,003,580	0%	
Total 50601 - Scheduling Software (Bus)	250,000	250,000	-	28,125	221,875	11%	
Total 5 - Bus Capital Projects	6,653,080	7,478,080	1,100	1,399,514	6,078,566	19%	
6 - Rail Construction							
Total 61406.1 - Positive Train Control Implementation	-	16,720,141	113,291	12,196,993	4,523,148	73%	70%
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	9,690	412,857	72,143	85%	
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	-	204,826	120,656	63%	
Total 61713-2 - Grade Crossing Replacements {2015 Flood}	2,157,760	2,157,760	(11,299)	2,048,376	109,384	95%	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	14,148	123,847	(1,847)	102%	99%
Total 61713-4 - Ballast Undercutting {2015 Flood}	761,600	761,600	11,299	592,847	168,753	78%	100%
Total 61713-5 - Pockrus Page {2015 Flood}	623,000	623,000	2,130	129,473	493,527	21%	21%
Total 61714 - Rail Capital Maintenance	3,970,430	3,442,430	-	301,993	3,140,437	9%	
Total 61715 - Trail Safety Improvements	139,657	81,157	-	-	81,157	0%	
Total 61716 - Lewisville Bike Trail - Eagle Point Section	2,995,873	2,995,873	-	42,012	2,953,861	1%	1%
Total 61717 - Valley Ridge Crossing	1,000,000	1,000,000	-	827,442	172,558	83%	83%
Total 61605 - Brownfield Remediation	60,000	385,000	3,749	27,122	357,878	7%	7%
Total 61718 - Rail Safety Improvements	200,000	200,000	-	-	200,000	0%	
Total 61606 - Rail Crossing Study	73,000	73,000	-	-	73,000	0%	50%
Total Rail Construction Projects	15,853,658	31,828,798	143,008	19,297,365	12,531,433	61%	
Total 1660 - Construction Work in Progress	25,130,166	44,080,306	150,358	20,857,066	23,223,240	47%	

**Board of Directors Memo**

January 25, 2018

Subject: Sales Tax Report**Background**

Sales tax represents the single largest source of revenue for DCTA at 56.12% for FY18 budget. The annual sales tax budget for FY 2018 is \$26,649,586. 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 favorable compared to budget by 10.57%. The January allocation is for sales generated in the month of November and represents revenue for the second month of FY 2018.

- Sales tax for sales generated at retail in the month of November and received in January was \$2,216,616.
- This represents an increase of 10.57% or \$211,818 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$46,354 or 2.14% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 3.72%
 - City of Denton up 0.90%
 - Highland Village up 4.72%

Need

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

Recommendation

For information only. No action required.

Final Review:


Marisa Perry, CPA
Interim 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:	2017-2018 Year Budget	2017-2018 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,096,191	\$ 2,150,455	\$ 54,264	2.59%	\$ 1,978,638	\$ 171,816	8.68%
November	January	\$ 2,004,798	\$ 2,216,616	\$ 211,818	10.57%	\$ 2,170,262	\$ 46,354	2.14%
December	February	\$ 2,795,466				\$ 2,793,331		
January	March	\$ 1,917,819				\$ 1,908,263		
February	April	\$ 1,818,015				\$ 2,006,450		
March	May	\$ 2,424,593				\$ 2,408,823		
April	June	\$ 2,117,555				\$ 1,987,159		
May	July	\$ 2,106,721				\$ 2,219,119		
June	August	\$ 2,477,248				\$ 2,588,897		
July	September	\$ 2,097,490				\$ 2,063,481		
August	October	\$ 2,301,438				\$ 2,260,569		
September	November	\$ 2,492,252				\$ 2,482,741		
YTD Total		\$ 26,649,586	\$ 4,367,071	\$ 266,082	6.49%	\$ 26,867,734	\$ 218,170	5.26%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

January 19, 2018

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

City of Lewisville						City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual Variance
October	December	\$ 2,795,751	\$ 3,009,098	\$ 213,347	7.63%	October	December	\$ 298,777	\$ 265,631	\$ (33,146)	-11.09%
November	January	\$ 2,867,155	\$ 2,973,704	\$ 106,549	3.72%	November	January	\$ 313,524	\$ 328,316	\$ 14,792	4.72%
December	February	\$ 3,849,204				December	February	\$ 411,143			
January	March	\$ 2,709,531				January	March	\$ 255,642			
February	April	\$ 2,892,939				February	April	\$ 253,856			
March	May	\$ 3,480,828				March	May	\$ 328,214			
April	June	\$ 2,722,621				April	June	\$ 268,006			
May	July	\$ 3,113,597				May	July	\$ 307,851			
June	August	\$ 3,568,239				June	August	\$ 373,101			
July	September	\$ 2,800,265				July	September	\$ 273,047			
August	October	\$ 3,034,967				August	October	\$ 313,211			
September	November	\$ 3,265,668				September	November	\$ 331,426			
YTD Total		\$ 37,100,766	\$ 5,982,802	\$ 319,896	5.65%	YTD Total		\$ 3,727,797	\$ 593,947	\$ (18,354)	-3.00%

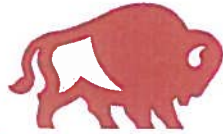
City of Denton					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual Variance
October	December	\$ 2,451,245	\$ 2,718,499	\$ 267,254	10.90%
November	January	\$ 2,918,947	\$ 2,945,336	\$ 26,389	0.90%
December	February	\$ 3,727,632			
January	March	\$ 2,397,941			
February	April	\$ 2,442,743			
March	May	\$ 3,099,631			
April	June	\$ 2,602,704			
May	July	\$ 2,729,539			
June	August	\$ 3,351,192			
July	September	\$ 2,734,634			
August	October	\$ 2,906,837			
September	November	\$ 3,593,467			
YTD Total		\$ 34,956,511	\$ 5,663,835	\$ 293,643	5.47%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
January 19, 2018

**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%	\$19,482,543.62	\$18,490,096.70	5.36%	\$19,482,543.62	\$18,490,096.70	5.36%
Corpus Christi MTA	0.50%	\$2,570,723.79	\$2,352,174.53	9.29%	\$2,570,723.79	\$2,352,174.53	9.29%
Dallas MTA	1.00%	\$46,669,776.18	\$43,265,215.39	7.86%	\$46,669,776.18	\$43,265,215.39	7.86%
Denton CTA	0.50%	\$2,216,616.37	\$2,170,262.19	2.13%	\$2,216,616.37	\$2,170,262.19	2.13%
El Paso CTD	0.50%	\$3,631,470.38	\$3,452,370.38	5.18%	\$3,631,470.38	\$3,452,370.38	5.18%
Fort Worth MTA	0.50%	\$6,297,040.15	\$5,821,586.56	8.16%	\$6,297,040.15	\$5,821,586.56	8.16%
Houston MTA	1.00%	\$60,841,432.01	\$53,999,959.42	12.66%	\$60,841,432.01	\$53,999,959.42	12.66%
Laredo CTD	0.25%	\$687,436.70	\$628,587.85	9.36%	\$687,436.70	\$628,587.85	9.36%
San Antonio ATD	0.25%	\$5,098,062.34	\$5,085,788.36	0.24%	\$5,098,062.34	\$5,085,788.36	0.24%
San Antonio MTA	0.50%	\$11,340,149.45	\$11,165,224.80	1.56%	\$11,340,149.45	\$11,165,224.80	1.56%
TOTALS		\$158,835,250.99	\$146,431,266.18	8.47%	\$158,835,250.99	\$146,431,266.18	8.47%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
January 19, 2018



Denton County Transportation Authority



For the Quarter Ended

December 31, 2017

Report Name

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

MARKET RECAP - DECEMBER 2017:

Tax reform dominated the headlines through much of December, and just before Christmas, Congress passed and President Trump signed into law the "Tax Cuts and Jobs Act." The package includes a number of reforms and tax cuts, including a reduction in the corporate tax rate, fewer individual tax brackets, a higher standard deduction and the elimination of the state and local tax deduction. The tax plan is generally expected to provide a boost to economic growth in the near-term. Tax reform helped stock markets extend their 14-month post-election rally with the DOW, S&P 500 and NASDAQ all reaching historical highs in late December. As expected, Fed officials raised the overnight funds rate by another 25 basis points in mid-December. The third hike this year, and the fifth in the current tightening cycle, boosted the fed funds target to a range of 1.25% to 1.50%. The so-called "dot plot," which represents the future rate expectations of committee members, was little changed from the September meeting. The median overnight rate expectation at the end of 2018 is 2.1%, indicating three hikes in 2018, and 2.7% for the end of 2019, indicating two more. Bond yields followed suit as the two-year Treasury-note crested above the 1.90% mark on December 26th for the first time since September 2008, while the 12-month Treasury-bill yield topped 1.70%, a nine-year high.

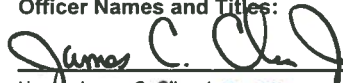
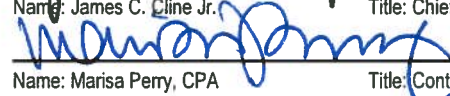
December's slate of economic data largely supported the increase in interest rates. Nonfarm payrolls rose by +228k in November, topping the median Bloomberg forecast for +195k. Through the first 11 months of 2017, U.S. companies have added an average of +174k new jobs per month, a moderation from +187k in 2016 and +226k in 2015. The unemployment rate held steady at 4.1% in November while wage inflation remained subdued with average hourly earnings rising just +0.2%. Year-over-year earnings growth fell short of the +2.7% median forecast at +2.5%. For comparison sake, at the end of 2016 hourly earnings were rising at a quicker +2.9% pace. The ISM manufacturing index slipped from 58.7 to 58.2 in November, while the ISM non-manufacturing index fell from October's lofty 60.1 to 57.4. Both remain at very high levels. November retail sales were much better than expected with headline sales gaining +0.8, well above the +0.3% median forecast. Core retail sales, which exclude auto, gasoline and building materials also climbed +0.8%, the seventh best month in the last five years. Turning to inflation data, the headline Producer Price Index (PPI) rose by +0.4% in November and on a year-over-year basis, PPI jumped from +2.8% to +3.1%, the quickest pace in nearly six years. The Consumer Price Index (CPI) also rose +0.4% in November, thanks mainly to a +7.3% jump in gas prices, but core CPI gained just +0.1%. The year-over-year headline CPI climbed from +2.0% to +2.2%, while the core CPI annual pace fell from +1.8% to +1.7%. Core PCE, the Fed's preferred inflation measure, crept higher for the fourth straight month, although the +1.5% November pace is still well below the Fed's +2.0% target. The final revision to third quarter GDP took the annualized quarterly growth rate down a notch from +3.3% to +3.2%, still a fine quarter. Optimism abounds heading into 2018 with the passage of tax reform a tail wind behind low unemployment and record high stock markets.

For the Quarter Ended
December 31, 2017

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

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

Officer Names and Titles:

	
Name: James C. Cline Jr.	Title: Chief Executive Officer
	
Name: Marisa Perry, CPA	Title: Controller

Account Summary

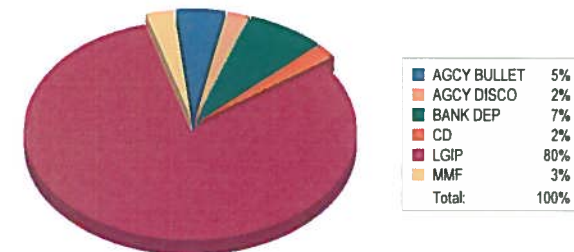
Allocation by Security Type

Beginning Values as of 09/30/17

Ending Values as of 12/31/17

Par Value	19,583,645.68	21,587,300.78
Market Value	19,580,158.41	21,584,450.40
Book Value	19,581,129.35	21,586,466.21
Unrealized Gain /(Loss)	(970.94)	(2,015.81)
Market Value %	100.00%	99.99%

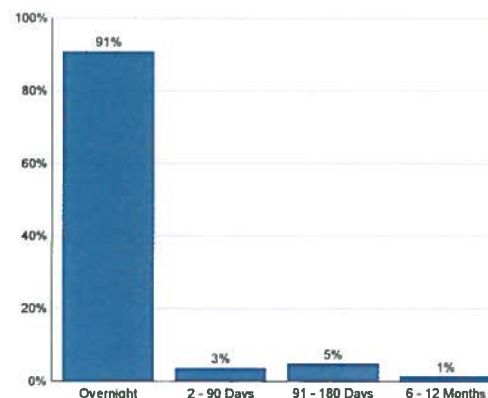
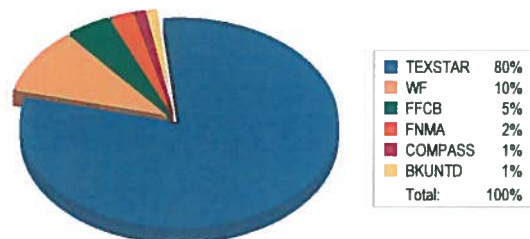
Weighted Avg. YTW	0.967%	1.066%
Weighted Avg. YTM	0.967%	1.066%



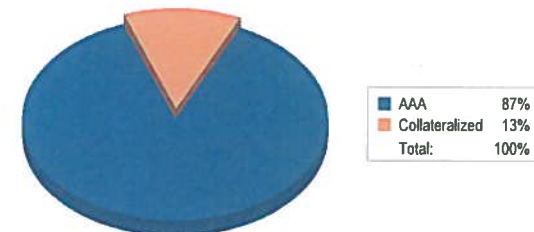
Allocation by Issuer

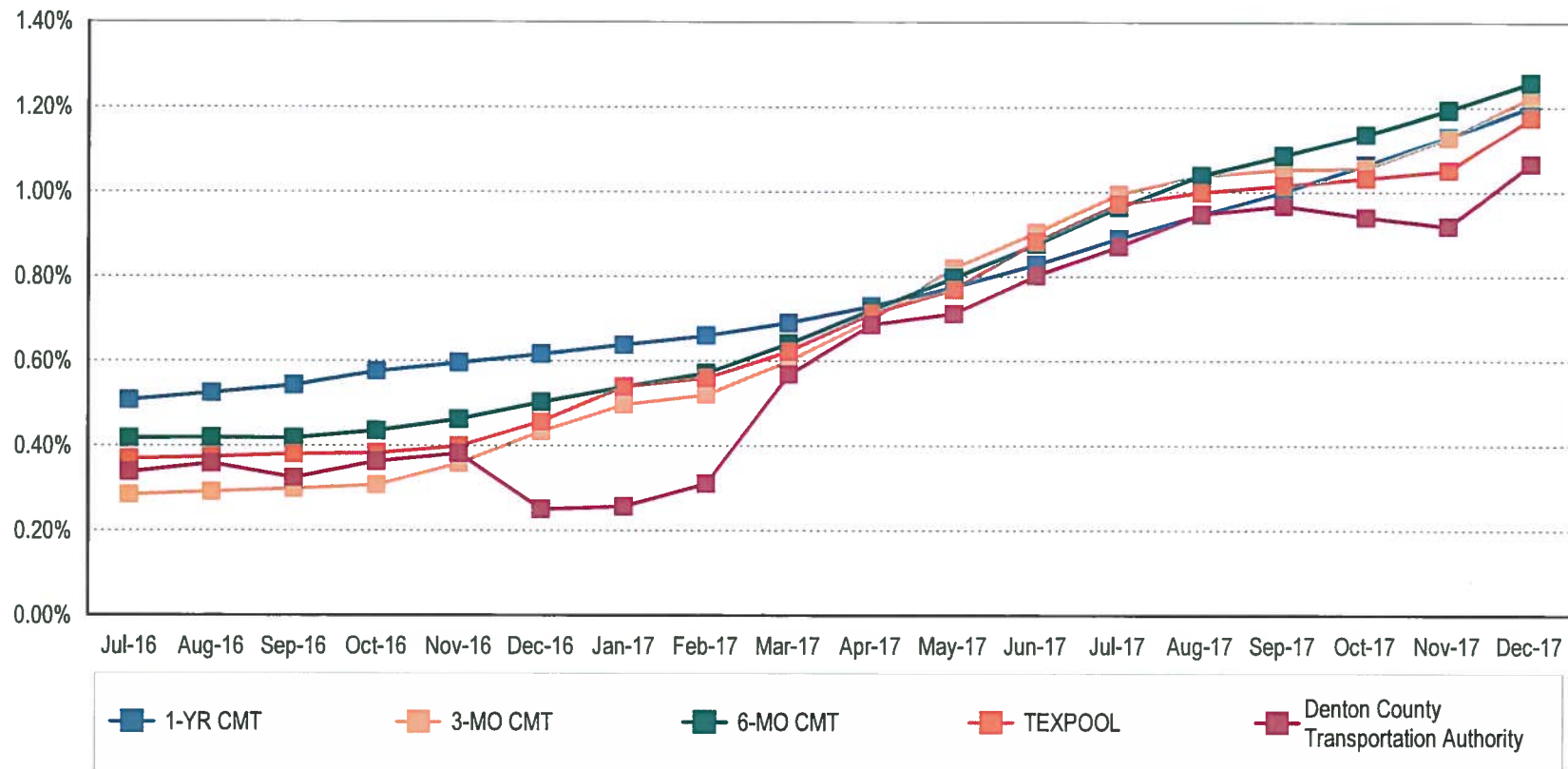
Maturity Distribution %

Credit Quality



Weighted Average Days to Maturity: 12





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

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

CUSIP	Settle Date	Sec. Type	Sec. Description	CPN	Mty Date	Next Call	Call Type	Par Value	Purch Price	Orig Cost	Book Value	Mkt Price	Market Value	Days to Mty	Days to Call	YTM	YTW
2011 Bond Fund																	
WF-MANA		BANK DEP	Wells Fargo Managed Rate					1,597,444.40	100.000	1,597,444.40	1,597,444.40	100.000	1,597,444.40	1		0.140	0.140
Total for 2011 Bond Fund								1,597,444.40	100.000	1,597,444.40	1,597,444.40	100.000	1,597,444.40	1		0.140	0.140
Bond Fund																	
TEXSTAR		LGIP	TexSTAR					697,012.10	100.000	697,012.10	697,012.10	100.000	697,012.10	1		1.176	1.176
Total for Bond Fund								697,012.10	100.000	697,012.10	697,012.10	100.000	697,012.10	1		1.176	1.176
Operating Fund																	
WF-SWEEP		MMF	Wells Fargo Sweep					618,971.80	100.000	618,971.80	618,971.80	100.000	618,971.80	1		0.000	0.000
Total for Operating Fund								618,971.80	100.000	618,971.80	618,971.80	100.000	618,971.80	1		0.000	0.000
Reserve Fund																	
TEXSTAR		LGIP	TexSTAR					9,156,960.49	100.000	9,156,960.49	9,156,960.49	100.000	9,156,960.49	1		1.176	1.176
313313SE9	04/13/17	AGCY DISCO	FFCB		01/24/18			500,000.00	99.166	495,829.17	499,664.59	99.921	499,606.00	24		1.059	1.059
20451PQM1	02/16/17	CD	BBVA Compass Bk CD	1.000	03/15/18			248,000.00	100.000	248,000.00	248,000.00	99.928	247,822.43	74		1.004	1.004
3135GOWJ8	06/14/17	AGCY BULET	FNMA	0.875	05/21/18			500,000.00	99.641	498,207.00	499,253.41	99.738	498,687.50	141		1.261	1.261
3133EDGW6	03/08/17	AGCY BULET	FFCB	1.300	06/11/18			500,000.00	100.139	500,695.00	500,247.43	99.880	499,398.00	162		1.188	1.188
066519DA4	03/29/17	CD	BankUnited CD	1.400	09/28/18			248,000.00	100.000	248,000.00	248,000.00	99.853	247,635.69	271		1.400	1.400
Total for Reserve Fund								11,152,960.49	99.953	11,147,691.66	11,152,125.92	99.974	11,150,110.11	23		1.176	1.176
Sales Tax Fund																	
TEXSTAR		LGIP	TexSTAR					7,520,911.99	100.000	7,520,911.99	7,520,911.99	100.000	7,520,911.99	1		1.176	1.176
Total for Sales Tax Fund								7,520,911.99	100.000	7,520,911.99	7,520,911.99	100.000	7,520,911.99	1		1.176	1.176

CUSIP	Settle Date	Sec. Type	Sec. Description	CPN	Mty Date	Next Call	Call Type	Par Value	Purch Price	Orig Cost	Book Value	Mkt Price	Market Value	Days to Mty	Days to Call	YTM	YTW	
Total for Denton County Transportation Authority									21,587,300.78	99.976	21,582,031.95	21,586,466.21	99.987	21,584,450.40	12		1.066	1.066

CUSIP	Security Type	Security Description	09/30/17 Book Value	Cost of Purchases	Maturities / Calls / Sales	Amortization / Accretion	Realized Gain/(Loss)	12/31/17 Book Value	09/30/17 Market Value	12/31/17 Market Value	Change in Mkt Value
2011 Bond Fund											
WF-MANA	BANK DEP	Wells Fargo Managed Rate	1,597,832.21	360.37	(748.18)	0.00	0.00	1,597,444.40	1,597,832.21	1,597,444.40	(387.81)
Total for 2011 Bond Fund			1,597,832.21	360.37	(748.18)	0.00	0.00	1,597,444.40	1,597,832.21	1,597,444.40	(387.81)
Bond Fund											
TEXSTAR	LGIP	TexSTAR	5,580.33	691,431.77	0.00	0.00	0.00	697,012.10	5,580.33	697,012.10	691,431.77
Total for Bond Fund			5,580.33	691,431.77	0.00	0.00	0.00	697,012.10	5,580.33	697,012.10	691,431.77
Operating Fund											
WF-MANA	BANK DEP	Wells Fargo Managed Rate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WF-SWEEP	MMF	Wells Fargo Sweep	239,819.07	1,694,913.20	(1,315,760.47)	0.00	0.00	618,971.80	239,819.07	618,971.80	379,152.73
Total for Operating Fund			239,819.07	1,694,913.20	(1,315,760.47)	0.00	0.00	618,971.80	239,819.07	618,971.80	379,152.73
Reserve Fund											
TEXSTAR	LGIP	TexSTAR	8,366,080.83	790,879.66	0.00	0.00	0.00	9,156,960.49	8,366,080.83	9,156,960.49	790,879.66
WF-PREM	BANK DEP	Wells Fargo Premium Rate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
313313SE9	AGCY DISCO	FFCB 0.000 01/24/18	498,322.92	0.00	0.00	1,341.67	0.00	499,664.59	498,290.00	499,606.00	1,316.00
20451PQM1	CD	BBVA Compass Bk CD 1.000 03/15/18	248,000.00	0.00	0.00	0.00	0.00	248,000.00	247,741.58	247,822.43	80.85
3135G0WJ8	AGCY BULET	FNMA 0.875 05/21/18	498,774.78	0.00	0.00	478.63	0.00	499,253.41	498,750.50	498,687.50	(63.00)
3133EDGW6	AGCY BULET	FFCB 1.300 06/11/18	500,385.97	0.00	0.00	(138.54)	0.00	500,247.43	499,997.00	499,398.00	(599.00)
066519DA4	CD	BankUnited CD 1.400 09/28/18	248,000.00	0.00	0.00	0.00	0.00	248,000.00	247,733.65	247,635.69	(97.96)
Total for Reserve Fund			10,359,564.50	790,879.66	0.00	1,681.76	0.00	11,152,125.92	10,358,593.56	11,150,110.11	791,516.55
Sales Tax Fund											
TEXSTAR	LGIP	TexSTAR	7,378,333.24	729,037.93	(586,459.18)	0.00	0.00	7,520,911.99	7,378,333.24	7,520,911.99	142,578.75
Total for Sales Tax Fund			7,378,333.24	729,037.93	(586,459.18)	0.00	0.00	7,520,911.99	7,378,333.24	7,520,911.99	142,578.75

CUSIP	Security Type	Security Description	09/30/17 Book Value	Cost of Purchases	Maturities / Calls / Sales	Amortization / Accretion	Realized Gain/(Loss)	12/31/17 Book Value	09/30/17 Market Value	12/31/17 Market Value	Change in Mkt Value
<hr/>											
Total for Denton County Transportation Authority			19,581,129.35	3,906,622.93	(1,902,967.83)	1,681.76	0.00	21,586,466.21	19,580,158.41	21,584,450.40	2,004,291.99

CUSIP	Security Type	Security Description	Beg. Accrued	Interest Earned	Interest Rec'd / Sold / Matured	Interest Purchased	Ending Accrued	Disc Accr / Prem Amort	Net Income
2011 Bond Fund									
WF-MANA	BANK DEP	Wells Fargo Managed Rate	0.00	543.51	543.51	0.00	0.00	0.00	543.51
Total for 2011 Bond Fund			0.00	543.51	543.51	0.00	0.00	0.00	543.51
Bond Fund									
TEXSTAR	LGIP	TexSTAR	0.00	1,431.77	1,431.77	0.00	0.00	0.00	1,431.77
Total for Bond Fund			0.00	1,431.77	1,431.77	0.00	0.00	0.00	1,431.77
Operating Fund									
Total for Operating Fund			0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reserve Fund									
TEXSTAR	LGIP	TexSTAR	0.00	23,879.66	23,879.66	0.00	0.00	0.00	23,879.66
313313SE9	AGCY DISCO	FFCB 0.000 01/24/18	0.00	0.00	0.00	0.00	0.00	1,341.67	1,341.67
20451POM1	CD	BBVA Compass Bk CD 1.000 03/15/18	319.34	625.10	0.00	0.00	944.44	0.00	625.10
3135GQWJ8	AGCY BULET	FNMA 0.875 05/21/18	1,579.86	1,093.75	2,187.50	0.00	486.11	478.63	1,572.38
3133EDGW6	AGCY BULET	FFCB 1.300 06/11/18	1,986.11	1,625.00	3,250.00	0.00	361.11	(138.54)	1,486.46
066519DA4	CD	BankUnited CD 1.400 09/28/18	1,769.29	875.14	1,750.27	0.00	894.16	0.00	875.14
Total for Reserve Fund			5,654.60	28,098.65	31,067.43	0.00	2,685.82	1,681.76	29,780.41
Sales Tax Fund									
TEXSTAR	LGIP	TexSTAR	0.00	21,994.47	21,994.47	0.00	0.00	0.00	21,994.47
Total for Sales Tax Fund			0.00	21,994.47	21,994.47	0.00	0.00	0.00	21,994.47
Total for Denton County Transportation Authority			5,654.60	52,068.40	55,037.18	0.00	2,685.82	1,681.76	53,750.16

Trade Date	Settle Date	CUSIP	Security Type	Security Description	Coupon	Mty Date	Call Date	Par Value	Price	Principal Amount	Int Purchased / Received	Total Amount	Realized Gain / Loss	YTM	YTW
Reserve Fund															
Income Payments															
10/02/17	09/29/17	066519DA4	CD	BankUnited CD	1.400	09/28/18				0.00	1,750.27	1,750.27			
11/21/17	11/21/17	3135G0WJ8	AGCY BULET	FNMA	0.875	05/21/18				0.00	2,187.50	2,187.50			
12/11/17	12/11/17	3133EDGW6	AGCY BULET	FFCB	1.300	06/11/18				0.00	3,250.00	3,250.00			
Total for: Income Payments										0.00	7,187.77	7,187.77			

Trade Date	Settle Date	CUSIP	Security Type	Security Description	Coupon	Mty Date	Call Date	Par Value	Price	Principal Amount	Int Purchased / Received	Total Amount	Realized Gain / Loss	YTM	YTW
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Total for All Portfolios

Transaction Type	Quantity	Total Amount	Realized G/L	YTM	YTW
Total Income Payments	0.00	7,187.77			

CUSIP	Settle Date	Security Type	Security Description	Next Call Date	Purchase Qty	Orig Price	Original Cost	Amrt/Accr for Period	Total Amrt/Accr Since Purch	Remaining Disc / Prem	Book Value
Reserve Fund											
313313SE9	04/13/17	AGCY DISCO	FFCB 0.000 01/24/18		500,000.00	99.166	495,829.17	1,341.67	3,835.42	335.41	499,664.59
20451PQM1	02/16/17	CD	BBVA Compass Bk CD 1.000 03/15/18		248,000.00	100.000	248,000.00	0.00	0.00	0.00	248,000.00
3135G0WJ8	06/14/17	AGCY BULET	FNMA 0.875 05/21/18		500,000.00	99.641	498,207.00	478.63	1,046.41	746.59	499,253.41
3133EDGW6	03/08/17	AGCY BULET	FFCB 1.300 06/11/18		500,000.00	100.139	500,695.00	(138.54)	(447.57)	(247.43)	500,247.43
066519DA4	03/29/17	CD	BankUnited CD 1.400 09/28/18		248,000.00	100.000	248,000.00	0.00	0.00	0.00	248,000.00
Total for Reserve Fund					1,996,000.00		1,990,731.17	1,681.76	4,434.26	834.57	1,995,165.43
Total for Denton County Transportation Authority					1,996,000.00		1,990,731.17	1,681.76	4,434.26	834.57	1,995,165.43

CUSIP	Security Type	Security Description	Pay Date	Interest	Principal	Total Amount
Reserve Fund						
313313SE9	AGCY DISCO	FFCB 0.000 01/24/18	01/24/18	0.00	500,000.00	500,000.00
20451PQM1	CD	BBVA Compass Bk CD 1.000 03/15/18	02/15/18	1,240.00	0.00	1,240.00
20451PQM1	CD	BBVA Compass Bk CD 1.000 03/15/18	03/15/18	190.24	248,000.00	248,190.24
066519DA4	CD	BankUnited CD 1.400 09/28/18	03/29/18	1,721.73	0.00	1,721.73
3135G0WJ8	AGCY BULET	FNMA 0.875 05/21/18	05/21/18	2,187.50	500,000.00	502,187.50
3133EDGW6	AGCY BULET	FFCB 1.300 06/11/18	06/11/18	3,250.00	500,000.00	503,250.00
Total for Reserve Fund				8,589.47	1,748,000.00	1,756,589.47

CUSIP	Security Type	Security Description	Pay Date	Interest	Principal	Total Amount
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Total for All Portfolios

January 2018	0.00	500,000.00	500,000.00
February 2018	1,240.00	0.00	1,240.00
March 2018	1,911.97	248,000.00	249,911.97
May 2018	2,187.50	500,000.00	502,187.50
June 2018	3,250.00	500,000.00	503,250.00
Total Projected Cash Flows for Denton County Transportation Authority			
	8,589.47	1,748,000.00	1,756,589.47

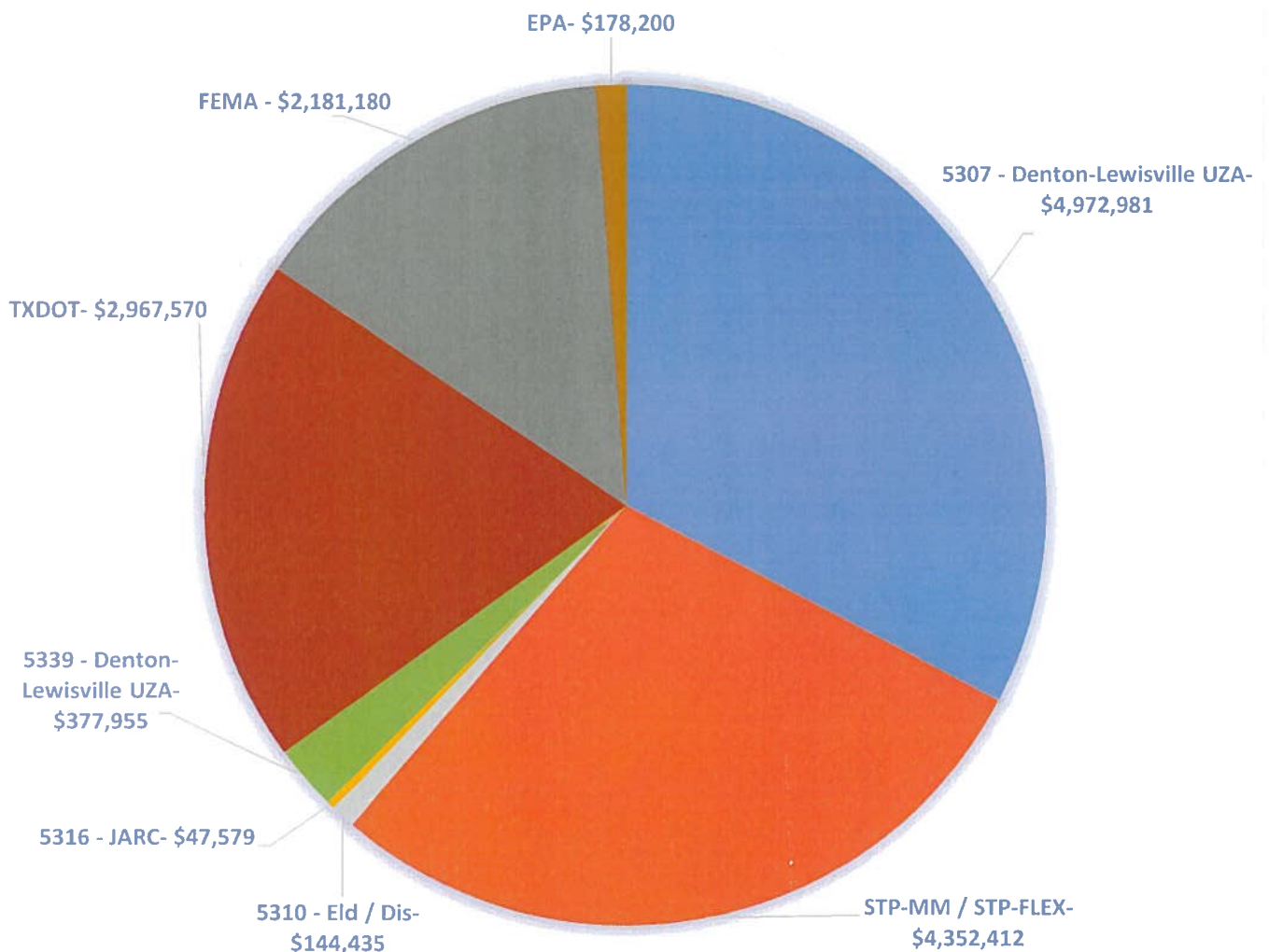
Board of Directors Memo

January 25, 2018

Subject: Quarterly Grant Report**Grant Activities This Period**

DCTA currently has 13 open FTA grants that provide reimbursements for various capital projects, rail and bus preventative maintenance, operating assistance and ADA paratransit service. The agency has also been awarded FEMA funds related to the floods in 2015. Total grant balance of awarded grants was \$15.2 million as of 12/31/2017. Of this total, \$4.2 million is obligated for Positive Train Control, \$3 million is obligated for the FY16 Program of Projects, \$2.2 million is FEMA funds, and \$178,200 from EPA for the Brownfields Assessment Grant. The grant funding sources include Federal Transit Administration (FTA), North Central Texas Council of Governments (NCTCOG), Texas Department of Transportation (TxDOT), Environmental Protection Agency (EPA) and Federal Emergency Management Agency (FEMA).

This quarter there were no grant applications submitted to the Board for approval.

GRANTS FUNDING LEVELS \$15.2 MILLION AS OF 12/31/2017

Program	(Prior Quarter) 4 th Quarter Balance (FY17)	1 st Quarter Balance (FY18)	Grant Activity
Denton-Lewisville UZA (5307)	\$4,753,228	\$4,972,981	Fleet Replacement, Bus Shelters, Bus Radios, Signage, Preventative Maintenance.
STP-MM / STP-FLEX	\$4,356,611	\$4,352,412	Positive Train Control Implementation & Vanpool
Elderly Persons and Persons with Disabilities (5310)	\$144,885	\$144,435	Transit Capital Accessibility (lighting and ramps)
Job Access, Reverse Commute (JA/RC) (5316)	\$47,579	\$47,579	Route Planning Study
Bus and Bus Facilities (5339)	\$0	\$377,955	Fleet Replacement
TXDOT (FHWA)	\$2,967,570	\$2,967,570	A-train rail trail (Eagle Point Section & Phase I close-out)
FEMA	\$2,181,180	\$2,181,180	2015 Flood remediation projects
EPA	\$178,200	\$178,200	Brownfields Assessment
Total	\$14,629,253	\$15,222,312	

Pending Funding and Other Grant Activity

Two grants were closed in December 2017 in the FTA Transit Award Management System (TrAMS). The funds were drawn for the 2016 Fleet purchases.

The 2017 Annual Program of Projects (POP) was submitted for FTA review in December 2017. The estimated project funding is: \$224,651 (Bus and Bus Facilities-5339) and \$5.7 million (Denton-Lewisville UZA-5307).


DCTA was awarded NCTCOG grants from prior years unspent funds. Staff is currently waiting for the funding agreements from NCTCOG for FY09 CMAQ & JARC funding, as well as FY12 New Freedom Funding. The JARC funds (\$227k) will go towards operating costs for the Express Bus Service on 35W. \$1.6M in CMAQ funds will go towards the 35W Bus Fleet, and \$480k in New Freedom Funding will support Collin County Mobility Management. These will all utilize TDC's in lieu of the local match.

DCTA's RFP for the EPA Clean Diesel Grant was approved by NCTCOG. DCTA will use this funding to replace UNT buses at the end of their useful life with a 25% reimbursement from EPA.

The 5339 Bus & Bus Facilities Grant has not yet been reviewed by FTA. Capital Edge and members from the DCTA Team will be traveling to DC next month to advocate for our grant submission.

Submitted by: Laura Mitchell
Grants & Contract Compliance Manager

Final Review: 
Marisa Perry, CPA, Interim CFO

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

**Board of Directors Memo****January 25, 2018****Item: WS 1 (a)vi Procurement Activities****Environmental Subsurface Investigation**

Staff is developing the request for bid documents for an environmental subsurface investigation of the 46 acre site at the Rail O&M facility. Solicitation documents are expected to release in February with award at the March board meeting. Costs related to the project will be reimbursed with grant funds at 100% from EPA up to \$178,200.

Fueling Facility at Rail Operations and Maintenance Facility

Staff is developing the request for bid documents for a fueling facility and parking lot to be installed at the Rail Facility. Solicitation documents are expected to release in February.

Concrete and Miscellaneous Construction Services

Staff is developing the request for bid documents for miscellaneous construction services to support the bus system. This will include installation and removal of bus shelters and signage, as well as ADA compliance. Solicitation documents are expected to release in February.

Purchase of Automotive Fluids, Oils, and Lubricants

Staff is developing the request for bid documents for the purchase of fluids, oils, and lubricants for our automotive fleet. Purchases will be made on an as-needed basis. Solicitation documents are expected to release late February with award at the March Board meeting.

Submitted
by:


Athena Forrester, CPPO, CPPB
AVP of Procurement

Final
Review:


Marisa Perry, Interim CFO

Board of Directors Memo

January 25, 2018

Subject: Marketing & Communications Update

NEW COLLATERAL DISTRIBUTION

- Agency Performance Report – FY '18 Q1
- Regional Leave Behind – FY '18 Q1
- Legislative Leave Behind – FY '18 Q1
- Business Case for Transit (Antero Group data)
- January 2018 Wheels and Rails (employee newsletter)
- January 2018 Service Change Materials

MONTHLY MEDIA REPORT (DECEMBER 2017)

- **Stories:** 41 (up 51.9% M/M)
- **Placement Highlights:**
 - CBS 11, NBC 5, Denton Record-Chronicle, Mass Transit, Star Local Media
- **Headline Highlights:**
 - Denton County Transportation Authority Releases Holiday and Thanksgiving Schedule
 - DCTA Offering Free Rides to Veterans on Friday
 - Holiday Express Train Event
- **Impressions:** 5.86M
- **Total Publicity Value:** \$18K
- **Sentiment Over Time:** X Positive / X Neutral
- **Coverage by Media Type:**
 - Consumer Online – 37.5%
 - News / Business Online – 7.5%
 - Community Newspaper – 32.5%
 - Trade / Industry Online – 15%
 - Newspaper – 5%
 - Radio – 2.5%
- **Share of Voice**
 - DCTA – 41.8%
 - DCTA Bus – 23.5%
 - DCTA Train – 34%



Denton Record-Chronicle



QUARTERLY METRICS REPORT HIGHLIGHTS

- Q1 metrics are in line with prior year data and on target to meet or exceed annual goals
- **Items for Discussion**
 - Email Marketing – Increase of 12% in CTR M/M
 - Facebook Likes – Decrease in Likes (-35) due to standard deactivation of inactive accounts (cyclical reduction)
 - Group Discount Pass Program – Exceeded annual goal of \$12K (December 2017 - \$12,486)
 - Corporate Pass Program – Exceeded annual goal of \$20K (December 2017 - \$68,160)
- Full report attached for reference

HOLIDAY EXPRESS RECAP REPORT

- **Event Details**
 - Presented by the Denton County Friends of the Family
 - Saturday, December 2
 - Tickets sold out in less than 24 hours!
- **Impressions**
 - 350 Attendees
 - 484 A-train Passengers
- **Results**
 - Raised over \$20K for the Denton County Friends of the Family
 - DCTA reported reduced fare revenue of \$770.25



JANUARY 2018 SERVICE CHANGE OVERVIEW

- **DCTA Website**
 - 929 Page Views / 55.92% Bounce Rate
 - Top Referrals – Google, GovDelivery, Direct Traffic, Twitter, and Denton Record-Chronicle
- **Media Relations**
 - 5 Articles / 302K Impressions
 - Contributed to 22 sessions on the DDTC website
- **Social Media**
 - Facebook – 1,275 Impressions / 6 Engagements
 - Twitter – 4,492 Impressions / 25 Engagements
- **Email Marketing**
 - #1 (12/18 – Rider Alert) – 2,859 Delivered / 917 Opened / 106 Click Throughs
 - #2 (1/2 – enRoute News) – 3,990 Delivered / 937 Opened / 76 Click Throughs
 - #3 (1/4 – Rider Alert) – 2,887 Delivered / 815 Opened / 96 Click Throughs
- **Route Guide Access**
 - Online
 - DDTC
 - On buses and trains
 - Windscreens at train stations
 - Lewisville billboards
- **Community Outreach**
 - Route guides delivered to apartment complexes within member cities
 - Route guides delivered to community partners within member cities



DENTON COUNTY
TRANSPORTATION
AUTHORITY



CHECK OUT OUR NEW SCHEDULES

[Effective January 15]

LEARN MORE AT **RIDEDCTA.NET.**







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IN PROGRESS

- **Routine Initiatives:**

- Campaign / Communications Planning and Execution
- Social Content / Creative / Posting / Responses / Reporting – Facebook, Twitter, LinkedIn, and YouTube
- Blog Content Development and Posting
- Video Content Development / Posting / Reporting
- Proactive Media Pitching
- Email Marketing Content / Posting / Reporting (EnRoute News / Notices / Promotional)
- Wheels & Rails Content and Creative Development

- Brochure and Rack Card Content and Creative Development / Printing
- Signage Installation / Removal
- Discount Pass Program Outreach / Member Administration
- Community Outreach (Events and Sponsorships)
- Public Information Requests
- Rider Alert Monitoring / Training
- Customer Service Instruction
- Updating Website Content / Progress on New Website
- Award Nominations
- Monthly Reporting

- **Key Projects:**

- Community Relations Manager Job Posting (replacing an existing FTE)
 - Reviewed 323 resumes
 - Slated for a start date before the end of February
- New Stationery Set – Complete by 1/2018
- Triennial Review Support – Complete by 1/2018
- Development of Rail Trail Materials – Complete by 1/2018
- UNT Orientation Activities – Throughout 1/2018
- Brand Standards Manual Update – Complete by 1/2018
- Antero Group Project (Infographics / Communications) – Complete by Early February 2018
- University Awareness Campaign – In Market by 2/1 (through 5/1)
- Why I Ride Sweepstakes – In Market by 2/5 (through 2/16)
- Safety Campaign – In Market by 2/26 (throughout remainder of fiscal year)

- DCTA Employee Appreciation Event – 3/2
- Rider Code of Conduct Campaign – In Market by 3/19 (through 3/30)
- North Texas Xpress Campaign – Launch in 3/2018
- Safety Video – Complete by 3/2018
- DCTA / First Transit White Paper and B2B Video – Complete by 3/2018
- Photoshoot – Complete by 4/2018
- Photo Shoot Planning – Planning Complete by 3/2018; Photo Shoot Slated for 4/2018
- Passenger Information Overhaul – Complete by 4/2018
- Community Survey – In Market by 4/2018
- April Public Meetings – Slated for 4/2018
- Upcoming April Events –
 - Lewisville Colorpalooza
 - Thin Line Festival
 - Denton Arts & Jazz Festival
- New Website Development – Launch Date Pending

Approved by:



Nicole M. Recker
Vice President of Marketing & Communications

Marketing & Communications Metrics Overview
January 2018 Report (FY '18)

BRAND IMPRESSIONS																			
Community Brand Impressions - Global Impressions			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	300K	26,002	20,500	-	-	-	-	724	50	102	88	2,030	2,820	52,316	-	Two major events were rained out in FY '15
			FY '16	260K	1,951	672	12	628	140	581	200,711	3,430	4,640	20,904	130,644	33,009	397,322	↑ 659.5%	
			FY '17	400K	288	293	1,500	134	207	890	217,658	4,745	200	5,125	147,242	28,111	406,393	↑ 2.3%	
			FY '18	415K	1,306	-	20,525										21,831		
Community Brand Impressions - Confirmed Impressions			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	N/A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Did not track with goal in FY '15
			FY '16	7.5K	618	152	12	202	20	208	1,634	180	555	104	216	9,209	13,110	-	
			FY '17	10K	413	133	189	134	207	147	9,593	3,470	125	73	2,806	3,891	21,181	↑ 61.6%	
			FY '18	20K	244	-	443										687		
MEDIA BUY IMPRESSIONS																			
Media Buy Impressions - Online/Confirmed Impressions			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	500K	-	-	-	-	106,962	7,139	7,139	239,892	404,790	386,908	7,700	1,154,215	2,314,745	-	
			FY '16	5M	1,127,702	8,188	7,541	813,292	812,671	857,212	1,057,696	1,225,166	1,212,833	2,225,942	2,231,636	2,281,446	13,861,325	↑ 498.8%	
			FY '17	15M	2,594,459	344,180	-	275,027	419,567	1,097,049	1,106,986	1,883,494	1,421,251	1,211,375	1,109,696	2,655,321	14,118,405	↑ 1.9%	
			FY '18	6M	3,603,306	-	-										3,603,306		
Media Buy Impressions - Online/Mobile Click Through Rate			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
For FY '17 - Took average of online and mobile CTR since they were reported separately			FY '15	N/A	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Did not track with goal in FY '15 Took average of online/mobile for FY '16 #s
			FY '16	0.10%	0.10%	0.16%	0.21%	0.15%	0.16%	0.21%	0.29%	0.35%	0.30%	0.34%	0.37%	0.33%	0.25%	-	
			FY '17	>=.23	0.24%	0.10%	0.10%	0.14%	0.34%	0.32%	0.42%	0.31%	0.21%	0.17%	0.19%	0.18%	0.23%	↓ .08%	
			FY '18	>=.23	0.25%	0.00%	0%												
Media Buy Impressions - Print Impressions			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	100K	-	-	-	68,000	72,200	79,024	89,145	-	21,486	230,555	147,235	726,418	1,434,063	-	Did not track until January 2015
			FY '16	2M	326,664	-	-	172,020	80,036	98,751	356,397	286,911	273,183	222,078	37,500	6,743,211	8,596,751	↑ 499.5%	
			FY '17	1M	648,845	-	65,000	-	-	5,200	1,896,760	953,580	3,877,050	1,361,684	1,361,684	1,598,166	11,767,969	↑ 36.9%	
			FY '18	5M	308,193	24,959	65,000										398,152		
Media Buy Impressions - Direct Mail			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	N/A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Did not track until FY '17
			FY '16	N/A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
			FY '17	175K	-	5,200	5,200	5,200	7,108	5,200	77,200	51,883	77,200	7,371	10,400	5,200	257,162	-	
			FY '18	200K	5,200	12,388	5,200										22,788		
MEDIA RELATIONS																			
Press Coverage - Media Placements			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	450	8	24	35	27	56	21	15	41	92	28	83	29	459	-	
			FY '16	300	52	71	48	26	15	36	49	46	34	121	57	45	600	↑ 30.7%	
			FY '17	350	30	49	85	50	28	145	36	31	67	14	25	44	604	↑ .67%	
			FY '18	400	29	27	41										97		
Media Relations - Story Impressions			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	N/A	24,000,000	3,773,000	-	-	-	-	-	26,946,801	42,612,177	1,653,080	16,220,824	20,212,728	135,418,610	-	Old system did not track accurately Launched Cision in May 2015
			FY '16	165M	22,992,694	39,691,115	37,582,650	5,431,995	6,912,187	3,047,073	6,639,343	31,672,535	7,331,629	28,677,451	9,105,902	9,791,146	208,875,720	↑ 54.2%	
			FY '17	165M	4,805,658	6,949,925	23,912,992	12,869,219	4,221,320	86,630,000	26,830,000	32,110,000	63,340,000	1,900,000	3,650,000	13,570,000	280,789,114	↑ 34.4%	
			FY '18	200M	4,820,000	6,620,000	5,860,000										17,300,000		
Media Relations - Publicity Value			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	\$460K	\$ 1,690	\$ 8,842	\$ 7,620	\$ 115,559	\$ 276,889	\$ 10,359	\$ 74,100	\$ 137,655	\$ 317,244	\$ 6,048	\$ 277,303	\$ 20,882	\$ 1,254,191	-	
			FY '16	\$1M	\$ 64,766	\$ 82,239	\$ 67,629	\$ 44,677	\$ 7,971	\$ 27,052	\$ 42,049	\$ 188,195	\$ 22,568	\$ 58,824	\$ 119,866	\$ 48,504	\$ 774,340	↓ 38.3%	
			FY '17	\$750K	\$ 33,602	\$ 24,437	\$ 66,812	\$ 50,650	\$ 69,656	\$ 506,000	\$ 184,000	\$ 31,000	\$ 120,000	\$ 1,000	\$ 51,000	\$ 51,000	\$ 1,189,157	↑ 53.6%	
			FY '18	\$775K	\$ 58,000	\$ 60,000	\$ 18,000										\$ 136,000		
SOCIAL MEDIA																			
Facebook - Increase in Likes			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	1.2K	32	36	100	10	49	-45	7	35	25	532	643	9	1,433	-	Decrease in March due to removal of inactive business pages
			FY '16	3K	82	624	6	17	468	2	104	38	902	726	78	52	3,099	↑ 116.3%	
			FY '17	4K	39	27	479	526	374	218	416	430	274	775	295	258	4,111	↑ 32.7%	
			FY '18	4K	7	-10	-35										-38		
Twitter - Increase in Followers			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	N/A	0	0	0	26	131	88	43	61	21	147	51	164	732	-	Did not track with goal until January 2015
			FY '16	1K	35	122	27	34	133	38	45	27	154	199	185	16	1,015	↑ 38.7%	
			FY '17	1.2K	15	1	154	254	207	209	189	6	208	2	3	11	1,259	↑ 24%	
			FY '18	1.2K	7	-9	8										6		
YouTube - Increase in Subscribers			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes
			FY '15	N/A	-	-	-	3	-	1	4	1	-	1	4	2	16	-	Launched in June 2014 Did not track with goal in FY '15 or FY '16 Started building content in June 2016
			FY '16	N/A	-	-	-	-	1	-	-	-	3	1	(2)	4	7	↓ 56.3%	
			FY '17	45	1	2	0	2	1	3	0	1	1	3	4	2	20	↑ 185.7%	
			FY '18	20	1	3	0										4		
LinkedIn - Increase in Followers			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes

Hop on Board Blog - Increase in Subscribers			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
			FY '15	N/A	1	1	1	-	-	-		-	-	-	-	-	3	-	WordPress data no longer available New Hop on Board Blog launched in January 2016	
			FY '16	N/A	-	-	-	24	3	1	1	3	-	-	2	1	35	↑ 1066.7%		
			FY '17	75	-	-	1	33	6	-	1	1	1	2	-	9	54	↑ 54.3%		
			FY '18	50	0	1	1									2				
CUSTOMER SERVICE																				
Shortel - Calls Received			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
			FY '15	N/A	5,197	4,256	4,738	5,039	5,713	5,033	4,620	4,453	5,185	4,624	5,353	5,263	59,474	-	Did not set a goal in FY '15 Launched Shortel in late-September 2016	
			FY '16	>50K	5,263	4,429	4,768	4,563	4,654	4,500	4,291	3,988	3,979	3,894	5,072	4,506	53,907	↓ 9.4%		
			FY '17	>50K	6,744	6,206	6,002	6,417	5,817	6,222	6,013	6,979	6,598	5,915	7,062	6,872	76,847	↑ 42.6%		
			FY '18	>55K	4,461	4,225	3,806										12,492			
Shortel - Abandoned Calls			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
			FY '15	<5%	2.20%	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	-	Improved our abandoned calls by 50% YOY
			FY '16	<3%	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	0%		
			FY '17	<3%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	↓ 50%		
			FY '18	<=2.5%	2.10%	0.80%														
GORequest - Average Days for Closeout			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
			FY '15	<3.2	2.82	3.43	3.37	3.15	3.48	3.46	2.49	3.35	3.4	3.18	1.92	2.26	3.03	-		
			FY '16	<3.2	2.83	3.11	2.82	2.92	2.57	2.44	2.94	1.65	1.76	2.14	2.38	2.9	2.54	↓ 16.2%		
			FY '17	<3.2	1.68	2.09	3.13	2.23	2.95	4.02	3.09	8.02	6.78	5.87	4.28	3.06	3.93	↑ 54.7%		
			FY '18	<3.2	2.06	2.38	5.4													
GORequest - Total Entries per 10K			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
			FY '15	N/A	2.21	1.5	3.28	2.06	1.68	1.31	1.48	2.47	2.47	2.21	2.59	2	2.11	-		
			FY '16	>3	0.94	1.19	2.15	1.33	1.79	1.73	1.76	4.03	3.18	2.16	4.96	1.92	2.26	↑ 7.1%		
			FY '17	>=2	3.22	2.88	1.68	2.62	1.89	2.07	1.53	3.1	3.23	3.08	1.57	1.23	2.34	↑ 3.5%		
			FY '18	>=2	0.88	1.66	1.31													
TRANSIT TRACKER																				
DCTA Transit Tracker - Total Web Portal Hits			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
As compared to WMR in FY '15, FY '16 and FY '17			FY '15	N/A	-	-	-	11,423	37,749	61,755	37,689	29,612	34,131	37,310	35,356	34,389	319,414	-	Launched WMR in January 2015	
			FY '16	400K	39,447	33,681	41,592	47,992	54,705	43,988	43,578	42,011	42,367	47,195	58,005	59,377	553,938	↑ 73.4%		
			FY '17	400K	49,641	43,937	41,725	71,725	41,729	47,074	43,429	43,569	36,324	36,124	46,996	33,919	536,192	↓ 3.2%		
DCTA Transit Tracker - Total Mobile App Downloads			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
			FY '17	-	-	-	-	-	-	-	-	-	-	-	-	330	330	-		
			FY '18	3.3K	356	145	132									633				
DCTA Transit Tracker - App Users			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
			FY '17	-	-	-	-	-	-	-	-	-	-	-	-	1,443	1,443	-		
			FY '18	30K	3,554	3,111	2,303									8,968				
DCTA Transit Tracker - Total SMS/Texts			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
As compared to WMR in FY '15, FY '16 and FY '17			FY '15	N/A	-	-	-	1,047	1,977	3,564	4,840	3,375	3,983	4,645	1,702	9,431	34,564	-	Launched WMR in January 2015	
			FY '16	50K	9,741	8,529	6,665	7,520	9,952	8,844	9,828	6,968	5,489	4,905	6,485	8,458	93,384	↑ 170.2%		
			FY '17	50K	8,228	7,612	5,712	5,712	6,763	7,165	6,636	5,661	3,924	3,019	4,219	7,070	71,721	↓ 23.2%		
			FY '18	40K	6,184	6,782	5,577											18,543		
DCTA Transit Tracker - Total Calls (IVR)			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
As compared to WMR in FY '15, FY '16 and FY '17			FY '15	N/A	-	-	-	261	678	860	1,142	1,039	1,255	6,521	5,952	1,744	19,452	-	Launched WMR in January 2015	
			FY '16	15K	1,996	1,792	1,786	7,836	2,085	2,207	2,639	1,959	1,747	1,790	1,695	2,347	29,879	↑ 53.6%		
			FY '17	15K	2,052	1,858	1,843	1,843	1,744	1,860	1,746	1,909	2,047	2,087	2,166	2,268	23,423	↓ 21.6%		
			FY '18	20K	2,557	2,483	2,009											7,049		
DISCOUNT PASS PROGRAMS																				
Group - Ticket Sales			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
Launched 4.1.16 (FY '16)			FY '16	N/A	-	-	-	-	-	2,620	-	-	344	2,210	3,600	1,260	10,034	-		
			FY '17	\$10K	\$ 391	\$ 2,511	\$ 3,052	\$ 201	\$ 4,760	\$ 858	\$ 1,245	\$ 4,099	\$ 1,400	\$ 82	\$ 3,158	\$ 720	22,477	↑ 85.4%		
			FY '18	\$12K	\$ 2,332	\$ 3,301	\$ 6,853											12,486		
Group - Website Pageviews			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
Launched 4.1.16 (FY '16)			FY '16	N/A	-	-	-	-	-	0	12	47	32	34	71	62	258	-		
			FY '17	250	79	28	27	25	34	46	37	49	53	49	37	49	513	↑ 98.8%		
			FY '18	300	41	36	26											103		
Non-Profit - Ticket Sales			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
Launched 4.1.16 (FY '16)			FY '16	N/A	-	-	-	-	-	289	289	-	350	-	484	810	2,222	-		
			FY '17	\$2K	\$ 190	\$ -	\$ 56	\$ 4,725	\$ 135	\$ 146	\$ -	\$ 338	\$ 1,012	\$ 266	\$ -	\$ 45	6,913	↑ 211%		
			FY '18	\$3K	\$462.50	337.50	225.00											\$1,025.00		
Non-Profit - Website Pageviews			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
Launched 4.1.16 (FY '16)			FY '16	N/A	-	-	-	-	-	0	26	54	48	49	94	67	338	-		
			FY '17	400	86	55	50	57	65	52	53	57	58	48	56	63	700	↑ 107%		
			FY '18	500	69	40	32											141		
Corporate Pass Program - Ticket Sales			Year	Goal	October	November	December	January	February	March	April	May	June	July	August	September	YTD	% YOY	Notes	
Launched 4.1.16 (FY '16)			FY '16	N/A	-	-	-	-	-	0	-	-	-	-	-	-	-	-		

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Board of Directors Memo

January 25, 2018

Subject: Strategic Planning & Development Update

ADMINISTRATIVE UPDATE

Title VI Program Update & Process Development

- As a federal requirement, DCTA submits an updated Title VI Program every three years with the next Title VI program submittal in April 2019
- To prepare for the submittal, DCTA has contracted the Texas Transit Institute (TTI) to assist in building a user-friendly process to be used during service and fare changes and will provide a staff workshop to ensure staff can use this tool effectively and efficiently

Business Case For Transit Advocacy Project

- In late 2017, Antero Group concluded the project with DCTA with deliverables including 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
- DCTA staff will utilize the Antero Group report results and data to develop advocacy materials to ensure a consistent branding and cohesive communication strategy
- While additional communication materials are still in development, The Business Case for Transit Fact sheet has been finalized and will be distributed at the January board meeting

REGIONAL TRANSPORTATION PLANNING

NCTCOG Mobility Transportation Plan 2045

- NCTCOG released a draft of proposed program and policy additions in early January for review and comment
- The Final MTP 2045 Draft is expected to be available for comment in early February with the anticipation of RTC approval in June 2018.

Autonomous Vehicle Program Development

- As NCTCOG seeks to advance the development and deployment of transportation technologies that will deliver safer and more efficient transportation for the North Texas region, including autonomous vehicles
- DCTA is fully engaged in many areas of NCTCOG's initiative including a state-wide procurement for AV vehicles and regional roundtable discussions
- DCTA staff will be participating in a NCTCOG hosted discussion with an AV developer to identify "test site" locations for new AV technology deployment
- As progress continues to finalize the FTA Strategic Transit Automation Research (STAR) Plan, DCTA is currently reviewing the plan and will be providing comment on current and near-future status of automated transit buses and related technologies as well as regulatory and policy barriers to the development, demonstration, deployment and evaluation of such technology.

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
- An Agreement between DCTA and NCTCOG has been executed which outlines the Agency will provide financial support of approximately \$18,000 for the preliminary design of this project

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

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
- DCTA staff recently conducted fieldwork exploring Arlington's new microtransit service, VIA and met with City of Arlington staff to learn more about the development and implementation of this new transit program in their community

Local Initiatives

- Staff is developing a Shared Use Mobility Action Plan scope of work for FY2018 in an effort to strategically deploy innovative transit solutions while leveraging existing transit assets and producing a fully integrated system plan
- DCTA has leveraged the existing contract with Lyft in the development of new partnership programs involving subsidized discounts for selected trips in Highland Village and at UNT with future new programs anticipated
- Additional near term programming opportunities with Lyft could include Frisco and UNT

BUSINESS DEVELOPMENT & PARTNERSHIPS

Alliance Area Transit Coordination

- DCTA is assisting in the coordination efforts for first/last mile solutions within the Alliance Area
- Coordination efforts have included conversations with Hillwood, the Fort Worth Transportation Authority, Tarrant County and Toyota
- DCTA held a workshop in December 2017 with the FWTa to examine potential solutions for the Alliance Area with plans to further vet the ideas to ensure the solutions fully leverage the North Texas Xpress commuter bus service along I-35W and best meet the needs of Alliance employers and employees
- DCTA staff continues to meet with stakeholders, including Toyota, FWTa, and Tarrant County to develop a draft service plan to meet the mobility needs of the Alliance area. Staff is currently in the process of gathering labor data to assist in the development of the service plan.
- Preliminary discussions envision a dynamic, nimble service plan that could enhance the North Texas Xpress fixed route service and leverage innovative technologies, including ride-hailing, ride-sharing, and microtransit options, all accessible via a regional app-based system. Ideally, the Alliance area would be divided into service zones, each having its own dynamic service model contingent on the needs of the businesses within a particular zone. In conversations with the various stakeholders, there has been significant interest expressed in this draft model.
- Next steps include continued research and workshops with the FWTa, Toyota, Tarrant County, the Alliance Opportunity Center, and individual Alliance businesses.

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
- DCTA is participating in discussions facilitated by the NCTCOG to provide assistance to Frisco staff as they explore the TMA option

McKinney Urban Transit District (MUTD)

- A workshop was held in early January to discuss near-term and long-term mobility options with City staff
- There was great interest in incorporating Lyft into existing service levels
- To better understand community needs and to provide community education as it relates to transit, there was discussion and interest in partnering to hold transportation forums within the community. DCTA will develop a draft plan for these forums for further discussion with McKinney staff.

Mary Kay Manufacturing Facility (Lewisville)

- Mary Kay has a desire to leverage public transportation, but needs something customized to meet the needs of their employees
- DCTA held a workshop with Mary Kay staff to identify potential service options for employees of their new facility currently under construction in Lewisville including site specific shuttle, Lyft, vanpools, etc.
- Staff recently obtained additional data from Mary Kay that will assist in the development of service plan options.
- Staff is current in the process of developing a draft service plan for consideration, which may include on-demand ride-hailing services, based on Mary Kay's direct input and data provided.

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

- 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 in early 2018

NCTCOG Grant Review & Funding Cleanup

- In early September, DCTA submitted three funding requests for available CMAQ, JARC and Mobility Management funds
- The submitted requests would help fund fleet (\$1.61M) and operational enhancements (\$227,000) to the 35W corridor service and a second request submitted would provide assistance to DCTA's technology enhancements (\$240,000) including the provision seamless transportation services in Denton and Collin counties with multiple providers
- The funding requests have been approved by STTC and RTC in November

NCTCOG Clean Diesel Funding

- DCTA submitted a funding request to replace four (4) transit buses (\$471,603) to the NCTCOG for inclusion in their National EPA Clean Diesel Funding Assistance Program.
- The four buses are currently scheduled for replacement in DCTA's fleet replacement program and will save the Agency 25% of the capital cost as this funding requires a 75% match from DCTA
- In late October, STTC approved this funding request and forwarded it to RTC where it was approved
- DCTA is working with NCTCOG staff to provide all of the necessary information for inclusion in the next TIP modification process

LAND USE PLANNING & DEVELOPMENT

City of Denton Small Area Planning Steering Committee

- DCTA remains active in the City of Denton's Small Area Planning initiative for the area surrounding the University of North Texas
- The steering commit will guide land use planning and implementation strategy for this specific area
- Other committee members include representatives from the community, university, development community and other interested Denton residents

City of Denton Development Code 2030

- DCTA staff has been participating in the City of Denton Development Code 2030 initiative
- The Denton Development Code sets requirements for what, where, and how much can be built in Denton
- The update to the code will address a variety of issues raised in the comprehensive plan (Denton Plan 2030), including a new lineup of zoning districts to facilitate implementation of the future land use map and updated development and design standards that address the layout, look, and feel of new development and redevelopment

Station Area Joint Development Strategy

- DCTA staff is leveraging the agency's contract with HDR to work with one of their subs, Catalyst. Catalyst will provide analysis and planning for the station areas to both enhance current plans and propose new concepts to achieve collective goals for potential joint land development opportunities.
- The work will include research, data generation, analysis and planning, as well as feedback on potential partnerships being proposed by third party developers and key partners
- A final report should be available for presentation to the next Program Services Committee.

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 Mobility Committee Update | • Infrastructure Development Planning |
| • North Texas Regional Housing Assessment | • Long-Range Agency Planning Efforts |
| • Lewisville Small Area Planning Studies | • State and Federal Legislative Initiatives |
| • Long Range Service Plan Update | • Grant Funding Opportunities |
| • Huffines-Hebron Joint Development Project | • TxDOT 35W Expansion Coordination |

Submitted by:



Kristina Holcomb, VP, Planning & Development

Board of Directors Memo

January 25, 2018

Subject: WS 1 (d) Capital Projects Update**Positive Train Control (PTC)**

- Onboard and Wayside hardware installations are complete.
- The Wayside FST procedures are under FRA review. Once approved, field-testing will commence.
- The FRA issued conditional approval of the test request.

Lewisville Hike and Bike Trail – Eagle Point Section

- TxDOT has received all requested documentation. The TxDOT project manager expects to have the plans ready for letting in mid-March.

Pokrus Page

- The contract was awarded to Reyes Construction in November. The pre-construction meeting was held December 7, 2017.
- The contractor and Engineering firm are working together on submittals. When approved, the materials will be ordered.
- Active construction is expected to commence in March, 2018.

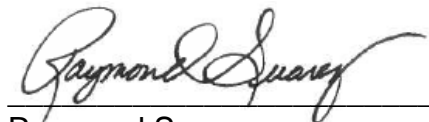
IOMF – Bus Fueling at the Rail Facility

- Procurement is preparing the bid package for issuance on January 10. Bids are due in February.

Trinity Mills Crew Room

- The DART contractor expects to start on January 10th, with completion in 90 days.

Final Review:


Raymond Suarez

Board of Directors Memo

January 25, 2018

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

- FY 2018 YTD “On Time Performance” (OTP) for the A-train is 99.3%
- FY 2018 YTD “On Time Performance” (OTP) system-wide for Bus is 93.43%.

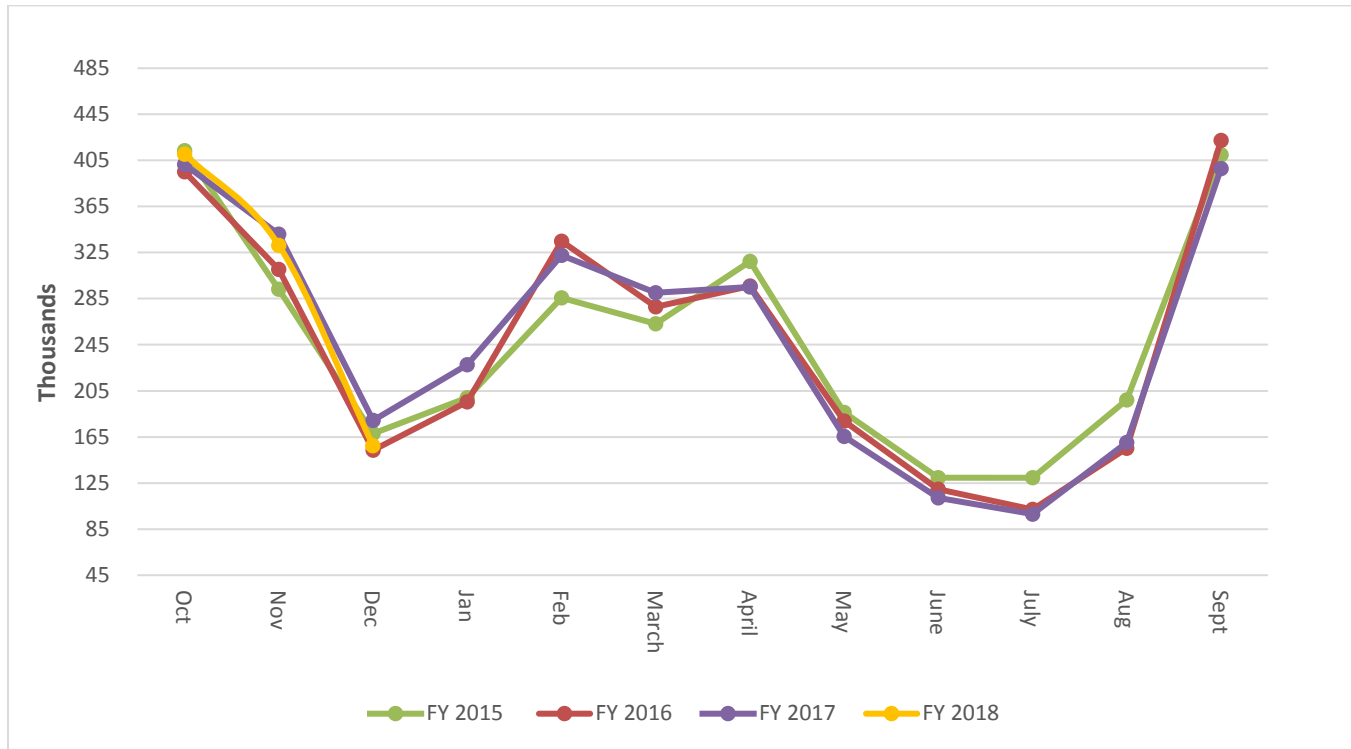
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2017 to FY 2018	Color Indicator	Notation No.
All Bus & Rail	-2.43%	Red	1
Rail	-16.38%	Red	2
All Bus	0.08 %	Green	
Connect	-8.88%	Red	2
UNT	1.48%	Green	1
NCTC	-19.68%	Red	3
North Texas Express	55.91%	Green	
Access	-0.36%	Green	
Frisco Demand Response	64.93%	Green	
Highland Village	13.36%	Green	

1. UNT ridership continues to exceed expectations and boost overall system performance. UNT YTD ridership in December increased 9,349 or 1.48% over the previous year.
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. NCTC ridership is trending down on the North Campus Shuttle, while South Campus Shuttle ridership is increasing. However, the increase on the South Campus Shuttle is not sufficient to cover the decrease in passengers on the North Campus Shuttle. Staff has reached out to NCTC to explore potential causes for this shift in ridership.

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

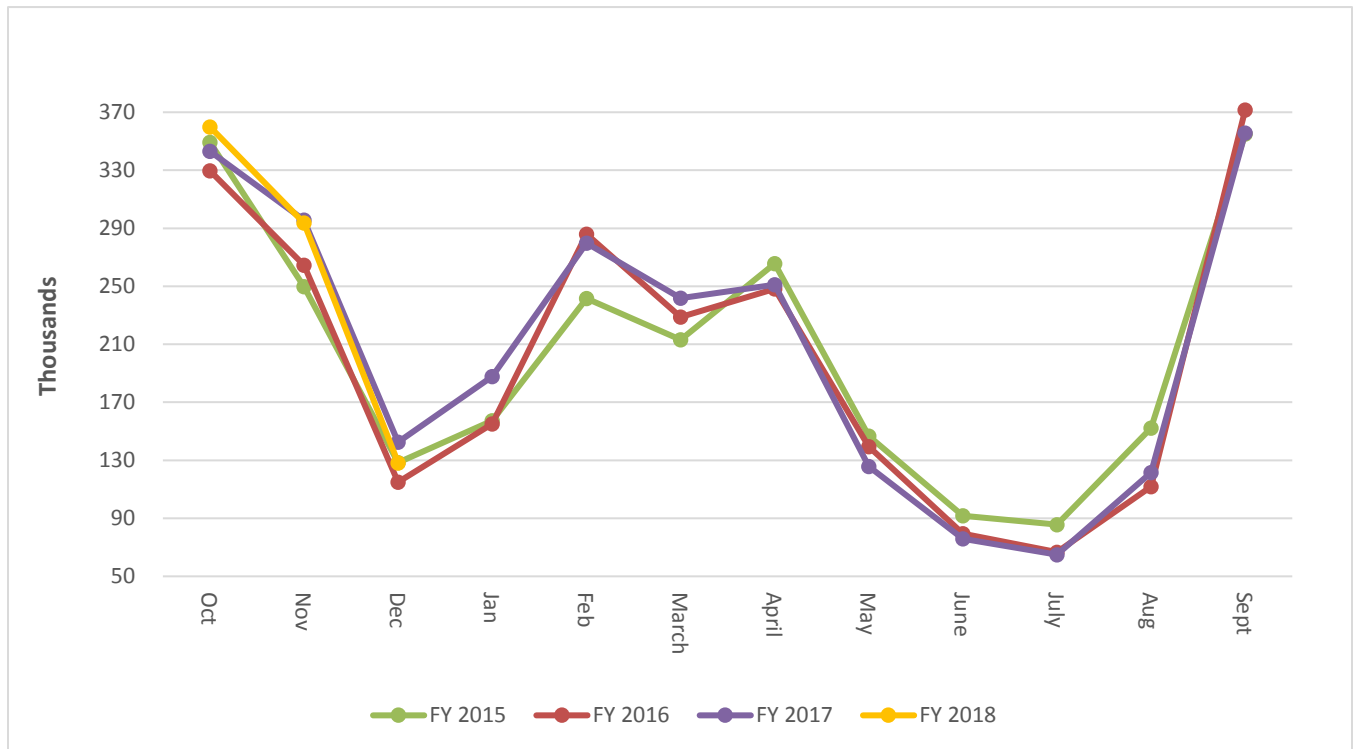


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus decreased by 9,940 boardings or 2.78% in November 2017 compared to November 2016.
- Total boardings for Rail and All Bus decreased by 21,897 boardings or 12.22% in December 2017 compared to December 2016.
- The YTD boardings for Rail and All Bus decreased by 22,362 boardings or 2.43% in December.

All Bus: Total Boardings

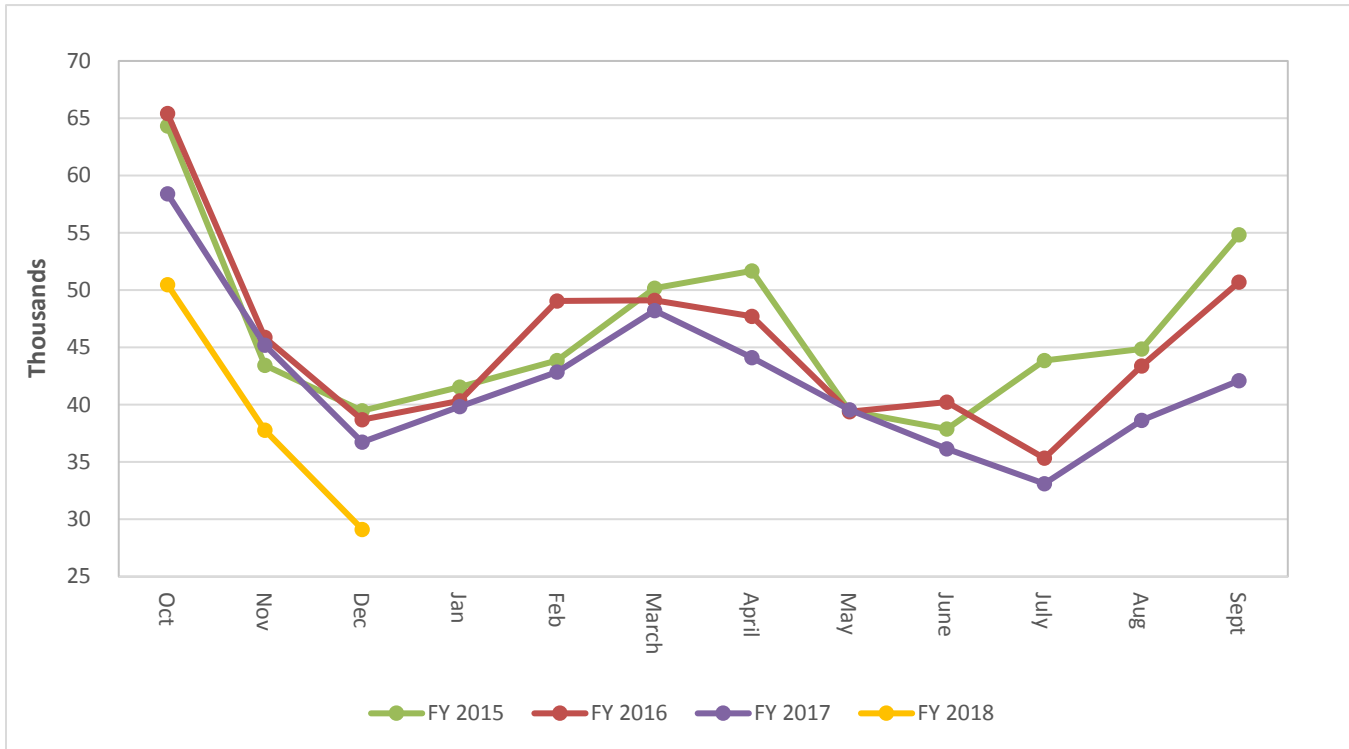


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- In November 2017, total boardings decreased by 2,040 or 0.69% compared to the same period last year.
- In December 2017, total boardings decreased by 14,293 or 10.03% compared to the same period last year.
- The YTD total boardings in December increased by 623 or 0.08% compared to the same period last year.

Rail: Total Boardings

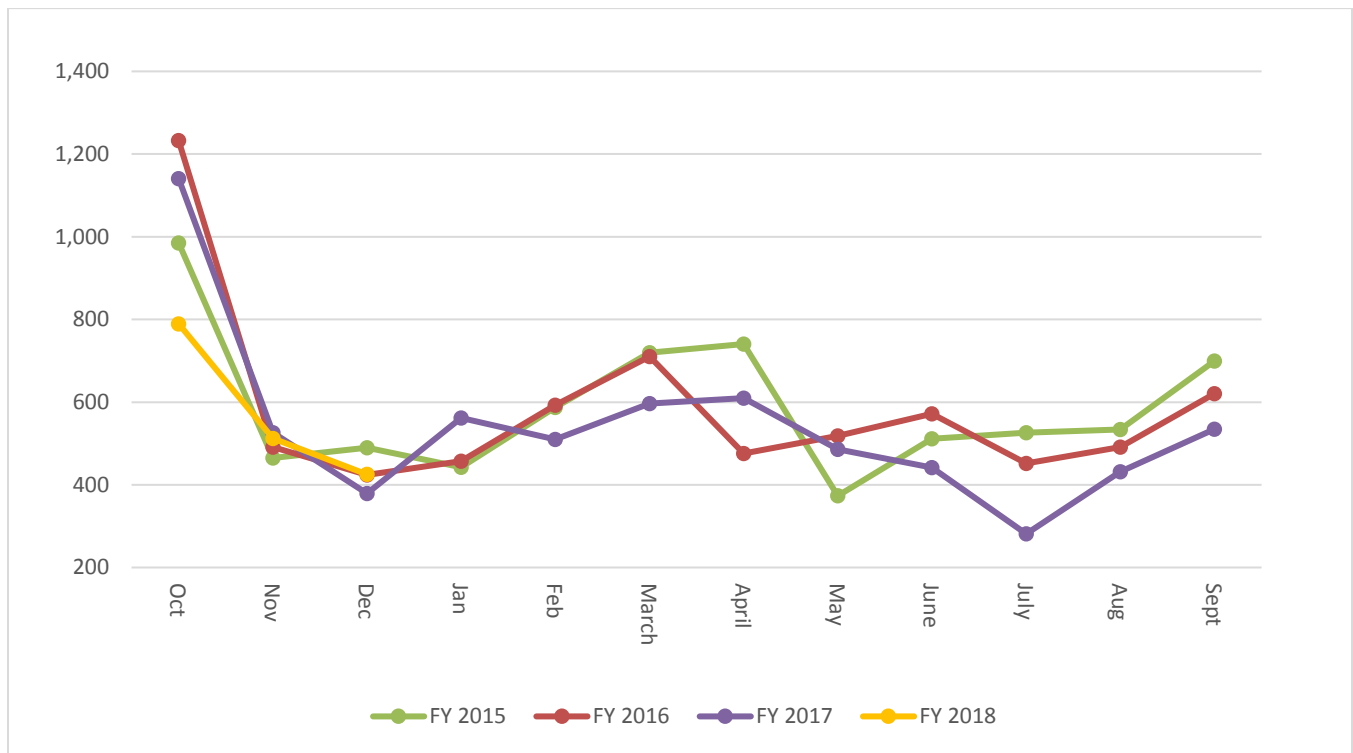


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 7,450 or 16.48% in November 2017 compared to November 2016. Total boardings for Rail decreased by 7,604 or 20.7% in December 2017 compared to December 2016.
- The YTD Total boardings for Rail decreased by 22,985 or 16.38% in December 2017 compared to the same period last year. Ridership for TRE and DART rail are also down as compared to last year.
- The decrease is primarily attributable to completion of construction on IH35E, resulting in decreased boardings predominately from the Downtown Denton Transit Center and MedPark southbound in the morning and northbound in the afternoon/evening. Limited parking and low gas prices also contribute to the decrease in rail ridership.
- Conversely, ridership is trending positively at MedPark northbound in the morning and southbound in the afternoon/evening. This trend, as well as positive gains at Hebron, are due to the implementation of the Fare Free Zone.
- Additional information is included as Attachment 1, which includes a summary graph reflecting A-train Monthly Boardings by Station for January 2015 through November 2017, as well as individual graphs for each station for the same period.

Rail: Saturday Average Boardings

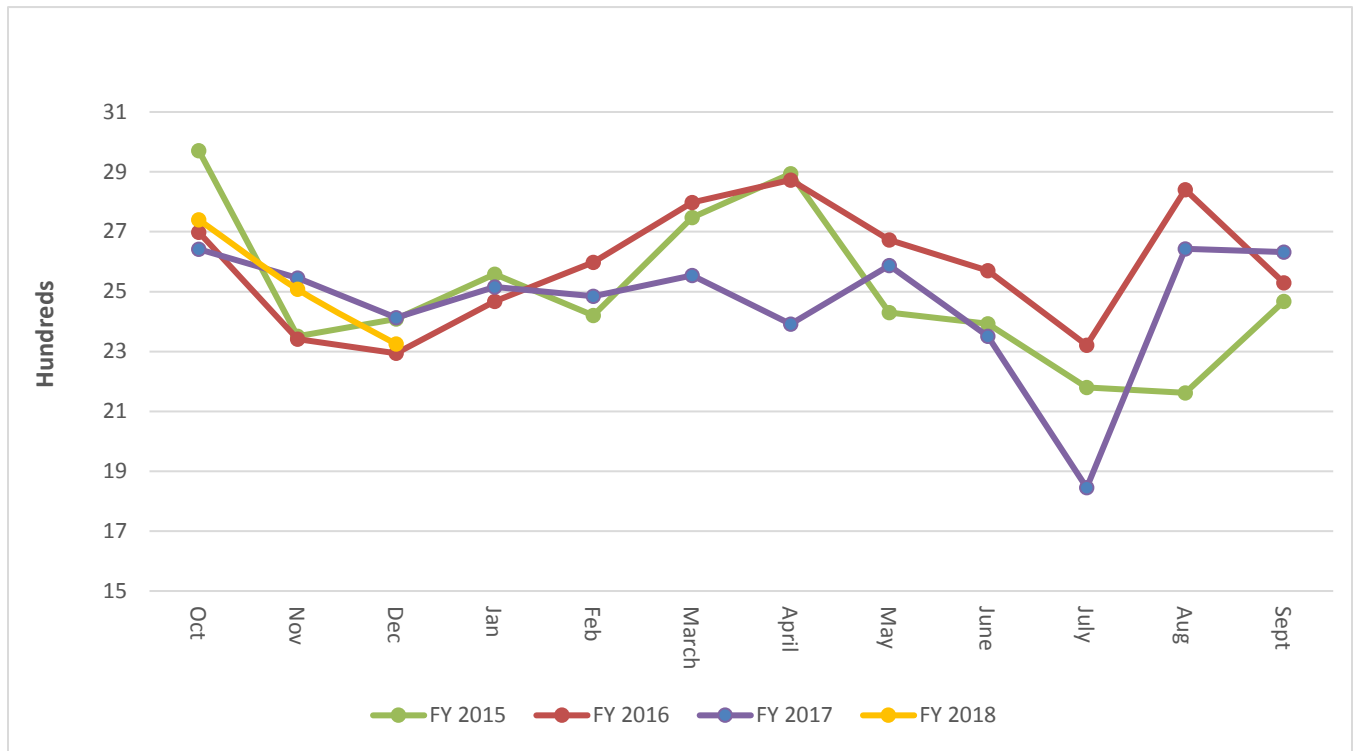


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 14 or 2.71% in November 2017 compared to November 2016.
- Average Saturday Boardings increased by 46 or 12.13% in December 2017 compared to December 2016. This increase is due to the Polar Express special event on December 9th.
- The YTD Average Saturday Boardings decreased by 320 or 15.62% in December 2017 compared to the same period last year.

Access: Total Boardings

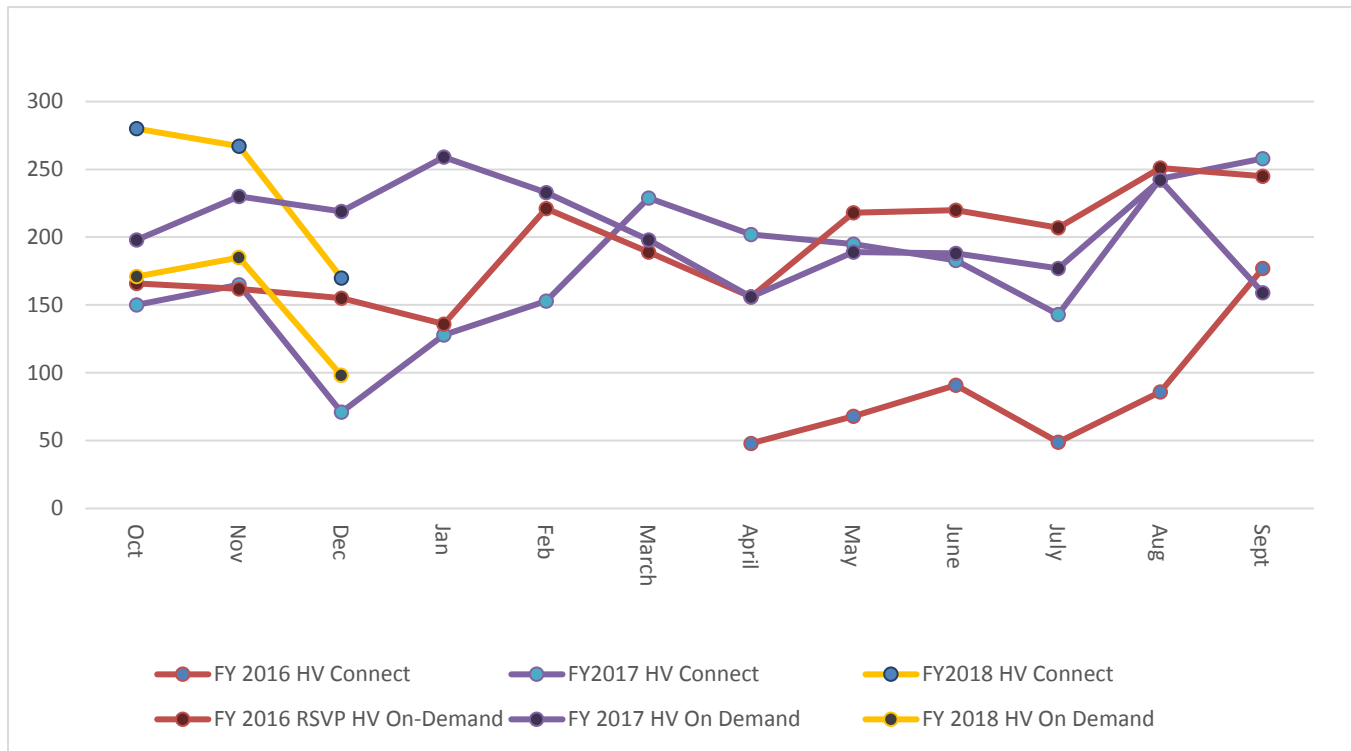


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- Total boardings decreased by 37 or 1.45% in November 2017 compared to November 2016.
- Total boardings decreased by 88 or 3.65% in December 2017 compared to December 2016.
- In December, the YTD total boardings decreased by 27 or 0.36% compared to the same period last year.

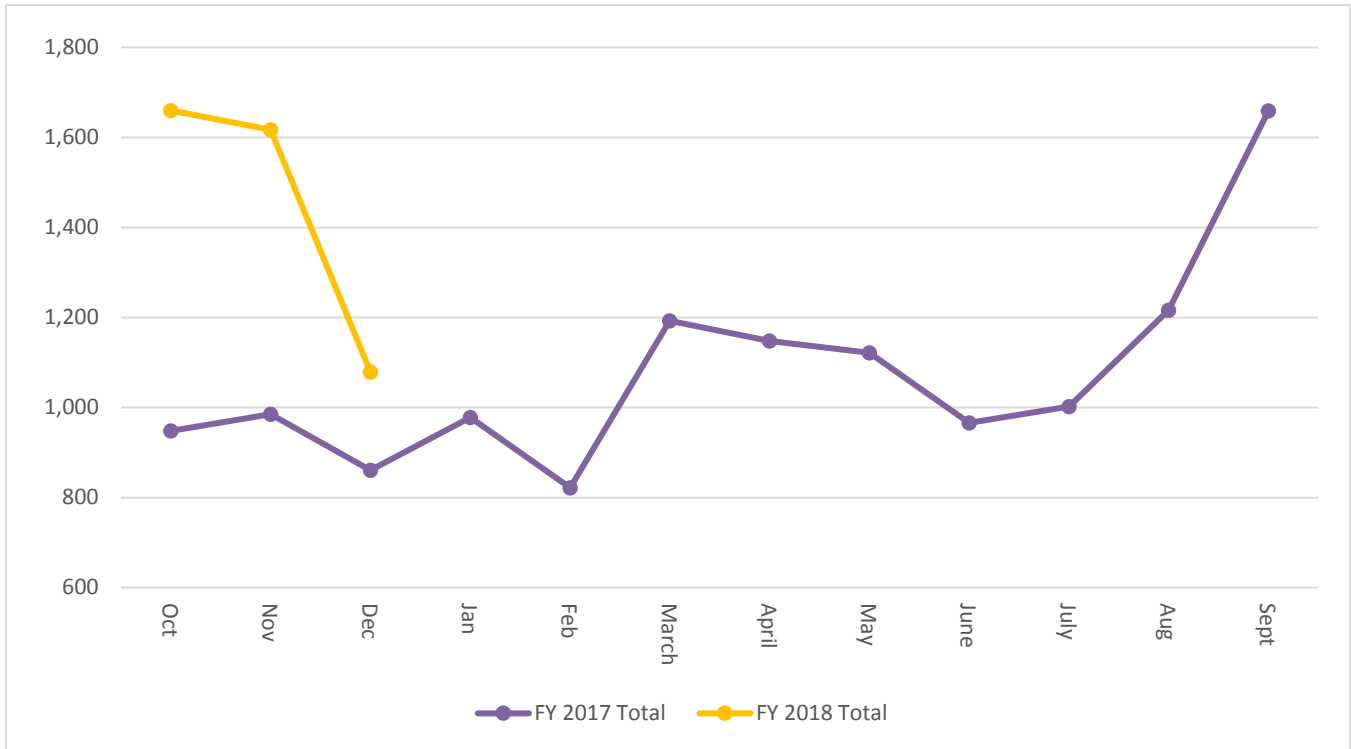
Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- Highland Village Community On-Demand total boardings decreased by 45 or 19.57% from November 2016 to November 2017 and decreased by 121 or 55.25% from December 2016 to December 2017. YTD boardings decreased by 193 or 29.83% over the same period last year.
- Highland Village Connect Shuttle total boardings increased by 102 or 61.82% from November 2016 to November 2017 and increased by 99 or 139.44% from December 2016 to December 2017. YTD boardings increased by 331 or 85.75% over the same period last year.
- YTD total boardings for all Highland Village services increased by 138 or 13.36% compared to the same period the prior year.

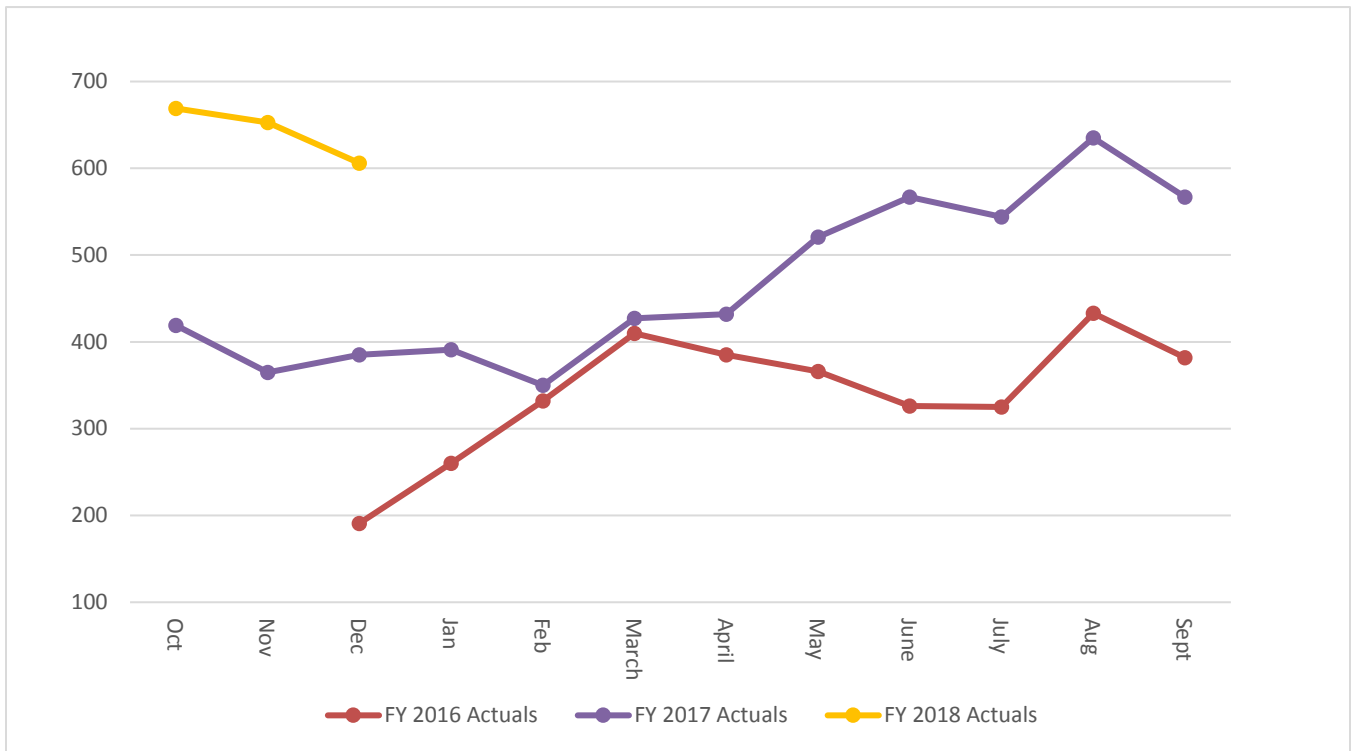
North Texas Xpress Commuter Services: Total Boardings



North Texas Xpress: Total Boardings

- Service was initiated in September 2016 in coordination with the Fort Worth Transportation Authority and operates Monday through Friday from 6:15 am to 9:30 pm.
- Total boardings increased by 632 or 64.16% in November 2017 compared to November 2016.
- Total boardings increased by 218 or 25.32% in December 2017 compared to December 2016.
- In December 2017, the YTD total boardings increased 1,562 or 55.91% over the same period the prior year.

Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In November, total boardings increased by 288 or 78.9% compared to November 2016.
- In December, total boardings increased by 221 or 57.4% compared to December 2016.
- Total boardings YTD increased by 759 or 64.93% compared to the same period last year.
- These increases can be attributed to the implementation of the Taxi Pilot Project, which was implemented on March 20, 2017.
- Since inception, the Taxi Pilot Project has provided an additional 1,541 trips.

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, Celina, 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 and Saturday 8:00 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
December	317	317	0
November	361	361	0
October	399	399	0
September	321	320	1
August	274	272	2
July	150	150	0
June	97	91	6

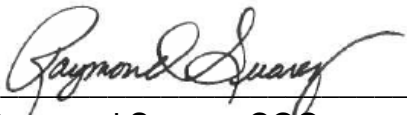
SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 350
- DCTA Bus Operations Injury-Free Workdays: 45

MAINTENANCE

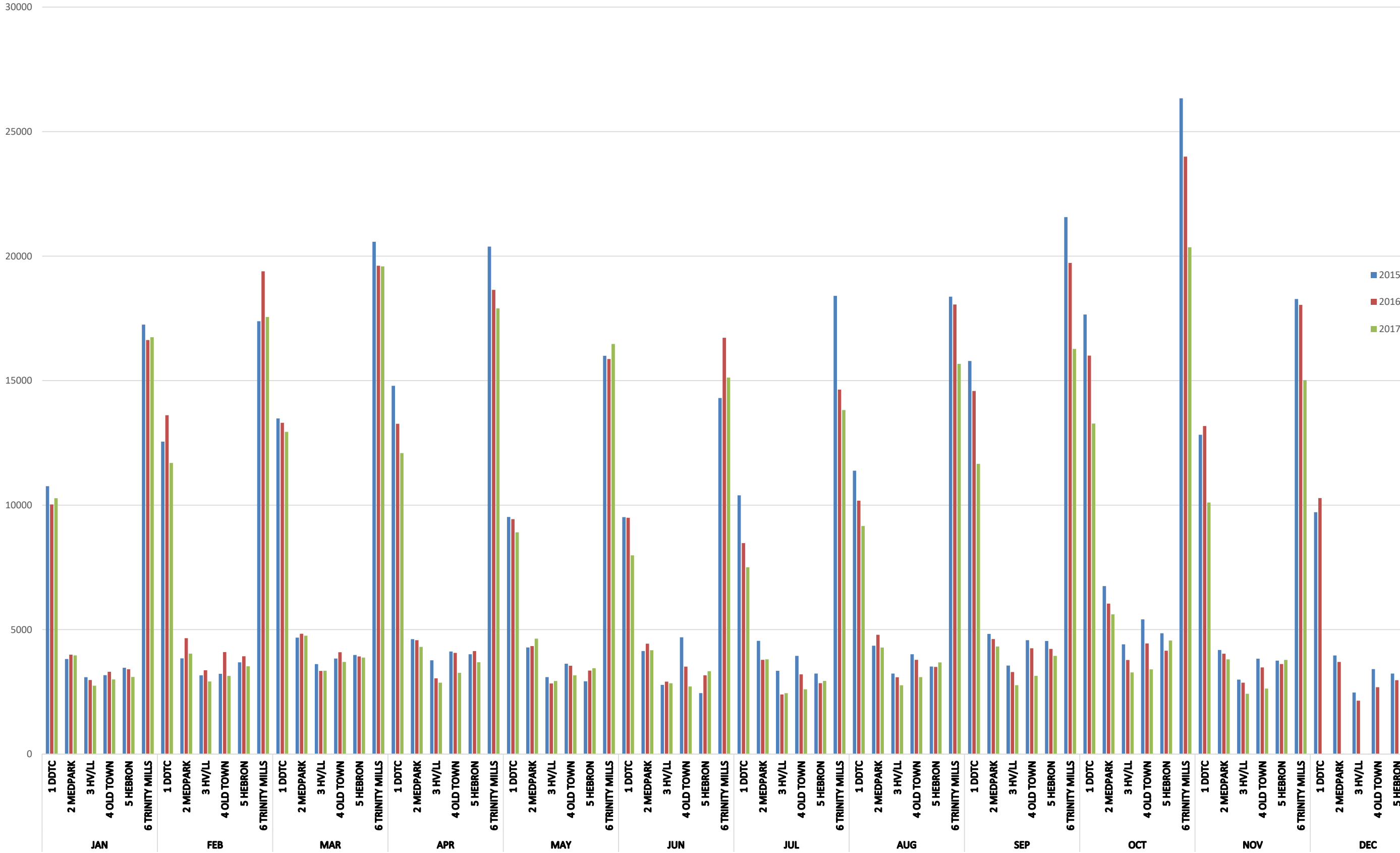
- **Right of Way:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Signal/Communications:** DCTA contract operations (CTC) continues to perform weekly signal safety inspections, which have not identified any major issues.
- **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 mechanical failure on December 15th that resulted in one annulled train. The issue has been resolved.

Final Review:

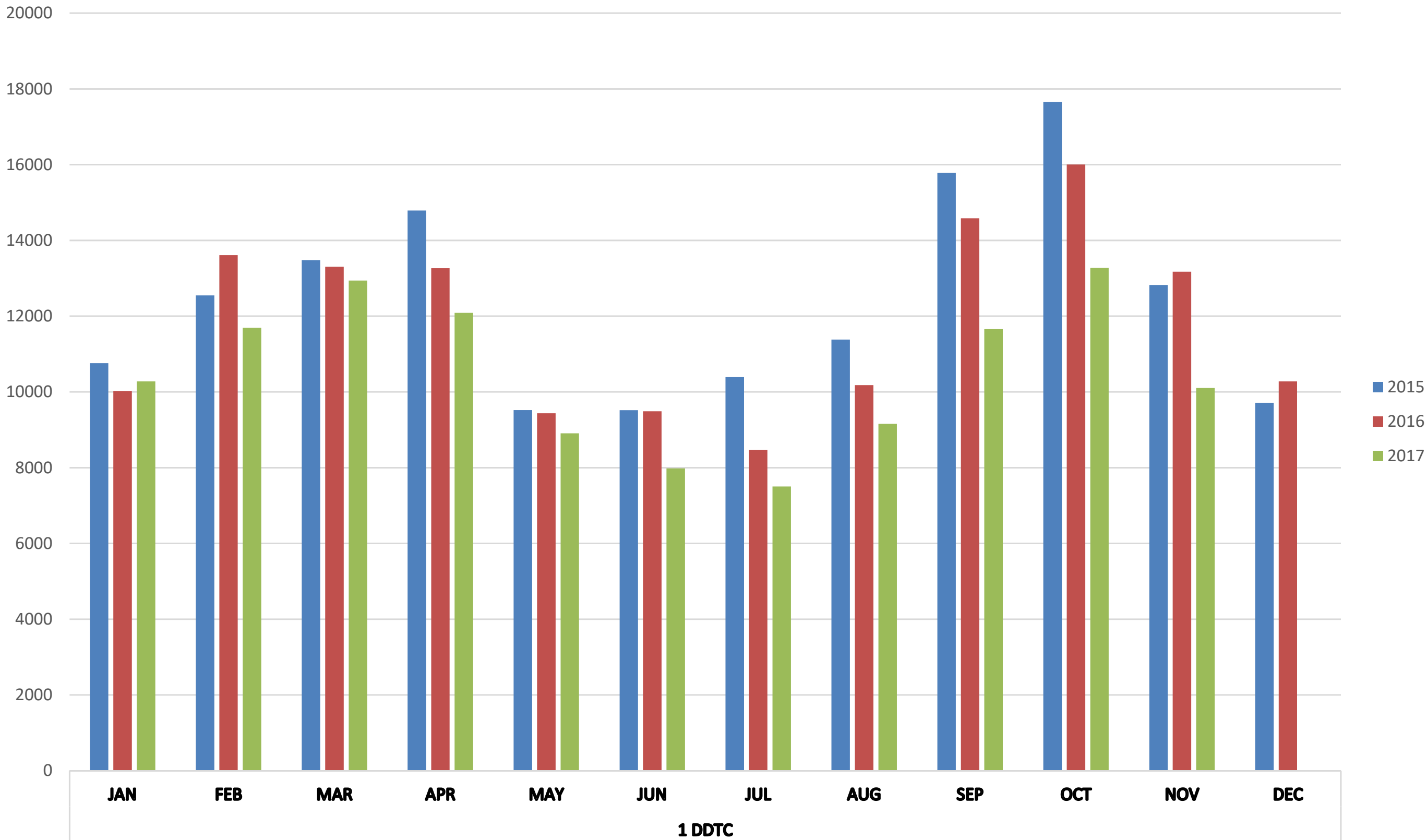

Raymond Suarez, COO

ATTACHMENT: Monthly A-Train Boardings by Station

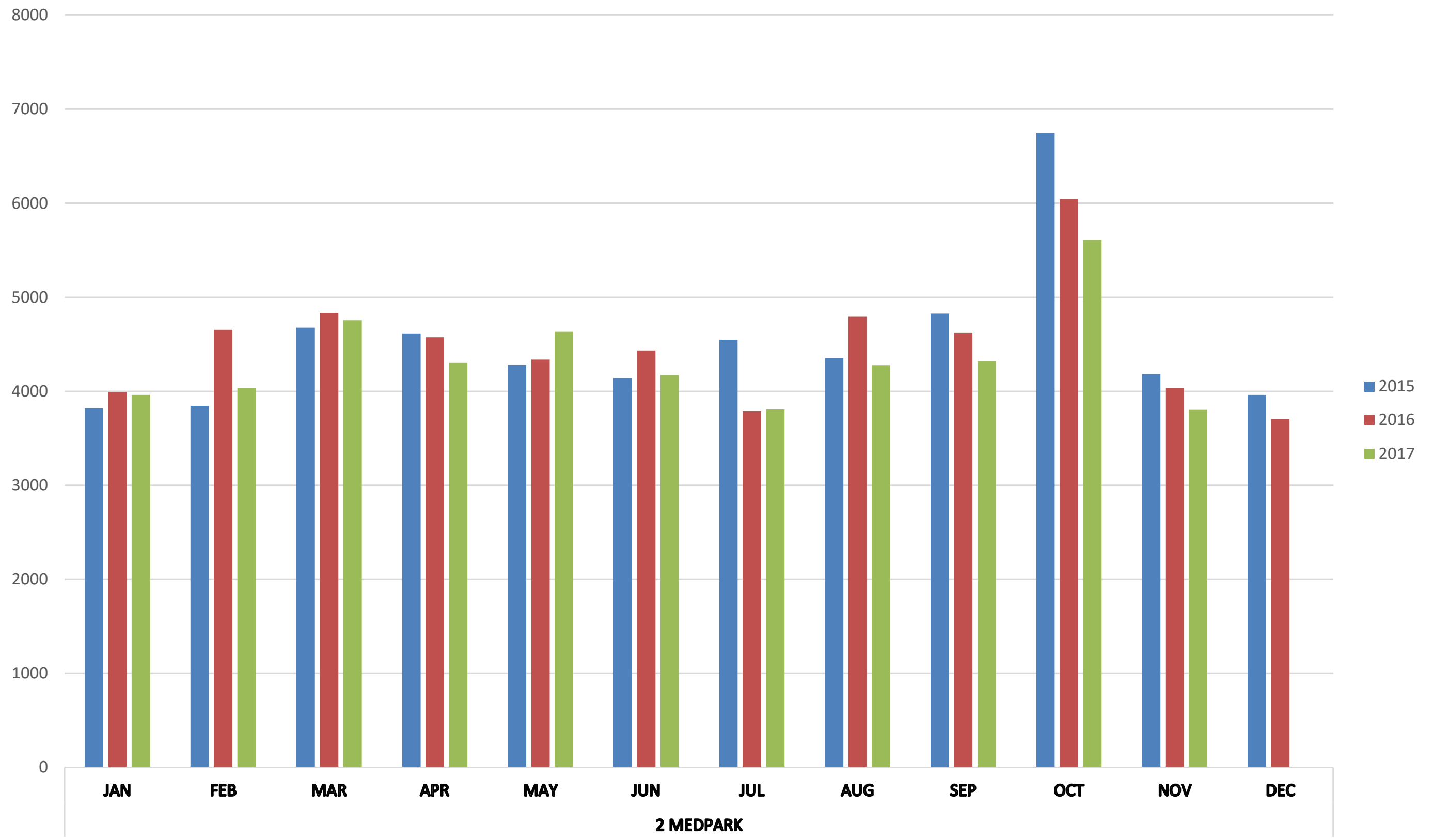
A-train Monthly Boardings By Station
Jan 2015 - November 2017



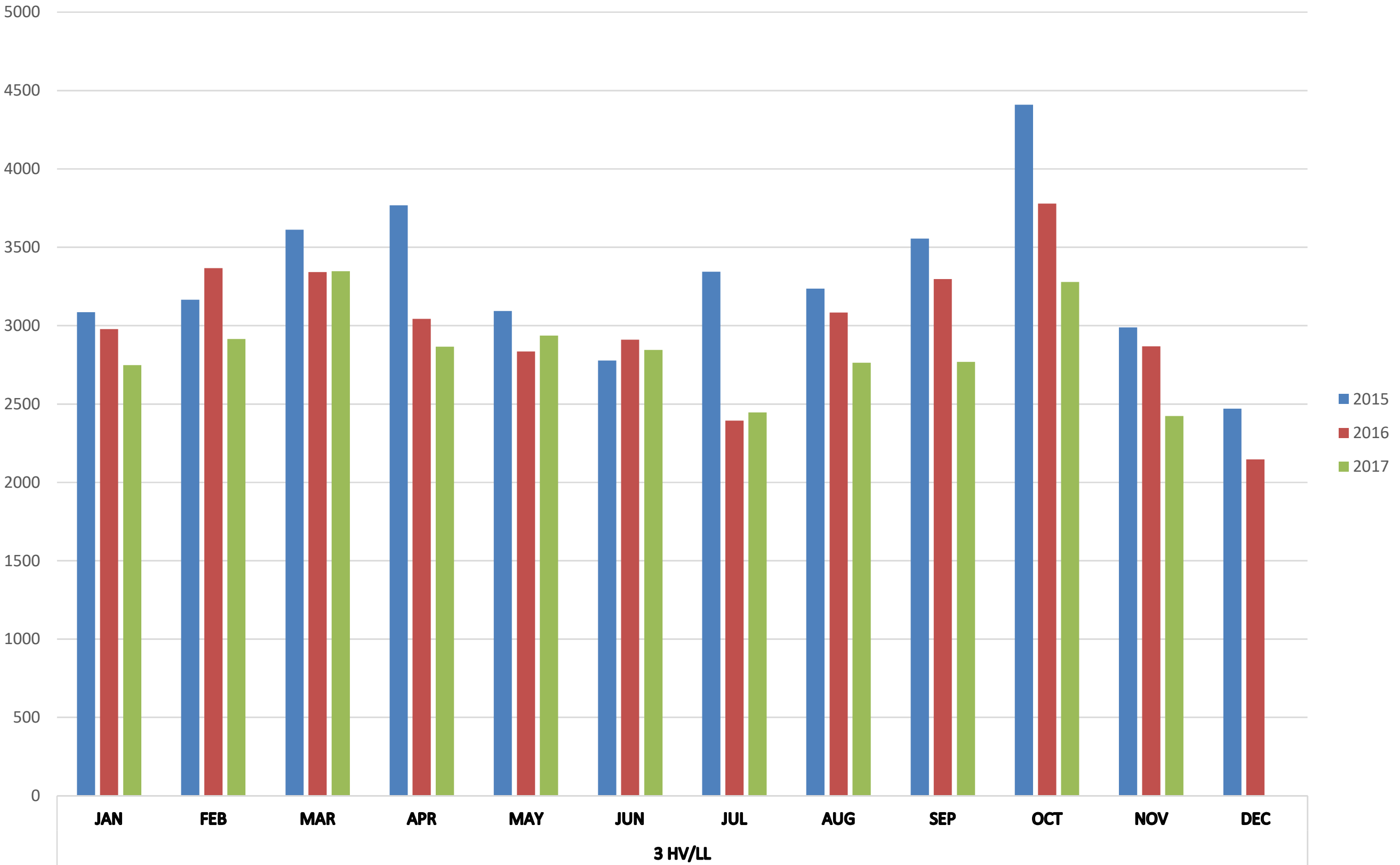
A-train DDTC Boardings By Month
Jan 2015 - November 2017



A-train MedPark Boardings By Month
Jan 2015 - November 2017

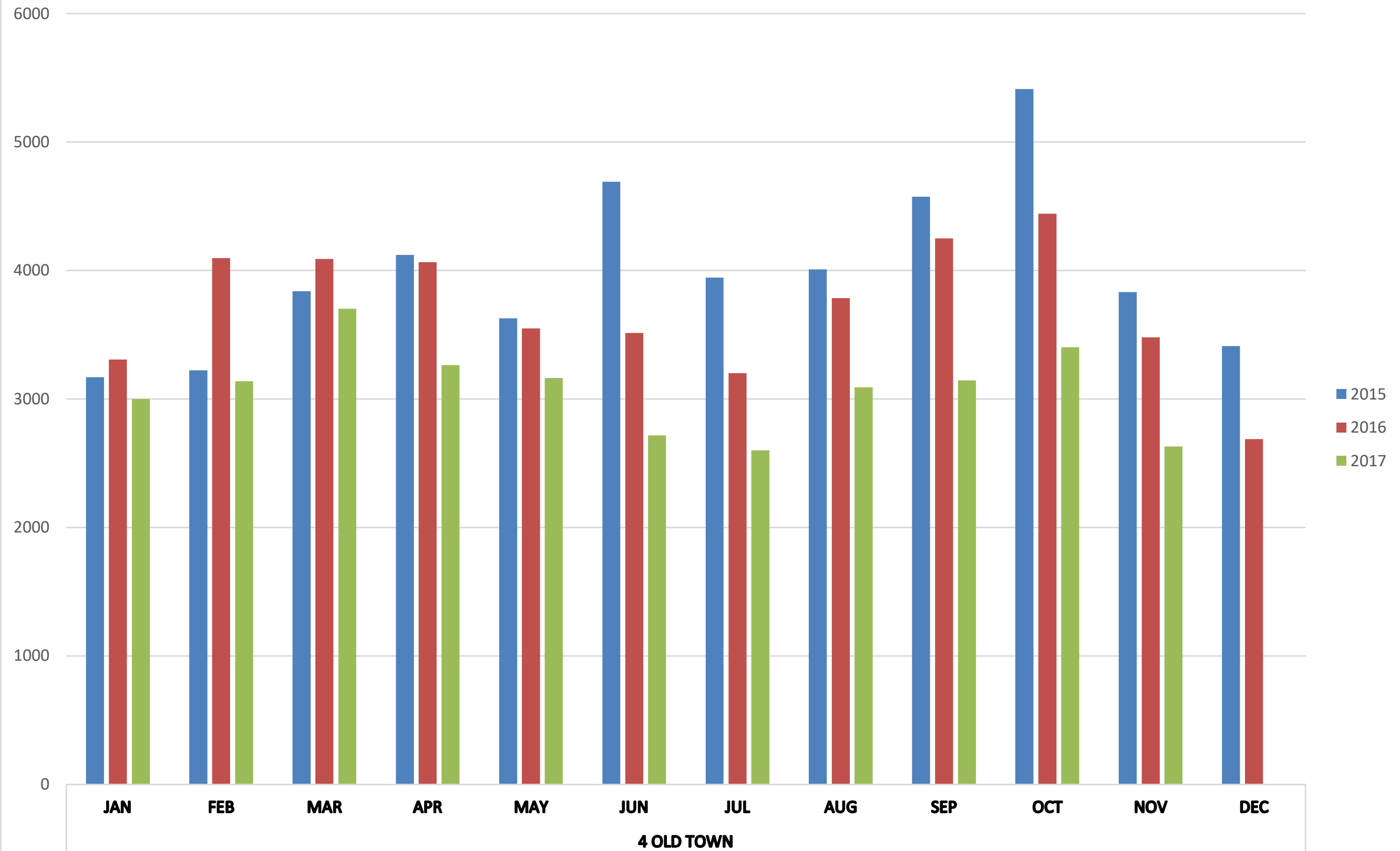


A-train Highland Village/Lewisville Lake Boardings By Month
Jan 2015 - November 2017

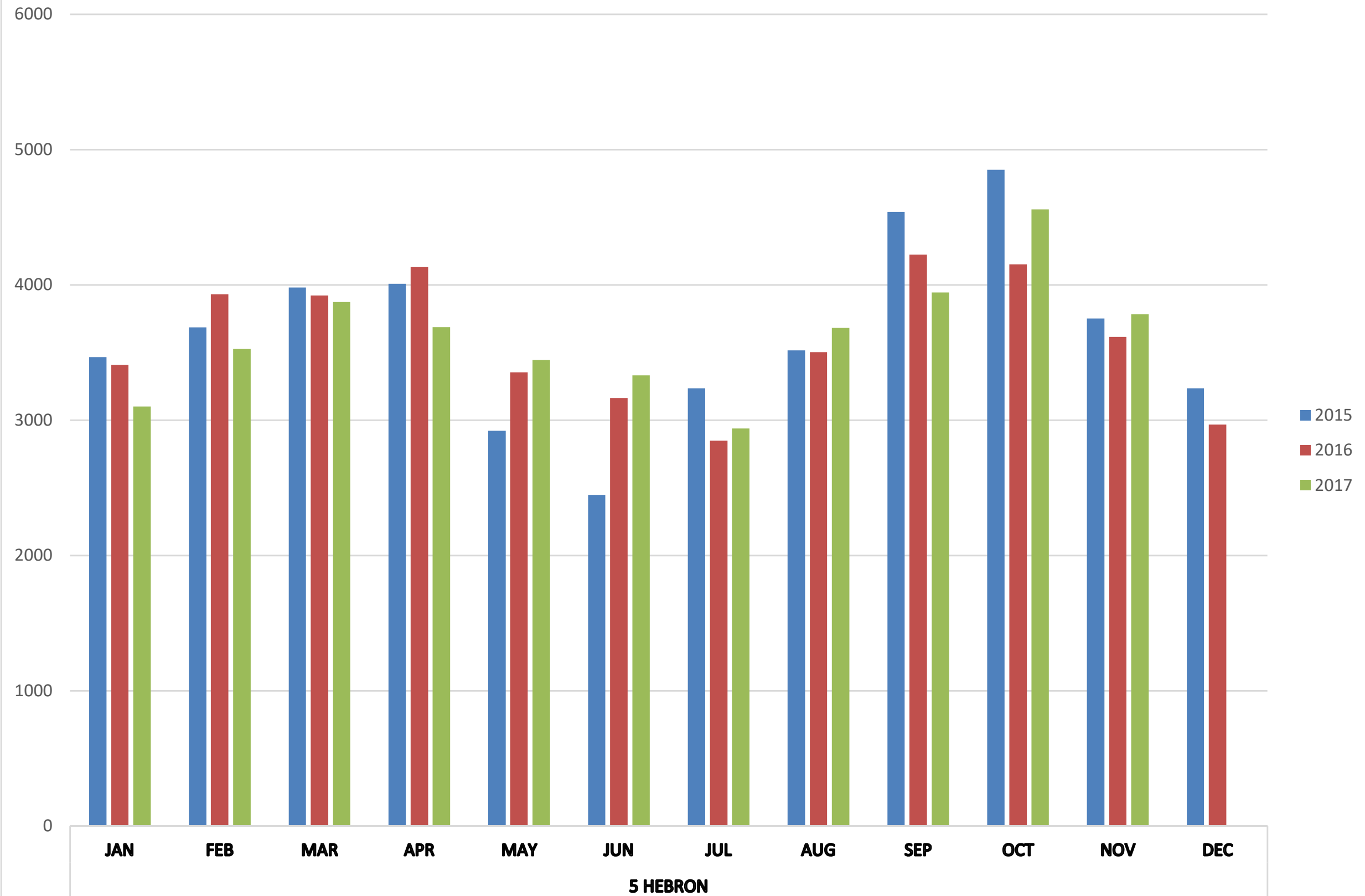


A-train Old Town Boardings By Month

Jan 2015 - November 2017

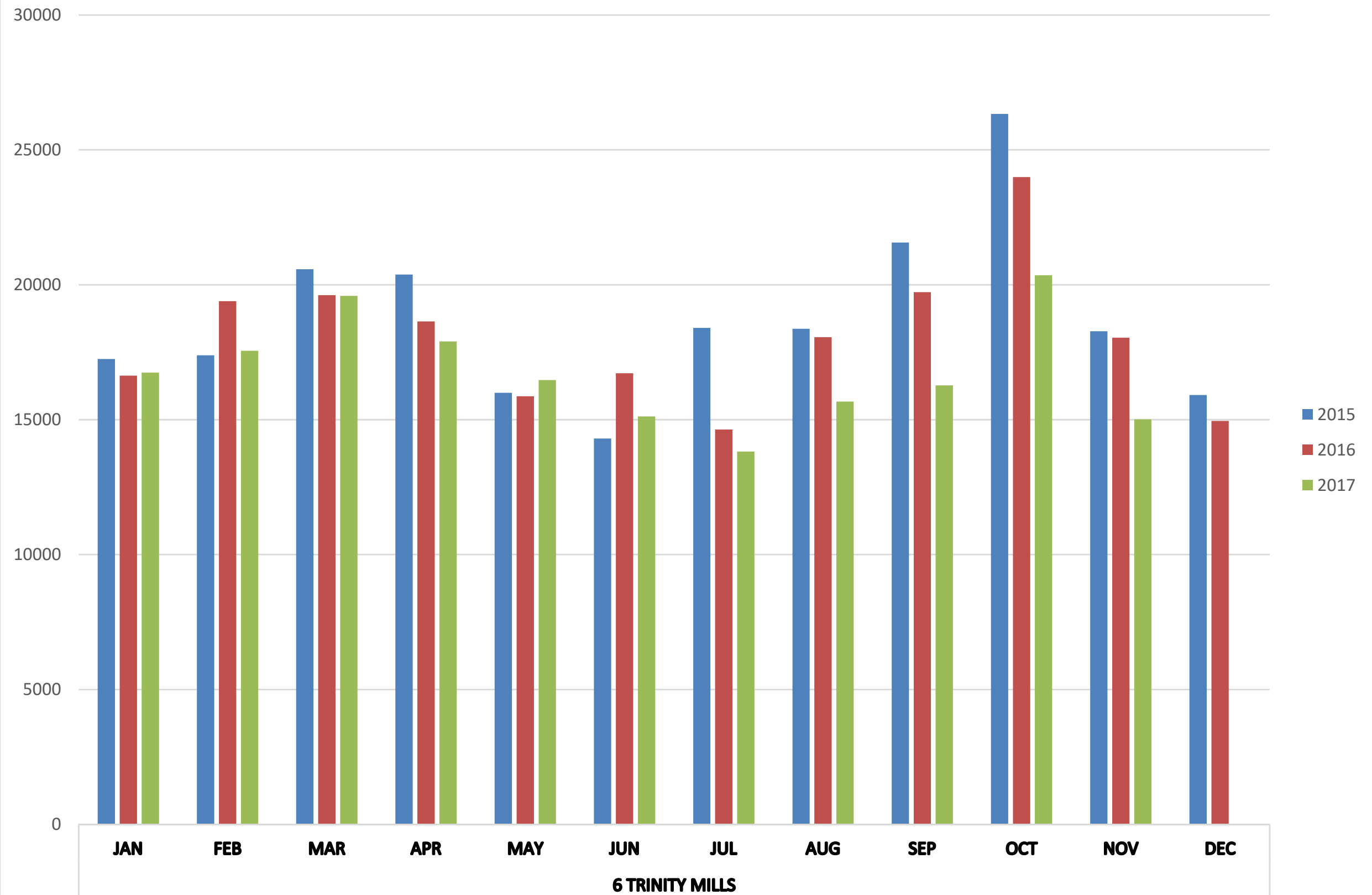


A-train Hebron Boardings By Month
Jan 2015 - November 2017



A-train Trinity Mills Boardings By Month

Jan 2015 - November 2017





Board of Directors Memo

January 25, 2018

Item: **WS 3(a) Finance Committee Chair Report**

The Finance Committee meeting and Special Called Board of Directors meeting was held at 12:00 p.m., Tuesday, January 16, 2018 at 1955 Lakeway Dr., Suite 260 Conference Room in Lewisville, Texas.

In attendance were:

Committee Members: Richard Huckaby, Connie White (acting Committee Chair), Tom Winterburn

Board Members: Charles Emery, George Campbell

Absent: Dave Kovatch (Committee Chair)

DCTA Staff: Amanda Riddle, Anna Mosqueda, Athena Forrester, Brandy Pedron, Jim Cline, Kristina Holcomb, Marisa Perry

A complete copy of the Finance Committee agenda packet and handouts is included as "Attachment A" to this report. The following agenda items were discussed:

Presentation of Preliminary Year-End Audit Report

- Jerry Gaither, Partner, and Jennifer Ripka, Senior Manager, with Weaver and Tidwell, LLP presented the FY17 audit report. DCTA will receive an unmodified (clean) opinion for FY17. The audit presentation included a detailed discussion of the audit process, required communications to the committee/board, audit results, areas of DCTA strengths and accomplishments, and financial highlights.
- The Finance Committee recommended forwarding the audit as presented to the Board for acceptance at the February Board meeting scheduled for February 13th.

Discussion of Proposed Fare Structure

- Anna Mosqueda and Jim Cline presented a brief summary of proposed fare changes being reviewed by other transit agencies in the region. No action was recommended at the current time. The fare structure and ridership data will be discussed at the Board's Strategic Planning Session on February 22nd.

Review of FY18 Committee Calendar

- The Finance Committee reviewed the FY18-19 budget calendar as presented by staff.
- The budget calendar will be included on the February Board meeting agenda for review and discussion.

The meeting adjourned at 12:58pm.

Finance Committee

Chair – Dave Kovatch

Members – Richard Huckaby, Connie White, Tom Winterburn

Staff Liaison – Anna Mosqueda – CFO