



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Regular Meeting

June 23, 2016 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on June 23, 2016*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

GFOA Distinguished Budget Award

1. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on May 26, 2016
- b. Acceptance of Financial Statements - May 2016
- c. Approve Revised Records Retention Policy
- d. Approval of Fiscal Year 2016 Annual Program of Projects
- e. Approval to Execute Telephone System Contract with Peak Methods, Inc., dba Peak UpTime (RFP 16-11)
- f. Approval of Mobility on Demand Grant Support

2. REGULAR AGENDA

- a. Discussion / Authorization to Execute Rail Operations and Maintenance Service Contract (RFP 16-08)
- b. Discussion / Approval of Lewisville/Highland Village Service Modifications

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. 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.

4. Reconvene Open Session

- a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.

5. CHAIR REPORT

- a. Appointment of Americans with Disabilities Act (ADA) Board Liaison
- b. Discussion of Regional Transportation Issues
- c. 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, 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 6/17/2016 at 12:03 PM.

Rusty Comer, Senior Public Information Specialist



Board of Directors

Work Session Minutes

The Board of Directors of the Denton County Transportation Authority convened the work session of the Board of Directors with Vice Chairman Paul Pomeroy presiding at 1:32 p.m. on May 26, 2016 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057. A quorum was present.

Attendance

Small Cities

Skip Kalb
Connie White

Large Cities

Paul Pomeroy, Highland Village, Vice-Chair
Richard Huckaby, Denton, Secretary
Carter Wilson, Frisco (arrived at 2:42 p.m.)
Tom Winterburn, Corinth
Doug Peach, Little Elm (arrived at 2:57 p.m.)
Jim Robertson, Flower Mound
(arrived at 2:52 p.m.)

Denton County Unincorporated

Don Hartman (arrived at 1:35 p.m.)
George A. Campbell

Denton County at Large

Dave Kovatch, Treasurer

Board Members Absent

Charles Emery, Lewisville, Chairman
Allen Harris, The Colony

Legal Counsel

Joe Gorfida, General Counsel

DCTA Staff

Jim Cline, President
Raymond Suarez, Chief Operating Officer
Kristina Brevard, Vice President Planning
and Development
Anna Mosqueda, Chief Financial Officer
Nicole Recker – Vice President, Marketing
and Communications

Others in Attendance

Amanda Riddle – Budget Manager
Chrissy Nguyen – Senior Accountant
Marisa Perry – Controller
Jim Owen – Transit Management of Denton
County

Vice Chairman Paul Pomeroy called the meeting to order and announced the presence of a quorum.

1. Routine Briefing Items

- a. Financial Reports - Anna Mosqueda, Chief Financial Officer, reported on the following financial items
 - i. Financial Statements – April 2016
 - ii. April 2016 Capital Projects Budget Report
 - iii. Monthly Sales Tax Receipts
 - iv. Procurement Report

- b. Marketing and Communications – Nicole Recker, Vice President
Marketing & Communications, reported on current marketing initiatives
 - i. April Public Meeting Report
 - ii. #GoGreenGoDCTA Campaign Recap
 - iii. Corporate Pass Program Update
 - iv. Commuter Campaign Update

- c. Strategic Planning / Development – Kristina Brevard, Vice President
Planning & Development, reported on current strategic planning and development initiatives
 - i. Regional Transportation Planning Update
 - 1. High Intensity Bus Corridors
 - 2. 35W Corridor Commuter Service
 - ii. Local Transportation Planning Update
 - 1. Lewisville and Highland Village Service Review
 - 2. Denton Service Review and Analysis
 - iii. Business Development & Partnerships
 - 1. UNT & TWU Service Contracts
 - 2. City of Frisco Service Contract
 - iv. Land Use Planning & Development
 - 1. A-train Station Density Improvements
 - 2. Intermodal Transit Center & Admin Complex
 - v. Additional Projects
 - 1. Title VI Program Update
 - 2. Bus & Bus Facilities Grant Submission

- d. Capital Projects Update – Raymond Suarez, Chief Operating Officer,
reported on current capital projects for the agency
 - i. Signal System Enhancements
 - ii. Positive Train Control (PTC)
 - iii. Lewisville Bike Trail –Eagle Point Section
 - iv. Flood Damage Repairs
 - v. Transit Enhancements
 - vi. Shoretel Phone System Expansion
 - vii. Landscape Project

- e. Transit Operations – Raymond Suarez, Chief Operating Officer, reported
on bus and rail ridership performance
 - i. Rail Operations
 - ii. Bus Operations

- 2. Items for Discussion
 - a. Presentation Jim Cline Discuss North Central Texas Council of
Governments' Mobility 2040 Plan

3. Committee Chair Reports
 - a. Dave Kovatch, committee chair, gave an update on the activities of the finance committee meeting in May
4. Discussion of Regular Board Meeting Agenda Items (May 2016)
 - There was no discussion
5. Convene Executive Session – The board did not meet in executive session
6. Discussion of Future Agenda Items – There was no discussion
7. ADJOURN - Work session was adjourned at 3:04 p.m.

The minutes of the May 26, 2016 work session meeting of the Board of Directors were passed, and approved by a vote on this 23rd day of June, 2016.

Charles Emery, Chairman

ATTEST

Richard Huckaby, Secretary



Board of Directors

Board Meeting Minutes

The regular meeting of the Board of Directors of the Denton County Transportation Authority was convened with Vice Chairman Paul Pomeroy presiding at 3:13 p.m. May 26, 2016 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057. A quorum was present.

Attendance

Small Cities

Skip Kalb
Connie White

Large Cities

Paul Pomeroy, Highland Village,
Vice-Chair
Richard Huckaby, Denton, Secretary
Carter Wilson, Frisco
Tom Winterburn, Corinth
Doug Peach, Little Elm
Jim Robertson, Flower Mound

Denton County Unincorporated

Don Hartman
George A. Campbell

Denton County at Large

Dave Kovatch, Treasurer

Board Members Absent

Charles Emery, Lewisville, Chairman
Allen Harris, The Colony

Legal Counsel

Joe Gorfida, General Counsel

DCTA Staff

Jim Cline, President
Raymond Suarez, Chief Operating
Officer
Kristina Brevard, Vice President
Planning and Development
Anna Mosqueda, Chief Financial Officer
Nicole Recker – Vice President,
Marketing and Communications

Others in Attendance

Amanda Riddle – Budget Manager
Michelle Bloomer – Assistant Vice
President, Bus Operations
Javier Trilla – IT Manager
Jim Owen – Transit Management of
Denton County

CALL TO ORDER – Vice Chairman Paul Pomeroy called the meeting to order and announced the presence of a quorum of the Board.

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS – led by Carter Wilson

INVOCATION – led by Don Hartman

WELCOME AND INTRODUCTION OF VISITORS – Jim Cline introduced Jim Owen with Transit Management of Denton County and Raymond Suarez introduced the newly hired Assistant Vice President of Bus Operations, Michelle Bloomer.

AGENCY AWARDS AND RECOGNITIONS

- Anna Mosqueda, Chief Financial Officer, presented the Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award to Amanda Riddle. This is the agency's ninth year to receive this award.

1. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on April 28, 2016
- b. Acceptance of Financial Statements (April 2016)
- c. Authorize the President to execute amendment to Dallas Area Rapid Transit (DART) Interlocal Agreement
- d. Authorize the President to execute an agreement for External Audit Services
- e. Authorize the President to execute an amendment to the Integrated Marketing Communications Services Agreement
- f. Authorize the President to enter into an Interlocal Purchasing Agreement with the North Central Texas Council of Governments (NCTCOG)
 - Motion to approve Consent Agenda Items a-f made by Connie White. 2nd by Carter Wilson. Motion carried unanimously.

2. REGULAR AGENDA

- a. Discussion/Approval of Resolution 16-04 adopting Fiscal Year 2016 Revised Operating & Capital Budget
 - Motion to execute Resolution 16-04 adopting Fiscal Year 2016 Revised Operating & Capital Budget was made by Dave Kovatch. 2nd by Jim Robertson. Motion carried unanimously.
- b. Approve Financial Policies
 - Motion to approve Financial Policies was made by Jim Robertson. 2nd by Connie White. Motion carried unanimously.
- c. Review and Approval of Resolution 16-03 Approving the Title VI Nondiscrimination Program Update
 - Motion to execute of Resolution 16-03 Approving the Title VI Nondiscrimination Program Update was made by Connie White. 2nd by George Campbell. Motion carried unanimously.

3. Convene Executive Session. The board did not meet in executive session.

4. CHAIR REPORT – Paul Pomeroy gave an update on these issues
 - a. Discussion of Regional Transportation Issues
 - b. Discussion Legislative Issues
 - i. Regional
 - ii. State
 - iii. Federal

5. PRESIDENT’S REPORT – Jim Cline provided information on the following items
 - a. Budget Transfers
 - c. Regional Transportation Issues
 - d. Update on Compensation Plan

6. REPORT ON ITEMS OF COMMUNITY INTEREST
 - e. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.
 - Jim Cline refreshed the board on the updated calendar of meetings passed out at the meeting. He also reminded the board of the Joint Board Dinner with Dallas Area Rapid Transit. Paul Pomeroy reiterated the date of the program services committee meeting and the public meeting DCTA is hosting a public meeting on behalf of the Fort Worth Transportation Authority to discuss proposed commuter service along I35W in conjunction with that committee meeting.

7. ADJOURN 3:56 p.m.
 - Motion to adjourn was made by Skip Kalb. 2nd by Jim Robertson. Motion carried unanimously.

The minutes of the May 26, 2016 meeting of the Board of Directors were passed, and approved by a vote on this 23rd day of June, 2016.

Charles Emery, Chairman

ATTEST

Richard Huckaby, Secretary

Board of Directors Memo

June 23, 2016

Subject: 1(c) – Approval of Resolution 16-05 to Adopt Revised Records Retention Policy**Background**

The Texas Government Code 441.183 requires the agency head of each state agency to 1) establish and maintain a records management program on a continuing and active basis; 2) create and maintain records containing adequate and proper documentation of the organization, functions, policies, decisions, procedures and essential transactions of the agency designed to furnish information to protect the financial and legal rights of the state and any person affected by the activities of the agency; 3) make certain that all records of the agency are passed to the agency head's successor in the position of agency head; 4) identify and take adequate steps to protect confidential and vital state records; 5) cooperate with the commission in the conduct of state agency records management surveys; and 6) cooperate with the commission, the director and librarian, and any other authorized designee of the director and librarian in fulfilling their duties under this subchapter.

Identified Need

The DCTA Board of Directors appointed Rusty Comer as the Records Manager in September 2015 in place of the Executive Assistant. The current records retention policy lists the Executive Assistant as records management officer for the Denton County Transportation Authority. Texas Library staff have stated that because the two documents contradict each other they will need them to agree before they will accept them.

Recommendation

Staff recommends that the Board approve Resolution 16-05 adopting the revised DCTA Records Retention Policy.

Submitted by:


Rusty Comer
Senior Public Information Specialist

Approval:


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

**DENTON COUNTY TRANSPORTATION AUTHORITY
RESOLUTION NO. 16-05**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY (“DCTA”) ADOPTING A REVISED RECORDS RETENTION POLICY FOR DCTA AND TO FILE SAID REVISED POLICY WITH THE TEXAS STATE LIBRARY AND ARCHIVES COMMISSION.

WHEREAS, the Denton County Transportation Authority (“DCTA”) is required by state law to adopt a records retention policy and to file said policy with the Texas State Library and Archives Commission; and

WHEREAS, the DCTA Board of Directors appointed Rusty Comer, the Senior Public Information Specialist, as the Records Manager in September 2015 in place of the Executive Assistant, calling for a revision to the current Records Retention Policy on file with the Texas State Library and Archives Commission.

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

SECTION 1. The Board of Directors hereby finds that it is in the best interest of the DCTA to approve and adopt the revised Records Retention Policy attached hereto and incorporated herein as Exhibit “A” as the official Records Retention Policy for the DCTA.

SECTION 2. The Board of Directors of the DCTA instructs the President, or his authorized designee, to execute all documents and take all action necessary to implement and file the DCTA revised Records Retention Policy with the Texas State Library and Archives Commission.

DULY PASSED AND APPROVED BY THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY ON THIS 23RD DAY OF JUNE, 2016.

APPROVED:

Charles Emery, Chairman

APPROVED AS TO FORM:

ATTEST:

Peter G. Smith, General Counsel
(PGS:6-17-16:TM 77426)

Richard Huckaby, Secretary



Records Retention Policy

WHEREAS, Title 6, Subtitle C, Local Government Code (Local Government Records Act), provides that each local government must establish an active and continuing records management program; and

WHEREAS, the Denton County Transportation Authority desires to adopt a plan for that purpose and to prescribe policies and procedures consistent with the Local Government Records Act and in the interests of cost-effective and efficient recordkeeping; NOW THEREFORE:

SECTION 1. DEFINITION OF RECORDS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY. All documents, papers, letters, books, maps, photographs, sound or video recordings, microfilm, magnetic tape, electronic media, or other information recording media, regardless of physical form or characteristic and regardless of whether public access to it is open or restricted under the laws of the state, created or received by the Denton County Transportation Authority or any of its officers or employees pursuant to law or in the transaction of public business are hereby declared to be the records of the Denton County Transportation Authority and shall be created, maintained, and disposed of in accordance with the provisions of this ordinance or procedures authorized by it and in no other manner.

SECTION 2. RECORDS DECLARED PUBLIC PROPERTY. All records as defined in Section 1 of this plan are hereby declared to be the property of the Denton County Transportation Authority. No official or employee of the Denton County Transportation Authority has, by virtue of his or her position, any personal or property right to such records even though he or she may have developed or compiled them. The unauthorized destruction, removal from files, or use of such records is prohibited.

SECTION 3. POLICY. It is hereby declared to be the policy of the Denton County Transportation Authority to provide for efficient, economical, and effective controls over the creation, distribution, organization, maintenance, use, and disposition of all records of this office through a comprehensive system of integrated procedures for the management of records from their creation to their ultimate disposition, consistent with the requirements of the Local Government Records Act and accepted records management practice.

SECTION 4. RECORDS MANAGEMENT OFFICER. The Senior Public Information Specialist~~Executive Assistant~~ will serve as records management officer for the Denton County Transportation Authority as provided by law and will ensure that the maintenance, destruction, electronic storage, or other disposition of the records of this office are carried out in accordance with the requirements of the Local Government Records Act.

SECTION 5. RECORDS CONTROL SCHEDULES. Appropriate records control schedules issued by the Texas State Library and Archives Commission shall be adopted by the records management officer for use in Denton County Transportation Authority, as provided by law. Any destruction of records of the Denton County Transportation Authority will be in accordance with these schedules and the Local Government Records Act.



Board of Directors Memo

June 23, 2016

Subject: Regular Meeting 1(D) Discussion/Approval of 2016 Annual Program of Projects

Background

The Program of Projects identifies how DCTA will use federal funds which have been appropriated to DCTA as the designated recipient of Federal Transit Administration (FTA) Section 5307-Urbanized Area Formula Program (UZA) and Section 5339 – Bus and Bus Facilities funds.

The North Central Texas Council of Governments (NCTCOG) serves as the regional Metropolitan Planning Organization. NCTCOG staff has outlined the plan for annual Program of Projects submittal the federal funding process for Fiscal Year 2016. The NCTCOG has advised its public transit providers, sub-recipients and regional partners to submit its agency's proposed Fiscal Year 2016 Program of Projects (POP) by October 1, 2015 based on a funding estimate provided by NCTCOG. The Fiscal Year 2016 Program of Projects (POP) proposals is based on estimated \$5.5 million (5307 UZA) and \$377,955 (5339 Bus/Bus Facilities).

A copy the FY16 DCTA POP is included for reference.

The general schedule for the Fiscal Year 2016 Program of Projects (POP)

| Action | Date |
|---|--------------------------------|
| Providers submit proposed Program of Projects (POP) to NCTCOG | October 2015 |
| NCTCOG review POP and pass POPs to the Transportation Improvement Program (TIP) | November 2015 |
| POP Presented to public for comments | September 2015 & April 2016 |
| Regional Transportation Council (RTC) award funds | February 9, 2016 |
| DCTA staff submits the grant application | February – April 2016 |

Identified Need

The DCTA Board of Directors needs to approve the annual expenditure of federal funds so these funds can be programmed for the identified projects. The DCTA staff has identified capital and operating needs which are eligible for funding. These include operations & preventative maintenance, bus fleet replacement, passenger amenities and rail facility security cameras and access enhancements.

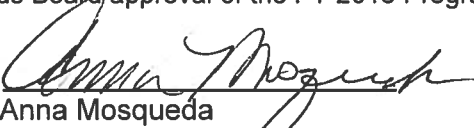
Financial Impact

The total revenue from federal 5307 and 5339 formula funds in the current year is anticipated to be \$5.87 million. If awarded funding, DCTA would be required to secure funding to cover the local match costs.


Recommendation

Staff recommends Board approval of the FY 2016 Program of Projects.

Submitted by:


Anna Mosqueda
Chief Financial Officer

Approval:


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

*Urbanized Area Apportionment over the 200,000 in population (Denton-Lewisville)***Total Funds Estimated for FY 2016 Program Projects Section 5307 and 5339: \$5,878,050**

| FUNDING PROGRAM | FP CODE | Activity | FEDERAL SHARE | LOCAL SHARE | TOTAL COST |
|-----------------|---------|-------------------|---------------|-------------|------------|
| 5339 | Capital | Fleet Replacement | \$377,955 | \$66,698 | \$444,653 |
| Total | | | \$377,955 | \$66,698 | \$444,653 |

| FUNDING PROGRAM | FP CODE | Activity | FEDERAL SHARE | LOCAL SHARE/ TDC Requests | TOTAL COST |
|-----------------|-----------|------------------------------|---------------|------------------------------|-------------|
| 5307 | Capital | Preventive Maintenance | \$3,910,834 | \$977,709 | \$4,888,543 |
| 5307 | Capital | Fleet Replacement/Purchase | \$453,779 | \$80,079 | \$533,858 |
| 5307 | Operating | Operating Assistance | \$462,000 | \$462,000 | \$924,000 |
| 5307 | Operating | ADA Paratransit Service | \$561,234 | \$140,309 | \$701,543 |
| 5307 | Capital | Acquire - Security equipment | \$56,124 | \$14,031 | \$70,155 |
| 5307 | Capital | Transit Improvements | \$56,124 | \$14,031 | \$70,155 |
| Total | | | \$5,500,095 | \$1,688,159 | \$7,188,254 |

Notice to the public: This Program of Projects for FY 2016 will be available to the public and will serve as the final, unless amended.

Board of Directors Memo

June 23, 2016

Subject: 1(e) – Approval to Execute Shoretel Telephone System Expansion Contract.**Background**

On May 2, 2016 DCTA released a request for proposals from firms qualified to install, and maintain an expansion of DCTA's current phone system. The purpose of the RFP was to procure the hardware, software, and services necessary to expand the Shoretel phone system located at the Bus Operations and Maintenance Facility to all other DCTA facilities.

On May 25, 2016, DCTA received 2 proposals in response to the RFP.

1. Peak Methods Inc., dba Peak UpTime
2. Mercury Communications

An evaluation review committee reviewed and rated the proposals based on criteria which included experience and qualifications, system design, schedule, and cost. Staff recommends the award to Peak Methods, Inc., dba Peak UpTime.

Identified Need

All DCTA offices are using different, outdated phone systems that make it difficult to communicate as one agency. A new phone system was installed at the Bus OMF facility that was to be expanded to all other facilities.

Financial Impact

The fees will be a not to exceed amount of \$75,000. This includes complete integration of all new hardware and systems. Additionally, this includes license costs, maintenance and support, and training. The initial term is one (1) year with the option to renew for an additional four (4), one (1) year terms.

Recommendation

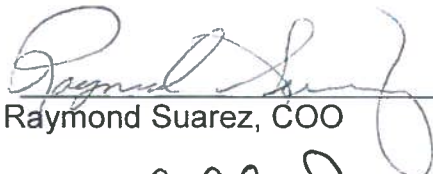
Staff recommends the Board authorize the President to execute a contract with Peak Methods, Inc., dba Peak UpTime LLC for Shoretel Telephone System Expansion.

Submitted by:




Athena Forrester
Senior Procurement Manager

Final Review:



Raymond Suarez, COO

Approval:


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

Board of Directors Memo**June 23, 2016**

Subject 1f: Authorize the president to submit a proposal responding to the Federal Transit Administration's Public Transportation Innovation Funding Opportunity; Mobility on Demand (MOD) Sandbox Demonstration Program.

Background

The Federal Transit Administration (FTA) announced the availability of \$8 in research funds for a new program to demonstrate and evaluate innovative approaches to integrated "Mobility On Demand" (MOD) solutions within a public transportation framework. The MOD Sandbox Demonstration Program is intended to provide a platform where integrated MOD concepts and solutions are supported and demonstrated through local partnerships in a real-world setting. FTA will fund project teams to adopt innovative business models to deliver high quality, seamless and equitable mobility options for all travelers.

DCTA staff is currently developing an MOD Sandbox grant submittal requesting funding assistance to further develop DCTA's innovative approach to transit leveraging technology through existing software applications, alternative transportation services including Transportation Network Companies (TNC) and regional partnerships.

Financial Impact

The financial impact will not exceed \$100,000 in local funds as the maximum DCTA funding request DCTA will submit will be \$500,000.

Recommendation

Staff recommends that the Board Authorize the president to submit a proposal responding to the Federal Transit Administration's responding to the Federal Transit Administration's Public Transportation Innovation Funding Opportunity; Mobility on Demand (MOD) Sandbox Demonstration Program for the provision of research and development funding for the further development of DCTA's innovative approach to transit leveraging technology in an effort to address the first/last mile connection. Through approval, the board demonstrates support of this grant submittal and willingness to dedicate the necessary local match, in an amount not to exceed \$100,000 required upon the award of this funding opportunity.

Submitted by: 

Kristina Brevard,
Vice President of Planning & Development



Board of Directors Memo

June 23, 2016

Subject: 2(a) – Approval of Award of Contract for Rail Operations and Maintenance

Background

On March 7, 2016, DCTA released a request for proposals to provide rail operations and maintenance services for the A-train 21 mile commuter rail operation in North Texas. Service Contractor will provide the Services in accordance with the terms and conditions described in the RFP. Contractor shall provide staff of qualified management personnel required to manage the provision of the Services in a manner that is consistent with DCTA's performance objective of providing safe, reliable, high quality and efficient transportation service to the public.

On May 18, 2016, DCTA received four (4) proposals in response to the RFP. The proposals and cost were submitted in separate packages.

Staff reviewed the four (4) proposals and scored the proposals based on technical scores which included a pass/fail for the financial capability and DBE commitment. The cost remained confidential during the technical evaluation. Upon conclusion of the technical ranking the pricing was opened and reviewed and points were assigned based on a formula. Two (2) firms with the lowest technical, pass/fail criteria, and cost scores were dropped from consideration and the two top scoring firms, technical, pass/fail, and cost, advanced to the short list. The two (2) firms made oral presentations to DCTA staff and were scored based on the information presented during the presentations. Site visits of properties were conducted and scores were added to the technical, cost, oral presentation scores. Best and Final offers were requested from the top two (2) firms. A total of 1500 points were available for each firm.

The new contract will be for an initial nine (9) year period with a five (5) year option to renew. The base period of the contract will begin October 1, 2016, through September 30, 2025. The option period will begin October 1, 2025, through September 30, 2030.

Identified Need

The current rail operations contract will expire on September 30, 2016. The current contract does not afford the opportunity to seek federal dollars for services. The new contract was procured in compliance with federal guidelines.

Financial Impact

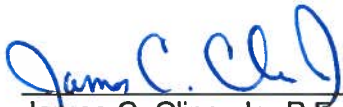
The cost per year for all four (4) proposals was less than the budgeted funds in adopted cash flow model.

Recommendation

Staff recommends the Board authorize the President to negotiate and execute a contract with the best qualified firm who provides the best value to the agency.

As of the date of this memo, staff is completing the final site visits in evaluation of the short listed proposers. The final staff recommendation for award will be presented at the Board Work Session.

Submitted by: 
Athena Forrester
Senior Procurement Manager

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

Board of Directors Memo

June 23, 2016

Subject: RM 2b August 2016 Service Changes**Background**

In June 2015, DCTA began work on a Comprehensive Operational Analysis (COA) of Lewisville Connect and Connect RSVP service in Lewisville and Highland Village. The goals of the COA were to identify the strengths and weaknesses of the existing system and to develop recommendations for improving service. The COA was data driven, and began with a 100% "ridecheck" to collect boarding and alighting data by trip and by stop for all three Lewisville Connect routes and Connect RSVP. A separate COA was conducted for DCTA services in Denton.

Key elements of the COA were a market analysis, service analysis, and stakeholder outreach. The market analysis focused on identifying areas of Lewisville and Highland Village that are most conducive to transit service, as well as areas that lack the attributes to support productive fixed-route service. The service analysis was a detailed diagnostic assessment of the effectiveness and efficiency of the current route network. Each route was evaluated based on ridership, productivity, and on-time performance. In addition, the over-all design of each route was compared to industry best practices.

Finally, the COA included a robust effort to illicit stakeholder and public feedback, including both online and on-board surveys, as well as a series of public and stakeholder meetings. DCTA and the project team reached over 600 riders, community members, and stakeholders as part of this effort.

The Agency's Public Involvement Action Plan outlining public outreach steps taken during the COA process, Lewisville COA Fact Sheet providing a summary of the COA process, service recommendations, Title VI outcomes, public comments received during the process and survey results have been attached for reference. A final copy of the complete COA report is available, by request for further review.

Recommended Service ChangesConnect Bus Service (Lewisville)

- Consolidate the three existing Lewisville Connect fixed-routes into two new routes that will better serve the needs of Lewisville residents.
- These new routes would preserve service coverage to nearly all existing riders, and also introduce a new service extension to north Lewisville via Summit Avenue. A transfer opportunity to the Highland Village Shuttle would be provided at Summit Ave and FM407 for work-related trip opportunities.
- Both routes would operate every 30 minutes during the weekday peak, when demand for transit is greatest, and every 60 minutes during weekday off-peak service and on Saturdays.

Pilot Innovative Transit Solutions with Transportation Network Company (Highland Village)

- Continuing exploring innovative strategies to fill mobility needs and provide additional mobility options within Highland Village and North Lewisville, enter into a contract with a Transportation Network Company (TNC) and provide discounts to passengers for on-demand ride hailing services.

Financial Impact

The recommended service modifications for Connect bus service in Lewisville is an approximate \$6,000 increase in annual operational expense and requires two additional vehicles. DCTA currently can meet the increased fleet demand within the existing fleet replacement program and the increased operational expense is within budget.

The addition of adding pilot TNC discounted service to Highland Village and North Lewisville will be capped at \$20,000 and is within the current budget.

Recommendation

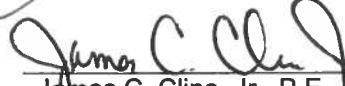
Staff recommends the board approve the implementation of the Lewisville and Highland Village service recommendations for August 2016 as outlined.

Final Review:



Kristina Brevard,
Vice President Planning & Development

Approval:



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

August 2016 Service Changes Public Involvement Action Plan

Study Area:

Cities of Lewisville and Highland Village

Study Objective:

Solicit public input on proposed modifications to transit services and schedules.

Study Timeframe:

June 2015 – September 2015

Surveys

As part of the Comprehensive Operational Analysis process, a series of surveying was conducted including on-board, online and paper surveys. The surveys were designed to gauge how and why Lewisville and Highland Village residents use DCTA surveys. Survey questions also focused on mobility needs and preferences of current transit riders and the non-riding public. On-board surveys were distributed to riders of Connect buses in Lewisville and Connect RSVP vehicles in Highland Village. On-line survey questions differed depending on where the survey participant self-identified as a rider or non-rider. Paper versions of the on-line survey were made available at various community events. Approximately 385 surveys were completed and returned to DCTA.

Community Meetings

A series of four community meetings were held in Highland Village and Lewisville. Approximately 17 people attended these events.

Lewisville

- 8/18/15
 - Lewisville Comprehensive Operational Analysis Open House Meeting
DCTA Administrative Offices - Board Room
- 9/15/15
 - Lewisville Open House
Lewisville Community Room, 1197 West Main Street, Lewisville, TX 75067
- 1/25/16
 - Lewisville Comprehensive Operational Analysis Open House Meeting
Glenmore Savage Community Room, 1197 W Main Street, Lewisville, TX 75067

Highland Village

- 8/19/15
 - Highland Village Comprehensive Operational Analysis Open House
Highland Village City Council Chambers, 1000 Highland Village Road, Highland Village, TX 75077
- 9/14/15
 - Highland Village Open House
Highland Village City Council Chambers, 1000 Highland Village Road, Highland Village, TX 75077

- 1/27/16
 - Highland Village Comprehensive Operational Analysis Open House
Highland Village City Council Chambers, 1000 Highland Village Road, Highland Village, TX 75077

Stakeholder Meeting

DCTA staff and the Nelson-Nygaard team met with local community leaders to gather feedback and suggestions for improving transit services in Lewisville and Highland Village. There were 12 stakeholders in attendance at this event.

- 8/19/15
 - Comprehensive Operational Analysis Stakeholder & Community Leader Focus Group
DCTA Administrative Offices - Board Room

Community

DCTA incorporated obtaining public feedback at the agency's Lewisville Western Days booth collecting comments from 191 community members.

- 9/25 – 9/26/15
 - Lewisville Western Days

Bus Operator Interviews

Nelson-Nygaard team members rode Lewisville Connect and gathered feedback, comments and concerns from bus operators.

Environmental Justice Outreach

All materials that were developed and distributed will be produced in both English and Spanish. Whenever possible, meetings were held in locations accessible by public transportation. The targeted outreach is focused in areas of low income and/or minority populations.

Title VI Review

Neighborhoods that will experience a reduction in service have a somewhat higher proportion of minority and low-income residents than the overall Lewisville Connect service area. The plan therefore represents a disparate impact on minority residents and a disproportionate burden on low-income residents based on the strict threshold included in the DCTA Title VI Program guidelines. However, even in areas with reduced service, most riders will likely have improved travel times due to coordinated connections, simpler clock-face schedules, and more one-seat rides through interlining. Riders will also have access to a wider range of jobs (including along the FM 407 corridor), and with the addition of service to the Lake Point neighborhood, Lewisville will have more transit-accessible housing options. To help mitigate Title VI impacts, DCTA will increase marketing for the reduced fare program.

Media/Community Relations

Press Releases and advertisements were sent to area newspapers. Meeting notice postcards were sent to DCTA's newsletter list. Additionally, DCTA utilized social media and distributed flyers on the system and to key stakeholders.

A Lewisville COA Fact Sheet providing a summary of the COA process, service recommendations, Title VI outcomes and public comments received during the process have been attached for reference.

LEWISVILLE AND HIGHLAND VILLAGE COMPREHENSIVE OPERATIONAL ANALYSIS FACT SHEET

In June 2015, DCTA began work on a Comprehensive Operational Analysis (COA) of Lewisville Connect and Connect RSVP service in Lewisville and Highland Village. The goals of the COA were to identify the strengths and weaknesses of the existing system and to develop recommendations for improving service. The COA was data driven, and began with a 100% “ridecheck” to collect boarding and alighting data by trip and by stop for all three Lewisville Connect routes and Connect RSVP. A separate COA was conducted for DCTA services in Denton.

Key elements of the COA were a market analysis, service analysis, and stakeholder outreach. The market analysis focused on identifying areas of Lewisville and Highland Village that are most conducive to transit service, as well as areas that lack the attributes to support productive fixed-route service. The service analysis was a detailed diagnostic assessment of the effectiveness and efficiency of the current route network. Each route was evaluated based on ridership, productivity, and on-time performance. In addition, the over-all design of each route was compared to industry best practices. Finally, the COA included a robust effort to illicit stakeholder and public feedback, including both online and on-board surveys, as well as a series of public and stakeholder meetings. DCTA and the project team reached over 600 riders, community members, and stakeholders as part of this effort.

Key highlights of the Lewisville and Highland Village COA include:

- **Existing Lewisville Connect routes provide mostly direct service to well defined markets, but operate at irregular intervals that make service coordination difficult.**

- All three Lewisville Connect route include most of the attributes of high quality transit services, including symmetrical service (i.e. bus stops on both sides of the street), direct service between major destinations, and relatively few deviations that force out-of-direction travel.
- Current Lewisville Connect schedules are determined almost exclusively by the length of each route. As a result, all three routes operate with different frequencies, which are not reflective of ridership demand.
- Schedules on Lewisville Connect are not coordinated with one another or with the A-train. On some trips, riders are able to quickly transfer between the train and the bus. On many trips, however, bus arrive just after the A-train departs, resulting in long wait times for passengers.

- **The Consulting Team initially developed two service restructuring scenarios for Lewisville and Highland Village:**

- Scenario 1 - Local Area Network: included three fixed-route services that were each anchored to an A-train Station. Each route, including a new service on FM 407 in Highland Village, was designed to provide fast one-seat access to a variety of local retail destinations. Cross-town connections would be made using the A-train.
- Scenario 2 - Cross-town Network: consolidate the three existing Lewisville Connect bus routes into two new services that preserved service coverage for nearly all existing riders. Resources saved through this consolidation would be reallocated to a new service on FM 407.
- Community stakeholders indicated a strong preference for the Cross-town Network service design. Survey respondents and meeting attendees also particularly noted interest in new service to residential and retail destinations along FM 407, including the Lake Park neighborhood and The Shops at Highland Village.



Existing Lewisville Connect Map

- **The recommended Lewisville Connect service plan is nearly cost neutral in terms of operating expenses, but would require two additional vehicles during weekday peak service.**
 - The recommended Lewisville Connect service plan for includes 30 minute service during the weekday peak and 60 minute service during off-peak periods. Providing higher frequency service during the higher demand peak period requires a total of eight vehicles for Lewisville service, an increase of two vehicles compared to existing service.
 - DCTA may not have enough vehicles to operate both the recommended Lewisville Connect service plan and the Highland Village pilot services. Implementing the recommended service plan therefore may require an upfront capital expenditure, but would result in significantly higher quality service at similar operating cost.

Lewisville Change in Service Characteristics

| Alternative | Weekday Revenue Hours | Saturday Revenue Hours | Weekday Vehicles Required (Peak/Off-Peak) | Saturday Vehicles Required | Annual Operating Cost |
|--------------------------|-----------------------|------------------------|---|----------------------------|-----------------------|
| Existing Service* | 89.2 | 28.6 | 6/6 | 3 | \$1,641,251 |
| Recommended Service Plan | 88.0 | 36.0 | 8/4 | 4 | \$1,647,168 |

*Existing service as of June 2015 (Lewisville Connect)

APPENDIX B

Survey Responses and Instruments

Figure 124 | Survey Responses

| Respondent Demographics | | | | | |
|--|---------------|-----------------|------|-----------|----------|
| What is your gender? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
| Male | 49% | 42% | 60% | 35% | 40% |
| Female | 51% | 58% | 40% | 65% | 60% |
| What is your age? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
| 13 or under | 1% | 2% | 0% | 1% | 1% |
| Fourteen to Eighteen | 7% | 2% | 0% | 0% | 2% |
| Nineteen to Twenty-Five | 20% | 13% | 20% | 8% | 11% |
| Twenty-Six to Thirty-Five | 23% | 16% | 0% | 23% | 22% |
| Thirty-Six to Sixty-Four | 46% | 63% | 60% | 54% | 54% |
| Sixty-Five or over | 2% | 6% | 20% | 13% | 10% |
| Which of the following best describes your employment status? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
| Full Time | 54% | 48% | 100% | 68% | 62% |
| Part Time | 12% | 10% | 0% | 6% | 8% |
| Student | 9% | 22% | 0% | 4% | 9% |
| Retired | 4% | 7% | 0% | 13% | 10% |
| Unemployed | 3% | 5% | 0% | 4% | 4% |
| Other | 19% | 8% | 0% | 5% | 8% |
| What is your annual household income? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
| Less than \$25,000 | 66% | 30% | | 5% | 19% |

SURVEY RESPONSES + INSTRUMENTS | FINAL REPORT
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| | | | | | |
|----------------------|-----|-----|--|-----|-----|
| \$25,000 to \$44,999 | 24% | 8% | | 13% | 14% |
| \$45,000 to \$64,999 | 6% | 15% | | 23% | 19% |
| \$65,000 to \$84,999 | 0% | 8% | | 10% | 8% |
| Over \$85,000 | 4% | 40% | | 49% | 40% |

| Which category best describes your ethnic or racial background? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|--|---------------|-----------------|------|-----------|----------|
| White | 40% | 59% | 80% | 82% | 69% |
| Native Hawaiian/Pacific Islander | 0% | 0% | 0% | 0% | 0% |
| Hispanic | 25% | 21% | 0% | 9% | 14% |
| Black/African American | 29% | 16% | 20% | 3% | 11% |
| American Indian or Alaska Native | 2% | 2% | 0% | 2% | 2% |
| Other | 4% | 3% | 0% | 4% | 4% |

Frequency of Use

| How often do you use Connect Transit? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|--|---------------|-----------------|------|-----------|----------|
| Almost every day | 53% | 38% | 80% | 0% | 18% |
| Several times per week | 27% | 23% | 20% | 0% | 10% |
| A few times per month | 12% | 39% | 0% | 0% | 9% |
| On rare occasions only | 6% | 0% | 0% | 43% | 27% |
| This is my first time/Never | 1% | 0% | 0% | 57% | 35% |

Trip Type, Origin, and Destination

| Where did you begin this one-way trip? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|---|---------------|-----------------|------|-----------|----------|
| Home | 53% | | 100% | | 55% |
| Work | 16% | | 0% | | 15% |
| School | 0% | | 0% | | 0% |

SURVEY RESPONSES + INSTRUMENTS | FINAL REPORT
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| | | | |
|--------------------------|-----|----|-----|
| Store or Shopping Center | 9% | 0% | 8% |
| Hospital or Clinic | 0% | 0% | 0% |
| Other | 23% | 0% | 21% |

| Where is your final destination on this one-way trip? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|--|------------------|--------------------|------|-----------|----------|
| Home | 24% | | 0% | | 23% |
| Work | 34% | | 100% | | 38% |
| School | 3% | | 0% | | 2% |
| Store or Shopping Center | 11% | | 0% | | 11% |
| Hospital or Clinic | 0% | | 0% | | 0% |
| Other | 28% | | 0% | | 26% |

| If there were no factors preventing you from riding DCTA, what kinds of trips would you make using DCTA? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|---|------------------|--------------------|------|-----------|----------|
| Commuting to work | | | | 82 | 82 |
| Commuting to school | | | | 10 | 10 |
| Medical appointments | | | | 28 | 28 |
| Shopping or personal errands from home | | | | 64 | 64 |
| Workday business meetings or professional gathering | | | | 21 | 21 |
| Recreational/Social trips | | | | 96 | 96 |
| Other (please specify) | | | | 13 | 13 |

Fare/Service Information

| What type of fare do you typically use when riding DCTA? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|---|------------------|--------------------|------|-----------|----------|
| One-Way Trip | 39% | 14% | 0% | | 28% |
| 10-Ride Book | 0% | 0% | 20% | | 1% |
| 2-Hour Pass | 8% | 2% | 0% | | 6% |
| Day Pass | 19% | 24% | 0% | | 20% |

SURVEY RESPONSES + INSTRUMENTS | FINAL REPORT
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| | | | | |
|------------------------------------|-----|-----|-----|-----|
| 7-Day Pass | 4% | 2% | 0% | 3% |
| 10-Pack Day Pass | 3% | 12% | 0% | 6% |
| Monthly Pass | 15% | 8% | 60% | 14% |
| Annual Pass | 1% | 14% | 20% | 7% |
| Summer Youth Pass | 3% | 0% | 0% | 2% |
| Student/Faculty Full Semester Pass | 1% | 4% | 0% | 2% |
| DART/The T Regional Passes | 3% | 18% | 0% | 9% |
| DCTA Buy-ups | 1% | 0% | 0% | 1% |
| Other | 1% | 2% | 0% | 2% |

| What type of fare do you typically use when riding DCTA? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|---|---------------|-----------------|------|-----------|----------|
| Connect Reduced | 3% | | 0% | | 3% |
| Connect Fare | 40% | | 20% | | 39% |
| Local Reduced | 10% | | 0% | | 10% |
| Local Fare | 28% | | 40% | | 29% |
| Regional System Reduced | 4% | | 20% | | 6% |
| Regional System Fare | 13% | | 20% | | 14% |

Why do you use or not use transit?

| Which of the following describe the reasons that you use Connect Transit? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|--|---------------|-----------------|------|-----------|----------|
| I do not own a car | 8 | 18 | 0 | | 26 |
| My car is temporarily out of service | 63 | 11 | 4 | | 78 |
| I cannot drive for legal or health reasons | 2 | 5 | 0 | | 7 |
| I prefer to spend time working/resting/socializing | 9 | 9 | 0 | | 18 |
| Parking is not available or is expensive | 1 | 23 | 1 | | 25 |
| Taking the bus is more affordable | 0 | 8 | 0 | | 8 |

SURVEY RESPONSES + INSTRUMENTS | FINAL REPORT
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| | | | | |
|--|---|----|---|----|
| I am doing my part for the environment | 7 | 25 | 2 | 34 |
| Other | 5 | 14 | 2 | 21 |

| If Connect Transit did not exist, how would you have made this trip? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|---|---------------|-----------------|------|-----------|----------|
| Drive alone | 8% | 62% | 20% | | 30% |
| Walk | 15% | 6% | 60% | | 13% |
| Bike | 7% | 2% | 20% | | 6% |
| Get a ride/carpool | 15% | 14% | 0% | | 14% |
| Would not have made this trip | 54% | 16% | 0% | | 37% |
| Other | 8% | 8% | 0% | | 8% |

| If your current transportation mode didn't exist, how would you make the trip? | Onboard Rider | Off-Board Rider | RSVP | Non-Rider | Combined |
|---|---------------|-----------------|------|-----------|----------|
| DCTA | | | | 15% | 15% |
| Drive alone | | | | 47% | 47% |
| Walk | | | | 3% | 3% |
| Bike | | | | 2% | 2% |
| Get a ride/carpool | | | | 22% | 22% |
| Would not make the trip | | | | 5% | 5% |
| Other (please specify) | | | | 6% | 6% |

| Please check the factors that limit or prevent you from riding DCTA. | | |
|---|----|----|
| Transit is not for me | 13 | 13 |
| Price/Affordability | 9 | 9 |
| Lack of understanding of services | 31 | 31 |
| Service hours do not meet my needs | 31 | 31 |
| No transit service to my destination | 55 | 55 |
| Service does not go where I need it to go | 53 | 53 |
| Travel time | 35 | 35 |

SURVEY RESPONSES + INSTRUMENTS | FINAL REPORT
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| | | |
|--------------------------------|----|----|
| Transfer time between services | 26 | 26 |
| Service is not reliable enough | 5 | 5 |
| Other | 34 | 34 |

APPENDIX C

Proposed Service Characteristics

Proposed Service Characteristics

Figure 125 | Alternative 1A Service Characteristics

Weekday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | 0:30 | 7:00 | 8.0 | 0:30 | 8:00 | 8.0 | 120 |
| On-Demand | | | | | | 7:00 | 2.0 | | 6:30 | 2.0 | 21 |
| HV Shuttle | | | | | | 7:00 | 3.0 | | | | 27 |

Saturday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | | | | 1:00 | 6.0 | 4.0 | 24 |

PROPOSED SERVICE CHARACTERISTICS | FINAL REPORT
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Figure 126 | Alternative 1B Service Characteristics

Weekday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | 0:30 | 7:00 | 8.0 | 0:30 | 8:00 | 8.0 | 120 |
| On-Demand | | | | | | 7:00 | 2.0 | | 6:30 | 2.0 | 21 |
| HV Shuttle | | | | | | 7:00 | 3.0 | | | | 27 |

Saturday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | | | | 1:00 | 8.0 | 4.0 | 32 |

Figure 127 | Alternative 1C Service Characteristics

Weekday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | 0:30 | 7:00 | 8.0 | 0:30 | 8:00 | 8.0 | 120 |
| On-Demand | | | | | | 7:00 | 2.0 | | 6:30 | 2.0 | 21 |
| HV Shuttle | | | | | | 7:00 | 3.0 | | | | 27 |

Saturday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | | | | 1:00 | 9.0 | 4.0 | 36 |

PROPOSED SERVICE CHARACTERISTICS | FINAL REPORT
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Figure 128 | Alternative 2A Service Characteristics

Weekday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | 0:30 | 7:00 | 8.0 | 1:00 | 8:00 | 4.0 | 88 |
| On-Demand | | | | | | 7:00 | 2.0 | | 6:30 | 2.0 | 21 |
| HV Shuttle | | | | | | 7:00 | 3.0 | | | | 27 |

Saturday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | | | | 1:00 | 6.0 | 4.0 | 24 |

Figure 129 | Alternative 2B Service Characteristics

Weekday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | 0:30 | 7:00 | 8.0 | 1:00 | 8:00 | 4.0 | 88 |
| On-Demand | | | | | | 7:00 | 2.0 | | 6:30 | 2.0 | 21 |
| HV Shuttle | | | | | | 7:00 | 3.0 | | | | 27 |

Saturday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | | | | 1:00 | 8.0 | 4.0 | 32 |

PROPOSED SERVICE CHARACTERISTICS | FINAL REPORT
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Figure 130 | Alternative 2C Service Characteristics

Weekday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | 0:30 | 7:00 | 8.0 | 1:00 | 8:00 | 4.0 | 88:00 |
| On-Demand | | | | | | 7:00 | 2.0 | | 6:30 | 2.0 | 21 |
| HV Shuttle | | | | | | 7:00 | 3.0 | | | | 27 |

Saturday Service

| Proposed Route | Round Trip Miles | Estimated Speed | Run Time | Recovery Time | Peak Frequency | Peak Hours | Peak Vehicles | Off-Peak Frequency | Off-Peak Hours | Off-Peak Vehicles | Revenue Hours |
|----------------|------------------|-----------------|----------|---------------|----------------|------------|---------------|--------------------|----------------|-------------------|---------------|
| 21 + 22 | 50.4 | 14 mph | 3:36 | 0:24 (10%) | | | | 1:00 | 9.0 | 4.0 | 36 |

PROPOSED SERVICE CHARACTERISTICS | FINAL REPORT
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Figure 131 | Annual Operating Costs by Service Alternative

| Alternative | Weekday Revenue Hours | Saturday Revenue Hours | Weekday Vehicles Required (Peak/Off-Peak) | Saturday Vehicles Required | Annual Operating Cost |
|------------------|-----------------------|------------------------|---|----------------------------|-----------------------|
| Existing Service | 94.4 | 28.6 | 7/7 | 3 | \$1,747,511 |
| Alternative 1A | 168 | 24 | 13/10 | 4 | \$2,984,112 |
| Alternative 1B | 168 | 32 | 13/10 | 4 | \$3,012,816 |
| Alternative 1C | 168 | 36 | 13/10 | 4 | \$3,027,168 |
| Alternative 2A | 136 | 24 | 13/6 | 4 | \$2,432,112 |
| Alternative 2B | 136 | 32 | 13/6 | 4 | \$2,460,816 |
| Alternative 2C | 136 | 36 | 13/6 | 4 | \$2,475,168 |

PROPOSED SERVICE CHARACTERISTICS | FINAL REPORT
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Figure 132 | Highland Village Cost Comparisons

| Alternative | Weekday Revenue Hours | Saturday Revenue Hours | Weekday Vehicles Required (Peak/Off-Peak) | Saturday Vehicles Required | Annual Operating Cost |
|--------------------|-----------------------|------------------------|---|----------------------------|-----------------------|
| Existing Service* | 6.2 | 0.0 | 1/1 | 0 | \$106,260 |
| April 2016 Service | 48.0 | 0.0 | 5/3 | 0 | \$828,000 |

*Existing service as of June 2015 (Connect RSVP)

Figure 133 | Lewisville Cost Comparisons

| Alternative | Weekday Revenue Hours | Saturday Revenue Hours | Weekday Vehicles Required (Peak/Off-Peak) | Saturday Vehicles Required | Annual Operating Cost |
|--------------------------|-----------------------|------------------------|---|----------------------------|-----------------------|
| Existing Service* | 89.2 | 28.6 | 6/6 | 3 | \$1,641,251 |
| Recommended Service Plan | 88.0 | 36.0 | 8/4 | 4 | \$1,647,168 |

*Existing service as of June 2015 (Lewisville Connect)

4 CUSTOMER AND STAKEHOLDER INPUT

DCTA and Nelson\Nygaard staff used a multi-faceted outreach approach to identify potential improvements and service enhancements for transit services in Lewisville and Highland Village. Outreach efforts included several community meetings, interviews with local stakeholders, and online and paper surveys targeting both existing riders and non-riders (see Figure 20). All outreach elements were designed to collect information about people's experiences with and perceptions of DCTA services. Key findings from the outreach process include:

- The typical Lewisville Connect rider is between 36 and 64, is employed in a full time position, and has a household income under \$25,000. About 40% of riders identify as white, while 21% identify as Hispanic and 16% identify as Black/African American. About half of Lewisville Connect riders rely exclusively on transit, mostly because they do not own or have regular access to a car. If DCTA services were not available, nearly 40% of riders would not travel at all.
- Respondents who do not regularly use DCTA services were typically between the ages of 36 and 64, female, employed in a full-time position, and had household incomes above \$85,000. Most non-riders indicated that DCTA does not provide transit services that meet their travel needs. Additionally, non-riders noted that long total travel times and transfer times reduce the likelihood that they would use DCTA services.
- Survey respondents indicated a strong preference for expanding service to new areas over enhancing existing service. Numerous respondents requested that DCTA add service to Highland Village, especially along FM 407 and to The Shops at Highland Village. Respondents also expressed interest in adding service to non-member communities in Denton County, including Flower Mound.
- DCTA riders view the A-train as a high quality service, but many respondents noted that it is difficult to access the service without a car. Several respondents noted that transfers between local buses and the A-train are difficult and that many stations lack adequate transit and pedestrian connections.
- Several riders, potential riders, and stakeholders indicated that the barrier to access DCTA services is very high. Respondents had difficulty understanding when and where Lewisville Connect services operate, as well as how to book trips on Connect RSVP.

Figure 20 | Summary of Public Outreach

| Outreach Activity | Total Participation | Description |
|---|---------------------|---|
| Surveys | 385 | |
| Lewisville Connect On-Board | 81 | Nelson\Nygaard team members administered rider surveys on-board Lewisville Connect vehicles. |
| Connect RSVP On-Board | 5 | DCTA staff administered rider surveys on-board Connect RSVP vehicles. |
| Off-Board Rider (Online/Paper) | 64 | A survey specifically tailored to community members that regularly utilize DCTA services was distributed both online and at local community events. |
| Non-Rider (Online/Paper) | 235 | A survey specifically tailored to community members that do not regularly utilize DCTA services was distributed both online and at local community events. |
| Community Meetings (4) | 17 | DCTA staff and the Nelson\Nygaard team held four community meetings (two in each community) throughout the COA process. At the first set of meetings, Nelson\Nygaard presented findings from the market analysis and gathered feedback about existing services from the public. At the second set of meetings, Nelson\Nygaard presented findings from the service analysis, as well as two potential service improvement options. Community members then provided feedback on both options. |
| Stakeholder Meeting | 12 | DCTA staff and the Nelson\Nygaard team met with local community leaders to gather feedback and suggestions for improving transit services in Lewisville and Highland Village. |
| Bus Operator Interviews | 4 | Nelson\Nygaard team members rode Lewisville Connect and gathered feedback, comments, and concerns from bus operators. |
| Lewisville Western Days Festival | 191 | DCTA staffed a booth at Lewisville Western Days to collect feedback on the two potential service improvement options. |

ON-BOARD, ONLINE, AND PAPER SURVEY

In June and July of 2015, DCTA staff and the Nelson\Nygaard team administered a series of on-board and online surveys designed to gauge how and why Lewisville and Highland Village residents use DCTA services. Survey questions also focused on the mobility needs and preferences of current transit riders and the non-riding public. On-board surveys were distributed to riders of Connect buses in Lewisville and Connect RSVP vehicles in Highland Village. On-line survey questions differed depending on whether the survey participant self-identified as a rider or non-rider. Paper versions of the on-line survey were also made available at various community events. Detailed survey responses and a copy of each survey instrument are included in Appendix B.

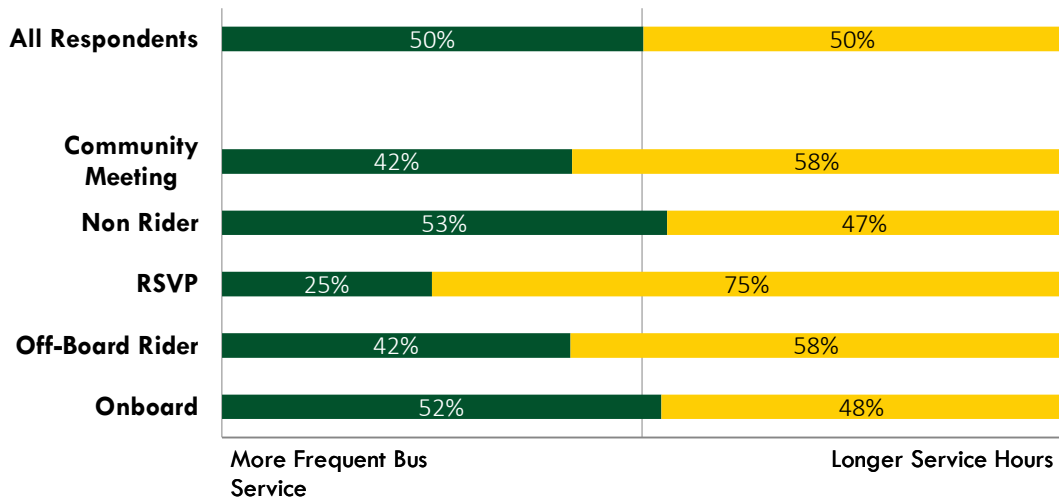
Trade-Off Questions

In a financially constrained operating environment, transit agencies face a series of trade-offs when considering how to allocate limited resources. Survey respondents were asked a series of trade-off questions to help understand how the public values various allocation opportunities. Respondents were asked to provide one answer to each trade-off question, simulating the actual transit planning decision-making process.

Service Hours vs. Frequency

Survey respondents were evenly split between increasing bus service frequency and adding additional service hours (Figure 21). Riders surveyed on-board DCTA Connect slightly preferred more frequent bus service, while riders surveyed off-board somewhat preferred longer service hours. Connect RSVP riders preferred longer service hours over more frequent service. Non-riders were split relatively evenly between the two alternatives. At the community meeting, participants slightly preferred longer service hours.

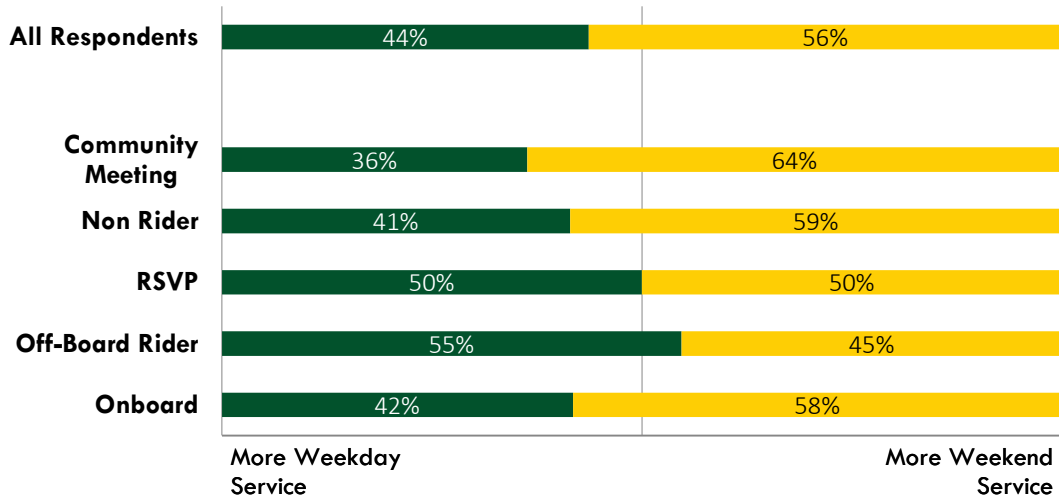
Figure 21 | Service Hours vs. Frequency Responses



Weekday vs. Weekend Service

Survey respondents slightly preferred enhancing weekend service over weekday service (Figure 22). Riders surveyed on-board DCTA Connect preferred more weekend service, while riders surveyed off-board preferred enhanced weekday service. Connect RSVP were split evenly between the two alternatives. Non-riders and community meeting participants both preferred enhanced weekend service.

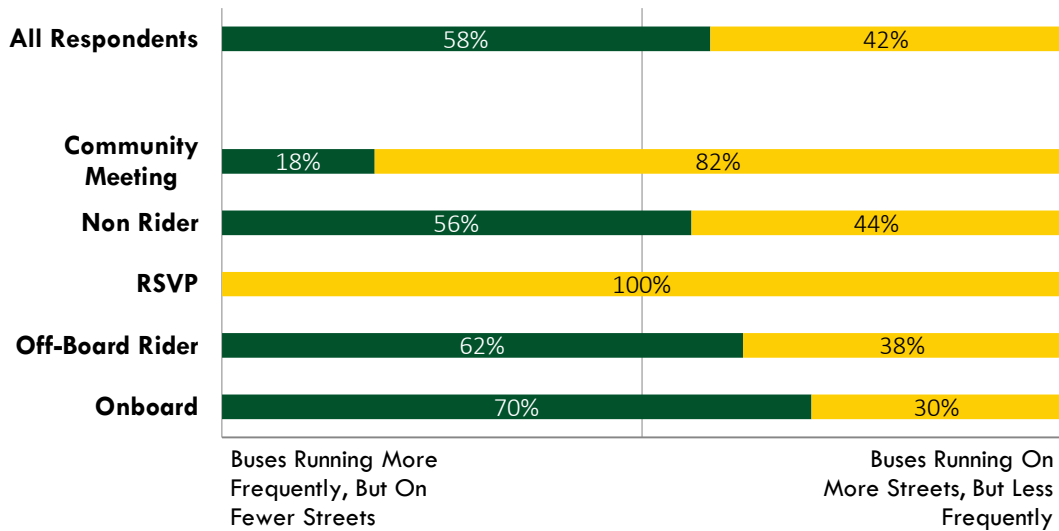
Figure 22 | Weekday vs. Weekend Service Responses



More Frequent Service vs. Service on More Streets

Survey respondents preferred buses running more frequently, but on fewer streets over buses running on more streets, but less frequently (Figure 23). Riders surveyed both on- and off-board DCTA Connect, as well as on Connect RSVP, strongly preferred more frequent service on fewer streets. Non-riders slightly preferred more frequent service, while community meeting participants strongly preferred buses running on more streets, but less frequent service.

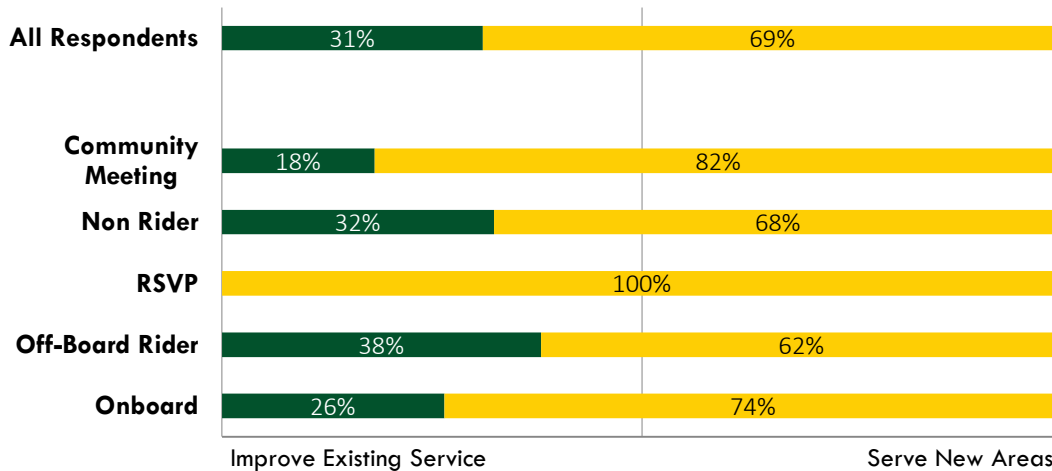
Figure 23 | More Frequent Service vs. Service on More Streets Responses



Improve Existing Service vs. Serving New Areas

Survey respondents strongly preferred introducing service to new areas over improving existing service (Figure 24). At least two thirds of respondents in each survey group indicated a preference for serving new areas. Over 80% of community meeting participants also expressed a preference for expanding DCTA's service area.

Figure 24 | Improve Existing Service vs. Serving New Areas Responses



Survey Comments

Survey respondents were asked to provide additional comments about DCTA service in Lewisville and Highland Village. These comments are categorized and summarized below.

DCTA Service Area

- Requests for service within current member communities:
 - Lewisville
 - Lake Park Road/Oakridge (6x)
 - Lewisville Senior Citizen Center (5x)
 - Garden Ridge Boulevard (2x)
 - Special Abilities of North Texas (FM 407 and Archer Way) (2x)
 - FM 407 and Garden Ridge Boulevard (2x)
 - East of I-35
 - Edmunds and Purnell
 - North Lewisville
 - Olympic Court
 - Near Sewage Treatment Plant

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- College Parkway and Abilene Drive
- Rockbrook Drive and Highland Drive
- Evergreen at Lewisville
- Summit Avenue
- Highland Village
 - FM 407 (5x)
 - FM 407/FM 2499 (5x)
 - The Shops at Highland Village (4x)
 - Fixed route service to Highland Village (3x)
 - Highland Shores (2x)
 - More service north of Valley Ridge Boulevard
 - Highland Village A-train Station
- Other Comments
 - There should be direct service from Lewisville/Highland Village to University of North Texas (2x)
- Requests for service to non-member communities:
 - Flower Mound (5x)
 - Garden Ridge Boulevard and Lakeside Boulevard
 - The Highlands of Flower Mound
 - NCTC
 - DFW Airport (5x)
 - Arlington (4x)
 - Lake Dallas (3x)
 - Fair Park (3x)
 - Plano (2x)
 - Irving (2x)
 - Union Bower and Loop 12
 - Hebron
 - Castle Hills neighborhood
 - Southlake
 - The Colony
 - Nebraska Furniture Mart
 - Grapevine
 - Grapevine Mills
 - Frisco
 - Shady Shores
 - Myers Middle School
 - Carrollton
- Other Comments

- DCTA Access should be offered throughout Denton County. I can't get to my medical appointments or have a social life due to the lack of service
- Expanding the Lewisville Connect service area would open up additional employment opportunities

A-train Service

- Low service frequency A-train is an impediment to using DCTA
- There needs to be more afternoon service on the A-train
- There should be more weekend service on the A-train
- The train doesn't run often enough to make it usable
- Bus and train schedules should be better coordinated
- The A-train is clean and comfortable
- The lack of public transportation connections to the A-train makes it so only riders with cars can access it. That seems to defeat the purpose of having train service
- Signs at A-train stations sometimes show incorrect next arrival information
- There should be a safer way to get from Lake Park Road to the Highland Village Station
- The connection from DCTA to DART should be closer to Dallas
- Transfers between the A-train and DART should be better coordinated

Service Span

- DCTA service hours should match DART service hours, including when DART hours are extended for special events
- There should be more service to special events
- Add bus service on Sundays
- There should be more late night bus service
- There should be more frequent service in the summer when it is hot outside

Service Quality

- Stops should be located in higher trafficked areas and have better lighting
- It is difficult to get to the grocery store or the mall when buses show up late or don't show up at all
- There should be service alerts by text instead of by email
- The cost of riding A-train to DART is prohibitive. Instead of taking the A-train, we drive to Frankford to catch DART service and save an extra \$10-\$20
- Senior fares need to be more affordable
- Having interlined service, which reduced the need to transfer, was easier for people who have trouble navigating between services
- There should be more rider training, especially for riders with disabilities.
- I see buses, but have no idea where they go
- DCTA service and personnel are the best
- DCTA vehicles are clean

COMMUNITY MEETINGS

DCTA organized four community meetings during the COA process. At these events, DCTA and Nelson\Nygaard staff sought to gather opinions on existing services, ideas for potential service changes, and feedback about proposed service improvements. Two community meetings, one each in Lewisville and Highland Village, were held towards the beginning of the COA process. An additional meeting in each community was held after the initial service improvement scenarios were developed. Feedback from the second pair of meetings is described in Chapter 5.

Lewisville Public Meeting #1 (8/18/2015)

DCTA Administrative Board Room

The first public meeting in Lewisville was held on August 18, 2015. The meeting was attended by six community members, including a representative of AARP and the City of Lewisville. Comments received during this meeting are described below:

What are DCTA's strengths?

- Provides alternative to paying for expensive taxi services
- Assists riders in accessing employment opportunities
- Feels safe for riders to use

What are DCTA's challenges?

- Booking trips on Connect RSVP is difficult. Service should be able to be booked via an app, similar to Uber.
- Branding differences between bus and A-train service is confusing.
- Schedules are difficult to understand
 - Online tools are useful, but the trip planner is somewhat confusing

Future Priorities and Goals

- Expand service to new locations
 - Airport Park and Ride
 - Flower Mound (retail and medical destinations)
 - Lewisville Lake Environmental Learning Area
- Add service to special events

Highland Village Public Meeting #1 (8/19/2015)

Highland Village City Hall

The first public meeting in Highland Village was held on August 19, 2015. The meeting was attended by six community members, including three local political officials. Of the six attendees, three do not regularly use transit, two regularly ride the A-train, and one regularly rides both bus and rail services. Comments received during this meeting are described below:

What are DCTA's strengths?

- Helps people get around without having to drive and avoid construction and congestion on I-35E
- Good outreach to community members
 - Free rides were offered on the A-train when it first opened
- A-train provides a good passenger experience and has clean and comfortable vehicles
- Customer service is excellent and the passenger environment is inviting

What are DCTA's challenges?

- Development patterns and land uses in Lewisville and Highland Village are not supportive of transit services
- About 3,000 people are employed at The Shops at Highland Village, which is not accessible by transit. Most employees come from outside of Highland Village

Future Goals and Priorities

- Investments where service could be successful
- Add additional late night service
- Remain fluid as change continues to occur
- Continue to provide service that helps people avoid congestion

STAKEHOLDER OUTREACH

The Nelson\Nygaard team solicited input from a number of stakeholders as part of the initial outreach process. These stakeholders included local political and business leaders, as well as DCTA bus operators. Ideas and feedback from these stakeholders was collected at a stakeholder meeting, as well as through individual interviews on-board buses.

Stakeholder Meeting (8/19/2015)

The stakeholder meeting was held on August 19, 2015 and was attended by twelve local community leaders. Attendees included: Michael Leavitt (Highland Village City Manager); Blake Sharum (Highland Village Walmart); Rudy Durham (Mayor of Lewisville); Linda Cornelius (Highland Village Parks & Rec); Donna Barron (Lewisville City Manager); Steve Bacchus (Lewisville Assistant City Manager); Dan Alexander (Lewisville Walmart); Wes Paul (Whole Foods); Ray Hernandez (Lewisville Chamber of Commerce); Kristin Willingham (Highland Village Parks & Rec); Nika Reinecke (City of Lewisville Director of Economic Development and Planning); and Tonya Johnson (Xerox Corp). Comments received during this meeting are described below:

What are DCTA's strengths?

- Stops adjacent to major employers are satisfactory
- 2025 plan Connectivity Committee: Lots of positive feedback
 - Hearing desire for more stops east of I-35E
 - There has been a realization of the need for more transportation options as a result of the 2025 plan. People want connections between communities

What are DCTA's challenges?

- Residents want more access to retail establishments in northern Lewisville and Highland Village
- Riders are frustrated that Connect RSVP does not provide service to Flower Mound or other communities outside of the service area.
- Connect RSVP should be easier for seniors to find, use, and pay for.
- People are intimidated to use the services for the first time. Many community members just don't understand the service. There needs to be more rider education for local residents.
- Major employers also need education about DCTA services
 - Example: One major employer is trying to bring in employees for farther away. Some employees live in Dallas.
- Last mile is critical: Often hear from employees that there is a gap between the train station and their place of work.
- Students want to be able to go and shop in Lewisville/Highland Village, since there are few options in Denton.
- Access to service information is difficult

Future Goals and Priorities

- Increase transit access to jobs
- Add Sunday and evening service. Employees often work later than service runs. Late service is a priority, even if it is less frequent.
 - Overnight shifts typically begin around 10 or 11
 - Sunday is by far the busiest day for most retail establishments
 - Flex service could be an option
- Add vanpool services
 - Walmart has interest in vanpools
- Add Saturday night service/entertainment shuttle
- Serve new areas
 - DFW airport
 - Colony, Frisco, and Castle Hills
 - Area by Chase facility

Bus Operator Interviews

Several bus operators were interviewed on August 19, 2015. Comments about each route received during these interviews, as well as general comments about DCTA services, are described below:

Route 21

- Current schedule timing is okay, takes about 43-45 minutes to complete.
- It is difficult for passengers to transfer to the A-train. The bus needs to be about four minutes early in order to make most transfers.
- Route 21 should be more frequent.

Route 22

- Intersection at Main Street near Wal-Mart is dangerous. There are problems with sightlines, yielding, and left turns. Lots of close calls.
- Route 22 should be less frequent.

Route 23

- Passengers are often confused when transferring between Route 23 and the A-train.
- Connections with the A-train don't always work. But, if you change bus schedules, it will just make someone else late. Connections are probably as good as they can be.

Connect RSVP

- Passengers find calling ahead for Connect RSVP to be a pain

Other Observations

- Frequencies are too low on Saturdays.
- Operators have been told to start trips early in order to get passengers to the A-train on-time.
- Passenger behavior rules should be posted on the bus.
- Passengers want service to Flower Mound.
- Drivers should drive all three routes again. Interlining was easier for some passengers, less boring for drivers.