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**FOR IMMEDIATE RELEASE**

**DCTA’s 2016 Community Survey Reveals that a Majority of Denton County Residents Are Satisfied with Public Transit Services**

*Agency’s biennial survey also highlights riders and non-riders’ sentiment of DCTA usage, benefits of public transportation and satisfaction of the agency’s services/amenities offered*

**LEWISVILLE, TX (March 23, 2017)** – The Denton County Transportation Authority (DCTA) released its biennial community survey last September which focused on Denton County resident’s preferences on public services in the area, DCTA services and passenger amenities. The agency collected responses from both DCTA riders and non-riders.

A proper sample size based on Denton County’s current population was used to determine statistical survey data. 1,939 surveys were completed, which yielded a 95 confidence level with a 2.23 percent margin of error. DCTA presented the survey results to its Board of Directors during the November 2016 and January 2017 board meetings.

“We appreciate residents throughout Denton County taking time to provide us with valuable feedback that DCTA plans to utilize to better serve Denton County with enhanced transit services,” said Jim Cline, DCTA President.

Below are key results from DCTA’s 2016 Community Survey:

**Community’s Sentiments on Public Services**

- **Transit as Essential:** 73 percent of survey respondents (riders and non-riders) said public transit is a very important or essential public service
- **Satisfaction of Transit Services:** 70 percent of survey respondents (riders and non-riders) said they are satisfied with public transit services

**A Non-Rider’s Perspective**

According to the survey, 49 percent of survey respondents strongly agree that DCTA reduces traffic congestion. Below are other key survey findings from non-DCTA riders who live in one of the agency’s member cities (Denton, Lewisville and/or Highland Village) and those who don’t:

Question/Topic	Non-Rider in Member City	Non-Rider/Non-Member City
How satisfied are you with the public transportation services that DCTA provides?	20.6% - Extremely Satisfied 56% - Somewhat Satisfied	49% - Somewhat Satisfied
How much do DCTA services improve the quality of life in your community?	19.8% - A Great Deal 27.5% - A Lot 29.4% - A Moderate Amount	35.7% - None at All 24% - A Moderate Amount 20.2% - A Little

If you were going to use public transportation in Denton County, which of the following would be the primary destination? *	44% - Entertainment/Social Events 27.5% - Work 13% - Shopping/Errands	43% - Entertainment/Social Events 33.3% - Work 12.7% - Shopping/Errands
Please rate how likely each factor would be to increase your use of DCTA services? *	<b>Extremely Likely:</b> 49.2% - Service More Frequent 46.1% - Transit Stops More Convenient 31.7% - Employer Incentives	<b>Extremely Likely:</b> 47.1% - Transit Stops More Convenient <b>Somewhat Likely:</b> 41.1% - Service More Frequent 40.7% - Park and Ride Lots Readily Available 39.7% - Better Apps for Ticket Purchase and Trip Planning

*\*Survey respondents had more than one option to choose from\**

### A Rider's Perspective

According to the survey, 92 percent of survey respondents would recommend DCTA to their friends and 81 percent said they save money using DCTA. Below are other key survey findings from DCTA riders:

Question/Topic	Rider/Member City	Rider/Non-Member City in Denton County	Rider/Outside of Denton County
How satisfied are you with the public transportation services that DCTA provides?	47% - Extremely Satisfied 40.2% - Somewhat Satisfied	47.8% - Extremely Satisfied 47.8% - Somewhat Satisfied	50.7% - Extremely Satisfied 42.8% - Somewhat Satisfied
How much do DCTA services improve the quality of life in your community?	19.8% - A Great Deal 27.5% - A Lot 29.4% - A Moderate Amount	35.7% - None at All 24% - A Moderate Amount 20.2% - A Little	40.6% - A Great Deal 26% - A Lot 26.8% - A Moderate Amount
Please rate how likely each factor would be to increase your use of DCTA services? *	<b>Extremely Likely:</b> 68.9% - Service More Frequent 60.4% - Transit Stops More Convenient 53.7% - Employer Incentives	<b>Extremely Likely:</b> 73.3% - Service More Frequent 64.4% - Transit Stops More Convenient 64.4% - Employer Incentives	<b>Extremely Likely:</b> 74.7% - Service More Frequent 68.1% - Transit Stops More Convenient 58.7% - Employer Incentives

*\*Survey respondents had more than one option to choose from\**

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### ABOUT DENTON COUNTY TRANSPORTATION AUTHORITY

Formed in 2002 and funded in 2003, the Denton County Transportation Authority has been focused on an aggressive service implementation strategy to address the mobility needs of Denton County residents. The central element of their Service Plan is the A-train, which connects with DART's Green Line at Trinity Mills in Carrollton and provides service to five stations within Denton County. In addition to the A-train, DCTA provides Connect Bus service in Denton and Lewisville, Connect Shuttle and Community On-Demand services in Highland Village, Access service, Frisco Demand-Response service, University of North Texas (UNT) and North Central Texas College (NCTC) Campus Shuttle and vanpool services. The agency carries nearly three million passengers annually system-wide. For more information about DCTA, visit [www.RideDCTA.net](http://www.RideDCTA.net).