



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Work Session

March 23, 2017 | 1:30 p.m.

1. Routine Briefing Items
 - a. Staff Briefing on Monthly Financial Reports
 - i. Financial Statements for January and February 2017
 - ii. Capital Projects Budget Report for January and February 2017
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - v. 2017 Finance Committee Calendar
 - b. Marketing and Communications
 - i. Hop on Board Blog One-Year Recap
 - ii. February Public Meeting Results – Focus on Denton COA Recommendation
 - c. Strategic Planning and Development
 - i. Local Transportation Planning Update
 - ii. Regional Planning Initiatives Update
 - iii. Partnership Initiatives Update
 - d. Capital Projects
 - i. Flood Damage Repairs Update
 - ii. Positive Train Control & Signal System Enhancements
 - e. Staff Briefing on Transit Operations Reports
 - i. Bus and Rail Operations
2. Items for Discussion
 - a. Strategic Planning Guidance Report
 - b. Calendar Updates
 - i. Board and Committee Meeting Dates
 - ii. APTA Events
 - c. Board Feedback on the Weekly President's Email Updates
3. Committee Chair Report
 - a. Program Services Committee (02/14/2017) Paul Pomeroy, chair
4. Discussion of Regular Board Meeting Agenda Items (March 2017)

5. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
 - b. 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.
6. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
 - a. Board Member Requests
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 3/20/2017 at 8:10 AM.

Rusty Comer, Senior Public Information Specialist



Board of Directors Memo

Subject: Monthly Financial Reports

March 23, 2017

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending February 28, 2017 include the Statement of Change in Net Position, Statement of Net Position, and Capital Projects Fund. These reports provide a comparison of budget vs. actual for the fiscal year as of the current month.

The following are major variances between year-to-date budget and year-to-date actuals, which are annotated on the Statement of Change in Net Position.

Statement of Change in Net Position:

- **Note A:** Passenger Revenues – YTD unfavorable by (\$2k), due to lower than budgeted ridership. YTD rail ridership of 223k is 7% less than budgeted YTD ridership of 239k. YTD ridership for Connect, Access, Frisco, and North Texas Express is 234, which is 11% less than budgeted YTD ridership of 264k. Total YTD bus ridership including UNT and NCTC riders is 1.25 million, which is 9% higher than budgeted ridership of 1.15 million. This positive variance is partially offset by 716 service hours billed for special movements (\$44k revenue).

		YTD FY17 Actual Ridership	YTD FY17 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	223,053	239,365	- 7%
Connect, Access, Frisco, North Texas Express	(A)	234,145	264,042	- 11%
UNT & NCTC	(B)	1,012,201	884,027	14%
Total Bus Ridership		1,246,346	1,148,069	9%
Total Ridership		1,469,399	1,387,434	6%

(A) Passenger revenues are linked with these ridership statistics. Although Frisco service is a contracted service, the passengers are responsible for a passenger fare as well.

(B) These ridership numbers are shown for information purposes only and are not linked to passenger revenues.

- **Note B:** Contract Service Revenue – YTD favorable by \$123k, due to increased revenue hours (\$184k). YTD revenue hours of 31,046 are 10% higher than budgeted 28,292 revenue hours. This favorable variance is partially offset by reduced fuel pass-through costs for UNT and NCTC (reduction of \$61k). Average billed fuel price/gallon of \$1.96 is 35% lower than the budgeted \$3.00/gallon.
- **Note C:** Sales Tax Revenue – February sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in February will be received in April. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY17 sales tax receipts collected through March.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$928k) mainly because expenses and corresponding reimbursements for the Lewisville Hike & Bike Trail (\$1 million) have been delayed from the timing anticipated in the budget. The budget for this project will be adjusted to reduce project costs and corresponding reimbursements. This negative variance is partially offset by reimbursements for the PTC project that are higher than anticipated in the budget.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus O&M	\$ -	\$ 6,209	\$ 6,209
Bus Fleet Cameras	68,000	-	(68,000)
Bus Scheduling Software	46,000	-	(46,000)
Comp. Service Analysis	117,452	3,066	(114,386)
Lewisville Hike & Bike Trail	1,020,511	-	(1,020,511)
Positive Train Control (PTC)	2,495,492	2,965,475	469,983
Safety/Security	112,248	-	(112,248)
Transit Enhancements	51,426	7,893	(43,533)
	\$ 3,911,129	\$ 2,982,643	\$ (928,486)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$394k) mainly because expenses and corresponding reimbursements for FEMA projects have been delayed from the timing anticipated in the budget. These reimbursements will be requested in coming months. This negative variance is partially offset by reimbursements for ADA assistance that are higher than anticipated in the budget.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus PM	\$ 433,055	\$ 519,344	\$ 86,289
Rail PM	750,000	757,521	7,521
ADA Assistance	280,617	561,234	280,617
FEMA	889,450	-	(889,450)
VanPool	187,368	296,956	109,588
Printing	-	11,024	11,024
	\$ 2,540,490	\$ 2,146,079	\$ (394,411)

- **Note F:** Insurance – YTD unfavorable by (\$94k), due to higher than budgeted costs for rail liability insurance. Previously, DCTA was covered under an interlocal agreement with DART for insurance coverage. DCTA entered into an independent policy for FY2017 that is higher than previous coverage. This overage will be addressed with an upcoming budget transfer.
- **Note G:** Purchased Transportation – YTD unfavorable by (\$365k), attributable to higher than budgeted train hours and car miles. These overages are related to additional car miles for two car operations versus single car operations as well as additional service hours and car miles for the State Fair of Texas in October 2016; these items were not budgeted. Additional service for the State Fair of Texas was added in response to customer complaints regarding the service schedule. Car miles will decrease when the A-train is able to implement single car operations. Actual YTD train hours were 7,175 compared to 6,042 budgeted hours. Actual YTD car miles were 300,498 compared to 187,229 budgeted miles.

Identified Need


Provides the Board a review of DCTA's financial position and the agency's performance to budget.

Recommendation

Staff recommends acceptance.

Submitted by: Marisa Perry, CPA 
Controller

Final Review: 
Anna Mosqueda,
CFO

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

Denton County Transportation Authority
Change in Net Position
Month and Year to Date February 28, 2017
(Unaudited)

Item 1(a)i

Description	Month Ended February 28, 2017			Year to Date February 28, 2017			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 102,828	\$ 127,626	\$ (24,798)	\$ 616,001	\$ 618,369	\$ (2,368)	\$ 1,446,008	Note A
Contract Service Revenue	394,172	395,567	(1,395)	1,697,048	1,574,110	122,938	3,649,987	Note B
Sales Tax Revenue	1,908,263	1,723,722	184,541	10,556,927	9,849,840	707,087	24,624,601	Note C
Federal/State Grants - Capital	16,074	839,609	(823,535)	2,982,643	3,911,129	(928,486)	11,940,392	Note D
Federal/State Grants - Operating	232,517	414,501	(181,984)	2,146,079	2,540,490	(394,411)	6,264,427	Note E
Total Revenue and Other Income	2,653,854	3,501,025	(847,171)	17,998,698	18,493,938	(495,240)	47,925,415	
Operating Expenses								
Salary, Wages and Benefits	801,317	904,500	103,183	4,073,319	4,527,362	454,043	10,893,651	
Services	152,206	198,149	45,942	716,160	1,287,340	571,180	2,691,146	
Materials and Supplies	185,391	282,460	97,068	953,638	1,344,891	391,253	3,321,374	
Utilities	30,809	40,905	10,096	129,147	197,333	68,186	481,264	
Insurance, Casualties and Losses	125,092	105,990	(19,102)	624,258	530,302	(93,956)	1,285,814	Note F
Purchased Transportation Services	779,115	757,424	(21,692)	4,146,430	3,781,272	(365,158)	9,131,734	Note G
Miscellaneous	10,299	31,284	20,985	90,596	215,733	125,137	385,405	
Leases and Rentals	21,241	24,840	3,599	111,484	126,051	14,566	301,776	
Depreciation	841,063	845,581	4,518	4,130,791	4,231,751	100,960	10,339,739	
Total Operating Expenses	2,946,533	3,191,132	244,599	14,975,824	16,242,035	1,266,210	38,831,903	
Income Before Non-operating Revenue and Expense	(292,679)	309,893	(602,572)	3,022,873	2,251,903	770,970	9,093,512	
Non-Operating Revenues / (Expense)								
Investment Income	4,957	3,333	1,623.78	26,738	16,665	10,073	40,000	
Gain (Loss) Disposal of Assets	560	-	560	2,910	-	2,910	-	
Fare Evasion Fee	-	125	(125)	225	625	(400)	1,500	
Other Income - Miscellaneous	16	-	16	22,110	-	22,110	-	
Long Term Debt Interest/Expense	(91,534)	(91,534)	(0)	(457,672)	(457,670)	(2)	(1,098,412)	
Total Non-Operating Revenue / (Expense)	(86,002)	(88,076)	2,074	(405,688)	(440,380)	34,692	(1,056,912)	
Change in Net Position	\$ (378,680)	\$ 221,817	\$ (600,497)	\$ 2,617,185	\$ 1,811,523	\$ 805,662	\$ 8,036,600	

Denton County Transportation Authority
Statement of Net Position
As of February 28, 2017
(Unaudited)

	February 28, 2017	January 31, 2017	Change
Current Assets			
Cash & Cash Equivalents	\$ 11,706,802	\$ 12,247,957	\$ (541,155)
Investments	7,894,903	5,098,289	2,796,615
Accounts & Notes Receivable	5,108,023	6,504,535	(1,396,512)
Prepaid Expenses	401,180	525,272	(124,092)
Inventory	28,284	31,444	(3,161)
Restricted Asset-Cash and Equivalents	3,550,337	3,642,170	(91,833)
Total Current Assets	28,689,529	28,049,668	639,862
Property, Plant and Equipment			
Land	16,228,337	16,228,337	-
Land Improvements	6,458,821	6,458,821	-
Machinery & Equipment	3,722,202	3,722,202	-
Leasehold Improvements	55,506	55,506	-
Vehicles	90,298,496	90,298,496	-
Computers & Software	1,180,676	1,180,676	-
Accumulated Depreciation	(52,038,986)	(51,197,923)	(841,063)
Total Property, Plant and Equipment	65,905,053	66,746,116	(841,063)
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	234,739,641	234,739,641	-
Construction in Progress	15,587,984	15,336,148	251,837
Total Capital Assets	267,324,780	267,072,944	251,837
Total Assets	\$ 361,919,363	\$ 361,868,727	\$ 50,636
Liabilities			
Current Liabilities			
Accounts Payable	\$ -	\$ -	\$ -
Salary, Wages, and Benefits Payable	721,314	691,710	29,604
Accrued Expenses Payable	576,603	253,435	323,168
Deferred Revenues	106,949	122,445	(15,496)
Interest Payable	457,672	366,137	91,534
Total Current Liabilities	1,862,538	1,433,728	428,810
Non-Current Liabilities			
Rail Easement Payable	1,300,000	1,300,000	-
Retainage Payable	440,125	439,619	506
Bonds Payable	30,385,000	30,385,000	-
Total Non-Current Liabilities	32,125,125	32,124,619	506
Total Liabilities	33,987,662	33,558,346	429,316
Net Position			
Net Investment in Capital Assets	305,686,488	305,686,488	-
Unrestricted	19,628,028	19,628,028	-
Change in Net Position	2,617,185	2,995,865	(378,680)
Total Equity	327,931,700	328,310,381	(378,680)
Total Liabilities and Equity	\$ 361,919,363	\$ 361,868,727	\$ 50,636



Board of Directors Memo

Subject: Monthly Financial Reports

March 23, 2017

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending January 31, 2017 include the Statement of Change in Net Position, Statement of Net Position, and Capital Projects Fund. These reports provide a comparison of budget vs. actual for the fiscal year as of the current month.

The following are major variances between year-to-date budget and year-to-date actuals, which are annotated on the Statement of Change in Net Position.

Statement of Change in Net Position:

- **Note A:** Passenger Revenues – YTD favorable by \$22k, due to 685 service hours billed for special movements (\$42k revenue). This positive variance is partially offset by lower than budgeted ridership. YTD rail ridership of 180k is 5% less than budgeted YTD ridership of 190k. YTD ridership for Connect, Access, Frisco, and North Texas Express is 186k, which is 11% less than budgeted YTD ridership of 209k. Total YTD bus ridership including UNT and NCTC riders is 967k, which is 12% higher than budgeted ridership of 863k.

		YTD FY17 Actual Ridership	YTD FY17 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	180,189	190,315	- 5%
Connect, Access, Frisco, North Texas Express	(A)	186,255	209,072	- 11%
UNT & NCTC	(B)	780,494	653,622	19%
Total Bus Ridership		966,749	862,694	12%
Total Ridership		1,146,938	1,053,009	9%

(A) Passenger revenues are linked with these ridership statistics. Although Frisco service is a contracted service, the passengers are responsible for a passenger fare as well.

(B) These ridership numbers are shown for information purposes only and are not linked to passenger revenues.

- **Note B:** Contract Service Revenue – YTD favorable by \$124k, due to increased revenue hours (\$177k). YTD revenue hours of 23,824 are 13% higher than budgeted 21,025 revenue hours. This favorable variance is partially offset by reduced fuel pass-through costs for UNT and NCTC (reduction of \$53k). Average billed fuel price/gallon of \$1.95 is 35% lower than the budgeted \$3.00/gallon.
- **Note C:** Sales Tax Revenue – January sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in January will be received in March. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY17 sales tax receipts collected through February.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$105k) mainly because expenses and corresponding reimbursements for the Lewisville Hike & Bike Trail (\$760k) have been delayed from the timing anticipated in the budget. The budget for this project will be adjusted to reduce project costs and corresponding reimbursements. This negative variance is partially offset by reimbursements for the PTC project that are higher than anticipated in the budget.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus O&M	\$ -	\$ 6,209	\$ 6,209
Bus Fleet Cameras	34,000	-	(34,000)
Comp. Service Analysis	117,452	3,066	(114,386)
Lewisville Hike & Bike Trail	760,000	-	(760,000)
Positive Train Control (PTC)	1,996,394	2,949,401	953,007
Safety/Security	112,248	-	(112,248)
Transit Enhancements	51,426	7,893	(43,533)
	\$ 3,071,520	\$ 2,966,569	\$ (104,951)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$212k) mainly because expenses and corresponding reimbursements for FEMA projects have been delayed from the timing anticipated in the budget. These reimbursements will be requested in coming months. This negative variance is partially offset by reimbursements for ADA assistance that are higher than anticipated in the budget.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus PM	\$ 346,444	\$ 424,628	\$ 78,184
Rail PM	600,000	647,351	47,351
ADA Assistance	280,617	554,190	273,573
FEMA	711,560	-	(711,560)
VanPool	187,368	286,429	99,061
Printing	-	964	964
	\$ 2,125,989	\$ 1,913,562	\$ (212,427)

- **Note F:** Insurance – YTD unfavorable by (\$75k), due to higher than budgeted costs for rail liability insurance. Previously, DCTA was covered under an interlocal agreement with DART for insurance coverage. DCTA entered into an independent policy for FY2017 that is higher than previous coverage. This overage will be addressed with an upcoming budget transfer.
- **Note G:** Purchased Transportation – YTD unfavorable by (\$343k), attributable to higher than budgeted train hours and car miles. These overages are related to additional car miles for two car operations versus single car operations as well as additional service hours and car miles for the State Fair of Texas in October 2016; these items were not budgeted. Additional service for the State Fair of Texas was added in response to customer complaints regarding the service schedule. Car miles will decrease when the A-train is able to implement single car operations. Actual YTD train hours were 6,131 compared to 4,833 budgeted hours. Actual YTD car miles were 246,132 compared to 149,783 budgeted miles.


Identified Need

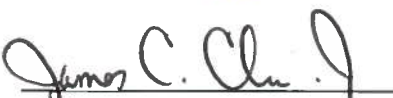
Provides the Board a review of DCTA's financial position and the agency's performance to budget.

Recommendation

Staff recommends acceptance.

Submitted by: Marisa Perry, CPA 
Controller

Final Review: 
Anna Mosqueda,
CFO

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

Denton County Transportation Authority
Change in Net Position
Month and Year to Date January 31, 2017
(Unaudited)

Item 1(a)i

Description	Month Ended January 31, 2017			Year to Date January 31, 2017			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 105,253	\$ 106,093	\$ (840)	\$ 513,173	\$ 490,743	\$ 22,430	\$ 1,446,008	Note A
Contract Service Revenue	238,712	197,347	41,365	1,302,875	1,178,543	124,332	3,649,987	Note B
Sales Tax Revenue	2,037,303	1,723,722	313,581	8,648,664	8,126,118	522,546	24,624,601	Note C
Federal/State Grants - Capital	694,025	793,380	(99,355)	2,966,569	3,071,520	(104,951)	11,940,392	Note D
Federal/State Grants - Operating	595,067	601,869	(6,802)	1,913,562	2,125,989	(212,427)	6,264,427	Note E
Total Revenue and Other Income	3,670,360	3,422,411	247,949	15,344,843	14,992,913	351,930	47,925,415	
Operating Expenses								
Salary, Wages and Benefits	691,385	871,127	179,742	3,272,002	3,622,862	350,860	10,893,651	
Services	209,620	282,085	72,465	563,954	1,089,191	525,238	2,691,146	
Materials and Supplies	194,101	252,966	58,865	768,247	1,062,432	294,185	3,321,374	
Utilities	45,317	39,105	(6,212)	98,339	156,428	58,089	481,264	
Insurance, Casualties and Losses	126,442	105,990	(20,452)	499,166	424,311	(74,854)	1,285,814	Note F
Purchased Transportation Services	833,927	756,869	(77,058)	3,367,315	3,023,849	(343,466)	9,131,734	Note G
Miscellaneous	32,391	31,950	(441)	80,297	184,449	104,152	385,405	
Leases and Rentals	22,024	25,766	3,742	90,244	101,211	10,967	301,776	
Depreciation	841,063	847,744	6,681	3,289,728	3,386,170	96,442	10,339,739	
Total Operating Expenses	2,996,270	3,213,601	217,331	12,029,291	13,050,903	1,021,611	38,831,903	
Income Before Non-operating Revenue and Expense	674,090	208,810	465,280	3,315,552	1,942,010	1,373,542	9,093,512	
Non-Operating Revenues / (Expense)								
Investment Income	4,310	3,333	976.89	21,781	13,332	8,449	40,000	
Gain (Loss) Disposal of Assets	-	-	-	2,350	-	2,350	-	
Fare Evasion Fee	-	125	(125)	225	500	(275)	1,500	
Other Income - Miscellaneous	7,282	-	7,282	22,095	-	22,095	-	
Long Term Debt Interest/Expense	(91,534)	(91,534)	(0)	(366,137)	(366,136)	(1)	(1,098,412)	
Total Non-Operating Revenue / (Expense)	(79,942)	(88,076)	8,134	(319,687)	(352,304)	32,617	(1,056,912)	
Change in Net Position	\$ 594,148	\$ 120,734	\$ 473,414	\$ 2,995,865	\$ 1,589,706	\$ 1,406,159	\$ 8,036,600	

Denton County Transportation Authority
Statement of Net Position
As of January 31, 2017
(Unaudited)

	<u>January 31, 2017</u>	<u>December 31, 2016</u>	<u>Change</u>
Current Assets			
Cash & Cash Equivalents	\$ 12,247,957	\$ 11,642,964	\$ 604,993
Investments	5,098,289	4,214,595	883,694
Accounts & Notes Receivable	6,504,535	7,519,278	(1,014,743)
Prepaid Expenses	525,272	649,364	(124,092)
Inventory	31,444	9,771	21,673
Restricted Asset-Cash and Equivalents	3,642,170	3,321,078	321,092
Total Current Assets	<u>28,049,668</u>	<u>27,357,051</u>	<u>692,616</u>
Property, Plant and Equipment			
Land	16,228,337	16,228,337	-
Land Improvements	6,458,821	6,458,821	-
Machinery & Equipment	3,722,202	3,722,202	-
Leasehold Improvements	55,506	55,506	-
Vehicles	90,298,496	90,298,496	-
Computers & Software	1,180,676	1,180,676	-
Accumulated Depreciation	(51,197,923)	(50,356,861)	(841,063)
Total Property, Plant and Equipment	<u>66,746,116</u>	<u>67,587,178</u>	<u>(841,063)</u>
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	234,739,641	234,739,641	-
Construction in Progress	15,336,148	14,418,380	917,767
Total Capital Assets	<u>267,072,944</u>	<u>266,155,176</u>	<u>917,767</u>
Total Assets	<u><u>\$ 361,868,727</u></u>	<u><u>\$ 361,099,406</u></u>	<u><u>\$ 769,321</u></u>
Liabilities			
Current Liabilities			
Accounts Payable	\$ -	\$ -	\$ -
Salary, Wages, and Benefits Payable	691,710	685,421	6,290
Accrued Expenses Payable	253,435	246,465	6,971
Deferred Revenues	122,445	97,097	25,348
Interest Payable	366,137	274,603	91,534
Total Current Liabilities	<u>1,433,728</u>	<u>1,303,585</u>	<u>130,143</u>
Non-Current Liabilities			
Rail Easement Payable	1,300,000	1,300,000	-
Retainage Payable	439,619	394,589	45,030
Bonds Payable	30,385,000	30,385,000	-
Total Non-Current Liabilities	<u>32,124,619</u>	<u>32,079,589</u>	<u>45,030</u>
Total Liabilities	<u><u>33,558,346</u></u>	<u><u>33,383,173</u></u>	<u><u>175,173</u></u>
Net Position			
Net Investment in Capital Assets	305,686,488	305,686,488	-
Unrestricted	19,628,028	19,628,028	-
Change in Net Position	2,995,865	2,401,717	594,148
Total Equity	<u>328,310,381</u>	<u>327,716,232</u>	<u>594,148</u>
Total Liabilities and Equity	<u><u>\$ 361,868,727</u></u>	<u><u>\$ 361,099,406</u></u>	<u><u>\$ 769,321</u></u>

Capital Projects Fund - DCTA

Work Session 1aii

Budget vs. Actual

As of February 28, 2017

(Cash Basis)

ASSETS

Fixed Assets

1660 - Construction Work in Progress

	Original Budget	Revised Budget	February 2017 Expenses Booked	Life To Date	\$ Under/(Over) Budget	% of Budget (As of February 2017 Close)	Project % Complete (Operations)
1 - G&A Capital Projects							
Total 10402 - Shortel Phone System	45,000	85,000	-	79,900	5,100	94%	
Total 10601 - COGNOS Report Application	200,000	200,000	-	-	200,000	0%	
Total 10602 - Comprehensive Service Analysis	567,414	420,222	-	196,444	223,778	47%	
Total 10301 - Lewisville Facilities Study	-	100,000	-	81,448	18,552	81%	
Total 10302 - Infrastructure Acquisition	1,900,000	1,900,000	5,846	45,076	1,854,924	2%	
Total 10604 - Safety & Security Assessment	250,000	250,000	-	-	250,000	0%	
Total 10605 - Project Management/Document Control	150,000	150,000	-	-	150,000	0%	
Total 1 - G&A Capital Projects	3,112,414	3,105,222	5,846	402,868	2,702,354	13%	
5 - Bus Capital Projects							
Total 50204 - Transit Enhancements (2015-16)	165,000	165,000	-	162,111	2,889	98%	100%
Total 50205 - Denton COA Transit Enhancements	58,500	58,500	3,771	3,771	54,729	6%	
Total 50301 - Bus O&M Facility CLOSED	8,142,667	11,497,555	152	11,411,646	85,909	99%	
Total 50305 - IOMF Fuel Tanks	250,000	250,000	-	-	250,000	0%	5%
Total 50409 - Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 - AVL Systems	200,000	200,000	-	-	200,000	0%	
Total 50507 - Fleet {2016}	1,250,000	1,250,000	-	-	1,250,000	0%	
Total 50510 - Fleet {2017}	1,550,000	1,550,000	-	-	1,550,000	0%	
Total 50601 - Scheduling Software (Bus)	250,000	250,000	-	20,000	230,000	8%	
Total 5 - Bus Capital Projects	12,015,667	15,370,555	3,922	11,597,528	3,773,027	75%	
6 - Rail Construction							
Total 61401 - Fare Collection Systems	569,000	733,104	-	682,258	50,846	93%	
Total 61406 - Positive Train Control Preparation	15,997,441	1,346,527	-	1,346,527	-	100%	
Total 61406.1 - Positive Train Control Implementation	-	16,720,141	236,901	9,268,625	7,451,516	55%	54%
Total 61708 - Lewisville Bike Trail	3,099,856	3,099,856	-	2,055,514	1,044,342	66%	100%*
Total 61604 - Rail Mobilization (2015)	2,119,517	2,119,517	-	1,187,165	932,352	56%	80%
Total 61209 - Trinity Mills Crew Facility	250,000	250,000	-	71,369	178,631	29%	15%**
Total 61210 - Station Landscaping	75,000	485,000	-	392,702	92,298	81%	
61713 - Disaster Recovery - 2015 Floods							
6171301 - Operating Revenue	-	-		(181,483)	181,483	0%	
Total 61713 - Disaster Recovery - 2015 Floods	1,000,000	300,000	-	216,457	83,543	72%	
61713-1 - Rail Facility Flume Repair {2015 Flood}							
61713-1.01 - Operating Revenue	-	-		(87,059)	87,059	0%	
Total 61713-1 - Rail Facility Flume Repair {2015 Flood}	325,482	325,482	356	57,360	268,122	18%	14%***
Total 61713-2 - Grade Crossing Replacements {2015 Flood}	2,157,760	2,157,760	-	63,460	2,094,300	3%	5%****
61713-3 - Hebron Signal House {2015 Flood}							
61713-3.01 - Operating Revenue	-	-		(116,060)	116,060	0%	
Total 61713-3 - Hebron Signal House {2015 Flood}	122,000	122,000	-	98,626	23,374	81%	95%
Total 61713-4 - Ballast Undercutting {2015 Flood}	761,600	761,600	-	21,292	740,308	3%	95%
Total 61713-5 - Pockrus Page {2015 Flood}	623,000	623,000	4,811	47,513	575,487	8%	10%
Total 61714 - Rail Capital Maintenance	3,970,430	3,970,430	-	-	3,970,430	0%	0%
Total 61715 - Trail Safety Improvements	139,657	81,157	-	-	81,157	0%	
Total 61716 - Lewisville Bike Trail - Eagle Point Section	-	2,995,873	-	40,491	2,955,382	1%	
Total Rail Construction Projects	31,210,743	36,091,447	242,068	15,549,359	20,542,088	43%	
Total 1660 - Construction Work in Progress	46,338,824	54,567,224	251,837	27,549,756	27,017,469	50%	

* Construction complete Balance is for Engineering of Eagle Point

** Preliminary plans complete

*** Plans complete. Out for bid.

**** Project awarded. Const. start March 2017

Capital Projects Fund - DCTA
Budget vs. Actual
As of January 31, 2017
(Cash Basis)

Work Session 1aii

ASSETS

Fixed Assets

1660 - Construction Work in Progress

1 - G&A Capital Projects

Total 10402 - Shortel Phone System	45,000	85,000	-	79,900	5,100	94%	
Total 10601 - COGNOS Report Application	200,000	200,000	-	-	200,000	0%	
Total 10602 - Comprehensive Service Analysis	567,414	420,222	-	196,444	223,778	47%	
Total 10301 - Lewisville Facilities Study	-	100,000	2,384	81,448	18,552	81%	
Total 10302 - Infrastructure Acquisition	1,900,000	1,900,000	9,140	39,230	1,860,770	2%	
Total 10604 - Safety & Security Assessment	250,000	250,000	-	-	250,000	0%	
Total 10605 - Project Management/Document Control	150,000	150,000	-	-	150,000	0%	

Total 1 - G&A Capital Projects	3,112,414	3,105,222	11,524	397,022	2,708,200	13%	
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5 - Bus Capital Projects

Total 50204 - Transit Enhancements (2015-16)	165,000	165,000	754	162,111	2,889	98%	100%
Total 50205 - Denton COA Transit Enhancements	58,500	58,500	-	-	58,500	0%	
Total 50301 - Bus O&M Facility	8,142,667	11,497,555	-	11,411,494	86,061	99%	
Total 50305 - IOMF Fuel Tanks	250,000	250,000	-	-	250,000	0%	5%
Total 50409 - Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 - AVL Systems	200,000	200,000	-	-	200,000	0%	
Total 50507 - Fleet {2016}	1,250,000	1,250,000	-	-	1,250,000	0%	
Total 50510 - Fleet {2017}	1,550,000	1,550,000	-	-	1,550,000	0%	
Total 50601 - Scheduling Software (Bus)	250,000	250,000	-	20,000	230,000	8%	

Total 5 - Bus Capital Projects	12,015,667	15,370,555	754	11,593,606	3,776,949	75%	
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6 - Rail Construction

Total 61401 - Fare Collection Systems	569,000	733,104	-	682,258	50,846	93%	
Total 61406 - Positive Train Control Preparation	15,997,441	1,346,527	-	1,346,527	-	100%	
Total 61406.1 - Positive Train Control Implementation	-	16,720,141	903,359	9,031,723	7,688,418	54%	59%
Total 61708 - Lewisville Bike Trail	3,099,856	3,099,856	-	2,055,514	1,044,342	66%	100%*
Total 61604 - Rail Mobilization (2015)	2,119,517	2,119,517	-	1,187,165	932,352	56%	90%
Total 61209 - Trinity Mills Crew Facility	250,000	250,000	1,502	71,369	178,631	29%	15%**
Total 61210 - Station Landscaping	75,000	485,000	-	392,702	92,298	81%	

61713 - Disaster Recovery - 2015 Floods

6171301 - Operating Revenue	-	-		(181,483)	181,483	0%	
Total 61713 - Disaster Recovery - 2015 Floods	1,000,000	300,000	-	216,457	83,543	72%	100%

61713-1 - Rail Facility Flume Repair {2015 Flood}

61713-1.01 - Operating Revenue	-	-		(87,059)	87,059	0%	
Total 61713-1 - Rail Facility Flume Repair {2015 Flood}	325,482	325,482	157	57,004	268,478	18%	14%***

Total 61713-2 - Grade Crossing Replacements {2015 Flood}

	2,157,760	2,157,760	471	63,460	2,094,300	3%	5%****
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61713-3 - Hebron Signal House {2015 Flood}

61713-3.01 - Operating Revenue	-	-		(116,060)	116,060	0%	
Total 61713-3 - Hebron Signal House {2015 Flood}	122,000	122,000	-	98,626	23,374	81%	95%

Total 61713-4 - Ballast Undercutting {2015 Flood}

	761,600	761,600	-	21,292	740,308	3%	75%
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Total 61713-5 - Pockrus Page {2015 Flood}

	623,000	623,000	-	42,702	580,298	7%	10%
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Total 61714 - Rail Capital Maintenance

	3,970,430	3,970,430	-	-	3,970,430	0%	
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Total 61715 - Trail Safety Improvements

	139,657	81,157	-	-	81,157	0%	
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Total 61716 - Lewisville Bike Trail - Eagle Point Section

	-	2,995,873	-	40,491	2,955,382	1%	
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Total Rail Construction Projects	31,210,743	36,091,447	905,489	15,307,291	20,784,156	42%	
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Total 1660 - Construction Work in Progress

	46,338,824	54,567,224	917,767	27,297,919	27,269,305	50%	
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* Construction complete Balance is for Engineering of Eagle Point

** Preliminary plans complete

*** Plans complete. Out for bid.

**** Project awarded. Const. start March 2017

**Board of Directors Memo**

March 23, 2017

Subject: Sales Tax Report**Background**

Sales tax represents the single largest source of revenue for DCTA at 51.34% for FY17 budget. The annual Sales Tax budget for FY 2017 is \$24,624,601. Because of its importance in funding of DCTA's ongoing operations, the Board adopted a Budget Contingency Plan that outlines the Agency's response when declines in sales tax hit a specific target.

This month, receipts were favorable compared to budget by 10.71%. The March allocation is for sales generated in the month of January and represents revenue for the fourth month of FY 2017.

- Sales tax for sales generated at retail in the month of January and received in March was \$1,908,263.
- This represents an increase of 10.71% or \$184,541 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$270,767 or 16.54% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 10.99%
 - City of Denton up 28.25%
 - Highland Village down 3.37%

Need

Provides the Board of Directors a monthly status on Sales Tax collections.

Recommendation

For information only. No action required.

Final Review:


Anna Mosqueda,
CFO

Denton County Transportation Authority (DCTA)
Sales Tax Report
Budget to Actual and Previous Year Comparison

Sales Generated in Month of:	Received in Month of:	2016-2017 Year Budget	2016-2017 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2015-2016 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 1,969,968	\$ 1,978,638	\$ 8,670	0.44%	\$ 1,821,854	\$ 156,784	8.61%
November	January	\$ 1,969,968	\$ 2,170,262	\$ 200,294	10.17%	\$ 1,959,303	\$ 210,959	10.77%
December	February	\$ 2,462,460	\$ 2,793,331	\$ 330,871	13.44%	\$ 2,669,055	\$ 124,276	4.66%
January	March	\$ 1,723,722	\$ 1,908,263	\$ 184,541	10.71%	\$ 1,637,497	\$ 270,767	16.54%
February	April	\$ 1,723,722				\$ 1,776,656		
March	May	\$ 2,216,214				\$ 2,340,336		
April	June	\$ 1,969,968				\$ 1,955,110		
May	July	\$ 1,969,968				\$ 1,931,826		
June	August	\$ 2,216,214				\$ 2,397,828		
July	September	\$ 1,969,968				\$ 1,919,001		
August	October	\$ 2,216,214				\$ 2,128,874		
September	November	\$ 2,216,214				\$ 2,281,816		
YTD Total		\$ 24,624,601	\$ 8,850,495	\$ 724,377	8.91%	\$ 24,819,156	\$ 762,787	9.43%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

March 17, 2017

Denton County Transportation Authority (DCTA)
Member Cities Sales Tax Report
Month Allocation is Received from Comptroller
Previous Year Comparison

City of Lewisville					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,537,910	\$ 2,795,751	\$ 257,840	10.16%
November	January	\$ 2,541,494	\$ 2,867,155	\$ 325,661	12.81%
December	February	\$ 3,661,985	\$ 3,849,204	\$ 187,218	5.11%
January	March	\$ 2,441,184	\$ 2,709,531	\$ 268,347	10.99%
February	April	\$ 2,533,341			
March	May	\$ 3,373,295			
April	June	\$ 2,982,209			
May	July	\$ 2,781,814			
June	August	\$ 3,395,384			
July	September	\$ 2,802,579			
August	October	\$ 2,907,256			
September	November	\$ 3,105,183			
YTD Total		\$ 35,063,635	\$ 12,221,640	\$ 1,039,066	9.29%

City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 290,956	\$ 298,777	\$ 7,820	2.69%
November	January	\$ 301,727	\$ 313,524	\$ 11,796	3.91%
December	February	\$ 469,889	\$ 411,143	\$ (58,746)	-12.50%
January	March	\$ 264,553	\$ 255,642	\$ (8,910)	-3.37%
February	April	\$ 233,938			
March	May	\$ 330,255			
April	June	\$ 265,293			
May	July	\$ 288,202			
June	August	\$ 369,689			
July	September	\$ 271,812			
August	October	\$ 279,518			
September	November	\$ 329,430			
YTD Total		\$ 3,695,262	\$ 1,279,086	\$ (48,040)	-3.62%

City of Denton					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,246,579	\$ 2,451,245	\$ 204,666	9.11%
November	January	\$ 2,342,199	\$ 2,918,947	\$ 576,747	24.62%
December	February	\$ 3,372,458	\$ 3,727,632	\$ 355,174	10.53%
January	March	\$ 1,869,754	\$ 2,397,941	\$ 528,187	28.25%
February	April	\$ 2,128,444			
March	May	\$ 2,842,993			
April	June	\$ 2,317,882			
May	July	\$ 2,405,495			
June	August	\$ 3,157,640			
July	September	\$ 2,260,102			
August	October	\$ 2,775,088			
September	November	\$ 3,026,800			
YTD Total		\$ 30,745,434	\$ 11,495,764	\$ 1,664,774	16.93%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
March 17, 2017

**All Transit Agencies
Monthly Sales and Use Tax Comparison Summary**

Transit	Current Rate	Net Payment This Period	Comparable Payment Prior	% Change	Payments YTD (Calendar)	Prior Year Payments YTD	% Change
Austin MTA	1.00%	\$17,365,769.56	\$16,211,246.64	7.12%	\$58,692,160.22	\$55,745,509.22	5.28%
Corpus Christi MTA	0.50%	\$2,299,340.16	\$2,297,213.66	0.09%	\$7,739,100.14	\$8,058,768.69	-3.96%
Dallas MTA	1.00%	\$43,458,310.99	\$40,275,096.57	7.90%	\$146,425,423.75	\$138,141,652.99	5.99%
Denton CTA	0.50%	\$1,908,263.45	\$1,637,496.55	16.53%	\$6,871,857.02	\$6,265,854.51	9.67%
El Paso CTD	0.50%	\$3,083,362.64	\$2,975,447.57	3.62%	\$11,064,576.50	\$10,858,082.36	1.90%
Fort Worth MTA	0.50%	\$5,554,853.62	\$4,888,924.84	13.62%	\$18,873,485.43	\$17,232,915.68	9.51%
Houston MTA	1.00%	\$54,487,695.10	\$51,011,868.78	6.81%	\$179,114,605.70	\$180,792,867.77	-0.92%
Laredo CTD	0.25%	\$570,458.79	\$520,902.82	9.51%	\$2,007,161.63	\$2,030,638.26	-1.15%
San Antonio ATD	0.25%	\$4,631,558.35	\$4,422,919.27	4.71%	\$16,572,923.41	\$16,200,842.22	2.29%
San Antonio MTA	0.50%	\$10,246,401.05	\$9,775,618.74	4.81%	\$36,457,181.80	\$35,499,138.74	2.69%
TOTALS		\$143,606,013.71	\$134,016,735.44	7.16%	\$483,818,475.60	\$470,826,270.44	2.76%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
March 17, 2017



Board of Directors Memo

March 23, 2017

Subject: Item WS 1 (a) iv: Procurement Activities

On Call Architectural & Engineering Services

Staff is developing the procurement solicitation documents for a five (5) year contract for on-call architectural and engineering services. It is anticipated that the procurement will be released this month.

Printing Services

Staff is developing the procurement solicitation documents for a three (3) year contract for on-call printing services. This will include all digital, offset, and signage printing on an on-going, as needed basis. Award is anticipated at the May board meeting.

Mobile Video Surveillance System

Staff is developing the procurement solicitation documents for the purchase and installation of a mobile video surveillance system (MVSS) for vehicles in the existing fleet with options for future vehicle purchases.

Grant Consulting Services

Staff is developing an RFP for the selection of a grant consultant to assist staff with grant writing, research and management. Services will be utilized on an as needed basis. It is anticipated the RFP will be released in March with award on the May agenda.

Broker Services

An RFP is currently in development for services related to employee benefits. The broker will provide actuarial, consulting and other additional services related to the employee benefits program. It is anticipated the RFP will be released in March with award on the May agenda.

Investment Advisory Services

Staff is developing an RFP for the selection of an investment advisory firm to manage our investment portfolio, provide monthly and quarterly reporting and provide cash management assistance. It is anticipated the RFP will be released in March.

Routematch

The purchase of a mobility on demand system was completed in February. The system will allow passengers the ability to register and manage an account, purchase tickets and receive alerts and messages from DCTA. The system will provide analytical reporting of data sets to enable DCTA to track demographic data, fare types and value and additional data sets. The purchase was \$230,000 and will be reimbursed 80% with federal grant funds.

Supplier Showcase

Procurement staff will be attending a supplier showcase hosted by PPANCT, Public Purchasing Association of North Central Texas, on Tuesday, March 21st. The event will be held at the Grapevine Convention Center. Vendors interested in learning how to do business with agencies will be in attendance.

Drainage Flume Repair at Pockrus Page

Final plans and specifications are in development for the repairs along the drainage flume that failed during the 2015 floods. It is anticipated the final solicitation documents will be ready in April. Staff anticipates releasing a procurement in April with award at the May meeting.

Small and Medium Vehicles

Proposals were received on February 17th. After review of the proposals staff determined the vehicles offered did not meet the specifications as required. Staff is in the process of developing new specifications and procurement staff is evaluating other options for the purchase of the units. It is anticipated a recommendation for award in April or May.

Submitted
by:



Athena Forrester, CPPO, CPPB
Senior Procurement Manager

Final
Review:



Anna Mosqueda, CFO

FY 17-18 Finance Committee Calendar

April '17						
Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	PS/E	19	20	21	22
23	24	25	26	B	28	29
30						

April 25: FY17 Q2 Budget Reviews (Staff)

May '17						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	FC	E	17	18	19	20
21	22	23	24	B	26	27
28	H	30	31			

May 15: Finance Committee (2-4 pm)
FY17 Revised BudgetMay 25: BOD FY17 Revised Budget Adoption
May 29: FY18 Department Goals Due

June '17						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	PS/E	14	15	16	17
18	19	20	21	B	23	24
25	26	27	28	29	30	

June 5: FY18 Budget Projections Due (Staff)
Revenues, Operating & Capital
June 8-9: FY18 Budget Reviews (Staff)

July '17						
Su	M	Tu	W	Th	F	Sa
						1
2	3	H	5	6	7	8
9	FC	11	12	13	14	15
16	17	E	19	20	21	22
23	24	25	26	B	28	29
30	31					

July 10: Finance Committee (1:30 pm-5:30 pm)
FY18 Budget Workshop

August '17						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	FC	PS/E	16	17	18	19
20	21	22	23	B	25	26
27	28	29	30	31		

August 14: Finance Committee (2-4 pm) *if needed
August 24: BOD FY18 Budget Presentation
& Public Hearing

September '17						
Su	M	Tu	W	Th	F	Sa
					1	2
3	H	5	6	7	8	9
10	11	12	13	14	15	16
17	FC	E	20	21	22	23
24	25	26	27	B	29	30

Sept 18: Finance Committee (2-4pm) *if needed
Sept 28: BOD FY18 Budget Adoption

October '17						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	H	10	11	12	13	14
15	FC	PS/E	18	19	20	21
22	23	24	25	B	27	28
29	30	31				

October 16: Quarterly Finance Committee (2-4pm)

November '17						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	E	8	9	10
11	12	13	14	15	B	17
18	19	20	21	22	H	H
23	24	25	26	27	28	29
30						

December '17						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	PS/E	6	7	8	9
10	11	12	13	B	15	16
17	18	19	20	21	22	23
24	H	26	27	28	29	30
31						

January '18						
Su	M	Tu	W	Th	F	Sa
	H	2	3	4	5	6
7	FC	9	10	11	12	13
14	H	16	17	18	19	20
21	22	23	24	B	26	27
28	29	30	31			

January 8: Quarterly Finance Committee (2-4pm)

FC Finance Committee

B Board of Director Meetings

PS Program Services

E Executive Committee

Budget Reviews (Staff)

Budget Projections Due (Staff)

Department Goals Due

H DCTA Holidays (Black H - Non DCTA)



Board of Directors Memo

March 23, 2017

Subject: Marketing & Communications Update

Hop on Board Blog One-Year Recap

- Launch of New Blog: January 11, 2016
- Total Blog Readers, Sessions and Page Views
 - 5,128 unique users (69 percent new blog visitors)
 - 7,436 sessions
 - 11,814 page views
- Increase in Monthly Average Page Views
 - 900 page views a month compared to 250 average monthly page views for previous blog
 - 260 percent increase in monthly page views
- Increase in Engagement
 - 44 total comments on posts (previous blog only generated two comments in a two-year period)
 - 862 Facebook shares and 8 LinkedIn shared from social share button on blog
 - 1.8 million impressions from native advertising and more than 500 clicks delivered to new Hop on Board blog
- Increase in Subscribers
 - 75 current blog subscribers in one year compared to previous blog only having 14 subscribers in a two-year period
 - 436 percent increase in subscribers
- Media Resource
 - Number of Organic Media Placements: 6
 - Mediums: Denton Record-Chronicle, Mass Transit, Star Local Media, and Lewisville Texan Journal
- Awards
 - 2016 Southwest Transit Association Marketing Spotlight Awards – First Place
 - 2016 Hermes Creative Awards – Gold Winner
 - 2016 Stevie Awards (American Business Awards) – Bronze Winner
- Full Report Attached

February Public Meeting Results – Focus on Denton COA Recommendation

- Meeting Dates: 2/13, 2/15 and 2/16 – all in Denton
- Social Media Metrics: 15,530 Impressions / 151 Engagements
- Video Metrics: 128 Views / 245 Unique Page Views
- Full Report Attached

Approved by:

Nicole M. Recker
Vice President of Marketing & Communications



Year in Review

March 23, 2017

Importance of Company Blogs

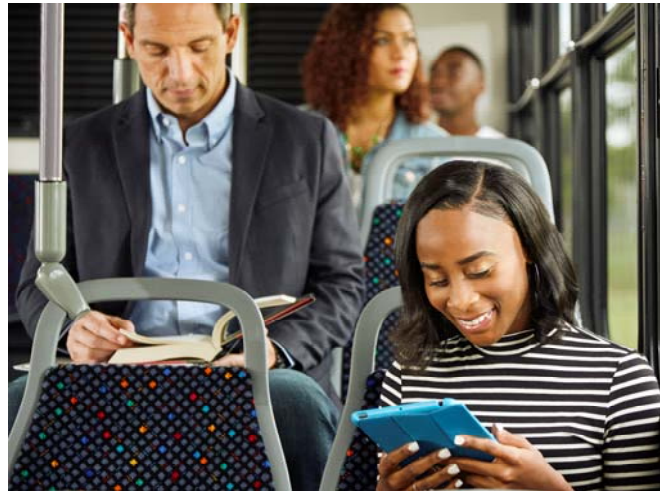
- Company blogs are an essential part of a company's marketing efforts to help:
 - Drive traffic to your website
 - Position your brand as an industry leader
 - Develop better customer relationships
 - Boost your SEO and page rankings
- Blogs have been rated as the **fifth** most trusted source for accurate online information.*
- Companies who blog receive **97 percent** more links to their website compared to those who don't blog.*
- **61 percent** of U.S. online consumers have made a purchase based on blog recommendations.*



*Source: <http://www.socialmediatoday.com/marketing/15-important-stats-about-blogging-and-content-marketing-infographic>

New DCTA Hop on Board Blog Overview

- In January 2016, DCTA overhauled its previous company blog (Transit Talk) to be an innovative news source for passengers, an online forum for those interested in Denton County happenings, and a news source for media personnel.
- DCTA and its agency of record – HCK2 Partners – worked together to launch the agency's new "Hop on Board" blog with a new design.
- Expanded editorial calendar was developed with fresh and relevant topics, and new blog writers.



New Blog Launch Goals & Objectives

- DCTA and HCK2 Partners began the development of the new Hop on Board blog on September 8, 2015, and launched the blog on January 11, 2016.
- DCTA developed a promotional plan with the main goal of having the new blog be a must-read resource for Denton County residents and a news source for media personnel.
- Other key objectives for the new blog included:
 - Increase in blog subscribers and post engagement
 - Develop engaging content to garner new readers
 - Increase monthly page views
 - Raise awareness of the new blog in the communities DCTA serves
 - Act as a transit-industry innovator for digital communications
- The target audiences for DCTA's new Hop on Board blog includes passengers, occasional riders, potential riders, businesses and the community at large.

Hop on Board Blog Launch Campaign Overview

- **Prelaunch (December 2015 to early January 2016)**
 - Informed people that DCTA was launching its new blog utilizing Facebook and Twitter advertising, and organic posts which featured the new Hop on Board blog design
- **Official Launch and Subscriber Contest (January 11 – 29, 2016)**
 - Hop on Board launched Monday, January 11, 2016
 - Contest launched in conjunction with the new blog going live to increase subscribers



New Hop on Board Blog Facts Post Launch

- Average of seven posts per month
- Strategic promotion via social media channels and native advertising platforms
- Yearly editorial calendar with posts in four new main categories:
 - In the Know
 - Fun Things to Do
 - Rider Insider
 - Why I Ride DCTA



New Hop on Board Blog Results Post Launch (Jan. 2016 to Feb. 2017)

- **Total Blog Readers, Sessions and Page Views**
 - 5,128 unique users (69 percent new blog visitors)
 - 7,436 sessions
 - 11,814 page views
- **Increase in Monthly Average Page Views**
 - 900 page views a month compared to 250 average monthly page views for previous blog
 - 260 percent increase in monthly page views
- **Increase in Engagement**
 - 44 total comments on posts (previous blog only generated two comments in a two-year period)
 - 862 Facebook shares and 8 LinkedIn shared from social share button on blog
 - 1.8 million impressions from native advertising and more than 500 clicks delivered to new Hop on Board blog
- **Increase in Subscribers**
 - 75 current blog subscribers in one year compared to previous blog only having 14 subscribers in a two-year period
 - 436 percent increase in subscribers



New Hop on Board Blog Results Post Launch (Jan. 2016 to Feb. 2017)

- **Media Resource for Stories**
 - Six media publications have featured Hop on Board blog content since launch (local and public transit)



DCTA Enters Phase Three of A-train Rail Stations Landscaping Project



February 26, 2016 / By Katherine Robinson / 0 Comments

Since last August, we have been working diligently on beautifying our A-train rail stations with enhanced landscaping to improve our sustainability efforts that will greatly benefit the communities we serve. The project work includes mulching, irrigation repair, and plant and tree replacement at our five rail stations – Euline Brook Downtown Denton Transit Center (DDTC), MedPark, Highland Village/Lewisville Lake, Old Town and Hebron. The total project cost is \$410,000 and we are working with All Around Landscape and



DCTA Enters Phase Three of A-train Rail Stations Landscaping Project

SOURCE: DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA) MAR. 2, 2016



Photo credit: DCTA

Since last August, DCTA has been working diligently on beautifying their A-train rail stations with enhanced landscaping to improve their sustainability efforts that will greatly benefit the communities they serve. The project work includes mulching, irrigation repair, and plant and tree replacement at their five rail stations – Euline Brook Downtown Denton Transit Center (DDTC), MedPark, Highland Village/Lewisville Lake, Old Town and Hebron. The total project cost is \$410,000 and DCTA is working with All Around Landscape and Construction (ALC Inc.) to make all the necessary landscape improvements.



#AskDCTA: What are DCTA's Guidelines for Parking at the A-train Stations and DDTC?

RIDER INSIDER



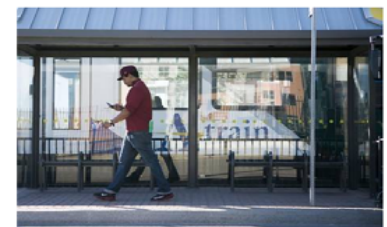
January 24, 2017 / By Morgan Black / 4 Comments

Have you ever wondered about whether you can bring your pet on the A-train? Have you ever needed to know about long-term parking options at the DDTC? Now you can #AskDCTA! In our new monthly series, our customer service team will be answering frequently-asked rider questions so we can better engage



#AskDCTA launched to serve, engage community

Text Size Comments (0)



Daniel Burgess/CRC

A rider passes by the A-train platform Monday at the Denton County Transportation Authority's Downtown Denton Transit Center.

Awards and Recognition

- 2016 Southwest Transit Association Marketing Spotlight Awards
 - First Place
- 2016 Hermes Creative Awards
 - Gold Winner
- 2016 Stevie Awards (American Business Awards)
 - Bronze Winner



February 2017 Public Engagement Wrap Up

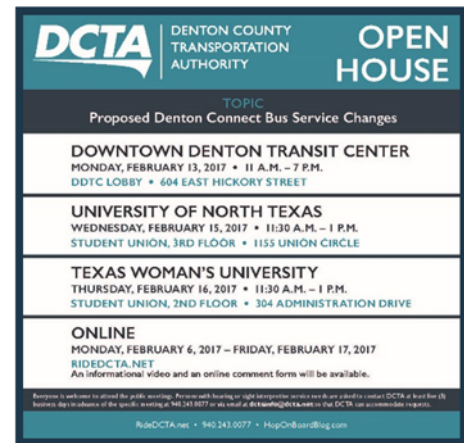
Engagement Area:
City of Denton

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.

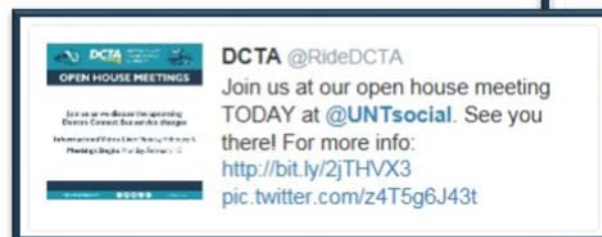
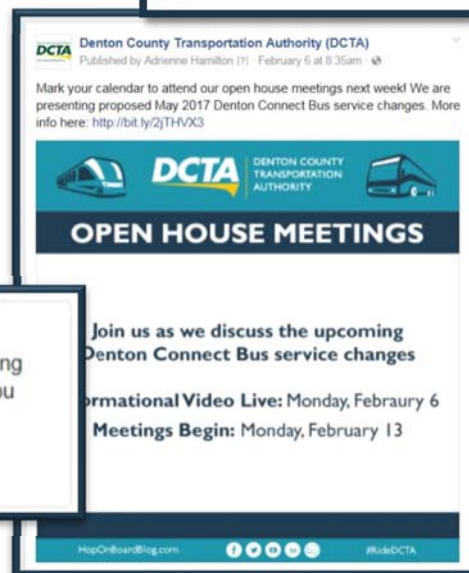
The story was also picked up by the North Texas Daily and the Off-Campus Student Services department. North Texas Daily shot a video at the UNT open house event and shared that video article on their website. The UNT Off-Campus department shared information on the proposed changes in

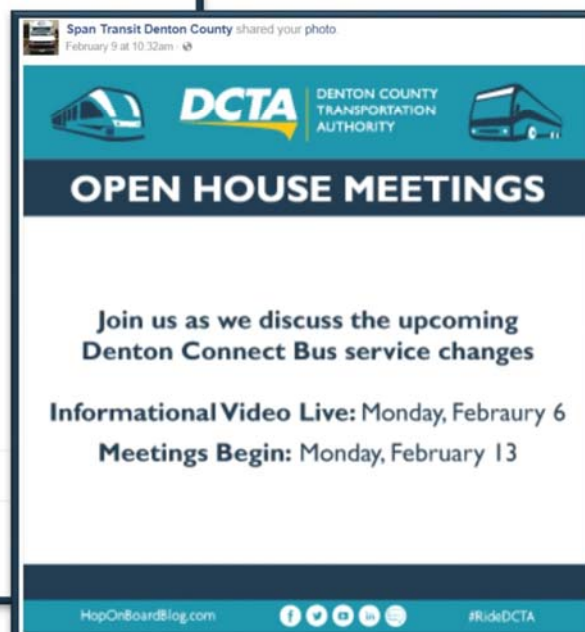
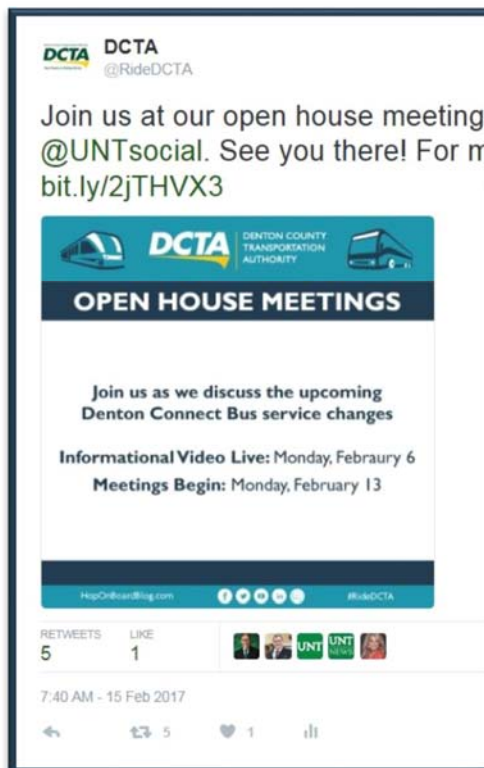
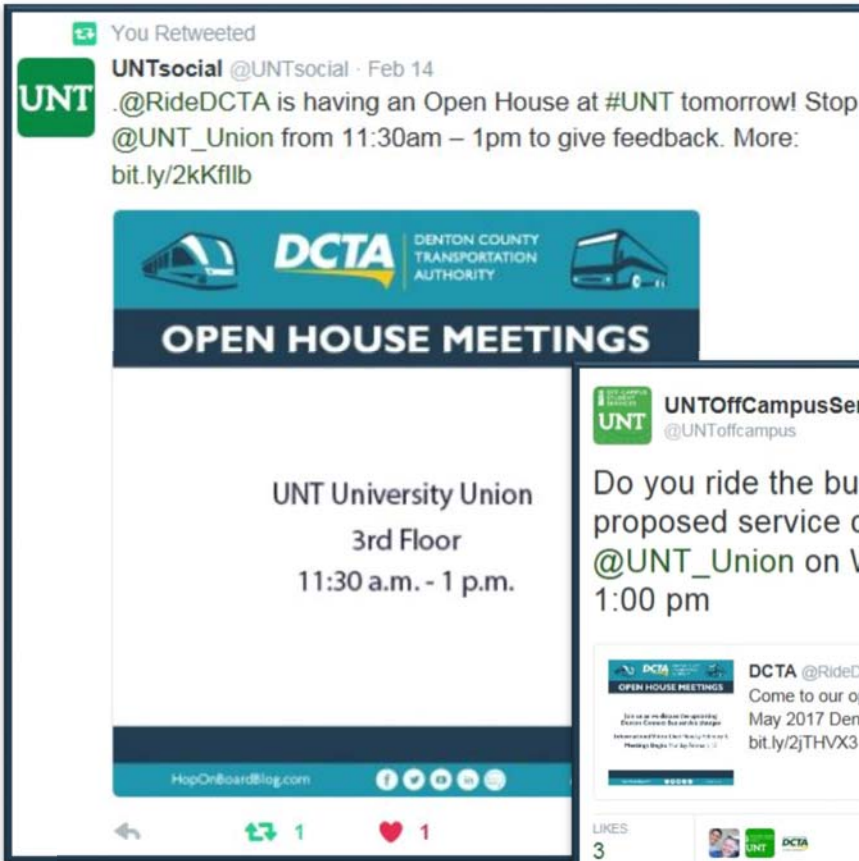
their email newsletter that is distributed to more than 13,500 recipients.

Meeting notices were posted on RideDCTA.net, Facebook and Twitter. Notices were posted on the vehicles. Information regarding the proposed changes 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.



Board of Directors Memo

March 23, 2017

Subject: Strategic Planning & Development Update

REGIONAL TRANSPORTATION PLANNING

High Intensity Bus Corridors (Regional Express Bus Service)

- These high intensity bus corridors have been incorporated as “proposed” corridors into the 2040 Regional Mobility Transportation Plan which was approved by the RTC in March 2016
- A joint funding request with the FWTa for the ultimate High Intensity Bus Corridor Service has been submitted to the NCTCOG
- The North Texas Xpress was successfully launched in partnership with the FWTa along the 35W corridor
- New Park & Ride opened at Presbyterian Hospital of Denton on Monday, March 6

Mobility Transportation Plan Policy Bundle

- To encourage the development of alternative and strategic solutions, the Regional Mobility 2040 Transportation Plan includes a voluntary list of policies that local governments and transit agencies can choose to adopt
- By participating in 50% of applicable policies, participant agencies will receive an offset of local funds in federal transportation projects through the utilization of Transportation Development Credits (TDC)
- On February 1, DCTA submitted all of the necessary documentation demonstrating participation in at least 50% of the policies
- The early submittal deadline was February 3, 2017 with a final deadline of March 3, 2017
- DCTA's information was submitted prior to the early deadline and the agency received notification that 7 out of the 10 policies were met

LOCAL TRANSPORTATION PLANNING

Innovative Transit Solutions

- DCTA has released an RFP for taxi service providers and Transportation Network Company (TNC) services. Proposals were due to DCTA in late February.
- Companies selected through this RFP process will be available on call to provide customized cost-effective transportation solutions for member and non-member cities in situations where fixed route traditional transportation service is not feasible
- Three proposals were received and are currently being evaluated and will go to the board for approval at the March board meeting.
- Staff is also staying engaged in conversations within the industry regarding other technology-driven transit solutions as well as discussions regarding the utilization of automated vehicles in transit
- The FTA has invited staff to participate in a two day policy discussion workshop in D.C. regarding transit agency partnerships with TNCs for the delivery of transit services

BUSINESS DEVELOPMENT & PARTNERSHIPS

City of Frisco Contract Service

- At the city's request, staff is developing a program incorporating taxi service into the currently provided service to assist in service area expansion, increased capacity capabilities and improved operational efficiencies
- DCTA has entered into a limited interim contract with Irving Holdings to fulfill this immediate request and expects to implement this service later this month

City of McKinney

- DCTA presented service options to the new McKinney's Urban Transit District (MUTD) in late February
- The presentation included an overview of DCTA's services and provide options for different approaches to address the community's transit needs through contract services
- The MUTD has requested additional information from DCTA staff and is expected to select a service provider in April

Service Expansion within New Service Areas

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

LAND USE PLANNING & DEVELOPMENT

Downtown Denton Parking

- In coordination with the Union Pacific Railroad and the NCTCOG, DCTA is working with City of Denton staff to identify solutions addressing downtown parking shortages, aesthetics, noise mitigation and safety enhancements.
- Conversations continue with City staff to develop the best plan of action to address all of these issues

Additional Land Use Planning

- DCTA continues conversations with member cities in an effort to support their respective city strategic plans which include historical neighborhood revitalization, transit oriented development, transportation thoroughfare planning, transit service enhancements and trail planning initiatives
- Ongoing conversations continue with city staff to develop the best plan of action to address all of these issues

ADDITIONAL PROJECTS

- | | |
|---|---|
| • Regional Trail Veloweb | • Long-Range Agency Planning Efforts |
| • Highland Village Service Enhancements | • State and Federal Legislative Initiatives |
| • Huffines-Hebron Joint Development Project | • Grant Funding Opportunities |
| • Infrastructure Development Planning | • TxDOT 35W Expansion Coordination |
| • Innovative Transit Service Development | |

Submitted by:



Kristina Brevard, VP, Planning & Development



Board of Directors Memo
Subject: Capital Projects Update

March 23, 2017

Signal System Enhancements Phase II

- Construction and installation is underway and is coordinated with the PTC construction and installation to make the projects more efficient.
- Phase II completion is expected by the end of March 2017.

Positive Train Control (PTC)

- Wayside installation has commenced.
- The first vehicle install is underway.
- The FRA document approval process may delay the final acceptance date. We are actively working with the FRA and Alstom to minimize any delays associated with the FRA approval process.
- The project is expected to be completed before the federal deadline of December, 2018.

Lewisville Hike and Bike Trail – Eagle Point Section

- Under final review at TxDOT.

Flood Damage Repairs

Issue	FEMA Claim	Estimated DCTA Cost	Status
DTA 003G Washout of RipRap and ballast (includes Herzog Emergency response)	\$280,411	\$70,103	Invoice sent to TDEM. Working with TDEM auditors. Have answered all questions. Expect payment soon.
DTA 001G and DTA 004G Replace Crossings	\$2,036,198	\$509,050	Contract awarded to Herzog. Const. to begin March 19 th at Shady Oaks.
DTA 002E Bus O&M Electrical repairs*	\$14,616	\$3,654	Complete. Reimbursement received.
DTA 001E Signal & Comm. System	\$122,000	\$6,500	Repair is complete.

DTA006G Rail OMF drainage	\$116,079	\$29,019	Small project reimbursement received. No bids received. Staff is assessing alternatives.
DTA 002G Undercut Ballast	\$657,652	\$164,413	Contract awarded to Herzog. Work is 95% complete.
Replace flume at Pockrus Page	\$623,000* \$161,338 **	\$155,750 \$461,662	Appeal tentatively approved. FEMA will revise the project worksheet. Engineers are finalizing repair recommendations. Surveying complete. 90% drawings received for review. Working on Procurement planning.

* Original claim 290'

** Approved claim

- Ballast undercutting work is 95% complete. The final 900 feet is scheduled for de-stressing no later than March 26th. The project has proceeded without incident.
- The contractor is preparing ties for the crossing replacements at the same time. The first crossing is Shady Oaks, in Denton. Work is scheduled on March 19th.
- Total estimated cost of repairs is \$3,065,618. The current estimated DCTA cost is \$776,239.00. This number may vary depending on the Pokrus Paige appeal. FEMA is revising the PW to include all repairs, however, we have not yet seen it.

IOMF – Bus Fueling at the Rail Facility

- Permit requirements are minimal, however, the new site plan will need Council approval as there are 5 permanent zoning variances in place. The site plan approval process is expected to take 4 months.
- The site plan and fuel tank specifications are under development.

Rail Facility – Brownfield Investigation

- An EPA grant application was filed in December.
- If approved, the grant requires no local match.
- HNTB is reviewing the bid package for tire and barrel removal from the site.

Signal System Enhancements Phase II

- Construction and installation is underway and is coordinated with the PTC construction and installation to make the projects more efficient.
- Phase II completion is expected by the end of March 2017.

Positive Train Control (PTC)

- Wayside installation has commenced.
- The vehicle installation kick-off meeting will take place on February 8 and the first vehicle installs will begin on February 13.
- The FRA document approval process may delay the final acceptance date. We are actively working with the FRA and Alstom to ensure the project is not delayed.
- The project is expected to be completed well before the federal deadline of December, 2018

Final Review:

A handwritten signature in black ink, appearing to read "Raymond Suarez", is written over a horizontal line.

Raymond Suarez

Board of Directors Memo**March 23, 2017****Subject: Transit Operations Report****SYSTEM ON-TIME PERFORMANCE**

- FY 2017 YTD “On Time Performance” (OTP) for the A-train is 97.72%
- FY 2017 YTD “On Time Performance” (OTP) system-wide for Bus is 91.32%.

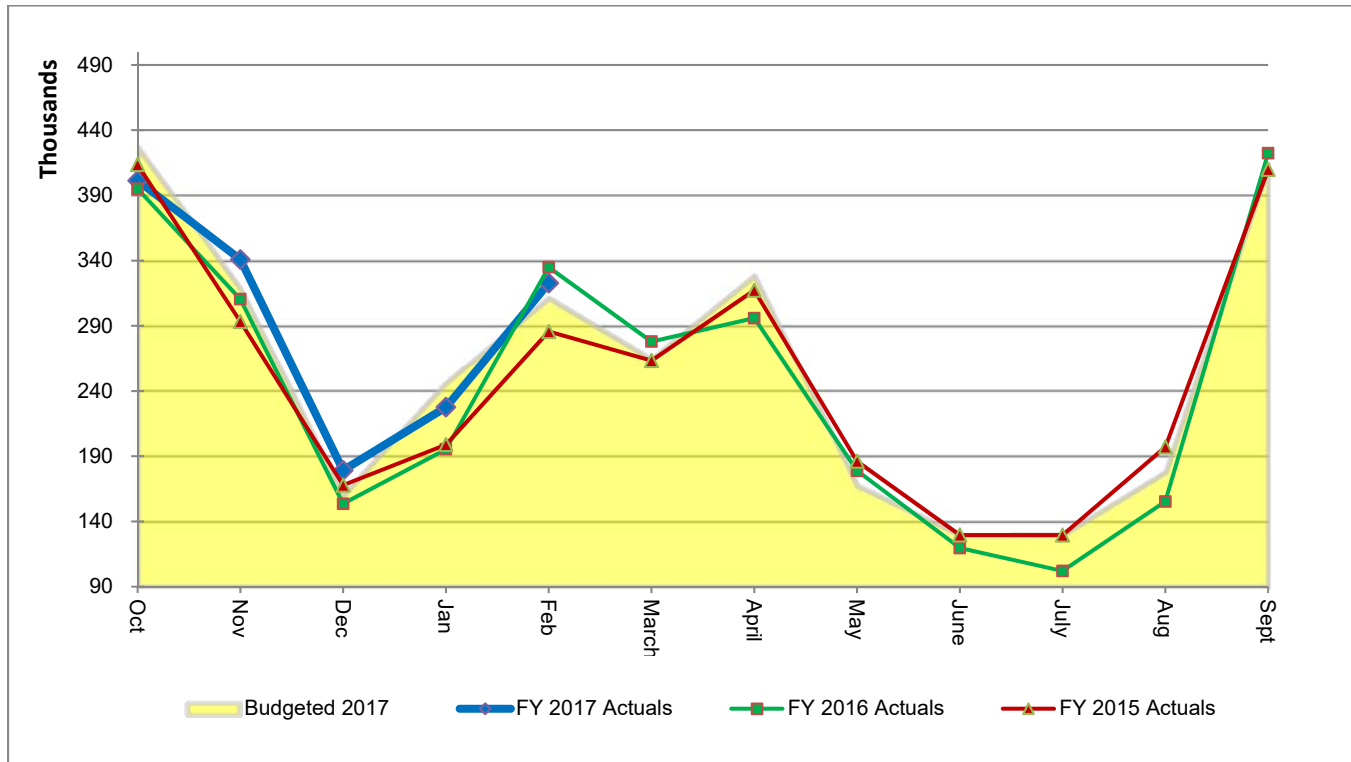
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2016 to FY 2017	Color Indicator	Notation No.
All Bus & Rail	5.92%		1
Rail	-6.81%		2
All Bus	8.57 %		
Connect	-14.77%		2, 3
UNT	14.65%		1
NCTC	-0.52%		
Access	1.64%		
Frisco Demand Response	N/A		

1. UNT ridership continues to exceed expectations and boost the overall system performance.
2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. An APTA study states that for every 10% drop in gas prices there is a 1.8% drop in ridership. Over the past year there has been a 35% decrease in gas prices which equals a 6.3% drop in ridership. We are in the 2nd year of sustained low gas prices, which is making car ownership more competitive to mass transit, and it appears that consumer behavior is adjusting. This is consistent with national trends.
3. While Connect service continues to underperform from the previous year it did have significant gains in January and February 2017, over December in total ridership, as well as passengers per revenue hour, thus reducing the percent decrease from 15.46% to 14.77%.

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

Rail and All Bus: Total Boardings

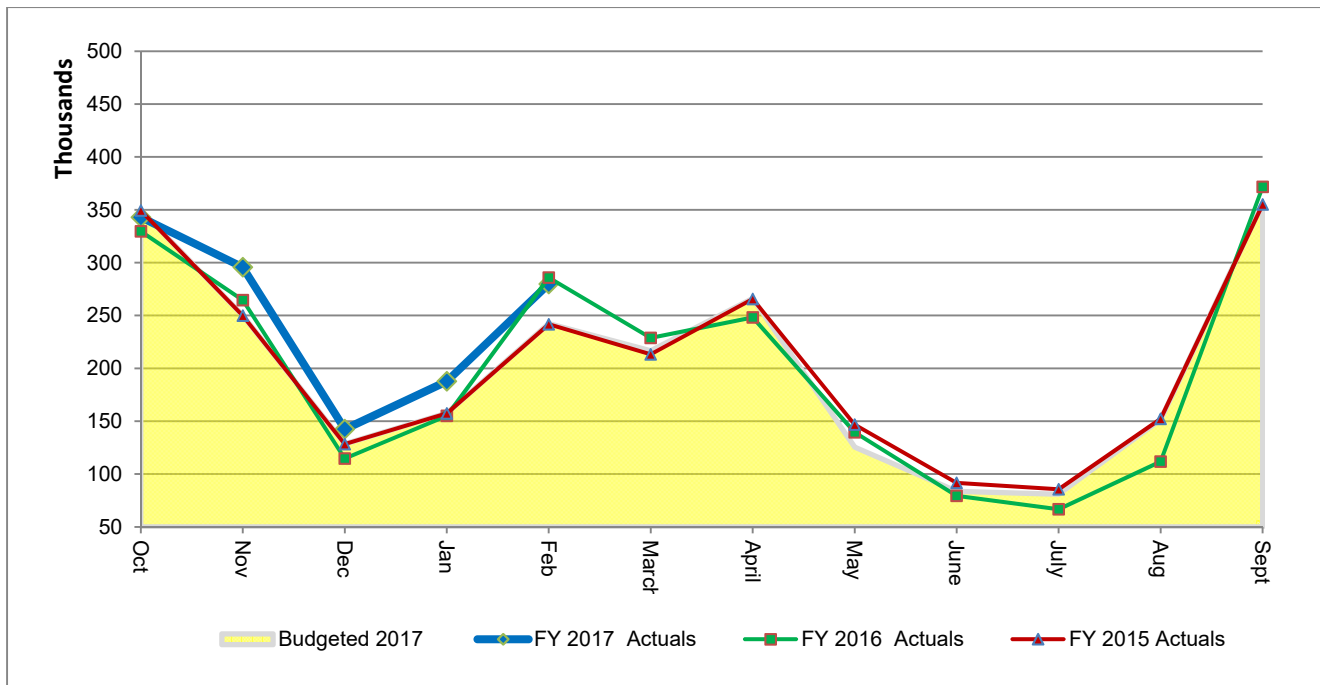


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus increased 32,231 boardings or 16.50% in January, but decreased in February by 12,313 or 3.68% when compared to the same period in the prior year. It should be noted that February 2017 had one less day of operation or 4.76% less service than February 2016. Although we had a reduction in service levels, our average daily boardings increased by 353 or 2.6% in February 2017.
- YTD boardings for Rail and All Bus increased by 82,293 boardings or 5.92% compared to the same period of the prior year.

All Bus: Total Boardings

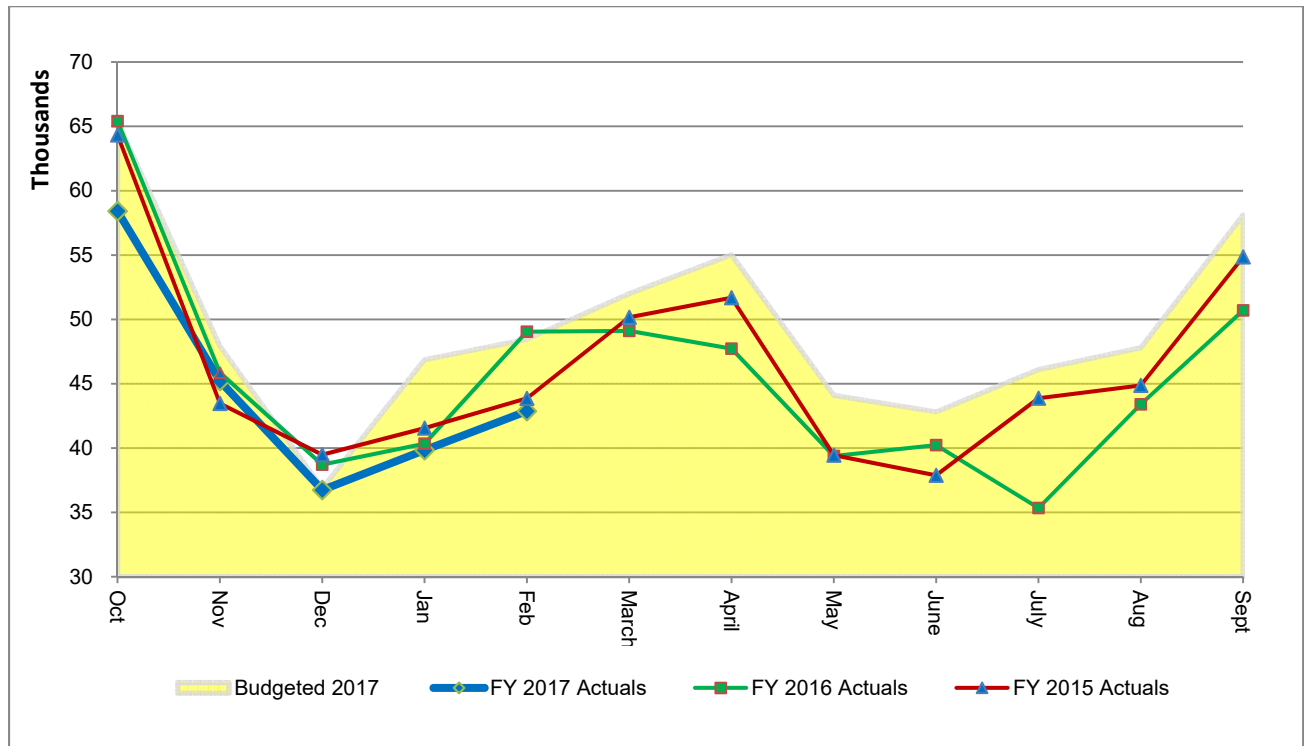


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- Modifications to UNT Student Parking has resulted in changes to student travel patterns that is having a significant impact on Denton Connect route performance. UNT boardings are up 14.65% while Connect is down 14.77%.
- Several changes were made in FY15/FY16 to UNT shuttle service in an effort to reduce overcrowding on several routes. While the changes significantly improved UNT route performance, it had a corresponding adverse effect on the DCTA Denton Connect Routes that serve many of the same areas. This will continue until implementation of the Denton COA recommendations in May 2017.
- Lewisville ridership is down primarily due to the consolidation of Route 23 into the new Routes 21 & 22 respectfully. The new routes cover the same area as in the past. The routes were consolidated to improve the customer experience and to provide a one-seat ride for customers by eliminating the need to transfer. However, the elimination of the transfer resulted in a corresponding reduction in boardings counted separately on Route 23. This accounts for approximately 30% of the downturn in the Lewisville ridership.

Rail: Total Boardings

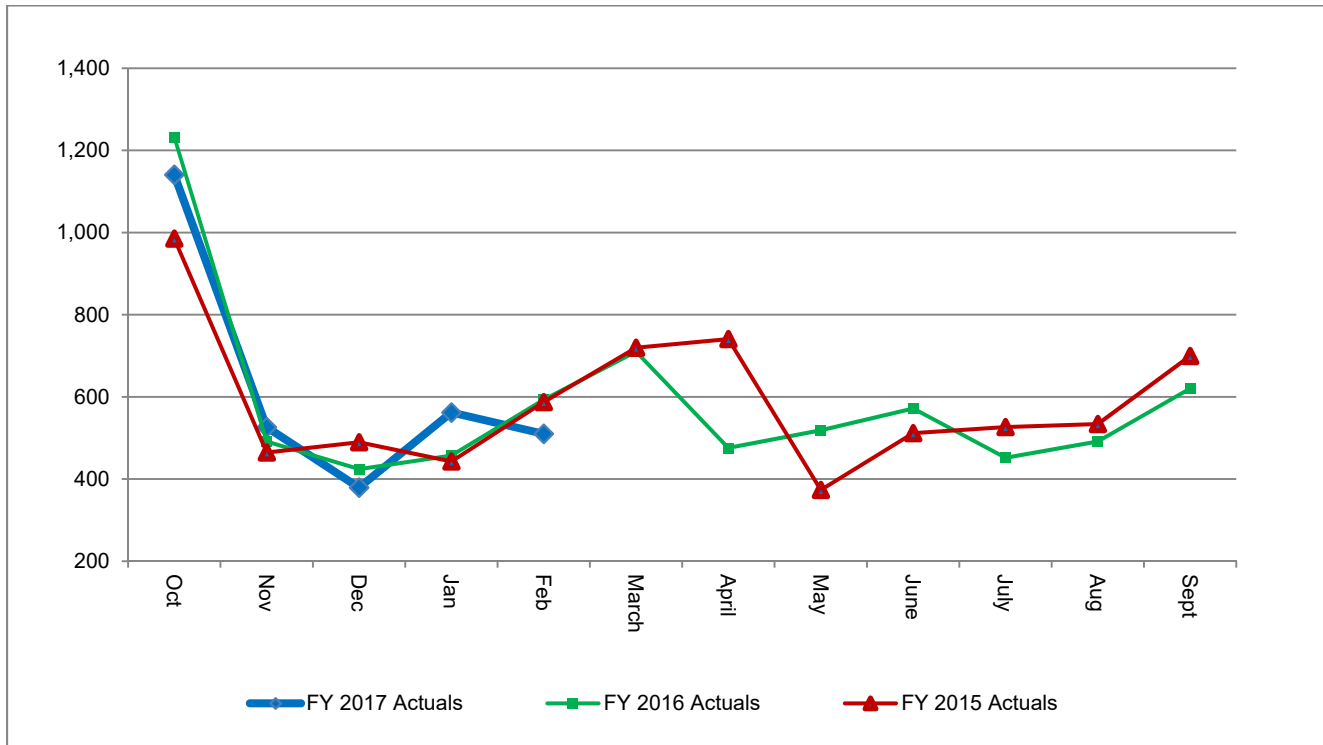


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 506 or 1.25% in January 2017 compared to January 2016.
- February 2017 boardings decreased by 6,186 or 12.61% compared to February 2016. A large portion of this decrease can be attributed to the one less day of service in February 2017.
- YTD rail boardings decreased by 16,307 or 6.81% as compared to same period the previous fiscal year. Ridership for TRE and DART rail are also down as compared to last year.

Rail: Saturday Average Boardings

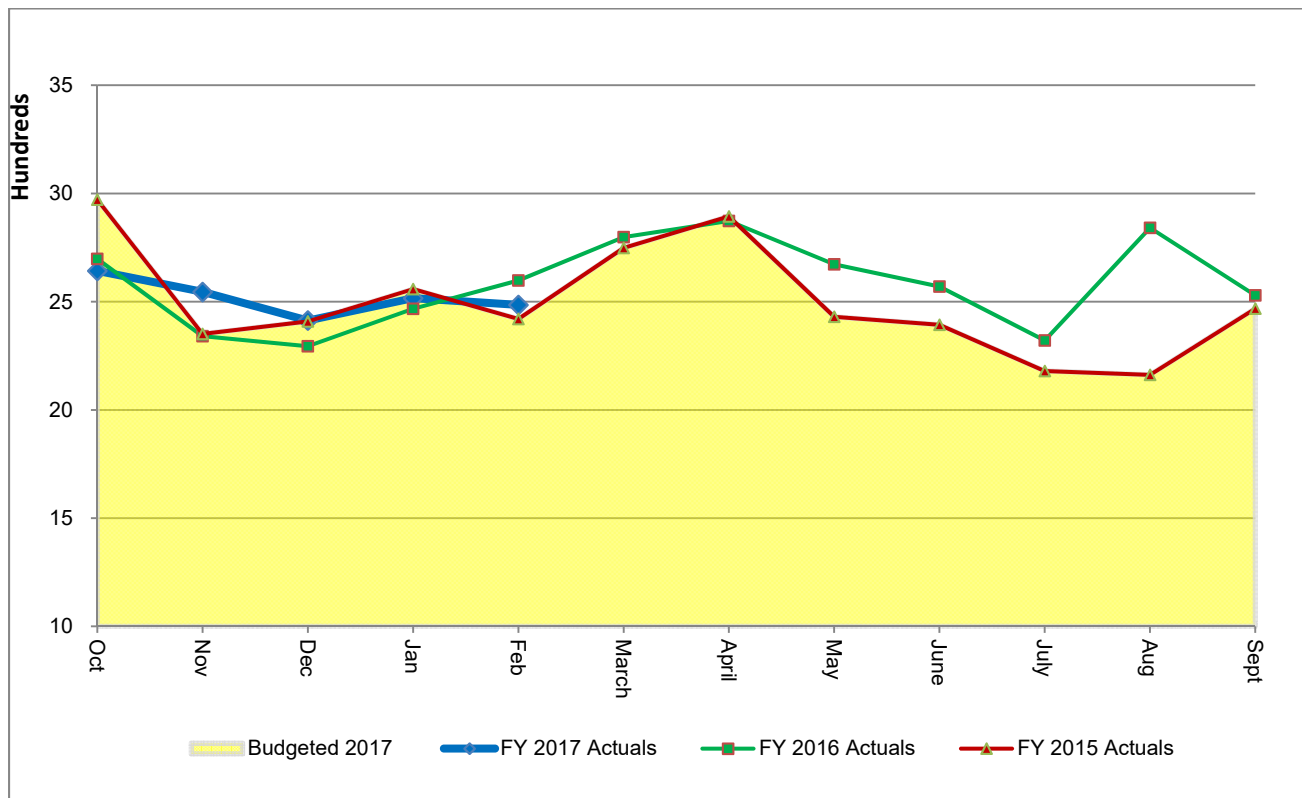


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings increased by 105 or 22.98% in January 2017 compared to January 2016.
- February 2017 Average Saturday Boardings decreased by 83 or 14% compared to February 2016.
- YTD Average Saturday Boardings decreased by 79 or 2.48% as compared to the same period the prior year.

Access: Total Boardings

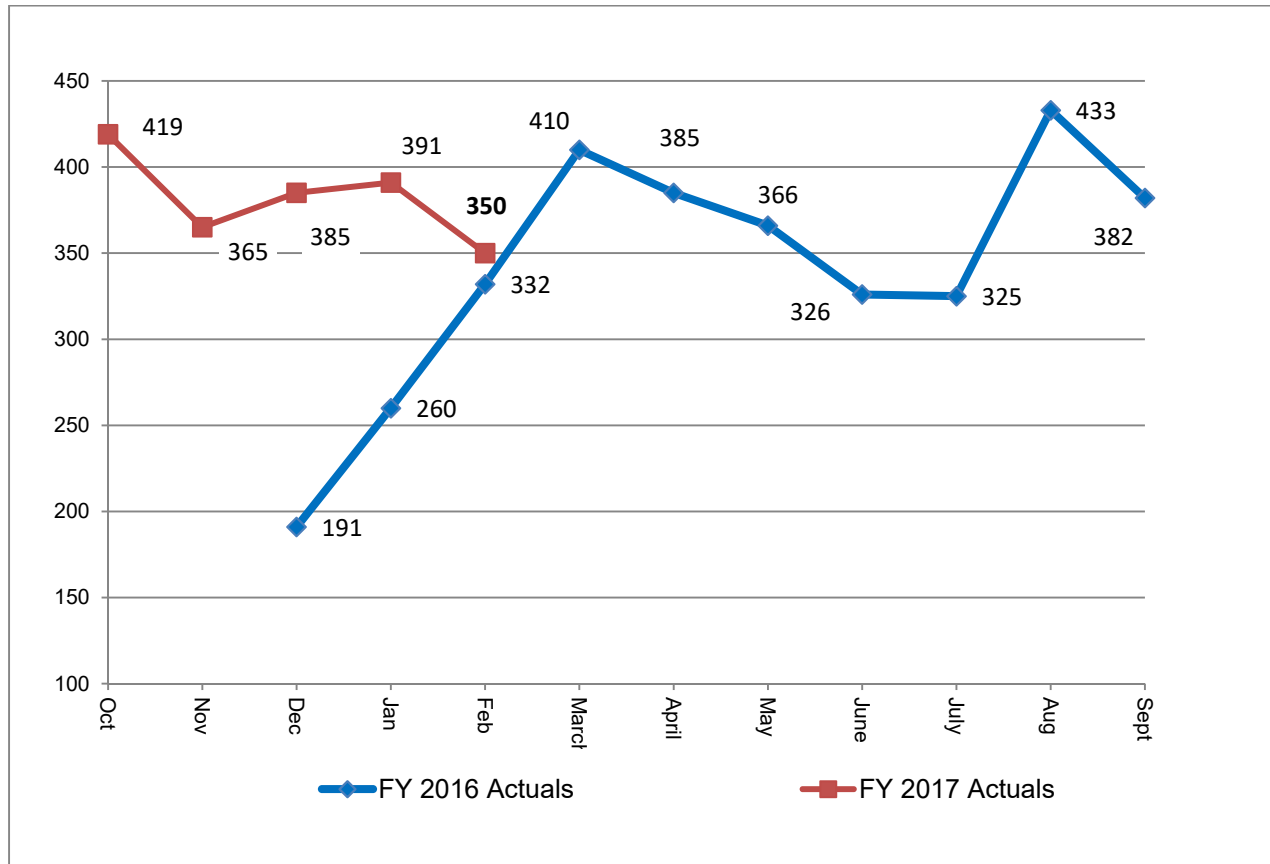


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- In January, total boardings increased by 49 or 1.99% compared to the same period last year.
- In February, total boardings decreased by 113 or 4.35% compared to the same period last year. This may be attributed to one less service day in February 2017 compared to February 2016.
- YTD boardings have increased by 203 or 1.64% compared to the same period last year, which had one more service day.

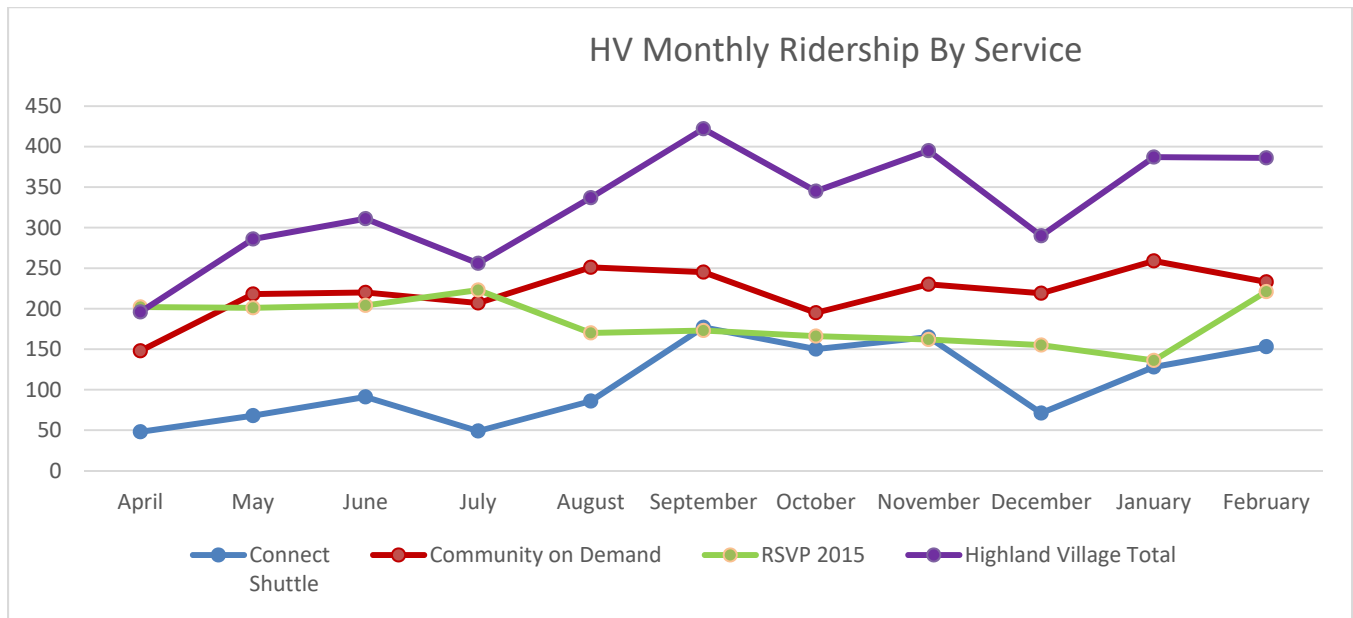
Frisko Demand Response Service: Total Boardings



Frisko Demand Response Service: Total Boardings

- In January, total boardings increased by 131 or 50.4% compared to the same period last year. This was a result of January 2016 being the second full month of service in Frisko.
- In February, total boardings decreased by 41 or 10.49% compared to January 2017, but increased by 18 or 5.4% compared to February 2016.
- Currently, the demand for service in Frisko exceeds the available capacity. Staff has worked with the City to develop a taxi pilot project to expand existing capacity, as well as expand the service area to include portions of Plano. This pilot project is scheduled for implementation in March 2017.

Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- In April 2016, RSVP was replaced with the Highland Village Connect Shuttle and Community On-Demand services.
- YTD total boardings for Highland Village Community On-Demand increased by 296 boardings or 35.24% over RSVP total boardings for the same period the prior year.
- With the addition of the Highland Village Connect Shuttle, YTD total boardings for all Highland Village services increased by 963 boardings or 114.64% over RSVP total boardings for the same period the prior year.

North Texas Xpress Commuter Services: Total Boardings

- Service was initiated on Monday, September 26, 2016.
- The North Texas Xpress is a joint service provided by DCTA and the Fort Worth Transportation Authority.
- Service is provided Monday through Friday from 6:15 am to 9:30 pm.
- North Texas Xpress ridership will be provided in table format (see below) until a full year of data is available for annual comparison purposes.

NORTH TEXAS XPRESS SUMMARY REPORT		
Month	Total	DCTA Apportionment
February	822	411
January	978	489
*December	861	430
November	985	492
October	948	474
September	72	36

*Boardings reflect revision from FWTA

SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 35 through February
 - Previous injury-free workdays was 1,689. A-train crew member injured their foot in the railroad ballast while dismounting a Stadler vehicle.
- DCTA Bus Operations Injury-Free Workdays: 31 (January) and 26 (February)

MAINTENANCE

- **Right of Way:** Routine daily inspections are being performed by the contractor.
- **Signal/Communications:** DCTA contract operations (CTC) reported no issues in January or February.
- **Stations:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues in January or February.
- **Rail Mechanical:** DCTA contract operations (First Transit) reported no mechanical failures in January or February.

Final Review:


Raymond Suarez, COO

DCTA

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

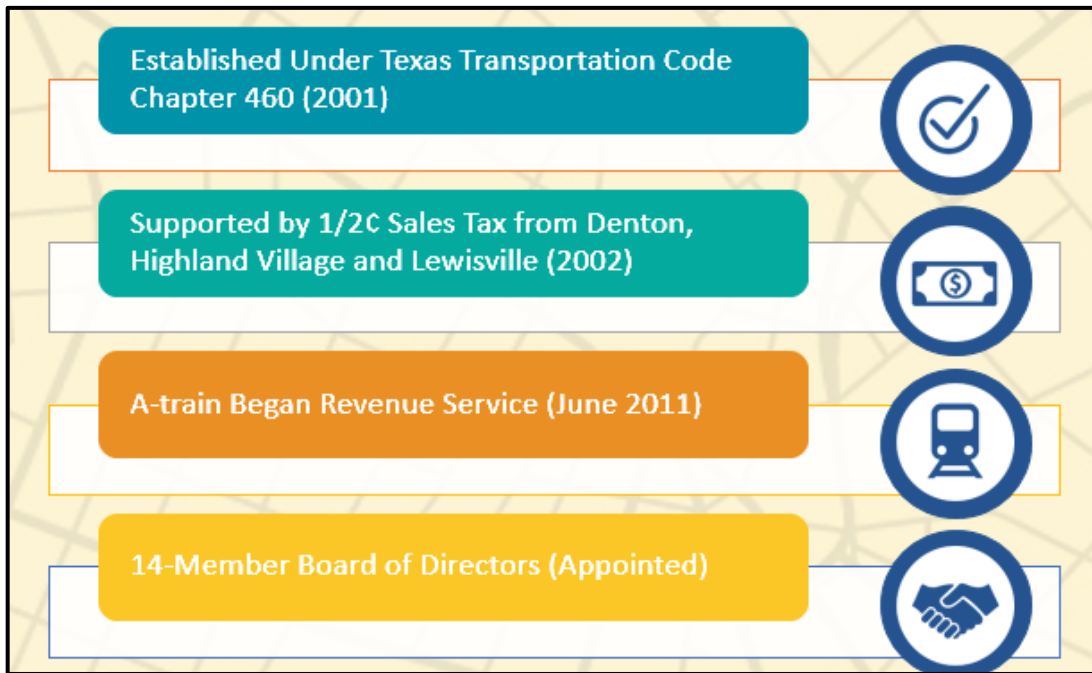
- **Safety** – In accordance with our Service Plan, our most important commitment is passenger safety through the strict adherence to policies and procedures and ongoing employee training and professional development.
- **Accountability** – As public servants, DCTA employees and Board of Directors hold 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

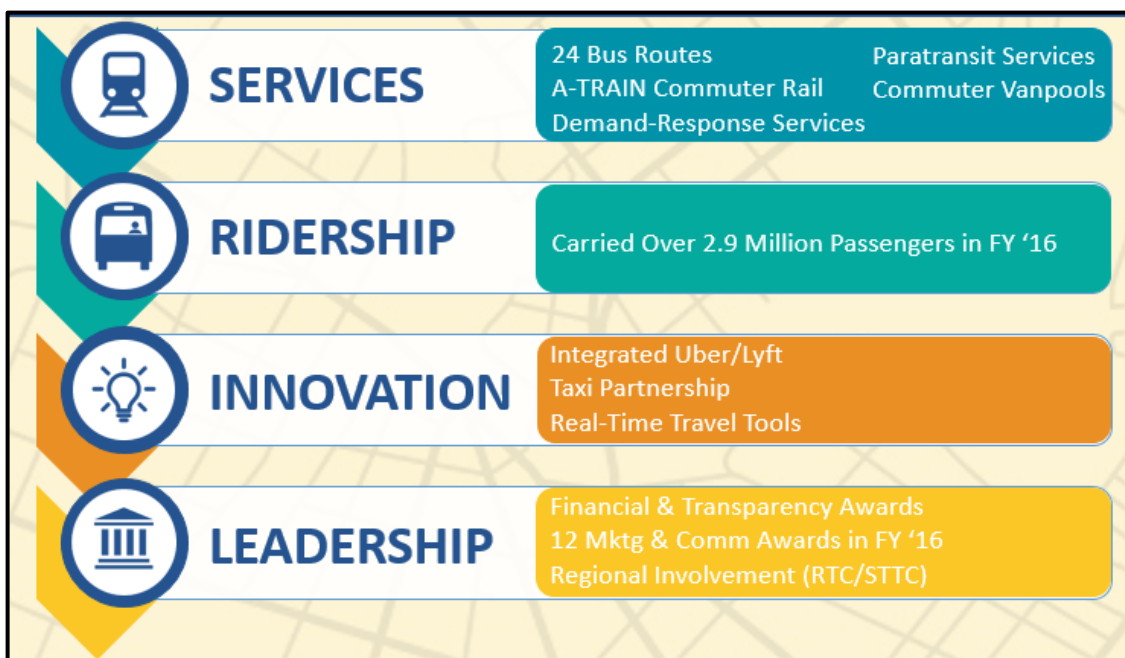
1. Safety – Passenger, Employee, Public
2. Maximize service efficiency and reliability
3. Maximize the effectiveness of service for DCTA's ridership markets
4. Increase the visibility and elevate the image of DCTA
5. Expand DCTA's services into areas where transit has a strong likelihood of success
6. 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

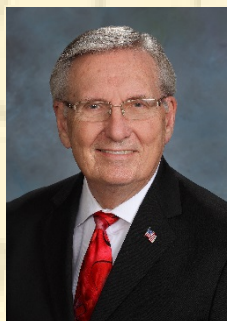
Large Cities (>17,000)



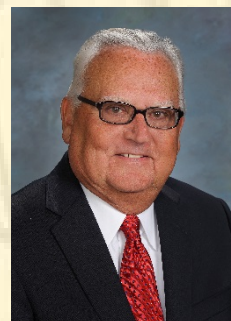
Richard Huckaby
Secretary
Denton



Paul Pomeroy
Vice-Chairman
Highland Village



Charles Emery
Chairman
Lewisville



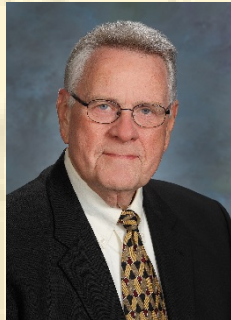
Tom Winterburn
Corinth

BOARD OF DIRECTORS (CONTINUED)

Large Cities Continued (>17,000)



Doug Peach
Little Elm



Carter Wilson
Frisco

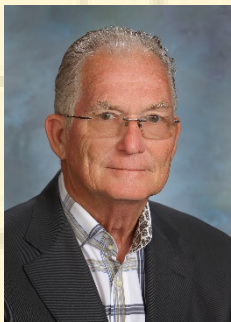


Allen Harris
The Colony



Jim Robertson
Flower Mound

Denton County Unincorporated

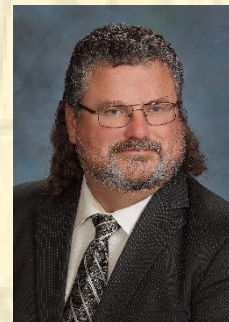


George A. Campbell



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



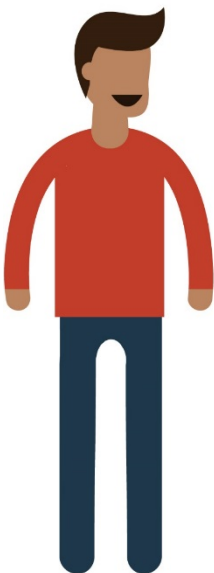
RECOMMENDED

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



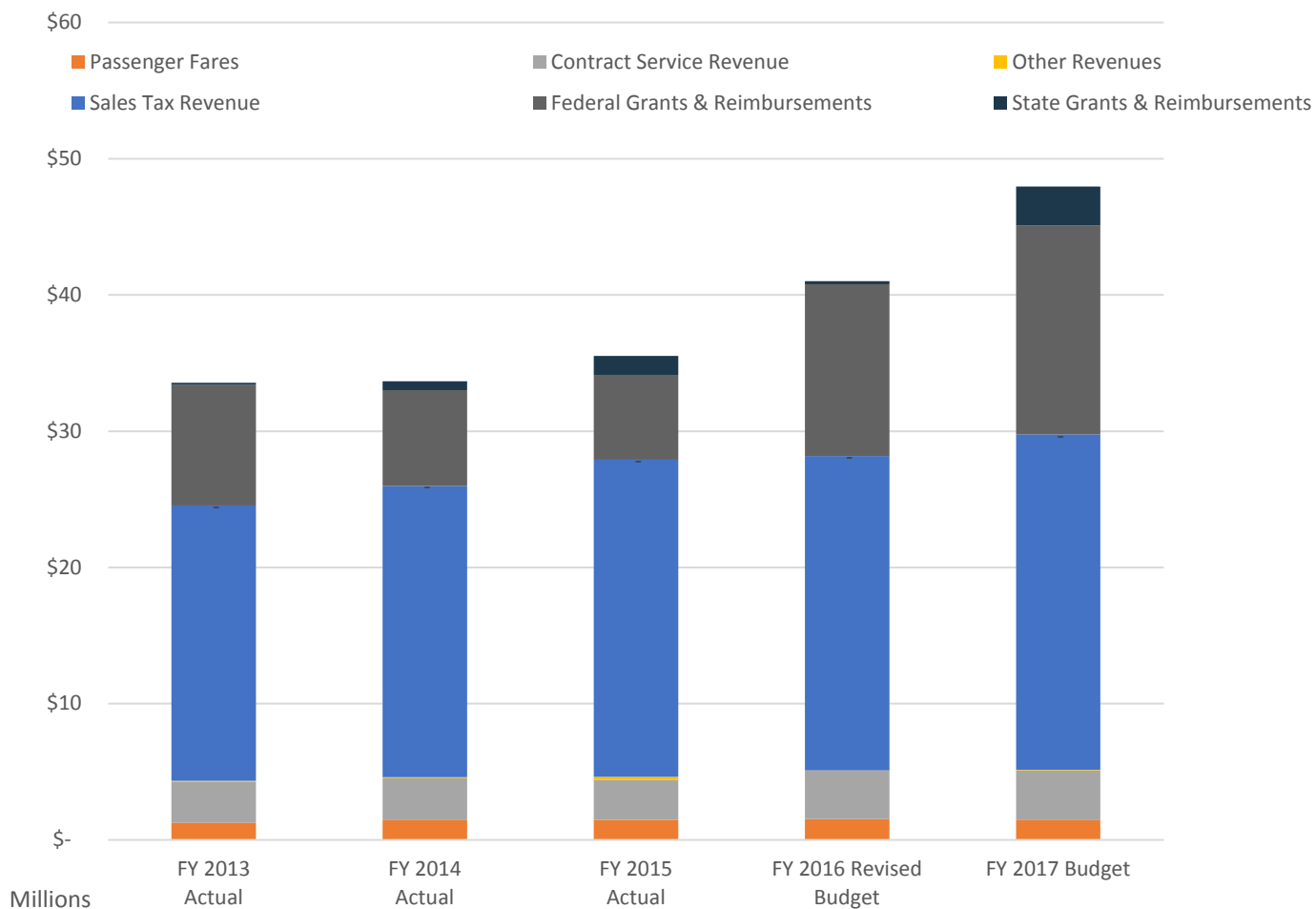
* Respondents selected agree or strongly agree

RIDER DEMOGRAPHICS*



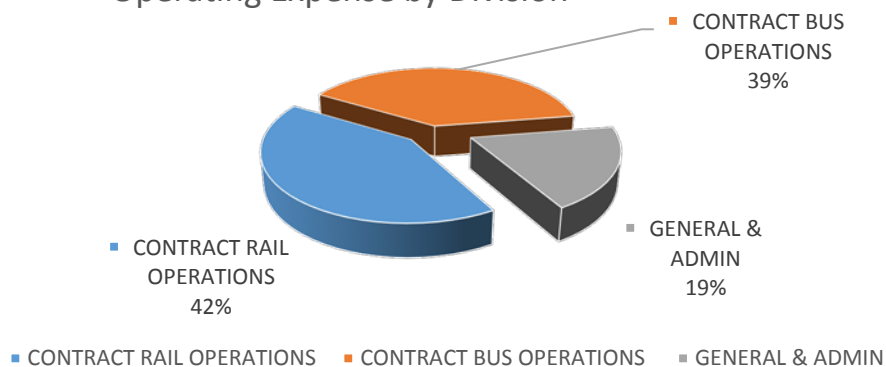
*Results according to the 2017 DCTA Community Survey.

DCTA SOURCES OF FUNDS (5-YEAR HISTORY)



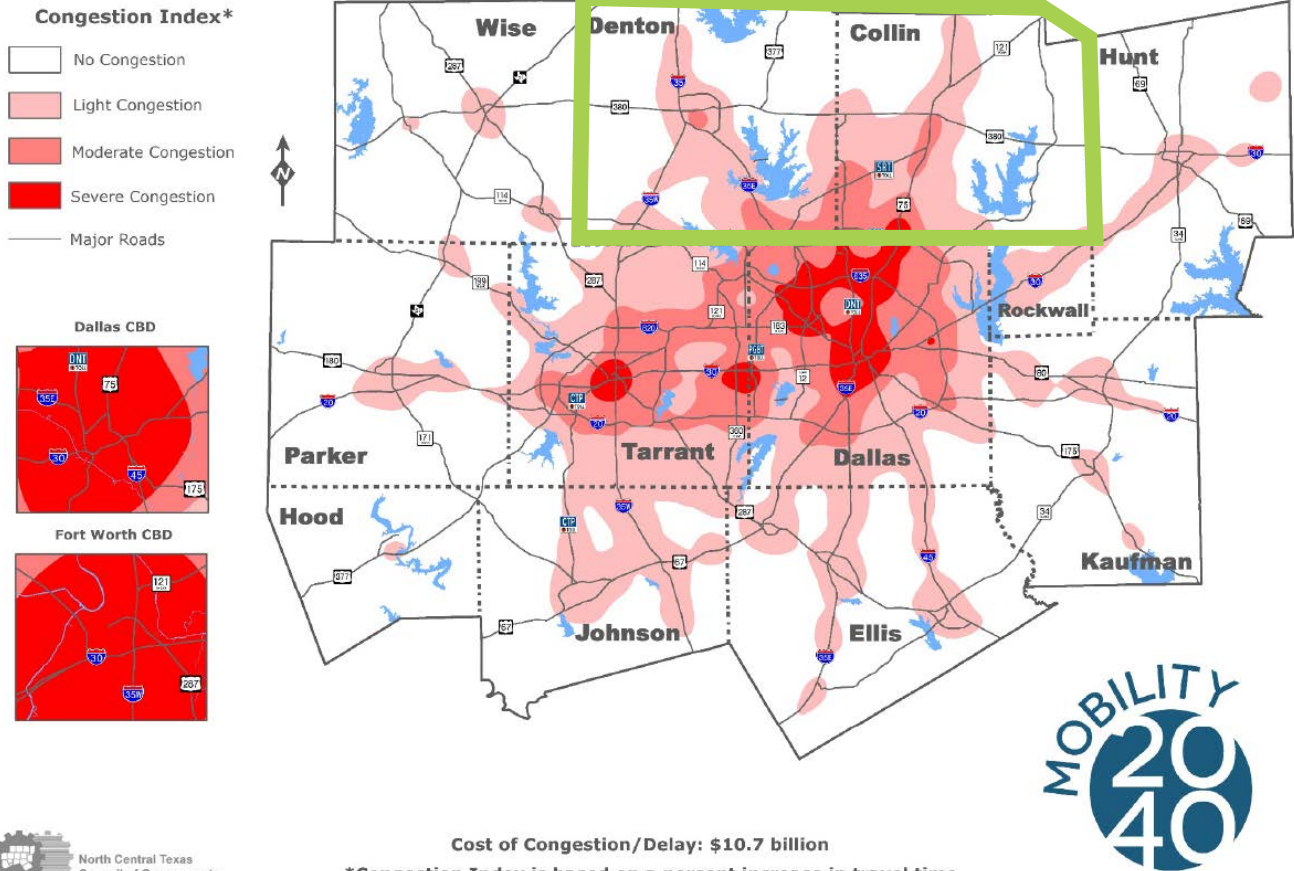
DCTA FY '17 OPERATING EXPENSES

Operating Expense by Division



CONGESTION MAPS

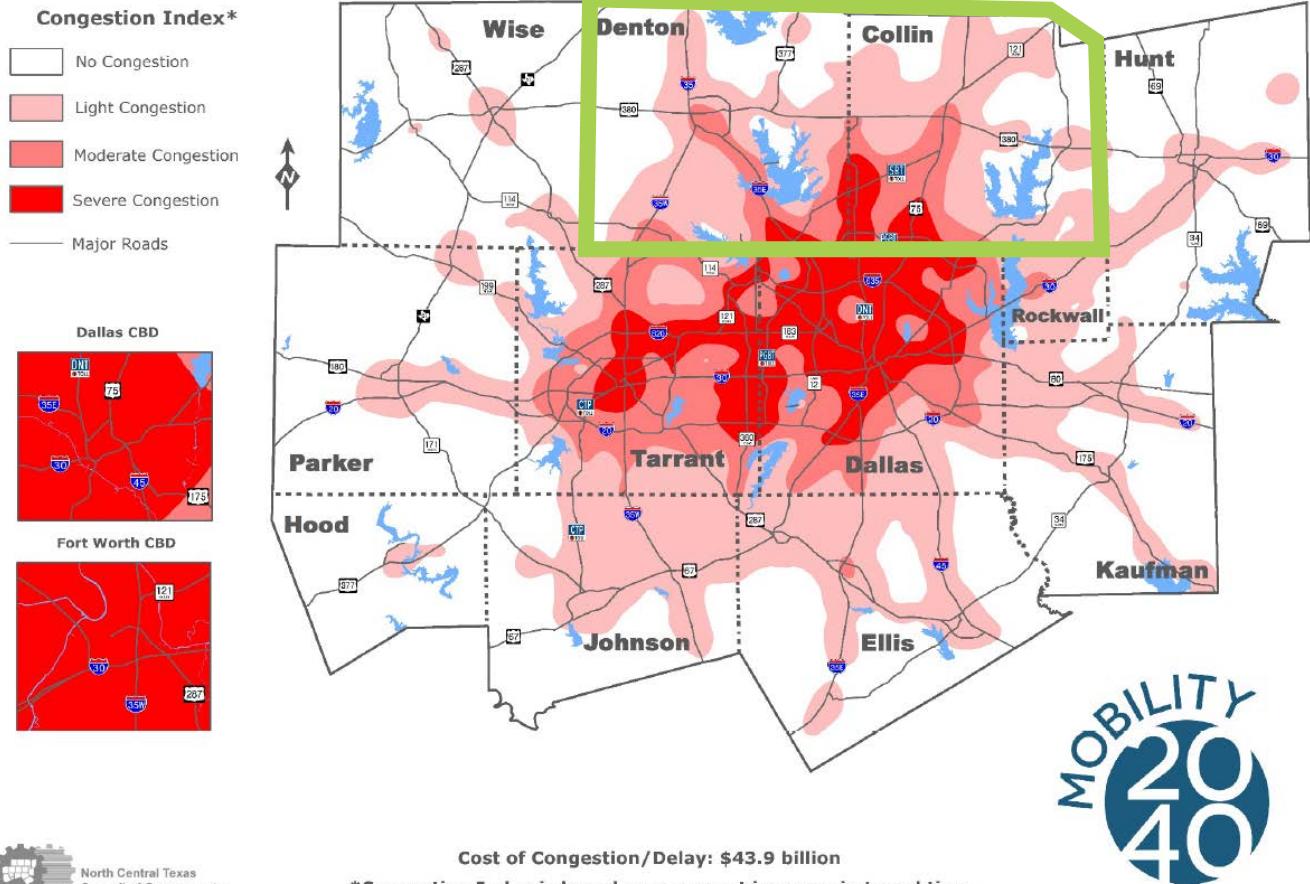
2017 Levels of Congestion/Delay



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

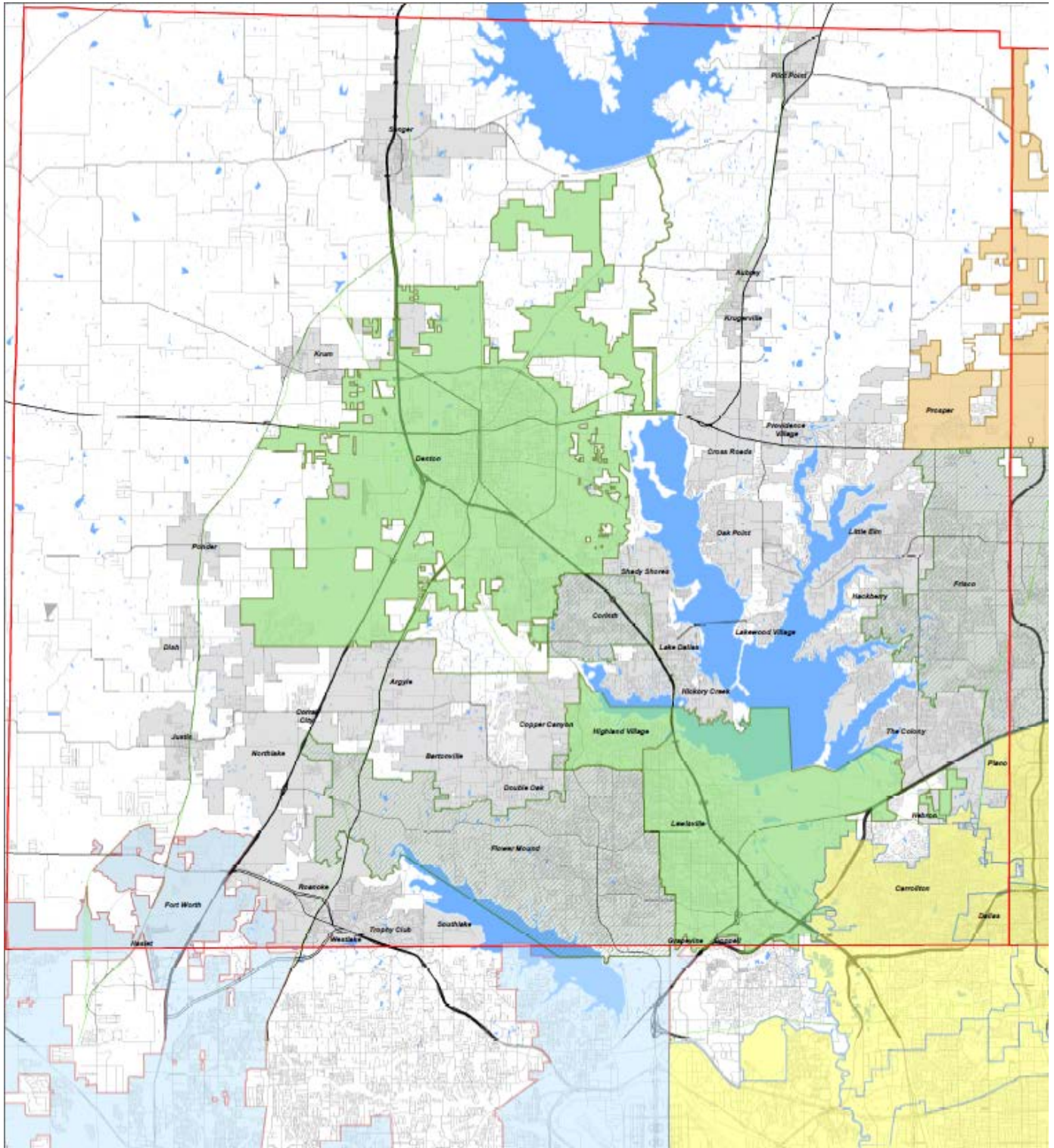
2040 Levels of Congestion/Delay

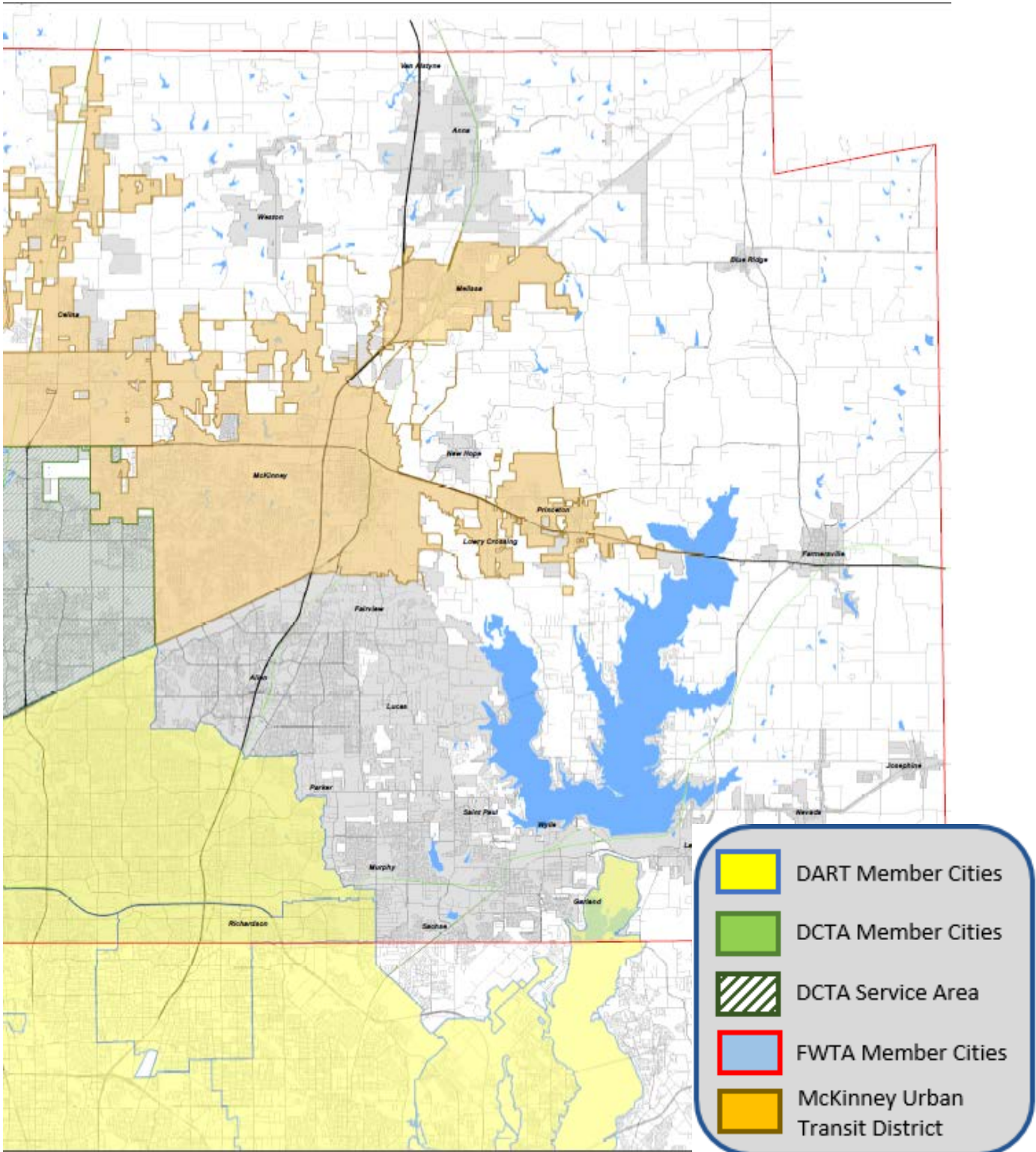
No-Build Scenario



- 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

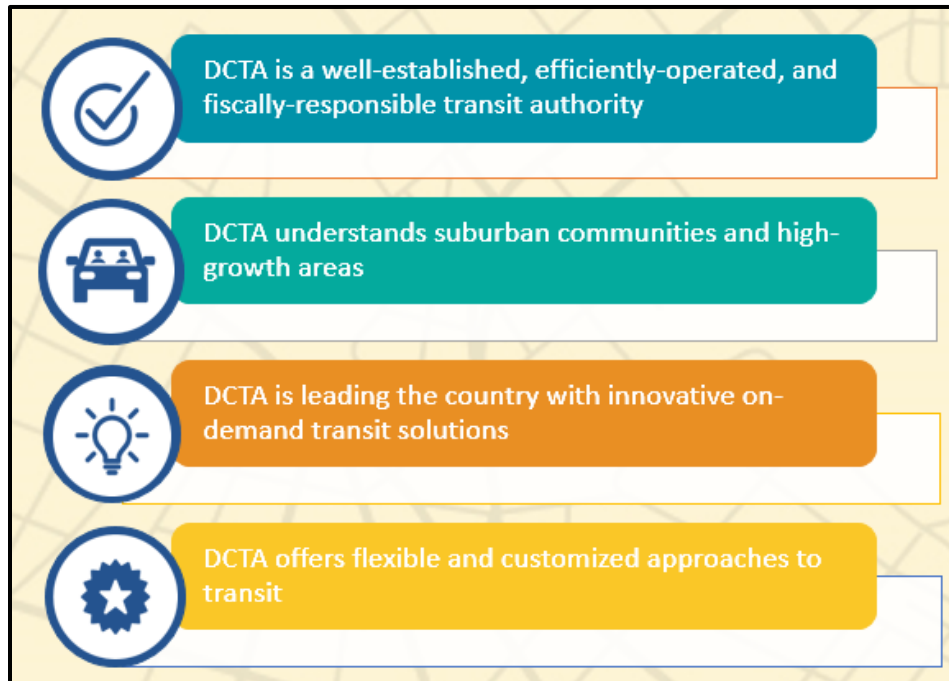
- Complete positive train control and single car operations
- Develop and implement a viable plan for BNSF rail service from Carrollton to Frisco/Proper
- Pursue McKinney UTD service
- Retain focus on utilization of Transportation Network Companies (TNCs) and prepare for automated vehicle technology
- 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

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.

RESOLUTION (CONTINUED)

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

APPROVED:

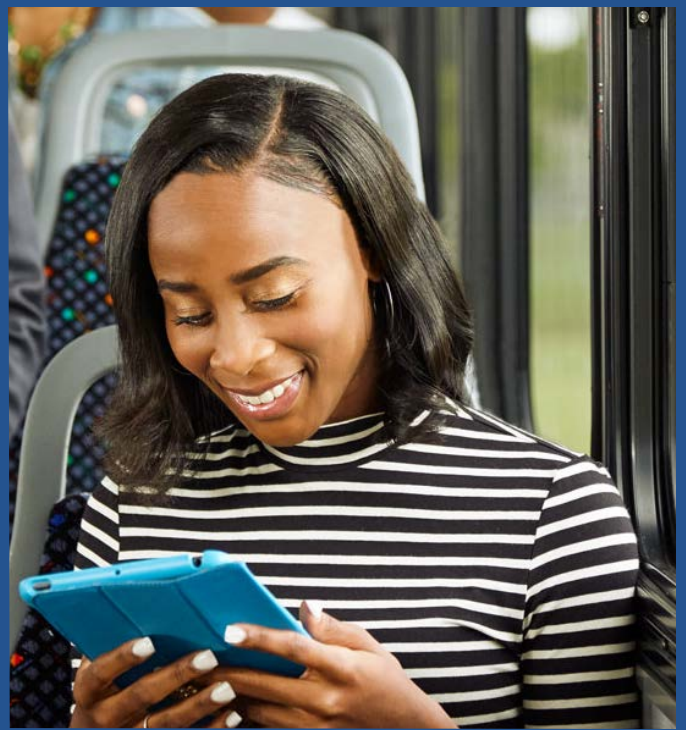
Charles Emery, Chairman

ATTEST:

Richard Huckaby, Secretary

APPROVED AS TO FORM:

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



DCTA
DENTON COUNTY
TRANSPORTATION AUTHORITY

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HopOnBoardBlog.com • #RideDCTA



Board of Directors Memo

March 23, 2017

Item: WS 3(a) Program Services Committee Chair Report

The Program Services Committee meeting and Special called Board of Directors meeting was held at 12:06 p.m., February 14, 2017 at 1955 Lakeway Dr., Suite 260 Conference Room in Lewisville, TX.

In attendance were:

Committee Members: *Paul Pomeroy, Skip Kalb, Carter Wilson, Allen Harris, George Campbell, Don Hartman*

Board Members: *Charles Emery, Richard Huckaby, Dave Kovatch, Connie White*

Absent: *Doug Peach, Jim Robertson*

DCTA Staff: *Jim Cline, Kristina Brevard, Anna Mosqueda, Raymond Suarez, Jonah Katz, Rusty Comer*

Additional Guest(s): *David Smith*

The following agenda items were presented for discussion at the Program Service committee meeting:

1. Agency Strategic Plan Discussion
2. Convene Executive Session. The Committee Convened Executive Session from 12:59 p.m. and Closed the Executive Session at 1:32 p.m.
 - a. 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.
3. Agency Planning & Development Updates
 - a. Innovative Transit Solutions
 - b. Contract Service Partnerships
4. Agency Operational Updates
 - a. North Texas Xpress 35W Service
 - b. Positive Train Control
 - c. Single Car Operations
 - d. FEMA Related Projects
5. Future Agenda Items
6. Adjourn

The meeting adjourned at 1:43 p.m.

Program Development Chair – Paul Pomeroy

Program Development Members – Skip Kalb, Doug Peach, Don Hartman, Carter Wilson, Jim Robertson, Allen Harris, George A. Campbell

Staff Liaison – Kristina Brevard, Vice President, Planning & Development