



Denton County Transportation Authority

1955 Lakeway Dr., # 260

Lewisville, Texas 75057

(972) 221-4600

RideDCTA.net

Board of Directors

Work Session

June 25, 2015

1:30 p.m.

1. Routine Briefing Items
 - a. Financial Reports
 - i. Financial Statements
 - ii. Capital Projects Report
 - iii. Sales Tax Report
 - iv. Procurement Report
 - b. Marketing and Communications
 - i. Marketing and Communications Initiatives
 - ii. Marketing and Communications Metrics
 - iii. Customer Service Metrics
 - iv. Creative Services Request for Proposal Update
 - v. A-train Rail Trail Community Enhancements Event Recap
 - c. Capital Projects Update
 - i. GTW Integration
 - ii. Lewisville Bike Trail
 - iii. Positive Train Control (PTC)
 - iv. Station Improvements
 - v. Rail Facility Drainage
 - d. Transit Operations
 - i. Rail Operations
 - ii. Bus Operations
 - e. Strategic Planning / Development
 - i. Priority Projects Update
 - ii. Outreach Efforts
2. Items for Discussion
 - a. Rail Operations and Maintenance Interlocal Agreement
 - b. Legislative Update

3. Committee Chair Reports
 - a. Program Development Committee (06/16/2015) Paul Pomeroy, chair
4. Discussion of Regular Board Meeting Agenda Items (June 2015)
5. Convene Executive Session
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Work Session or the Regular Board Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein.
 - b. As authorized by Texas Government Code section 551.071 consultation with General Counsel regarding pending litigation Cause No 2011-30066-211; URS Corporation v. Denton County Transportation Authority; 211th District Court, Denton County, Texas.
 - c. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, or Highland Village.
 - d. As Authorized by Section 551.074 of the Texas Government Code, the Meeting may be Convened into Closed Executive Session for the Purpose of Discussing Personnel Matters.
6. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
 - a. Board Member Requests

**Board of Directors
Regular Meeting**

June 25, 2015

3:00 p.m.*

**or immediately following Board Work Session*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

1. CONSENT AGENDA
 - a. Approval of Minutes Board Meeting May 26, 2015
 - b. Approval of Resolution 15-05 Accepting the Transfer of Assets from the North Central Texas Council of Governments.

2. REGULAR AGENDA

- a. Authorize president to execute or modify interlocal agreement with DART to install restroom facilities at the Trinity Mills Station.
- b. Approve a resolution authorizing the president to execute agreements for rail system and drainage repairs and declare an emergency.
- c. Approve a capital project for rail system repairs for flood damage in the total amount, not to exceed \$1 million.
- d. Approve award and authorize the president to execute contracts for marketing and communications agency.
- e. Authorization to award for purchase of automotive batteries.
- f. Authorize the president to execute or modify interlocal agreement with Fort Worth Transit Authority and/or Dallas Area Rapid Transit for a shared rail safety oversight employee.

3. CHAIR REPORT

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

4. PRESIDENT'S REPORT

- a. Budget Transfers
- b. Regional Transportation Issues

5. 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.

6. ADJOURN

Chair – Charles Emery
Vice Chair – Paul Pomeroy

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

Members – Skip Kalb, Doug Peach, Jim Robertson, Daniel Peugh,
Don Hartman, George A. Campbell, Allen Harris, Carter Wilson
President – Jim Cline

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

This notice was posted on 6/19/2015 at 1:56 PM.



Board of Directors Memo

June 25, 2015

Subject: Monthly Financial Reports

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending May 31, 2015 include the Statement of Change in Net Assets, Statement of Net Assets, 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 which are annotated on the Statement of Change in Net Assets, Statement of Net Assets, and Capital Projects Fund:

Statement of Changes in Net Assets:

- **Note A:** Passenger Revenues – YTD unfavorable by (\$17k). YTD actual rail ridership of 374k is 6% below budgeted ridership of 399k, offset by slightly higher than budgeted bus ridership.
- **Note B:** Contract Service Revenue – YTD unfavorable by (\$222k) because actual fuel usage and price are lower than budgeted. Billed usage was 116,301 gallons compared to budgeted 130,715 gallons, down 11%.
- **Note C:** Sales Tax Revenue – May sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in May will be received in July. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY15 sales tax receipts collected through June.
- **Note D:** Federal/State Grants-Capital – YTD unfavorable by (\$296k) is due to a delay in vendor invoicing for the Lewisville Hike & Bike Trail. As expenses for this project are incurred, reimbursements will be requested.
- **Note E:** Federal/State Grants-Operating – YTD unfavorable by (\$469k) is attributable to reimbursable expenses for bus operating assistance (\$440k) being less than anticipated. The operating assistance reimbursements will be made in the coming months.
- **Note F:** Salary, Wages & Benefits – YTD favorable by \$502k primarily due to savings in salaries (\$206k) and health insurance costs (\$264k) as compared to the projected budget.
- **Note G:** Services – YTD favorable by \$626k due to delays in expenses for legal fees (\$66k), advertising (\$80k), finance and HR consulting (\$100k), transit planning support (\$25k), marketing professional services and printing (\$241k), IT training and consulting (\$27k), and bandwidth upgrade (\$37k). These expenses will be incurred in the coming months.
- **Note H:** Materials and Supplies – YTD favorable by \$939k mainly due to a delay in expenses for bandwidth, phone system, and content management supplies (\$110k) and bus maintenance parts and tires (\$157k). Bus operations fuel is \$526k under budget primarily because YTD fuel prices averaged \$2.30/gallon compared to \$4.00/gallon budgeted. Rail operations fuel is \$76k under budget as YTD fuel prices averaged \$2.18/gallon.

Capital Projects Fund

- The Capital Projects Fund schedule provides budget to actual comparisons for DCTA bus and rail capital projects. It provides information on a life-to-date basis for approved projects.

Identified Need


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

Recommendation

Staff recommends acceptance.

Submitted by: Marisa Perry, CPA 
Controller

Final Review: 
Anna Mosqueda,
CFO

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

Denton County Transportation Authority
Change in Net Assets
Month and Year to Date May 31, 2015
(Unaudited)

Item 1(a)i

| Description | Month Ended May 31, 2015 | | | Year to Date May 31, 2015 | | | Annual Budget | |
|--|--------------------------|------------------|------------------|---------------------------|--------------------|------------------|--------------------|--------|
| | Actual | Budget | Variance | Actual | Budget | Variance | | |
| Revenue and Other Income | | | | | | | | |
| Passenger Revenues | 125,622 | 117,407 | 8,215 | 999,579 | 1,016,929 | (17,350) | 1,515,377 | Note A |
| Contract Service Revenue | 247,181 | 188,083 | 59,098 | 2,215,066 | 2,437,098 | (222,032) | 3,259,635 | Note B |
| Sales Tax Revenue | 1,860,819 | 1,740,055 | 120,764 | 15,072,048 | 14,768,625 | 303,423 | 22,180,196 | Note C |
| Federal/State Grants - Capital | 472,237 | 377,324 | 94,913 | 2,168,598 | 2,464,511 | (295,913) | 5,355,112 | Note D |
| Federal/State Grants - Operating | 1,253,790 | 279,276 | 974,514 | 2,965,272 | 3,434,680 | (469,408) | 4,653,518 | Note E |
| Total Revenue and Other Income | 3,959,649 | 2,702,145 | 1,257,503 | 23,420,563 | 24,121,843 | (701,280) | 36,963,838 | |
| Operating Expenses | | | | | | | | |
| Salary, Wages and Benefits | 826,833 | 732,964 | (93,869) | 5,612,343 | 6,114,375 | 502,032 | 9,119,994 | Note F |
| Services | 116,338 | 141,269 | 24,931 | 918,274 | 1,543,975 | 625,701 | 2,160,534 | Note G |
| Materials and Supplies | 197,593 | 312,720 | 115,127 | 1,708,296 | 2,646,961 | 938,665 | 3,916,524 | Note H |
| Utilities | 27,170 | 37,112 | 9,942 | 256,896 | 303,699 | 46,803 | 452,149 | |
| Insurance, Casualties and Losses | 63,579 | 65,549 | 1,970 | 516,351 | 515,825 | (526) | 778,013 | |
| Purchased Transportation Services | 842,222 | 832,558 | (9,664) | 6,518,914 | 6,633,355 | 114,442 | 9,963,588 | |
| Miscellaneous | 9,726 | 25,123 | 15,397 | 100,568 | 172,869 | 72,302 | 255,476 | |
| Leases and Rentals | 9,752 | 8,934 | (819) | 92,862 | 171,470 | 78,608 | 207,205 | |
| Depreciation | 762,545 | 789,805 | 27,260 | 6,248,146 | 6,344,220 | 96,074 | 9,503,440 | |
| Total Operating Expenses | 2,855,758 | 2,946,034 | 90,276 | 21,972,649 | 24,446,749 | 2,474,100 | 36,356,923 | |
| Income Before Non-operating Revenue and Expense | 1,103,890 | (243,889) | 1,347,779 | 1,447,914 | (324,906) | 1,772,820 | 606,915 | |
| Non-Operating Revenues / (Expense) | | | | | | | | |
| Investment Income | 1,882 | 2,750 | (868) | 15,782 | 22,000 | (6,218) | 33,000 | |
| Gain (Loss) Disposal of Assets | 3,525 | - | 3,525 | (40,555) | - | (40,555) | - | |
| Fare Evasion Fee | 75 | 525 | (450) | 975 | 4,200 | (3,225) | 6,300 | |
| Other Income - Miscellaneous | 1,110 | - | 1,110 | 123,979 | - | 123,979 | - | |
| Long Term Debt Interest/Expense | (100,992) | (100,992) | 0 | (809,183) | (807,933) | (1,251) | (2,721,899) | |
| Total Non-Operating Revenue / (Expense) | (94,400) | (97,717) | 3,317 | (709,003) | (781,733) | 72,730 | (2,682,599) | |
| Change in Net Assets | 1,009,491 | (341,605) | 1,351,096 | 738,911 | (1,106,639) | 1,845,550 | (2,075,684) | |

Denton County Transportation Authority
Statement of Net Assets
As of May 31, 2015
(Unaudited)

| | <u>May 31, 2015</u> | <u>April 30, 2015</u> | <u>Change</u> |
|--|---------------------------|---------------------------|---------------------------|
| Current Assets | | | |
| Cash & Cash Equivalents | 9,581,166 | 10,458,893 | (877,727) |
| Investments | 5,850,858 | 5,646,259 | 204,598 |
| Accounts & Notes Receivable | 6,357,575 | 5,496,541 | 861,033 |
| Prepaid Expenses | 581,277 | 644,856 | (63,579) |
| Inventory | 21,178 | 18,392 | 2,786 |
| Restricted Asset-Cash and Equivalents | 4,781,813 | 4,802,839 | (21,026) |
| Total Current Assets | <u>27,173,865</u> | <u>27,067,779</u> | <u>106,086</u> |
| Property, Plant and Equipment | | | |
| Land | 16,228,337 | 16,228,337 | - |
| Land Improvements | 5,706,114 | 5,706,114 | - |
| Machinery & Equipment | 1,909,358 | 1,909,358 | - |
| Leasehold Improvements | 55,506 | 55,506 | - |
| Vehicles | 88,760,516 | 88,863,293 | (102,778) |
| Computers & Software | 257,804 | 257,804 | - |
| Accumulated Depreciation | (35,306,485) | (34,641,718) | (664,767) |
| Total Property, Plant and Equipment | <u>77,611,150</u> | <u>78,378,695</u> | <u>(767,545)</u> |
| Capital Assets | | | |
| Intangible Assets | 16,997,155 | 16,997,155 | - |
| Other Capital Assets, Net | 230,821,306 | 230,821,306 | - |
| Construction in Progress | 10,554,554 | 10,177,168 | 377,386 |
| Total Capital Assets | <u>258,373,014</u> | <u>257,995,628</u> | <u>377,386</u> |
| Total Assets | <u><u>363,158,029</u></u> | <u><u>363,442,102</u></u> | <u><u>(284,073)</u></u> |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 40,476 | 119,023 | (78,548) |
| Salary, Wages, and Benefits Payable | 415,818 | 522,266 | (106,448) |
| Accrued Expenses Payable | 3,003,856 | 4,193,583 | (1,189,727) |
| Deferred Revenues | 79,855 | 105,798 | (25,943) |
| Interest Payable | 201,983 | 100,992 | 100,992 |
| Total Current Liabilities | <u>3,741,987</u> | <u>5,041,661</u> | <u>(1,299,674)</u> |
| Non-Current Liabilities | | | |
| Rail Easement Payable | 1,500,000 | 1,500,000 | - |
| Retainage Payable | 1,512,184 | 1,506,074 | 6,110 |
| Bonds Payable | 33,475,000 | 33,475,000 | - |
| Total Non-Current Liabilities | <u>36,487,184</u> | <u>36,481,074</u> | <u>6,110</u> |
| Total Liabilities | <u><u>40,229,171</u></u> | <u><u>41,522,735</u></u> | <u><u>(1,293,564)</u></u> |
| Net Assets | | | |
| Invested in Capital Assets | 304,221,470 | 304,221,470 | - |
| Unrestricted Retained Earnings | 17,968,477 | 17,968,477 | - |
| Change in Net Assets | 738,911 | (270,579) | 1,009,491 |
| Total Equity | <u>322,928,858</u> | <u>321,919,368</u> | <u>1,009,491</u> |
| Total Liabilities and Equity | <u><u>363,158,029</u></u> | <u><u>363,442,102</u></u> | <u><u>(284,073)</u></u> |

Capital Projects Fund - DCTA
Budget vs. Actual
As of May 31, 2015
(Cash Basis)

Work Session 1a1i

ASSETS

Fixed Assets

1660 - Construction Work in Progress

| | Original Budget | Revised Budget | May 2015 Expenses Booked | Life To Date | \$ Under/(Over) Budget | % of Budget (As of May 2015 Close) |
|---|-------------------|-------------------|--------------------------|-------------------|------------------------|------------------------------------|
| 1 - G&A Capital Projects | | | | | | |
| Total 10401 - Cloud Hybrid Backup Solution | 35,000 | 35,000 | - | - | 35,000 | 0% |
| Total 10601 - COGNOS Report Application | 200,000 | 200,000 | - | - | 200,000 | 0% |
| Total 10602 - Comprehensive Service Analysis | 567,414 | 567,414 | 6,095 | 7,266 | 566,243 | 1% |
| Total 10603 - Legal Support | 226,753 | 226,753 | - | 10,618 | 216,135 | 5% |
| Total 1 - G&A Capital Projects | 1,029,167 | 1,029,167 | 6,095 | 17,884 | 1,017,378 | 2% |
| 5 - Bus Capital Projects | | | | | | |
| Total 50203 - Passenger Amenities (2015) | 53,483 | 53,483 | - | - | 53,483 | 0% |
| Total 50204 - Transit Enhancements (2015-16) | 165,000 | 165,000 | - | - | 165,000 | 0% |
| Total 50301 - Bus O&M Facility | 8,142,667 | 11,497,555 | - | 11,329,269 | 168,286 | 99% |
| Total 50303 - DDTC | 373,282 | 373,282 | - | 18,483 | 354,799 | 5% |
| Total 50406 - Where's My Ride | 940,485 | 940,485 | - | 916,609 | 23,876 | 97% |
| Total 50505 - Fleet Replacement (2015) | 395,000 | 1,634,000 | - | 62,000 | 1,572,000 | 4% |
| Total 50506 - Bus Engines/Transmissions | 150,000 | 150,000 | (10,799) | 156,777 | (6,777) | 105% |
| Total 50408 - Bus Radios | 137,457 | 120,870 | - | 54,868 | 66,002 | 45% |
| Total 50601 - Scheduling Software (Bus) | 250,000 | 250,000 | - | - | 250,000 | 0% |
| Total 5 - Bus Capital Projects | 10,607,374 | 15,184,675 | (10,799) | 12,538,006 | 2,646,669 | 83% |
| 6 - Rail Construction | | | | | | |
| Total 61401 - Fare Collection Systems | 569,000 | 733,104 | - | 649,943 | 83,161 | 89% |
| Total 61406 - Positive Train Control | 16,997,441 | 22,902,951 | 4,861 | 1,271,058 | 21,631,893 | 6% |
| Total 61707 - Community Enhancements | 752,708 | 752,708 | 20,637 | 743,650 | 9,058 | 99% |
| Total 61708 - Lewisville Bike Trail | 3,099,856 | 3,099,856 | 344,639 | 1,448,708 | 1,651,148 | 47% |
| Total 60701 - Passenger Information | 56,214 | 96,821 | - | 61,411 | 35,410 | 63% |
| Total 61711 - Rail MOW | 150,000 | 150,000 | 1,165 | 76,517 | 73,483 | 51% |
| Total 61712 - Rail MOE | 585,000 | 1,302,627 | (1,342) | 564,372 | 738,255 | 43% |
| Total 61503 - Rail Single Car Operations | 101,800 | 101,800 | 1,413 | 26,221 | 75,580 | 26% |
| Total 61504 - Re-Railing Equipment | 121,000 | 121,000 | - | 48,400 | 72,600 | 40% |
| Total 61505 - GTW Wheel Work | 915,041 | 915,041 | - | - | 915,041 | 0% |
| Total 61604 - Rail Mobilization (2015) | 2,119,517 | 2,119,517 | - | - | 2,119,517 | 0% |
| Total 61209 - Trinity Mills Crew Facility | 250,000 | 250,000 | 7,523 | 29,318 | 220,682 | 12% |
| Total 61210 - Station Landscaping | 75,000 | 485,000 | - | - | 485,000 | 0% |
| Total 61407 - Shunt Enhancement | 141,000 | 141,000 | - | - | 141,000 | 0% |
| Total 61104 - Rail Drainage Improvement | 250,000 | 500,000 | 3,195 | 71,620 | 428,380 | 14% |
| Total Rail Construction Projects | 26,183,577 | 33,671,425 | 382,090 | 4,991,217 | 28,680,208 | 15% |
| Total 1660 - Construction Work in Progress | 37,820,118 | 49,885,267 | 377,386 | 17,547,107 | 32,344,255 | 35% |



Board of Directors Memo

June 25, 2015

Subject: Sales Tax Report

Background

As a reminder, the Board adopted FY 2015 Revised Budget in May and increased the revenue budget for sales tax revenues to recognize sales tax generated in the Month of February and received in April. The variance to budget on the DCTA sales tax schedule now reflects the adopted revised sales tax revenue budget.

Sales tax represents the single largest source of revenue for DCTA at 59.9% for FY15 budget. The annual Sales Tax budget for FY 2015 is \$22,180,195. 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. The June allocation is for sales generated in the month of April and represents revenue for the seventh month of FY 2015.

- Sales tax for sales generated at retail in the month of April and received in June was \$1,803,955.
- This represents an increase of 7.17% or \$120,764 compared to budget for the month.
- Receipts are favorable 2.33% year-to-date compared to revised budget.
 - This month reflects the FY15 revised sales tax budget which recognized actual increases thru the months of October-February receipts.
- Compared to the same month last year, sales tax receipts were \$26,814 or 1.51% more than budgeted.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 0.04%
 - City of Denton up 3.60%
 - Highland Village up 2.03%

Need

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

Recommendation

For information only. No action required.

Final Review:


 Anna Mosqueda,
 CFO

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

| Sales Generated in Month of: | Received in Month of: | 2014-2015 Year Budget | 2014-2015 Year Actual | Variance Actual to Budget | CY Actual to CY Budget % Variance | 2013-2014 Year Actual | Variance Actual to Prior Year | CY Actual to PY Actual % Variance |
|------------------------------|-----------------------|-----------------------|-----------------------|---------------------------|-----------------------------------|-----------------------|-------------------------------|-----------------------------------|
| October | December | \$ 1,945,700 | \$ 1,945,700 | \$0 | 0.00% | \$ 1,646,959 | \$ 298,741 | 18.14% |
| November | January | \$ 1,765,520 | \$ 1,765,520 | \$0 | 0.00% | \$ 1,582,022 | \$ 183,498 | 11.60% |
| December | February | \$ 2,433,456 | \$ 2,433,456 | \$0 | 0.00% | \$ 2,173,929 | \$ 259,526 | 11.94% |
| January | March | \$ 1,742,381 | \$ 1,742,381 | \$0 | 0.00% | \$ 1,570,510 | \$ 171,871 | 10.94% |
| February | April | \$ 1,566,805 | \$ 1,566,805 | \$0 | 0.00% | \$ 1,278,211 | \$ 288,594 | 22.58% |
| March | May | \$ 1,891,517 | \$ 2,074,176 | \$ 182,659 | 9.66% | \$ 1,957,442 | \$ 116,734 | 5.96% |
| April | June | \$ 1,683,191 | \$ 1,803,955 | \$ 120,764 | 7.17% | \$ 1,777,141 | \$ 26,814 | 1.51% |
| May | July | \$ 1,740,055 | | | | \$ 1,756,564 | | |
| June | August | \$ 1,932,685 | | | | \$ 2,008,175 | | |
| July | September | \$ 1,688,016 | | | | \$ 1,719,163 | | |
| August | October | \$ 1,793,480 | | | | \$ 1,838,588 | | |
| September | November | \$ 1,997,389 | | | | \$ 2,058,382 | | |
| | | | | | | | | |
| YTD Total | | \$ 22,180,195 | \$ 13,331,993 | \$ 303,423 | 2.33% | \$ 21,367,086 | \$ 1,345,778 | 11.23% |

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
June 19, 2015

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

| City of Lewisville | | | | | |
|------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|-----------------------------------|
| Sales Generated in Month of: | Received in Month of: | 2013-2014 Year Actual | 2014-2015 Year Actual | Variance Actual to Prior Year | CY Actual to PY Actual % Variance |
| October | December | \$ 2,412,800 | \$ 2,532,839 | \$ 120,038 | 4.98% |
| November | January | \$ 2,283,269 | \$ 2,404,460 | \$ 121,191 | 5.31% |
| December | February | \$ 3,094,980 | \$ 3,407,084 | \$ 312,104 | 10.08% |
| January | March | \$ 2,250,821 | \$ 2,479,995 | \$ 229,174 | 10.18% |
| February | April | \$ 1,476,738 | \$ 2,194,340 | \$ 717,603 | 48.59% |
| March | May | \$ 2,828,191 | \$ 2,920,317 | \$ 92,126 | 3.26% |
| April | June | \$ 2,569,274 | \$ 2,570,323 | \$ 1,049 | 0.04% |
| May | July | \$ 2,570,909 | | | |
| June | August | \$ 2,797,425 | | | |
| July | September | \$ 2,472,024 | | | |
| August | October | \$ 2,546,174 | | | |
| September | November | \$ 2,872,745 | | | |
| YTD Total | | \$ 30,175,351 | \$ 18,509,358 | \$ 1,593,284 | 9.42% |

| City of Highland Village | | | | | |
|------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|-----------------------------------|
| Sales Generated in Month of: | Received in Month of: | 2013-2014 Year Actual | 2014-2015 Year Actual | Variance Actual to Prior Year | CY Actual to PY Actual % Variance |
| October | December | \$ 242,975 | \$ 268,275 | \$ 25,299 | 10.41% |
| November | January | \$ 271,909 | \$ 283,432 | \$ 11,523 | 4.24% |
| December | February | \$ 415,312 | \$ 441,441 | \$ 26,130 | 6.29% |
| January | March | \$ 240,189 | \$ 249,723 | \$ 9,534 | 3.97% |
| February | April | \$ 231,225 | \$ 220,832 | \$ (10,393) | -4.49% |
| March | May | \$ 323,839 | \$ 319,961 | \$ (3,879) | -1.20% |
| April | June | \$ 269,705 | \$ 275,169 | \$ 5,464 | 2.03% |
| May | July | \$ 288,253 | | | |
| June | August | \$ 356,088 | | | |
| July | September | \$ 271,361 | | | |
| August | October | \$ 261,084 | | | |
| September | November | \$ 342,547 | | | |
| YTD Total | | \$ 3,514,486 | \$ 2,058,833 | \$ 63,679 | 3.19% |

| City of Denton | | | | | |
|------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|-----------------------------------|
| Sales Generated in Month of: | Received in Month of: | 2013-2014 Year Actual | 2014-2015 Year Actual | Variance Actual to Prior Year | CY Actual to PY Actual % Variance |
| October | December | \$ 1,858,283 | \$ 2,345,573 | \$ 487,290 | 26.22% |
| November | January | \$ 1,802,476 | \$ 2,197,657 | \$ 395,181 | 21.92% |
| December | February | \$ 2,657,999 | \$ 3,020,338 | \$ 362,339 | 13.63% |
| January | March | \$ 1,877,525 | \$ 2,109,216 | \$ 231,691 | 12.34% |
| February | April | \$ 1,940,004 | \$ 1,852,968 | \$ (87,036) | -4.49% |
| March | May | \$ 2,488,428 | \$ 2,678,550 | \$ 190,122 | 7.64% |
| April | June | \$ 2,077,345 | \$ 2,152,181 | \$ 74,836 | 3.60% |
| May | July | \$ 2,003,488 | | | |
| June | August | \$ 2,482,262 | | | |
| July | September | \$ 1,922,509 | | | |
| August | October | \$ 2,317,928 | | | |
| September | November | \$ 2,634,728 | | | |
| YTD Total | | \$ 26,062,974 | \$ 16,356,483 | \$ 1,654,423 | 11.25% |

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
June 19, 2015

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

| Transit | Current Rate | Net Payment This Period | Comparable Payment Prior Year | % Change | 2015 Payments To Date | 2014 Payments To Date | % Change |
|---------------------------|---------------------|--------------------------------|--------------------------------------|-----------------|------------------------------|------------------------------|-----------------|
| Houston MTA | 1.00% | \$ 54,633,111.46 | \$ 55,390,869.95 | -1.37% | \$ 363,897,976.92 | \$ 344,210,493.13 | 5.72% |
| Dallas MTA | 1.00% | \$ 41,838,576.32 | \$ 39,164,925.49 | 6.83% | \$ 260,657,845.54 | \$ 241,237,559.49 | 8.05% |
| Austin MTA | 1.00% | \$ 16,655,928.48 | \$ 16,198,026.28 | 2.83% | \$ 104,076,445.53 | \$ 97,383,027.41 | 6.87% |
| San Antonio MTA | 0.50% | \$ 10,826,265.67 | \$ 10,905,252.98 | -0.72% | \$ 69,052,503.22 | \$ 65,862,877.70 | 4.84% |
| San Antonio ATD | 0.25% | \$ 4,940,823.22 | \$ 4,871,115.51 | 1.43% | \$ 30,929,614.12 | \$ 29,899,424.36 | 3.45% |
| Fort Worth MTA | 0.50% | \$ 5,325,163.91 | \$ 5,265,913.24 | 1.13% | \$ 32,286,830.54 | \$ 31,081,532.37 | 3.88% |
| El Paso CTD | 0.50% | \$ 3,094,341.36 | \$ 3,081,092.56 | 0.43% | \$ 20,525,665.96 | \$ 19,796,753.70 | 3.68% |
| Corpus Christi MTA | 0.50% | \$ 2,595,205.99 | \$ 2,754,297.54 | -5.78% | \$ 17,332,440.92 | \$ 17,008,678.79 | 1.90% |
| Denton CTA | 0.50% | \$ 1,803,955.18 | \$ 1,777,141.48 | 1.51% | \$ 11,386,293.55 | \$ 10,339,256.17 | 10.13% |
| Laredo CTD | 0.25% | \$ 644,786.18 | \$ 666,730.09 | -3.29% | \$ 4,101,808.41 | \$ 3,967,188.55 | 3.39% |
| TOTALS | | \$ 142,358,157.77 | \$ 140,075,365.12 | 1.63% | \$ 914,247,424.71 | \$ 860,786,791.67 | 6.21% |

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
June 19, 2015

**Board of Directors Memo**

June 25, 2015

Subject: Procurement Status Report**Automotive Parts**

Staff is developing a procurement for the purchase of general automotive parts for the DCTA fleet. The procurement should be released in June with award anticipated at the August meeting.

Handheld Radios

A procurement was released on June 22nd for the purchase of Kenwood handheld radios for the A-train radio system. The bid closes on July 6th and award anticipated at the July meeting.

Generator

Staff is developing a procurement for the purchase and install of a generator at the bus operations facility. The procurement should be released in June with award anticipated at the July meeting.

Video Production Services

Proposals for video production services were received on June 4th and are currently being evaluated by staff. The company will develop educational and company-specific videos to positively promote DCTA to Denton County residents and educate customers on various agency services. The contract is anticipated to be below \$25,000 and will be awarded administratively.

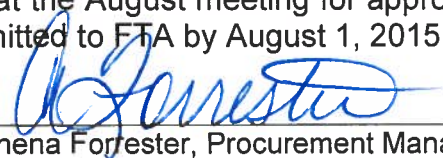
Comprehensive Compensation Study

An RFP is in development for a firm to conduct a comprehensive compensation study to review the current compensation, pay ranges and structure compared to market. The proposals will be due in July with award anticipated at the July meeting.

DBE Goal for FY 16, 17 and 18

DCTA is required to set a DBE every three years and Staff is currently reviewing information related to FTA funding and projects anticipated during the next three year period. The goal will be published on DCTA's web-site and DCTA will receive public comments from June 22 to July 22, 2015. The goal for the three (3) year period will be 5%. Staff will present the goal to the Board at the August meeting for approval of a resolution adopting the goal. The goal must be submitted to FTA by August 1, 2015.

Submitted by:


Athena Forrester, Procurement Manager

Final Review:


Anna Mosqueda, CFO



Board of Directors Memo

June 25, 2015

Subject: Marketing & Communications Update

| MARKETING & COMMUNICATIONS INITIATIVES | | |
|---|---|--|
| Category | Initiative | Important Dates |
| Brand Planning | Brand Standards Manual | Planning Phase |
| | Open Source Data (Website) | Planning Phase |
| | RFP for Promotional Item Vendor | Planning Phase |
| | RFP for Video Production | Review Phase |
| | RFP for New Creative/Advertising Firm | Recommendation Brought to Board |
| Marketing Campaigns | GO Request Marketing Campaign | Planning Phase |
| | Commuter Marketing Campaign | Planning Phase |
| | University Marketing Campaign | Development Phase |
| | Where's My Ride Travel Alerts Campaign | Development Phase |
| | Summer Sales/Summer Youth Pass Campaign | Execution Phase |
| | Strategic Planning and Development Brand Execution | Completed |
| Collateral Development | Go Guide Revisions | Planning Phase |
| | EnRoute News July/August Issue | Development Phase |
| | Brand Rail Cards and Hot Items Posters | Development Phase |
| | GO Request Collateral | Development Phase |
| | Campus Connections Brochure | Development Phase |
| | University Pass Program Brochure | Development Phase |
| Public/Media Relations | Photo and Film Guidelines | Development Phase |
| | Media Relations/Crisis Communications Procedures | Development Phase |
| | Cision Metrics Review | Development Phase |
| | Award Nominations: SWTA Marketing Spotlight Award Nominations DBJ "Outstanding Directors" Award Nomination APTA Adwheel Marketing Awards Nominations | Planning Phase Submitted Submitted |
| | Weather-Related Communications | Executed |
| | Proactive Pitching: 380 Expansion; Working with DOTs; 2015 Passenger Satisfaction Survey Results | Ongoing |
| | PR Calendar of Activities | Ongoing |
| | Social Media | Discover A-train Wash Feature |
| Places to Go Creative | | Development Phase |
| Executive Social Media Plan (Jim Cline Posts) | | Ongoing |
| Editorial Calendar Execution (Social and Video) | | Ongoing |
| Internal Communications | Monthly Messaging Map | Ongoing |
| | Monthly Staff Meeting Presentation | Ongoing |
| Community Relations | UNT Shuttle Driver Specialty T-shirts | Planning Phase |
| | UNT Orientation Sponsorship | Executed |
| | AVID Field Trip | Executed |
| | Denton Juneteenth Sponsorship | Executed |
| | Lewisville Chamber Women in Business Expo Presentation | Executed |
| | Member City Involvement | Ongoing |
| Events | Highland Village Balloon Festival | Planning Phase |
| | Lewisville Western Days Festival | Planning Phase |
| | State Fair of Texas | Planning Phase |
| | A-train Rail Trail Community Enhancements Celebration | Executed |
| Public Involvement | Public Meeting Standard Operating Procedures | Development Phase |
| | Overnight Parking Policy | Development Phase |
| Customer Service | Review of Customer Service Initiatives | Planning Phase |
| | Customer Service Audit | Planning Phase |
| Regional Initiatives | Go Pass 2.0 | Planning Phase |
| | Clear Air Action Day | Execution Phase |

| | | |
|--|--|-----------------|
| | Dump the Pump Day | Execution Phase |
| | NCTCOG Casual Carpool Application | Ongoing |
| | NCTCOG Air North Texas | Ongoing |
| | NCTCOG MyRideNCT | Ongoing |
| | Regional Marketing and Communications Meeting – June 3 | Executed |

| MARKETING & COMMUNICATIONS METRICS | | | | |
|------------------------------------|---|---------------------------|------------|------------|
| Activity | Metric | Annual Goal | Monthly | YTD |
| Brand Impressions | | | | |
| Community Brand Impressions* | Confirmed Impressions | 300,000 | 50 | 47,919 |
| Media Buy Impressions** | Online/Confirmed Impressions | 500,000 | 239,892 | 484,232 |
| | Print/Confirmed Impressions | 100,000 | 0 | 349,369 |
| Media Relations | | | | |
| Press Coverage | Articles About DCTA | 450 Placements | 41 | 236 |
| Media Impressions | Articles About DCTA | New Metric/No Goal | 26,946,801 | 26,946,801 |
| Publicity Value^ | Articles About DCTA | \$460,000 | \$137,655 | \$614,562 |
| Headline Highlights | DCTA to Offer Special Service for UNT Graduation DCTA Suspends A-Train Service Due to Flooding Public Transit GM Question of the Day: What New Change is Impacting Your Agency? | | | |
| Major Media Outlets | Dallas Morning News; WFAA-TV; NBC-5; KRLD; WBAP; Mass Transit Magazine; Metro Magazine; Denton Record-Chronicle | | | |
| Social Media | | | | |
| Facebook Likes | Total Likes | 6,500 | 35 | 5,205 |
| Twitter Followers | Total Followers | 3,500 | 61 | 3,047 |
| DCTA Blog | Confirmed Impressions | 1,900 | 226 | 1,543 |
| | Top Referring Sites | Google, Facebook, Twitter | | |
| Website Results | | | | |
| Website Impressions | Pageviews | 1.4M | 97,103 | 923,309 |
| Top 5 Referring Sites | Facebook Mobile, Denton Record-Chronicle, Twitter, DART, UNT.edu | | | |
| Go Pass | | | | |
| New Downloads | Total Count | 160,000 | 12,570 | 123,520 |
| Tickets Sold | Total Count | 16,000 | 1,879 | 16,361 |

| CUSTOMER SERVICE | | | | |
|------------------------------------|---------------------|--|---------|---------|
| Activity | Metric | Annual Goal | Monthly | YTD |
| Provide Excellent Customer Service | Calls Answered | >95% | 98% | 98% |
| | Abandoned Calls | <5% | 2% | 2% |
| Where's My Ride | Total Hits*** | 100,000 | 29,612 | 178,228 |
| | SMS (Texts) | 10,000 | 3,375 | 14,803 |
| | Calls | 2,000 | 1,039 | 3,950 |
| Go Request | Avg. Days/Closeout | <3.5 | 3.35 | 3.16 |
| | Total Entries/10K | >3 | 2.47 | 1.75 |
| | Complaints/10K | <5 | 1.29 | 1.04 |
| | Types of Submittals | Complaint – 20; Compliment – 1; Problem – 4; Question – 18; Suggestion – 3 | | |

Footnote:

[^]Publicity Value – Publicity values are calculated generalizations based on the average cost per impression. Tracking publicity rates provides consistent and rational publicity values for print, online and broadcast/radio hits, regardless of availability or validity of a published ad rate. NOTE: Current PR monitoring software just started reporting publicity value January 2015.

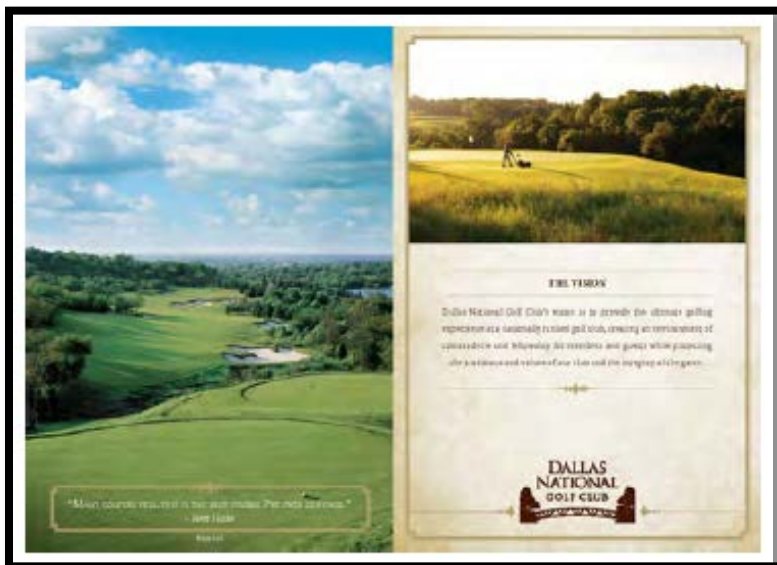
^{*}Community Brand Impressions – This is the total number of individuals impacted through events, fairs and sponsorships. This total is a mixture in-person and branding impressions (i.e. those who saw our logo on event signage, etc.).

^{**}Media Buy Impressions – This is the number of individuals who see DCTA online advertisements. They may not click through the ad, but they were served the ad.

^{***}Where's My Ride "hits" track all visits to the site. Total hits reported are not unique visitors.

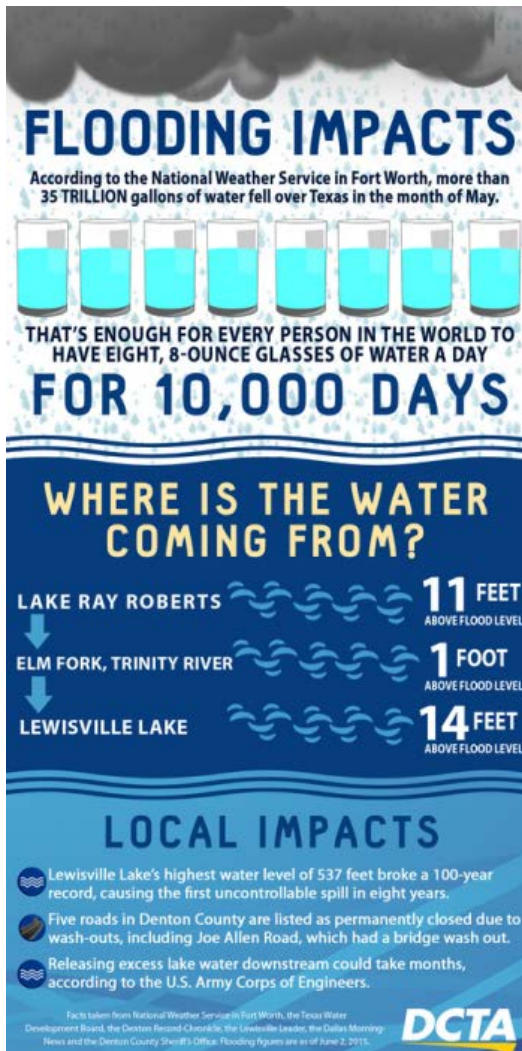
Creative Services Request for Proposal

HCK2 Partners | Addison, TX | Samples of Work





Flood Waters Infographic



Posted: June 4, 2015

Impressions: 918

Likes: 7

Shares: 1

A-Train Rail Trail Community Enhancements Event Recap

Attendees: 36 | Goal: 30



Summer Youth Pass Campaign

| Online Placements | |
|-------------------------------------|----------------------|
| DFW Child Summer Fun Map | June 1 – July 31 |
| Neighborsgo | June 1 – July 31 |
| DRC Mobile | May 14 – July 31 |
| Denton Record-Chronicle (online) | May 14 – July 31 |
| Print Placements | |
| North Texas Child | June and July Issues |
| Suburban Parent | June and July Issues |
| Other Placements | |
| Movie Theater Pre-Show Video (:30s) | May 22 – July 31 |
| Direct Mail | June 8 Drop |

| Metrics Report May 14 – June 14 | | |
|--|----------|----------------------|
| Total Website Page Visits | 1,664 | 321.27% Increase YOY |
| Unique Website Page Visits | 1,269 | 245.78% Increase YOY |
| Ticket Views (Shopping Cart) | 85 | |
| Tickets Purchased | 3 | |
| Website Ticket Sales (May 1 – June 15) | \$14,454 | 54.6% Increase YOY |



Approved by: Nicole M. Recker
 Nicole M. Recker, Vice President of
 Marketing & Communications



FLOODING EXECUTIVE MEDIA REPORT

DENTON COUNTY TRANSPORTATION
AUTHORITY



TOTAL MENTIONS:

72



TOTAL REACH:

33,247,592



TOTAL PUBLICITY VALUE:

\$409,643.60



TOTAL INTERNET REACH:

30,726,798

TOP STORIES: INTERNET

1

DCTA resumes its regular A-train service

OUTLET: Dallas Morning News Online

REACH: 5,711,522

2

Releasing North Texas lakes' excess water may take months, Corps of Engineers says

OUTLET: Dallas Morning News Online/DallasNews.com

REACH: 5,711,522

3

Tricky task: Drain bulging lakes but limit flooding downstream

OUTLET: Dallas Morning News Online/DallasNews.com

REACH: 5,711,522

4

Tricky task: Drain Dallas area's bulging lakes without causing too much flooding downstream

OUTLET: Dallas Morning News Online/DallasNews.com

REACH: 5,711,522

5

Two confirmed dead in North Texas flooding

OUTLET: WFAA-TV Online

REACH: 1,632,924



TOTAL BROADCAST
REACH:

1,333,634

TOP STORIES: BROADCAST

1

NBC5 News at 10:30pm Sunday

OUTLET: KXAS-TV

REACH: 213,255

2

News 8 Update

OUTLET: WFAA-TV

REACH: 205,610

3

CBS 11 News at 6

OUTLET: KTVT-TV

REACH: 177,893

4

News 8 at 5:30

OUTLET: WFAA-TV

REACH: 101,742

5

Midday News

OUTLET: WFAA-TV

REACH: 101,589



TOTAL PRINT REACH:

1,187,160

TOP STORIES: PRINT

1

Denton County

OUTLET: THE DALLAS MORNING NEWS

REACH: 413,480

2

Pulling the plug, carefully

OUTLET: THE DALLAS MORNING NEWS

REACH: 413,480

3

DCTA to resume regular A-train service

OUTLET: Lewisville Leader (Texas)

REACH: 63,000

4

North Texas contends with historic rainfall

OUTLET: Lewisville Leader (Texas)

REACH: 63,000

5

DCTA continues with suspended A-train service

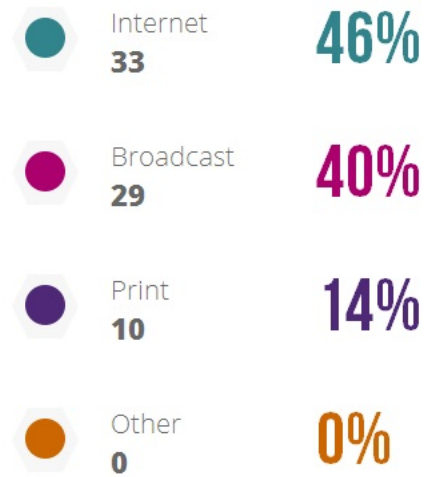
OUTLET: Lewisville Leader (Texas)

REACH: 63,000

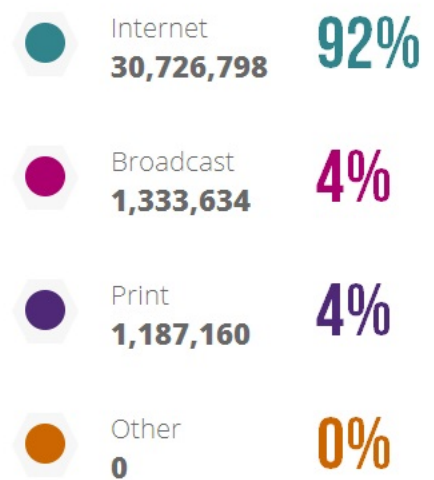
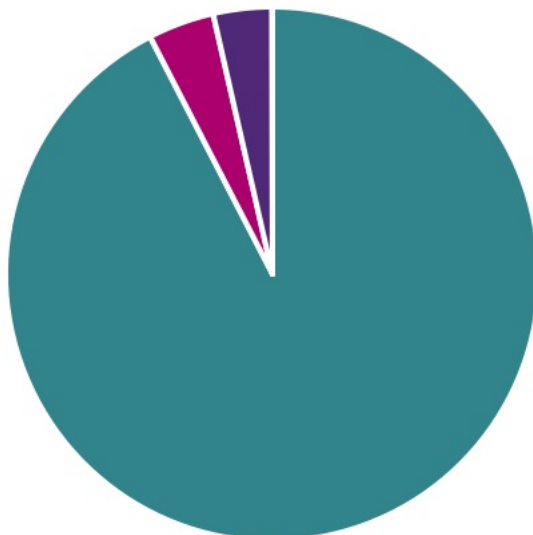
FLOODING EXECUTIVE MEDIA REPORT

DENTON COUNTY TRANSPORTATION AUTHORITY

NUMBER OF MENTIONS BY MEDIA GROUP



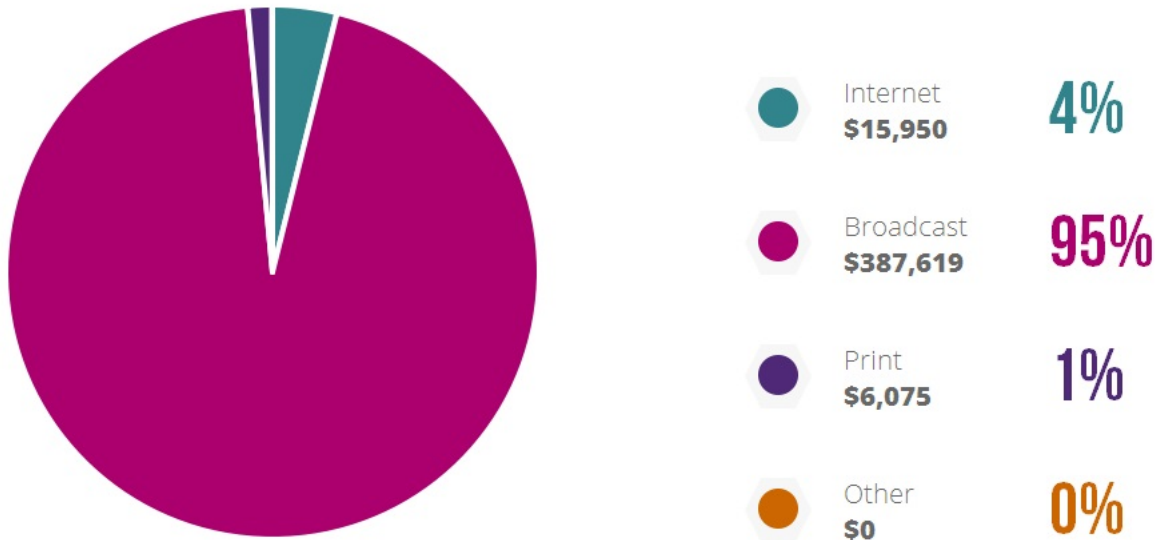
REACH BY MEDIA GROUP



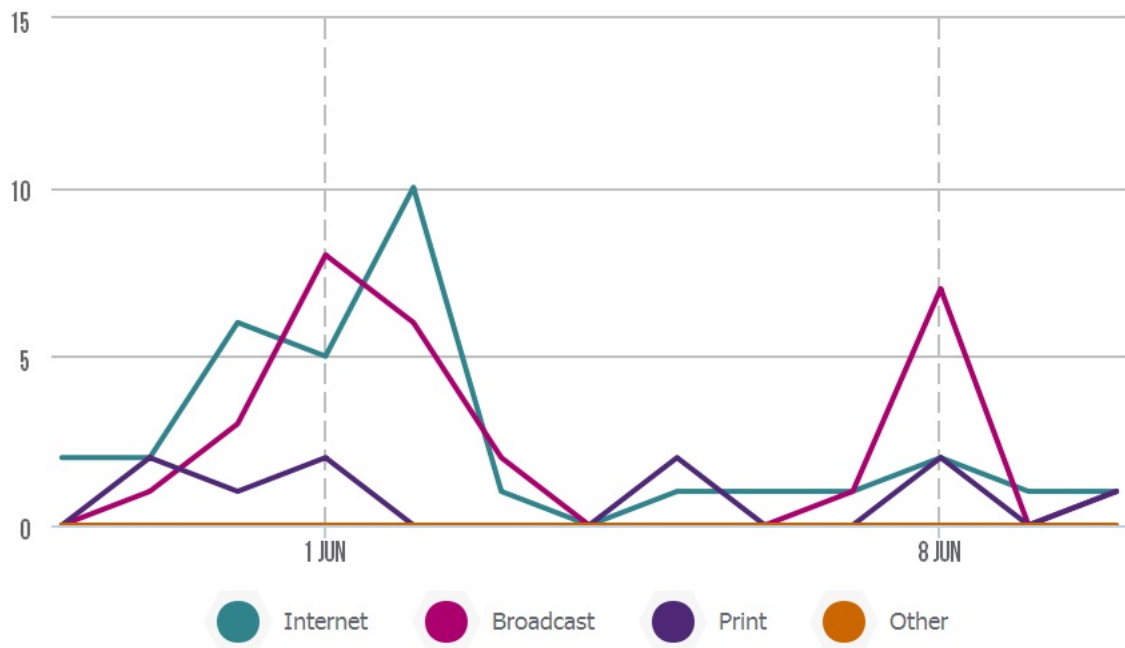
FLOODING EXECUTIVE MEDIA REPORT

DENTON COUNTY TRANSPORTATION AUTHORITY

PUBLICITY VALUE BY MEDIA GROUP



FREQUENCY OF MENTIONS OVER TIME

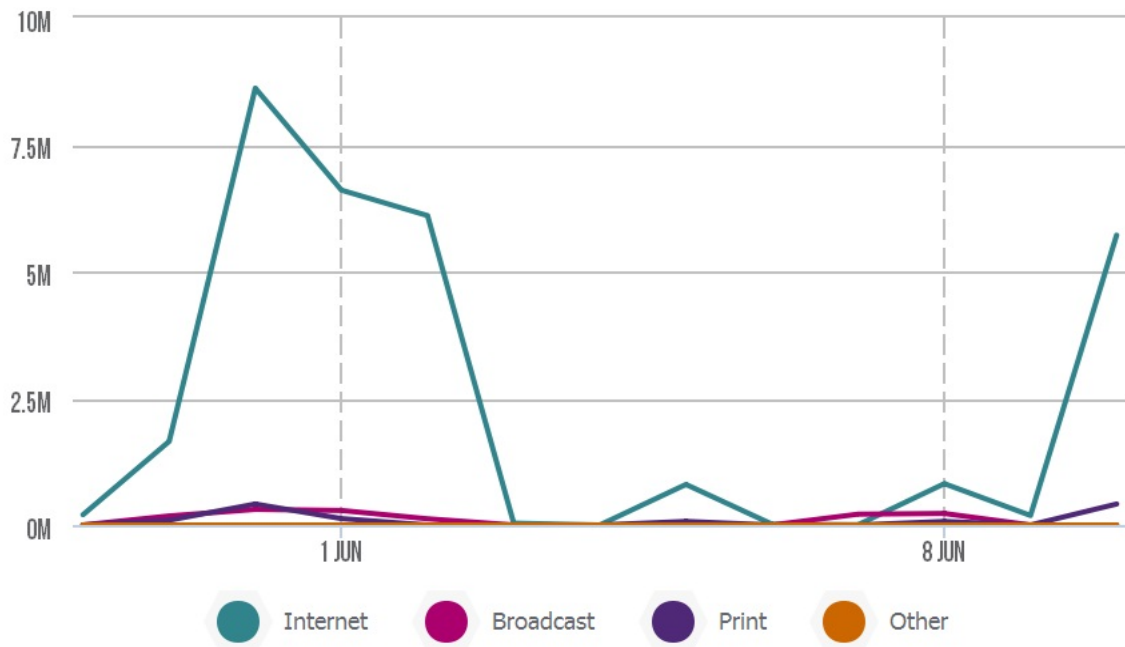


FLOODING EXECUTIVE MEDIA REPORT

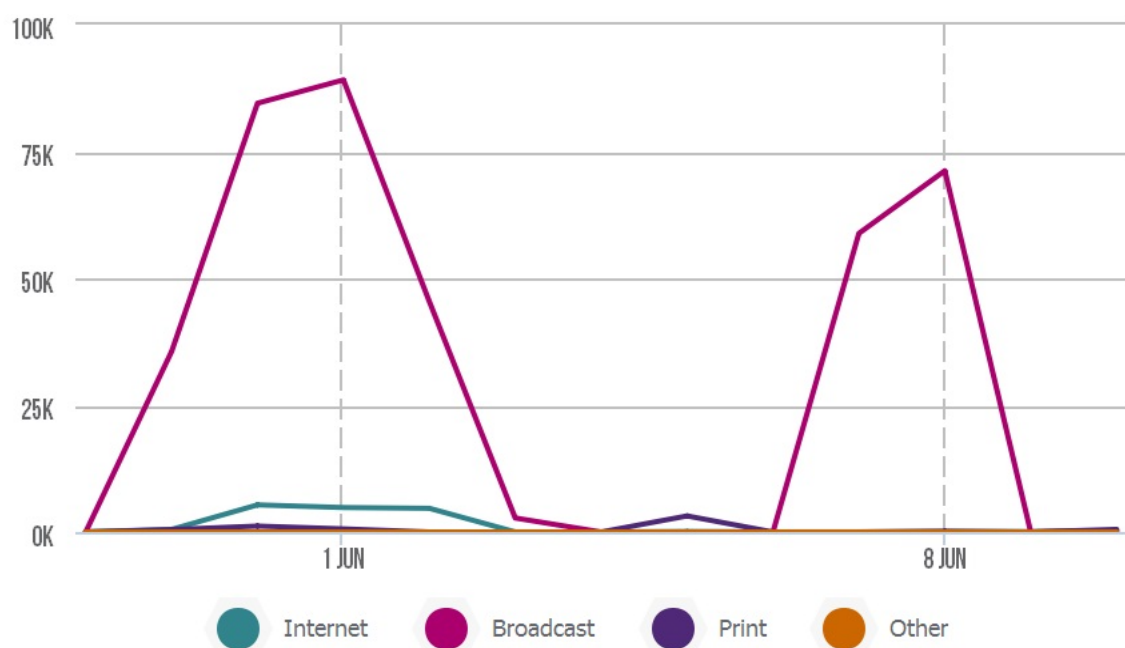
DENTON COUNTY TRANSPORTATION AUTHORITY



REACH OVER TIME



PUBLICITY VALUE OVER TIME



FLOODING EXECUTIVE MEDIA REPORT

DENTON COUNTY TRANSPORTATION AUTHORITY



SUMMARY FOR 5/29/2015 – 6/10/2015

| | MENTIONS | REACH | PUBLICITY VALUE |
|--------------------------|-----------|-------------------|---------------------|
| INTERNET | 33 | 30,726,798 | \$15,949.50 |
| Online Print Version | 23 | 23,975,510 | \$14,716.76 |
| Online Broadcast Version | 7 | 6,687,458 | \$1,172.50 |
| Blogs | 1 | 53,348 | \$32.24 |
| News Web Sites | 2 | 10,482 | \$28.00 |
| BROADCAST | 29 | 1,333,634 | \$387,619.13 |
| Television Station Show | 16 | 1,333,634 | \$381,185.32 |
| AM Radio Station Show | 11 | | \$2,198.19 |
| AM Radio Station | 2 | | \$4,235.62 |
| PRINT | 10 | 1,187,160 | \$6,074.97 |
| Daily Newspaper | 10 | 1,187,160 | \$6,074.97 |
| TOTAL | 72 | 33,247,592 | \$409,643.60 |



Board of Directors Memo

June 25, 2015

Subject: Capital Projects Update

GTW Implementation

- Track circuit modifications between North Lake and South Med will complete in July.
- Additional modifications are under evaluation in support of both single car operations and Positive Train Control. These technologies, if applied, will be funded through the PTC project budget.

Lewisville Hike/Bike Trail

- The contractor has been delayed due to heavy rain, no damage from the flooding occurred. The contractor was able to resume work on 6/1/15 with expected completion of the project in July.

Positive Train Control (PTC)

- DCTA officially notified DART requesting removal from the DART PTC solicitation. DCTA will pursue a PTC solution on its own.
- DCTA is meetings with technology providers to finalize a path forward.
- DCTA will submit a Main Line Track Exclusion Addendum (MTEA) and a revised Positive Train Control Implementation Plan to the FRA in the next 60 days.
- Two procurements will result from this project in support of PTC:
 - 1) A scope of services will be developed for communications infrastructure enhancements and signal systems monitoring and control.
 - 2) A new scope of services and solicitations for safety enhancements that will fulfill the requirements of the proposed MTEA and PTCIP.

Station Landscaping

- Contract bids are due June 30th with board action anticipated in July, 2015.

Rail OMF Drainage

- The contractor is expected to sign the agreement by June 19th, 2015.
- Construction is not anticipated to begin until July due to the significant rainfall over the past few months. Completion is anticipated 90 days after NTP.

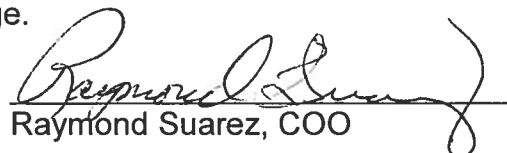
Station Enhancement (Trinity Mills Station)

- DART will construct the facility. DCTA will reimburse DART through an ILA. The projected cost is within project budget. Completion is expected by end of 2015.

Flood Damage repairs

- A Capital project is being established in the amount of \$1M to address flood damage.

Final Review:



Raymond Suarez, COO



Board of Directors Memo

June 25, 2015

Subject: Transit Operations Report

SYSTEM ON-TIME PERFORMANCE

- FY 2015 YTD, “On Time Performance” (OTP) for the A-train was 99.96%
- FY 2015 YTD “On Time Performance” (OTP) for Connect service was 95.22%.

RIDERSHIP PERFORMANCE

Year to date change in ridership by service type

| Service | % Change FY 2014 to FY 2015 | Color Indicator | Notation No. |
|----------------|--------------------------------|--------------------|-----------------|
| All Bus & Rail | 6.47% | Green | 1 |
| Rail | -0.25% | Yellow | 2 |
| All Bus | 8.66% | Green | 1 |
| Connect | -0.01% | Green | |
| UNT | 9.99% | Green | 3 |
| NCTC | 28.10% | Green | 4 |
| Access | 6.15% | Green | 5 |
| Connect RSVP | -31.32% | Red | 6 |

1. YTD ridership is up over last year primarily due to continued growth in UNT ridership to levels prior to August 2014. In addition, extra bus service (special movements) increased ridership in May. This extra service was for two days of UNT commencements and to replace train service temporarily suspended due to flooding.
2. Heavy rains and flooding throughout the month of May impacted rail service with delays on Friday, May 29 and temporarily suspended service on Saturday, May 30.
3. YTD UNT ridership continued to trend upward.
4. NCTC overall growth from October to May of FY 2015 is attributed to the expansion of NCTC service in September 2014.
5. Access service continues to grow due to an increase in ADA qualified people.
6. Connect RSVP continues to decline which is likely due to additional parking available at HV/LL station, and the inability to make same day reservations.

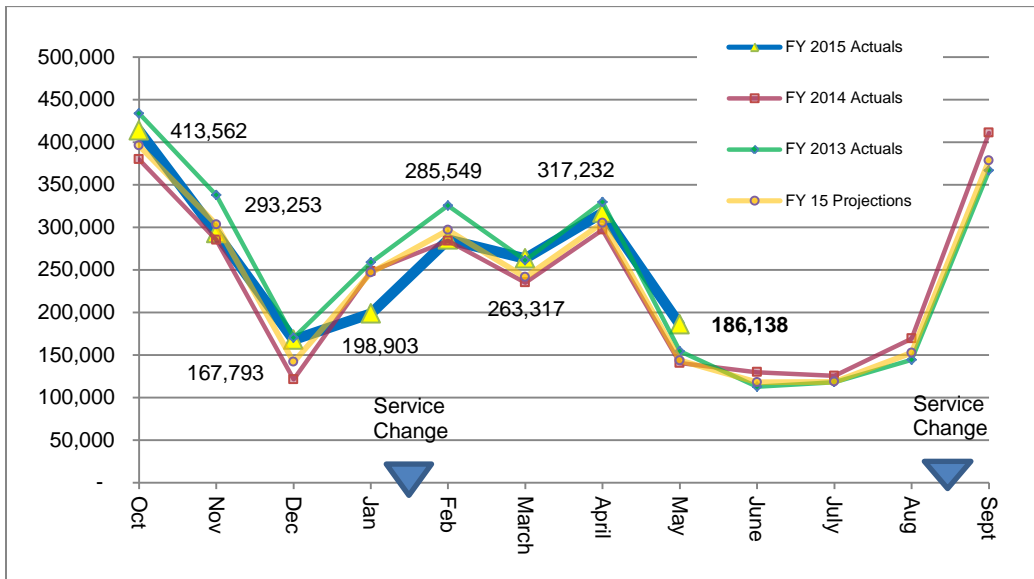
Color Key

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

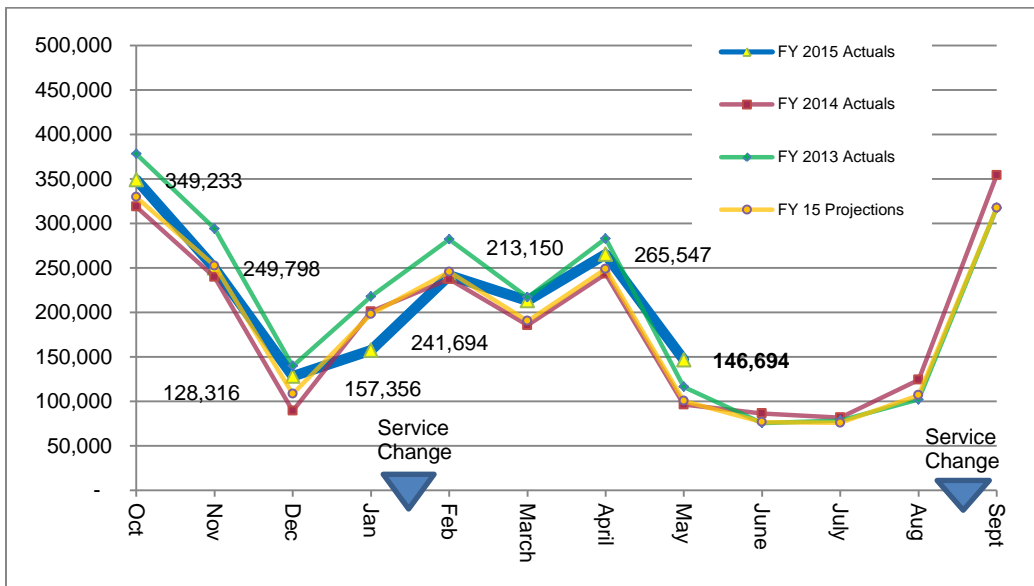


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, and special movement services.

Rail and All Bus: Total Boardings

- YTD ridership continues to trend upward compared to the same period in FYs 2013 and 2014.

All Bus: Total Boardings

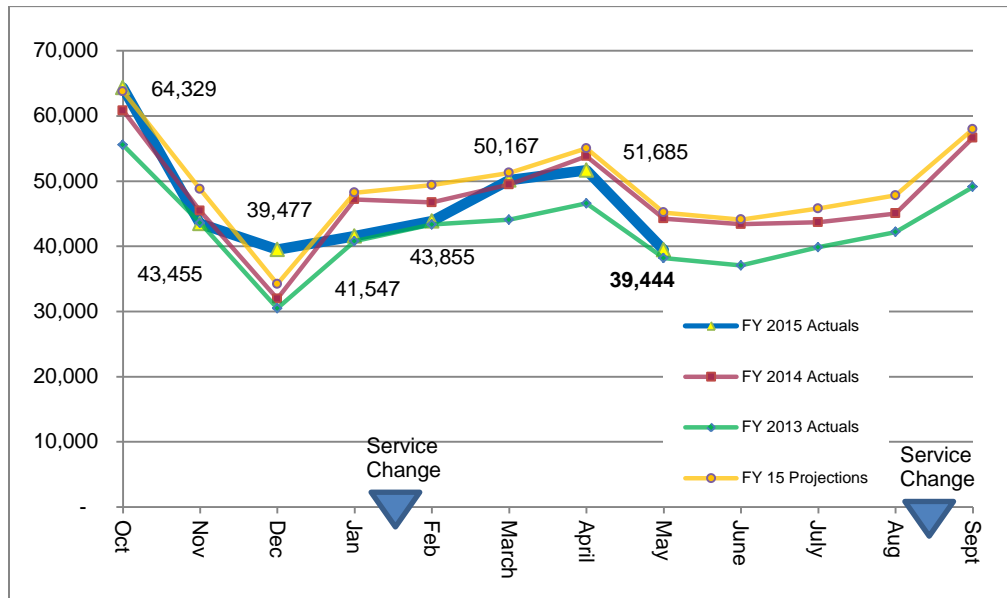


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, and special movement services.

All Bus: Total Boardings

- Growth in UNT ridership is the primary driver of total bus growth.
- Extra service (special movements) for UNT commencement and the bus bridge (to replace A-train service suspended on Saturday, May 30) contributed to the growth in ridership. The growth associated with the bus bridge is offset by a decrease in Rail ridership.

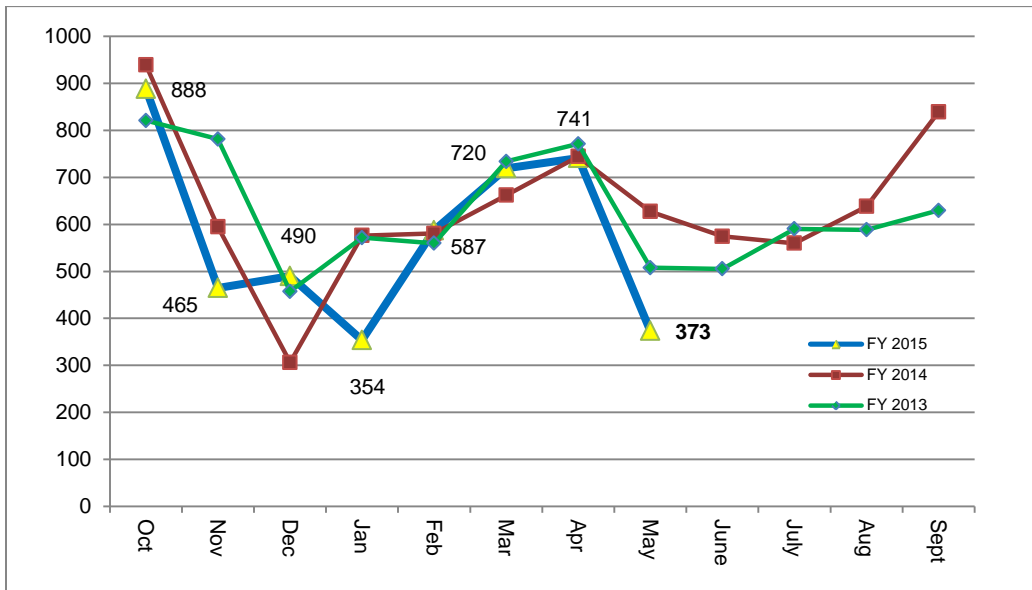
Rail: Total Boardings



Rail: Total Boardings

- Data shows both a modest increase (4% YTD) in AM peak northbound and a significant increase in Southbound mid-day boardings (48% YTD). In contrast, PM peak ridership is declining. YTD, PM peak southbound has decreased by 5% while northbound has declined by 6% compared to FY 2014. This data may indicate a shift in travel patterns where southbound mid-day trips are replacing PM peak southbound travel.
- Average weekday service declined slightly (1% YTD) which is mostly attributed to inclement weather in May 2015.

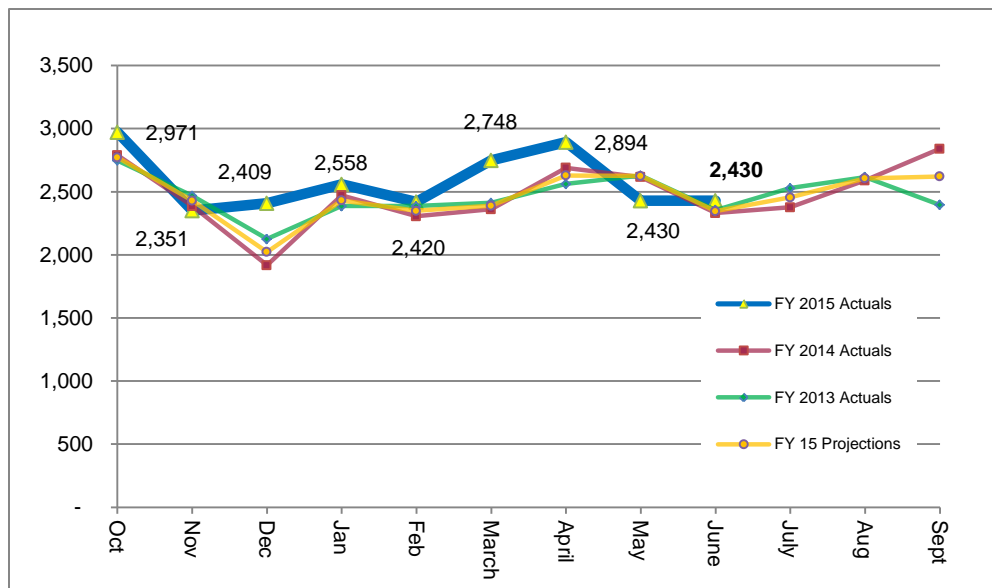
Rail: Saturday Average Boardings



Rail: Saturday Average Boardings

- YTD, average Saturday boardings declined by 8%. The DART CBD rail replacement in Q1 affected the Green Line service availability on weekends. On Saturday, May 30 flooding temporarily suspended service. Inclement weather in the month of May also contributed to the decline in ridership.

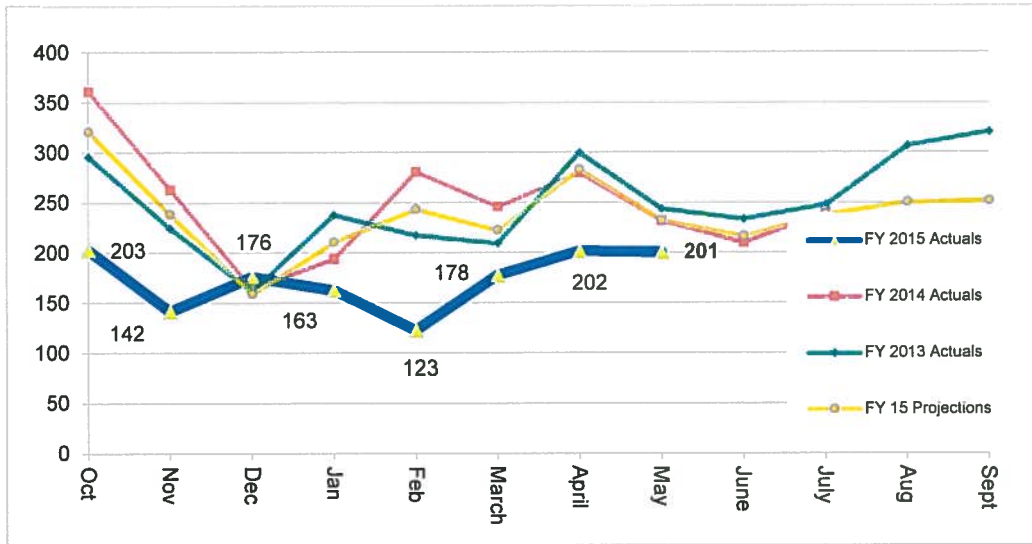
Access: Total Boardings



Access: Total Boardings

- YTD boardings continue to increase more than projected due to more people becoming eligible for this service.

Connect RSVP: Total Boardings



Connect RSVP: Total Boardings

- Connect RSVP continues to underperform (31% YTD) likely due to more parking availability at HV/LL station, and the inability to make same day reservations. This service is being evaluated as part of the comprehensive planning currently underway for HV/Lewisville routes.

SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 1,119
- DCTA Bus Operations Injury-Free Workdays: 47
- On May 3, a vehicle was stuck on the track at Eagle Point Road. No train delays or injuries occurred. This intersection will continue to be improved within the next two years as part of the 35E construction project.
- On May 24 and May 29, DCTA experienced track washouts in the Hebron area due to severe rain and flooding. The tracks are repaired.

MAINTENANCE

- **Right of Way:** Routine daily inspections are being performed by the contractor.
- **Signal/Communications:** Signals and Communications were impacted by the flood however this did not impact service as the A-train was out of service.
- **Stations:** DCTA contract operations (HTSI) continues to perform weekly safety inspections, which have not identified any major issues.
- **Rail Mechanical:** DCTA contract operations (HTSI) reported no mechanical issues in May.

Final Review: 
Raymond Suarez, COO



Board of Directors Memo

June 25, 2015

Subject: Strategic Planning & Development Update

PRIORITY PROJECTS

SERVICE PLANNING

Lewisville & Highland Village Service Review & Analysis

- A Comprehensive Operational Analysis (COA) is being conducted for the Lewisville and Highland Village service area.
- The COA will include; ridership data collection, community outreach, analysis of existing service, Title VI analysis and service gap analysis.
- The COA will result in service recommendations may include; route realignments, interlinings and extensions, revised service hours and frequency, reduction of non-productive service, new routes, innovative last-mile connections, as well as passenger amenity and bus stop improvements.
- Approval of the resolution for NCTCOG fleet acquisition anticipated at June board meeting will provide additional fleet to execute service recommendations.
- Market analysis of Lewisville and Highland Village have been conducted by Nelson-Nygaard.
- On-board passenger surveys as well as boarding and alighting studies are being conducted the week of June 15.
- Public meetings are anticipated in August and September.

Regional Express Corridor Preliminary Planning

- Staff has received support from NCTCOG and DCTA Board of Directors to move forward with the continued development of the Regional Express Corridors
- The Regional Express Corridor Service Preliminary Plan is being shared with partners and potential partners through a series of meetings with member and non-member cities as well as potential private sector partners
- *Recent Related Presentations: Denton (staff), Highland Village (staff and council), Lewisville (staff), Texas Woman's University, Denton County Commissioners, Frisco (staff), The Colony (staff and council), Grandscape Developers*

DEVELOPMENT

Downtown Denton Parking

- Working with city staff to develop potential parking shortage solutions
- It is the goal of staff to develop solutions which will also address downtown aesthetics, noise mitigation and enhance safety measures

New Funding Mechanisms: TIGER Grant

- Transportation Investment Generating Economic Recovery (TIGER)
- The project submitted for funding is the regional express corridor between Highland Village and The Colony
- NCTCOG is supportive of DCTA's project and is working to secure a port of funding for this project and has committed \$6.8 Million to the project, contingent on the TIGER award.
- The grant application was submitted for the "East/West Bus and Rail Connector Project" on June 3.

UNT Parking & Transportation Master Plan

- UNT has kicked off their planning study to identify campus parking and transportation needs
- DCTA is playing an active role in this effort through participation in stakeholder meetings and through active engagement on the planning committee
- The study is expected to be completed in December 2015 with a final report provided in January 2016
- DCTA staff will incorporate feedback and findings from this study into the Comprehensive Operational Analysis for the Denton service area planned for later this year

Additional Projects

- Grant Strategy Development
- UNT Contract Preparation & Development
- NCTC Contract Renewal
- TxDOT 35W Expansion
- Technology Application Research for Flex Service
- Regional and Flex Fleet Purchase Research
- TWU Comprehensive Master Plan
- Title VI Analysis
- Update DCTA's Long Range Service Plan
- Coordinate DCTA's rail expansion vision into NCTCOG 2040 Plan

OUTREACH EFFORTS

Recent Activities

5/22 Surface Transportation Technical Committee
 5/26 Denton County Commissioners Court Presentation
 6/2 The Colony City Council Presentation
 6/10 Northwest Communities Partnership General Meeting
 6/10 Texas Woman's University Partnership Update
 6/10 City of Denton Economic Development Partnership Opportunity
 6/10 City of Denton Elected Officials Reception
 6/15 I-35W & Transit Forecasting Meeting
 6/17 Grandscape Developers
 6/17 UNT Contract Discussion

Upcoming Activities

6/25 35W Coalition
 6/26 Surface Transportation Technical Committee

Submitted by: 

 Kristina Brevard, VP, Strategic Planning & Development



Special Called Meeting of the DCTA Board of Directors
and the **Program Services Committee** of the DCTA Board of Directors
12:00 PM, Monday, June 16, 2015

MINUTES

Attendance

Board / Committee Members

Charles Emery
Paul Pomeroy
Carter Wilson
Skip Kalb
Doug Peach
Richard Huckaby

Staff

Jim Cline
Anna Mosqueda
Raymond Suarez
Kristina Brevard
Nicole Recker

Legal

Kevin Laughlin

Call to order at 12:11 p.m. by Paul Pomeroy. Convene the Program Services Committee
Call to order at 12:11 p.m. by Charles Emery. Convene Meeting of the Board of Directors.

1) ITEMS FOR INFORMATION / DISCUSSION

a) Routine Briefing Items – Planning/Service Development

- Kristina Brevard gave an update to the committee on recent outreach events, work with HDR, 35W Corridor, North Central Texas Council of Governments Activities, and the Comprehensive Operational Analysis
- Jim Cline gave an update on the open records request submitted by the former mayor of Corinth.

b) Routine Briefing Items – Operations

- Raymond Suarez gave an update on ridership, the flood disaster response, the drainage project, trail construction, the rail O&M agreement, positive train control, upcoming service changes, and single car operations.
- Jim Cline gave an overview of proposed fare changes.

2) EXECUTIVE SESSION – 1:45 p.m. – 2:16 p.m.

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

3) ADJOURN – 2:16 p.m.

Program Development Chair – Paul Pomeroy

Program Development Members – Skip Kalb, Doug Peach, Don Hartman, Carter Wilson, Jim Robertson

Staff Liaison – Raymond Suarez, Chief Operating Officer



Board of Directors Memo

June 25, 2015

Subject: Discussion/Approval of Resolution 15-06 – Resolution Accepting the Transfer of Assets from the North Central Council of Governments

Background

The Denton County Transportation Authority (DCTA) anticipates increasing service levels in Highland Village which will increase the need for additional fleet. The North Central Texas Council of Governments (NCTCOG) has agreed to provide four (4) cutaway buses, not yet at their useful life to the Agency for the provision of bus service.

Identified Need

DCTA will acquire four cutaway buses to enable additional service implementation. Before the transition can be completed, DCTA is required to pass a Resolution accepting the transfer of NCTCOG assets.

By approval of this resolution, the DCTA Board of Directors expresses its intent to accept the transfer of assets from the North Central Texas Council of Governments to the Denton County Transportation Authority pending final approval by the FTA. This approved resolution will be submitted by NCTCOG with their asset transfer request to the FTA.

Financial Impact

Other than standard vehicle maintenance, there is no financial impact to the agency for the fleet transfer. NCTCOG is transferring the fleet of four cutaway buses to DCTA at no charge.

Recommendation


Staff recommends the Board approve the Resolution 15-06 expressing its intent to accept the transfer of assets from the North Central Council of Governments.

Final Review:



Kristina Brevard,
VP Planning & Development

Approval:



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



1660 S. Stemmons., Suite 250
Lewisville, Texas 75067
Ph: (972) 221-4600 Fax: (972) 221-4601

Denton County Transportation Authority
Board of Directors
Work Session and Board Meeting Minutes

Work Session Minutes

The Board of Directors of the Denton County Transportation Authority convened with Chairman Charles Emery presiding at 1:30 p.m. May 26, 2015 at 1660 S. Stemmons, Suite 250, Lewisville, TX 75067. A quorum was present.

Attendance

Small Cities

Skip Kalb

Large Cities

Charles Emery, Lewisville, Chairman
Paul Pomeroy, Highland Village, Vice-Chair
Richard Huckaby, Denton, Secretary
Doug Peach, Little Elm (arrived 1:41 p.m.)
Carter Wilson, Frisco

Denton County at Large

Dave Kovatch, *Treasurer*

Denton County Unincorporated

George A. Campbell (arrived 1:40 p.m.)
Allen Harris, The Colony (arrived 1:31 p.m.)

Board Members Absent

Daniel Peugh, Corinth
Don Hartman, Denton County
Unincorporated

DCTA Staff

James C. Cline, Jr., P.E., President
Raymond Suarez, Chief Operating Officer
Anna Mosqueda, SVP of Finance / Chief
Financial Officer
Kristina Brevard, Vice President, Strategic
Planning & Development
Nicole Recker, Vice President of Marketing
and Communications

Legal Counsel

Pete Smith, General Counsel

Others in Attendance

Michael Chinn – Transit Management of
Denton County
Danny Daugherty – Herzog Transit Services
Amanda Riddle – Budget Coordinator
Michael Miles – Dallas Area Rapid Transit
Kevin Feldt – North Central Texas County of
Governments

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

1. Routine Briefing Items
 - a. Financial Reports - Anna Mosqueda presented financial information
 - i. Financial Statements
 - ii. Capital Projects Report
 - iii. Quarterly Investment Report
 - iv. Sales Tax Report
 - v. Procurement Report

- b. Communications and Planning – Nicole Recker reported on these items
 - i. Marketing and Communications Initiatives
 - ii. Marketing and Communications Metrics
 - iii. Customer Service Metrics
 - iv. April Public Meeting Report
 - v. Passenger Satisfaction Survey Results
 - c. Capital Projects Update – Raymond Suarez presented information on the following topics
 - i. GTW Integration
 - ii. Lewisville Bike Trail
 - iii. Positive Train Control (PTC)
 - iv. Station Improvements
 - v. Rail Facility Drainage
 - d. Transit Operations – Raymond Suarez provided an update
 - i. Rail Operations
 - ii. Bus Operations
 - e. Strategic Planning / Development – Kristina Brevard provided an update
 - i. Priority Projects Update
 - ii. Outreach Efforts
2. Items for Discussion
- a. Rail Operations and Maintenance Inter Local Agreement
 - Jim Cline gave a report
 - b. Legislative Update
 - Charles Emery reported to the Board on recent state legislation passed and awaiting Governor's signature.
 - c. Agency Risk Assessment Development
 - Jim Cline gave a report
 - d. Second Quarter DCTA Agency Performance Report
 - Jim Cline gave a report and presented a handout detailing the performance.
3. Committee Chair Reports
- a. Finance Committee (05/19/2015) Dave Kovatch, Committee Chair gave a report on the activities of the Finance Committee.
4. Discussion of Regular Board Meeting Agenda Items (May 2015)
- There was no discussion of regular meeting items.
5. Convene Executive Session – 3:32 p.m. – 4:00 p.m.
- a. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, or Highland Village.
6. Reconvene Open Session 4:02 p.m.
- No action was taken as result of executive session

7. Discussion of Future Agenda Items
 - a. Board Member Requests – none



1660 S. Stemmons., Suite 250
Lewisville, Texas 75067

Denton County Transportation Authority
Board of Directors
Work Session and Board Meeting Minutes

Board Meeting Minutes

The Board of Directors of the Denton County Transportation Authority convened with Chairman Charles Emery presiding at 4:02 p.m. May 26, 2015 at 1660 S. Stemmons, Suite 250, Lewisville, TX 75067. A quorum was present.

Attendance

Small Cities

Skip Kalb

Large Cities

Charles Emery, Lewisville, Chairman
Paul Pomeroy, Highland Village, Vice-Chair
Richard Huckaby, Denton, Secretary
Doug Peach, Little Elm
Carter Wilson, Frisco

Denton County at Large

Dave Kovatch, *Treasurer*

Denton County Unincorporated

George A. Campbell
Allen Harris, The Colony

Board Members Absent

Daniel Peugh, Corinth
Don Hartman, Denton County
Unincorporated

DCTA Staff

James C. Cline, Jr., P.E., President
Raymond Suarez, Chief Operating Officer
Anna Mosqueda, SVP of Finance / Chief
Financial Officer
Kristina Brevard, Vice President, Strategic
Planning & Development
Nicole Recker, Vice President of Marketing
and Communications

Legal Counsel

Pete Smith, General Counsel

Others in Attendance

Michael Chinn – Transit Management of
Denton County

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

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS – Richard Huckaby

INVOCATION – Carter Wilson

WELCOME AND INTRODUCTION OF VISITORS – Introduction of new staff member, Robin Durham and a public thank you to Danny Daugherty with Herzog Transit Services

and the whole rail team for the work done the past weekend to repair tracks from storm damage.

1. CONSENT AGENDA

- a. Approval of Minutes Board Meeting April 23, 2015
- b. Acceptance of Financial Reports
- c. Approval of Resolution 15-05 Supporting and Authorizing Local Match for U.S. Department of Transportation 2015 Transportation Investment Generating Economic Recovery competitive grant program.
 - Motion to approve Consent Agenda Items 1a-c made by Skip Kalb. 2nd by Paul Pomeroy. Motion carried unanimously.

2. REGULAR AGENDA

- a. Discussion/Approval of Resolution 15-04 adopting Fiscal Year 15 Revised Budget and Cash Flow Model
 - A presentation on the revised budget and cash flow model was made by Anna Mosqueda and the board discussed.
 - Motion to approve Resolution 15-04 adopting Fiscal Year 15 Revised Budget and Cash Flow Model made by Allen Harris. 2nd by Carter Wilson. Motion carried unanimously.
- b. Discussion/Approval/Guidance on/for Rail Operation and Maintenance Contract and Inter local Agreement with Dallas Area Rapid Transit (DART) and the Fort Worth Transportation Authority (The T).
 - Jim Cline made a presentation regarding the DART procurement for The T, DCTA and DART's rail operations and maintenance, and the need to negotiate and bring back an inter local agreement with DART for the Operations and Maintenance of the DCTA corridor.
 - Motion to grant president the authority to negotiate an inter local agreement with DART to bring back for Board approval within the confines of the revised budget made by Dave Kovatch. 2nd by George A. Campbell. Motion carried unanimously.
- c. Discussion/Approval Authorizing President to Execute a Positive Train Control (PTC) Consulting Agreement in an Amount Not to Exceed \$100,000
 - Jim Cline outlined for the board the need for a consultant to assist with the Positive Train Control (PTC) project and the board discussed the need for a consultant.
 - Motion to authorize President to execute a positive train control (PTC) consulting agreement in an amount not to exceed \$100,000 made by Richard Huckaby. 2nd by Doug Peach. Motion carried unanimously.

3. CHAIR REPORT – Charles Emery gave an update on these issues

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

4. PRESIDENT'S REPORT – Jim Cline provided information on the following items

- a. Budget Transfers – none were required
- b. Regional Transportation Issues

5. REPORT ON ITEMS OF COMMUNITY INTEREST

- a. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.
- Jim Cline invited the board to participate in the upcoming Community Enhancements Ribbon Cutting on June 3rd at 5 p.m.
 - Kristina Brevard reminded the board of an Elected Officials Reception on June 10th at 5 p.m.

6. CONVENE EXECUTIVE SESSION – None

7. ADJOURN 4:13 p.m.

- Motion to adjourn made by Skip Kalb. 2nd by Allen Harris. Motion carried unanimously.

The minutes of the May 26, 2015 meeting of the Board of Directors were passed, and approved by a vote on this 25th day of June, 2015.

Charles Emery, Chairman

ATTEST

Richard Huckaby, Secretary



Board of Directors Memo

May 26, 2015

Subject: 2(a) Authorize the president to execute or modify ILA with DART for Trinity Mills Station Enhancement

Background

In support of A-train operations personnel, DCTA needs to construct a restroom facility on DART owned property located at the Trinity Mills station. DART has elected to include the Trinity Mills restroom in their project to construct eight other facilities on other DART property. DART and DCTA have mutually agreed that DART will engineer and construct the facility and DCTA will reimburse DART. DART is projecting completion by the end of the calendar year 2015.


Financial Impact

Sufficient funding for this project is available in the current Station enhancement capital project budget. The cost for DART to do this project is comparable to the cost estimate for DCTA to construct the facility.

Recommendation

Staff recommends the Board of Directors authorize the president to execute or modify an ILA with DART for construction of a restroom facility for use by DCTA A-train personnel at the Trinity Mills Station.

Department Review:


Raymond Suarez
COO

Final Review:


Anna Mosqueda,
CFO

Approval:


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



Board of Directors Memo

May 26, 2015

Subject: 2(b) Authorize an Emergency Declaration for flood repairs and authorize the president to execute agreements for rail systems, infrastructure and drainage and Bus operating facility repairs as necessary.

Background

Significant rainfall throughout the months of May and June resulted in major damage to the Rail infrastructure and systems, drainage channels, and the DCTA Bus O&M facility. Preliminary damage is estimated to exceed \$6 million. It is necessary to take immediate emergency action to restore DCTA transportation services for the safety and welfare of the general public, mitigate future damages and restore infrastructure to a state of good repair. The immediacy of these corrective actions do not enable normal procurement processes to be followed.

DCTA staff in collaboration with Denton Emergency Management and other entities worked together with FEMA to establish Denton County as a federal disaster area. This designation will enable DCTA to access federal funds for reimbursable repairs. DCTA is also working with the Authority's insurance company to determine reimbursable expenses.

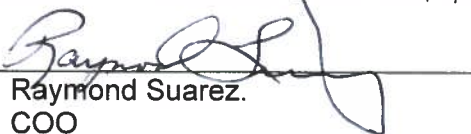
Financial Impact

Sufficient funding for the drainage channel repairs in the amount of \$500,000 is included in the Drainage Channel project budget that has already been approved by the board. The additional emergency repairs will be funded through a new capital project which will be established from the Capital Infrastructure Reserve account in the amount not to exceed \$1,000,000.

Recommendation

Staff recommends the Board of Directors ratify the declaration of a state of emergency due to the impact of recent flooding, and authorize the president to execute the necessary agreements to repair damages and restore services as required in an amount not to exceed \$1,000,000.

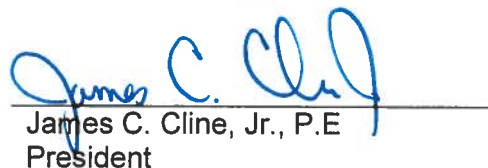
Department Review:


Raymond Suarez.
COO

Final Review:


Anna Mosqueda,
CFO

Approval:


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

**DENTON COUNTY TRANSPORTATION AUTHORITY
RESOLUTION NO. 15-07**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY (“DCTA”) DECLARING THE EXISTENCE OF AN EMERGENCY AND APPROVING AN AGREEMENT BETWEEN DCTA AND MARIO SINACOLA & SON EXCAVATING, INC. FOR THE CONSTRUCTION OF A MAINTENANCE FACILITY DRAINAGE CHANNEL AND AUTHORIZE THE PRESIDENT TO EXECUTE AGREEMENTS FOR EMERGENCY REPAIRS TO DCTA FACILITIES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the DCTA Board of Directors desires to provide safe and reliable transportation services to the public; and

WHEREAS, during the latter part of May 2015, North Central Texas, including the Denton area, received record amounts of rainfall; and

WHEREAS, on Sunday, May 24, 2015, and Friday, May 29, 2015, the section of DCTA tracks between the Old Town and Hebron stations washed out, resulting in interruption of transportation services for several days; and

WHEREAS, the immediate construction of a maintenance facility drainage channel is necessary to eliminate future wash outs from occurring and to allow DCTA to provide safe and reliable transportation services to the public; and

WHEREAS, DCTA has entered into an Agreement with Mario Sinacola & Son Excavating, Inc. for the construction of a maintenance facility drainage channel for the fixed sum of Two Hundred Ninety-Four Thousand, Four Hundred and Sixty-Five Dollars (\$294,465.00) (the “Agreement”), without issuing a Request for Proposal or soliciting competitive bids; and

WHEREAS, Multiple repairs were required to return DCTA to normal operations, and these repairs were authorized for completion outside usual procurement methods in light of the emergency conditions; and

WHEREAS, Texas Transportation Code § 452.107(c)(4), authorizes the negotiation of an agreement without competitive sealed bids or proposals if the agreement is in response to an emergency for which the public exigency does not permit the delay incident to the competitive process; and

WHEREAS, after consideration and, in accordance with Texas Transportation Code § 452.107(c)(4), the Board of Directors declares the existence of an emergency as a result of the recent wash outs and such emergency procurement was necessary to preserve the public’s health, safety and welfare; and

WHEREAS, after review and consideration, the Board of Directors elects to approve the Agreement and authorizes the President, to execute the Agreement and all related documents thereto on behalf of DCTA;

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

SECTION 1. The DCTA Board of Directors hereby approves the Agreement attached hereto as Exhibit "A" and authorizes the, President, to execute the Agreement and all related documents thereto on behalf of DCTA.

SECTION 2. The DCTA Board of Directors hereby authorizes the President to execute agreements for emergency repairs in response to the May, 2015 flooding.

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

DULY PASSED AND APPROVED BY THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY THE 25TH DAY OF JUNE, 2015.


APPROVED:

Charles Emery, Chairman

ATTEST:

Richard Huckaby, Secretary

APPROVED AS TO FORM:



Peter G. Smith, General Counsel
(72143/06-18-15)

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

Number: 2015-15

Type: Transfer _____
 Revision _____
 ✓ _____

| | <u>Current Budget Amount</u> | <u>Budget Revision Amount</u> | <u>Adjusted Budget Amount</u> |
|---|--------------------------------------|---------------------------------------|---------------------------------------|
| TO: 61713 - Disaster Recovery - 2015 Floods | - | 1,000,000 | 1,000,000 |
| FROM: Capital Infrastructure Fund | 1,638,664 | (1,000,000) | 638,664 |
| Total | <u>1,638,664</u> | <u>-</u> | <u>1,638,664</u> |

Explanation:

It is likely that repair cost will exceed \$6,000,000 although detailed estimates have not been completed. It is anticipated the repairs will be made over an extended period of time and may extend beyond twelve (12) months to complete. Staff is requesting a new capital project to be established from the Capital Infrastructure Reserve account in the amount of \$1,000,000 to initially fund priority repairs. Staff will bring this project back to the Board once cost estimates are better defined.

Date: _____

Requested By _____

Date _____

Reviewed By _____

Date 19 June 2015

President 



Board of Directors Memo

May 26, 2015

Subject: 2(C) Approval of a capital project for Flood Damage Repairs

Background

Significant rainfall throughout the months of May and June resulted in major damage to the Rail infrastructure and systems, drainage channels, and the DCTA Bus O&M facility. Preliminary damage is estimated to exceed \$6 million. It is necessary to establish a capital project to fund and capture expenses associated with repairs to restore the Agency's assets to a state of good repair.

DCTA staff in collaboration with Denton Emergency Management and other entities worked together with FEMA to establish Denton County as a federal disaster area. This designation will enable DCTA to access federal funds for reimbursable repairs. DCTA is also working with the Authority's insurance company (TML) to establish a claim and to determine reimbursable expenses.


Financial Impact

It is likely that repair cost will exceed \$6,000,000 although detailed estimates have not been completed. It is anticipated the repairs will be made over an extended period of time and may extend beyond twelve (12) months to complete. Staff is requesting a new capital project to be established from the Capital Infrastructure Reserve account in the amount of \$1,000,000 to initially fund priority repairs. Staff will bring this project back to the Board once cost estimates are better defined.

Recommendation

Staff recommends the Board of Directors approve a capital project in the amount of \$1,000,000 in support of flood damage repairs to restore DCTA operating infrastructure and systems to a state of good repair.


Department Review:


 Raymond Suarez,
 COO

Final Review:


 Anna Mosqueda,
 CFO

Approval:


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



Board of Directors Memo

June 25, 2015

Subject: Approve Award and Authorize the President to execute contract for Marketing and Communications Services

Background

A request for proposals was released on May 4, 2015, for marketing and communications Services. The purpose of the RFP was to seek an agency of record that can enhance DCTA's strategic marketing and communications plan to promote the brand throughout Denton County. DCTA will establish a marketing and communication firm to provide services through and including September 30, 2018, with two (2) one-year options to be exercised at the sole discretion of DCTA.

On May 27, 2015, eleven (11) proposals were received in response to the RFP. An evaluation team reviewed all eleven (11) proposals and conducted interviews with three (3) shortlisted firms. Staff is recommending award to HCK2 Partners.

Identified Need

A projected monthly retainer for each fiscal year will cover all costs identified within the RFP scope of work for that specific fiscal year. These costs include creative development, campaign coordination and development, media buying, online optimizations, branding, mail house coordination, reporting and analysis, and all other account services.

| Fiscal Year | Monthly Retainer (Not to exceed) | Estimated Fiscal Year Total |
|---------------------|---|------------------------------------|
| FY 15 *Partial Year | \$ 34,560.00 | \$ 103,675.00 |
| FY 16 | \$ 11,540.00 | \$ 138,475.00 |
| FY 17 | \$ 12,687.50 | \$ 152,250.00 |
| FY 18 | \$ 13,231.25 | \$ 158,775.00 |

Additional marketing projects not outlined in the scope of work may be added to the firm's queue of responsibilities and billed at a blended hourly rate of \$145 /hr. Additional projects may include but are not limited to photo shoots, program logo/icon development, A-train magazine support, website reskin or new website design and framework, new brand standards manual, bus service branding, incident PR support, or a brand study.

Financial Impact

Expenditures for the FY 15 monthly retainer will be reimbursed with FTA funds at 80%. The remaining fiscal years and any out of scope marketing projects will be funded by the operational budget. The total contract fee through September 30, 2018 is approximately \$600,000.

Recommendation

Staff recommends the Board approve the award to HCK2 Partners, and authorize the President to execute a contract with the firm.

Submitted by: 
Athena Forrester, Purchasing Manager

Approval:  
Nicole Recker, VP of Marketing and Communications



Board of Directors Memo

June 25, 2015

Subject: Approve Award for the Purchase of Automotive Batteries

Background

A request for bids was released on May 15th, 2015 on BidSync for the purchase of automotive batteries for various vehicles in the fleet. Notices were provided to over 2,000 potential suppliers in BidSync, thirty-two (32) suppliers viewed the documents.

On June 3rd, 2015 DCTA received ten (10) bids in response to our RFB:

1. Metroplex Battery, Inc.
2. MTQ Limited partnership dba Batteries Plus
3. Continental Battery Company
4. B&C Truck Electric Service
5. Interstate Batteries
6. Battery Giant
7. Alternator Service, Inc.
8. Interstate All Battery Center
9. Crimson Power, LLC
10. O'Reilly Auto Parts

Staff conducted a review and evaluation of the bids received and is recommending award to Metroplex Battery, Inc.

Identified Need

Batteries will be ordered on an as needed basis to perform repairs and preventative maintenance on buses and other fleet vehicles.

Financial Impact

Expenditures for batteries are reimbursed by FTA funds at 80% from preventive maintenance grant funds. Anticipated expenses are \$40,000 over the three (3) year contract term. Batteries are replaced on an as needed basis.

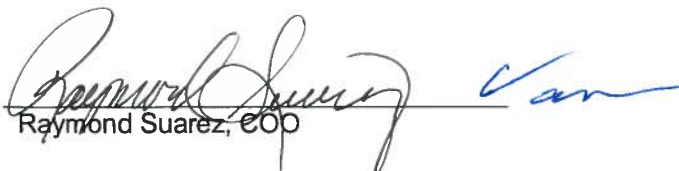
Recommendation

Staff recommends the Board approve the award to Metroplex Battery, Inc. as outlined above.

Submitted by:


Athena Forrester, Purchasing Manager

Approval:


Raymond Suarez, COO



Board of Directors Memo

May 26, 2015

Subject: 2(F) Authorize the president to modify or execute a new Inter Local Agreement (ILA) with the DART or the Fort Worth "T" for a shared rail safety oversight employee.

Background

With the continued focus on rail safety issues at the federal level, DCTA, The T and DART are committed to ensuring the safest possible system. The agencies have identified a positive step in the overall safety program for the three agencies. This step is the hiring of a regional rail safety director that will report to the three agency presidents. This position will provide positive independent oversight and add to our existing safety program.


Financial Impact

This cost of this position will be shared equally among the three agencies. The cost to DCTA is approximately \$40,000 and can be managed within the confines of the existing rail operations annual budget.

Recommendation

Staff recommends the Board of Directors authorize the president to enter into an ILA with DART and/or the Fort Worth "T" to implement and support this position.


Department Review:


Raymond Suarez.
COO

Final Review:


Anna Mosqueda,
CFO

Approval:


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