



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Work Session

March 22, 2018 | 1:30 p.m.

CALL TO ORDER

1. Routine Briefing Items
 - a. Monthly Financial Reports
 - i. Financial Statements for February 2018
 - ii. Capital Projects Budget Report for February 2018
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - b. Marketing and Communications
 - i. April Public Meetings
 - ii. Citizen's Advisory Team Recap Report (Denton and Lewisville/Highland Village)
 - iii. Monthly Media Report
 - iv. Marketing and Communications Awards
 - c. Strategic Planning and Development
 - i. Regional Planning Initiatives Update
 - ii. Local Planning Initiatives Update
 - iii. Business Development & Partnerships Update
 - iv. Funding Opportunities Update
 - v. Land Use Planning & Development
 - d. Capital Projects
 - i. Positive Train Control
 - ii. Hike and Bike Trail
 - iii. Pokrus Page
 - iv. Trinity Mills Crew Room
 - e. Transit Operations Reports
 - i. Bus and Rail Operations
2. Items for Discussion
 - a. Upcoming Public Meetings
 - i. Possible Service Changes
 - ii. Possible Fare Changes
 - iii. Public Input
 - b. Strategic Planning Guidance Report

3. Discussion of Regular Board Meeting Agenda Items (March 22, 2018)
4. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
 - b. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.
5. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
6. Discussion of Future Agenda Items
 - a. Board Member Requests
7. ADJOURN


Chair – Charles Emery
Vice Chair – 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 – James 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 3/16/2018 at 3:19 PM.



Brandy Pedron, Executive Assistant | Public Information Coordinator | Records Manager



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

March 22, 2018 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on March 22, 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 Regular Meeting on February 13, 2018 and Strategic Planning Session on February 22, 2018.
- b. Acceptance of Monthly Financial Statements – January and February 2018
- c. Approval of Award of Contract to Progenis Services for the Purchase of Coolant and Gear Oil, to Ataram, LLC for the Purchase of Engine Oil and Grease, to Western Marketing dba Reladyne for the Purchase of Transmission Fluid, and to Douglass Distributing for the Purchase of Engine Oil and Exhaust Fluid
- d. Approve Operating/Capital Budget Revision 2018-05 for Passenger Amenities-Denton
- e. Approval of Award of Contract to Xtreme Landsystems for Concrete, Bus Shelter, and Miscellaneous Construction Services
- f. Authorize the President to Purchase Twelve ARBOC Spirit of Independence Buses from Creative Bus Sales, Inc. pursuant to cooperative purchasing from Oklahoma State Contract

2. REGULAR AGENDA

- a. Board Approval of Resolution R18-02 Provided for the Adoption of the Strategic Planning Guidance Report

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 – Richard Huckaby

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This notice was posted on 3/16/2018 at 2:50 PM.



Brandy Pedron, Executive Assistant | Public Information Coordinator | Records Manager

**Board of Directors Memo**

March 22, 2018

Subject: Financial Statements for February 2018**Background**

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending February 28, 2018 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 (\$109k) mainly due to lower than budgeted ridership. YTD FY18 rail ridership of 184k is 20% less than budgeted ridership of 230k (\$73k reduced revenue). YTD FY18 ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 213k is 9% less than budgeted ridership of 234k (\$35 reduced revenue).

		YTD FY18 Actual Ridership	YTD FY18 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	183,548	229,790	- 20%
Connect, Access, Frisco, CCT, NTX	(A)	212,671	233,607	- 9%
UNT & NCTC	(B)	1,030,883	1,012,201	2%
Total Bus Ridership		1,243,554	1,245,808	0%
Total Ridership		1,427,102	1,475,598	- 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 (\$258k), mainly due to lower than budgeted fuel usage and price. YTD FY18 fuel usage for contract services of 59k gallons is 26% lower than budgeted usage of 80k gallons (\$68k decreased revenue). Additionally, YTD average fuel cost is \$2.23/gallon compared to budgeted \$3.00/gallon (\$46k decreased revenue). YTD revenue hours for contract service are also less than budgeted, resulting in \$118k decreased revenue.
- **Note C:** Sales Tax Revenue – February sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in February will be received in April. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY18 sales tax receipts collected through March.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$3.8 million) due to delayed expenses and corresponding reimbursements for PTC, fleet purchases, 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	35,556	-	(35,556)
EPA - Brownfield at Rail	178,200	-	(178,200)
Fleet	1,362,706	-	(1,362,706)
Lewisville Hike & Bike Trail	880,365	-	(880,365)
Positive Train Control (PTC)	1,457,945	164,084	(1,293,861)
Safety/Security	-	-	-
Transit Enhancements	-	-	-
	\$ 4,006,772	\$ 164,084	\$ (3,842,688)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$434k) mainly due to large amounts budgeted for Bus & Rail PM as well as operating assistance grants. A portion of these budgeted drawdowns occurred earlier than anticipated in the budget, and funds were drawn down in FY2017 instead of FY2018 as anticipated. This negative variance is partially offset by reimbursements from FEMA that occurred in FY2018 but were anticipated in the FY2017 budget.

	FY18 Budgeted Drawdowns	FY18 Actual Revenue	Variance
Bus PM	\$ 999,442	\$ 541,000	\$ (458,442)
Bus Repowers (TAPS Buses)	168,000	-	(168,000)
Rail PM	1,494,865	434,381	(1,060,484)
Operating Assistance	462,000	-	(462,000)
ADA Assistance	290,680	244,250	(46,430)
FEMA	233,625	1,980,474	1,746,849
Printing	-	12,598	12,598
VanPool	54,115	56,296	2,181
	\$ 3,702,727	\$ 3,268,999	\$ (433,728)

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
Chief Financial Officer/VP of Finance

Approval:


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

Denton County Transportation Authority
Change in Net Position
Month and Year to Date February 28, 2018
(Unaudited)

Description	Month Ended February 28, 2018			Year to Date February 28, 2018			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 81,942	\$ 122,934	\$ (40,992)	\$ 477,100	\$ 585,888	\$ (108,788)	\$ 1,387,811	Note A
Contract Service Revenue	329,475	447,705	(118,230)	1,447,238	1,704,752	(257,514)	4,179,077	Note B
Sales Tax Revenue	1,876,009	1,818,015	57,994	10,957,862	10,632,289	325,573	26,649,586	Note C
Federal/State Grants - Capital	-	483,040	(483,040)	164,084	4,006,772	(3,842,688)	9,781,224	Note D
Federal/State Grants - Operating	1,780,317	257,769	1,522,548	3,268,999	3,702,727	(433,728)	5,410,737	Note E
Total Revenue and Other Income	4,067,744	3,129,463	938,281	16,315,284	20,632,428	(4,317,144)	47,408,435	
Operating Expenses								
Salary, Wages and Benefits	861,712	1,023,871	162,159	4,359,329	5,304,430	945,101	12,317,845	
Services	524,683	596,876	72,193	1,407,556	2,035,445	627,889	3,896,625	
Materials and Supplies	192,939	304,500	111,561	866,708	1,558,200	691,492	3,601,940	
Utilities	46,657	38,346	(8,311)	149,072	191,730	42,658	460,164	
Insurance, Casualties and Losses	133,811	141,565	7,754	680,157	711,343	31,186	1,726,783	
Purchased Transportation Services	768,549	788,342	19,793	3,677,562	4,097,293	419,731	9,713,343	
Miscellaneous	29,682	30,001	319	107,632	231,802	124,170	423,326	
Leases and Rentals	17,787	22,263	4,476	91,490	110,847	19,357	265,880	
Depreciation	872,406	877,725	5,319	4,333,092	4,397,892	64,800	10,679,874	
Total Operating Expenses	3,448,226	3,823,489	375,263	15,672,598	18,638,982	2,966,384	43,085,780	
Income Before Non-Operating Revenue and Expense	619,519	(694,026)	1,313,545	642,686	1,993,446	(1,350,760)	4,322,655	
Non-Operating Revenues / (Expense)								
Investment Income	22,365	6,500	15,865	99,736	32,500	67,236	78,000	
Gain (Loss) Disposal of Assets	-	-	-	-	-	-	-	
Fare Evasion Fee	150	83	67	450	415	35	1,000	
Other Income - Miscellaneous	38	-	38	597,671	-	597,671	-	
Long Term Debt Interest/Expense	(86,505)	(86,507)	2	(432,527)	(402,535)	(29,992)	(1,008,084)	
Total Non-Operating Revenue / (Expense)	(63,952)	(79,924)	15,972	265,330	(369,620)	634,950	(929,084)	
Change in Net Position	\$ 555,566	\$ (773,950)	\$ 1,329,516	\$ 908,016	\$ 1,623,826	\$ (715,810)	\$ 3,393,571	

Denton County Transportation Authority
Statement of Net Position
As of February 28, 2018
(Unaudited)

	February 28, 2018	January 31, 2018	Change
Current Assets			
Operating Cash & Cash Equivalents	\$ 10,965,906	\$ 9,118,609	\$ 1,847,297
Reserves: Cash & Cash Equivalents	8,178,038	8,169,566	8,472
Reserves: Investments	2,989,800	2,989,800	-
Accounts & Notes Receivable	6,526,750	6,347,534	179,216
Prepaid Expenses	421,377	555,188	(133,811)
Inventory	21,581	34,724	(13,143)
Restricted Asset-Cash and Equivalents	2,946,208	2,951,013	(4,805)
Total Current Assets	32,049,660	30,166,434	1,883,226
Property, Plant and Equipment			
Land	17,394,147	17,394,147	-
Land Improvements	6,874,492	6,869,802	4,690
Machinery & Equipment	3,988,400	3,988,400	-
Vehicles	91,729,631	91,729,631	-
Computers & Software	1,284,485	1,284,485	-
Accumulated Depreciation	(62,021,581)	(61,149,175)	(872,406)
Total Property, Plant and Equipment	59,249,575	60,117,291	(867,716)
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	233,656,842	233,656,842	-
Construction in Progress	20,625,530	20,768,268	(142,738)
Total Capital Assets	271,279,527	271,422,265	(142,738)
Total Assets	\$ 362,578,762	\$ 361,705,989	\$ 872,773
Liabilities			
Current Liabilities			
Accounts Payable	\$ 246,670	\$ -	\$ 246,670
Salary, Wages, and Benefits Payable	734,233	745,703	(11,470)
Accrued Expenses Payable	175,302	165,853	9,449
Deferred Revenues	97,855	112,317	(14,462)
Interest Payable	432,527	346,022	86,505
Total Current Liabilities	1,686,587	1,369,895	316,692
Non-Current Liabilities			
Rail Easement Payable	1,200,000	1,200,000	-
Retainage Payable	490,935	490,421	514
Bonds Payable	28,740,000	28,740,000	-
Total Non-Current Liabilities	30,430,935	30,430,421	514
Total Liabilities	32,117,521	31,800,315	317,206
Net Position			
Net Investment in Capital Assets	305,367,228	305,367,228	-
Unrestricted	24,185,997	24,185,997	-
Change in Net Position	908,016	352,450	555,566
Total Equity	330,461,241	329,905,674	555,566
Total Liabilities and Equity	\$ 362,578,762	\$ 361,705,989	\$ 872,773

Capital Projects Fund - DCTA
Budget vs. Actual
As of February 28, 2018
(Cash Basis)

Work Session 1(a)ii

ASSETS

Fixed Assets

Construction Work in Progress

	Original Budget	Revised Budget	February 2018 Expenses Booked	Life To Date	\$ Under/(Over) Budget	% of Budget (As of February 2018 Close)	Project % Complete (Operations)
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	7,875	143,061	3,756,939	4%	
Total 10604 - Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 - Project Management/Document Control	150,000	300,000	4,422	4,422	295,578	1%	10%
Total 10606 - Shared Use Mobility Study	123,428	123,428	-	-	123,428	0%	
Total G&A Capital Projects	2,623,428	4,773,428	12,297	172,483	4,600,945	4%	
Bus Capital Projects							
Total 50305 - IOMF Fuel Tanks	250,000	740,000	33	68,925	671,075	9%	10%
Total 50409 - Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 - AVL Systems	200,000	200,000	1,247	103,142	96,858	52%	
Total 50507 - Fleet (2016) - CLOSED	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 Bus Capital Projects	6,653,080	7,478,080	1,280	1,416,097	6,061,983	19%	
Rail Capital Projects							
Total 61406.1 - Positive Train Control Implementation	-	16,720,141	(19,387)	12,277,523	4,442,618	73%	77%
Total 61708 - Lewisville Bike Trail	3,099,856	2,146,355	33,895	2,121,409	24,946	99%	99%
Total 61209 - Trinity Mills Crew Facility	250,000	310,000	-	302,063	7,937	97%	95%
Total 61713-1 - Rail Facility Flume Repair (2015 Flood) - CLOSED	325,482	204,827	-	204,826	1	100%	100%
Total 61713-2 - Grade Crossing Replacements (2015 Flood)	2,157,760	2,157,760	-	2,048,377	109,383	95%	100%
Total 61713-3 - Hebron Signal House (2015 Flood) - CLOSED	122,000	123,848	-	123,847	1	100%	
61713-4 - Ballast Undercutting (2015 Flood)							
61713-4.01 - Operating Revenue	-	-		(443,548)	443,548	0%	
Total 61713-4 - Ballast Undercutting (2015 Flood)	761,600	761,600	-	592,847	168,753	78%	100%
Total 61713-5 - Pockrus Page (2015 Flood)	623,000	623,000	2,648	132,915	490,085	21%	25%
Total 61714 - Rail Capital Maintenance	3,970,430	3,442,430	95,403	397,396	3,045,034	12%	12%
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%
61717 - Valley Ridge Crossing							
61717.01 - Operating Revenue	-	-		(827,442)	827,442	0%	
Total 61717 - Valley Ridge Crossing	1,000,000	1,000,000	-	827,442	172,558	83%	95%
Total 61605 - Brownfield Remediation	60,000	385,000	50,636	78,794	306,206	20%	50%
Total 61718 - Rail Safety Improvements	200,000	200,000	-	-	200,000	0%	
Total 61606 - Rail Crossing Study	73,000	73,000	13,855	47,750	25,250	65%	75%
Total Rail Capital Projects	15,778,658	31,224,991	177,050	19,197,200	12,027,791	61%	
Total Construction Work in Progress	\$ 25,055,166	\$ 43,476,499	\$ 190,627	\$ 20,785,780	\$ 22,690,719	48%	

**Board of Directors Memo**

March 22, 2018

Subject: Monthly Sales Tax Receipts**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 3.02%. The March allocation is for sales generated in the month of January and represents revenue for the fourth month of FY 2018.

- Sales tax for sales generated at retail in the month of January and received in March was \$1,975,813.
- This represents an increase of 3.02% or \$57,994 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$67,550 or 3.54% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 2.15%
 - City of Denton up 7.12%
 - Highland Village up 12.46%

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
Chief Financial Officer/VP of Finance

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	\$ 2,801,274	\$ 5,808	0.21%	\$ 2,793,331	\$ 7,943	0.28%
January	March	\$ 1,917,819	\$ 1,975,813	\$ 57,994	3.02%	\$ 1,908,263	\$ 67,550	3.54%
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	\$ 9,144,158	\$ 329,884	3.74%	\$ 26,867,734	\$ 293,663	3.32%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

March 16, 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	\$ 3,924,399	\$ 75,196	1.95%	December	February	\$ 411,143	\$ 451,331	\$ 40,188	9.77%
January	March	\$ 2,709,531	\$ 2,767,715	\$ 58,184	2.15%	January	March	\$ 255,642	\$ 287,500	\$ 31,858	12.46%
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	\$ 12,674,916	\$ 453,276	3.71%	YTD Total		\$ 3,727,797	\$ 1,332,778	\$ 53,692	4.20%

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	\$ 3,598,809	\$ (128,822)	-3.46%
January	March	\$ 2,397,941	\$ 2,568,686	\$ 170,745	7.12%
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	\$ 11,831,330	\$ 335,566	2.92%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
March 16, 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%	\$ 18,493,341.58	\$ 17,365,769.56	6.49%	\$ 61,079,384.73	\$ 58,692,160.22	4.06%
Corpus Christi MTA	0.50%	\$ 2,534,817.65	\$ 2,299,340.16	10.24%	\$ 8,288,475.40	\$ 7,739,100.14	7.09%
Dallas MTA	1.00%	\$ 44,884,870.10	\$ 43,458,310.99	3.28%	\$ 151,736,188.48	\$ 146,425,423.75	3.62%
Denton CTA	0.50%	\$ 1,975,813.27	\$ 1,908,263.45	3.53%	\$ 6,993,703.70	\$ 6,871,857.02	1.77%
El Paso CTD	0.50%	\$ 3,187,217.11	\$ 3,083,362.64	3.36%	\$ 11,445,245.38	\$ 11,064,576.50	3.44%
Fort Worth MTA	0.50%	\$ 5,734,156.75	\$ 5,554,853.62	3.22%	\$ 19,821,130.14	\$ 18,873,485.43	5.02%
Houston MTA	1.00%	\$ 56,982,030.92	\$ 54,487,695.10	4.57%	\$ 195,857,735.53	\$ 179,114,605.70	9.34%
Laredo CTD	0.25%	\$ 576,263.75	\$ 570,458.79	1.01%	\$ 2,130,039.89	\$ 2,007,161.63	6.12%
San Antonio ATD	0.25%	\$ 5,080,840.94	\$ 4,631,558.35	9.70%	\$ 17,352,665.07	\$ 16,572,923.41	4.70%
San Antonio MTA	0.50%	\$ 11,048,983.23	\$ 10,246,401.05	7.83%	\$ 38,118,955.59	\$ 36,457,181.80	4.55%
TOTALS		\$ 150,498,335.30	\$ 143,606,013.71	4.80%	\$ 512,823,523.91	\$ 483,818,475.60	6.00%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
March 16, 2018

**Board of Directors Memo**

March 22, 2018

Subject: Current Procurement Activities**Environmental Subsurface Investigation**

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

Payroll Processing and Human Data Management Services

Staff has released a request for proposal documents for employee payroll processing and human data management services. DCTA is seeking a qualified firm with demonstrated experience in payroll, human resources, tax reporting, compliance, recruiting, and workforce management. Proposals are due March 21st with award anticipated at the April meeting.

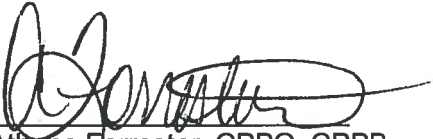
Purchase of Vehicle Batteries

Staff is developing the request for bid documents for purchase of batteries for the various vehicles in the fleet. Solicitation documents are expected to release in March with award at the April meeting.


Fueling Facility at Rail Operations and Maintenance Facility

Seven (7) bids were received on March 12th for the construction of a fueling facility at the Rail O&M facility. Staff is currently reviewing the responses and award is anticipated at the April meeting.

Submitted by:


Athena Forrester, CPPO, CPPB
AVP of Procurement

Final Review:


Marisa Perry, CPA
Chief Financial Officer/VP of Finance



Board of Directors Memo

March 22, 2018

Subject: Marketing & Communications Update

APRIL PUBLIC MEETINGS

- **Presentation Topics:**
 - August 2018 Service Changes
 - Pending Fare Increases (Regional Fare)
 - EPA Brownfields Assessment Grant – Subsurface Investigation
 - Hike and Bike Trail – Eagle Point Section
 - Job Access and Connectivity Opportunities
 - Access Policies and Procedures
- **Lewisville:**
 - Monday, April 16, 2018
 - 5:30 p.m. – 7:30 p.m.
 - Lewisville City Hall Lobby
 - Held in conjunction with the City Council Meeting (starts at 7 p.m.)
- **Denton:**
 - Wednesday, April 18, 2018
 - 3 p.m. – 7 p.m.
 - Downtown Denton Transit Center Lobby
- **Highland Village:**
 - Tuesday, April 24, 2018
 - 6 p.m. – 8 p.m.
 - Highland Village City Hall Lobby
 - Held in conjunction with the City Council Meeting (starts at 7:30 p.m.)

CITIZEN'S ADVISORY TEAM RECAP REPORT

- **Lewisville/Highland Village**
 - Tuesday, January 9, 2018
 - 6:30 p.m. – 7:30 p.m.
 - DCTA Administrative Office – T&P Conference Room
- **Denton**
 - Monday, March 12, 2018
 - 6 p.m. – 7 p.m.
 - Downtown Denton Transit Center – Community Room
- **Results**
 - More than 10 people in attendance
 - Positive engagement with both teams
 - Feedback and suggestions on various topics
 - Full recap report attached for details

MONTHLY MEDIA REPORT (FEBRUARY 2018)

- **Stories:** 22 (down 56% M/M)
- **Placement Highlights:**
 - Denton Record-Chronicle
 - Plano Star-Courier
 - Star Local Media
 - PR Daily
 - KRLD
 - Fort Worth Star-Telegram
 - Lewisville Leader



Denton Record-Chronicle



- Dallas Morning News
 - Carrollton Leader
- **Headlined Highlights:**
 - DCTA to Host Free Workshop on How to Use System
 - DCTA Launched “Why I Ride” Contest
 - Announcing PR Daily’s 2017 Video and Visual Awards Finalists
 - 5 Scenic Rail Trails Around Dallas
- **Impressions:** 8M
- **Total Publicity Value:** \$40K
- **Sentiment Over Time:** 50% Positive / 50% Neutral
- **Coverage by Media Type:**
 - Online – 60%
 - Newspaper (Wide Distro) – 10%
 - Newspaper (Community) – 10%
 - Online (News and Business) – 5%
 - Online (Trade and Industry) – 5%
 - Radio Program – 5%
 - Radio Station – 5%
- **Share of Voice:**
 - DCTA – 57.1%
 - DCTA Train – 34.3%
 - DCTA Bus – 8.6%



The Dallas Morning News

Star-Telegram FORT WORTH

RAGAN'S
PR Daily

2018 MARKETING & COMMUNICATIONS AWARDS

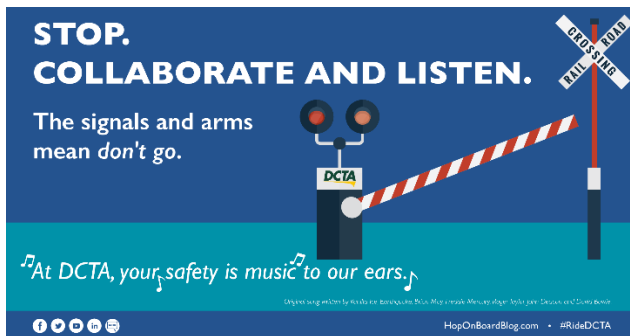
- **Ragan 2017 PR Daily Awards:**
 - Finalist for “PR on a Shoestring” campaign category
 - I-35E vs A-train Social Media Plan
 - Finalists include Planet Fitness, T-Mobile, Boys and Girls Club of America, etc.
- **Ragan 2017 Video and Visual Awards**
 - Finalist for “Low Budget” video category
 - I-35E vs A-train Promotional video
 - Finalists include Cisco, E-surance, Hilton, etc.



MARKETING & COMMUNICATIONS IN PROGRESS

- **Special Highlight:**
 - Safety Campaign
 - In Market February 26 – September 30
 - Platform Decals, Rail Cards, DDTC Signage, Social Media, Website Content, Video Content, and Community Outreach





- **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

- **Key Projects:**

- University Awareness Campaign – In Market by 2/1 (through 5/1)

- 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

- Antero Group White Paper and Pitch – Complete by end of February 2018

- Thin Line Festival Sponsorship and Video Development – In Progress
 - Passenger Information Overhaul – In Progress
 - Brand Ambassador Procurement – Slated for 3/2018
 - DCTA / First Transit White Paper and B2B Video – Complete by 3/2018
 - DCTA Employee Appreciation Event – 4/6
 - April Public Meetings – Slated for 4/2018
 - North Texas Xpress Campaign – Launch in 4/2018
 - Regional Transit Connections Brochure – Complete by 4/2018
 - GOREquest Rack Card – Complete by 4/2018
 - Campus Connections Brochure – Complete by 4/2018
 - University Pass Program Brochure – Complete by 4/2018
 - Summer Youth Pass Campaign – In Market by 5/1
 - Rules for Riding Campaign – In Market by 5/28
 - Lake Cities Rail Trail Ribbon Cutting – Slated for 5/19 (tentative date)
 - Rules of Riding Campaign – In Market by May 2018
 - Community Survey – In Market by 5/2018
 - University Orientation Planning – Complete by 5/2018
 - Apartment Outreach Effort – Start in 5/2018
 - Sponsorship Advertising Audit – Start in 5/2018
 - Photoshoot – Complete by 6/2018
 - New DCTA Website – Complete by Summer 2018
- **Community Outreach Initiatives**
 - Air North Texas Conference Call – 3/15
 - Collin County Transit On-Site Qualification Events – 3/19, 3/21 and 3/23
 - Texas Woman's University Annual Spring Apartment Fair – 3/21
 - Denton CVB – Denton Live Committee Meeting – 3/26
 - Salvation Army Advisory Council Meeting – 3/28
 - Lake Dallas Rail Trail Ribbon Cutting Planning Meeting – 3/29
 - Regional Marketing and Communications Meeting – 4/3
 - Highland Village Business Association Luncheon – 4/10
 - Texas Woman's University Spring Career Fair – 4/11
 - Bettye Myers Middle School College and Career Night – 4/12
 - Lewisville Colorpalooza – 4/14
 - Thin Line Festival – 4/18 – 4/22
 - Lewisville Chamber of Commerce Luncheon – 4/24
 - Denton Arts and Jazz Festival – 4/27 – 4/29
 - Annual Older Americans Information and Health Fair – 5/10
 - Lake Cities Rail Trail Ribbon Cutting – 5/19 (tentative date)
 - Lewisville Chamber of Commerce Luncheon – 5/22
 -

CUSTOMER SERVICE IN PROGRESS

- Monthly Meetings
- Routine Informative Overviews
- Phone Screenings
- GOREquest Responses (Customer Communications Specialist)
- Social Media Responses / Reporting (Customer Communications Specialist)
- Process Development / Efficiency Discussions
- Monthly Reporting

ADMINISTRATION IN PROGRESS

- Routine Meetings
- Staffing Coverage / Coordination
- Board and Committee Policies and Procedures
- Open Records Requests
- Facilities Management
- Records Retention
- Copy Machine Procurement (all facilities)

Approved by:



Nicole Recker
Vice President of Marketing & Communications



JANUARY/MARCH 2018 CITIZEN'S ADVISORY TEAM MEETINGS RECAP REPORT

Overview:

DCTA will host Citizen's Advisory Team meetings in January 2018 (Lewisville) and March 2018 (Denton). DCTA enthusiasts, stakeholders, partners and the general public are invited to attend.

Communications:

- Lewisville Meeting
 - Email Blast to Members – 12/20 and 1/2
 - Rider Alert to DCTA Passengers (invitation) – 12/21, 1/8 (Lewisville) and 1/10 (Denton)
- Denton Meeting (Rescheduled due to inclement weather)
 - Email Blast to Members – 2/14
 - Rider Alert to DCTA Passengers 3/8

Details:

{LEWISVILLE}

Tuesday, January 9, 2018

6:30 p.m. – 7:30 p.m.

DCTA Administrative Office

T&P Conference Room

{DENTON}

*Originally scheduled for Thursday, January 11, 2018 but was cancelled due to inclement weather

Monday, March 12, 2018

6 p.m. – 7 p.m.

Downtown Denton Transit Center (DDTC)

Community Room

RSVP – Brandy Pedron – bpedron@dcta.net or nrecker@dcta.net

Special requests are required at least 48 hours in advance. RSVPs are appreciated.

LEWISVILLE MEETING

Lewisville Agenda:

Topics of discussion will include:

- January 2018 Service Changes
- New DCTA Website
- Lyft Program in Highland Village
- University Awareness Campaign
- Why I Ride Revamp/Sweepstakes
- Passenger Information Overhaul
- North Texas Xpress
- Open Ended Discussion – topics brought up by attendees

Attendees:

- Tyler McMichael
- Paulette Griffin
- Steve Beck

MEETING NOTES:

January Service Changes

- DCTA should improve timing/connections between the A-train and DART
- Individual guides for each route are a great idea
- Paulette: As someone who was new to the community, she liked the book because everything was all together.
- Steve: Had divisional books at his past company and people liked it.

Lyft Program (Highland Village)

- Contract with UBER is up within the month
- Jan. 15 - \$2 discount shifts from UBER to Lyft
- Paulette: Used Lyft for the first time yesterday and LOVED it

DCTA Website

- DCTA is targeting a Spring 2018 launch
- Discussed CAT members potentially acting as website testers prior to the launch

University Awareness Campaign

- In market in early February 2018
- Ideas on how to best reach the parents of students?
 - Direct Messages
 - Bus is free for students – don't need a car
 - University parking problem is HUGE – win/win for UNT

- Paulette: What about TWU and NCTC?
 - Potential partnership with TWU in the long run (beyond the discounted passes)
 - New opportunity for partnership with the new, upcoming NCTC campus in Downtown Denton

Why I Ride Campaign

- In market in early February 2018
- Steve: Maybe Facebook live/living while tweeting people in *real time* (while riding our system)
 - Follow around big figures at DCTA (i.e. Raymond, Michelle – the people behind DCTA)
- Steve: Rail cards get stale to passenger's overtime – they become background noise
 - Has seen success with TV screens
 - Best place for a system map on bus is above the back door

Passenger Information Overhaul

- Be on the lookout for new things regarding signage at our facilities and on our fleet
- Are we missing ways to communicate with those who ride **AND** those who don't?
 - No Predictive Arrival
 - Nicole: Get monitor(s) up at DDTC and run live feed of Transit Tracker so people can see (in real-time) where the buses are.

North Texas Xpress Campaign

- In market in March/April timeframe to promote service
- Refresh of campaign in August to capture updates from August 2018 service changes
- Steve: Where are we advertising for park and ride?
 - Promotion of this – billboards? Local city signage?
 - Possibly include on geo targeted utility bills (extend to North Denton)

Other Discussion Items

- Possibly change location of Lewisville Citizen's Advisory Meeting – the admin office is a little difficult to find
 - Maybe partner with the city (housing authority) For a new location
- Expand Lewisville routes to pass by more businesses/places
 - Need to hit all major places – schools, shopping centers, government buildings
 - Opportunity to see where we should be taking people
 - Expose younger generation to mass transit – how can we duplicate Ryan HS program in Lewisville and Highland Village?
- Merchant vendors – see if we can get some relationship with Kroger or Walmart – some type of partnership

- Advertise our brand better using our buses
 - Exterior back of bus is the biggest opportunity because people sit behind buses at stoplights/signs
- Any creative/messaging should have clean lines and consider maintenance updates that should be made

DENTON MEETING

Denton Agenda:

Topics of discussion will include:

- New DCTA Website
- Lyft Program in Highland Village
- University Awareness Campaign
- Passenger Information Overhaul
- North Texas Xpress
- Open Ended Discussion – topics brought up by attendees

Attendees:

- Nicole Recker
- Kelly Briggs
- Murphy Hardinger
- Steven Beck
- Bob Tickner
- Paul McManus
- June Hood
- Jim Fagan

MEETING NOTES:

New DCTA Website

- New DCTA Website – End June/beginning July
- Increased trip planning functionality that incorporates other modes of transit to address the first/last-mile connection
- Customer service is still available to trip plan with customers over the phone

Lyft Program in Highland Village

- Discussed the switch from Uber to Lyft
- How do we engage Lyft to serve those without a smart phone?
- Reviewed the Lyft app for additional process information – there is not an option via phone (call)
- Murphy – Discussed the \$2 discount – service not provided with a regional pass

University Awareness Campaign

- Campaign currently in market
- Looking for ways to educate UNT students – their student ID allows them to ride UNT routes and Connect routes
- Kelly will be spending more time at the universities to ensure they are taking advantage of transit opportunities available to them

Passenger Information Overhaul

- Looking forward to more streamlined signage
- Steve: That will be helpful for bus operations because they don't have to worry about signage (it will be handled by a professional installer)

North Texas Xpress

- Discussed ridership
- Members were excited to hear that ridership is steadily increasing
- **Open Ended Discussion**
- Format of the meeting was like past meetings, but the agenda was larger and there was Q&A right after each section
 - Continually looking to improve the meeting process and what each member gets out of the meeting
- Continue heavy promotion on social media – people can “share” that messaging and it casts a wider net
- Group Discussion – transfer experiences
 - Between systems
 - To DFW Airport
 - To Love Field
- Jim – Start exploring phone call vs. app or computer for Lyft passengers
 - How can we incorporate Lyft for those who do not have a smart phone?
- Murphy – Retraining for individuals who use Access
 - An initial training isn't enough
 - Offering up an annual training that's optional might be a good idea
 - Things changes and it's important for Access passengers to experience that change
- Paul – How can we partner with Trinity Metro and DART so that we can get our message out to a bigger audience
- Jim – Naming of the A-train Rail Trail
 - Nicole – Hickory Creek, Lake Dallas, Rail Trail (Denton Rail Trail naming?)
 - It has different names within each city and DCTA calls the trail the A-train Rail Trail – what is the official name?
- Murphy – Better identify how people can RSVP for CAT meetings through GOV Delivery
 - Need to click the link in the email vs respond
 - How can we make that option more prominent?

Attendee Questions:

- DART is increasing fares, what does that mean for DCTA?
- Noticed we are down to one car on train, does that mean more frequent runs?
- Restrooms at Trinity Mills?
- Expansion of 5 and 8 in August?

Board of Directors Memo

March 22, 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
- A staff workshop will be held in April to provide an overview of the new tool

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 this month with the anticipation of RTC approval in summer 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 has participated in a NCTCOG hosted discussion with an AV developer to identify "test site" locations for new AV technology deployment
- DCTA staff has also been engaged at the Federal level through participation in the FTA's recent Autonomous Vehicles 3.0 roundtable discussion with a focus on community education, workforce evolution and policy regulations.

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
- More activity on this project is expected to continue in the coming months.

LOCAL TRANSPORTATION PLANNING

Innovative Transit Solutions

Shared Use Mobility Summit

- Many DCTA staff and board participated and presented at the recent Shared Use Mobility Summit in Chicago in early March
- The DCTA team met with numerous vendors who could potentially provide first/last mile solutions within DCTA's service area
- The summit provided an excellent opportunity to trade "lessons learned" with other public agencies and the private sector and expects to continue to explore these options for future deployment.

Regional Engagement

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

Local Initiatives

- Staff is developing a Shared Use Mobility Action Plan scope of work for FY2018 in an effort to 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 in Frisco and McKinney in the near future.

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 finalizing and implementing service plans with the FWTa, Toyota, Hillwood, 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 including potential Lyft integration into their existing program
- 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 has presented a preliminary service plan for consideration, which includes a combination of services; Lyft, vanpools, train service and existing Connect fixed-route bus service.

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 OPPORTUNITIESBuses & 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 were approved by STTC and RTC in November and staff is working with the NCTCOG on the necessary processes to finalize the funding award.

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 in April.

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

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 will be presented on February 13th at the next Program Services Committee.

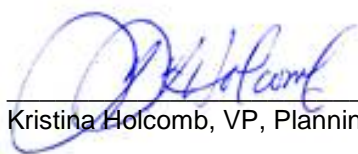
Additional Land Use Planning

- 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

- | | |
|---|---|
| • Texas Woman's University Master Plan | • Infrastructure Development Planning |
| • Lewisville Small Area Planning Studies | • Long-Range Agency Planning Efforts |
| • Long Range Service Plan Update | • State and Federal Legislative Initiatives |
| • Shared Use Mobility Study | • Grant Funding Opportunities |
| • Huffines-Hebron Joint Development Project | • TxDOT 35W Expansion Coordination |

Submitted by:



Kristina Holcomb, VP, Planning & Development



Board of Directors Memo

March 22, 2018

Subject: WS 1 (d) Capital Projects Update

Positive Train Control (PTC)

- Vehicle Acceptance Testing is complete.
- A test run of the system yielded positive results overall. We are working through minor adjustments.
- The Wayside FST Procedures received FRA conditional approval. Once the Wayside FST Plan receives FRA approval, static testing will commence.

Lewisville Hike and Bike Trail – Eagle Point Section

- TxDOT has received all requested documentation. The TxDOT project manager estimates that the environmental review will take until mid-March. That moves the letting date back to April or May.

Pokrus Page

- The contractor is scheduled to start construction the week of March 26th.
- The project completion is mid-July.

Trinity Mills Crew Room

- The building is scheduled for completion at the end of March.

Final Review:


Raymond Suarez

Board of Directors Memo**March 22, 2018****Subject: Transit Operations Report****SYSTEM ON-TIME PERFORMANCE**

- FY 2018 YTD “On Time Performance” (OTP) for the A-train is 99.39%
- FY 2018 YTD “On Time Performance” (OTP) system-wide for Bus is 93.27%.

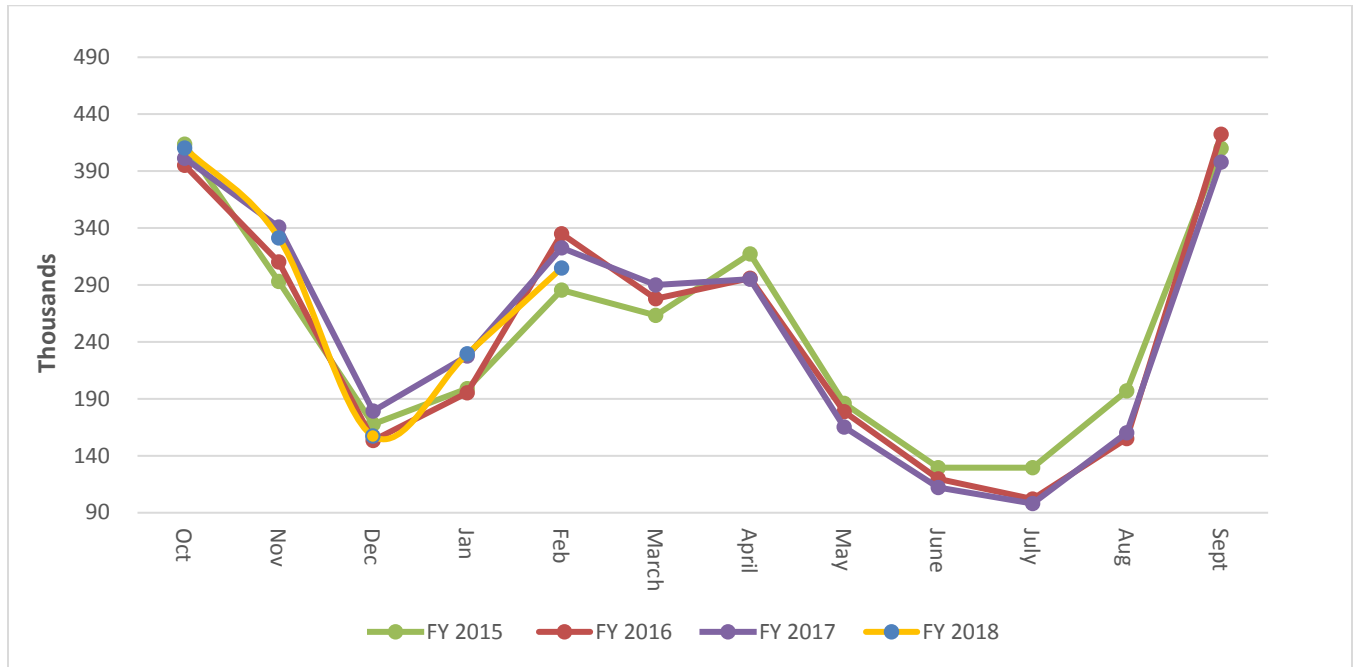
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2017 to FY 2018	Color Indicator	Notation No.
All Bus & Rail	-2.60%	Red	1
Rail	-17.71%	Red	2
All Bus	0.10 %	Green	
Connect	-10.18%	Red	2
UNT	1.96%	Green	1
NCTC	-23.79%	Red	3
North Texas Express	52.33%	Green	
Access	0.43%	Green	
Frisco Demand Response	72.3%	Green	
Highland Village	-1.44%	Yellow	4

1. While All Bus & Rail ridership is down, the decrease is lessened by the increase in UNT ridership, which increased in February by 19,676 or 1.96% over the previous year.
2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. We are in the 3rd 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 is working with NCTC to explore potential causes for this shift in ridership.
4. Highland Village Community On-Demand continues to decline, while ridership on the Highland Village Connect Shuttle continues to increase. However, the increase in ridership on the Connect Shuttle is not sufficient to overcome the decrease in ridership on Community On-Demand. Staff is reviewing the services provided in Highland Village, and will be proposing service changes for implementation in August 2018.

Color Key**Green** indicates positive performance**Yellow** indicates service that will be monitored by staff**Red** indicates poor performance and needs further research

Rail and All Bus: Total Boardings

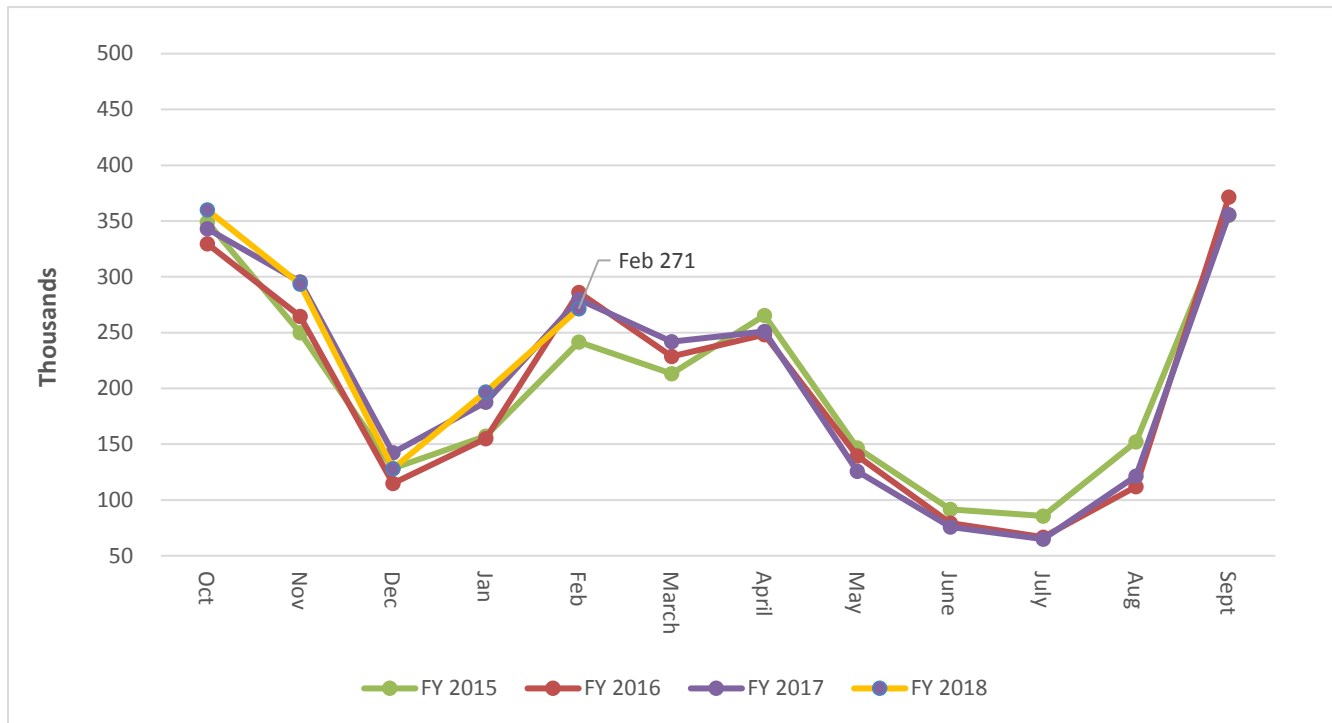


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus increased by 1,911 boardings or .84% in January 2018 compared to January 2017.
- Total boardings for Rail and All Bus decreased by 17,765 boardings or 5.51% in February 2018 compared to February 2017.
- The YTD boardings for Rail and All Bus decreased by 38,217 boardings or 2.6% in February.

All Bus: Total Boardings

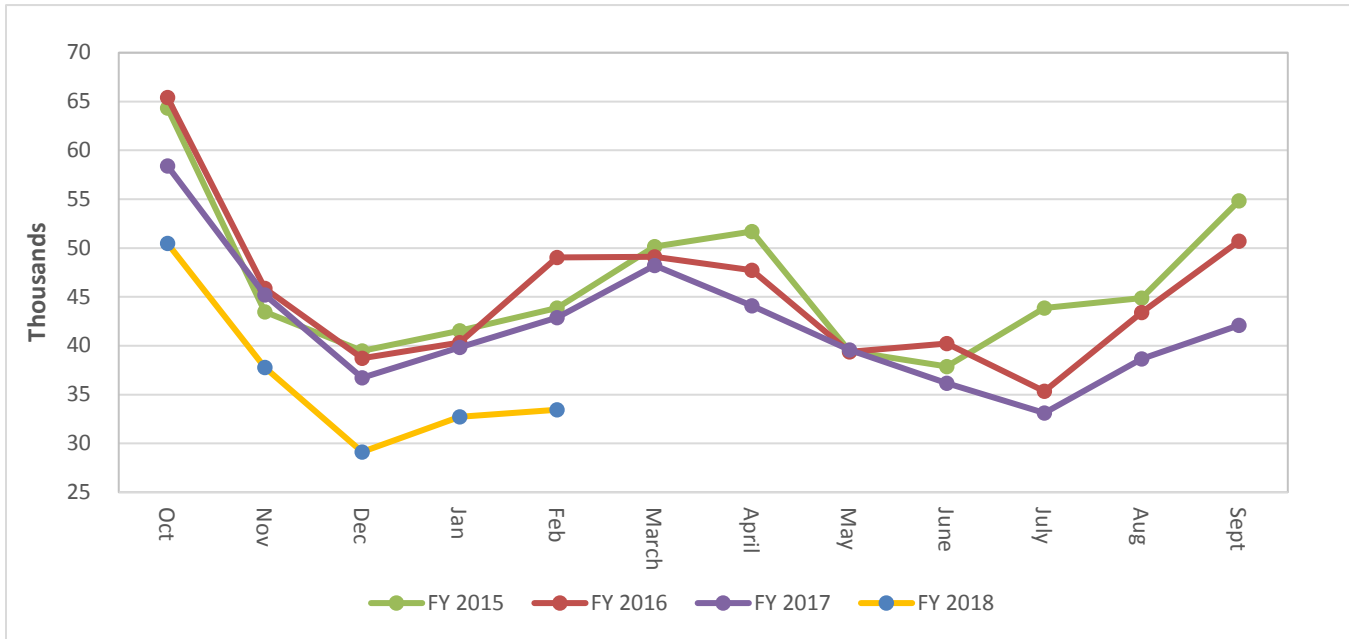


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- In January 2018, total boardings increased by 9,017 or 4.8% compared to the same period last year.
- In February 2018, total boardings decreased by 8,351 or 2.98% compared to the same period last year.
- The YTD total boardings in February increased by 1,288 or 0.10% compared to the same period last year.

Rail: Total Boardings

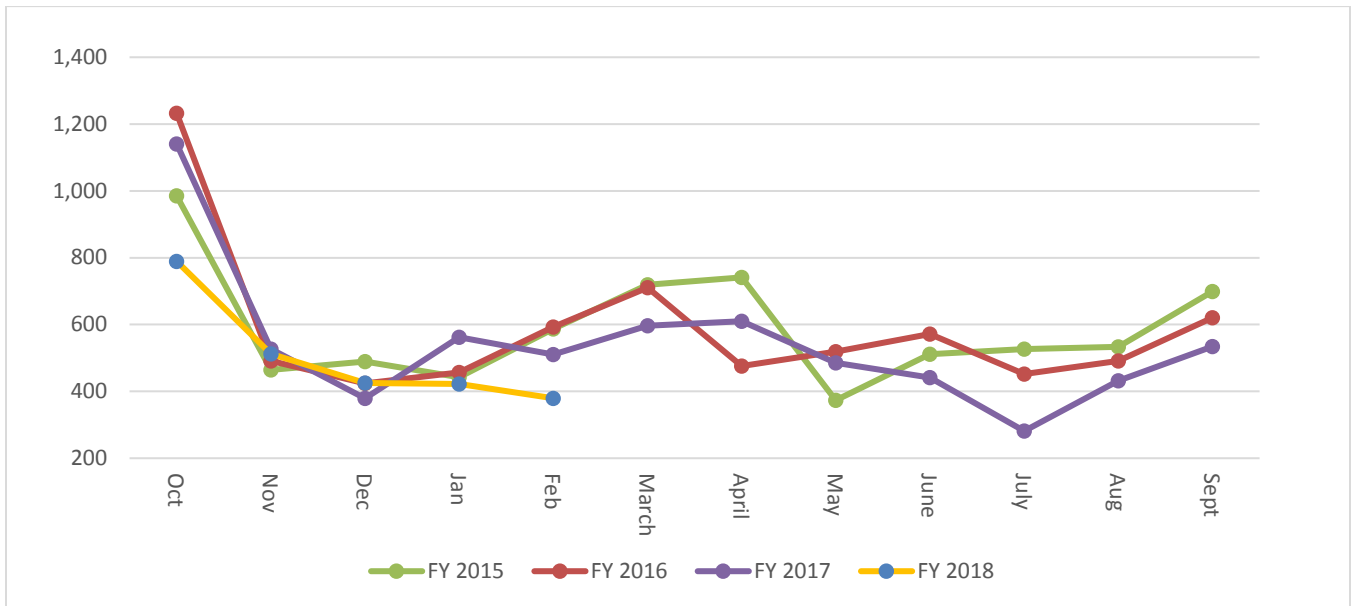


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 7,106 or 17.84% in January 2018 compared to January 2017. Total boardings for Rail decreased by 9,414 or 21.96% in February 2018 compared to February 2017.
- The YTD Total boardings for Rail decreased by 39,505 or 17.71% in February 2018 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 February 2018, as well as individual graphs for each station for the same period.

Rail: Saturday Average Boardings

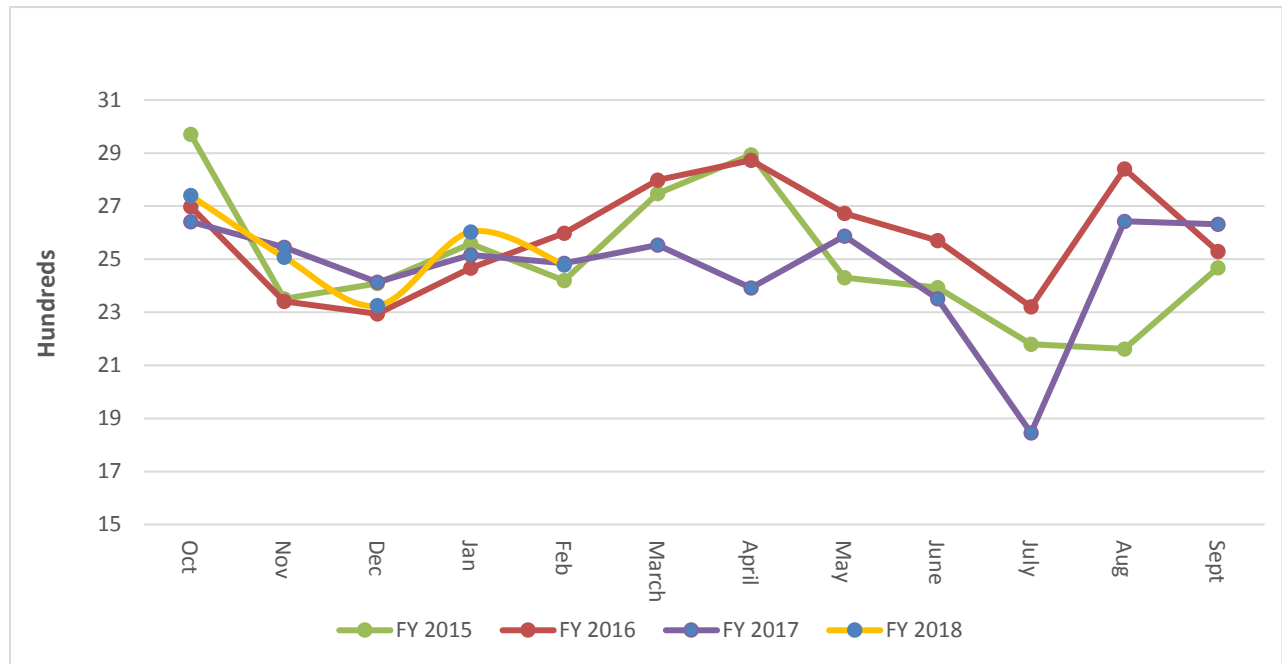


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 140 or 24.91% in January 2018 compared to January 2017.
- Average Saturday Boardings increased by 130 or 25.59% in February 2018 compared to February 2017.
- The YTD Average Saturday Boardings decreased by 590 or 18.92% in February 2018 compared to the same period last year.

Access: Total Boardings

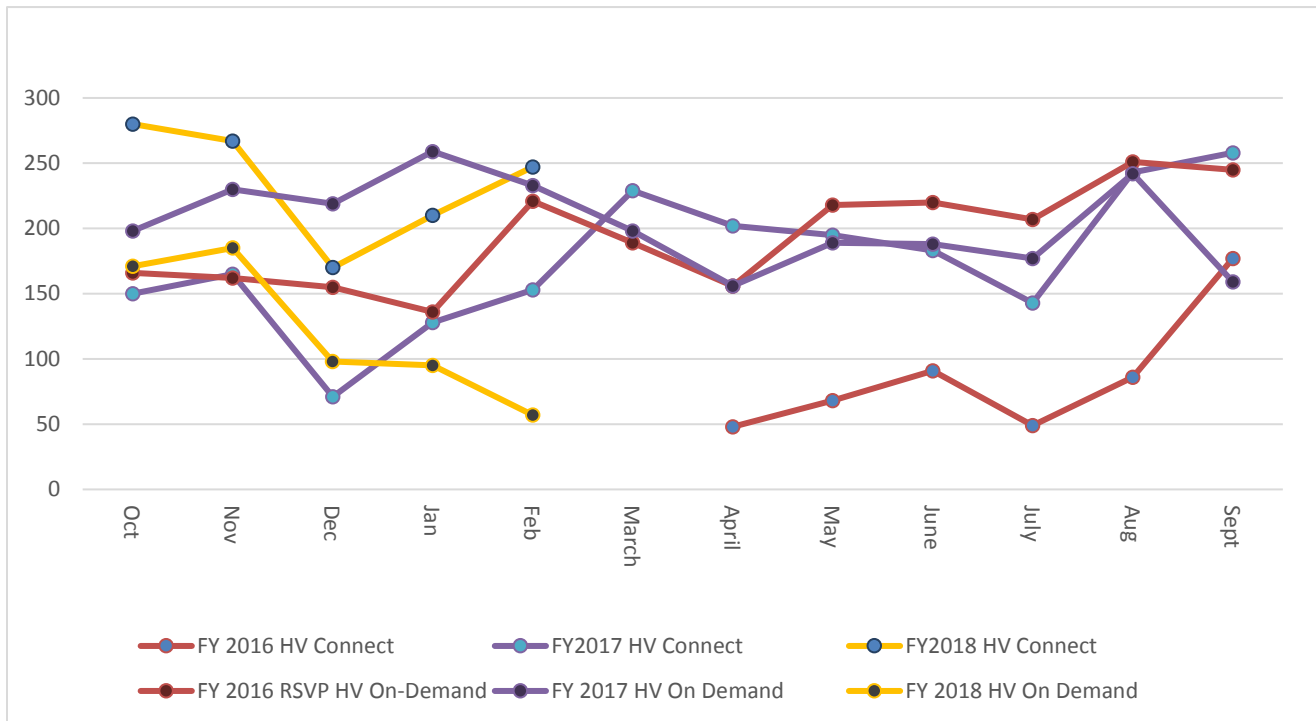


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- Total boardings increased by 87 or 3.46% in January 2018 compared to January 2017.
- Total boardings decreased by 6 or 0.24% in February 2018 compared to February 2017.
- In February, the YTD total boardings increased by 54 or 0.43% compared to the same period last year.

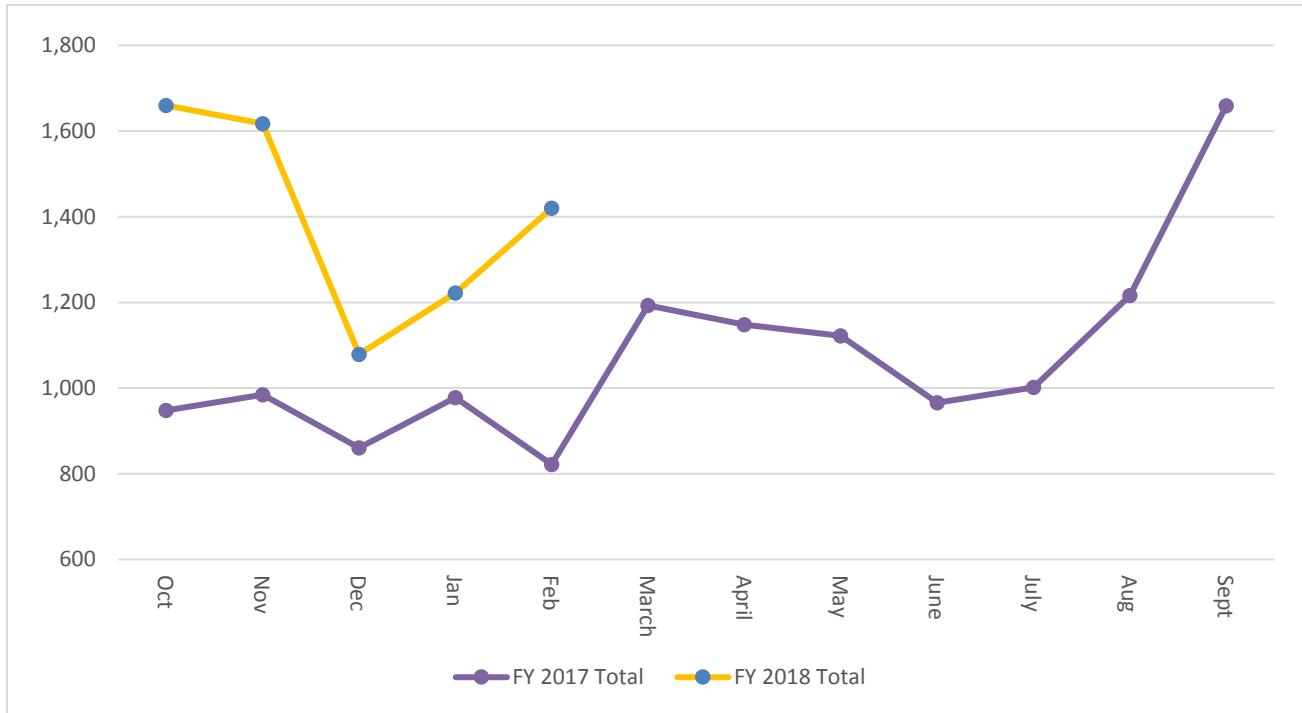
Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- Highland Village Community On-Demand total boardings decreased by 164 or 63.32% from January 2017 to January 2018 and decreased by 176 or 75.54% from February 2018 to February 2017. YTD boardings decreased by 533 or 46.8% over the same period last year.
- Highland Village Connect Shuttle total boardings increased by 82 or 64.06% from January 2017 to January 2018 and increased by 94 or 61.44% from February 2017 to February 2018. YTD boardings increased by 507 or 76.01% over the same period last year.
- YTD total boardings for all Highland Village services decreased by 26 or 1.44% compared to the same period the prior year.

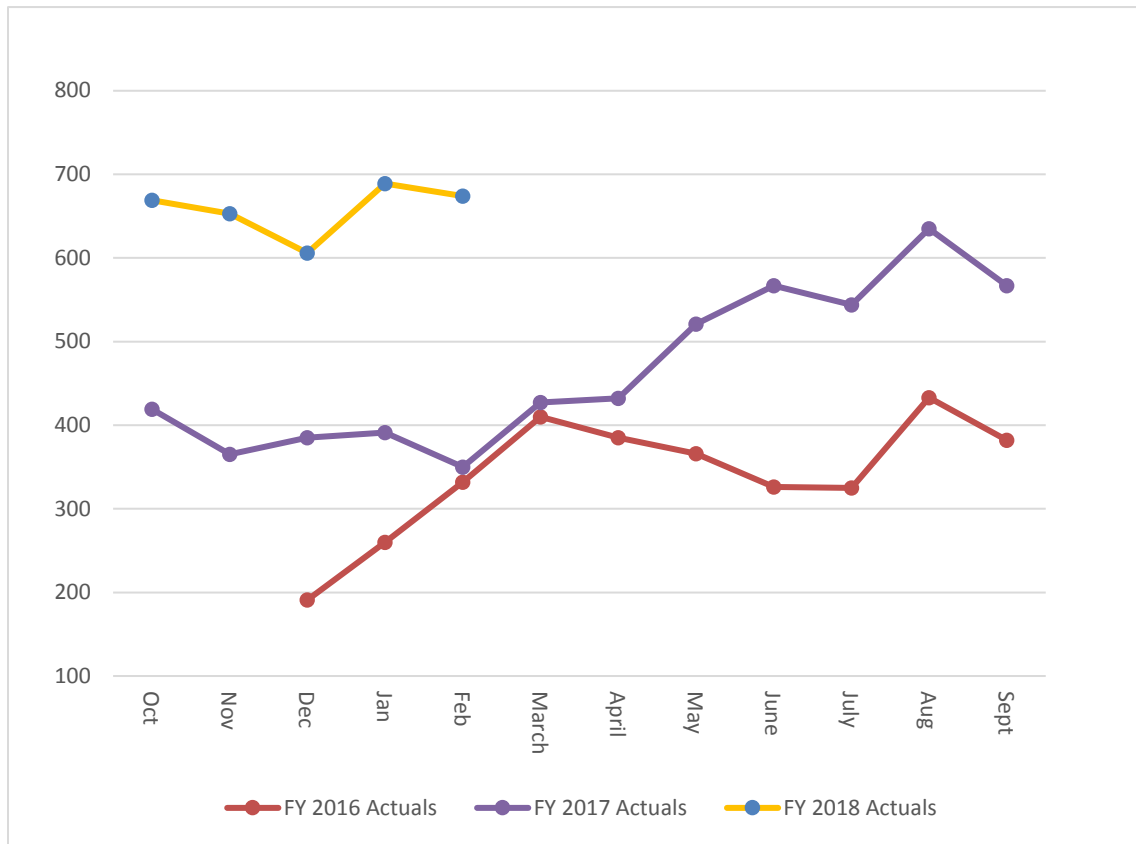
North Texas Xpress Commuter Services: Total Boardings



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 244 or 24.95% in January 2018 compared to January 2017.
- Total boardings increased by 598 or 73% in February 2018 compared to February 2017.
- In February 2018, the YTD total boardings increased 2,404 or 52.33% over the same period the prior year.

Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In January, total boardings increased by 298 or 76.21% compared to January 2017.
- In February, total boardings increased by 324 or 92.57% compared to February 2017.
- Total boardings YTD increased by 1,381 or 72.3% 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 2,004 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
February	285	285	0
January	293	289	4
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: 399
- DCTA Bus Operations Injury-Free Workdays: 2

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. Dispatch Operations (Rio Grande Pacific) reported an error on January 5th that caused one train to be delayed. First Transit reported a computer malfunction in the crew room on January 26th that caused one train to be delayed.
- **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) continues to perform weekly safety inspections, which have not identified any major issues.

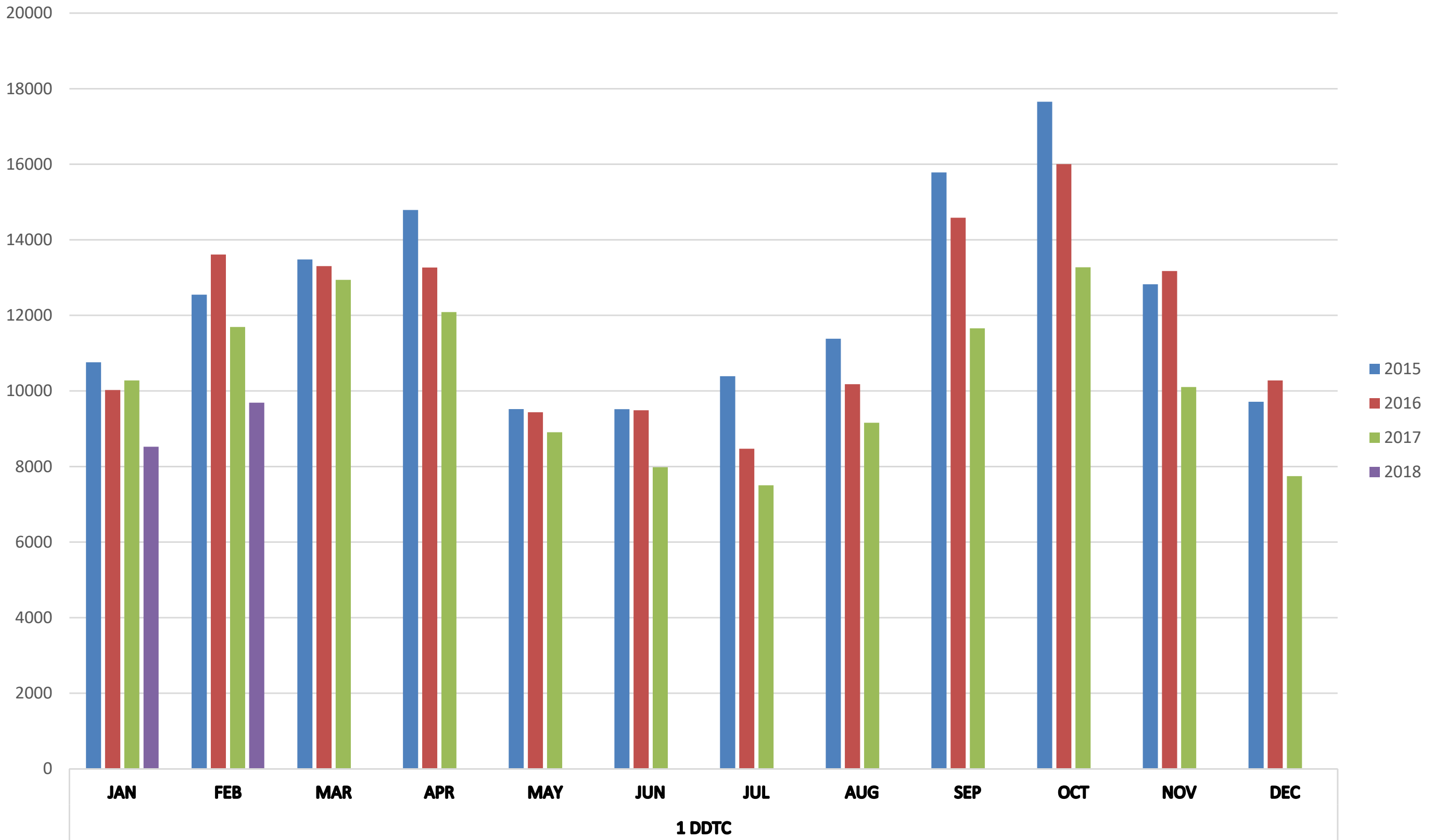
Final Review:


Raymond Suarez, COO

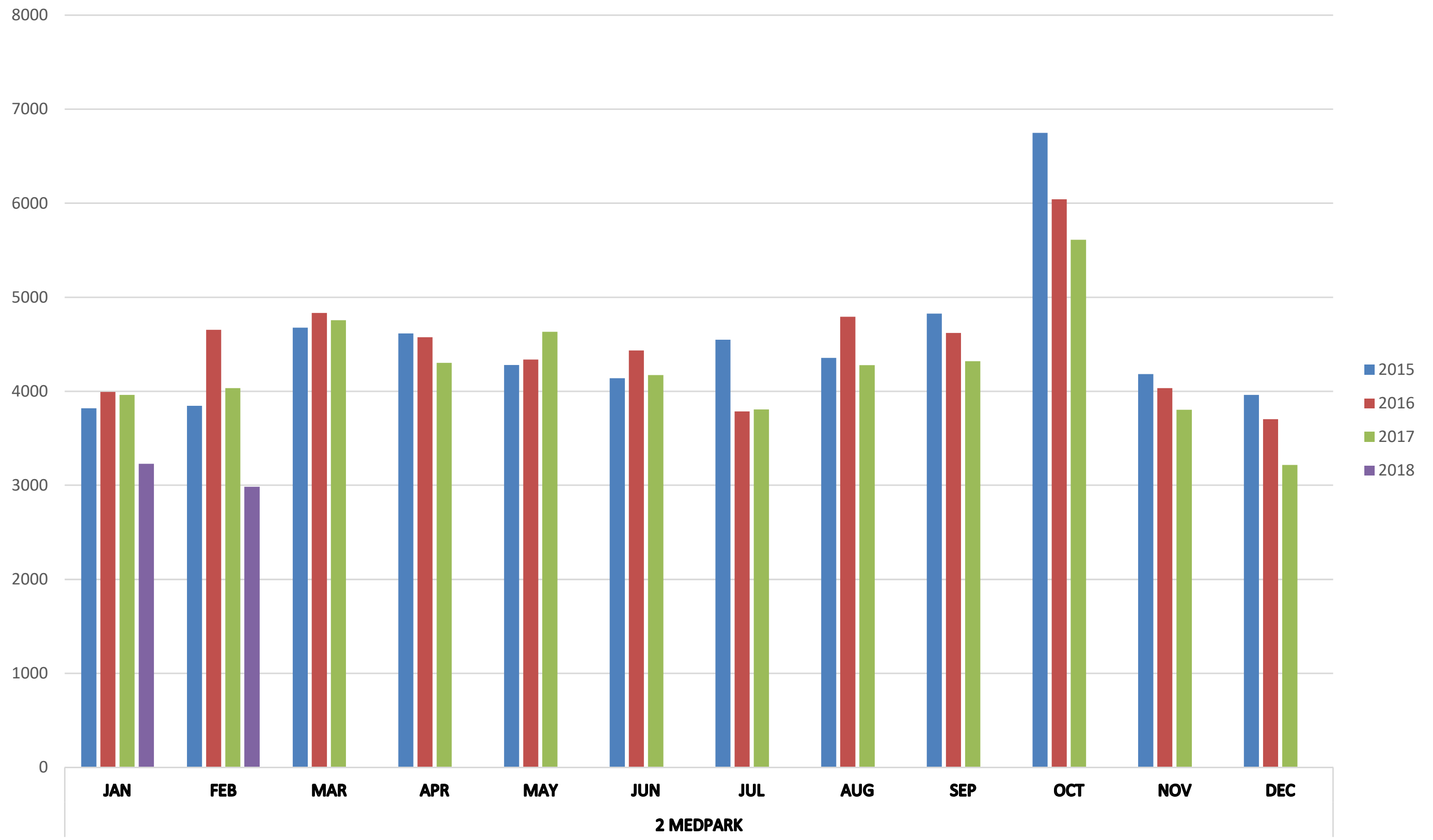


ATTACHMENT: Monthly A-Train Boardings by Station

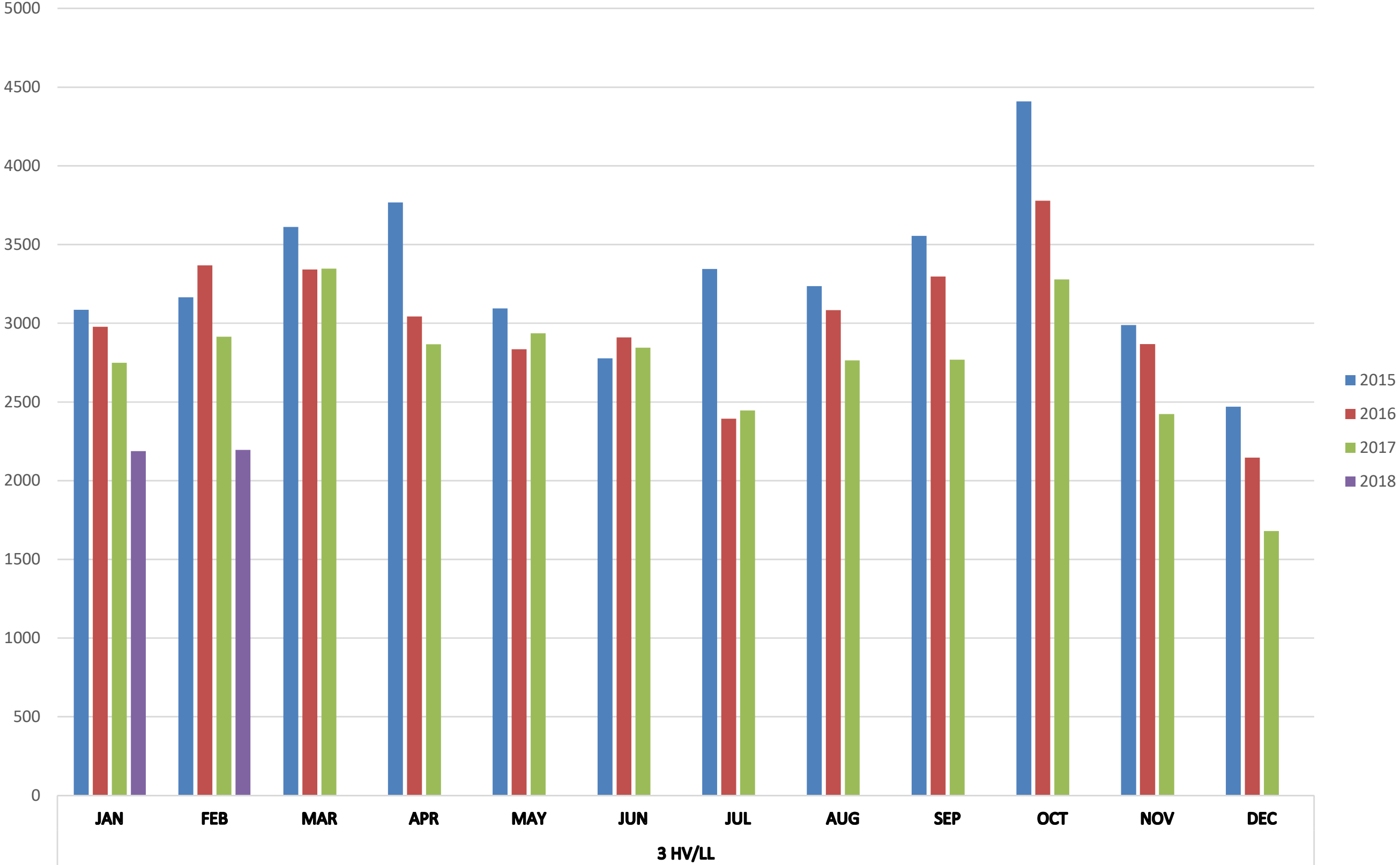
A-train DDTC Boardings By Month
January 2015 - February 2018



A-train MedPark Boardings By Month
January 2015 - February 2018

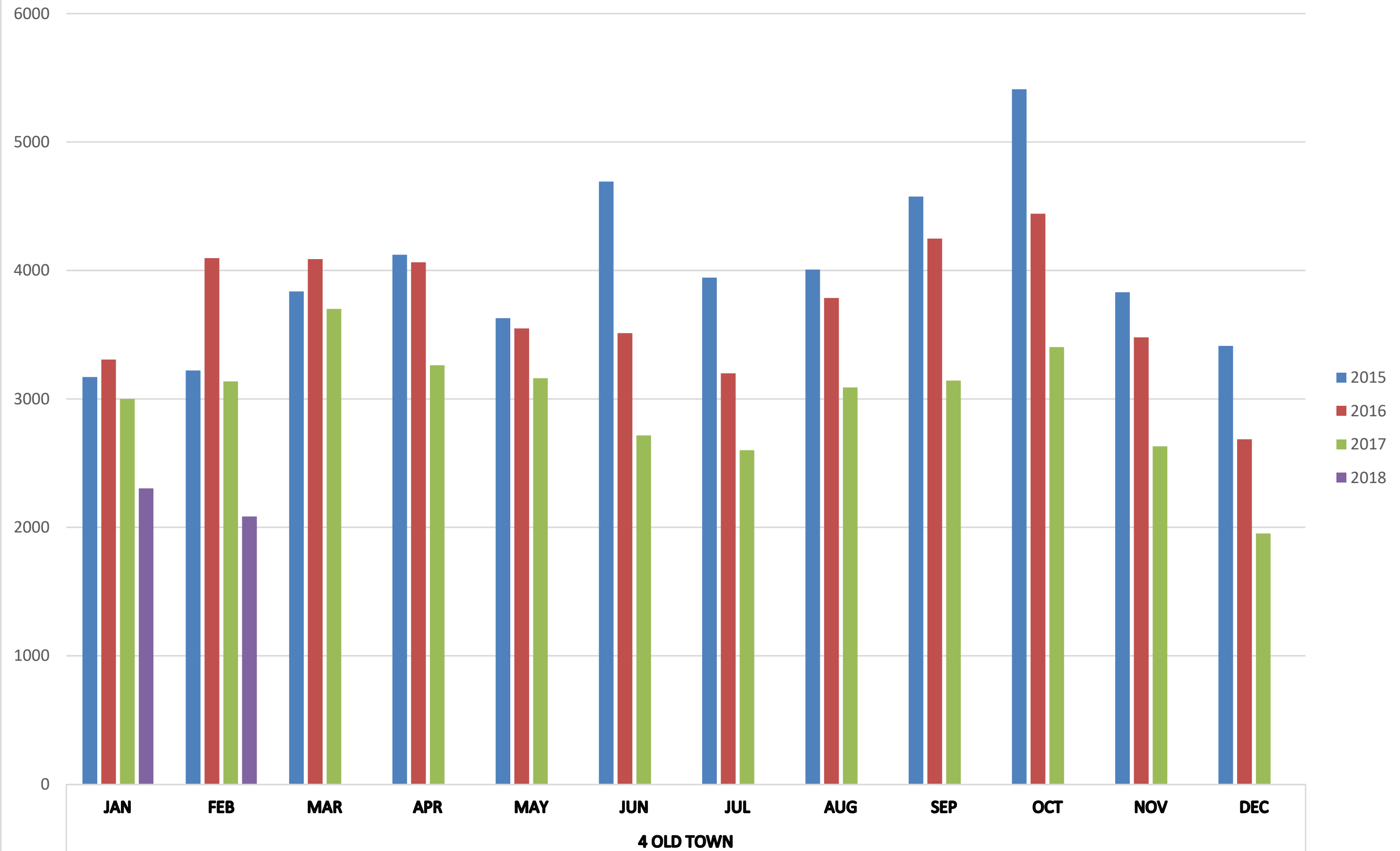


A-train Highland Village/Lewisville Lake Boardings By Month
January 2015 - February 2018

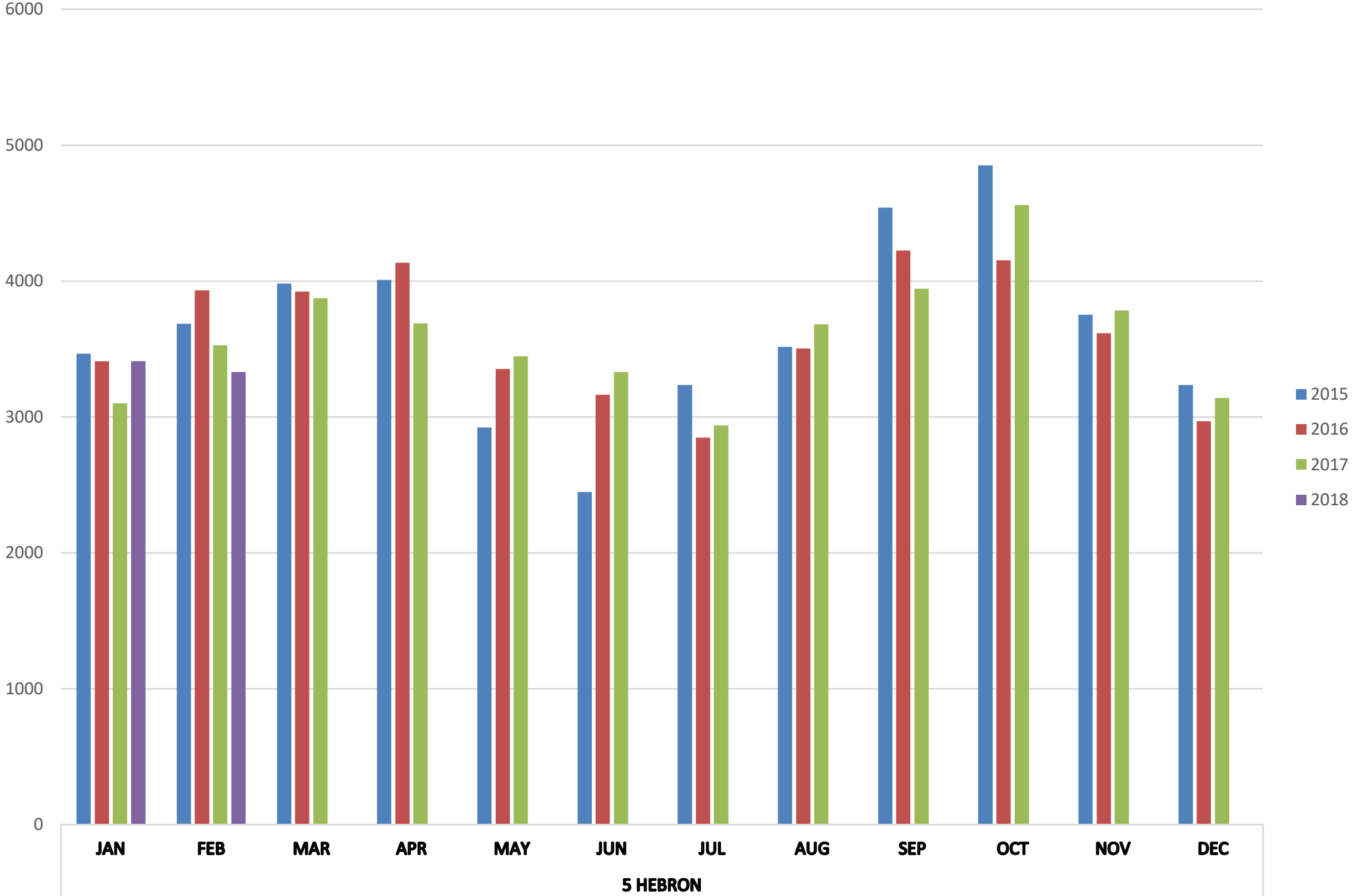


A-train Old Town Boardings By Month

January 2015 - February 2018



A-train Hebron Boardings By Month
January 2015 - February 2018



A-train Trinity Mills Boardings By Month

January 2015 - February 2018

