



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

Board of Directors Work Session

December 14, 2017 | 9:00 a.m.

CALL TO ORDER

1. NCTCOG MTP 2045 Overview Presentation by Kevin Feldt
2. Routine Briefing Items
 - a. Staff Briefing on Monthly Financial Reports
 - i. Monthly Financial Statements for November 2017 (to be provided in January 2018)
 - ii. Capital Projects Budget Report for November 2017 (to be provided in January 2018)
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - b. Marketing and Communications
 - i. Veteran's Day "Free Ride" Promotion Recap Report
 - ii. New Website Demo
 - iii. Monthly Media Report
 - c. Strategic Planning and Development
 - i. Departmental Administrative Update
 - ii. Regional Planning Initiatives Update
 - iii. Local Planning Update
 - iv. Business Development & Partnerships Update
 - v. Funding Opportunities Update
 - vi. Land Use Planning & Development
 - d. Capital Projects
 - i. Positive Train Control
 - ii. Hike and Bike Trail
 - e. Staff Briefing on Transit Operations Reports
 - i. Bus and Rail Operations
3. Items for Discussion
 - a. 2018 Board Calendar
 - b. 2018 Special Called Meeting of the Board, Strategic Planning Session
 - c. Upcoming Board Officer Elections in January

4. Discussion of Regular Board Meeting Agenda Items (December 14, 2017)
5. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
 - b. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.
6. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
 - a. Board Member Requests
8. ADJOURN

Chair – Charles Emery
Vice Chair – Vacant

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Dianne Costa
President – Jim Cline

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

This notice was posted on 12/8/2017 at 8:50 AM.

Brandy Pedron, Administrative Assistant



Board of Directors Memo

December 14, 2017

Subject: Work Session 2ai, ii) Monthly Financial Reports

Background

Due to the change in Board Meeting to December 14th from the normal 4th Thursday of the month, the Monthly Financial Reports for the month ended November 2017 will be presented at the January 2018 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 14, 2017

Subject: Sales Tax Report**Background**

Sales tax represents the single largest source of revenue for DCTA at 56.12% for FY18 budget. The annual sales tax budget for FY 2018 is \$26,649,586. Because of its importance in funding of DCTA's ongoing operations, the Board adopted a Budget Contingency Plan that outlines the Agency's response when declines in sales tax hit a specific target.

This month, receipts were favorable compared to budget by 2.59%. The December allocation is for sales generated in the month of October and represents revenue for the first month of FY 2018.

- Sales tax for sales generated at retail in the month of October and received in December was \$2,150,455.
- This represents an increase of 2.59% or \$54,264 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$171,816 or 8.68% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 7.63%
 - City of Denton up 10.90%
 - Highland Village down 11.09%


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:	2017-2018 Year Budget	2017-2018 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,096,191	\$ 2,150,455	\$ 54,264	2.59%	\$ 1,978,638	\$ 171,816	8.68%
November	January	\$ 2,004,798				\$ 2,170,262		
December	February	\$ 2,795,466				\$ 2,793,331		
January	March	\$ 1,917,819				\$ 1,908,263		
February	April	\$ 1,818,015				\$ 2,006,450		
March	May	\$ 2,424,593				\$ 2,408,823		
April	June	\$ 2,117,555				\$ 1,987,159		
May	July	\$ 2,106,721				\$ 2,219,119		
June	August	\$ 2,477,248				\$ 2,588,897		
July	September	\$ 2,097,490				\$ 2,063,481		
August	October	\$ 2,301,438				\$ 2,260,569		
September	November	\$ 2,492,252				\$ 2,482,741		
YTD Total		\$ 26,649,586	\$ 2,150,455	\$ 54,264	2.59%	\$ 26,867,734	\$ 171,816	8.68%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

December 8, 2017

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

City of Lewisville					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,795,751	\$ 3,009,098	\$ 213,347	7.63%
November	January	\$ 2,867,155			
December	February	\$ 3,849,204			
January	March	\$ 2,709,531			
February	April	\$ 2,892,939			
March	May	\$ 3,480,828			
April	June	\$ 2,722,621			
May	July	\$ 3,113,597			
June	August	\$ 3,568,239			
July	September	\$ 2,800,265			
August	October	\$ 3,034,967			
September	November	\$ 3,265,668			
YTD Total		\$ 37,100,766	\$ 3,009,098	\$ 213,347	7.63%

City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 298,777	\$ 265,631	\$ (33,146)	-11.09%
November	January	\$ 313,524			
December	February	\$ 411,143			
January	March	\$ 255,642			
February	April	\$ 253,856			
March	May	\$ 328,214			
April	June	\$ 268,006			
May	July	\$ 307,851			
June	August	\$ 373,101			
July	September	\$ 273,047			
August	October	\$ 313,211			
September	November	\$ 331,426			
YTD Total		\$ 3,727,797	\$ 265,631	\$ (33,146)	-11.09%

City of Denton					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,451,245	\$ 2,718,499	\$ 267,254	10.90%
November	January	\$ 2,918,947			
December	February	\$ 3,727,632			
January	March	\$ 2,397,941			
February	April	\$ 2,442,743			
March	May	\$ 3,099,631			
April	June	\$ 2,602,704			
May	July	\$ 2,729,539			
June	August	\$ 3,351,192			
July	September	\$ 2,734,634			
August	October	\$ 2,906,837			
September	November	\$ 3,593,467			
YTD Total		\$ 34,956,511	\$ 2,718,499	\$ 267,254	10.90%

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

Transit	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$18,477,633.32	\$17,763,660.21	4.01%	\$229,400,874.49	\$222,350,799.13	3.17%
Corpus Christi MTA	0.50%	\$2,861,108.97	\$2,445,984.31	16.97%	\$32,256,457.66	\$31,708,993.22	1.72%
Dallas MTA	1.00%	\$46,716,996.99	\$43,313,618.09	7.85%	\$569,997,088.93	\$546,221,428.08	4.35%
Denton CTA	0.50%	\$2,150,454.54	\$1,978,638.39	8.68%	\$27,039,549.73	\$24,975,940.11	8.26%
El Paso CTD	0.50%	\$3,217,377.59	\$3,182,123.68	1.10%	\$42,312,181.33	\$41,653,805.62	1.58%
Fort Worth MTA	0.50%	\$6,091,137.20	\$5,750,066.64	5.93%	\$74,346,024.08	\$69,235,042.38	7.38%
Houston MTA	1.00%	\$64,423,404.77	\$52,462,451.98	22.79%	\$706,275,780.52	\$685,814,391.19	2.98%
Laredo CTD	0.25%	\$630,242.31	\$572,452.71	10.09%	\$7,702,637.96	\$7,504,300.89	2.64%
San Antonio ATD	0.25%	\$5,171,576.81	\$4,982,016.17	3.80%	\$65,066,954.63	\$63,125,063.09	3.07%
San Antonio MTA	0.50%	\$11,475,324.07	\$11,016,926.51	4.16%	\$143,611,290.29	\$139,178,163.38	3.18%
TOTALS		\$161,215,256.57	\$143,467,938.69	12.37%	\$1,898,008,839.62	\$1,831,767,927.09	3.62%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
December 8, 2017


**Board of Directors Memo****December 14, 2017****Subject: Item WS 2 (a) iv: Procurement Activities****DBE Reporting**

DBE reporting for FY17 was completed and submitted to FTA in November. In FY17 DCTA achieved 1.17% of our 5% goal. The achievement percentage is calculated on an annual basis using the federal share of commitments in relation to the commitments to DBE primes and DBE subcontractors. During this period a total of \$506,452 was spent with DBE firms on existing contracts. DCTA must complete a shortfall analysis outlining the cause for the shortfall. And a resolution for achieving the goal in future periods. Staff is currently analyzing the information and will complete the analysis during the first quarter of 2018.

DBE Goal Setting

DCTA is required to set a goal every three years. Our current goal is 5% and covered the period of FY16, FY17 and FY18. A new goal is due to FTA by August 1, 2018, for the periods of FY19, FY20, and FY21. Staff will begin this process in January and will include outreach to minority and women's groups to determine the availability in the DFW market area. The goal is based on federal funded projects, funding availability, number of ready and willing firms in DFW, census data and other factors. Staff will present the goal to the Board in July for approval.

Submitted
by:


Athena Forrester, CPPO, CPPB
AVP of Procurement

Final
Review:


Anna Mosqueda, CFO

Board of Directors Memo

December 14, 2017

Subject: Marketing & Communications Update**NEW COLLATERAL DISTRIBUTION**

- Holiday Express Novelty Tickets (recap of event to be presented at the January 2018 board meeting)

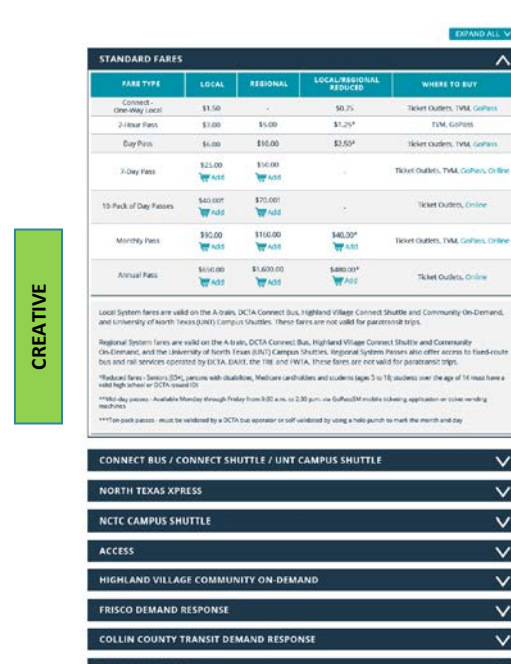
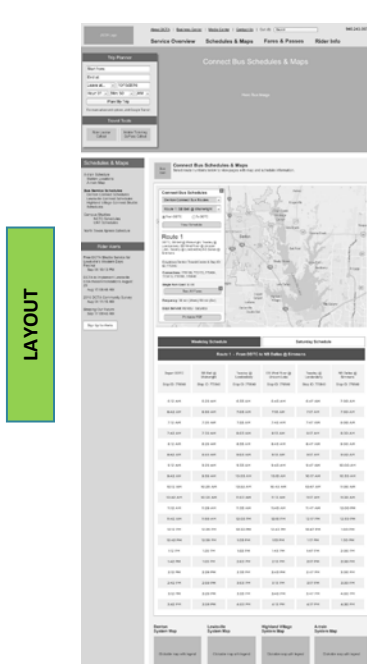
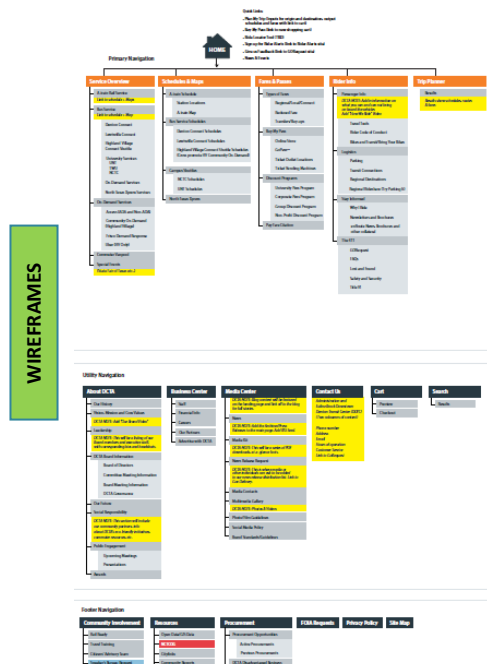
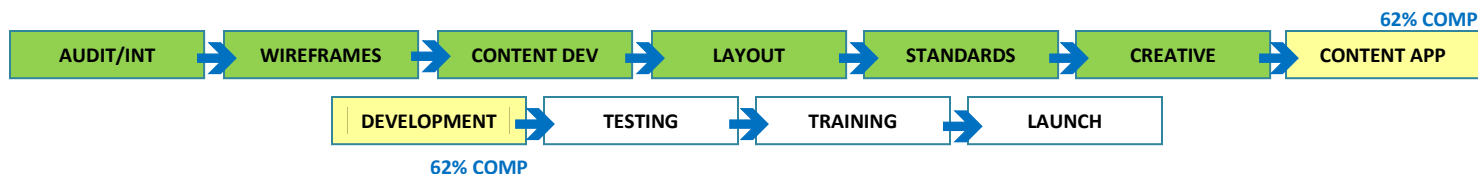
VETERAN'S DAY "FREE RIDE" PROMOTION RECAP REPORT

- **Campaign Timing:** October 30, 2017 – November 10, 2017
- **Goals:**
 - Play an active role in the community
 - Increase awareness of DCTA and the free ride promotion through strategic marketing and communications efforts
 - Track a minimum of 30 Veteran's or active duty passengers
- **Marketing and Communications Initiative and Results:**
 - Websplash / Web Content
 - Total Pageviews – 219
 - Average Time on Page – 1:24 minutes
 - Top Referrals – Google, Direct Traffic, GovDelivery, Twitter, Cision (PR Software)
 - Social Media
 - Facebook – 5,346 Impressions / 203 Engagements
 - Twitter – 4,909 Impressions / 24 Engagements
 - Lewisville Digital Billboard
 - Results Not Available to Date
 - Media Relations
 - Total Stories – 8
 - Impressions – 293,000
 - Publicity Value – \$19,000
 - Email Marketing
 - Email Blast on 11/1 (EnRoute News) – 3,951 Emails Sent / 547 Emails Opened / 12.8% CTR
 - Email Blast on 11/8 (Promotional) – 4,776 Emails Sent / 762 Emails Opened / 4% CTR
- **Participation:**
 - 2017 – 35 Passengers (12 Bus / 23 Rail)
 - 2016 – 6 Passengers



NEW WEBSITE UPDATE AND DEMO

- **Complete (Strategy / Design / Development):**
 - Wireframes / Interactive Architecture
 - Unique Page Designs
 - Online Store Page Design
 - Utility Navigation
 - Footer Navigation
 - Service Overview Pages
 - New Content (62% approved)
- **Development Progress (Strategy / Design Complete):**
 - Trip Planner (85% developed)
 - Shopping Cart (waiting on financial assessment of recommended PCI compliance solution)
 - Home Page
 - Contact Us
 - Service Overview
 - Schedules and Maps
 - Fares and Passes
 - Rider Info
 - New Content (100% written / 38% to be approved before moving into development)
- **Timing:**
 - All Content Approved – Complete by 12/15
 - Final Page Development – Complete by 1/31
 - Dev Testing – Complete by 2/16
 - CMS Training – Complete by 2/28
 - Launch – Slated for 3/1
 - **NOTE:** This timing is based on the existing status of the website project. Any delays on individual items may cause a delay in overall timing.



MONTHLY MEDIA REPORT (NOVEMBER 2017)

- **Stories:** 27
- **Placement Highlights:**
 - CBS 11, NBC 5, Denton Record Chronicle, Mass Transit, Star Local Media
- **Headline Highlights:**
 - Denton County Transportation Authority Releases Holiday and Thanksgiving Schedule
 - DCTA Offering Free Rides to Veterans on Friday
 - Holiday Express Event
- **Impressions:** 6.62M
- **Total Publicity Value:** \$60K
- **Sentiment Over Time:** 51.9% Positive / 48.1% Neutral
- **Coverage by Media Type:**
 - Consumer Online – 39.1%
 - News / Business Online – 13%
 - Community Newspaper – 4.3%
 - Trade / Industry Online – 4.3%
 - Newspaper – 13%
 - Television – 21.7%
 - College / Alumni Publications – 4.3%
- **Share of Voice**
 - DCTA – 48.2%
 - DCTA Bus – 17.9%
 - DCTA Train – 33.9%



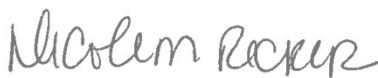
IN PROGRESS

- **Routine Initiatives:**
 - Campaign / Communications Planning and Execution
 - Social Content / Creative / Posting / Responses / Reporting – Facebook, Twitter, LinkedIn, and YouTube
 - Blog Content Development and Posting
 - Video Content Development / Posting / Reporting
 - Proactive Media Pitching
 - Email Marketing Content / Posting / Reporting (EnRoute News / Notices / Promotional)
 - Wheels & Rails Content and Creative Development
 - Brochure and Rack Card Content and Creative Development / Printing
 - Signage Installation / Removal
 - Discount Pass Program Outreach / Member Administration
 - Community Outreach (Events and Sponsorships)
 - Public Information Requests
 - Rider Alert Monitoring / Training
 - Customer Service Instruction
 - Updating Website Content / Progress on New Website
 - Award Nominations
 - Monthly Reporting

- **Key Projects:**

- Wheels and Rail Creative and Content Revamp – Completed on 11/29
- Community Awareness Campaign – In Market by 12/15 (throughout remainder of fiscal year)
- Community Relations Manager Job Posting – Posted by 12/31
- Facility / Vehicle Signage Audit – Complete by 12/31
- Social Media Increase Subscriber Strategy – Complete by 12/31
- Social Media Content Audit – Complete by 12/31
- Quarterly CAT Meetings:
 - Lewisville – 1/9
 - Denton – 1/11
- January Service Change Campaign – Communications Starting 1/2 and Materials in Market by 1/15
- Highland Village Services Campaign (Lyft Integration) – Communications Starting 1/15; Materials in Market by 1/22 (through 5/2)
- Access Brochure – Complete by 1/31
- Media Kit – Complete by 1/31
- Antero Group Project (Infographics / Communications) – Complete by Early February 2018
- University Awareness Campaign – In Market by 2/1 (through 5/1)
- Why I Ride Sweepstakes – In Market by 2/5 (through 2/16)
- Safety Campaign – In Market by 2/26 (throughout remainder of fiscal year)
- Safety Video – Complete by 3/2018
- DCTA / First Transit White Paper and B2B Video – Complete by 3/2018
- Photo Shoot Planning – Planning Complete by 3/2018; Photo Shoot Slated for 4/2018

Approved by:



Nicole M. Recker
Vice President of Marketing & Communications

Board of Directors Memo

December 14, 2017

Subject: Strategic Planning & Development Update

ADMINISTRATIVE UPDATE

Title VI Program Update & Process Development

- As a federal requirement, DCTA submits an updated Title VI Program every three years with the next Title VI program submittal in April 2019
- To prepare for the submittal, DCTA has contracted the Texas Transit Institute (TTI) to assist in building a user-friendly process to be used during service and fare changes and will provide a staff workshop to ensure staff can use this tool effectively and efficiently

Director of Strategic Partnerships Position

- The Director of Strategic Partnerships position was posted and advertised in early September and has been filled by Lindsey Baker
- Lindsey Baker previously spent nearly ten years with the City of Denton, is very familiar with DCTA and Denton County and has worked with DCTA in a multitude of ways through the years.

REGIONAL TRANSPORTATION PLANNING

NCTCOG Mobility Transportation Plan 2045

- DCTA has submitted information regarding Transit Agency Asset Management Planning and Regional Targets, transit data edits and corridor revenue estimates with corresponding financial models
- NCTCOG is currently testing the model network and conducting ridership forecasting for the three projects carrying over from the MTP 2040 plan. These projects are listed below:
 - A-train Extension (SB to Belt Line)
 - BNSF Rail Carrollton to Celina
 - I-35W Commuter Bus
- DCTA identified the following projects to be included in NCTCOG's travel demand modeling during the NCTCOG MTP 2045 process:
 - Rail/Commuter Bus US 380
 - Freight Bypass US 380/35W
 - Commuter Bus SRT-121
 - Commuter Rail 35W
 - A-train Extension (NB to 288/380)
- DCTA is currently reviewing the MTP Environmental Consultation Process which includes:
 - Environmental Policy Review
 - Environmental Justice
 - Outer Loop Sustainable Planning
 - Air Quality Non-Attainment Regulation
 - Environmental & Development Integration
- NCTCOG staff will provide a briefing to the board on MTP 2045 process at the December Work Session
- NCTCOG will release a draft in January for review and comment and anticipates the MTP 2045 will go to the RTC for approval in April 2018.

NCTCOG Unified Planning Work Program (UPWP)

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

Autonomous Vehicle Program Development

- As NCTCOG seeks to advance the development and deployment of transportation technologies that will deliver safer and more efficient transportation for the North Texas region, including autonomous vehicles
- DCTA is fully engaged in many areas of this initiative and will continue to participate in discussions as this technology is developed
- DCTA is currently reviewing NCTCOG's draft of a state-wide procurement for autonomous vehicles and will be providing feedback to ensure the agency can leverage a future state-wide contract for future initiatives
- DCTA staff recently attended an autonomous vehicle demonstration in Arlington and participated in a Transit Agency Roundtable event hosted by NCTCOG and the City of Arlington earlier this month

Regional Trail Initiative

- A current NCTCOG initiative is the Regional Trail Veloweb which includes planning to connect the A-train Rail Trail from the Hebron Station to the DART Frankford Station
- This section of trail will involve coordination and collaboration between DCTA, NCTCOG, DART, as well as the cities of Carrollton and Lewisville
- A small task force consisting of representatives from all five agencies has been meeting regularly to outline an action plan including preliminary design which will likely require each entity to provide a small level of funding support
- NCTCOG has developed a draft agreement for review which will include a financial commitment (under \$20,000) from each of the project participants for trail preliminary design
- An Agreement between DCTA and NCTCOG is expected to be executed in the coming months.

Commuter Corridors

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

35W Corridor

- The North Texas Xpress was successfully launched in partnership with the FWTa along the 35W corridor with a Park & Ride opening at Presbyterian Hospital of Denton
- On July 13, the RTC approved the 2018-2019 CMAQ/STBG Funding Program which included a \$1M allocation to DCTA and FWTa for capital funding relating to the future 35W High Intensity Bus Service
- It is the intention of DCTA staff to work with the NCTCOG to have the 35W corridor "under consideration" status changed to "proposed" in the Mobility 2045 MTP
- DCTA submitted requests for NCTCOG funding for fleet (\$1.61M) and service enhancements (\$227,000) for this corridor. The funding has been approved by STTC and RTC.

SRT-121 Transit Corridor

- Conversations continue with potential partners regarding the need for transit to serve employers along the SRT-121 corridor in The Colony, Frisco, McKinney, Toyota, JP Morgan Chase, Legacy West TMA, and Grandscape Development.
- DCTA staff is currently exploring all transit options to help address the labor force need along the corridor including TNC/taxi partnership, DCTA On-Demand and future commuter service
- DCTA is currently seeking funding mechanisms to help advance commuter service along this corridor
- DCTA has provided coordination assistance to The Colony Chamber of Commerce and participated in activities at Toyota in an effort to visit with the 6,000 employees on campus about the potential of commuter service along SRT-121

US 380 Transit Corridor

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

Outer Loop/Denton Greenbelt

- The Outer Loop/Denton Greenbelt was included as a Sustainability Planning project in the MTP 2045 Environmental Consultation
- NCTCOG staff has been gathering data and has informally met with Denton County and City of Denton to discuss the need for an east/west connector North of Hwy 380
- In January, it is likely NCTCOG will hold the next meeting including transportation partners to look at previous studies, current studies and identify alignments for evaluation.

Commuter Rail Corridors*A-train Extension*

- The SB extension of the A-train corridor is anticipated to remain in the NCTCOG 2045 Mobility Transportation Plan
- This corridor extension will make the most sense to do in conjunction with the buildout of the Cotton Belt Corridor which is in DART's plan for 2022
- DCTA has submitted a Feasibility Study request for the A-train NB & SB extension as a UPWP project to NCTCOG for FY18-19

Frisco Rail Corridor (BNSF)

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

Cotton Belt Corridor (DART)

- DCTA is staying informed with DART's progress on the Cotton Belt corridor.
- DCTA staff is coordinating with DART staff to ensure design plans for this corridor include future A-train connection opportunities to the Cotton Belt corridor service and Frisco BNSF corridor service.

LOCAL TRANSPORTATION PLANNINGAgency & Transit Advocacy Project

- DCTA has initiated a contract with Antero Group, a planning and engineering firm, to help the agency develop advocacy materials for transit in Denton County
- Antero held stakeholder interviews with local developers, DCTA member cities and Denton county based higher education institutions to gain insight and feedback on the challenges and opportunities for supporting transit in our region
- Deliverables are expected to be provided in late 2017 and will include infographics, case studies, talking points, user-friendly data and messaging strategies to allow DCTA and its partners better communicate the positive fiscal impacts, economic development and other benefits that result from dedicated support of transit investment
- The DCTA Communications and Marketing team will coordinate the development of advocacy materials with the Antero Group to ensure a consistent branding and cohesive communication strategy
- DCTA intends to conduct a similar advocacy project for the business case of transit in Collin County and non-member communities along DCTA corridors of interest

Innovative Transit Solutions

Federal Engagement

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

Regional Engagement

- DCTA staff participates in the quarterly NCTCOG Mobility On Demand Working Group to discuss best practices on implementing mobility on demand programs with private sector partners
- DCTA will be holding a workshop with Lyft to further explore additional opportunities to serve new markets within DCTA member cities and within contracted service areas.
- DCTA will be holding a coordination workshop with the Fort Worth Transportation Agency regarding first/last mile service solutions for the Alliance area.

Local Initiatives

- Staff is developing a Shared Use Mobility Action Plan scope of work for FY2018 in an effort to deploy innovative transit solutions while leveraging existing transit assets and producing a fully integrated system plan
- Staff has executed the new contract with Lyft and is currently developing new partnership programs involving subsidized discounts for selected trips
- DCTA staff is currently working with Lyft to develop a program similar to what is currently being provided by Uber for implementation in Highland Village in January 2018
- Additional near term programming opportunities with Lyft could include Frisco and UNT

BUSINESS DEVELOPMENT & PARTNERSHIPS

Alliance Area Transit Coordination

- DCTA is assisting in the coordination efforts for first/last mile solutions within the Alliance Area
- Coordination efforts have included conversations with Hillwood, the Fort Worth Transportation Authority, Tarrant County and Toyota
- Toyota had been working with Hillwood to develop and implement a transit solution as part of the company’s Community Impact initiatives;
- DCTA held a workshop with the FWTa to examine potential solutions for the Alliance Area with plans to further vet the ideas to ensure the solutions fully leverage the North Texas Xpress commuter bus service along I-35W and best meet the needs of Alliance employers and employees
- Next steps will include additional coordination meetings with the FWTa, Alliance Workforce and Hillwood

Toyota HQ Partnerships

- DCTA is engaged in conversations with various Toyota HQ departments at the regarding potential partnership opportunities between DCTA and Toyota
- Toyota has requested additional information from DCTA regarding current programs which will help define next steps for developing the new partnership
- DCTA is also engaged with Toyota Operations and will be meeting to discuss employee transit needs and potential DCTA transit solutions to meet those needs
- In September, DCTA staff participated in Toyota’s Employee Resource Fair in an effort to visit with the 6,000 employees on campus about the potential of commuter service along SRT-121

The Colony

- Staff continues to visit with The Colony about future transportation options for their community
- The SRT-121 service will greatly benefit The Colony and its growing mixed use developments
- DCTA staff has suggested The Colony consider creating a Transit Management Association (TMA) to serve as a funding source for implementing transit solutions within their community
- DCTA is participating in discussions facilitated by the NCTCOG to provide assistance to The Colony staff as they explore the TMA option

City of Frisco

- Staff has incorporated agency dispatched taxi service into the current On-Demand service to assist in service area expansion, increased capacity capabilities and to improve operational efficiencies
- Staff level discussions regarding the exploration future transit solutions are ongoing
- DCTA is participating in discussions facilitated by the NCTCOG to provide assistance to Frisco staff as they explore the TMA option

McKinney Urban Transit District (MUTD)

- In June 2017, DCTA began contracted service within cities of the MUTD; McKinney, Melissa, Princeton and Lowry Crossing; Service in Celina is expected in October
- Staff level discussions with some cities have begun regarding the exploration future transit solutions
- Staff presented an update on current service and outline future options to the MUTD Board in early November
- A workshop is being scheduled to discuss near-term and long-term mobility options with City staff

Mary Kay Manufacturing Facility (Lewisville)

- Mary Kay has a desire to leverage public transportation, but needs something a customized to meet the needs of their employees
- DCTA held a workshop with Mary Kay staff to identify potential service options for employees of their new facility currently under construction in Lewisville including site specific shuttle, Lyft, vanpools, etc.
- Staff is currently obtaining additional data from Mary Kay to be used in the development of service plan options

Service Expansion within New Service Areas

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

FUNDING OPPORTUNITIESBuses & Bus Facility Grant

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

NCTCOG Grant Review & Funding Cleanup

- In early September, DCTA submitted three funding requests for available CMAQ, JARC and Mobility Management funds
- The submitted requests would help fund fleet (\$1.61M) and operational enhancements (\$227,000) to the 35W corridor service and a second request submitted would provide assistance to DCTA's technology enhancements (\$240,000) including the provision seamless transportation services in Denton and Collin counties with multiple providers
- The funding requests have been approved by STTC and RTC in November

NCTCOG Clean Diesel Funding

- DCTA submitted a funding request to replace four (4) transit buses (\$471,603) to the NCTCOG for inclusion in their National EPA Clean Diesel Funding Assistance Program.
- The four buses are currently scheduled for replacement in DCTA's fleet replacement program and will save the Agency 25% of the capital cost as this funding requires a 75% match from DCTA
- In late October, STTC approved this funding request and it will be forwarded to RTC for approval in mid-November; contingent on DCTA's adoption of the RTC Clean Fleet Policy
- DCTA staff has reviewed the RTC Clean Fleet Policy which received board approval in November.

LAND USE PLANNING & DEVELOPMENT

City of Denton Small Area Planning Steering Committee

- DCTA staff is participating in the City of Denton's Small Area Planning initiative for the area surrounding the University of North Texas
- The steering committee will guide land use planning and implementation strategy for this specific area
- Other committee members include representatives from the community, university, development community and other interested Denton residents

City of Denton Development Code 2030

- DCTA staff has been participating in the City of Denton Development Code 2030 initiative
- The Denton Development Code sets requirements for what, where, and how much can be built in Denton
- The update to the code will address a variety of issues raised in the comprehensive plan (Denton Plan 2030), including a new lineup of zoning districts to facilitate implementation of the future land use map and updated development and design standards that address the layout, look, and feel of new development and redevelopment

Station Area Joint Development Strategy

- DCTA staff is leveraging the agency's contract with HDR to work with one of their subs, Catalyst. Catalyst will provide analysis and planning for the station areas to both enhance current plans and propose new concepts to achieve collective goals for potential joint land development opportunities.
- The work will include research, data generation, analysis and planning, as well as feedback on potential partnerships being proposed by third party developers and key partners.

Additional Land Use Planning

- DCTA continues conversations with member cities in an effort to support respective city strategic plans which include historical neighborhood revitalization, transit oriented development, transportation thoroughfare planning, transit service enhancements and trail planning initiatives
- A more thorough report will be provided in closed executive session

ADDITIONAL PROJECTS

- | | |
|---|---|
| • Denton Mobility Committee Update | • Infrastructure Development Planning |
| • North Texas Regional Housing Assessment | • Long-Range Agency Planning Efforts |
| • Lewisville Small Area Planning Studies | • State and Federal Legislative Initiatives |
| • Long Range Service Plan Update | • Grant Funding Opportunities |
| • Huffines-Hebron Joint Development Project | • TxDOT 35W Expansion Coordination |

Submitted by: _____



Kristina Holcomb, VP, Planning & Development



Board of Directors Memo

December 14, 2017

Subject: WS 2 (d) Capital Projects Update

Positive Train Control (PTC)

- Onboard and Wayside hardware installations are complete.
- Alstom test plans are under internal review before submission to the FRA.
- The FRA issued conditional approval of the test request.
- Critical next steps are for the FRA to grant approval to enter the testing phase. This requires FRA approval of Test Plan procedures and test plans.

Lewisville Hike and Bike Trail – Eagle Point Section

- TxDOT has requested additional environmental documentation because of the Corps of Engineer's property. The Engineers have completed the biological documentation and are working on the Archaeology piece.
- The letting date has moved to no earlier than mid-January, however, there is no risk to the TAP funds, which must be let by May 2018.

Pockrus Page

- The contract was awarded to Reyes Construction in November. The pre-construction meeting was held December 7, 2017.
- The contractor is preparing engineering submittals. When approved, the materials will be ordered.
- Active construction is expected to commence in March 2018.

IOMF – Bus Fueling at the Rail Facility

- Procurement is preparing the bid package for issuance in December.

Trinity Mills Crew Room

- Work is scheduled to begin in December 2017.

Final Review: 
Raymond Suarez

Board of Directors Memo

December 14, 2017

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

- FY 2018 YTD “On Time Performance” (OTP) for the A-train is 99.3%
- FY 2018 YTD “On Time Performance” (OTP) system-wide for Bus is 92.73%.

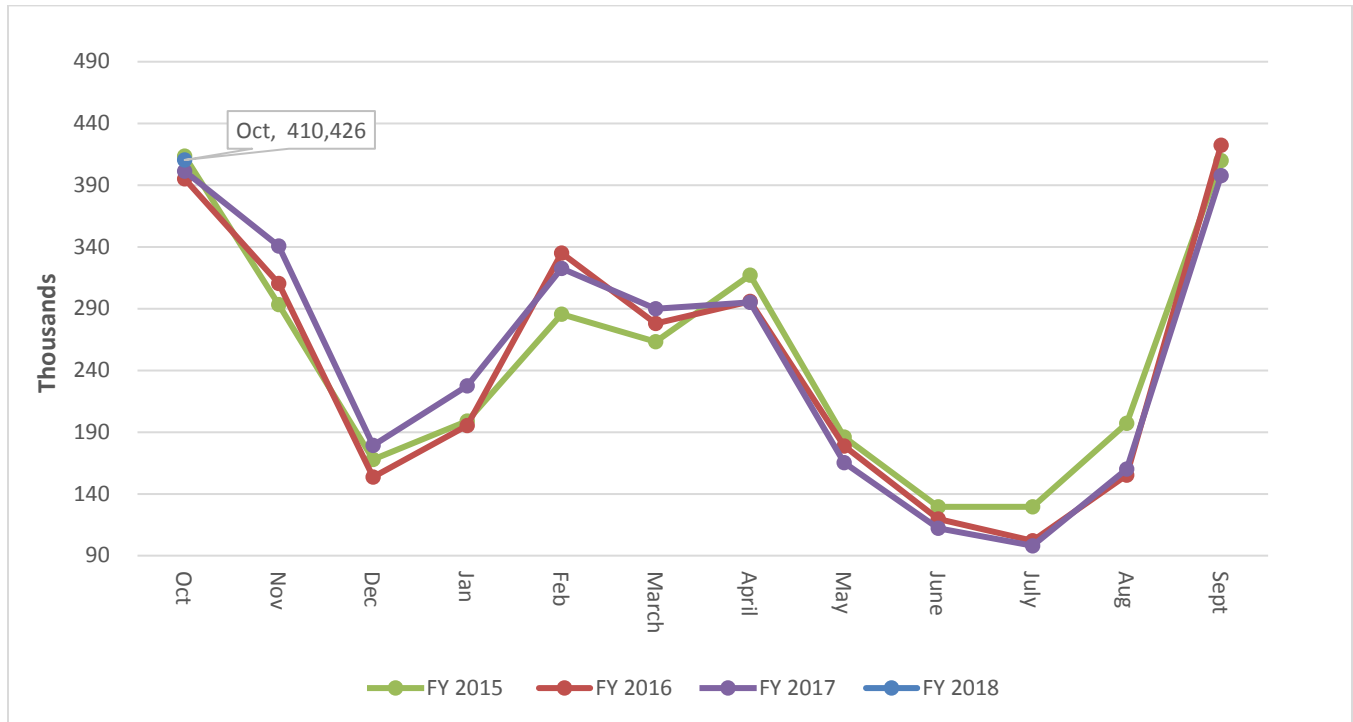
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2017 to FY 2018	Color Indicator	Notation No.
All Bus & Rail	2.25%	Green	1
Rail	-13.58%	Red	2
All Bus	4.94%	Green	
Connect	-4.5%	Red	2
UNT	6.34%	Green	1
NCTC	-18.38%	Red	3
North Texas Express	75.11%	Green	
Access	3.63%	Green	
Frisco Demand Response	59.67%	Green	
Highland Village	29.60%	Green	

1. UNT ridership continues to exceed expectations and boost overall system performance. UNT ridership in October increased 18,132 or 6.34% over the previous year.
2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. An APTA study states that for every 10% drop in gas prices there is a 1.8% drop in ridership. Over the past year there has been a 35% decrease in gas prices which equals a 6.3% drop in ridership. We are in the 2nd year of sustained low gas prices, which is making car ownership more competitive to mass transit, and it appears that consumer behavior is adjusting. This is consistent with national trends.
3. NCTC ridership is trending down on the North Campus Shuttle, while South Campus Shuttle ridership is increasing. However, the increase on the South Campus Shuttle is not sufficient to cover the decrease in passengers on the North Campus Shuttle. Staff has reached out to NCTC to explore potential causes for this shift in ridership.

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

Rail and All Bus: Total Boardings

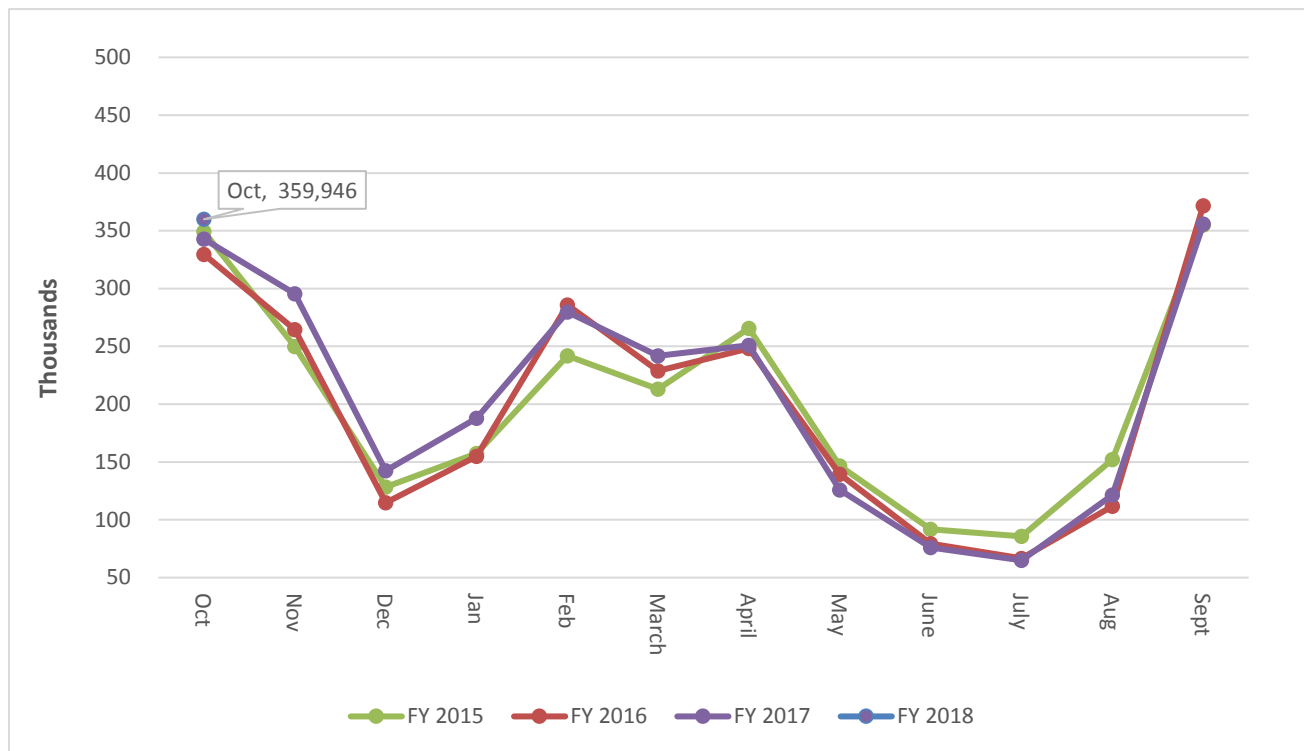


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus increased 9,025 boardings or 2.25% in October 2017 compared to October 2016.

All Bus: Total Boardings

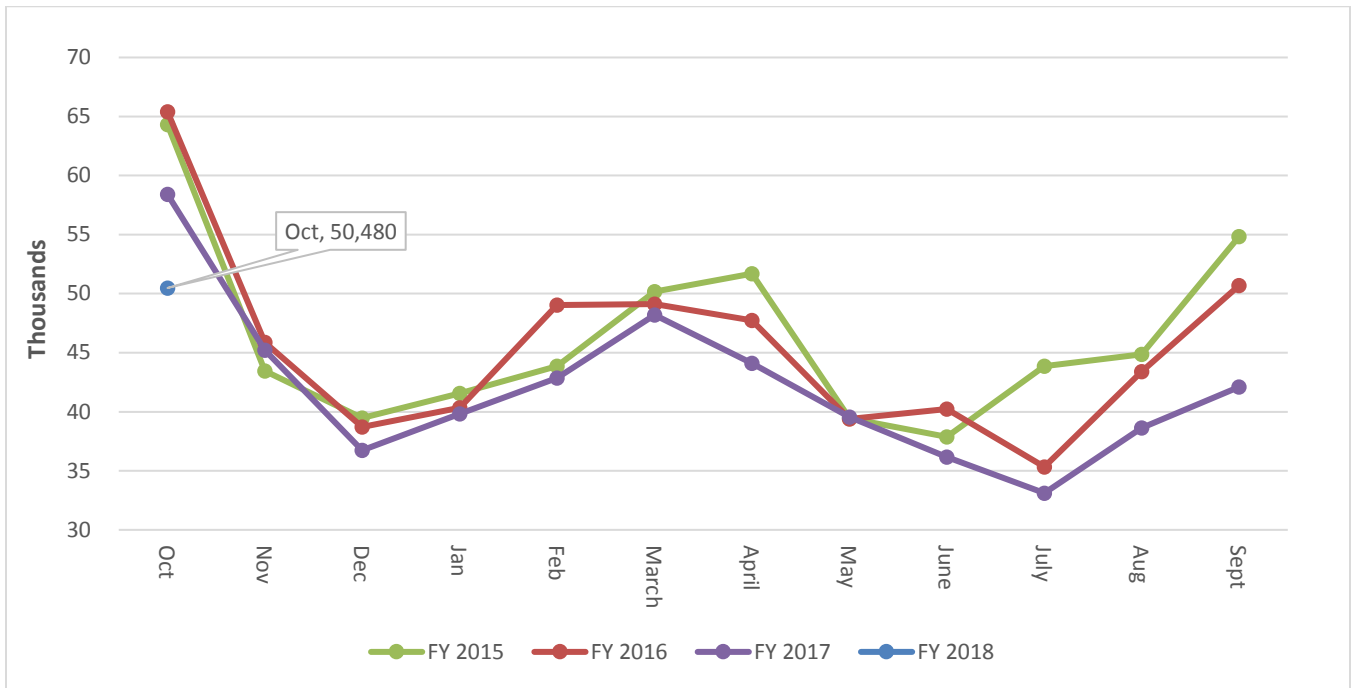


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- In October 2017, total boardings increased by 16,956 or 4.94% compared to the same period last year.

Rail: Total Boardings

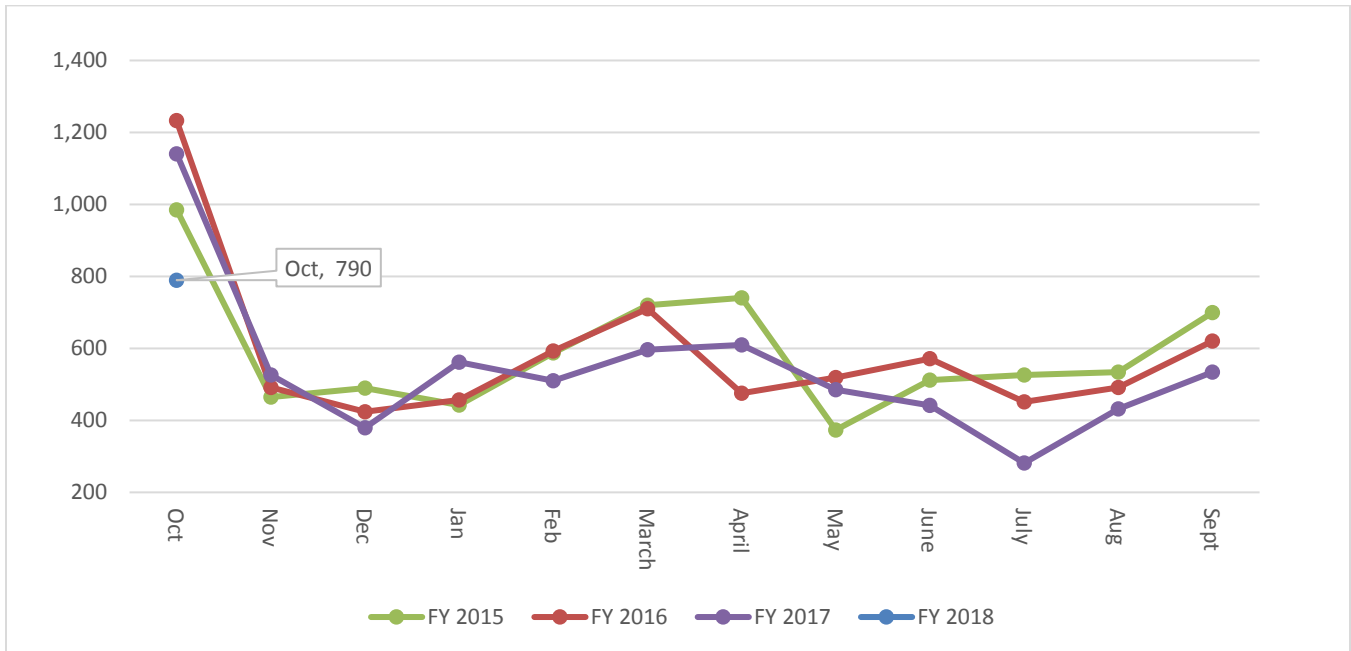


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 7,931 or 13.58% in October 2017 compared to October 2016. Ridership for TRE and DART rail are also down as compared to last year.
- Additional information on rail ridership is included as Attachment 1, which includes a summary graph effecting A-train Monthly Boardings by Station for January 2015 through October 2017, as well as individual graphs for each station for the same period.

Rail: Saturday Average Boardings

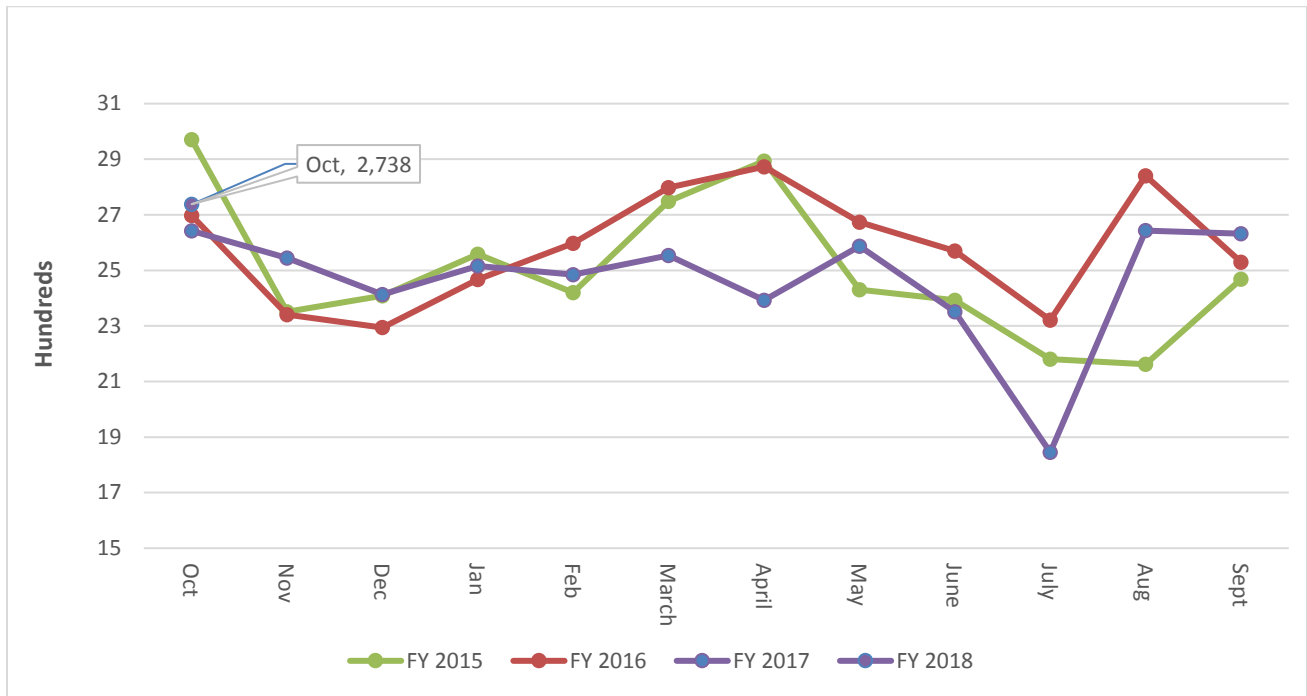


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 351 or 30.76% in October 2017 compared to October 2016.

Access: Total Boardings

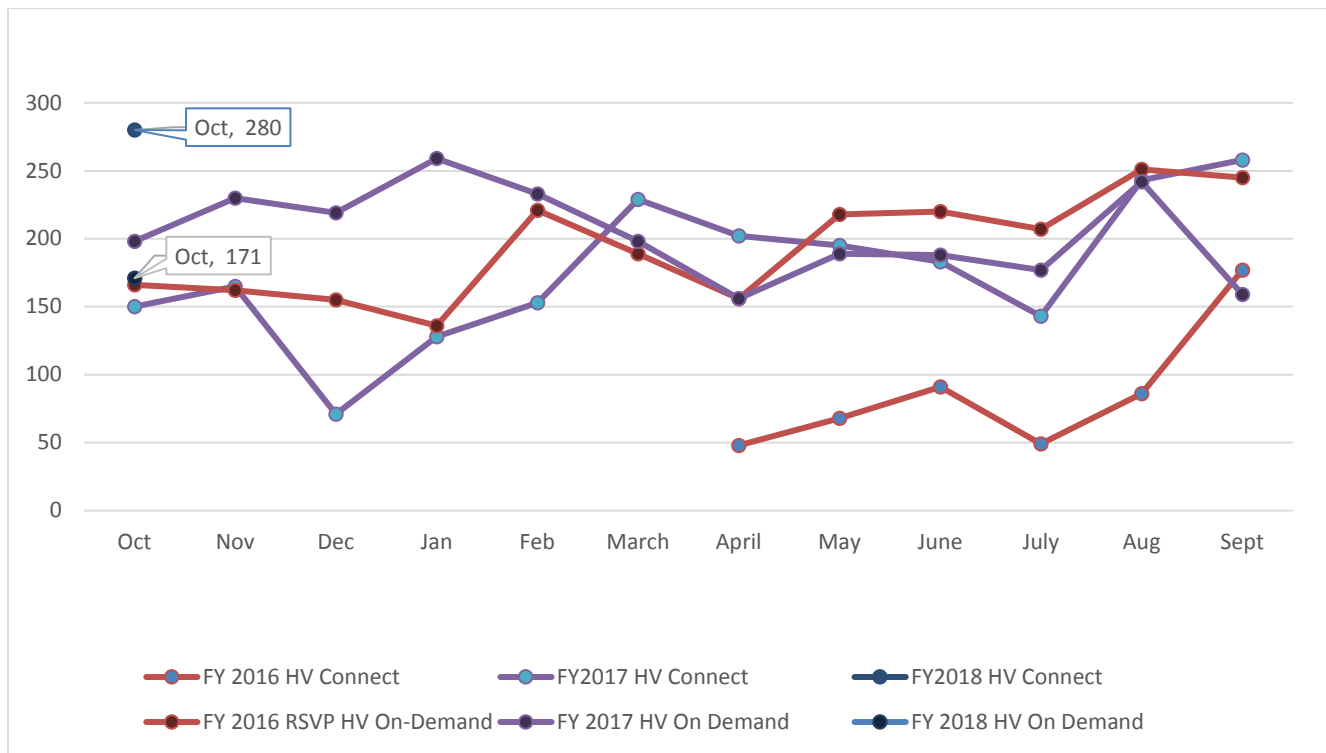


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- In October, total boardings increased by 96 or 3.63% compared to the same period last year.

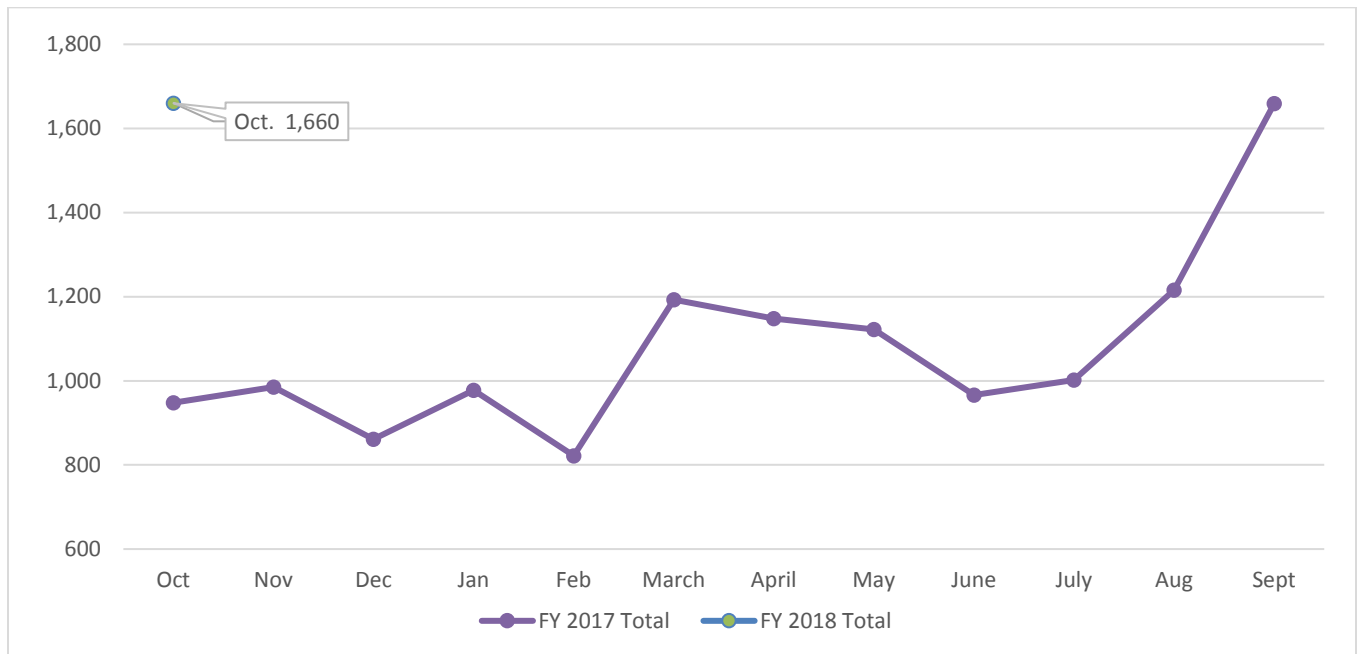
Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- In April 2016, RSVP was replaced with the Highland Village Connect Shuttle and Community On-Demand services.
- YTD total boardings for Highland Village Community On-Demand decreased by 27 boardings or 13.63% over total boardings for the same period the prior year.
- With the addition of the Highland Village Connect Shuttle, total boardings for Highland Village Connect Shuttle increased by 130 or 86.67 % compared to the same period the prior year.
- YTD total boardings for all Highland Village services increased 103 or 29.60% compared to the same period the prior year.

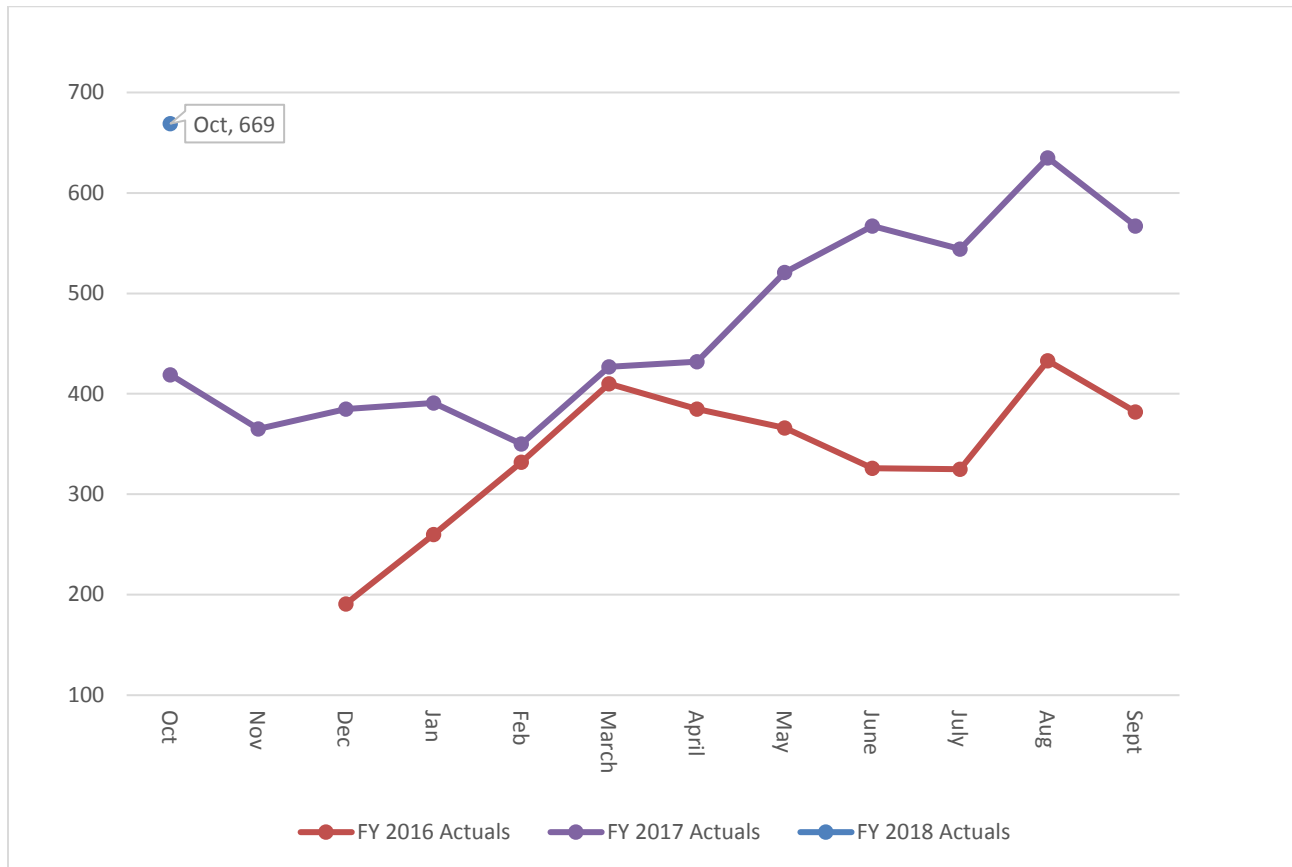
North Texas Xpress Commuter Services: Total Boardings



North Texas Xpress: Total Boardings

- Service was initiated in September 2016 in coordination with the Fort Worth Transportation Authority and operates Monday through Friday from 6:15 am to 9:30 pm.
- In October 2017, total boardings increased 712 or 75.12% over the same period the prior year.

Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In October, total boardings increased by 250 or 59.67% compared to the same period last year.
- Staff worked with the City of Frisco to implement a Taxi Pilot Project, to add capacity to the existing service and expand the service area to include portions of Plano for medical trips.
- The Taxi Pilot Project was implemented on March 20, 2017. Since inception of the pilot, a total of 1,093 taxi trips have been provided.

Collin County Transit

- Service was initiated on June 1, 2017.
- Collin County Transit is a hybrid service provided on behalf of the McKinney Urban Transit District. Service is currently provided in the cities of McKinney, Melissa, Princeton, and Lowry Crossing.
- The service consists of primarily a taxi voucher program, with supplemental demand response service for those customers who are not able to utilize a taxi due to their mobility device.
- Service is provided Monday through Friday from 6:00 am to 6:00 pm.
- Collin County Transit ridership will be provided in table format (see below) until a full year of data is available for annual comparison purposes.

COLLIN COUNTY TRANSIT SUMMARY REPORT			
Month	Total	Taxi	Demand Response
October	399	399	0
September	321	320	1
August	274	272	2
July	150	150	0
June	97	91	6

SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 279
- DCTA Bus Operations Injury-Free Workdays: 10

MAINTENANCE

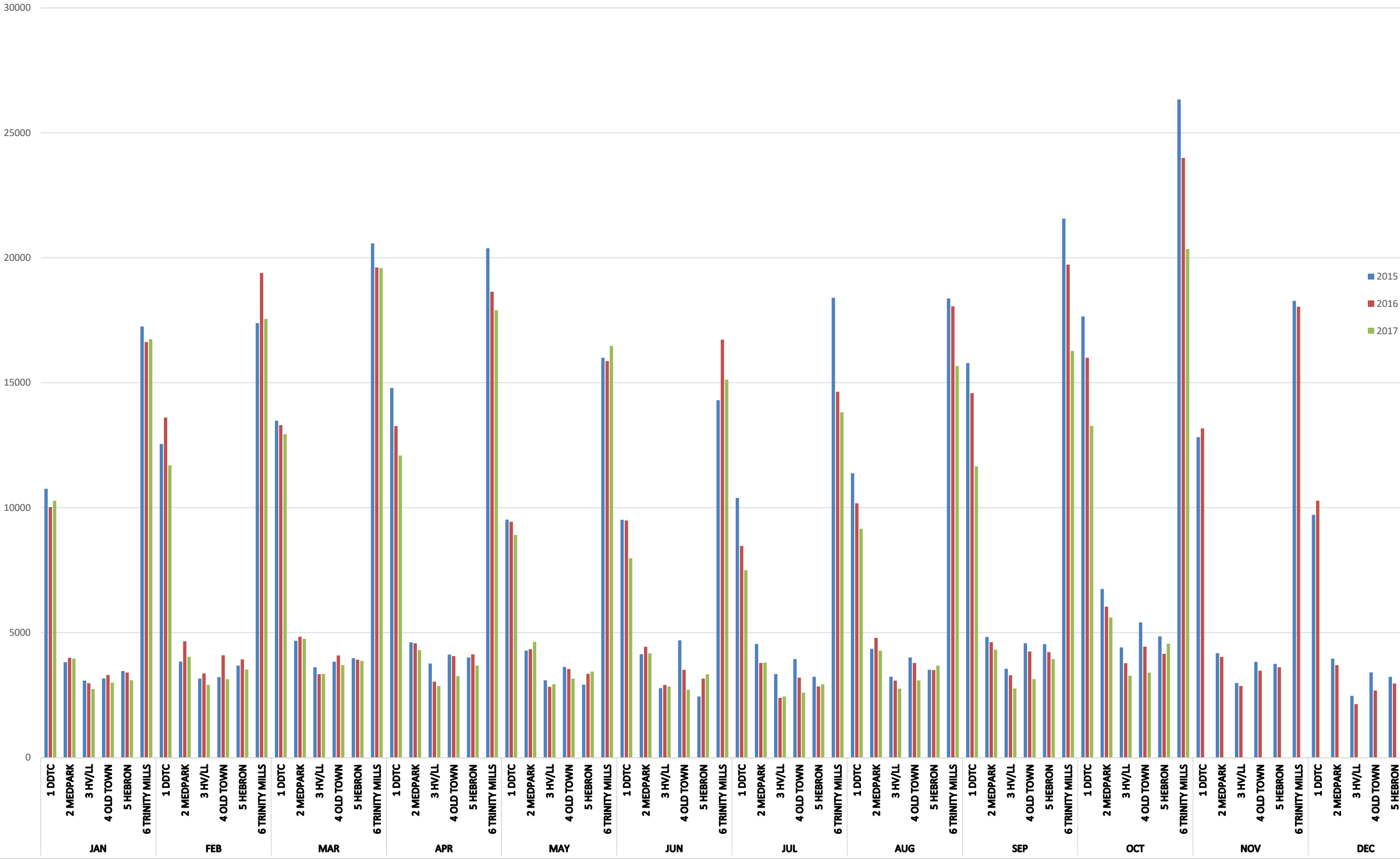
- **Right of Way:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Signal/Communications:** DCTA contract operations (CTC) continues to perform weekly Signals safety inspections, which have not identified any major issues. On October 5th, DCTA contract operations (Rio Grande Pacific) reported a Dispatch error that resulted in two train delays.
- **Stations:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Rail Mechanical:** DCTA contract operations (First Transit) reported a mechanical failure on October 12th that resulted in four train delays. On October 16th, a mechanical failure was reported that resulted in three train delays and two train cancellations.

Final Review:

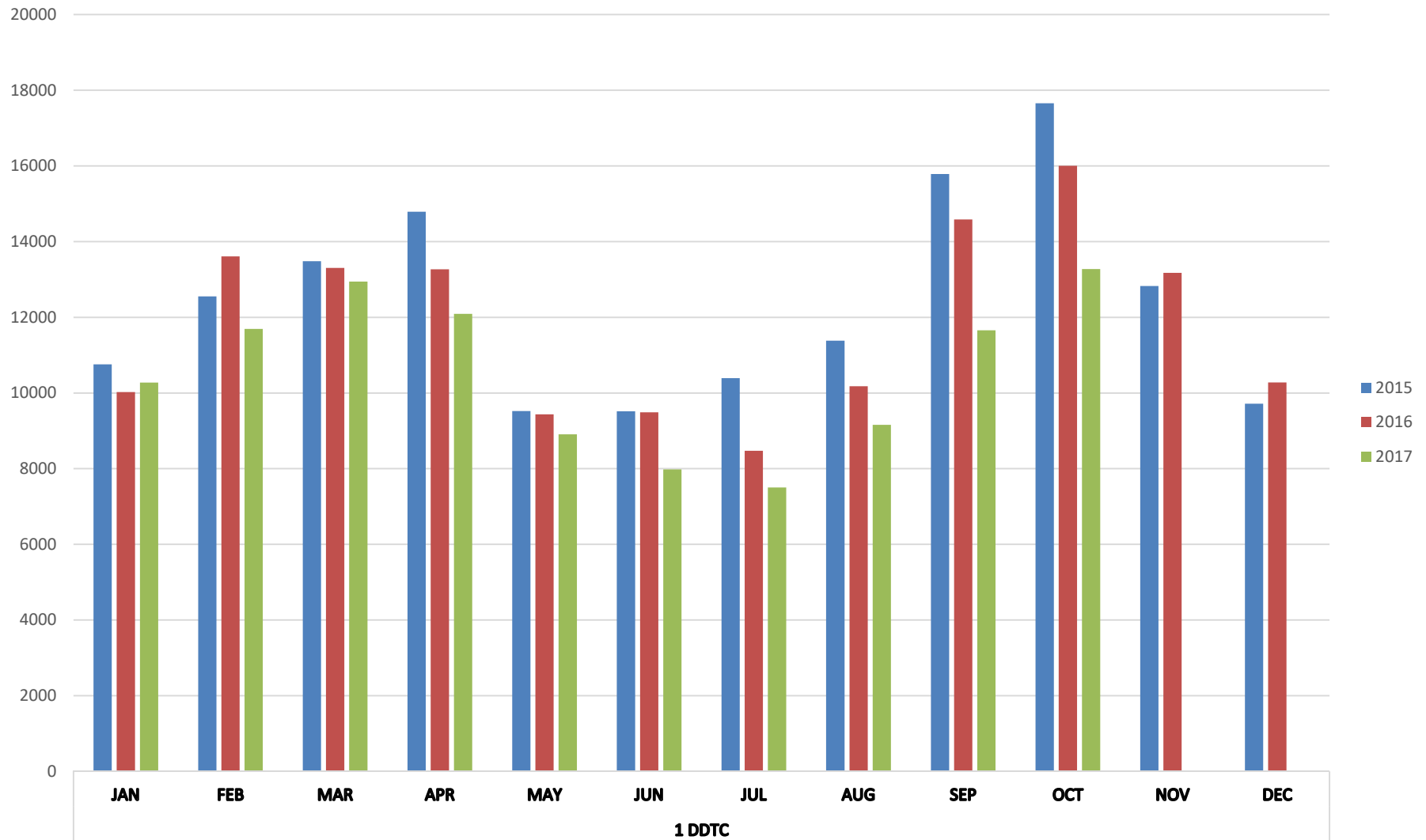

Raymond Suarez, COO

ATTACHMENT: Monthly A-Train Boardings by Station

A-train Monthly Boardings By Station
Jan 2015 - October 2017

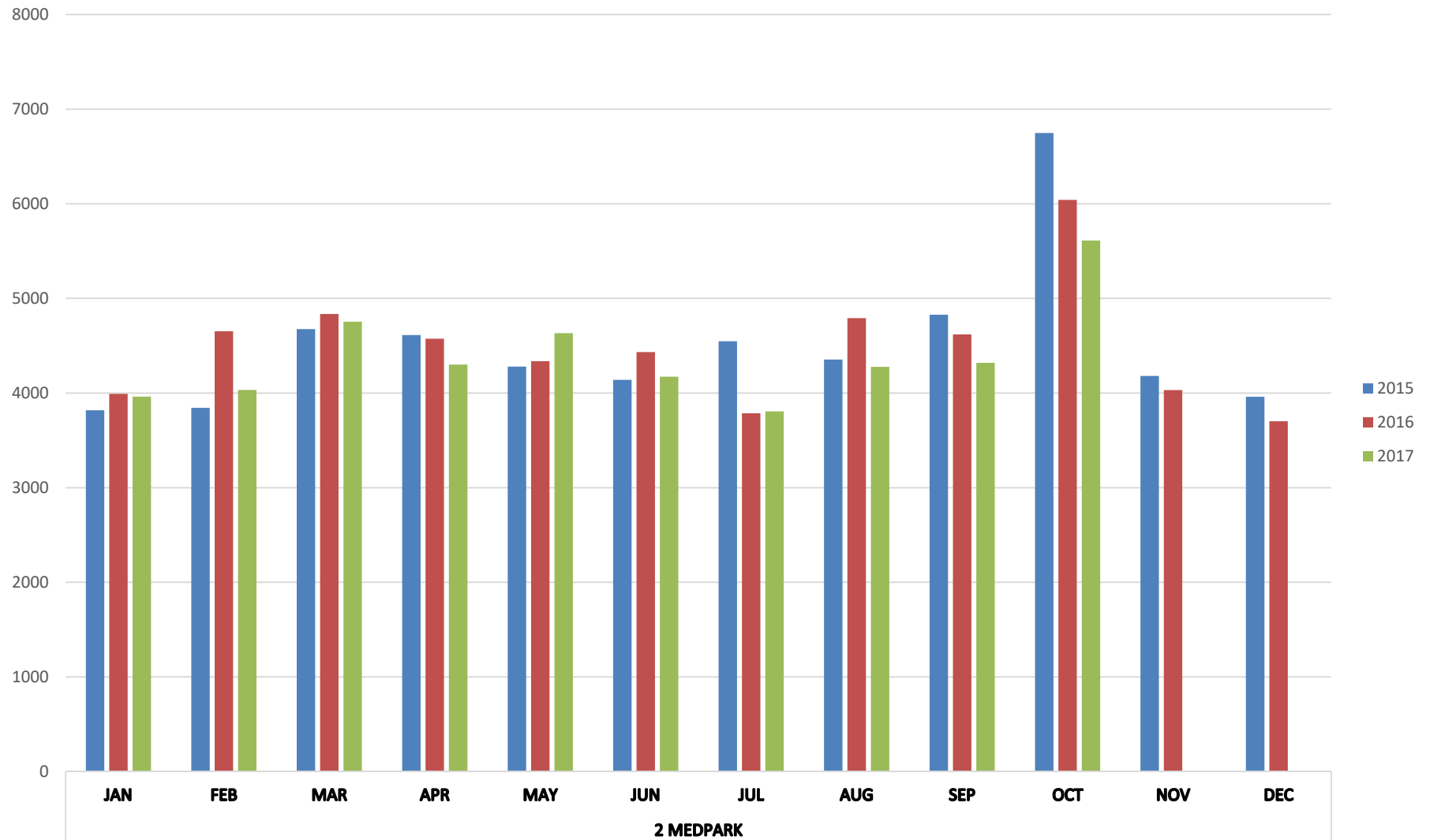


A-train DDTC Boardings By Month
Jan 2015 - October 2017

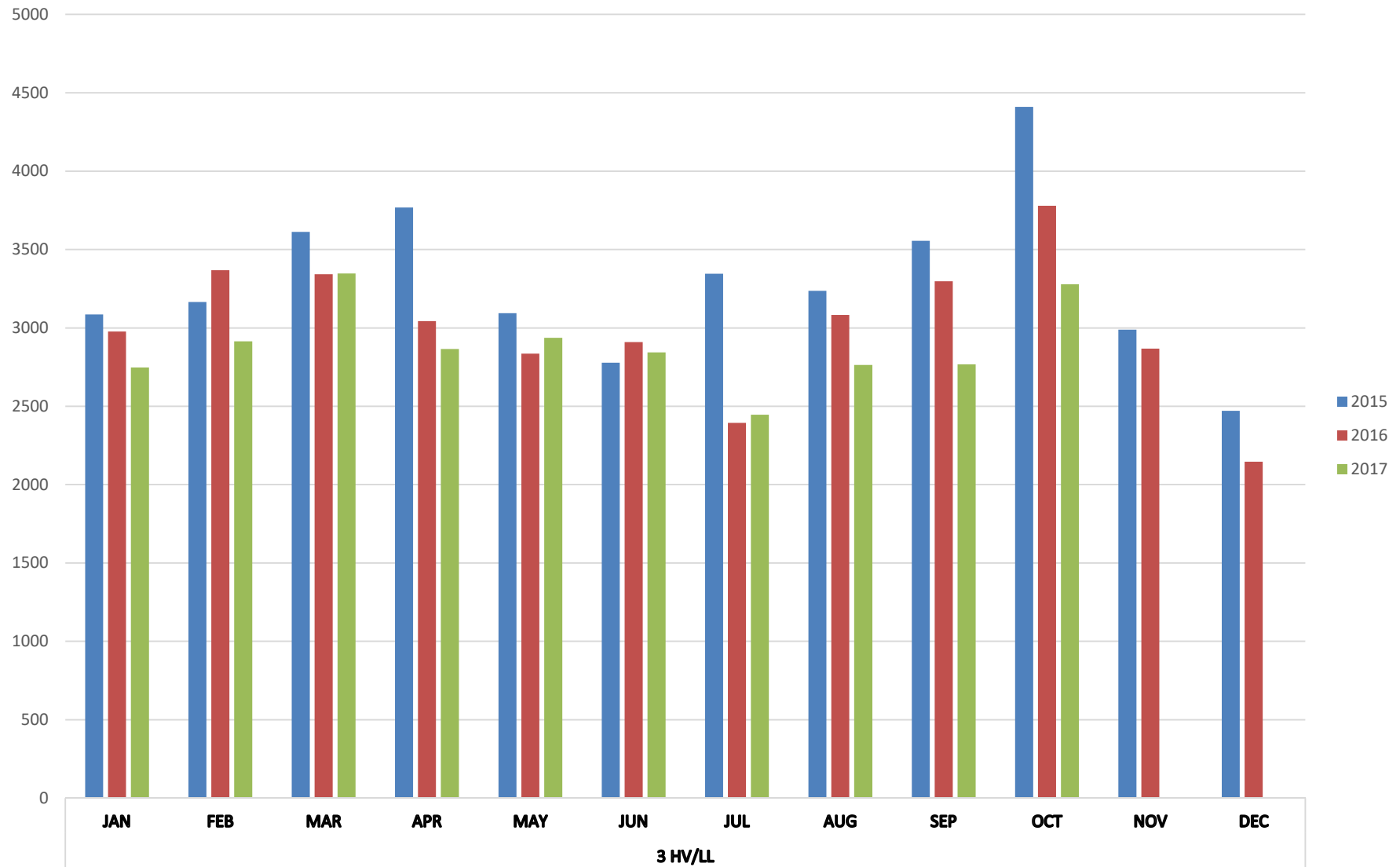


A-train MedPark Boardings By Month

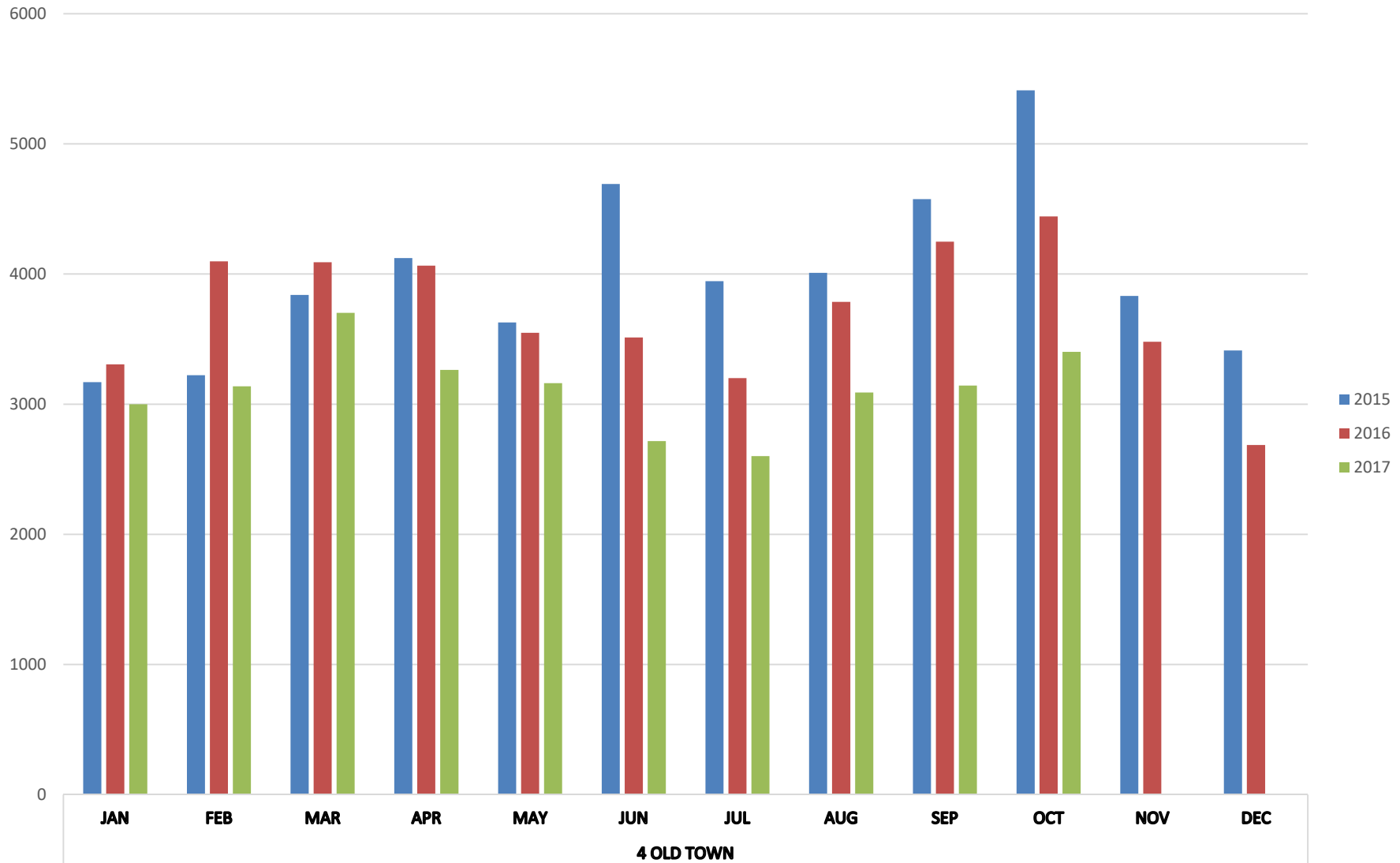
Jan 2015 - October 2017



A-train Highland Village/Lewisville Lake Boardings By Month
Jan 2015 - October 2017

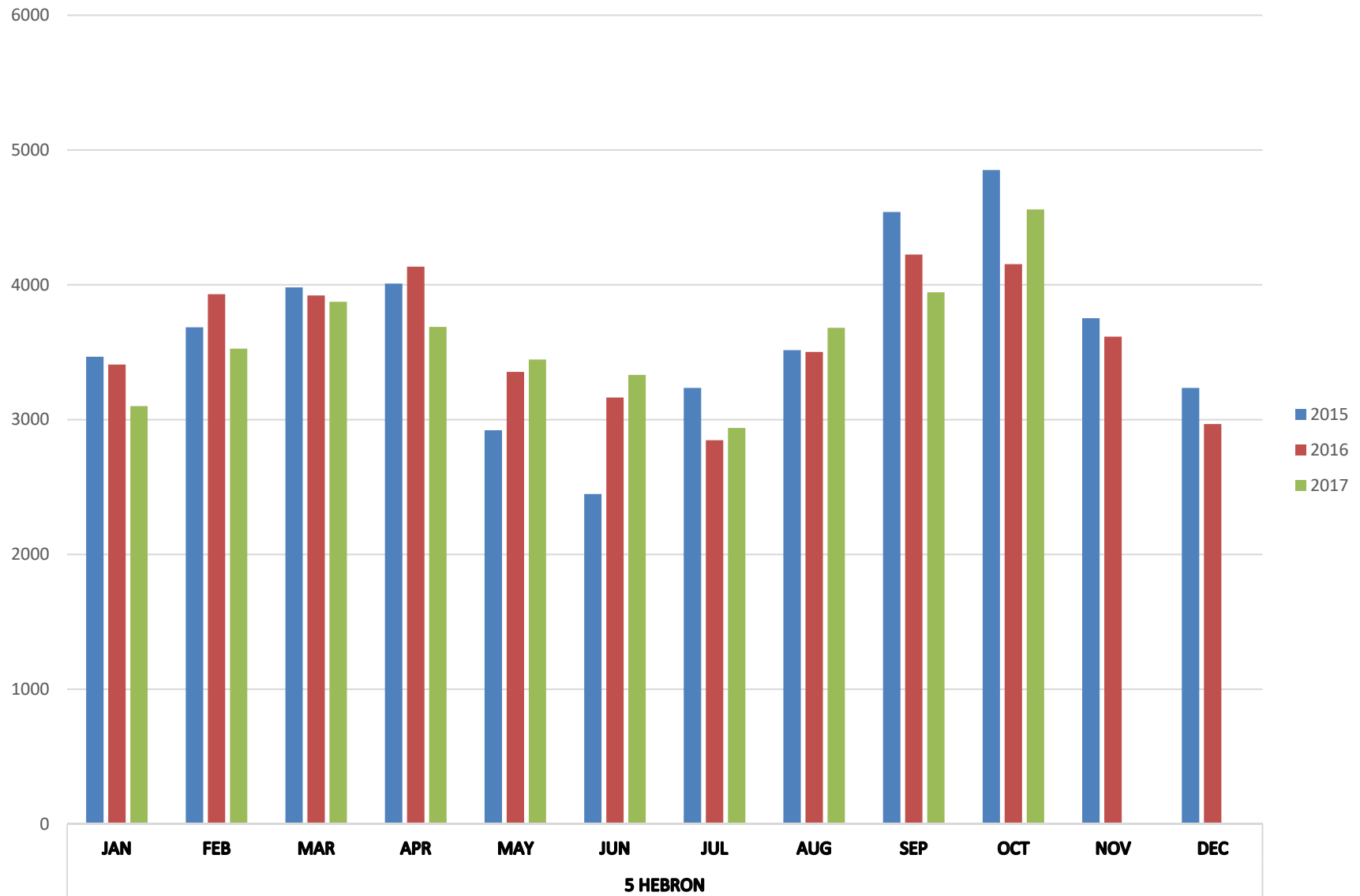


A-train Old Town Boardings By Month
Jan 2015 - October 2017



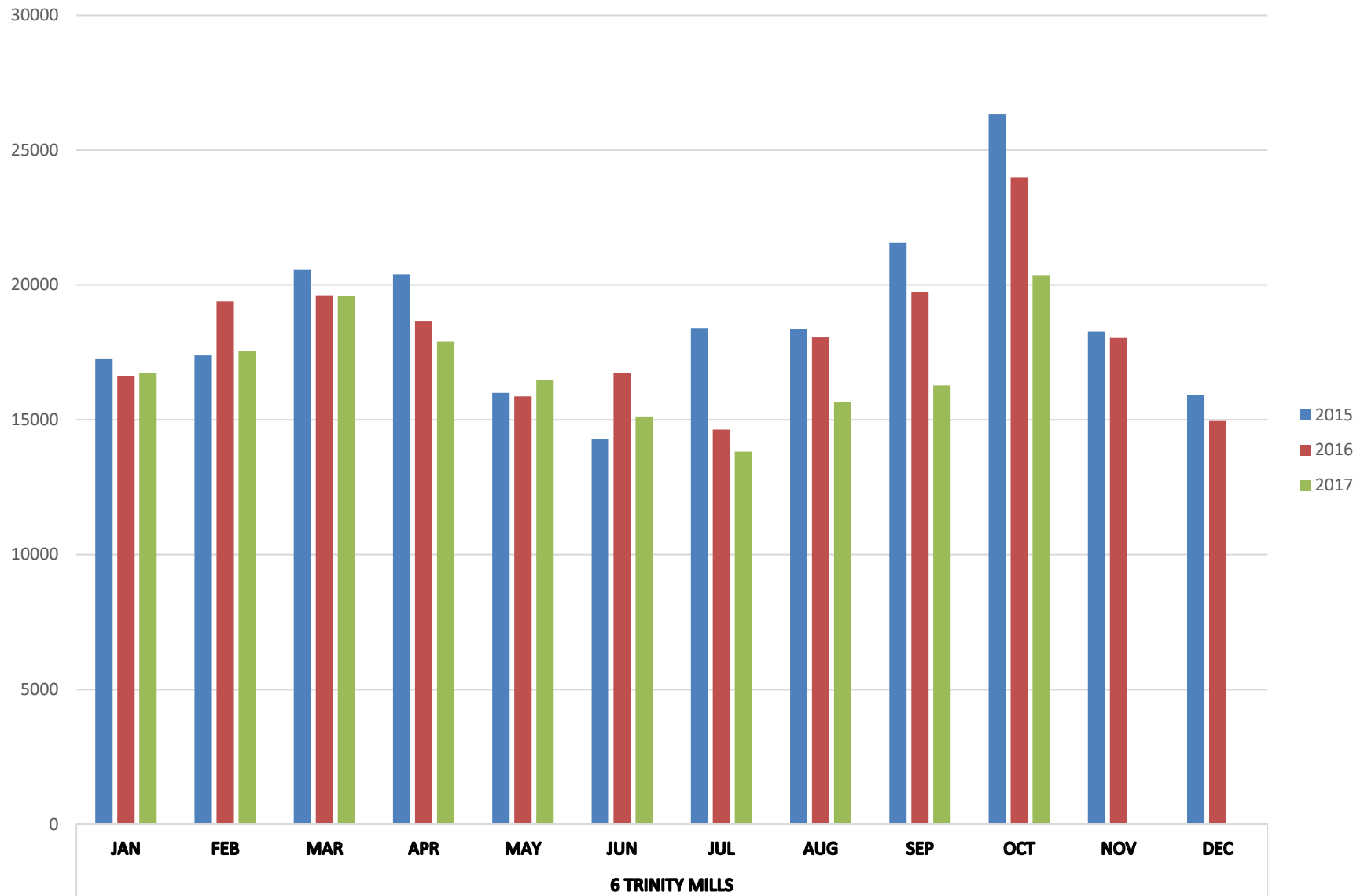
A-train Hebron Boardings By Month

Jan 2015 - October 2017



A-train Trinity Mills Boardings By Month

Jan 2015 - October 2017



2018 BOARD AND COMMITTEE MEETING CALENDAR

This calendar shows only the regularly scheduled meetings.
Committee meeting dates are subject to change.
Special called meetings may be added during the year.

JANUARY							FEBRUARY							MARCH							APRIL							MAY																											
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E - EXECUTIVE COMMITTEE 2:00 PM

January 16TH
February 13TH
March 20TH
April 17TH
May 15TH
June 19TH
July 17TH
August 14TH
September 18TH
October 16TH
November 6TH
December 4TH

P - PROGRAM SERVICES 12:00 PM

February
April
June
August
October
December

F- FINANCE COMMITTEE

January 22nd
May
July
August
September
October

B- BOARD MEETINGS 1:30 & 3:00 pm

January 25TH
February 13TH
March 29TH
April 26TH
May 24TH
June 28TH
July 26TH
August 21ST
September 27TH
October 25TH
November 15TH
December 13TH

WS - SPECIAL CALL WORK SESSION

February 22nd – Strategic Planning Session @ UNT Gateway Center