

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

Board of Directors Work Session

April 26, 2018 | 1:30 p.m.

CALL TO ORDER

- 1. Routine Briefing Items
 - a. Monthly Financial Reports
 - i. Financial Statements for March 2018
 - ii. Capital Projects Budget Report for March 2018
 - iii. Monthly Sales Tax Receipts
 - iv. Quarterly Investment Report Q2 FY2018
 - v. Quarterly Grant Update
 - vi. Current Procurement Activities
 - b. Marketing and Communications
 - i. New Collateral
 - ii. Community Survey Update
 - iii. A-train Point-in-Time Study Update
 - iv. Lake Dallas A-train Rail Trail Ribbon Cutting
 - v. Monthly Media Report
 - vi. Quarterly Metrics Report
 - vii. Video Showcase
 - 1. #AskDCTA
 - 2. "I Am DCTA"
 - c. Strategic Planning and Development
 - i. Regional Planning Initiatives Update
 - ii. Local Planning Initiatives Update
 - iii. Business Development & Partnerships Update
 - iv. Funding Opportunities Update
 - v. Land Use Planning & Development
 - d. Capital Projects
 - i. Positive Train Control
 - ii. Hike and Bike Trail
 - iii. Pockrus Page
 - iv. Trinity Mills Crew Room
 - v. Lewisville Bus Fueling Facility
 - e. Transit Operations Reports
 - i. Bus and Rail Operations
- 2. Items for Discussion

- a. Enhanced Outreach to Stakeholders
- b. Discussion of upcoming UNT Contract
- 3. Committee Chair Reports
 - a. Program Services Committee (04/17/2018) Dave Kovatch, chair
- 4. Discussion of Regular Board Meeting Agenda Items (April 26, 2018)
- Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
 - b. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.
- 6. Reconvene Open Session
 - 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 – Richard Huckaby Secretary – Dianne Costa Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman, George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Ron Trees President – James Cline

The Denton County Transportation Authority meeting rooms are wheelchair accessible. Access to the building and special parking are available at the main entrance. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by emailing bpedron@dcta.net or calling Brandy Pedron at 972-221-4600.

This notice was posted on 4/20/2018 at 10:55 AM.

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



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

Board of Directors Regular Meeting

April 26, 2018 | 3:00 p.m.*

*or immediately following Board Work Session scheduled at 1:30 p.m. on April 26, 2018

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

1. PUBLIC COMMENT

This agenda item provides an opportunity for citizens to address the Board of Directors on any agenda items or other matters relating to the DCTA. Anyone wishing to address the Board of Directors should complete a Citizen Comment Registration Card and submit it to the DCTA Administration prior to the start of the Board of Director meeting. There is a three (3) minute time limit for each citizen. Anyone wishing to speak shall be courteous and cordial. The Board of Directors is not permitted to take action on any subject raised by a speaker during Citizen Comments. However, the Board of Directors may have the item placed on a future agenda for action; refer the item to the DCTA Administration for further study or action; briefly state existing DCTA policy; or provide a brief statement of factual information in response to the inquiry.

2. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on March 22, 2018.
- b. Acceptance of Monthly Financial Statements March 2018
- c. Acceptance of Quarterly Investment Report Q2 FY2018
- d. Approval of Award of Contract to Kronos, Inc. for Payroll Processing and Human Data Management Services.
- e. Approve Access Service Policies and Procedures Revisions

3. REGULAR AGENDA

- a. Approve Budget Revision and Award of Contract to Arreguin Group, Inc. for the Construction of a Bus Fueling and Parking Facility at the Rail O&M.
- b. Approve and Authorize President to execute an amendment to the Stateside ROW professional services contract for real estate services.
- c. Approve and Authorize President to execute an agreement with the University of North Texas for Transportation Services

- 4. Convene Executive Session. The Board may convene the Regular Board Meeting into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Regular Board Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein.
 - b. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.
- 5. Reconvene Open Session
 - Reconvene and Take Necessary Action on Items Discussed during Executive Session.
- 6. CHAIR REPORT
 - a. Discussion of Regional Transportation Issues
 - b. Discussion Legislative Issues
 - i. Regional
 - ii. State
 - iii. Federal
- 7. PRESIDENT'S REPORT
 - a. Budget Transfers
 - b. Regional Transportation Issues
- 8. REPORT ON ITEMS OF COMMUNITY INTEREST
 - a. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.
- 9. ADJOURN

Chair – Charles Emery Vice Chair – Richard Huckaby Secretary – Dianne Costa Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman, George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Ron Trees President – James Cline

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This notice was posted on 4/20/2018 at 10:56 AM.

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



Board of Directors Memo

April 26, 2018

Subject: Financial Statements for March 2018

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending March 31, 2018 include the Statement of Change in Net Position, Statement of Net Position, and Capital Projects Fund. These reports provide a comparison of budget vs. actual for the fiscal year as of the current month.

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

Note A: Passenger Revenues – YTD unfavorable by (\$140k) mainly due to lower than budgeted ridership. YTD FY18 rail ridership of 221k is 20% less than budgeted ridership of 277k (\$90k reduced revenue). YTD FY18 ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 257k is 9% less than budgeted ridership of 283k (\$50k reduced revenue).

| | | YTD FY18 Actual Ridership | YTD FY18 Budgeted Ridership | % Variance |
|--|------------|-----------------------------------|-----------------------------------|---------------------------|
| Total Rail Ridership | (A) | 220,761 | 276,932 | - 20% |
| Connect, Access, Frisco, CCT, NTX UNT & NCTC Total Bus Ridership | (A) (B) | 256,803 1,208,815 1,465,618 | 282,838 | - 9% <u>0%</u> - 1% |
| Total Ridership | - | 1,686,379 | 1,763,383 | - 4% |

- (A) Passenger revenues are linked with these ridership statistics. Although Frisco & CCT service are contracted services, the passengers are responsible for a passenger fare as well.
- (B) These ridership numbers are shown for information purposes only and are not linked to passenger revenues.
- Note B: Contract Service Revenue YTD unfavorable by (\$358k), mainly due to lower than budgeted revenue hours and fuel usage. YTD FY18 fuel usage for contract services of 71k gallons is 26% lower than budgeted usage of 97k gallons (\$75k decreased revenue). Additionally, YTD average fuel cost is \$2.22/gallon compared to budgeted \$3.00/gallon (\$56k decreased revenue). YTD revenue hours for contract service are also less than budgeted, resulting in \$190k decreased revenue.
- Note C: Sales Tax Revenue March sales tax revenue is not yet received and is accrued for the
 month based on budget. Sales tax generated in March will be received in May. The Sales Tax
 Report included in this agenda packet provides a more detailed Budget to Actual comparison of
 FY18 sales tax receipts collected through April.

Note D: Federal/State Grants - Capital - YTD unfavorable by (\$4.3 million) due to delayed expenses and corresponding reimbursements for PTC, fleet purchases, the Lewisville Hike & Bike Trail, and Brownfield work at the Rail O&M Facility. These grants are paid on a reimbursement basis and therefore DCTA will submit for reimbursement once additional payments have been made for these projects.

| | \$ 4,508,423 | \$ 256,933 | \$ (4,251,490) |
|------------------------------|----------------------------|------------------------|----------------|
| Transit Enhancements | _ | - | |
| Safety/Security | - | - | - |
| Positive Train Control (PTC) | 1,749,534 | 256,933 | (1,492,601) |
| Lewisville Hike & Bike Trail | 1,072,648 | - | (1,072,648) |
| Fleet | 1,362,706 | - | (1,362,706) |
| EPA - Brownfield at Rail | 178,200 | - | (178,200) |
| Data Analytics & Reporting | 53,335 | - | (53,335) |
| Comp. Service Analysis | - | - | - |
| Bus Scheduling Software | 92,000 | - | (92,000) |
| Bus Fleet Cameras | \$ - | \$ - | \$ - |
| | FY18 Budgeted Drawdowns | FY18 Actual Revenue | Variance |

 Note E: Federal/State Grants - Operating - YTD unfavorable by (\$479k) mainly due to large amounts budgeted for Bus & Rail PM as well as operating assistance grants. A portion of these budgeted drawdowns occurred earlier than anticipated in the budget, and funds were drawn down in FY2017 instead of FY2018 as anticipated. This negative variance is partially offset by reimbursements from FEMA that occurred in FY2018 but were anticipated in the FY2017 budget.

| | \$ 3,960,496 | \$ 3,481,048 | \$ (479,448) |
|---------------------------|----------------------------|------------------------|--------------|
| VanPool | 64,938 | 12,598 | (52,340) |
| Printing | - | 65,435 | 65,435 |
| FEMA | 233,625 | 1,980,474 | 1,746,849 |
| ADA Assistance | 290,680 | 244,250 | (46,430) |
| Operating Assistance | 462,000 | - | (462,000) |
| Rail PM | 1,630,763 | 522,885 | (1,107,878) |
| Bus Repowers (TAPS Buses) | 168,000 | - | (168,000) |
| Bus PM | \$ 1,110,490 | \$ 655,406 | \$ (455,084) |
| | FY18 Budgeted Drawdowns | FY18 Actual Revenue | Variance |

Identified Need

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

Recommendation

Staff recommends acceptance.

Submitted by:

Marisa Perry, CPA

Chief Financial Officer/VP of Finance

Approval:

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

DENTON COUNTY TRANSPORTATION AUTHORITY

CHANGE IN NET POSITION MONTH AND YEAR TO DATE MARCH 31, 2018 (UNAUDITED)

| | Mont | h Ended March | 31, 2018 | Year to | Date March 31 | , 2018 | | |
|--|--------------|---------------|--------------|------------|---------------|----------------|------------------|----------|
| Description | Actual | Budget | Variance | Actual | Budget | Variance | Annual Budget | |
| Revenue and Other Income | | | | | | | | |
| Passenger Revenues | \$ 95,296 | \$ 126,058 | \$ (30,762) | \$ 572,396 | \$ 711,946 | \$ (139,550) | \$ 1,387,811 | Note A |
| Contract Service Revenue | 291,295 | 391,327 | (100,032) | 1,738,534 | 2,096,079 | (357,545) | 4,179,077 | Note B |
| Sales Tax Revenue | 2,619,292 | 2,424,593 | 194,699 | 13,577,154 | 13,056,882 | 520,272 | 26,649,586 | Note C |
| Federal/State Grants - Capital | 92,849 | 501,651 | (408,802) | 256,933 | 4,508,423 | (4,251,490) | 9,821,224 | Note D |
| Federal/State Grants - Operating | 212,049 | 257,769 | (45,720) | 3,481,048 | 3,960,496 | (479,448) | 5,410,737 | Note E |
| Total Revenue and Other Income | 3,310,781 | 3,701,398 | (390,617) | 19,626,065 | 24,333,826 | (4,707,761) | 47,448,435 | - |
| Operating Expenses | | | | | | | | |
| Salary, Wages and Benefits | 1,198,927 | 1,006,188 | (192,739) | 5,558,256 | 6,310,618 | 752,362 | 12,317,845 | |
| Services | 186,346 | 244,601 | 58,255 | 1,593,902 | 2,280,046 | 686.145 | 3,896,625 | |
| Materials and Supplies | 173,516 | 292,182 | 118,666 | 1,040,224 | 1,850,382 | 810,158 | 3,591,940 | |
| Utilities | 33,354 | 38,346 | 4,992 | 182,426 | 230,076 | 47,650 | 460.164 | |
| Insurance, Casualties and Losses | 146,183 | 157,405 | 11,222 | 826,340 | 868,748 | 42,408 | 1,726,783 | |
| Purchased Transportation Services | 788,579 | 788,342 | (237) | 4,466,141 | 4,885,635 | 419,494 | 9,713,343 | |
| Miscellaneous | 22,865 | 27,336 | 4,471 | 130,497 | 259,138 | 128,641 | 423,326 | |
| Leases and Rentals | 17,116 | 22,146 | 5,030 | 108,606 | 132,993 | 24,387 | 265,880 | |
| Depreciation | 849,639 | 856,857 | 7,218 | 5,182,731 | 5,254,749 | 72,018 | 10,679,874 | |
| Total Operating Expenses | 3,416,525 | 3,433,403 | 16,878 | 19,089,123 | 22,072,385 | 2,983,263 | 43,075,780 | • |
| Income Before Non-Operating Revenue and Expense | (105,744) | 267,995 | (373,739) | 536,942 | 2,261,441 | (1,724,498) | 4,372,655 | |
| Non-Operating Revenues / (Expense) | | | | | | | | |
| Investment Income | 29,732 | 6,500 | 23,232 | 129,469 | 39,000 | 90,469 | 78,000 | |
| Gain (Loss) Disposal of Assets | - | - | - | - | - | - | - | |
| Fare Evasion Fee | 525 | 83 | 442 | 975 | 498 | 477 | 1,000 | |
| Other Income - Miscellaneous | 15,953 | - | 15,953 | 613,623 | - | 613,623 | - | |
| Long Term Debt Interest/Expense | (86,505) | (86,507) | 2 | (519,033) | (489,042) | (29,991) | (1,008,084) | - |
| Total Non-Operating Revenue / (Expense) | (40,295) | (79,924) | 39,629 | 225,035 | (449,544) | 674,579 | (929,084) | _ |
| Change in Net Position | \$ (146,039) | \$ 188,071 | \$ (334,110) | \$ 761,977 | \$ 1,811,897 | \$ (1,049,920) | \$ 3,443,571 | : |

DENTON COUNTY TRANSPORTATION AUTHORITY

STATEMENT OF NET POSITION AS OF MARCH 31, 2018 (UNAUDITED)

| | М | arch 31, 2018 | Fel | oruary 28, 2018 | | Change |
|--|----|--|-----|---|----|---|
| Current Assets Operating Cash & Cash Equivalents Reserves: Cash & Cash Equivalents Reserves: Investments Accounts & Notes Receivable Prepaid Expenses Inventory Restricted Asset-Cash and Equivalents Total Current Assets | \$ | 9,904,606 8,188,453 2,743,006 7,021,336 853,915 30,803 2,405,471 31,147,590 | \$ | 10,965,906 8,178,038 2,989,800 6,526,750 421,377 21,581 2,946,208 | \$ | (1,061,301) 10,415 (246,794) 494,587 432,538 9,222 (540,737) (902,070) |
| Property, Plant and Equipment Land Land Improvements Machinery & Equipment Vehicles Computers & Software Accumulated Depreciation Total Property, Plant and Equipment | | 17,394,147 6,874,492 3,988,400 91,729,631 1,284,485 (62,871,220) 58,399,936 | | 17,394,147 6,874,492 3,988,400 91,729,631 1,284,485 (62,021,581) 59,249,575 | | - - - - (849,639) (849,639) |
| Capital Assets Intangible Assets Other Capital Assets, Net Construction in Progress Total Capital Assets | | 16,997,155 233,656,842 21,740,389 272,394,386 | | 16,997,155 233,656,842 20,625,530 271,279,527 | | 1,114,859 1,114,859 |
| Total Assets | \$ | 361,941,912 | \$ | 362,578,762 | \$ | (636,850) |
| Liabilities Current Liabilities Accounts Payable Salary, Wages, and Benefits Payable Accrued Expenses Payable Deferred Revenues Interest Payable Total Current Liabilities | \$ | 647,046 427,226 81,230 - 1,155,502 | \$ | 246,670 734,233 175,302 97,855 432,527 1,686,587 | \$ | (246,670) (87,187) 251,924 (16,625) (432,527) (531,085) |
| Non-Current Liabilities Rail Easement Payable Retainage Payable Bonds Payable Total Non-Current Liabilities | | 1,200,000 531,209 28,740,000 30,471,209 | | 1,200,000 490,935 28,740,000 30,430,935 | _ | 40,274 |
| Total Liabilities | \$ | 31,626,710 | \$ | 32,117,521 | \$ | (490,811) |
| Net Position Net Investment in Capital Assets Unrestricted Change in Net Position Total Equity | | 305,367,228 24,185,997 761,977 330,315,202 | | 305,367,228 24,185,997 908,016 330,461,241 | | (146,039) (146,039) |
| Total Liabilities and Equity | \$ | 361,941,912 | \$ | 362,578,762 | \$ | (636,850) |
| | | | | | | |

DENTON COUNTY TRANSPORTATION AUTHORITY CAPITAL PROJECT FUND

AS OF MARCH 31, 2018

| Capital Project Number/Name | Original Budget | Revised Budget | March 2018 Actuals Booked | Actuals Life To Date | \$ Under/ (Over) Budget | % of Budget (As of March 2018 Close) | Project % Complete (Operations) |
|--|--|--|---------------------------------|---|---|--|---------------------------------------|
| Construction Work in Progress | | | | | | | |
| G&A Capital Projects | | | | | | | |
| Total 10302 · Infrastructure Acquisition Total 10601 · Data Analytics & Reporting Total 10604 · Safety & Security Assessment Total 10605 · Project Management/Document Control Total 10606 · Shared Use Mobility Study | \$ 1,900,000 200,000 250,000 150,000 123,428 | \$ 3,900,000 200,000 250,000 300,000 123,428 | \$ - 21,140 - - - | \$ 143,061 21,140 25,000 4,422 | \$ 3,756,939 178,860 225,000 295,578 123,428 | 4% 11% 10% 1% 0% | 20% |
| Total G&A Capital Projects | 2,623,428 | 4,773,428 | 21,140 | 193,623 | 4,579,805 | 4% | |
| Bus Capital Projects | | | | | | | |
| Total 50305 · IOMF Fuel Tanks Total 50409 · Bus Fleet Cameras Total 50410 · AVL Systems Total 50510 · Fleet {2017} Total 50512 · Fleet {2018} Total 50601 · Scheduling Software (Bus) | 250,000 149,500 200,000 1,550,000 3,003,580 250,000 | 740,000 149,500 200,000 1,474,076 3,003,580 250,000 | 67 - - - - | 68,992 - 103,142 37,806 - 28,125 | 671,008 149,500 96,858 1,436,270 3,003,580 221,875 | 9% 0% 52% 3% 0% 11% | 10% |
| Total Bus Capital Projects | 5,403,080 | 5,817,156 | 67 | 238,065 | 5,579,091 | 4% | |
| Rail Capital Projects Total 61209 · Trinity Mills Crew Facility Total 61406.1 · Positive Train Control Implementation Total 61605 · Brownfield Remediation | 250,000 - 60,000 | 310,000 16,720,141 385,000 | - 809,936 21,131 | 302,063 13,087,458 99,924 | 7,937 3,632,683 285,076 | 97% 78% 26% | 95% 80% 40% |
| Total 61606 · Rail Crossing Study Total 61708 · Lewisville Bike Trail Total 61713-2 · Grade Crossing Replacements {2015 Flood} | 73,000 3,099,856 2,157,760 | 73,000 2,146,355 2,157,760 | - - - | 47,750 2,121,409 2,048,377 | 25,250 24,946 109,383 | 65% 99% 95% | 90% 99% 100% |
| 61713-4 · Ballast Undercutting {2015 Flood} 61713-4.01 · Operating Revenue Total 61713-4 · Ballast Undercutting {2015 Flood} | 761,600 | 761,600 | - | (443,548) 592,847 | 443,548 168,753 | <mark>0%</mark> 78% | 100% |
| Total 61713-5 · Pockrus Page {2015 Flood} Total 61714 · Rail Capital Maintenance Total 61715 · Trail Safety Improvements Total 61716 · Lewisville Bike Trail - Eagle Point Section | 623,000 3,970,430 139,657 2,995,873 | 623,000 3,346,419 81,157 2,995,873 | 3,426 89,246 - - | 136,340 486,642 - 42,012 | 486,660 2,859,777 81,157 2,953,861 | 22% 15% 0% 1% | 30% 15% 3% |
| 61717 · Valley Ridge Crossing 61717.01 · Operating Revenue | 1 000 000 | 1 000 000 | 160 014 | (827,442) | | <i>0%</i> 100% | 100% |
| Total 61717 · Valley Ridge Crossing Total 61718 · Rail Safety Improvements | 1,000,000 | 1,000,000 | 169,914 | 997,356 | 2,644 | 0% | 100% |
| Total Rail Capital Projects | 15,331,176 | 30,800,305 | 1,093,652 | 19,962,177 | 10,838,128 | 65% | |
| Total Construction Work in Progress | ########## | ########## | ######## | \$20,393,865 | \$ 20,997,024 | 49% | |



Board of Directors Memo

April 26, 2018

Subject: Monthly Sales Tax Receipts

Background

Sales tax represents the single largest source of revenue for DCTA at 56.12% for FY18 budget. The annual sales tax budget for FY 2018 is \$26,649,586. Because of its importance in funding of DCTA's ongoing operations, the Board adopted a Budget Contingency Plan that outlines the Agency's response when declines in sales tax hit a specific target.

This month, receipts were favorable compared to budget by 10.71%. The April allocation is for sales generated in the month of February and represents revenue for the fifth month of FY 2018.

- Sales tax for sales generated at retail in the month of February and received in April was \$2,012,714.
- This represents an increase of 10.71% or \$194,699 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$6,265 or 0.31% higher.
- Member city collections for the month compared to prior year are as follows:
 - o City of Lewisville down 0.99%
 - City of Denton up 3.41%
 - Highland Village down 1.24%

Need

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

Recommendation

For information only. No action required.

Final Review:

Marisa Perry, CPA

Chief Financial Officer/VP of Finance

DENTON COUNTY TRANSPORTATION AUTHORITY

SALES TAX REPORT BUDGET TO ACTUAL AND PREVIOUS YEAR COMPARISON

| Sales Generated in Month of: | Received in Month of: | 2017-2018 Year Budget | 2017-2018 Year Actual | Variance Actual to Budget | | CY Actual to CY Budget % Variance | 2016-2017 'ear Actual | A | /ariance Actual to rior Year | CY Actual to PY Actual % Variance |
|------------------------------------|--------------------------|--------------------------|--------------------------|---------------------------------|---------|---|--------------------------|----|------------------------------------|---|
| October | December | \$ 2,096,191 | \$ 2,150,455 | \$ | 54,264 | 2.59% | \$ 1,978,638 | \$ | 171.816 | 8.68% |
| November | January | \$ 2,004,798 | \$ 2,216,616 | \$ | 211.818 | 10.57% | \$ 2,170,262 | \$ | 46,354 | 2.14% |
| December | February | \$ 2,795,466 | \$ 2,801,274 | \$ | 5,808 | 0.21% | \$ | \$ | 7.943 | 0.28% |
| January | March | \$ 1,917,819 | \$ 1,975,813 | \$ | 57,994 | 3.02% | \$, , | \$ | 67,550 | 3.54% |
| February | April | \$ 1,818,015 | \$ 2,012,714 | \$ | 194,699 | 10.71% | \$ 2,006,450 | \$ | 6,265 | 0.31% |
| March | May | \$ 2,424,593 | | | · | | \$ 2,408,823 | | · | |
| April | June | \$ 2,117,555 | | | | | \$ 1,987,159 | | | |
| May | July | \$ 2,106,721 | | | | | \$ 2,219,119 | | | |
| June | August | \$ 2,477,248 | | | | | \$ 2,588,897 | | | |
| July | September | \$ 2,097,490 | | | | | \$ 2,063,481 | | | |
| August | October | \$ 2,301,438 | | | | | \$ 2,260,569 | | | |
| September | November | \$ 2,492,252 | | | | | \$ 2,482,741 | | | |
| YTD Total | | \$ 26,649,586 | \$ 11,156,872 | \$ | 524,583 | 4.93% | \$ 26,867,734 | \$ | 299,927 | 2.76% |

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department Prepared By: Denton County Transportation Authority Finance Department April 20, 2018

DENTON COUNTY TRANSPORTATION AUTHORITY

MEMBER CITIES SALES TAX REPORT MONTH ALLOCATION IS RECEIVED FROM COMPTROLLER PREVIOUS YEAR COMPARISON

| | | CITY OF L | EWISVILLE | | | | CITY OF HIGHLAND VILLAG | | | | | | | | |
|---|---|--|--|----------------------|---|--|---|---|--------------------------|--|-----------|---|-------------------|---|---|
| Sales Generated in Month of: | Received in Month of: | 2016-2017 Year Actual | 2017-2018 Year Actual | A | Variance CY Actual to Actual to PY Actual % Prior Year Variance | | Sales Generated in Month of: | Received in Month of: | _ | 016-2017 ear Actual | _ | 017-2018 ear Actual | Δ | ariance actual to rior Year | CY Actual to PY Actual % Variance |
| October November December January February March April May June July August September | December January February March April May June July August September October November | \$ 2,795,751 \$ 2,867,155 \$ 3,849,204 \$ 2,709,531 \$ 2,892,939 \$ 3,480,828 \$ 2,722,621 \$ 3,113,597 \$ 3,568,239 \$ 2,800,265 \$ 3,034,967 \$ 3,265,668 | \$ 3,009,098 \$ 2,973,704 \$ 3,924,399 \$ 2,767,715 \$ 2,864,356 | \$ \$ \$ \$ \$ \$ | 213,347 106,549 75,196 58,184 (28,583) | 7.63% 3.72% 1.95% 2.15% -0.99% | October November December January February March April May June July August September | December January February March April May June July August September October November | \$\$\$\$\$\$\$\$\$\$\$\$ | 298,777 313,524 411,143 255,642 253,856 328,214 268,006 307,851 373,101 273,047 313,211 331,426 | * * * * * | 265,631 328,316 451,331 287,500 250,707 | \$ \$ \$ \$ \$ | (33,146) 14,792 40,188 31,858 (3,149) | -11.09% 4.72% 9.77% 12.46% -1.24% |
| YTD Total | | \$ 37,100,766 | \$ 15,539,272 | \$ | 424,692 | 2.81% | YTD Total | | \$ | 3,727,797 | \$ | 1,583,485 | \$ | 50,544 | 3.30% |

| | CITY OF DENTON | | | | | | | | | | | | | | |
|---|---|--|--|--|---|--|--|--|--|--|--|--|--|--|--|
| Sales Generated in Month of: | Received in Month of: | 2016-2017 Year Actual | 2017-2018 Year Actual | Variance Actual to Prior Year | CY Actual to PY Actual % Variance | | | | | | | | | | |
| October November December January February March April May June July August September | December January February March April May June July August September October November | \$ 2,451,245 \$ 2,918,947 \$ 3,727,632 \$ 2,397,941 \$ 2,442,743 \$ 3,099,631 \$ 2,602,704 \$ 2,729,539 \$ 3,351,192 \$ 2,734,634 \$ 2,906,837 \$ 3,593,467 | \$ 2,718,499 \$ 2,945,336 \$ 3,598,809 \$ 2,568,686 \$ 2,526,113 | \$ 267,254 \$ 26,389 \$ (128,822) \$ 170,745 \$ 83,369 | 10.90% 0.90% -3.46% 7.12% 3.41% | | | | | | | | | | |
| YTD Total | | \$ 34,956,511 | \$ 14,357,443 | \$ 418,935 | 3.01% | | | | | | | | | | |

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department Prepared By: Denton County Transportation Authority Finance Department April 20, 2018

ALL TRANSIT AGENCIES

MONTHLY SALES AND USE TAX COMPARISON SUMMARY

| Transit Agency | Current Rate | Net Payment This Period | Í | Comparable Payment Prior Year | % Change | Payments YTD (Calendar) | ļ | FIIOI Teal Payments YTD (Calendar) | % Change |
|--------------------|-----------------|----------------------------|----|-------------------------------------|----------|----------------------------|----|--|----------|
| Austin MTA | 1.00% | \$ 17,757,125.25 | \$ | 18,063,845.09 | -1.69% | \$ 78,836,509.98 | \$ | 76,756,005.31 | 2.71% |
| Corpus Christi MTA | 0.50% | \$ 2,536,543.89 | \$ | 2,293,419.50 | 10.60% | \$ 10,825,019.29 | \$ | 10,032,519.64 | 7.89% |
| Dallas MTA | 1.00% | \$ 42,282,882.31 | \$ | 42,088,893.26 | 0.46% | \$ 194,019,070.79 | \$ | 188,514,317.01 | 2.92% |
| Denton CTA | 0.50% | \$ 2,012,714.11 | \$ | 2,006,449.60 | 0.31% | \$ 9,006,417.81 | \$ | 8,878,306.62 | 1.44% |
| El Paso CTD | 0.50% | \$ 3,244,124.31 | \$ | 3,165,723.12 | 2.47% | \$ 14,689,369.69 | \$ | 14,230,299.62 | 3.22% |
| Fort Worth MTA | 0.50% | \$ 5,489,293.09 | \$ | 5,402,685.40 | 1.60% | \$ 25,310,423.23 | \$ | 24,276,170.83 | 4.26% |
| Houston MTA | 1.00% | \$ 55,274,279.14 | \$ | 55,391,703.43 | -0.21% | \$ 251,132,014.67 | \$ | 234,506,309.13 | 7.08% |
| Laredo CTD | 0.25% | \$ 591,214.89 | \$ | 548,120.58 | 7.86% | \$ 2,721,254.78 | \$ | 2,555,282.21 | 6.49% |
| San Antonio ATD | 0.25% | \$ 4,923,386.29 | \$ | 4,723,018.54 | 4.24% | \$ 22,276,051.36 | \$ | 21,295,941.95 | 4.60% |
| San Antonio MTA | 0.50% | \$ 10,854,086.56 | \$ | 10,446,401.50 | 3.90% | \$ 48,973,042.15 | \$ | 46,903,583.30 | 4.41% |
| TOTALS | | \$ 144,965,649.84 | \$ | 144,130,260.02 | 0.58% | \$ 657,789,173.75 | \$ | 627,948,735.62 | 4.75% |

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department Prepared By: Denton County Transportation Authority Finance Department April 20, 2018



Investment Portfolio Summary

Denton County Transportation Authority



For the Quarter Ended March 31, 2018

Prepared by FirstSouthwest Asset Management



Report Name

Certification Page

Executive Summary

Benchmark Comparison

Detail of Security Holdings

Change in Value

Earned Income

Investment Transactions

Amortization and Accretion

Projected Fixed Income Cash Flows

Table of Contents / Market Recap

MARKET RECAP - MARCH 2018:

Repeating the pattern of recent months, economic data got off to a good start in early March, then faltered as the month progressed. The Conference Board's survey of consumer confidence jumped to a 17-year high of 130.8 in February, as Americans anticipated bigger paychecks resulting from recent tax reform. Purchasing managers were also quite upbeat as the ISM manufacturing index climbed to 60.8 in February, the highest since May 2004. while the ISM non-manufacturing (service sector) index slipped to 59.5 in February ...still within half a point of a 13 year high. Nonfarm payrolls rose by +313k last month, far exceeding the +205k median forecast, while net revisions to the previous two months added another +54k. The three-month average of +242k is the strongest pace of job creation in 18 months. The unemployment rate held steady at +4.1% for the fifth straight month. Despite strong job creation, wages remained surprisingly low. Hourly earnings rose by just +0.1% in February, while the year-over-year increase slipped from a revised +2.8% in January to +2.6%. This was the most important number in the report as it indicates that wage inflation isn't the concern it appeared to be in January. Americans may have slightly fatter paychecks as a result of recent tax reform, but there are few signs consumers are choosing to spend those extra dollars. Headline retail sales fell by -0.1% in February, well below the +0.3% median forecast, and identical to the revised January decline. Car and truck sales registered the fourth straight monthly decline. Inflation measures were generally well-behaved in February as both the headline and core consumer price index (CPI) rose +0.2% in February. The year-over-year pace of overall CPI rose from +2.1% to +2.2%, while core CPI held steady at +1.8%. The final measure of fourth quarter GDP climbed from an annualized quarterly pace of +2.7% to +2.9%. Core PCE was unrevised at +1.9% for the guarter, holding the year-over-year rate at +1.5%, still well below the Fed's +2.0% inflation target.

The FOMC looked past the weak consumer spending and tame inflation readings, focusing instead on the strong job market, and voted unanimously to raise the overnight fed funds target by 25 basis points to a range of 1.50% to 1.75%. It was the sixth 25 basis point increase since the "liftoff" from zero began in December 2015. The latest "dot plot" still indicates a total of three hikes in 2018, but the dots themselves have risen and are now just one dot away from four hikes in 2018. The 2019 projection rose from two to three hikes with two still expected in 2020. The official statement had a hawkish slant, which pushed the 2-year Treasury note yield to a cycle high of 2.35% while the 10-year rose to 2.90%.

Stock markets suffered through another difficult month. The initial salvo was President Trump's announcement that he would impose tariffs of 25% on imported steel and 10% on imported aluminum. That was enough to turn the DOW's 40 point gain into a 450 point loss on the first day of the month. A mid-March announcement of \$50 billion in tariffs on some 1,300 imported Chinese products added to fears of a trade war and sparked a 724 point drop in the DOW. Hawkish rhetoric from the Fed also contributed to stock weakness through much of the month. Revelations surrounding the use and abuse of Facebook user data ignited concerns that regulators would begin to crack down on Facebook, Google, Microsoft, et al, hammering those shares. As the month drew to a close, President Trump went after Amazon in a series of threatening tweets, sending its stock plunging. For the month of March, the DOW extended February's -4.3% decline with another -3.7% loss, the S&P 500 shed another -2.7% on top of February's -3.9%, and the NASDAQ followed up last month's -1.9% decline by falling -2.9%. Equity market weakness would drive a modest flight to safety rally in bonds as the month drew to a close, pulling the yield on the two-year Treasury down to 2.27% and the 10-year down to 2.74%.



For the Quarter Ended March 31, 2018

This report is prepared for the **Denton County Transportation Authority** (the "Entity") in accordance with Chapter 2256 of the Texas Public Funds Investment Act ("PFIA"). Section 2256.023(a) of the PFIA states that: "Not less than quarterly, the investment officer shall prepare and submit to the governing body of the entity a written report of the investment transactions for all funds covered by this chapter for the preceding reporting period." This report is signed by the Entity's investment officers and includes the disclosures required in the PFIA. To the extent possible, market prices have been obtained from independent pricing sources.

The investment portfolio complied with the PFIA and the Entity's approved Investment Policy and Strategy throughout the period. All investment transactions made in the portfolio during this period were made on behalf of the Entity and were made in full compliance with the PFIA and the approved Investment Policy.

Officer Names and Titles:

Name/ James C. Cline Jr.

Title: Chief Executive Officer

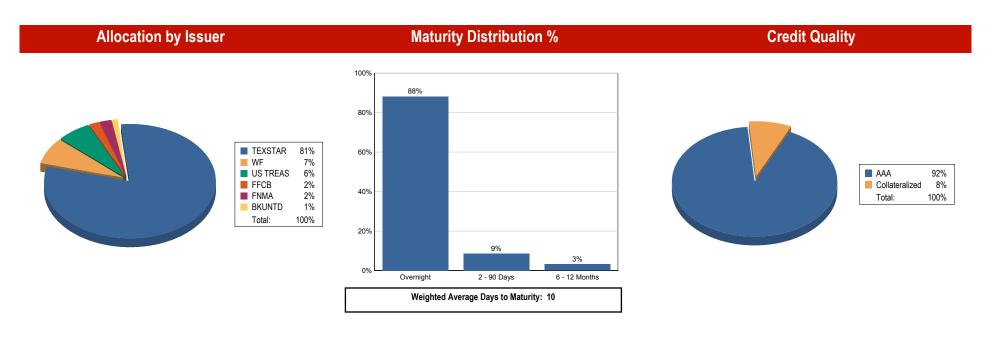
Name: Marisa Perry, CPA

Title: Chief Financial Officer/VP of Finance

Denton County Transportation Authority Executive Summary

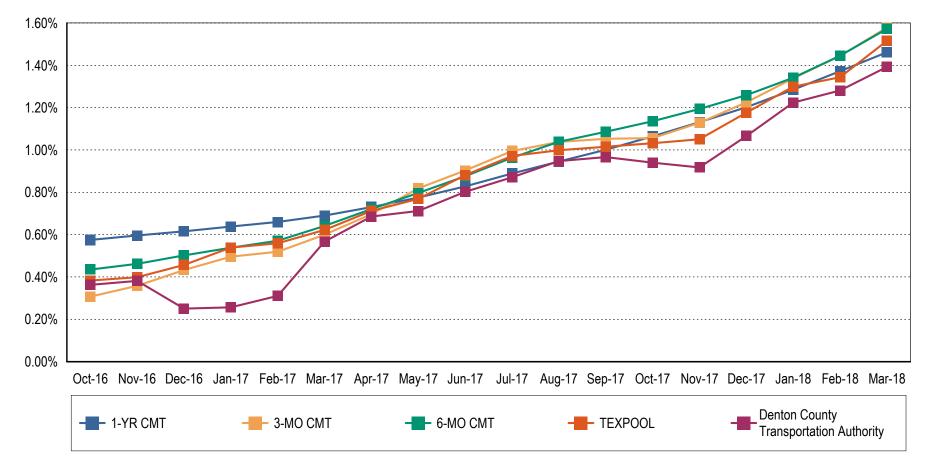
As of 03/31/18

Account Summary Allocation by Security Type Beginning Values as of 12/31/17 Ending Values as of 03/31/18 Par Value 21,587,300.78 23,327,476.66 Market Value 23,322,483.00 21,584,450.40 AGCY BULLET **Book Value** 21,586,466.21 23,324,180.79 BANK DEP 7% Unrealized Gain /(Loss) (1,697.79)(2,015.81)CD 1% 81% LGIP Market Value % 99.99% 99.99% MMF 1% TREASURY 6% Total: 100% Weighted Avg. YTW 1.066% 1.392% Weighted Avg. YTM 1.066% 1.392%



As of 03/31/2018





Note 1: CMT stands for Constant Maturity Treasury. This data is published in Federal Reserve Statistical Release H.15 and represents an average of all actively traded Treasury securities having that time remaining until maturity. This is a standard industry benchmark for Treasury securities. The CMT benchmarks are moving averages. The 3-month CMT is the daily average for the previous 3 months, the 6-month CMT is the daily average for the previous 6 months, and the 1-year and 2-year CMT's are the daily averages for the previous 12-months.

Note 2: Benchmark data for TexPool is the monthly average yield.



Detail of Security Holdings

As of 03/31/2018

| CUSIP | Settle Date | Sec. Type | Sec. Description | CPN | Mty Date | Next Call | Call Type | Par Value | Purch Price | Orig Cost | Book Value | Mkt Price | Market Value | Days to Mty | Days to Call | YTM | YTW |
|-----------------|----------------|------------|--------------------------|-------|----------|-----------|-----------|---------------|----------------|---------------|---------------|--------------|---------------|----------------|-----------------|-------|-------|
| 2011 Bond Fun | d | | | | | | | | | | | | | | | | |
| WF-MANA | | BANK DEP | Wells Fargo Managed Rate | | | | | 1,533,869.18 | 100.000 | 1,533,869.18 | 1,533,869.18 | 100.000 | 1,533,869.18 | 1 | | 0.180 | 0.180 |
| Total for 2011 | Bond Fun | d | | | | | | 1,533,869.18 | 100.000 | 1,533,869.18 | 1,533,869.18 | 100.000 | 1,533,869.18 | 1 | | 0.180 | 0.180 |
| Bond Fund | | | | | | | | | | | | | | | | | |
| TEXSTAR | | LGIP | TexSTAR | | | | | 871,601.83 | 100.000 | 871,601.83 | 871,601.83 | 100.000 | 871,601.83 | 1 | | 1.499 | 1.499 |
| Total for Bond | Fund | | | | | | | 871,601.83 | 100.000 | 871,601.83 | 871,601.83 | 100.000 | 871,601.83 | 1 | | 1.499 | 1.499 |
| Operating Fund | ł | | | | | | | | | | | | | | | | |
| WF-SWEEP | | MMF | Wells Fargo Sweep | | | | | 166,630.70 | 100.000 | 166,630.70 | 166,630.70 | 100.000 | 166,630.70 | 1 | | 0.000 | 0.000 |
| Total for Opera | ating Fund | i | | | | | | 166,630.70 | 100.000 | 166,630.70 | 166,630.70 | 100.000 | 166,630.70 | 1 | | 0.000 | 0.000 |
| Reserve Fund | | | | | | | | | | | | | | | | | |
| TEXSTAR | | LGIP | TexSTAR | | | | | 8,188,453.01 | 100.000 | 8,188,453.01 | 8,188,453.01 | 100.000 | 8,188,453.01 | 1 | | 1.499 | 1.499 |
| 912796NY1 | 01/04/18 | TREAS BILL | U.S. Treasury | | 04/05/18 | | | 1,000,000.00 | 99.641 | 996,405.75 | 999,842.01 | 99.986 | 999,865.00 | 5 | | 1.427 | 1.427 |
| 3135G0WJ8 | 06/14/17 | AGCY BULET | FNMA | 0.875 | 05/21/18 | | | 500,000.00 | 99.641 | 498,207.00 | 499,733.36 | 99.884 | 499,419.00 | 51 | | 1.261 | 1.261 |
| 3133EDGW6 | 03/08/17 | AGCY BULET | FFCB | 1.300 | 06/11/18 | | | 500,000.00 | 100.139 | 500,695.00 | 500,108.25 | 99.943 | 499,713.50 | 72 | | 1.188 | 1.188 |
| 066519DA4 | 03/29/17 | CD | BankUnited CD | 1.400 | 09/28/18 | | | 248,000.00 | 100.000 | 248,000.00 | 248,000.00 | 99.808 | 247,524.34 | 181 | | 1.400 | 1.400 |
| 912828T83 | 01/24/18 | TREAS NOTE | U.S. Treasury | 0.750 | 10/31/18 | | | 500,000.00 | 99.215 | 496,074.22 | 497,020.51 | 99.297 | 496,484.50 | 214 | | 1.787 | 1.787 |
| Total for Reser | rve Fund | | | | | | | 10,936,453.01 | 99.921 | 10,927,834.98 | 10,933,157.14 | 99.955 | 10,931,459.35 | 21 | | 1.479 | 1.479 |
| Sales Tax Fund | I | | | | | | | | | | | | | | | | |
| TEXSTAR | | LGIP | TexSTAR | | | | | 9,818,921.94 | 100.000 | 9,818,921.94 | 9,818,921.94 | 100.000 | 9,818,921.94 | 1 | | 1.499 | 1.499 |
| Total for Sales | Tax Fund | I | | | | | | 9,818,921.94 | 100.000 | 9,818,921.94 | 9,818,921.94 | 100.000 | 9,818,921.94 | 1 | | 1.499 | 1.499 |



Denton County Transportation Authority Detail of Security Holdings

As of 03/31/2018

| CUSIP | Settle Date Sec. Type | Sec. Description | CPN | Mty Date | Next Call | Call Type | Par Value | Purch Price | Orig Cost | Book Value | Mkt Price | Market Value | Days to Mty | Days to Call | YTM | YTW |
|---------------|----------------------------|------------------|-----|----------|-----------|-----------|---------------|----------------|---------------|---------------|--------------|---------------|----------------|-----------------|-------|-------|
| | | | | | | | | | | | | | | | | _ |
| Total for Der | nton County Transportation | on Authority | | | | | 23,327,476.66 | 99.963 | 23,318,858.63 | 23,324,180.79 | 99.979 | 23,322,483.00 | 10 | | 1.392 | 1.392 |



Denton County Transportation Authority Change in Value

From 12/31/2017 to 03/31/2018

| CUSIP | Security Type | Security Description | 12/31/17 Book Value | Cost of Purchases | Maturities / Calls / Sales | Amortization / Accretion | Realized Gain/(Loss) | 03/31/18 Book Value | 12/31/17 Market Value | 03/31/18 Market Value | Change in Mkt Value |
|-----------------|---------------|-----------------------------------|------------------------|----------------------|-------------------------------|-----------------------------|-------------------------|------------------------|--------------------------|--------------------------|------------------------|
| | | | | | | | | | | | |
| 2011 Bond Fun | ıd | | | | | | | | | | |
| WF-MANA | BANK DEP | Wells Fargo Managed Rate | 1,597,444.40 | 0.00 | (63,575.22) | 0.00 | 0.00 | 1,533,869.18 | 1,597,444.40 | 1,533,869.18 | (63,575.22 |
| Total for 2011 | Bond Fund | | 1,597,444.40 | 0.00 | (63,575.22) | 0.00 | 0.00 | 1,533,869.18 | 1,597,444.40 | 1,533,869.18 | (63,575.22 |
| Bond Fund | | | | | | | | | | | |
| TEXSTAR | LGIP | TexSTAR | 697,012.10 | 692,351.29 | (517,761.56) | 0.00 | 0.00 | 871,601.83 | 697,012.10 | 871,601.83 | 174,589.73 |
| Total for Bond | Fund | | 697,012.10 | 692,351.29 | (517,761.56) | 0.00 | 0.00 | 871,601.83 | 697,012.10 | 871,601.83 | 174,589.73 |
| Operating Fund | d | | | | | | | | | | |
| WF-MANA | BANK DEP | Wells Fargo Managed Rate | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| WF-SWEEP | MMF | Wells Fargo Sweep | 618,971.80 | 79,909.78 | (532,250.88) | 0.00 | 0.00 | 166,630.70 | 618,971.80 | 166,630.70 | (452,341.10 |
| Total for Opera | ating Fund | | 618,971.80 | 79,909.78 | (532,250.88) | 0.00 | 0.00 | 166,630.70 | 618,971.80 | 166,630.70 | (452,341.10 |
| Reserve Fund | | | | | | | | | | | |
| TEXSTAR | LGIP | TexSTAR | 9,156,960.49 | 18,887.13 | (987,394.61) | 0.00 | 0.00 | 8,188,453.01 | 9,156,960.49 | 8,188,453.01 | (968,507.48 |
| WF-PREM | BANK DEP | Wells Fargo Premium Rate | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 313313SE9 | AGCY DISCO | FFCB 0.000 01/24/18 | 499,664.59 | 0.00 | (500,000.00) | 335.41 | 0.00 | 0.00 | 499,606.00 | 0.00 | (499,606.00 |
| 20451PQM1 | CD | BBVA Compass Bk CD 1.000 03/15/18 | 248,000.00 | 0.00 | (248,000.00) | 0.00 | 0.00 | 0.00 | 247,822.43 | 0.00 | (247,822.43 |
| 912796NY1 | TREAS BILL | U.S. Treasury 0.000 04/05/18 | 0.00 | 996,405.75 | 0.00 | 3,436.26 | 0.00 | 999,842.01 | 0.00 | 999,865.00 | 999,865.00 |
| 3135G0WJ8 | AGCY BULET | FNMA 0.875 05/21/18 | 499,253.41 | 0.00 | 0.00 | 479.95 | 0.00 | 499,733.36 | 498,687.50 | 499,419.00 | 731.50 |
| 3133EDGW6 | AGCY BULET | FFCB 1.300 06/11/18 | 500,247.43 | 0.00 | 0.00 | (139.18) | 0.00 | 500,108.25 | 499,398.00 | 499,713.50 | 315.50 |
| 066519DA4 | CD | BankUnited CD 1.400 09/28/18 | 248,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 248,000.00 | 247,635.69 | 247,524.34 | (111.35 |
| 912828T83 | TREAS NOTE | U.S. Treasury 0.750 10/31/18 | 0.00 | 496,074.22 | 0.00 | 946.29 | 0.00 | 497,020.51 | 0.00 | 496,484.50 | 496,484.50 |
| Total for Rese | rve Fund | | 11,152,125.92 | 1,511,367.10 | (1,735,394.61) | 5,058.73 | 0.00 | 10,933,157.14 | 11,150,110.11 | 10,931,459.35 | (218,650.76 |
| Sales Tax Fund | i | | | | | | | | | | |
| TEXSTAR | LGIP | TexSTAR | 7,520,911.99 | 3,088,518.31 | (790,508.36) | 0.00 | 0.00 | 9,818,921.94 | 7,520,911.99 | 9,818,921.94 | 2,298,009.95 |
| Total for Sales | Tax Fund | | 7,520,911.99 | 3,088,518.31 | (790,508.36) | 0.00 | 0.00 | 9,818,921.94 | 7,520,911.99 | 9,818,921.94 | 2,298,009.95 |

Print Date: 4/12/2018 Print Time: 3:44 pm Page 1 of 2



Denton County Transportation Authority Change in Value

From 12/31/2017 to 03/31/2018

| CUSIP | Security Type | Security Description | 12/31/17 Book Value | Cost of Purchases | Maturities / Calls / Sales | Amortization / Accretion | Realized Gain/(Loss) | 03/31/18 Book Value | 12/31/17 Market Value | 03/31/18 Market Value | Change in Mkt Value |
|---------------|---------------------|----------------------|------------------------|----------------------|-------------------------------|-----------------------------|-------------------------|------------------------|--------------------------|--------------------------|------------------------|
| | | | | | | | | | | | |
| Total for Der | nton County Transpo | rtation Authority | 21,586,466.21 | 5,372,146.48 | (3,639,490.63) | 5,058.73 | 0.00 | 23,324,180.79 | 21,584,450.40 | 23,322,483.00 | 1,738,032.60 |

Print Date: 4/12/2018 Print Time: 3:44 pm



Earned Income

From 12/31/2017 to 03/31/2018

| CUSIP | Security Type | Security Description | Beg. Accrued | Interest Earned | Interest Rec'd / Sold / Matured | Interest Purchased | Ending Accrued | Disc Accr / Prem Amort | Net Income |
|----------------|---------------|-----------------------------------|--------------|-----------------|------------------------------------|--------------------|----------------|---------------------------|------------|
| 2011 Bond Fu | nd | | | | | | | | |
| WF-MANA | BANK DEP | Wells Fargo Managed Rate | 0.00 | 657.84 | 657.84 | 0.00 | 0.00 | 0.00 | 657.8 |
| Total for 2011 | Bond Fund | | 0.00 | 657.84 | 657.84 | 0.00 | 0.00 | 0.00 | 657.8 |
| Bond Fund | | | | | | | | | |
| TEXSTAR | LGIP | TexSTAR | 0.00 | 3,622.23 | 3,622.23 | 0.00 | 0.00 | 0.00 | 3,622.2 |
| Total for Bon | d Fund | | 0.00 | 3,622.23 | 3,622.23 | 0.00 | 0.00 | 0.00 | 3,622.2 |
| Operating Fur | nd | | | | | | | | |
| Total for Ope | rating Fund | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.0 |
| Reserve Fund | | | | | | | | | |
| TEXSTAR | LGIP | TexSTAR | 0.00 | 27,898.27 | 27,898.27 | 0.00 | 0.00 | 0.00 | 27,898.2 |
| 313313SE9 | AGCY DISCO | FFCB 0.000 01/24/18 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 335.41 | 335.4 |
| 20451PQM1 | CD | BBVA Compass Bk CD 1.000 03/15/18 | 944.44 | 496.00 | 1,440.44 | 0.00 | 0.00 | 0.00 | 496.0 |
| 12796NY1 | TREAS BILL | U.S. Treasury 0.000 04/05/18 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,436.26 | 3,436.2 |
| 3135G0WJ8 | AGCY BULET | FNMA 0.875 05/21/18 | 486.11 | 1,093.75 | 0.00 | 0.00 | 1,579.86 | 479.95 | 1,573.7 |
| 3133EDGW6 | AGCY BULET | FFCB 1.300 06/11/18 | 361.11 | 1,625.00 | 0.00 | 0.00 | 1,986.11 | (139.18) | 1,485.8 |
| 066519DA4 | CD | BankUnited CD 1.400 09/28/18 | 894.16 | 856.11 | 1,721.73 | 0.00 | 28.54 | 0.00 | 856.1 |
| 912828T83 | TREAS NOTE | U.S. Treasury 0.750 10/31/18 | 0.00 | 694.07 | 0.00 | (880.52) | 1,574.59 | 946.29 | 1,640.3 |
| Total for Rese | erve Fund | | 2,685.82 | 32,663.20 | 31,060.44 | (880.52) | 5,169.10 | 5,058.73 | 37,721.9 |
| Sales Tax Fun | ıd | | | | | | | | |
| TEXSTAR | LGIP | TexSTAR | 0.00 | 33,786.25 | 33,786.25 | 0.00 | 0.00 | 0.00 | 33,786.2 |
| Total for Sale | s Tax Fund | | 0.00 | 33,786.25 | 33,786.25 | 0.00 | 0.00 | 0.00 | 33,786.2 |
| | | rtation Authority | 2,685.82 | 70,729.52 | 69,126.76 | (880,52) | 5,169.10 | 5,058.73 | |



Denton County Transportation Authority Investment Transactions

From 01/01/2018 to 03/31/2018

| Trade Date | Settle Date | CUSIP | Security Type | Security Description | Coupon | Mty Date | Call Date | Par Value | Price | Principal Amount | Int Purchased / Received | Total Amount | Realized Gain / Loss YTM | YTW |
|---------------|----------------|-----------|------------------|----------------------|--------|----------|-----------|--------------|---------|---------------------|-----------------------------|--------------|-----------------------------|-------|
| | | | | | | | | | | | | | | |
| Reserve Fu | nd | | | | | | | | | | | | | |
| Maturities | | | | | | | | | | | | | | |
| 01/24/18 | 01/24/18 | 313313SE9 | AGCY DISCO | FFCB | | 01/24/18 | | 500,000.00 | 100.000 | 500,000.00 | 0.00 | 500,000.00 | 1.059 | |
| 03/15/18 | 03/15/18 | 20451PQM1 | CD | BBVA Compass Bk CD | 1.000 | 03/15/18 | | 248,000.00 | 100.000 | 248,000.00 | 0.00 | 248,000.00 | 1.004 | |
| Total for: N | /laturities | | | | | | | 748,000.00 | | 748,000.00 | 0.00 | 748,000.00 | 1.041 | |
| Purchases | | | | | | | | | | | | | | |
| 01/02/18 | 01/04/18 | 912796NY1 | TREAS BILL | U.S. Treasury | | 04/05/18 | | 1,000,000.00 | 99.641 | 996,405.75 | 0.00 | 996,405.75 | 1.427 | 1.427 |
| 01/23/18 | 01/24/18 | 912828T83 | TREAS NOTE | U.S. Treasury | 0.750 | 10/31/18 | | 500,000.00 | 99.215 | 496,074.22 | 880.52 | 496,954.74 | 1.787 | 1.787 |
| Total for: P | urchases | | | | | | | 1,500,000.00 | | 1,492,479.97 | 880.52 | 1,493,360.49 | 1.547 | 1.547 |
| Income Pay | /ments | | | | | | | | | | | | | |
| 02/15/18 | 02/15/18 | 20451PQM1 | CD | BBVA Compass Bk CD | 1.000 | 03/15/18 | | | | 0.00 | 1,250.19 | 1,250.19 | | |
| 03/15/18 | 03/15/18 | 20451PQM1 | CD | BBVA Compass Bk CD | 1.000 | 03/15/18 | | | | 0.00 | 190.25 | 190.25 | | |
| 03/29/18 | 03/29/18 | 066519DA4 | CD | BankUnited CD | 1.400 | 09/28/18 | | | | 0.00 | 1,721.73 | 1,721.73 | | |
| Total for: I | ncome Pa | yments | | | | | | | | 0.00 | 3,162.17 | 3,162.17 | | |



Denton County Transportation Authority Investment Transactions

From 01/01/2018 to 03/31/2018

| Trade | Settle | Security | | | | | | | Principal | Int Purchased / | | Realized | |
|-------|------------|----------|----------------------|--------|----------|-----------|-----------|-------|-----------|-----------------|--------------|-----------------|-----|
| Date | Date CUSIP | Туре | Security Description | Coupon | Mty Date | Call Date | Par Value | Price | Amount | Received | Total Amount | Gain / Loss YTM | YTW |

Total for All Portfolios

| Transaction Type | Quantity | Total Amount | Realized G/L | YTM | YTW |
|-----------------------|--------------|--------------|--------------|-------|-------|
| Total Maturities | 748,000.00 | 748,000.00 | | 1.041 | |
| Total Purchases | 1,500,000.00 | 1,493,360.49 | | 1.547 | 1.547 |
| Total Income Payments | 0.00 | 3,162.17 | | | |

Print Date: 4/12/2018 Print Time: 3:44 pm Page 2 of 2



Amortization and Accretion

From 12/31/2017 to 03/31/2018

| CUSIP | Settle Date | Security Type | Security Description | Next Call Date | Purchase Qty | Orig Price | Original Cost | Amrt/Accr for Period | Total Amrt/Accr Since Purch | Remaining Disc / Prem | Book Value |
|-----------------|----------------|----------------------|-----------------------------------|----------------|--------------|---------------|---------------|-------------------------|--------------------------------|--------------------------|--------------|
| Reserve Fund | | | | | | | | | | | |
| 313313SE9 | 04/13/17 | AGCY DISCO | FFCB 0.000 01/24/18 | | 0.00 | 99.166 | 0.00 | 335.41 | 0.00 | 0.00 | 0.00 |
| 20451PQM1 | 02/16/17 | CD | BBVA Compass Bk CD 1.000 03/15/18 | | 0.00 | 100.000 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 912796NY1 | 01/04/18 | TREAS BILL | U.S. Treasury 0.000 04/05/18 | | 1,000,000.00 | 99.641 | 996,405.75 | 3,436.26 | 3,436.26 | 157.99 | 999,842.01 |
| 3135G0WJ8 | 06/14/17 | AGCY BULET | FNMA 0.875 05/21/18 | | 500,000.00 | 99.641 | 498,207.00 | 479.95 | 1,526.36 | 266.64 | 499,733.36 |
| 3133EDGW6 | 03/08/17 | AGCY BULET | FFCB 1.300 06/11/18 | | 500,000.00 | 100.139 | 500,695.00 | (139.18) | (586.75) | (108.25) | 500,108.25 |
| 066519DA4 | 03/29/17 | CD | BankUnited CD 1.400 09/28/18 | | 248,000.00 | 100.000 | 248,000.00 | 0.00 | 0.00 | 0.00 | 248,000.00 |
| 912828T83 | 01/24/18 | TREAS NOTE | U.S. Treasury 0.750 10/31/18 | | 500,000.00 | 99.215 | 496,074.22 | 946.29 | 946.29 | 2,979.49 | 497,020.51 |
| Total for Rese | rve Fund | | | | 2,748,000.00 | | 2,739,381.97 | 5,058.73 | 5,322.16 | 3,295.87 | 2,744,704.13 |
| Total for Dente | on County Tran | sportation Authority | | | 2,748,000.00 | | 2,739,381.97 | 5,058.73 | 5,322.16 | 3,295.87 | 2,744,704.13 |



Projected Cash Flows

Cash Flows for next 180 days from 03/31/2018

| CUSIP | Security Type | Security Description | Pay Date | Interest | Principal | Total Amount |
|---------------------|---------------|------------------------------|----------|----------|--------------|--------------|
| Reserve Fund | | | | | | |
| 912796NY1 | TREAS BILL | U.S. Treasury 0.000 04/05/18 | 04/05/18 | 0.00 | 1,000,000.00 | 1,000,000.00 |
| 912828T83 | TREAS NOTE | U.S. Treasury 0.750 10/31/18 | 04/30/18 | 1,875.00 | 0.00 | 1,875.00 |
| 3135G0WJ8 | AGCY BULET | FNMA 0.875 05/21/18 | 05/21/18 | 2,187.50 | 500,000.00 | 502,187.50 |
| 3133EDGW6 | AGCY BULET | FFCB 1.300 06/11/18 | 06/11/18 | 3,250.00 | 500,000.00 | 503,250.00 |
| Total for Reserve F | und | | | 7,312.50 | 2,000,000.00 | 2,007,312.50 |



Projected Cash Flows

Cash Flows for next 180 days from 03/31/2018

| CUSIP | Security Type | Security Description | Pay Date | Interest | Principal | Total Amount |
|-------|---------------|----------------------|----------|----------|-----------|--------------|
| | | | | | | |

| Total for All Portfolios | | | |
|--|----------|--------------|--------------|
| April 2018 | 1,875.00 | 1,000,000.00 | 1,001,875.00 |
| May 2018 | 2,187.50 | 500,000.00 | 502,187.50 |
| June 2018 | 3,250.00 | 500,000.00 | 503,250.00 |
| Total Projected Cash Flows for Denton County Transportation Authorit | 7,312.50 | 2,000,000.00 | 2,007,312.50 |

Print Date: 4/12/2018 Print Time: 3:44 pm Page 2 of 2



Board of Directors Memo

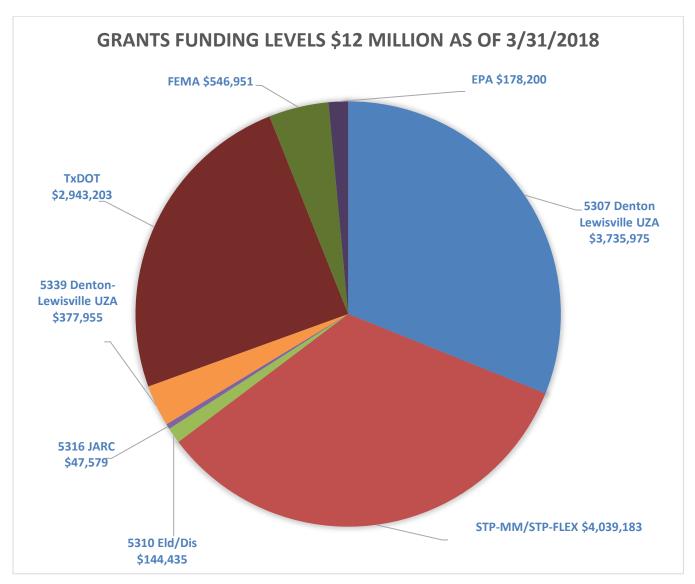
April 26, 2018

Subject: Quarterly Grant Update

Grant Activities This Period

DCTA currently has 12 open grants that provide reimbursements for various capital projects, rail and bus preventive maintenance, operating assistance and ADA paratransit service. The agency has also been awarded FEMA funds related to the floods in 2015. Total grant balance of awarded grants was \$12 million as of 3/31/2018. Of this total, \$4 million is obligated for Positive Train Control, \$3.7 million is obligated for the FY14-16 Program of Projects, over \$500,000 is FEMA funds, and \$178,200 from EPA for the Brownfields Assessment Grant. The grant funding sources include Federal Transit Administration (FTA), North Central Texas Council of Governments (NCTCOG), Texas Department of Transportation (TxDOT), Environmental Protection Agency (EPA) and Federal Emergency Management Agency (FEMA).

This quarter there were no grant applications submitted to the Board for approval.



| Program | (Prior Quarter) 1st Quarter Balance (FY18) | 2nd Quarter Balance (FY18) | Grant Activity |
|--|--|----------------------------------|---|
| Denton-Lewisville UZA (5307) | \$4,972,981 | \$3,735,975 | Fleet Replacement, Bus Shelters, Bus Radios, Signage, Preventive Maintenance. |
| STP-MM / STP-FLEX | \$4,352,412 | \$4,039,183 | Positive Train Control Implementation & Vanpool |
| Elderly Persons and Persons with Disabilities (5310) | \$144,435 | \$144,435 | Transit Capital Accessibility (Lighting and Ramps) |
| Job Access, Reverse Commute (JA/RC) (5316) | \$47,579 | \$47,579 | Operating Assistance |
| Bus and Bus Facilities (5339) | \$377,955 | \$377,955 | Fleet Replacement |
| TXDOT (FHWA) | \$2,967,570 | \$2,943,203 | A-train Rail Trail (Eagle Point Section & Phase I Close- Out) |
| FEMA | \$2,181,180 | \$546,951 | 2015 Flood Remediation Projects |
| EPA | \$178,200 | \$178,200 | Brownfields Assessment |
| Total | \$15,222,312 | \$12,013,481 | |

Pending Funding and Other Grant Activity

DCTA was notified earlier this month that FTA finished reviewing the 5339 Bus & Bus Facilities Grant, and the agency is slated to receive \$2.6 million for the Bus Operations and Maintenance Satellite "Lite" Facility project. DCTA awaits grant execution and a timeline for the award.

DCTA was awarded NCTCOG grants from prior years' unspent funds. Staff anticipates the funding agreements to be signed at the end of April. DCTA will receive FY09 CMAQ & JARC funding as well as FY12 New Freedom Funding. The JARC funds (\$227k) will go towards operating costs for the Express Bus Service on 35W. \$1.6M in CMAQ funds will go towards the 35W Bus Fleet, and \$480k in New Freedom Funding will support Collin County Mobility Management. These will all utilize TDCs in lieu of the local match.

DCTA submitted a proposal to the Shared Use Mobility Center for their Mobility on Demand On-Ramp project. The award includes one year of technical assistance to advance ideas for mobility on demand solutions.

The 2017 Annual Program of Projects (POP) was submitted for FTA review in December 2017. The estimated project funding is: \$224,651 (Bus and Bus Facilities-5339) and \$5.7 million (Denton-Lewisville UZA-5307).

After a review of the EPA Clean Diesel Grant's 25% match and the revised fleet plan for bus services, DCTA will return the funds awarded from EPA through NCTCOG for this award.

Submitted by:

Laura Mitchell

Grants & Contract Compliance Manager

Final Review:

Marisa Perry, CPA

Chief Financial Officer/VP of Finance

Approval:

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

President



Board of Directors Memo

April 26, 2018

Subject: Current Procurement Activities

Environmental Subsurface Investigation

Proposals for an environmental subsurface investigation of the 46 acre site at the Rail O&M facility were due on Monday, April 16. We received 8 responses to the RFP. Staff is currently evaluating the proposals and award is anticipated at the May meeting.

Purchase of Vehicle Batteries

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

Submitted by:

Athena Forrester, CPPO, CPPB

AVP of Procurement

Final Review:

Marisa Perry, OPA

Chief Financial Officer/VP of Finance



Board of Directors Memo

April 26, 2018

Subject: Marketing & Communications Update

NEW COLLATERAL

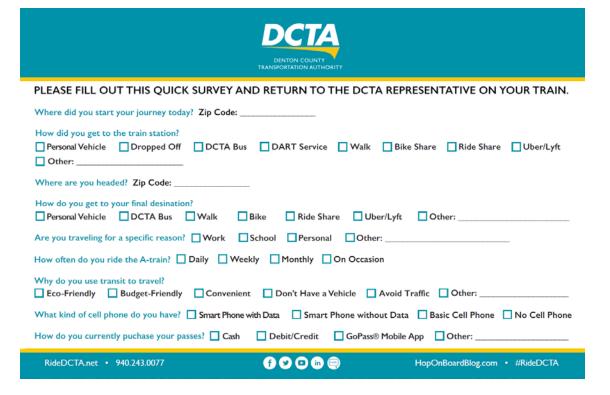
- FY '18 Strategic Planning Guidance Report
- FY '18 Q2 Agency Performance Report
- FY '18 Q2 Regional Leave Behind
- FY '18 Q2 Legislative Leave Behind

COMMUNITY SURVEY UPDATE

- Scope of Work Sent to Vendors April 13, 2018
- Estimate Due April 30, 2018
- Kick-off with Vendor of Choice May 16, 2018
- Survey Finalized June 2, 2018
- Data Collection Completed June 16, 2018
- Final Reports Delivered June 30, 2018

A-TRAIN POINT-IN-TIME STUDY UPDATE

- Survey Deployment Thursday, April 26, 2018
 - Thursdays are the highest ridership days on the A-train based on the last six months of data
- Data Entry Complete by May 18
 - o Allowing two weeks for data entry since it is all handled in house
- Results Presented to the Board May 24, 2018
 - Will be provided as part of the Marketing and Communications Update report during the regularly scheduled board meeting



LAKE DALLAS A-TRAIN RAIL TRAIL RIBBON CUTTING

- Saturday, May 19, 2018
- Tentatively scheduled for the late morning
- More details to come

MONTHLY MEDIA REPORT (MARCH 2018)

- **Stories**: 18
- Placement Highlights:
 - o The Dallas Morning News (print and online)
 - McKinney Courier-Gazette
 - o Denton Record-Chronicle
 - o NBC 5 Today
 - o Plano Star-Courier (online)
- Headlined Highlights:
 - City of McKinney and DCTA to launch low income transit subsidy pilot program
 - o DCTA's A-train boosts local economy, job force
- Impressions: 20.25M
- Total Publicity Value: \$44K
- **Sentiment Over Time:** 61.1% Positive / 38.9% Neutral
- Coverage by Media Type:
 - o Community Newspaper 11.8%
 - o Consumer Online 35.3%
 - o Newspaper 11.8%
 - o News and Business Online 11.8%
 - o Trade/Industry Online 11.8%
 - o Television 17.6%
- Share of Voice:
 - o DCTA 62.1%
 - o DCTA Train 37.9%

QUARTERLY METRICS REPORT

- Majority of items are on track to meet or exceed the annual goal
- Website traffic and bounce rate are being monitored the new website launching in June 2018 should make a significant difference
- Facebook "likes" are being monitored new algorithms are impacting our typical increases

VIDEO SHOWCASE

- #AskDCTA
 - o Produced in house
 - o Promotes our passenger ambassador program
 - o Currently running on DCTA's social channels
- I Am DCTA
 - o Produced in house
 - o Currently running prior to each film at the Thin Line Film Festival (Denton)
 - o Will be integrated on DCTA social channels after the Thin Line Film Festival premier

MARKETING & COMMUNICATIONS IN PROGRESS

- Special Highlight:
 - Public Meeting Communications
 - o In Market April 2, 2018 through May 4, 2018



ONLINE

FRIDAY, APRIL 13, 2018 - FRIDAY, MAY 4, 2018 PRESENTATION AND ONLINE FEEDBACK FORM AVAILABLE AT RIDEDCTA.NET

LEWISVILLE

MONDAY, APRIL 16, 2018 5:30 P.M. - 7:30 P.M. LEWISVILLE CITY HALL LOBBY

DENTON

WEDNESDAY, APRIL 18, 2018 3 P.M. - 7 P.M.

DOWNTOWN DENTON TRANSIT CENTER LOBBY

HIGHLAND VILLAGE

TUESDAY, APRIL 24, 2018 6 P.M. - 8 P.M.

HIGHLAND VILLAGE CITY HALL LOBBY

RideDCTA.net • 940.243.0077







DENTON COUNTY

DROP BY OUR NEXT OPEN HOUSE MEETING!

ONLINE

APRIL 13, 2018 - MAY 4, 2018 · RIDEDCTA.NET

LEWISVILLE

APRIL 16, 2018 • 5:30 - 7:30 P.M. • LEWISVILLE CITY HALL

HIGHLAND VILLAGE

APRIL 24, 2018 · 6 - 8 P.M. · HIGHLAND VILLAGE CITY HALL

OPEN HOUSE MEETING PRESENTATION DCTA





Can't attend our meetings?

Check out the official presentation available on RideDCTA.net from Friday, April 13 to Friday, May 4 and leave us a comment!

600 □ □

HopOnBoardBlog.com • #RideDCTA

Routine Initiatives:

- Campaign / Communications
 Planning and Execution
- Social Content / Creative /
 Posting / Responses / Reporting
 – Facebook, Twitter, LinkedIn,
 and YouTube
- Blog Content Development and Posting
- Video Content Development / Posting / Reporting
- o Proactive Media Pitching
- Email Marketing Content / Posting / Reporting (EnRoute News / Notices / Promotional)
- Wheels & Rails Content and Creative Development

Key Projects:

- University AwarenessCampaign In Market (through 5/1)
- Safety Campaign In Market (through 9/30)
- Passenger Information
 Overhaul In Progress
- Bus Driver Recruitment SupportIn Market
- Brand Ambassador
 Procurement Slated for Q3/2018
- Strategic Planning Guidance Report Promotion – Launch in 4/2018
- Alliance Link Communications /
 Web Content Launch in
 4/2018
- North Texas Xpress Campaign Launch in 4/2018
- Regional Transit Connections
 Brochure Complete by 4/2018
- GORequest Rack Card Complete by 4/2018
- Campus Connections BrochureComplete by 4/2018
- University Pass ProgramBrochure Complete by 4/2018

- Brochure and Rack Card Content and Creative Development / Printing
- o Signage Installation / Removal
- Discount Pass Program
 Outreach / Member
 Administration
- o Community Outreach (Events and Sponsorships)
- o Public Information Requests
- o Rider Alert Monitoring / Training
- o Customer Service Instruction
- Updating Website Content / Progress on New Website
- o Award Nominations
- Monthly Reporting
- Summer Youth Pass CampaignIn Market by 5/1
- Triennial Review Participation –
 5/1 and 5/2
- Denton Full Scale Disaster Drill Planning – Event held on 5/4
- Lake Cities Rail Trail Ribbon
 Cutting Slated for 5/19
 (tentative date)
- Website Asset Management and Testing – 5/2018
- DCTA / First Transit White Paper and B2B Video – Complete by 5/2018
- o Community Survey In Market by 5/2018
- University Orientation Planning Complete by 5/2018
- Apartment Outreach Effort Start in 5/2018
- Sponsorship Advertising Audit Start in 5/2018
- o New Website Launch Campaign – Begin in 5/2018
- o New DCTA Website Complete by 6/2018
- DCTA Employee Awards
 Ceremony 6/20

Community Outreach Initiatives

- o Regional Marketing and Communications Meeting 4/3
- o Highland Village Business Association Luncheon 4/10
- o Texas Woman's University Spring Career Fair 4/11
- Bettye Myers Middle School College and Career Night 4/12

- o Lewisville Colorpalooza 4/14
- o Lewisville Public Meeting 4/16
- o Denton Public Meeting 4/18
- o Thin Line Festival 4/18 4/22
- o Denton Chamber of Commerce Luncheon 4/20
- o Lewisville Chamber of Commerce Luncheon 4/24
- o Highland Village Public Meeting 4/24
- o Denton Arts and Jazz Festival 4/27 4/29
- o Denton County Friends of the Family Routine Meeting 5/3
- o Drive Al Media Event 5/7
- o Annual Older Americans Information and Health Fair 5/10
- o Frisco Challenge 5/11
- o Lake Cities Rail Trail Ribbon Cutting 5/19 (tentative date)
- o Lewisville Chamber of Commerce Luncheon 5/22

CUSTOMER SERVICE IN PROGRESS

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

ADMINISTRATION IN PROGRESS

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

Approved by:

Nicole Recker

Vice President of Marketing & Communications

Micolin Roxup

Marketing & Communications Metrics Overview April 2018 Report (FY '18)

| DD AND IMPORTATIONS | | | | | | | | | | | | | | | | | |
|---|------------------|----------------|------------------------|------------------------|-------------------------|--------------------------|------------------------|--------------------------|-------------|-------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|--------------------|---|
| BRAND IMPRESSIONS Community Brand Impressions - Global Impressions | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | 300K | 26,002 | 20,500 | - | - | - | - | 724 | 50 | 102 | 88 | 2,030 | 2,820 | 52,316 | , | Two major events were rained out in FY '15 |
| | FY '16 | 260K | 1,951 | 672 | 12 | 628 | 140 | 581 | 200,711 | 3,430 | 4,640 | 20,904 | 130,644 | 33,009 | 397,322 | ↑ 659.5% | |
| | FY '17 | 400K | 288 | 293 | 1,500 20.525 | 134 | 207 | 890 468 | 217,658 | 4,745 | 200 | 5,125 | 147,242 | 28,111 | 406,393 | † 2.3% | |
| | FY '18 | 415K | 1,306 | - | 20,525 | | 178 | 468 | | | | | | | 22,477 | | |
| Community Brand Impressions - Confirmed Impressions | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | N/A | - | - | - | - | - | - | - | - | - | - | - | - | - | | Did not track with goal in FY '15 |
| | FY '16 | 7.5K | 618 | 152 | 12 | 202 | 20 | 208 | 1,634 | 180 | 555 | 104 | 216 | 9,209 | 13,110 | | |
| | FY '17 FY '18 | 10K 20K | 413 244 | 133 | 189 443 | 134 | 207 35 | 147 173 | 9,593 | 3,470 | 125 | 73 | 2,806 | 3,891 | 21,181 | ↑ 61.6% | |
| | | 201 | 244 | | 445 | 3 | 35 | 175 | | | | | | | 700 | | |
| MEDIA BUY IMPRESSIONS | | | | | | | | | | | | | | | | | |
| Media Buy Impressions - Online/Confirmed Impressions | Year FY '15 | Goal 500K | October | November | December | January | 106,962 | March 7,139 | April 7,139 | May 239,892 | June 404,790 | July 386,908 | August 7,700 | 1,154,215 | YTD 2,314,745 | % YOY | Notes |
| | FY '16 | 5M | 1.127.702 | 8,188 | 7.541 | 813.292 | 812.671 | 857,212 | 1,057,696 | 1,225,166 | 1,212,833 | 2,225,942 | 2.231.636 | 2.281.446 | 13,861,325 | 1 498.8% | |
| | FY '17 | 15M | 2,594,459 | 344,180 | - | 275,027 | 419,567 | 1,097,049 | 1,106,986 | 1,883,494 | 1,421,251 | 1,211,375 | 1,109,696 | 2,655,321 | 14,118,405 | ↑1.9% | |
| | FY '18 | 6M | 3,603,306 | - | - | - | - | - | | | | | | | 3,603,306 | | |
| Media Buy Impressions - Online/Mobile Click Through Rate | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| For FY '17 - Took average of online and mobile CTR | FY '15 | N/A | 0 | 0 | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | ,,,,,,, | Did not track with goal in FY '15 |
| since they were reported separately | FY '16 | 0.10% | 0.10% | 0.16% | 0.21% | 0.15% | 0.16% | 0.21% | 0.29% | 0.35% | 0.30% | 0.34% | 0.37% | 0.33% | 0.25% | - | Took average of online/mobile for FY '16 #s |
| | FY '17 | >=.23 | 0.24% | 0.10% | 0.10% | 0.14% | 0.34% | 0.32% | 0.42% | 0.31% | 0.21% | 0.17% | 0.19% | 0.18% | 0.23% | ↓.08% | |
| | FY '18 | >=.23 | 0.25% | 0.00% | 0% | 0.00% | 0.00% | 0.00% | | | | | | | | | |
| Media Buy Impressions - Print Impressions | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | 100K | - | - | | 68,000 | 72,200 | 79,024 | 89,145 | - | 21,486 | 230,555 | 147,235 | 726,418 | 1,434,063 | | Did not track until January 2015 |
| | FY '16 | 2M | 326,664 | - | - | 172,020 | 80,036 | 98,751 | 356,397 | 286,911 | 273,183 | 222,078 | 37,500 | 6,743,211 | 8,596,751 | ↑ 499.5% | |
| | FY '17 FY '18 | 1M 5M | 648,845 308,193 | 24,959 | 65,000 65,000 | 208,509 | 208,509 | 5,200 668,417 | 1,896,760 | 953,580 | 3,877,050 | 1,361,684 | 1,361,684 | 1,598,166 | 11,767,969 | ↑ 36.9% | |
| | F1 18 | JIVI | 300,193 | 24,739 | 63,000 | 200,309 | 200,309 | 000,41/ | | | | | | | 1,400,00/ | | |
| Media Buy Impressions - Direct Mail | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | N | - | - | - | - | - | - | - | - | - | - | - | - | - | - | Did not track until FY '17 |
| | FY '16 FY '17 | 175K | - | 5,200 | 5,200 | 5,200 | 7,108 | 5,200 | | ###### ## | | 7,371 | | 5.200 | | - | |
| | FY '18 | 200K | 5.200 | ########## | 5,200 | 5,200 | ######### | 5,200 | ******* | """"" "" | ****** | 7,371 | ****** *** | 3,200 | ###### ## | - | |
| | | | | | | | | | | | | | | | | | |
| MEDIA RELATIONS | Year | Goal | October | November | December | | February | March | A | | June | luk. | A | Cantanda | YTD | m vov | Notes |
| Press Coverage - Media Placements | FY '15 | 450 | October | November 24 | 35 | January 27 | rebruary 56 | March 21 | April 15 | May 4] | June 92 | July 28 | August 83 | September 29 | 459 | % YOY | Notes |
| | FY '16 | 300 | 52 | 71 | 48 | 26 | 15 | 36 | 49 | 46 | 34 | 121 | 57 | 45 | 600 | ↑ 30.7% | |
| | FY '17 | 350 | 30 | | 85 | 50 | 28 | 145 | 36 | 31 | 67 | 14 | 25 | 44 | 604 | 1.67% | |
| | FY '18 | 400 | 29 | 27 | 41 | 50 | 22 | 18 | | | | | | | 187 | | |
| Media Relations - Story Impressions | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YID | % YOY | Notes |
| | FY '15 | N/A | 24,000,000 | 3,773,000 | - | - | - | - | | 26,946,801 | 42,612,177 | 1,653,080 | 16,220,824 | 20,212,728 | 135,418,610 | | Old system did not track accurately |
| | FY '16 | 165M | 22,992,694 | 39,691,115 | 37,582,650 | 5,431,995 | 6,912,187 | 3,047,073 | 6,639,343 | 31,672,535 | 7,331,629 | 28,677,451 | 9,105,902 | 9,791,146 | 208,875,720 | ↑ 54.2% | Launched Cision in May 2015 |
| | FY '17 FY '18 | 165M 200M | 4,805,658 4,820,000 | 6,949,925 6,620,000 | 23,912,992 5,860,000 | 12,869,219 42,730,000 | 4,221,320 8,000,000 | 86,630,000 20,250,000 | 26,830,000 | 32,110,000 | 63,340,000 | 1,900,000 | 3,650,000 | 13,570,000 | 280,789,114 88,280,000 | ↑ 34.4% | |
| | FT 18 | 200M | 4,820,000 | 6,620,000 | 5,860,000 | 42,730,000 | 8,000,000 | 20,250,000 | | | | | | | 00,200,000 | | |
| Media Relations - Publicity Value | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | \$460K | \$ 1,690 | | | | | \$ 10,359 | | | | | | | \$ 1,254,191 | - | |
| | FY '16 FY '17 | \$1M \$750K | \$ 64,766 \$ 33,602 | \$ 82,239 \$ 24,437 | \$ 67,629 \$ 66,812 | \$ 44,677 \$ 50,650 | \$ 7,971 \$ 69.656 | | | \$ 188,195 \$ 31,000 | | | | \$ 48,504 | \$ 774,340 \$ 1,189,157 | ↓ 38.3% ↑ 53.6% | |
| | FY '18 | \$775K | | | \$ 18,000 | | \$ 40,000 | | φ 104,000 | φ 31,000 | φ 120,000 | φ 1,000 | φ 51,000 | φ 51,000 | \$ 283,000 | 30.0/6 | |
| | | | | | | | | | | | | | | | | | |
| SOCIAL MEDIA Facebook - Increase in Likes | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | 1.2K | 32 | 36 | 100 | 10 | 49 | -45 | 7 | 35 | 25 | 532 | 643 | 9 | 1,433 | - | Decrease in March due to removal of inactive business pages |
| | FY '16 | 3K | 82 | 624 | 6 | 17 | 468 | 2 | 104 | 38 | 902 | 726 | 78 | 52 | 3,099 | 116.3% | |
| | FY '17 FY '18 | 4K 4K | 39 7 | 27 -10 | 479 -35 | 526 291 | 374 -1 | 218 -18 | 416 | 430 | 274 | 775 | 295 | 258 | 4,111 234 | ↑ 32.7% | |
| | F1 10 | 41. | , | -10 | -33 | 271 | -1 | -10 | | | | | | | 234 | | |
| Twitter - Increase in Followers | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | N/A | 0 | 0 | 0 | 26 | 131 | 88 | 43 | 61 | 21 | 147 | 51 | 164 | 732 | - ac 300 | Did not track with goal until January 2015 |
| | FY '16 FY '17 | 1K 1.2K | 35 15 | 122 | 27 154 | 34 254 | 133 207 | 38 209 | 45 189 | 27 6 | 154 208 | 199 2 | 185 | 16 11 | 1,015 1,259 | ↑ 38.7% ↑ 24% | |
| | FY '18 | 1.2K | 7 | -9 | 8 | 28 | 12 | 4 | 107 | Ü | 200 | 4 | 3 | | 50 | 24/0 | |
| | | | | | | | | | | | | | | | | | |
| YouTube - Increase in Subscribers | Year FY '15 | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 FY '16 | N | - | - | - | 3 | - 1 | - 1 | - 4 | 1 | 3 | 1 | 4 (2) | 2 | 16 7 | ↓ 56.3% | Launched in June 2014 Did not track with goal in FY '15 or FY '16 |
| | FY '17 | 45 | 1 | 2 | 0 | 2 | 1 ' | 3 | 0 | 1 | 1 | 3 | 4 | 2 | 20 | 185.7% | Started building content in June 2016 |
| | FY '18 | 20 | 1 | 3 | 0 | 2 | 2 | 2 | | | | | | | 10 | | |
| Linkodin Ingragga in Fallawara | Year | Goal | October | November | December | January | Enhruan | March | Amell | Many | luna | lube | August | Contombe- | YTD | ∞ vov | Notes |
| Linkedin - Increase in Followers | Year FY '15 | Goal | October | november | December | January | February | march | April - | May | June - | July - | August | September | 110 | % YOY | Notes Launched in January 2014 |
| | FY '16 | N | | - | - | | - | - | | - | - | | - | - | - | | Did not track with goal in FY '15 or FY '16 |
| | FY '17 | 50 | 4 | 3 | 4 | 5 | 5 | 6 | 6 | 5 | 4 | 6 | 4 | 6 | 58 | - | Started building content in FY '17 |
| | FY '18 | 70 | 10 | 2 | 7 | 5 | 6 | 6 | | | | | | | 36 | | |
| RIDER ALERTS / EMAIL MARKETING | | | | | | | | | | | | | | | | | |
| GovDelivery / Email Marketing Database | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 | N/A | - | - | - | - | - | - | - | - | - | - | - | - | - | - | Did not track with goal in FY '15 or FY '16 Prior system - iContact (transferred 1,665) |
| | FY '16 | N/A | | | | | | | | | | | | | | | |

| | FY '18 | 9K | 7,762 | 7,852 | 7,979 | 8,161 | 8,320 | 8,453 | | | | | | | | | Launched GovDelivery in October 2016 |
|--|--------------------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|-------------------|--------------------|------------------|------------------|---------------------|------------------|------------------|---------------------|--------------------------------|----------------------|-----------------------------|--|
| Number of Email Blasts Marketing Specific Emails Only | Year FY '18 | Goal 36 | October 4 | November 5 | December 3 | January 7 | February 9 | March 3 | April | May | June | July | August | September | YTD 31 | % YOY | Notes |
| Total Emails Delivered Marketing Specific Emails Only | Year FY '18 | Goal 300K | October 49,284 | November 71,716 | December 106,489 | January 28,737 | February 43,325 | March 13,690 | April | May | June | July | August | September | YTD 313,241 | % YOY | Notes |
| Total Emails Opened Marketing Specific Emails Only | Year FY '18 | Goal >=20% | October 17.00% | November 15.00% | December 15.00% | January 20.76% | February 14.65% | March 16% | April | May | June | July | August | September | YTD | % YOY | Notes |
| Total Clicked (CTR) Marketing Specific Emails Only | Year FY '18 | Goal >=2.15% | October 1.2% | November 1.00% | December 1.00% | January 1.23% | February 0.67% | March 1% | April | May | June | July | August | September | YTD | % YOY | Notes |
| DCTA WEBSITE | | | | | | | | | | | | | | | | | |
| DCTA Website - New Users | Year FY '15 | Goal N/A | October 40.70% | November 36.60% | December 36.80% | January 37.90% | February 35.90% | March 37.20% | April 37.20% | May 40.40% | June 39.30% | July 39.50% | August 40.70% | September 39.70% | YTD 40% | % YOY | Notes Did not set a goal in FY '15 or FY '16 |
| | FY '16 FY '17 | N/A >40% | 41.70% | 36.50% 38% | 37.20% | 46.20% | 40.40% | 42.10% 45% | 43.20% | 46.30% 42% | 44.80% 45% | 48.10% 44% | 46.30% 42% | 44.80% 42% | 43% | 11.9% | Launched new Google Analytics in January 2016 |
| | FY '18 | >40% | 48.30% | 38.40% | 38.40% | 38.40% | 69.3% | 45% 69.50% | 50% | 42% | 45% | 44% | 42% | 4276 | 42.8% | ↓ .7% | |
| DCTA Website - Return Users | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 FY '16 | N/A N/A | 59.3% 58.3% | 63.4% 63.5% | 63.2% 62.8% | 62.1% 53.8% | 64.1% 59.6% | 62.8% 57.9% | 62.8% 56.8% | 59.6% 53.7% | 60.7% 55.2% | 60.5% 51.9% | 59.3% 53.7% | 60.3% 55.2% | 62% 57% | ↓8.1% | Did not set a goal in FY '15 or FY '16 Launched new Google Analytics in January 2016 |
| | FY '17 FY '18 | >40% >40% | 53% 51.70% | 62% 61.60% | 62% 61.60% | 60% 54.70% | 59% 30.70% | 55% 31.50% | 50% | 42% | 45% | 44% | 59% | 58% | 54% | ↓ 5.3% | |
| DCTA Website - Total Pageviews/Sessions | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| Reported Pageviews in FY '15 and FY '16 | FY '15 | 1.4M | 145,558 | 103,418 | 94,384 | 127,725 | 128,413 | 121,861 | 104,847 | 97,103 | 109,120 | 96,436 | 143,845 | 140,905 | 1,413,615 | - | Launched new Google Analytics in January 2016 |
| Reported Sessions in FY '17 | FY '16 FY '17 | 1.5M 380K | 154,739 44,806 | 92,196 30,489 | 90,244 27,342 | 85,177 33,671 | 92,453 30,591 | 97,754 37,501 | 92,437 38,236 | 90,615 31,987 | 87,439 30,393 | 80,840 28,510 | 122,405 38,418 | 121,878 43,879 | 1,208,177 415,823 | ↓ 14.5% ↓ 65.5% | Decrease due to Removal of bot hits in Nov 2015 Decrease in FY '17 also due to change in tracking from pageviews |
| | FY '18 | 400K | 45,564 | 29,325 | 23,477 | 31,824 | 31,456 | 30,466 | | | | | | | 192,112 | | to sessions |
| DCTA Website - Average Session Duration | Year FY '15 | Goal N/A | October 3:21 | November 3:11 | December 3:04 | January 3:19 | February | March 3:07 | April 3:11 | May 2:59 | June 2:56 | July 3:17 | August 3:34 | September 3:21 | YTD | % YOY | Notes |
| | FY '16 | N/A | 3:27 | 3:04 | 3:09 | 2:80 | 3:11 2:59 | 3:03 | 2:54 | 2:41 | 2:51 | 2:38 | 3:03 | 2:45 | 2:56 2:42 | ↓ 5.5% | Did not set a goal in FY '15 or FY '16 Launched new Google Analytics in January 2016 |
| | FY '17 FY '18 | >2:50 >2:50 | 2:55 2:25 | 2:45 2:38 | 2:41 2:37 | 2:54 2:51 | 2:38 2:51 | 2:27 2:34 | 2:21 | 2:38 | 2:34 | 2:38 | 3:02 | 2:38 | 2:40 | ↓ .8% | January 2016 metrics show partial data |
| DCTA Website - Average # of Pages/Session | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 FY '16 | N/A N/A | 3.54 3.6 | 3.36 3.19 | 3.31 3.26 | 3.46 3.19 | 3.32 3.16 | 3.29 3.2 | 3.39 3.05 | 3.26 2.91 | 3.15 2.97 | 3.28 2.82 | 3.64 3.11 | 3.48 2.83 | 3.4 | . 11.8% | Did not set a goal in FY '15 or FY '16 Launched new Google Analytics in January 2016 |
| | FY '17 | >=3 | 3 | 2.77 | 2.69 | 2.85 | 2.63 | 2.55 | 2.42 | 2.69 | 2.58 | 2.57 | 2.87 | 2.56 | 2.68 | 110.7% | Edutiched New Google Analytics in Julidary 2016 |
| | FY '18 | >=3 | 2.46 | 2.49 | 2.53 | 2.75 | 2.32 | 2.44 | | | | | | | | | |
| DCTA BLOG Hop on Board Blog - Unique Users | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 FY '16 | N/A N/A | - | - | - | - 1,071 | - 136 | - 173 | - 335 | - 257 | - 468 | 324 | 243 | - 169 | 3.176 | - | Did not set a goal in FY '15 WordPress data no longer available |
| | FY '17 FY '18 | 3,750 4K | 150 421 | 193 404 | 337 374 | 1,150 | 497 338 | 312 610 | 523 | 160 | 244 | 1,571 | 259 | 1,340 | 6,736 2,771 | ↑112.1% | New Hop on Board Blog launched in January 2016 |
| Hop on Board Blog - Return Users | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 FY '16 | N/A N/A | - | - | - | - 217 | - 37 | - 39 | - 45 | - 38 | - 67 | - 51 | - 45 | - 38 | - 577 | - | Did not set a goal in FY '15 WordPress data no longer available |
| | FY '17 FY '18 | 600 600 | 29 56 | 29 67 | 43 131 | 147 | 118 55 | 66 62 | 122 | 31 | 39 | 104 | 45 | 194 | 967 467 | ↑ 67.6% | New Hop on Board Blog launched in January 2016 |
| Hop on Board Blog - Total Pageviews | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 FY '16 | 1.9K 3K | - 249 | - 243 | 305 | 2,743 | 320 648 | 273 573 | 181 646 | 226 533 | 331 942 | 276 769 | 285 603 | 2,658 432 | 4,550 8,686 | - 1 90.9% | WordPress data no longer available New Hop on Board Blog launched in January 2016 |
| | FY '17 | 9K | 284 | 356 | 581 | 1,862 | 928 | 553 | 869 | 254 | 370 | 2,093 | 392 | 2,047 | 10,589 | 1 21.9% | New Hop of Board Blog Identified in January 2010 |
| | FY '18 | 9K | 607 | 683 | 561 | 965 | 1,075 | 991 | | | | | | | 4,882 | | |
| Hop on Board Blog - Bounce Rate | Year FY '15 | Goal N/A | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes WordPress data no longer available |
| | FY '16 | N/A | - | - | - | 82.32% | 58.29% | 69.50% | 62.73% | 79.53% | 81.03% | 80.61% | 73.82% | 72.88% | 73% | - | New Hop on Board Blog launched in January 2016 |
| | FY '17 FY '18 | <75% <80% | 81.76% 77.27% | 78.12% 80.83% | 83.84% 84.47% | 85.22% 82.87% | 83.23% 82.79% | 80.79% 74.26% | 82.76% | 81.42% | 77.99% | 90.14% | 85.99% | 85% | 83% | † 13.7% | |
| Hop on Board Blog - Increase in Subscribers | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| | FY '15 FY '16 | N/A N/A | 1 | 1 | 1 | - 24 | - 3 | - 1 | - 1 | - 3 | - | - | - 2 | - 1 | 3 35 | - 1066.7% | WordPress data no longer available New Hop on Board Blog launched in January 2016 |
| | FY '17 | 75 | - | - | 1 | 33 | 6 | - ' | i | 1 | 1 | 2 | - | 9 | 54 | ↑ 54.3% | New Hop of Board Blog Identified in January 2010 |
| | FY '18 | 50 | 0 | 1 | 1 | 3 | 1 | 13 | | | | | | | 19 | | |
| | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
| CUSTOMER SERVICE Shortel - Calls Received | | | 5.197 | 4,256 | 4,738 | 5,039 4,563 | 5,713 4,654 | 5,033 4,500 | 4,620 4,291 | 4,453 3,988 | 5,185 3,979 | 4,624 3,894 | 5,353 5,072 | 5,263 4,506 | 59,474 53,907 | - ↓ 9.4% | Did not set a goal in FY '15 Launched Shortel in late-September 2016 |
| | FY '15 | N/A >50K | | 4 420 | | | | | | | | | | | | | |
| | | N/A >50K >50K >55K | 5,263 6,744 4,461 | 4,429 6,206 4,225 | 4,768 6,002 3,806 | 6,417 4,034 | 5,817 3,590 | 6,222 3,802 | 6,013 | 6,979 | 6,598 | 5,915 | 7,062 | 6,872 | 76,847 23,918 | ↑ 42.6% | |
| Shortel - Calls Received | FY '15 FY '16 FY '17 | >50K >50K | 5,263 6,744 | 6,206 | 6,002 | 6,417 | 5,817 | | 6,013 | 6,979 May | 6,598 June | 5,915 July | | 6,8/2 September | | | Notes |
| | FY '15 FY '16 FY '17 FY '18 | >50K >50K >55K | 5,263 6,744 4,461 | 6,206 | 6,002 | 6,417 | 5,817 | 3,802 | | | | | 7,062 August 3% 2% | 5,872 September 2% 2% | 23,918 | † 42.6% % YOY - 0% | Notes |

| ORequest - Average Days for Closeout | Year | Goal | October | November | December | January | February | March | April | May | June | July | August | September | YTD | % YOY | Notes |
|---|--|----------------------------------|---|--|------------------------------------|---|--|---------------------------------------|-------------------------------------|-----------------------------------|------------------------------------|------------------------------------|--------------------------------------|---|---------------------------------------|-----------------------------------|--|
| | FY '15 FY '16 FY '17 FY '18 | <3.2 <3.2 <3.2 <3.2 | 2.82 2.83 1.68 2.06 | 3.43 3.11 2.09 2.38 | 3.37 2.82 3.13 5.4 | 3.15 2.92 2.23 1.6 | 3.48 2.57 2.95 2.27 | 3.46 2.44 4.02 2.55 | 2.49 2.94 3.09 | 3.35 1.65 8.02 | 3.4 1.76 6.78 | 3.18 2.14 5.87 | 1.92 2.38 4.28 | 2.26 2.9 3.06 | 3.03 2.54 3.93 | ↓ 16.2% ↑ 54.7% | |
| ORequest - Total Entries per 10K | Year FY '15 FY '16 FY '17 FY '18 | Goal N/A >3 >=2 >=2 | October 2.21 0.94 3.22 0.88 | 1.5 1.19 2.88 1.66 | 3.28 2.15 1.68 1.31 | 2.06 1.33 2.62 0.9 | 1.68 1.79 1.89 1.48 | March 1.31 1.73 2.07 1.67 | April 1.48 1.76 1.53 | May 2.47 4.03 3.1 | June 2.47 3.18 3.23 | July 2.21 2.16 3.08 | 2.59 4.96 1.57 | 2 1.92 1.23 | 2.11 2.26 2.34 | % YOY ↑ 7.1% ↑ 3.5% | Notes |
| RANSIT TRACKER CTA Transit Tracker - Total Web Portal Hills s compared to WMR in FY '15, FY '16 and FY '17 | Year FY '15 FY '16 FY '17 | Goal N/A 400K 400K | October - 39,447 49,641 | November - 33,681 43,937 | December - 41,592 41,725 | January 11,423 47,992 71,725 | February 37,749 54,705 41,729 | March 61,755 43,988 47,074 | April 37,689 43,578 43,429 | May 29,612 42,011 43,569 | June 34,131 42,367 36,324 | July 37,310 47,195 36,124 | August 35,356 58,005 46,996 | September 34,389 59,377 33,919 | YTD 319,414 553,938 536,192 | % YOY ↑ 73.4% ↓ 3.2% | Notes Launched WMR in January 2015 Launched Tracker on September 18, 2017 |
| CTA Transit Tracker - Total Mobile App Downloads | Year FY '17 FY '18 | Goal - 3.3K | October - 356 | November - 145 | December - 132 | January - 191 | February - 157 | March - 151 | April - | May - | June - | July - | August - | September 330 | YTD 330 1132 | % YOY - | New system doesn't track web traffic Notes |
| OCTA Transit Tracker - App Users | Year FY '17 FY '18 | Goal - 30K | October - 3,554 | November - 3,111 | December - 2,303 | January - 2894 | February - 3595 | March - 3680 | April - | May - | June - | July - | August - | September 1,443 | 1,443 19,137 | % YOY - | Notes |
| OCTA Transit Tracker - Total SMS/Texts As compared to WMR in FY '15, FY '16 and FY '17 | Year FY '15 FY '16 FY '17 FY '18 | Goal N/A 50K 50K 40K | October - 9,741 8,228 6,184 | November - 8,529 7,612 6,782 | 6,665 5,712 5,577 | January 1,047 7,520 5,712 6,406 | 1,977 9,952 6,763 7,230 | 3,564 8,844 7,165 6,869 | April 4,840 9,828 6,636 | May 3,375 6,968 5,661 | June 3,983 5,489 3,924 | July 4,645 4,905 3,019 | August 1,702 6,485 4,219 | September 9,431 8,458 7,070 | 34,564 93,384 71,721 39,048 | % YOY - ↑ 170.2% ↓ 23.2% | Notes Launched WMR in January 2015 Decrease anticipated YOY due to launch of mobile app |
| CTA Transit Tracker - Total Calls (IVR) s compared to WMR in FY '15, FY '16 and FY '17 | Year FY '15 FY '16 FY '17 FY '18 | Goal N/A 15K 15K 20K | October - 1,996 2,052 2,557 | November - 1,792 1,858 2,483 | 1,786 1,843 2,009 | 261 7,836 1,843 1,843 | 678 2,085 1,744 2,180 | 860 2,207 1,860 2,502 | April 1,142 2,639 1,746 | 1,039 1,959 1,909 | June 1,255 1,747 2,047 | 6,521 1,790 2,087 | 5,952 1,695 2,166 | September 1,744 2,347 2,268 | 19,452 29,879 23,423 13,574 | % YOY ↑ 53.6% ↓ 21.6% | Notes Launched WMR in January 2015 |
| ISCOUNT PASS PROGRAMS | | | | | | | | | | | | | | | | | |
| Group - Ticket Sales aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal N/A \$10K \$12K | \$ 391 \$ 2,332 | - \$ 2,511 | \$ 3,052 \$ 6,853 | | February - \$ \$ 4,760 \$ \$ 637 \$ | 858 \$ | | | | -, | , | \$ 1,260 \$ 720 | \$ 10,034 \$ 22,477 \$ 17,308 | % YOY - ↑ 85.4% | Notes |
| Group - Website Pageviews aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal N/A 250 300 | October - 79 41 | - 28 36 | - 27 26 | - 25 61 | - 34 40 | 0 46 50 | April 12 37 | May 47 49 | June 32 53 | July 34 49 | August 71 37 | September 62 49 | 258 513 254 | % YOY - ↑ 98.8% | Notes |
| Non-Profit - Ticket Sales aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal N/A \$2K \$3K | October - \$ 190 \$462.50 | November - \$ - 337.50 | \$ 56 225.00 | January - \$ 4,725 5,993.75 | February - \$ 135 \$ 3,262.50 | March 289 \$ 146 \$ 11.25 | | | | | | \$ 810 \$ 45 | \$ 2,222 \$ 6,913 \$10,292.50 | % YOY ↑ 211% | Notes |
| Non-Profit - Website Pageviews aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal N/A 400 500 | October - 86 69 | November - 55 40 | 50 32 | January - 57 59 | - 65 47 | March 0 52 47 | April 26 53 | May 54 57 | June 48 58 | July 49 48 | August 94 56 | September 67 63 | 338 700 294 | % YOY ↑ 107% | Notes |
| Corporate Pass Program - Ticket Sales aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal N/A \$5K \$20K | | November - \$ 82,240 \$ - | Pecember - \$ - \$ 68,160 | January - \$ - \$ - | February - \$ \$ - \$ \$ - \$ | March 0 \$ - \$ | April - S | May 5 - \$ 5 - \$ | June - \$ 1,048 \$ | July - S | August - | September \$ - \$ - | YTD \$ - \$ 83,288 \$ 68,160 | % YOY - - | Notes |
| Corporale Pass Program - Business Dalabase aunched 4.1.16 (FY '16) racked "increase" in FY '16 and FY '17 | Year FY '16 FY '17 FY '18 | Goal 1K 250 >=2K | October - 57 1,989 | November - 66 1,989 | - 0 1,989 | January - 0 1988 | - -11 1988 | March 345 7 1988 | April 602 126 | May 252 18 | June 320 0 | July 245 3 | August 121 3 | September 0 0 | 1,885 269 | % YOY ↓ 85.7% | Notes Addition to database numbers will decrease with each fiscal year |
| Corporate Pass Program - Targeted Cold Calls aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal 250 125 125 | October - 5 0 | November - 6 5 | December - 19 5 | January - 34 7 | February - 33 6 | March 0 31 5 | April 4 21 | May 56 0 | June 131 0 | July 131 0 | August 22 10 | September 86 25 | 430 184 28 | % YOY - ↓ 57.29% | Notes Cold calls are much more targeted than prior year |
| Corporate Pass Program - Direct Mail Impressions aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal 1K 4.8K 4.8K | October | November - - 1,988 | December - - - | January - - | February - 1,908 | March 0 - | April - | May 972 2,053 | June - - | July - 2,171 | August - - | September 1,712 | 2,684 6,132 1,988 | % YOY - ↑ 128.5% | Notes |
| Corporate Pass Program - Sales Kit Distribution aunched 4.1.16 (FY '16) | Year FY '16 FY '17 FY '18 | Goal - 125 125 | October - 29 0 | November - 49 0 | December - 21 7 | January - 3 4 | February - 0 3 | March 0 45 3 | April 0 11 | May 2 0 | June 2 0 | July 2 0 | August 9 20 | September 10 15 | 25 193 17 | % YOY - ↑ 672% | Notes |
| Corporate Pass Program - Website Pageviews aunched 4.1.16 (FY '16) | Year FY '16 | Goal 1K | October | November | December | January | February - | March 0 | April 37 | May 58 | June 62 | July 53 | August 78 | September 86 | YTD 374 | % YOY | Notes |



Board of Directors Memo

April 26, 2018

Subject: Strategic Planning & Development Update

ADMINISTRATIVE UPDATE

Title VI Program Update & Process Development

- As a federal requirement, DCTA submits an updated Title VI Program every three years with the next Title VI program submittal in April 2019
- To prepare for the submittal, DCTA has contracted the Texas Transit Institute (TTI) to assist in building
 a user-friendly process to be used during service and fare changes and will provide a staff workshop
 to ensure staff can use this tool effectively and efficiently
- A staff workshop was held April 9 to provide an overview of the new tool

REGIONAL TRANSPORTATION PLANNING

NCTCOG Mobility Transportation Plan 2045

- NCTCOG released a draft of proposed program and policy additions in early January for review and comment
- The Final MTP 2045 Draft was presented at three public meetings held by the NCTCOG. DCTA staff attended the April 11 public meeting.
- DCTA staff is currently reviewing the Final Draft document and will submit any necessary additional comments to NCTCOG
- STTC is expected to approve the document on April 24 with RTC scheduled to approve the document in May 2018.

<u>Autonomous Vehicle Program Development</u>

- NCTCOG seeks to advance the development and deployment of transportation technologies that will deliver safer and more efficient transportation for the North Texas region, including autonomous vehicles
- DCTA is fully engaged in many areas of NCTCOG's initiative, including a state-wide procurement for AV vehicles and has participated in a NCTCOG-hosted discussion with an AV developer to identify "test site" locations for new AV technology deployment. DCTA staff has also been engaged at the Federal level through participation in the FTA's recent Autonomous Vehicles 3.0 roundtable discussion with a focus on community education, workforce evolution and policy regulations.

Regional Trail Initiative

A current NCTCOG initiative is the Regional Trail Veloweb which includes connecting the A-train Rail Trail from the Hebron Station to the DART Frankford Station

- This section of trail will involve coordination and collaboration between DCTA, NCTCOG, DART, as well as the cities of Carrollton and Lewisville
- A small task force consisting of representatives from all five agencies has been meeting regularly to
 outline an action plan including preliminary design which will likely require each entity to provide a
 small level of funding support
- An Agreement between DCTA and NCTCOG has been executed, which outlines the Agency has
 provided financial support of approximately \$18,000 for the preliminary design of this project
- More activity on this project is expected to continue in the coming months.

LOCAL TRANSPORATION PLANNING

A-train Extension Feasibility Exploration

- Through DCTA's On-call A&E Railroad Services contract with Lockwood, Andrews & Newnam (LAN), staff is exploring the feasibility to extend the A-train corridor North to US 380 and South to Belt Line
- LAN's professional services on this project include expansion concept development, fatal flaw analysis and operational evaluation for expansion
- To coincide with Texas Woman's University Master Planning efforts, LAN is focused on the Northbound extension and is working on the initial depiction and description of general alignment for corridor expansion options to identify potential corridor options to best serve the university while meeting DCTA goals and
- Staff will begin to explore the southbound A-train expansion later this year

Innovative Transit Solutions

Regional Engagement

 DCTA staff participates in the quarterly NCTCOG Mobility On-Demand Working Group to discuss best practices on implementing mobility on demand programs with private sector partners. For the April quarterly meeting, DCTA staff presented to the Working Group updates on several initiatives, including grant proposals, Collin County mobility services, first/last mile connection service in Southeast Denton (to the North Texas Xpress commuter bus), and the Shared Use Mobility Action Plan.

Local Initiatives

- Staff has finalized a contract with TTI to develop a Shared Use Mobility Action Plan to strategically
 deploy innovative transit solutions while leveraging existing transit assets and producing a fully
 integrated system plan. Efforts began in early April with an assessment of existing conditions and will
 continue with a series of teleconferences with staff and selected board members on Shared Mobility
 opportunities in our suburban transit market.
- DCTA has leveraged the existing contract with Lyft in the development of new partnership programs involving subsidized discounts for selected trips in Highland Village and at UNT. There are new programs anticipated in Denton, Lewisville, Frisco, and McKinney in the near future.

BUSINESS DEVELOPMENT & PARTNERSHIPS

Alliance Area Transit Coordination

- DCTA is assisting in the coordination efforts for first/last mile solutions within the Alliance Area
- Coordination efforts have included conversations with Hillwood, Trinity Metro, the Alliance Opportunity Center, Tarrant County and Toyota
- The Alliance Link Shuttle service officially launched Phase 1 on April 9. Phase 1 includes one vehicle providing service Monday through Friday. Phase 2 is currently scheduled to launch in early May with two more vehicles, and one standby, providing service Monday through Sunday. Hours of operation for each phase are 5:30-8:30am and 4:30-7:30pm. Hours and days of service are subject to change as the program is further evaluated.
- Alliance Link is an on-demand, rideshare service that directly connects to the North Texas Xpress fixed-route service at the existing Heritage and Horizon stop. Riders are invited to download the app on their phone after they fill out a survey at www.RideAllianceLink.com.
- DCTA staff continues to meet with the implementing stakeholders to evaluate the pilot program and make any necessary changes.
- Next steps include continuing coordination and supporting marketing efforts with the various stakeholders, meeting with Alliance businesses to evaluate effectiveness of the pilot, and continuing to assess the NTX connections, stops, and service hours related to the Alliance Link Shuttle.

City of Frisco

- Staff has incorporated agency dispatched taxi service into the current On-Demand service to assist in service area expansion, increased capacity capabilities and to improve operational efficiencies
- Staff level discussions regarding the exploration of future transit solutions are ongoing including potential Lyft integration into their existing program.

McKinney Urban Transit District (MUTD)

- DCTA continues to provide planning support to the City of McKinney staff in exploring near-term and long-term mobility options including the potential of incorporating Lyft into existing service levels
- To better understand community needs and to provide community education as it relates to transit, there was discussion and interest in partnering to hold transportation forums within the community.
 DCTA will develop a draft plan for these forums for further discussion with McKinney staff.

Service Expansion within New Service Areas

 Staff continues being responsive to requests from non-member cities in Denton, and Collin counties interested in exploring transit solutions to meet the current and future demands within their communities

FUNDING OPPORTUNITIES

Buses & Bus Facility Grant

- DCTA submitted a grant proposal in response to the federal Buses & Bus Facility funding opportunity
- The project being submitted contains the following components:
 - Bus Operations & Maintenance Facility "Lite" at Rail OMF
 - Bus Infrastructure Needs at Old Town Station
 - Fleet for Commuter Bus Service along SRT-121
- DCTA has received notification of award for the construction of the "lite" bus maintenance facility component of the submitted proposal in the amount of \$2.625M.

NCTCOG Grant Review & Funding Cleanup

- In early September, DCTA submitted three funding requests for available CMAQ, JARC and Mobility Management funds
- DCTA has received funding approval from NCTCOG to assist in the purchase of fleet (\$1.61M) and
 operational enhancements (\$227,000) for the North Texas Xpress commuter service and also received
 funding to assist with DCTA's technology enhancements (\$240,000) including the provision seamless
 transportation services in Denton and Collin counties with multiple providers

Shared Use Mobility Center Mobility on Demand On-Ramp Technical Assistance

- Shared Use Mobility, a national non-profit organization has coordinated a grant opportunity with the FTA for technical assistance for agencies and organizations to develop a business plan to improve shared mobility services.
- DCTA, led by its Operations department, submitted a proposal for the development of a third party 'exchange' where transit data and financial transaction can be securely passed between public and private entities
- The proposal is modeled after payment systems in the air travel and banking industries that allow multiple vendors to interface with a neutral and stable database that results in a customer paying for service through one portal
- The proposal is innovative regionally and nationally, and will drastically reduce integration costs as mobility-on-demand concepts evolve into Mobility-as-a-Service (MaaS) to allow customers to use one app and one payment system for their entire ride.
- Proposals were due in March, and six projects will be awarded nationally in May or June.

LAND USE PLANNING & DEVELOPMENT

City of Denton Small Area Planning Steering Committee

- DCTA remains active in the City of Denton's Small Area Planning initiative for the area surrounding the University of North Texas
- The steering committee will guide land use planning and implementation strategy for this specific area
- Other committee members include representatives from the community, university, development community and other interested Denton residents
- DCTA continues conversations with member cities in an effort to support respective city strategic land use plans which include historical neighborhood revitalization, transit oriented development, transportation thoroughfare planning, transit service enhancements and trail planning initiatives
- A more thorough report will be provided in closed executive session

ADDITIONAL PROJECTS

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

TxDOT 35W Expansion Coordination

Submitted by:

Kristina Holcomb, VP, Planning & Development



Board of Directors Memo

April 26, 2018

Subject: WS 1 (d) Capital Projects Update

Positive Train Control (PTC)

- All static plans have received FRA approval.
- PSR testing began on April 2.
- Employee training will begin on April 26.

Lewisville Hike and Bike Trail – Eagle Point Section

The environmental review is complete and we believe that TxDOT has submitted
the plans to Austin for approval. This part of the approval can take a month. We
continue to press TxDOT for approval and we are working with the Engineer to
prepare the bid documents.

Pokrus Page

- Construction has begun on Pokrus Page.
- As of mid-month approximately 25% of the pre-cast culverts were in place.
- Construction has proceeded smoothly thus far.
- The project completion is mid-July.

Trinity Mills Crew Room

- The project is not yet complete in spite of DART's projections.
- The building itself is complete and the contractor is working on sewer and electrical connections.
- DCTA staff is preparing another location for the trailer once the building is complete.

Lewisville Bus Fueling Facility

- Bids were received in March for construction of a bus fueling facility at the Rail O&M.
- The fueling facility will accommodate the entire Lewisville bus fleet and will consist
 of two 10,000 gallon fuel tanks and protective canopy.
- Staff will request approval from the Board for contract award at the April meeting.

Final Review:

Ravmond Suarez/



Board of Directors Memo

April 26, 2018

Subject: Transit Operations Report

SYSTEM ON-TIME PERFORMANCE

FY 2018 YTD "On Time Performance" (OTP) for the A-train is 99.50%

• FY 2018 YTD "On Time Performance" (OTP) system-wide for Bus is 95.97%.

RIDERSHIP PERFORMANCE

Year to Date Change in Ridership by Service Type

| Service | % Change FY 2017 to FY 2018 | Color Indicator | Notation No. |
|---------------------|--------------------------------|--------------------|-----------------|
| All Bus & Rail | -3.84% | | 1 |
| Rail | -18.62% | | 2 |
| All Bus | -1.15 % | | |
| Connect | -10.56% | | 2 |
| UNT | 0.59% | | 1 |
| NCTC | -26.81% | | 3 |
| North Texas Express | 46.9% | | |
| Access | 1.95% | | |
| Frisco Demand | 70.69% | | |
| Response | 70.09% | | |
| Highland Village | -3.72% | | 4 |

- 1. While All Bus & Rail ridership is down, the decrease is lessend by the overall increase in UNT ridership.
- 2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. We are in the 3rd year of sustained low gas prices, which is making car ownership more competitive to mass transit, and it appears that consumer behavior is adjusting. This is consistent with national trends.
- 3. NCTC ridership is trending down on the North Campus Shuttle, while South Campus Shuttle ridership is increasing. However, the increase on the South Campus Shuttle is not sufficient to cover the decrease in passengers on the North Campus Shuttle. Staff is working with NCTC to explore potential causes for this shift in ridership.
- 4. Highland Village Community On-Demand continues to decline, while ridership on the Highalnd Village Connect Shuttle continues to increase. However, the increase in ridership on the Connect Shuttle is not sufficient to overcome the decrease in ridership on Community On-Demand. Staff is reviewing the services provided in Highland Village, and will be propsing service changes for implementation in August 2018.

Color Key

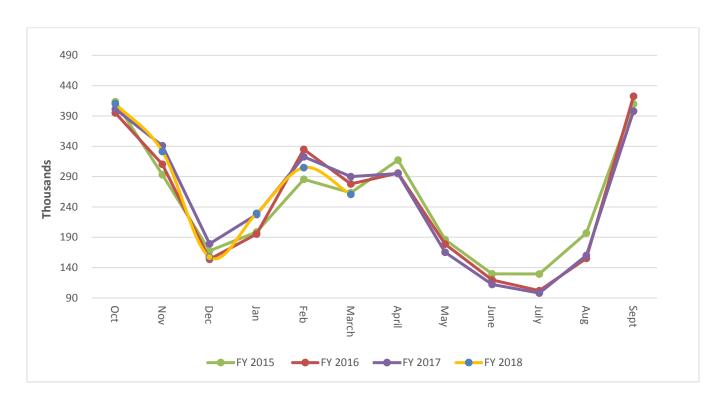
Green indicates positive performance

Yellow indicates service that will be monitored by staff

Red indicates poor performance and needs further research



Rail and All Bus: Total Boardings



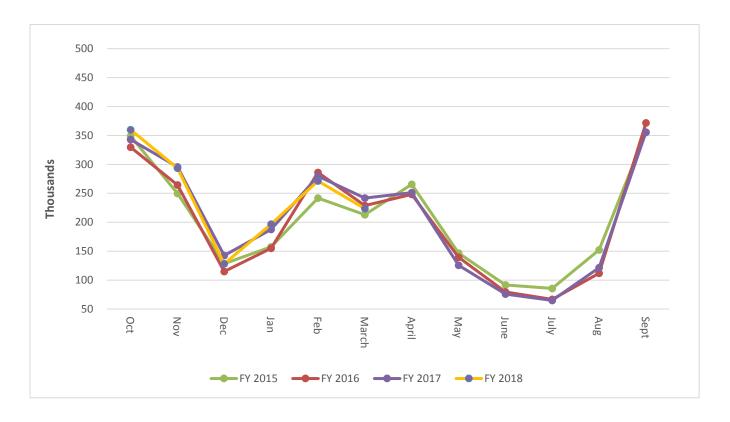
Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus decreased by 29,395 boardings or 10.13% in March 2018 compared to March 2017.
- The YTD boardings for Rail and All Bus decreased by 67,612 boardings or 3.84% in March.



All Bus: Total Boardings



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

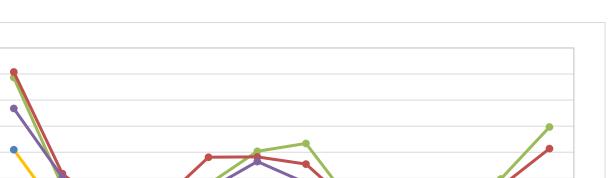
All Bus: Total Boardings

- In March 2018, total boardings decreased by 18,406 or 7.61% compared to the same period last year.
- The YTD total boardings in March decreased by 17,118 or 1.15% compared to the same period last year.



70656055

Thousands



April

July

Rail: Total Boardings

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

Jan

Rail: Total Boardings

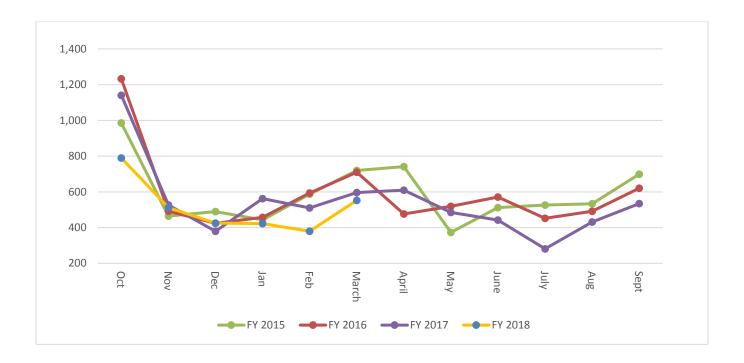
 Total boardings for Rail decreased by 10,995 or 22.81% in March 2018 compared to March 2017.

FY 2016 FY 2017

- The YTD Total boardings for Rail decreased by 50,500 or 18.62% in March 2018 compared to the same period last year. Ridership for TRE and DART rail are also down as compared to last year.
- The decrease is primarily attributable to completion of construction on IH35E, resulting in decreased boardings predominately from the Downtown Denton Transit Center and MedPark southbound in the morning and northbound in the afternoon/evening. Limited parking and low gas prices also contribute to the decrease in rail ridership.
- Conversely, ridership is trending positively at MedPark northbound in the morning and southbound in the afternoon/evening. This trend, as well as positive gains at Hebron, are due to the implementation of the Fare Free Zone.
- Additional information is included as Attachment 1, which includes a summary graph reflecting A-train Monthly Boardings by Station for January 2015 through March 2018, as well as individual graphs for each station for the same period.



Rail: Saturday Average Boardings



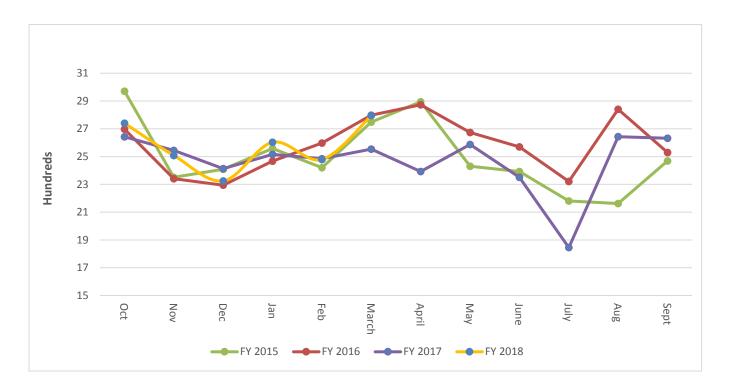
Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 45 or 7.46% in March 2018 compared to March 2017.
- The YTD Average Saturday Boardings decreased by 634 or 17.08% in March 2018 compared to the same period last year.



Access: Total Boardings



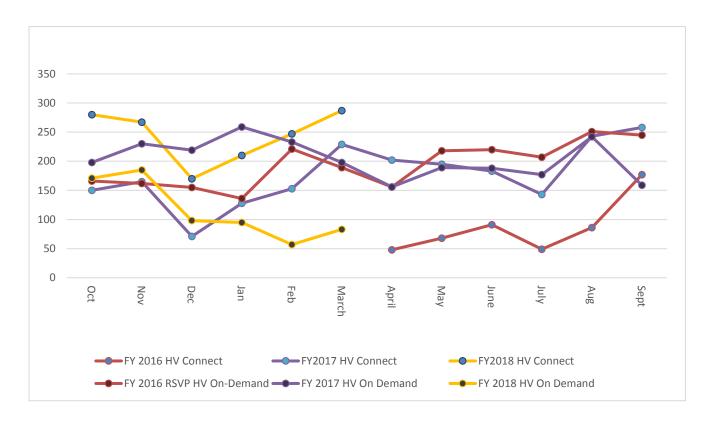
Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- Total boardings increased by 241 or 9.44% in March 2018 compared to March 2017.
- In March, the YTD total boardings increased by 295 or 1.95% compared to the same period last year.



Highland Village Service: Total Boardings

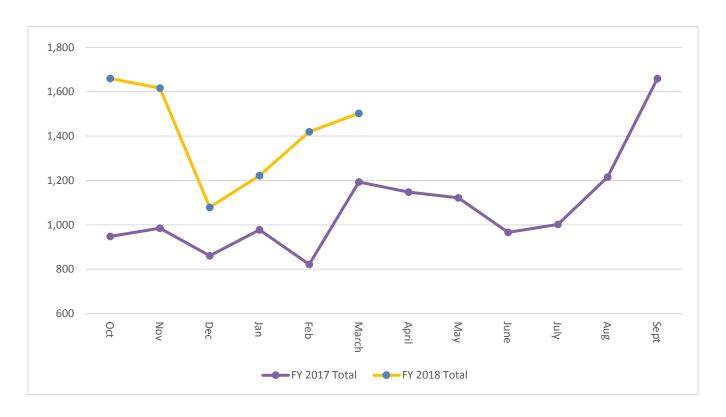


Highland Village Service: Total Boardings

- Highland Village Community On-Demand total boardings decreased by 115 or 58.08% from March 2018 to March 2017. YTD boardings decreased by 648 or 48.47% over the same period last year.
- Highland Village Connect Shuttle total boardings increased by 58 or 25.33% from March 2017 to March 2018. YTD boardings increased by 565 or 63.06% over the same period last year.
- YTD total boardings for all Highland Village services decreased by 83 or 3.72% compared to the same period the prior year.



North Texas Xpress Commuter Services: Total Boardings

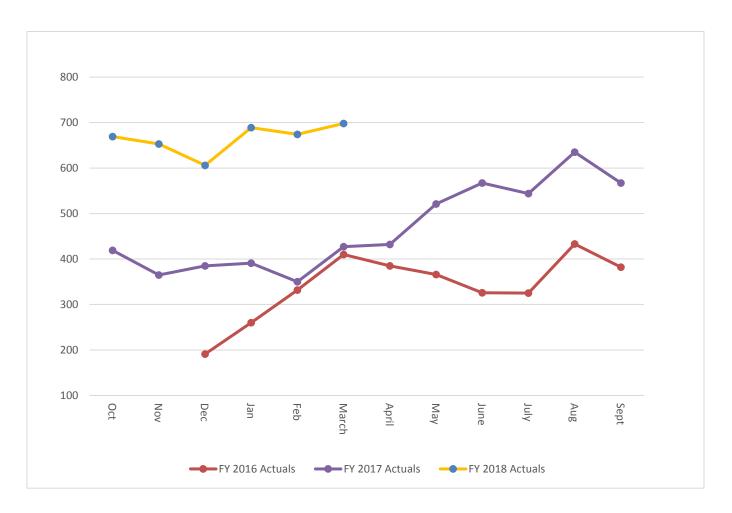


North Texas Xpress: Total Boardings

- Service was initiated in September 2016 in coordination with the Fort Worth Transportation Authority and operates Monday through Friday from 6:15 am to 9:30 pm.
- Total boardings increased by 310 or 25.98% in March 2018 compared to March 2017.
- In March 2018, the YTD total boardings increased 2,714 or 46.9% over the same period the prior year.



Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In March, total boardings increased by 271 or 63.5% compared to March 2017.
- Total boardings YTD increased by 1,652 or 70.69% compared to the same period last year.
- These increases can be attributed to the implementation of the Taxi Pilot Project, which was implemented on March 20, 2017.
- Since inception, the Taxi Pilot Project has provided an additional 2,199 trips.



Collin County Transit

- Service was initiated on June 1, 2017.
- Collin County Transit is a hybrid service provided on behalf of the McKinney Urban Transit District. Service is currently provided in the cities of McKinney, Celina, Melissa, Princeton, and Lowry Crossing.
- The service consists of primarily a taxi voucher program, with supplemental demand response service for those customers who are not able to utilize a taxi due to their mobility device.
- Service is provided Monday through Friday from 6:00 am to 6:00 pm and Saturday 8:00 am to 6:00 pm.
- Collin County Transit ridership will be provided in table format (see below) until a full year of data is available for annual comparison purposes.

| | COLLIN COUNTY TRANSIT SUMMARY REPORT | | | | | |
|-----------|--------------------------------------|------|--------------------|--|--|--|
| Month | Total | Taxi | Demand Response | | | |
| March | 395 | 395 | 0 | | | |
| February | 285 | 285 | 0 | | | |
| January | 293 | 289 | 4 | | | |
| December | 317 | 317 | 0 | | | |
| November | 361 | 361 | 0 | | | |
| October | 399 | 399 | 0 | | | |
| September | 321 | 320 | 1 | | | |
| August | 274 | 272 | 2 | | | |
| July | 150 | 150 | 0 | | | |
| June | 97 | 91 | 6 | | | |



SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 420
- DCTA Bus Operations Injury-Free Workdays: 12

MAINTENANCE

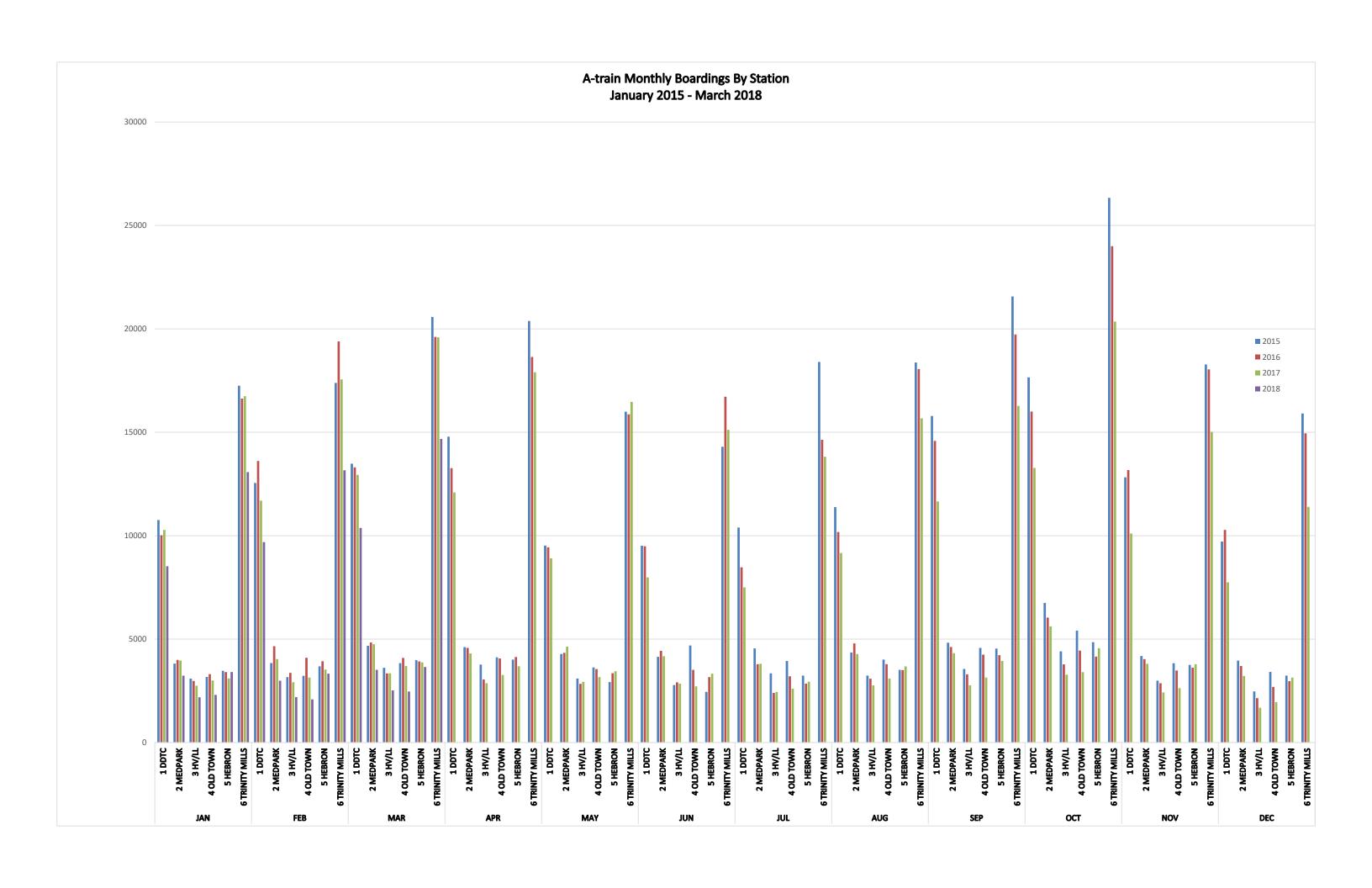
- **Right of Way:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Signal/Communications:** DCTA contract operations (CTC) continues to perform weekly signal safety inspections, which have not identified any major issues.
- **Stations:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- Rail Mechanical: DCTA contract operations (First Transit) continues to perform weekly safety inspections, which have not identified any major issues.

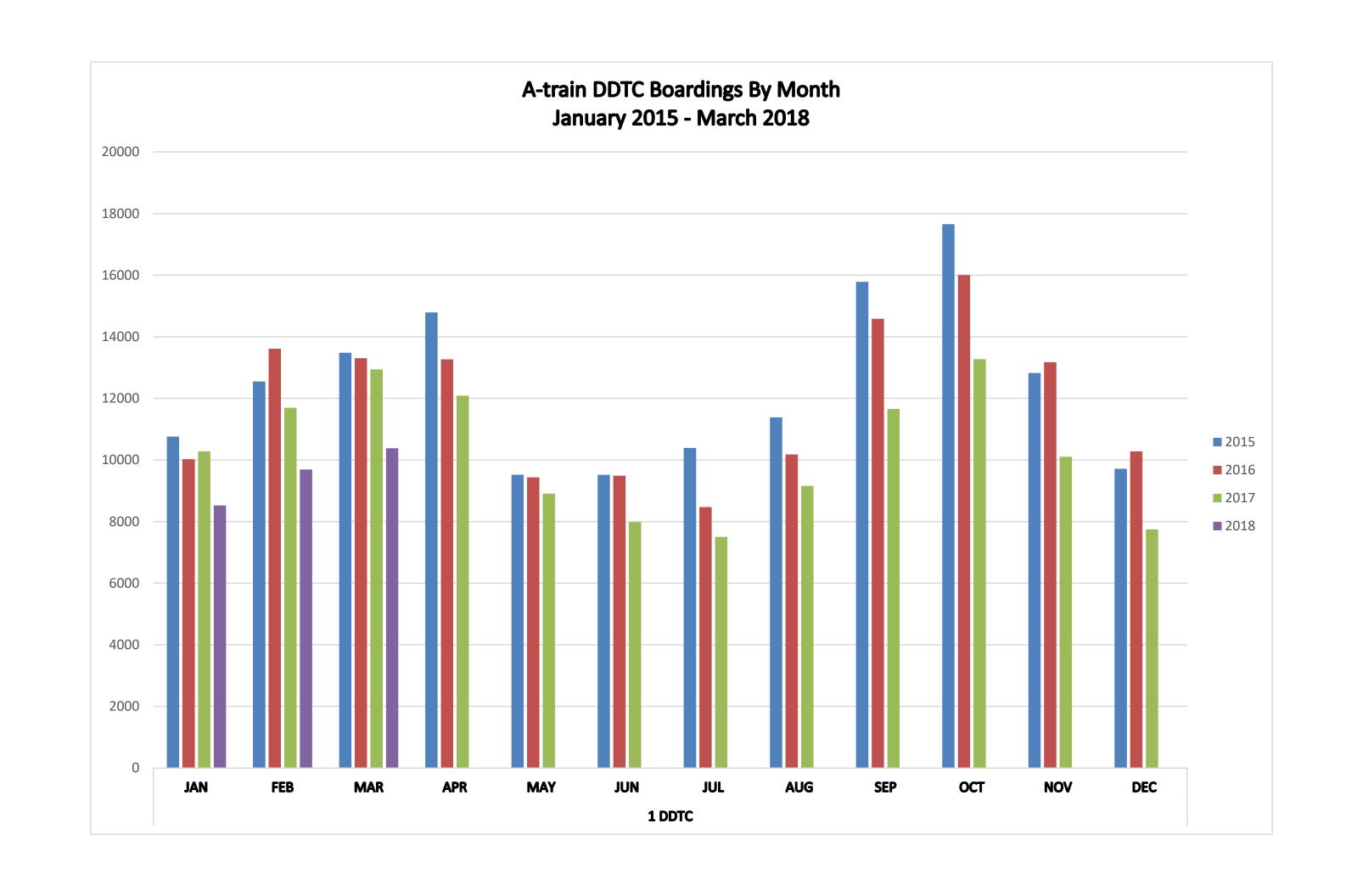
Final Review:

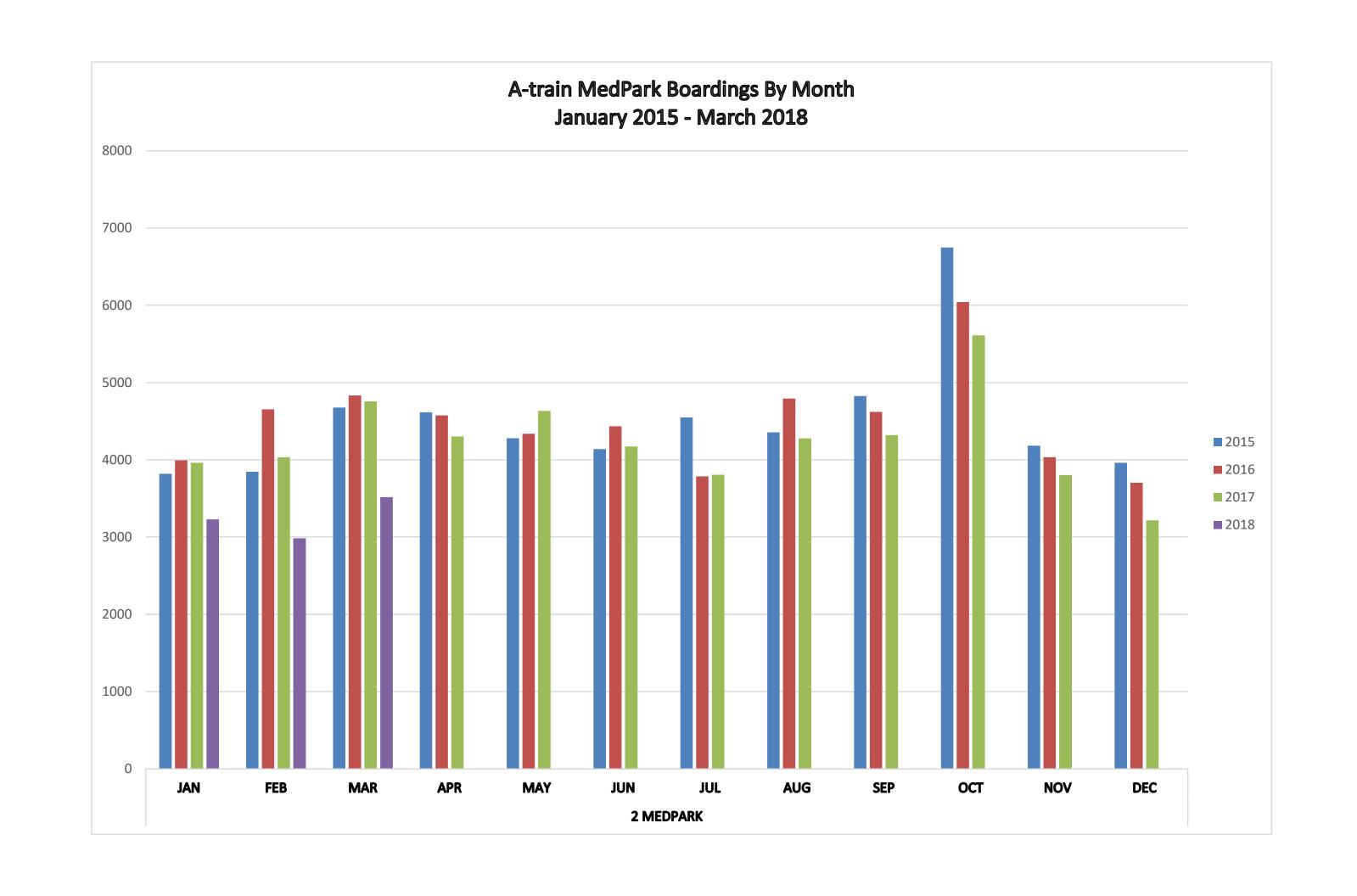
Raymond Suarez, COC

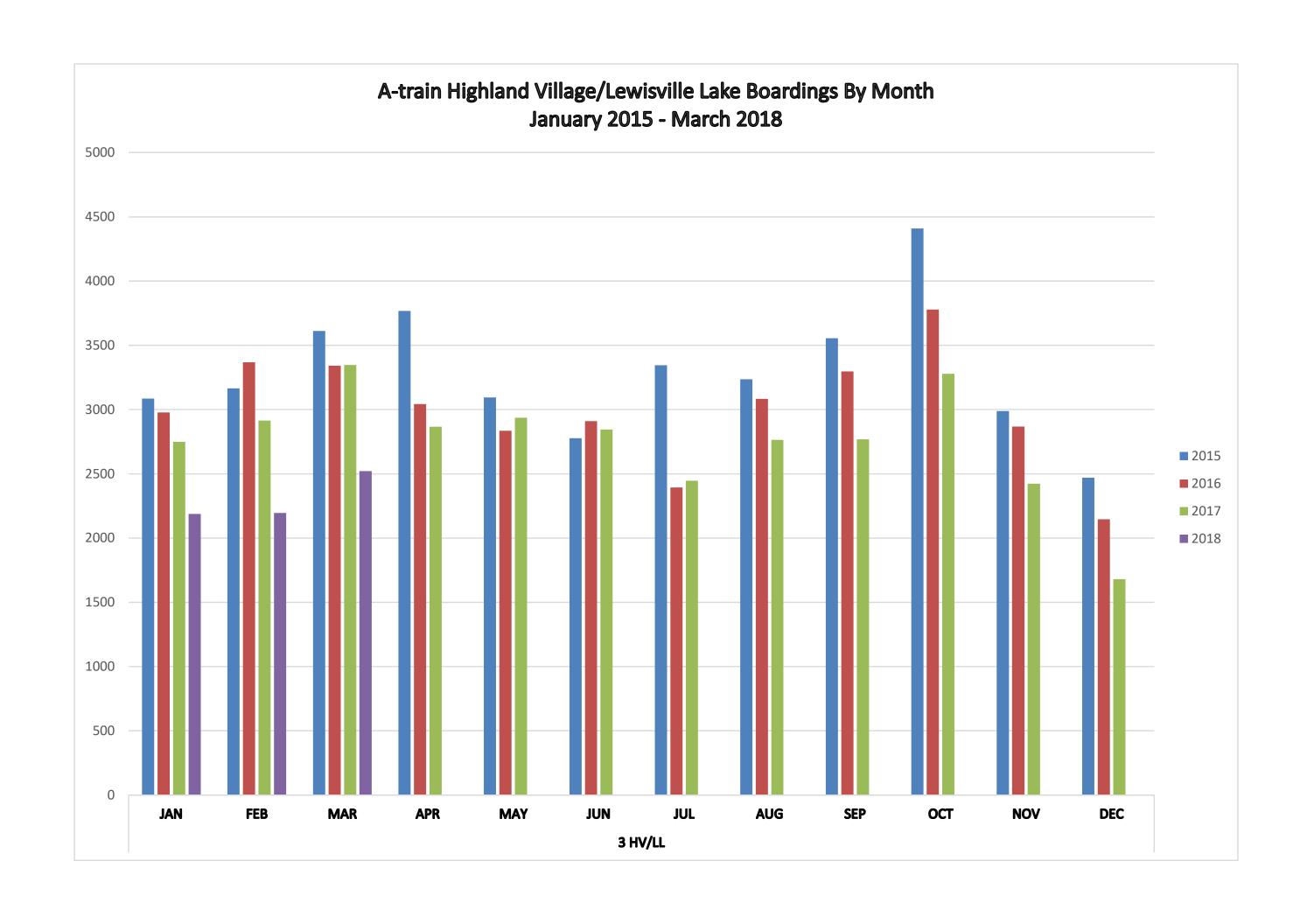


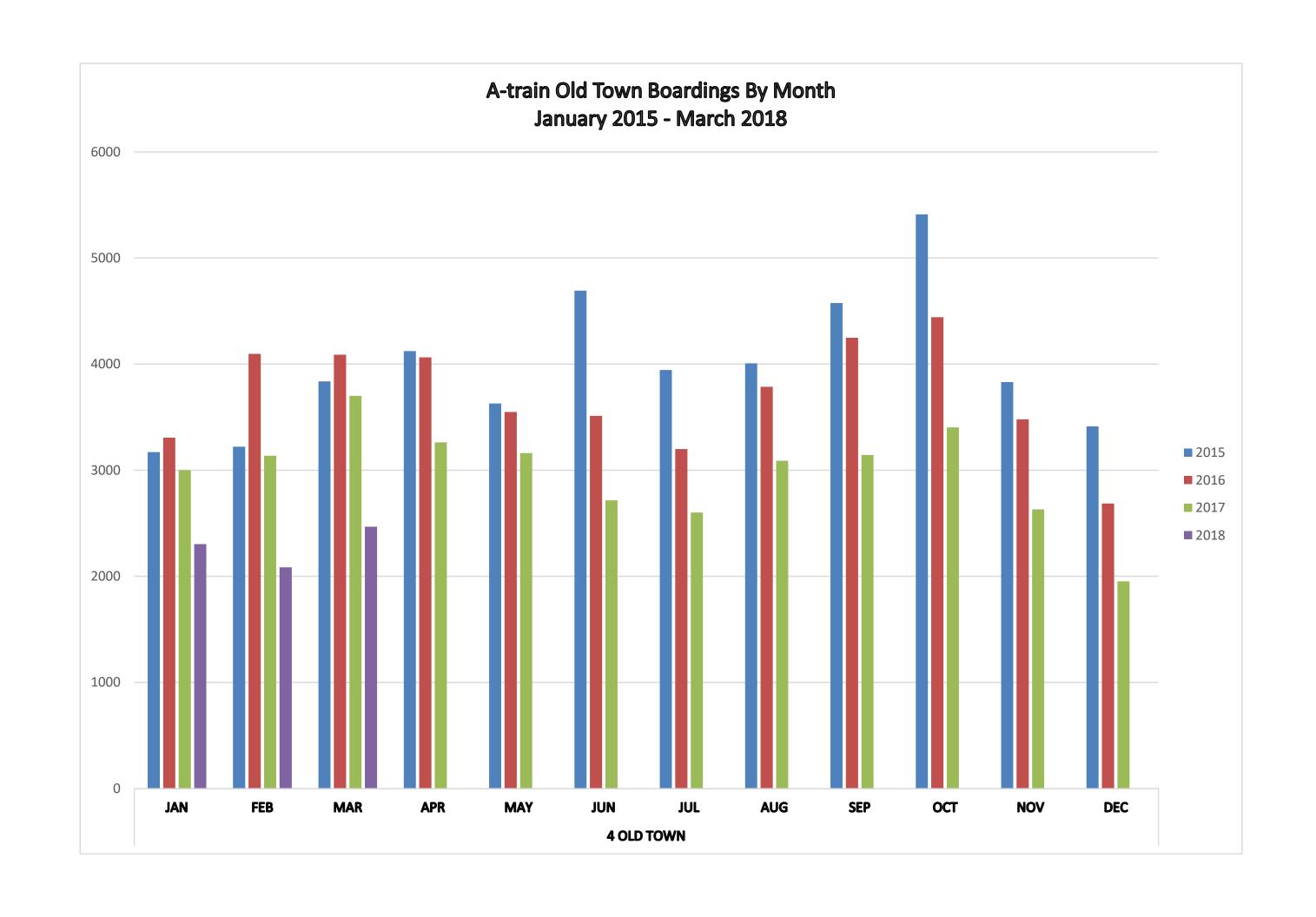
ATTACHMENT: Monthly A-Train Boardings by Station

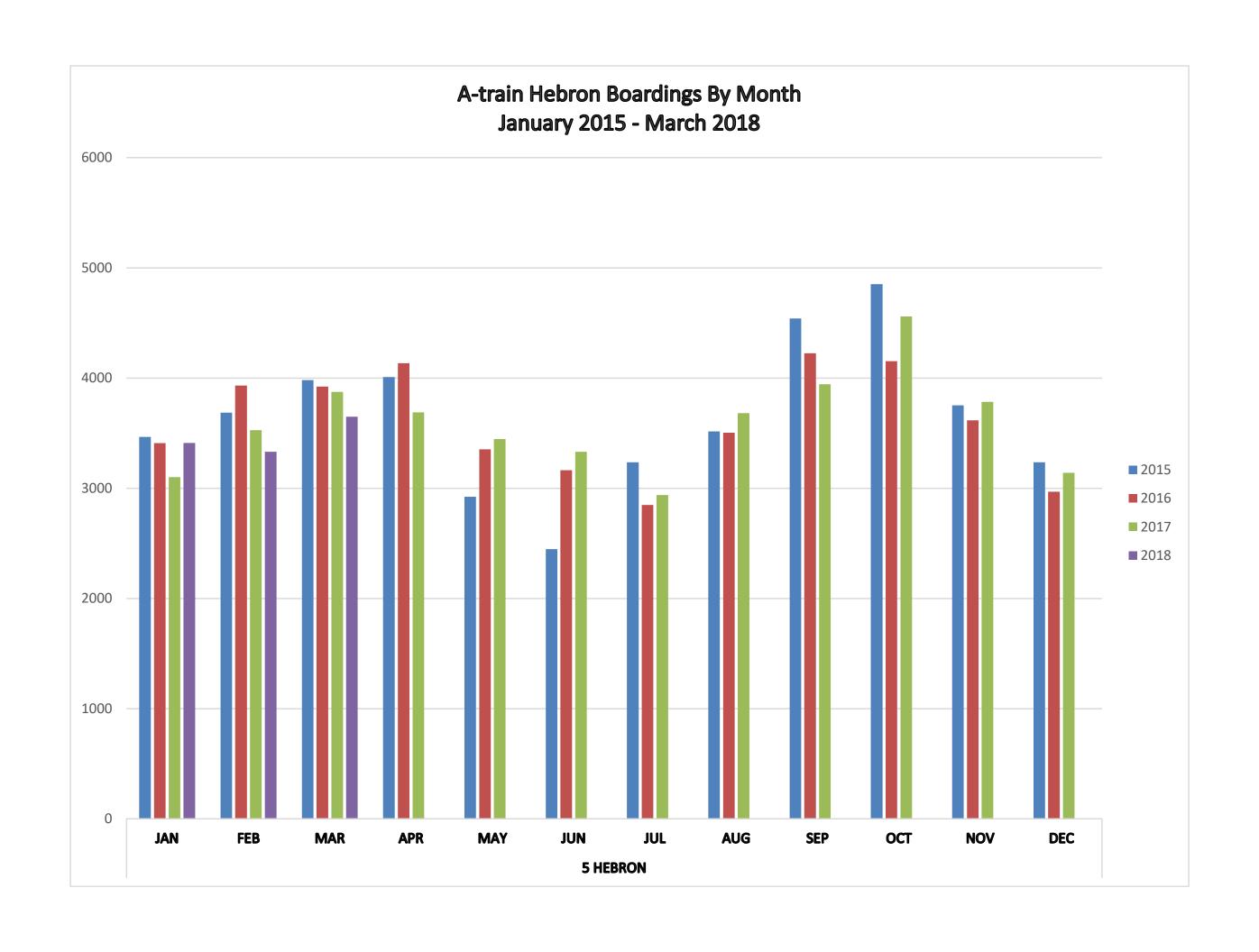


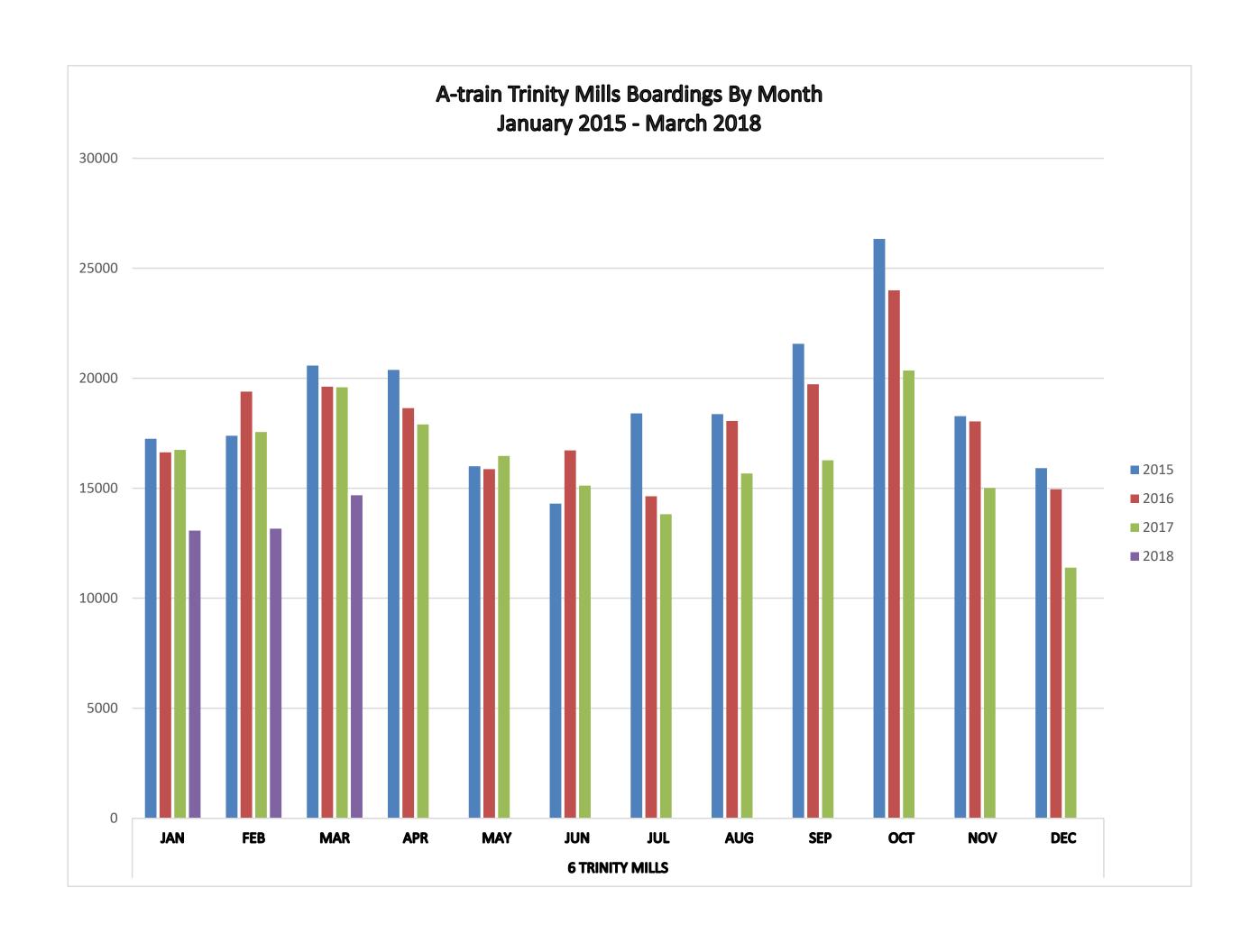












STATE OF TEXAS §
§ INTERLOCAL COOPERATION AGREEMENT
COUNTY OF DENTON §

This Interlocal Cooperation Agreement (the "Agreement") is made and entered into by and between Denton County Transportation Authority ("DCTA") and the University of North Texas ("UNT"), (each a "Party" and collectively the "Parties"), acting by and through their authorized representatives.

RECITALS

WHEREAS, the Parties desire to enter into a long-term commitment to meet the transportation needs of UNT, its students, faculty, and staff that will mutually benefit UNT and DCTA; and

WHEREAS, DCTA desires to assist UNT in its overall transportation program including, but not limited to, the development of transportation hubs, innovative technologies, improved service delivery, enhanced revenue from grants and transportation management associations; and

WHEREAS, UNT desires to benefit from transportation services provided by DCTA, including access to DCTA fixed route Connect services and access to Transportation Network Company services; and

WHEREAS, by entering into this Agreement, the Parties shall have the ability to maintain transparency in costs, ongoing review of costs and services provided, flexibility in service delivery, and provide services that will address UNT's present and future transportation needs for students, faculty and staff; and

WHEREAS, the Parties are authorized to enter into this Agreement pursuant to the Interlocal Cooperation Act, Chapter 791, Texas Government Code (the "Act"); and

WHEREAS, DCTA and UNT have the statutory authority under the Act to perform the services set forth in this Agreement; and

WHEREAS, pursuant to Chapter 460 of the Texas Transportation Code, DCTA is authorized to enter into this Agreement with UNT to provide DCTA Services to UNT;

NOW THEREFORE, for good and valuable consideration, including the mutual covenants and promises made by the Parties, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

Article I Purpose

- 1.1 The purpose of this Agreement is to provide UNT students, faculty and staff with transportation services including bus service, access to DCTA fixed route Connect services, Transportation Network Company services and other services determined in the future ("DCTA Services") as provided herein.
- 1.2 The responsibilities of each Party are more particularly described herein (including Exhibits "A" "F" listed below), and may be modified by DCTA and UNT only upon mutual written agreement from time to time which may incur adjusting, modifying, or creating efficient bus routes, stop locations, hours of service, operations policies, or other service modifications in furtherance of this Agreement.

| Exhibit "A" | Projected Service Costs |
|-------------|---|
| Exhibit "B" | Fuel Calculation Methodology |
| Exhibit "C" | Bus Routes – Base Service |
| Exhibit "D" | Bus Routes – Mean Green Night Rider |
| Exhibit "E" | Transportation Network Services Company Service |
| Exhibit "F" | Performance Measures |

Article II Term and Termination

- 2.1 <u>Initial Term</u>. The Initial Term of this Agreement shall begin on September 1, 2018, and continue for a period of ten (10) years, unless sooner terminated as provided herein.
- 2.2 <u>Renewal Term</u>. The Parties may renew this Agreement at the beginning of the third, sixth or ninth year under the Initial Term (and subsequent terms), for a period of ten (10) years ("Renewal Term)".
- 2.3 <u>Cancellation</u>. If either Party is in default under any term of this Agreement, then one Party shall give the other Party written notice of such default and the receiving Party shall have ninety (90) days in which to cure such default. The failure of the receiving Party to cure such default within ninety (90) days after written notice of same shall give the Party seeking cure the right to provide the defaulting Party a 180-day notice of cancellation of this Agreement.

Article III DCTA Responsibilities

- 3.1 DCTA shall provide the services specifically set forth in Exhibit "A" attached hereto. In addition to the services set forth on Exhibit "A", DCTA shall:
 - (a) Provide all staffing required to operate the DCTA Services, including drivers, supervisors, mechanics, dispatchers, and administrative personnel to ensure the delivery of service;

- (b) Provide all maintenance and facilities required to provide the DCTA Services;
- (c) Enter into all required contracts for the provision of Transportation Network Company ("TNC") services or other services requested by UNT;
- (d) Supervise and manage DCTA Services to ensure performance measures are met or exceeded;
- (e) Complete service planning for bus service in coordination with UNT;
- (f) Assist UNT with the development of marketing programs and materials; provide information to UNT on DCTA Services for distribution to students, staff and faculty through UNT channels; package route information including route guides as DCTA routes; and communicate customer service through DCTA;
- (g) Establish bus stops outside the campus by mutual agreement as to location and cost;
- (h) DCTA shall serve as the primary point of contact for all customer service requests regarding DCTA Services and provide customer service access during the same hours as other DCTA customer service;
- (i) Work closely with UNT to leverage other services and contracts in place through DCTA to improve overall transportation services for the Denton campus and other campus locations; and
- (j) Meet with UNT at least quarterly to review service delivery and changing requirements for service and support. Meet annually to define budget requirements.

3.2 Bus Routes.

- (a) Bus routes to be served are shown on Exhibit "C" attached hereto.
- (b) Bus routes that will supplement the "E-ride" service are shown on Exhibit "D" attached hereto.
- 3.3 <u>Transportation Network Company.</u> DCTA shall provide a Transportation Network Company ("TNC") service, as set forth in Exhibit "E" attached hereto. This service will initially be available to UNT students from 2:00 a.m. to 7:00 a.m., seven (7) days a week.
- 3.4 <u>Faculty, Staff and Students Riding Other DCTA Services</u>. DCTA shall allow UNT students, faculty and staff, who present proper identification at the time of use, access to DCTA fixed route Connect service with no additional payment of a per ride fare.

- 3.5 <u>Monthly Performance Report</u>. By the fifteenth (15th) day of each month, DCTA shall submit a summary report to UNT for the previous month, which shall include the following DCTA Services information:
 - (a) total number of passengers;
 - (b) number of service hours and exception hours;
 - (c) special movement service hours and ridership;
 - (d) TNC monthly data reporting; and
 - (e) Performance Measures.
- 3.6 <u>Third-Party Subcontractors</u>. DCTA explicitly has the right to contract with a third-party contractor or other contractors to perform all or any part of the service under this Agreement. The terms and conditions of this Agreement shall be binding on such third-party contractors.
- 3.7 <u>Accident Notification</u>. DCTA shall notify, via electronic mail, the designated UNT Representative regarding any vehicle accidents or passenger incidents occurring on DCTA Services. Notification shall include, at a minimum, the route name, date and time of the accident, insurance claim number, and police report number. Notification shall be provided to the following email addresses:

Ed Reynolds, Chief of Police Chris Phelps, Interim Director, Transportation Services Doug Welch, Senior Director, Risk Management Alan Stucky, Senior Associate General Counsel ed.reynolds@unt.edu chris.phelps@unt.edu doug.welch@unt.edu alan.stucky@untsystem.edu

3.8 Additional Services.

- (a) Special Movements. Special Movements shall be any additional service provided to UNT that does not (i) violate federal charter service restrictions or (ii) require additional vehicles. Exhibit "A" sets forth a specified hourly rate for Special Movements, and includes a 20% premium to offset overtime costs.
- (b) <u>Planning, Architectural, Engineering and Grant Services</u>. DCTA has the capability to leverage existing or new contracts for these types of services to support the UNT Denton campus or other campus locations. Costs for these services shall be negotiated as the need is identified.
- (c) Any additional services must be agreed to in writing between the Parties; however, no DCTA Board of Directors action is required for contract amendments to include additional services.

Article IV UNT Responsibilities

- 4.1 <u>Transfer of Buses</u>. UNT shall transfer its current fleet of eighteen (18) buses to DCTA to be used for DCTA Services. DCTA shall assume the responsibility for all bus operations and maintenance in the provision of the DCTA Services.
- 4.2 <u>E-Ride Services</u>. UNT shall transfer E-ride services to the maximum extent possible to DCTA. The Parties shall perform a pilot test on the TNC services to evaluate whether to expand the TNC services for purposes of replacing the current E-ride services.
- 4.3 <u>Marketing and Promotions</u>. UNT shall be responsible for the dissemination of all student or user marketing and promotional activities related to DCTA Services under this Agreement. DCTA shall be consulted prior to any notice of promotional service if it affects any level of DCTA Services provided to UNT. DCTA may assist in marketing and promotional activities.
- 4.4 <u>Bus Stop Locations</u>. UNT shall be responsible for the installation and maintenance of federal and state compliant bus stops and related infrastructure on the UNT campus or UNT controlled facilities or property.
- 4.5 <u>Meetings</u>. UNT shall meet at least quarterly with DCTA to review DCTA Services, and the need for any adjustment in DCTA Services and support. UNT and DCTA shall meet annually to define budget requirements for DCTA Services.

Article V Costs

- 5.1 <u>Service Costs.</u> UNT shall compensate DCTA for DCTA Services delivered under this Agreement as set forth in Exhibit "A".
- 5.2 <u>Fuel Costs</u>. DCTA shall invoice UNT and UNT shall pay DCTA for fuel costs incurred by DCTA for the Services provided under this Agreement ("Fuel Costs") as calculated on Exhibit "B".
- 5.3 <u>Projected Service Costs</u>. The Parties agree that the Projected Service Costs provided in Exhibit "A" are provided solely for the projection of future Service Costs for DCTA Services. If the actual service costs exceed the Projected Service Costs as set forth in Exhibit "A", the Parties shall work in good faith to revise service Costs. The Parties shall meet prior to May of each year to review the Projected Service Costs for the upcoming year.

Article VI Representatives and Notice

6.1 <u>DCTA Representative</u>. DCTA designates its President or the President's designee, to act as its representative for the performance of this Agreement ("DCTA Representative"). The

DCTA Representative shall have full authority to represent and act on behalf of DCTA for all purposes delegated to the representative by the DCTA Board including any amendments to this Agreement without further DCTA Board approval.

- 6.2 <u>UNT Representative</u>. UNT designates the UNT Associate Vice President for University Information Services, or his/her successor, to act as its representative to oversee the performance of this Agreement ("UNT Representative"). The UNT Representative shall have full authority to represent and act on behalf of UNT under this Agreement for all purposes expressly delegated to the UNT Representative in this Agreement or by Board Order issued by the UNT System Board of Regents including any amendments to this Agreement without further UNT System Board of Regents approval.
- 6.3. <u>Delivery of Notices</u>. All notices permitted or required under this Agreement shall be given to the respective Parties at the following address, or at such other address as the respective Parties may provide in writing for this purpose:

If intended for DCTA:

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

President

DCTA

1660 S. Stemmons, Suite 250

Lewisville, Texas 75067

Phone: 972-221-4600

If intended for UNT:

Allen Clark

Associate Vice President for University

Information Services

University of North Texas

1155 Union Circle #313001 Denton, Texas 76203

Phone: 940-565-2624

With Copy to:

Peter G. Smith

Nichols, Jackson, Dillard, Hager & Smith, L.L.P.

500 North Akard

1800 Ross Tower

Dallas, Texas 75201

Phone: 214-965-9900

With Copy to:

Office of General Counsel

University of North Texas System

1155 Union Circle #310907

Denton, Texas 76203

Any notices required by this Agreement shall be deemed received on (a) the day of delivery if delivered by hand (including overnight courier service) or by facsimile before 5:00 p.m. on a business day; (b) the next business day after the day of delivery if delivered by hand (including overnight courier service) or by facsimile on a weekend or holiday or after 5:00 p.m. on a business day; or (c) on the third business day following deposit in the United States mail, postage prepaid, to the addresses set forth below, or to such other addresses as the Parties may, from time to time, designate in writing pursuant to the provisions of this sub-section. Actual notice shall be deemed adequate notice on the date actual notice occurred, regardless of the method of service.

Article VII Performance Measures

In order to assure the delivery of service to UNT in a manner that is consistent with the objectives of DCTA and UNT, performance measures have been established and are set forth on Exhibit "F". These performance measures shall be reviewed periodically by the Parties throughout the term of the Agreement and are made subject to revision by mutual agreement of the Parties. Upon request, DCTA shall make performance records available to UNT.

Article VIII Insurance and Indemnity

- 8.1 <u>Insurance</u>. DCTA, its contractors, agents or assigns, shall obtain and maintain in full force and effect during the Term of this Agreement, the following insurance coverages:
 - (a) Business automobile liability insurance covering the operation of all DCTA vehicles used in connection with the performance of this Agreement with the following coverage and minimum limits: Five Million and No/100 Dollars (\$5,000,000.00) combined single limit for bodily injury and property damage per occurrence; Twenty-Five Thousand and No/100 Dollars (\$25,000.00) medical payments per person;
 - (b) Commercial general liability insurance with minimum limits of One Million and No/100 Dollars (\$1,000,000.00) per occurrence and Two Million and No/100 Dollars (\$2,000,000.00) annual aggregate with respect to bodily injury and property damage; and
 - (c) Worker's compensation insurance at statutory limits, covering all officers, employees or agents of DCTA who provide DCTA Services under this Agreement.
- 8.2 <u>Additional Insured</u>. Each of these insurance policies shall be issued by insurance companies reasonably acceptable to UNT and licensed to conduct business in the State of Texas, shall name both UNT and the University of North Texas System as an additional insured under any liability policy and as a loss payee under any property policy covering DCTA vehicles, and shall be written as primary coverage and not contributing with or in excess of any coverage that UNT may carry. DCTA shall provide waivers of subrogation in favor of UNT for all policies including worker's compensation.
- 8.3 <u>Verification of Coverage</u>. DCTA shall furnish to UNT, at least ten (10) days before the date DCTA first provides DCTA Services under this Agreement, and at least thirty (30) days before the expiration of any certificate previously furnished, a certificate of insurance for each of the above-mentioned policies, together with evidence of payment of all applicable premiums. Policy endorsements will be remitted to UNT as soon as available. DCTA may not void, suspend, cancel, or reduce coverage or limits of its insurance policies except after thirty (30) calendar days

prior written notice to UNT. DCTA shall provide immediate notice to UNT of any significant change in the above-mentioned coverage or limits.

- 8.4 <u>No Limitation of Liability</u>. Neither the issuance of any insurance policy or coverage required under this Agreement, nor the minimum limits specified herein with respect to DCTA's insurance coverage, shall be deemed to limit or increase in any way DCTA's liability arising under or out of this Agreement.
- TO THE FULLEST EXTENT PERMITTED BY THE Indemnification. CONSTITUTION AND LAWS OF THE STATE OF TEXAS, DCTA AGREES TO INDEMNIFY, PROTECT, DEFEND WITH COUNSEL REASONABLY APPROVED BY UNT, AND HOLD HARMLESS THE STATE OF TEXAS, THE UNIVERSITY OF NORTH TEXAS SYSTEM, UNT, AND THEIR RESPECTIVE REGENTS, EMPLOYEES, AND AGENTS (COLLECTIVELY, THE "UNT INDEMNITEES") FROM AND AGAINST ALL CLAIMS, DAMAGES, LOSSES, LIENS, CAUSES OF ACTION, SUITS, JUDGMENTS, EXPENSES, INCLUDING REASONABLE ATTORNEYS' FEES, OF ANY NATURE, KIND, OR DESCRIPTION (COLLECTIVELY, THE "CLAIMS") ARISING OUT OF OR RESULTING FROM ANY NEGLIGENT OR WILLFUL ACT OR OMISSION BY DCTA, AND ITS EMPLOYEES, AGENTS, CONTRACTORS, OR SUBCONTRACTORS, IN CONNECTION WITH DCTA'S OBLIGATIONS HEREUNDER EXCEPT TO THE EXTENT ANY SUCH CLAIMS ARE A RESULT OF THE NEGLIGENCE OR WILLFUL MISCONDUCT OF UNT. THIS INDEMNIFICATION CLAUSE SHALL CONSTRUED TO ELIMINATE OR REDUCE ANY **OTHER** INDEMNIFICATION OR RIGHT WHICH ANY OF THE UNT INDEMNITEES HAS BY LAW.
- 8.6 <u>Limitations on Insurance</u>. The insurance requirements provided in this Article VIII shall not apply to Transportation Network Company Service. *See* Exhibit "E" for insurance requirements to be provided by Transportation Network Company.

Article IX Dispute Resolution

Chapter 2260 of the Texas Government Code establishes a dispute resolution process for contracts involving goods, services and certain types of projects. The Parties must use the statutory dispute resolution process to attempt to resolve disputes arising under this Agreement.

Article X Termination for Convenience

- 10.1 Either Party may terminate this Agreement, with or without cause, by giving the other Party twelve (12) months prior written notice. In the event of such termination, DCTA shall be entitled to compensation for any DCTA Services delivered to UNT in accordance with this Agreement prior to such termination.
- 10.2 If UNT terminates this Agreement pursuant to this Article X, DCTA shall be paid for DCTA Services delivered to date and for any proven loss, cost or capital expenditures by

DCTA in connection with providing DCTA Services, including reimbursement by UNT to DCTA for the fair market value of capital expenditures (including purchases made to provide required bus capacity) and reasonable demobilization costs.

Article XI Miscellaneous Provisions

- 11.1 Supplements, Modifications, and Memorandums of Understanding.
 - (a) The DCTA Representative and UNT Representative shall have authority to negotiate and approve memorandums of understanding with respect to this Agreement not otherwise inconsistent with any other provision of this Agreement.
 - (b) No supplement, modification, or memorandum of understanding under this provision shall be binding unless executed in writing, reviewed by legal counsel of the respective Parties, and signed by the authorized representative of each Party.
- 11.2 <u>Cooperation; Further Acts</u>. The Parties shall fully cooperate with one another, and shall take any additional acts or sign any additional documents as may be necessary, appropriate or convenient to attain the purposes of this Agreement.
- 11.3 <u>Force Majeure</u>. DCTA shall not be liable to UNT for any failure, delay, or interruption of service or for any failure or delay in performance of any obligation under this Agreement due to strikes, walkouts, acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty, unavailability of fuel or parts, or other similar acts beyond the control of DCTA or its agents.
- 11.4 <u>Governing Law</u>. The laws of the State of Texas shall govern this Agreement. Venue shall be in Denton County.
- 11.5 <u>Successors and Assigns</u>. The terms and provisions of this Agreement shall inure to the benefit of the Parties and the successors and assigns of the Parties to this Agreement, and shall be binding upon the heirs, successors, assigns and legal representatives of the Parties to this Agreement to the same extent as if such heirs, successors, assigns, and legal representatives had joined in the execution hereof.
- 11.6 <u>Assignment or Transfer</u>. Except as provided in Section 11.5, neither Party shall assign, hypothecate, or transfer, either directly or by operation of law, this Agreement or any interest herein without the prior written consent of the other Party. Any attempt to do so shall be null and void, and any assignees, hypothecates or transferees shall acquire no right or interest by reason of such attempted assignment, hypothecation or transfer.
- 11.7 <u>No Third-Party Beneficiaries</u>. Nothing in this Agreement shall be construed as creating or giving rise to any rights in any third parties or any persons other than the Parties hereto.

- 11.8 <u>Construction</u>; <u>References</u>; <u>Captions</u>. Since the Parties or their agents have participated fully in the preparation of this Agreement, the language of this Agreement shall be construed simply, according to its fair meaning, and not strictly for or against any Party. Any term referencing time, days or period for performance shall be deemed calendar days and not workdays. All references to UNT include all officials, officers, employees, agents, and subcontractors of UNT, except as otherwise specified in this Agreement. All references to DCTA include its officials, officers, employees, agents, and subcontractors who serve as DCTA officers, officials, or staff except as otherwise specified in this Agreement. The captions of the various sections and paragraphs are for convenience and ease of reference only, and do not define, limit, augment, or describe the scope, content, or intent of this Agreement.
- 11.9 <u>Invalidity</u>; <u>Severability</u>. In the event any one or more of the provisions of this Agreement is held to be invalid or unenforceable, that invalidity or unenforceability shall not affect the other provisions hereof and the invalid or unenforceable provision shall be modified so as to be valid and enforceable and conform to the greatest extent possible to the original intent of such provision, and this Agreement shall be construed and enforced in all respects as modified.
- 11.10 <u>Authority to Execute Agreement</u>. DCTA has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each Party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and bind each respective Party.
- 11.11 <u>Exhibits</u>; <u>Precedence</u>. All documents referenced as exhibits in this Agreement are hereby incorporated in this Agreement. In the event of any material discrepancy between the express provisions of this Agreement and the provisions of any document incorporated herein by reference, the provisions of this Agreement shall prevail.
- 11.12 <u>Non-Waiver</u>. No failure by either Party to insist upon the strict performance of any covenant, agreement, term, or condition of this Agreement, or to exercise a right or remedy shall constitute a waiver. No waiver of any breach shall affect or alter this Agreement, but each and every covenant, condition, agreement, and term of this Agreement shall continue in full force and effect with respect to any other existing or subsequent breach.
- 11.13 <u>Counterparts</u>. This Agreement may be executed in multiple counterparts, each of which shall be deemed an original and all of which when taken together shall constitute but one and the same instrument, and facsimile or electronic signatures shall be equally binding as originals.
- 11.14 <u>Entire Agreement</u>. This Agreement contains the entire Agreement of the Parties with respect to the subject matter hereof, and supersedes all prior negotiations, understandings or agreements. This Agreement may not be amended, nor any provision or breach hereof waived, except in a writing signed by the Parties which expressly refers to this Agreement.

IN WITNESS WHEREOF, the Parties have executed this Agreement in multiple originals to be effective as of the date last written below.

Denton County Transportation Authority

| Date: | , 20 | Ву: | James C. Cline, Jr., P.E. President |
|-------|--|------------------------|-------------------------------------|
| Appro | oved as to form: | | |
| Ву: | Peter G. Smith General Counsel (04-19-2018//94152) | Unive | rsity of North Texas |
| Date: | | Title: | ved as to form only: |
| | | By: Name: Title: | |

EXHIBIT "A" PROJECTED SERVICE COSTS



EXHIBIT A - Projected Service Costs

COST DEVELOPMENT (REVIEWED ANNUALLY)

| Assumed Fuel Cost (through 2023 then escalated, \$/got; | \$3.00 |
|---|--------------|
| Assumed Fuel Consumption (miles per gallon) | 3.8883 |
| Assumed Bus Cost | \$350,000.00 |
| Total Bus Peak Capacily Provided (Includes Spares) | 24 |
| Base Service - Service Hours | 46417 |
| Base Service - Service Miles | 469751 |
| Mean Green Night Rider - Service Hours | 1899 |
| Mean Green Night Rider - Service Miles | 15796 |

| 10770 | | | | | | | | | | |
|--|----------------|----------------|----------------|----------------|---|----------------|----------------|----------------|----------------|----------------|
| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
| Hourly Rate - Base service (Including capacity for 24 Buses) | \$61.8159 | \$63.9071 | \$63.3241 | \$65.6728 | \$67,4990 | \$69.8263 | \$72,2527 | \$74.7827 | \$77.4210 | \$80.1724 |
| Hourly Rate - Mean Green Night Rider Service | \$52.7675 | \$54.8587 | \$54.2757 | \$56.6244 | \$58,4506 | \$60,7779 | \$63,2043 | \$65.7343 | | \$71.1240 |
| Hourly rate - Special Movements (1.2 * Late Night Mean Green Rate) | \$63.3209 | \$65,8305 | \$65.1308 | \$67.9493 | \$70.1407 | \$72.9334 | \$75.8451 | | | \$85.3487 |
| | | | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | | 4700071 | 402.0111 | 40010101 |
| ANNUAL BILLING (PROJECTED) | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
| Base Service Service | \$2,869,306.94 | \$2,966,376,98 | \$2,939,314.34 | \$3,048,334.37 | \$3,133,101,32 | \$3,241,125.91 | \$3,353,752.66 | \$3,471,188,15 | \$3,593,648,62 | \$3,721,360,42 |
| Mean Green Night Rider Service | \$96,840.59 | \$100,205.40 | \$104,176.70 | \$103,069.52 | \$107,529.72 | \$110,997.68 | \$115,417,16 | \$120,024,91 | \$124,829,40 | \$129,839,47 |
| Base Service Fuel - Pass Through | \$362,432.59 | \$362,432.59 | \$362,432.59 | \$362,432.59 | \$362,432.59 | \$363,490.39 | \$367,424.45 | \$370,298,25 | \$373,852.37 | \$378,172,27 |
| Mean Green Night Rider Service Fuel - Pass Through | \$12,187,28 | \$12,187,28 | \$12,187,28 | \$12,187.28 | \$12,187.28 | \$12,187.28 | \$12,187.28 | \$12,187,28 | | \$12,187.28 |
| Transportation Network Company Service - Pass Through | \$72,000.00 | \$72,000.00 | \$72,000.00 | \$72,000.00 | \$72,000.00 | \$72,000.00 | \$72,000.00 | \$72,000.00 | \$72,000,00 | \$72,000.00 |
| Access to Connect Service | \$49,000.00 | \$49,000,00 | \$49,000.00 | \$49,000.00 | \$49,000.00 | \$49,000.00 | \$49,000.00 | \$49,000.00 | \$49,000.00 | \$49,000.00 |
| Special Movements | 1 | | | | | | | | | |
| TOTAL ANNUAL BILL | \$3,461,767.40 | \$3,562,202.24 | \$3,539,110.91 | \$3,647,023.76 | \$3,736,250.91 | \$3,848,801.26 | \$3,969,781.54 | \$4,094,698.59 | \$4,225,517,67 | \$4,362,559.44 |
| Year over year increase | | 2.90% | -0.65% | 3.05% | 2.45% | | 3.14% | 3,15% | | 3.24% |
| | | | | | | | | | | |

| Driver ! | Salary | Assum | ptions |
|----------|--------|-------|--------|
|----------|--------|-------|--------|

| 1-Apr-15 | 1-Apr-16 | 1-Apr-17 |
|------------------|------------------|------------------|
| Step 1 - \$14.42 | Step 1 - \$14.56 | Step 1 - \$14.71 |
| Step 2 - \$14.85 | Step 2 - \$15.15 | Step 2 - \$15.45 |
| Step 3 - \$15.29 | Step 3 - \$15.60 | Step 3 - \$15.91 |
| Step 4 - \$15.75 | Step 4 - \$16.07 | Step 4 - \$16.39 |
| Step 5 - \$16.23 | Step 5 - \$16.55 | Step 5 - \$16.89 |
| Step 6 - \$17.03 | Step 6 - \$17.37 | Step 6 - \$17.72 |

Assumptions

- 1. Wages depicted are from the current CBA which expires on March 31, 2018.
- 2. Negotations for the new CBA will begin in late January/early February 2018.
- 3. In FY 2018 the average wage rate is \$16.30. For FY 2019, the estimated average wage rate was increased to \$18.03 based on the anticipated outcome of the CBA negotations.

EXHIBIT "B" FUEL CALCULATION METHODOLOGY



Exhibit B – Fuel Calculation Methodology

Weighted average fuel cost per gallon:

 Collect total number of gallons for the month and total paid for fuel for the month to calculate DCTA weighted average cost per gallon of fuel.

Billing to UNT based on actual service miles:

- Operations provides actual service miles for the month
- Calculate service miles associated with the UNT service as a percentage of total DCTA fixed route miles of service
- Multiply UNT percentage of fixed route miles of service for the month X total cost of DCTA fuel for the month = UNT fuel cost

EXHIBIT "C" BUS ROUTES – BASE SERVICE



EXHIBIT C - UNT Base Service Days, Hours, and Miles

| | | | NT SERVICE I | | | | | |
|-----------|-------------------|---------------|--------------|------------|----------|--------|------------------|---------|
| | | Days of Opera | ation Based | on Service | e Levels | | | |
| | | | (FY 2019) | | | | | |
| Month | Monday - Thursday | Fridays | Saturday | Skeleton | Limited | Summer | Summer DP Friday | Holiday |
| October | 19 | 4 | 4 | 0 | 0 | 0 | 0 | 0 |
| November | 16 | 4 | 3 _ | 0 | 0 | 0 | 0 | 2 |
| December | 8 | 4 | 1 | 6 | 0 | 0 | 0 | 1:: |
| January | 11 | 2 | 2 | 9 | 3 | 0 | 0 | 1 |
| Febuary | 16 | 4 | 4 | 0 | 0 | 0 | 0 | _0 |
| March | 12 | 4 | 3 _ | 4 | 0 | 0 | 0 | 0 |
| April | 18 | 4 | 4 | 0 | 0 | 0 | 0 | 0 |
| May | 6 | 2 | 0 | 0 | 0 | 14 | 0 | 1 |
| June | 0 | 0 | 0 | 0 | 0 | 17 | 3 | 0 |
| July | 0 | 0 | 0 | 0 | 0 | 19 | 3 | 1 |
| August | 4 | 1 | 1 | 5 | 5 | 6 | 1 | 0 |
| September | 16 | 4 | 4 | 0 | 0 | 0 | 0 | 1 |
| Total | 126 | 33 | 26 | 24 | 8 | 56 | 7 | 7 |

¹ Different levels of service are operated Monday through Thursday, than on Friday, Saturday, during the Summer and during breaks. To calculate the monthly service hours and service miles, DCTA caluclates the number of days for each service level and multiples that by

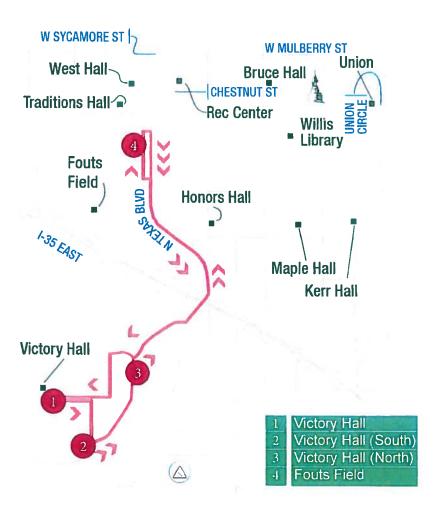
| UNT SERVICE HOURS & MILES (FY 2019) | | | | | |
|--|---------------|---------------|--|--|--|
| Month | Service Hours | Service Miles | | | |
| October | 5,547 | 56,709 | | | |
| November | 5,013 | 48,900 | | | |
| December | 2,973 | 29,129 | | | |
| January | 3,415 | 34,165 | | | |
| Febuary | 4,815 | 49,146 | | | |
| March | 3,861 | 39,409 | | | |
| April | 5,303 | 54,188 | | | |
| May | 3,712 | 37,191 | | | |
| June | 2,180 | 23,202 | | | |
| July | 2,537 | 25,795 | | | |
| August | 2,136 | 23,336 | | | |
| September | 4,925 | 48,583 | | | |
| Annual Total | 46,417 | 469,751 | | | |

UNT Shuttle Route: Eagle Point (EP)

For questions, schedules, and route info call: 940-565-3020

For service comments or concerns, call: 940-243-0077 (DCTA)

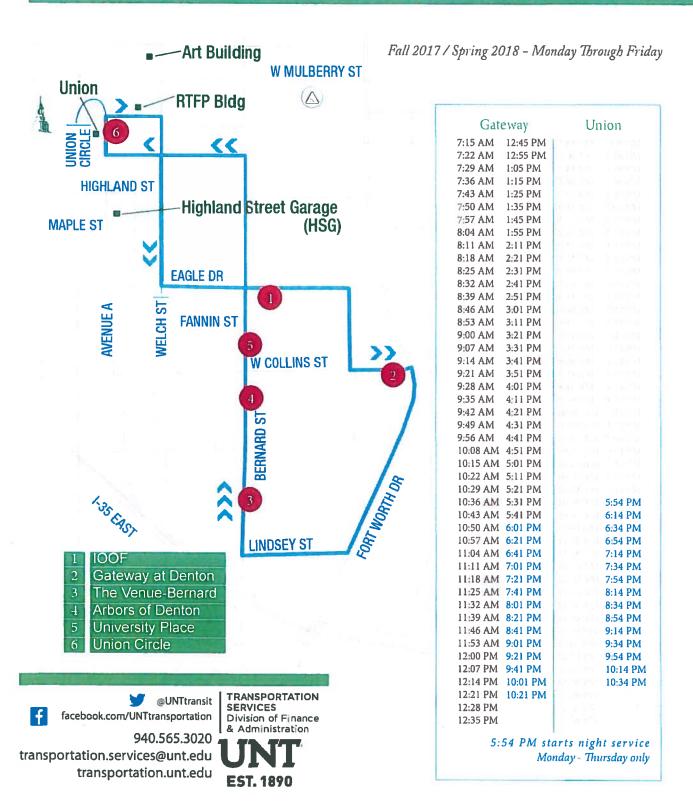
Fall 2017 / Spring 2018 - Monday Through Friday



| f | @UNTtransit facebook.com/UNTtransportation | TRANSPORTATION SERVICES Division of Finance & Administration |
|--------|--|--|
| transp | 940.565.3020 portation.services@unt.edu transportation.unt.edu | UNT EST, 1890 |

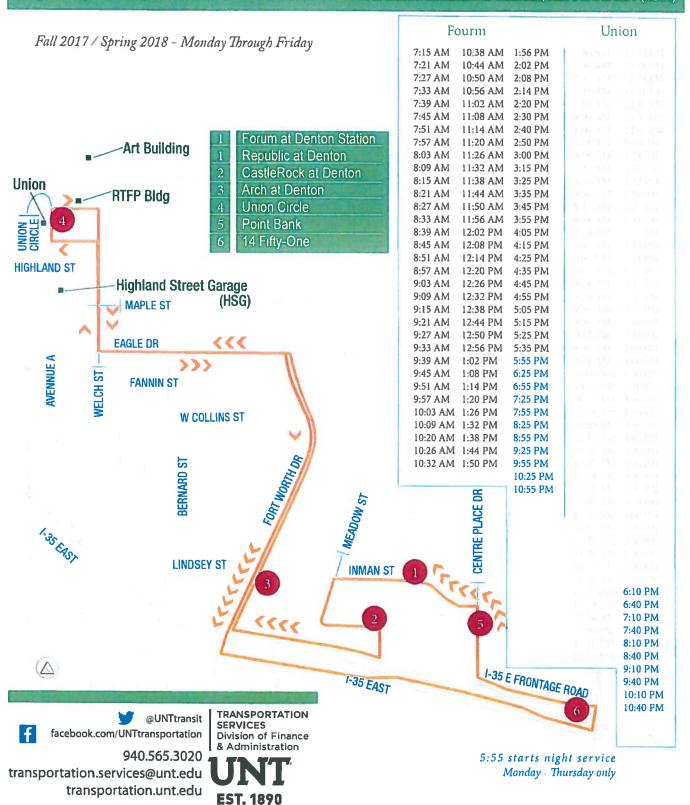
UNT Shuttle Route: Bernard Street (BST)

For questions, schedules, and route info call: 940-565-3020



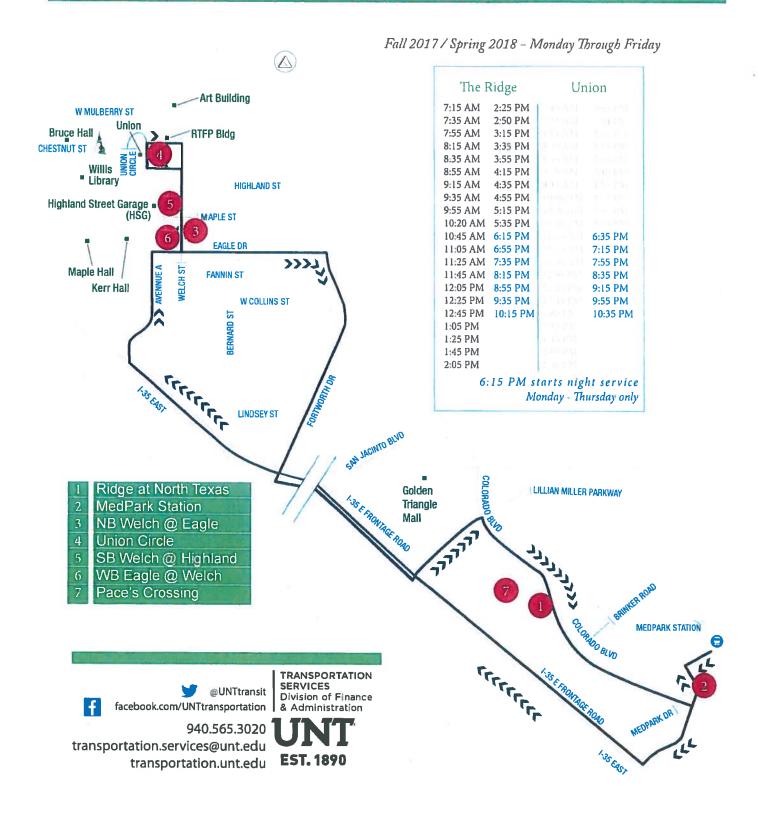
UNT Shuttle Route: Centre Place (CP)

For questions, schedules, and route info call: 940-565-3020



UNT Shuttle Route: Colorado Express (CE)

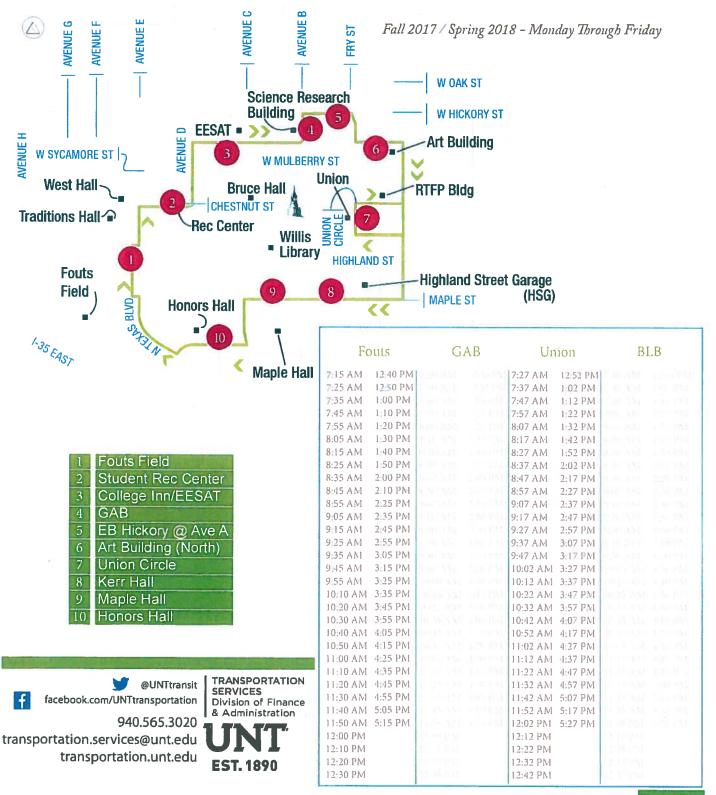
For questions, schedules, and route info call: 940-565-3020



UNT Shuttle Route: Mean Green (MG)

For questions, schedules, and route info call: 940-565-3020

For service comments or concerns, call: 940-243-0077 (DCTA)



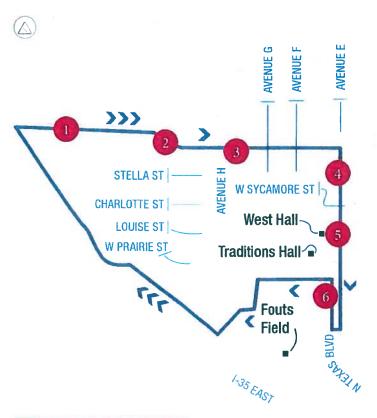
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UNT Shuttle Route: North Texan (NT)

For questions, schedules, and route info call: 940-565-3020

For service comments or concerns, call: 940-243-0077 (DCTA)

Fall 2017 / Spring 2018 - Monday Through Friday



- 1 Uptown
- 2 University Courtyard
- 3 Ave H & Hickory
- 4 Stella & N Texas Blvd
- 5 West Hall
- 6 Fouts Field

| f | facebook.com/UNTtr | @UNTtransit |
|--------|--------------------|-------------|
| | 940 | .565.3020 |
| transp | ortation.services | @unt.edu |

transportation.unt.edu

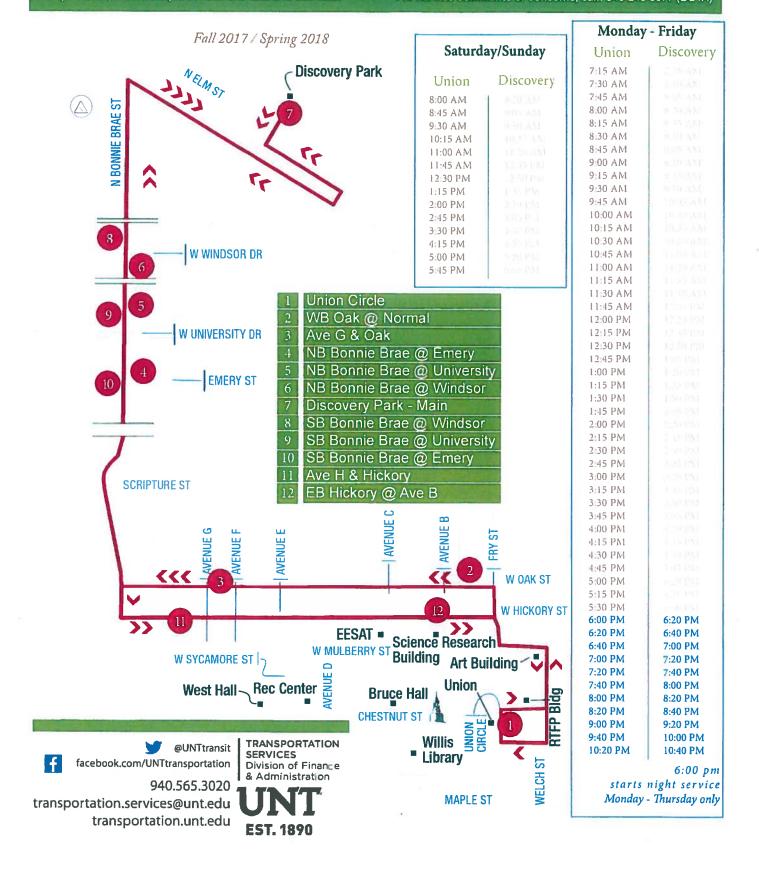
TRANSPORTATION SERVICES
Division of Finance & Administration
UNT
EST. 1890

| U | otown | Fouts |
|--|---|---|
| 7:15 AM 7:25 AM 7:25 AM 7:35 AM 7:45 AM 7:45 AM 8:05 AM 8:15 AM 8:25 AM 8:35 AM 8:45 AM 9:05 AM 9:15 AM 9:25 AM 10:15 AM 10:25 AM 11:25 AM | 4:25 PM 4:35 PM 4:45 PM 4:55 PM 5:05 PM 5:15 PM 5:35 PM 6:15 PM 6:35 PM 6:55 PM 7:15 PM 7:35 PM 7:35 PM 8:15 PM 8:35 PM 9:55 PM 10:15 PM 10:15 PM | 5:48 PM 6:08 PM 6:28 PM 7:08 PM 7:28 PM 7:48 PM 8:08 PM 8:28 PM 8:48 PM 9:08 PM 9:28 PM 10:08 PM 10:28 PM |
| 2:35 PM | | 2 6-20 |
| 4:15 PM | r ce Dir | (LEST) |

5:55 PM starts night service Monday - Thursday only 5:55 PM last service on Friday

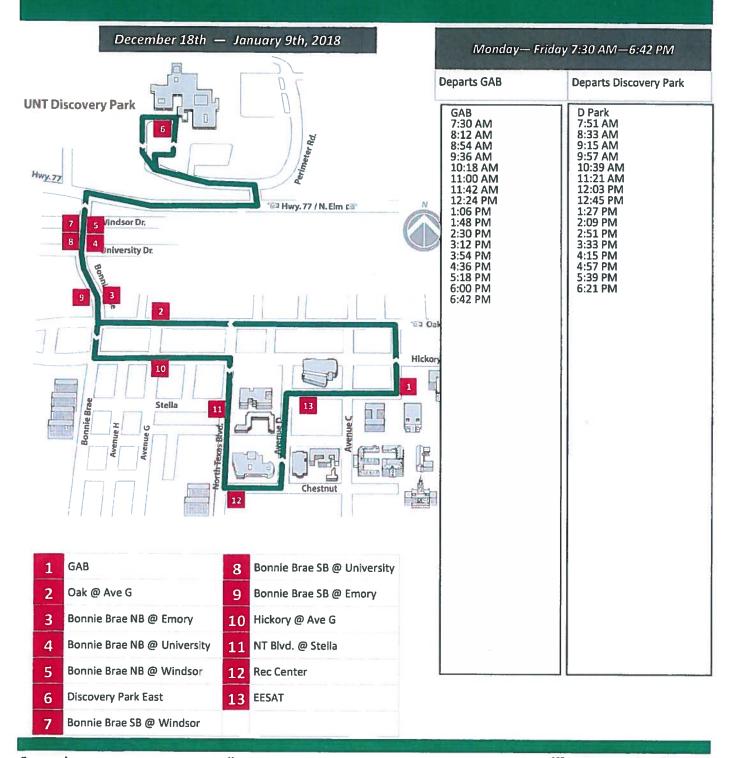
UNT Shuttle Route: Discovery Park (DP)

For questions, schedules, and route info call: 940-565-3020



Effective: August 21, 2017

UNT Shuttle Route: Discovery Park (DP)



For service comments or concerns, call:

940-243-0077 (DCTA)

For questions, schedules, and route info call:

940-565-3020

Phone: 940-565-3020 // Email: transportation.services@unt.edu

Web: transportation.services@unt.edu

TRANSPORTATION SERVICES Division of Finance & Administration



EXHIBIT "D" BUS ROUTES – MEAN GREEN NIGHT RIDER SERVICE



EXHIBIT D - Mean Green Night Rider Service

| | Level o | Net Increase | | | |
|-------------------|---|--|------------------|------------------|--|
| Day of the Week | DCTA Existing Service | Additional Service | Service Hours | Service Miles | |
| Monday - Thursday | 3 Buses from 7:15 am - 5:30 pm 2 Buses from 5:30 pm - 10:30 pm | 1 Bus from 10:30 pm - 2:00 am | 4 | 29 | |
| Friday | 3 Buses from 7:15 am - 5:30 pm | 1 Bus from 5:30 pm - 2:00 am | 9 | 70 | |
| Saturday | 1 Bus from 8:00 am - 6:30 pm | 2 Buses from 6:00 pm - Midnight 1 Bus from Midnight - 2:00 am | 15 | 127 | |
| Sunday | No DCTA Service | 1 Bus from 8:00 am - 6:00 pm 2 Buses from 6:00 pm - Midnight 1 Bus from Midnight - 2:00 am | 25 | 216 | |

| | Mon-Thurs | Friday | Saturday | Sunday | Annual Total |
|--------------------|-----------|--------|----------|--------|---------------------|
| Total Hours | 438 | 333 | 417 | 711 | 1,899 |
| Total Miles | 3,596 | 2,585 | 3,569 | 6,045 | 15,796 |

Assumptions

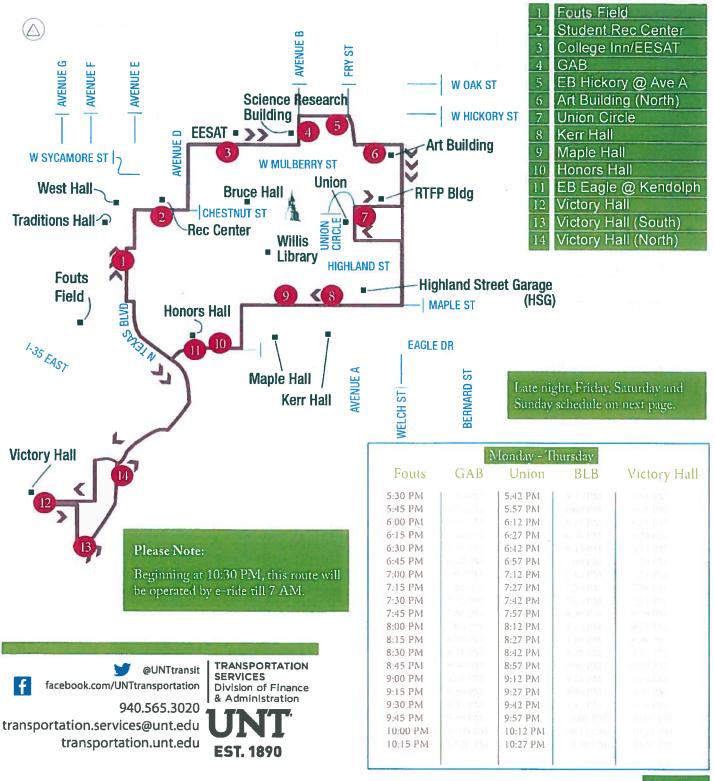
Cost per hour is based on an anticipated Operator wage of \$17.00 and Supervisor wage of \$20.00 per hour. Estimate based on current FY2018 service levels.

UNT Shuttle Route: Mean Green Night Rider (MGNR)

For questions, schedules, and route info call: 940-565-3020

For service comments or concerns, call: 940-243-0077 (DCTA)

Fall 2017 / Spring 2018



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UNT Shuttle Route: Mean Green Night Rider (MGNR)

For questions, schedules, and route info call: 940-565-3020

For service comments or concerns, call: 940-243-0077 (DCTA)

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@UNTtransit facebook.com/UNTtransportation

940.565.3020 transportation.services@unt.edu transportation.unt.edu TRANSPORTATION SERVICES Division of Finance & Administration



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EXHIBIT "E" TRANSPORTATION NETWORK COMPANY SERVICE



Exhibit E – Transportation Network Company Service

In 2017 Lyft was selected as a vendor to provide On-Demand Rideshare Services for DCTA. Lyft is a major Transportation Network Company (TNC) that provides mobility services through their mobile app and ridesourcing software, which allows customers to request rides in real-time. Lyft software and apps are in turn utilized by Lyft drivers in personal vehicles who respond to customer ride requests. Lyft's contract with DCTA provides services on an on-call basis via DCTA task order. DCTA utilization of Lyft is for the purpose of creating highly customized partnership programs for customers, clients and to utilize Lyft's mobility services in areas of DCTA's service area and within time ranges where traditional fixed-route transportation and demand-response services are not as cost-efficient or convenient.

The DCTA/Lyft program proposal for UNT is to supplement or replace the late night e-Ride program that currently provides safe transportation between campus locations and student residences. Active UNT students will be invited to set up a Lyft account and be eligible for a free Lyft trip within a selected area and selected timeframe.

Lyft has partnered with university campuses across the country to do similar partnerships. A program in UT-Austin provides students with rides to/from campus during late night hours.

Program parameters:

- 1) Eligibility: All Active UNT students. UNT will provide Lyft and DCTA with a list of eligible program participants, and Lyft will coordinate e-mails to that list for program promotion.
- 2) Timeblock: 2:00am-7:00am 7 days a week During UNT's Academic Calendar (Spring 2018 semester: January 8, 2018 May 15, 2018)
- 3) Geofence: Consists of three campus areas, including the Main Campus, Oak Street Galleries, and UNT West Campus. Map of area for eligible rides can be found in Attachment A.
- 4) Subsidy amount: 100% fare for eligible rides that begin and end within the designated geofence and begin and end within the designated timeblock.
- 5) Program limits: Program's budget will not exceed \$72,000, which will provide as estimated 10,000 fully subsidized rides, with an estimated minimum fare of \$6.25. Rides and budget will be monitored based on a monthly ridership report provided to DCTA by Lyft. Invoicing from Lyft will be billed as a direct pass-through.

DCTA obligations:

- Manage Lyft task order
- Meet regularly with UNT to assess program efficiencies and evaluate ridership data
- Support UNT in communications strategy and marketing of program
- Provide ridership summaries and program costs on a monthly basis to UNT
- Manage changes to initial program parameters as needed in response to UNT demand

Lyft obligations:

- Create the geofence (Attachment A) around selected areas of the UNT campus, as well as implement the technical steps to ensure the rider subsidy is available during the designated timeblock
- Provide method to restrict access to the subsidy to active UNT students only
- Coordinate with UNT and DCTA to ensure adequate driver supply during program hours to ensure a response time not to exceed 15 minutes.
- Process all subsidy amounts on a monthly basis and provide method of invoicing for DCTA payment
- Coordinate with UNT and DCTA on program promotion and education, including e-mails to eligible students at the beginning of the semester and instructions for linking existing Lyft accounts to the UNT subsidy program
- Provide standard customer service as expected by all Lyft users
- Provide a mechanism where participants that are no-shows or who request rides not eligible for a subsidy are charged appropriately to their own personal Lyft accounts, with no charges incurred by DCTA
- Report ridership data in a reporting template found in Attachment B, and as agreed to in task order
- During the term of this Agreement, Lyft shall maintain in force during the term, at Lyft's own expense, at least the following insurance coverages:
 - a. Workers' Compensation Insurance in accordance with state statutory laws, including Employers' Liability with minimum limits of \$1,000,000 each Accident.
 - b. Commercial General Liability Insurance including, but not limited to, product and completed operations, personal and advertising injury and contractual liability coverage with minimum limits of \$1,000,000 Each Occurrence; \$2,000,000 General Aggregate.
 - c. Commercial Auto Liability Insurance including a minimum combined single limit of \$1,000,000 each accident and Uninsured/Underinsured motorist coverage with a minimum combined single limit of \$1,000,000.
 - d. Lyft will include Partner as an additional insured via blanket endorsement under Lyft's commercial general liability insurance policy. All policies maintained shall be written as primary policies, not contributing with and not supplemental to coverage Partner may carry and will contain a waiver of subrogation against Partner and its insurance carrier(s) with respect to all obligations assumed by Lyft under this agreement. The fact that Lyft has obtained the insurance required hereunder shall in no manner lessen or otherwise affect such Lyft's other obligations or liabilities set forth in this Agreement.

UNT obligations:

- Provide list of e-mails of eligible customers to Lyft
- Provide 'geofence' of Denton areas where travel is eligible for a subsidy
- Coordinate with appropriate UNT departments to integrate Lyft program with current transportation services and manage student expectations
- Provide feedback on program needs and customer experiences on a regular basis to allow for program changes to be made in a timely fashion
- Coordinate communication and marketing plan in accordance with UNT and Lyft practices
- Provide trips for disabled riders with specific mobility needs (these trips are expected to be minimal but will be provided by a UNT staff member in a lift/ramp equipped vehicle)

Exhibit E - Attachment A

Eligibility Area for DCTA E-ride Lyft Program

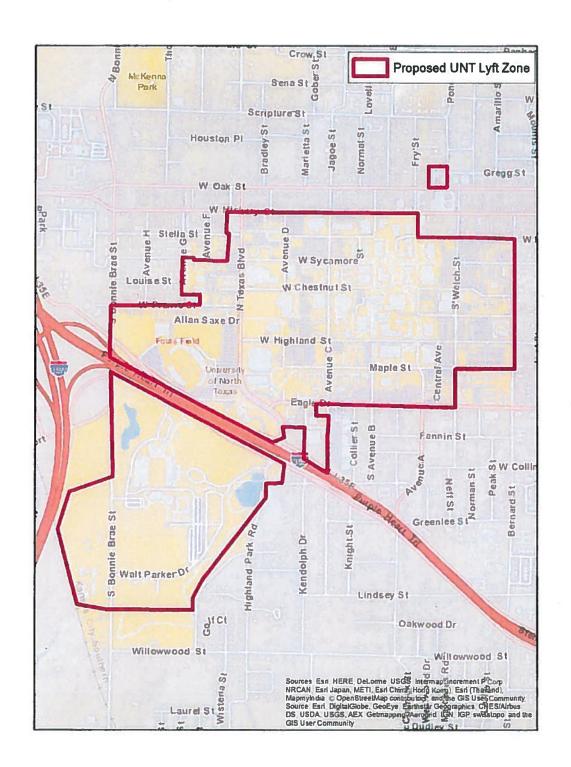


Exhibit E - Attachment B

Monthly Data Reporting

CONFIDENTIAL/TRADE SECRET - DO NOT FORMARD OR SHARE

MONTHLY REPORT

| Pissenger ID (Anonymized) | Trip Longth (S sile ranges) | Trip Duration (5 minute ranges) | Trip Cest (Actual) | Trip Subsidy (Actual) | |
|------------------------------|--------------------------------|------------------------------------|-----------------------|--------------------------|--|
| 34563 | 0-6 | 6-5 | \$10.15 | \$4.15 | |
| 347477 | 15-20 | 15-20 | \$25.35 | \$21.35 | |
| 5506 | 8 -10 | 5-10 | \$11.20 | \$7.20 | |
| 44433 | 20-25 | 20-25 | \$32,40 | \$28.40 | |
| | • | | 440.40 | | |

| NTD REPORTING Origin (Caneus Tract) | Destination (Consus Tract) | Trip Time Period (AM Peak/Middley/PM Peak/Lute Hight) Day of Trevel |
|-------------------------------------|-------------------------------|--|
| 032013 | 031631 | AM Peak Monday |
| 031634 | 032013 | Aliciday Tuesday |
| 032013 | 031633 | PM Pank Thursday |
| 031643 | 032913 | Midday Bunday |

| | Weekdays | Saturday | Bunday | Total |
|----------------------------|----------|----------|--------|-------|
| Overall Mileage of Service | 38 | 41 | 2,1 | 44.2 |
| Overall Hours of Service | 1.2 | 11 | 1.1 | 3,4 |

EXHIBIT "F" PERFORMANCE MEASURES



EXHIBIT F - Performance Measures

- 1. On-time performance goal for the services provided to UNT is 90%. On-time performance is defined as a trip that is no more than 0 minutes early and no more than five (5) minutes late, compared to scheduled arrival/departure times at published time points. Adjustments may be made due to circumstances outside of DCTA's control, including but not limited to construction, accidents, congestion, special events, inclement weather, etc.
- 2. The service provided to UNT will have no more than five percent (5%) of its total trips resulting in a missed trip. A missed trip is defined as a trip that is not completed in its entirety or is more than 15 minutes late.
- 3. UNT customer complaints will be acted upon within 24 hours of receipt. A summary report of complaints and their disposition will be provided to UNT monthly.
- 4. The service provided to UNT will no more than four (4) preventable accidents per 100,000 miles of service. A non-preventable accidents is defined as any event involving vehicles utilized in thre provision of UNT service under this agreement, which could have been preventived and causes more than \$1,000 or more in personal injury or property damage.



Board of Directors Memo

April 26, 2018

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

A meeting of the Program Services Committee was held at 12:02 p.m., April 17, 2018 at 1955 Lakeway Dr., Suite 260 Conference Room in Lewisville, TX.

In attendance were:

Committee Members: Dave Kovatch, Chair, Skip Kalb, Mark Miller, Carter Wilson, George Campbell
Charles Emery, Dianne Costa, Connie White, Tom Winterburn, Allen Harris
Committee Members: Don Hartman; Board Members: Richard Huckaby, Ron

Trees

Legal Representation: Kevin Laughlin

DCTA Staff: Jim Cline, Kristina Holcomb, Marisa Perry, Jeff Bennett, Jonah Katz, Laura

Mitchell, Lindsay Baker, Michelle Bloomer, Rusty Comer, Brandy Pedron

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

1) ITEMS FOR INFORMATION / DISCUSSION

- a. Potential Fare Change Discussion
- b. Ridership Discussion

2) EXECUTIVE SESSION

a. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.

3) RECONVENE OPEN SESSION

- a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
- 4) FUTURE AGENDA ITEMS
- 5) ADJOURN The meeting adjourned at 1:44 p.m.