



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Regular Meeting

March 23, 2017 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on March 23, 2017*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

1. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on February 14, 2017 and approval of minutes from Special Called Board of Directors Work Session / Strategic Planning Retreat held on February 23, 2017
- b. Acceptance of Financial Statements – January and February 2017
- c. Approval of Award and Contract for Security Guard Services
- d. Approve Operating Budget Amendment for transfer from Capital Projects Funds for excess rail liability coverage, delayed single car operations and fare collection system

2. REGULAR AGENDA

- a. Discussion and Approval of Proposed Denton Connect Service Changes
- b. Authorize President to Execute Contract(s) for On-Demand Ride Share Services
- c. Board Approval of Resolution 17-01 Providing 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, or Highland Village.

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 – 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, Eric Jensen**
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 3/17/2017 at 10:17 AM.

Rusty Comer, Senior Public Information Specialist



Board of Directors

Executive Committee Minutes

The Board of Directors of the Denton County Transportation Authority convened the Executive Committee / work session of the Board of Directors with Charles Emery, Chairman presiding at 2:01 p.m. on February 14, 2017 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057. A quorum was present.

Attendance

Small Cities

Connie White
Skip Kalb
Eric Jensen (arrived at 2:06)

Large Cities

Charles Emery, Lewisville, Chairman
Paul Pomeroy, Highland Village,
Vice-Chair
Richard Huckaby, Denton, Secretary
Carter Wilson, Frisco
Tom Winterburn, Corinth

Denton County Unincorporated

Don Hartman
George A. Campbell

Denton County at Large

Dave Kovatch, Treasurer

Board Members Absent

Allen Harris, The Colony
Doug Peach, Little Elm
Jim Robertson, Flower Mound

Legal Counsel

Pete Smith, General Counsel

DCTA Staff

Jim Cline, President
Raymond Suarez, Chief Operating
Officer
Kristina Brevard, Vice President
Planning and Development
Anna Mosqueda, Chief Financial Officer
Nicole Recker, Vice President,
Marketing and Communications

Other Attendees

Marisa Perry, Controller
Amanda Riddle, Budget Manager
David Smith, Citizen

Chairman Charles Emery called the meeting to order and announced the presence of a quorum.

1. Routine Briefing Items

- a. Staff Briefing on Monthly Financial Reports – Anna Mosqueda, Chief Financial Officer reported on the following
 - i. Financial Statements for January 2017 (to be provided in March 2017)
 - ii. Capital Projects Budget Report for January 2017 (to be provided in March 2017)
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
- b. Marketing and Communications – Nicole Recker, Vice President Marketing & Communications, reported on the following
 - i. Special Public Meeting Update
 - ii. FY '17 Go Guide Update
 - iii. Marketing & Communications Awards
- c. Strategic Planning and Development – Kristina Brevard, Vice President Planning & Development, reported briefly on the following
 - i. Development Projects Update
 - ii. Regional Planning Initiatives Update
- d. Capital Projects – Raymond Suarez, Chief Operating Officer, gave an update on the following projects
 - i. Flood Damage Repairs Update
 - ii. Positive Train Control & Signal System Enhancements
- e. Staff Briefing on Transit Operations Reports – Raymond Suarez, Chief Operating Officer, let the board know that the following information will be provided at the March board meeting
 - i. Bus and Rail Operations (to be provided in March 2017)

2. Items for Discussion

- a. February Board Retreat Discussion
 - Jim Cline reviewed the logistical information as well as the overview handout that was provided to the board during the Program Services Committee meeting.

3. Discussion of Regular Board Meeting Agenda Items (February 2017)

- There was a question on the board item regarding the bus fueling and parking facility at the rail operations and maintenance facility. This facility is thought to reduce the deadhead miles for the buses running in Lewisville and Frisco.

4. Convene Executive Session – the board did not meet in executive session

5. Discussion of Future Agenda Items – There was no discussion on this item

a. Board Member Requests

6. ADJOURN at 2:36 p.m.

The minutes of the February 14, 2017 Executive Committee / Work Session of the Board of Directors were passed, and approved by a vote on this 23rd day of March, 2017.

Charles Emery, Chairman

ATTEST

Richard Huckaby, Secretary



Board of Directors

Board Meeting Minutes

The regular meeting of the Board of Directors of the Denton County Transportation at 2:44 p.m., February 14, 2017 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057. A quorum was present.

Attendance

Small Cities

Connie White
Skip Kalb
Eric Jensen

Large Cities

Charles Emery, Lewisville, Chairman
Paul Pomeroy, Highland Village,
Vice-Chair
Richard Huckaby, Denton, Secretary
Carter Wilson, Frisco
Tom Winterburn, Corinth

Denton County Unincorporated

Don Hartman
George A. Campbell

Denton County at Large

Dave Kovatch, Treasurer

Board Members Absent

Allen Harris, The Colony
Doug Peach, Little Elm
Jim Robertson, Flower Mound

Legal Counsel

Pete Smith, General Counsel

DCTA Staff

Jim Cline, President
Raymond Suarez, Chief Operating
Officer
Kristina Brevard, Vice President
Planning and Development
Anna Mosqueda, Chief Financial Officer
Nicole Recker, Vice President,
Marketing and Communications

Other Attendees

Marisa Perry, Controller
Amanda Riddle, Budget Manager
David Smith, Citizen
Jerry Gaither, Weaver
Jennifer Ripka, Weaver

CALL TO ORDER –Chairman Charles Emery called the meeting to order and announced the presence of a quorum.

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS – led by Charles Emery

INVOCATION – led by Skip Kalb

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

1. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on January 26, 2017
- b. Approval of Award of Transit Map and Timetable Creation Contract with Smartmaps, Inc. (RFP 17-10)
- c. Approval of Task Order with Jacobs Engineering for Design of a Bus Fueling and Parking Facility at Rail O&M.
- d. Approval of Capital Project Budget Amendment – Denton Transit Enhancements
 - Motion to approve Consent Agenda Items a-d was made by Richard Huckaby. 2nd by Paul Pomeroy. Motion passed unanimously.

2. REGULAR AGENDA

- a. Presentation of Audit Report for Fiscal Year End 9/30/2016 by Weaver
- b. Discussion and Approval of the FY2016 Financial Statements and Supplementary Information
 - Jerry Gaither and Jennifer Ripka with Weaver presented the findings from the fiscal year 2016 audit and answered board member questions regarding the same.
 - Motion to approve the FY2016 Financial Statements and Supplementary Information was made by Paul Pomeroy. 2nd by Connie White. Motion passed unanimously.
- c. Authorize the President to Execute a Renewal of the Lease for the 1955 Lakeway Drive Property
 - Jim Cline, President presented the options on the lease agreement for current administrative office space, and answered board member questions regarding the same.
 - Motion to Authorize the President to Execute a Renewal of the Lease for the 1955 Lakeway Drive Property was made by Richard Huckaby. 2nd by Eric Jensen. Motion passed unanimously.

3. Convene Executive Session – The board did not meet in Executive Session

4. CHAIR REPORT – Charles Emery gave an update on these items:

- a. Discussion of Regional Transportation Issues
- b. Discussion Legislative Issues
 - i. Regional
 - ii. State
 - iii. Federal

5. PRESIDENT'S REPORT – Jim Cline, President provided information on the following items
 - a. Budget Transfers
 - b. Regional Transportation Issues
6. 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.
 - Jim Cline let the board know that DCTA staff is scheduled to meet with the McKinney Urbanized Area (MUZA) on possibly providing service to McKinney similar to the service in Frisco. The meeting will take place on Tuesday, February 28, 2017 at 4:00 p.m.
7. ADJOURN – Adjourned at 3:29 PM
 - Motion to adjourn was made by Carter Wilson. 2nd by Skip Kalb. Motion carried unanimously.

The minutes of the February 14, 2017 regular meeting of the Board of Directors were passed, and approved by a vote on this 23rd day of March, 2017.

Charles Emery, Chairman

ATTEST

Richard Huckaby, Secretary



Board of Directors

Special Called Board of Directors Work Session Strategic Planning Retreat Minutes

The Board of Directors of the Denton County Transportation Authority convened the Executive Committee / work session of the Board of Directors with Charles Emery, Chairman presiding at 10:35 a.m. on February 23, 2017. The meeting was held at the UNT Gateway Center, Room 43 located at 801 N Texas Blvd, Denton, TX 76201. A quorum was present.

Attendance

Small Cities

Connie White
Skip Kalb
Eric Jensen

Large Cities

Charles Emery, Lewisville, Chairman
Paul Pomeroy, Highland Village,
Vice-Chair
Richard Huckaby, Denton, Secretary
Carter Wilson, Frisco
Tom Winterburn, Corinth

Denton County Unincorporated

Don Hartman

Board Members Absent

George A. Campbell, Denton County
Unincorporated
Dave Kovatch, Treasurer, Denton
County at Large
Allen Harris, The Colony
Doug Peach, Little Elm
Jim Robertson, Flower Mound

Legal Counsel

Pete Smith, General Counsel

DCTA Staff

Jim Cline, President
Raymond Suarez, Chief Operating
Officer
Anna Mosqueda, Chief Financial Officer
Kristina Brevard, Vice President
Planning and Development
Nicole Recker, Vice President,
Marketing and Communications

Other Attendees

Marisa Perry, Controller
Jonah Katz, Senior Planner
David Smith, Citizen
Randy Pennington, Pennington Group

Chairman Charles Emery called the meeting to order and announced the presence of a quorum.

2. Routine Briefing Items (as requested) – These items were not discussed at the retreat
 - a. Strategic Planning / Development Update
 - b. Marketing and Communications Update
 - c. Capital Projects Update
 - d. Transit Operations Update
3. Items for Discussion – Jim Cline and Randy Pennington lead the open discussion of the following items
 - a. Key Challenges/Opportunities
 - b. Emerging Industry Trends
 - c. Development Near DCTA Rail Stations
 - d. Proposed Improvements to Current Operations
 - e. Expansion of Service Area
 - f. Defining a Path Forward
 - g. Wrap-up and Next Steps
4. Convene Executive Session – Convened at 4:41 p.m.
 - a. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, or Highland Village.
5. Reconvene Open Session – Reconvened at 4:57 p.m. no action was taken
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
6. ADJOURN at 4:57 p.m.

The minutes of the February 23, 2017 Special Called Board of Directors Work Session Strategic Planning Retreat of the Board of Directors were passed, and approved by a vote on this 23rd day of March, 2017.

Charles Emery, Chairman

ATTEST

Richard Huckaby, Secretary

**Board of Directors Memo****March 23, 2017****Subject: RM 1(c) Approval of Award of Security Guard Contract****Background**

On January 18, 2017 DCTA released a request for proposals seeking after hour, unarmed, uniformed security services for our Bus Operations and Maintenance Facility and the Downtown Denton Transit Center.

On February 24, 2017 DCTA received six (6) proposals in response to the RFP.

1. Blackstone Security Services, Inc.
2. Blue Shield Security Protection
3. Cooley's Security Services
4. Crescent Guardian, Inc.
5. Investigation Technologies dba International Investigators
6. Vets Securing America

An evaluation review committee initially reviewed and rated the proposals based on criteria which included experience and qualifications and price. DCTA conducted in person, oral presentations and interviews with the three (3) highest scoring firms, Blackstone Security Services, Crescent Guardian, and Vets Securing America. Staff recommends the award to Blackstone Security Services, Inc.

Identified Need

Security guard services are required to protect DCTA property and assets. The guard schedule shall provide for one (1) after hours security person to patrol the Bus Operations and Maintenance Facility and the Downtown Denton Transit Center. Patrols will be in a marked vehicle and on foot around the perimeter of the buildings.

Financial Impact

The agreement is for a two (2) year term with an option to renew for three (3) additional one (1) year terms. Annual expenses are estimated at \$50,000. Funds are available in the current budget to cover these expenses.

Recommendation

Staff recommends the Board authorize the President to negotiate and execute a contract with Blackstone Security Services, Inc., the best qualified firm who provides the best value to the agency.

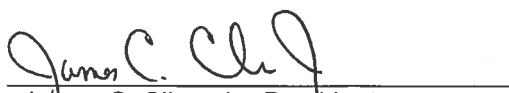
Submitted by:


Athena Forrester, CPPO, CPPB
Senior Procurement Manager

Final Review:


Raymond Suarez, COO

Approval:


James C. Cline, Jr., President

**Board of Directors Memo****March 23, 2017****Subject: 1(d) Operating Budget Amendment – Rail Liability, Single Car Operations and Fare Collection System****Background**Transfer of Mobilization Savings (Budget Transfer 2017-06 & 2017-07):

In previous board meetings in FY 2017, staff briefed the Board regarding the additional costs for the delay in transitioning to single car operations as well as the additional costs for DCTA to become the primary insured for Excess Rail Liability Coverage. At the time of the briefings, staff informed the Board that these costs would be covered by savings that were realized in the budget allocated for mobilization to the new rail operations and maintenance contractor. When the FY2017 Budget was developed, mobilization costs were based on the previous mobilization estimates. The mobilization costs in the contract awarded to the new rail operator were less than the amount anticipated in the budget. Staff's intent was to wait until all the mobilization costs for transition to the new rail contract operator were paid before re-allocating savings to cover single car operations and increase rail liability coverage. The payment of mobilization costs is complete and a budget amendment is necessary to document these changes.

The budget for Mobilization is included in the Capital Projects budget and single car operations and excess rail liability coverage is budgeted in the DCTA Rail Operating budget.

Close-out of Fare Collection Systems Capital Project (Budget Transfer 2017-05):

With the installation of pin pads on the GFI Ticket Vending Machines (TVM's) in 2016, the installation of hardware is complete on the TVM's. One item remaining is a software update which can be categorized as an operating and maintenance expense. It is necessary to close out this project since, with the exception of the pin pads in 2016, all the installation and hardware has been complete for some time. The funds remaining for the software update will be moved to rail operating so they will be available to complete the update as soon as the vendor is ready to move forward.

There is no impact to the overall bottom line of the approved DCTA FY17 Operating and Capital Budget for the transfers discussed above. However, the bottom line of the Operating Expenditure budget will increase by the amount of the transfer and the bottom line of Capital Projects FY17 budget appropriation will decrease by the same amount. Per Board Policy, an increase to the total bottom line of the operating expenditure budget and/or a change in the Capital Projects Fund annual appropriation constitutes an amendment to be approved by Resolution of the Board of Directors.

Identified Need

The Fare Collection Systems project (61401) has been completed with no activity since FY2016. The capital project has been kept open waiting on a software update from GFI. Transferring the remaining funds to the operating budget will allow staff to close this capital project.

The Rail Mobilization project (61604) was originally budgeted at \$2.1M. In FY17, DCTA entered into a rail operating and maintenance contract with First Transit which included \$1.2M for mobilization expenses. The transfer of these savings will allow DCTA to cover the additional operating expenses for the delayed single car operations (\$500k) and rail liability insurance (\$250k) that were not anticipated in the FY17 budget.

Financial Impact

The remaining funds of \$50,846 for the capital project Fare Collection Systems (61401), will be transferred to the Computer Software & Maintenance operating account and will be used for the software update from GFI. This will reduce this capital project budget to \$682,258 and will allow us to close this project.

Savings in the Rail Mobilization capital project (61604) will be utilized for the additional Rail Liability coverage as well as the additional costs associated with the delayed Single Car Operations. A total of \$750,000 will be transferred from the Mobilization capital budget to offset the operating expenses.

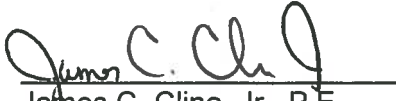
There will be no bottom line impact to the overall FY17 Operating and Capital Budget. There will be an off-setting transfer between the operating and capital budget totaling \$800,846.

Recommendation

Staff recommends the Board of Directors approval of these budget amendments (2017-05, 2017-06 and 2017-07) to transfer funds from the capital budget to the operating budget to cover additional costs that were not anticipated. These will be included in the resolution adopted at revised budget. A copy of the Budget Transfers are included for reference.

Submitted by: Amanda Riddle
Budget Manager

Final Review: 
Anna Mosqueda,
CFO

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

**DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA)
BUDGET TRANSFER / REVISION REQUEST**

Number: **2017-06**

Type: Transfer ✓
 Revision

	Current Budget Amount	Budget Revision Amount	Adjusted Budget Amount
FROM:			
61604 - Rail Mobilization	2,119,517	(500,000)	1,619,517
TO:			
620-50810 Purchased Transportation	8,944,366	500,000	9,444,366
Total	11,063,883	-	11,063,883

Explanation:

Rail mobilization included in the First Transit contract was \$1.2M. This transfer to Rail Purchased Transportation will offset additional costs due to delayed Single Car Operations.

Date: 2/16/2017

Requested By Alex McGlinchey

Date: 2/16/2017

Reviewed By Amanda Riddle

Date

President

**DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA)
BUDGET TRANSFER / REVISION REQUEST**

Number: **2017-07**

Type: Transfer ✓
 Revision

	Current Budget Amount	Budget Revision Amount	Adjusted Budget Amount
FROM: 61604 - Rail Mobilization	1,619,517	(250,000)	1,369,517
TO: 620-50605 General Liability Insurance	431,620	250,000	681,620
Total	2,051,137	-	2,051,137

Explanation:

This budget transfer is for Rail Liability Insurance. Previously, DCTA was covered under an inter-local agreement with DART for insurance coverage and has since elected to enter into an independent policy. Savings in the Rail Mobilization capital project will be used to cover the additional insurance costs.

Date: 2/16/2017

Requested By Anna Mosqueda

Date: 2/16/2017

Reviewed By Amanda Riddle

Date:

President

**DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA)
BUDGET TRANSFER / REVISION REQUEST**

Number: **2017-05**

Type: Transfer ✓
 Revision

	Current Budget Amount	Budget Revision Amount	Adjusted Budget Amount
FROM:			
61401 - Fare Collection Systems	733,104	(50,846)	682,258
TO:			
620-50313 Computer Software & Maintenance	14,853	50,846	65,699
Total	747,957	-	747,957

Explanation:

The Fare Collection Systems capital project (61401) has been completed with no activity since 2015. The remaining funds of \$50,846 will be used for a software update from GFI that DCTA has been waiting on. In order to process the capital project closure, we are transferring the remaining funds to the operating budget to cover the software update. This will lower the Fare Collection Systems budget to \$682,258 and allow this project to be closed.

Date: 2/16/2017

Requested By Alex McGlinchey

Date: 2/16/2017

Reviewed By Amanda Riddle

Date

President



Board of Directors Memo

March 23, 2017

Subject: RM 2a May 2017 Denton Connect Service Changes

Background

In late 2015, DCTA began work on a Comprehensive Operational Analysis (COA) of Connect bus service in Denton. The goals of the COA were to identify the strengths and weaknesses of the existing system and to develop recommendations for improving service. The COA was data driven, and began with a 100% "ridecheck" to collect boarding and alighting data by trip and by stop for all Denton Connect fixed routes.

Key elements of the COA process included a market analysis, service analysis, and stakeholder outreach. The market analysis focused on identifying areas of Denton that are most conducive for transit service, as well as areas that lack the attributes to support productive fixed-route service. The service analysis was a detailed diagnostic assessment of the effectiveness and efficiency of the current route network. Each route was evaluated based on ridership, productivity, and on-time performance. In addition, the overall design of each route was compared to industry best practices.

Finally, the COA process included a robust effort to solicit stakeholder and public feedback, including both online and on-board surveys, as well as a series of public and stakeholder meetings. DCTA and the project team reached over 600 riders, community members, and stakeholders as part of this effort. A summary of customer and stakeholder activities during the COA, as well as the activity results, have been attached as reference.

DCTA held two additional rounds of public meetings to solicit further public comment. The October 2016 public meetings were held to present the Denton Connect services changes, as proposed based on the COA recommendations, and solicit public input. The second round of public meetings were held in February 2017 to present and seek public input on the revised service changes. The revised service changes were based on feedback received from the public during the October 2016 public outreach activities and input from bus operations, as well as notification from the City of Denton that they anticipated starting a multi-year reconstruction project of Hickory Street in February 2017. Summaries of the October 2016 and February 2017 public outreach activities are included for reference.

Recommended Service Changes

Connect Bus Service (Denton)

The final recommendations seek to streamline DCTA's existing Denton Connect fixed route services, and add new service along Loop 288. Attached is a side-by-side comparison of the existing and proposed Denton Connect routes. Some key service changes include:

- 30 minute peak frequency on all routes except Route 4
- 60 minute off-peak frequency on all routes except Route 4
- 60 minute frequency all day on Route 4
- No service along Elm Street, Oakland Street, or Eagle Street
- Additional frequency along Oak and Bell near the UNT and TWU campuses
- Removal of Route 9

The proposed routes were determined to have no disparate impact or disproportionate burden under Title VI. More detailed route information is provided in the attached maps. The first map compares the current Denton Connect routes to the proposed routes. The remaining maps are individual route maps for each Denton Connect route, including a list of key destination to be served by the proposed new route.

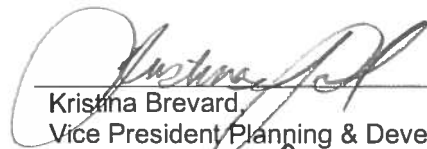
Financial Impact

The recommended service modifications for Connect bus service in Denton is within budget, can meet the increased fleet demand and has been included in the existing fleet replacement program.

Recommendation

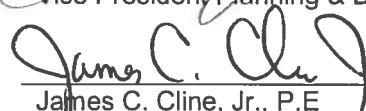
Staff recommends the board approve the implementation of the Denton Connect service changes as proposed for May 2017 as outlined.

Final Review:



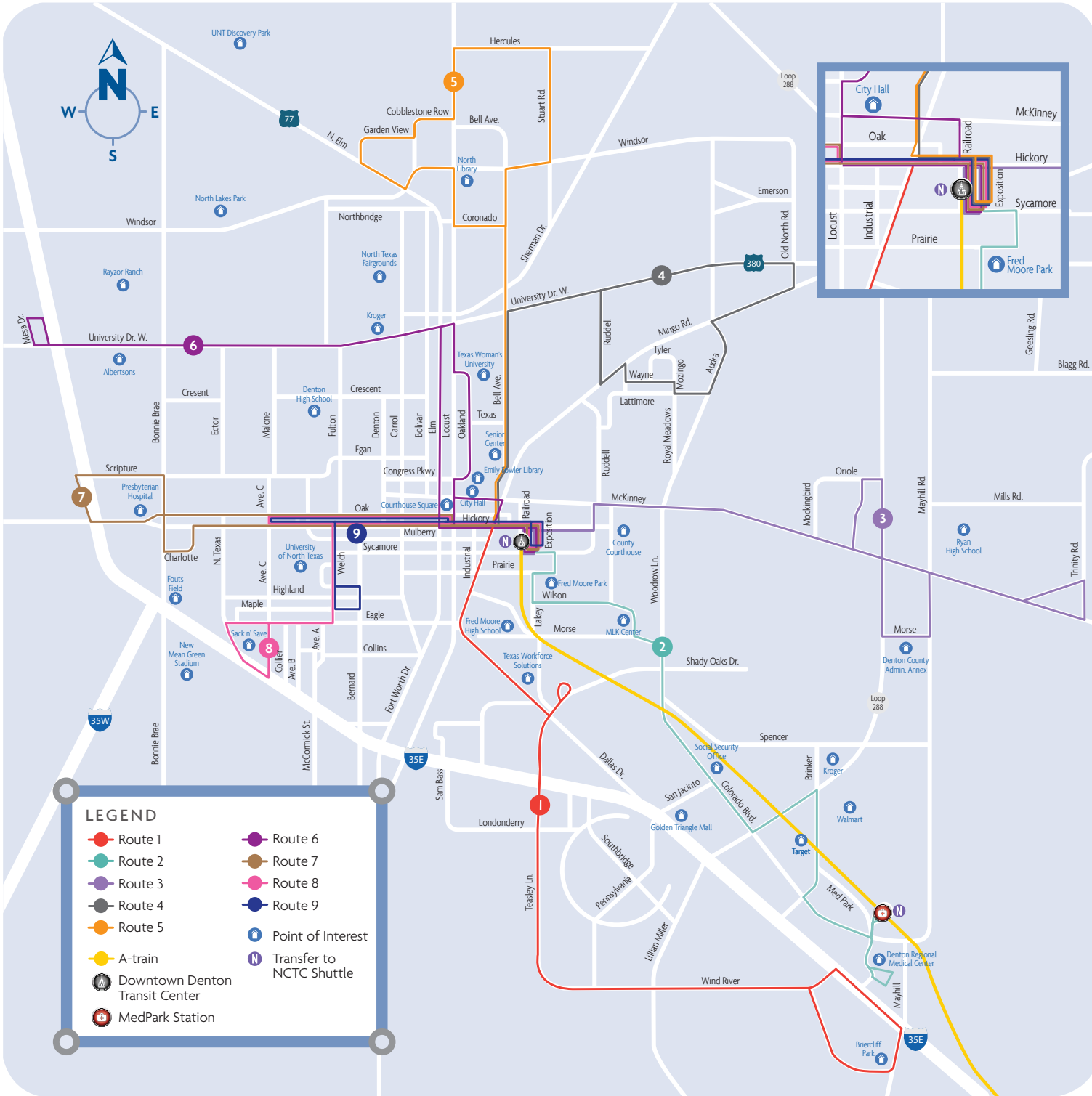
Kristina Brevard,
Vice President Planning & Development

Approval:

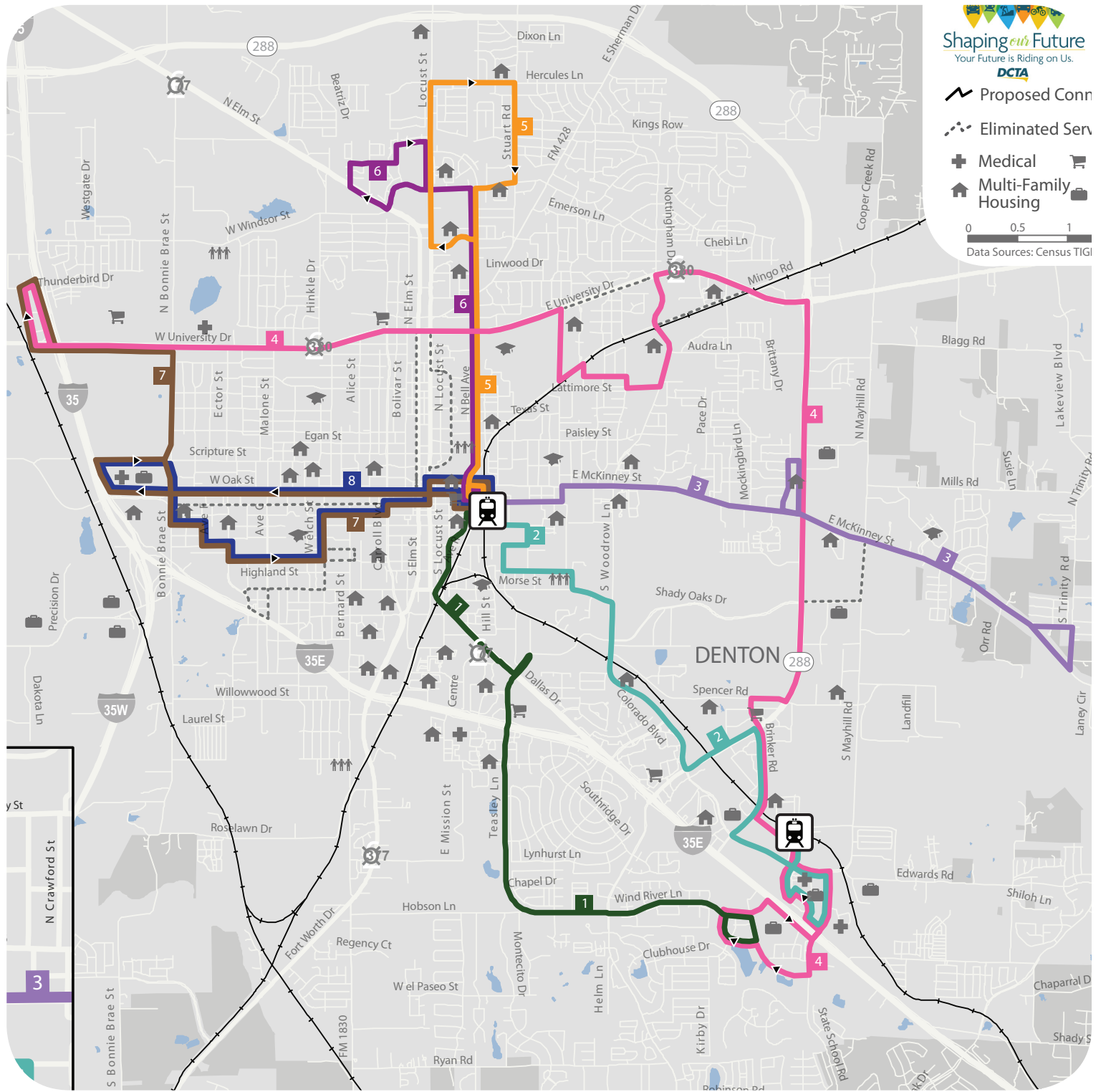


James C. Cline, Jr., P.E.
President

CURRENT

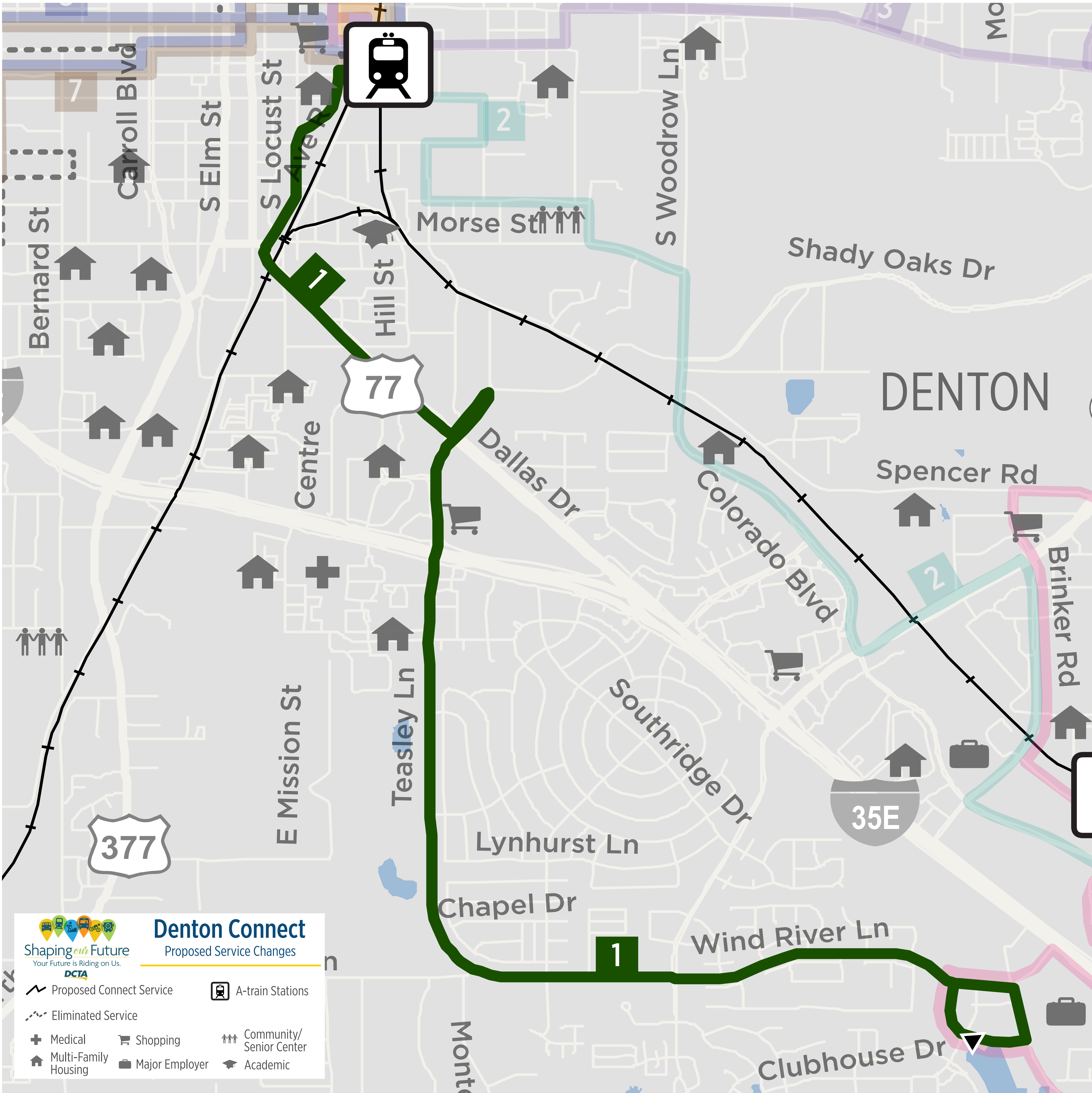


PROPOSED



ROUTE 1

DDTC - Unicorn Lake

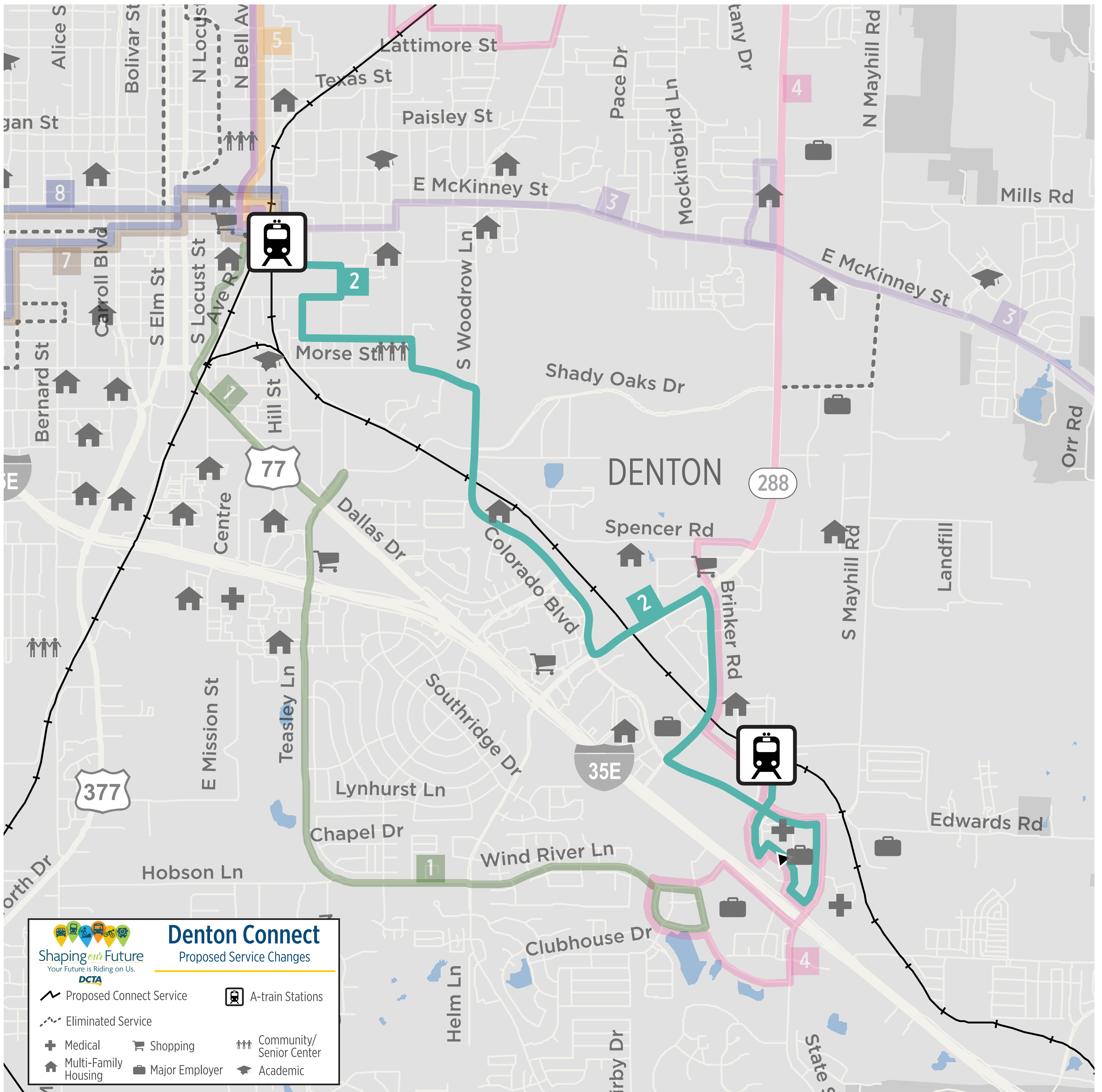


Key Destinations

- Downtown Denton Transit Center
- Denton City Hall (East)
- Workforce Solutions for North Central Texas
- Brookshire's
- South Lakes Park
- Unicorn Lake

ROUTE 2

DDTC - MedPark Station via Denton Regional Medical Center

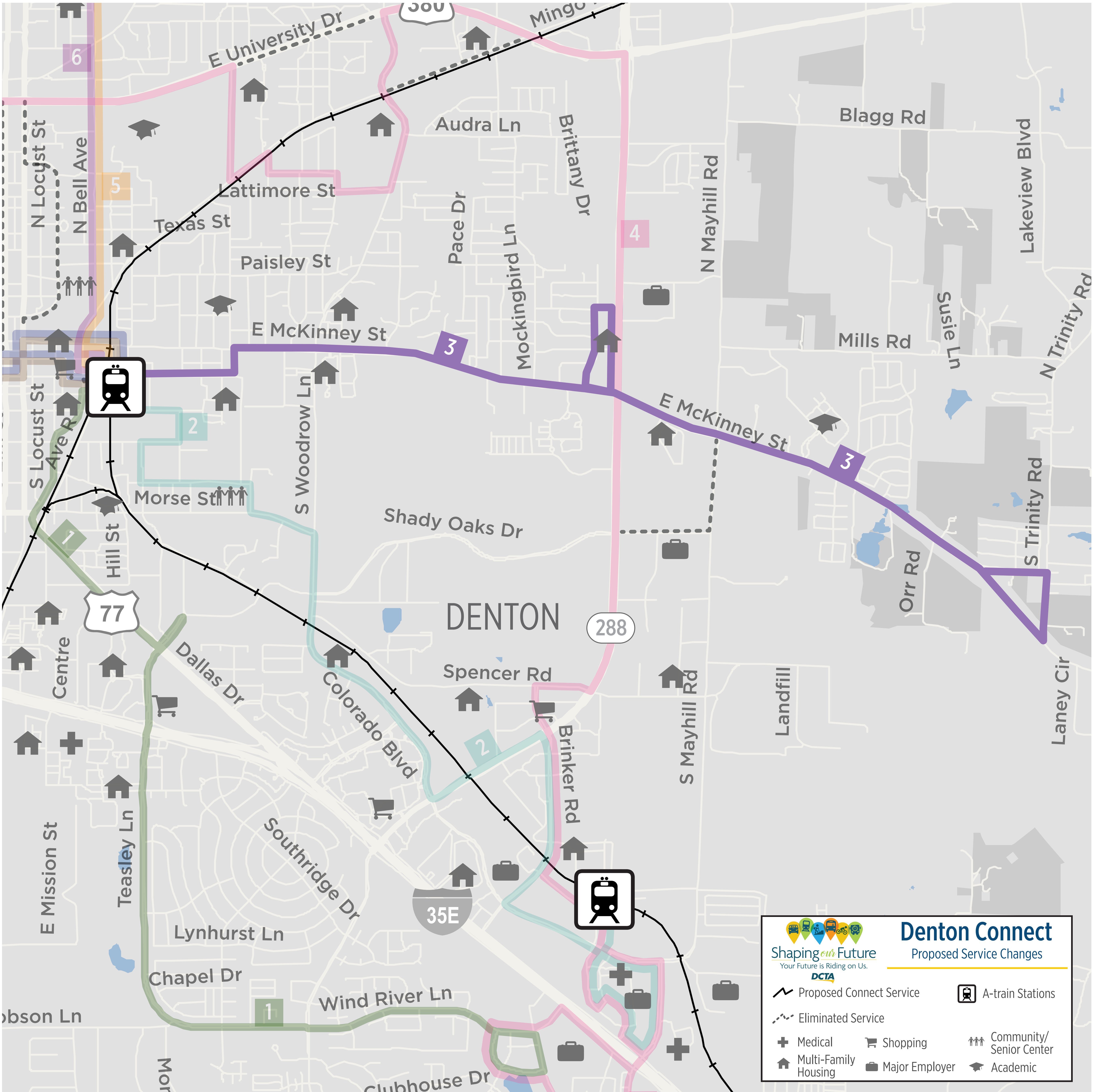


Key Destinations

- Downtown Denton Transit Center
- Denton City Hall (East)
- Denton County Courthouse
- MLK Center
- Social Security Office
- Golden Triangle Mall
- Denton Crossing
- Denton Towne Crossing
- Denton Regional Medical Center
- MedPark A-train Station

ROUTE 3

DDTC - McKinney Street/Trinity Road

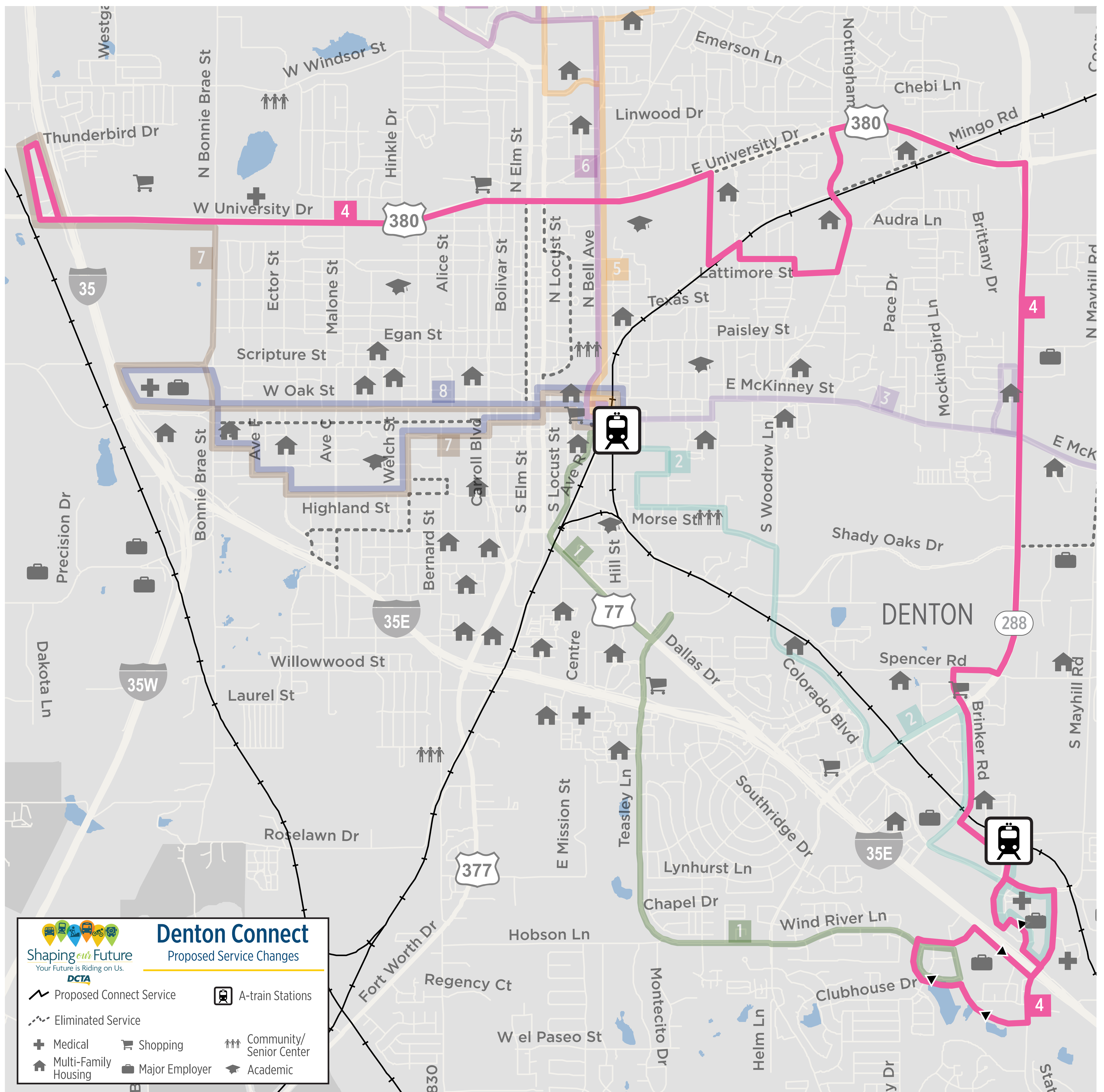


Key Destinations

- Downtown Denton Transit Center
- Denton City Hall (East)
- Denton County Courthouse
- Mary & Jim Horn Government Center
- Denton Human Service Department
- Ryan High School

ROUTE 4

HSNT - Unicorn Lake via University Drive, Loop 288 & MedPark Station

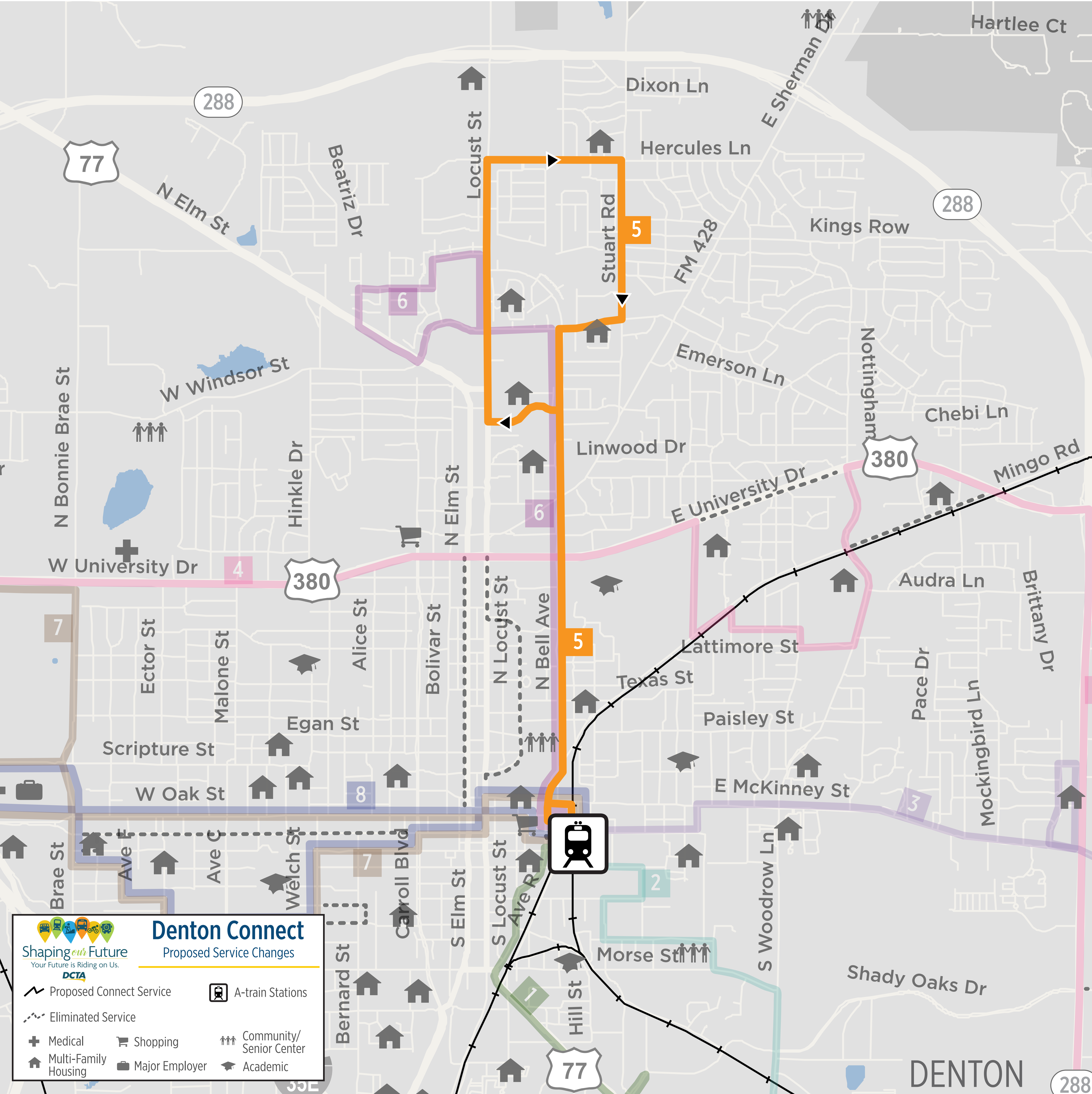


Key Destinations

- Health Services of North Texas
- Texas Department of Public Safety
- Denton Towne Crossing
- Rayzor Ranch
- FEMA Regional Office
- MedPark A-train Station
- Denton Center (Kroger)
- Texas Child Protective Services
- Denton Regional Medical Ctr.
- Regional Day School for the Deaf
- Denton County Administrative Complex
- Unicorn Lake
- Texas Woman's University (TWU)
- Denton Crossing

ROUTE 5

DDTC - Hercules Lane

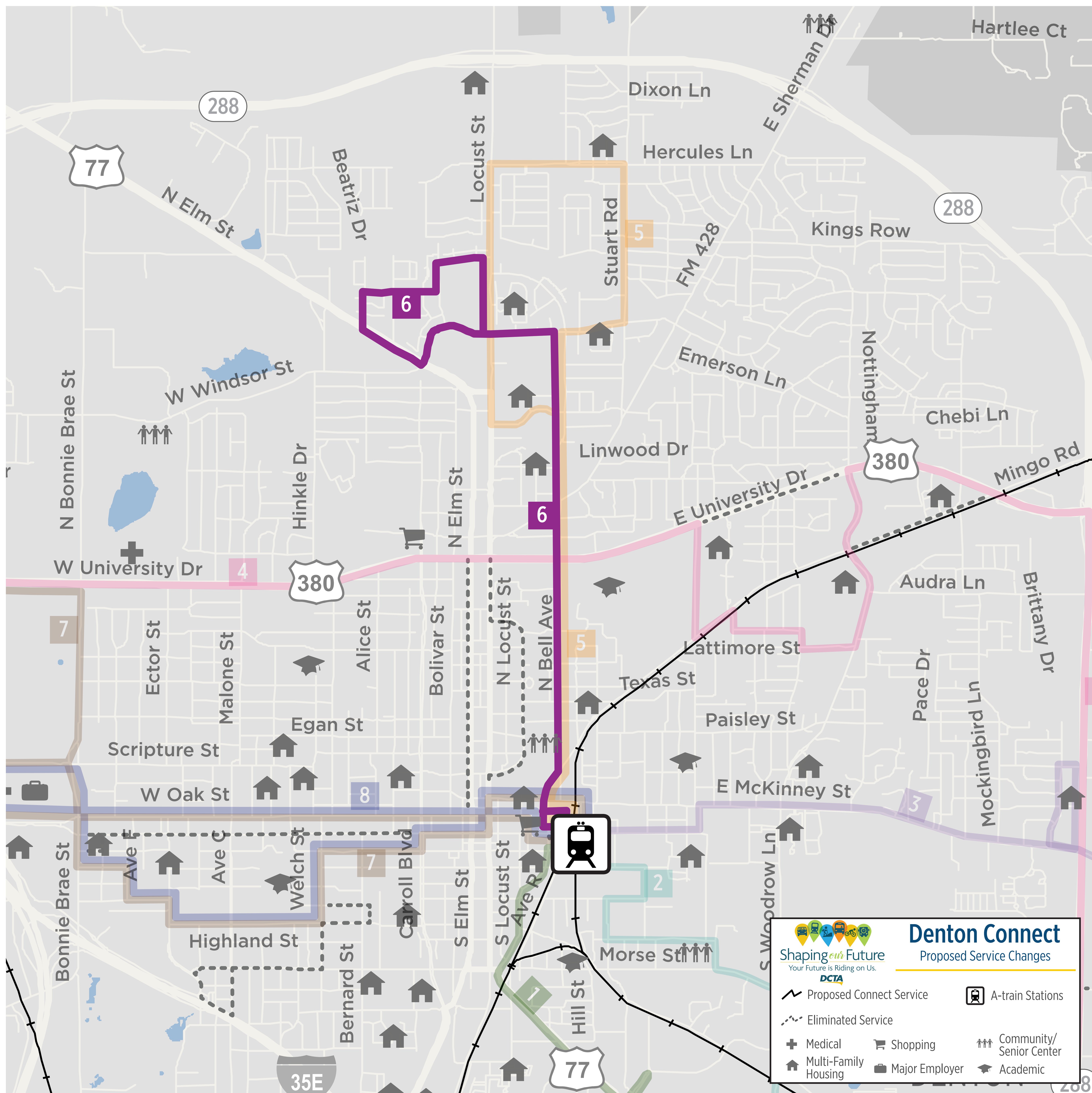


Key Destinations

- Downtown Denton Transit Center
- Denton City Hall (East)
- Denton Civic Center
- Emily Fowler Central Library
- Denton Senior Center
- Texas Women's University
- North Library
- Evers Park

ROUTE 6

DDTC - Evers Park

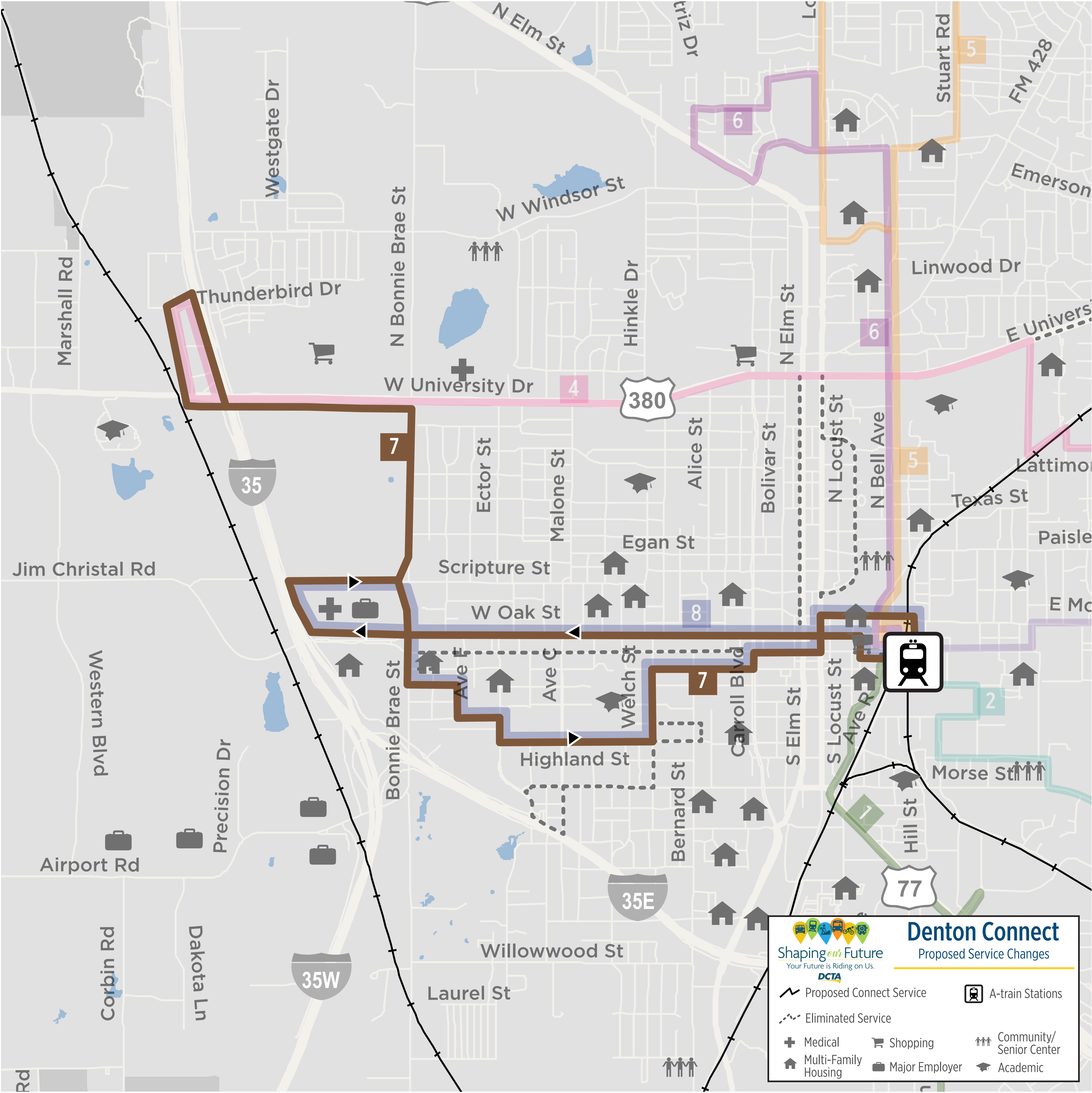


Key Destinations

- Downtown Denton Transit Center
- Denton City Hall (East)
- Denton Civic Center
- Emily Fowler Central Library
- Denton Senior Center
- Texas Women's University
- North Library
- Evers Park

ROUTE 7

DDTC - Health Services of North Texas

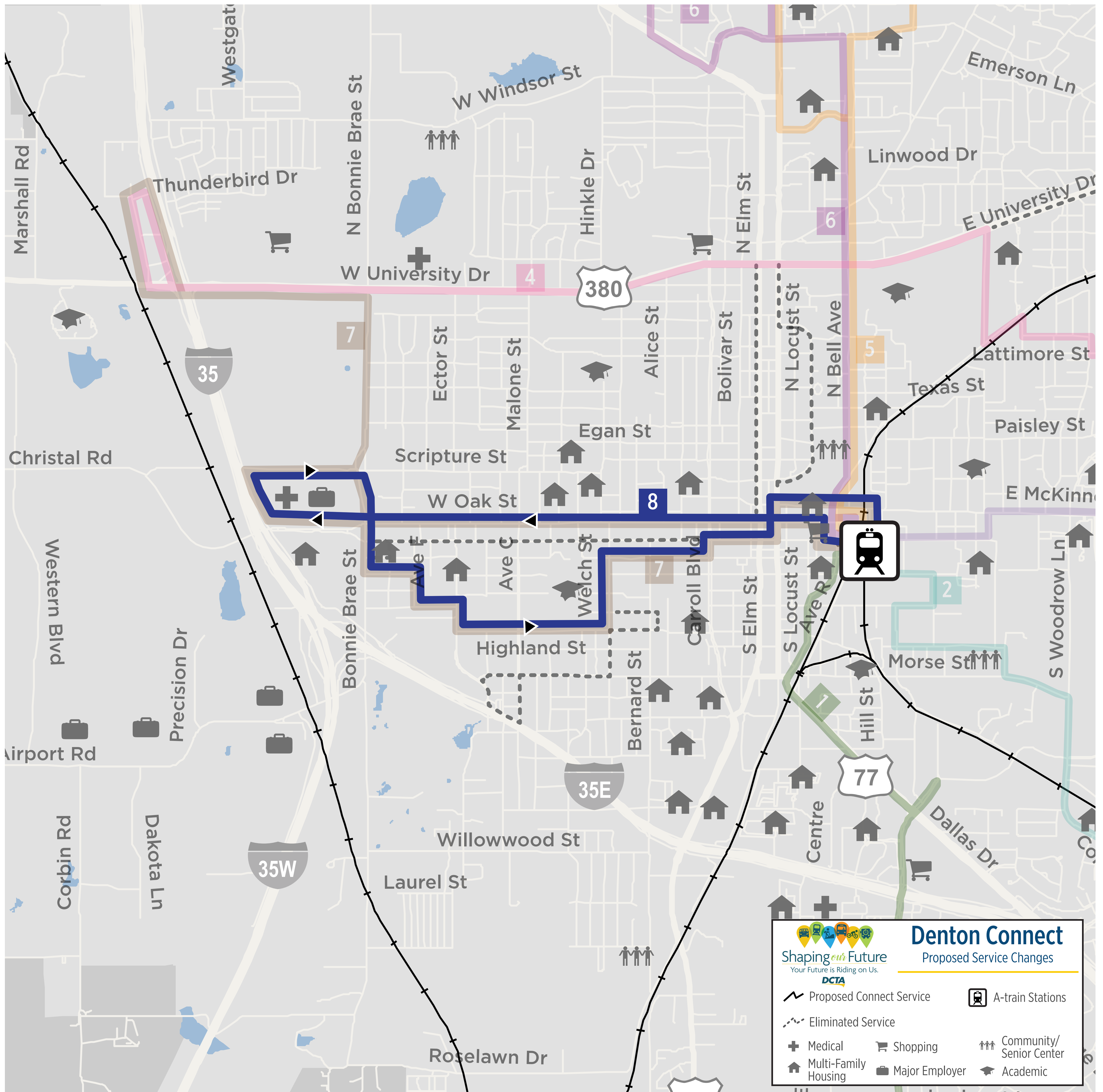


Key Destinations

- Downtown Denton Transit Center
- Denton City Hall (East)
- The Square
- Joseph A. Carroll Courts Building
- University of North Texas (UNT)
- Texas Health Presbyterian Hospital
- Rayzor Ranch
- Health Services of North Texas

ROUTE 8

DDTC - Texas Health Presbyterian Hospital



Key Destinations

- Downtown Denton Transit Center
- Denton City Hall (East)
- The Square
- Joseph A. Carroll Courts Building
- University of North Texas (UNT)
- Texas Health Presbyterian Hospital



February 2017 Public Engagement Wrap Up

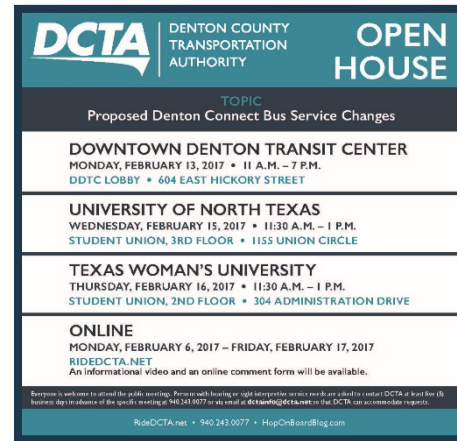
Engagement Area:
City of Denton

Engagement Objective:
Solicit public input on the proposed Denton Connect service changes.

Engagement Timeframe:
February 6 – February 24, 2016

Public Meetings

A series of open house meetings were held in Denton during February 2017. The meetings were open house style to give the attendees flexibility in their time of attendance and offered people time to peruse the proposals at their own pace. An online presentation and a dedicated webpage showcasing the information presented at the three meetings was hosted on RideDCTA.net with an available comment form.



Business/Stakeholders

DCTA worked with the City of Denton, Texas Woman's University, University of North Texas, Denton non-profit organizations, social service agencies and local community groups to promote the meetings via social media, postings and in person.



Media/Community Relations

A news release was sent to the Denton Record Chronicle two weeks prior to the meeting dates, and the story ran online on February 2. This story had a publicity value of \$42.81 and a reach of 187,875 visitors.

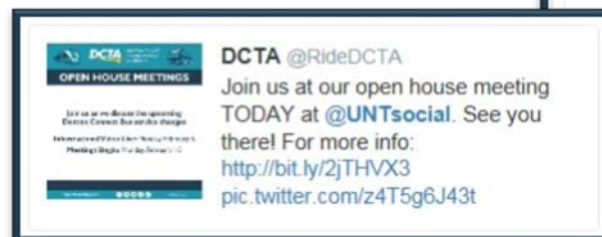
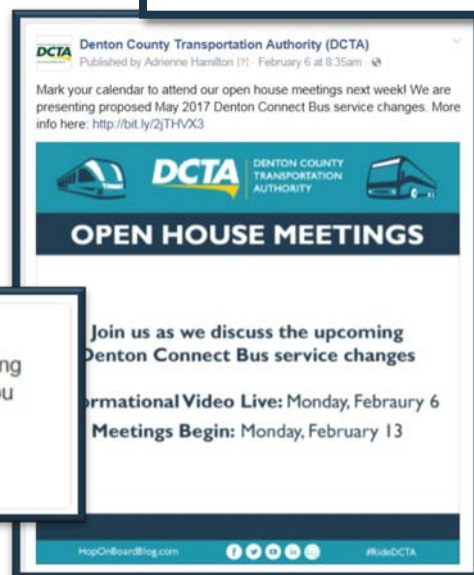
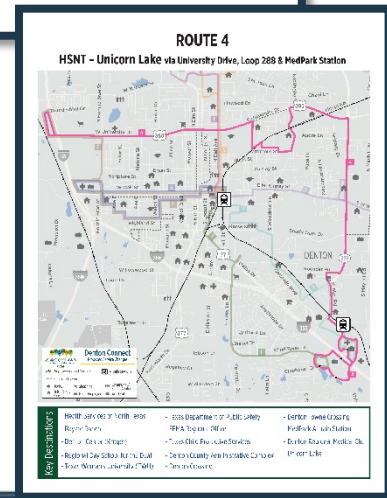
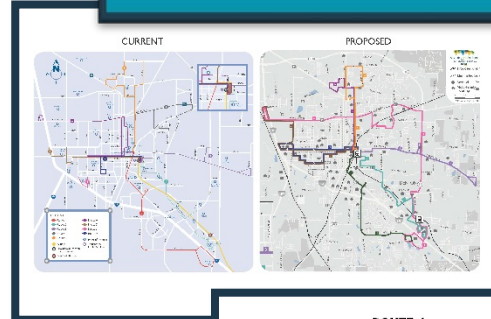
The story was also picked up by the North Texas Daily and the Off-Campus Student Services department. North Texas Daily shot a video at the UNT open house event and shared that video article on their website. The UNT Off-Campus department shared information on the proposed changes in

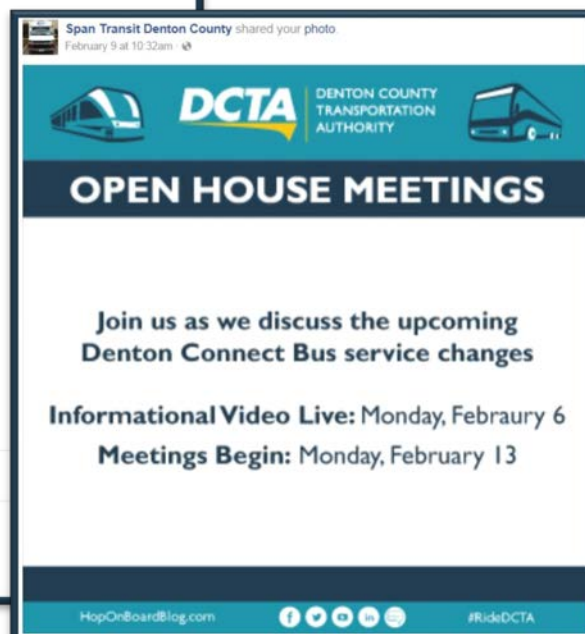
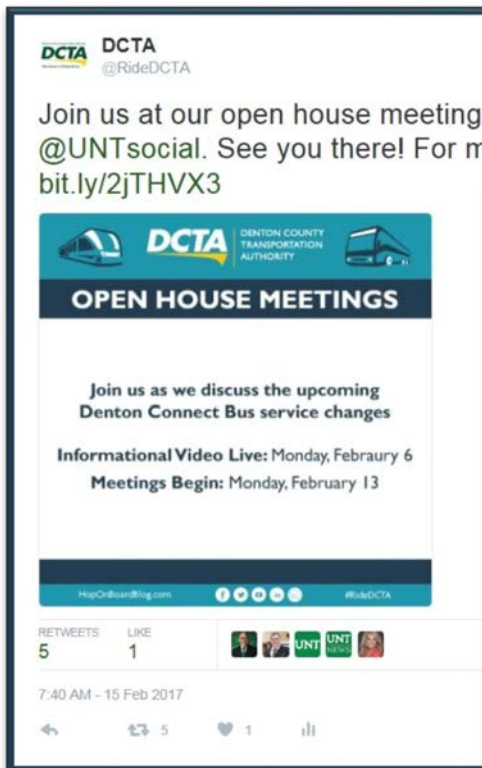
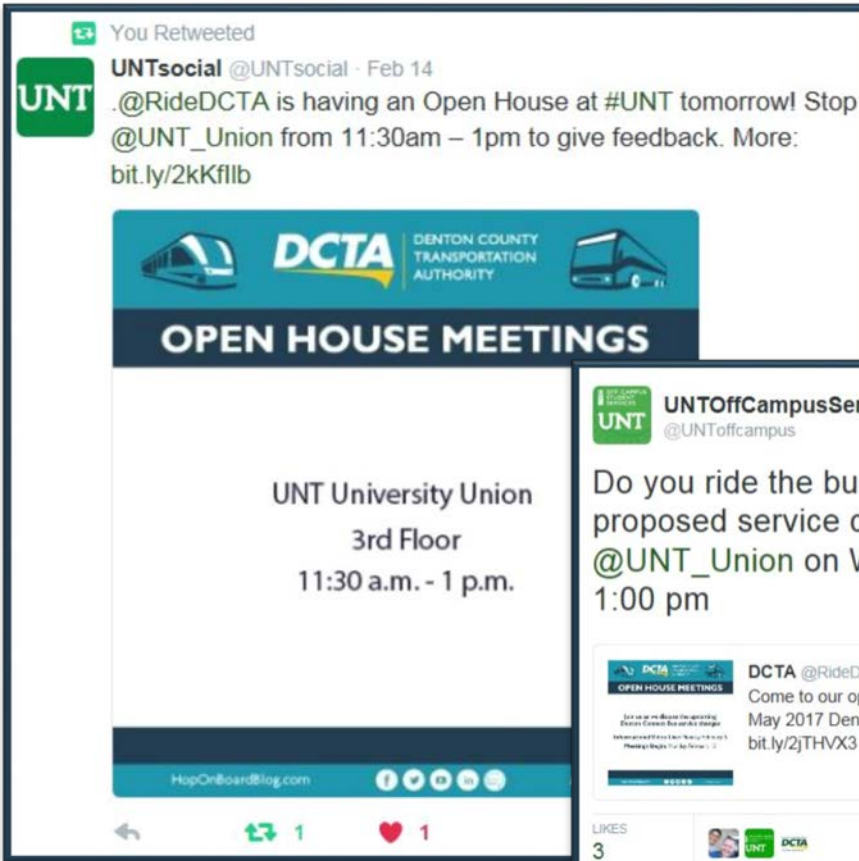
their email newsletter that is distributed to more than 13,500 recipients.

Meeting notices were posted on RideDCTA.net, Facebook and Twitter. Notices were posted on the vehicles. Information regarding the proposed change to Denton Connect Bus service was onboard all Denton and UNT vehicles.

Engagement Statistics

- Euline Brock Downtown Denton Transit Center (DDTC) Open House
 - Monday, February 13
 - 11 a.m. to 7 p.m.
 - DDTC Lobby Area
 - 100 individual interactions
- University of North Texas (UNT) Open House
 - Wednesday, February 15
 - 11:30 a.m. to 1 p.m.
 - UNT Student Union
 - 69 individual interactions
- Texas Woman's University (TWU) Open House
 - Thursday, February 16
 - 11:30 a.m. to 1 p.m.
 - TWU Student Union
 - 38 individual interactions
- Online Video
 - Monday, February 6 – Friday, February 17
 - RideDCTA.net
 - 128 Video Views
 - 245 Unique Page Views
- Facebook
 - 5,115 People Reached
 - 30 Total Engagements
- Twitter
 - 10,415 Impressions
 - 121 Total Engagements





Comments

▪ Euline Brock Downtown Denton Transit Center (DDTC) Open House

- I am so happy and thankful that #7 will continue to stop on Charlotte so many elderly and handicapped people use that stop. Thank you for the opportunity to speak on the matter, and much more thank you for accommodating everyone's input. DCTA ROX ☺
- Start buses earlier to meet morning trains
- Buses should run later
- Why is there no direct service to the Emily Fowler Library? Does the ridership not support service there?
- Sidewalks are bad on Locust and the whole service area. Cannot get to the services because of wheelchair. I know of a mother and two girls who use the current route 6. I feel that you are hearing me but you are not listening to me. I cannot use Access service unless the temperature is over 80 or under 35. I rode with Michelle and Paul and showed all the places where I cannot get out along Rayzor Ranch. Please do not bypass Elm Street. Run Access bus as a separate service but fixed route.
- The loss of Route 8 to the Gateway center makes me feel unsafe when I think about having to walk from there to head home at night. I would like to see continued service along Welch.
- I worry about the issues of construction along University, the routes fall behind schedule. If that continues on Route 4, you will not be able to make your connections to other routes.
- Can you stagger the departures for connection purposes?
- Why are there no shelters along University?
- The stop at McKinney near the Rosemont Apartments and Singing Oaks Church gets passed up many times in the evening.
- You should do some additional training of your drivers on tying down wheelchairs.
- Please update the afterhours message at the DDTC so you can still access the WMR phone.
- You should add Saturday and Sunday service.
- It does not make any sense not to have the transit center open when you still have service running. This is particularly a problem on Saturdays. It is not safe sitting outside.
- You should look into adding additional route stop signs and shelters.
- There is currently no stop across the street from Family Doctor on Route 1.
- You should add bus stops at Winco.
- Please run on Sundays, I work on Sundays and I have no transportation. Please run later. Run at least two buses on a route, one outbound and one inbound at the same time.

- Run the buses as late as the A-train on Fridays and Saturdays. The DDTC should stay open later on weekdays and on the weekends. Floaters can alternate weekends. Run all buses until we know what the ridership will be.
- You should run along Locust or Carroll to Fort Worth Drive. You should also serve the Denton Community Health Center on Locust.
- The buses do not meet the train.
- My primary care doctor is on Elm Street, how will I get there?
- I wish you had Sunday service.
- I am glad you are finally going down Loop 288.
- Why don't you go up and down Carroll Blvd? It is a main thoroughfare.
- Don't change the routes/schedules during the school semester. Please make changes a month or two prior to the start of a semester.
- I really like the Route 7 changes.
- You should add additional stops along University near all the new restaurants.
- If there are no signs, then many of the drivers will not stop. Please either add stops or train the drivers.
- You should add lights at the stops at Rayzor Ranch and along routes 5 or 7.
- You should look into adding a light at the top of the stop pole to notify drivers that someone is waiting there.
- Connectivity between buses and the train needs to be improved.
- I like all the changes!
- Drivers pass people up at the stop on Oak Street at Vintage on Route 7 on Saturdays.
- Bus stop blades need to be replaced.
- You should check the buses to make sure the sun shade is intact, that may be a part of the problem with drivers not seeing people at the stops.
- I go to class at the Gateway Center, so I know I will miss having that access on the current Route 8.
- I commute to school, so I would like to have better connections with the A-train and the buses.
- I live at Nottingham (Williamsburg Road) and go to the Square. I would like to see more use of Mingo Road.
- You should have service along Fort Worth Drive on the other side of I-35E for the businesses over there.
- I am so glad you are keeping service along Charlotte.
- I really like the changes.
- You should add service to Denia Park and along Fort Worth Drive.
- Add more train stops close to Lake Dallas or Hickory Creek.
- I would like to see service to the water park.
- I like that you can transfer more places than the DDTC.
- Sunday service even if it was every two hours.

- Would like to see service to Peterbilt.
- I really like the changes, good job!
- The bus routes do too much following each other. Instead of having routes duplicating other routes, have them go to other areas.
- You should add service along Elm towards Eagle Drive to serve the Dollar Store and the other business in that area.
- Losing service along Eagle Drive is a bad thing. I know there are at least 3-4 people who live in that area and two people who work at the IHOP. Many use the laundromat and the Dollar General. You should run Route 8 down North Texas Blvd and turn left on Eagle Drive.
- There is not enough business/ridership along Route 5 to split into two routes, at least through the residential area.
- I would add at least one more bus to Route 4.
- I would like later hours in the evening and on Sunday to go to work. Retail and food service jobs are expected to be able to work in the evenings and on the weekends. Maybe a barebones schedule on Sunday.
- I think DCTA is great. It is reliable, save a few ornery drivers. It takes you where you want to go in the city. I am grateful for the service.
- I would like earlier times on Route 4. I have to get to work at 7 a.m. A 5:30 or 6 a.m. bus would be good.
- You should look at serving the area with restaurants near the Texas Roadhouse behind Burger King, behind the mall.
- You should have service along Airport Road.
- For Route 6 you should take a left on University and then a left on Elm, then back to the DDTC. That way you can cover TWU with two buses, but you still cover Elm which is needed. Route 5 doesn't have enough ridership (five passengers at a time). Keep Route 5 as-is and you should use Route 6 to cover Elm Street. The biggest ridership area is at TWU, not north of University.
- Run buses earlier (6:45 a.m.) off University
- Need to look at the connections between buses
- Need stops along University across from Rayzor Ranch
- The stop for Rayzor Ranch Walmart is not very well marked.
- The Kroger stop on University should be served like it has been with the detour. There is no stop along University between Malone and Elm. .
- I am worried about the loss of service along Elm Street; I cannot afford Access Service.
- I wish there were routes along Elm Street, it is especially hard for those in a wheelchair.
- Sidewalks are an issue in the City of Denton.
- It should be taken into account that some electric wheelchairs only have a range of one mile.

▪ **University of North Texas (UNT) Open House**

- After bus hours it would be great if someone could give a rider with their white cars, vans, etc.
- Helps me move around campus easier.
- Better signage for the Route 7 stop behind the UNT Environmental Science Building.
- You need Sunday service, a stop at Winco.
- I do not have a car, so this is my lifeline. I go to Dallas from Denton.
- We need service in Flower Mound.
- The Discovery Park is overcrowded.
- I love the driver Steve! Some days the Campus Cruiser takes longer. The North Texan is pretty quick. Overall friendly service! :)
- Run the city buses later. I work until 10:30 p.m. and I would like to ride home from work.
- I have concerns that 7 & 8 will not be able to absorb the loss of route 9.
- I love off Fort Worth Drive at a trailer park, I would like to see service there.
- I wish you ran later, until 10 p.m. for events on campus and extracurricular activities.
- I would like more hours on the weekends.
- University (TWU & UNT) faculty lives in areas around the current Route 5 where there is no service (near Hinkle and Malone).
- DCTA bus drivers are so nice! Having routes to Rayzor Ranch is SUPER USEFUL!
- Make a map for the website without using a PDF.
- Love the route to the grocery stores from campus!
- I would really like more buses or bigger buses, it really gets packed in the afternoon and there isn't enough room.

▪ **Texas Woman's University (TWU) Open House**

- The new drivers on Route 1 are doing the loop first thing on the route, so the rider has to call the DDTC to notify dispatch.
- I have a TWU class that is out at 9 p.m. and there are no buses that late. Students cannot use the buses to get home.
- Also, no late library study times due to buses not running late.
- There are many passengers who are homeless and pick up near the St Andrews Church in Denton.
- Need Sunday service.

▪ **Online Feedback Form with Video/Presentation**

- I sense that a lot of people who used the buses will be left out when it comes to getting to work. That is going to be the hardest part for a lot of passengers that have to use public transportation to get around Denton.
- Need to run later and run on Sundays
- I drive route 8 for Denton Connect. I have seen the plans for the upcoming route changes planned for all the routes 1 through 9. I had some concerns about route 8's route. In the plan you have route 7 and 8 follow each other down Highland through the UNT campus. This completely cuts out Eagle which is currently covered by route 8. I know passenger who need to get to the Laundry Mat, Dollar General, Ihop, and a couple who need to cross the highway over pass to get to the other side of I 35. I would like to request that route 8 once it turned onto North Texas ave. For it to continue down North Texas passed Highland, and have the bus turn left onto Eagle, and then left onto Welch, this will continue to provide service to the north side of the UNT campus. This will benefit the few passengers that need to get to the business along the service road of I 35. Please reconsider this alteration.
- Is there going to be any service close to Elm Street? The only reason I live here is b/c I can commute from home to work with ease and still be able to walk to school? This terrifies me this means I won't be able to get to work at all with these changes. Is there any way to stop this. I also know of an old gentleman that takes the same bus route as me and he's in a wheelchair. What about getting to the stores on University? Or TWU? My whole livelihood is dependent on Route 6 routes.
- Please keep routes 4, 5, and 6 the same for getting around TWU campus. This process makes it convenient for students who does not live on campus and need access to the ATran.

October 2016 Public Engagement Wrap Up

Engagement Area:

Cities of Lewisville, Highland Village and Denton

Engagement Objective:

Solicit public input on the proposed Denton Connect service changes, the new North Texas Xpress service along 35W, the DCTA-sponsored Uber discount in Highland Village, as well as the agency's fiscal year 2017 budget.

Engagement Timeframe:

October 10 – October 14, 2016

Public Meetings

A series of public meetings were held in Lewisville, Highland Village and Denton during October 2016. The meetings were held in a variety of settings in an effort to bolster attendance and engagement. An online presentation showcasing the information presented at the three meetings was hosted on RideDCTA.net with an available comment form the week coinciding with the physical meetings.



October Public Meetings

Proposed Denton service changes • Agency's FY '17 budget overview
DCTA-sponsored Uber discount in Highland Village • North Texas Xpress service

MONDAY, OCTOBER 10 6 P.M. - 7 P.M.	HIGHLAND VILLAGE City Hall • 1000 Highland Village Rd.
TUESDAY, OCTOBER 11 5 P.M. - 7 P.M.	DENTON DDTC Lobby • 604 E. Hickory St.
THURSDAY, OCTOBER 13 6 P.M. - 7 P.M.	LEWISVILLE Lewisville Public Library • 1197 W. Main St.

Can't attend the meetings? Watch our informational video that will be available along with an online comment form Monday, October 10 through Friday, October 14 at RideDCTA.net.



DCTA
DENTON COUNTY
TRANSPORTATION
AUTHORITY

**JOIN US AT
OUR PUBLIC
MEETINGS**

TOPICS

- Proposed Denton Connect Bus service changes
- North Texas Xpress commuter bus service along I-35W
- DCTA-sponsored Uber discount in Highland Village
- FY '17 budget overview

HIGHLAND VILLAGE MONDAY, OCTOBER 10, 2016 • 6 P.M. - 7 P.M. CITY HALL • 1000 HIGHLAND VILLAGE RD.
DENTON TUESDAY, OCTOBER 11, 2016 • 5 P.M. - 7 P.M. DDTC LOBBY • 604 E. HICKORY ST.
LEWISVILLE THURSDAY, OCTOBER 13, 2016 • 6 P.M. - 7 P.M. LEWISVILLE PUBLIC LIBRARY • 1197 W. MAIN ST.

ONLINE
MONDAY, OCTOBER 10 - FRIDAY, OCTOBER 14, 2016
RideDCTA.net
An informational video will be available along with an online comment form.

For more information about the public meetings, please call (940) 243-0077 or visit www.dcta.net.
DCTA is an equal opportunity employer. We are an affirmative action employer. We are committed to providing a safe and healthy work environment for all employees.
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RideDCTA.net • 940.243.0077 • HopOnBoardBlog.com

Business/Stakeholders

DCTA worked with each city, local universities and local community groups to promote the meetings through a variety of methods, including postings, social media, and etcetera.

Media/Community Relations

Press Releases were sent out to area newspapers two weeks prior to the meeting dates.

Newspaper ads were purchased in the Lewisville Leader, Denton Record Chronicle and The Leader and ran at least twice in all publications.

Meeting notices were posted on RideDCTA.net, Facebook and Twitter. Notices were posted on the vehicles as well as on the affected bus stops. Information regarding the proposed changed to Denton Connect Bus service was onboard all Denton and UNT vehicles.

Meeting Statistics



- Highland Village Public Meeting
 - Monday, October 10
 - 6 p.m. to 7 p.m.
 - Highland Village Municipal Complex City Council Chambers
 - 2 individual interactions



- Denton Public Engagement Day at the Euline Brock Downtown Denton Transit Center & Denton Public Meeting
 - Tuesday, October 11
 - 8 a.m. to 7 p.m.
 - 103 individual interactions

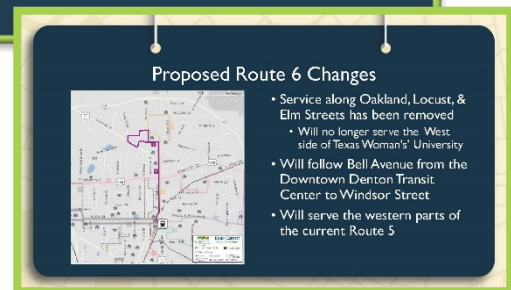


- Onboard Denton Connect Engagement
 - Thursday, October 13
 - 8 a.m. to 12 p.m.
 - 22 individual interactions

- Lewisville Public Meeting
 - Thursday, October 13
 - 6 p.m. to 7 p.m.
 - Lewisville Public Library Lobby
 - 5 individual interactions



- Online Video
 - Monday, October 10 – Monday, October 17
 - RideDCTA.net
 - 77 Video Views
 - 382 Unique Page Views



Comments

▪ Highland Village Public Meeting

- I would like to see service along I21 connecting DCTA with DART in Plano. I think it should go from the Old Town Station, with a stop in the Colony and over to DART's Northwest Park and Ride.
- I really think that extending the A-train to the Downtown Carrollton Station is vital to DCTA's continued success and growth. Especially when the Cotton Belt line becomes a reality.

▪ Denton Public Engagement Day at the DDTC

- I have a few concerns about Rt 4. I know that there are many customers that go to the Unicorn Lake area for medical appointments, movie theatre, restaurants, etc. If Route 4 isn't going to the DDTC central station at all does it mean that all passengers have to go from central on other buses and transfer to Rt 4 at common bus stops? We also have many customers who go to the Denton Center area on University (especially Kroger) and the Movie Tavern and banks and restaurants and Denton High School in that area who would have to use Rt 4 to get there. Is Rt 4 route schedule going to accommodate passengers getting to work and school on time?
 - Will UNT students have to utilize UNT shuttles to get around UNT campus because of the Rt 8 changes?
- North of University has no service
 - Cannot get to bus stop
 - Service on Nottingham & Emerson to Old North
- Is there a way to connect Route 1 to Route 4?
 - Additional vehicles are needed on Route 4
- You should use the new Welcome Center in Denton to help get the word out about meetings
 - Later hours on buses, I am not off work until 9pm
 - Sunday service for work
- Weekend hours extended
- Add Online maps that are clearer w/street names & shops
- You should look at serving Friends of the family located at 4845 S I-35 E, Suite 200, Corinth, TX 76210
- I like the proposed routes
- It is not pedestrian friendly along Charlotte making the changes hard on disabled and wheelchair passengers
- You should have service to the Denton South Branch Library
- You should have better service to the Ridge on Colorado Drive
- I would like concrete pads near stops near Razor Ranch, grassy now and hard to get off on street at shops when in a wheelchair
- I would like to see a connection between Route 1 and Route 4

- I like the current detour for the Kroger on University, they drop off on Sherman on the side of Kroger and it is easier to get to the store
- I go to UNT and I use the stops at Fry street and the one on Welch next to the student union
- I live along Pennsylvania Dr. & Teasley, and losing the Route 1 along this route will force me to travel 2 miles by foot every morning to get to the bus. I also weekly used this bus to get to the Unicorn Lake area and now I will not be able to. I ride this route daily.
- Synchronize buses at DDTC, particularly when service is 60 minutes
- I ride Route 7, picking up at Charlotte & Bonnie Brae and I go to the Denton State School I have to be there by 8:00 for my start time
- Keep Charlotte St., Lots of handicap ride from this street
- I use a wheelchair and I live on Elm Street. I am unhappy about losing stop at Elm @ 3rd St.
- Concerns about ability to travel all the length of Route 4 in time with construction and traffic issues
- 30 minute frequency is preferred especially on Route 6, however I am worried about construction delays
 - The new shelter on Route 6 is nice
 - You should add more stops along University
- There are a lot of UNT students who use the stop along Route 8 at Welch & Eagle
- It is hard to get across 288 from Walmart to Kroger
- I would like Sunday service so I can get to/from work
- I live at Village East on Route 4 at University @ Old North Rd. and I work at GTI on Route 8 (Large Call Center) I do not want to lose my access to service for my home and work
- You should use small buses for lower ridership areas in order to keep service in areas that are proposed to lose service
- I commute to work at UNT and I am unhappy about the changes
- You should keep Route 9 to keep the service in order to keep the service along Welch & Eagle
- I still want to keep frequent service, and I don't think that only 2 buses to serve UNT is sufficient
- I typically ride Routes 8 & 9
- I am worried about loss of GTI for the workers there
- I like the service on Route 8 to Welch & Eagle, because I use it to go to the Dollar General, restaurants and the laundry mat. I am also worried that the UNT students will not have service
- I live at Unicorn Lake and I go to TWU. With the proposed changes I would have to walk from University and Bell to TWU Campus or transfer to another route
- The temporary stop on side of Kroger's needs to be permanent, It's better than the former Kroger's stop, but the #6 stop by the gas station is very uneven and not a safe walk at all

- Charlotte St. is physically the safest stop you have that and the stop in front of the apartments facing Eagle Manor – Hickory’s fine to a point, but on a bit of an incline and if it ices over it’s a hazard
- Can you eventually add a stop at the Downtown Denton Transit center for the Fort Worth bus route?
- I would like to be able to go from the DDTC to Fort Worth
- GTI employees are worried about losing service to place of work
- I am in a wheelchair and I live along Louise Street, near Charlotte. I have a problem using stop along Charlotte as it will be very difficult for me to reach my stop
- I am a UNT Student and I have issues with Route 8 not going along Welch because that means I would have to walk across campus and I do not feel safe late at night
- There are no sidewalks around Charlotte, so I don’t like the change to Route 7
- I would like to see service to Denton Guyer High School and that part of town, right now it has no service
- I would like service on Sundays for work
- You should run a bus to friends of family close to NCTC – Katy Trail
- I don’t like not having direct access to the movies and Unicorn Lake area from my house at Londonderry and I would have to make three transfers to get to this area with these changes
- I would like to keep Sack ‘n Save portion of the Route 8
- Worried about losing the Sack ‘n Save area and service to area through UNT
- I am concerned about Route 4 crossing over I35 traffic and onto the service road at I35E
- Your drivers are wonderful, but you need to look at turnover
- Don’t Change routes, you should leave routes alone
- There are a few areas you should serve:
 - Truck stop – Greyhound Stop even if this was an on demand shuttle
 - Fort Worth Drive South of I35E near the Old Smokehouse BBQ
- Are you going to serve the new shopping center across from Rayzor Ranch on Route 6? We need stops on that side & signs along other side need to be replaced
- I35 backs up Route 1 now, how will you handle this on Route 4?
 - I would not change routes 4, 5, 7, 8 & 9 because they run pretty much on time
 - Route 8 is missing the stop sign in front of IHOP
 - Would like to keep this part of Route 8 around the old Sack ‘n Save for access to UNT basketball games and the IHOP
- I like the reflector lights that you gave out so I can help signal drivers they I am at a dark stop
- I am concerned about the changes because I travel from Teasley to the State School Area and with the changes I would have to take 3 routes to get there
- Worried about service road at I35E near Unicorn Lake, it is dangerous to make that turn

- I think there should be a stop closer to Calhoon Middle School along Bernard Street for the students
- I don't like that Charlotte Street losing stop/shelter
- The stop before Presbyterian by apartments the sign is badly faded
- The Route 8 & 9 changes cuts off access to Routes, the sidewalks are bad so you can't get to the University
- I suggest the uses of minibuses in the old streets and the Teasley area
- The North Texas Xpress could start from DCTA, then go to the Presbyterian parking area on its way to Fort Worth. In my opinion, that bus would have a better chance at full ridership by going through downtown Denton both giving to and coming from Fort Worth.
- Extend a bus from Med Park to Teasley & Pennsylvania
 - This would be the most convenient for residents in South Ridge Neighborhood, I ride from here daily
- You should have a stop at TA Travel – Truck Stop at US 77 & I35. That is the Greyhound Connection
- I like the route 2 going to Walmart at Rayzor Ranch
 - The key places that I travel to are Walmart, Kroger, the doctor's, and home
- Will the shelter at Mesa & Barcelona Family Healthcare be staying?
- My doctor's office is on Elm, just south of my apartment, and I live on Elm Street at 2nd Street. Stop right in front of apartments (Elmwood Apts.) with these changes I am losing my stop? What do I do now? There are not consistent sidewalks in the area and I am in a wheelchair.
 - The Route 6 temporary stop is great, and I would like to keep it.
- Why don't you have service along Carroll or on Fort Worth Dr. across from I35E?
- Proposed Route 4 works for me
- I love the bus system. I cannot drive, so it is very convenient for me
- You should have service to the food bank on Sycamore, between Elm and Locust on Sycamore
- The inbound on Route 3 you need to keep Morse through from Oriel to Loop 288, it is dangerous to walk there
- You need a shelter on Route 1 inbound at Teasley and Londonderry at Eureka Village Apartments
- Keep Route 9 and service to the south side of campus
- You need service on Fort Worth Dr.
- Route 4 needs to connect with the Route 1
- Keep Service on Eagle
- Keep service on Welch
- I like these proposals. I mainly use 7, 8, 2, on New Maps.

▪ **Onboard Denton Connect Engagement**

- Length of Route 4 is a problem, we will have to make multiple in route and we are only issued one transfer per trip
- I will probably stop using DCTA's services with the proposed Route 4
- Many people get off the bus along Route 1 at the CVS on Wind River
- I don't like the transfers and I will not be able to get to Unicorn Lake from the DDTC.
- Employees work at GTI near the old Sack 'N Save location
- Better frequency would trump the Route 8 changes along Welch & Eagle
- I would like if I had more frequent service on A-train especially on Saturdays
- Stop at IHOP on North Texas Blvd is missing the stop sign
- Drop off a lot of people at Welch & Highland for the BLB building and the Highland Street Garage
- There are many apartments in the Welch/Eagle area with people wanting to travel to work
- I think you should have one UNT Shuttle Bus that goes to DDTC
- The stop blade at Oak & Locus only says Route 6 but is really served by multiple routes
- There is no sign for the stop along McKinney before Bell
- The buses packed on 8 & 9 in early morning, so I am worried not going to have capacity on buses if go to two routes
- Church at Elm & Carroll is a busy stop in the mornings between 10:30 and 11
- Build in enough time in the schedule to load wheelchairs
- The delivery trucks that stop at the Midway Craft House on the corner of Hickory and Welch will cause problems with loading and unloading passengers

▪ **Online Feedback Form with Video/Presentation, GOREquest and Customer Feedback**

- DCTA should provide a direct link between the DDTC and the UNT Discovery Park Campus on N. Elm Street.
 - I understand that the Proposed Route 6 will no longer run down University, but will instead run North up Elm ST. However, the proposed change OUGHT to run all the way to Discovery Park. Please modify the route so that the nearly 4,000 students, faculty and staff at Discovery Park can have a direct connection to the DDTC.
 - You at the DCTA are already well aware that many of the people working at Discovery Park commute to work via car, and only a few use the DCTA (other than the students who use the UNT Shuttle operated by the DCTA between the main campus and Discovery Park). I predict many more of our car commuters would willingly shift to DCTA if you include Discovery Park on the new Route 6.
 - Thank you for considering my proposal. Connecting to Discovery Park makes sense and I don't think it will ever be any easier.

- Since I'm unable to attend any of the public meetings this week, I want to give you my feedback regarding the proposed Denton Connect service changes:
 - Route 1: I like the addition of service to Londonderry and Sam Bass to this route, but I also think that service along Teasley from Londonderry to Lillian Miller needs to continue in order to serve the southern part of Denton, as well as to provide people with service to South Lakes Park, the south branch library and the CVS at Teasley @ Lillian Miller. Here's specifically what I'd like to propose for Route 1:
 - In addition to the proposed route, retain the current stops that exist now along Teasley between Londonderry and Lillian Miller, except move the stop on eastbound Teasley that's now in front of the CVS a few feet further west so that the bus will be able to turn left from Teasley onto Lillian Miller
 - Add a stop on northbound Lillian Miller just north of Teasley/Windriver
 - Add a stop on northbound Lillian Miller either just north or south of Southridge
 - Add a stop on northbound Lillian Miller just south of the shopping center that houses the Denton Music Academy, Chili's, Fuzzy's, etc.
 - The bus will turn right at the light that marks to the entrance to that shopping center so that the bus can make a u-turn to proceed back south on Lillian Miller
 - Add stops along southbound Lillian Miller between the light marking the entrance to that shopping center and Teasley/Windriver that are directly across from the stops I proposed above on northbound Lillian Miller
 - Add a stop along westbound Teasley directly across from the new CVS stop I proposed above on eastbound Teasley
 - Route 2: I like the proposal for this route. Will this route now automatically include a stop at MedPark Station after it leaves the DRMC unlike now in which passengers must request this stop? I think the stop at MedPark should be automatic both inbound and outbound to better serve A-Train passengers.
 - Route 3: I like the proposal for this route.
 - Route 4: I like the proposal for this route, as I think a crosstown route like the 400-series DART routes and FWTA's Route 25 has been much needed in Denton. Three questions about this revamped Route 4:
 - Will the portion of the route still have stops along Windriver near the Cinemark, BJ's and Chuy's? I think those stops are needed.
 - Will there be inbound and outbound stops at MedPark Station? I think those stops are needed to better serve A-Train passengers.
 - Will there be connections along this route to FWTA's Route 64 as there are now along the current Route 6?
 - Route 5: I like the proposal for this route.

- Route 6: I think the Oakland/Elm/Locust portion of the route needs to remain in order to better serve TWU and also to provide more and better connections with downtown Denton and the square. I like that this route will serve the north branch library and the Evers Park area as Route 5 does now, but I also think that this route should be extended further west along Windsor to Bonnie Brae so that North Lakes Park and the North Lakes Recreation Center are both served.
- Route 7: I like the proposal for this route. Will there be connections along this route to FWTA's Route 64 as there are now?
- Route 8: I like the proposal for this route, except that I think service along this route should also extend from Hickory south on Bonnie Brae and then west on Airport Rd. so that the employment centers along and near Airport Rd. as well as the Denton Enterprise Airport are serviced.
- Also, will Route 9 continue to operate?
- I hope you will consider all of my suggestions, and thank you so much for allowing me to provide feedback in order to help DCTA provide the best bus service possible throughout Denton.
- I saw the proposed change to Route 8 for DCTA Connect Bus. I oppose it. Eliminating Route 9 and then changing Route 8 leaves the East and South sides of the UNT campus without DCTA service. The proposed changes make no sense to serious commuters and come right at a time when our President Dr. Smatresk is telling us we all need to seriously consider taking mass transit to work. I think you all are seriously out of touch with what the President is saying. Perhaps there is something I can't see from my point of view. What is seriously needed is more bus connectivity between UNT and the DDTC not less. Thank you for considering my input.
- Public restroom at the rail stations as well as additional parking at the Downtown Denton Transit Center are very important
 - Would like to see bus service to Main Street at Garden Ridge in Lewisville
 - Would like to see later trains during the week to get people back from Dallas especially during the State Fair of Texas (9 p.m.)
 - Would like to see additional bus trips on Lewisville, Lewisville and Denton both put in a half cent sales tax but there is much more service in Denton then there is in Lewisville.
- I do not like the new bus routes changes for 5 and 6 in January. I live near top of the hill of Coronado Dr. With the new bus route changes I would have to hike up the hill with a full load of groceries when I go shopping. I do like the fact that route 4 will connect the busses and go to loop 288 and University
- I recently had a look at the proposed plan to have the routes changed, and saw that route 6 would be splitting the area that is currently all route 5's, routes 5 and 6 would travel north on Bell Ave. Until Windsor, 5 would continue straight and 6 would turn left, and cross fm2164 at North Branch Library. This actually cuts out the entire neighborhood of Coronado st. Currently route five takes a left on Coronado and a right on Locust, then another left on Windsor from fm2164. I think that it would be a mistake to do this. There is no need for both

buses to travel all the way northbound on Bell, if route 6 would take the left on Coronado then a right on Locust, it would be better for the company, and especially the residents who lived and work in that area.

- By not going down Teasley lane to Wind River, you are ignoring the Southeast corridor of Joey Hawkin's council district. The 4th district pays a lot of sales tax.
- "Great plan! Thank you DCTA. ~Denton Native"
- By cutting route 1 in half, you are denying service to the southeast main arterial (Teasley Lane). You are ignoring the Buccees (150 employees), Jostens, the south library, CVS and DATCU, 3 churches, 1 elementary school. Your basic assumptions about increased ridership will turn out to be flawed.
- Rt 3 has cut out services to Kimberly in which there are offices, such as, UPS, CPS, WICK, Sally Beauty, Probation office, please consider looking at this route again.
- I depend on DCTA for my daily commute to UNT, so I am most affected by the changes to routes 7, 8 and 9. I am very concerned that these plans eliminate route 9. While I understand that using 7 and 8 on a loop up and down Hickory and Oak will offer more frequent service, it limits service to only one side of campus. Having at least one route continue on Welch provides an option for access from the other side of campus. Expecting riders to rely on UNT shuttles merely adds more wait time and the likely result that waiting on a shuttle means you miss the bus connection. Please consider either keeping the limited service of route 9 with the pick-ups on Welch, or allow route 7 and 9 to loop on Hickory and Oak and keep the current route 8. Route 8 extends service out to the Performing Arts Center and Gateway conference center. Thank you. (P.S. I LOVE the A-train!)
- I hope that there will be sufficient frequency, especially in the mornings, so that shortly after the A-Train arrives, people will not be twiddling thumbs, waiting for the rides on route 7 or 8 (currently covered by route 9).
- The consolidation of these routes looks good, and focused.
- It would be nice if an Uber type or pay as you go service could be offered for businesses along Airport Rd. in Denton. TOO MANY CARS ON THAT ROAD!!!! And no public transit at all.
- I live in Dallas and work in Denton. I rely on the bus lines to get me between the DTTC and the UNT campus so that I can commute to and from work by train.
- What is the purpose of removing DDTC service from Route 4? This removes my only way of getting to the UNT campus from my home, and I know of at least three other students who use this route and connect to 7, 8, or 9 from the DDTC. I also see many TWU students boarding the bus near the Ruddell stops. Is the goal of these changes to improve ridership? I ride DCTA 5 days a week, every week, but these changes would completely put me out of luck.

4 CUSTOMER AND STAKEHOLDER INPUT

DCTA and Nelson\Nygaard staff used a multi-faceted outreach approach to identify potential improvements and service enhancements for transit services in Denton. Outreach efforts included several community meetings, interviews with local stakeholders, and online and paper surveys targeting both existing riders and non-riders (Figure 22). All outreach elements were designed to collect information about people's experiences with and perceptions of DCTA services. Key findings from the outreach process include:

- Denton Connect users are young: 68% of riders are age 35 or younger, and 47% are within the ages of 19 to 25. Sixty-percent of riders are employed in a full- or part-time position, with 61% of riders reporting an annual household income under \$30,000. Younger riders and students may account for the 29% of riders that reported earning less than \$10,000 annually; 14% of riders report earning more than \$50,000 annually.
- Students represent 27% of surveyed riders, and the most common fare option utilized by riders is the student/faculty full semester pass (21%). Additionally, 43% of on-board survey respondents selected school as their final destination.
- Denton Connect riders are racially diverse: approximately 45% of riders identify as white, while 26% identify as Black/African American, and 20% identify as Hispanic.
- Over 60% of Denton Connect riders surveyed do not own or have regular access to a car, and rely exclusively on public transit or alternative means of transportation. Additionally, 57% of survey respondents use Denton Connect almost daily, and 18% of riders would not travel at all if DCTA services were not available.
- Survey respondents indicated a slight preference for improving existing service (53%) over serving new areas (47%). Numerous respondents requested that DCTA add service along Sherman Drive and Airport Road. Respondents also expressed interest in adding bus service to non-member communities in Denton County, including Corinth and Fort Worth, as well as to Trinity Mills Station in Carrollton.
- Fixed route bus service (76%), with fixed schedules, is vastly preferred to on-demand service (24%), where riders select when and where to travel using real-time technology. Non-riders were the only subgroup analyzed that preferred on-demand service.
- Sixty-four percent of off-board survey takers indicated that DCTA does not provide transit services that meet their travel needs. Additionally, nearly half of non-riders noted that long total travel times and transfer times between services prevent them from utilizing DCTA's services. However, 82% of non-riders expressed interest in using DCTA for recreational and social trips.
- Denton Connect riders expressed frustration with connections between Denton Connect, the A-train, and DART. Multiple respondents noted that it is difficult to access the A-train without a car, and several respondents noted that transfers between local buses and the A-train are difficult and that many stations and bus stops lack adequate pedestrian connections and passenger amenities.

- The top reasons cited by Denton Connect riders for using the service were to do their part for the environment; because they prefer to spend their time working, resting, or socializing rather than driving; and because taking the bus is more affordable than paying for gas and car maintenance. Multiple riders specifically mention traffic congestion as a reason for using DCTA.
- The DCTA website is the most commonly used source of information for DCTA services, with 40% of respondents relying on the online services.

Figure 22 | Summary of Public Outreach

Outreach Activity	Total Participation	Description
Surveys	389	
Denton Connect On-Board Survey	286	Nelson\Nygaard team members administered rider surveys on-board Denton Connect vehicles.
Online Survey of Riders	89	A survey specifically tailored to community members that regularly utilize DCTA services was distributed online.
Online Survey of Non-Riders	14	A survey specifically tailored to community members that do not regularly utilize DCTA services was distributed online.
Community Meetings (4)	68	DCTA staff and the Nelson\Nygaard team held 4 community meetings throughout the COA process. At the first set of meetings, Nelson\Nygaard presented findings from the market analysis and gathered feedback about existing services from the public. At the second set of meetings, Nelson\Nygaard presented findings from the service analysis, as well as two potential service improvement options. Community members then provided feedback on both options.
Stakeholder Meeting	15	DCTA staff and the Nelson\Nygaard team met with local community leaders to gather feedback and suggestions for improving transit services in Denton.
Bus Operator Interviews	10	Nelson\Nygaard team members met with Denton Connect drivers and gathered feedback, comments, and concerns from bus operators.

ON-BOARD, ONLINE, AND PAPER SURVEY

In late 2015, DCTA staff and the Nelson\Nygaard team administered a series of on-board and online surveys designed to gauge how and why Denton residents use DCTA services. Survey questions also focused on the mobility needs and preferences of current transit riders and the non-riding public. On-board surveys were distributed to riders of Connect buses in Denton. Online survey questions differed depending on whether the survey participant self-identified as a rider or non-rider. Paper versions of the on-line survey were also made available at various community events. Detailed survey responses and a copy of each survey instrument are included in Appendix B.

Trade-Off Questions

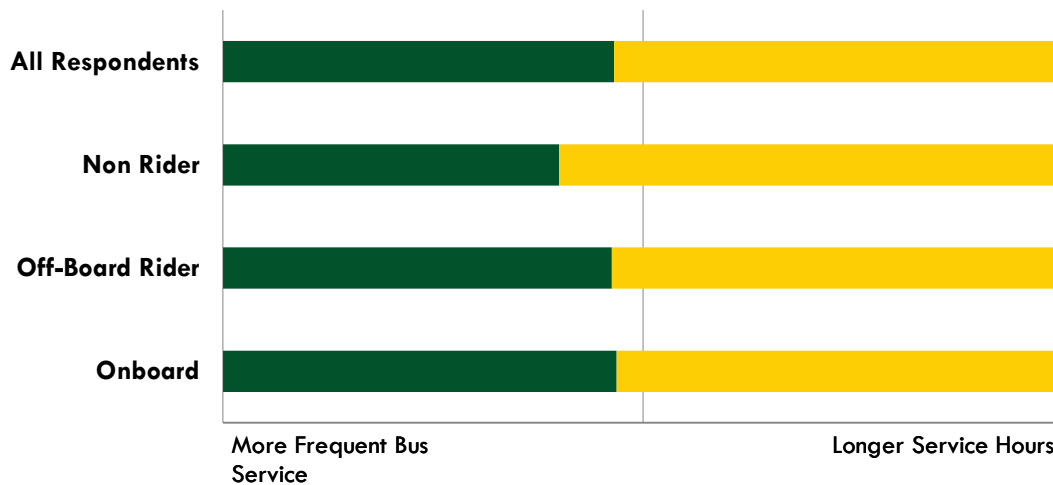
In a financially constrained operating environment, transit agencies face a series of trade-offs when considering how to allocate limited resources. Survey respondents were asked a series of trade-off questions to help understand how the public values various allocation opportunities. Respondents were

asked to provide one answer to each trade-off question, simulating the actual transit planning decision-making process.

Service Hours vs. Frequency

Survey respondents indicated a slight preference for adding more service hours (53%) to increasing bus service frequency (47%) (Figure 23). Riders surveyed on-board DCTA Connect and riders surveyed off-board shared similar opinions; 60% of non-riders preferred longer service hours.

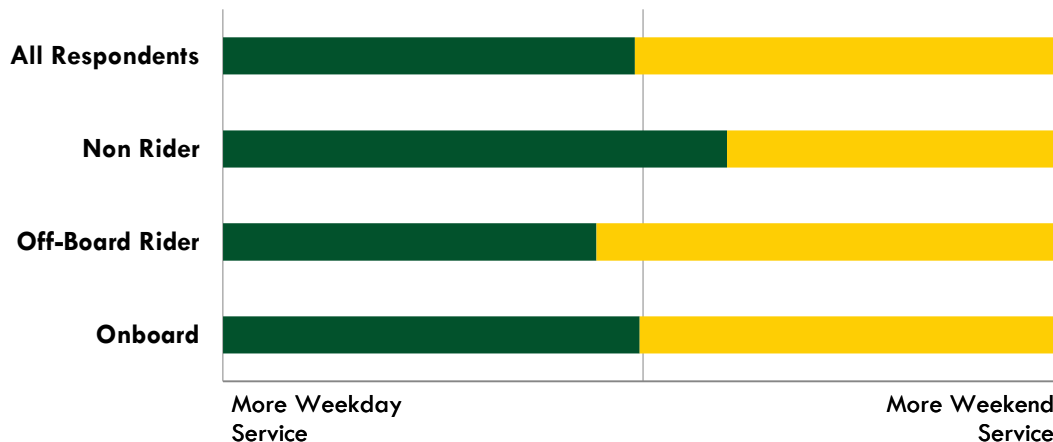
Figure 23 | Service Hours vs. Frequency Responses



Weekday vs. Weekend Service

Survey respondents were closely split, with 51% preferring more weekend service to 49% favoring increased weekday service (Figure 24). Riders surveyed on-board DCTA Connect were nearly diametrically opposed, while riders surveyed off-board preferred enhanced weekend service. Non-riders preferred enhanced weekday service.

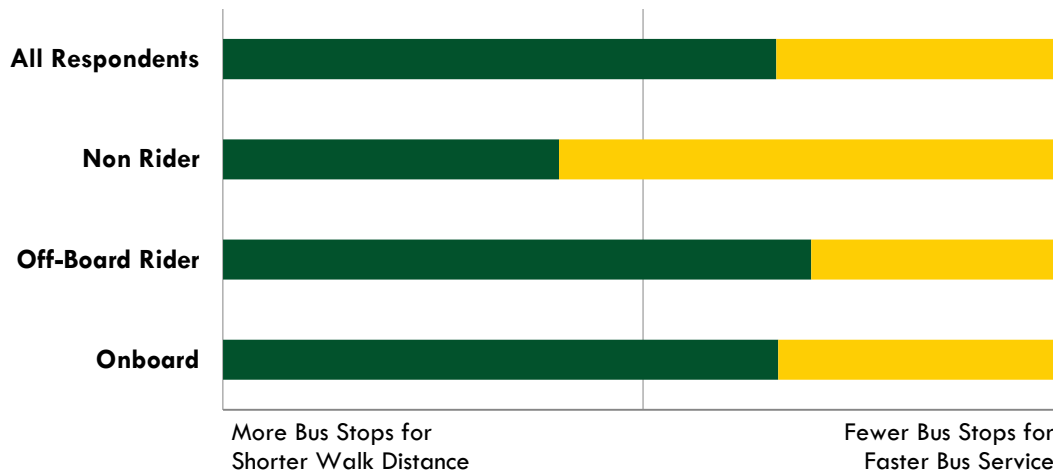
Figure 24 | Weekday vs. Weekend Service Responses



More Bus Stops vs. Fewer Bus Stops

Survey respondents preferred more bus stops for shorter walking distances two-to-one (Figure 25). Riders surveyed both onboard (66%) and off-board (70%) DCTA Connect strongly preferred more bus stops; non-riders are the only subgroup that preferred fewer bus stops (60%) for faster bus service.

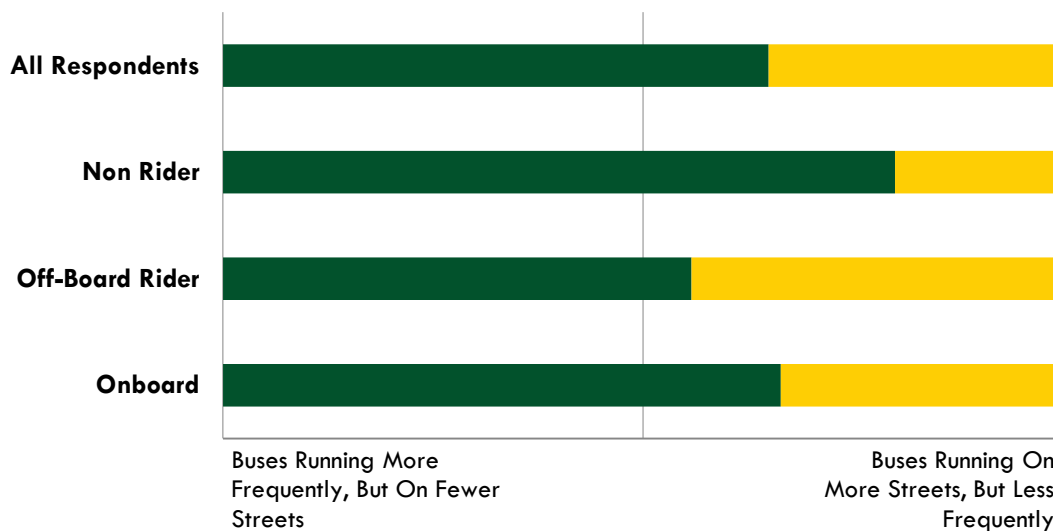
Figure 25 | More Bus Stops vs. Fewer Bus Stops Responses



More Frequent Service vs. Service on More Streets

Survey respondents widely preferred buses running more frequently, but on fewer streets (65%) over buses running on more streets, but less frequently (Figure 26). Riders surveyed both on- and off-board DCTA Connect (66%) and non-riders (80%) strongly preferred more frequent service on fewer streets.

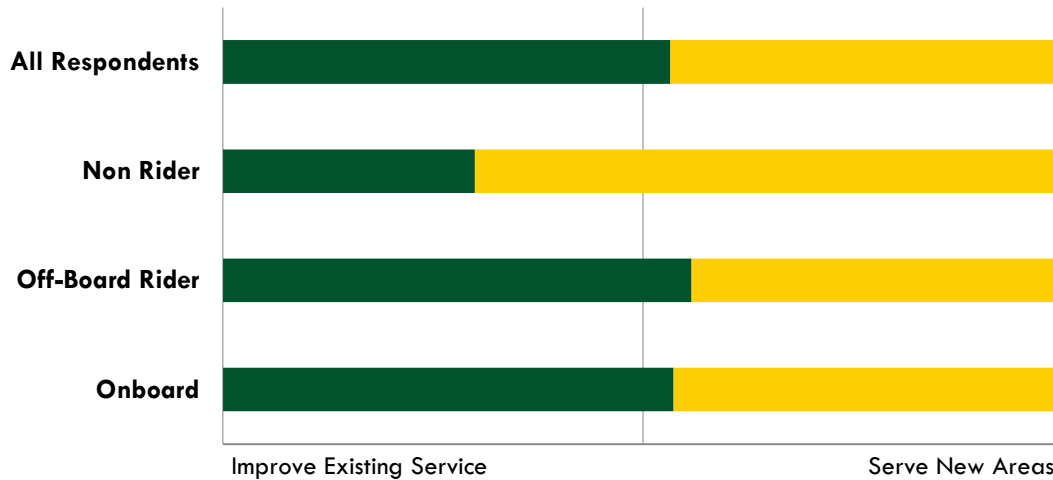
Figure 26 | More Frequent Service vs. Service on More Streets Responses



Improve Existing Service vs. Serving New Areas

Survey respondents slightly preferred improving existing service (53%) over introducing service to new areas (47%) (Figure 27). Both riders surveyed on-board DCTA Connect (54%) and off-board (56%) favored enhancing existing service, while non-riders primarily preferred expanding service to new areas (70%).

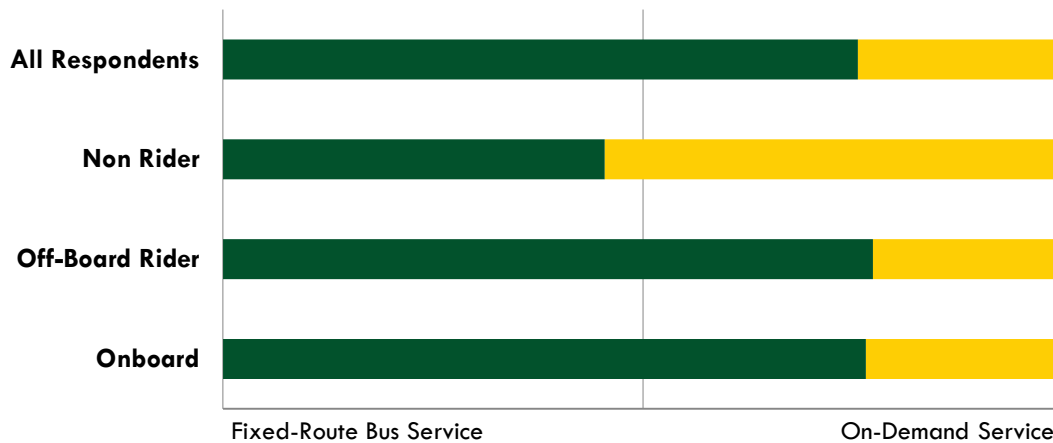
Figure 27 | Improve Existing Service vs. Serving New Areas Responses



Fixed-Route Bus Service vs. On-Demand Service

Survey respondents overwhelmingly preferred fixed-route bus service with fixed schedules (76%) to on-demand services (24%) (Figure 28). Over three-quarters of respondents surveyed on-board DCTA Connect and off-board selected fixed-route bus service, with only non-riders preferring on-demand service (55%).

Figure 28 | Fixed-Route Bus Service vs. On-Demand Service Responses



Survey Comments

Survey respondents were asked to provide additional comments about DCTA service in Denton. These comments are categorized and summarized below.

DCTA Service Area

- Requests for service within current member communities:
 - Denton
 - MedPark to Denton Admin Complex on Loop 288
 - Teasley Lane toward Guyer High School
 - Sequoia Park
 - North Loop 288
 - Fort Worth Drive and I-35
 - Nottingham at King's Row
 - Downtown Denton Transportation Center (2x)
 - Pecan Creek
 - North Denton, Wilson Elementary School
 - Sherman Drive (3x)
 - Kings Row
 - Windsor
 - Water Works Park
 - Bernard Street and southbound 1-35 frontage road
 - McMath Middle School (2x)
 - Airport Road (2x)
 - Walmart on Route 380
 - Cinemark off Wind River Lane
 - The Bridgemoor at Denton
 - Lewisville
 - Denton County Women, Infants and Children (WIC)
- Requests for service to non-member communities:
 - Corinth (2X)
 - North Central Texas College
 - Lake Dallas/Hickory Creek
 - Plano
 - The Colony
 - Fort Worth
 - Downtown
 - Tarrant County Community College
 - Carrollton
 - Trinity Mills Station (2x)

— North Dallas

A-train Service

- Bus and train schedules should be better coordinated.
- The train doesn't run often enough to make it usable, and is not helping relieve congestion.
- A-train ticket prices should be reduced for college students.
- Add more northbound trips during the weekday morning commuting period.
- The A-train schedule should be better coordinated with DART, specifically at Carrollton.
- A-train stations should be enhanced with restrooms, vending machine areas.
- Increase the frequency of southbound A-train trips.

Service Span

- Add bus service on Sundays to help people attending worship services (3x).
- There should be more late-night bus service on Friday and Saturday.
- Increase the number of Saturday trips on Route 6 and the service span (3x).
- There should be more nighttime bus service on weekdays.
- Classes at Texas Women's University end after bus services on weeknights (2x).
- Expand the service span for Route 3 in the mornings and evenings.

Service Quality

- Bus stops should be improved to connect with sidewalks and bike lanes.
- The look of the buses should be improved, and the insides should be used for advertising.
- There should be more discounts for riders.
- Bus stops are unsafe, particularly for people with disabilities.
- Bus stops are difficult to locate.
- Transfers between the DCTA and DART should be better coordinated.
- Bus stop should include shelters and benches.
- Buses do not run on time.
- The bus drivers are wonderful people and do not get enough credit for their hard work.
- Buses should feature the option to pay fare when boarding.
- Commuting to work using Denton Connect and the A-train takes nearly twice as long as driving.

COMMUNITY MEETINGS

DCTA organized four community meetings during the COA process, as well as a meeting with local stakeholders. At these events, DCTA and Nelson\Nygaard staff sought to gather opinions on existing services, ideas for potential service changes, and feedback about proposed service improvements. Two community meetings, one at TWU and another at the DDTC, were held towards the beginning of the COA process. Two additional community meetings were held after the initial service improvement scenarios were developed. Feedback from the second pair of meetings is described in Chapter 5.

Denton Public Meeting #1 (11/17/2015)

Texas Woman's University Student Union

The first public meeting in Denton was held on November 17, 2015 at the TWU Student Union. The meeting was attended by five community members, including TWU and UNT students and faculty. Three of the five attendees regularly commute from Dallas to Denton. Comments received during this meeting are described below:

What are DCTA's strengths and challenges?

- A train leaves on schedule, but the bus and train schedules do not match
- Sometimes the train leaves just as the buses are pulling up
- There should be consistent rules on the bus. Sometimes people break rules or drivers do not enforce them, which slows down the bus
- I mostly ride routes 4 and 5 to get to TWU, but I'll sometimes ride the 6 if they are not running on schedule
- There are no sidewalks on half of the trip from TWU to the DDTC
- Some bus stops are at intersections that do not have crosswalks
- So happy that the A-train is here. I would otherwise drive up 35 from Dallas

Future Priorities and Goals

- Sunday service. A lot of students come back from Dallas on Sunday evenings
- Better coordination between the A-train and the buses
- Coordinate bus schedules and class schedules. Right now the latest I can get to TWU for an 8 am class is 7:20 am
- DCTA changes schedules just before classes start, making it hard to coordinate class times with the bus schedule. DCTA should make schedule changes earlier in the summer
- TWU should have a free shuttle from the A-train for students and faculty
- More TWU commuters are starting to take the train because driving is too expensive
- There should be express trains from Denton to Trinity Mills
- More service to UNT, Route 9 can be crowded
- Add service to the Greyhound Station
- Fare structure and fare machines are too confusing. Make them more simple

Denton Public Meeting #2 (11/17/2015)

Downtown Denton Transit Center

The second public meeting in Denton was held on November 17, 2015 in the meeting room at the DDTC. The meeting was attended by three community members, including a representative from REACH. Comments received during this meeting are described below:

What are DCTA's strengths and challenges?

- Ability to change with Denton's rapid development
- Good service for students

- A-train is valuable to the community
- Stops are mostly clean
- Fares are comparable to similar systems

Future Priorities and Goals

- DCTA should eliminate Route 1 service towards Unicorn Lake. No one rides it
- There should be later service, especially on weekends
- Sunday service
- There should be more service where ridership is doing well
- Extend Route 4 to Loop 288 and Kings Run
- Add service to the waterpark

Denton Stakeholders Meeting (11/18/2015)

Downtown Denton Transit Center

The second public meeting in Denton was held on November 18, 2015 in the meeting room at the DDTC. The meeting was attended by numerous stakeholders representing City of Denton departments, community organizations, and major employers. Comments received during this meeting are described below:

What are DCTA's strengths?

- Good service for the universities
- Ride Guide is well set up
- Exceeds the expectations of new riders
- Receptive to the communities they serve
- Has made it easier to get to and from Denton
- DCTA has a really good travel training program, but not a lot of people know it exists

What are DCTA's challenges?

- Services is too infrequent. City of Denton wants 15 minute service on all routes
- Some rides require long out of direction deviations
- Inconsistent on-time performance
- Better coordination between DCTA and City of Denton during road maintenance
- No service to Airport Road. There are always people walking across the Airport Road bridge
- There needs to be more shelters
- No service to Denton County Friends of the Family (which is in Corinth)
- Fare structure is confusing
- Bikes with fenders don't fit on the bus bike racks
- Limited weekend service

Future Priorities and Goals

- Direct service to Airport Road
 - Drop off and pick up times for Airport Road services need to be within 15 minutes of the end of shifts
 - Peterbilt employees want to be able to take advantage of the A-train
 - There is an untapped employee base that can't access Denton due to the lack of bus service
- Express service from the A-train to the Universities
- More frequent service
- Express routes to high activity areas within Denton
- Later service to TWU for 9 pm classes
- Direct service from Health
- DCTA should organize more vanpools to Airport Road businesses
- Flight School wants to have access to DCTA bus service

**Board of Directors Memo****March 23, 2017****Subject: RM 2(b) Authorize President to Execute Contracts for On-Demand Ride Share Services****Background**

On January 23rd, 2017 DCTA released a request for proposals from firms for On-Demand Rideshare Services.

On February 27th, 2017 DCTA received 3 proposals in response to the RFP.

1. Lyft, Inc.
2. Irving Holdings, Inc.
3. TransLoc, Inc.

An evaluation review committee reviewed and rated the proposals based on criteria which included experience and qualifications, schedule, understanding of the work plan, fare payment structures, policy and administrative factors, and cost. Staff is recommending the award to Lyft, Inc. and Irving Holdings, Inc.

Identified Need

Public transit is undergoing a paradigm shift from a service oriented perspective to a more rider oriented perspective. This new paradigm is referred to as Mobility on Demand (MOD), and seeks to make public transit more accessible and appealing to its current and future customers by incorporating mobile technology and alternative transportation modes.

Partnering with third party providers to implement new On-Demand service models provides an opportunity for DCTA to enhance its existing services by improving connections to public transit, as well as connections to private transportation service providers within its service area, to improve mobility for all customers.

As a result, DCTA seeks to provide new Mobility On-Demand services through third party vendors to help provide transit options in low density areas, address the first/last mile connection, provide real time travel options to passengers and offer an alternative to site specific shuttles to local employment centers.

DCTA is partnering with these vendors to offer a discounted fare for customer requested trips via the vendor's app. For customers without access to smartphones, vendors will allow discounted trips to be booked directly, or via a third party concierge service. These services will have the capability to be customized on unique community needs and will be requested of the vendors with the ability to be deployed within existing DCTA member cities or via service contracts with area cities and companies.

Financial Impact

The initial term of the agreements shall be for two (2) years with the option to renew for three (3) additional one (1) year terms. DCTA will subsidize ride discounts, provided by the vendors, for services deployed within DCTA member cities. These services will be accomplished within existing and future budgets. Services deployed within DCTA non-member cities will be a direct pass through cost as part of a service contract with DCTA.

Recommendation

Staff recommends the Board authorize the President to execute an agreement with Lyft, Inc. and Irving Holdings, Inc.

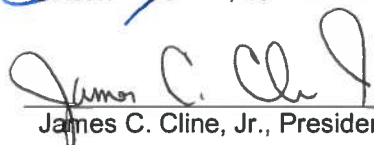
Submitted by:


Athena Forrester, CPPO, CPPB
Senior Procurement Manager

Final Review:


Kristina Brevard, VP Planning & Development

Approval:


James C. Cline, Jr., President

**Board of Directors Memo**

March 23, 2017

Subject: Work Session 1c) Adoption of a Resolution (R17-01) Providing for the Adoption of the Strategic Planning Guidance Report; Providing a Repealing Clause; and Providing an Effective Date.

Background

On February 23, 2017, the DCTA Board of Directors conducted a Strategic Planning retreat to discuss the direction of the Agency and steps toward implementation. A "Strategic Planning Guidance Report" was the result of this exercise.

Identified Need

With the successful completion of the A-train and over five years of successful operation, it is important for DCTA to review our next steps. In addition, the need to consider rail expansion and address the underserved areas of Denton County and surrounding areas is becoming more and more important.

Financial Impact

Implementing the projects discussed will have significant cost implications. The addition of these costs to the DCTA budget will require separate action by the Board of Directors. This resolution, as a stand-alone action, will not have a financial impact.

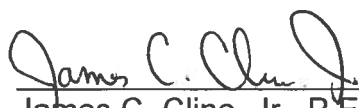
Committee Review

This effort has been completed in conjunction with input and guidance from the Executive, Finance, and Program Services Committees.

Recommendation

Staff recommends the adoption of the Resolution.

Approval:


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

**DENTON COUNTY TRANSPORTATION AUTHORITY
RESOLUTION NO. 17-01**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA) PROVIDING FOR ADOPTION OF THE STRATEGIC PLANNING GUIDANCE REPORT; PROVIDING A REPEALING CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the firm of Nelson/Nygaard Consulting Associates, Inc. was engaged to work with DCTA to prepare a Long Range Service Plan ("the Plan") which was adopted on December 15, 2011; and

WHEREAS, the Plan provides for a roadmap for DCTA to invest in future transit services to address the mix of priorities, funding sources, and transit needs; and

WHEREAS, the Plan is intended to articulate the Authority's service and planning goals and inform agency decisions and annual budget development; and

WHEREAS, the Board of Directors of the DCTA conducted a strategic planning retreat on February 23, 2017 to review steps toward the implementation of the Plan and provide guidance; and

WHEREAS, the Board of Directors of the DCTA finds it to be in the public interest to approve and adopt the Strategic Planning Guidance Report;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY THAT:

SECTION 1. The Strategic Planning Guidance Report dated March 23, 2017 attached hereto as Exhibit "A" is adopted as guidance on the implementation of the Long Range Service Plan adopted on December 15, 2011, and is hereby adopted and approved in all aspects.

SECTION 2. All provisions of the resolutions of the DCTA Board of Directors in conflict with the provisions of this Resolution be, and the same are hereby, repealed, and all other provisions not in conflict with the provisions of this Resolution shall remain in full force and effect.

SECTION 3. This Resolution shall become effective immediately upon its passage and approval.

**DULY PASSED AND APPROVED BY THE BOARD OF DIRECTORS OF THE DENTON
COUNTY TRANSPORTATION AUTHORITY THE 23RD DAY OF MARCH, 2017.**

APPROVED:

Charles Emery, Chairman

ATTEST:

Richard Huckaby, Secretary

APPROVED AS TO FORM:

Peter G. Smith, General Counsel
(PGS:3-16-17:TM 84589)

EXHIBIT “A”

STRATEGIC PLANNING GUIDANCE REPORT



DENTON COUNTY
TRANSPORTATION AUTHORITY



STRATEGIC PLANNING GUIDANCE REPORT

March 23, 2017



MISSION, VISION & VALUES

MISSION

As a regional partner, the Denton County Transportation Authority is committed to provide safe, customer-focused, and efficient mobility solutions.

VISION

Be a leader in advancing public transportation alternatives.

VALUES

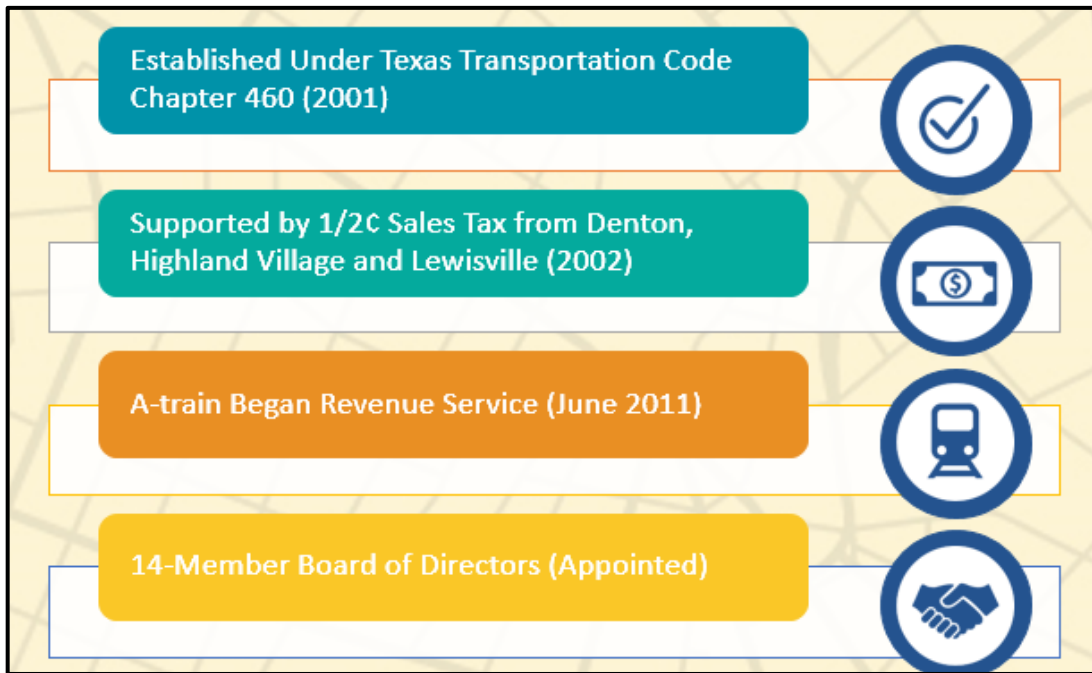
- **Safety** – In accordance with our Service Plan, our most important commitment is passenger safety through the strict adherence to policies and procedures and ongoing employee training and professional development.
- **Accountability** – As public servants, DCTA employees and Board of Directors hold themselves accountable to their constituents and are committed to being exemplary stewards of public resources.
- **Commitment** – DCTA employees and Board of Directors are committed to working collaboratively to deliver the components of the Service Plan in a timely manner to serve the mobility needs of our passengers.
- **Excellence** - Always in the pursuit of excellence, DCTA will consistently offer innovative, effective and quality public transportation alternatives that will exceed passenger expectations.
- **Integrity** - It is incumbent upon DCTA employees and Board of Directors to conduct themselves in a manner that upholds the highest moral, legal and ethical standards. We are uncompromising in our commitment to truth, honesty and openness in all relationships and interactions.
- **Respect** - We believe that all of our passengers are important and that all of our employees add value. We will treat passengers and employees with dignity and esteem.

DCTA GOALS & OBJECTIVES

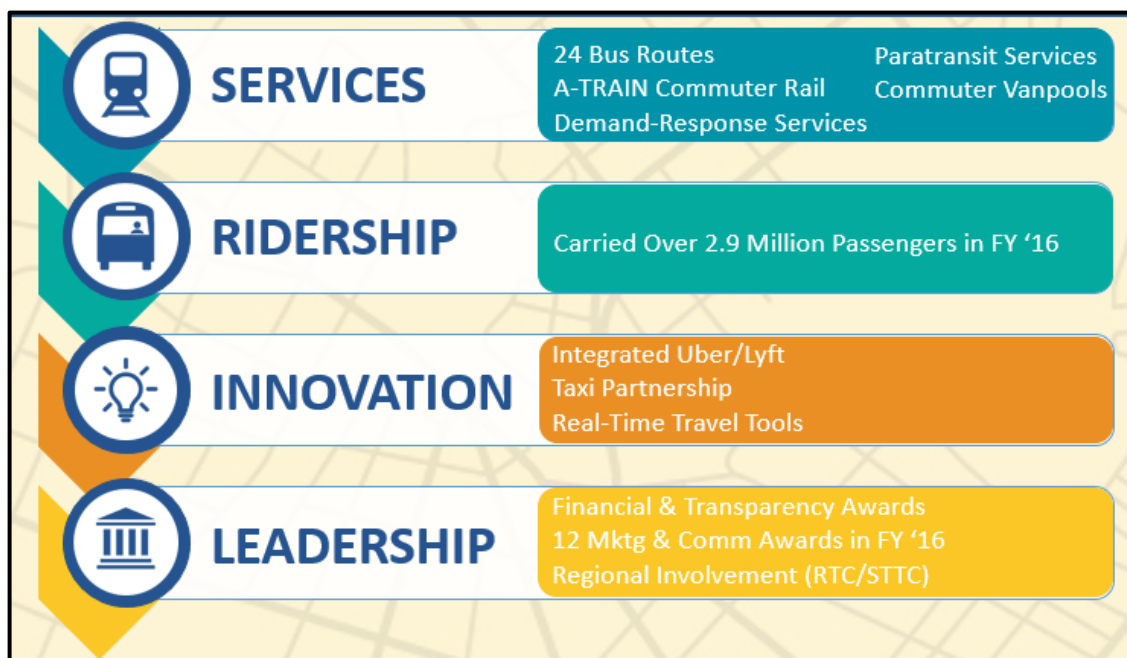
1. Safety – Passenger, Employee, Public
2. Maximize service efficiency and reliability
3. Maximize the effectiveness of service for DCTA's ridership markets
4. Increase the visibility and elevate the image of DCTA
5. Expand DCTA's services into areas where transit has a strong likelihood of success
6. Coordinate regional services with other regional transportation providers
7. Tie the provision of transit to land-use and the resulting demand levels
8. Advocate sustainable development practices that support transit
9. Maintain fiscally sound and sustainable financial plans and budgets that reflect community priorities and values
10. Leverage technology for the development of innovative transit solutions

ABOUT DCTA

Agency Background



Agency Facts



DCTA OPERATING PHILOSOPHY

- Maintain our commitment to safety
- Meet the interests of our financially contributing member cities
- Protect what makes us unique – innovative, nimble and responsive
- Consistently provide excellent customer service
- Sustainable funding for services
- Leverage multiple funding sources
- Bring solutions to current and anticipated problems
- Honor all statutory requirements
- Maintain an attitude of transparency

BOARD OF DIRECTORS

Small Cities (500 – 17,000)



Eric Jensen



Skip Kalb



Connie White

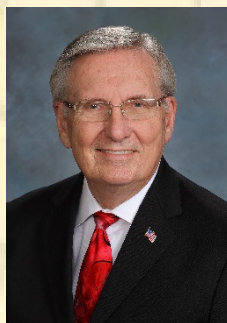
Large Cities (>17,000)



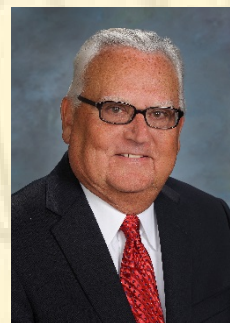
Richard Huckaby
Secretary
Denton



Paul Pomeroy
Vice-Chairman
Highland Village



Charles Emery
Chairman
Lewisville



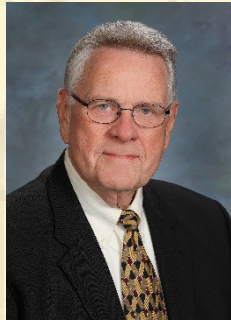
Tom Winterburn
Corinth

BOARD OF DIRECTORS (CONTINUED)

Large Cities Continued (>17,000)



Doug Peach
Little Elm



Carter Wilson
Frisco

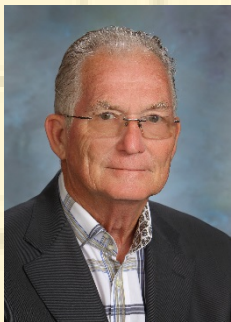


Allen Harris
The Colony



Jim Robertson
Flower Mound

Denton County Unincorporated



George A. Campbell



Don Hartman

Denton County at Large



Dave Kovatch
Treasurer

KEY RELATIONSHIPS

- Denton, Highland Village and Lewisville
- Denton County/Collin County
- NCTCOG/RTC
- DART/FWTA/SPAN
- UNT/TWU/NCTC
- Transportation Coalitions (DRMC/TRTC)
- Corridor Groups (35W/NCP)
- Trade Organizations (APTA/SWTA, TTA)
- Texas Department of Transportation (TxDOT)
- Federal and State Regulatory Agencies
- Texas Legislature/US Congress
- Contract Communities (Frisco)
- Federal Transit Administration
- Federal Railroad Administration
- McKinney Urban Transit District



CURRENT FOCUS AREAS

Service/Operations

- **Single Car Operations** – Complete signal upgrade and commence single car operations on trips where demands can be met, no later than March 31, 2017. Focus on decreasing operating costs and vehicle wear and tear.
- **Positive Train Control** – Complete federally mandated safety system in advance of the December 31, 2018 deadline.
- **Bus Service Improvements** – Complete enhancements in multiple phases in Denton starting in May 2017. Lewisville and Highland Village improvements are complete.
- **Infrastructure Development** – Complete improvements at Lewisville Rail OMF to allow utilization of space to domicile buses for Lewisville and Frisco operations and to complete fueling and light maintenance efforts. Pursuing options for a Lewisville Multi-Modal Facility and permanent office space.
- **Building Ridership** – Continue seeking improvements to service on bus and rail to increase ridership and scope of service.
- **Safety/Security** – Complete overall assessment.

Technology

- **Network Improvements** – Complete installation of network improvements to improve resiliency and optimize utilization of fiberoptic cable in rail right-of-way.
- **Security** – Complete cyber security assessment.
- **Real-Time Ridership Tools** – Improve customer experience with demand-responsive services and coordination of various service modes.



CURRENT FOCUS AREAS (CONTINUED)

Marketing & Communications

- **Build Ridership** – Continue to execute strategic marketing and communications efforts to drive new ridership and retain existing ridership. Leverage resources to better tie ridership peaks and valleys to marketing and communications efforts.
- **Brand Awareness** – Continue to promote services and programs through community outreach activities in order to build brand awareness. Monitor non-passenger awareness and sentiment through bi-annual community survey. Launch new agency website no later than December 31, 2017.
- **Passenger Communication** – Continue to promote routine and specialized messages in order to keep passengers up to date and well informed. Leverage capabilities of GovDelivery/Granicus system to increase and better customize passenger communications.

Financial

- **Ensure Compliance** – Monitor activities to ensure DCTA meets State and Federal regulations.
- **Sustain Policies** – Sustain adherence to DCTA Finance Policies.
- **Strong Audit Results** – Sustain efforts to continue positive audit results.
- **Maintain Transparency** – Sustain Platinum Transparency Award from State Comptrollers Office.
- **Develop Viable Financing Strategies** – Provide options for new projects and build a sustainable budget.
- **Enhance Workforce Recruitment and Retention** – Sustain strong staffing levels.

Planning & Development

- **Property Acquisition** – Pursue property purchase or use rights to enable service expansion, enhance service, promote ridership and transit-oriented development, and support member city long-term planning.
- **Innovative Services** – Pursue non-traditional transit solutions.
- **Partnerships** – Pursue partnerships and joint efforts with industry, communities, TxDOT, and NCTCOG.
- **New Service Opportunities** – Work with unserved areas to develop service options that meet community needs.

A RIDER'S PERSPECTIVE*



RELIABLE

84% of the rider respondents rated the reliability of DCTA's services as good to excellent



SAFE

90% of the rider respondents rated the safety of DCTA's services as good to excellent



CONVENIENT

46% of the rider respondents rated the convenience of DCTA's services as good to excellent



COMFORTABLE

58% of the rider respondents rated the comfort of DCTA's services as good to excellent



SAVINGS

81%* of the rider respondents say they save money using DCTA



AVOID TRAFFIC

92%* of the rider respondents say they avoid traffic using DCTA



SECURITY

90%* of the rider respondents say they are safer when using DCTA



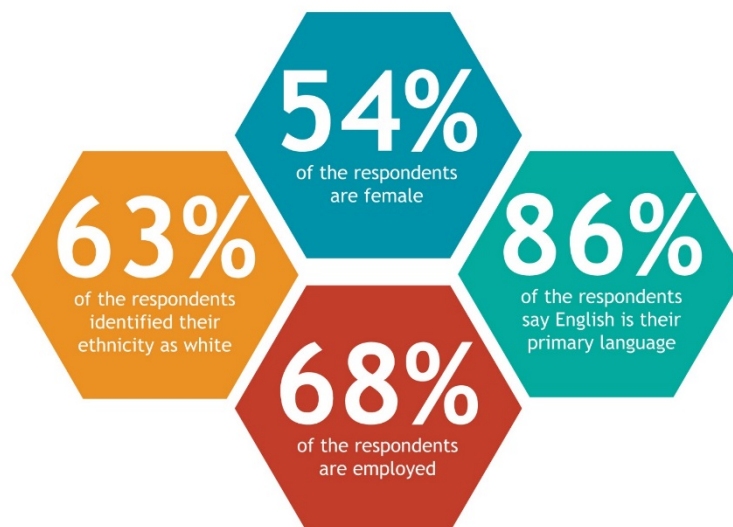
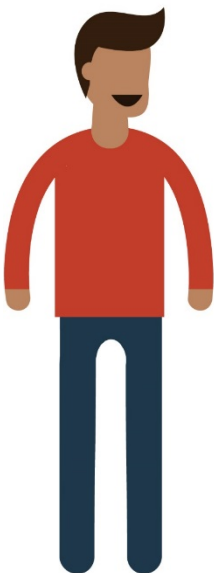
RECOMMENDED

92%* of the rider respondents say they would recommend DCTA to their friends



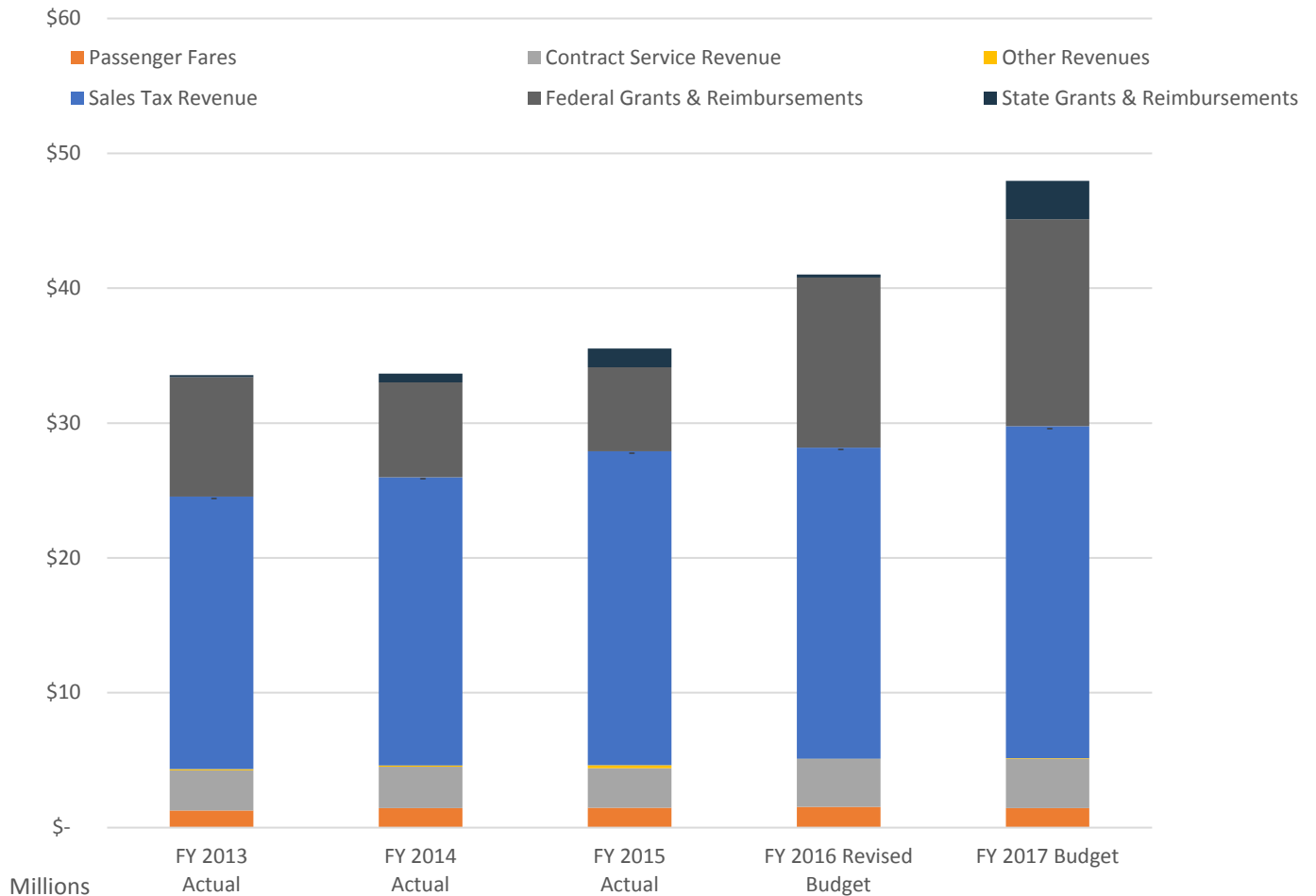
* Respondents selected agree or strongly agree

RIDER DEMOGRAPHICS*



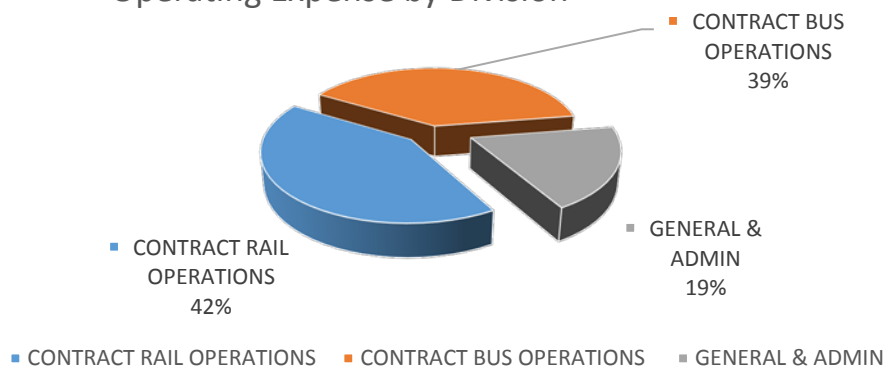
*Results according to the 2017 DCTA Community Survey.

DCTA SOURCES OF FUNDS (5-YEAR HISTORY)



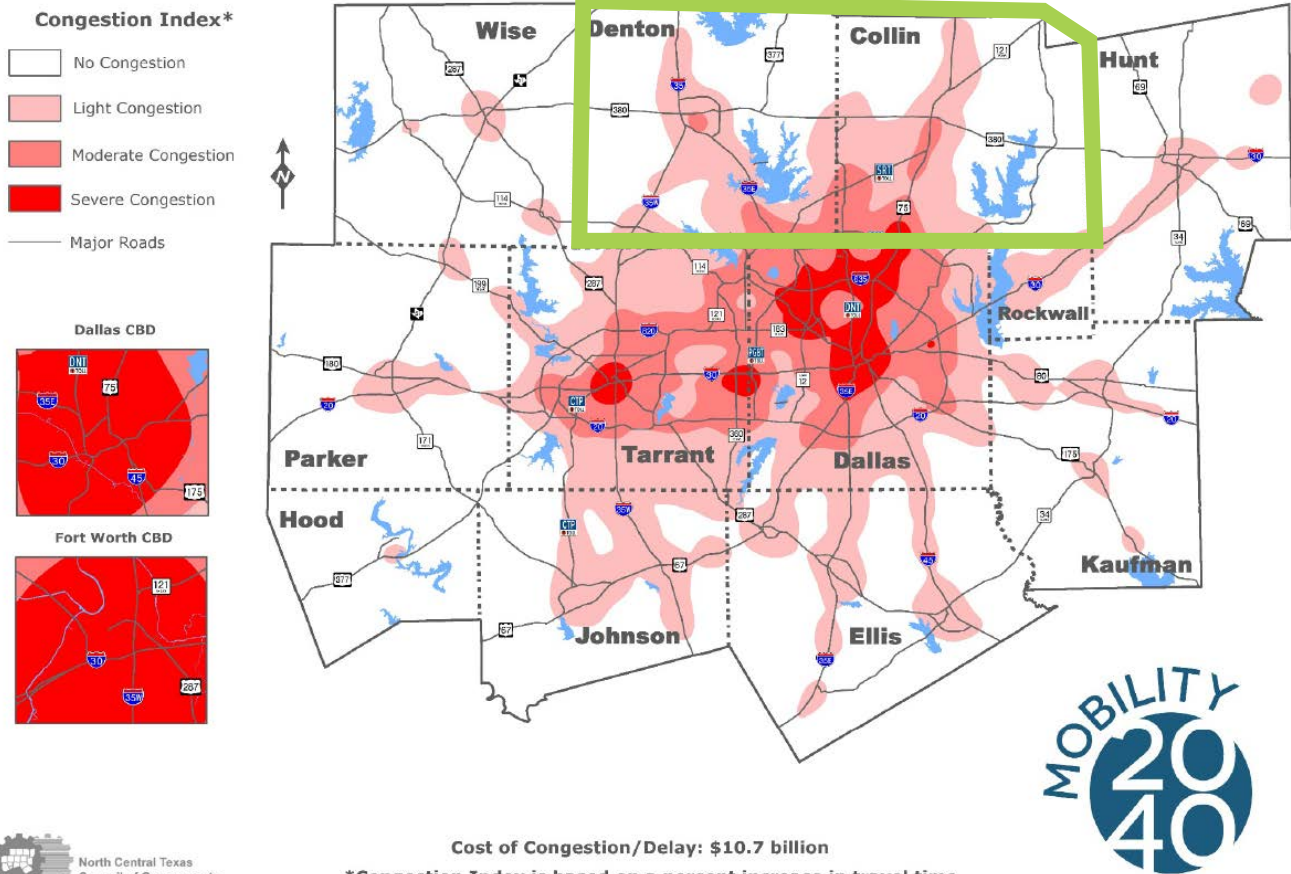
DCTA FY '17 OPERATING EXPENSES

Operating Expense by Division



CONGESTION MAPS

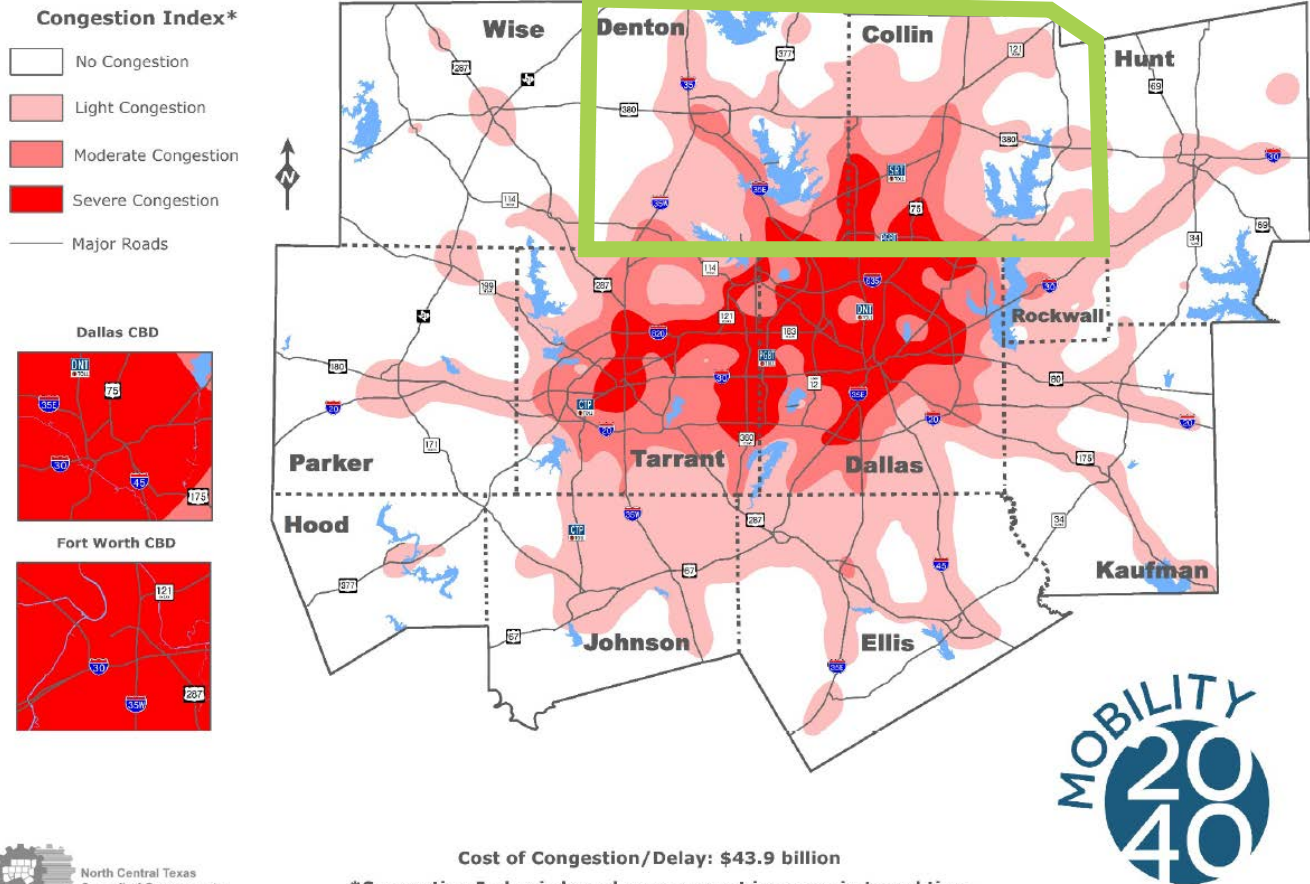
2017 Levels of Congestion/Delay



- Denton and Collin Counties have experienced rapid growth prior to 2017, and that growth will continue well into the future.

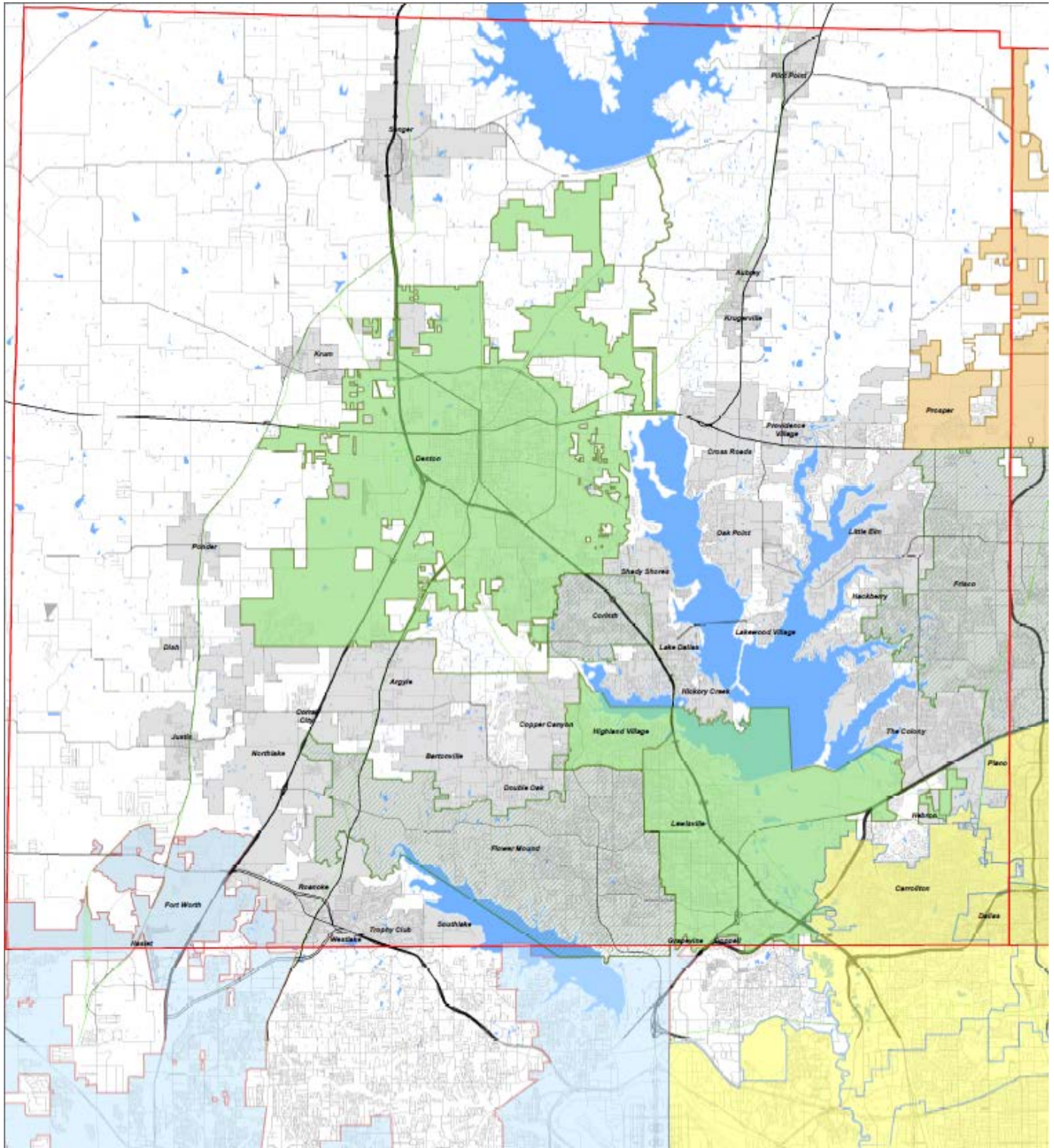
2040 Levels of Congestion/Delay

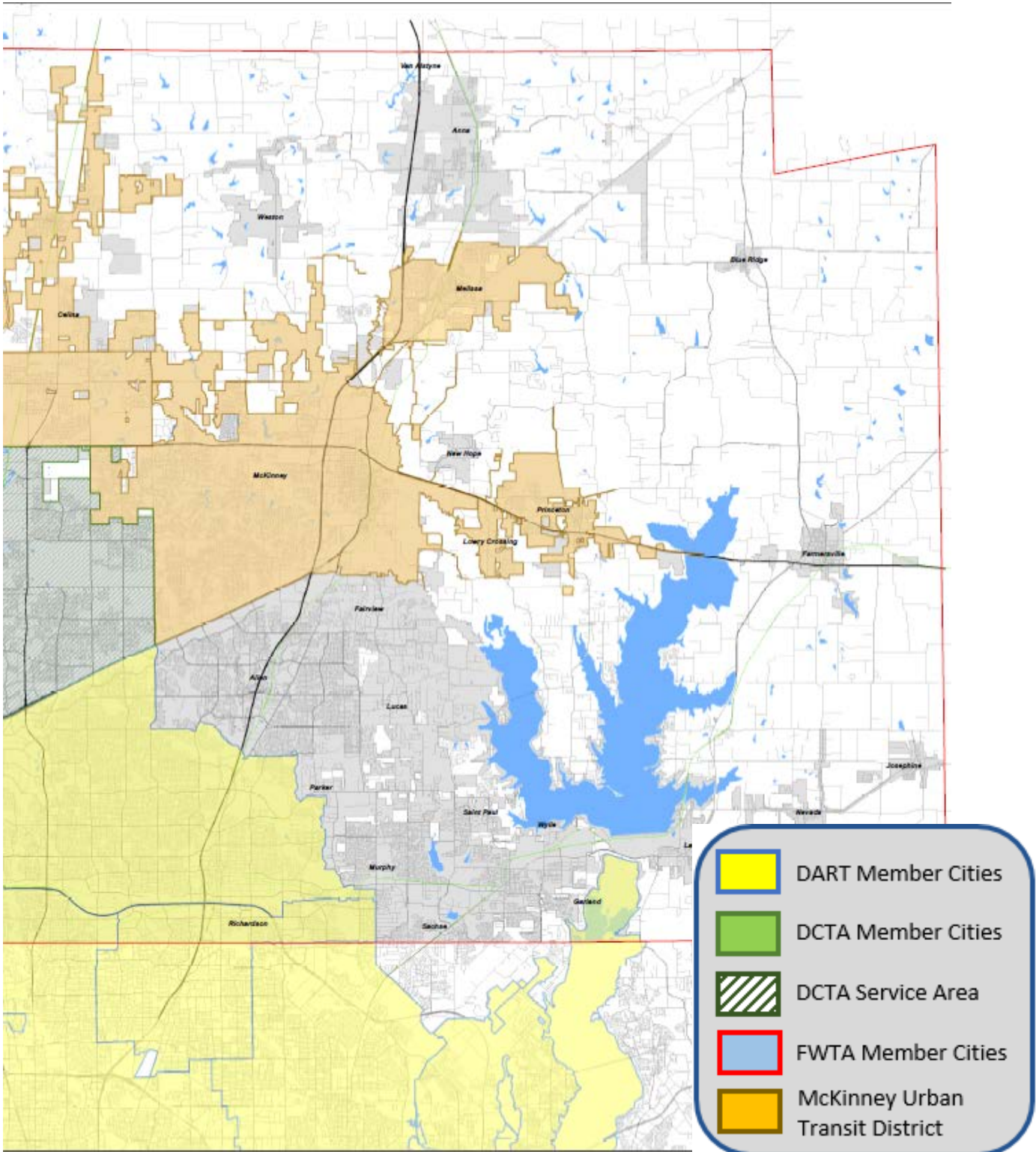
No-Build Scenario



- While much of this growth has occurred without the support of public transportation, building road congestion and lack of space for expansion will limit potential growth.
- Clear need demonstrated for accessible transportation options.

DENTON AND COLLIN COUNTY MAP





CRITERIA FOR PRIORITIZING ELEMENTS IN THE STRATEGIC PLAN

- Ridership Potential
- Mobility and Air Quality
- Financing Potential/Cost
- Economic Development
- Added System Value

STRATEGIC DRIVERS

- Enhance service effectiveness, safety and security
- Expand within Denton County
- Expand expansion within Collin County
- Sustain financial strength
- Support higher education
- Improve air quality
- Maintain and enhance relationships
- Seek opportunities with non-traditional partners
- Sustain the DCTA culture – keep what makes us different
- Bring value beyond transit to the communities we serve

PROJECTS FOR CONSIDERATION AND FURTHER ANALYSIS

SERVICE IMPROVEMENT/EXPANSION INSIDE SERVICE AREA
Improved Bus Frequency
Additional Rail Service
Intermodal Center
A-train Extension to Belt Line
A-train Extension to SH 380
35W Service
TNC Expansion

Cities w/ Limited Service or Unserved	Population + Employment (1)
Frisco	411,392
McKinney	314,390
Allen	144,018
Flower Mound	138,381
Wylie	123,512
The Colony	84,618
Little Elm	70,370
Corinth Rail	58,284
Prosper	54,374
Parker	53,117

SERVICE EXPANSION – CORRIDOR PROJECTS
<u>BUS</u>
35W Bus Expansion
SH 380 Bus
SH 121 Bus
DNT/FM 423 Bus
FM 1171 Bus
FM 407 Bus
<u>RAIL</u>
BNSF Rail (35W & Frisco)
35W Rail
KCS Rail
SH 380 Rail

(1) Total of 2040 population and employment from NCTCOG

DCTA BOARD OF DIRECTORS PRIORITIES

1. Operations

- Improve service within member cities
 - Rail service
 - Bus Service
 - Innovative Services
 - Added value (Office/TOD/Trails)
 - Strategic acquisition of property, use rights and right-of-way
- Growth within unserved areas of Denton County
 - Open dialogue with Flower Mound, Corinth, Little Elm, The Colony, 35W corridor
 - Regular outreach
 - Develop options
- Expansion into Collin County
 - Sustain relationship with Frisco including development of BNSF rail
 - Establish relationship with McKinney Urban Transit District (UTD)
 - Growth within underserved areas

2. Relationships

- Sustain and build key relationships
- Key themes and messages
 - Innovative partnerships
 - Willingness to take a leadership role
 - Communication with all stakeholders - always transparent
- Marketing/Communication actions to enhance these relationships

3. People

- Stay lean
- Be scaleable and proactive
- Maintain the culture
- Build and sustain a place where good people want to work
- Build a pipeline of talent for succession

4. Finance

- Sustain our solid position and practices
- Sustainable funding for improvements and expansion
- Retain fidelity with stakeholders



DCTA ACTION PLAN WITHIN FIVE YEARS

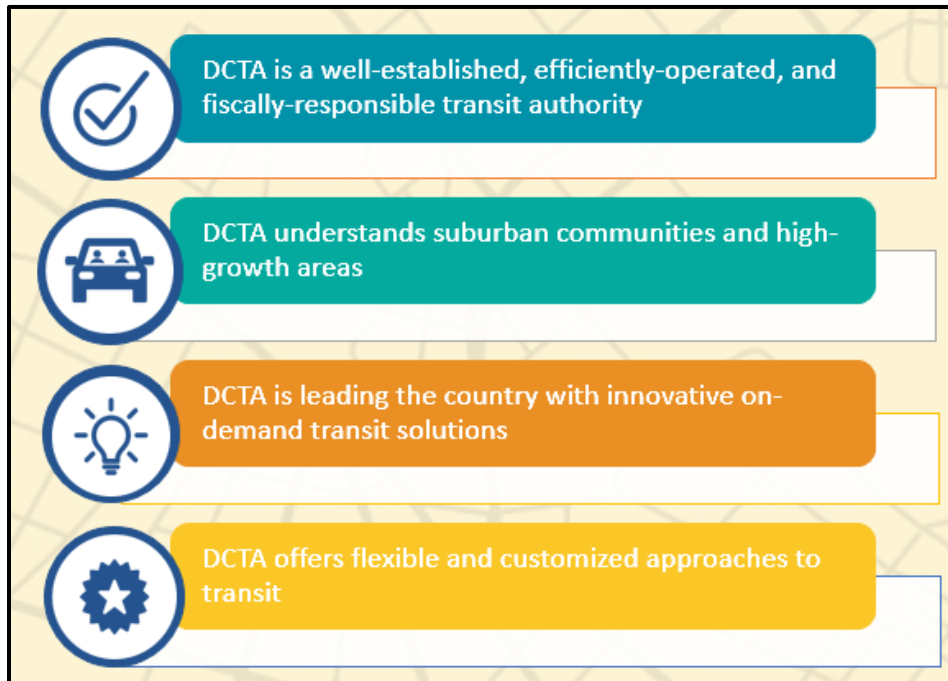
- Complete positive train control and single car operations
- Develop and implement a viable plan for BNSF rail service from Carrollton to Frisco/Proper
- Pursue McKinney UTD service
- Retain focus on utilization of Transportation Network Companies (TNCs) and prepare for automated vehicle technology
- Move into permanent office and facilitate TOD
- Explore A-train extensions – south in coordination with the Cotton Belt and north in response to needs in North Denton
- Complete analysis of potential for future rail and high-intensity bus expansion in all candidate corridors

DCTA ACTION PLAN BEYOND FIVE YEARS

- Address east/west corridors (FM 1171/SH 121/SH 380)
- Pursue additional rail corridor development (35W/KCS/SH 380)
- Implement A-train extensions (as appropriate)



DCTA VALUE PROPOSITION





DENTON COUNTY
TRANSPORTATION AUTHORITY

RESOLUTION

DENTON COUNTY TRANSPORTATION AUTHORITY RESOLUTION NO. 17-01

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA) PROVIDING FOR ADOPTION OF THE STRATEGIC PLANNING GUIDANCE REPORT; PROVIDING A REPEALING CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the firm of Nelson/Nygaard Consulting Associates, Inc. was engaged to work with DCTA to prepare a Long Range Service Plan ("the Plan") which was adopted on December 15, 2011; and

WHEREAS, the Plan provides for a roadmap for DCTA to invest in future transit services to address the mix of priorities, funding sources, and transit needs; and

WHEREAS, the Plan is intended to articulate the Authority's service and planning goals and inform agency decisions and annual budget development; and

WHEREAS, the Board of Directors of the DCTA conducted a strategic planning retreat on February 23, 2017 to review steps toward the implementation of the Plan and provide guidance; and

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NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY THAT:

SECTION 1. The Strategic Planning Guidance Report dated March 23, 2017 attached hereto as Exhibit "A" is adopted as guidance on the implementation of the Long Range Service Plan adopted on December 15, 2011, and is hereby adopted and approved in all aspects.

SECTION 2. All provisions of the resolutions of the DCTA Board of Directors in conflict with the provisions of this Resolution be, and the same are hereby, repealed, and all other provisions not in conflict with the provisions of this Resolution shall remain in full force and effect.

SECTION 3. This Resolution shall become effective immediately upon its passage and approval.

RESOLUTION (CONTINUED)

**DULY PASSED AND APPROVED BY THE BOARD OF DIRECTORS OF THE DENTON
COUNTY TRANSPORTATION AUTHORITY THE 23RD DAY OF MARCH, 2017.**

APPROVED:

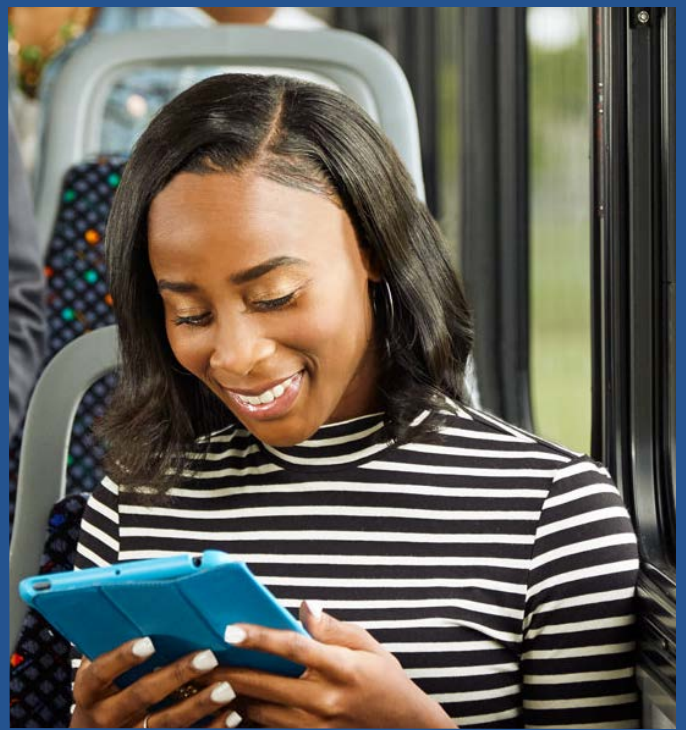
Charles Emery, Chairman

ATTEST:

Richard Huckaby, Secretary

APPROVED AS TO FORM:

Peter G. Smith, General Counsel
(PGS:3-16-17:TM 84589)



DCTA
DENTON COUNTY
TRANSPORTATION AUTHORITY

RideDCTA.net • 940.243.0077



Your Future is Riding on Us.

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