



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

Board of Directors Work Session

May 24, 2018 | 1:30 p.m.

CALL TO ORDER

1. Routine Briefing Items
 - a. Monthly Financial Reports
 - i. Financial Statements for April 2018
 - ii. Capital Projects Budget Report for April 2018
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - b. Marketing and Communications
 - i. New Handouts
 1. Wheels & Rails (May 2018 issue)
 2. Passenger Transport (May 2018 issue) – Highland Village Lyft Service Launch Story
 3. Metro Magazine (May 2018) – Redefining Public Transportation Story
 4. Air North Texas (May 2018) – DCTA's A-train Improves Air Quality in Denton County
 - ii. April 2018 Public Meeting Report
 - iii. A-train Point-in-Time Study Results
 - iv. Shaping Our Future Campaign Overview
 - v. Denton Arts & Jazz Recap Report
 - vi. Media Reports
 1. April Monthly Media Report
 2. Drive.ai Announcement Media Report (Executive Report and Clip Report)
 3. Shaping Our Future Media Report
 4. Denton Disaster Drill Media Report
 - vii. Awards Announcement
 - 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. Committee Chair Reports
 - a. Finance Committee (05/14/2018) Richard Huckaby, chair
 - i. FY18 Revised Budget
 - ii. Financial Policies
 - b. Program Services Committee (05/15/2018) Dave Kovatch, chair
 - i. Fare Changes
 - ii. Service Change Recommendations
 - iii. Public Input
- 3. Discussion of Regular Board Meeting Agenda Items (May 24, 2018)
- 4. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
 - b. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.
- 5. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
- 6. Discussion of Future Agenda Items
 - a. Board Member Requests
- 7. ADJOURN

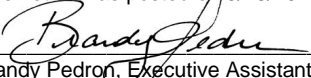
Chair – Charles Emery
Vice Chair – Richard Huckaby

Secretary – Dianne Costa
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, 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 5/18/2018 at 10:08 AM.


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



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Regular Meeting

May 24, 2018 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on May 24, 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 April 26, 2018.
- b. Acceptance of Monthly Financial Statements – April 2018
- c. Approval of Award of Contract to Terracon Consultants Inc. for Subsurface Environmental Investigation

3. REGULAR AGENDA

- a. Approval of Resolution 18-03 adopting Revised Fiscal Year 2018 Operating & Capital Budget
- b. Approval of Resolution 18-04 Approving Financial Policies

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
 - a. 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

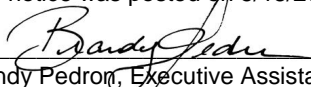
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This notice was posted on 5/18/2018 at 10:10 AM.



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

**Board of Directors Memo**

May 24, 2018

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

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending April 30, 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 (\$167k) mainly due to lower than budgeted ridership. YTD FY18 rail ridership of 259k is 20% less than budgeted ridership of 323k (\$109k reduced revenue). YTD FY18 ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 301k is 8% less than budgeted ridership of 328k (\$58k reduced revenue).

		YTD FY18 Actual Ridership	YTD FY18 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	258,613	322,750	- 20%
Connect, Access, Frisco, CCT, NTX	(A)	301,209	328,494	- 8%
UNT & NCTC	(B)	1,420,580	1,408,342	1%
Total Bus Ridership		1,721,789	1,736,836	- 1%
Total Ridership		1,980,402	2,059,586	- 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 (\$500k), mainly due to lower than budgeted revenue hours and fuel usage. YTD FY18 fuel usage for contract services of 86k gallons is 26% lower than budgeted usage of 116k gallons (\$91k decreased revenue). Additionally, YTD average pass-through fuel cost is \$2.23/gallon compared to budgeted \$3.00/gallon (\$66k decreased revenue). YTD revenue hours for contract service are also less than budgeted, resulting in \$334k decreased revenue.
- **Note C:** Sales Tax Revenue – April sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in April will be received in June. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY18 sales tax receipts collected through May.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$4.1 million) due to delayed expenses and corresponding reimbursements for PTC, fleet purchases, the Lewisville Hike & Bike Trail, and Brownfield work at the Rail O&M Facility. These grants are paid on a reimbursement basis and therefore DCTA will submit for reimbursement once additional payments have been made for these projects.

	FY18 Budgeted Drawdowns	FY18 Actual Revenue	Variance
Bus Fleet Cameras	\$ -	\$ -	\$ -
Bus Scheduling Software	92,000	-	(92,000)
Comp. Service Analysis	-	-	-
Data Analytics & Reporting	71,112	16,912	(54,200)
EPA - Brownfield at Rail	178,200	-	(178,200)
Fleet	1,362,706	-	(1,362,706)
Lewisville Hike & Bike Trail	1,246,321	-	(1,246,321)
Positive Train Control (PTC)	2,041,124	880,706	(1,160,418)
Safety/Security	-	-	-
Transit Enhancements	-	-	-
	\$ 4,991,463	\$ 897,618	\$ (4,093,845)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$827k) mainly due to large amounts budgeted for Bus & Rail PM as well as operating assistance grants. A portion of these budgeted drawdowns occurred earlier than anticipated in the budget, and funds were drawn down in FY2017 instead of FY2018 as anticipated. This negative variance is partially offset by reimbursements from FEMA that occurred in FY2018 but were anticipated in the FY2017 budget.

	FY18 Budgeted Drawdowns	FY18 Actual Revenue	Variance
Bus PM	\$ 1,221,539	\$ 748,090	\$ (473,449)
Bus Repowers (TAPS Buses)	168,000	-	(168,000)
Rail PM	1,766,660	601,825	(1,164,835)
Operating Assistance	462,000	-	(462,000)
ADA Assistance	561,234	244,250	(316,984)
FEMA	233,625	1,980,474	1,746,849
Printing	-	12,598	12,598
VanPool	75,761	74,574	(1,187)
	\$ 4,488,819	\$ 3,661,811	\$ (827,008)

Identified Need

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

Recommendation

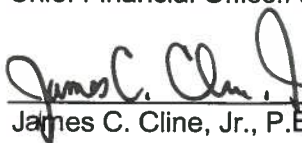
Staff recommends acceptance.

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 APRIL 30, 2018
(UNAUDITED)

Description	Month Ended April 30, 2018			Year to Date April 30, 2018			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 93,405	\$ 120,690	\$ (27,285)	\$ 665,801	\$ 832,636	\$ (166,835)	\$ 1,387,811	Note A
Contract Service Revenue	325,172	467,674	(142,502)	2,063,706	2,563,753	(500,047)	4,179,077	Note B
Sales Tax Revenue	2,286,120	2,117,555	168,565	15,863,274	15,174,437	688,837	26,649,586	Note C
Federal/State Grants - Capital	640,685	483,040	157,645	897,618	4,991,463	(4,093,845)	9,821,224	Note D
Federal/State Grants - Operating	180,763	528,323	(347,560)	3,661,811	4,488,819	(827,008)	5,410,737	Note E
Total Revenue and Other Income	<u>3,526,145</u>	<u>3,717,282</u>	<u>(191,137)</u>	<u>23,152,210</u>	<u>28,051,108</u>	<u>(4,898,898)</u>	<u>47,448,435</u>	
Operating Expenses								
Salary, Wages and Benefits	853,069	1,043,750	190,681	6,411,325	7,354,368	943,043	12,317,845	
Services	794,727	275,586	(519,141)	2,388,628	2,555,632	167,004	3,896,625	
Materials and Supplies	246,586	263,993	17,407	1,286,810	2,114,375	827,566	3,341,940	
Utilities	32,408	38,346	5,938	214,834	268,422	53,588	460,164	
Insurance, Casualties and Losses	140,808	142,351	1,543	967,149	1,011,099	43,950	1,726,783	
Purchased Transportation Services	710,461	788,342	77,881	5,176,601	5,673,977	497,376	9,713,343	
Miscellaneous	23,094	34,774	11,680	153,591	293,912	140,321	423,326	
Leases and Rentals	17,787	22,146	4,359	126,393	155,139	28,746	265,880	
Depreciation	849,752	908,694	58,942	6,032,484	6,163,443	130,959	10,679,874	
Total Operating Expenses	<u>3,668,692</u>	<u>3,517,982</u>	<u>(150,710)</u>	<u>22,757,815</u>	<u>25,590,368</u>	<u>2,832,553</u>	<u>42,825,780</u>	
Income Before Non-Operating Revenue and Expense	(142,547)	199,300	(341,847)	394,395	2,460,740	(2,066,345)	4,622,655	
Non-Operating Revenues / (Expense)								
Investment Income	31,575	6,500	25,075	161,043	45,500	115,543	78,000	
Gain (Loss) Disposal of Assets	-	-	-	-	-	-	-	
Fare Evasion Fee	150	83	67	1,125	581	544	1,000	
Other Income - Miscellaneous	182,233	-	182,233	795,856	-	795,856	-	
Long Term Debt Interest/Expense	(86,505)	(86,507)	2	(605,538)	(575,549)	(29,989)	(1,008,084)	
Total Non-Operating Revenue / (Expense)	<u>127,452</u>	<u>(79,924)</u>	<u>207,376</u>	<u>352,486</u>	<u>(529,468)</u>	<u>881,954</u>	<u>(929,084)</u>	
Change in Net Position	<u>\$ (15,095)</u>	<u>\$ 119,376</u>	<u>\$ (134,471)</u>	<u>\$ 746,882</u>	<u>\$ 1,931,272</u>	<u>\$ (1,184,391)</u>	<u>\$ 3,693,571</u>	

DENTON COUNTY TRANSPORTATION AUTHORITY

STATEMENT OF NET POSITION

AS OF APRIL 30, 2018

(UNAUDITED)

	April 30, 2018	March 31, 2018	Change
Current Assets			
Operating Cash & Cash Equivalents	\$ 8,953,557	\$ 9,904,606	\$ (951,048)
Reserves: Cash & Cash Equivalents	8,199,426	8,188,453	10,973
Reserves: Investments	2,739,191	2,743,006	(3,816)
Accounts & Notes Receivable	8,448,447	7,021,336	1,427,110
Prepaid Expenses	713,106	853,915	(140,808)
Inventory	31,883	30,803	1,080
Restricted Asset-Cash and Equivalents	3,087,045	2,405,471	681,574
Total Current Assets	32,172,655	31,147,590	1,025,065
Property, Plant and Equipment			
Land	17,394,147	17,394,147	-
Land Improvements	6,874,492	6,874,492	-
Machinery & Equipment	3,988,400	3,988,400	-
Vehicles	91,729,631	91,729,631	-
Computers & Software	1,387,627	1,284,485	103,141
Accumulated Depreciation	(63,720,972)	(62,871,220)	(849,752)
Total Property, Plant and Equipment	57,653,325	58,399,936	(746,611)
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	233,656,842	233,656,842	-
Construction in Progress	21,383,195	21,740,389	(357,194)
Total Capital Assets	272,037,192	272,394,386	(357,194)
Total Assets	\$ 361,863,172	\$ 361,941,912	\$ (78,740)
Liabilities			
Current Liabilities			
Accounts Payable	\$ -	\$ -	\$ -
Salary, Wages, and Benefits Payable	693,347	647,046	46,301
Accrued Expenses Payable	347,244	427,226	(79,982)
Deferred Revenues	63,998	81,230	(17,232)
Interest Payable	86,505	-	86,505
Total Current Liabilities	1,191,094	1,155,502	35,592
Non-Current Liabilities			
Rail Easement Payable	1,100,000	1,200,000	(100,000)
Retainage Payable	531,972	531,209	764
Bonds Payable	28,740,000	28,740,000	-
Total Non-Current Liabilities	30,371,972	30,471,209	(99,236)
Total Liabilities	\$ 31,563,066	\$ 31,626,710	\$ (63,644)
Net Position			
Net Investment in Capital Assets	305,367,228	305,367,228	-
Unrestricted	24,185,997	24,185,997	-
Change in Net Position	746,882	761,977	(15,095)
Total Equity	330,300,106	330,315,202	(15,095)
Total Liabilities and Equity	\$ 361,863,172	\$ 361,941,912	\$ (78,740)

DENTON COUNTY TRANSPORTATION AUTHORITY
CAPITAL PROJECT FUND
AS OF APRIL 30, 2018

Capital Project Number/Name	Original Budget	Revised Budget	April 2018 Actuals Booked	Actuals Life To Date	\$ Under/ (Over) Budget	% of Budget (As of April 2018 Close)	Project % Complete (Operations)
Construction Work in Progress							
G&A Capital Projects							
Total 10302 · Infrastructure Acquisition	\$ 1,900,000	\$ 3,900,000	\$ -	\$ 143,061	\$ 3,756,939	4%	
Total 10601 · Data Analytics & Reporting	200,000	200,000	-	21,140	178,860	11%	
Total 10604 · Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 · Project Management/Document Control	150,000	300,000	35,075	39,497	260,503	13%	25%
Total 10606 · Shared Use Mobility Study	123,428	123,428	-	-	123,428	0%	
Total G&A Capital Projects	2,623,428	4,773,428	35,075	228,698	4,544,730	5%	
Bus Capital Projects							
Total 50206 · Passenger Amenities - Denton	50,000	50,000	667	667	49,333	1%	
Total 50305 · IOMF Fuel Tanks	250,000	990,000	-	68,992	921,008	7%	10%
Total 50409 · Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
<i>Total 50410 · AVL Systems - CLOSED</i>	<i>200,000</i>	<i>200,000</i>	<i>-</i>	<i>103,142</i>	<i>96,858</i>	<i>52%</i>	
Total 50510 · Fleet (2017)	1,550,000	1,474,076	-	37,806	1,436,270	3%	
Total 50512 · Fleet (2018)	3,003,580	3,003,580	-	-	3,003,580	0%	
Total 50601 · Scheduling Software (Bus)	250,000	250,000	-	28,125	221,875	11%	
Total Bus Capital Projects	5,453,080	6,117,156	667	238,732	5,878,424	4%	
Rail Capital Projects							
Total 61209 · Trinity Mills Crew Facility	250,000	310,000	-	302,063	7,937	97%	95%
Total 61406.1 · Positive Train Control Implementation	-	16,720,141	33,066	13,120,525	3,599,616	78%	80%
Total 61605 · Brownfield Remediation	60,000	385,000	20,875	120,799	264,201	31%	40%
Total 61606 · Rail Crossing Study	73,000	73,000	-	47,750	25,250	65%	95%
Total 61708 · Lewisville Bike Trail	3,099,856	2,146,355	-	2,121,409	24,946	99%	99%
61713-2 · Grade Crossing Replacements (2015 Flood)							
<i>61713-2.01 · Operating Revenue</i>				<i>(1,536,926)</i>			
Total 61713-2 · Grade Crossing Replacements (2015 Flood)	2,157,760	2,157,760	-	2,048,377	109,383	95%	100%
61713-4 · Ballast Undercutting (2015 Flood) - CLOSED							
<i>61713-4.01 · Operating Revenue</i>	<i>-</i>	<i>-</i>		<i>(443,548)</i>			
Total 61713-4 · Ballast Undercutting (2015 Flood) - CLOSED	761,600	761,600	-	592,847	168,753	78%	100%
Total 61713-5 · Pockrus Page (2015 Flood)	623,000	623,000	2,533	138,874	484,126	22%	75%
Total 61714 · Rail Capital Maintenance	3,970,430	3,346,419	246,578	733,220	2,613,199	22%	24%
Total 61715 · Trail Safety Improvements	139,657	81,157	-	-	81,157	0%	
Total 61716 · Lewisville Bike Trail - Eagle Point Section	2,995,873	2,995,873	-	42,012	2,953,861	1%	3%
61717 · Valley Ridge Crossing							
<i>61717.01 · Operating Revenue</i>	<i>-</i>	<i>-</i>	<i>(169,914)</i>	<i>(997,356)</i>			
Total 61717 · Valley Ridge Crossing	1,000,000	1,000,000	-	997,356	2,644	100%	100%
Total 61718 · Rail Safety Improvements	200,000	200,000	-	-	200,000	0%	
Total Rail Capital Projects	15,331,176	30,800,305	303,052	20,265,231	10,535,074	66%	
Total Construction Work in Progress	\$ 23,407,684	\$ 41,690,889	\$ 338,794	\$ 20,732,661	\$ 20,958,228	50%	



Board of Directors Memo

May 24, 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 6.98%. The May allocation is for sales generated in the month of March and represents revenue for the sixth month of FY 2018.

- Sales tax for sales generated at retail in the month of March and received in May was \$2,593,861.
- This represents an increase of 6.98% or \$169,268 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$185,038 or 7.68% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 1.70%
 - City of Denton up 18.14%
 - Highland Village up 4.08%

Need

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

Recommendation

For information only. No action required.

Final Review:

A handwritten signature in blue ink, appearing to read "Marisa Perry", is written over a horizontal line.

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 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,096,191	\$ 2,150,455	\$ 54,264	2.59%	\$ 1,978,638	\$ 171,816	8.68%
November	January	\$ 2,004,798	\$ 2,216,616	\$ 211,818	10.57%	\$ 2,170,262	\$ 46,354	2.14%
December	February	\$ 2,795,466	\$ 2,801,274	\$ 5,808	0.21%	\$ 2,793,331	\$ 7,943	0.28%
January	March	\$ 1,917,819	\$ 1,975,813	\$ 57,994	3.02%	\$ 1,908,263	\$ 67,550	3.54%
February	April	\$ 1,818,015	\$ 2,012,714	\$ 194,699	10.71%	\$ 2,006,450	\$ 6,265	0.31%
March	May	\$ 2,424,593	\$ 2,593,861	\$ 169,268	6.98%	\$ 2,408,823	\$ 185,038	7.68%
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	\$ 13,750,733	\$ 693,851	5.31%	\$ 26,867,734	\$ 484,966	3.66%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

May 14, 2018

DENTON COUNTY TRANSPORTATION AUTHORITY

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

CITY OF LEWISVILLE						CITY OF HIGHLAND VILLAGE					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,795,751	\$ 3,009,098	\$ 213,347	7.63%	October	December	\$ 298,777	\$ 265,631	\$ (33,146)	-11.09%
November	January	\$ 2,867,155	\$ 2,973,704	\$ 106,549	3.72%	November	January	\$ 313,524	\$ 328,316	\$ 14,792	4.72%
December	February	\$ 3,849,204	\$ 3,924,399	\$ 75,196	1.95%	December	February	\$ 411,143	\$ 451,331	\$ 40,188	9.77%
January	March	\$ 2,709,531	\$ 2,767,715	\$ 58,184	2.15%	January	March	\$ 255,642	\$ 287,500	\$ 31,858	12.46%
February	April	\$ 2,892,939	\$ 2,864,356	\$ (28,583)	-0.99%	February	April	\$ 253,856	\$ 250,707	\$ (3,149)	-1.24%
March	May	\$ 3,480,828	\$ 3,540,108	\$ 59,280	1.70%	March	May	\$ 328,214	\$ 341,604	\$ 13,390	4.08%
April	June	\$ 2,722,621				April	June	\$ 268,006			
May	July	\$ 3,113,597				May	July	\$ 307,851			
June	August	\$ 3,568,239				June	August	\$ 373,101			
July	September	\$ 2,800,265				July	September	\$ 273,047			
August	October	\$ 3,034,967				August	October	\$ 313,211			
September	November	\$ 3,265,668				September	November	\$ 331,426			
YTD Total		\$ 37,100,766	\$ 19,079,380	\$ 483,972	2.60%	YTD Total		\$ 3,727,797	\$ 1,925,089	\$ 63,934	3.44%

CITY OF DENTON						
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	
October	December	\$ 2,451,245	\$ 2,718,499	\$ 267,254	10.90%	
November	January	\$ 2,918,947	\$ 2,945,336	\$ 26,389	0.90%	
December	February	\$ 3,727,632	\$ 3,598,809	\$ (128,822)	-3.46%	
January	March	\$ 2,397,941	\$ 2,568,686	\$ 170,745	7.12%	
February	April	\$ 2,442,743	\$ 2,526,113	\$ 83,369	3.41%	
March	May	\$ 3,099,631	\$ 3,661,913	\$ 562,282	18.14%	
April	June	\$ 2,602,704				
May	July	\$ 2,729,539				
June	August	\$ 3,351,192				
July	September	\$ 2,734,634				
August	October	\$ 2,906,837				
September	November	\$ 3,593,467				
YTD Total		\$ 34,956,511	\$ 18,019,355	\$ 981,217	5.76%	

ALL TRANSIT AGENCIES
MONTHLY SALES AND USE TAX COMPARISON SUMMARY

Transit Agency	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$ 22,330,181.79	\$ 20,098,637.70	11.10%	\$ 101,166,691.77	\$ 96,854,643.01	4.45%
Corpus Christi MTA	0.50%	\$ 3,199,961.95	\$ 2,968,716.39	7.78%	\$ 14,024,981.24	\$ 13,001,236.03	7.87%
Dallas MTA	1.00%	\$ 57,175,481.49	\$ 53,684,460.69	6.50%	\$ 251,194,552.28	\$ 242,198,777.70	3.71%
Denton CTA	0.50%	\$ 2,593,861.02	\$ 2,408,822.74	7.68%	\$ 11,600,278.83	\$ 11,287,129.36	2.77%
El Paso CTD	0.50%	\$ 4,222,463.79	\$ 3,902,908.25	8.18%	\$ 18,911,833.48	\$ 18,133,207.87	4.29%
Fort Worth MTA	0.50%	\$ 7,021,332.55	\$ 6,719,394.67	4.49%	\$ 32,331,755.78	\$ 30,995,565.50	4.31%
Houston MTA	1.00%	\$ 70,285,768.30	\$ 64,900,969.42	8.29%	\$ 321,417,782.97	\$ 299,407,278.55	7.35%
Laredo CTD	0.25%	\$ 775,907.65	\$ 691,762.79	12.16%	\$ 3,497,162.43	\$ 3,247,045.00	7.70%
San Antonio ATD	0.25%	\$ 6,826,786.59	\$ 6,241,019.64	9.38%	\$ 29,102,837.95	\$ 27,536,961.59	5.68%
San Antonio MTA	0.50%	\$ 15,031,276.32	\$ 13,719,820.40	9.55%	\$ 64,004,318.47	\$ 60,623,403.70	5.57%
TOTALS		\$ 189,463,021.45	\$ 175,336,512.69	8.06%	\$ 847,252,195.20	\$ 803,285,248.31	5.47%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
May 14, 2018



Board of Directors Memo

May 24, 2018

Subject: Current Procurement Activities

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.

Triennial DBE Goal Setting

Staff is working to develop the triennial DBE goal for FY 19, FY20, and FY 21. The goal is determined based on the amount of grant funding anticipated during the period and the projects that are known at this time. Data used to compile the goal is based on the number of ready willing and able firms in the market area, census data, bidders lists and data obtained from minority groups and chambers. The proposed goal and methodology will be available for public comment for a period of 30 days. After the comment period closes the goal will be approved and presented to the Board in July for adoption.

Submitted by:

A handwritten signature in blue ink, appearing to read "A. Forrester", is written over a horizontal line.

Athena Forrester, CPPO, CPPB
AVP of Procurement

Final Review:

A handwritten signature in blue ink, appearing to read "Marisa Perry", is written over a horizontal line.

Marisa Perry, CPA
Chief Financial Officer/VP of Finance

Board of Directors Memo

May 24, 2018

Subject: Marketing & Communications Update**NEW HANDOUTS**

- Wheels & Rails (May 2018 issue)
- Passenger Transport (May 2018 issue) – Highland Village Lyft Service Launch Story
- Metro Magazine (May 2018) – Redefining Public Transportation Story
- Air North Texas (May 2018) – DCTA's A-train Improves Air Quality in Denton County

APRIL 2018 PUBLIC MEETING REPORT*{Comprehensive Report is Attached}*

- **Snapshot of Results**
 - Total Promotional Timeframe – April 1 through May 4, 2018
 - Total Impressions Across All Efforts – 411,193
 - Total Engagements Across All Efforts – 7,210
 - Total Number of Attendees – 63
 - Total Number of Comments – 82
- **Snapshot of Comments**
 - **Interest in:**
 - Service between the DDTC and DFW Airport
 - Later bus service
 - Bus service on Sundays
 - **Concerns about:**
 - Increase in regional fare
 - Lack of fixed-route service in the Lewisville Lakeview Zone
 - **Would like DCTA to consider:**
 - Matching DDTC hours to service hours
 - Better transfer times when making service changes
 - **Kudos:**
 - DCTA staff is excellent

**A-TRAIN POINT-IN-TIME STUDY RESULTS***{Comprehensive Report Provided at Meeting}*

- Survey Deployment – Thursday, May 3, 2018
 - Thursdays are the highest ridership days on the A-train based on the last six months of data
- Total Surveys Collected – 813
 - Average ridership on Thursdays is 1,695

SHAPING OUR FUTURE CAMPAIGN OVERVIEW*{All Content at DCTAFuture.net / Comprehensive Media Report is Attached}*

- Comprehensive campaign to share DCTA's story in a multitude of themes, including:
 - FY'18 Strategic Planning Guidance Report
 - Antero Group Case for Transit Study
 - TTI Study (future content)
 - Expansion Plans
 - New DCTA Technology
 - Previous Analysis and Expansion Projects



- The campaign was relaunched with the following content:
 - Release of the Antero Group study in March 2018
 - One-pager
 - Infographics
 - News release and media outreach
 - Community outreach
 - FY'18 Strategic Planning Guidance Report In late April/early May 2018
 - Animated video development
 - News release and media outreach
 - Digital promotion (email marketing and social media)
- Future campaign outreach includes:
 - Promotion of the TTI study
 - Future agency plans
 - Agency successes

DENTON ARTS & JAZZ RECAP REPORT

{Comprehensive Report is Attached}

- Event Details:
 - Dates – Friday, April 27 – Sunday, April 29
 - Location – Quakertown Park, Denton
 - Global Attendance – 200,000
 - Confirmed Impressions (at booth) – 1,600
 - Email Addresses Collected – 696
- Shuttle Bus Ridership:
 - Friday – 166
 - Saturday – 1,036
 - Sunday – 506
- Rail Ridership (Free Ride Promo):
 - Friday – 1,536 (no passengers on added evening train)
 - Down 19.2% YOY
 - Saturday – 802
 - Up 66.4% YOY
 - Sunday – Rail Service Not Offered



MEDIA REPORTS

- **Monthly Media Report (April 2018)**
 - Stories: 36
 - Placement Highlights:
 - Denton Record-Chronicle
 - Mass Transit Magazine
 - Progressive Railroading
 - PR Daily
 - NBC 5 Today @ 4:30 a.m.
 - NBC 5 News @ 5 p.m.
 - NBC 5 News @ 6 p.m.
 - My Dallas Mommy
 - Plano Star-Courier
 - Headlined Highlights:
 - DCTA receives \$2.6M to construct bus maintenance facility
 - DCTA conducting PTC testing on A-train commuter rail line
 - Disaster drill planned for Downtown Denton Transit Center
 - DCTA seeks rider feedback in April open house meetings
 - 2017 PR Daily Award Winners



Denton Record-Chronicle

MASS TRANSIT
BETTER TRANSIT THROUGH BETTER MANAGEMENT

RAGAN'S
PR Daily

- Impressions: 4.18M (does not include Drive.ai stories)
- Total Publicity Value: \$50K
- Sentiment Over Time:
 - 66.7% Positive
 - 27.8% Neutral
 - 5.6% Negative
 - Wednesday, 4/11
 - Denton Record-Chronicle (online)
 - Headline: Decline in A-train, bus ridership concerns Denton officials
 - As a result of the City of Denton Work Session – Jim Cline spoke to address City’s concerns
 - The story can be found at: https://www.dentonrc.com/news/decline-in-a-train-bus-ridership-concerns-denton-officials/article_1f48d95c-47a3-563b-a7dc-18417a26204c.html
- Coverage by Media Type:
 - Online Consumer – 60%
 - Online Trade/Industry – 17.1%
 - Television Program – 17.1%
 - Consumer Blog – 2.9%
 - Online News and Business – 2.9%
- Share of Voice:
 - DCTA – 46.8%
 - DCTA Bus – 19.5%
 - DCTA Train – 33.8%
- **Drive.ai Announcement Media Report**
{Comprehensive Report is Attached}
 - Stories: 194
 - Impressions: 241.96M
 - Publicity Value: \$135K
- **Shaping Our Future Media Report**
{Comprehensive Report is Attached}
 - Stories: 5
 - Impressions: 126K
 - Publicity Value: \$28
- **Denton Disaster Drill Media Report**
{Comprehensive Report is Attached}
 - Stories: 9
 - Impressions: 27.57M
 - Publicity Value: \$46K

AWARDS ANNOUNCEMENT

{Newest awards since reported in February 2018}

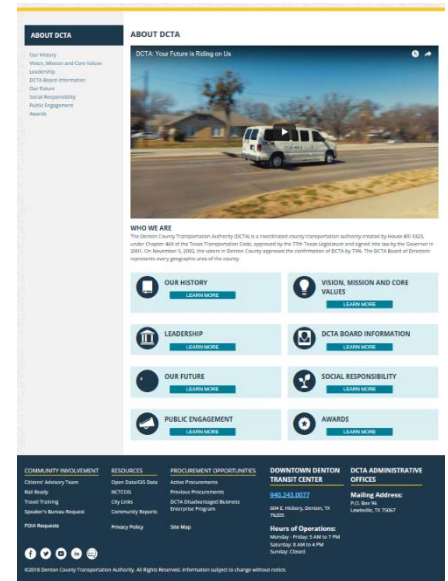
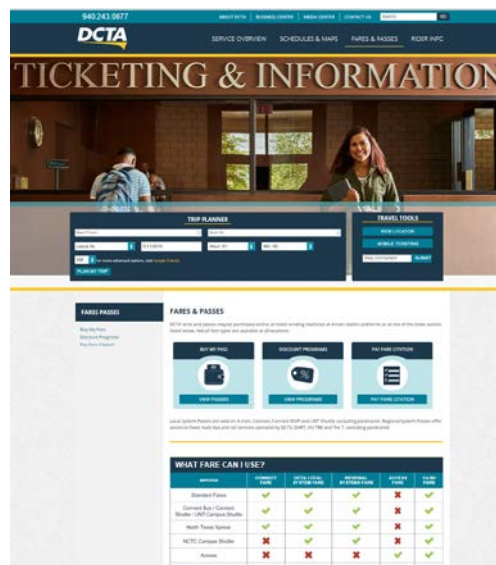
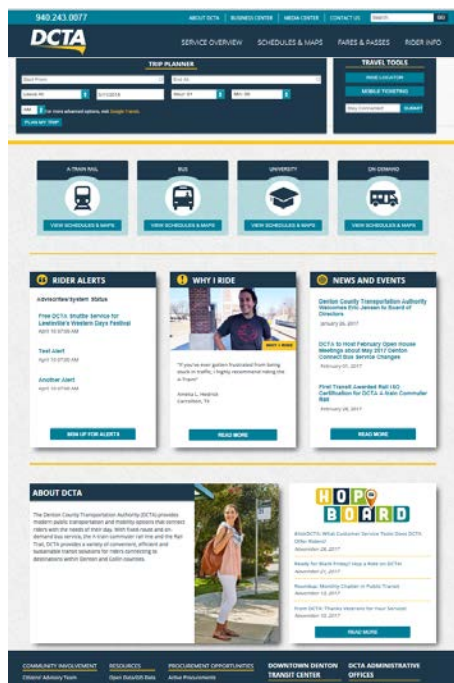
- **DFW AMA Marketer of the Year Awards**
 - **Winner** for the Summer Sales direct mailer in the Direct Mail category
 - **Finalist** for the North Texas Xpress Campaign in the New Product/Service Launch category
 - **Finalist** for the State Fair of Texas Campaign in the Integrated Marketing B2C category
- **American Business Awards (Stevie Awards)**
 - **Gold Award** for the State Fair of Texas Campaign in the Transportation Marketing Campaign category
- **PR Daily Video and Visual Awards**
 - **Honorable Mention** for the A-train vs. I-35E in the Low-Budget Video category



- **PR Daily Awards**
 - **Honorable Mention** for the A-train vs. I-35E Social Media Campaign in the PR on a Shoestring category
- **Hermes Creative Awards**
 - **Platinum Award** for the North Texas Xpress Campaign in the Product Launch category
 - **Gold Awards** for the Bike Everywhere Challenge in the Special Events category and Summer Sales direct mailer in the Direct Mail category
 - **Honorable Mention** for the A-train vs. I-35E campaign in the Social Media Campaign category

MARKETING & COMMUNICATIONS IN PROGRESS

- **Special Highlight:**
 - New DCTA Website Project
 - Agency-wide Testing: 6/18 – 6/20
 - Final Adjustments and Testing: 6/20 – 6/27
 - CMS Training and Tweaks: 6/27 – 6/29
 - Final Adjustments and Uploads: 7/2 – 7/6 (4th of July week)
 - Launch: 7/9



- **Routine Initiatives:**
 - Campaign / Communications Planning and Execution
 - Social Content / Creative / Posting / Responses / Reporting – Facebook, Twitter, LinkedIn, and YouTube
 - Blog Content Development / Posting / Reporting
 - Video Content Development / Production / Posting / Reporting
 - News Release Development / Proactive Media Pitching
 - Media Relations Outreach / Relationship Development
 - Email Marketing Content / Posting / Reporting (EnRoute News / Notices / Promotional)
 - Wheels & Rails Content and Creative Development
 - Brochure and Rack Card Content and Creative Development / Printing
 - Passenger Information Audits and Maintenance
 - Signage Installation / Removal

- Discount Pass Program Outreach / Member Administration / Coordination for New Customers
- Community Outreach (Events and Sponsorships)
- Public Information Requests
- Rider Alert Monitoring / Training
- Customer Service Instruction / Monthly Overview Meetings

- Updating Website Content / Progress on New Website
- Monthly M&C Ride-a-Long and Required Reporting
- Monthly "News Room" Brainstorming
- Award Nominations
- Monthly Reporting

• **Key Projects:**

- Safety Campaign – In Market
- Bus Driver Recruitment Support – In Market
- Strategic Planning Guidance Report Promotion – In Market
- Collin County Transit Low Income Pilot Program Website Content / Media Outreach – In Market
- Alliance Link Communications / Web Content – In Market
- North Texas Xpress Campaign – In Market
- Summer Youth Pass Campaign – In Market
- Strategic Planning Guidance Report Promotion – In Market
- Bike to Work Day Promotion – In Market
- PTC Testing Passenger Communications – In Market
- Marketing Intern Hiring Process – in Progress
- Agency Outreach Matrix Development – In Progress
- August Service Change Planning / Campaign Content – In Progress
- University A-train Promotion Campaign Planning – In Progress / Launches June 2018
- Fare Increase and Fare Promotion Campaign Planning – In Progress / Launches July 2018
- Passenger Information Overhaul – In Progress
- Community Survey – In Progress
- Website Asset Management and Testing – In Progress

- University Orientation Planning – In Progress
- Apartment Outreach Effort – In Progress
- Transit 101 Event – Held on 5/31
- Denton E-Bike Content Update – June 2018
- New Website Launch Campaign – Begin in Late June
- DCTA Employee Awards Ceremony – 6/20
- Sponsorship Advertising Audit – June 2018
- New Website Testing – Late June
- New DCTA Website – Official Launch on 7/9
- Regional Transit Connections Brochure – Summer 2018
- GOREquest Rack Card – Summer 2018
- Campus Connections Brochure – Summer 2018
- University Pass Program Brochure – Summer 2018
- Photo Shoot – Summer/Fall 2018
- DCTA / First Transit White Paper and B2B Video – Summer/Fall 2018
- Quarterly CAT Meetings – August 2018
- Highland Village Services Campaign – August 2018
- August Service Change Announcement / New Passenger Information – In Progress / Launches August 27

- **Community Outreach Initiatives**

- Denton County Friends of the Family Routine Meeting – 5/3
- Drive AI Media Event – 5/7
- Lewisville CAT Meeting – 5/8
- Denton CAT Meeting – 5/10
- Annual Older Americans Information and Health Fair – 5/10
- Quarterly Trinity Metro Marketing and Communications Meeting – 5/17
- North Texas Commission Board Meeting – 5/17
- Lewisville Chamber of Commerce Luncheon – 5/22
- State of the City Luncheon and Leadership Frisco – 6/12
- Denton Chamber of Commerce Luncheon – 6/15
- Denton Elected Officials Reception – 6/20
- Lewisville Chamber of Commerce Luncheon – 6/26

CUSTOMER SERVICE IN PROGRESS

- FY '19 Budget Preparation
- Access Monthly Pass Review and Consideration
- Updated University Pass Program Language
- Monthly Meetings
- Routine Informative Overviews
- Phone Screenings
- GOResponse Responses (Customer Communications Specialist)
- Social Media Responses / Reporting (Customer Communications Specialist)
- #AskDCTA Content Marketing Series
- Process Development / Efficiency Discussions
- Monthly Reporting

ADMINISTRATION IN PROGRESS

- FY '19 Budget Preparation
- 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



2018 April Public Meetings

April 16, 18 & 24, 2018

Engagement Overview

TOPICS INCLUDE: August 2018 Service Changes, Fare Changes, Job Access Services AND MORE!

ONLINE

FRIDAY, APRIL 13, 2018 - FRIDAY, MAY 4, 2018
PRESENTATION AND ONLINE FEEDBACK FORM
AVAILABLE AT RIDEEDCTA.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](#)



Everyone is welcome to attend the open house meetings. Persons with hearing or sight interpretive service needs are asked to contact DCTA at least five (5) business days in advance of the specific meeting at 940.243.0077 or via email at dctainfo@dcta.net so that DCTA can accommodate

Engagement Area:

Cities of Lewisville, Denton and Highland Village

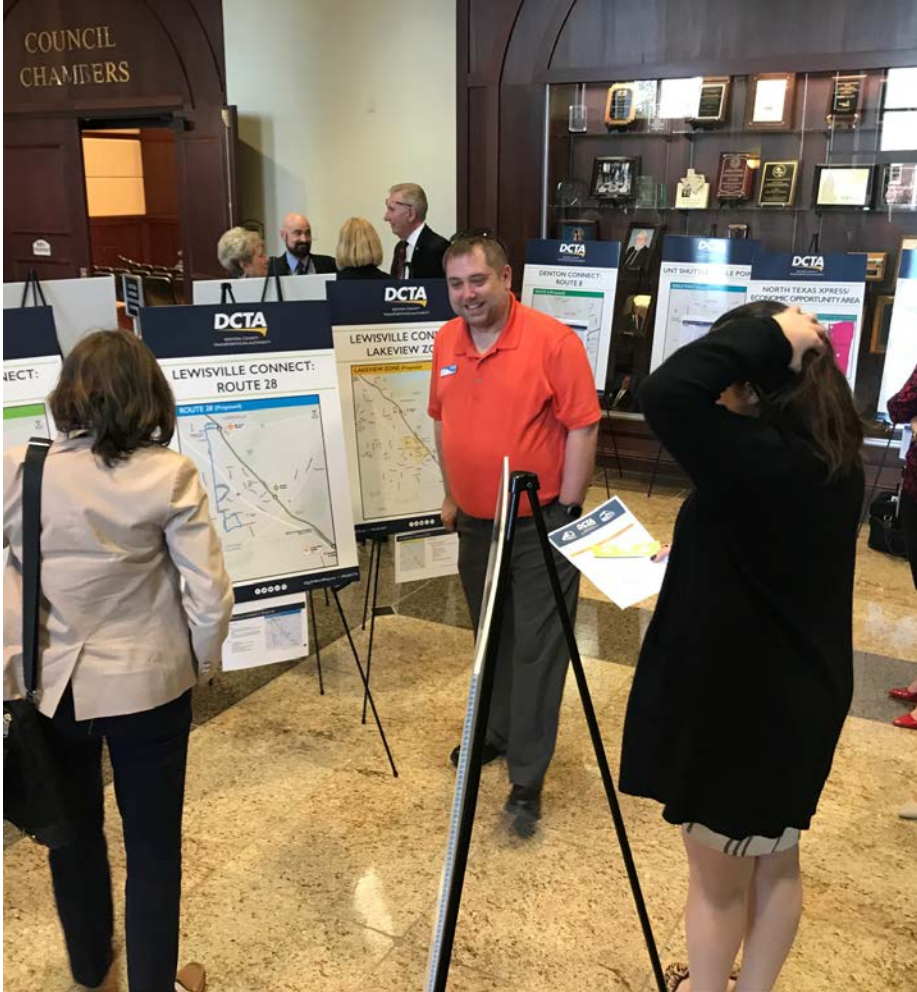
Engagement Timeframe:

April 13 – May 4, 2018

Public Meetings:

A series of open house meetings were held in DCTA's three member cities in April 2018. The meetings were open house style to give the attendees flexibility in their time of attendance and offered people time to peruse the proposals at their own pace. An online presentation and a dedicated webpage showcasing the information presented at the three meetings was hosted on RideDCTA.net with an available comment form.

Engagement Overview



Engagement Objective

Solicit public input on the following topics:

- August 2018 Service Changes
- Upcoming Fare Increases and Changes
- Job Access and Connectivity along 35W and Sam Rayburn
- Corridors Access Policies & Procedures
- Lyft Partnership and Bikeshare Proposal for Southeast Denton
- EPA Brownfields Grant – Subsurface Investigation
- Eagle Point Section of the Hike and Bike Trail
- Access Policies and Procedures Update

MEETING DETAILS



Meeting Details

Lewisville Public Meeting

Location: Lewisville City Hall Lobby
In conjunction with the regularly scheduled city council meeting.

Date: Monday, April 16, 2018

Time: 5:30 p.m. – 7:30 p.m.

5 individual interactions



Meeting Details

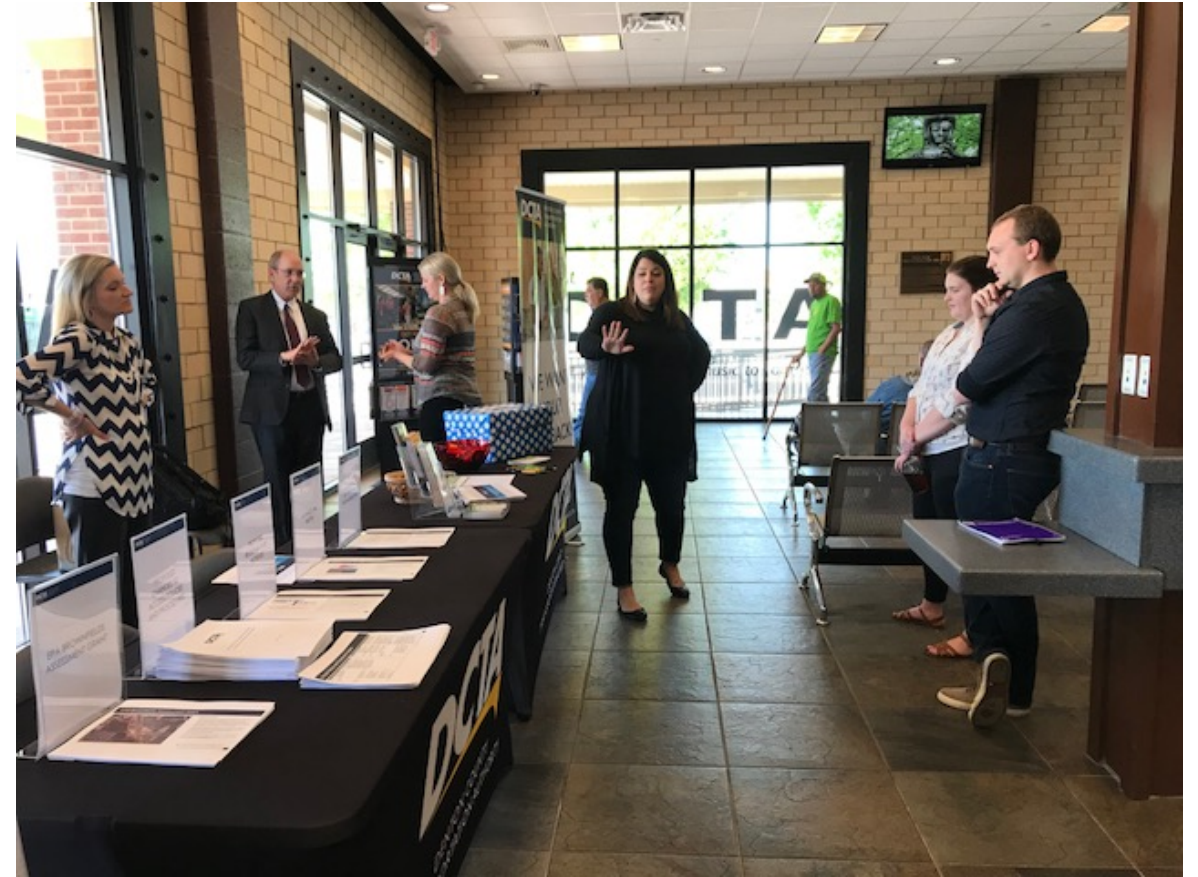
Denton Public Meeting

Location: Downtown Denton Transit Center

Date: Wednesday, April 18, 2018

Time: 3 p.m. – 7 p.m.

36 individual interactions



Meeting Details

Highland Village Public Meeting

Location:

Highland Village Municipal Complex Lobby
In conjunction with the regularly scheduled city council meeting.

Date: Tuesday, April 24, 2018

Time: 5:30 p.m. – 7:30 p.m.

15 individual interactions



SOCIAL MEDIA OUTREACH



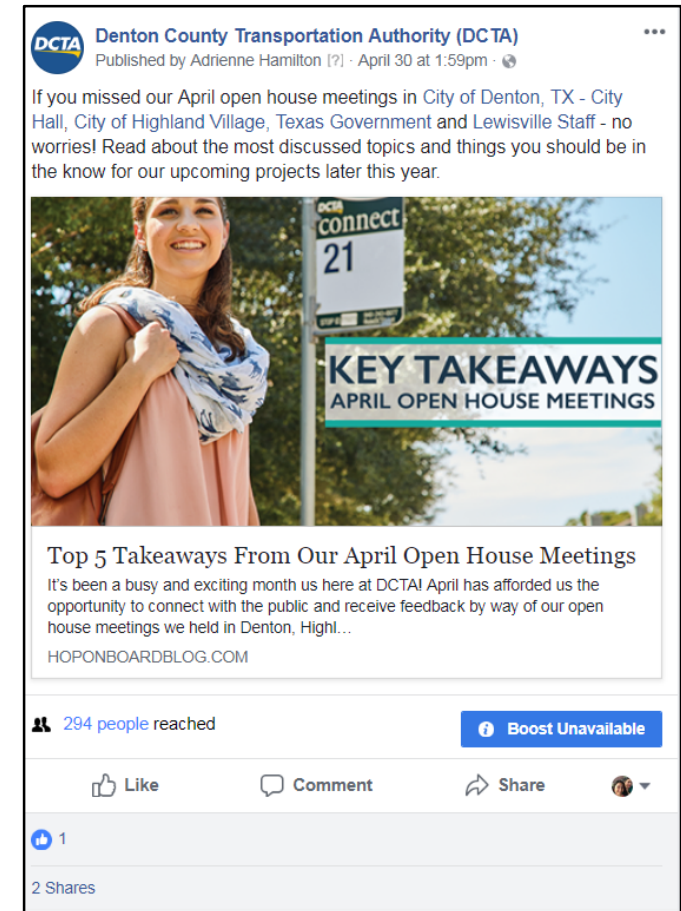
Facebook - Organic

Post Dates:

4/13, 4/17, 4/19, 4/26, 4/30

People Reached: 565

Total Engagements: 6



Twitter - Organic

Post Dates:

4/17, 4/20, 4/30

People Reached: 1,180

Total Engagements: 12



Facebook - Paid

Ad Run Dates:

April 1 – 17, 2018

Facebook: April Open House V1

- The April Open House V1 performed the **best** of the Facebook ads
- The total ad spend was **\$268.72** of the **\$270** budget

Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
333 Link Clicks	21,660	38,686	\$0.81 Per Link Click	\$268.72	Apr 17, 2018
Relevance Score	Frequency	Unique Link Clicks	Link Clicks	Post Engagement	CTR (All)
6	1.79	302	333	384	1.59%

*Source: Facebook



DCTA Denton County Transportation Authority (DCTA) Sponsored · 🌐

You're invited to attend our April open house meetings in Denton, Texas, Highland Village, Texas, and Lewisville, Texas! We'll be discussing August 2018 service changes, fare changes, job access and more. See you there! #RideDCTA

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY **DROP BY OUR NEXT OPEN HOUSE MEETING!**

dcta.net
We Need Your Feedback
Can't attend the meetings? The ... [LEARN MORE](#)

👍 30 22 Comments 8 Shares

Facebook - Paid

Ad Run Dates:

Facebook: April Open House V2

April 17– 25, 2018

- The April Open House V2 Facebook ad was the **second best** performing ad
- The total ad spend was **\$137.50** of the **\$230** budget

Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
151 Link Clicks	11,911	23,422	\$0.91 Per Link Click	\$137.50	May 1, 2018
Relevance Score	Frequency	Unique Link Clicks	Link Clicks	CTR (All)	Post Engagemer
6	1.97	142	151	0.79%	163

**Source: Facebook*



**Denton County
Transportation Authority
(DCTA)**
Sponsored · 🌐



Save the date: Join us at our April open house meetings in Denton, Texas, Highland Village, Texas, and Lewisville, Texas! We'll be discussing August 2018 service changes, A-train Rail Trail status and more. See you there! #RideDCTA



DCTA
DENTON COUNTY
TRANSPORTATION
AUTHORITY

DROP BY OUR NEXT OPEN HOUSE MEETING!
#RideDCTA • 940.243.8077



dcta.net
We Need Your Feedback
Can't attend the meetings? The ...
[LEARN MORE](#)

 8
1 Comment 1 Share

Twitter – Paid V1

Twitter: April Open House V1

- The April Open House V1 was the **second best** performer of the Twitter ads
- The interest group “travel news and general info” led in engagements with **23,959** engagements and **2,377** link clicks
- The total ad spend was **\$165** of the **\$166** budget

Tweet engagements	Engagement rate	Cost per engagement	Clicks
2,377	9.92%	\$0.07	2,377

Impressions	Spend	Results	Results rate	Cost per result
23,959	\$165.00	2,377 Link clicks	9.92% Link click rate	\$0.07 Cost per link click



Save the date for our April open house meetings. We'll be sharing exciting updates such as August 2018 service changes, A-train Rail Trail status and more! #RideDCTA



4:05 PM - 2 Apr 2018



Twitter – Paid V2

Twitter: April Open House V2

- The April Open House V2 was the **best performing** of the Open House Twitter ads
- The interest group “travel news and general info” led engagements with **25,523** engagements and **2,928** link clicks
- The total ad spend was **\$120** of the **\$166** budget

Tweet engagements		Engagement rate		Cost per engagement		Clicks	
2,929		11.48%		\$0.04		2,929	

Impressions	Spend	Results	Results rate	Cost per result
25,523	\$120.00	2,928 Link clicks	11.47% Link click rate	\$0.04 Cost per link click



Mark your calendar for our April open house meetings. We'll be sharing some important updates such as August 2018 service changes, fare changes and more! #RideDCTA



4:00 PM - 2 Apr 2018



Social Media Comprehensive Results

- Days Posted – 33
- Total Impressions – 113,335
- Total Engagements – 5,871



DIGITAL MARKETING OUTREACH



Email Marketing Statistics

- Email send: April 13, 2018
- Total Sent: 5,701
- Delivered: 5,568
- Opens: 776
- Unique Opens: 97
- Total Clicks: 75



DCTA Needs Rider Feedback at April Open House Meetings

Agency hosting meetings in Denton, Highland Village and Lewisville

Make plans to attend our April open house meetings which start next week! We plan to share major projects and initiatives, including: regional fare changes, August 2018 service

Website Statistics

Web Traffic

- Total page views for the April 2018 Public Meetings page: **654**
- Average time spent on the April 2018 Public Meetings page: **0:53 seconds**
- Total bounce rate on the April 2018 Public Meetings page : **86.85%**

Top 5 Referral Sources <small>(other referral sources include t.co, Cision, and Google)</small>	Number of Sessions	% of Total Referrals	Average Time Spent on Page	Bounce Rate
Facebook (paid)	368	61.8%	0:31	89%
Facebook (organic)	98	16.2%	0:18	92%
links.govdelivery.com	75	8%	1:09	77%
Twitter	38	7%	0:46	86%
(direct)	18	2%	4:10	72%

**Source: Google Analytics*

MEDIA RELATIONS



Media Relations

Publication Mentions

- Denton Record-Chronicle
- Lewisville Texan Journal
- Cross Timbers Gazette

TOTAL MENTIONS

5

TOTAL REACH

292K

Wednesday, May 9, 2018 Sign in / Join About Archives

The Lewisville Texan Journal

THE FIRST SURVIVOR OF ALZHEIMER'S DISEASE IS OUT THERE

alzheimer's association Join the fight at alz.org

HOME NEWS COMMUNITY OPINION CALENDAR POLICE ELECTIONS SUPPORT


Home > Community > Calendar > DCTA Open House meeting in Lewisville April 16

Community Calendar Events News Local News Politics Submitted Content

DCTA Open House meeting in Lewisville April 16

By Leopold Knopp - April 13, 2018 368 0

Share on Facebook Tweet on Twitter G+ P



The Denton County Transportation Authority will host a series of open house meetings to share major agency projects and initiatives, including regional fare changes, August 2018 service changes, access policies and procedures, the EPA Brownfields assessments grant, A-train Rail Trail and job access and connectivity opportunities.

The Lewisville meeting will be 5:30 to 7:30 p.m. April 16 in the lobby of City Hall, [151 W. Church Street](#), in conjunction with the city council meeting.

The come-and-go meetings will give the public an opportunity to speak with individual DCTA staff members about the presented topics. DCTA has numerous projects happening in the next couple of months and needs rider feedback to enhance service and projects for the many communities the agency serves.

The discussion will cover a proposed 20 percent fare increase for regional fares based on the region's decision to increase fares as well as proposed service changes in August 2018, which include Lewisville going from two routes to four routes and an on-demand zone and

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View Weekly Ad

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Traditional Advertising

Newspaper Ad's

Publication Dates:

- April 1
- April 2
- April 8
- April 9
- April 15
- April 16
- April 22
- April 23

Placement Publications:

- Carrollton Leader
- Coppell Gazette
- Lewisville Leader
- The Colony Courier Leader
- The Lake Cities Sun
- The Leader

Monday, April 1, 2018

The Colony Courier Leader

www.colonycourier.com

Police Blotter

MARCH 26
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Butterfly

From PETS 101
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Colorful Day

Saturday, April 14 to 5 PM
Old Town Lewisville
Free Admission
LewisvilleColorfulDay.com

Activities:
A dog named...
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A dog named...

Rolling Oaks Funeral Home
400 Freepark Parkway, Coppell, TX 75019
972-745-1638
Serving our community since 2009
www.RollingOaksFuneralHome.com

Monday, April 1, 2018

The Colony Courier Leader

www.colonycourier.com

Lanes

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Camp Bow Wow

Saturday, April 14 to 5 PM
Old Town Lewisville
Free Admission
LewisvilleColorfulDay.com

Activities:
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Rolling Oaks Funeral Home
400 Freepark Parkway, Coppell, TX 75019
972-745-1638
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OVERALL COMMUNITY OUTREACH STATISTICS



Community Outreach

Events

- Colorpalooza passed out flyers to **150** attendees
- UNT Apartment Fair spoke with **80** attendees
- Highland Village Chamber Luncheon made verbal announcement to **80** attendees

Direct Mail Campaign

- Sent **327** letters to businesses, non-profits and apartments along the proposed service change routes

Phone Calls

- Made **30** phone calls to businesses, non-profits and apartments along the proposed service change routes

Community Outreach - Email

Emails

250 emails sent to contacts who distributed to their respective audiences via their databases.

Emailed entities included:

- City of Denton
- City of Highland Village
- Denton ISD
- Denton CVB
- Lewisville CVB
- Lewisville ISD
- SEDA
- All the offices of Lewisville local elected state officials(State House, State Senate)
- The Lewisville Texan Journal
- The Lewisville Leader
- Community Impact Newspaper (Lewisville, Flower Mound, Highland Village)
- Citizen Advisory Team members
- UNT
- TWU
- Denton Black Chamber of Commerce
- Denton Hispanic Chamber of Commerce
- Denton County Friends of the Family
- Salvation Army of Denton County
- North Central Texas College
- The Denton Record Chronicle
- The Dallas Morning News
- The Fort Worth Star-Telegram
- FOX 4 News
- NBC 5 News
- WFAA News 8
- CBS 11 News
- Noticias 23 News
- CW33 News
- Telemundo 39 News
- Suburban Parent
- DFW Child

Partner Sharing

Partner Sharing

- 10 partner shares on: 4/9, 4/13 and 4/16
- Total Engagements: 39



BUDGET

Budget

Budget Breakdown:

- HCK2 1(2.5 Hours) – Resizing & Print Ad Placement: \$1,750
- HCK2 (9.5 Hours) – Social media Creative, Posting & Reporting - \$1,300
- Print Advertising: \$4,049
- Social Media Advertising: \$1,524.22
- Display Boards: \$315.90
- DDTC Poster: \$27.29
- Flyers: \$162.86
- Direct Mail Outreach – Envelopes: \$222.76 (Remaining envelopes to be used for future outreach.)
- Direct Mail Outreach – Postage: \$164
- Event Supplies – Easels: \$180.45
- Event Supplies – Snacks, Dot Stickers, Plastic Document Holders, etc: \$88.51
- Pull Up Banners: \$327.04 (Evergreen creative will be used at future public meetings.)

TOTAL: \$10,112.03

OVERALL ENGAGEMENT STATISTICS



Overall Engagement Statistics

Total Promotional Timeframe

- April 1 - May 4, 2018

Total Impressions Across All Efforts

- 411,193

Total Engagements Across All Efforts

- 7,210

Total Number of Attendees

- 63

Total Number of Comments

- 82

COMMENTS

Lewisville Comments



Topic: Lewisville Route 26

New senior living community and apartments. Why does Route 26 not serve them?

Topic: Highland Village Shuttle

No stops on Southern portion of shuttle route. Potential for stops at McGee or CVS at Garden Ridge. Use community on-demand two times a week with Regional pass. Not sure changes with Lyft will be as convenient.

Topic: A-train Special Event Service

I would really like special event service to and from American Airlines Center for Mavs and Stars games. Even if it was one train to pick up after the event.

Denton Comments

Topic: Service Hours

Please make the buses run much later on Saturdays. 6 p.m. is the latest? Monday through Friday til midnight extend hours of operation for buses in Denton.

Need later bus service in Denton.

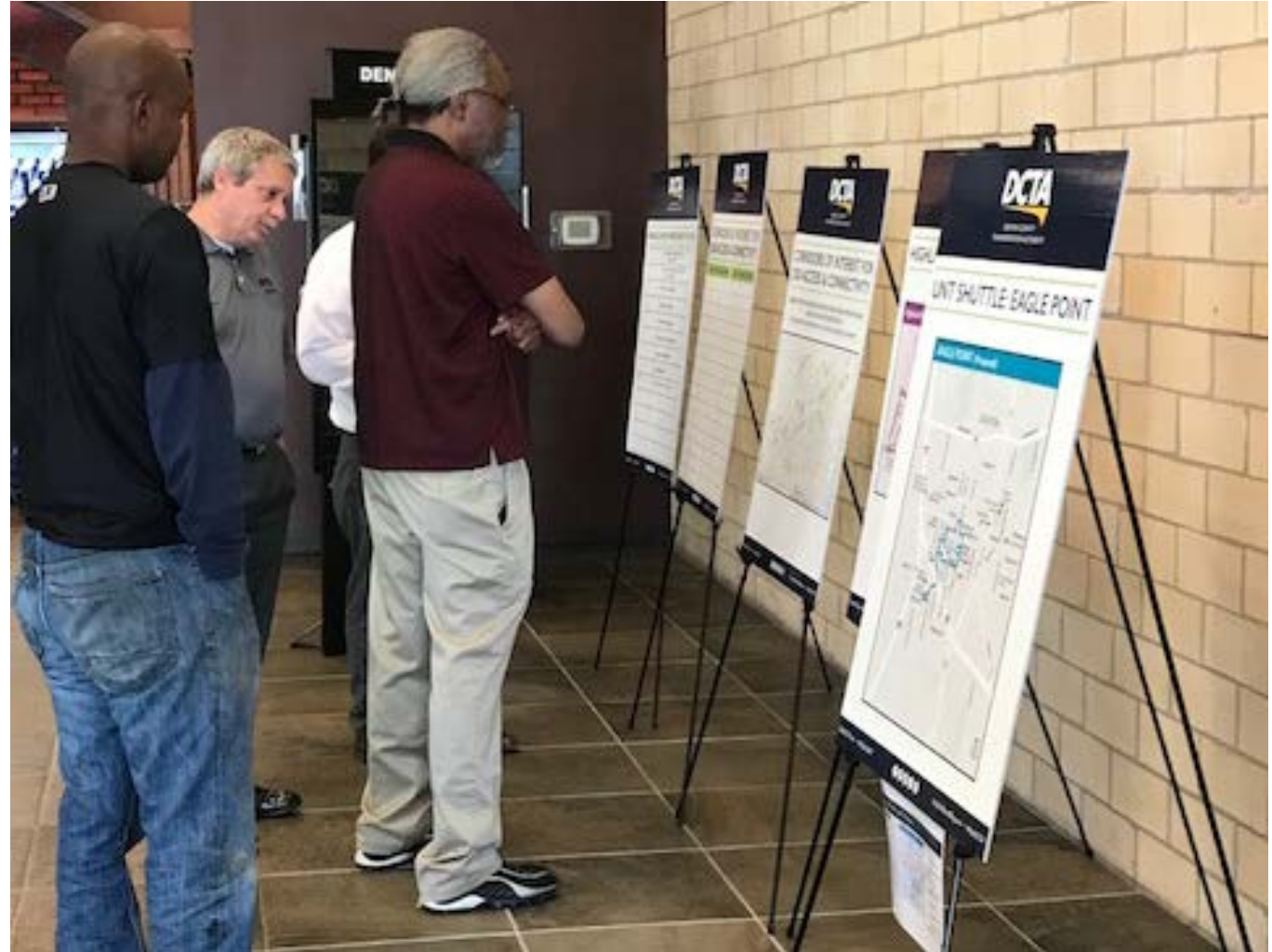
Consider Sunday service for my shopping and travel.

Topic: Fare Increase

Concerned about the increase in ticket fee. Wouldn't mind having promo's though.

Find an alternate way to not increase fare. Buying two different tickets is difficult, not convenient.

I am a daily rider. Keep the 10 pack of local/regional fare. Work to stop the Regional fare increase. Basically, if I had to choose between having one Regional day pass for \$12 or buying two local day passes for \$5 each, I'd take the latter.



Denton Comments

Topic: DDTC

Please put a clock in the Denton Downtown Center.

We should have recycling containers inside the DDTC!

They are closing the DDTC at 6:56 p.m. not 7 p.m.

I think the DDTC should be open the same hours that the buses are running.

Topic: Access

Excellent Access bus driver (George, 5 a.m.) Always feel safe!

Thanks for extended access hours.

Topic: Route 4

The 4 is the only way that you can get to University. Pluses – the 7 and 8 so you can go to Presby either way.

#4 = good. Connectors from University to Golden Triangle plus MedPark via Nottingham, Audra, Woodrow. University via Carroll, Elm and Locust. Denton Community Health Clinic stop.

Topic: Route 5

Buses are dwelling way too long at DDTC for no reason.

Connect North Lakes Park Route 5. Route 1 connect to Eureka Park (South Lakes).

Denton Comments

Topic: Route 6

Route 6 try a Saturday bus.

I have submitted several requests (orally) for a stop on Route 6 by the North Branch Library (inbound). I have not received any replies to my request. Each person at the city makes the final decisions. If they reject this request I'd like to know the reason. There is a bike path on Windsor where the stop would be, but there are no "No Parking" signs, so cars are parked there during school hours and school days.

I can't take Route 6 anymore. It's hard for me to take Route 6 or 7. Because I can't walk a long way anymore. So I would like for you to have a Route 6 go back like it was before. Thank you.
Kroger and Walmart long connection to Route 4.

Topic: Route 7/Route 8 Change

Consider a smaller bus for one of the two buses during peak times. When one bus gets behind often, send a small added bus. East bound takes too long to get home.

Topic: DCTA

Excellent staff.

Thanks for listening!

Overall DCTA is great!

Denton Comments

Topic: Denton Airport Zone

Good idea! Please make it happen.

Topic: A-train

I take A-train back and forth to Trinity Mills. Excellent!

Topic: Service

More Service to parks in Denton

Service to Frisco and Collin County.

Service to Flower Mound.

Please make the buses run much later on Saturdays. 6 p.m. is the latest? Monday through Friday til midnight extend hours of operation for buses in Denton.

Need later bus service in Denton.

Consider Sunday service for my shopping and travel.

The bus schedule should be extended until 9 p.m. 6 days a week.

Denton Comments

Topic: Lakeview Zone

Would it be worth holding an additional public meeting specifically for corporate park?

I am an annual pass holder and ride Route 21 in Lewisville approximately 4 times a week. I do not want an additional cost for an on-demand type system. I currently have about a ½ mile walk from bus stop 770465 to my office. If the stop could be moved that would be appreciated. If Route 21 needs to change to save costs, what about doing away with the non-business rider times 9:30 a.m. – 3:30 p.m.? What you are currently doing works 90% of the time (except for my walk, which is probably good for me). On-demand would be acceptable if there would be no additional charge.

Comment from 2 regular riders. Route 21 in Lakeview area – drivers are always early or late and will totally pass by people waiting at a stop or walking to a stop. We have to break the new drivers in! Love Steve on Route 21! And Adele. One of the 2 regular riders said she is holding off on renewing her annual pass until DCTA makes a decision on the Lakeview zone. She wants a fixed route.

Topic: Opportunities to Volunteer

I am so excited about this. Due to a vision problem I have needs for this type of service. I have waited and wanted this for a long time. I would like to volunteer.

Denton Comments

Topic: Transit Transfers System

Transfers should be used. 1 transfer for all buses. The meaning is to go by the amount of hours that remain on the transfer. In most typical situations it should give the rider a 3 hour transfer ticket time that works for all buses (including return trip).

Topic: Route 65

Like the Route 65 proposal.

Topic: Stop and Shelter Requests

More sheds near connector route exchange points. Access to airport area also.

Restroom at Trinity Mills – door operated by ticket (valid ticket).

Please put emergency phones at the train stops.

Topic: Fares

Concerned about the increase in ticket fee. Wouldn't mind having promos though.

Find an alternate way to not increase fare. Buying two different tickets is difficult, not convenient.

Highland Village Comments



Topic: General

Would love to see more mass transit!

Topic: Highland Village Lyft Service

I currently ride Community On-Demand using a Regional reduced pass. Willing to try Lyft if it was more affordable.

Topic: Not Enough Time to Purchase Ticket On Platform

Concerned about time to buy a ticket at Trinity Mills.

Topic: Fare Changes

I am with Southwest Airlines. I represent a group of SWA employees who purchase Regional passes from DCTA. We would like for you to keep the fares low to keep encouraging people to ride.

Not in favor of fare increase for Regional pass.

Please make fares comparable to current levels – particularly with reduced fares.

Highland Village Comments

Topic: Route Service

Route 4 delays are an issue.

Route 2 from Walmart to Route 6 transfer time is a concern.

I wish that DCTA would provide buses and train services on Sunday. I truly enjoy the services Mon-Fri and would love to see buses and trains extend more late arrivals and more services on Sunday.

Interested in providing service to the CACDC.

Requesting service at CAC.

Shorter routes make travel from my home to 121 bus at Bellaire much less convenient. This location is a community center "Next Steps Center". It is an important destination.

Saturday service needs more frequency.

Topic: Highland Village Station

Shade from cover is wrong direction. Needs to be wider. As it is now the shade is over in the parking lot.

Topic: Service Hours

I drive to Carrollton to pick up DART because hours aren't late enough.

Online Comments

Topic: Route and Schedule Information

Yesterday (Apr. 18) I was at the downtown Denton DCTA building. I was given a packet of changes that would be happening at DCTA. One of these was labeled as Proposed Commuter Bus Service Serving Hebron, Southwest Medical District, and West End. There was no info included in the handout. If DCTA is planning such where would the bus stops be? I ask because I take DCTA trains to/from Trinity Mills then switch to DART trains and go to West End Area. DCTA used to have a bus that I took to the West End Area years ago before the A train.

Topic: Route 21

When I moved to Lewisville I chose Stone Creek because it has bust shelters/stops for both inbound and outbound, right at my door. I use this service every day. If it changes I may not cope with additional walking. I may purchase another car. Please don't change 21 on E. Southwest Pkwy.

The screenshot displays the DCTA website's homepage with a focus on the 'April 2018 Public Meetings' section. The header includes the DCTA logo, contact information (940.243.0077), and navigation links for Routes & Schedules, Fares, News & Events, About DCTA, and Resource Center. A left sidebar contains links for News & Events, Routes & Schedules, Fares, News & Events, About DCTA, and Resource Center. The main content area features a yellow sidebar with 'News & Events' and a central section titled 'April 2018 Public Meetings' dated Mar 30, 2018. This section describes a series of open house meetings in April to discuss major agency projects and initiatives, including regional fare changes, August 2018 service changes, access policies, EPA Brownfields assessments, a train Rail Trail, and job access and connectivity opportunities. It encourages public participation and provides a link to 'View the Presented Topics'. Below this, 'Top Reasons to Attend' are listed, mentioning numerous projects and the need for rider feedback. A 'Regional Fare Changes' section highlights a proposed 20 percent fare increase for regional fares based on the region's decision to increase fares. An 'August 2018 Service Changes' section lists proposed changes in Lewisville (four routes and an on-demand zone), changes to the Eagle Point route (JUNT Campus Shuttle) for additional campus access, and a proposed new route and on-demand zones for a connection between Denton and Alliance. A 'Dates and Locations' section lists 'Lewisville'. On the right, a 'Travel Tools' sidebar offers a search bar, a 'Plan My Trip' button, and links to Google Transit, Mobile Ticketing, and Transit Tracker. A 'Rider Alerts' section at the bottom right provides sign-up links for alerts and lists current alerts, including 'RideDCTA Free on Bike to Work Day' and 'DCTA Campus Shuttle Service 2018 Summer Schedule'.

Online Comments

Topic: Drivers

The drivers of Routes 5&6 need to learn to make up the time that they are early along University and not Bell. I work at TWU and when the bus arrives at the stop on Administration, they cannot stop on Bell because they get a long line of cars waiting behind them. I have missed the bus a number of times because they are running early.

I must say that probably 95% of the drivers are great.

Topic: Service Hours

I would really like to see Sunday service.

I think the DDTC should be open the same hours that the buses are running.

Topic: Mechanical Issues

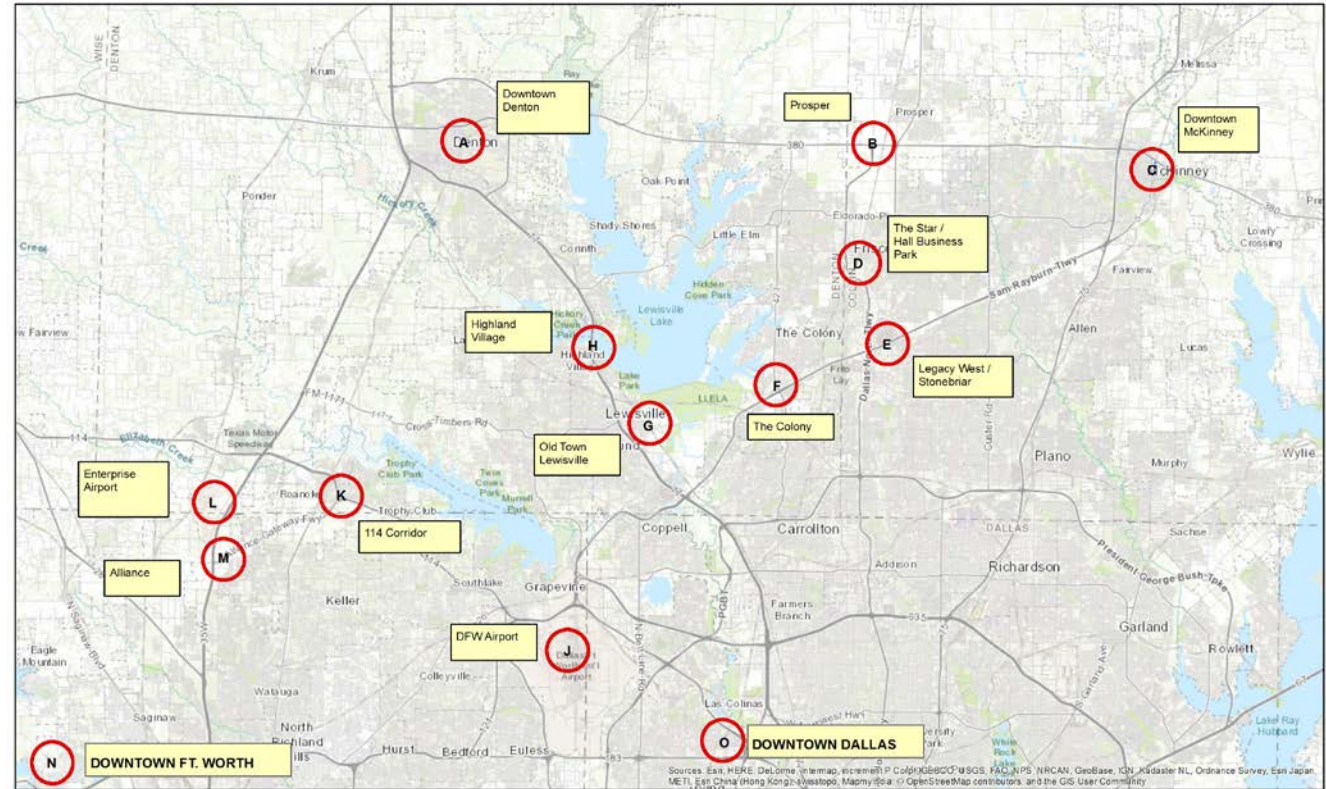
The mechanical issues and breakdowns are horrible! They need to stop. DCTA needs to get on the repairs of the vehicles so the number of issues goes down.

Display Board Comments

The map below was shared at the public meetings. Attendees were asked to identify their individual origin and destinations for job access and connectivity that they would be interested in. Those results are below.

Corridors of Interest for Job Access & Connectivity

ORIGIN	DESTINATION OF INTEREST
A (Downtown Denton)	J (DFW Airport)
A (Downtown Denton)	J (DFW Airport)
A (Downtown Denton)	N (Downtown Fort Worth)
A (Downtown Denton)	J (DFW Airport) O (Downtown Dallas) F (The Colony) K (114 Corridor)



Map Create Date: 4/11/2018

Display Board Comments

WHICH IS MOST IMPORTANT TO YOU?

Public meeting attendees were asked to place a sticker next to the item that was most important to them. Blank spaces were also provided if there was something of importance not listed.

3 votes	Maintaining the current cost of fare. (Regional & Local)
1 vote	Convenience of purchasing one regional fare vs. two local fares.
1 vote	Improved bus frequency.
1 vote	Additional mid-day A-train service.
4 votes	Sunday bus service.
1 vote	Southbound shuttle service stops in Highland Village.
0 votes	Last/first mile connection.
0 votes	Improved A-train frequency.
0 votes	Late-night A-train service.

Comment Takeaways

- **Interest in:**
 - Service between the DDTC and DFW Airport
 - Later bus service
 - Bus service on Sundays
- **Concerns about:**
 - Increase in regional fare
 - Lack of fixed-route service in the Lewisville Lakeview Zone
- **Would like DCTA to consider:**
 - Matching DDTC hours to service hours
 - Better transfer times when making service changes
- **Kudos:**
 - DCTA staff is excellent



2018 Denton Arts & Jazz Festival

April 27 - 29, 2018

Event Overview



Event Overview

Event Details:

DCTA was on-site at the 38th annual Denton Arts & Jazz Festival. While on-site DCTA occupied an event booth as well as had 3 roaming brand ambassadors walking the event grounds. iPads were used to register attendees for a chance to win a DCTA prize pack. Attendees could visit the DCTA booth to register for the raffle as well as spin the prize wheel for a chance to win DCTA swag.

Event Location:

Quakertown Park, Denton, TX

Event Dates: Global Attendance:

200,000

Confirmed Impressions on Event:

1,600

Number of Emails Collected:

696



Event Overview

Event Staffing:

Booth (DCTA staff and brand ambassador) and roaming brand ambassadors during the following dates and times:

- Friday, 4/27 – 3 p.m. to 7 p.m.
- Saturday, 4/28 – 10 a.m. to 7 p.m.
- Sunday, 4/29 – 11 a.m. to 5 p.m.

Talking Points:

- Free Ride Promotion for event weekend
- Summer Youth Pass Information
- Education Surrounding DCTA Info including: Routes, GoRequest, Transit Tracker
- Register to Win Raffle

Event Cost

- Sponsorship: \$1000
 - Booth: \$250
- Booth set up and tear down: \$25
- Brand Manager, Brand Ambassadors, iPads, shipping:
\$4,655.58

Total: \$5,930.58

Free Ride Promotion Ridership Statistics



Free Ride Promotion Statistics

Bus Ridership

Two buses providing 30 minute headways to/from Medpark

- Friday, April 27: **166**
- Saturday, April 28: **1,036**
- Sunday, April 29: **506**

Rail Ridership

One additional trip Friday night, normal service Saturday, no service Sunday

- Friday, April 27: **1536**; (no passengers on added trip)
(April 28, 2017 – 1903)
- Saturday, April 28: **802**
(April 29, 2017 – 482)

Transit Tracker

- 677 Views
- 42 Clicks

Email Marketing, Website and Media



Email Marketing and Website



Email Marketing

- Two emails distributed: 4/12 and 4/26
- Total emails delivered = 9,356
- Total email opens = 1,669
- Total click through rates = 80
- Average total email open rate = 18 percent
- Average total email click through rate = 1 percent

Web page

- Total page views = 1,982
- Average time spent on page = 2:35
- Bounce rate = 78.48 percent
- Top sources/referrals
 - Denton Jazz Fest website
 - Google
 - Facebook
 - Direct Traffic
 - Twitter

Media

News Release:

Distributed to media on
Monday, April 9

Media Source:

Denton Record-Chronicle

TOTAL MENTIONS

4


TOTAL REACH

760K




Social Media


Social Media - Facebook




Denton County Transportation Authority (DCTA)
Published by Hootsuite [?] · April 9 at 7:10am ·

Planning to go to the [Denton Arts & Jazz Festival](#) this year? Forget parking hassles and ride our free shuttle service! Learn more: <http://bit.ly/2uLSI10> #RideDCTA



**Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

 **640 people** reached



Mahta Kholousi, Isabel De Niz and 2 others

Boost Post

2 Shares

Facebook			
Post Date	People Reached	Total Engagements	Picture/Content
4/9/2018	741	11	Free Shuttle Service
4/13/2018	149	1	Free Shuttle Service
4/24/2018	9681	697	Free Shuttle Service

Total People Reached: 10,571

Total Engagement: 709

Social Media - Twitter

Twitter			
Post Date	People Reached	Total Engagements	Picture/Content
4/9/2018	422	8	Free Shuttle Service
4/13/2018	656	5	Free Shuttle Service
4/14/2018	541	12	DRC Article
4/24/2018	1063	29	Free Shuttle Service
4/26/2018	819	3	Free Shuttle Service



Total People Reached: 3,501

Total Engagement: 57

Partner Marketing



Partner Marketing

Partner Social Media Shares:

- 4/4
- 4/10
- 4/11
- 4/12
- 4/13
- 4/15
- 4/16
- 4/17
- 4/21
- 4/23
- 4/24
- 4/25
- 4/26
- 4/27
- 4/28
- 4/29



Partner Marketing

 **Discover Denton**
Yesterday at 2:45pm · 🌐

This week...are we right? Just three more days until we have a great weekend at **Denton Arts & Jazz Festival**! Who's ready? Plot your weekend with the schedule and see how to ride to the fest for FREE with **Denton County Transportation Authority (DCTA)** at our website: <http://bit.ly/2pY3yXf> #dentoning



**38TH ANNUAL
DENTON
ARTS & JAZZ
FESTIVAL**
A **FREE EVENT**
AT QUAKERTOWN PARK!

4/27 3p-11p
4/28 10a-11p
4/29 11a-9p


discoverdenton.com dentonjazzfest.com


 

Like Comment Share

11

4 Shares

 DCTA Retweeted


 **Denton Economic Dev.** @DentonEDP · Apr 27


Ready for 3 days of @dentonjazzfest. @RideDCTA and skip the parking. Enjoy the music and art. #dentoning.

Denton CVB @DiscoverDenton


We are READY to @dentonjazzfest! Who's with us?? Don't stress about parking, because @RideDCTA has your back with FREE shuttles from MedPark Station! bit.ly/2uLSI10
[twitter.com/RideDCTA/statu...](https://twitter.com/RideDCTA/status...)

2 5

 DCTA Retweeted

 **Denton CVB** @DiscoverDenton · Apr 25

It's really easy to get to @dentonjazzfest this year - just @RideDCTA! They are offering FREE shuttles all three days from MedPark station to Quakertown Park. See all the details here: bit.ly/2uLSI10 #dentoning #dentonjazzfest



DCTA @RideDCTA

#RideDCTA to the @dentonjazzfest that's coming up! Avoid parking and ride our FREE shuttles: bit.ly/2uLSI10

2 4

Partner Marketing

Denton
Arts & Jazz
FESTIVAL

HOMEEVENT INFOATTRACTIONSLINE UPSPONSORSTOP HANDS MEMBERSHIPDONATE

fun!

Dallas Area Rapid Transit (DART) and the DCTA – A-train –

From Dallas:

Take DART's Green Line to the Trinity Mills station in Carrollton

At the Trinity Mills station transfer to the A-train* with a simple cross-platform transfer

Take the A-train* to the Downtown Denton Transit Center located near the heart of Denton

At the Downtown Denton Transit Center transfer to bus route 6, 7, 8 or 9** to get to either the Campus Theater or the Square Donut Theater

Click Here

Become a Member

KEEP JAZZ FREE



DallasJAM @DallasJAM · Apr 26

Take the A Train to **Denton** and then ride a **FREE shuttle** to the festival for a cool, Earth-friendly #jazz experience! facebook.com/DallasJAM/post...



Denton Subreddit @DentonSubreddit · Apr 14

DCTA to provide **free** service to upcoming festivals redd.it/8c8feu #Denton



DCTA to provide free service to upcoming festivals ...

20 points and 2 comments so far on reddit

reddit.com


2

2


ORIGINAL DENTON TEXAS INDEPENDENT

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A FREE EVENT AT QUAKERTOWN PARK

WHEN

4/27 3PM - 11PM

4/28 10AM - 11PM

4/29 11AM - 9PM



38th ANNUAL DENTON ARTS & JAZZ FESTIVAL

discoverdenton.com

ARTS & JAZZ FESTIVAL

WHEN

April 27, 2018 - April 29, 2018 @ 3:00 pm - 10:00 pm

WHERE


Denton's Quakertown Park and Facilities [Get Directions](#)

321 East McKinney, Denton, TX 76201

DETAILS

Where fun is the thing and jazz is king!

EVENT WEBSITE



DCTA 2018 Denton Arts & Jazz Festival

17

Event Takeaways



Event Takeaways

The Arts and Jazz Shuttle Service was a big success with an excess of 1,700 riders over the course of the weekend. The buses were well utilized and met the ridership demands. The extra rail service on Friday night did not generate additional riders. DCTA had a booth at the event and the combined effort was a strong presence. DCTA was happy to support this important event, and will work with City staff and event organizers to review results and plan for next year.

- Bus service was well utilized.
- No issues with pickup or drop-off.
- Patrons appeared to be well accepting of remote parking.
- Additional rail trip was not beneficial.
- Saturday service (with complimentary fare) did show positive support.
- Sustain the bus service and the fare promotion.
- Do not add more rail trips.



DENTON COUNTY
TRANSPORTATION
AUTHORITY

Drive.Ai Announcement Media Report (5/11/2018)

TOTAL MENTIONS

194

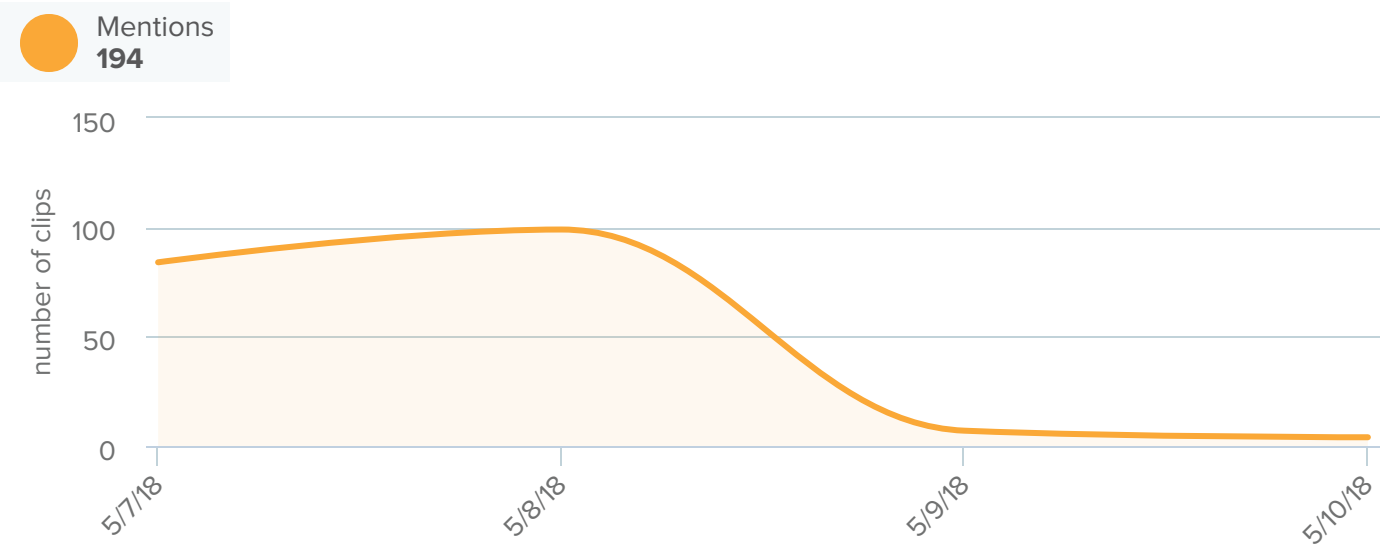
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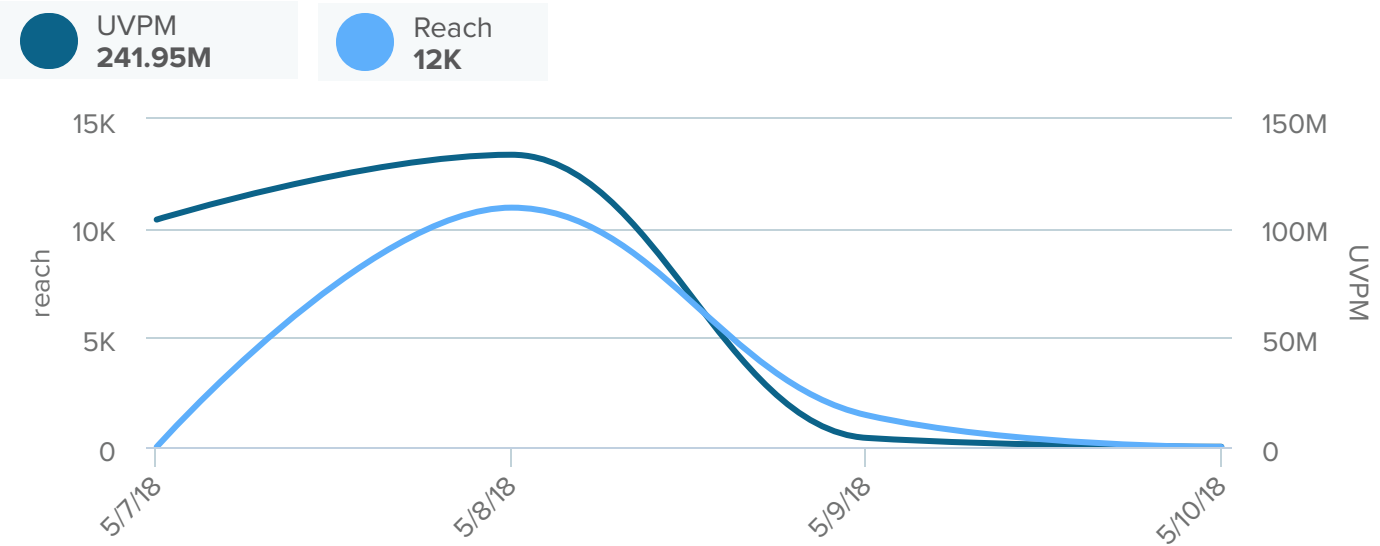
TOTAL PUBLICITY VALUE

\$135K

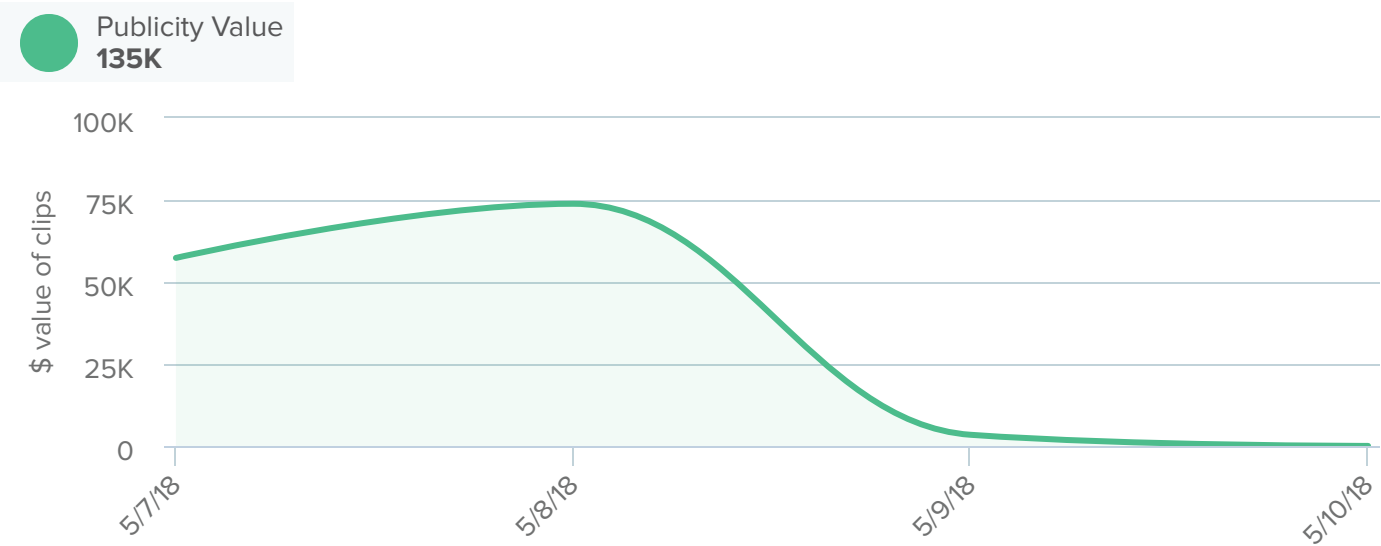
TOTAL MENTIONS



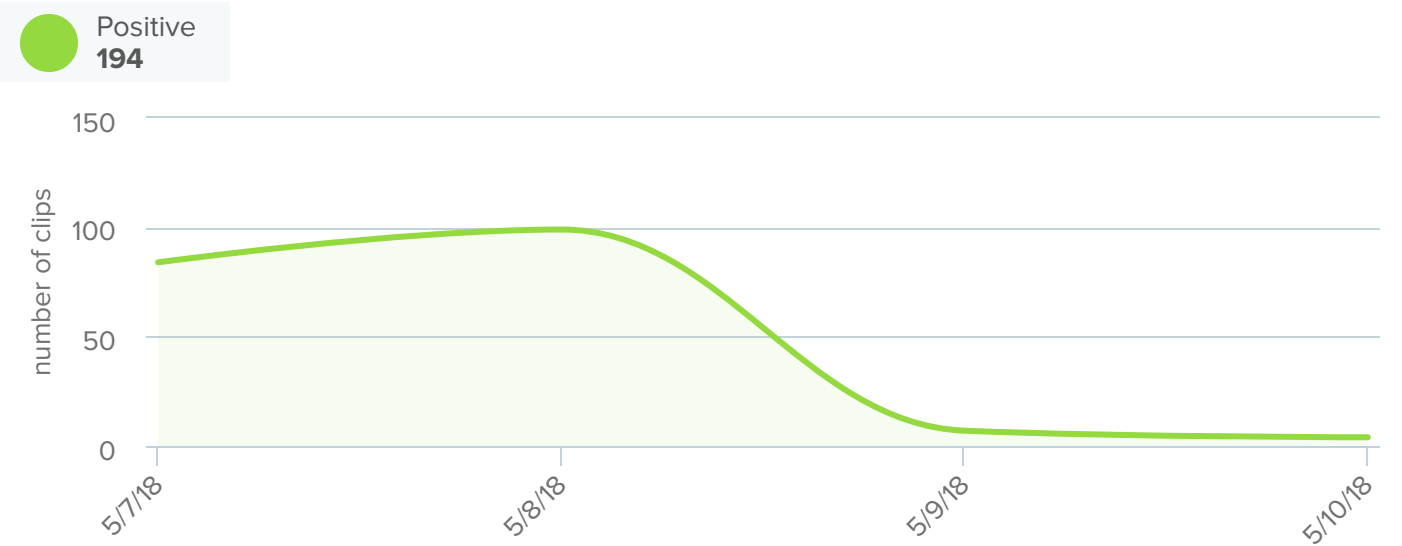
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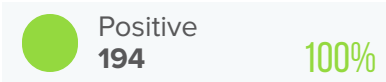
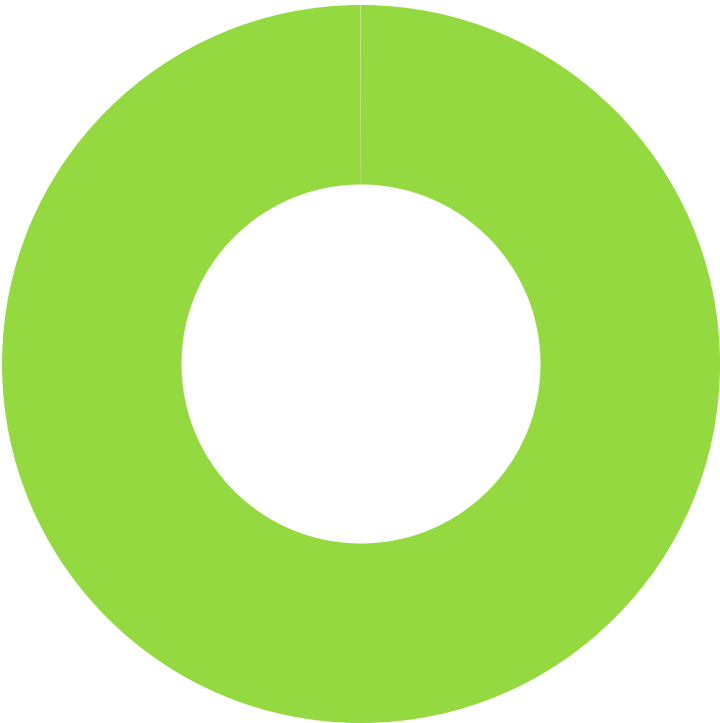
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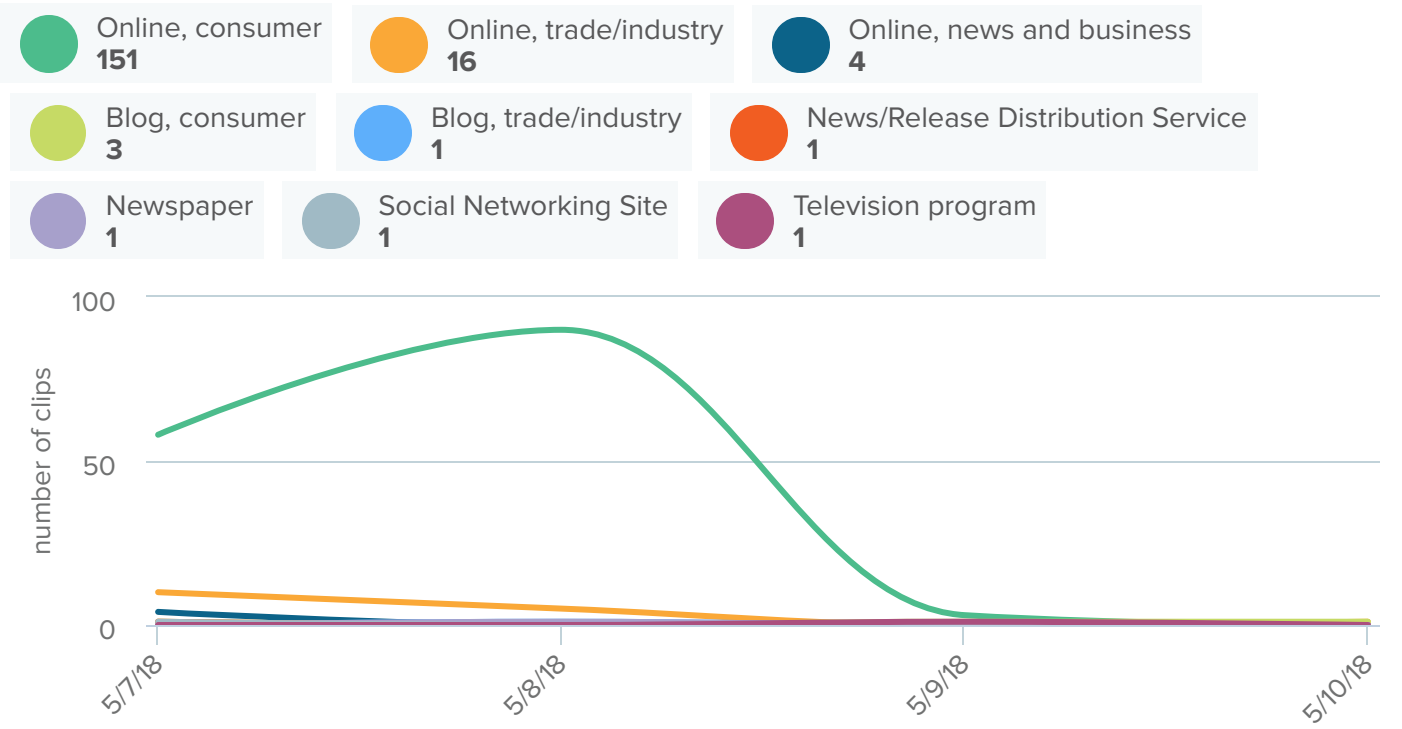
SENTIMENT OVER TIME



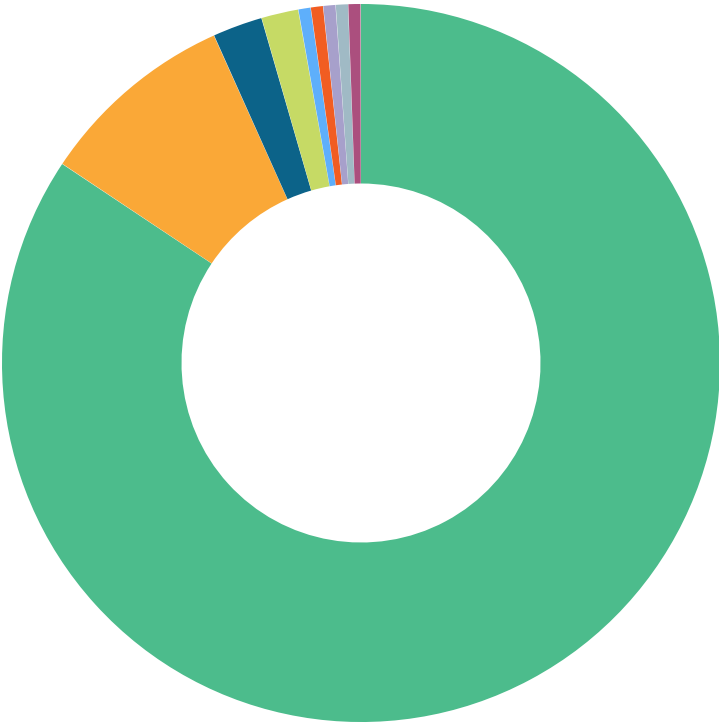
SHARE OF SENTIMENT



TREND OF COVERAGE BY MEDIA TYPE

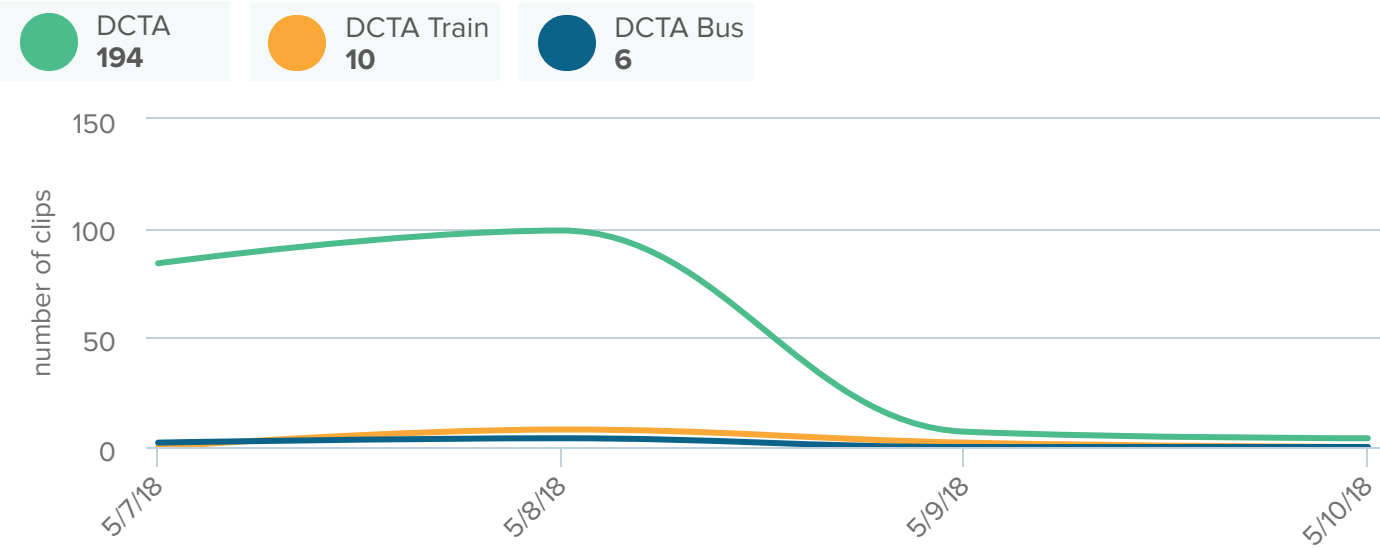


SHARE OF COVERAGE BY MEDIA TYPE

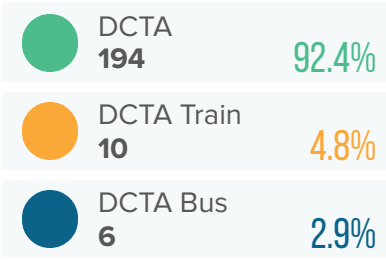
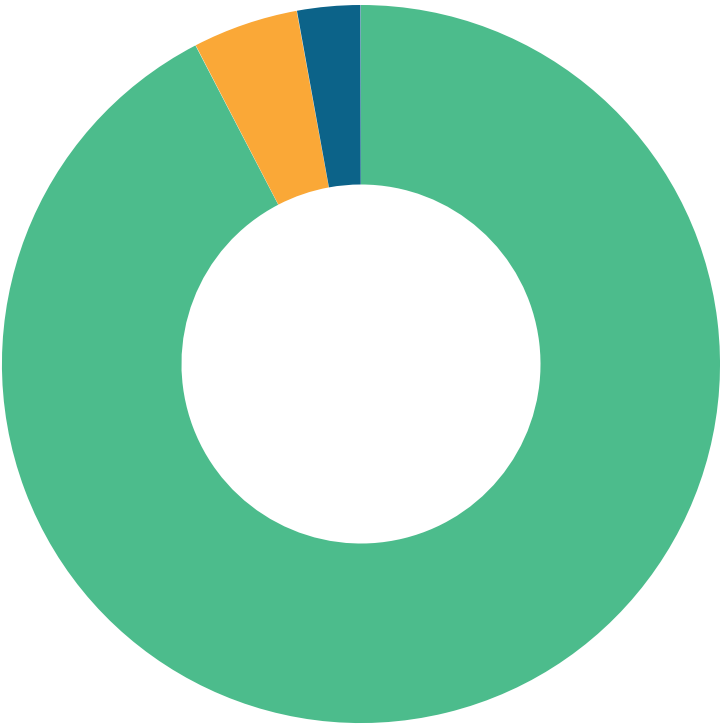


Online, consumer	151	84.4%
Online, trade/industry	16	8.9%
Online, news and business	4	2.2%
Blog, consumer	3	1.7%
Blog, trade/industry	1	0.6%
News/Release Distribution Service	1	0.6%
Newspaper	1	0.6%
Social Networking Site	1	0.6%
Television program	1	0.6%

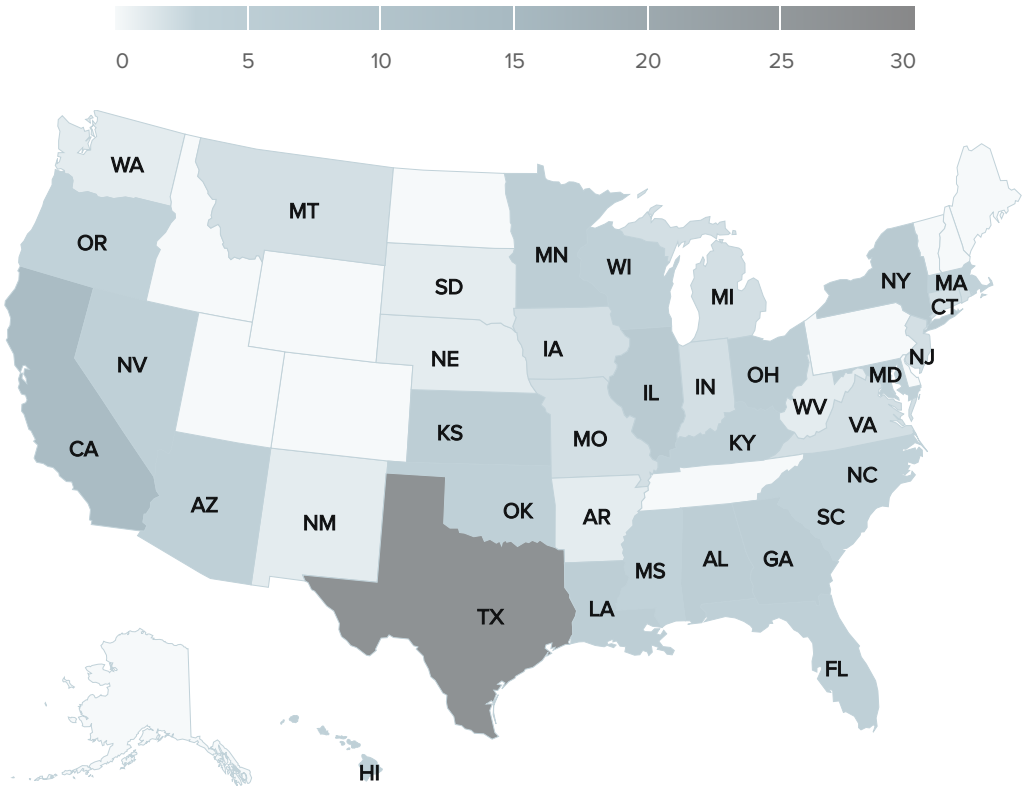
MINDSHARE OVER TIME



SHARE OF VOICE



MENTIONS BY LOCATION



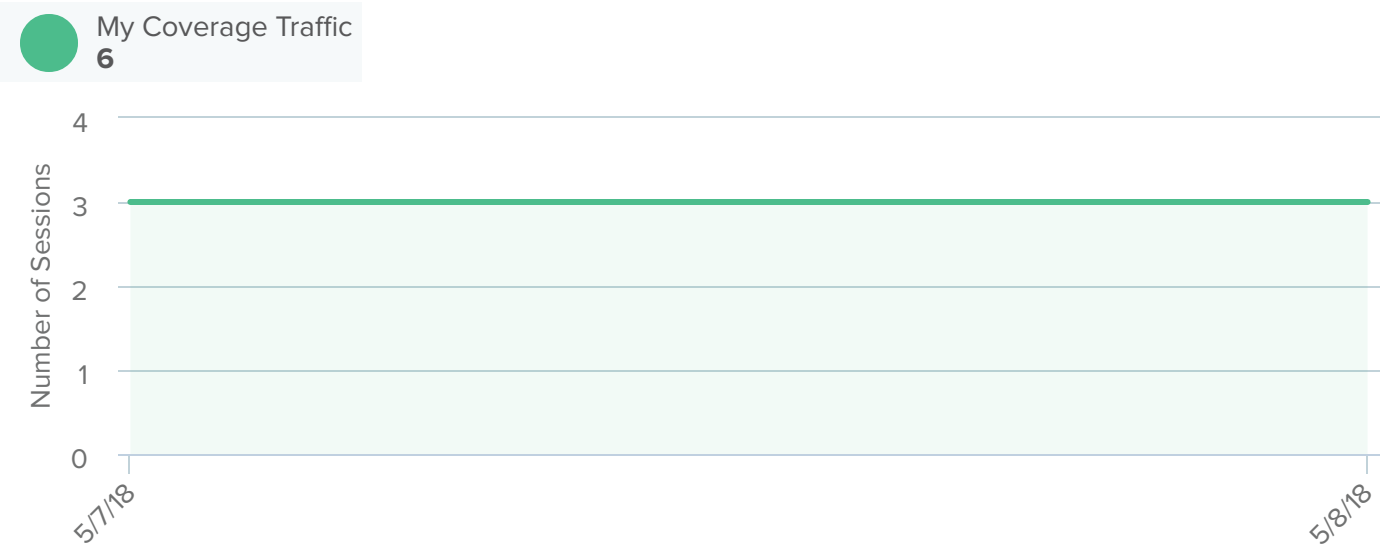
WORD CLOUD



TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Digital Trends	1	30,000,000	\$6,900.00
Forbes Online	1	29,759,863	\$34,223.84
The Verge	1	24,120,766	\$19,417.22
Breitbart	1	19,117,397	\$15,389.50
KVIL-FM Online	1	11,920,119	\$2,741.63
Arizona Republic Online	1	10,830,326	\$8,718.41
Dallas Morning News On...	1	9,376,788	\$2,156.66
VentureBeat	1	9,376,541	\$7,548.12
KLUV-FM Online	1	8,282,729	\$1,905.03
Milwaukee Journal Senti...	1	4,768,012	\$3,838.25

WEB TRAFFIC GENERATED FROM COVERAGE





DENTON COUNTY
TRANSPORTATION
AUTHORITY

Shaping our Future Campaign Media Report (5/11/18)

TOTAL MENTIONS

5

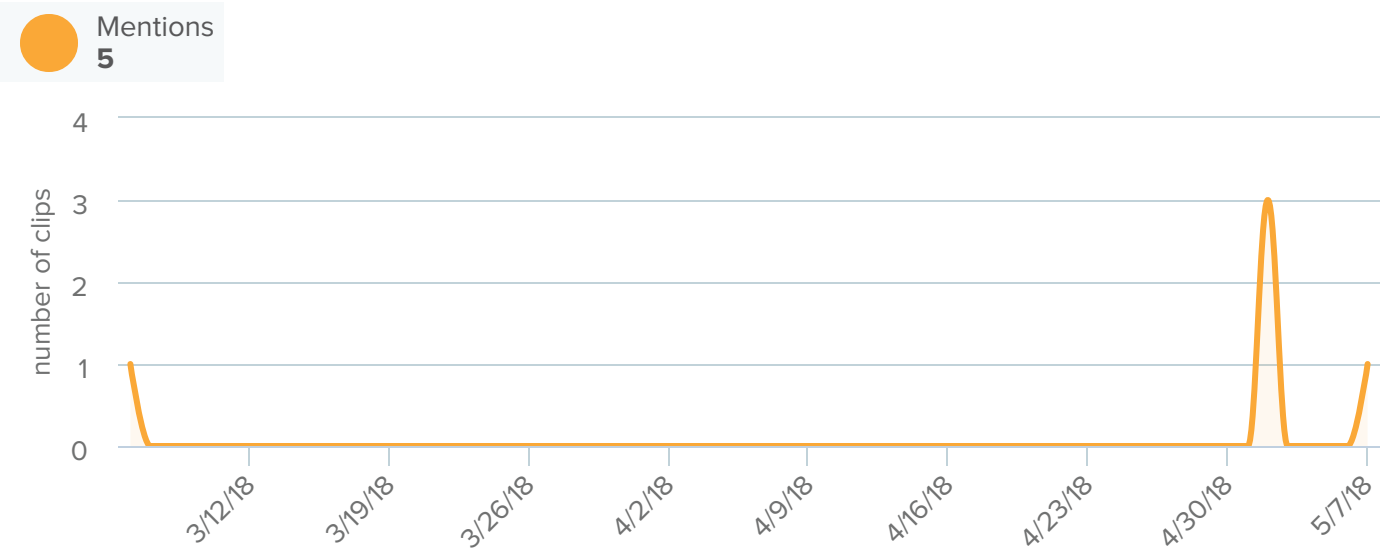
TOTAL REACH

126K

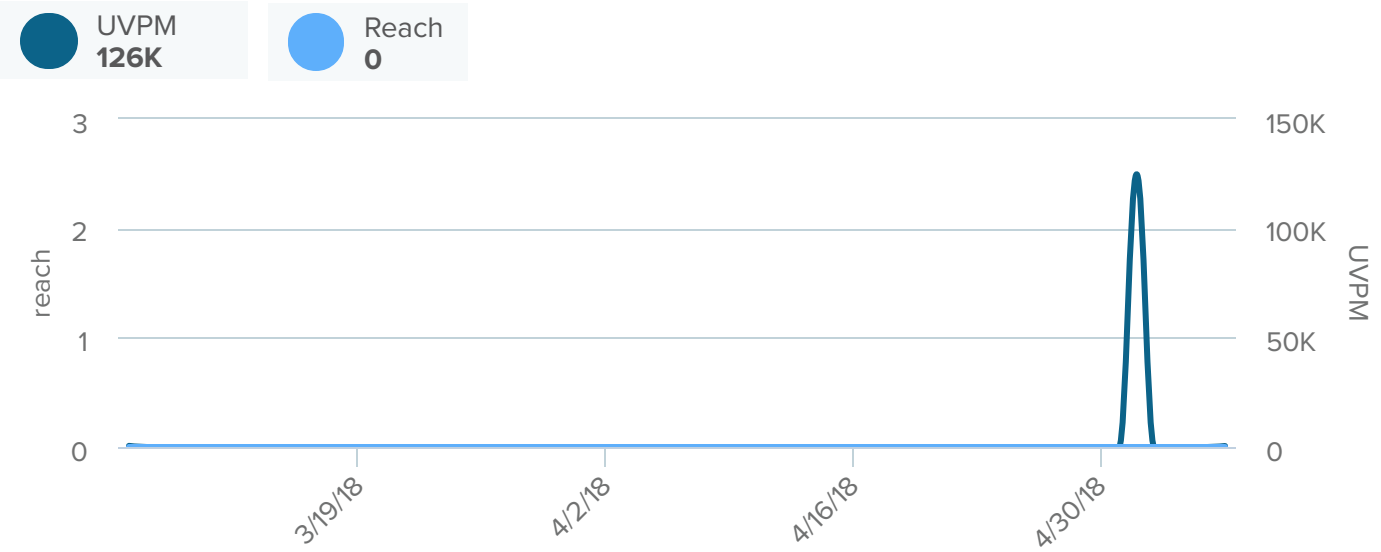
TOTAL PUBLICITY VALUE

\$28

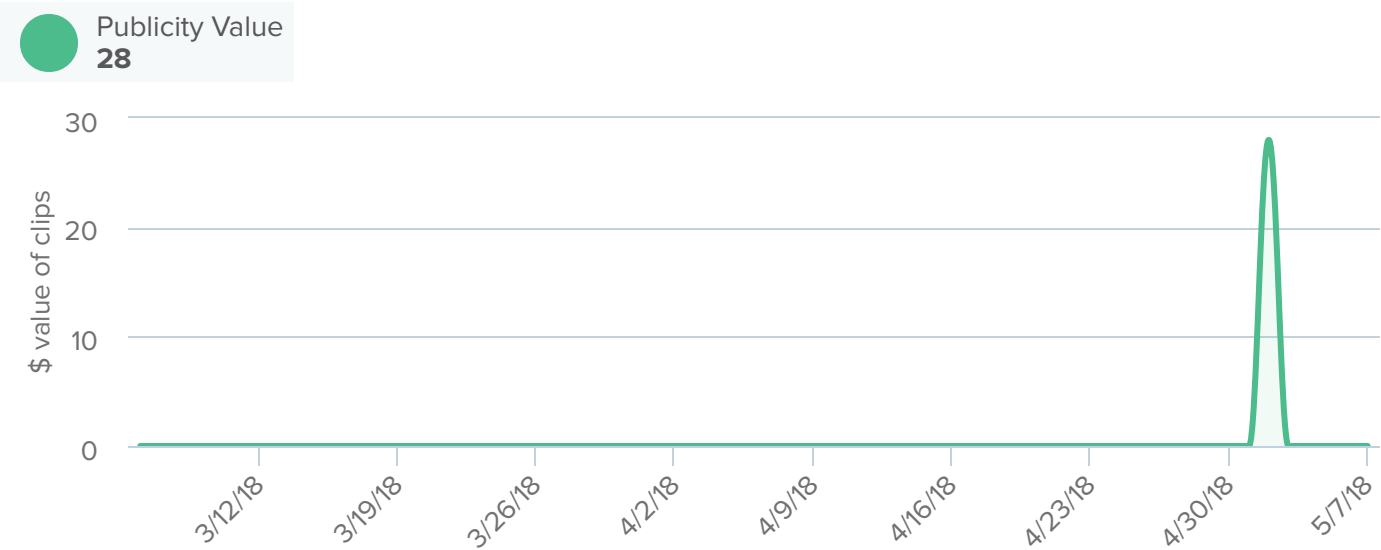
TOTAL MENTIONS



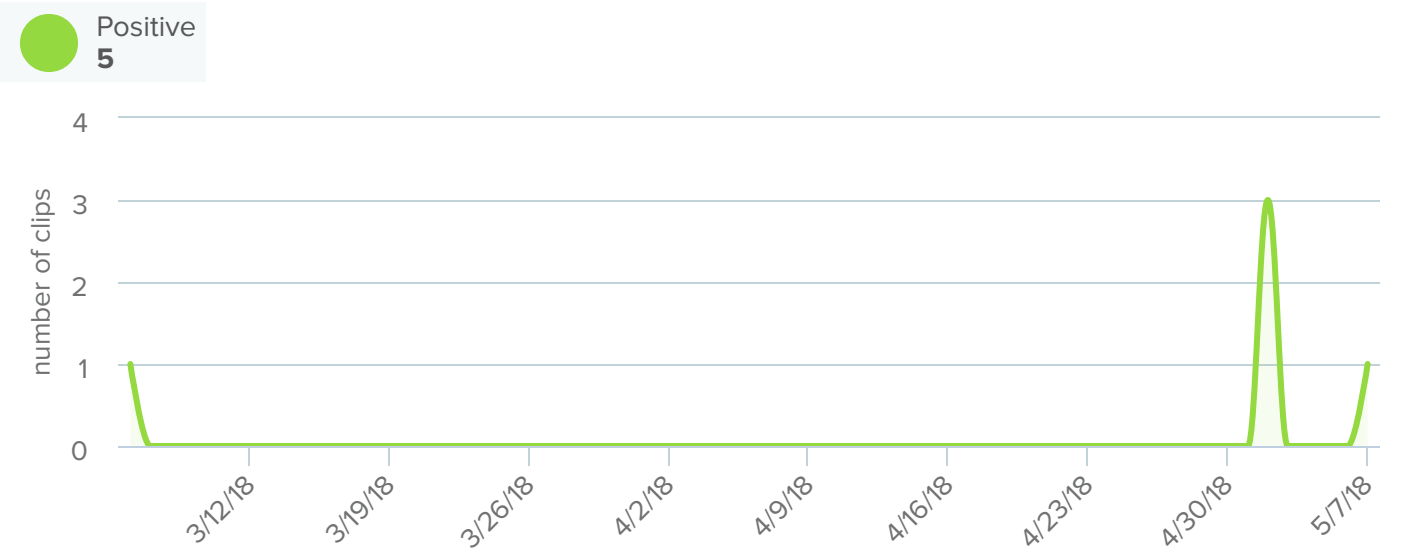
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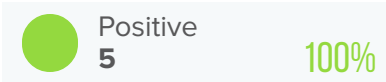
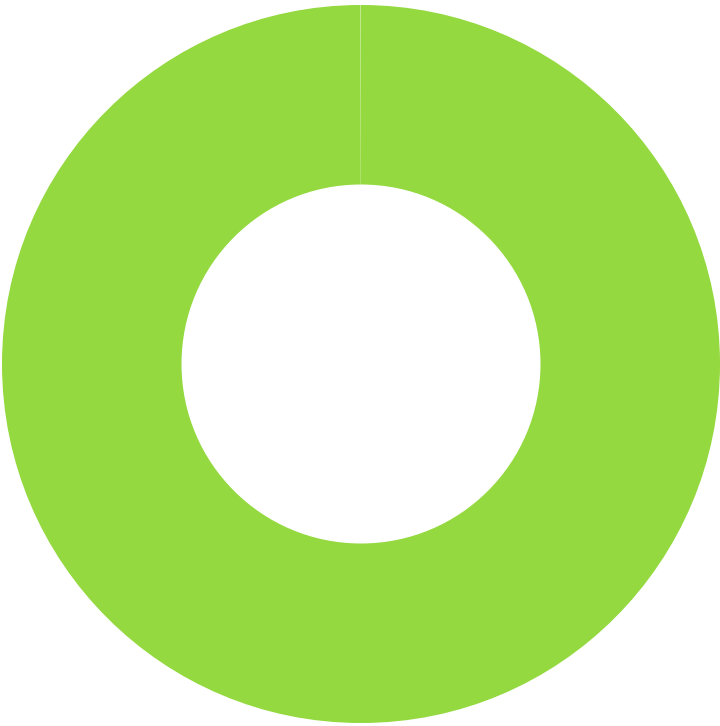
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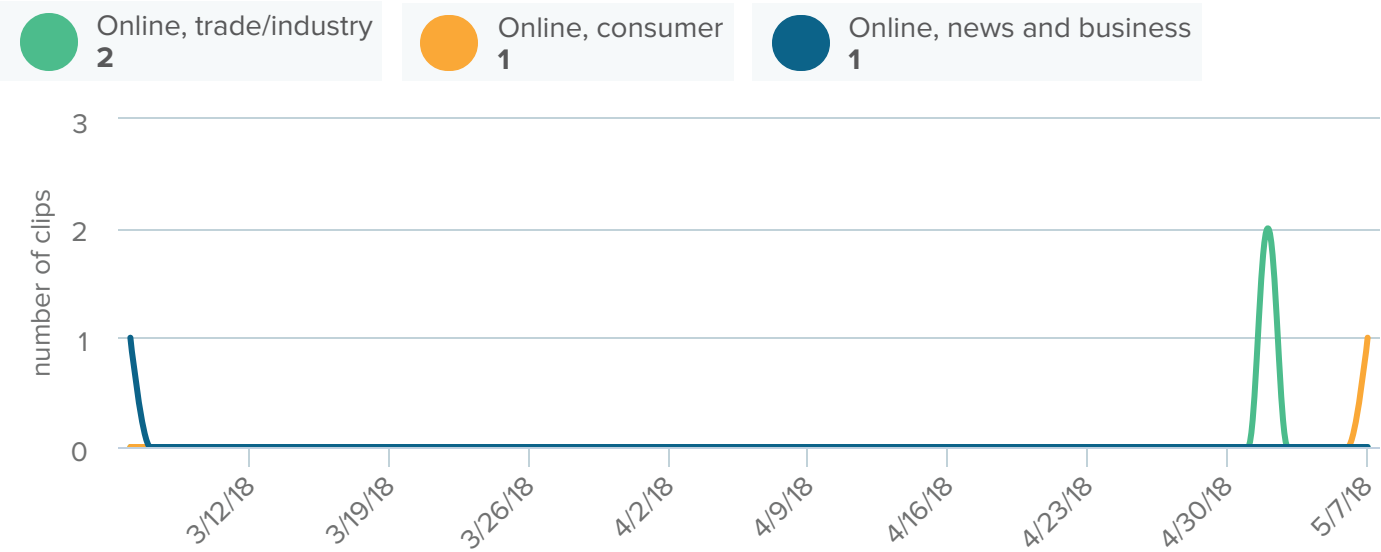
SENTIMENT OVER TIME



SHARE OF SENTIMENT



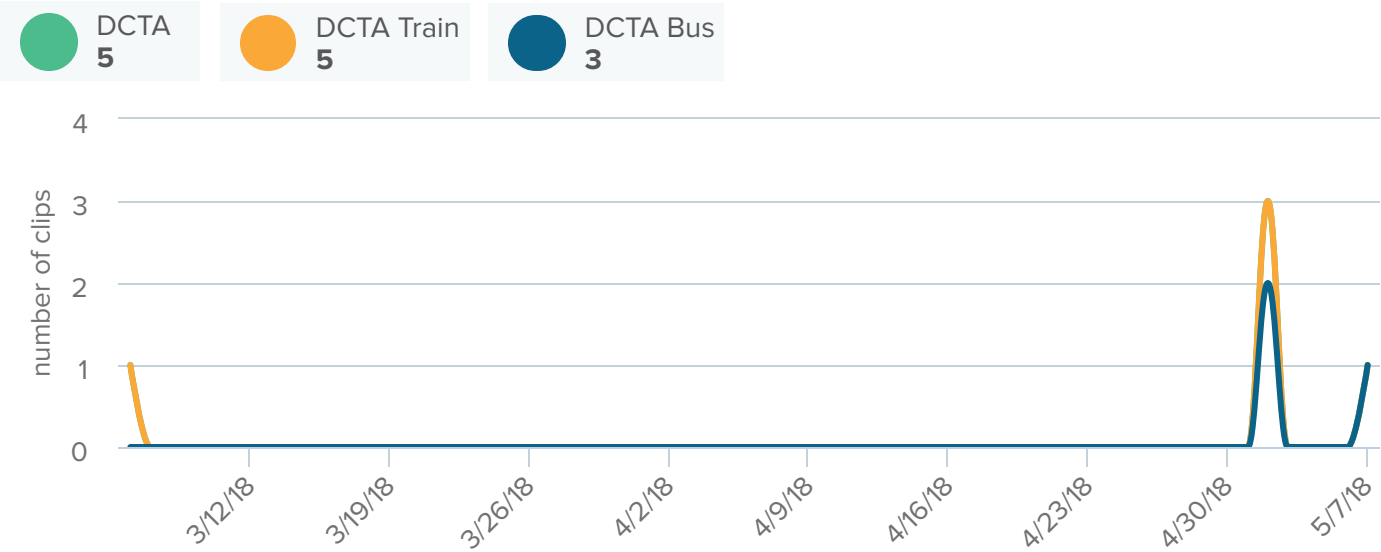
TREND OF COVERAGE BY MEDIA TYPE



SHARE OF COVERAGE BY MEDIA TYPE



MINDSHARE OVER TIME

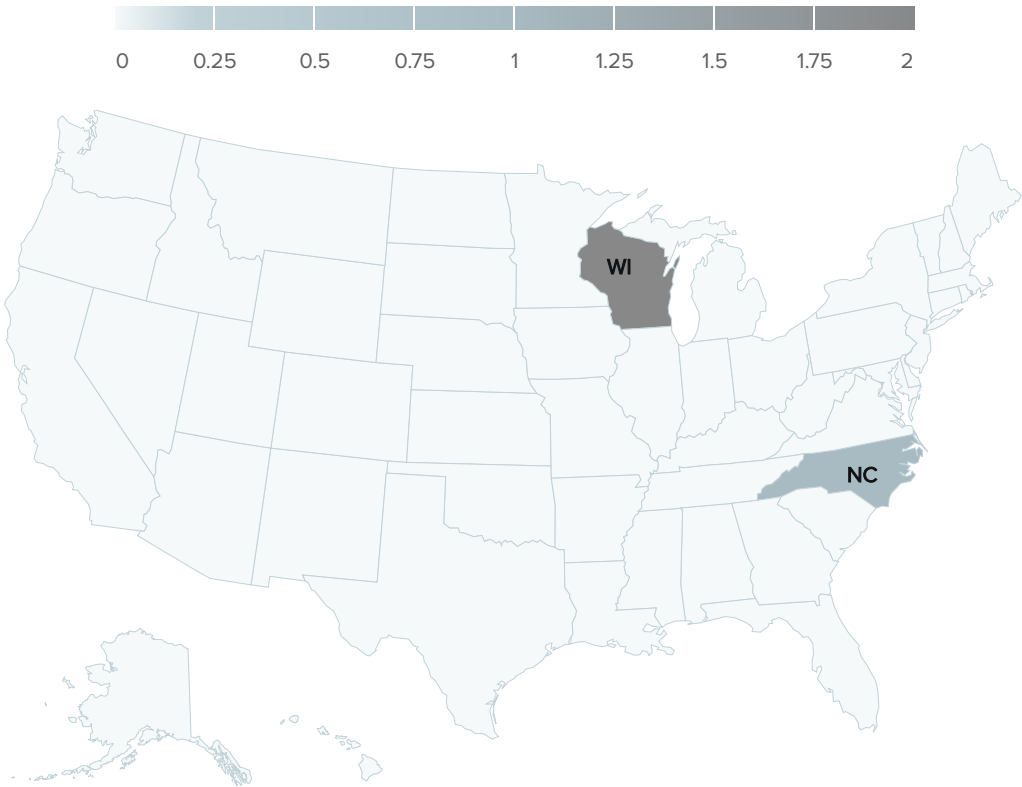


SHARE OF VOICE



<div></div> DCTA 5	38.5%
<div></div> DCTA Train 5	38.5%
<div></div> DCTA Bus 3	23.1%

MENTIONS BY LOCATION

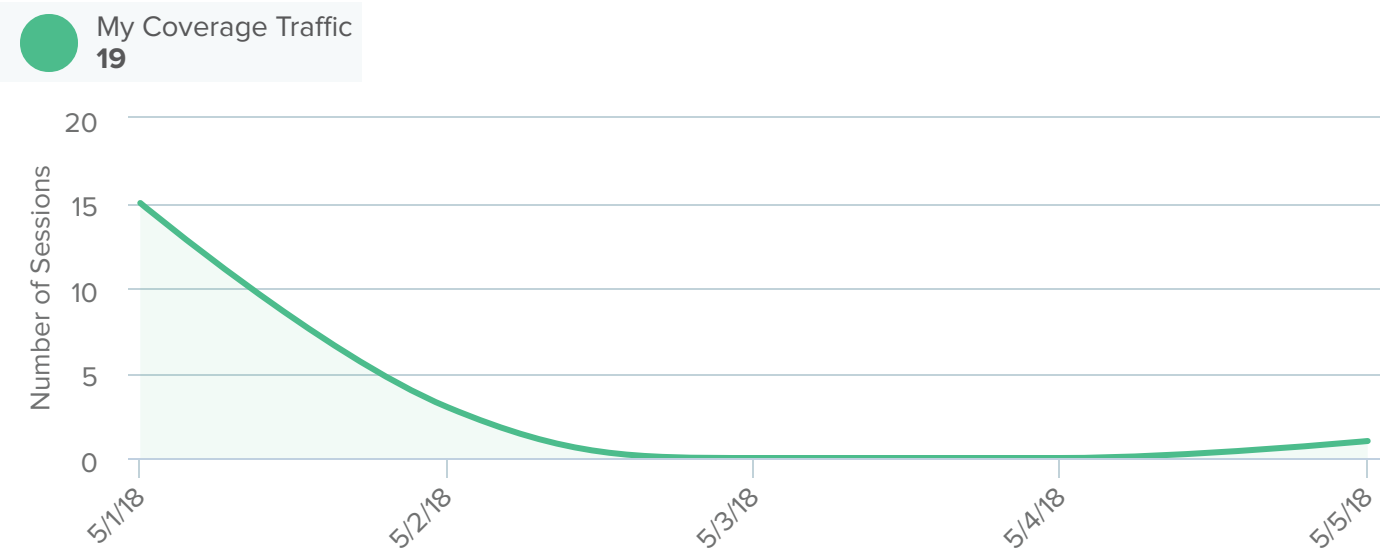


A word cloud of transportation-related terms in green. The words are arranged in a circular pattern. The largest words are 'denton', 'dcta', 'county', and 'transportation'. Other prominent words include 'strategic', 'board', 'report', 'authority', 'planning', 'guidance', 'moves', 'transit', 'public', 'approved', 'taxis', 'traditional', 'directors', 'month', 'last', 'fy18', 'collin', 'job', 'rail', 'adopted', '2018', 'first-', 'mobility', 'integrate', 'redefining', 'uses', 'forward', and 'month'.

TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Mass Transit Online	1	64,306	\$14.79
Progressive Railroadng ...	1	60,419	\$13.90

WEB TRAFFIC GENERATED FROM COVERAGE





DENTON COUNTY
TRANSPORTATION
AUTHORITY

#DentonDisasterDrill Media Report

TOTAL MENTIONS

9

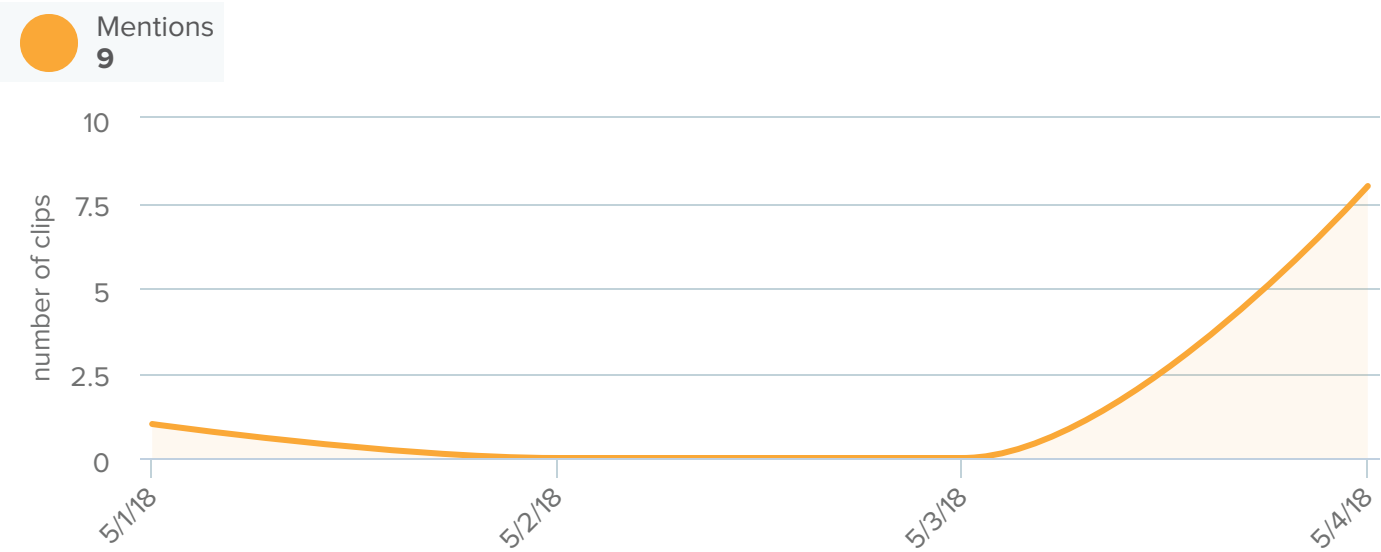
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27.57M

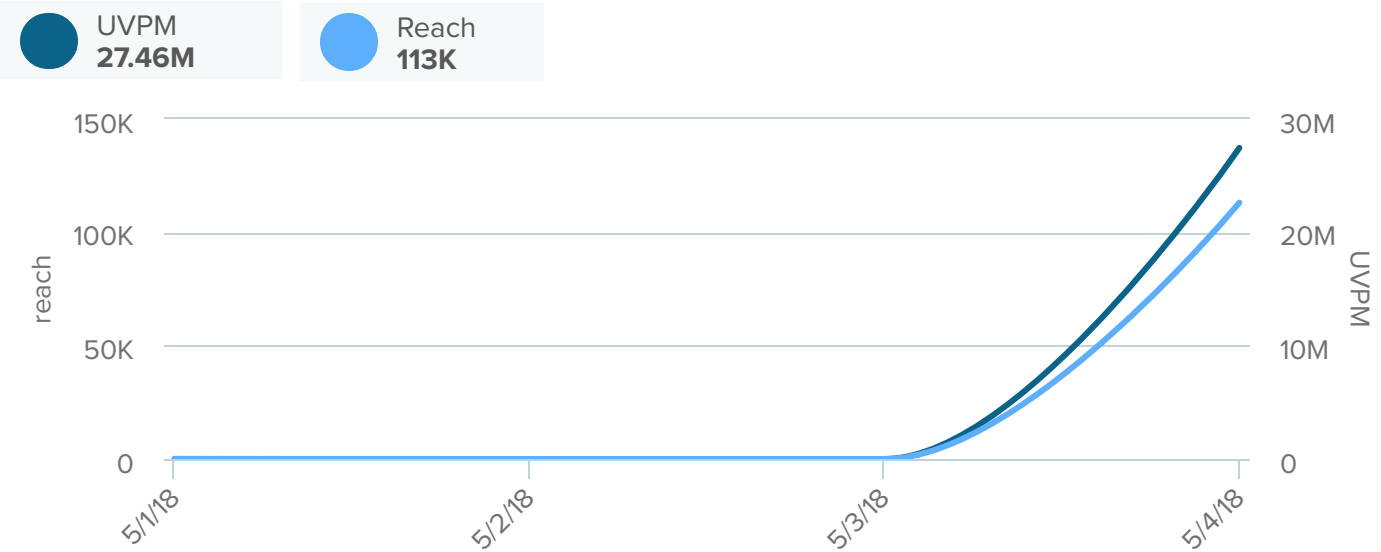
TOTAL PUBLICITY VALUE

\$46K

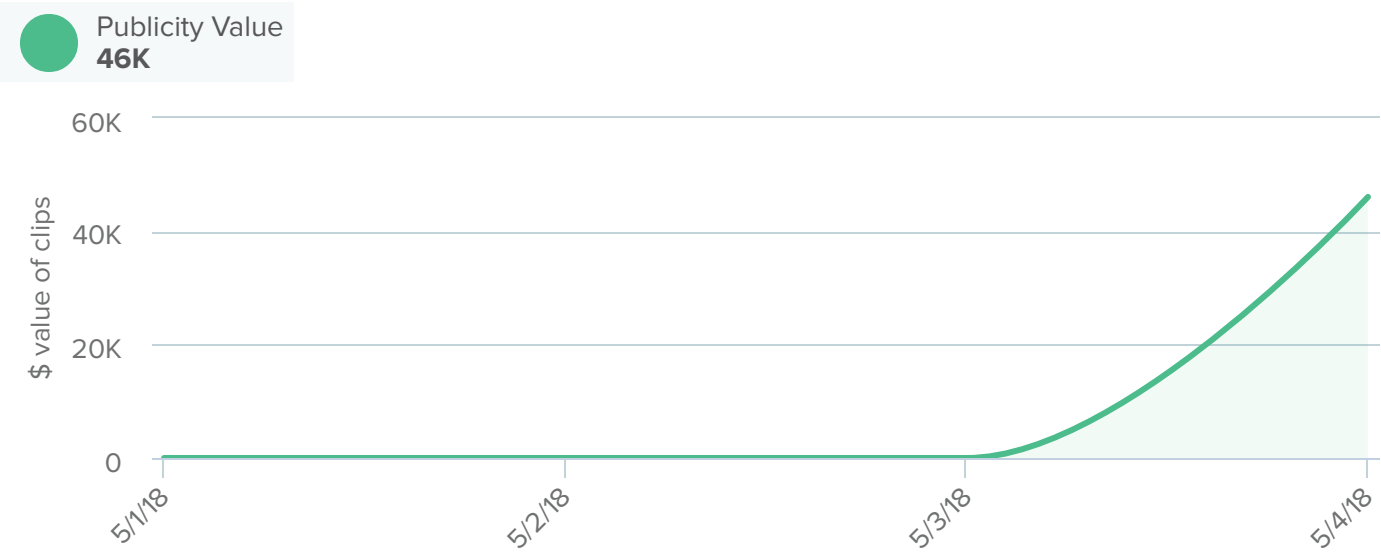
TOTAL MENTIONS



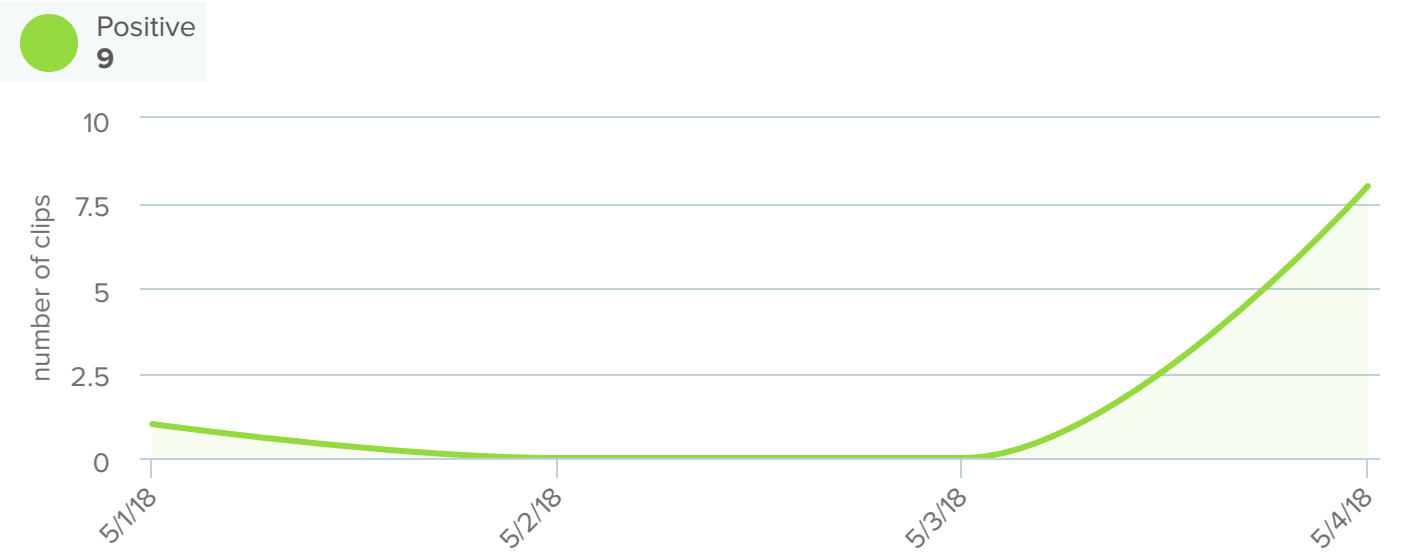
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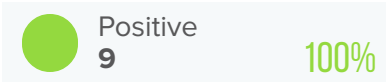
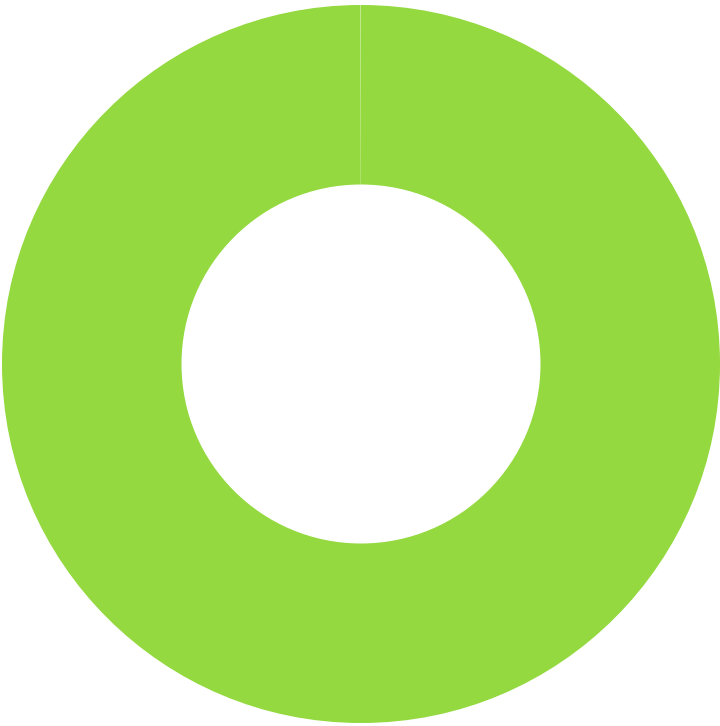
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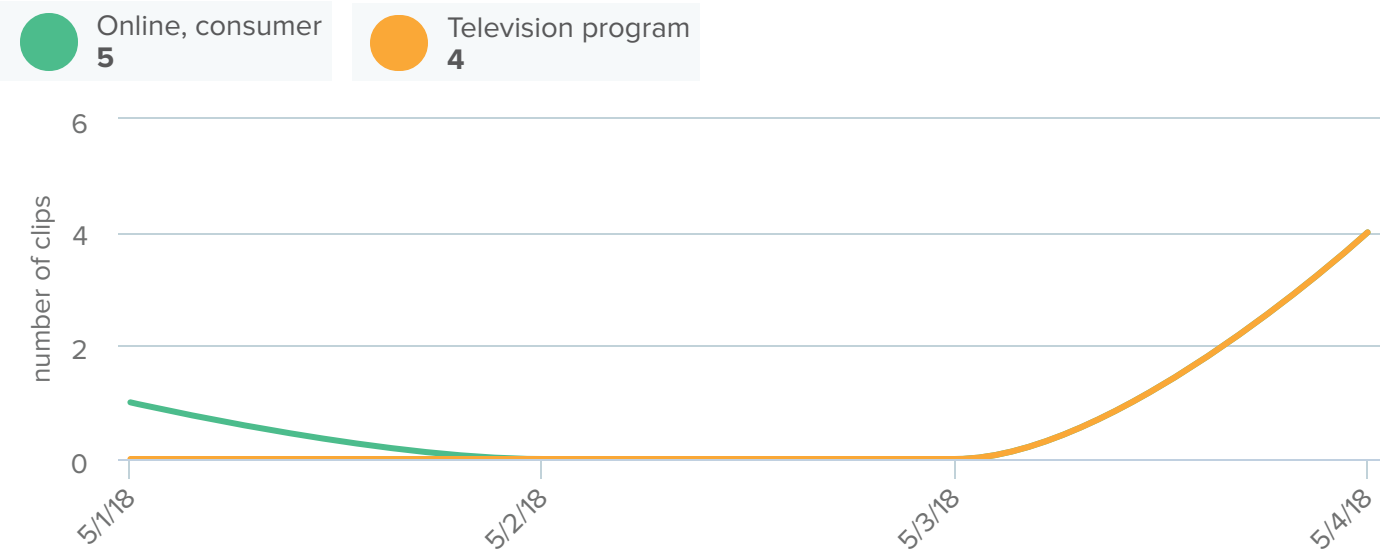
SENTIMENT OVER TIME



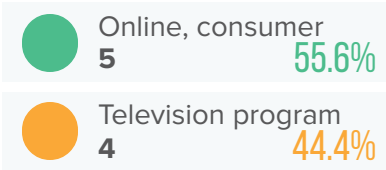
SHARE OF SENTIMENT



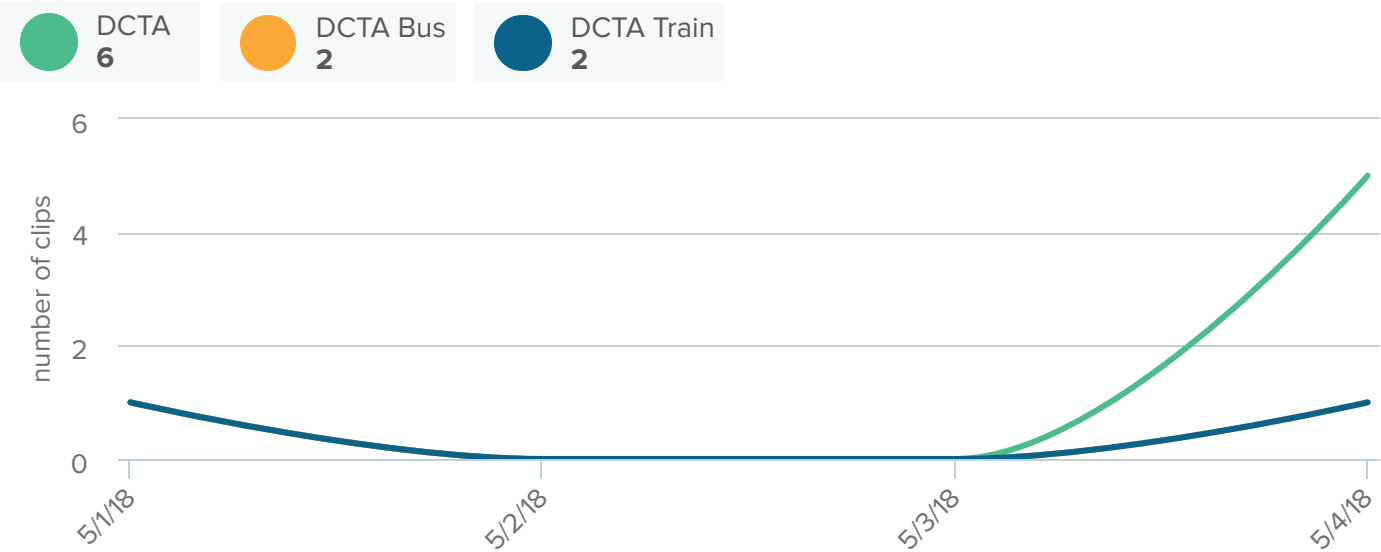
TREND OF COVERAGE BY MEDIA TYPE



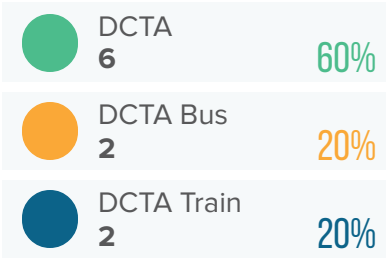
SHARE OF COVERAGE BY MEDIA TYPE



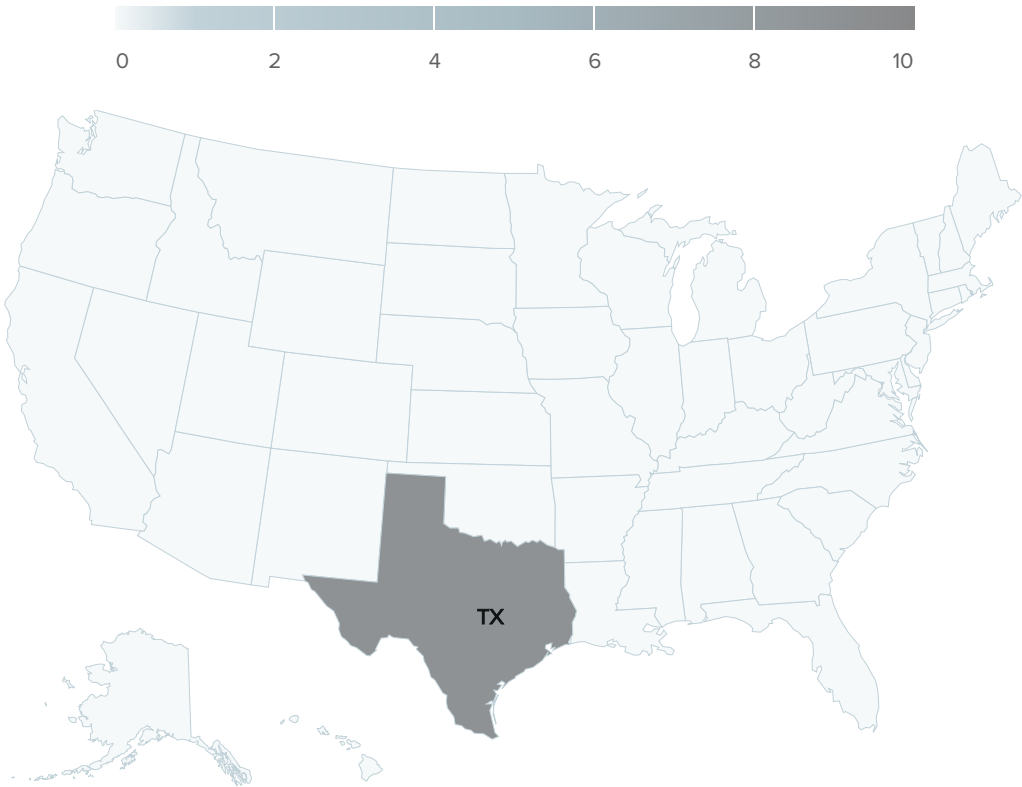
MINDSHARE OVER TIME



SHARE OF VOICE



MENTIONS BY LOCATION



[illegible]

TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Denton Record-Chronicl...	3	570,219	\$262.30
CBS 11 News This Mornin...	1	8,024	\$2,794.00
CBS DFW	1	26,883,464	\$21,641.19

WEB TRAFFIC GENERATED FROM COVERAGE

Board of Directors Memo

May 24, 2018

Subject: Strategic Planning & Development Update

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
- NCTCOG expects to seek RTC approval in June 2018.

Autonomous Vehicle Program Development

- 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
- 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.

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.
- DCTA staff also attended a new Bikeshare Working Group meeting hosted by NCTCOG in May. This group includes representatives from major cities in the DFW region, bikeshare companies, and transit agencies, and will be discussing implementing and regulating bikeshare partnerships in the in the region.

LOCAL TRANSPORTATION PLANNING & INNOVATIVE SOLUTIONS

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
- Staff will begin to explore the southbound A-train expansion later this year

Shared Use Mobility Study

- 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
- Staff has received and is reviewing a draft of Phase 1 report addressing current service and existing conditions
- Review of the Phase 1 report will be completed by the mid May, and the second phase of the study will be a documentation of shared use mobility industry conditions and trends in suburban and lower density areas.

City of Denton Dockless Bikeshare Program

- The City of Denton has approved a permit for the dockless bikeshare company, Spinbike to operate in Denton city limits. Spinbike is the first bikeshare company to be permitted in the City after Denton's new bikeshare ordinance was passed
- A requirement of the ordinance is for Spinbike to designate certain areas as virtual 'bike corrals'. These corrals are not physically marked but Spinbike users can see the location of these docking areas on their mobile app, and Spinbike staff will regularly rebalance bike supply to these areas to these corrals to control the clutter of bikes on public right-of-way
- Two of Spinbike's corrals will be located at the DDTC, and DCTA staff consulted with City of Denton and Spinbike to approve these locations
- Spinbike is interested in coordinating with DCTA to add more virtual bike corrals providing additional connections to transit through later phases of implementation of their program in Denton.

Frisco Automated Vehicle Pilot Program

- DCTA has entered a public-private partnership to administer one of the first automated vehicle programs in the nation on public roads
- Drive.ai's self-driving, on-demand service will be operated in conjunction with the Frisco TMA, a group focused on innovative last-mile transportation options to address the rapid residential and commercial growth in the North Platinum Corridor. The Frisco TMA includes the City of Frisco, HALL Group, Frisco Station Partners, The Star, and DCTA
- The pilot program was announced on May 7, with public demonstrations on May 10, and official launch set for July. Program details can be found online at RideFriscoAV.com
- Since the announcement, DCTA is received multiple request to speak at industry conferences and showcase the public-private partnership program.

Additional Local Initiatives

- DCTA continues to leverage the existing contract with Lyft and other shared mobility vendors 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, McKinney and contracted cities 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 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.
- 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.
- DCTA staff has been invited to attend two luncheons in May, hosted by Hillwood and focused on educating Alliance employers and HR staff on the pilot project. Toyota and the other public and private partners will also be in attendance.
- In the first report provided by the platform developers, more than 50 people have signed up for the Alliance Link Shuttle service through the app. In the first 2 weeks of service, almost 20 trips were completed. As more data is gathered, we will continue to provide ridership updates.

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.
- Staff has been conducting strategic outreach within Frisco, which is resulting in speaking invitations to various HR and community groups. DCTA is now a member of the Frisco Chamber of Commerce and will continue working with City staff and leverage this new relationship for further engagement opportunities.

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 is now a member of the McKinney Chamber of Commerce and will continue working with the MUTD and City staff while leveraging chamber connections and engagement opportunities.

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

Bus & Bus Facilities Grant

- In August 2017, DCTA submitted a grant proposal in response to the FTA Bus & Bus Facilities funding opportunity
- The project submitted contained 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 received notification of award in April 2018 for the construction of the “lite” bus maintenance facility component of the submitted proposal in the amount of \$2.625M.

CMAQ Funding Award for Intermodal Transit Center

- In early 2017, DCTA began conversations with the NCTCOG and City of Lewisville regarding the need for an Intermodal Transit Center Lewisville
- In early 2018, DCTA received approval by the RTC for \$10.4M in CMAQ funding to construct a new Intermodal Transit Center and reconfigure existing bus infrastructure at Old Town Station to meet the future demands of growing mobility solutions
- DCTA is working with NCTCOG staff to finalize the necessary paperwork which will allow DCTA to move forward with pulling down the awarded funds.

NCTCOG Grant Review & Funding Cleanup

- In early September 2017, DCTA submitted three funding requests for available CMAQ, JARC and New Freedom 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 mobility management (\$240,000) including the provision of 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

Member City Land Planning Coordination

- 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

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

ADDITIONAL PROJECTS

- | | |
|---|--|
| • Texas Woman's University Master Plan | • Texas Technology Task Force |
| • Denton Small Area Planning | • Grant Funding Opportunities |
| • Lewisville Small Area Planning | • TxDOT 35W Expansion Coordination |
| • Long Range Service Plan Update | • TxDOT US 380 Expansion Coordination |
| • Huffines-Hebron Joint Development Project | • Denton/Collin Outer Loop Engagement |
| • Infrastructure Development Planning | • Title VI Program Update |
| • Long-Range Agency Planning Efforts | • Industry Speaking Engagement Opportunities |
| • State and Federal Legislative Initiatives | |
| • Texas Innovation Alliance | |

Submitted by:



Kristina Holcomb, VP, Planning & Development

Board of Directors Memo

May 24, 2018

Subject: WS 1 (d) Capital Projects Update**Positive Train Control (PTC)**

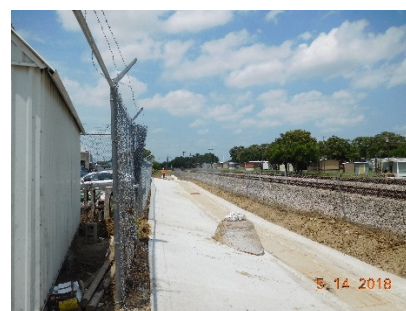
- All static plans have received FRA approval. Static tests have been ongoing since April 2nd, 2018.
- Dynamic Test Plans have been submitted to the FRA for review after incorporating actions based on their initial review comments.
- Employee training on wayside (signal) has started. The first phase of training finished on April 24th.
- Operational and Onboard training will start the week of June 4, 2018.

Lewisville Hike and Bike Trail – Eagle Point Section

- 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 is substantially complete at Pokrus Page.
- Project completion is expected by mid-June.

**BEFORE****AFTER****Lewisville Bus Fueling Facility**

- We anticipate starting construction in early June with 90 to 120 days for completion.

Final Review:


Raymond Suarez

Board of Directors Memo**May 24, 2018****Subject: Transit Operations Report****SYSTEM ON-TIME PERFORMANCE**

- FY 2018 YTD “On Time Performance” (OTP) for the A-train is 99.40%
- FY 2018 YTD “On Time Performance” (OTP) system-wide for Bus is 94.21 %.

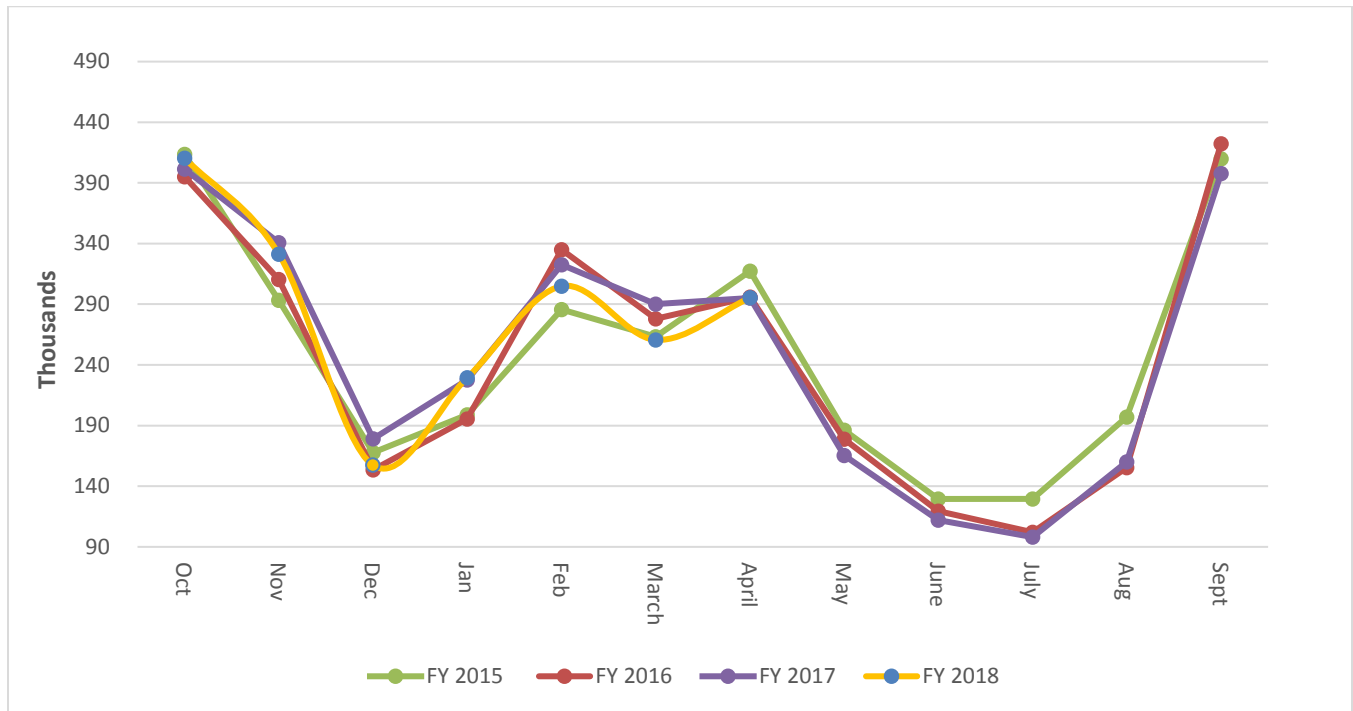
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2017 to FY 2018	Color Indicator	Notation No.
All Bus & Rail	-3.28%	Red	1
Rail	-18.0%	Red	2
All Bus	-0.62 %	Green	
Connect	-9.67%	Red	2
UNT	0.91%	Green	1
NCTC	-25.97%	Red	3
North Texas Express	39.93%	Green	
Access	3.35%	Green	
Frisco Demand Response	70.71%	Green	
Highland Village	-0.96%	Green	

1. While All Bus & Rail ridership is down, the decrease is lessened 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 continues to trend downward. Staff continues to work with NCTC to explore potential. Marketing & Communications staff is also working with NCTC on outreach efforts for new students for the Fall semester..

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

Rail and All Bus: Total Boardings

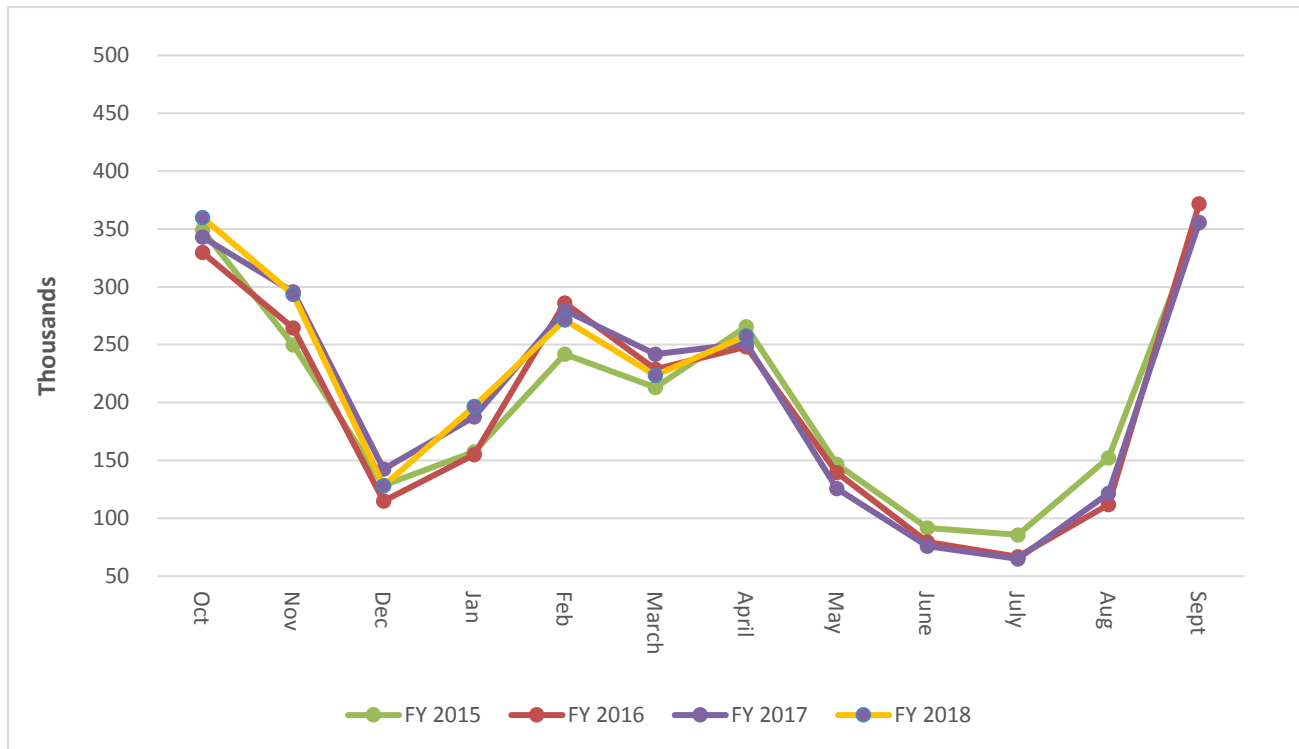


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus increased by 116 boardings or 0.4% in April 2018 compared to April 2017.
- The YTD boardings for Rail and All Bus decreased by 67,496 boardings or 3.28% in April.

All Bus: Total Boardings

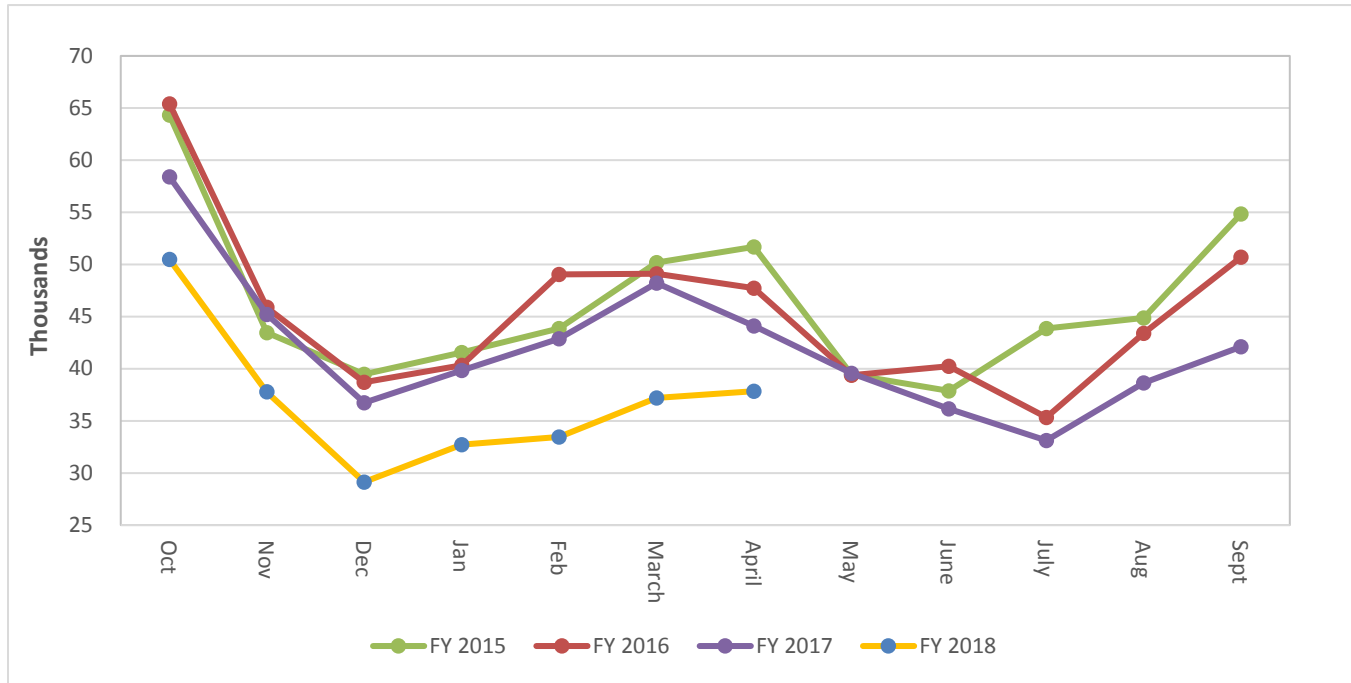


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- In April 2018, total boardings increased by 6,372 or 2.54% compared to the same period last year.
- The YTD total boardings in April decreased by 10,746 or 0.62% compared to the same period last year.

Rail: Total Boardings

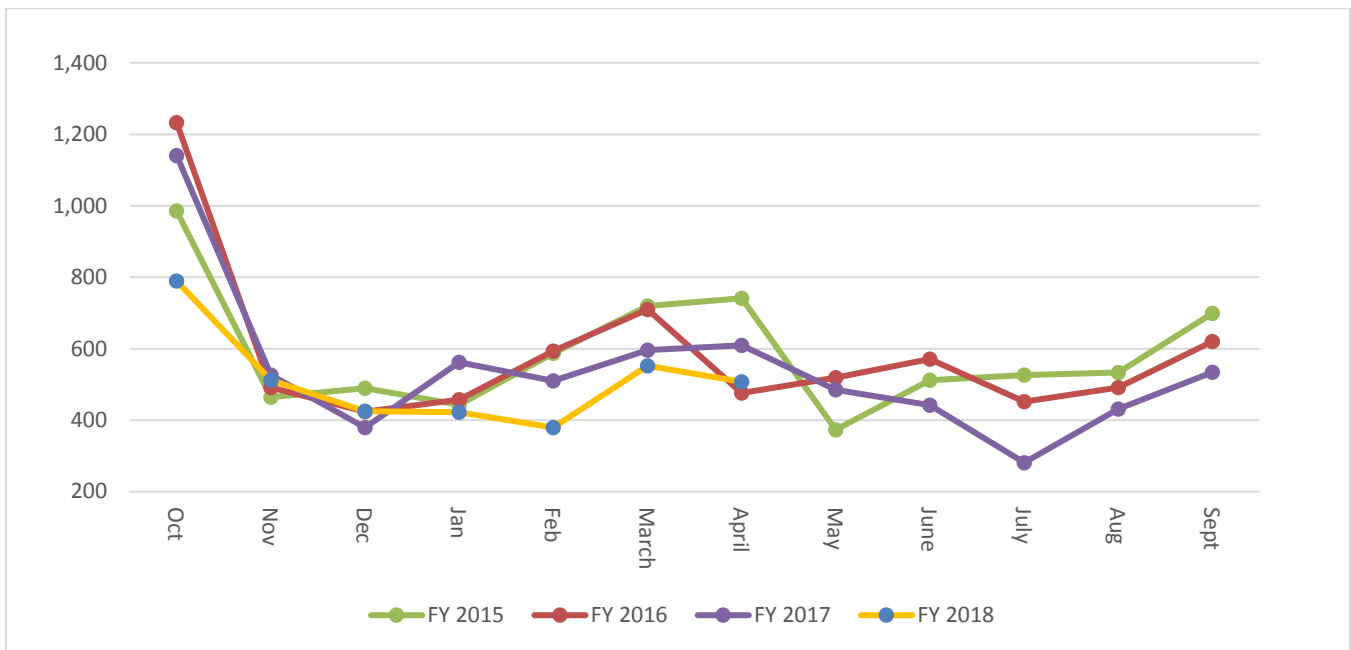


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 6,256 or 14.18% in April 2018 compared to April 2017.
- The YTD Total boardings for Rail decreased by 56,756 or 18.0% in April 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.
- Additional information is included as Attachment 1, which includes a summary graph reflecting A-train Monthly Boardings by Station for January 2015 through April 2018, as well as individual graphs for each station for the same period.

Rail: Saturday Average Boardings

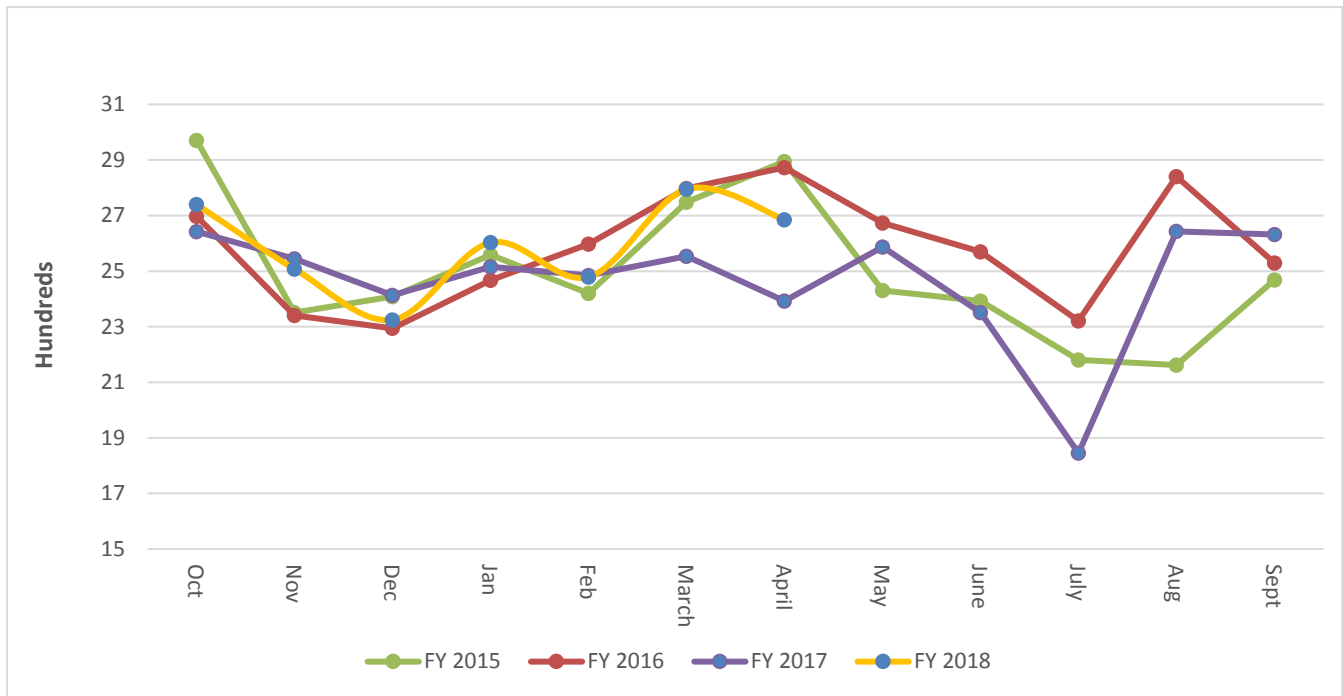


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 103 or 16.82% in April 2018 compared to April 2017.
- The YTD Average Saturday Boardings decreased by 737 or 17.04% in April 2018 compared to the same period last year.

Access: Total Boardings

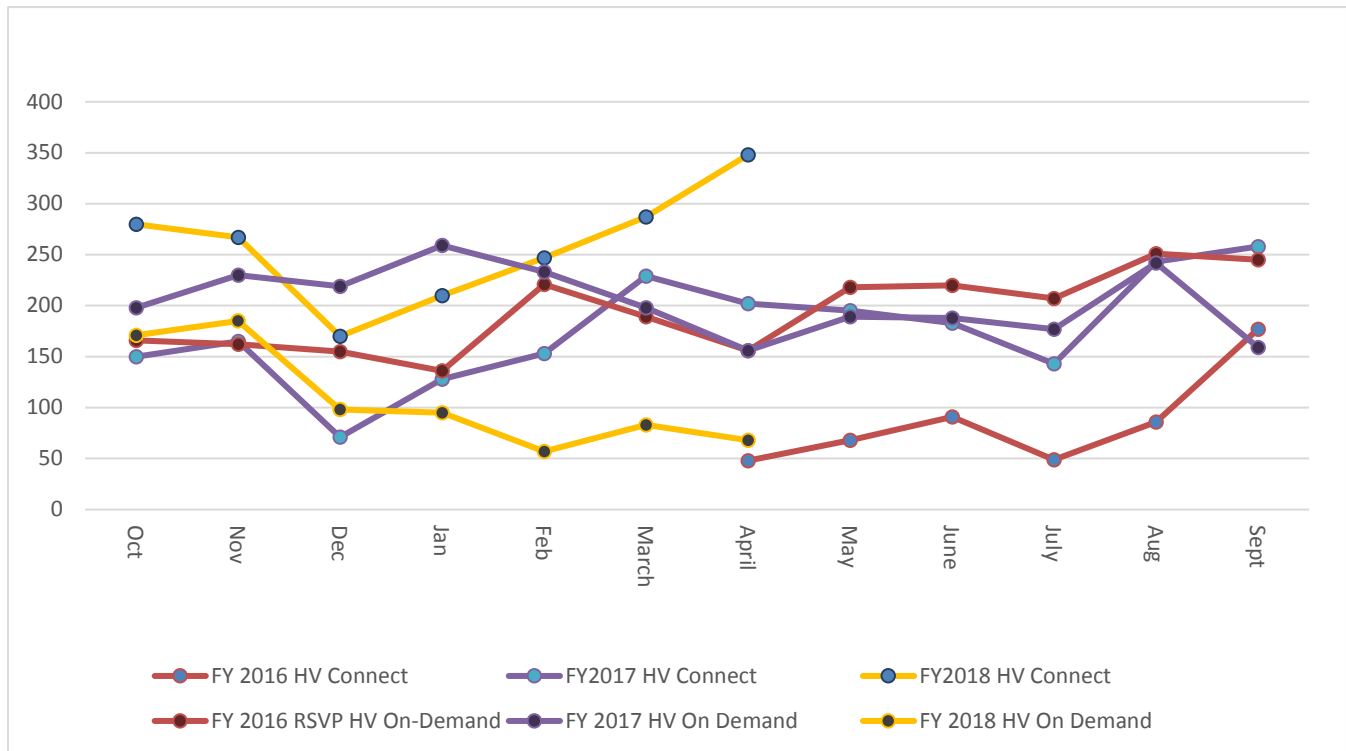


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- Total boardings increased by 293 or 12.25% in April 2018 compared to April 2017.
- In April, the YTD total boardings increased by 588 or 3.35% compared to the same period last year.

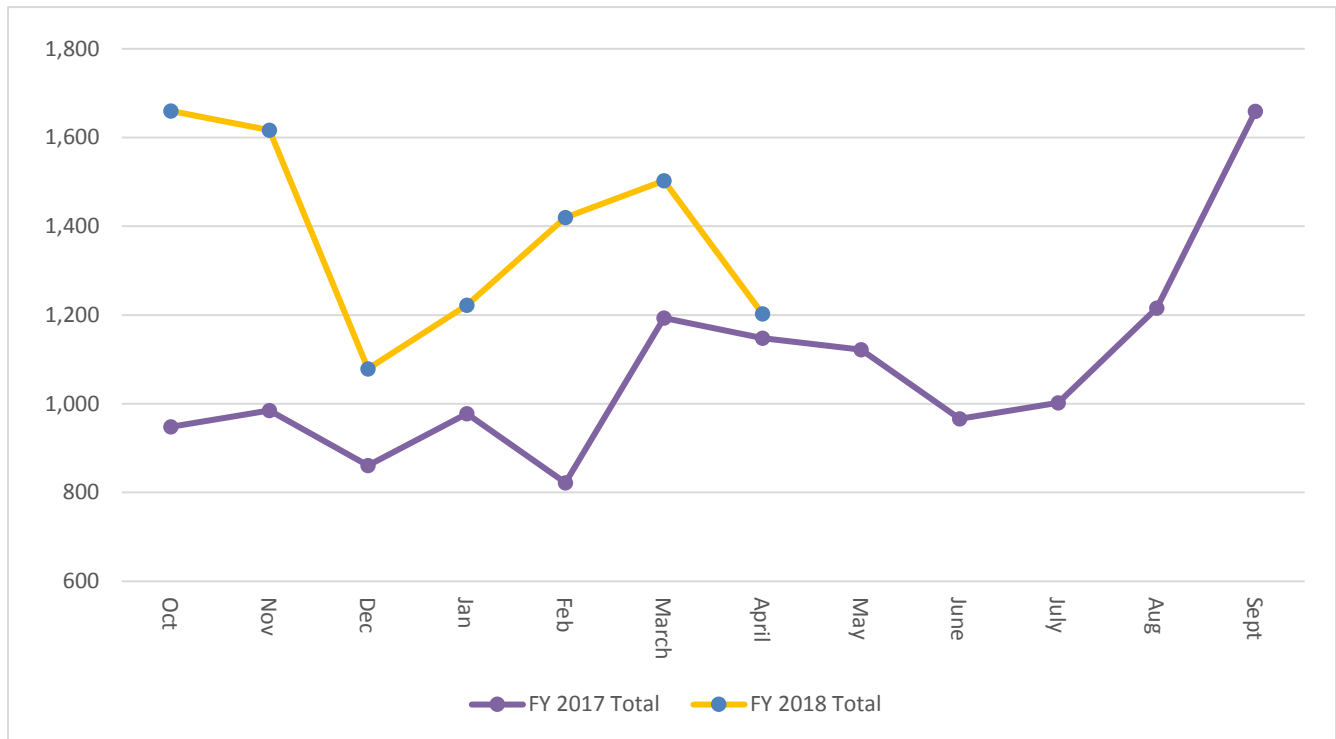
Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- Highland Village Community On-Demand total boardings decreased by 88 or 56.41% from April 2018 to April 2017. YTD boardings decreased by 736 or 49.3% over the same period last year.
- Highland Village Connect Shuttle total boardings increased by 146 or 72.28% from April 2017 to April 2018. YTD boardings increased by 711 or 64.75% over the same period last year.
- YTD total boardings for all Highland Village services decreased by 25 or 0.96% compared to the same period the prior year.

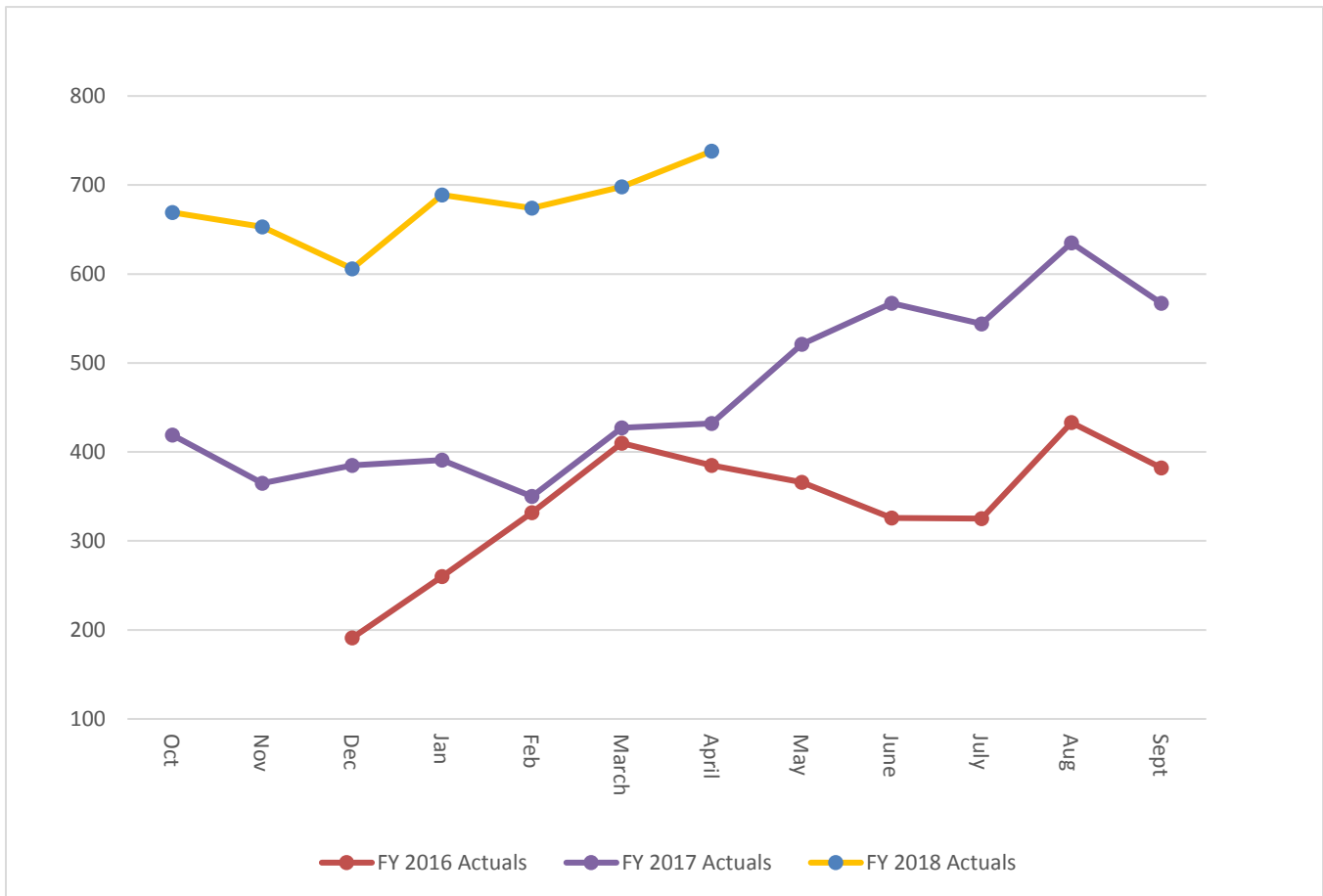
North Texas Xpress Commuter Services: Total Boardings



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 55 or 4.79% in April 2018 compared to April 2017.
- In April 2018, the YTD total boardings increased 2,769 or 39.93% over the same period the prior year.

Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In April, total boardings increased by 306 or 70.8% compared to April 2017.
- Total boardings YTD increased by 1,958 or 70.71% compared to the same period last year.
- These increases can be attributed to the implementation of the Taxi Pilot Project, which was implemented on April 20, 2017.
- Since inception, the Taxi Pilot Project has provided an additional 2,446 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
April	432	432	0
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

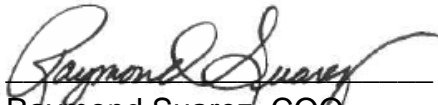
SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 460
- DCTA Bus Operations Injury-Free Workdays: 21

MAINTENANCE

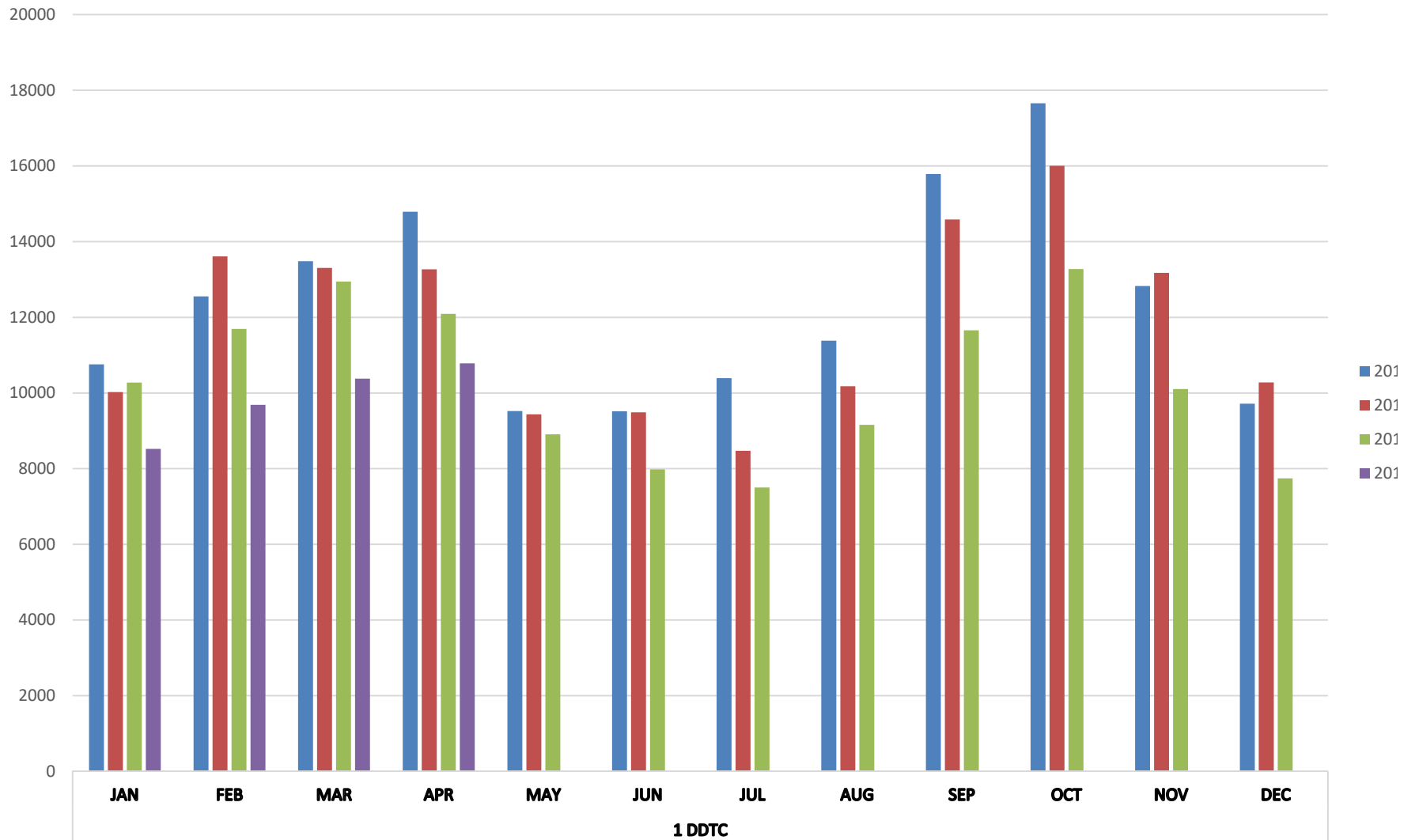
- **Right of Way:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Signal/Communications:** DCTA contract operations (CTC) reported a signal outage on April 4th that resulted in one train delay. Repairs have been made and the contractor continues to perform weekly 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:

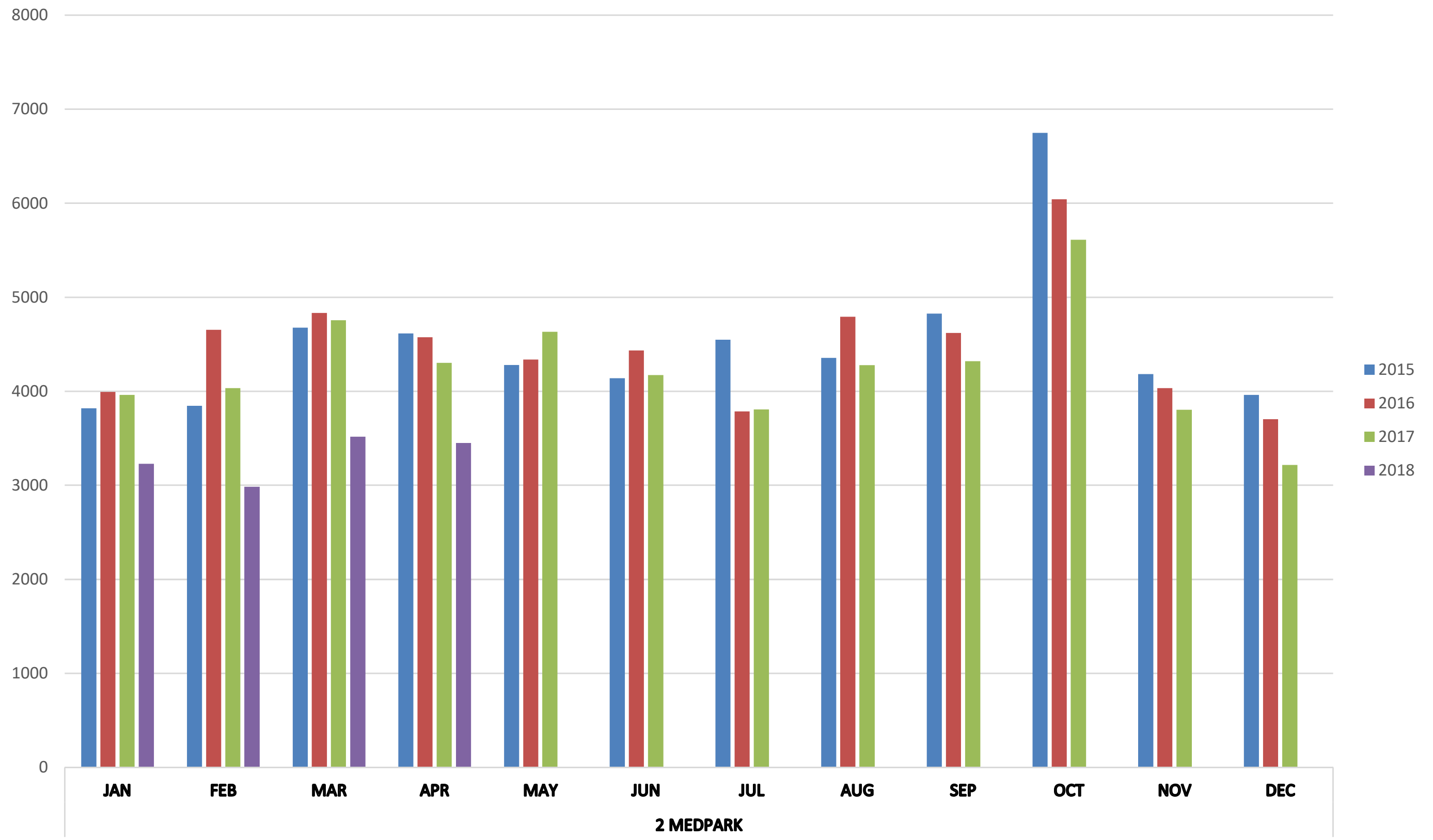

Raymond Suarez, COO

ATTACHMENT: Monthly A-Train Boardings by Station

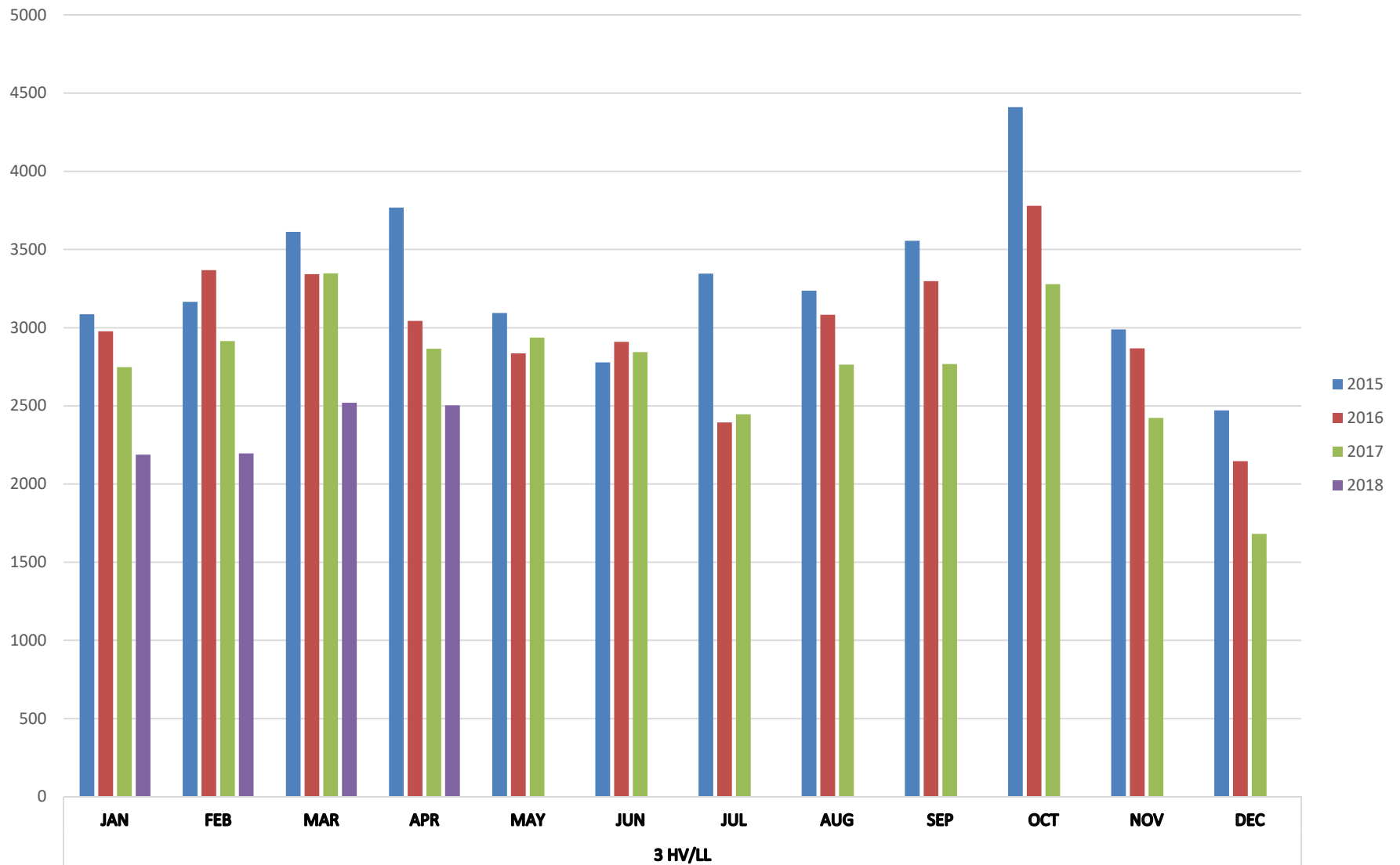
A-train DDTC Boardings By Month January 2015 - April 2018



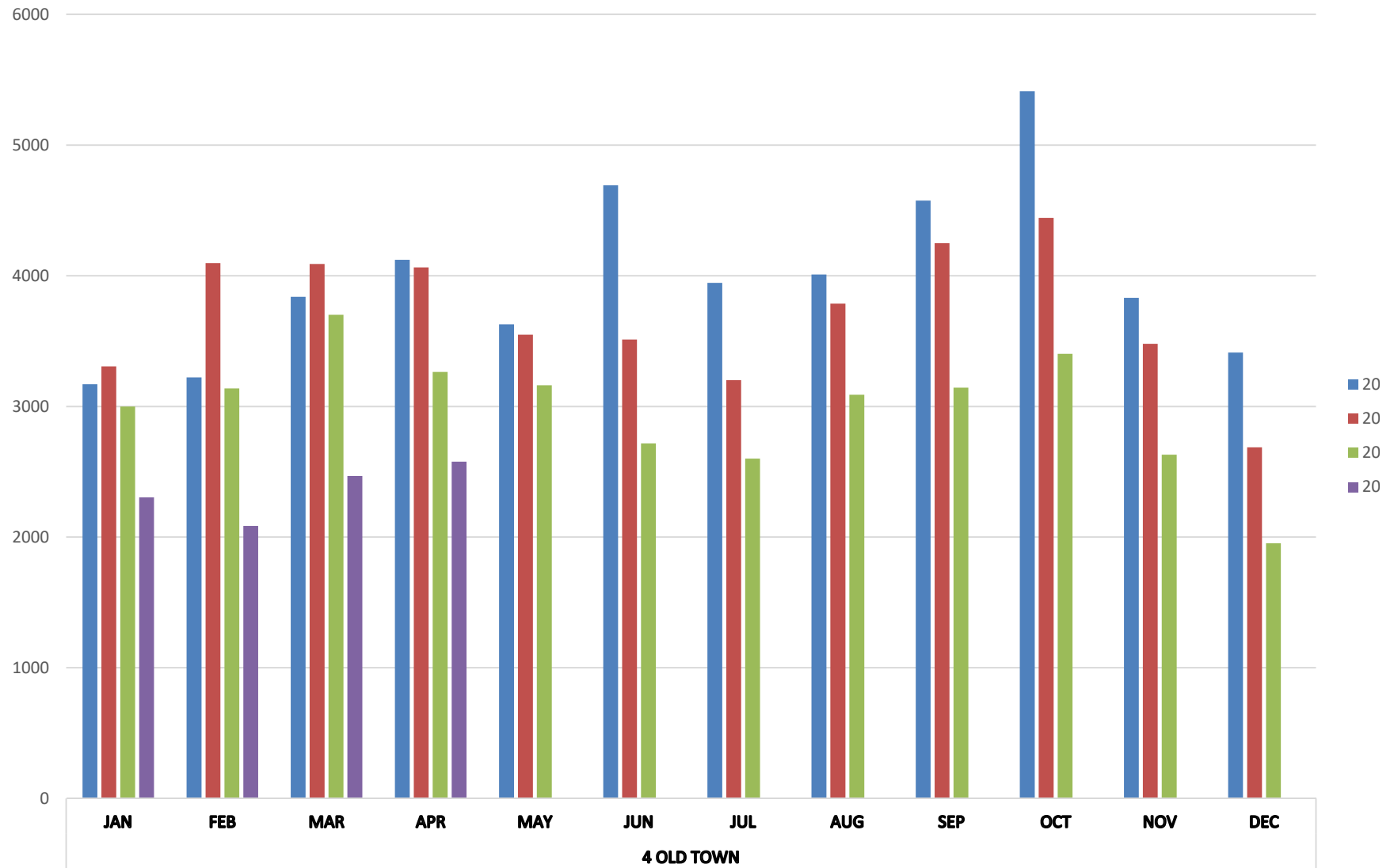
A-train MedPark Boardings By Month
January 2015 - April 2018



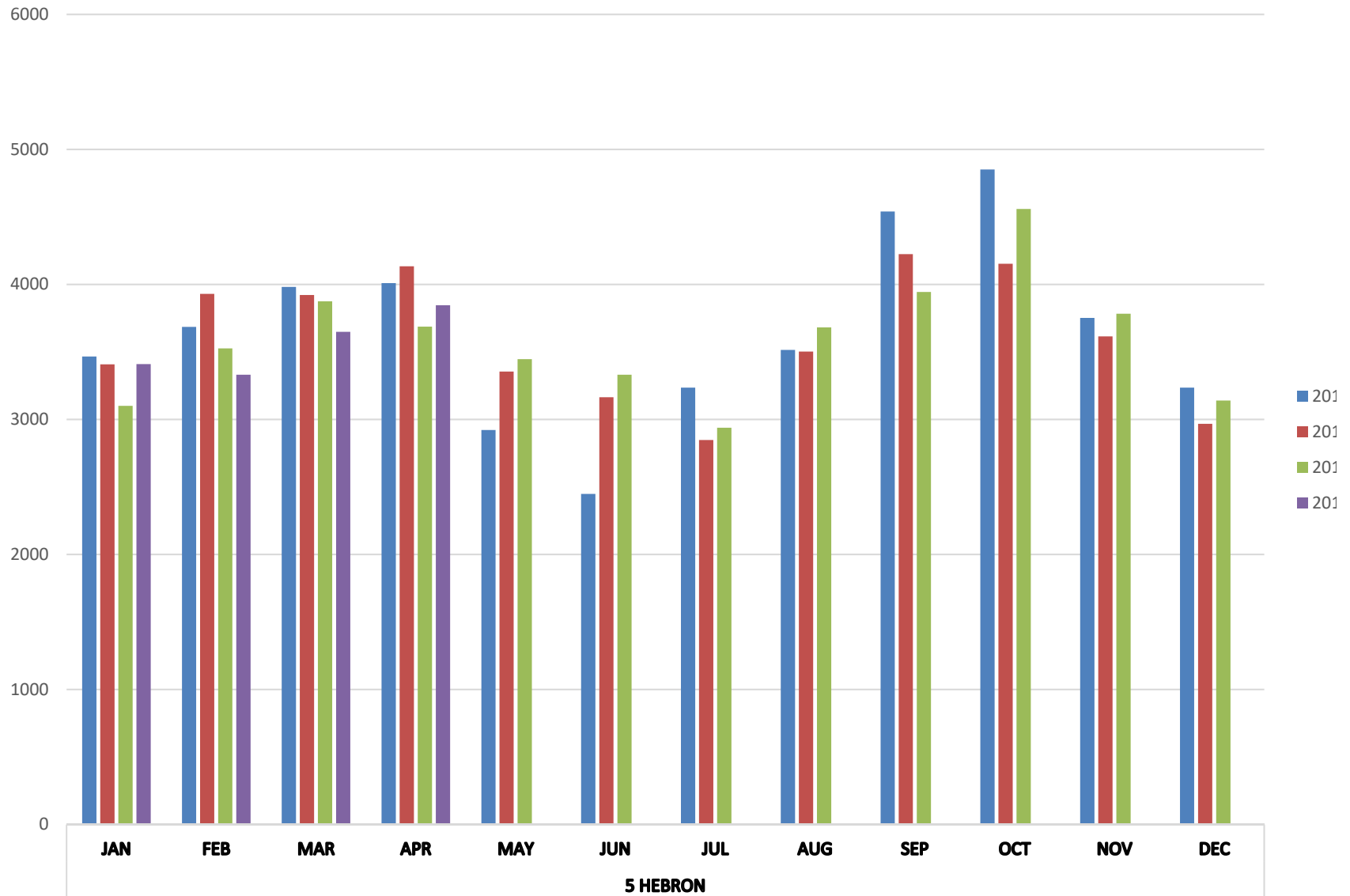
A-train Highland Village/Lewisville Lake Boardings By Month January 2015 - April 2018



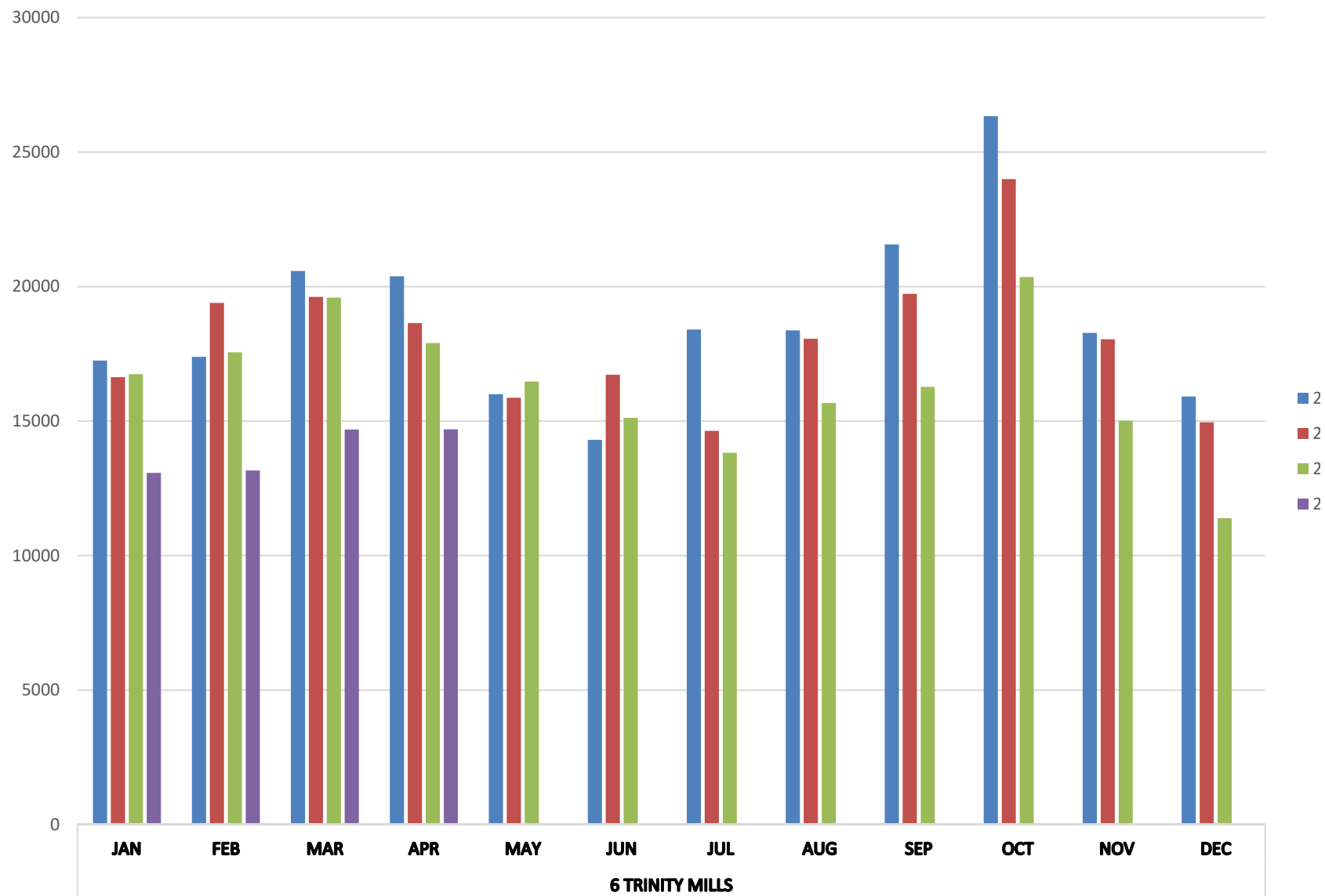
A-train Old Town Boardings By Month January 2015 - April 2018



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



A-train Trinity Mills Boardings By Month
January 2015 - April 2018





Board of Directors Memo

May 24, 2018

Item: WS 2(a) Finance Committee Chair Report

The Finance Committee meeting and Special Called Board of Directors meeting was held at 2:00 p.m., Monday, May 14, 2018 at 640 Texas 121 Business in Lewisville, Texas.

In attendance were:

Committee Members: Richard Huckaby, Connie White, Tom Winterburn, Ron Trees

Board Members: Charles Emery, Dave Kovatch

Absent: Dianne Costa, Allen Harris

DCTA Staff: Amanda Riddle, Brandy Pedron, Jim Cline, Nicole Recker, Marisa Perry, Ian Shows

A complete copy of the Finance Committee agenda packet and presentation is included as "Attachment A" to this report. The following agenda items were discussed:

FY18 Revised Budget

- Amanda Riddle presented the FY18 Revised Budget and highlighted the major revisions being proposed.
 - Decreasing Connect & Rail passenger fares and UNT Contract revenues based on current trends.
 - Staff has identified one-time savings in the operating budget to offset the decrease in revenues so there is no net impact to operating income. These include reductions in salary & benefits (Bus and G&A) and Bus fuel savings (based on YTD savings).
 - Capital budget is decreasing in FY18 due to current timelines of projects.
- Please see attached presentation and exhibits for all detail.

Financial Policies

- Marisa Perry reviewed the Financial Policies with the Finance Committee.
 - Fuel Stabilization Reserve Fund was previously \$.05 per gallon of budgeted fuel and we currently have roughly \$.50 per gallon so the Financial Policies have been updated to reflect this change.
 - There were no other substantial changes recommended.

Follow-Up Items:

- Staff will work on adding a priority ranking to the capital projects so that the Board will be able to easily identify the current focus for staff.
- Going forward, staff will present the Financial Policies along with the Investment Policy in September so that both will be adopted prior to the new fiscal year.

The meeting adjourned at 3:14pm.

Finance Committee

Chair – Richard Huckaby

Members – Dianne Costa, Tom Winterburn, Allen Harris, Connie White, Ron Trees

Staff Liaison – Marisa Perry, Chief Financial Officer / Vice President, Finance



Special Called Meeting of the DCTA Board of Directors
and the **Finance Committee**
of the DCTA Board of Directors
2:00 p.m., May 14, 2018
640 Texas 121 Business
Lewisville, TX 75067

AGENDA

NOTICE IS HEREBY GIVEN that there will be a special called meeting of the DCTA Board of Directors and a meeting of the Finance Committee of the DCTA Board of Directors at the time and location above. The DCTA Board of Directors will not conduct its special called meeting if a quorum of the DCTA Board of Directors does not attend however the DCTA Finance Committee will conduct its meeting regardless of the presence of a quorum of the DCTA Board of the Directors. The DCTA Board of Directors and the Finance Committee of the DCTA Board of Directors will consider the following:

Welcome and Introductions

- 1) ITEMS FOR DISCUSSION
 - a. FY18 Revised Budget
 - b. Financial Policies

- 2) ADJOURN

Finance Committee

Chair – Richard Huckaby

Members – Dianne Costa, Tom Winterburn, Allen Harris, Connie White, Ron Trees

Staff Liaison – Marisa Perry, Chief Financial Officer / Vice President, Finance

The Denton County Transportation Authority meeting rooms are wheelchair accessible. Access to the building and special parking are available at the east 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 972-316-6032.

This notice was posted on 5/10/2018 at 12:51 PM.



Brandy Pedron, Administrative Assistant

DENTON COUNTY TRANSPORTATION AUTHORITY (DCTA)

BUDGET AMENDMENT

Number: 2018-07

TRANSACTION TYPE: Transfer ☐
Revision ☒

		FY18 Current Budget	Budget Revision Amount	FY18 Revised Budget
OPERATING BUDGET				
Total Operating Revenues	\$	5,566,888	\$ (984,194)	\$ 4,582,694
Total Operating Expenses	\$	42,846,384	\$ (984,194)	\$ 41,862,190
Total Non-Operating Revenue/(Expense)	\$	40,952,462	\$ (5,516,074)	\$ 35,436,388
CAPITAL BUDGET				
Total Bus Capital	\$	5,382,656	\$ (4,580,736)	\$ 801,920
Total Rail Capital	\$	9,274,342	\$ (2,060,058)	\$ 7,214,284
Total G&A Capital	\$	1,350,000	\$ 2,091,705	\$ 3,441,705

EXPLANATION: Operating revenues and operating expenses have been reduced equivalent amounts to result in a net zero impact on operating income. Please see attached Exhibit B and Exhibit C for detailed explanations.

DATE: 05/10/18REQUESTED BY: Amanda Riddle

DATE:REVIEWED BY:

DATE:PRESIDENT:

Fiscal Year 2018 Denton County Transportation Authority Budget
Changes in Net Position - Budget Basis

	FY 2018 Current Budget	Revised Budget Items	FY 2018 Revised Budget	Variance Analysis
OPERATING REVENUES				
Passenger Fares	\$ 1,387,811	\$ (313,221)	\$ 1,074,590	Decrease in Rail and Connect revenues based on current trends
Contract Service Revenue	4,179,077	(670,973)	3,508,104	Decrease in UNT contract revenue based on current trend
Total Operating Revenues	\$ 5,566,888	\$ (984,194)	\$ 4,582,694	
OPERATING EXPENSES				
Salaries, Wages & Fringe Benefits	\$ 12,338,449	\$ (456,783)	\$ 11,881,666	1. Reduction in G&A Salaries (YTD Savings) \$100k - vacant positions 2. Reduction in Bus Salary & Benefits (YTD Savings) \$356k
Services	3,896,625	(128,846)	3,767,779	Reduction based on YTD savings
Materials & Supplies	3,341,940	(313,565)	3,028,375	Reduction in fuel (UNT Proforma adjustment); Reduction \$10k in postage
Utilities	460,164		460,164	
Insurance, Casualties & Losses	1,726,783		1,726,783	
Purchased Transportation Services	9,713,343	(85,000)	9,628,343	Reduction based on YTD savings
Miscellaneous	423,326		423,326	
Leases & Rentals	265,880		265,880	
Depreciation	10,679,874		10,679,874	
Total Operating Expenses	\$ 42,846,384	\$ (984,194)	\$ 41,862,190	
Operating Income / (Loss)	\$ (37,279,496)	\$ -	\$ (37,279,496)	
NON-OPERATING REVENUES/(EXPENSES)				
Sales Tax Revenue	\$ 26,649,585		\$ 26,649,585	
Net Investment Income / (Expenses)	78,000		78,000	
Long-Term Debt Interest / (Expense)	(1,008,084)		(1,008,084)	
Non-Operating Revenues / (Expenses)	1,000	737,255	738,255	Valley Ridge Crossing reimbursement
Federal Grants & Reimbursements	13,077,265	(4,409,243)	8,668,022	Reduction in grants based on capital project timelines and rollovers
State Grants & Reimbursements	2,154,696	(1,844,086)	310,610	Hike & Bike Trail - Eagle Point Section delayed and moved into FY19
Debt Issuance			-	
Total Non-Operating Revenues	\$ 40,952,462	\$ (5,516,074)	\$ 35,436,388	
CHANGE IN NET POSITION	\$ 3,672,966	\$ (5,516,074)	\$ (1,843,108)	
Net Position - Beginning of Year:	\$ 329,696,728		\$ 329,696,728	
Net Position - End of Year:	\$ 333,369,694		\$ 327,853,620	
<i>Transfer to Capital Projects</i>	<i>16,006,998</i>	<i>(4,549,089)</i>	<i>11,457,909</i>	<i>See Exhibit C</i>
Net Position After Capital Project Transfer	\$ 317,362,696		\$ 316,395,711	

Denton County Transportation Authority Budget
Fiscal Year 2018 Capital Budget

	FY 2018 Current Budget	Revised Budget Items	FY 2018 Revised Budget	Variance Analysis
BUS CAPITAL				
Scheduling Software	\$ 115,000	\$ (90,000)	\$ 25,000	Rollover into FY19
Fleet {2017}	1,474,076	(1,436,270)	37,806	Rollover into FY19
AVL Systems		2,494	2,494	Actuals - Project Closed
IOMF Fuel Tanks - Lewisville	740,000	(53,380)	686,620	Rollover from FY17; Total capital project increased by \$250k (approved revision)
Fleet {2018}	3,003,580	(3,003,580)	-	Rollover into FY19
Passenger Amenities - Denton	50,000		50,000	New capital project (approved revision)
Total Bus Capital	\$ 5,382,656	\$ (4,580,736)	\$ 801,920	
RAIL CAPITAL				
Positive Train Control Implementation	\$ 2,638,928	\$ 1,402,225	\$ 4,041,153	Rollover from FY17; Project to be complete FY19
Lewisville Bike Trail	38,263	15,632	53,895	Rollover from FY17
Trinity Mills Crew Facility		7,938	7,938	Rollover from FY17
Station Landscaping		12,505	12,505	Actuals - Project Closed
Grade Crossing Replacements {2015 Flood}		132,159	132,159	Actuals - Project Closed
Hebron Signal House {2015 Flood}		14,148	14,148	Actuals - Project Closed
Ballast Undercutting {2015 Flood}		11,299	11,299	Actuals - Project Closed
Pockrus Page {2015 Flood}	294,370	351,838	646,208	Rollover from FY17; Total capital project increased by \$150k due to scope (approved by FEMA)
Rail Capital Maintenance	2,967,927	(1,670,530)	1,297,397	Rollover into FY19
Trail Safety Improvements	81,157	(36,157)	45,000	Rollover into FY19
Lewisville Bike Trail - Eagle Point Section	2,655,697	(2,355,697)	300,000	Rollover into FY19
Valley Ridge Crossing		259,494	259,494	Actuals - Project scheduled to be closed
Brownfield Remediation	325,000	(72,672)	252,328	Rollover into FY19
Rail Safety Improvements	200,000	(132,240)	67,760	Rollover into FY19
Rail Crossing Study	73,000		73,000	
Total Rail Capital	\$ 9,274,342	\$ (2,060,058)	\$ 7,214,284	
GENERAL & ADMINISTRATIVE CAPITAL				
Data Analytics & Reporting	\$ 200,000	\$ (157,420)	\$ 42,580	Rollover into FY19
Safety & Security Assessment		25,000	25,000	Rollover from FY17; Project to be complete FY19
Infrastructure Acquisition	1,000,000	2,164,125	3,164,125	Rollover from FY17; Project to be complete FY19
Project Management / Document Control	150,000		150,000	
Shared Use Mobility Study		60,000	60,000	Rollover from FY17; Project to be complete FY19
Total General & Administrative Capital	\$ 1,350,000	\$ 2,091,705	\$ 3,441,705	
TOTAL CAPITAL EXPENDITURES	\$ 16,006,998	\$ (4,549,089)	\$ 11,457,909	



FY2018 REVISED BUDGET

FINANCE COMMITTEE - MAY 14, 2018

OPERATING BUDGET REVISIONS



OPERATING BUDGET REVISIONS

- OPERATING REVENUES

- Connect Passenger Fares
- Rail Passenger Fares
- UNT Contract Service

- OPERATING EXPENSES

- Reductions based on YTD savings

OPERATING BUDGET REVISIONS

- OTHER REVENUES

- Valley Ridge Crossing Reimbursement – Increase of \$737k
- Federal & State Grants
 - \$3.7M reduction – Fleet projects moved to FY19
 - \$1.8M reduction – Eagle Point project moved to FY19

CAPITAL

CAPITAL

- Rollovers into FY19
 - Fleet - \$4.4M
 - Eagle Point Hike & Bike Trail - \$2.4M
 - Rail Capital Maintenance - \$1.7M
- Rollovers from FY17
 - Infrastructure Acquisition - \$2.2M
 - PTC - \$1.4M
- Pockrus Page
 - \$150k increase in project budget due to revised scope approved by FEMA



Finance Committee Memo

May 14, 2018

Subject: Financial Policies

Background

DCTA Financial Policies are presented to the Finance Committee for review after the start of each fiscal year but prior to the start of the next year's budget process. Any changes proposed by the Finance Committee will be forwarded to the Board for review and final action.

The attached red-lined document incorporates slight formatting adjustments. No other changes are recommended.

The Investment Policy is included in the Financial Policies document. The Investment Policy is approved by the Board annually in separate action but is included in the Financial Policies document for reference and ease of access. The current Investment Policy was approved by the Board at its October 2017 meeting and will be presented to the Board in Sept/October 2018 for their annual approval.

Recommendation

Staff recommends the Finance Committee forward the Financial Policies to the Board of Directors for approval.

Denton County Transportation Authority Financial Management Policies

(Previously Adopted May 25, 2017)



Table of Contents

OPERATING POLICIES

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Expenditure Policies.....	6
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COST ALLOCATION12

DEBT MANAGEMENT POLICY.....13

INVESTMENT POLICY.....14

Operating Policies

Purpose

The Comprehensive Financial Management Policy assembles the Denton County Transportation Authority's (DCTA) financial policies in one document. They are the tools to ensure that DCTA is financially able to meet its immediate and long-term service objectives. The individual policies contained herein serve as guidelines for both the financial planning and internal financial management of DCTA consistent with provisions of Chapter 460 of the Texas Transportation Code and adopted DCTA Bylaws.

DCTA is accountable to its constituents for the use of public dollars. Resources must be wisely used to ensure adequate funding for the operations, services, facilities, and infrastructure necessary to meet present and future needs. These policies help safeguard the fiscal stability required to achieve DCTA's goals and objectives.

Review

DCTA Financial Policies are presented to the Finance Committee for review after the start of each fiscal year but prior to the start of the next year's budget process. Any changes proposed by the Finance Committee will be forwarded to the Board for review and final action.

Objectives

In order to achieve its purpose, the Financial Management Policies have the following objectives for DCTA's fiscal performance:

- A. To guide DCTA Board of Directors (the Board) and management policy decisions that have significant impact on the agency.
- B. To set forth operating principles that minimize the cost of government and financial risk.
- C. To employ balanced and fair revenue policies that provide adequate funding for desired services and programs.
- D. To maintain appropriate financial capacity for present and future needs.
- E. To promote sound financial management by providing accurate and timely information on DCTA's financial condition.
- F. To protect DCTA's credit rating and provide for adequate resources to meet the provision of DCTA's obligations on all its debt.
- G. To ensure the appropriate use of financial resources through an effective system of written and audited internal controls.
- H. To promote cooperation and coordination with other governments, agencies and the private sector in the financing and delivery of services.
- I. To establish long-term objectives for the financial operations of DCTA.
- J. To ~~insure~~ensure an optimum balance between demand for service and resources to provide.

Reserve Fund Policies

Adequate reserve levels are a necessary component of DCTA's overall financial management strategy and a key factor in external agencies' measurement of DCTA's financial strength. Funding priorities will be in the order listed and be reflected in the agency's cash flow model.

- a. It will be the policy of DCTA to maintain a Fund Balance Reserve Fund that is equal to three months of the total budgeted operating expenses (less capital project expenses) for the fiscal year. This Fund Balance Reserve is maintained to address unanticipated emergencies and may be allocated with approval by the Board if there are not sufficient resources in unreserved/undesignated retained earnings. An annual contribution will be budgeted from general operating resources, as available, to maintain the target reserve level.
- b. It will be the policy of DCTA to maintain a Sales Tax Stabilization Fund. This Fund will be used to stabilize revenue received from sales tax in times of economic downturn and will be equal to three percent (3%) of annual sales tax.
- c. It will be the policy of DCTA to maintain a Capital Replacement/Infrastructure Maintenance Fund (State of Good Repair) to provide funding for maintenance of capital assets and infrastructure at a sufficient level to protect DCTA's investment and maintain appropriate service levels. The use of any funds within the Capital Facilities/Infrastructure Maintenance Fund will be approved by the Board within the resources available each fiscal year.
- d. It will be the policy of DCTA to maintain a Fuel Stabilization Fund. On average, the Fuel Stabilization Fund will be equivalent to \$.05 per gallon of budgeted fuel. This will be reviewed each year during the budget process. This fund will be used to mitigate significant fluctuations in fuel prices each year. The use of any funds within the Fuel Stabilization Fund shall be approved by the Board.

Contributions to the Sales Tax Stabilization, Capital Replacement/Infrastructure Maintenance, and Fuel Stabilization Funds will be made from available funds as identified in the annual budget, or amended budget. The Chief Financial Officer (CFO) shall make a recommendation to the Board with regard to transfers to and from reserve funds. The Board shall authorize the transfers as the Board shall determine to be appropriate at the time. Guidelines for transfers and contributions are as follows:

- a. All transfers for expenditures from reserve accounts shall require prior Board approval unless previously and specifically authorized by the Board in the annual budget or amended budget.
- b. Capital Replacement Fund will at a minimum be an amount equivalent to twenty percent (20%) of bus/fleet replacement costs (reflective of anticipated grants) plus the cost of one transit bus with a twelve (12) year useful life. (Example - FY16 Bus Fleet replacement: \$2.9 million X 20% = \$0.58 million; cost of transit bus = \$0.4 million. Minimum Capital Replacement Fund requirement: \$0.58 million + \$0.4 million = \$0.98 million)
- c. Infrastructure Maintenance – Available funds within limitations of current cash flow model, in accordance with assessed capital needs which shall be reviewed during the annual budget process.

If after procedures as outlined in the adopted budget contingency plan have been met, and a severe economic downturn or other emergency requires draw down of Fund Balance Reserve or Sales Tax Stabilization funds, it will be a priority to replenish fund balances. Funds balances will be replenished within three (3) years, from any year-end budget surpluses. These surpluses may be achieved through expenditure reductions or through higher than anticipated revenues. The cash flow model and annual budget will specifically outline the timeframe and plan for fund balance replenishment.

Revenue Policies

- a. To the extent possible, a diversified and stable revenue system will be maintained to shelter service delivery from short-run fluctuations in any one revenue source due to changes in economic conditions. Trends analyzing the dependence on distinct revenue sources shall be included in the budget documents for consideration by the Board.
- b. Revenue forecasts will assess the full spectrum of resources that can be allocated for service delivery. Each year the Board shall review potential sources of revenue as part of the annual budget process.
- c. Revenue forecasts shall be realistically estimated and based on the best information available. DCTA shall use a conservative, objective and analytical approach when preparing revenue estimates and follow a vigorous policy of collecting revenues. Shortfalls anticipated based on this forecast will be addressed as follows:
 - i. Short-term (anticipated less than one year) economic downturns and temporary gaps in cash flow: Expenditure reductions or restrictions may be imposed as outlined in the Budget Contingency Plan adopted as part of the annual budget by the Board. The Board may approve a contribution from the Sales Tax Stabilization Fund or Fund Balance Reserve Fund to address temporary downturns in revenues.
 - ii. Long-term (greater than one year) revenue downturns: Deficit financing and borrowing to support on-going operations is not the policy of DCTA. Revenue forecasts will be revised. Expenses will be reduced to conform to the revised long-term revenue forecast and fare increases will be considered.
- d. All potential grants shall be carefully examined for matching requirements. Some grants may not be accepted if the local matching funds cannot be justified. Grants may also be rejected if programs must be continued with local resources after grant funds are exhausted.
- e. DCTA shall develop and maintain fair and equitable fares for all public transportation services which it operates. A fare structure establishing a base fare, categories of prepaid fares and special fare programs shall be adopted by the Board and reviewed no less than every two years. The fare structure should be competitive and offer seamless integration for passengers within the regional transportation system.
- f. Services provided on a contract basis may be set at levels sufficient to cover the entire cost of service delivery, or the service may be subsidized, as the Board deems appropriate. DCTA will systematically review fees and consider adjustments as necessary to take into account the effects of additional service costs and inflation. Studies shall be conducted to ensure that the fees will continue to support direct and indirect costs of operations, administration, maintenance, debt service, depreciation of capital assets, and moderate system expansion. Based on a market analysis, fees for similar services in other communities may also be considered. The criteria used to evaluate recommended target rates (equity, cost recovery policy, market demand, etc.) shall be included in the review. Such review should be scheduled periodically and be incorporated into the budget process for possible action by the Board.
- g. DCTA will review contracts and leases, which result in revenues to DCTA on a timely basis for careful consideration by the Board.

Expenditure Policies

DCTA will only propose operating expenditures which can be supported from on-going revenues. Before undertaking any agreements that would create fixed on-going expenses, the cost implications of such agreements will be fully determined for current and future years. Capital expenditures may be funded from one-time revenues, but the operating budget expenditure impacts of capital expenditures will be reviewed for compliance with this policy provision.

- a. Department heads are responsible for managing budgets within the total appropriation. DCTA will conduct a regular review and analysis of major expenditure categories to help assure the most efficient use of resources.
- b. DCTA will maintain expenditure categories according to state statute and administrative regulation.
- c. Emphasis is placed on improving individual and work group productivity rather than adding to the work force. DCTA will consider investing in technology and other efficiency tools to maximize productivity. DCTA will hire additional staff only after the need for such positions has been demonstrated and documented.
- d. All compensation planning will focus on the total cost of compensation, which includes direct salary, health care benefits, pension contributions, training allowance, and other benefits of a non-salary nature, which are a cost to DCTA. A compensation study shall be conducted every three (3) years to ensure that DCTA maintains a competitive position in the market, with a goal to stay at the mid-point of the market range.

Accounting, Auditing and Financial Reporting

DCTA will maintain a system of financial monitoring, control, and reporting for all operations and funds in order to provide effective means of ensuring that overall DCTA goals and objectives are met.

- a. Accounting Records and Reporting. DCTA will maintain its accounting records in accordance with state and federal regulations. Financial statements will conform to generally accepted accounting principles (GAAP) of the Governmental Accounting Standards Board (GASB).
- b. Auditing. As required under Chapter 460.402 of the Texas Transportation Code, an outside independent CPA firm will annually perform the DCTA's financial Audit. Results of the annual audit will be provided to the Board in a timely manner. The external audit firm is accountable to the Board of Directors and will have access and direct communication with the Board. The Single Audit Report will be prepared and presented to the Board by the external auditors along with the audited financial statements. The Single Audit Report shall list the status and current operations of all federal, state and local grant funds awarded and received.
- c. Simplified Fund Structure. To the extent possible, DCTA will minimize the number of Funds.

The Finance Department will develop, maintain, and consistently seek to improve cash management systems which ensure the accurate and timely accounting, investment, and security of all cash assets.

Budget and Operating Policies

- a. Decisions of the Agency will be within the context of the cash flow model and the long range service plan. Staff shall provide a review of the implications of budgetary proposals on the cash flow model.
- b. The budget is designed to communicate DCTA's financial goals and objectives to our stakeholders by describing the service to be provided, the cost of the service, the proposed allocation of funds and revenue sources used to pay for the service. DCTA is committed to a balanced budget, where current year expenses do not exceed current year revenues and applicable/specific reserve balances.
- c. Chapter 460.403 of the Texas Transportation Code requires the Board to prepare an annual budget. The annual budget shall be developed consistent with state law and in a manner which encourages early involvement with the public and Finance Committee of the Board of Directors and the Board. A calendar of events related to budget development shall be presented to Finance Committee each year prior to the start of the annual budget process.
- d. The Finance Department will maintain a system for monitoring the DCTA's budget performance. The system will provide the DCTA Finance Committee and the Board with monthly and/or quarterly information in a timely manner on fund level resource collections and category level expenditures.
- e. Revised Budget Policy: The budget should be adjusted during the budget period should unforeseen events require changes to the original budget plan. The budget is a plan based on a set of assumptions that may not always match actual experiences during the execution phase. DCTA staff shall watch for significant deviations from expectations and make adjustments so that the plan is consistent with revised expectations as follows:
 - i. Operating Fund Expenditures
 1. DCTA is required to control operating costs and maintain the total expenditures incurred at or below the total annual adopted Operating Expenses budget or budget as amended.
 2. The President may authorize budget transfers between expense categories and departments, in an aggregate amount – not to exceed 5% of the total annual Operating Expenses budget without Board approval.
 3. The Board may ~~in the revised budget process~~, authorize a budget amendment for approval of new contracts and unbudgeted expenditures.
 - ii. Capital Project Fund Expenditures
 1. Expenditures for capital projects must be approved with the fiscal year capital project budget; or
 2. By Board approval of a capital project budget amendment and approval of the purchase during the fiscal year. Capital project budget amendments will be incorporated in the revised budget process.
 - iii. All DCTA amendments and transfers will be reflected in the appropriate period for the budget year and cash flow model.

- f. Definitions:
- i. Budget Amendment – Shall mean a change in the fiscal year budget based on the following criteria:
 - 1. Operating – an increase to the total bottom line operating fund expenditure budget.
 - 2. Capital – (a) addition of a new project; (b) change in Capital Projects Fund annual appropriation; (c) an increase to the total approved budget of a specific project.
 - 3. A resolution approved by the DCTA Board of Directors is required to authorize an amendment as specified in Section e (i).
 - ii. Budget Transfers – Shall mean transfer of funds between departments or specific operating expense line items that neither increase nor decrease the total adopted operating fund budget.
- g. A Budget Contingency Plan will be adopted each year as part of the annual budget process. This allows DCTA to be positioned to respond quickly to economic or market fluctuations. The Plan shall identify triggers, key action plans and monitoring processes to allow DCTA to recover and/or adjust to serious downturns effectively.
- h. Accurate inventories of all physical assets, their condition, life spans, and cost will be maintained to ensure proper stewardship of public property. The CFO will establish policies and appropriate procedures to account for fixed assets, including establishing the threshold dollar amount for which fixed asset records are maintained and how often physical inventories are taken. A physical inventory will be conducted no less than every two (2) years.

Purchase and Disposal of Assets

DCTA will follow and maintain purchasing procedures that comply with applicable State and Federal Laws and Board resolutions and policies regarding procurement. The policy of the Board of Directors is to:

- a. Provide equal access to all vendors participating through competitive acquisition of goods and services.
- b. Conduct the procurement process and disposal of property in a manner that promotes and fosters public confidence in the integrity of DCTA's procurement procedures.
- c. Protect the interest of entities providing financial support without regard to any undue influence or political pressure.

Federal Funds: When procurement involves the expenditure of federal funds, purchasing shall be conducted in accordance with all applicable federal laws or regulations.

Grant Funds: When procurement involves the expenditure of grant funds, purchasing shall be conducted in accordance with all applicable grant laws or regulations.

Emergency procurement: The DCTA President or his/her designated agent may make or authorize others to make emergency procurements of materials, supplies, equipment or services when there exists a threat to public health, welfare, or safety. The Executive Committee of the Board will be notified immediately of such action. State laws relating to emergency purchases shall be followed.

Cost Allocation

DCTA desires to comply with all laws and recommendations in calculating and receiving full cost recovery for services rendered and for allocating appropriate indirect costs related to grant funded projects.

Cost allocation is a method to identify and distribute indirect costs. Direct costs are costs assignable to a specific objective, whereas indirect costs are costs incurred for multiple cost objectives or not assignable to a specific cost objective without effort disproportionate to the benefit received. DCTA will prepare or have prepared an annual cost allocation plan to identify direct and indirect costs to use for recovering allowable costs under OMB Circular A-87 and in the development of cost of services as applicable for use in contracts for service delivery with outside entities. The plan will be prepared consistent with guidelines established by:

The Federal Office of Management and Budget (OMB) Circular A-87

OMB Circular A-87 establishes cost ~~principals~~principles for State, local, and Indian Tribal Governments for determining costs for Federal Awards. Item 5 of the Circular states that, “The ~~principals~~principles are for determining allowable costs only.” In defining allowable costs, the Circular provides a definition of allocable costs on Attachment A, paragraph C.3.a, “A cost is allocable to a particular cost objective if the goods or services involved are chargeable or assignable to such cost objective in accordance with relative benefits received.” The Circular further outlines costs that are allowable for charging the Federal government and distinguishes those that are specifically excluded from recovery.

Governmental Accounting Standards Board (GASB)

GASB is the independent organization that establishes and improves standards of accounting and financial reporting for U.S. state and local governments. While GASB is not a governmental agency and does not have enforcement authority, compliance with GASB is tested by the external auditor in the annual audit of DCTA.

Debt Management Policy

The objectives of the DCTA's Debt Management Policy will be:

- a. To minimize the use of debt to the effect that debt service payments will be a predictable and manageable part of the operating budget.
- b. Utilize debt as the last resort, to raise capital at the lowest cost, consistent with the need to borrow.

These will be accomplished by:

- a. Securing and maintaining a high credit rating
- b. Maintaining a good reputation in the credit markets by implementing and maintaining a sound capital program and managing the annual budget responsibly.
- c. Selecting professional service providers (underwriters, financial advisors, bond insurer²s, etc. through negotiation, RFQ process or as defined for professional services under DCTA's procurement procedures.
- d. Issuing debt on a competitive basis (except when conditions make a negotiated sale preferable) and awarding to the bidder who produces the lowest true interest cost and underwriting cost. Revenue bonds can be issued through a negotiated sale when the issue is unusually large; the project is speculative or complex; the issue is a refunding; or the market is unstable.
 - i. Long-term debt issued will not exceed the life of the projects financed. Current operations will not be financed with long-term debt.
 - ii. Short-term borrowing will not be used for operating purposes.
- e. Complying with continuing disclosure reporting requirements and the obligation to inform the Municipal Securities Rulemaking Board through the EMMA website (Electronic Municipal Market Access) of any and all continuing disclosure documents and annual financial statements. The DCTA's annual audited financial report will be sent to EMMA as soon as the external auditor issues the report and it has been presented to the Board of Directors
- f. Ensuring no debt is issued for which DCTA is not confident that a sufficient, specifically identified revenue source is available for repayment. The CFO shall prepare an analytical review for this purpose prior to the issuance of any debt.
- g. Limiting bonded indebtedness to a level that:
 - i. permits sufficient borrowing to support a reasonable level of capital programming,
 - ii. maintains a debt amortization schedule within DCTA's ability to pay, and
 - iii. supports DCTA's credit rating objectives.
- h. Considering credit enhancements only after a cost/benefit analysis has been completed for each bond issue.
- i. Maintaining debt service reserve accounts as required by bond ordinances and where deemed advisable by the Board. DCTA shall structure such debt service reserves to avoid violation of IRS arbitrage regulations.
- j. Maintaining debt service coverage ratios as required for any bond issues but not less than an internal debt service coverage of 1.25X.

THE INVESTMENT POLICY IS ADOPTED ANNUALLY BY SEPARATE ACTION OF THE BOARD OF DIRECTORS AND IS INCLUDED HERE FOR REFERENCE.

Investment Policy (As adopted 10/26/2017)

I. POLICY STATEMENT

The Denton County Transportation Authority (DCTA) policy stipulates that the administration of its funds and the investment of those funds shall be made in a manner which will provide the maximum security of principal invested through limitations and diversification while meeting the daily cash flow needs of DCTA. DCTA's investments will conform to all applicable state statutes governing the investment of public funds.

Effective cash management is essential to good fiscal management. Cash management is defined as the process of managing monies to ensure maximum cash availability. DCTA shall maintain a comprehensive cash management program which includes collection of accounts receivable; prudent investment of its available cash; disbursement of payments in accordance with invoice terms; compliance with Board Policy; and the management of bank depository services.

Receiving a market rate of interest will be secondary to the requirements for safety and liquidity. DCTA intends to be in compliance with local law and the Texas Public Funds Investment Act, Chapter 2256, Texas Government Code, (the "Act"). Investment earnings will be used in a manner that best serves the interests of DCTA.

II. SCOPE

This investment policy applies to all the financial assets and funds of DCTA. However, this policy does not apply to the assets administered for the benefit of DCTA by outside agencies under deferred compensation programs. DCTA may commingle its funds into one pooled investment fund for investment purposes for efficiency and maximum investment opportunity.

III. OBJECTIVES AND STRATEGY

DCTA's policy is that all funds shall be managed and invested with four primary objectives, listed in order of their priority: safety of principal, liquidity, diversification and yield. Investments are to be chosen in a manner which reflects diversity by market sector, type of credit, and length of maturity as best meets DCTA's requirements. The choice of high-grade government investments and high-grade money market instruments is designed to assure the marketability of those investments should liquidity needs arise. To best meet anticipated cash flow requirements, the weighted average maturity (WAM) of the overall portfolio may not exceed 18 months.

Safety of Principal

Safety of principal is the foremost objective. Investments of DCTA's cash shall be undertaken in a manner that seeks to ensure the preservation of capital in the overall portfolio. The safety of principal is best achieved by limiting maximum maturities to two years or no further than expected project cash flow forecasts; limiting investment types to those specifically authorized by this policy; diversifying investments; and, monitoring credit ratings on selected investment types.

Liquidity

Investments will be based on a cash flow analysis of needs and will remain sufficiently liquid to satisfy all operating requirements which might be reasonably anticipated by the agency's cash flow model. The portfolio will be structured so that investments mature concurrent with cash needs. Because all possible cash demands cannot be anticipated, the portfolio will include investments that offer same-day liquidity for those unanticipated situations. In addition, a portion of the portfolio will consist of securities with active secondary or resale markets.

Diversification

The portfolio will be diversified by maturity and market sector and will include the use of a number of broker/dealers for diversification and market coverage. Competitive bidding as defined in Section VIII of this policy will be used on each sale and purchase.

Yield

DCTA's investment portfolio shall be designed with the objective of attaining a market yield-to-maturity taking into account DCTA's risk constraints and the cash flow needs. Market yield-to-maturity may be defined as the rolling average yield of the current six-month Constant Maturity Treasury (CMT).

DCTA has selected the weighted-average yield-to-maturity as its preferred measure of investment performance. The weighted-average yield-to-maturity shall be calculated on a monthly basis by multiplying each individual security's yield-to-maturity at time of purchase by its book value, totaling the product of these calculations, and dividing by the total book value of the portfolio.

IV. LEGAL LIMITATIONS, RESPONSIBILITIES AND AUTHORITY

Specific investment parameters for the investment of public funds in Texas are found in the Public Funds Investment Act, Chapter 2256, Texas Government Code (the "Act"). The Public Funds Collateral Act, Chapter 2257, Texas Government Code, specifies collateral requirements for all public fund deposits. All investments will be made in accordance with these statutes.

V. DELEGATION OF INVESTMENT AUTHORITY

The Chief Financial Officer, acting on behalf of DCTA, is designated as the Investment Officer and the President of DCTA is designated as the Alternate Investment Officer. The Investment Officer is responsible for investment management decisions and activities according to this Investment Policy. The Investment Officer is also responsible for considering the quality and capability of staff, investment advisors, and consultants involved in investment management and procedures. All participants in the investment process shall seek to act responsibly as custodians of the public trust.

The Investment Officer shall develop and maintain written administrative procedures for the activities of the investment program which are consistent with this Investment Policy. The procedures will include reference to safekeeping; require and include Master Repurchase Agreements (as applicable); wire transfer agreements; banking services contracts; and other investment related activities.

The Investment Officer shall be responsible for all transactions undertaken and shall regulate the activities of subordinate officials and staff. The Investment Officer shall designate in writing a staff person as a liaison/deputy in the event circumstances require timely action and the Investment Officer and Alternate Investment Officer are not available.

No officer or designee may engage in an investment transaction except as provided under the terms of this Policy and the procedures established herein.

Authorization Resolution

A Resolution is established with this investment policy and attached hereto authorizing the Investment Officer to engage in investment transactions on behalf of DCTA. The persons authorized by the Resolution to transact business for DCTA are also authorized to approve wire transfers used in the process of investing.

VI. PRUDENCE

The standard of prudence to be used in the investment function shall be the “prudent person” standard and shall be applied in the context of managing the overall portfolio. This standard states that:

“Investments shall be made with judgment and care, under circumstances then prevailing, which persons of prudence, discretion, and intelligence exercise in the management of their own affairs, not for speculation, but for investment, considering the probable safety of their capital as well as the expected income to be derived.”

Limitation of Personal Liability

The Investment Officer and those delegated investment authority under this Policy, when acting in accordance with the written procedures and this Policy and in accord with the Prudent Person Rule in Section VI, shall be relieved of personal liability in the management of the portfolio provided that deviations from expectations for a specific security’s credit risk or market price change or portfolio shifts are reported in a timely manner to the Board of Directors and that appropriate actions are taken to control adverse market effects.

VII. INTERNAL CONTROLS

The Investment Officer shall establish a system of written internal controls which will be reviewed annually with the independent auditor of DCTA. The controls shall be designed to prevent loss of public funds due to fraud, employee error, misrepresentation by third parties, unanticipated market changes or imprudent actions by employees of DCTA. Results of review of internal controls by the independent auditor shall be included in the annual audit.

Cash Flow Forecasting

Cash flow forecasting is designed to protect and sustain cash flow requirements of DCTA. Supplemental to the financial and budgetary systems, the Investment Officer will maintain a cash flow forecasting process designed to monitor and forecast cash positions for investment purposes.

VIII. AUTHORIZED INVESTMENTS

Acceptable investments under this policy shall be limited to the instruments listed below and as further described by the Public Funds Investment Act:

- A. Obligations of the United States Government, including obligations that are fully guaranteed or insured by the Federal Deposit Insurance Corporation (FDIC), agencies and instrumentalities and government sponsored enterprises, excluding collateralized mortgage obligations (CMO's), not to exceed two years to stated maturity with the exception of project funds which may be invested in longer maturities but not to exceed forecasted expenditure dates;
- B. Fully insured or collateralized certificates of deposit from a bank doing business in the State of Texas, not to exceed two years to stated maturity. In addition, separate CDs issued by depositories wherever located, bundled together into a single investment with the full amount of principal and interest of each CD insured by the Federal Deposit Insurance Corporation (FDIC) may be purchased through a broker that has its main office in Texas and is selected from a list adopted by the DCTA Board or a selected depository institution with its main office or branch office in Texas. This broker or depository shall act as the custodian for the various certificates on behalf of DCTA;
- C. Repurchase agreements and reverse repurchase agreements as defined by the Act, not to exceed 180 days to stated maturity, provided an executed Master Repurchase Agreement is on file with DCTA and the counterparty bank or primary dealer. Flexible repurchase agreements used specifically for capital projects may extend beyond the 180 day stated limitation, but shall not exceed the expenditure plan of the projects;
- D. No-load SEC-registered money market funds, each approved specifically before use by DCTA;~~and~~
- E. Constant dollar Texas Local Government Investment Pools as defined by the Public Funds Investment Act;
~~and-~~
- E.F. Interest bearing bank savings deposits issued by state and national banks or savings bank or a state or federal credit union (having their main or branch office in Texas) that are guaranteed or insured by the Federal Deposit Insurance Corporation or the National Credit Union Share Insurance Fund (or their successor organizations).

If additional types of securities are approved for investment by public funds by state statutes, none will be eligible for investment by DCTA until this policy has been amended and approved by the DCTA Board.

Competitive Bidding Requirements

All securities, including certificates of deposit, will be purchased or sold after three (3) offers/bids are taken to verify that DCTA is receiving fair market value/price for the investment.

Delivery versus Payment

All security transactions, including collateral for repurchase agreements, entered into by DCTA, shall be conducted on a delivery versus payment (DVP) basis.

IX. AUTHORIZED FINANCIAL DEALERS AND INSTITUTIONS

All investments will be made through either DCTA's banking services bank or ~~an approved broker/a primary~~ dealer. DCTA will review the list of authorized broker/dealers annually. A list of at least three broker/dealers will be maintained in order to assure competitive bidding.

Securities broker/dealers must meet and disclose certain criteria as determined by the Investment Officer including:

- A. an audited financial statement each year,
- B. proof of certification by the Financial Industry Regulatory Authority (FINRA) and provision of CRD number,
- C. proof of current registration with the State Securities Commission, and
- D. Completion of DCTA questionnaire.

Every broker/dealer, investment pool, investment manager and bank with which DCTA transacts business will be provided a copy of this Investment Policy to assure they are familiar with the goals and objectives of DCTA's investment program. A representative of investment pools and investment managers exercising discretion ~~the firm~~ will be required to return a signed certification stating that the Policy has been received and reviewed and that controls are in place to assure that only authorized securities are sold to DCTA.

DCTA may appoint one or more investment advisors to assist the financial staff in the management of DCTA funds. The investment advisor must be registered with the Securities and Exchange Commission under the Investment Advisors Act of 1940 and also be registered with the Texas State Securities Board as an investment advisor. To be eligible for consideration, an investment advisor shall demonstrate knowledge of, and experience in, the management of public funds. An appointed investment advisor shall act solely in an advisory and administrative capacity, within the guidelines of this Investment Policy, and shall not have discretionary authority to transact business on behalf of DCTA.

If DCTA has contracted with a Registered Investment Advisor for the management of its funds, the advisor shall be responsible for performing due diligence on and maintaining a list of broker/dealers with which it shall transact business on behalf of DCTA. The advisor shall recommend broker selection criteria to DCTA's Investment Officer for approval. The advisor shall annually present a list of its authorized broker/dealers to DCTA for review and likewise shall return a signed certification stating that the advisor has reviewed the DCTA investment policy and has implemented reasonable procedures and controls to preclude imprudent investment activities. The advisor shall obtain and document competitive bids and offers on all transactions and present these to DCTA as part of its trade documentation.

X. DIVERSIFICATION AND MATURITY LIMITATIONS

It is DCTA's policy to diversify its investment portfolio. Invested funds shall be diversified to minimize risk or loss. Diversification strategies shall be established and periodically reviewed. At a minimum, diversification standards by security type and issuer shall be:

Security Type	Max % of Portfolio
U.S. Treasury obligations	100%
U.S. Government agencies and instrumentalities	Not to exceed 75%
Fully insured or collateralized CDs	Not to exceed 30%
Repurchase agreements	100%
Money Market Funds	50%
Local Government Investment Pools	
Liquidity Pools	100%
Maximum percent ownership of pool	Not to exceed 10%
<u>Interest Bearing Bank Savings Deposits</u>	<u>25%</u>

The Investment Officer shall be required to diversify maturities. The Investment Officer, to the extent possible, will attempt to match investments with anticipated cash flow requirements. Matching maturities with cash flow dates will reduce the need to sell securities prior to maturity, thus reducing market risk. Unless matched to a specific requirement, the Investment Officer may not:

A. invest more than 20% of the portfolio for a period greater than one (1) year, or B. invest any portion of the portfolio for a period of greater than two (2) years.

XI. SAFEKEEPING AND COLLATERALIZATION

The laws of the State and prudent treasury management require that all purchased securities be bought on a delivery-versus-payment (DVP) basis and be held in safekeeping by either DCTA; an independent third party financial institution; or DCTA's designated banking services depository.

All safekeeping arrangements shall be designated by the Investment Officer and an agreement of the terms executed in writing. The third-party custodian shall be required to issue safekeeping receipts to DCTA listing each specific security, rate, description, maturity, CUSIP number, and other pertinent information. Each safekeeping receipt will be clearly marked that the security is held for DCTA or pledged to DCTA.

All securities pledged to DCTA for certificates of deposit or demand deposits shall be held by an independent third-party bank doing business in Texas. The safekeeping bank may not be within the same holding company as the bank from which the securities are pledged.

Collateralization

Collateralization is required on time and demand deposits exceeding the FDIC insurance coverage of \$250,000, and on repurchase agreements.

To provide a level of additional security for all funds and to also anticipate any market changes, the collateralization level required will be 105% of the market value of the principal and accrued interest. Collateral will be held by an independent third party safekeeping agent.

XII. PERFORMANCE EVALUATION AND REPORTING

A comprehensive quarterly investment report shall be prepared by the Investment Officer or Investment Advisor within ten (10) days following the fiscal quarter end and be presented to the DCTA Board the month following the fiscal quarter end. As required by the Texas Public Funds Investment Act, the report will:

- A. describe in detail the investment position of DCTA on the date of the report;
- B. be signed by the Investment Officer(s)
- C. contain a summary statement that presents :
 - a. beginning book and market value for the reporting period;
 - b. ending book and market value for the reporting period; and
 - c. fully accrued interest for the reporting period;
- D. state the book value and market value of each separately invested asset at the end of the reporting period by the type of asset and fund type invested;
- E. state the maturity date of each separately invested asset that has a maturity date;

- F. state the account or fund for which each investment security was purchased;
- G. compare the portfolio's performance to other benchmarks of performance; and
- H. state the compliance of the investment portfolio with DCTA Investment Policy, Investment Strategy, and the Public Funds Investment Act.

XIII. DEPOSITORIES

DCTA will designate one banking institution through a competitive process as its central banking services provider at least every five years. This institution will be used for normal banking services including disbursements, collections, and safekeeping of securities. Other banking institutions from which DCTA may purchase certificates of deposit will also be designated as a depository after providing their latest audited financial statements to DCTA.

XIV. TRAINING REQUIREMENT

The DCTA Investment Officer(s) shall attend at least one investment training session consisting of no less than 10 hours of instruction relating to investment responsibilities within twelve months of taking office or assuming duties, and subsequently shall receive a minimum of 10 hours not less often than once in a two-year period that begins on the first day of the fiscal year and consists of the two consecutive years after that date, ~~and shall receive not less than ten hours of instruction relating to investment responsibilities~~. The investment training session shall be provided by an independent source approved by the Board of Directors. See Attachment I for a list of Board approved independent investment training sources. Contingent upon Board approval, additional independent sources from which investment training may be obtained shall include a professional organization, an institute of higher learning, or any sponsor other than a business organization with whom DCTA may engage in an investment transaction. Such training shall include education in investment controls, security risks, strategy risks, market risks, and compliance with the Public Funds Investment Act.

XV. ETHICS AND CONFLICTS OF INTEREST

Officers and employees involved in the investment process shall refrain from personal business activity that could conflict with the proper execution and management of the investment program or that could impair the ability to make impartial decisions. Employees and investment officials shall disclose any material interests in financial institutions with which personal business is conducted. Further disclosure shall also be made of any personal financial/investment positions that could be related to the performance of the investment portfolio. Employees and officers shall refrain from undertaking personal investment transactions with the same individual with whom business is conducted on behalf of DCTA.

An Investment Officer of DCTA who has a personal business relationship with an organization seeking to sell an investment to DCTA shall file a statement disclosing that personal business interest. An Investment Officer who is related within the second degree by affinity or consanguinity to an individual seeking to sell an investment to DCTA shall file a statement disclosing that relationship. A statement required under this subsection must be filed with the Texas Ethics Commission and the DCTA Board of Directors.

XVI. SUBJECT TO AUDIT

A formal annual review of the investment reports will be performed by an independent auditor with the results reported to the Board. All collateral shall be subject to inspection and audit by the DCTA Treasurer or DCTA's independent auditors.

XVII. INVESTMENT POLICY ADOPTION BY DCTA BOARD

DCTA's Investment Policy shall be adopted annually by the Board of Directors. The policy and strategies shall be reviewed on an annual basis by the Board or a designated Committee of the Board. A written resolution approving that review, and suggested changes to the policy will be approved by the Board.

Board Approved Independent Investment Training Sources

1. Texas Municipal League (TML)
2. Government Finance Officers Association (GFOA)
3. Government Finance Officers Association of Texas (GFOAT)
4. North Central Texas Council of Governments
5. Texas Higher Education Coordinating Board



Board of Directors Memo

May 24, 2018

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

A meeting of the Program Services Committee was held at 12:00 p.m., May 15, 2018 at 640 121 Business, Lewisville, TX.

In attendance were:

Committee Members: *Dave Kovatch, Chair, Mark Miller, Carter Wilson, George Campbell*
Board Members: *Charles Emery, Dianne Costa, Ron Trees, Connie White, Richard Huckaby*
Absent: *Committee Members: Don Hartman, Skip Kalb; Board Members: Tom Winterburn, Allen Harris*
Legal Representation: *Pete Smith (at 1:39)*
DCTA Staff: *Jim Cline, Kristina Holcomb, Marisa Perry, Nicole Recker, Jonah Katz, Ian Shows, Amanda Riddle, Troy Raley, Alex McGlinchey, Michelle Bloomer, Brandy Pedron*

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

- 1) WELCOME AND INTRODUCTIONS
- 2) ITEMS FOR INFORMATION / DISCUSSION

- a. April Public Meeting Feedback

Marketing & Communications staff provided an overview of the recent public meetings held to garner feedback on proposed service changes. The recap included information on the public involvement plan and comments received. Staff summarized the feedback documented in the presentation deck included in the board packet, items of note included the stats on Slide 30 as well as the repeat comments summarized on slide 45. Several items raised by the public were:

1. *Regional Fare Increase concerns*
2. *Late Evening Bus Service*
3. *Hours at Downtown Denton Transit Center*
4. *Sunday Service*

Staff is already dealing with the first two issues, was instructed to look at #3 as part of the upcoming changes, and the Program Services Committee will take another look at #4 during the upcoming year. This information has also been shared with the Operations department for inclusion in the service modification planning process.

- b. Transit Operations

1. Rail Ridership Discussion

- a. Point In Time Study Results

A draft report containing the results from the recent Point In Time Study focusing on the A-train origin and destination of rail passengers were shared with the committee. Staff will further develop the results, make relevant correlations and present a final report to the board later this month.

b. Express Rail Service Options

Staff lead a discussion regarding the potential impact on operating express rail service and the option of implementing a commuter express bus service to provide improved connectivity between the DCTA service area to employment centers in Downtown Dallas.

2. Future Service Changes Discussion

An in-depth discussion was held regarding proposed service changes for August 2018 and January 2019. The service changes discussed included the initially proposed service enhancements, new modifications derived from recent public feedback and a proposed timeline for service implementation as well as the increase in the regional fares and promotional fares targeted to increase ridership.

3. Positive Train Control Update

An update regarding PTC implementation and testing was provided including information regarding the need to modify some rail service to accommodate PTC testing.

c. Planning & Development Update

1. A-train Extension Planning Activity

No update was provided for this item.

2. Shared Use Mobility Study Update

No update was provided for this item.

3. Business Development & Partnership Updates

A recap of the recent events associated with the Autonomous Vehicle Pilot Program Announcement was provided including a slide show of events pictures.

3) 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.
No executive session was held

4) RECONVENE OPEN SESSION

- a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
No action taken because no executive session was held.

5) FUTURE AGENDA ITEMS

It was requested that the following items be addressed by Program Services:

- *I-35W Corridor Planning*
- *Frisco/BNSF Corridor Planning*

6) ADJOURN - *The meeting adjourned at 2:17 p.m.*

Program Development Chair – Dave Kovatch

Program Development Members – George Campbell, Mark Miller, Don Hartman, Carter Wilson, Skip Kalb

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



Recommended Service Changes

May 15, 2018

Overview

Recommended Service Changes

Highland Village

Lewisville Connect

Denton Connect

UNT

North Texas Xpress/Alliance

A-train Mid-day Service

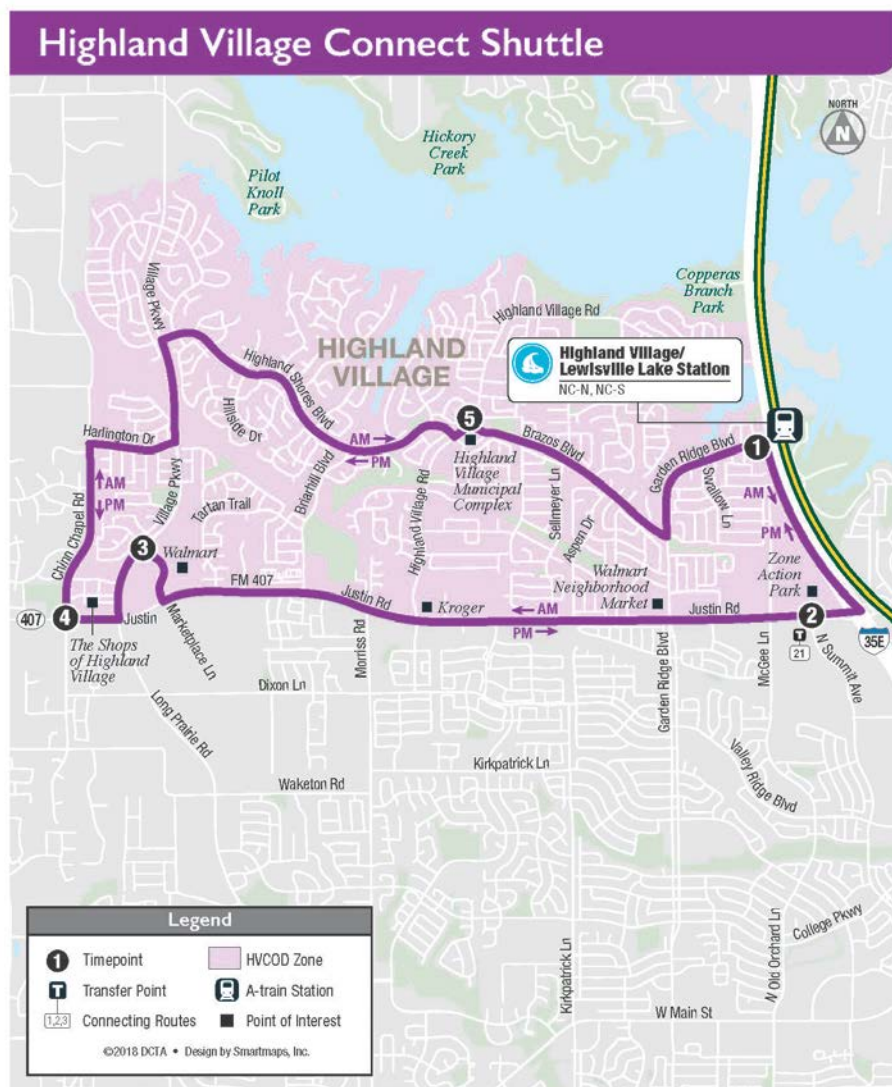
Schedule

March 22	Executive Committee
April 16	Public Meeting: Lewisville
April 17	Program Services
April 18	Public Meeting: Denton
April 24	Public Meeting: Highland Village
April 24-28	Bus Operator Safety Meetings (7)
May 15	Program Services
July 17	Program Services
July 26	Board Approval
August 27	Service Changes Implemented

Highland Village



HIGHLAND VILLAGE: Connect Shuttle



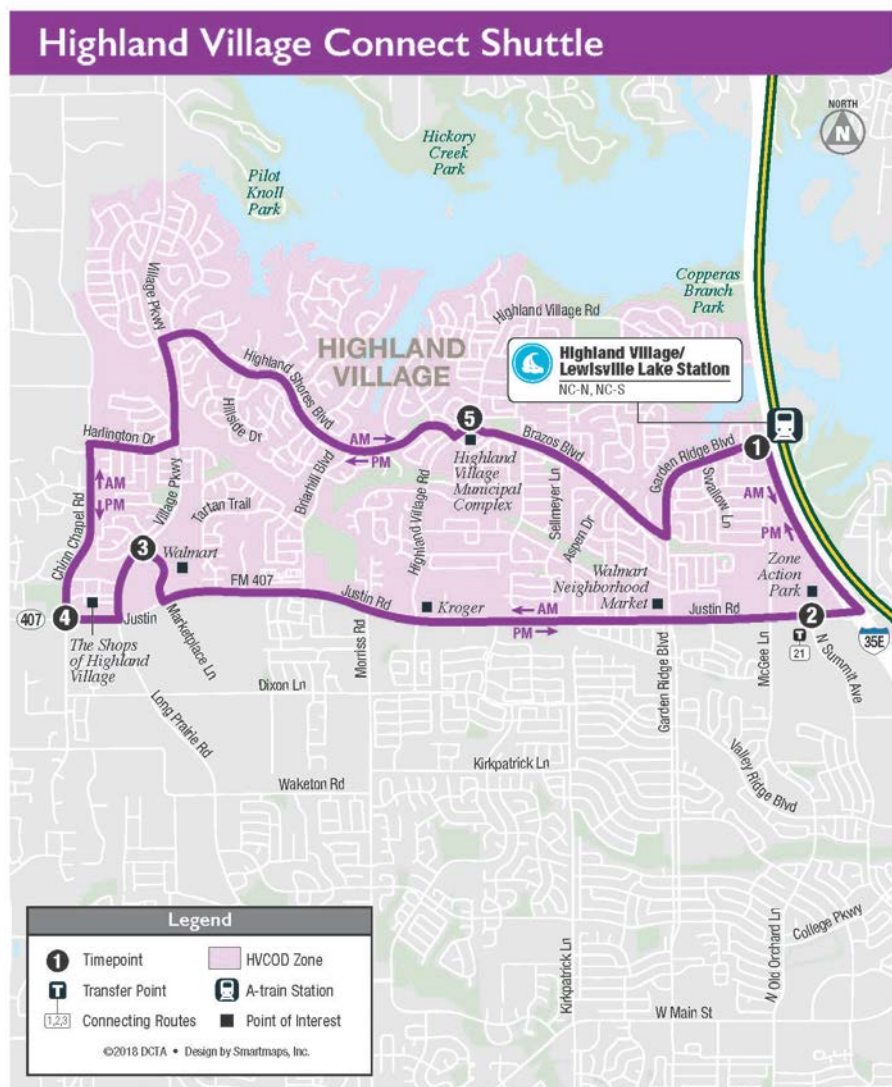
Current

- 3 Vehicles
- 6 Drivers
- 20 minute frequency

Proposed

- 2 Vehicles
- 4 Drivers
- 30 minute frequency

HIGHLAND VILLAGE: Community On-Demand



Current

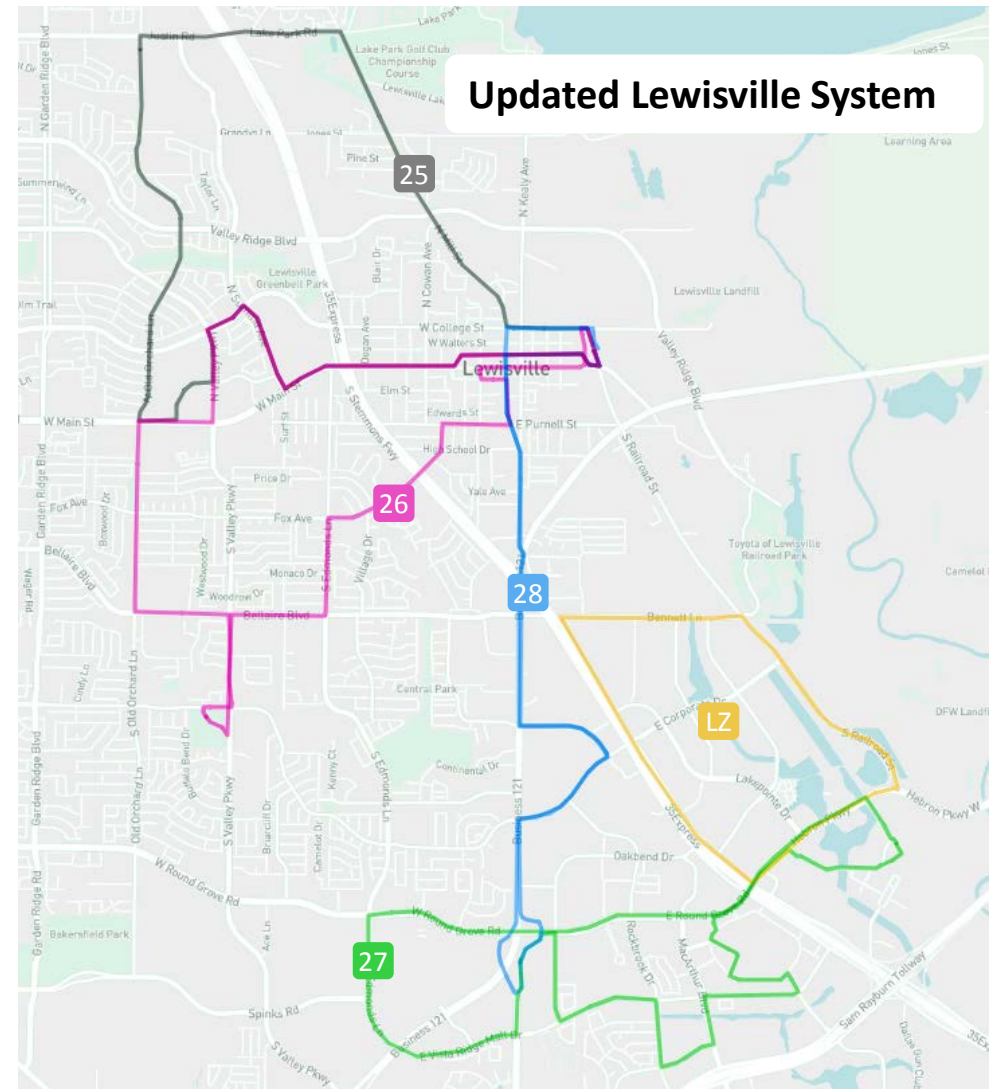
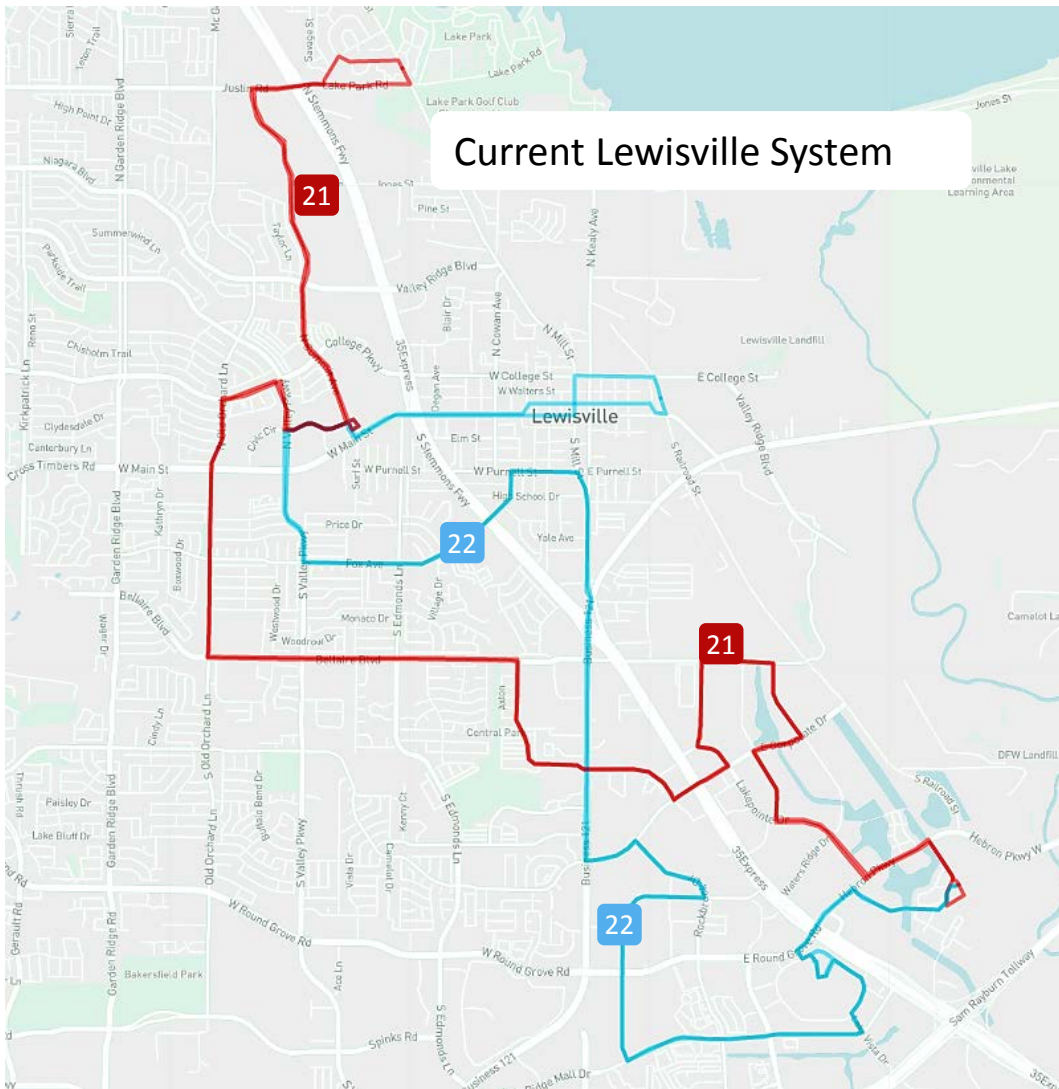
- Highland Village Zone
- Provided by DCTA
- 2 Hour Notice
- Monday - Friday
- 5:00 am – 7:00 pm

Proposed

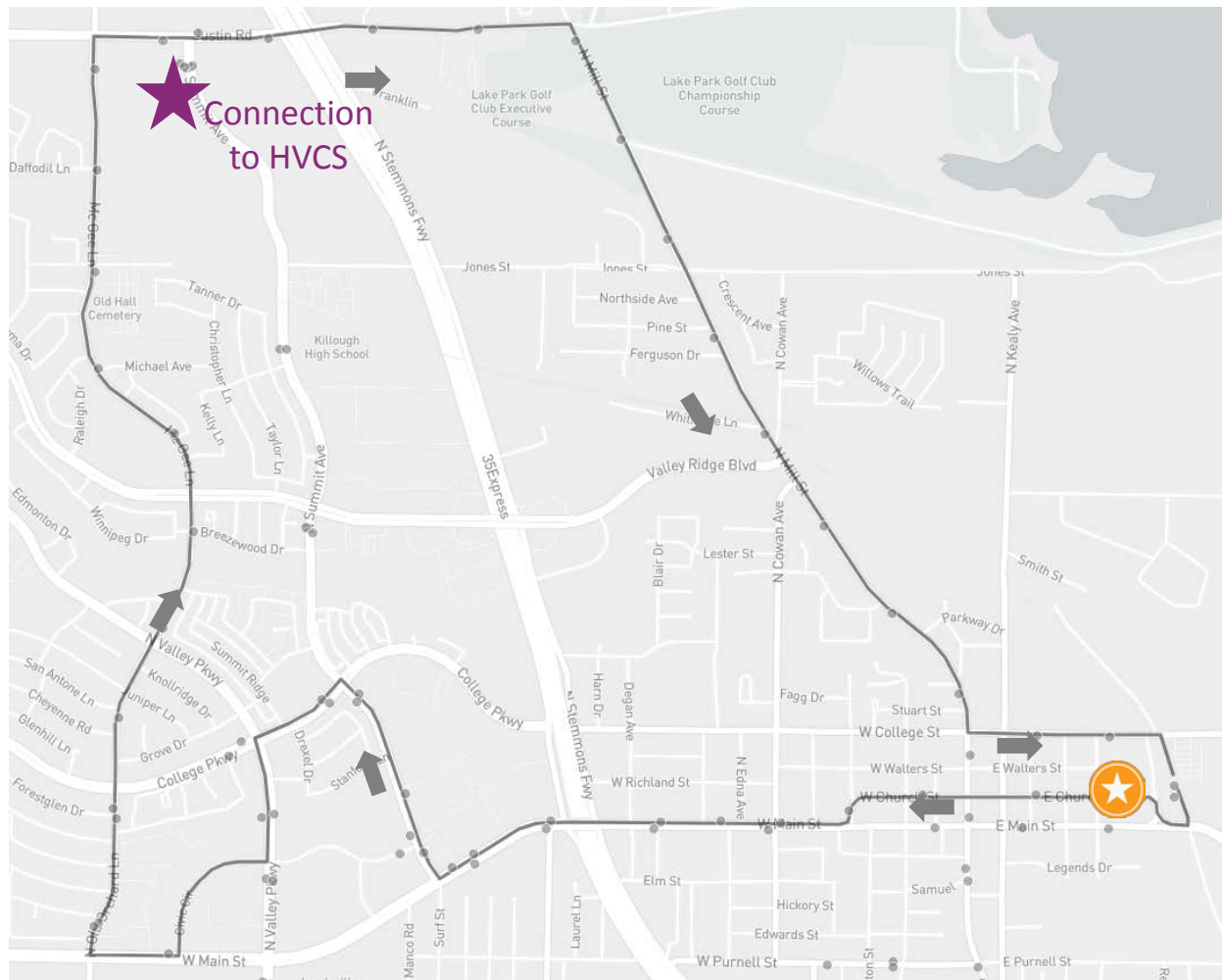
- Maintain Existing Zone
- Provided by Lyft
- On-demand
- Monday – Friday
- 5:00 am – 9:00 pm

Lewisville Connect



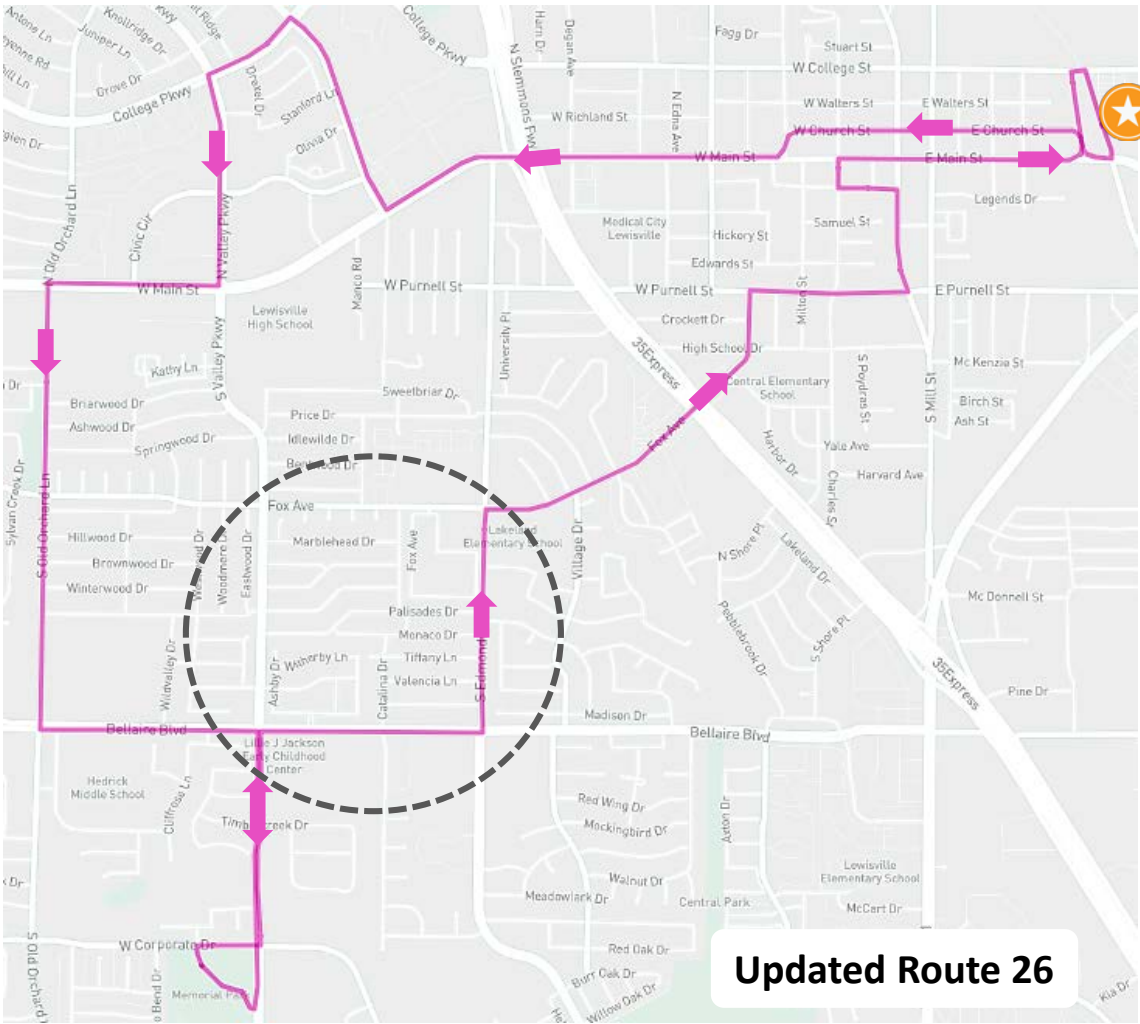
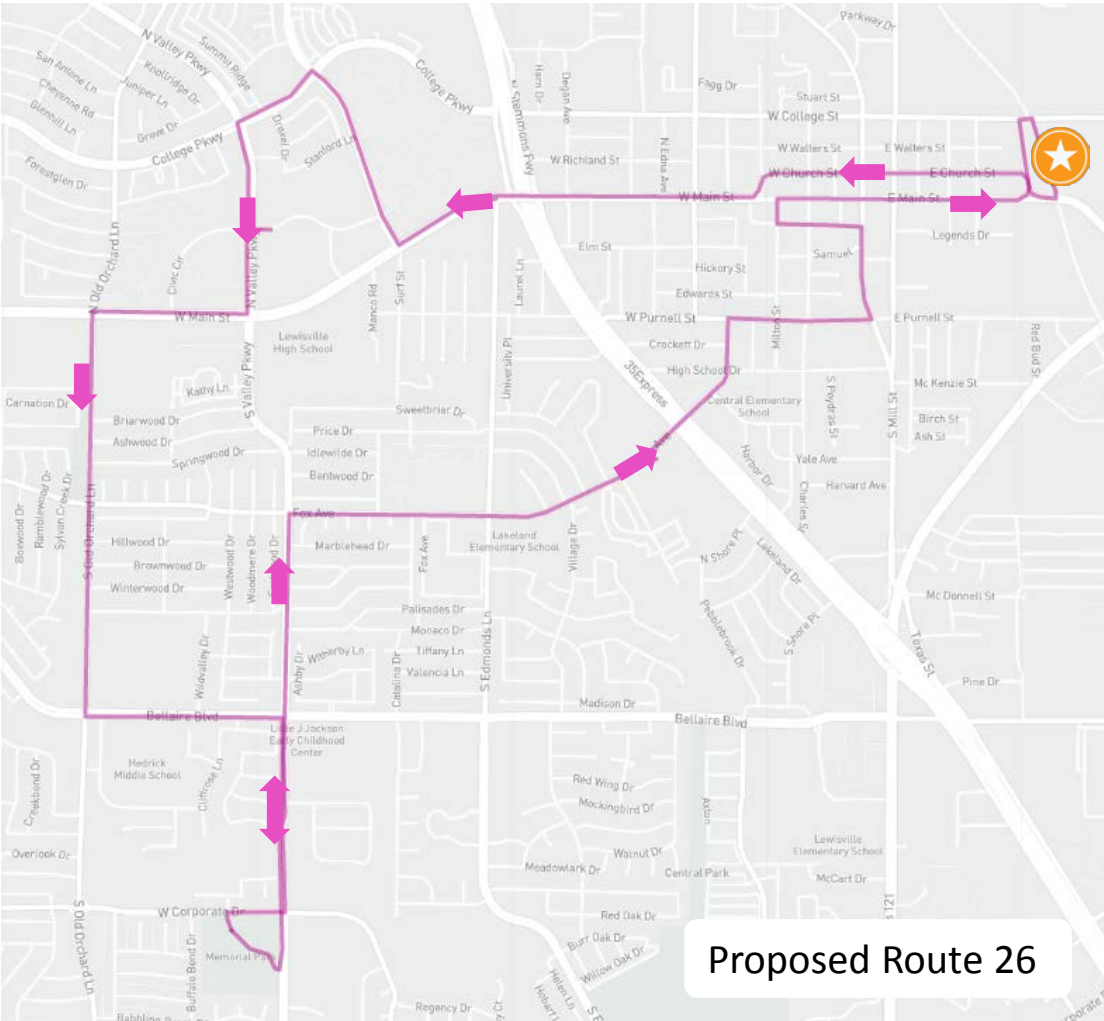


LEWISVILLE CONNECT: Route 25



- No changes

LEWISVILLE CONNECT: Route 26

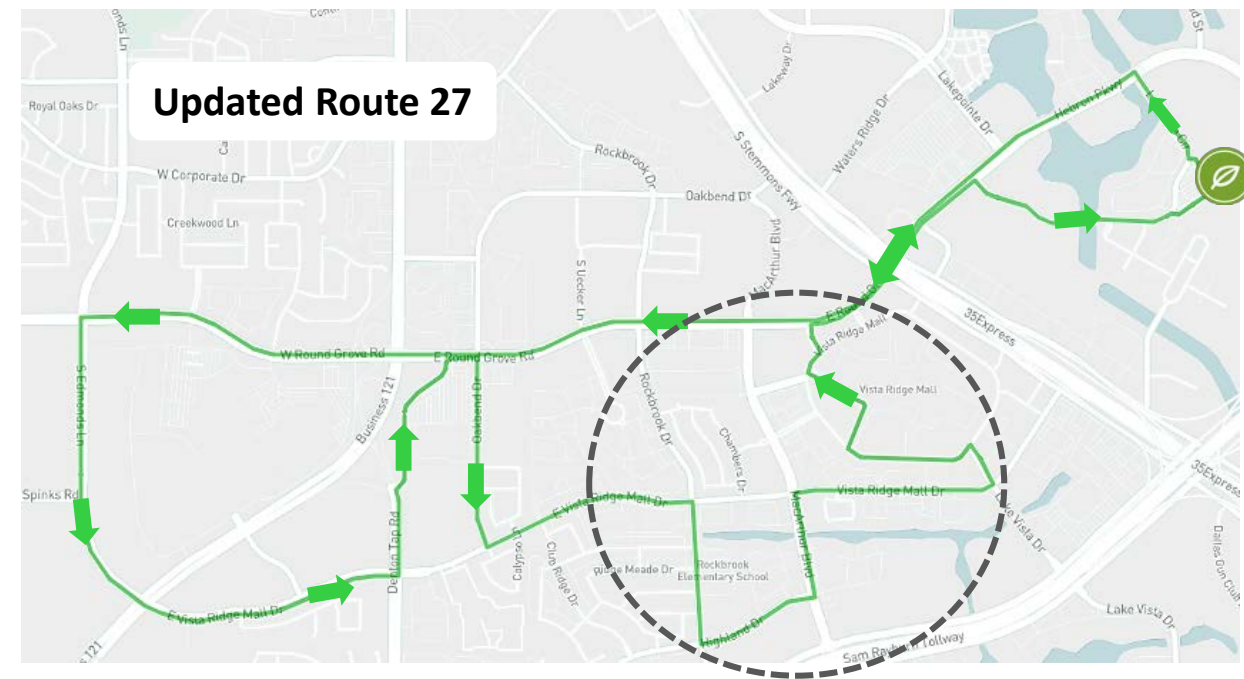
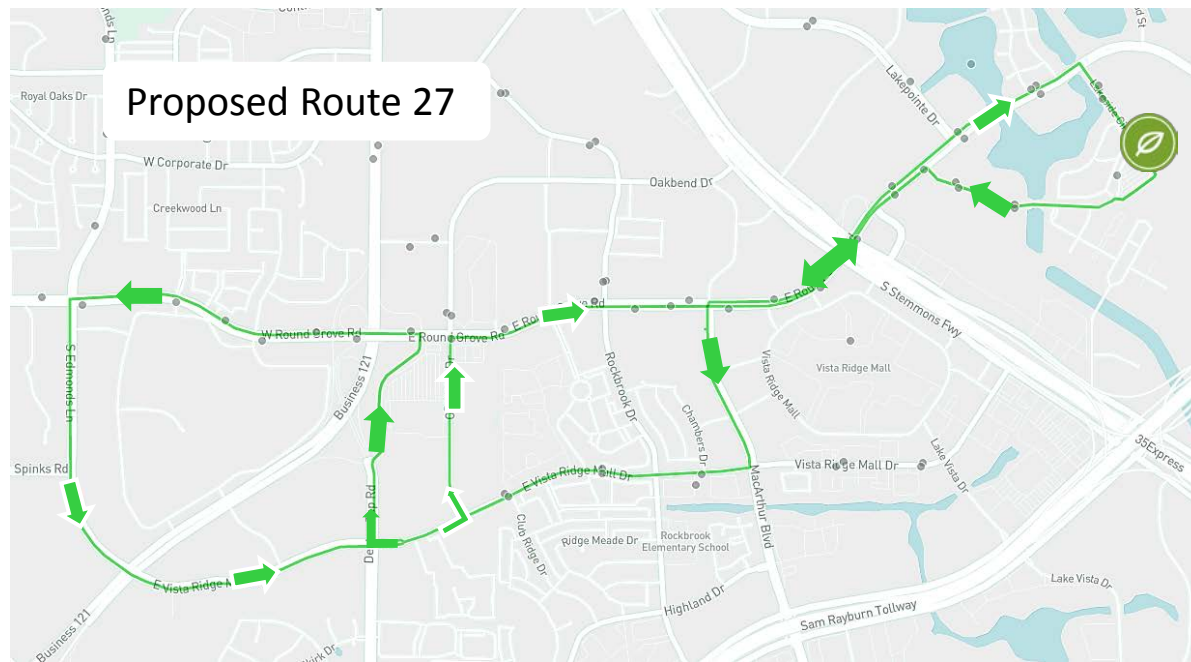


LEWISVILLE CONNECT: Route 26

Changes

- Moved the route over one block from South Valley Parkway to Edmonds Lane
- Serve customers that live along Bellaire that ride to Winco
- While this change will not serve them directly, it moves the route closer

LEWISVILLE CONNECT: Route 27

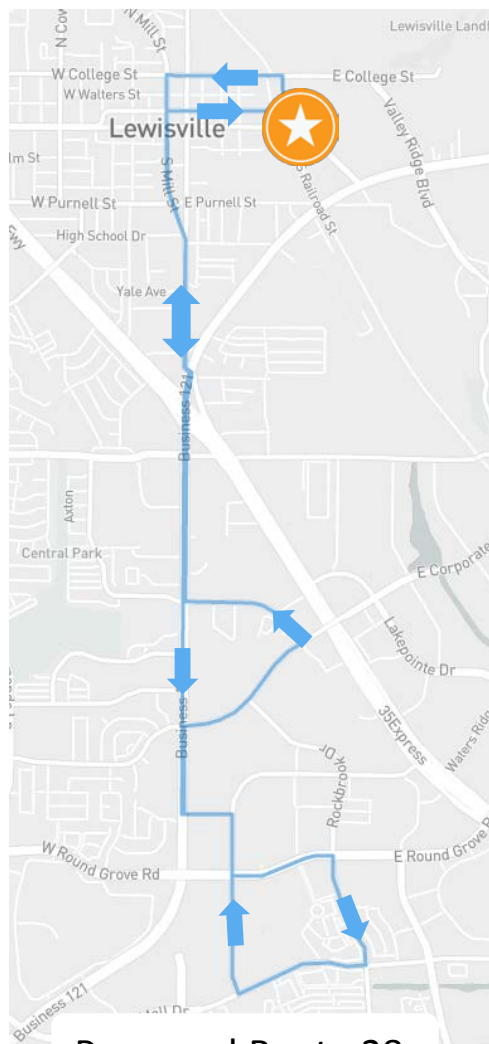


LEWISVILLE CONNECT: Route 27

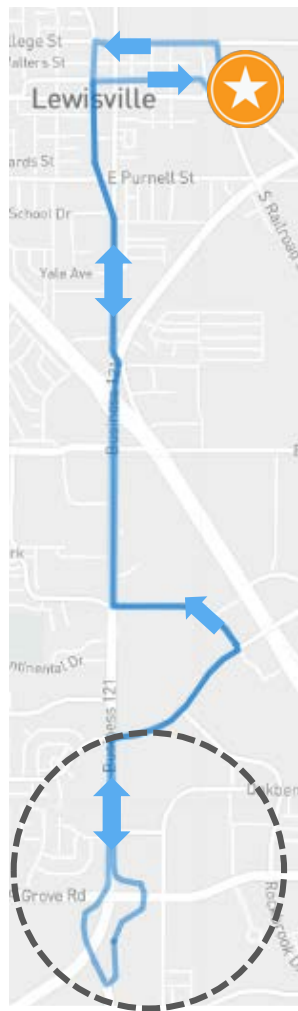
Changes

- Re-established direct service to the Music City Mall
- Extended route down Highland to serve new senior housing facility
- Modified direction of travel on the route

LEWISVILLE CONNECT: Route 28



Proposed Route 28

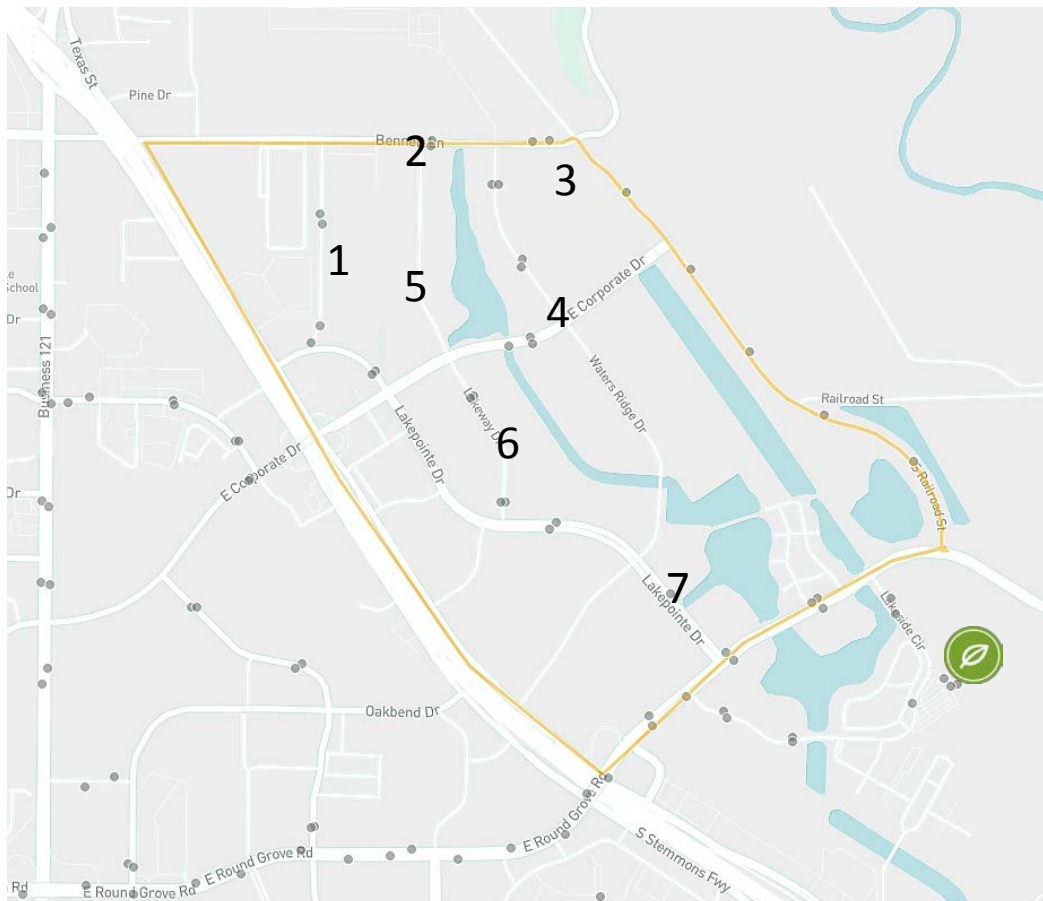


Updated Route 28

Changes

- Adjusted routing on the southern portion of the route
 - ✓ Allow for access to Mary Kay from Old Town
 - ✓ Reduce run time to under 30 minutes

LEWISVILLE CONNECT: Lakeview Zone



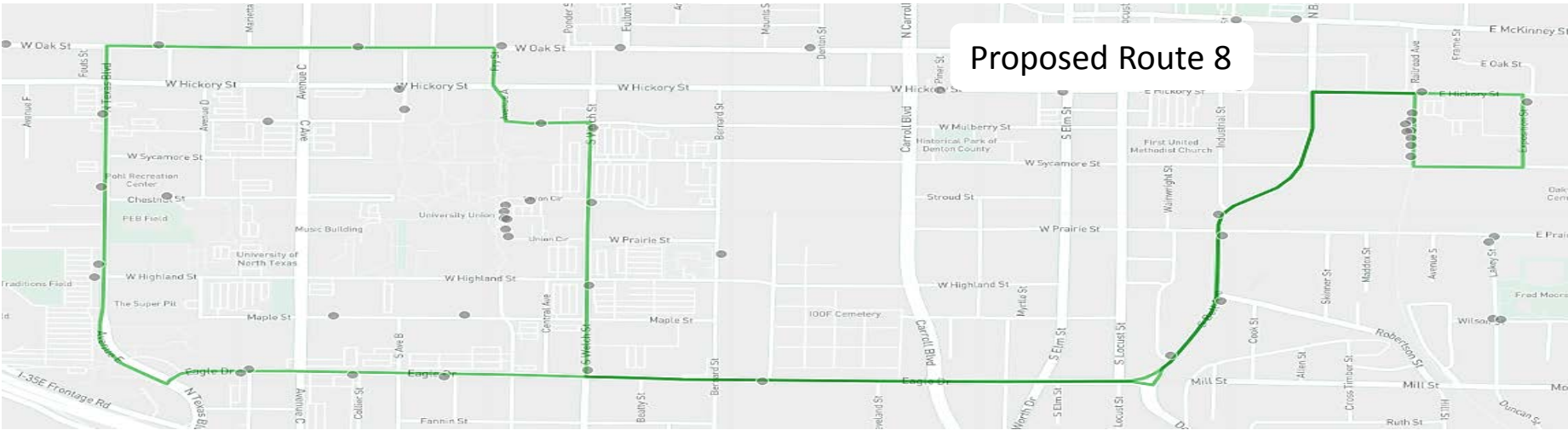
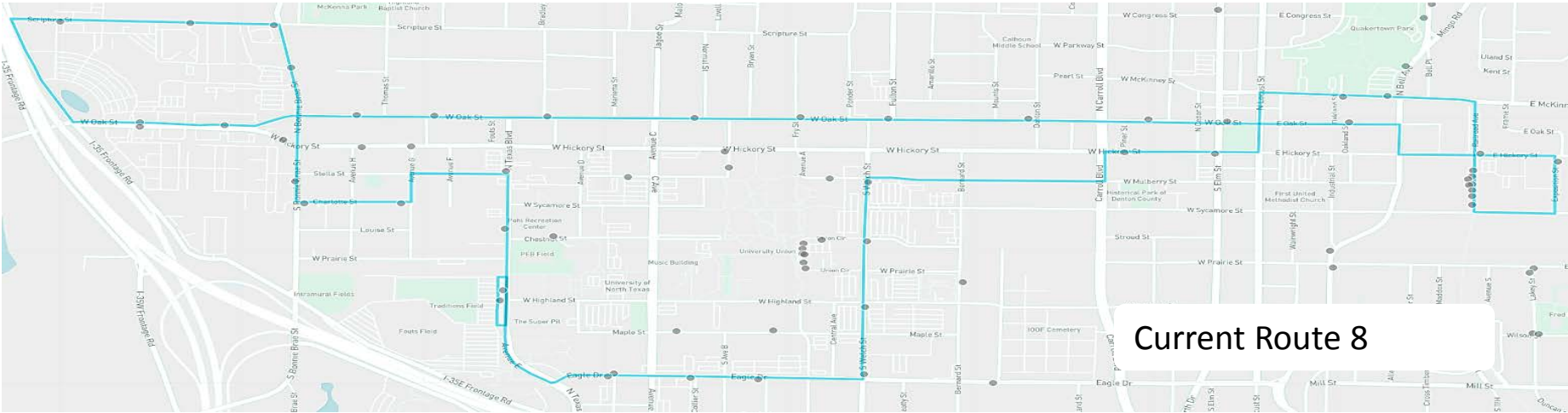
- No Changes
- Received feedback regarding fares to be charged for this service
 - ✓ Ability to use existing local, regional, or annual pass

Denton Connect

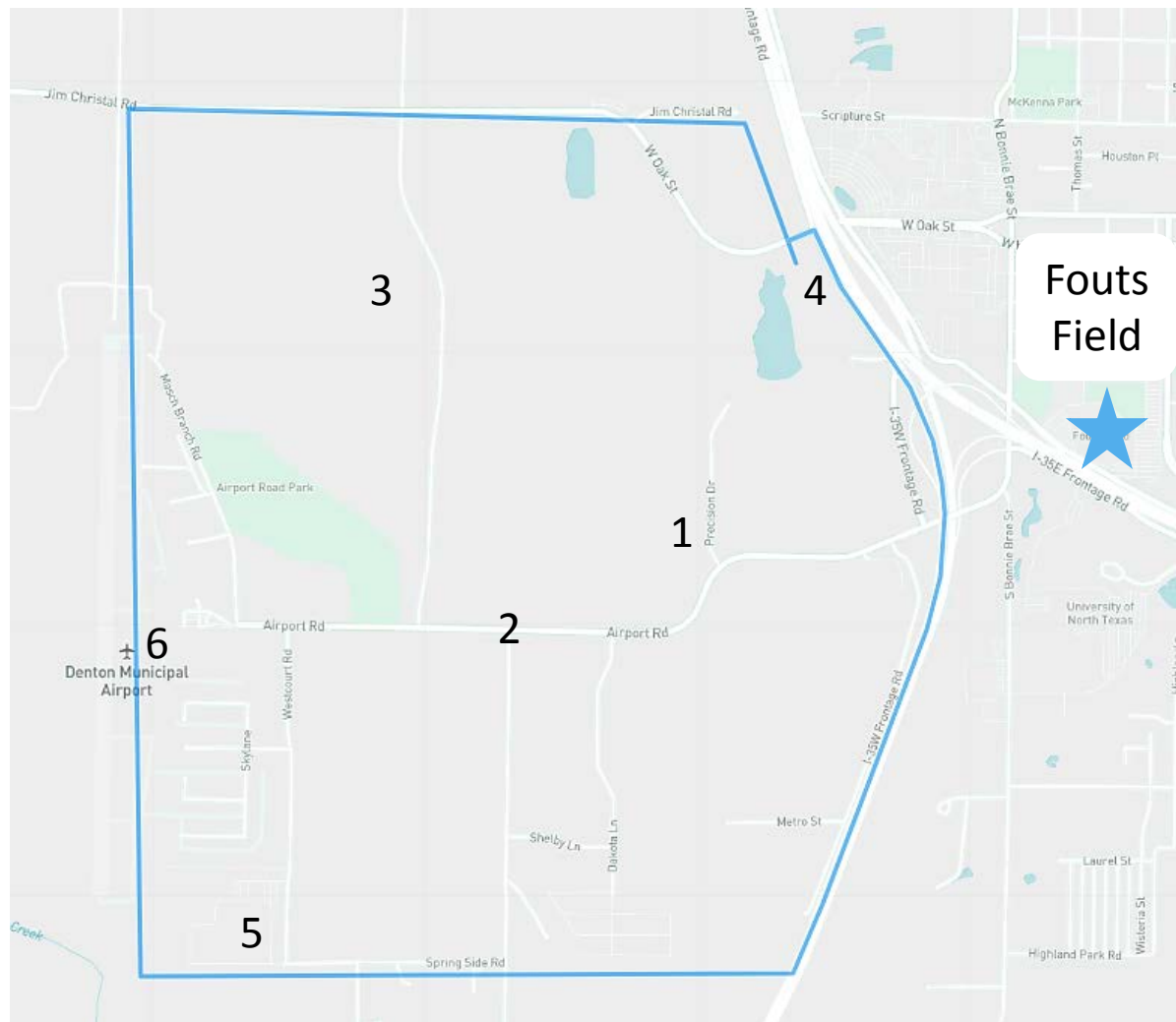


DENTON CONNECT: Route 8

- No Changes



DENTON CONNECT: Airport Zone



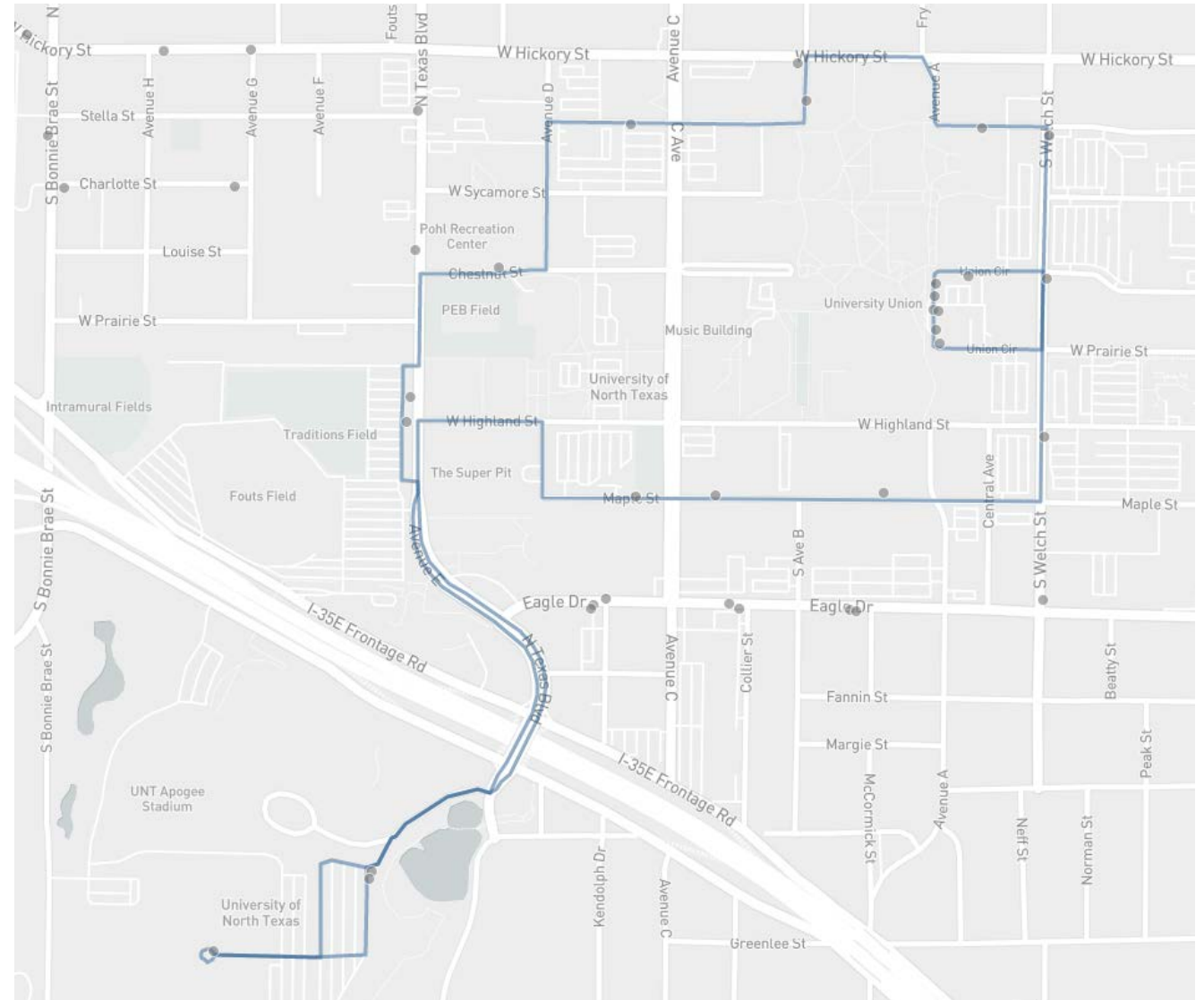
- No changes
- Received positive comments regarding new zone/service

UNT



EAGLE POINT

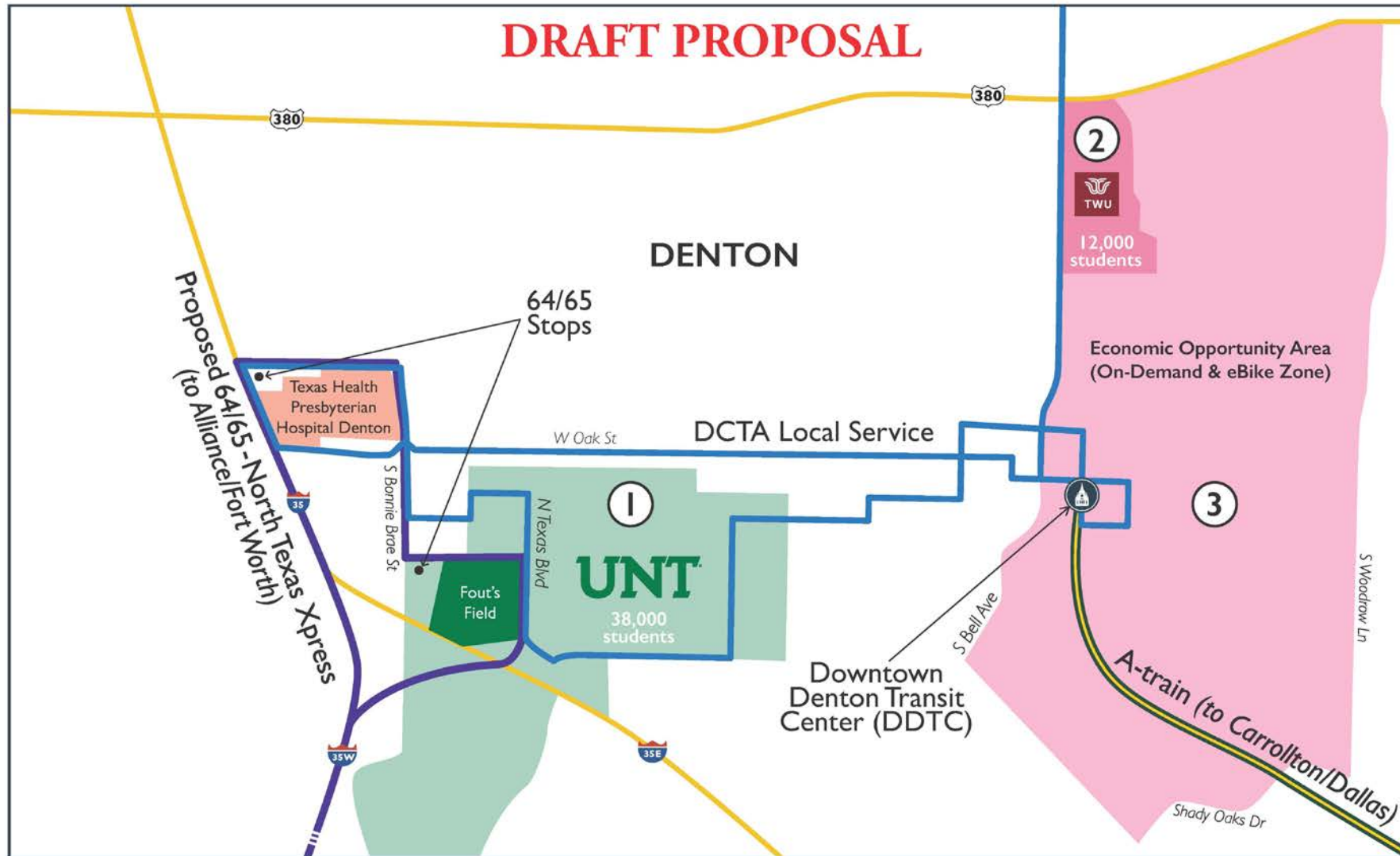
- No comments
- Working with UNT to identify options to reduce headway



North Texas Xpress/Alliance



NORTH TEXAS XPRESS/ALLIANCE



NORTH TEXAS XPRESS/ALLIANCE

- Bring the North Texas Xpress in to Fouts Field
- Add early morning/late night service to accommodate Alliance work schedules (Route 65)
- Create zones of potential employee pool
- Provide alternative mobility options within the zones outside of DCTA's operating hours (Lyft, Bike Share)

A-train

Mid-day Service

- 4 Round Trip/8 Trains
- Add frequency during mid-day (11:00 am – 3:00 pm)
- Additional Costs
 - FY 2018: \$45,600 (August 25 – September 30, 2018)
 - FY 2019: \$495,000



Implementing Fare and Service Changes

May 15, 2018

Potential Fare Changes

Proposed Fare Change	Intent	Announcement	Implementation
Increase Regional Fares to Match Regional Partners (requires Title VI analysis)	<ul style="list-style-type: none">• Customer convenience• Regional role• Preserve sales	July, 2018	August 2018
Student Rail Promotion (valid local fare with College/University ID)	<ul style="list-style-type: none">• Build rail ridership base among students	June, 2018	August – December, 2018
Local Fare promotion	<ul style="list-style-type: none">• Offset impact of regional fare increase (match current regional fare when paired with DART local pass)• Build CONNECT ridership (single ride from \$1.50 to \$1.00)	July, 2018	August – December, 2018

Potential Service Changes

Proposed Service Change	Intent	August 2018	January 2019
Route 8 (Direct to Union Circle)	Ridership	FULL	
Eagle Point (UNT Request)	Ridership/Efficiency	FULL	
Denton Airport Area (Demand Response)	Ridership/Coverage	BETA	FULL
HV CONNECT Shuttle (20 minute to 30 minute headway)	Efficiency/Match Standards	FULL	
HV Community on Demand (DCTA to Lyft with backup)	Efficiency/Service Improvement	Transition	FULL
Lewisville Lakeside Zone	Ridership/Service Improve.	BETA	FULL
Lewisville – Two Routes to Four Routes	Ridership/Service Improve.		FULL
Improve Service to Alliance Area (Route 65, Extend hours on NT Express, Denton Demand Response)	Access to Jobs	Verify Sustainability	
Midday Rail Service (link to Lewisville changes)	Ridership/Coverage		FULL
Support Last Classes at Universities (Bus and Rail)	Ridership/Coverage	Possible BETA	
Improve Rail Efficiency (reduction of low ridership runs)	Efficiency	As-needed	

THE BIG REVEAL



AUTONOMOUS VEHICLE ANNOUNCEMENT



AUTONOMOUS VEHICLE SYMPOSIUM



AUTONOMOUS MODE

