



Spring 2012 Public Meetings

DCTA

Presentation Overview

- DCTA Update
 - Ridership
 - Stadler Cars
 - Service Plan
- Community Survey Results
- Next Steps
- Wrap-Up
 - Do you agree with priorities?
 - What are we missing?
 - What will we bring back to you?



DCTA

Today's Objective

- Outline the community needs based on Service Plan and Community Survey.
- Discuss DCTA's priorities based on those needs and the authority's financial limitations.
- Collect feedback on needs and priorities.
- Discuss next steps and implementation schedule.

The logo for DCTA, featuring the letters "DCTA" in a bold, white, sans-serif font. The letters are set against a dark green rectangular background. Below the green bar, there is a yellow graphic element that resembles a stylized speech bubble or a swoosh pointing downwards and to the right.

DCTA

DCTA Update: Ridership

- 3% growth = 2.4 million bus passengers in 2011
- Over 220,000 carried on A-train since June
- DCTA has experienced a 15% growth in ridership since August.
- DCTA added Route 9 to connect UNT and DDTCC.
- Most significant growth has been seen on Denton Connect.
- A-train ridership on Friday nights is underperforming.
- A-train weekend ridership combined special event promotion is highest performing extended hours.
- DCTA is seeing ridership growth on fringes of the A-train's peak period operation.

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DCTA Update: Stadler Cars



- Opened with interim vehicle (RDCs)
- Future vehicle – Stadler DMUs will be rolled out late spring or early summer
 - Diesel-electric
 - Low profile, similar to light rail
 - 200 passenger capacity
 - Level boarding
 - Bike and luggage racks
 - Quieter, smoother operation
 - Future Regional Applications
 - Alternative Compliance

Updated Service Plan: Short- Term

- Five-Year Capital Priorities
 - **Positive Train Control** **\$17 million**
 - Bus O&M Facility \$9.2 million
 - DCTA Fleet Replacement \$1.9 million

- Short-Term Operating Priorities
 - Expand Service Levels on the A-train and Local Bus Systems
 - Improve Transit Connections Between Systems
 - Connect Additional Employment Centers with Transit Service
 - Seek Additional Funding Partners and Alternative Revenue Sources
 - Improve Passenger Information and Technology
 - Participate in a Regional Fare Solution

Updated Service Plan: Long-Range

- Future Long-Range Priority Corridors
 - Extension of A-train to Beltline
 - Denton to Fort Worth
 - Commuter Bus and/or Rail
 - Frisco to Carrollton Rail Corridor
 - FM 423 bus service to Carrollton
 - East to West bus service between Lewisville and Flower Mound
 - Extension of Existing A-train North

- Other Corridors to Watch
 - 380 between McKinney and Denton
 - Little Elm to I-35E (Lewisville Lake Toll Bridge)

Community Survey: Overview

- Online survey available November 2011 – January 2012
- Printed surveys distributed on A-train, all bus service and DDTC throughout two month collection period.
- 1,000 surveys mailed to random sample along corridor.
- 1,035 surveys received.
 - Population size = 370,000 (cities along A-train corridor)
 - 95% confidence level, +/- 3% margin of error
 - Results filtered by bus only, rail primary users and non-riders/occasional users.

Areas of Improvement - Limitations

	All	Bus	Rail	Non/Infreq
Service Hours	46%	40%	59%	49%
Travel Time	22%	25%	25%	22%
Service Area	21%	28%	16%	30%
No Limitations, Ride Often	19%	37%	24%	NA
Lack of Transit Connections	16%	13%	15%	23%
DART/DCTA Transfer	13%	3%	18%	15%
Affordability	12%	8%	14%	13%
Reliability	10%	18%	11%	7%

Areas of Improvement - Schedule

	All	Bus	Rail	Non/Infreq
8 p.m. – midnight Saturday	23%	24%	25%	29%
11 a.m. – 2 p.m. weekday	21%	10%	31%	10%
9 a.m. – 11 a.m. weekday	20%	10%	29%	12%
8 p.m. – 10 p.m. weekday	17%	13%	19%	23%
7 a.m. – 9 a.m. weekday	14%	11%	16%	12%
9 a.m. – 11 a.m. Saturday	13%	12%	15%	13%
5 a.m. – 7 a.m. weekday	10%	15%	10%	10%



Areas for Improvement – Priorities (1-10, 1 = highest)

Top Priorities for Improvement	All	Bus	Rail	Non/Infrq
Mid-day rail service	1 (4.0)	5.46	1 (3.5)	3 (5.6)
More peak period rail trips	2 (4.2)	5.27	2 (3.9)	5.71
Later A-train hours (weekday)	3 (4.4)	5.55	3 (4.1)	2 (5.0)
Extended A-train hours Fri/Sat night	4.94	6.09	4.74	1 (4.9)
Better align bus with rail	5.0	5.33	4.90	6.52
Expand bus routes	5.29	1 (3.8)	5.85	6.73
More passenger amenities	5.43	3 (4.8)	5.59	7.24
Improved bus Frequency	5.81	2 (4.4)	6.31	7.33

Next Steps: Ongoing Activities

- Actively pursue external funding for Positive Train Control and advocate for a legislative delay of implementation date to minimize impact to bus and rail operations.
- Actively pursue grant programs to address capital and operational needs.
- Improve passenger information technology – Where's My Ride?, Text Alerts and Mobile Website
- Work with DART to relocate Local Service fare boundary to Trinity Mills and provide ability to purchase DCTA media at Trinity Mills
- Continue to monitor on-time performance and other service standards.
- Continue to improve customer experience – transit shelters, station information kiosks, and customer service software/mobile application.
- Stadler car roll-out as early as possible.

Next Steps: University Pass Program

Student Local

Full Semester (130-140 days)	\$175.00
Summer Semester (80-90 days)	\$120.00
Annual Local Pass (12 months from date of purchase)	\$365.00

Student Regional

Full Semester (130-140 days)	\$250.00
Summer Semester (80-90 days)	\$160.00
Annual Regional Pass (12 months from date of purchase)	\$600.00

Faculty/Staff

Local Semester Faculty/Staff Pass (130-140 days)	\$250.00
Regional Semester Faculty/Staff Pass (130-140 days)	\$340.00
Local Annual Faculty/Staff Pass (12 months from date)	\$455.00
Regional Annual Faculty/Staff Pass (12 months from date)	\$840.00



Next Steps: August Service Changes

August 20, 2012 Changes – Neutral Budget Impact:

- Maximize connection opportunities with DART and DCTA and DCTA and DCTA without negatively impacting the local system.
- Modify Saturday schedule to provide an earlier trip without adding operating costs. Would create longer span of service but slightly degrade frequency in late afternoon.

Desired August Changes in Priority Order – Requires Budget Amendment:

1. Add mid-day rail service - \$500,000
2. Continue Friday night service but reconfigure to better meet passenger demand and serve events. - \$110,000
3. Add additional bus service in Denton and Lewisville to improve connections and spans of service - \$500,000

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Wrap-Up

➤ Discussion

- Do you agree with our priorities?
 1. Mid-day Rail Service
 2. Continue but modify Friday night service
 3. Expand frequency and span of service on Lewisville and Denton Connect
- What are we missing?
- What else do you want to discuss?
- Any other questions

➤ Next Meetings

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