



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

February 25, 2016 | 9:00 a.m.

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

1. Routine Briefing Items
 - a. Strategic Planning / Development Update
 - b. Marketing and Communications Update
 - c. Capital Projects Update
 - d. Transit Operations Update
2. Items for Discussion
 - a. Key Challenges/Opportunities
 - b. Development Near DCTA Rail Stations
 - c. Proposed Improvements to Current Operations
 - d. Expansion of Service Area
 - e. Defining a Path Forward
 - f. Wrap-up and Next Steps
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 551.071 consultation with General Counsel regarding pending litigation Cause No 2011-30066-211; URS Corporation v. Denton County Transportation Authority; 211th District Court, Denton County, Texas.

4. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
5. ADJOURN

Chair – Charles Emery
Vice Chair – Paul Pomeroy

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

**Members – Skip Kalb, Doug Peach, Jim Robertson, Tom Winterburn,
Don Hartman, George A. Campbell, Allen Harris, Carter Wilson, Connie White**
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 rcomer@dcta.net or calling Rusty Comer at 972-221-4600.

This notice was posted on 2/19/2016 at 12:28 PM.

Rusty Comer, Public Information Coordinator



Board of Directors Memo

February 25, 2016

Subject: Strategic Planning & Development Update

PRIORITY PROJECTS

SERVICE PLANNING: “Shaping Our Future”

Lewisville & Highland Village Service Review & Analysis

- Final recommendations were presented at the February Program Services Committee meeting.
- Solutions for Highland Village have been developed and forwarded to Operations for implementation.

Denton Service Review & Analysis

- Near final recommendations were presented at the February Program Services Committee meeting.

High Intensity Bus Corridors (Regional Express Bus Service)

- These high intensity bus corridors are being incorporated as proposed corridors into the 2040 Regional Mobility Transportation Plan.

Service Expansion within New Service Areas

- Staff is being responsive to requests from non-member cities interested in exploring transit solutions to meet the demands within their communities.

DEVELOPMENT

Downtown Denton Parking

- In coordination with the Union Pacific Railroad and the NCTCOG, DCTA is working with City of Denton staff to identify solutions addressing downtown parking shortages, aesthetics, noise mitigation and safety enhancements.

Hebron Station

- Staff is working with the Huffines developers to identify an opportunity to connect the Hebron 121 Station development to the Hebron Station through a driveway as well as a bike and pedestrian trail for pedestrian access to the station platform.

ADDITIONAL PROJECTS

- NCTCOG 2040 Mobility Transportation Plan
- Transit Oriented Development Coordination
- Land Use Planning
- NCTCOG Regional Intelligent Transportation Planning
- NCTCOG Fleet Acquisition
- Grant Strategy Development
- UNT Contract Administration & Renewal
- NCTC Contract Administration & Renewal
- Frisco Contract Administration & Renewal
- TxDOT 35W Expansion Coordination
- TWU Comprehensive Master Plan
- UNT Parking & Transportation Master Plan
- Title VI Analysis
- DCTA's Long Range Service Plan Update

OUTREACH EFFORTS

January Activities

| | |
|------|--|
| 2/1 | NCTCOG/Frisco Transportation Planning |
| 2/2 | Denton City Council/Denton ISD Joint Meeting |
| 2/3 | Transit Education Initiative Committee Meeting |
| 2/9 | Denton Municipal Airport Logistics Meeting |
| 2/9 | City of Denton Pedestrian Infrastructure Meeting |
| 2/9 | City of Denton Council Mobility Committee |
| 2/11 | Regional Transportation Committee |
| 2/12 | Regional Trail Planning |
| 2/19 | Northeast Tarrant Transportation Summit |
| 2/23 | State of the Cities Luncheon |
| 2/24 | 35W Coalition Annual Meeting & Luncheon |

Submitted by: 

Kristina Brevard, VP, Planning & Development



Board of Directors Memo

February 25, 2016

Subject: Marketing & Communications Update

MAIN MESSAGES:

Corporate Pass Program Update

- Soft launch – late-February/early-March 2016
 - o To include collateral printing, program administration development, initial research and onboarding of Community Relations Assistant
- Full launch – mid- to late-March 2016
 - o To include continual research, robust cold-calling, in-person efforts, and ongoing program administration
- Materials will include:
 - o Corporate Pass Program Folder/Brochure with Inserts
 - Inserts include – customized form letter, pricing and terms and conditions
 - o Welcome Kit
 - Each business will receive one Welcome Kit per CPP ticket purchased
 - Contents include – Program overview, Go Guide, General brochure, How to Ride rack card, Where's My Ride brochure, Transit Connections brochure, and GoRequest rack card
 - o Employer Info
 - Will include – Copy of signed contract, informative poster for breakroom, details on complimentary employee training, and information on the annual survey
- See drafts of materials included in this Board report

Hop on Board Blog Update

- Blog Launch – January 11
- Campaign dates – December 14, 2015 through January 24, 2016
- Campaign Results
 - o 30 new subscribers (compared to a total of 13 subscribers on old blog over a 2-year period of time)
 - o 2,250 total page views (exceeded goal by 837.5%)
 - New blog site visits allowed us to exceed our annual goal by 18%
 - o Facebook –
 - 81,942 total people reached (exceeded goal by 63.9%)
 - 2,610 total engagements (exceeded goal by 30.5%)
 - o Twitter –
 - 115,575 total people reached (exceeded goal by 131.2%)
 - 569 total engagements (exceeded goal by 13.8%)

Media Coverage Reports

- Addendum 1 – January 2015 Media Report

| MARKETING & COMMUNICATIONS INITIATIVES | | |
|--|--------------------------------------|-------------------|
| Category | Initiative | Important Dates |
| Brand Planning | Video Production (4 Videos) | Execution Phase |
| Marketing | GO Request Marketing Campaign | Development Phase |
| | Commuter Marketing Campaign | In Market |
| | Brand Marketing Campaign | In Market |
| | Hop on Board Blog Marketing Campaign | Completed |
| | EnRoute News (Mar/Apr Edition) | Development Phase |
| Collateral Development | Discount Program Options Rack Card | Development Phase |

| | | |
|-------------------------|---|------------------------|
| | How to Ride Rack Card | Development Phase |
| | Media Kit Redevelopment | Development Phase |
| | Corporate Pass Program Collateral | Execution Phase |
| | Fare Evasion In-Transit Signage | Execution Phase |
| Digital | DCTA Website Reskin | Planning Phase |
| | DCTA Website Content Development (revision) | Planning Phase |
| Public/Media Relations | Photo and Film Guidelines | Development Phase |
| | Media Relations/Crisis Communications Procedures Revamp | Development Phase |
| | Proactive Pitching | Ongoing |
| | PR Calendar of Activities | Ongoing |
| | Media Meet and Greet Activities | Ongoing |
| Social Media | Social Media Practices Guidelines | Development Phase |
| | Social Media Policies and Procedures | Development Phase |
| | Why I Ride Campaign | Development Phase |
| | Video Content Campaigns | Development Phase |
| | General Branding Campaign | Execution Phase |
| | Campaign Development | Ongoing |
| | Executive Social Media Plan (Jim Cline Posts) | Ongoing |
| | Editorial Calendar Execution (Social and Video) | Ongoing |
| Internal Communications | Dispatch Rider Alert Manual | Development Phase |
| | Wheels & Rails (March Edition) | Development Phase |
| | Monthly Staff Meeting Presentation | Ongoing |
| Events | Denton Arts and Jazz Festival | Planning Phase |
| | Calhoun Middle School Field Trip | Planning Phase |
| | Hedrick Middle School Field Trip | Planning Phase |
| | TWU Early Education Fair (3.8.16) | Planning Phase |
| | TWU Apartment Fair (3.24.16) | Planning Phase |
| | UNT Spring Housing Fair (3.30.16) | Planning Phase |
| Public Involvement | Public Meeting Standard Operating Procedures | Execution Phase |
| | MySidewalk.com | Ongoing |
| Customer Service | Review of Customer Service Initiatives | Planning Phase |
| | Customer Service Audit | Planning Phase |
| | Customer Service/Dispatch Rider Alert Manual | Development Phase |
| | Regular Marketing/Customer Service Strategic Communications | Development Phase |
| Partnership Development | Highland Village Service Blog Post | Planning Phase (March) |
| | Highland Village Utility Insert | Execution Phase |
| | TWU Requested Signage | Execution Phase |
| | UNT Mean Green In-Transit Advertising Project | Execution Phase |
| Program Development | Safety Program | Planning Phase |
| | In-Transit Advertising Program | Planning Phase |
| | Corporate Sales Pass Program | Execution Phase |
| | Non-Profit Discount Program | Execution Phase |
| | Group Discount Program | Execution Phase |
| Regional Initiatives | Go Pass 2.0 | Ongoing |
| | NCTCOG Casual Carpool Application | Ongoing |
| | NCTCOG Air North Texas | Ongoing |
| | NCTCOG MyRideNCT | Ongoing |
| Administrative | Community Relations Assistant Position | Candidate Hired |

| MARKETING & COMMUNICATIONS METRICS | | | | | |
|------------------------------------|------------------------------|-------------|---------|-----------|----------|
| Activity | Metric | Annual Goal | Monthly | YTD | Goal Met |
| Brand Impressions | | | | | |
| Community Brand Impressions* | Global Impressions | 260,000 | 628 | 3,263 | |
| | Confirmed Impressions | 7,500 | 202 | 984 | |
| Media Buy Impressions** | Online/Confirmed Impressions | 5M | 813,292 | 2,895,821 | |
| | Online Click Through Rate | 300,000 | .15% | .11% | |

| | | | | | |
|------------------------------|---|--|-----------|-------------|---|
| | Print Impressions | 2M | 172,020 | 498,684 | |
| Media Relations | | | | | |
| Press Coverage | Articles About DCTA | 300 Placements | 26 | 197 | |
| Media Relations Impressions^ | Articles About DCTA | 165M | 5,431,995 | 105,698,454 | |
| Publicity Value^^ | Articles About DCTA | \$1M | \$44,677 | \$259,130 | |
| Headline Highlights | DCTA Adds Shelters and Benches DCTA to Host Open House Meetings | | | | |
| Major Media Outlets | Dallas Morning News; KXAS-TV (NBC 5); Denton Record-Chronicle; Mass Transit; Star Local Media | | | | |
| Social Media | | | | | |
| Facebook Likes | Increase in Likes | 3,000 | 17 | 729 | |
| Twitter Followers | Increase in Followers | 1,000 | 34 | 218 | |
| Digital | | | | | |
| Website | Pageviews | 1.5M | 85,177 | 422,356 | |
| | Top 5 Referring Sites | DART, UNT, Denton Holiday Lighting, TWU Portal, Denton County | | | |
| DCTA Blog | Confirmed Impressions | 3,000 | 2,743 | 3,540 | ✓ |
| | Top 3 Referring Sites | Facebook, Twitter, Bit.ly (custom link directed through advertising efforts) | | | |
| Go Pass | | | | | |
| New Downloads | Total Count | 170,000 | 12,963 | 75,263 | |
| Tickets Sold | Total Count | 20,000 | 2,247 | 9,001 | |

| CUSTOMER SERVICE | | | | | |
|------------------------------------|---------------------|--|---------|---------|----------|
| Activity | Metric | Annual Goal | Monthly | YTD | Goal Met |
| Provide Excellent Customer Service | Calls Answered | >95% | 99% | 98% | |
| | Abandoned Calls | <3% | 1% | 2% | |
| Where's My Ride | Total Hits*** | 400,000 | 47,992 | 162,715 | |
| | SMS (Texts) | 50,000 | 7,520 | 32,455 | |
| | Calls | 15,000 | 7,836 | 13,410 | |
| GORequest | Avg. Days/Closeout | <3.2 | 2.92 | 2.77 | |
| | Total Entries/10K | >3 | 1.33 | 1.51 | |
| | Complaints/10K | <5 | 0.61 | 0.88 | |
| | Types of Submittals | Complaint – 12; Compliment – 1; Problem – 0; Question – 12; Suggestion – 1 (Note: Complaints are down 29% M/M) | | | |

Footnote:***Community Brand Impressions:**

- Global Impressions are the total number of individuals impacted through events, fairs and sponsorships.
- Confirmed Impressions are the total number of one-on-one interactions experienced through events, fairs and sponsorships.

****Media Buy Impressions:**

- Online/Confirmed Impressions are the number of individuals who were delivered an online advertisement through marketing campaign efforts.
- Online Click Through Rates are the number of individuals who were delivered an online advertisement, clicked on the advertisements, and visited a directed URL through marketing campaign efforts.

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

[^]Media Relations Impressions are the total number of individuals impacted through media relations efforts throughout all communications mediums (i.e. broadcast, print, online, radio, etc.).

^{^^}Publicity Value identifies the financial investment that would be required to receive identical coverage through advertising efforts.

DRAFT CREATIVE**Corporate Pass Program Folder (Outside):****Corporate Pass Program Folder (Inside):**

**FOLDER WHERE CUSTOM INSERTS
WILL GO.**

DRAFT CREATIVE

Insert Template:

PASS OPTIONS

DCTA OFFERS TWO TYPES OF PASSES:

Regional: If most of your workforce commutes from outside of Denton County, a regional pass will allow them to ride on other DFW transit systems (DART, TheT, the TRE) in conjunction with DCTA.

Local: If the majority of your workforce commutes from within Denton County, a local pass may be the best option.

COST

Corporate discount benefits are based on the number of passes purchased through your customized Corporate Pass Program.

Region annual pass - \$1600

Local annual pass - \$650

ANNUAL PASS

| | |
|-------------------|-------------------|
| 5-24 employees | 10% discount |
| 25-99 employees | 20% discount |
| 100-149 employees | 30% discount |
| 150+ employees | call for discount |

Contact a Corporate Pass Program representative at 940.243.0077 for more information



RideDCTA.net | 940.243.0077 | #RideDCTA

INSERT TEMPLATE WILL ALSO BE USED FOR THE CUSTOM LETTER, TERMS & CONDITIONS, AND ANY OTHER REQUIRED INFORMATION BASED ON THE POTENTIAL BUYER.

DRAFT CREATIVE**Welcome Kit Overview:****WHAT YOU NEED TO KNOW**

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IF YOU HAVE QUESTIONS, CONTACT:

RideDCTA.net • 940.243.0077



Your Future is Riding on Us.
#RideDCTA

**PLACE LABEL HERE WITH EMPLOYER
CONTACT NAME AND PHONE/EMAIL.**

Approved by:

Nicole M. Recker

Nicole M. Recker

Vice President of Marketing & Communications

JANUARY EXECUTIVE MEDIA REPORT

DENTON COUNTY TRANSPORTATION
AUTHORITY

JANUARY EXECUTIVE MEDIA REPORT

1(b)

DENTON COUNTY TRANSPORTATION AUTHORITY



TOTAL MENTIONS:

26



TOTAL REACH:

5,431,995



TOTAL PUBLICITY VALUE:

\$44,676.86



TOTAL INTERNET REACH:

4,939,806

TOP STORIES: INTERNET

1

County by county: Denton County briefs for Jan. 18

OUTLET: Dallas Morning News Online

REACH: 3,551,182

2

DCTA adds shelters, benches

OUTLET: Denton Record-Chronicle Online

REACH: 171,376

3

Tuesday, January 26 Calendar

OUTLET: Denton Record-Chronicle Online

REACH: 171,376

4

Monday, January 25 Calendar

OUTLET: Denton Record-Chronicle Online

REACH: 171,376

5

Events

OUTLET: Denton Record-Chronicle Online

REACH: 171,376



TOTAL BROADCAST
REACH:

107,995

TOP STORIES: BROADCAST

1

NBC5 Today at 6am

OUTLET: KXAS-TV

REACH: 64,174

2

NBC5 Today at 5am

OUTLET: KXAS-TV

REACH: 29,606

3

5 Talk Street

OUTLET: KXAS-TV

REACH: 14,215



TOTAL PRINT REACH:

384,194

TOP STORIES: PRINT

1

Denton County

OUTLET: THE DALLAS MORNING NEWS

REACH: 273,053

2

DCTA to host open house meetings

OUTLET: Lewisville Leader (Texas)

REACH: 30,600

3

2016 to bring new developments, public safety improvements to Lewisville

OUTLET: Lewisville Leader (Texas)

REACH: 30,600

4

DCTA to host open house meetings

OUTLET: Flower Mound Leader (Texas)

REACH: 25,024

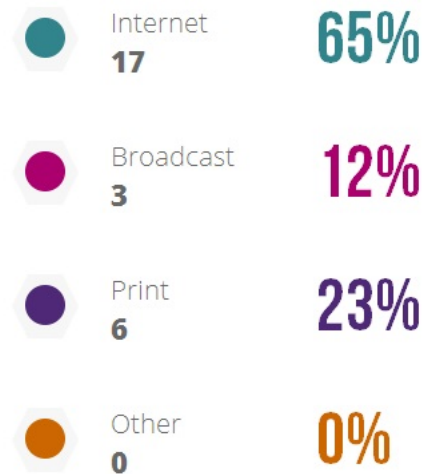
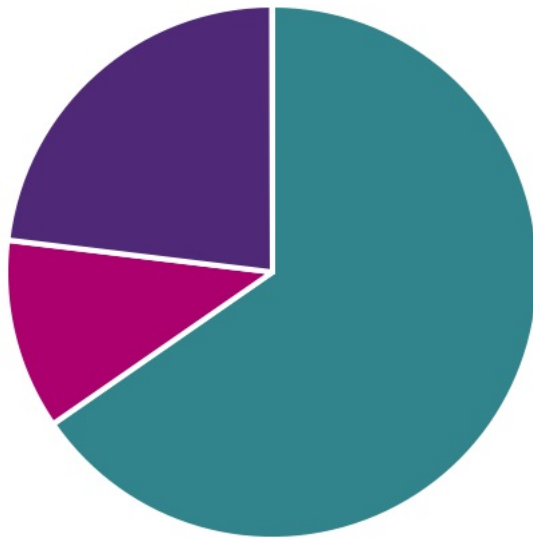
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City of Allen mulling public transportation options

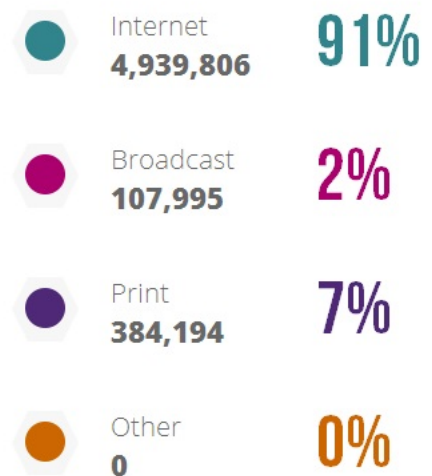
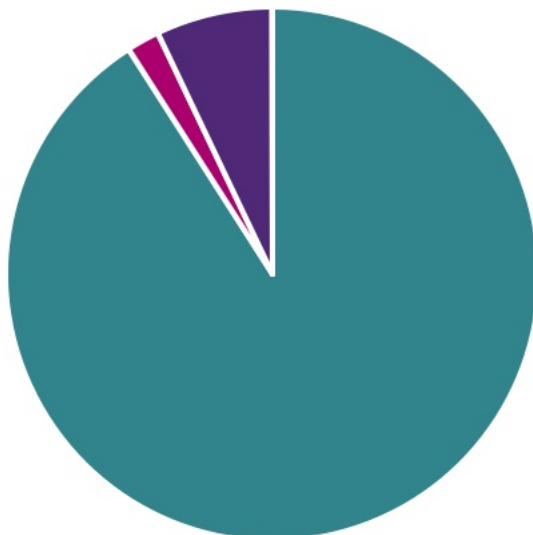
OUTLET: Allen American (Texas)

REACH: 17,915

NUMBER OF MENTIONS BY MEDIA GROUP



REACH BY MEDIA GROUP

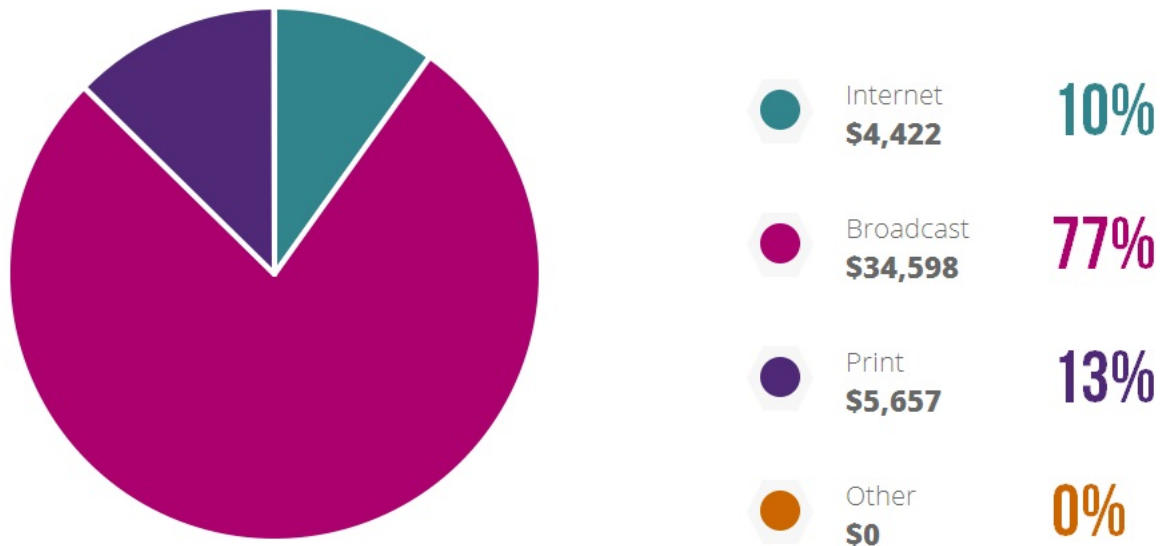


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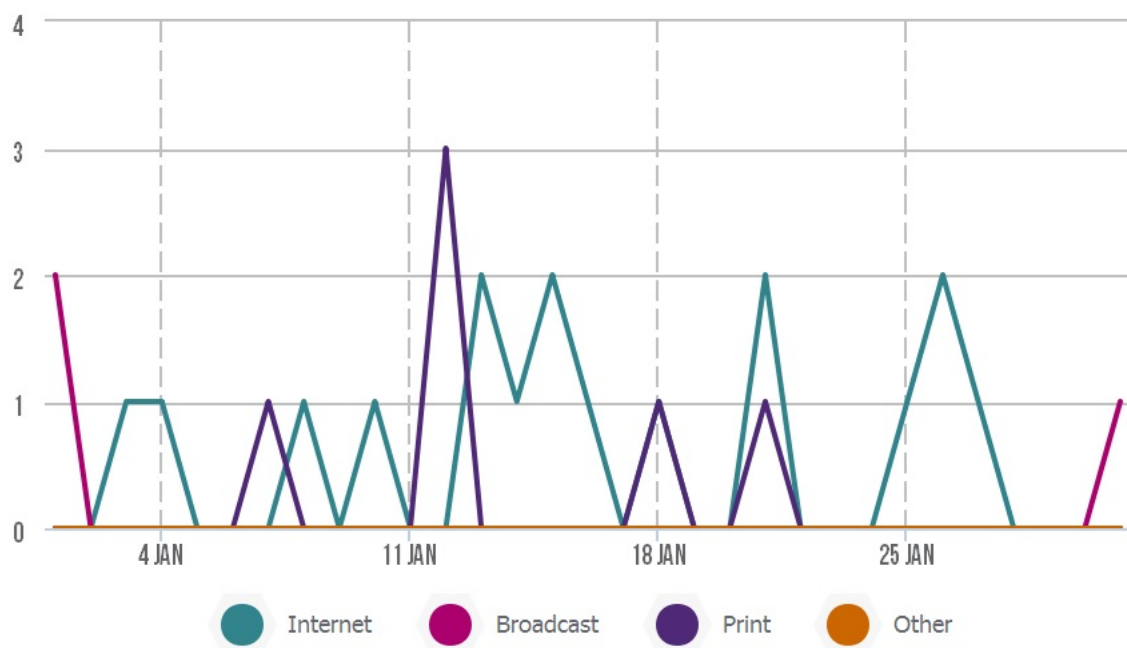
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DENTON COUNTY TRANSPORTATION AUTHORITY

PUBLICITY VALUE BY MEDIA GROUP



FREQUENCY OF MENTIONS OVER TIME

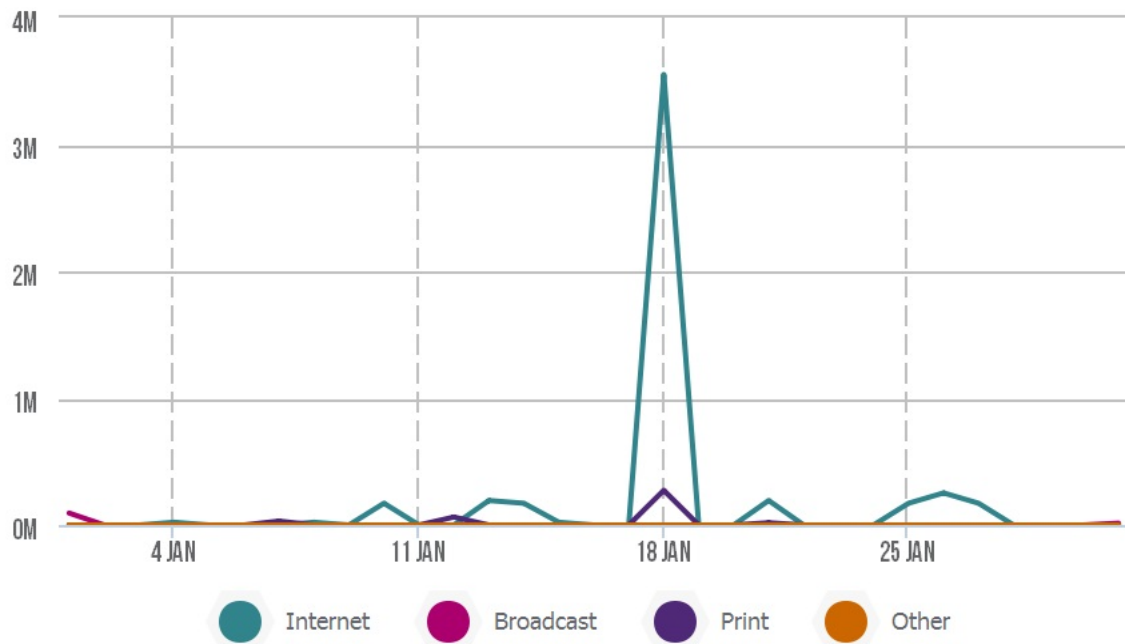


JANUARY EXECUTIVE MEDIA REPORT

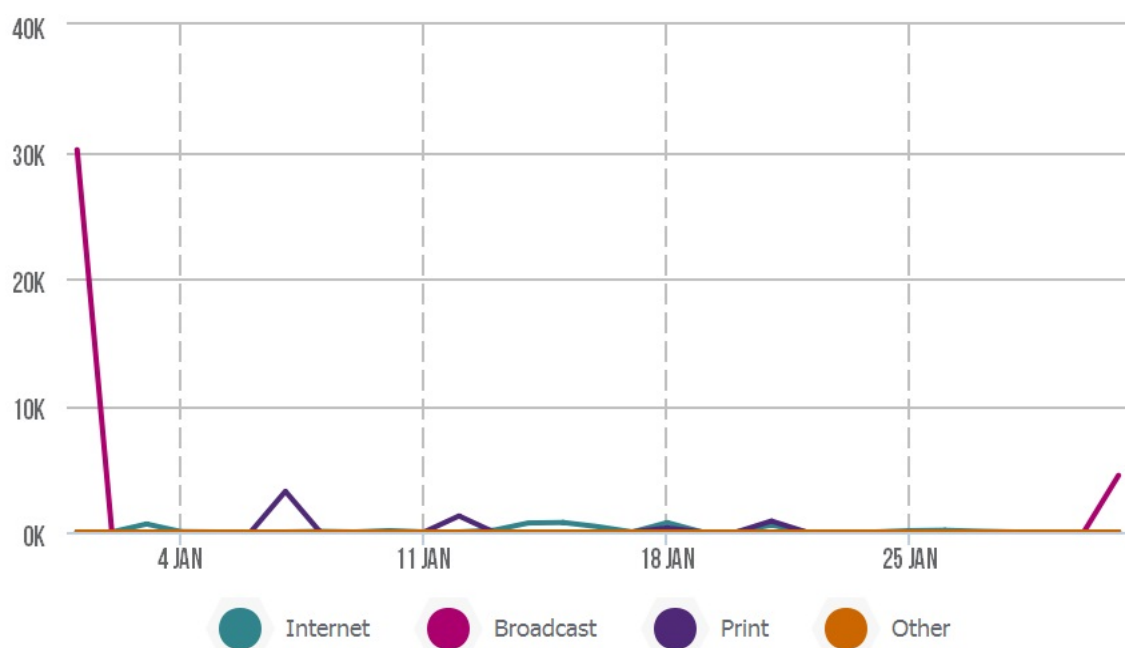
1(b)

DENTON COUNTY TRANSPORTATION AUTHORITY

REACH OVER TIME



PUBLICITY VALUE OVER TIME



JANUARY EXECUTIVE MEDIA REPORT

1(b)

DENTON COUNTY TRANSPORTATION AUTHORITY

SUMMARY FOR 1/1/2016 – 1/31/2016

| | MENTIONS | REACH | PUBLICITY VALUE |
|-------------------------|-----------|------------------|--------------------|
| INTERNET | 17 | 4,939,806 | \$4,422.10 |
| Online Print Version | 14 | 4,939,806 | \$2,639.69 |
| News Web Sites | 3 | | \$1,782.41 |
| BROADCAST | 3 | 107,995 | \$34,597.55 |
| Television Station Show | 3 | 107,995 | \$34,597.55 |
| PRINT | 6 | 384,194 | \$5,657.21 |
| Daily Newspaper | 6 | 384,194 | \$5,657.21 |
| TOTAL | 26 | 5,431,995 | \$44,676.86 |



Board of Directors Memo
Subject: Capital Projects Update

February 25, 2016

Signal System Enhancements

Project Budget: \$868,558

| Signal System Enhancements | Current Date | Original Date |
|-----------------------------|--------------|---------------|
| Notice to Proceed | 10/1/2015 | |
| Master Project Schedule | 10/29/2015 | |
| Functional Design Document | 10/31/2015 | |
| Safety Plan | 11/12/2015 | |
| Test Plan | 11/12/2015 | |
| Product Submittals | 11/26/2015 | |
| 60% Design Review | 11/21/2015 | |
| 90% Design Review | 1/19/2016 | 12/28/2015 |
| 100% Design Review | 2/13/2016 | 1/14/2016 |
| Fiber Optic Construction | 2/4/2016 | 12/31/2015 |
| Site Equipment Installation | 2/6/2016 | 2/20/2016 |
| Back Office Integration | 3/19/2016 | 3/12/2016 |
| Contract Closeout | 3/31/2016 | 3/28/2016 |

- Fiber optic installation is complete.
- Site equipment installation is in progress.
- The contractor expects project completion by the end of March.

Positive Train Control (PTC)

- Project meeting was held February 3, 2016
- Revised PTC Implementation Plan was submitted to the FRA in compliance with the January 27, 2016 deadline.
- Additional meetings are scheduled with the FRA to ensure their understanding of the systems being installed.
- Meeting was held with DGNO to review their PTC obligations and operations on DCTA
- Project remains on schedule for completion by year end 2017.

Lewisville Hike and Bike Trail – Eagle Point Section

- DCTA has received the final AFA for execution for the TAP grant for completion of the Hike and Bike Trail from downtown Lewisville to the Highland Village/Lewisville Lake station. We expect to be ready to bid the project by early June 2016.

Flood Damage repairs

| Issue | Initial Cost | Estimated DCTA Cost | Status |
|-------------------------------|--------------|---------------------|--|
| Emergency Response (Herzog)* | \$159,000 | \$39,750 | PW submitted as permanent repairs |
| Track Wash-out repairs* | \$27,818 | \$6,954 | PW submitted as permanent repairs |
| Replace Crossings | \$2,341,871 | \$585,467 | Received preliminary FEMA approval. Engineering for RFP in progress. |
| Bus O&M Electrical repairs* | \$14,616 | \$3,654 | Submitted as small project permanent repairs. |
| Signal & Comm. System | \$122,000 | \$6,500 | Insurance will cover repair with \$10k deductible. FEMA will cover deductible and mitigation. |
| Scouring and wash-outs | \$59,844 | \$14,961 | Submitted as small project permanent repairs. |
| Rail OMF drainage | \$325,482 | \$81,371 | Preliminary FEMA approval received for repair and mitigation. Engineering for RFP in progress. |
| Undercut Ballast | \$761,000 | \$190,400 | Preliminary FEMA approval received for 6000 lf per GPR report. Preparing bid package |
| Replace flume at Pockrus Page | TBD | | Additional damage occurred in November. Awaiting engineering report and FEMA decision. |

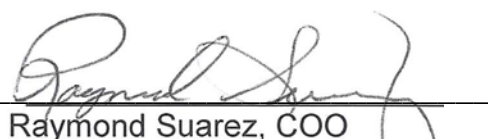
* Reimbursement request for previous expenditures.

- Total cost estimate is currently \$3,811,631. DCTA cost is estimated to be \$929,057.
- The only remaining major project is the Pockrus Page slope collapse. Worst case estimate from the Engineer is \$500k, which would result in a \$125k cost to DCTA, if accepted by FEMA.
- Staff will present a capital budget revision to the Board at the February, 2016 Board meeting.

Network Infrastructure Upgrade

- DCTA's Administrative network is now operating on the fiber/microwave infrastructure along our rail corridor.
- The transition to the fiber network was completed on 1/14/16 after thorough testing of throughput and reliability.
- This project is now complete, and procurement of the phone system that relies on this network upgrade is the next step forward.

Final Review:


Raymond Suarez, COO

Board of Directors Memo

February 25, 2016

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

- FY 2016 YTD, “On Time Performance” (OTP) for the A-train is 99.06%
- FY 2016 YTD “On Time Performance” (OTP) for Connect service is 88.35%. On-time performance has been adjusted to properly reflect departures from each bus stop as well as the final destination.

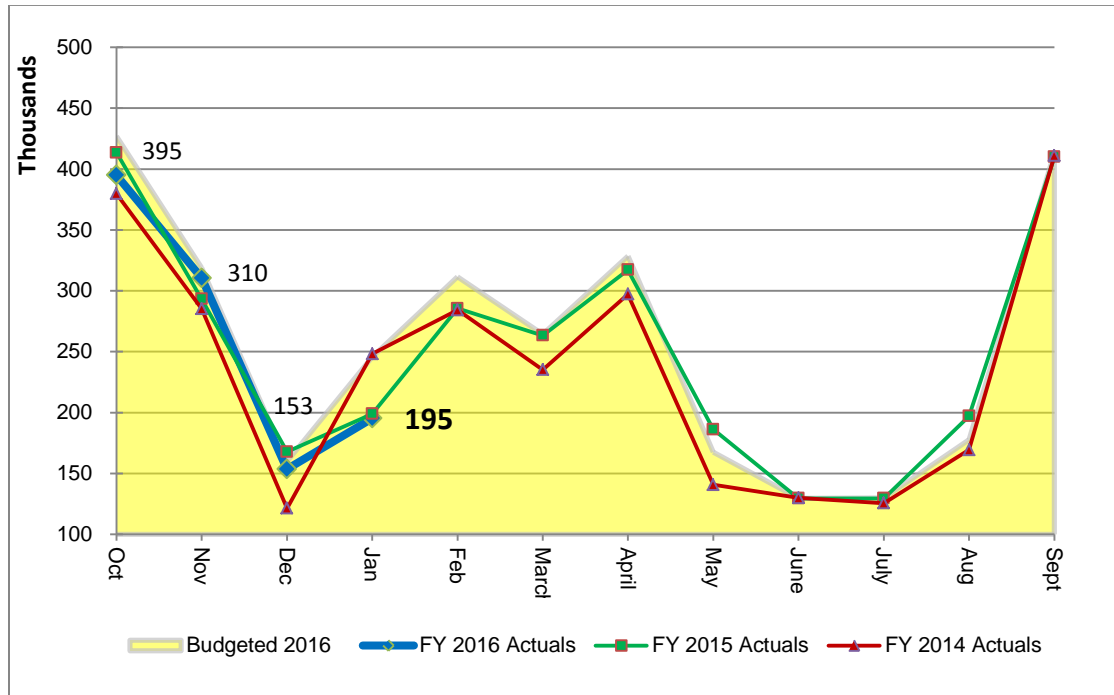
RIDERSHIP PERFORMANCE**Year to date change in ridership by service type**

| Service | % Change FY 2015 to FY 2016 | Color Indicator | Notation No. |
|----------------|--------------------------------|--------------------|-----------------|
| All Bus & Rail | -1.32% | Yellow | 1 |
| Rail | 0.80% | Green | |
| All Bus | -2.34% | Yellow | 2 |
| Connect | 1.83% | Green | |
| UNT | -3.54% | Yellow | 2 |
| NCTC | 4.06% | Green | |
| Access | -4.86% | Yellow | 3 |
| Connect RSVP | -9.50% | Yellow | 4 |

1. YTD, UNT boardings decreased which negatively impacted bus system ridership.
2. YTD, UNT boardings continue to decline.
3. YTD Access boardings dropped due holidays.
4. RSVP continues to decline. However, the rate of decline is not as fast as in FY 2015.

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

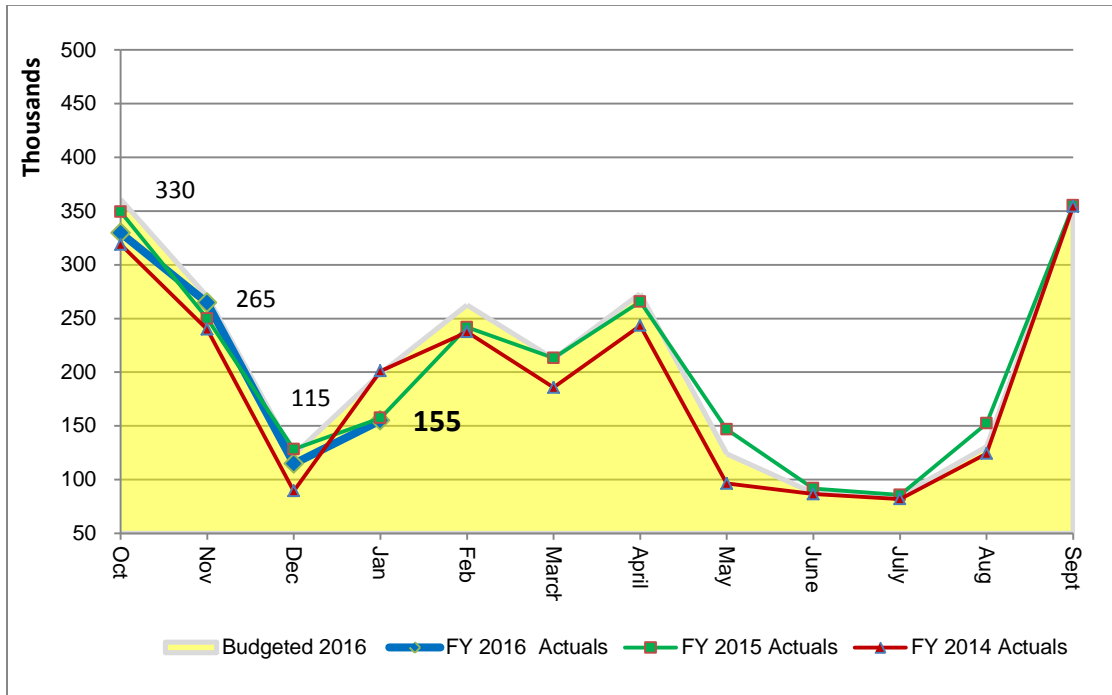


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Frisco Demand Response Service, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- YTD boardings for Rail and All Bus declined by 1.85% .
- A drop in UNT boardings contributed to this decline.

All Bus: Total Boardings

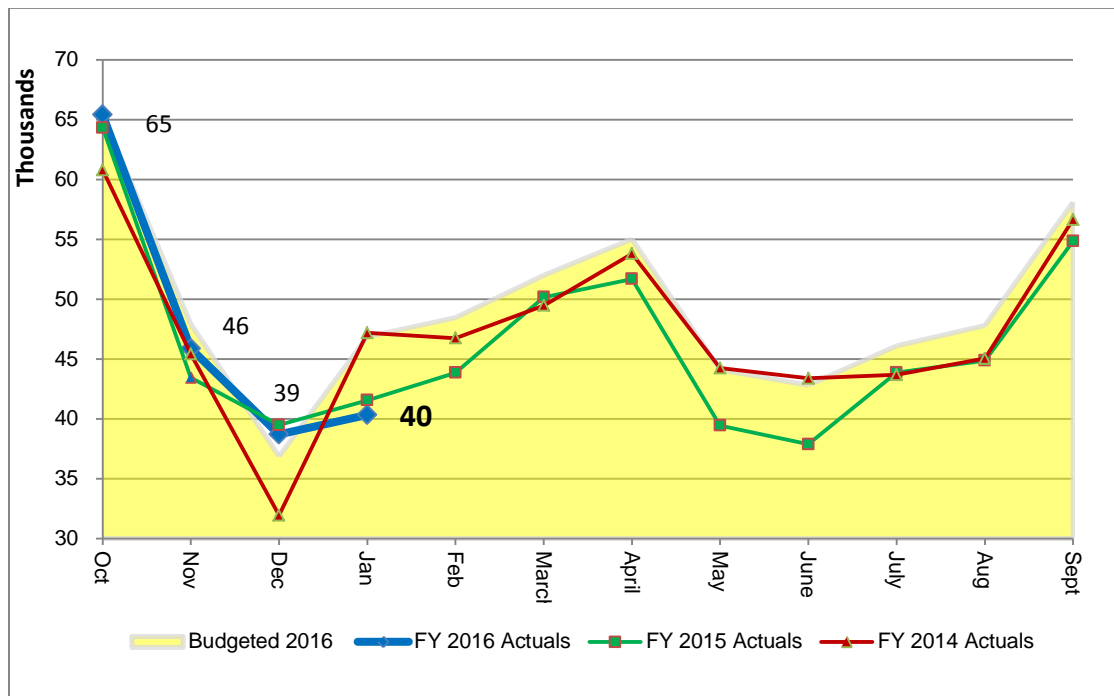


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Frisco Demand Response Service, and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- YTD All Bus dropped by 2.34% (or 20,721 boardings).
- YTD, Connect boardings increased by 1.84% (or 3,590 boardings),
- In contrast, UNT boardings declined by 3.54% (or 23,750 boardings) YTD.
- Some UNT professors held finals early along with declining fuel prices and Rawlings Hall opening during mid year may have contributed to a drop in UNT ridership.

Rail: Total Boardings

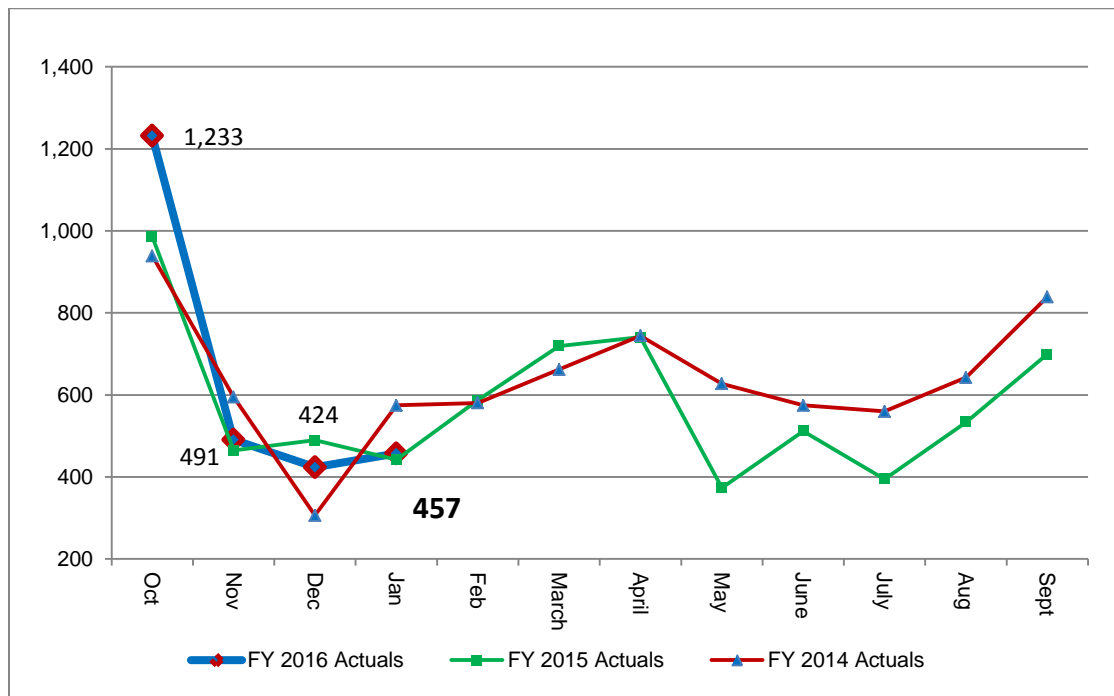


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Declining fuel prices and construction along I-35 are major contributors to declining boardings this year.

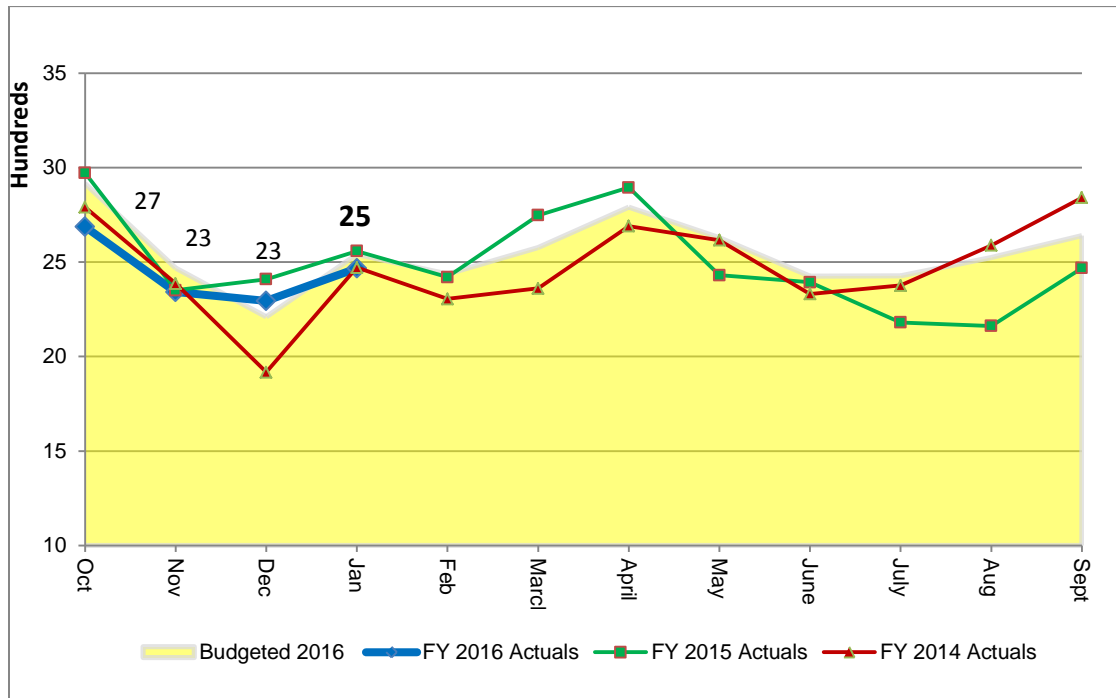
Rail: Saturday Average Boardings



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

- YTD Average Saturday boardings increased by over 9% (or 56 boardings per Saturday) compared to that same period in FY 2015. This is primarily due to record State Fair attendance and very good weather conditions compared to the prior year.

Access: Total Boardings

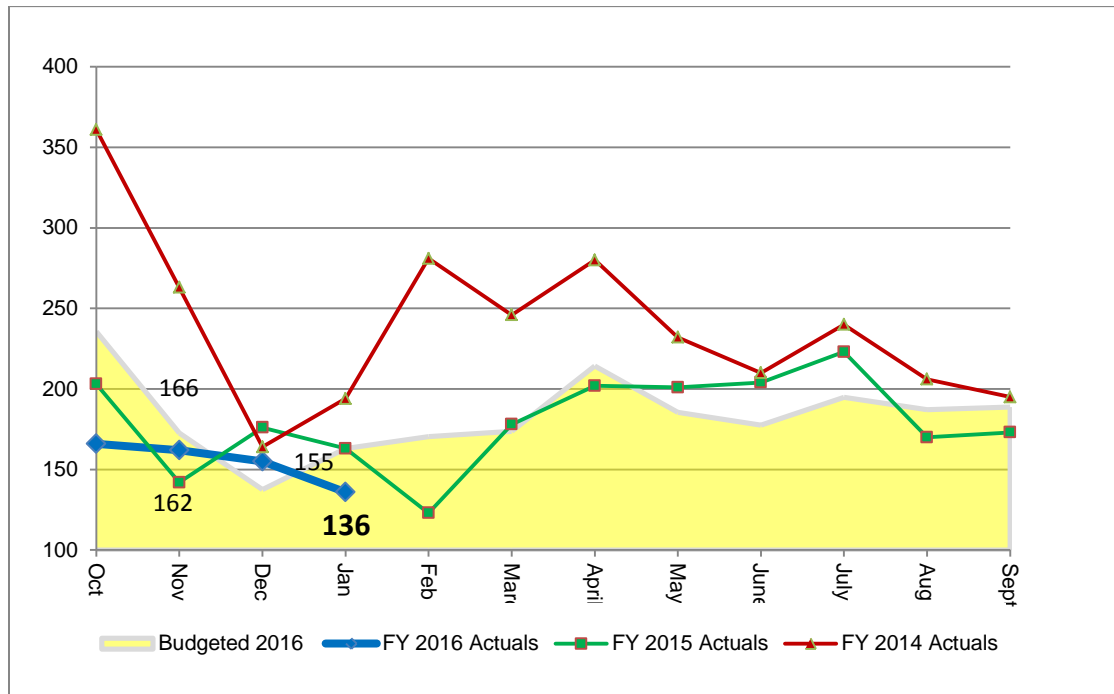


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- YTD boardings decreased by 4.86% (or 500 boardings) compared to that same period in FY 2015.

Connect RSVP: Total Boardings

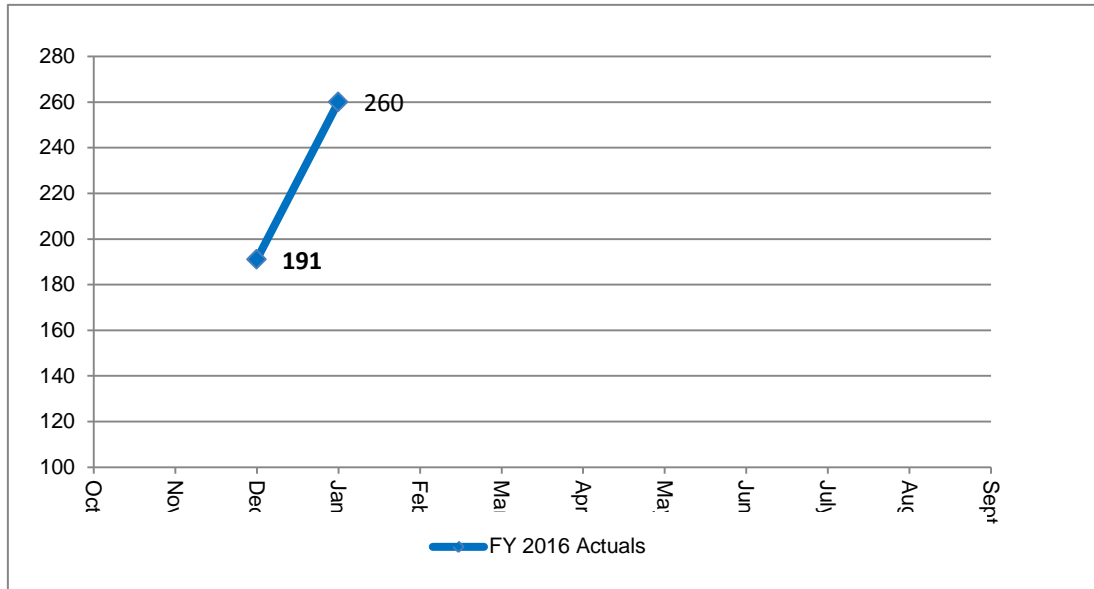


Note: For display purposes, the Y axis origin has been modified.

Connect RSVP: Total Boardings

- Connect RSVP ridership decrease, 9.50% YTD, likely due to heavy construction around the HV/LL station, the demolition of bridge access and offramp access to and from Highland Village which makes meeting on time performance very difficult. In December, another vehicle was added.

Frisko Demand Response Service: Total Boardings



Frisko Demand Response Service: Total Boardings

- In January, Frisko Demand Response Service had 260 boardings which is a 36% (or 69 boardings) increase from December.

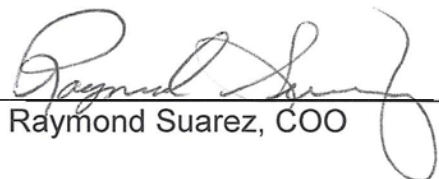
SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 1,354
- DCTA Bus Operations Injury-Free Workdays: 154

MAINTENANCE

- **Right of Way:** Routine daily inspections are being performed by the contractor.
- **Signal/Communications:** There were no issues in the month of January.
- **Stations:** DCTA contract operations (HTSI) continues to perform weekly safety inspections, which have not identified any major issues.
- **Rail Mechanical:** DCTA contract operations (HTSI) reported no mechanical failure in January.

Final Review:


Raymond Suarez, COO



DENTON COUNTY
TRANSPORTATION
AUTHORITY

Board of Director's Retreat 2016

1. Agency Introduction
2. [DCTA Enabling Legislation Chapter 460](#)
3. [Board of Director Bylaws](#)
4. [Long Range Service Plan](#)
5. [New Member Policy](#)
6. [Service Performance and Design Standards](#)
7. [2040 Regional Mobility Transportation Planning](#)
8. Agency Performance Report
9. Basic Financial Information
 - a. Cash Flow Model
 - b. Schedule of Expenditures – Budget Basis (Excluding Depreciation)
 - c. Change in Net Assets - Budget Basis (Including Depreciation)
10. Resources
 - a. Regional Meeting Information
 - b. [Agency Acronym List](#)
 - c. [APTA's A Business Case for Investment in Public Transportation](#)
 - d. [APTA's TOD 101 Creating Livable Communities With Transit](#)