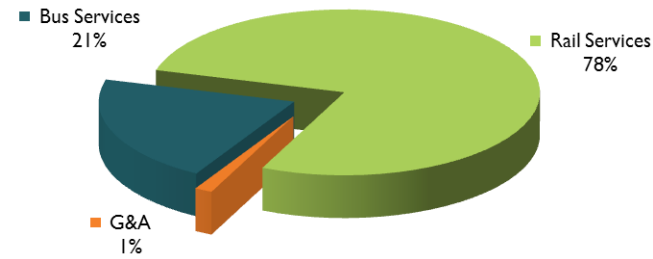


Overall Financials

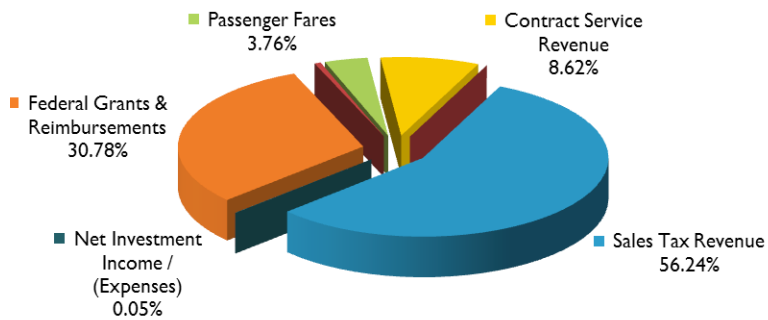
Meet Financial Policies

	Goal	FY16 Revised Budget	Trend
Operating Reserve	90 days	\$6,701,309	
Sales Tax Reserve	3%	\$692,022	
Fuel Stabilization	\$50,000	\$72,582	
Capital Infrastructure Fund	\$2,000,000	\$3,961,050	
Internal Coverage Ratio	>1.25	2.22	

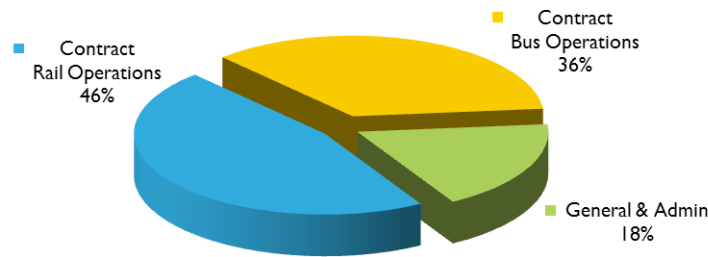
2016-2023 Capital Improvement Total by Division \$64,520,429



DCTA Fiscal Year 2016 Total Revenues \$41,019,011



Fiscal Year 2016 Operating Expense by Division \$26,805,237



Definition of Trend Colors

Green	Meeting goal, trending to stay on target
Yellow	Attention, may not achieve goal
Red	Not meeting goal, not trending to improve or stabilize



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Q4 FY '16 Agency Performance Report

Vision

Be a leader in advancing public transportation alternatives.

Mission

As a regional partner, the Denton County Transportation Authority is committed to provide safe, customer-focused, and efficient mobility solutions for Denton County.

Our Goals and Objectives

1. Maximize service efficiency and reliability
2. Maximize the effectiveness of service for DCTA's ridership markets
3. Increase the visibility and elevate the image of DCTA
4. Expand DCTA's services into areas where transit has a strong likelihood of success
5. Coordinate regional services with other regional transportation providers
6. Tie the provision of transit to land-use and the resulting demand levels
7. Advocate sustainable development practices that support transit
8. Maintain fiscally sound and sustainable financial plans and budgets that reflect community priorities and values



FROM POINT A TO POINT B. AND EVERYWHERE IN BETWEEN.

November 17, 2016

Key Performance Indicators

	Key Performance Indicators								
	Metric	Goal	1Q	2Q	3Q	4Q	YTD	Trend	
Safety	Bus	Accidents / 100K Miles	2	3.73	1.74	2.4	2.52	2.58	Note 1
	Rail	FRA Reportable Incidents	<3	0	0	1	0	1	
Ridership	Metric	Goal	1Q	2Q	3Q	4Q	YTD	Trend	
	Bus - Connect	Total Riders	600,000	155,894	145,481	123,654	125,690	550,719	Note 2
	Bus - UNT / NCTC	Total Riders	1,800,000	545,112	514,565	305,121	443,141	1,807,939	
	Rail	Total Riders	591,000	149,977	138,494	127,340	129,439	545,250	Note 2
On-time Performance	Metric	Goal	1Q	2Q	3Q	4Q	YTD	Trend	
	Bus	On-Time %	95%	88%	90%	93%	89%	90%	Note 3
	Rail	On-Time %	98%	99%	99%	98%	99%	99%	
Customer Service	Metric	Goal	1Q	2Q	3Q	4Q	YTD	Trend	
	Provide Excellent Customer Service	Calls Answered	>95%	98%	99%	98%	98%	98%	
GORequest Complaints/ 10K Boardings		<3.2	0.94	0.87	1.58	2	1.38		
Outreach	Metric	Goal	1Q	2Q	3Q	4Q	YTD	Trend	
	Brand Impressions	Global Brand Impressions	260,000	2,646	1,349	208,781	184,557	397,322	
		Media Buy Impressions	7.0 M	2.4 M	2.8 M	4.4 M	13.7 M	22.5 M	
	Media Relations	Articles Mentioning DCTA	300	171	77	129	244	621	
		Media Relations Impressions	165.0 M	100.3 M	15.4 M	45.6 M	47.6 M	208.6 M	
	Social Media	Increase in Facebook Likes	3,000	712	487	1,044	856	3,099	
Increase in Twitter Followers		1,000	184	205	226	400	1,015		
Digital	Website Impressions	1.50 M	0.34 M	0.28 M	0.27 M	0.33 M	1.2 M	Note 4	
	Blog Impressions	3,000	797	3,964	2,121	1,804	8,686		
Operating Costs (Direct)	Metric	Goal	1Q	2Q	3Q	4Q	YTD	Trend	
	Bus Cost / Rider Connect	\$ / Passenger	\$6.00	\$6.07	\$6.06	\$8.16	\$8.44	\$7.08	Note 5
	Bus Cost / Rider UNT/NCTC	\$ / Passenger	\$2.00	\$1.58	\$1.62	\$2.56	\$1.83	\$1.85	
	Rail Cost / Rider	\$ / Passenger	\$22.00	\$19.58	\$22.83	\$26.15	\$23.35	\$22.83	Note 5
	Bus Farebox Recovery	%	50%	56%	57%	48%	44%	51%	Note 6
	Rail Farebox Recovery	%	7%	7%	6%	5%	6%		

- Notes:
1. First Transit is implementing a more robust safety program. We expect to see improvements in FY 2017.
 2. Overall system-wide ridership decreased 1.69%, while the national average is 6%. Sustained lower gas prices and heavy construction in Denton and along the I-35E corridor have affected ridership throughout the year, particularly Connect service.
 3. The 95% goal is not realistic given ongoing construction in Denton, Lewisville, and Highland Village. Given these circumstances, 90% is a more realistic and acceptable result. We expect this to continue in FY 2017.
 4. As part of DCTA's website exploration, coding was put in place to remove robotic impressions from website metrics. The removal of bot clicks resulted in a decreased monthly pageview rate. However, with the removal of bot clicks we are now able to see true user activity and modify strategy based on real-time results.
 5. Decreased ridership resulted in increased cost per passenger on Connect. A-train cost per passenger improved over FY 2015, but did not reach the goal.
 6. Decreased ridership resulted in decrease fare box revenue, resulting in reduced farebox recovery.
 7. Single-car operations revealed a need for system modifications. A solution has been found. Implementation is underway.
 8. The PTCIP and final design have been revised from June to November but will not impact the project.

Critical Projects

Single Car Operations				Positive Train Control			
	Target Date	Complete?	Trend		Target Date	Complete?	Trend
Award Signal Enhancement Project	Sep-15	Complete		Submit new form PTCIP to FRA	Jan-16	Complete	
Project Completion	Mar-16	Complete		Award PTC Contract	Oct-15	Complete	
Commence Single Car Operations	Apr-16	Complete		Issue NTP	Nov-15	Complete	
Additional Testing / Implementation	Aug-16	Complete		Design Complete	Nov-16	In Progress	Note 8
Phase II Implementation	Mar-17	In Progress	Note 7	Revise PTCIP	Nov-16	In Progress	Note 8
				Revenue Service Testing	Dec-17		
				FRA Approval	Dec-18		

Rail Operations Agreement			
	Target Date	Complete?	Trend
Issue DCTA Long Range Contract RFP	Jan-16 Mar-16	Complete	
Receive Proposals	Apr-16 May-16	Complete	
Contract Award	Jun-16	Complete	

Finance	
Grants	Completed grant submissions to new FTA TrAMS system. \$6.5 million in grant draw-downs for 4th Qtr 2016

Expansion Opportunities	
Business Development	Continuing to identify and cultivate prospective partnerships within the North Texas region, increasing potential growth opportunities and supporting DCTA member cities, Denton County based cities as well as area land developers. DCTA continues to support existing contract customers monitoring and evaluating service while exploring additional methods to improve services, increase efficiencies and improve the overall passenger experience.
High Intensity Bus Service	DCTA has successfully launched commuter service along the I-35W corridor in partnership with the Fort Worth Transportation Authority. This is the first of four corridors outlined in the DCTA's plan for high intensity bus service throughout Denton County.
Transit Oriented Development	Conversations regarding land use planning with all member cities continue. DCTA is partnering with Huffines Developers on a joint development project to provide connections from the Hebron 121 Station development to the Hebron Station by incorporating driveway access and a pedestrian walkway. Planning for DCTA's Intermodal Transit Center and Administrative Complex continues. The partnership between DCTA, the City of Denton and the Union Pacific continues to develop in Downtown Denton. This joint venture is expected to increase parking availability, advance safety and noise mitigation, increase walkability, and improve aesthetics in the Downtown Denton area. Shared land use opportunities are also developing between various departments within the City of Denton allowing the City and DCTA to leverage existing assets for the facilitation of future needs.
Mobility On-Demand / Innovative Services	DCTA has successfully launched a partnership with Uber to provide DCTA-sponsored discounted services in Highland Village and North Lewisville. Staff is continuing to explore innovative service options with transportation network companies for potential implementation in the future.
Current/Future Member City Coordination	DCTA staff continues to provide planning support to current member cities and has been engaged in conversations with various non-member cities regarding demand for future transit operations.

