



Board of Directors

Special Called Board of Directors Work Session Strategic Planning Session Minutes

The Board of Directors of the Denton County Transportation Authority convened the Special Called Strategic Planning Session of the Board of Directors with Charles Emery, Chairman presiding at 10:05 a.m. on February 22, 2018. The meeting was held at the UNT Gateway Center, Room 43 located at 801 N Texas Blvd, Denton, TX 76201. A quorum was present.

Attendance

Small Cities

Connie White

Large Cities

Charles Emery, Lewisville, Chairman
Dianne Costa, Highland Village
Richard Huckaby, Denton, Secretary
Tom Winterburn, Corinth
Mark Miller, Flower Mound
Carter Wilson, Frisco

Denton County Unincorporated

George Campbell
Don Hartman
Dave Kovatch, Denton County At Large,
Treasurer

Board Members Absent

Skip Kalb, Small Cities
Allen Harris, The Colony

Legal Counsel

Pete Smith

DCTA Staff

Jim Cline, President

Marisa Perry, Interim Chief Financial
Officer

Nicole Recker, Vice President,
Marketing and Communications
Kristina Holcomb, Vice President,
Planning and Development
Raymond Suarez, Chief Operating
Officer

Other Attendees

Lindsey Baker, Director of Strategic
Partnerships
Randy Pennington, PPE
Ann Bolden, Senior Project Manager
Athena Forrester, Assistant Vice
President, Procurement
Amanda Riddle, Budget Manager
Javier Trilla, Senior IT Manager
Michelle Bloomer, Assistant Vice
President, Bus Ops and Maintenance
Jeff Bennett, Assistant Vice President,
Rail Ops and Maintenance
Ian Bryant, HNTB
Ron Trees
David Smith
Mark Nelson, City of Denton

Chairman, Charles Emery, called the meeting to order and announced the presence of a quorum at 10:05 a.m.

1. Routine Briefing Items (as requested) – These items were not discussed at the retreat
 - 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 – Jim Cline and Randy Pennington lead the open discussion of the following items
 - Randy Pennington began with the session deliverable, ground rules, logistics, and DCTA Vision and Goals.
 - 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

Open discussion on the listed topics:

- Charles Emery, stated that believes land use around stations should move up on the list of goals.
- The Board had an open discussion about land use around the stations and how it may affect ridership.
- The Board discussed DCTA relationships with ride share companies.
- Connie White offered that transportation networks tend to be used more in the evening and off-hours and DCTA has not built that habit yet to use mass transit as a normal commute; we haven't made that cultural shift [here] in North Texas where people are habitually taking trains, etc.
- George stated that we don't know where [it] ride-share is going to be in the next 10 years because there is still so much to work out.
- Jim added: The transit industry is a slow-moving industry, why don't we [DCTA] skip the parade and get right into the circus? We may not have automated cars tomorrow, but are we ready when they come and what steps can we skip or make to be ready? Dave Kovatch added that automated cars would solve the 'Last Mile' problem, especially at the Med Park Station.
- Dave Kovatch stated that down town Carrollton is the key to increasing ridership for DCTA. Innovative mobility transportation, even if it's not public – maybe the alternative is private vehicles.
 - Raymond Suarez, COO, added that maybe the next step before automated vehicles. DCTA is looking at how to leverage the Lyft platform, or use our own vehicles, if the zone is small enough.
- The Board discussed holiday schedule services, meeting the needs of those that work different shifts that our service does not meet right now,
- Dianne Costa noted that kids nowadays are not wanting to drive and we need a plan for that.
- Dave Kovatch said that with our size and staff we may have opportunities that other larger agencies will not be able to try, but we need criteria and metrics to compare and measure across such as tech, income, geography, etc. How do we make those determinations?
- The Board discussed our risk tolerance with being innovative.
- Randy Pennington led discussion of prospective and 'What is our role in the Region?'. The Board followed with discussion of expansion especially west along the 35W corridor.
- The Board discussed the DCTA brand name and possible change and the issues that could come of it along with the issues of our name limiting our services and image.
- Randy Pennington steered the conversation to growing ridership and improving experience.
 - Connie White mentioned that we are more likely to grab people if we improve the first and last mile because it's an issue.
 - Raymond Suarez, COO mentioned that if we decrease our prices we could increase our ridership and midday train frequency.
 - Carter Wilson urged not to make it Free.

- Nicole Recker, VP Marketing and Communication mentioned expanding UNT Service, expanding shifts to align with employer needs and demand service options.
 - The Board openly discussed the priorities in telling the DCTA story
 - All discussion topics will be gathered and assembled into the Strategic Planning Guidance Report for 2018 which will reflect the goals and outlooks of the Board of Director for DCTA. The report will be presented at the next Board Meeting in March.
3. Convene Executive Session – The board did not meet in Executive Session
 4. Discussion of Future Agenda Items – There was no discussion on this item
 - a. Board Member Requests
 5. ADJOURN at 3:34 p.m.

The minutes of the February 22, 2018 Special Called Board of Directors Work Session Strategic Planning Session of the Board of Directors were passed, and approved by a vote on this 22nd day of March, 2018.



Charles Emery, Chairman

ATTEST



Dianne Costa, Secretary