



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Work Session

August 24, 2017 | 1:30 p.m.

1. Routine Briefing Items
 - a. Staff Briefing on Monthly Financial Reports
 - i. Monthly Financial Statements for July 2017
 - ii. Capital Projects Budget Report for July 2017
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - b. Marketing and Communications
 - i. A-train Comparison Campaign Recap
 - ii. May 15 Service Change Campaign Recap
 - iii. August 28 Service Change Strategic Plan Overview
 - iv. Awards
 - c. Strategic Planning and Development
 - i. Regional Planning Initiatives Update
 - ii. Local Planning Update
 - iii. Business Development & Partnerships Update
 - d. Capital Projects
 - i. Flood Damage Repairs Update
 - ii. Positive Train Control
 - e. Staff Briefing on Transit Operations Reports
 - i. Bus and Rail Operations
2. Items for Discussion
 - a. Staff briefing on Service Changes
3. Committee Chair Report
 - a. Program Services (8/15/2017) Paul Pomeroy, chair
4. Discussion of Regular Board Meeting Agenda Items (August 24, 2017)

5. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
 - b. 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.
 - c. As Authorized by Section 551.074 the Texas Government Code Deliberation of Personnel of Discussion regarding Annual President's Performance Review.
6. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
 - a. Board Member Requests
8. ADJOURN

**Chair – Charles Emery
Vice Chair – Paul Pomeroy**

**Secretary – Richard Huckaby
Treasurer – Dave Kovatch**

**Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller
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 bpedron@dcta.net or calling Brandy Pedron at 972-221-4600.

This notice was posted on 8/18/2017 at 9:16 AM.

Brandy Pedron, Administrative Assistant



DENTON COUNTY
TRANSPORTATION AUTHORITY

1955 Lakeway Dr., # 260, Lewisville, Texas 75057
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Board of Directors Regular Meeting

August 24, 2017 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on August 24, 2017*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

National Procurement Institute (NIP) – Achievement of Excellence in Procurement Award

1. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on July 27, 2017
- b. Acceptance of Monthly Financial Statements – July 2017
- c. Approve and Authorize the President to Execute a Contract with Irving Holdings for On-Call Taxi and Non-Emergency Transportation Services
- d. Rescind Award of Mobile Video Surveillance System

2. REGULAR AGENDA

- a. Presentation and Discussion of Proposed FY 2018 Capital and Operating Budget
- b. Conduct Public Hearing on Proposed FY 2018 Capital and Operating Budget

3. Convene Executive Session. The Board may convene the Regular Board Meeting into Closed Executive Session for the following:

- a. As Authorized by Section 551.071(2) of the Texas Government Code, the Work Session or the Regular Board Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein.
- b. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.

- c. As Authorized by Section 551.074 of the Texas Government Code
Deliberation of Personnel: Discussion regarding Annual President's
Performance Review.
- 4. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during
Executive Session.
- 5. CHAIR REPORT
 - a. Discussion of Regional Transportation Issues
 - b. Discussion Legislative Issues
 - i. Regional
 - ii. State
 - iii. Federal
- 6. PRESIDENT'S REPORT
 - a. Budget Transfers
 - b. Regional Transportation Issues
- 7. REPORT ON ITEMS OF COMMUNITY INTEREST
 - a. Pursuant to Texas Government Section 551.0415 the Board of Directors
may report on following items: (1) expression of thanks, congratulations,
or condolences; (2) information about holiday schedules; (3) recognition of
individuals; (4) reminders about upcoming DCTA and Member City events;
(5) information about community events; and (6) announcements involving
imminent threat to public health and safety.
- 8. ADJOURN

Chair – Charles Emery
Vice Chair – Paul Pomeroy

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller
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This notice was posted on 8/18/2017 at 9:15 AM.

Brandy Pedron, Administrative Assistant



Board of Directors Memo

August 24, 2017

Subject: Monthly Financial Statements

Background

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

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

- **Note A:** Passenger Revenues – YTD unfavorable by (\$108k) due to lower than budgeted ridership. YTD rail ridership of 424k is 7% less than budgeted YTD ridership of 457k (\$66k reduced revenue). YTD ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 441k is 12% less than budgeted YTD ridership of 504k (\$42k reduced revenue). Total YTD bus ridership including UNT and NCTC riders is 2.0 million, which is 5% higher than budgeted ridership of 1.9 million.

		YTD FY17 Actual Ridership	YTD FY17 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	424,208	457,325	- 7%
Connect, Access, Frisco, CCT, NTX	(A)	441,223	504,206	- 12%
UNT & NCTC	(B)	1,558,956	1,399,805	11%
Total Bus Ridership		2,000,179	1,904,011	5%
Total Ridership		<u>2,424,387</u>	<u>2,361,336</u>	<u>3%</u>

(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 favorable by \$80k, due to higher than budgeted UNT revenue hours (\$231k additional revenue). This favorable variance is partially offset by lower than budgeted NCTC and Frisco revenue hours (reduction of \$7k) and reduced fuel pass-through costs for UNT and NCTC (reduction of \$126k). Average billed fuel price/gallon of \$1.84 is 39% lower than the budgeted \$3.00/gallon. Additionally, Collin County Transit service for June and July is trending below budget (reduction of \$77k). This negative variance is partially offset by 1,013 service hours billed for special movements (\$62k additional revenue).
- **Note C:** Sales Tax Revenue – July sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in July will be received in September. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY17 sales tax receipts collected through August.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$2.5 million) mainly due to delayed expenses and corresponding reimbursements for the Lewisville Hike & Bike Trail; the project is under TxDOT engineering review before it can proceed to the procurement phase.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus O&M	\$ -	\$ 6,209	\$ 6,209
Bus Fleet Cameras	102,000	-	(102,000)
Bus Scheduling Software	184,000	-	(184,000)
Comp. Service Analysis	117,452	8,136	(109,316)
Data Analytics & Reporting	160,000	-	(160,000)
Fleet	998,863	997,062	(1,801)
Lewisville Hike & Bike Trail	1,541,533	55,505	(1,486,028)
Positive Train Control (PTC)	4,990,982	4,664,277	(326,705)
Safety/Security	112,248	-	(112,248)
Transit Enhancements	51,426	7,893	(43,533)
	\$ 8,258,504	\$ 5,739,082	\$ (2,519,422)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$2.4 million) mainly because expenses and corresponding reimbursements for FEMA projects have been delayed from the timing anticipated in the budget. These reimbursements will be requested in coming months as projects are closed out. Additionally, operating assistance reimbursements have not yet been drawn down as the grant is pending final completion by FTA.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus PM	\$ 866,110	\$ 940,787	\$ 74,677
Rail PM	972,923	972,923	-
Operating Assistance	684,445	-	(684,445)
ADA Assistance	561,234	561,234	-
FEMA	2,014,547	(1,800)	(2,016,347)
VanPool	187,368	349,091	161,723
Printing	-	24,469	24,469
	\$ 5,286,627	\$ 2,846,704	\$ (2,439,923)

- **Note F:** Insurance – YTD unfavorable by (\$44k) mainly attributable to insurance deductible payments for vehicle accidents (\$14k) that were not anticipated in the budget as well as an adjustment (\$31k) for TML Workers Compensation insurance for FY15/16 that was paid in July.

Identified Need


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

Recommendation

Staff recommends acceptance.

Submitted by: Marisa Perry, CPA 
Controller

Final Review: Anna Mosqueda 
Anna Mosqueda, CFO

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

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

WS 1(a)i

Description	Month Ended July 31, 2017			Year to Date July 31, 2017			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 88,142	\$ 112,744	\$ (24,602)	\$ 1,075,680	\$ 1,183,790	\$ (108,110)	\$ 1,446,008	Note A
Contract Service Revenue	174,586	222,310	(47,724)	3,149,290	3,068,979	80,311	3,824,987	Note B
Sales Tax Revenue	2,323,585	2,169,968	153,617	22,173,562	20,792,172	1,381,390	25,624,601	Note C
Federal/State Grants - Capital	861,138	499,098	362,040	5,739,082	8,258,504	(2,519,422)	10,637,838	Note D
Federal/State Grants - Operating	9,990	343,050	(333,060)	2,846,704	5,286,627	(2,439,923)	6,657,172	Note E
Total Revenue and Other Income	3,457,441	3,347,170	110,271	34,984,319	38,590,072	(3,605,753)	48,190,606	
Operating Expenses								
Salary, Wages and Benefits	762,766	865,039	102,273	8,547,573	9,062,097	514,524	10,920,331	
Services	153,486	194,711	41,225	1,966,660	2,506,043	539,384	3,010,588	
Materials and Supplies	127,716	241,286	113,571	1,848,889	2,690,828	841,939	3,281,014	
Utilities	31,643	40,605	8,962	300,826	400,058	99,232	481,264	
Insurance, Casualties and Losses	164,154	128,947	(35,207)	1,328,206	1,284,025	(44,181)	1,539,494	Note F
Purchased Transportation Services	727,536	796,862	69,326	7,891,745	8,161,349	269,604	9,759,734	
Miscellaneous	36,077	21,188	(14,889)	173,055	331,977	158,922	381,655	
Leases and Rentals	20,907	26,765	5,857	213,697	255,098	41,401	306,776	
Depreciation	839,360	875,852	36,492	8,337,562	8,590,177	252,615	10,339,739	
Total Operating Expenses	2,863,645	3,191,255	327,610	30,608,214	33,281,652	2,673,438	40,020,595	
Income Before Non-Operating Revenue and Expense	593,796	155,915	437,881	4,376,105	5,308,420	(932,315)	8,170,011	
Non-Operating Revenues / (Expense)								
Investment Income	13,590	3,333	10,257	85,942	33,330	52,612	40,000	
Gain (Loss) Disposal of Assets	10,000	-	10,000	12,910	-	12,910	-	
Fare Evasion Fee	225	125	100	825	1,250	(425)	1,500	
Other Income - Miscellaneous	25,196	-	25,196	115,247	-	115,247	1,000,000	
Long Term Debt Interest/Expense	(91,534)	(91,534)	(0)	(915,038)	(915,340)	302	(1,098,412)	
Total Non-Operating Revenue / (Expense)	(42,523)	(88,076)	45,553	(700,114)	(880,760)	180,646	(56,912)	
Change in Net Position	\$ 551,273	\$ 67,839	\$ 483,434	\$ 3,675,991	\$ 4,427,660	\$ (751,669)	\$ 8,113,099	

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

	July 31, 2017	June 30, 2017	Change
Current Assets			
Operating Cash & Cash Equivalents	\$ 6,505,367	\$ 6,685,609	\$ (180,242)
Reserves: Cash & Cash Equivalents	8,351,610	8,344,646	6,964
Reserves: Investments	1,990,016	1,990,016	-
Accounts & Notes Receivable	6,549,827	6,825,843	(276,016)
Prepaid Expenses	644,692	775,281	(130,589)
Inventory	3,263	22,248	(18,985)
Restricted Asset-Cash and Equivalents	4,153,823	3,474,438	679,384
Total Current Assets	<u>28,198,598</u>	<u>28,118,081</u>	<u>80,517</u>
Property, Plant and Equipment			
Land	16,228,337	16,228,337	-
Land Improvements	6,458,821	6,458,821	-
Machinery & Equipment	3,933,441	3,933,441	-
Leasehold Improvements	55,506	55,506	-
Vehicles	90,298,496	90,298,496	-
Computers & Software	1,180,676	1,180,676	-
Accumulated Depreciation	(56,245,757)	(55,406,397)	(839,360)
Total Property, Plant and Equipment	<u>61,909,520</u>	<u>62,748,880</u>	<u>(839,360)</u>
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	234,822,652	234,822,652	-
Construction in Progress	21,372,195	19,411,882	1,960,313
Total Capital Assets	<u>273,192,002</u>	<u>271,231,689</u>	<u>1,960,313</u>
Total Assets	<u>\$ 363,300,120</u>	<u>\$ 362,098,650</u>	<u>\$ 1,201,470</u>
Liabilities			
Current Liabilities			
Accounts Payable	\$ -	\$ -	\$ -
Salary, Wages, and Benefits Payable	765,161	756,084	9,077
Accrued Expenses Payable	936,005	438,703	497,302
Deferred Revenues	48,789	59,804	(11,015)
Interest Payable	366,137	274,603	91,534
Total Current Liabilities	<u>2,116,092</u>	<u>1,529,193</u>	<u>586,899</u>
Non-Current Liabilities			
Rail Easement Payable	1,200,000	1,200,000	-
Retainage Payable	608,522	545,223	63,298
Bonds Payable	30,385,000	30,385,000	-
Total Non-Current Liabilities	<u>32,193,522</u>	<u>32,130,223</u>	<u>63,298</u>
Total Liabilities	<u>34,309,614</u>	<u>33,659,417</u>	<u>650,197</u>
Net Position			
Net Investment in Capital Assets	305,686,488	305,686,488	-
Unrestricted	19,628,028	19,628,028	-
Change in Net Position	3,675,991	3,124,718	551,273
Total Equity	<u>328,990,507</u>	<u>328,439,234</u>	<u>551,273</u>
Total Liabilities and Equity	<u>\$ 363,300,120</u>	<u>\$ 362,098,650</u>	<u>\$ 1,201,470</u>

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

Work Session 1aii

ASSETS

Fixed Assets

1660 · Construction Work in Progress

	Original Budget	Revised Budget	July 2017 Expenses Booked	Life To Date	\$ Under/(Over) Budget	% of Budget (As of July 2017 Close)	Project % Complete (Operations)
1 · G&A Capital Projects							
Total 10402 · ShoreTel Phone System	45,000	88,610	-	79,900	8,710	90%	
Total 10601 · Data Analytics & Reporting	200,000	200,000	-	-	200,000	0%	
Total 10602 · Comprehensive Service Analysis	567,414	420,222	-	202,782	217,440	48%	
Total 10301 · Lewisville Facilities Study - CLOSED	-	100,000	-	87,858	12,142	88%	
Total 10302 · Infrastructure Acquisition	1,900,000	2,900,000	53,300	113,758	2,786,242	4%	
Total 10604 · Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 · Project Management/Document Control	150,000	150,000	-	-	150,000	0%	
Total 1 · G&A Capital Projects	3,112,414	4,108,832	53,300	509,298	3,599,534	12%	
5 · Bus Capital Projects							
Total 50205 · Denton COA Transit Enhancements	58,500	58,500	5,441	61,048	(2,548)	104%	100%
Total 50305 · IOMF Fuel Tanks	250,000	250,000	-	19,590	230,410	8%	10%
Total 50409 · Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 · AVL Systems	200,000	200,000	14,602	14,602	185,398	7%	
Total 50507 · Fleet (2016)	1,250,000	1,250,000	-	1,173,369	76,631	94%	
Total 50510 · Fleet (2017)	1,550,000	1,885,000	-	-	1,885,000	0%	
Total 50601 · Scheduling Software (Bus)	250,000	250,000	-	28,125	221,875	11%	
Total 5 · Bus Capital Projects	3,708,000	4,043,000	20,043	1,296,734	2,746,266	32%	
6 · Rail Construction							
Total 61406.1 · Positive Train Control Implementation	-	16,720,141	1,199,022	11,715,767	5,004,374	70%	69%
Total 61408 · Dispatch System - CLOSED	150,000	150,000	-	150,000	-	100%	
Total 61708 · Lewisville Bike Trail	3,099,856	2,146,355	-	2,087,514	58,841	97%	97%
Total 61604 · Rail Mobilization (2015) - CLOSED	2,119,517	1,174,779	-	1,174,779	-	100%	
Total 61209 · Trinity Mills Crew Facility	250,000	310,000	-	302,063	7,937	97%	22%
Total 61210 · Station Landscaping	75,000	485,000	-	403,167	81,833	83%	
61713-1 · Rail Facility Flume Repair (2015 Flood)							
61713-1.01 · Operating Revenue	-	-	-	(87,059)	87,059	0%	
Total 61713-1 · Rail Facility Flume Repair (2015 Flood)	325,482	325,482	-	197,806	127,676	61%	100%
Total 61713-2 · Grade Crossing Replacements (2015 Flood)							
	2,157,760	2,157,760	325,032	1,025,998	1,131,762	48%	100%
61713-3 · Hebron Signal House (2015 Flood)							
61713-3.01 · Operating Revenue	-	-	-	(116,060)	116,060	0%	
Total 61713-3 · Hebron Signal House (2015 Flood)	122,000	122,000	-	99,846	22,154	82%	100%
Total 61713-4 · Ballast Undercutting (2015 Flood)							
	761,600	761,600	-	555,992	205,608	73%	100%
Total 61713-5 · Pockrus Page (2015 Flood)							
	623,000	623,000	13,147	115,479	507,521	19%	20%
Total 61714 · Rail Capital Maintenance	3,970,430	3,442,430	349,347	349,347	3,093,083	10%	10%
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	421	41,883	2,953,990	1%	1%
Total 61717 · Valley Ridge Crossing	1,000,000	1,000,000	-	-	1,000,000	0%	75%
Total 61605 · Brownfield Remediation	60,000	60,000	-	-	60,000	0%	
Total 61606 · Rail Crossing Study	73,000	73,000	-	-	73,000	0%	
Total Rail Construction Projects	17,923,175	32,628,577	1,886,970	18,219,641	14,408,936	56%	
Total 1660 · Construction Work in Progress	24,743,589	40,780,409	1,960,313	20,025,673	20,754,736	49%	

**Board of Directors Memo**

August 24, 2017

Subject: Sales Tax Report**Background**

Sales tax represents the single largest source of revenue for DCTA at 52.43% for FY17 budget. The annual Sales Tax revised budget for FY 2017 is \$25,624,601. Because of its importance in funding of DCTA's ongoing operations, the Board adopted a Budget Contingency Plan that outlines the Agency's response when declines in sales tax hit a specific target.

This month, receipts were favorable compared to budget by 7.15%. The August allocation is for sales generated in the month of June and represents revenue for the ninth month of FY 2017.

- Sales tax for sales generated at retail in the month of June and received in August was \$2,588,897.
- This represents an increase of 7.15% or \$172,683 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$191,069 or 7.97% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 5.09%
 - City of Denton up 6.13%
 - Highland Village up 0.92%

Need

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

Recommendation

For information only. No action required.

Final Review:

Anna Mosqueda,
CFO

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

Sales Generated in Month of:	Received in Month of:	2016-2017 Year Budget	2016-2017 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2015-2016 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 1,969,968	\$ 1,978,638	\$ 8,670	0.44%	\$ 1,821,854	\$ 156,784	8.61%
November	January	\$ 1,969,968	\$ 2,170,262	\$ 200,294	10.17%	\$ 1,959,303	\$ 210,959	10.77%
December	February	\$ 2,462,460	\$ 2,793,331	\$ 330,871	13.44%	\$ 2,669,055	\$ 124,276	4.66%
January	March	\$ 1,723,722	\$ 1,908,263	\$ 184,541	10.71%	\$ 1,637,497	\$ 270,767	16.54%
February	April	\$ 1,723,722	\$ 2,006,450	\$ 282,727.60	16.40%	\$ 1,776,656	\$ 229,793	12.93%
March	May	\$ 2,216,214	\$ 2,408,823	\$ 192,609	8.69%	\$ 2,340,336	\$ 68,486	2.93%
April	June	\$ 1,969,968	\$ 1,987,159	\$ 17,191	0.87%	\$ 1,955,110	\$ 32,049	1.64%
May	July	\$ 2,169,968	\$ 2,219,119	\$ 49,151	2.27%	\$ 1,931,826	\$ 287,293	14.87%
June	August	\$ 2,416,214	\$ 2,588,897	\$ 172,683	7.15%	\$ 2,397,828	\$ 191,069	7.97%
July	September	\$ 2,169,968				\$ 1,919,001		
August	October	\$ 2,416,214				\$ 2,128,874		
September	November	\$ 2,416,215				\$ 2,281,816		
YTD Total		\$ 25,624,601	\$ 20,060,943	\$ 1,438,739	7.73%	\$ 24,819,156	\$ 1,571,478	8.50%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
August 10, 2017

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

City of Lewisville					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,537,910	\$ 2,795,751	\$ 257,840	10.16%
November	January	\$ 2,541,494	\$ 2,867,155	\$ 325,661	12.81%
December	February	\$ 3,661,985	\$ 3,849,204	\$ 187,218	5.11%
January	March	\$ 2,441,184	\$ 2,709,531	\$ 268,347	10.99%
February	April	\$ 2,533,341	\$ 2,892,939	\$ 359,598	14.19%
March	May	\$ 3,373,295	\$ 3,480,828	\$ 107,533	3.19%
April	June	\$ 2,982,209	\$ 2,722,621	\$ (259,588)	-8.70%
May	July	\$ 2,781,814	\$ 3,113,597	\$ 331,783	11.93%
June	August	\$ 3,395,384	\$ 3,568,239	\$ 172,856	5.09%
July	September	\$ 2,802,579			
August	October	\$ 2,907,256			
September	November	\$ 3,105,183			
YTD Total		\$ 35,063,635	\$ 27,999,865	\$ 1,751,248	6.67%

City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 290,956	\$ 298,777	\$ 7,820	2.69%
November	January	\$ 301,727	\$ 313,524	\$ 11,796	3.91%
December	February	\$ 469,889	\$ 411,143	\$ (58,746)	-12.50%
January	March	\$ 264,553	\$ 255,642	\$ (8,910)	-3.37%
February	April	\$ 233,938	\$ 253,856	\$ 19,918	8.51%
March	May	\$ 330,255	\$ 328,214	\$ (2,041)	-0.62%
April	June	\$ 265,293	\$ 268,006	\$ 2,713	1.02%
May	July	\$ 288,202	\$ 307,851	\$ 19,650	6.82%
June	August	\$ 369,689	\$ 373,101	\$ 3,412	0.92%
July	September	\$ 271,812			
August	October	\$ 279,518			
September	November	\$ 329,430			
YTD Total		\$ 3,695,262	\$ 2,810,113	\$ (4,389)	-0.16%

City of Denton					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,246,579	\$ 2,451,245	\$ 204,666	9.11%
November	January	\$ 2,342,199	\$ 2,918,947	\$ 576,747	24.62%
December	February	\$ 3,372,458	\$ 3,727,632	\$ 355,174	10.53%
January	March	\$ 1,869,754	\$ 2,397,941	\$ 528,187	28.25%
February	April	\$ 2,128,444	\$ 2,442,743	\$ 314,299	14.77%
March	May	\$ 2,842,993	\$ 3,099,631	\$ 256,638	9.03%
April	June	\$ 2,317,882	\$ 2,602,704	\$ 284,821	12.29%
May	July	\$ 2,405,495	\$ 2,729,539	\$ 324,044	13.47%
June	August	\$ 3,157,640	\$ 3,351,192	\$ 193,553	6.13%
July	September	\$ 2,260,102			
August	October	\$ 2,775,088			
September	November	\$ 3,026,800			
YTD Total		\$ 30,745,434	\$ 25,721,572	\$ 3,038,129	13.39%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
August 10, 2017

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

Transit	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$20,728,155.08	\$22,206,990.22	-6.65%	\$154,426,409.10	\$149,802,982.52	3.08%
Corpus Christi MTA	0.50%	\$3,121,816.87	\$2,931,751.36	6.48%	\$21,214,282.12	\$21,306,086.04	-0.43%
Dallas MTA	1.00%	\$52,215,565.39	\$51,943,339.30	0.52%	\$384,329,391.95	\$366,265,431.77	4.93%
Denton CTA	0.50%	\$2,588,896.77	\$2,397,827.89	7.96%	\$18,082,304.20	\$16,667,610.71	8.48%
El Paso CTD	0.50%	\$3,910,058.92	\$3,804,872.62	2.76%	\$28,661,350.25	\$28,401,931.22	0.91%
Fort Worth MTA	0.50%	\$6,734,217.08	\$6,616,215.96	1.78%	\$49,516,311.03	\$46,122,345.49	7.35%
Houston MTA	1.00%	\$64,392,630.85	\$64,062,477.89	0.51%	\$473,620,779.72	\$464,971,138.77	1.86%
Laredo CTD	0.25%	\$665,572.83	\$678,971.38	-1.97%	\$5,165,223.04	\$5,135,662.83	0.57%
San Antonio ATD	0.25%	\$6,092,753.99	\$6,179,176.82	-1.39%	\$43,672,910.26	\$42,368,483.19	3.07%
San Antonio MTA	0.50%	\$13,448,252.35	\$13,541,867.41	-0.69%	\$96,322,623.24	\$93,233,998.53	3.31%
TOTALS		\$173,897,920.13	\$174,363,490.85	-0.27%	\$1,275,011,584.91	\$1,234,275,671.07	3.30%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
August 10, 2017

Board of Directors Memo**August 24, 2017****Subject: Item WS 1 (a) iv: Procurement Activities****On Call Architectural & Engineering Services**

Fourteen (14) proposals were received on July 14th. Proposals are under review and it is anticipated a request for award will be presented on the September agenda with contracts effective October, 2017.

Janitorial Services

On July 13th, solicitation documents for janitorial services for the administration building were released. This is a three (3) year contract with two (2) options. 11 bids were received on August 9th and award is anticipated at the September board meeting.

Federal Legislative Services

The current agreement will expire on September 30, 2017. Proposals were received August 23rd and award is anticipated at the September meeting.

Drainage Flume Repair and Strengthening at Pockrus Page

Staff is developing the procurement solicitation documents for the repair work south of Pockrus Page road. FEMA has identified the damage as associated with the 2015 flood event. HNTB has completed the technical specifications for this repair work. It is anticipated that the procurement will be released early September.

Submitted
by:


Athena Forrester, CPPO, CPPB
AVP of Procurement

Final
Review:


Anna Mosqueda, CFO

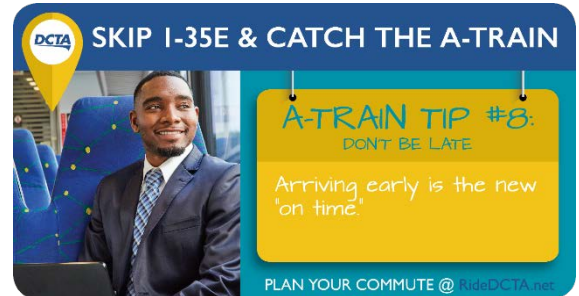
Board of Directors Memo

August 24, 2017

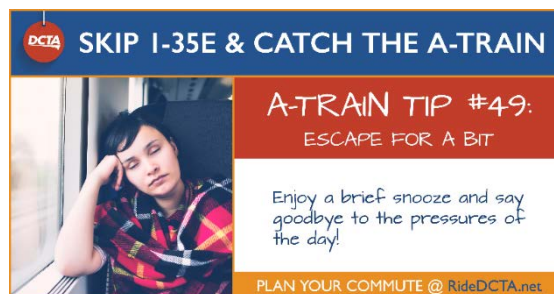
Subject: Marketing & Communications Update

A-TRAIN COMPARISON CAMPAIGN RECAP

- **Overview**
 - Content marketing series to compare a daily commute on I-35E vs the A-train
 - Showcased the variety of benefits there are to riding DCTA
- **Goals and Objectives**
 - Encourage people to ride the A-train over driving on I-35E
 - Increase brand awareness and engagement for DCTA on social and online channels
 - Provide commuters with valuable tips to increase brand loyalty
 - Increase web traffic to the A-train schedules page
- **Timeline**
 - Phase I: August 1, 2016 – December 16, 2016
 - Phase II: January 16, 2017 – April 7, 2017
 - Phase III: May 1, 2017 – July 3, 2017
- **Campaign Tactics**
 - **Marketing Videos** – main video and five 30-second “tip” videos
 - **Social Media Graphics** – Facebook and Twitter creative
 - **Blog Posts** – two targeted posts highlighting specific rider tips
 - **Social Media and Native Promotion** – Facebook and Twitter organic promotion and advertising
- **Results**
 - **Main Campaign Video (YouTube)**
 - 629 views
 - 9 shares / 2 likes
 - 57% average view duration
 - 589 total watched minutes
 - **Short “Tip” Videos (YouTube)**
 - 55 views
 - 8 shares / 1 like
 - Listed in YouTube’s Consumer’s Playlist
 - 1 YouTube subscription
 - 56% average view duration
 - 31 total watched minutes
 - **Facebook**
 - 55,666 total impressions
 - 2,745 total engagements (shares/comments/likes)
 - More than 1,500 clicks to DCTA’s website



- **Twitter**
 - 59,318 total impressions
 - 481 total engagements (shares/comments/likes)
- **Native Advertising**
 - More than 1.55 million impressions
 - More than 350 clicks to DCTA blog posts
- **Blog Posts**
 - Nearly 400 total page views
 - 2 social shares on LinkedIn
- **DCTA Website**
 - A-train Schedule webpage was the top viewed page in March 2017
 - Marketing Video ad campaign was the third highest referral source
 - Campaign contributed to 1,570 website page views



MAY 15 SERVICE CHANGE CAMPAIGN RECAP

- **Overview**
 - Comprehensive marketing and communications strategy to educate passengers and the public about major Connect Bus service changes in Denton
- **Goals and Objectives**
 - Drive awareness of the service changes
 - Encourage new riders to utilize DCTA services
 - Drive web traffic to the Connect Bus Schedules page
- **Campaign Tactics/Results**
 - **Online Animated Advertising (Mobile)**
 - 573,283 Impressions
 - 1,688 Clicks
 - .29% Click Through Rate
 - **Floating Ad with the Denton Record-Chronicle**
 - 39,957 Impressions
 - 703 Clicks
 - 1.76% Click Through Rate
 - **Billboards**
 - Two Denton Billboards – May 15 – July 15
 - 170,827 Impressions
 - **Brand Ambassador Deployments**
 - May 15, 17 and 23
 - 1:1 Conversations – 1,685
 - Fliers Distributed – 1,305
 - System Maps Distributed – 1,345
 - Promotional Items Distributed – 1,385
 - **Social Media**
 - **Facebook**
 - 12,364 Impressions
 - 186 Engagements



- **Twitter**
 - 11,012 Impressions
 - 139 Engagements
- **Blog Posts**
 - 269 Total Pageviews
 - #1 Visited Blog Post for April and May
- **Signage**
 - Hot Items Poster (DDTC)
 - Kiosk Poster (DDTC)
 - Rail Card
 - Vehicle Decals
- **Websplash / Internal Webpage**
 - **January 1, 2017 – February 18, 2017 – Informational Only**
 - 1,248 Pageviews / 1,031 Unique Pageviews
 - :37 Average Time on Page
 - 55.04% Bounce Rate
 - **February 19, 2017 – May 31, 2017 – Official Launch Information**
 - 3,462 Pageviews / 2,705 Unique Pageviews
 - 2:22 Average Time on Page
 - 58.24% Bounce Rate
- **Rider Alerts / Email Blasts**
 - **Blog Rider Alert**
 - 3,127 Sent
 - 2% Bounce Rate
 - 980 Opened
 - 633 Unique Opens
 - 236 Total Clicks
 - 212 Unique Clicks
 - **Announcement Rider Alert**
 - 3,841 Sent
 - 3% Bounce Rate
 - 1,150 Opened
 - 766 Unique Opens
 - 159 Total Clicks
 - 139 Unique Clicks
- **Media Relations**
 - 3 Media Placements
 - 406K Impressions
 - \$180 Total Publicity Value
 - 100% Positive Sentiment
- **Newsletters**
 - EnRoute News (external)
 - Wheels & Rails (internal)

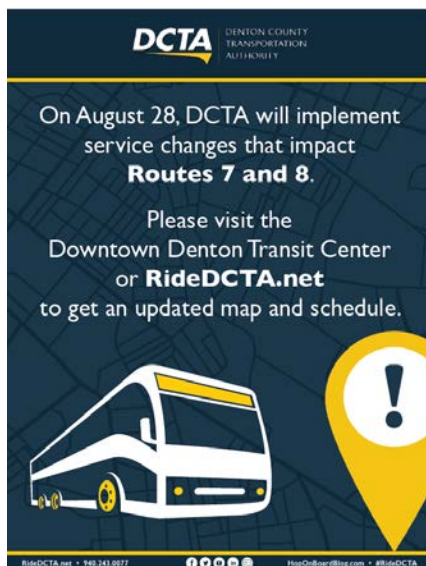


- **Utility Bill Inserts**
 - Denton April Issue
 - 55K Impressions
- **Community Outreach**
 - Denton Arts & Jazz Festival
 - 1:1 Conversations – 2,600

AUGUST 28 SERVICE CHANGE STRATEGIC PLAN OVERVIEW

• **Routes 7 & 8**

- Web splash
- Webpage
- Hot Items Poster
- Vehicle Decals
- Shelter Posters
- Seat Drops
- Bus Pole Notices
- Social Media
- Media Relations
- Rider Alert
- Email Blast
- EnRoute News
- Wheels & Rails
- Utility Bill Inserts
- Social Media
- Blog Post



• **UNT Campus Shuttles**

- Web splash
- Webpage (linking to UNT's page)
- Social Media
- Media Relations
- Rider Alert
- Email Blast
- EnRoute News
- Wheels & Rails
- Utility Bill Inserts
- Blog Posts



• **Highland Village Flag Stops**

- Web splash
- Webpage
- Social Media
- Community Outreach
- Media Relations
- Rider Alert
- Email Blast
- EnRoute News
- Wheels & Rails
- Utility Bill Inserts
- Blog Posts



• **A-train Free Fare Zones**

- Web splash
- Webpage

- Station Decals (DDTC, MedPark and Hebron)
- Vehicle Decals
- Rail Cards
- DDTC Door Decals
- Social Media
- Community Outreach
- Apartment Coordination
- Media Relations
- Rider Alert
- Email Blast
- EnRoute News
- Wheels & Rails
- Utility Bill Inserts
- Blog Posts



AWARDS

- **Southwest Transit Association Awards**
 - **Hit the Spot Award (1st)** for the A-train vs I-35E Comparison Marketing Video
 - **Hit the Spot Award (1st)** for the #AskDCTA Monthly Series Launch
 - **Spotlight Award (1st)** for the North Texas Xpress Bus Service Launch/Campaign
- **dotcom Awards**
 - **Platinum Award (1st)** for the Hop on Board blog launch in the Content Marketing/Blog category
 - **Gold Award (2nd)** for the A-train Fifth Birthday campaign in the Social Marketing Campaign category
 - **Gold Award (2nd)** for the GOREquest campaign in the Mobile Ad Campaign category

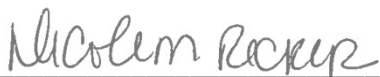


ON DECK

- **DCTA Transit Tracker Suite**
 - **Timing**
 - Pre-Launch Messaging – September 9
 - Official Launch Messaging – September 18
 - **Overview**
 - Real-time vehicle tracking tool for passengers
 - Available via the Transit App mobile app, web portal, DCTA homepage widget, call-in IVR, and text/SMS
 - **Campaign Tactics**
 - Mobile App Customizations
 - DCTA Homepage Widget
 - Websplash
 - Webpage
 - Rider Alert
 - Email Blast
 - EnRoute News
 - Wheels & Rails
 - Utility Bill Inserts (Member Cities)
 - Platform Decals
 - Vehicle Decals

- Rack Card
- Rail Card
- Travel Tools Poster
- Hot Items Poster
- 5-Digit Instructional Bus Blade Sticker
- Social Media
- Blog Posts
- Instructional Video
- Media Relations
- Community Outreach
- **State Fair of Texas Campaign**
 - **Timing**
 - Pre-Launch Messaging – September 15 – September 28
 - Official Launch Messaging – September 29 – October 22
 - **Overview**
 - Annual campaign to promote using the A-train/DART to travel to the State Fair of Texas
 - Special Promotion – Receive 25% of a regional day pass with the purchase of a State Fair of Texas ticket through RideDCTA.net or at the DDTC
 - Goal is to increase ridership compared to YOY during the same timeframe
 - **Campaign Tactics**
 - Websplash
 - Webpage – online toolkit
 - Online and POS Integration – in order to sell the bundle
 - Paid Media – online, mobile and print
 - Brochure with Schedule
 - Rail Card
 - Hot Items Poster
 - Windscreen Poster
 - Social Media
 - Media Relations
 - Blog Posts
 - Rider Alert
 - Email Blast
 - EnRoute News
 - Wheels & Rails
- **Additional Projects**
 - Highland Village Balloon Festival
 - City of Lewisville Western Days
 - September Public Meetings
 - New Website Project
 - Email Marketing Program Development – October 1 launch
 - Stationery/Template Update
 - Targeted Corporate Pass Outreach
 - New Video Development
 - Safety Campaign – early FY '18 launch
 - Annual Signage Audit
 - FY '18 Planning

Approved by:



Nicole M. Recker
Vice President of Marketing & Communications



Board of Directors Memo

August 24, 2017

Subject: Strategic Planning & Development Update

REGIONAL TRANSPORTATION PLANNING

NCTCOG Mobility Transportation Plan 2045

- NCTCOG is currently testing the model network and conducting ridership forecasting for the three projects carrying over from the MTP 2040 plan. These projects are listed below:
 - A-train Extension (SB to Belt Line)
 - BNSF Rail Carrollton to Celina
 - I-35W Commuter Bus
- DCTA identified the following projects to be included in NCTCOG's travel demand modeling during the NCTCOG MTP 2045 process:
 - Rail/Commuter Bus US 380
 - Freight Bypass US 380/35W
 - Commuter Bus SRT-121
 - Commuter Rail 35W
 - A-train Extension (NB to 288/380)
- DCTA has submitted information regarding Transit Agency Asset Management Planning and Regional Targets, transit data edits and corridor revenue estimates with corresponding financial models.
- Modeling is expected to be substantially completed this Fall and the MTP 2045 complete late 2017

NCTCOG Unified Planning Work Program (UPWP)

- The UPWP serves as a guide for regional transportation and air quality planning activities to be conducted in coordination with NCTCOG
- DCTA will work with the NCTCOG staff on the following planning initiatives in FY2018 and FY2019:
 - Long Range Service Plan Update
 - A-train Extension Feasibility Study
 - BNSF Projected Ridership Update
 - BNSF Commuter Rail Land Use Study
 - US 380/Parallel Rail Corridor Feasibility Study

Regional Corridor Travel Time Study & Congestion Level Study

- DCTA staff is conducting a Travel Time Study of a passenger's travel time along the I-35E corridor using transit compared to driving; pre-construction, during construction and post construction.
- NCTCOG has access to a database of traffic data collected by traffic counters and driver's GPS and cellphones. The results are average traffic times across different lengths of major arterials at different times of day.
- Upon completion of the I-35E corridor travel study, staff will conduct a travel time study for current congestion levels along DCTA's current corridors of interest:
 - I-35W
 - SRT 121
 - US 380
 - US 75
 - Dallas North Tollway

High Intensity Bus Concept Development

- "High Intensity Bus" is a conceptual commuter bus service with enhanced amenities, would leverage the region's network of Managed Lanes and potentially offer a "guaranteed arrival time."
- DCTA and FUTA submitted a joint concept to NCTCOG and will participate in an upcoming National Peer Review to obtain feedback from others within the industry
- Once the region has established and fully developed the parameters/attributes of this new service type, it is NCTCOG leadership's intent to launch this conceptual service on the I-30 corridor prior to implementing other corridors, including I-35W. The expected timeframe is two years post I-30 launch
- To advance DCTA's planned commuter corridors, the agency will plan and implement "commuter express" service in the near term with the intent of transitioning to High Intensity Bus

Commuter Bus Service Corridors

- DCTA has identified four corridors throughout Denton County that could benefit from commuter bus service; 35W, US 380, SRT 121/ FM 1171, and service to the DFW Airport

35W Corridor (North Texas Xpress)

- The North Texas Xpress was successfully launched in partnership with the FWTa along the 35W corridor with a Park & Ride opening at Presbyterian Hospital of Denton
- On July 13, the RTC approved the 2018-2019 CMAQ/STBG Funding Program which included a \$1M allocation to DCTA and FWTa for capital funding relating to the future 35W High Intensity Bus Service
- It is the intention of DCTA staff to work with the NCTCOG to have the 35W corridor “under consideration” status changed to “proposed” in the Mobility 2045 MTP

US 380 Transit Corridor

- As mentioned above, the US 380 corridor has been identified as a potential commuter bus service corridor for High Intensity Bus Service, but it could also be a candidate for Bus Rapid Transit (BRT) and eventually Commuter Rail
- DCTA has submitted a Feasibility Study request as a UPWP project to NCTCOG for FY18-19

SRT-121 Transit Corridor

- Conversations continue with potential partners regarding the need for transit to serve employers along the SRT-121 corridor in The Colony, Toyota, Legacy West TMA, Grandscape Development and Frisco.
- DCTA staff is currently exploring all transit options to help address the labor force need along the corridor including TNC/taxi partnership, DCTA On-Demand and future commuter service
- DCTA is currently seeking funding mechanisms to help advance commuter service along this corridor

A-train Extension

- The SB extension of the A-train corridor is in the NCTCOG 2040 Mobility Transportation Plan
- This corridor extension will make the most sense to do in conjunction with the buildout of the Cotton Belt Corridor which is in DART's plan for 2022
- DCTA has submitted a Feasibility Study request for the A-train NB & SB extension as a UPWP project to NCTCOG for FY18-19

BNSF Rail Corridor

- The BNSF rail corridor has been identified as a corridor of interest in the DCTA Long Range Service Plan, is included the NCTCOG 2040 Mobility Transportation Plan and will carry over to the MTP 2045
- DCTA has begun preliminary planning of this corridor and has been meeting with stakeholders along the corridor, private sector partners and NCTCOG
- DCTA has submitted a request to NCTCOG to assist with updating and segmented ridership projections as well as conducting a land use study along the corridor using existing funding allocated to DCTA for the FY 2016-2017 UPWP

LOCAL TRANSPORTATION PLANNING

Innovative Transit Solutions

Federal Engagement

- Staff continues to stay engaged in conversations with the FTA and industry regarding technology-driven transit solutions as well as utilization of automated vehicles in transit
- DCTA has been named a “Friend of the FTA MOD Sandbox Program” and recently participated in the FTA's two day workshop in D.C. regarding transit agency partnerships with TNCs
- Conversations continue with the FTA and other transit agencies involved in the Sandbox program

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

Local Initiatives

- Staff is developing a Shared Use Mobility Action Plan scope of work for FY2018 in an effort to deploy innovative transit solutions while leveraging existing transit assets and producing a fully integrated system plan
- Staff has executed the new contract with Lyft and is currently developing new partnership programs involving subsidized discounts for selected trips
- Initial programming with Lyft could include Highland Village, Frisco, and UNT

Highland Village Uber Zone

- The Highland Village Uber program has been successful, but still has the potential for growth
- Uber's contract with DCTA expires in January of 2018 and there are options to continue to expand and revise the zone through the course of the program. DCTA intends to transfer the current Highland Village TNC program from Uber to Lyft in late 2017

BUSINESS DEVELOPMENT & PARTNERSHIPSAgency & Transit Advocacy

- DCTA has initiated a contract with Antero Group, a planning and engineering firm, to help the agency develop advocacy materials for transit in Denton County
- Antero will facilitate stakeholder interviews with Denton County community partners to gain insight and feedback on the challenges and opportunities for supporting transit in our region
- Stakeholder meeting schedule
 - Thursday 8/17 – 1:30 – Huffines Development
 - Thursday 8/17 – 3:30 – Highland Village
 - Friday 8/18 – 8:30 – City of Denton
 - Friday 8/18 – 10:30 – UNT / TWU / NCTC
 - Meetings with City of Lewisville and other stakeholders TBD
- Deliverables are expected to be provided in late 2017 and will include infographics, case studies, talking points, user-friendly data and messaging strategies to allow DCTA and its partners better communicate the positive fiscal impacts, economic development and other benefits that result from dedicated support of transit investment
- The DCTA Communications and Marketing team will coordinate the development advocacy materials with the Antero Group to ensure a consistent branding and cohesive communication strategy
- DCTA intends to conduct a similar advocacy project for the business case of transit in Collin County and non-member communities along DCTA corridors of interest

Employee Demographic Study

- Staff is currently collecting and analyzing data on the characteristics of employees and potential employees in high growth areas of Denton and Collin Counties
- The purpose of the study is to use Census data and other sources to analyze potential ridership patterns and make a strong case for commuter service between Denton and Collin Counties
- Recent retail and manufacturing employment numbers are available at the County level from Federal sources, and additional Census data can be used to create income and housing profiles

Toyota

- DCTA is engaged in conversations with various Toyota HQ departments at the regarding potential partnership opportunities between DCTA and Toyota
- Toyota has requested additional information from DCTA regarding current programs which will help define next steps for developing the new partnership
- DCTA is also engaged with Toyota Operations and will be meeting to discuss employee transit needs and potential DCTA transit solutions to meet those needs

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 future transit solutions are ongoing

McKinney Urban Transit District (MUTD)

- In June 2017, DCTA began contracted service within cities of the MUTD; McKinney, Melissa, Princeton and Lowry Crossing
- Staff level discussions with some cities have begun regarding the exploration future transit solutions

Service Expansion within New Service Areas

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

FUNDING OPPORTUNITIES

Buses & Bus Facility Grant

- DCTA is currently developing a grant proposal in response to the federal Buses & Bus Facility funding opportunity
- The project being submitted contains the following components:
 - Bus Operations & Maintenance Facility "Lite" at Rail OMF
 - Bus Infrastructure Needs at Old Town Station
 - Commuter Bus Service along SRT-121
- Responses to the grant opportunity are due August 25 and will be announced later this year

LAND USE PLANNING & DEVELOPMENT

Downtown Denton Parking

- In coordination with the Union Pacific Railroad and the NCTCOG, DCTA is continues working with City of Denton staff to develop solutions addressing downtown parking shortages, aesthetics, noise mitigation and safety enhancements
- Staff level discussions regarding a potential joint partnership continue to assist in the resurfacing of the existing public lot at Exposition & Hickory and to construct additional surface parking

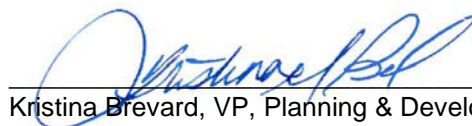
Additional Land Use Planning

- DCTA continues conversations with member cities in an effort to support respective city strategic plans which include historical neighborhood revitalization, transit oriented development, transportation thoroughfare planning, transit service enhancements and trail planning initiatives

ADDITIONAL PROJECTS

- | | |
|---|---|
| • Title VI Oversight & Plan Update | • Long-Range Agency Planning Efforts |
| • Federal Legislative Contract Development | • State and Federal Legislative Initiatives |
| • Regional Trail Expansion | • Grant Funding Opportunities |
| • Huffines-Hebron Joint Development Project | • TxDOT 35W Expansion Coordination |
| • Infrastructure Development Planning | |

Submitted by:



Kristina Brevard, VP, Planning & Development



Board of Directors Memo

Subject: Capital Projects Update

August 24, 2017

Positive Train Control (PTC)

- Wayside installations are 100% complete.
- Vehicles installations are 100% complete.
- The FRA issued conditional approval of the test request.
- Critical next steps are for the FRA to grant approval to enter the testing phase. This requires FRA approval of Test Plan procedures and test plans

Lewisville Hike and Bike Trail – Eagle Point Section

- The TxDOT projected letting date has moved to December, 2017.
- Jacobs has completed revisions and returned the plans to TxDOT for final review.

Flood Damage Repairs

Issue	FEMA Claim	Estimated DCTA Cost	Status
DTA 003G Washout of RipRap and ballast (includes Herzog Emergency response)	\$216,457	\$53,457	Payment received.
DTA 001G and DTA 004G Replace Crossings	\$2,100,198	\$525,000	All crossings are complete. Contractor is cleaning up, finishing and inspecting welds.
DTA 002E Bus O&M Electrical repairs*	\$14,616	\$3,654	Complete. Reimbursement received.
DTA 001E Signal & Comm. System	\$122,000	\$6,500	Repair is complete.
DTA006G Rail OMF drainage	\$198,000	\$111,000	Construction complete.
DTA 002G Undercut Ballast	\$582,000	\$145,000	Work is complete

Replace flume at Pockrus
Page

\$ 546,000* \$182,000

PW scope amended to include additional 490'. Surveying complete. Drawings complete. Working on Procurement planning. Expect to issue for bid in August.

*Approved scope revision.

** Total estimated cost to DCTA including mitigation not approved by FEMA.

- Crossing replacements are complete. Contractor is completing clean up and weld inspections.
- Total estimated cost of repairs is \$3,950,000. The current estimated DCTA cost is \$921,000.

IOMF – Bus Fueling at the Rail Facility

- The A&E firm has responded to City comments. Awaiting final approval of site plan.
- 95% plans are ready for submission to the City.

Valley Ridge Crossing

- Crossing work complete.
- The crossing in-service date has moved to September because of backordered City traffic equipment.
- The new date from the City for removal of Cowan and opening of Valley Ridge is September 5.

Final Review:


Raymond Suarez

Board of Directors Memo

August 24, 2017

Subject: Transit Operations Report**SYSTEM ON-TIME PERFORMANCE**

- FY 2017 YTD “On Time Performance” (OTP) for the A-train is 98.10%
- FY 2017 YTD “On Time Performance” (OTP) system-wide for Bus is 91.67%.

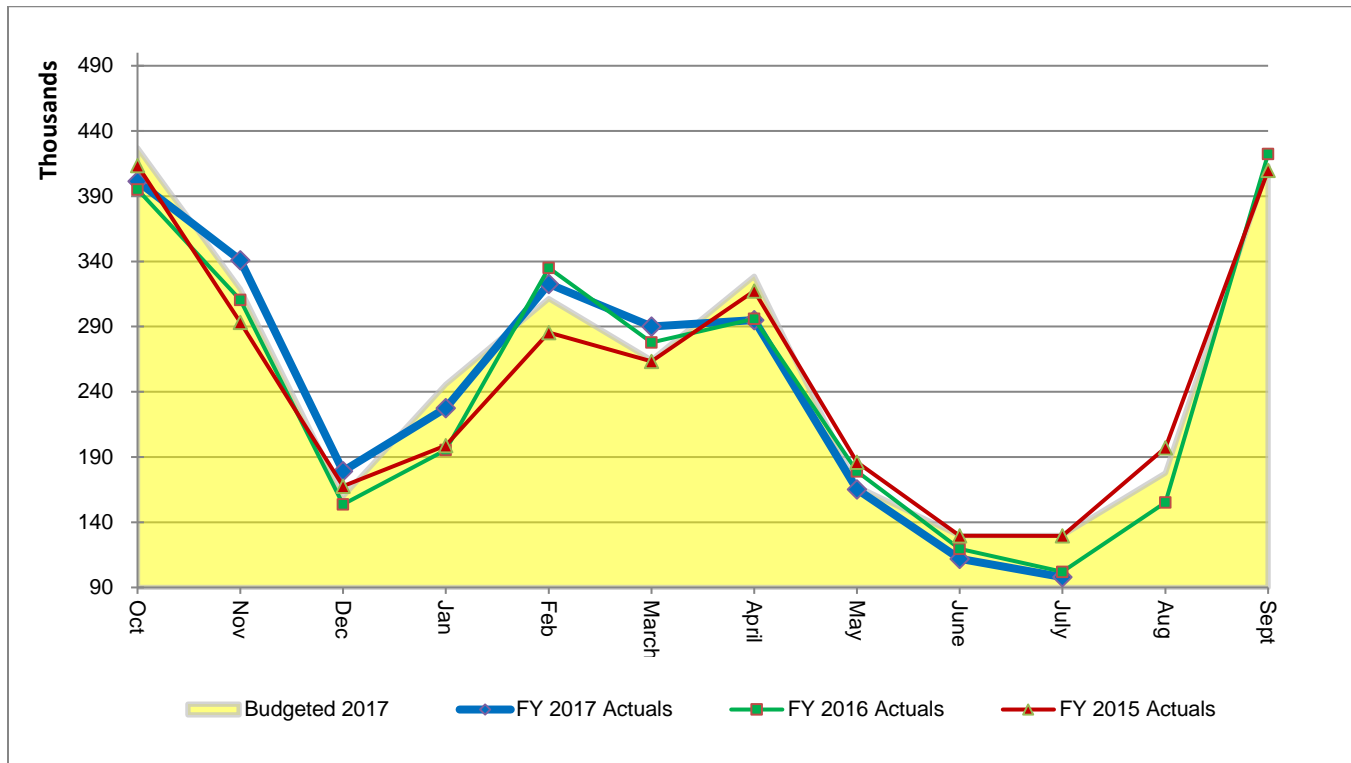
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2016 to FY 2017	Color Indicator	Notation No.
All Bus & Rail	2.89%	Green	1
Rail	-5.97%	Yellow	2
All Bus	4.98%	Green	
Connect	-12.0%	Yellow	2, 3
UNT	11.36%	Green	1
NCTC	-5.11%	Yellow	
Access	-5.08%	Yellow	
Frisco Demand Response	N/A	Green	
Highland Village	100.16%	Green	

1. UNT ridership continues to exceed expectations and boost the overall system performance. UNT ridership YTD has increased 156,423 or 11.36%.
2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. An APTA study states that for every 10% drop in gas prices there is a 1.8% drop in ridership. Over the past year there has been a 35% decrease in gas prices which equals a 6.3% drop in ridership. We are in the 2nd year of sustained low gas prices, which is making car ownership more competitive to mass transit, and it appears that consumer behavior is adjusting. This is consistent with national trends.
3. While Connect service continues to underperform from the previous year. During July the YTD percent of change had gains reducing the overall decrease from 12.72% in June to 12.0% in July.

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

Rail and All Bus: Total Boardings

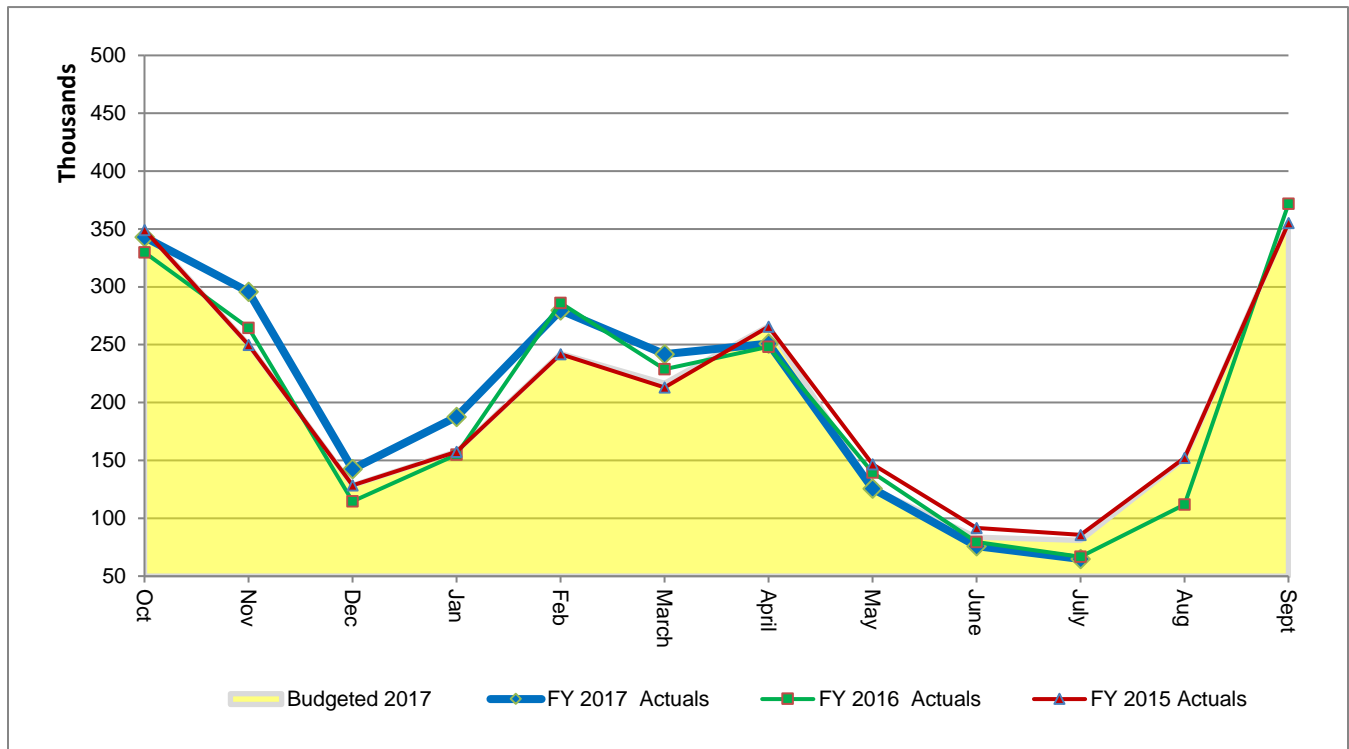


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus decreased 4,128 boardings or 4.05% in July 2017 when compared to July 2016.
- YTD boardings for Rail and All Bus increased by 68,245 boardings or 2.89% compared to the same period of the prior year.

All Bus: Total Boardings

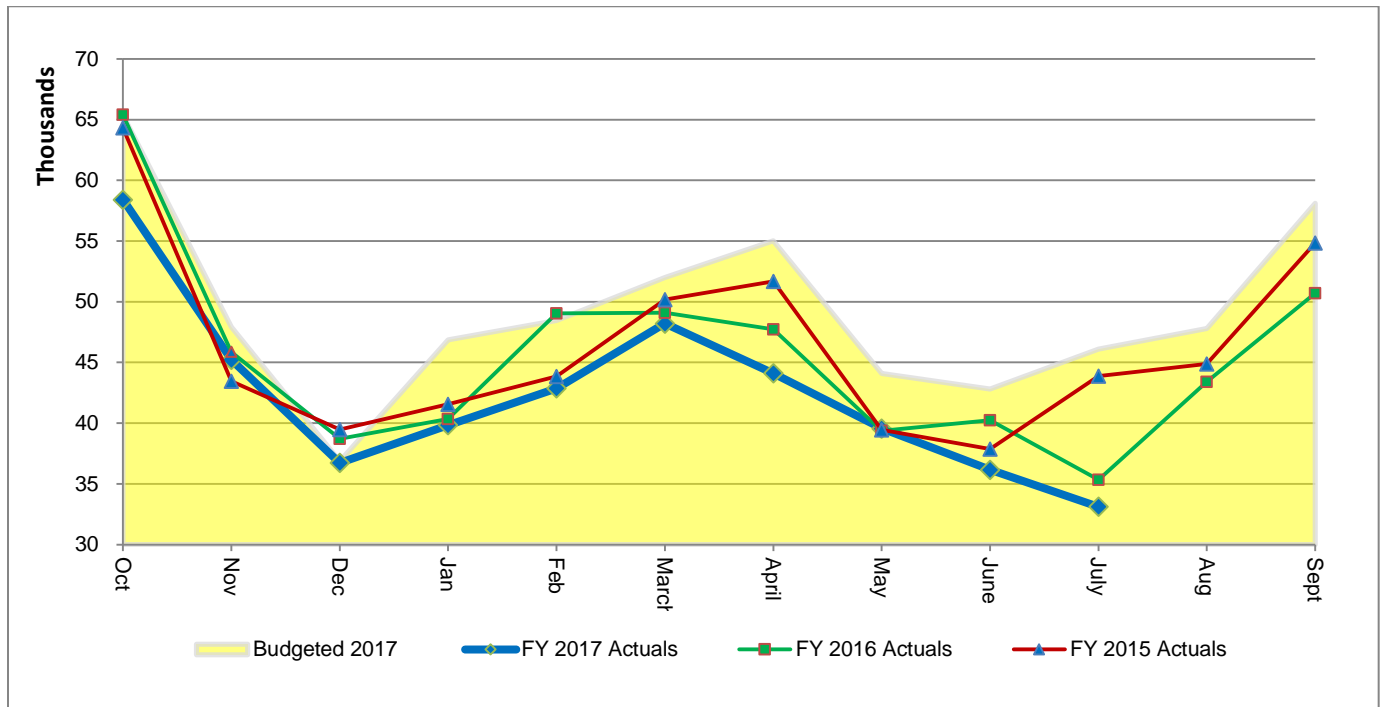


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- Modifications to UNT Student Parking has resulted in changes to student travel patterns that is having a significant impact on Denton Connect route performance. UNT YTD boardings are up 156,423 or 11.36% while Connect is down 54,964 or 12.0%.
- Changes were made in FY15/FY16 to UNT shuttle service in an effort to reduce overcrowding on several routes. While the changes significantly improved UNT route performance, it had a corresponding adverse effect on the DCTA Denton Connect Routes that serve many of the same areas.
- In July, total boardings decreased by 1,905 or 2.86% compared to the same period last year.
- YTD boardings have increased by 95,191 or 4.98% compared to the same period last year.

Rail: Total Boardings

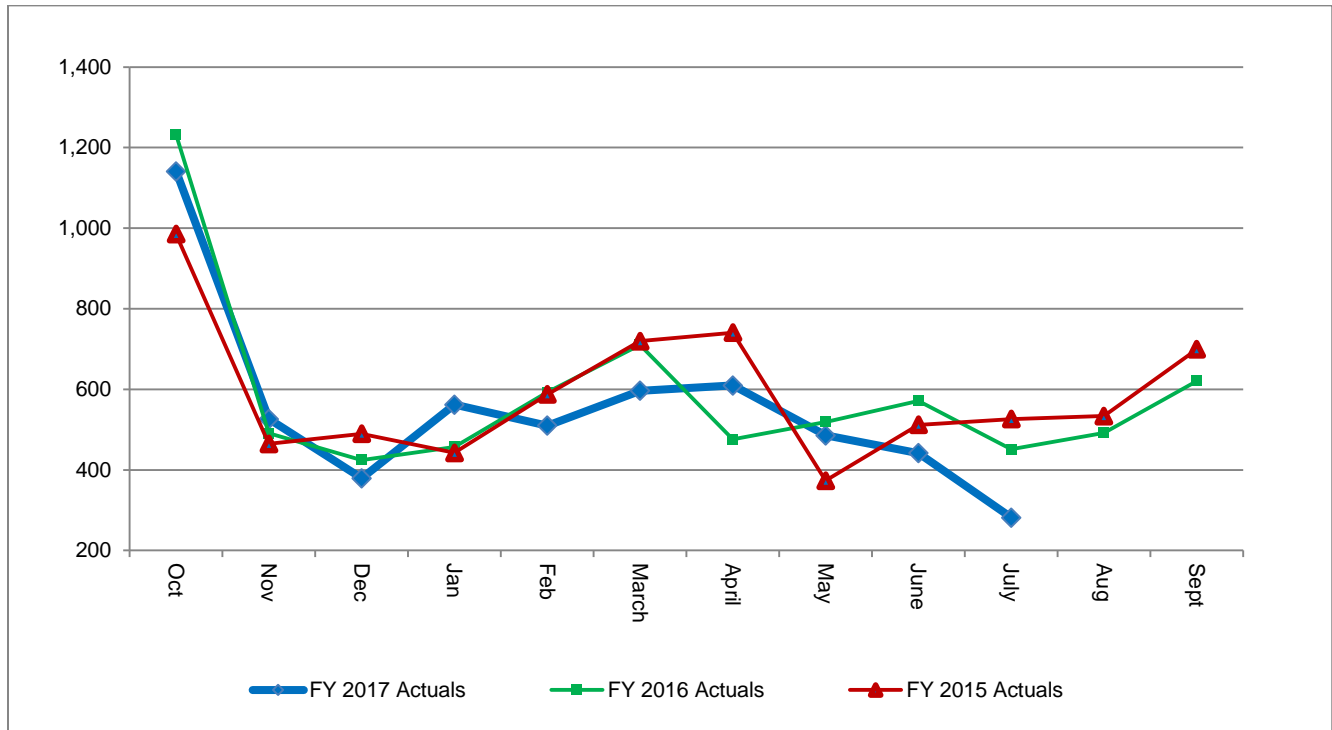


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 2,223 or 6.29% in July 2017 compared to July 2016.
- YTD rail boardings decreased by 26,940 or 5.97% as compared to the same period the previous fiscal year. Ridership for TRE and DART rail are also down as compared to last year.

Rail: Saturday Average Boardings

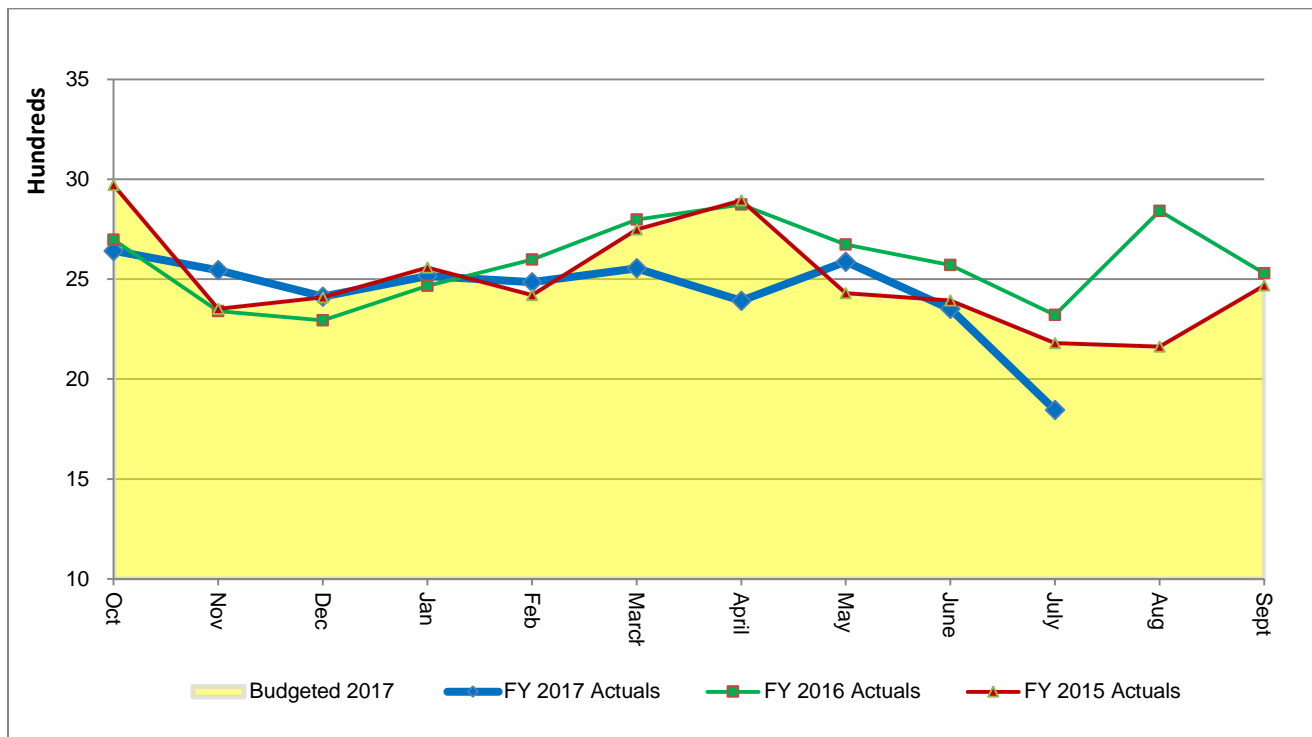


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 30 or 6.78% in July 2017 compared to July 2016.
- YTD Average Saturday Boardings decreased by 253 or 4.26% as compared to the same period last year.

Access: Total Boardings

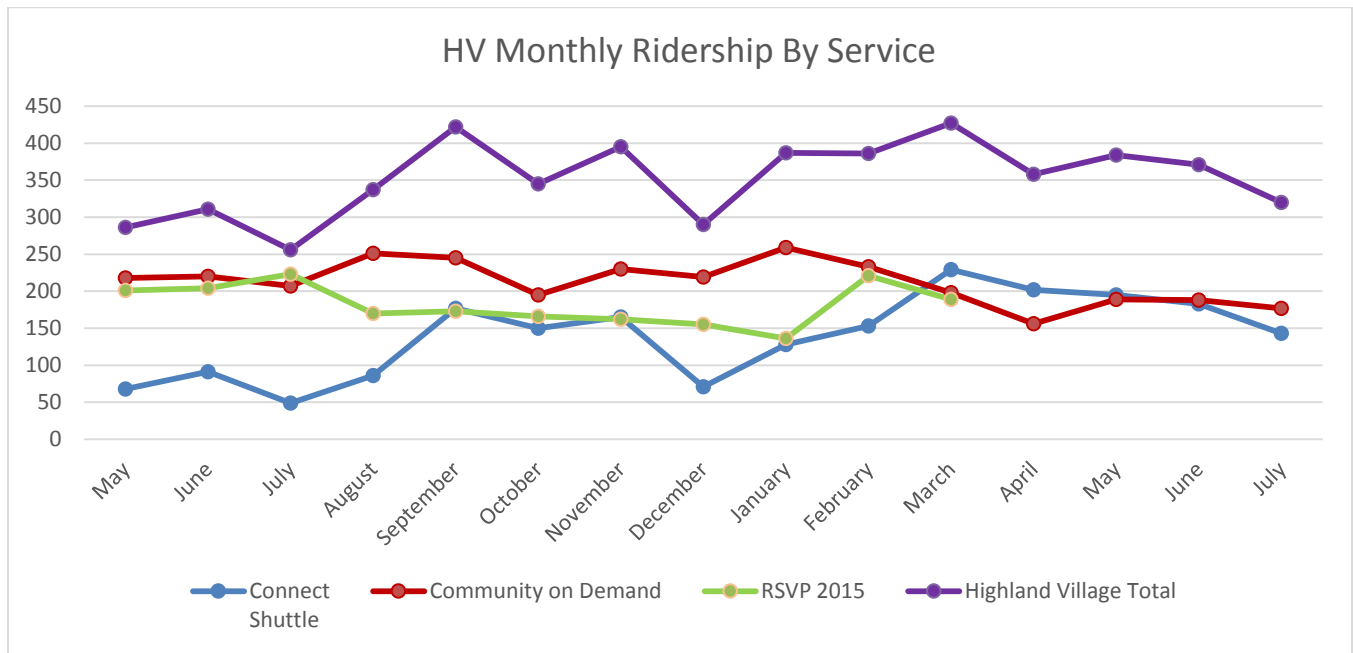


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- In July, total boardings decreased by 476 or 20.51% compared to the same period last year.
- YTD boardings have decreased by 1,303 or 5.08% compared to the same period last year.

Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- In April 2016, RSVP was replaced with the Highland Village Connect Shuttle and Community On-Demand services.
- YTD total boardings for Highland Village Community On-Demand increased by 214 boardings or 11.69% over total boardings for the same period the prior year.
- With the addition of the Highland Village Connect Shuttle, YTD total boardings for all Highland Village services increased by 1,833 boardings or 100.16% over total boardings for the same period the prior year.

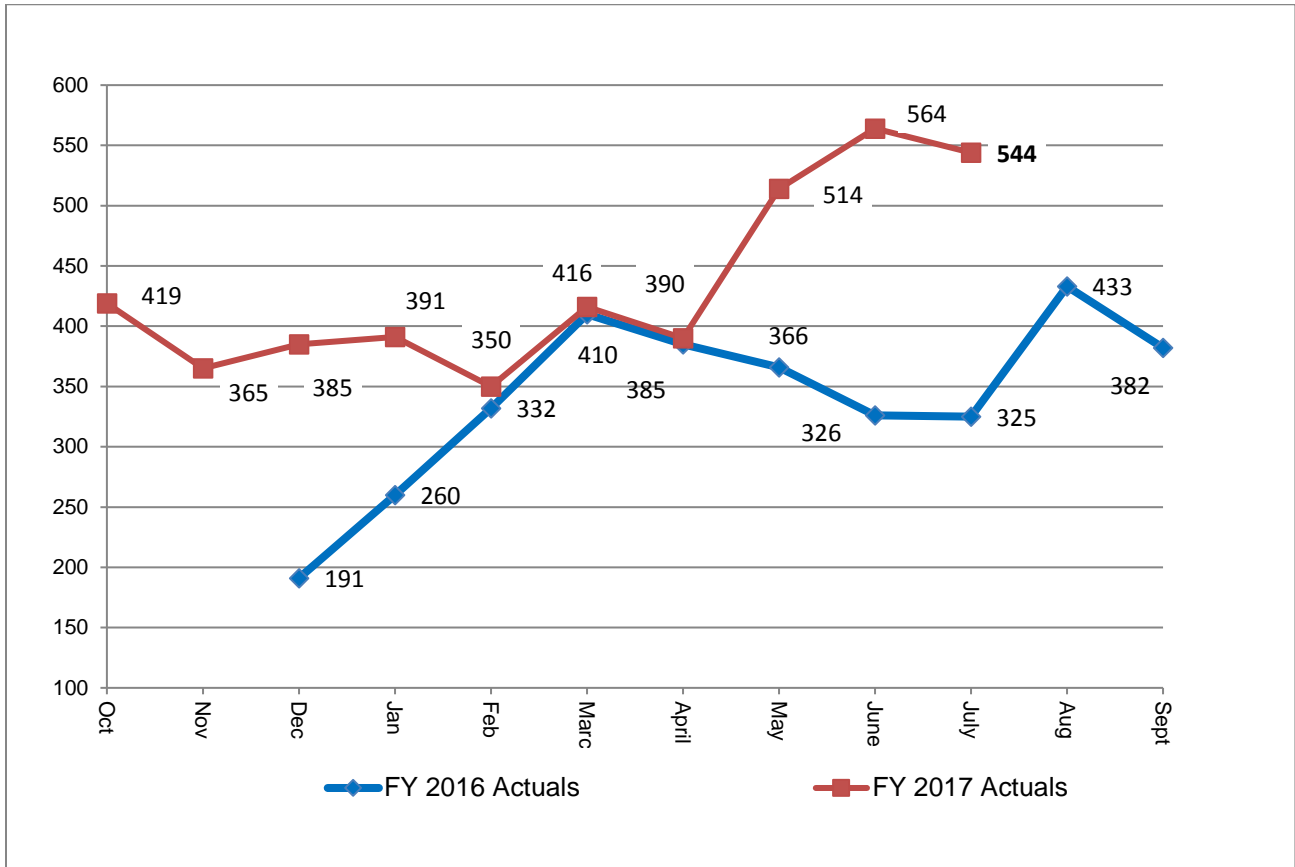
North Texas Xpress Commuter Services: Total Boardings

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

NORTH TEXAS XPRESS SUMMARY REPORT		
Month	Total	DCTA Apportionment
July	1002	501
June	966	483
May	1122	561
April	1148	574
March	1193	597
February	822	411
January	978	489
*December	861	430
November	985	492
October	948	474
September	72	36

*Boardings reflect revision from FWTa

Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In July, total boardings increased by 219 or 67.4% compared to the same period last year.
- Total boardings have increased by 740 or 32.6% compared to the same period last year.
- Staff worked with the City of Frisco to implement a Taxi Pilot Project, to add capacity to the existing service and expand the service area to include portions of Plano for medical trips.
- The Taxi Pilot Project was implemented on Monday, March 20. Since inception of the pilot, a total of 444 taxi trips have been provided.

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, 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.
- 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
July	150	150	0
June	97	91	6

SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 187
- DCTA Bus Operations Injury-Free Workdays: 20

MAINTENANCE

- **Right of Way:** DCTA contract operations (RGPC) reported a trespassing automobile on the track near the Lewisville Lake bridge on July 18th. The train struck the vehicle which resulted in four train delays and two trains canceled. There was also damage to Stadler vehicle 110. July 25th, a fire was reported near the Right of Way in Corinth. Due to police and fire department activity, there were five trains delayed. July 27th there was an automobile accident at the SH121 Business crossing which resulted in one train delay.
- **Signal/Communications:** DCTA contract operations (CTC) reported a signal outage on July 21st between the North and South Medpark Control Points which resulted in six train delays. Repairs were made and there have been no further outages.
- **Stations:** DCTA contract operations (Rio Grande Pacific) continue to perform weekly safety inspections, which have not identified any major issues.
- **Rail Mechanical:** DCTA contract operations (First Transit) reported a vehicle failure on July 3rd that resulted in one train delay, and another failure on July 10th that resulted in two trains being canceled and four trains delayed. Repairs were made and no further failures reported for the month.

Final Review:


Raymond Suarez, COO



Board of Directors Memo

August 24, 2017

Subject: Staff Briefing on Proposed Service Changes

Staff will provide an overview of upcoming service changes that require board adoption in accordance with policy. This is a briefing item only, no board action is required at this time. This item will be brought to the board for review and consideration for approval in October, 2017.

PROPOSED SERVICE CHANGES

- Adoption of the Highland Village Community on Demand and Connect Shuttle services previously implemented as a pilot program and the introduction of new "flag stop" service enhancements along the existing Connect Shuttle
- University of North Texas Shuttle changes in support of UNT's Transportation Master Plan
- DCTA Route 7 & 8 route modifications in support of UNT's Transportation Master Plan

Submitted by:

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

Raymond Suarez, Chief Operating Officer



Board of Directors Memo

August 24, 2017

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

A meeting of the Program Services Committee was held at 12:01 p.m., August 15, 2017 at 1955 Lakeway Dr., Suite 260 Conference Room in Lewisville, TX.

In attendance were:

Committee Members: *Paul Pomeroy, Skip Kalb, George A. Campbell,*
Board Members: *Charles Emery, Richard Huckaby*
Absent: *Connie White, Don Hartman, Tom Winterburn, Mark Miller, Allen Harris, Carter Wilson, Dave Kovatch*
DCTA Staff: *Jim Cline, Kristina Brevard, Anna Mosqueda, Raymond Suarez, Nicole Recker, Jonah Katz, Michelle Bloomer, Jeff Bennett, Troy Raley, Brandy Pedron*
Additional Guest(s): *David Smith, Pete Smith*

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

1. Agency Operational Updates
 - a. Regional Fare Changes
 - b. Service Changes
 - i. Highland Village
 - ii. Denton Connect
 - iii. UNT Shuttle
 - iv. Fare-Free Zone Promotion
 - v. Marketing & Communication Initiatives
 - c. Upcoming Public Meetings
 - d. Transit Ridership
 - i. Bus/Rail Ridership
 - ii. Rail Ridership By Station
 - iii. Contracted Service Ridership
 - iv. Uber Usage
 - e. Positive Train Control
 - f. Single Car Operations
2. Strategic Planning & Development Updates
 - a. Mobility 2045
 - b. Commuter Corridor Development Update
 - c. Special Projects
 - i. Major Corridor Congestion Study
 - ii. Business Case for Transit (Denton County)
 - iii. Employee Demographic Research
 - d. Partnership Updates
 - e. Funding Opportunity Updates
3. Adjourn - The meeting adjourned at 2:18 p.m.

Program Development Chair – Paul Pomeroy

Program Development Members – Skip Kalb, Mark Miller, Don Hartman, Carter Wilson,
 Allen Harris, George A. Campbell

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