



Denton County Transportation Authority

1955 Lakeway Dr., # 260
Lewisville, Texas 75057
(972) 221-4600
RideDCTA.net

Board of Directors
Work Session
December 17, 2015
1:30 p.m.

1. Routine Briefing Items
 - a. Financial Reports
 - i. Financial Statements (to be provided in January 2016)
 - ii. Capital Projects Report (to be provided in January 2016)
 - iii. Sales Tax Report
 - iv. Procurement Report
 - b. Strategic Planning / Development
 - i. Priority Projects Update
 - ii. Outreach Efforts
 - c. Marketing and Communications
 - i. Marketing and Communications Initiatives
 - ii. Marketing and Communications Metrics
 - iii. Customer Service Metrics
 - d. Capital Projects Update
 - i. Signal System Enhancements
 - ii. Positive Train Control (PTC)
 - iii. Flood Repairs/FEMA
 - iv. Transit Enhancements
 - v. Lewisville Bike Trail – Final Section
 - e. Transit Operations
 - i. Rail Operations
 - ii. Bus Operations
 - iii. Frisco Service Implementation
2. Items for Discussion
 - a. Review of Policies and Previous Planning Initiatives
3. Committee Chair Reports
 - a. Program Services Committee (12/08/2015) Paul Pomeroy, chair

4. Discussion of Regular Board Meeting Agenda Items (December 2015)
5. Convene Executive Session. The Board may convene the Work Session or 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 551.071 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.
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

Chair – Charles Emery
Vice Chair – Paul Pomeroy

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

Members – Skip Kalb, Doug Peach, Jim Robertson, Tom Winterburn,
Don Hartman, George A. Campbell, Allen Harris, Carter Wilson, Connie White
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 12/11/2015 at 12:33 PM.

Rusty Comer, Public Information Coordinator



Board of Directors Memo

December 17, 2015

Subject: Work Session 1ai, ii) Monthly Financial Reports

Background

Due to the change in Board Meeting to December 17th from the normal 4th Thursday of the month, the Monthly Financial Reports for the month ended November 2015 will be presented at the January 2016 Board meeting.

Identified Need

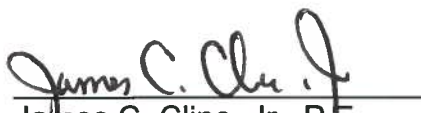
Provides the Board a review of DCTA's financial position and performance to budget.

Recommendation

N/A

Submitted by: Marisa Perry, CPA
Controller

Final Review: 
Anna Mosqueda,
CFO

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



Board of Directors Memo

December 17, 2015

Subject: Sales Tax Report

Background

Sales tax represents the single largest source of revenue for DCTA at 59.68% for FY16 budget. The annual Sales Tax budget for FY 2016 is \$23,067,403. 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 unfavorable compared to budget. The December allocation is for sales generated in the month of October and represents revenue for the first month of FY 2016.

- Sales tax for sales generated at retail in the month of October and received in December was \$1,821,854.
- This represents a decrease of 9.97% or \$201,674 compared to budget for the month.
- Receipts are unfavorable 9.97% year-to-date compared to budget.
- Compared to the same month last year, sales tax receipts were \$123,846 or 6.37% less.

- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 0.20%
 - City of Denton down 4.22%
 - Highland Village up 8.45%

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:	2015-2016 Year Budget	2015-2016 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2014-2015 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,023,528	\$ 1,821,854	\$ (201,674)	-9.97%	\$ 1,945,700	\$ (123,846)	-6.37%
November	January	\$ 1,836,141				\$ 1,765,520		
December	February	\$ 2,530,794				\$ 2,433,456		
January	March	\$ 1,812,076				\$ 1,742,381		
February	April	\$ 1,629,477				\$ 1,566,805		
March	May	\$ 1,967,178				\$ 2,074,176		
April	June	\$ 1,750,519				\$ 1,803,955		
May	July	\$ 1,809,657				\$ 1,757,537		
June	August	\$ 2,009,992				\$ 2,104,123		
July	September	\$ 1,755,537				\$ 1,825,970		
August	October	\$ 1,865,219				\$ 2,082,973		
September	November	\$ 2,077,285				\$ 2,159,150		
YTD Total		\$ 23,067,403	\$ 1,821,854	\$ (201,674)	-9.97%	\$ 23,261,746	\$ (123,846)	-6.37%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
December 11, 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:	2014-2015 Year Actual	2015-2016 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,532,839	\$ 2,537,910	\$ 5,072	0.20%
November	January	\$ 2,404,460			
December	February	\$ 3,407,084			
January	March	\$ 2,479,995			
February	April	\$ 2,194,340			
March	May	\$ 2,920,317			
April	June	\$ 2,570,323			
May	July	\$ 2,441,318			
June	August	\$ 2,867,226			
July	September	\$ 2,531,076			
August	October	\$ 2,996,730			
September	November	\$ 3,013,889			
YTD Total		\$ 32,359,597	\$ 2,537,910	\$ 5,072	0.20%

City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2014-2015 Year Actual	2015-2016 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 268,275	\$ 290,956	\$ 22,682	8.45%
November	January	\$ 283,432			
December	February	\$ 441,441			
January	March	\$ 249,723			
February	April	\$ 220,832			
March	May	\$ 319,961			
April	June	\$ 275,169			
May	July	\$ 317,874			
June	August	\$ 330,952			
July	September	\$ 276,336			
August	October	\$ 264,926			
September	November	\$ 342,868			
YTD Total		\$ 3,591,789	\$ 290,956	\$ 22,682	8.45%

City of Denton					
Sales Generated in Month of:	Received in Month of:	2014-2015 Year Actual	2015-2016 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,345,573	\$ 2,246,579	\$ (98,994)	-4.22%
November	January	\$ 2,197,657			
December	February	\$ 3,020,338			
January	March	\$ 2,109,216			
February	April	\$ 1,852,968			
March	May	\$ 2,678,550			
April	June	\$ 2,152,181			
May	July	\$ 2,107,901			
June	August	\$ 2,682,604			
July	September	\$ 2,259,012			
August	October	\$ 2,584,144			
September	November	\$ 2,727,016			
YTD Total		\$ 28,717,159	\$ 2,246,579	\$ (98,994)	-4.22%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
December 11, 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 (Calendar)	2014 Payments (Calendar)	% Change
Houston MTA	1.00%	\$ 56,111,526.93	\$ 59,665,187.36	-5.96%	\$ 715,548,970.02	\$ 697,260,072.76	2.62%
Dallas MTA	1.00%	\$ 42,175,092.51	\$ 41,251,109.45	2.24%	\$ 519,547,915.23	\$ 488,945,040.21	6.26%
Austin MTA	1.00%	\$ 17,106,618.29	\$ 16,398,442.95	4.32%	\$ 211,125,379.55	\$ 195,778,040.12	7.84%
San Antonio MTA	0.50%	\$ 10,454,955.53	\$ 10,881,101.66	-3.92%	\$ 135,999,189.39	\$ 132,050,586.89	2.99%
San Antonio ATD	0.25%	\$ 4,745,999.15	\$ 4,843,879.57	-2.02%	\$ 61,213,877.45	\$ 59,520,180.72	2.85%
Fort Worth MTA	0.50%	\$ 5,182,339.04	\$ 5,184,232.74	-0.04%	\$ 64,888,877.91	\$ 63,259,164.87	2.58%
El Paso CTD	0.50%	\$ 2,872,228.01	\$ 3,158,713.83	-9.07%	\$ 40,282,601.57	\$ 39,099,056.64	3.03%
Corpus Christi MTA	0.50%	\$ 2,798,740.01	\$ 3,040,082.39	-7.94%	\$ 34,708,349.89	\$ 34,847,339.03	-0.40%
Denton CTA	0.50%	\$ 1,821,854.09	\$ 1,945,699.67	-6.37%	\$ 23,137,899.98	\$ 21,665,827.12	6.79%
Laredo CTD	0.25%	\$ 585,641.36	\$ 646,534.91	-9.42%	\$ 7,833,282.64	\$ 7,756,741.03	0.99%
TOTALS		\$ 143,854,994.92	\$ 147,014,984.53	-2.15%	\$ 1,814,286,343.63	\$ 1,740,182,049.39	4.26%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
December 11, 2015



Board of Directors Memo

December 17, 2015

Subject: Procurement Status Report

Phone System

Staff is developing the specifications for a phone system which will enable all locations to utilize the same phone system network. All DCTA locations will be connected. It is anticipated the solicitation will be released in January.

Rail Operating Agreement

Staff is developing the solicitation documents for an agreement to operate and maintain the A-train. It is anticipated the RFP will be release in January.

Submitted by: 
Athena Forrester, Senior Procurement Manager

Final Review: 
Anna Mosqueda, CFO



Board of Directors Memo

December 17, 2015

Subject: Strategic Planning & Development Update

PRIORITY PROJECTS

SERVICE PLANNING: “Shaping Our Future”

Lewisville & Highland Village Service Review & Analysis

- A Comprehensive Operational Analysis (COA) has been conducted for the Lewisville and Highland Village service area.
- A Draft Report has been submitted to DCTA and staff is working with Nelson Nygaard to finalize the recommendations.
- The COA Final Report will include service recommendations which may recommend; 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.

Denton Service Review & Analysis

- A Comprehensive Operational Analysis (COA) is being conducted is currently underway in Denton.
- Nelson-Nygaard will leverage data from UNT’s Parking & Transportation Master Plan during this process
- Market analysis and on-board surveys were conducted by Nelson-Nygaard in November.
- Community meetings were conducted in mid-November.
- Preliminary results are expected to DCTA in March.

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.
- These high intensity bus corridors will be incorporated as recommended corridors into the Mobility 2040 Plan.

DEVELOPMENT

Downtown Denton Parking

- In coordination with the Union Pacific Railroad, DCTA is partnering with city staff to implement solutions to address potential parking shortage, downtown aesthetics, noise mitigation and enhance safety measures.
- The Union Pacific Railroad is currently assembling a team to work with the City and DCTA on this project.

Hebron Station

- Staff is working with the Huffines developers to identify an opportunity to connect the Hebron 121 Station development to the Hebron Station through a driveway and potentially a bike and pedestrian trail

ADDITIONAL PROJECTS


- NCTCOG Mobility 2040 Plan
- Transit Oriented Development Coordination
- New City Service Proposals
- NCTCOG Fleet Asset Transfer
- Grant Strategy Development
- UNT Contract Preparation & Development
- TxDOT 35W Expansion Preparation
- TWU Comprehensive Master Plan
- Title VI Analysis
- Update DCTA's Long Range Service Plan

OUTREACH EFFORTS _____

Recent Activities

- 12/1 Frisco City Council
- 12/3 –12/4 APTA Legislative Committee
- 12/4 Surface Transportation Technical Committee (STTC)
- 12/11 TTA Legislative Day
- 12/14 Pct. 3 Task Force
- 12/14 NCTCOG Mobility 2040 and Air Quality Public Meetings
- 12/15 Transit Education Initiative Committee

Submitted by: _____



Kristina Brevard, VP, Planning & Development



Board of Directors Memo

December 17, 2015

Subject: Marketing & Communications Update

MAIN MESSAGES:

New Launches

- Wheels & Rails Employee Newsletter – Launching January 4, 2016
- Hop on Board Blog – Launching January 11, 2016

Discount Program Update

- Development of three discount pass programs:
 - o Corporate Pass Program
 - o Non-Profit Pass Program
 - o Group Discount Program
- Slated to launch in February 2016

Media Coverage Reports

- Addendum 1 – November 2015 Media Report
- Addendum 2 – TAPS Coverage (Pre-Contract)
- Addendum 3 – Veteran’s Day Media Report (Full Recap)

MARKETING & COMMUNICATIONS INITIATIVES		
Category	Initiative	Important Dates
Brand Planning	Comprehensive Brand Study	Planning Phase/On Hold
	Video Production (4 Videos)	Planning Phase
	Brand Ambassador Staffing Contract	Execution Phase – For Board Approval (12/17)
	Brand Standards Manual	Completed
Marketing	Commuter Marketing Campaign	Planning Phase
	GO Request Marketing Campaign	Planning Phase
	Expansion Marketing Campaign	Development Phase
	Brand Marketing Campaign	Execution Phase
	Hop on Board Blog Marketing Campaign	Execution Phase
Collateral Development	Media Kit Redevelopment	Planning Phase
	RSVP Info Card	Planning Phase
	How to Ride Rack Card	Development Phase
	2015 Holiday Card	Development Phase
	Lewisville Water Bill Insert	Execution Phase
	Corporate Pass Program Collateral	Execution Phase
	January 2016 Go Guide Revisions	Execution Phase
	EnRoute News (Jan/Feb Edition)	Execution Phase
Digital	DCTA Website Reskin	Planning Phase
	DCTA Website Content Development (revision)	Planning Phase
	Board Meeting Video Footage Postings	Planning Phase
	Transit Talk Blog Redesign	Execution Phase
	2016 Hop on Board Blog Editorial Calendar	Completed
Public/Media Relations	Photo and Film Guidelines	Development Phase
	Media Relations/Crisis Communications Procedures Revamp	Development Phase
	Proactive Pitching	Ongoing
	PR Calendar of Activities	Ongoing
	Media Meet and Greet Activities	Ongoing
Social Media	Social Media Practices Guidelines	Development Phase
	Social Media Policies and Procedures	Development Phase
	Campaign Development	Ongoing

	Executive Social Media Plan (Jim Cline Posts)	Ongoing
	Editorial Calendar Execution (Social and Video)	Ongoing
	2016 Social Media Editorial Calendar	Completed
Internal Communications	Dispatch Rider Alert Manual	Development Phase
	Wheels & Rails Editorial Calendar	Development Phase
	Monthly Staff Meeting Presentation	Ongoing
Events	Denton Arts and Jazz Festival	Planning Phase
	Denton Holiday Lighting Festival	Completed
Public Involvement	Frisco Public Meetings (February 2016)	Planning Phase
	Denton COA Meetings	Development Phase
	Public Meeting Standard Operating Procedures	Execution Phase
	MySidewalk.com	Ongoing
Customer Service	Review of Customer Service Initiatives	Planning Phase
	Customer Service Audit	Planning Phase
	Customer Service/Dispatch Rider Alert Manual	Development Phase
	Regular Marketing/Customer Service Strategic Communications	Development Phase
Partnership Development	Greater Lewisville Newcomer's Club	Development Phase
	TWU Requested Signage	Execution Phase
	UNT Mean Green In-Transit Advertising Project	Execution Phase
Program Development	In-Transit Advertising Program	Research Phase
	Safety Program	Research Phase
	Corporate Sales Pass Program	Development Phase
	Non-Profit Discount Program	Development Phase
	Group Discount Program	Development Phase
Regional Initiatives	Go Pass 2.0	Ongoing
	NCTCOG Casual Carpool Application	Ongoing
	NCTCOG Air North Texas	Ongoing
	NCTCOG MyRideNCT	Ongoing
Administrative	Community Relations Assistant Position	Hiring Phase
	Administrative Assistant Positions	Hiring Phase

MARKETING & COMMUNICATIONS METRICS					
Activity	Metric	Annual Goal	Monthly	YTD	Goal Met
Brand Impressions					
Community Brand Impressions*	Global Impressions	260,000	672	2,623	
	Confirmed Impressions	7,500	152	770	
Media Buy Impressions**	Online/Confirmed Impressions	5M	8,188	2,074,988	
	Online Click Through Rate	300,000	.16%	.10%	
	Print Impressions	2M	0	326,664	
Media Relations					
Press Coverage	Articles About DCTA	300 Placements	71	123	
Media Relations Impressions^	Articles About DCTA	165M	39,691,115	62,683,809	
Publicity Value^^	Articles About DCTA	\$1M	\$82,239	\$147,004	
Headline Highlights	DCTA Receives \$2.4M Grant to Work on Rail Trail Project DCTA Holiday Closings Frisco, McKinney May Sever Ties with TAPS DCTA to Salute Veterans, Military Personnel with Free Rides on Veteran's Day				
Major Media Outlets	Dallas Morning News; CBS 11; Denton Record-Chronicle; Mass Transit; Metro Magazine; Star Local Media				
Social Media					
Facebook Likes	Increase in Likes	3,000	624	706	
Twitter Followers	Increase in Followers	1,000	122	157	
Digital					
Website	Pageviews	1.5M	92,196	246,935	
	Top 5 Referring Sites	UNT.edu, DART.org, TWU Portal, UNT Portal, City of Denton			
DCTA Blog	Confirmed Impressions	3,000	243	492	

	Top 3 Referring Sites	Google, Facebook, Twitter			
Go Pass					
New Downloads	Total Count	170,000	12,360	50,109	
Tickets Sold	Total Count	20,000	2,033	4,770	

CUSTOMER SERVICE					
Activity	Metric	Annual Goal	Monthly	YTD	Goal Met
Provide Excellent Customer Service	Calls Answered	>95%	98%	98%	
	Abandoned Calls	<3%	2%	2%	
Where's My Ride	Total Hits***	400,000	33,681	73,128	
	SMS (Texts)	50,000	8,529	18,270	
	Calls	15,000	1,792	3,788	
GORquest	Avg. Days/Closeout	<3.2	3.11	2.66	
	Total Entries/10K	>3	1.19	1.42	
	Complaints/10K	<5	.74	.85	
	Types of Submittals	Complaint – 21; Compliment – 2; Problem – 2; Question – 12; Suggestion – 0			

Footnote:

**Community Brand Impressions:*

- Global Impressions are the total number of individuals impacted through events, fairs and sponsorships.
- Confirmed Impressions are the total number of one-on-one interactions experienced through events, fairs and sponsorships.

***Media Buy Impressions:*

- Online/Confirmed Impressions are the number of individuals who were delivered an online advertisement through marketing campaign efforts.
- Online Click Through Rates are the number of individuals who were delivered an online advertisement, clicked on the advertisements, and visited a directed URL through marketing campaign efforts.

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

^Media Relations Impressions are the total number of individuals impacted through media relations efforts throughout all communications mediums (i.e. broadcast, print, online, radio, etc.).

^^Publicity Value identifies the financial investment that would be required to receive identical coverage through advertising efforts.

Approved by: Nicole M. Recker

Nicole M. Recker
Vice President of Marketing & Communications

NOVEMBER 2015 MEDIA REPORT

DENTON COUNTY TRANSPORTATION
AUTHORITY



TOTAL MENTIONS:

71



TOTAL REACH:

39,691,115



TOTAL PUBLICITY VALUE:

\$82,237.51



TOTAL INTERNET REACH:

36,844,514

TOP STORIES: INTERNET

1

DCTA receives \$2.4M grant to work on Rail Trail project

OUTLET: Dallas Morning News Online

REACH: 3,847,525

2

County by County: Denton County briefs for Nov. 28

OUTLET: Dallas Morning News Online

REACH: 3,847,525

3

County by County: Denton County briefs for Nov. 25

OUTLET: Dallas Morning News Online

REACH: 3,847,525

4

Holiday closings

OUTLET: Dallas Morning News Online

REACH: 3,847,525

5

Frisco, McKinney may sever ties with TAPS transit service

OUTLET: Dallas Morning News Online

REACH: 3,847,525



TOTAL BROADCAST
REACH:

168,967

TOP STORIES: BROADCAST

1

CBS 11 News at 6PM

OUTLET: KTVT-TV

REACH: 148,217

2

KTEN News at 6

OUTLET: KTEN-TV

REACH: 11,821

3

KTEN News at 6:30am

OUTLET: KTEN-TV

REACH: 5,720

4

KTEN News at 5am

OUTLET: KTEN-TV

REACH: 2,667

5

KTEN News at 4:30am

OUTLET: KTEN-TV

REACH: 542



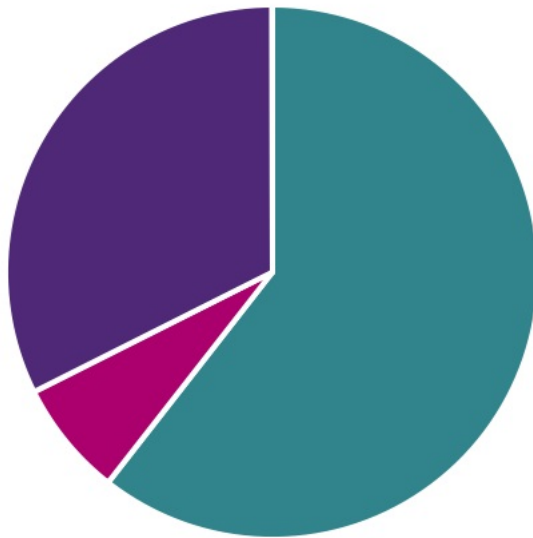
TOTAL PRINT REACH:

2,677,634

TOP STORIES: PRINT

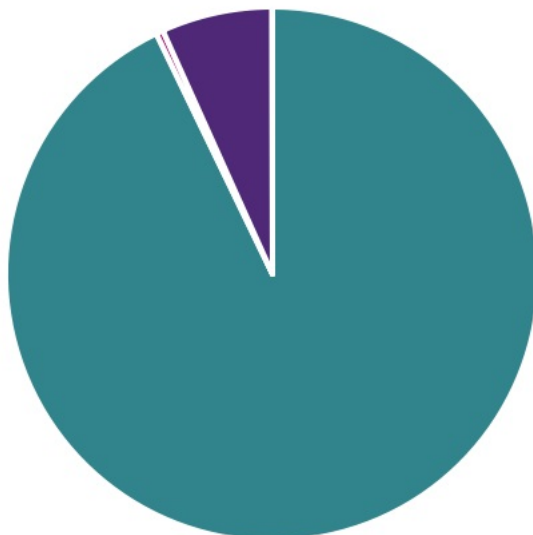
- 1 Denton County
OUTLET: THE DALLAS MORNING NEWS REACH: 273,053
- 2 Denton County
OUTLET: THE DALLAS MORNING NEWS REACH: 273,053
- 3 TAPS suffers another hit
OUTLET: THE DALLAS MORNING NEWS REACH: 273,053
- 4 Cities may sever ties with TAPS
OUTLET: THE DALLAS MORNING NEWS REACH: 273,053
- 5 Agency toughens contract probing
OUTLET: THE DALLAS MORNING NEWS REACH: 273,053

NUMBER OF MENTIONS BY MEDIA GROUP



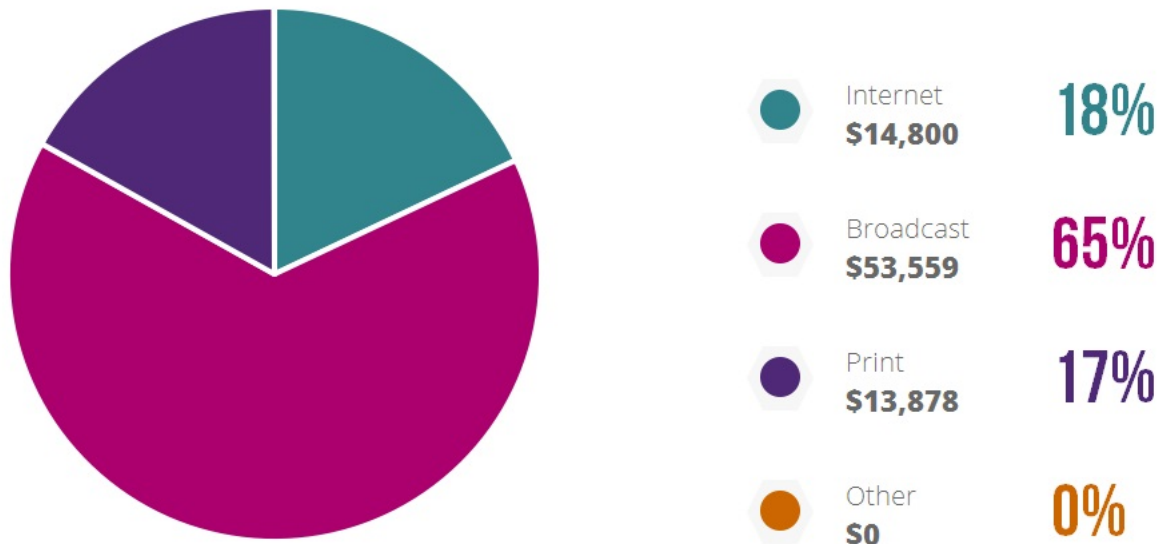
Internet	43	61%
Broadcast	5	7%
Print	23	32%
Other	0	0%

REACH BY MEDIA GROUP

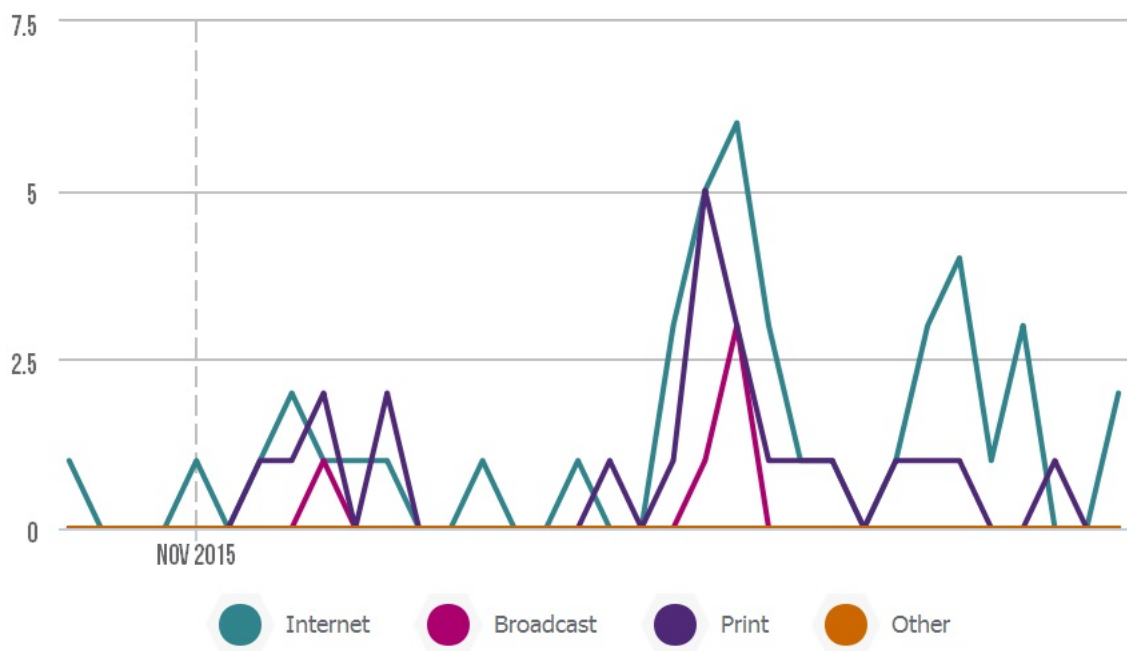


Internet	36,844,514	93%
Broadcast	168,967	0%
Print	2,677,634	7%
Other	0	0%

PUBLICITY VALUE BY MEDIA GROUP



FREQUENCY OF MENTIONS OVER TIME

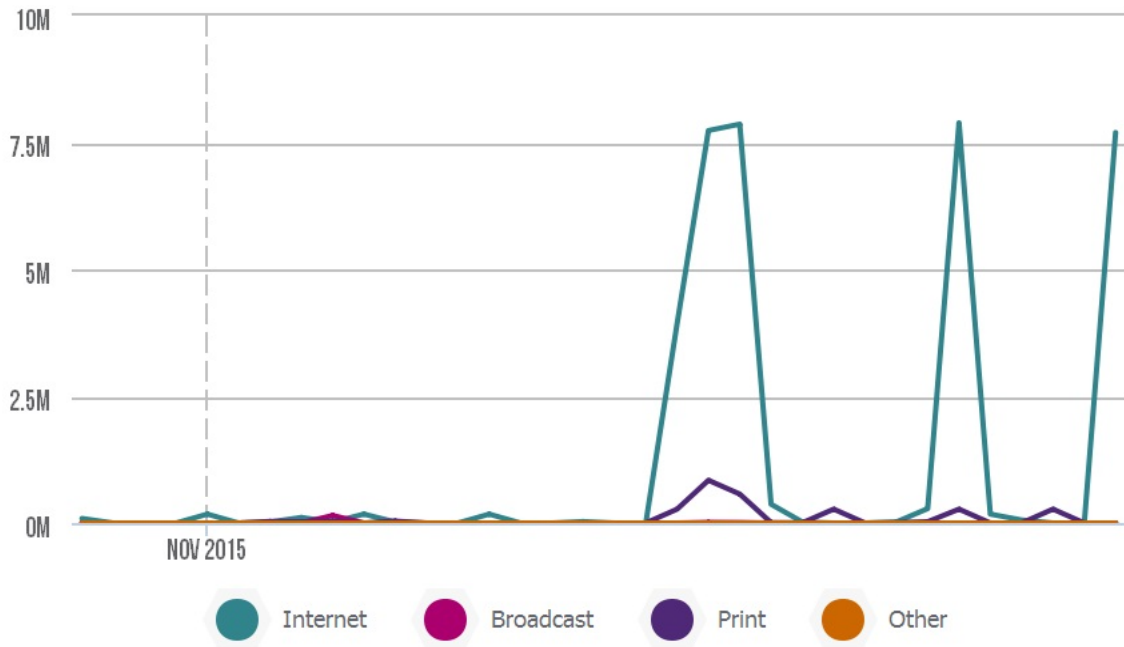


NOVEMBER 2015 MEDIA REPORT

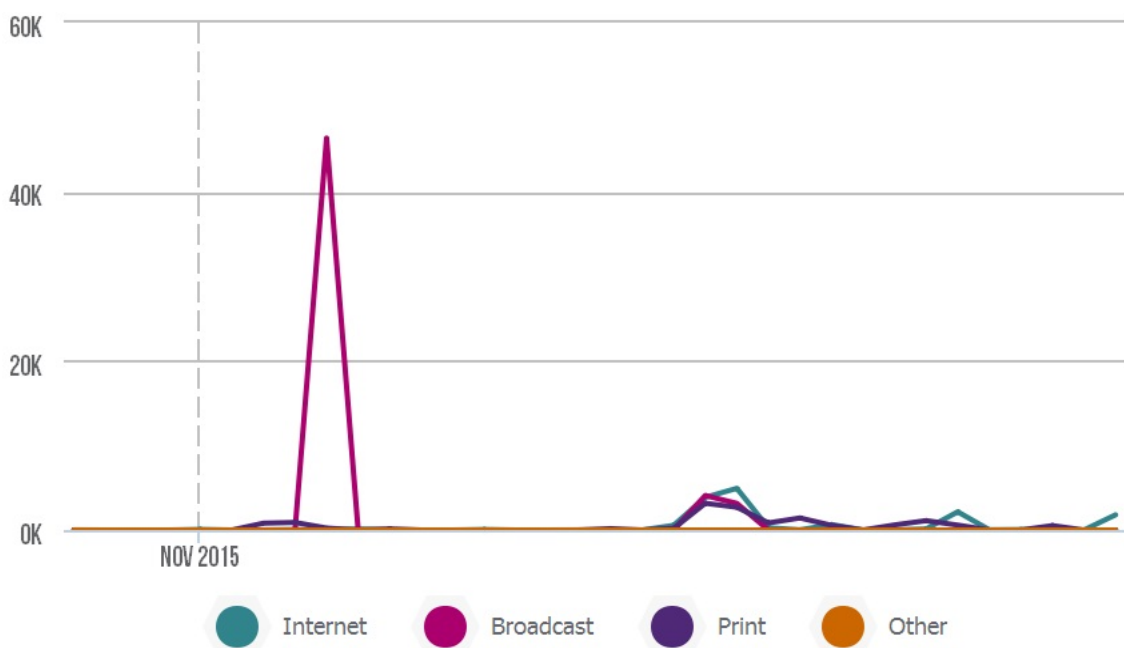
DENTON COUNTY TRANSPORTATION AUTHORITY



REACH OVER TIME



PUBLICITY VALUE OVER TIME



NOVEMBER 2015 MEDIA REPORT

DENTON COUNTY TRANSPORTATION AUTHORITY



SUMMARY FOR 10/28/2015 – 11/30/2015

	MENTIONS	REACH	PUBLICITY VALUE
INTERNET	43	36,844,514	\$14,800.42
Online Print Version	36	36,731,799	\$13,890.41
News Web Sites	5	74,348	\$881.50
Blogs	2	38,367	\$28.51
BROADCAST	5	168,967	\$53,559.26
Television Station Show	5	168,967	\$53,559.26
PRINT	23	2,677,634	\$13,877.83
Daily Newspaper	23	2,677,634	\$13,877.83
TOTAL	71	39,691,115	\$82,237.51

TAPS COVERAGE (PRE-CONTRACT)

DENTON COUNTY TRANSPORTATION
AUTHORITY

TAPS COVERAGE (PRE-CONTRACT)

DENTON COUNTY TRANSPORTATION AUTHORITY



TOTAL MENTIONS:

28



TOTAL REACH:

13,116,763



TOTAL PUBLICITY VALUE:

\$20,812.06



TOTAL INTERNET REACH:

11,904,979

TOP STORIES: INTERNET

1

Frisco, McKinney may sever ties with TAPS transit service

OUTLET: Dallas Morning News Online

REACH: 3,847,525

2

DART, DCTA could temporarily fill void left by rural entity's transit cuts

OUTLET: Dallas Morning News Online

REACH: 3,847,525

3

County by County: Collin County briefs for Nov. 17

OUTLET: Dallas Morning News Online

REACH: 3,847,525

4

TAPS officials say layoffs are coming, accepting voluntary resignations

OUTLET: Mass Transit Online

REACH: 88,770

5

TAPS officials say layoffs are coming, accepting voluntary resignations

OUTLET: Herald Democrat Online

REACH: 56,475



TOTAL BROADCAST
REACH:

20,750

TOP STORIES: BROADCAST

1

KTEN News at 6

OUTLET: KTEN-TV

REACH: 11,821

2

KTEN News at 6:30am

OUTLET: KTEN-TV

REACH: 5,720

3

KTEN News at 5am

OUTLET: KTEN-TV

REACH: 2,667

4

KTEN News at 4:30am

OUTLET: KTEN-TV

REACH: 542



TOTAL PRINT REACH:

1,191,034

TOP STORIES: PRINT

1

TAPS suffers another hit

OUTLET: THE DALLAS MORNING NEWS

REACH: 273,053

2

Cities may sever ties with TAPS

OUTLET: THE DALLAS MORNING NEWS

REACH: 273,053

3

Collin County

OUTLET: THE DALLAS MORNING NEWS

REACH: 273,053

4

DART, DCTA could temporarily fill void left by TAPS cuts in Collin, other counties

OUTLET: The Dallas Morning News: Blogs

REACH: 273,053

5

Frisco to let TAPS contract expire, seek alternative provider to take on service beginning Dec. 1

OUTLET: Frisco Enterprise (Texas)

REACH: 23,940

TAPS COVERAGE (PRE-CONTRACT)

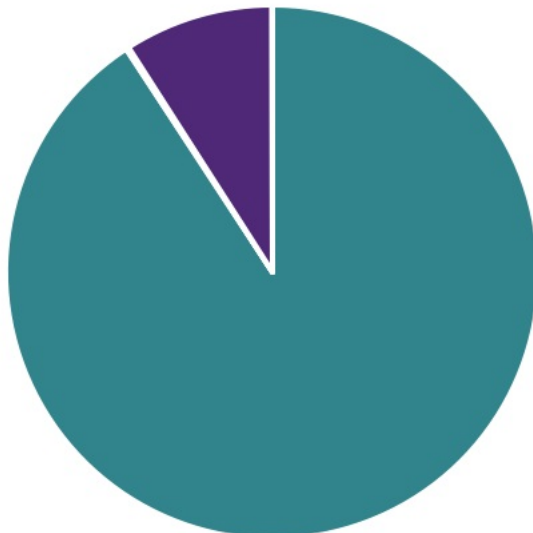
DENTON COUNTY TRANSPORTATION AUTHORITY

NUMBER OF MENTIONS BY MEDIA GROUP



Internet	14	50%
Broadcast	4	14%
Print	10	36%
Other	0	0%

REACH BY MEDIA GROUP



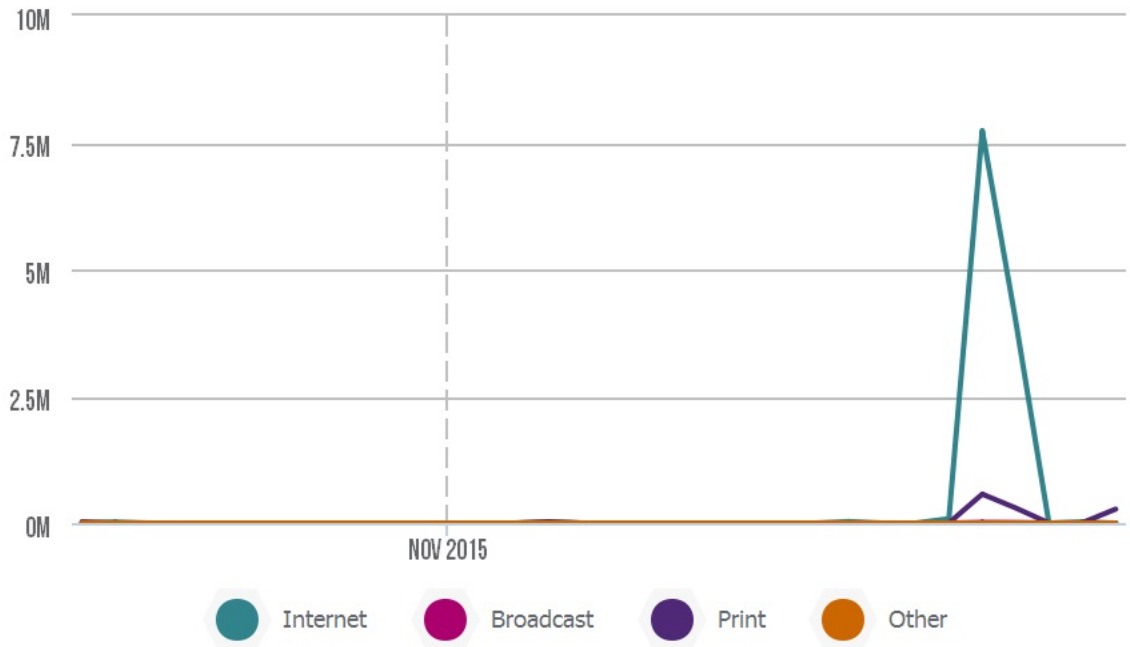
Internet	11,904,979	91%
Broadcast	20,750	0%
Print	1,191,034	9%
Other	0	0%

TAPS COVERAGE (PRE-CONTRACT)

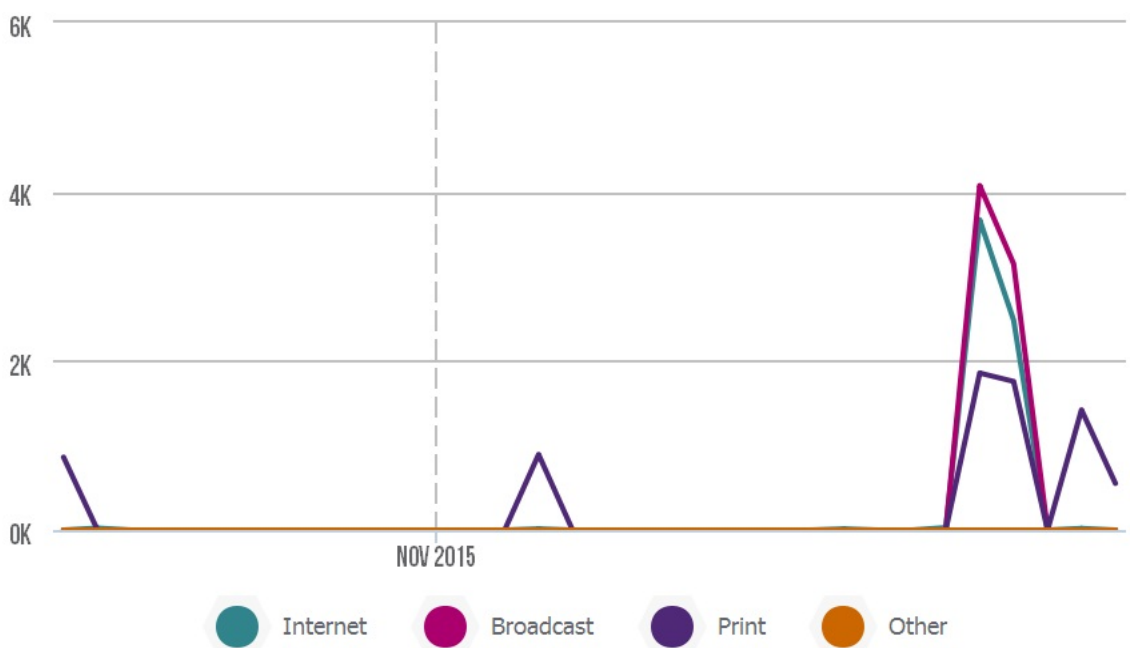
DENTON COUNTY TRANSPORTATION AUTHORITY



REACH OVER TIME



PUBLICITY VALUE OVER TIME



TAPS COVERAGE (PRE-CONTRACT)

DENTON COUNTY TRANSPORTATION AUTHORITY



SUMMARY FOR 10/21/2015 – 11/21/2015

	MENTIONS	REACH	PUBLICITY VALUE
INTERNET	14	11,904,979	\$6,249.50
Online Print Version	10	11,808,299	\$6,193.50
News Web Sites	3	74,348	\$42.00
Blogs	1	22,332	\$14.00
BROADCAST	4	20,750	\$7,221.38
Television Station Show	4	20,750	\$7,221.38
PRINT	10	1,191,034	\$7,341.18
Daily Newspaper	10	1,191,034	\$7,341.18
TOTAL	28	13,116,763	\$20,812.06

VETERAN'S DAY MEDIA REPORT

DENTON COUNTY TRANSPORTATION
AUTHORITY

VETERAN'S DAY MEDIA REPORT

DENTON COUNTY TRANSPORTATION AUTHORITY



TOTAL MENTIONS:

5



TOTAL REACH:

369,025



TOTAL PUBLICITY VALUE:

\$410.13



TOTAL INTERNET REACH:

369,025

TOP STORIES: INTERNET

1

Briefly in Denton and the area

OUTLET: Denton Record-Chronicle Online

REACH: 174,630

2

Veterans Day events planned around county

OUTLET: Denton Record-Chronicle Online

REACH: 174,630

3

DCTA to salute veterans, military personnel with free rides on Veteran's Day

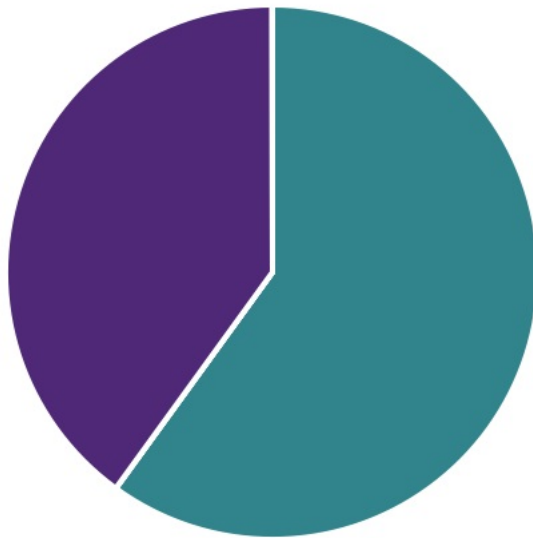
OUTLET: Plano Star-Courier Online

REACH: 19,765

VETERAN'S DAY MEDIA REPORT

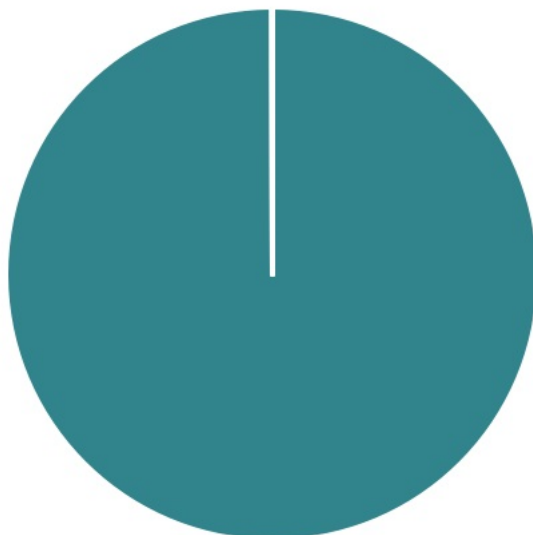
DENTON COUNTY TRANSPORTATION AUTHORITY

NUMBER OF MENTIONS BY MEDIA GROUP



Internet	3	60%
Broadcast	0	0%
Print	2	40%
Other	0	0%

REACH BY MEDIA GROUP

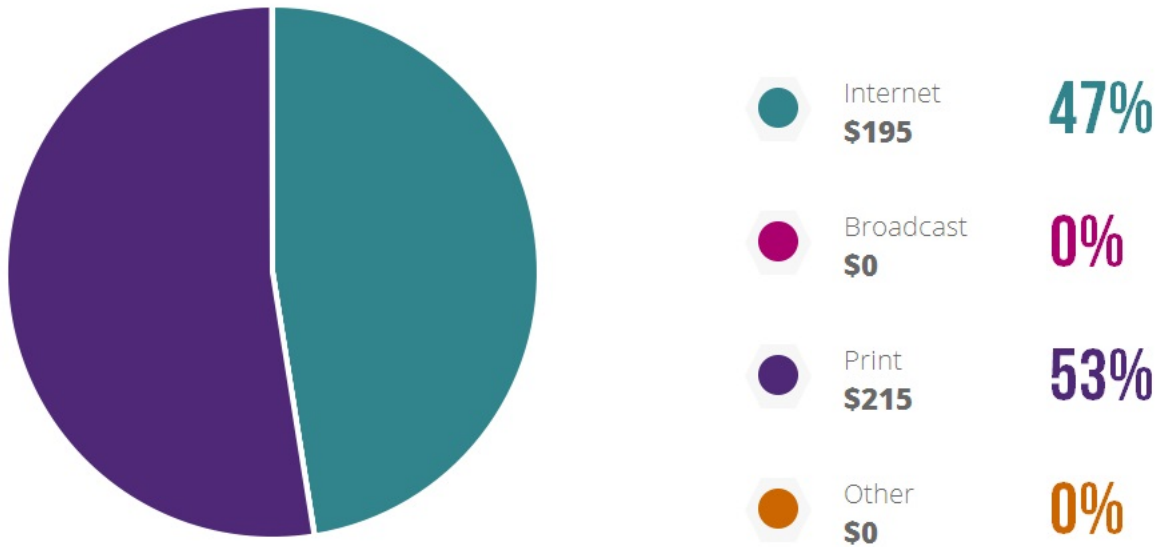


Internet	369,025	100%
Broadcast	0	0%
Print	0	0%
Other	0	0%

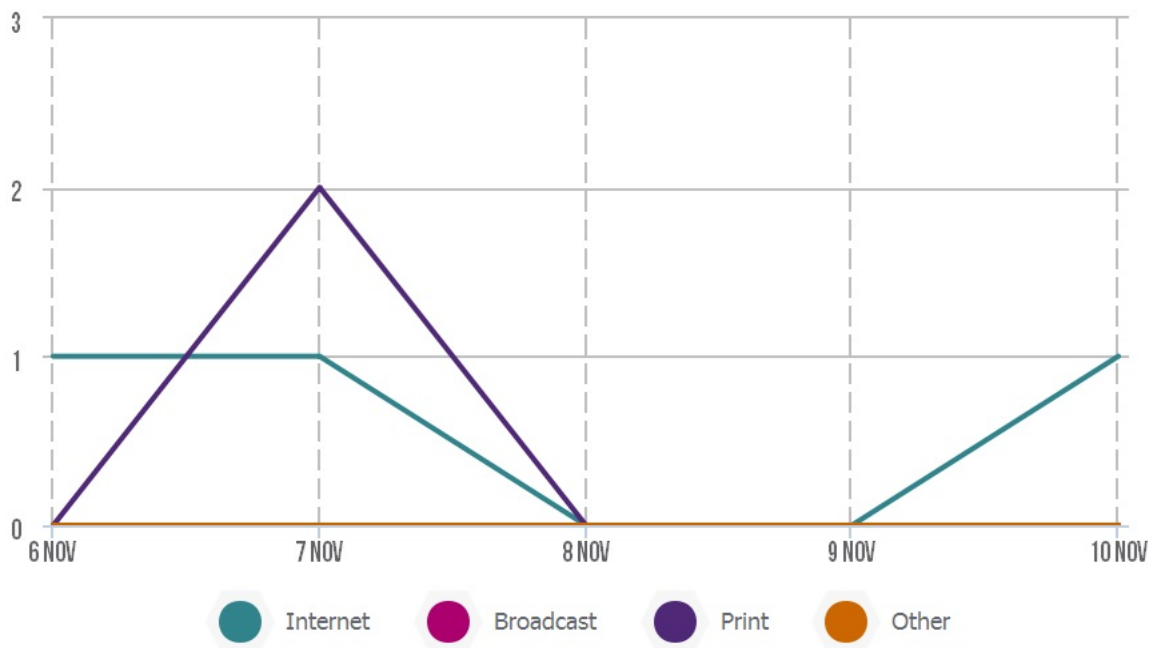
VETERAN'S DAY MEDIA REPORT

DENTON COUNTY TRANSPORTATION AUTHORITY

PUBLICITY VALUE BY MEDIA GROUP



FREQUENCY OF MENTIONS OVER TIME

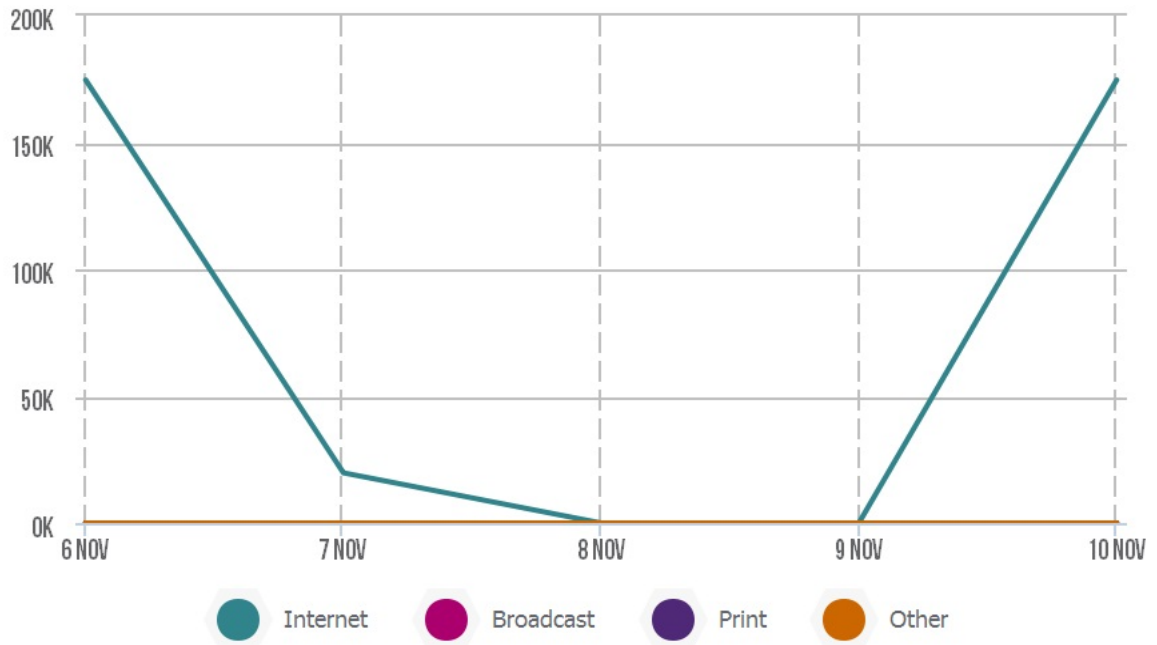


VETERAN'S DAY MEDIA REPORT

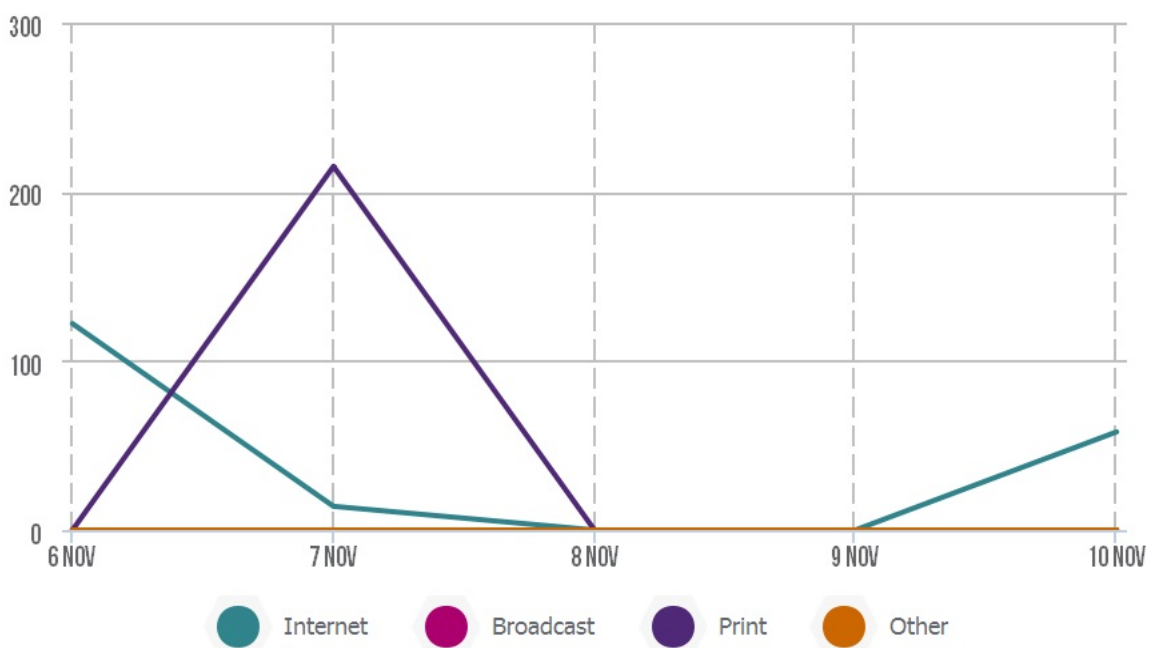
DENTON COUNTY TRANSPORTATION AUTHORITY



REACH OVER TIME



PUBLICITY VALUE OVER TIME



VETERAN'S DAY MEDIA REPORT

DENTON COUNTY TRANSPORTATION AUTHORITY



SUMMARY FOR 11/6/2015 – 11/10/2015

	MENTIONS	REACH	PUBLICITY VALUE
INTERNET	3	369,025	\$194.79
Online Print Version	3	369,025	\$194.79
PRINT	2		\$215.34
Daily Newspaper	2		\$215.34
TOTAL	5	369,025	\$410.13

Veterans Day events planned around county



A Text Size Comments (0)

[Staff report](#)

Published: 06 November 2015 10:59 PM

Wednesday

The Denton County Transportation Authority will offer free rides on its A-train and Connect buses Wednesday. Visit <http://bit.ly/1Q7nlpl> for more details.

Pilot Point High School, 1500 N. Washington St., will host a veterans breakfast from 7 to 9 a.m. Those planning to attend must RSVP by emailing junelson@pilotpointisd.com or calling 940-686-8740.

Brockett Elementary School, located at 900 Chestnut St. in Aubrey, will host a Veterans Day assembly at 7:30 a.m.

Briefly in Denton and the area



A Text Size Comments (0)

Published: 10 November 2015 11:30 PM

DCTA offering veterans free rides today

The Denton County Transportation Authority will honor veterans and active military personnel today for Veterans Day. Veterans will be treated with free rides on the agency's A-train and Connect buses by showing their military ID or discharge papers.

The promotion does not apply to DCTA's Connect RSVP, Access, campus shuttles and vanpool service. Passengers who plan to transfer from DCTA to the Dallas Area Rapid Transit will need to have regional and/or DART fare for that portion of their trip.

For more information, visit www.dcta.net.

— Bj Lewis

DCTA to salute veterans, military personnel with free rides on Veteran’s Day

Story Comments

Print Font Size: - +

Posted: Saturday, November 7, 2015 2:00 pm

Staff report | 0 comments



Photo courtesy of DCTA

Posted on Nov 7, 2015
by Heather Goodwin

The Denton County Transportation Authority (DCTA) will honor veterans and

active military personnel on Veteran’s Day Nov. 11, with free rides on the agency’s A-train and Connect buses by showing their military ID or discharge papers.

The promotion does not apply to DCTA’s Connect RSVP, Access, campus shuttles and vanpool service. In addition, passengers who plan to transfer from DCTA to the Dallas Area Rapid Transit (DART) will need to have regional and/or

DART fare for that portion of their trip.

2015 Veteran's Day Social Media

Twitter's overall impressions were 5,409 and its total engagements were 50. The promotion was posted on the site a total of seven times.

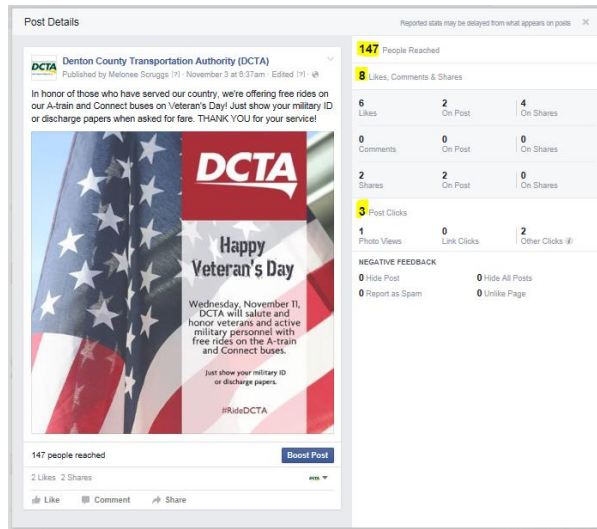


The tweet that caught the media's attention was on November 10 posted at 12:32 p.m.



The Texas Transit Association (@texastransit) and The Cross Timbers Gazette Newspaper (@ctgdentoncounty) both retweeted. In result, it gained more attention on this single post with a total of 743 impressions and six total engagements.

Facebook's overall for people reached was 321 and 19 total engagements. The promotion was posted on the site a total of three times.



The post that reached the most people was on November 3 posted at 6:37 a.m. In result, it gained more attention on this single post with a total of 147 people reached and 19 total engagements.



Board of Directors Memo
Subject: Capital Projects Update

December 17, 2015

Signal System Enhancements

Project Budget: \$868,558

Milestone Schedule:

Notice to Proceed	10/1/2015
Master Project Schedule	10/29/2015
Functional Design Document	10/31/2015
Safety Plan	11/12/2015
Test Plan	11/12/2015
Product Submittals	11/26/2015
60% Design Review	11/21/2015
90% Design Review	12/28/2015
100% Design Review	1/14/2016
Fiber Optic Construction	12/31/2015
Site Equipment Installation	2/20/2016
Back Office Integration	3/12/2016
Contract Closeout	3/28/2016

- Project is proceeding satisfactorily.
- Fiber optic construction materials are on hand for a possible early construction start.

Positive Train Control (PTC)

- NTP was issued at the project kick-off meeting on 12/2/2015.
- Staff recommendations have been made for the Chief Technical Consultant. The contract has been presented to the Board for approval this month.
- DCTA is transmitting legacy data, safety procedures and other administrative requirements to the contractor. We are awaiting the base-line schedule and resource information.
- The project is expected to complete by year end 2017.

Flood Damage repairs

Issue	Initial Cost	Alternative	Status
Emergency Response	\$ 191,500		PW in progress
Track wash-out repairs	\$ 27,818		PW in progress
Replace crossings	\$2,341,871*		In-depth analysis in progress
			Awaiting results of GPR, however the RFP for replacement is in progress.
Bus O&M Electrical Repairs	\$ 14,616		PW in progress
Signal & Comm. System	\$ \$150,000		Mold mitigation is possible. Awaiting

Scouring & Wash-outs	\$ 59,844*
Rail OMF drainage	\$ 250,000**
Replace flume at Pockrus Page	\$ TBD
Undercut ballast	\$1,553,064*

the proposal for mitigation. Insurance is pending.
 PW in progress
 PW pending.
 Additional damage occurred in November. Engineering is in progress. In-depth analysis. GPR survey was completed 11/22. The report will be generated before Christmas.

*Includes estimated engineering and project management

** New mitigation figure.

Transit Enhancements

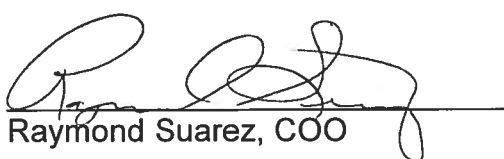
- DCTA has received the permits from the City of Denton.
- Construction is in progress utilizing a City of Denton contractor. The contractor will install 5 shelters and benches at two locations.
- Barring weather delays, construction is expected to be complete in December.
- Staff is assembling the bid package for the next batch of improvements.

Lewisville Hike and Bike Trail – Eagle Point Section

- DCTA was awarded the Transportation Alternatives Program (TAP) grant for completion of the Hike and Bike Trail from downtown Lewisville to the Highland Village/Lewisville Lake station. We are awaiting receipt of the Advanced Funding Agreement (AFA) from TxDOT. Construction plans are 95% complete. Permits for the section immediately south of the station are being finalized, but cannot be completed until we receive the AFA.

Network Infrastructure Upgrade

- Install of equipment and connections are mostly complete to leverage DCTA's fiber for connectivity of the DDCT, Bus O&M, Rail O&M and the Administrative Offices.
- A microwave backhaul connection has been installed to link sites not located on the right of way, these systems are up and in testing.
- The upgrade will greatly enhance DCTA's network performance and resiliency with lower total cost of ownership as monthly fees will be eliminated.
- Once the network upgrade is complete it will enable the upgrade of the phone system which will connect all locations with an integrated solution for enhanced call services.
- The network upgrade is expected to be completed by end of December, 2015. Network configuration is currently underway.

Final Review: 
 Raymond Suarez, COO

Board of Directors Memo

December 17, 2015

Subject: Transit Operations Report

SYSTEM ON-TIME PERFORMANCE

- FY 2016 YTD, “On Time Performance” (OTP) for the A-train is 98.58%
- FY 2016 YTD “On Time Performance” (OTP) for Connect service is 87.94%. On-time performance has been adjusted to properly reflect departures from each bus stop as well as the final destination. This new data has shown a decrease in on-time performance primarily due to traffic delays (35%) and fleet mechanical issues (38%).

RIDERSHIP PERFORMANCE

Year to date change in ridership by service type

Service	% Change FY 2015 to FY 2016	Color Indicator	Notation No.
All Bus & Rail	0.54%		
Rail	3.23%		
All Bus	-0.81%		1
Connect	-3.52%		1
UNT	-1.37%		2
NCTC	6.39%		
Access	-5.52%		3
Connect RSVP	-4.93%		4

1. YTD, Connect and UNT boardings decreased which negatively impacted bus system ridership.
2. YTD, UNT boardings dropped slightly. However, boardings in November increased by 5.81% (or 13,788 boardings).
3. YTD Access boardings dropped due to inclement weather and the holidays.
4. Staff recommends adding an additional peak vehicles to improve the RSVP service. The plan is to put this service in place prior to the January service change.

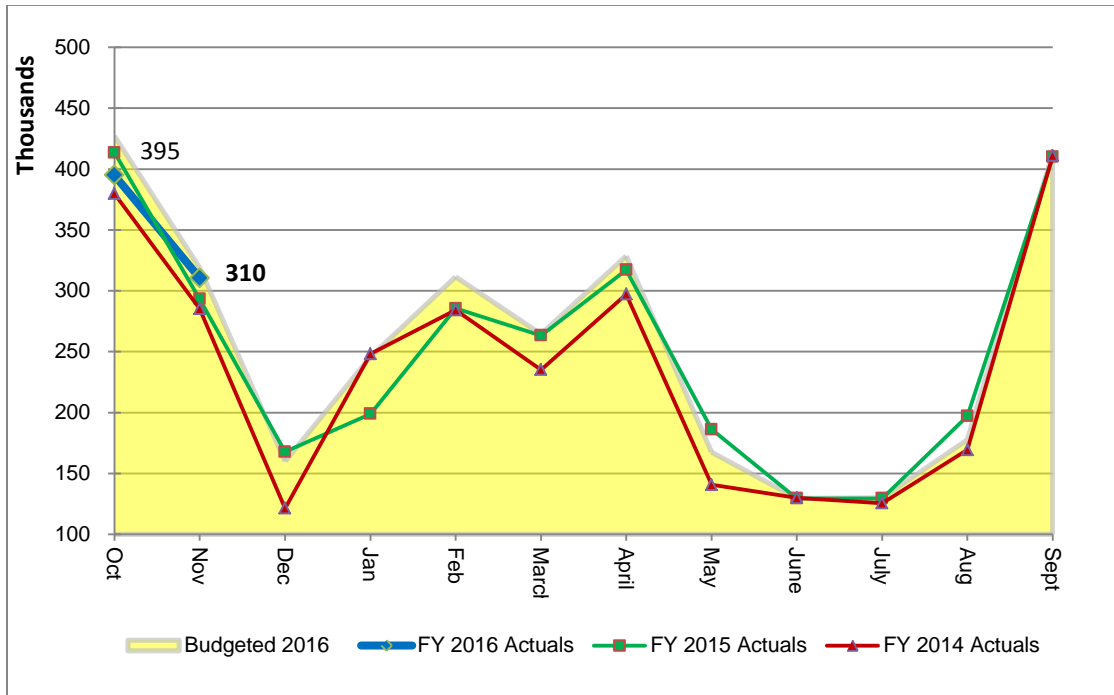
Color Key

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

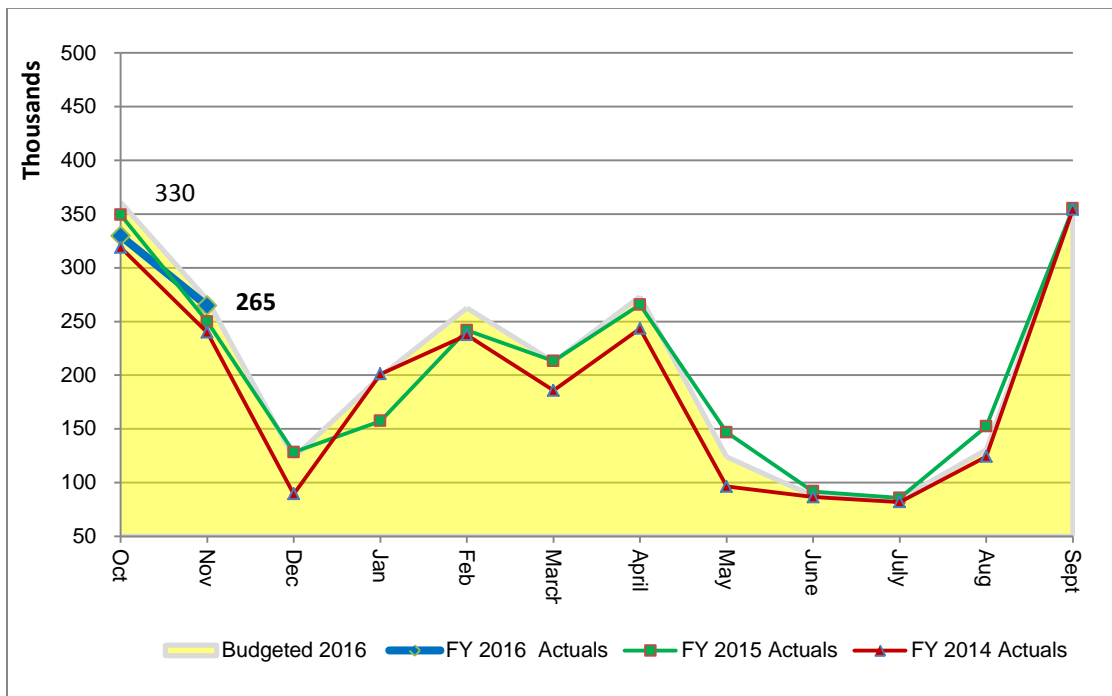


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- YTD boardings for Rail and All Bus held steady with a slight increase of 3,768 boardings.
- An increase in Rail boardings balanced the drop in Connect and UNT boardings YTD.

All Bus: Total Boardings

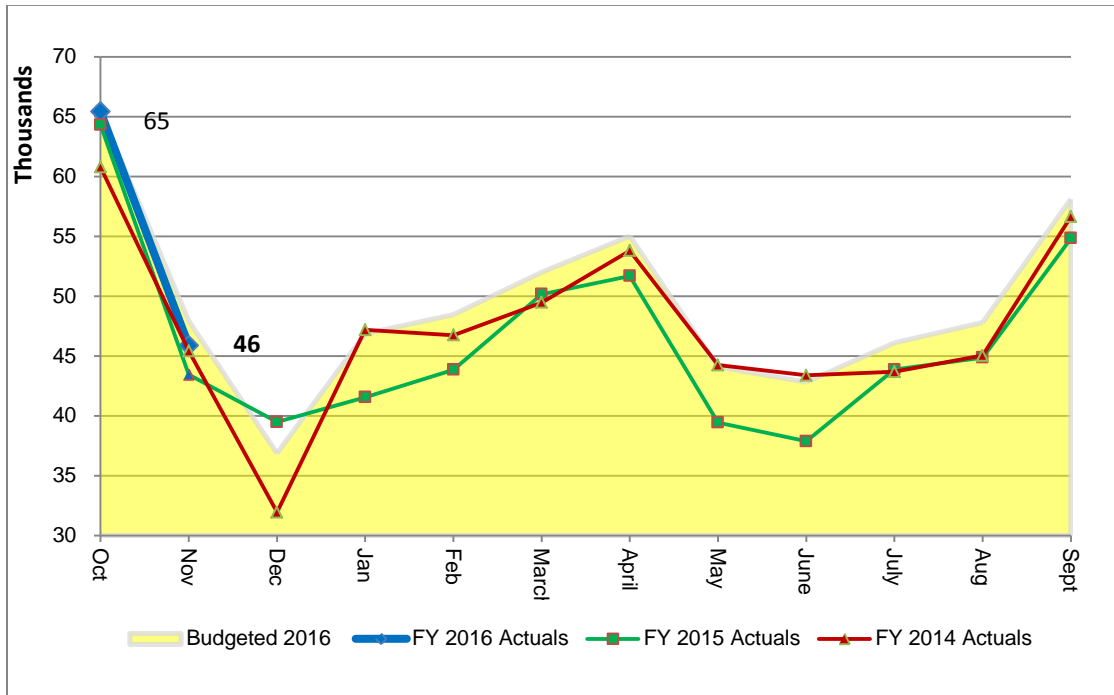


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- YTD All Bus dropped slightly by 0.81% (or 4,831 boardings).
- This decrease is explained by a drop in Connect ridership. Routes 1, 5, 8, 22, and 23 had the greatest decreases in average weekday boardings when compared to YTD 2015. Street and I-35 construction and heavy traffic help explain this drop in average weekday boardings.
- While UNT boardings YTD decreased slightly, boardings increased in November 2015 compared to that same month in 2014.

Rail: Total Boardings

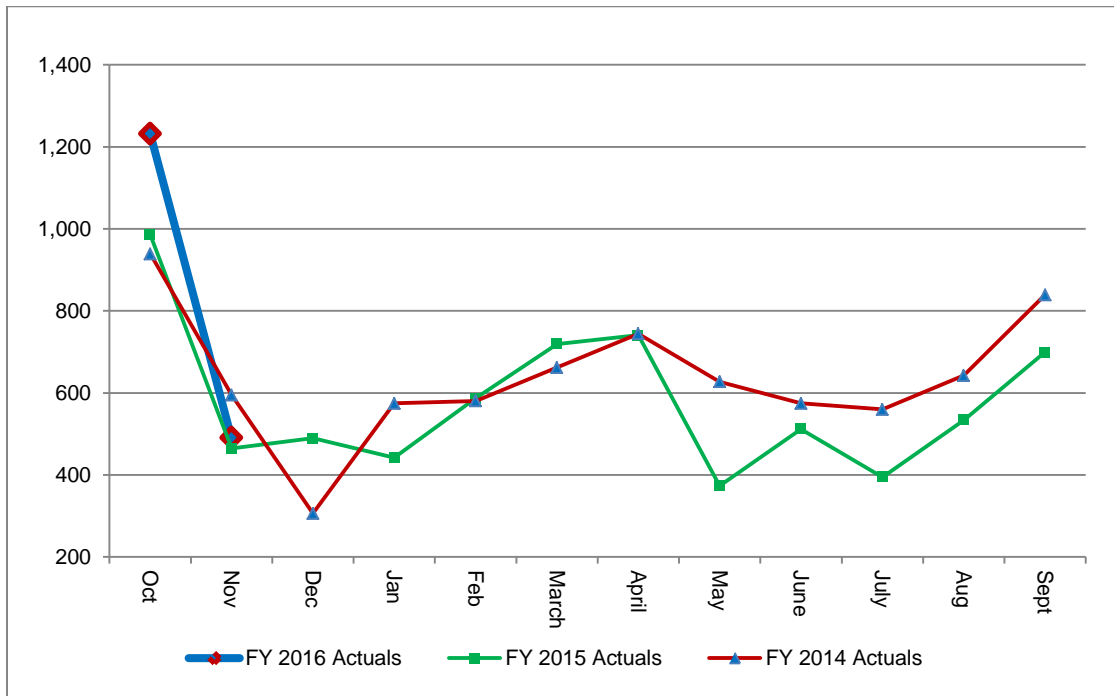


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- YTD Rail boardings continue to increase compared to that same period in 2015.
- This increase may be attributed to record UNT enrollment for Fall 2015, lack of inclement weather in November 2015, and increased construction along I-35 in particular the Highland Village/Lewisville Lake Station area.

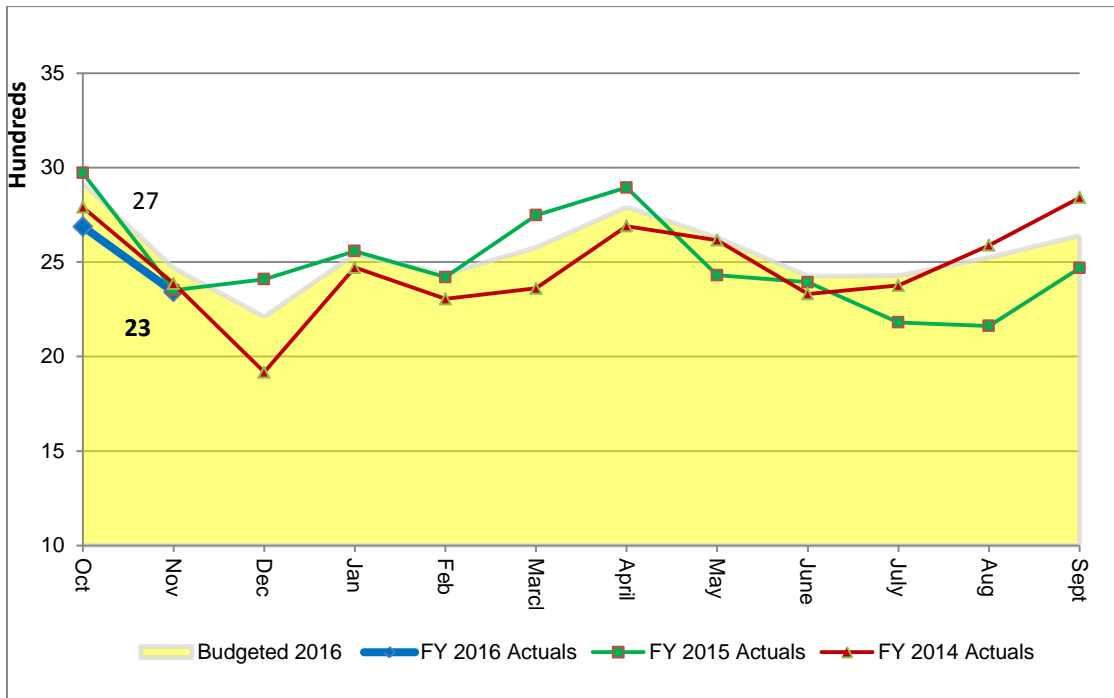
Rail: Saturday Average Boardings



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

- YTD Average Saturday boardings increased by almost 19% (or 136 boardings per Saturday) compared to that same period in FY 2015. This is primarily due to record State Fair attendance and lack of inclement weather in November 2015.

Access: Total Boardings

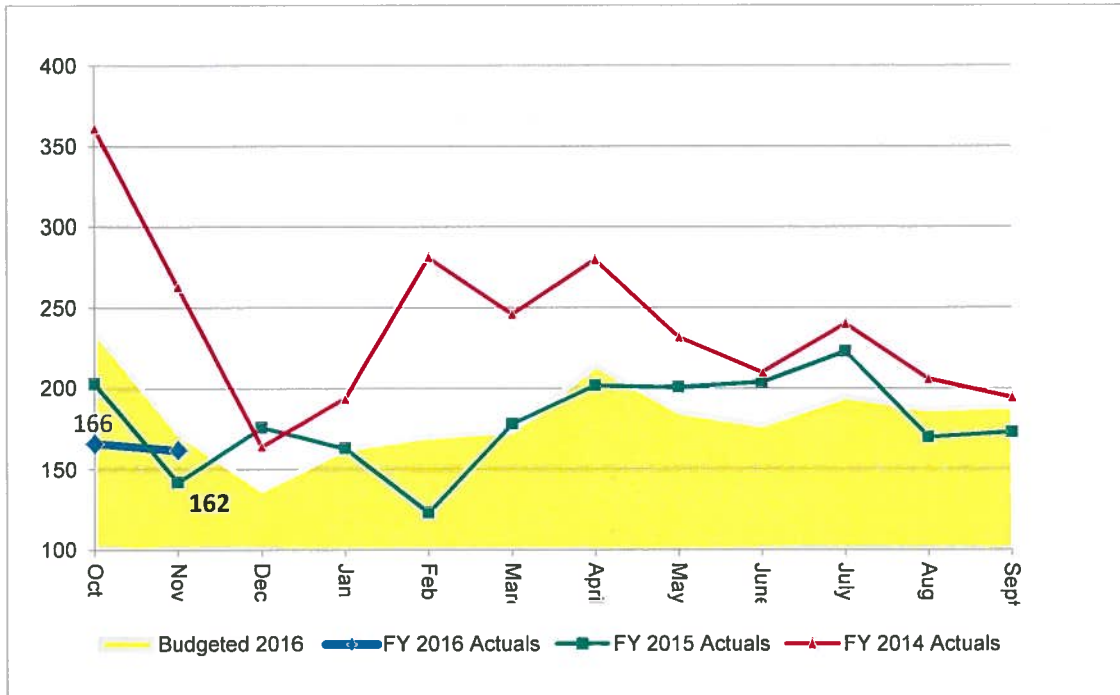


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- YTD boardings decreased by 5.52% (or 294 boardings) compared to that same period in FY 2015.
- This drop may be attributed to inclement weather and the holidays.

Connect RSVP: Total Boardings



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

Connect RSVP: Total Boardings

- Connect RSVP ridership decrease, 4.93% YTD, likely due to heavy construction around the HV/LL station, the demolition of bridge access and offramp access to and from Highland Village which makes meeting on time performance very difficult. Staff is recommending the addition of 1 vehicle to augment service until a new service strategy is implemented.

SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 1,292
- DCTA Bus Operations Injury-Free Workdays: 15

MAINTENANCE

- **Right of Way:** Routine daily inspections are being performed by the contractor.
- **Signal/Communications:** There were no issues in the month of November.
- **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 failure in November.

Final Review: 
 Raymond Suarez, COO



Special Called Meeting of the DCTA Board of Directors
and the **Program Services Committee** of the DCTA Board of Directors
12:00 PM, Tuesday, December 08, 2015

MINUTES

Attendance

Board / Committee Members

Charles Emery
George A. Campbell
Paul Pomeroy
Don Hartman
Carter Wilson
Doug Peach
Skip Kalb

Staff

Jim Cline
Anna Mosqueda
Kristina Brevard
Nicole Recker
Raymond Suarez

Legal

Pete Smith

Call to order at 12:07 p.m. by Charles Emery. Convene the Program Services Committee
Call to order at 12:07 p.m. by Charles Emery. Convene Meeting of the Board of Directors.

1) ITEMS FOR INFORMATION / DISCUSSION

- a) Highland Village Service
 - Raymond Suarez, Chief Operating Officer, and Kristina Brevard, Vice President Planning and Development, briefed the committee on the on-demand flex service pilot program as well as the addition of two vehicles to the existing Connect RSVP service in Highland Village
- b) Frisco Service
 - Paul Pomeroy, Committee Chair, discussed the media coverage surrounding TAPS as well as the activity in Collin County
 - Raymond Suarez, Chief Operating Officer, provided the committee with an update on the Frisco services to date along with a budgetary review
- c) COA Update
 - Kristina Brevard, Vice President Planning and Development, provided the committee with the service recommendations for Highland Village and Lewisville that were provided by Nelson Nygaard
- d) TOD Update
 - Kristina Brevard, Vice President Planning and Development, gave an update on Lewisville and Huffines opportunities
- e) Marketing Strategy Overview
- f) Nicole Recker, Vice President Marketing and Communications, gave an overview of the FY16 marketing plan

- g) Ridership Growth
 - Nicole Recker, Vice President Marketing and Communications, gave a comprehensive overview of plans for increasing ridership
 - h) Board Retreat Strategic Planning
 - Charles Emery, Board Chairman, asked that the NCTCOG Mobility 2040 Plan be added to the agenda
- 2) EXECUTIVE SESSION EXECUTIVE SESSION – the committee did not meet in executive session
- 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.
- 1) ADJOURN 2:02 p.m.
- Motion to adjourn made by Paul Pomeroy. 2nd by Charles Emery.

Program Development Chair – Paul Pomeroy
Program Development Members – Skip Kalb, Doug Peach, Don Hartman, Carter Wilson, Jim Robertson,
George A. Campbell
Staff Liaison – Kristina Brevard, Vice President of Planning & Development