



DENTON COUNTY
TRANSPORTATION
AUTHORITY

972.221.4600 | RideDCTA.net

UNT Gateway Center, Room 43
801 N Texas Blvd, Denton, TX 76201

**Special Called Board of Directors Work Session
Strategic Planning Session**

February 22, 2018 | 10:00 a.m.

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

1. Routine Briefing Items (as requested)
 - a. Strategic Planning / Development Update
 - b. Marketing and Communications Update
 - c. Capital Projects Update
 - d. Transit Operations Update
 - e. Financial Update

2. Items for Discussion
 - a. Growing Ridership
 - i. Bus Service Improvements
 - ii. Rail Service Improvements
 - iii. Development near Stations
 - iv. Fare Structure
 - v. Rail Expansion/Additional Stations
 - vi. Express Trains
 - vii. First/Last Mile Service
 - viii. Discussion of Future Possible Innovations
 - b. Role in the Region
 - i. Regional Partnerships
 - ii. Service Area
 - iii. Menu of Services
 - iv. Routes beyond current Service Area
 - v. Agency Branding
 - vi. Innovative Leadership in Region
 - c. Industry Trends
 - i. Automated Vehicles
 - ii. New Service Model
 - iii. Positive Train Control
 - iv. Findings from Transit CEO Meeting
 - v. DCTA Role in Innovation

- d. Telling the DCTA Story
 - i. Outreach
 - ii. Data Reporting
 - iii. Presentation Materials
 - e. Wrap-up and Next Steps
 - i. Budget Impacts
 - ii. Building Relationships
 - iii. Staffing Implications
3. Convene Executive Session. The Board may convene the Special Called Board of Directors Work Session 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, or Highland Village.
4. Reconvene Open Session
- a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
5. ADJOURN

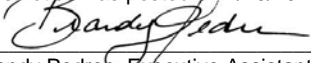
Chair – Charles Emery
Vice Chair – Richard Huckaby

Secretary – Dianne Costa
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller
President – Jim Cline

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

This notice was posted on 2/13/2018 at 5:01 PM.



Brandy Pedron, Executive Assistant