



Media Contact Information:

Adrienne Hamilton, Senior Communications Specialist
Phone: 972.316.6114 • Email: ahamilton@dcta.net

Nicole Recker, Vice President of Marketing & Communications
Phone: 972.316.6132 • Email: nrecker@dcta.net

FOR IMMEDIATE RELEASE

**Denton County Transportation Authority to Release
Passenger Satisfaction Survey Monday, April 3**

*Riders encouraged to provide feedback about DCTA services for a chance to win
one of three \$100 Amazon gift cards*

LEWISVILLE, TEXAS (March 27, 2017) – The Denton County Transportation Authority (DCTA) will release its biennial passenger satisfaction survey Monday, April 3, to gather input from passengers on their perspective on DCTA services. The survey will provide insight on the demographics and travel patterns of DCTA riders, as well as help the agency make the best decisions for future operational services.

Passengers who fill out the required survey questions will be entered in a drawing to win one of three \$100 Amazon gift cards. **All completed surveys must be received no later than Friday, April 21, to be entered into the drawing.** The print and online survey will be available in English, Spanish and the Hakha Dialect of Chin.

“At DCTA, we strive to provide safe and efficient mobility solutions for our passengers,” said Jim Cline, DCTA President. “Our ultimate goal is to utilize all the feedback and data received from our passenger satisfaction survey to enhance our services and amenities so that riders have a great experience when riding DCTA.”

DCTA’s goal is to receive a minimum of 2,385 survey responses, which would represent 20 percent of the agency’s 11,923-average daily passenger count. Surveys will be made available at the Euline Brock Downtown Denton Transit Center (DDTC), on board vehicles and online at www.DCTAsurvey.net. Riders can return completed surveys to a DCTA representative, bus or rail operator, or the ticket counter at the DDTC. Survey results will be presented to DCTA’s Board of Directors at the June 2017 board meeting.

###

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.