



Board of Directors Work Session

June 20, 2019 | 1:30 p.m.

To be held at Denton County Transportation Authority | Administrative Boardroom
1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057

NOTICE IS HEREBY GIVEN that there will be a Work Session of DCTA Board of Directors at the time and location above to consider the following:

CALL TO ORDER

1. Monthly Financial Reports
 - a. Financial Statements for May 2019
 - b. Capital Projects Budget Report for May 2019
 - c. Monthly Sales Tax Receipts
 - d. Monthly Mobility-as-a-Service (MaaS) Update
2. Update and Discussion Regarding Agency Initiatives / Intent
 - a. Improving Efficiencies and Maximizing City's Return on Investment
 - i. Cost Model / ELAP Status Update
 - ii. Passenger Satisfaction Survey Recap Report
 - iii. Social Service Agency Roundtable Recap Report
 - iv. May Public Meeting Recap Report
 - v. Economic Development/Transportation Forum
 - b. Assessing Everything We Do with Innovation
 - i. North Texas Mobility Corporation (NTMC) Overview
 - ii. Mobility-as-a-Service (MaaS) Overview
 - c. Local and Regional Transit System Growth
 - i. Regional Rail Update
3. Discussion of Regular Board Meeting Agenda Items
 - a. Proposed Service Changes for August 2019
 - b. Proposed Fare Changes for University Pass Program
 - c. Interlocal Agreement with City of Corinth for a Station Concept and Estimate Development through DCTA's Lockwood, Andrews, Newnam, Inc. Contract
 - d. Resolution R19-09 authorizing FY2019 Budget Amendment Number 2019-12: Revised Operating Budget Amendment for Phase 1 of the Corinth Study Expense and Revenue
 - e. Task Order for City of Corinth for a Station Concept and Estimate Development through DCTA's Lockwood, Andrews, Newnam, Inc. Contract
 - f. Proposed Information Technology Acceptable Use Policy

4. 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.
5. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
6. Discussion of Future Agenda Items
 - a. Board Member Requests
7. ADJOURN

Board Members:

Dianne Costa, Highland Village, *Vice Chair*
Dave Kovatch, Denton County, *Treasurer*
Mayor Chris Watts, Denton
TJ Gilmore, Lewisville
Don Hartman, Denton County

Non-Voting Board Members:

Tom Winterburn, Allen Harris, Carter Wilson,
Connie White, Mark Miller, Ron Trees, Michael Savoie

Staff Liaison: CEO – Raymond Suarez

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 6/14/2019 at 1:42 PM.



Brandy Pedron, Executive Administrator | Open Records



Board of Directors Memo

June 20, 2019

SUBJECT: Financial Statements for May 2019; Capital Projects Budget Report for May 2019

Background

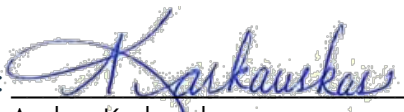
Due to the change in Board Meeting date to June 20th from the normal 4th Thursday of the month, the Financial Statements and Capital Projects Budget Report for the month ended May 2019 will be distributed via hard copy at the Board meeting.

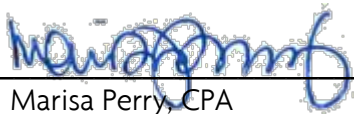
Identified Need

Provides the Board a review of DCTA's financial position and the agency's performance to budget.

Recommendation

N/A

Submitted by: 
Amber Karkauskas
Controller

Final Review: 
Marisa Perry, CPA
Chief Financial Officer/VP of Finance



Board of Directors Memo

June 20, 2019

SUBJECT: Monthly Sales Tax Receipts

Background

Sales tax represents the single largest source of revenue for DCTA at 64.13% for the Fiscal Year 2019 budget. The annual sales tax budget for FY19 is \$28,450,180. 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 12.15%. The June allocation is for sales generated in the month of April and represents revenue for the seventh month of FY19.

- Sales tax for sales generated at retail in the month of April and received in June was \$2,484,440.
- This represents an increase of 12.15% or \$269,178 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$354,381 or 16.64% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 29.03%
 - City of Denton up 5.65%
 - Highland Village up 6.76%

Identified Need

Provides the Board of Directors a monthly status on Sales Tax collections.

Recommendation

For information only. No action required.

Exhibits

FY19 Monthly Sales Tax Report

Submitted By:

Amanda Riddle
Budget Manager

Final Review:

Marisa Perry, CPA
Chief Financial Officer/VP of Finance

DENTON COUNTY TRANSPORTATION AUTHORITY

SALES TAX REPORT

BUDGET TO ACTUAL AND PREVIOUS YEAR COMPARISON

Sales Generated in Month of:	Received in Month of:	2018-2019 Year Budget	2018-2019 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,236,473	\$ 2,307,128	\$ 70,655	3.16%	\$ 2,150,455	\$ 156,673	7.29%
November	January	\$ 2,305,281	\$ 2,292,741	\$ (12,540)	-0.54%	\$ 2,216,616	\$ 76,125	3.43%
December	February	\$ 2,913,325	\$ 2,831,728	\$ (81,597)	-2.80%	\$ 2,801,274	\$ 30,454	1.09%
January	March	\$ 2,054,846	\$ 2,069,625	\$ 14,779	0.72%	\$ 1,975,813	\$ 93,812	4.75%
February	April	\$ 2,093,223	\$ 2,024,082	\$ (69,141)	-3.30%	\$ 2,012,714	\$ 11,368	0.56%
March	May	\$ 2,697,615	\$ 2,475,826	\$ (221,789)	-8.22%	\$ 2,593,861	\$ (118,035)	-4.55%
April	June	\$ 2,215,262	\$ 2,484,440	\$ 269,178	12.15%	\$ 2,130,060	\$ 354,381	16.64%
May	July	\$ 2,190,990				\$ 2,375,417		
June	August	\$ 2,576,338				\$ 2,604,185		
July	September	\$ 2,181,390				\$ 2,269,235		
August	October	\$ 2,393,496				\$ 2,343,951		
September	November	\$ 2,591,941				\$ 2,471,023		
YTD Total		\$ 28,450,180	\$ 16,485,571	\$ (30,454)	-0.18%	\$ 27,944,603	\$ 604,778	3.81%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
 Prepared By: Denton County Transportation Authority Finance Department
 June 12, 2019

DENTON COUNTY TRANSPORTATION AUTHORITY

MEMBER CITIES SALES TAX REPORT
MONTH ALLOCATION IS RECEIVED FROM COMPTROLLER
PREVIOUS YEAR COMPARISON

CITY OF LEWISVILLE						CITY OF HIGHLAND VILLAGE					
Sales Generated in Month of:	Received in Month of:	2017-2018 Year Actual	2018-2019 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	Sales Generated in Month of:	Received in Month of:	2017-2018 Year Actual	2018-2019 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 3,009,098	\$ 3,287,654	\$ 278,557	9.26%	October	December	\$ 265,631	\$ 319,132	\$ 53,501	20.14%
November	January	\$ 2,973,704	\$ 3,193,613	\$ 219,909	7.40%	November	January	\$ 328,316	\$ 311,524	\$ (16,792)	-5.11%
December	February	\$ 3,924,399	\$ 4,003,626	\$ 79,227	2.02%	December	February	\$ 451,331	\$ 446,811	\$ (4,520)	-1.00%
January	March	\$ 2,767,715	\$ 3,029,803	\$ 262,088	9.47%	January	March	\$ 287,500	\$ 283,228	\$ (4,273)	-1.49%
February	April	\$ 2,864,356	\$ 2,965,849	\$ 101,494	3.54%	February	April	\$ 250,707	\$ 258,782	\$ 8,075	3.22%
March	May	\$ 3,540,108	\$ 3,631,625	\$ 91,517	2.59%	March	May	\$ 341,604	\$ 344,912	\$ 3,308	0.97%
April	June	\$ 2,950,115	\$ 3,806,587	\$ 856,473	29.03%	April	June	\$ 285,066	\$ 304,322	\$ 19,257	6.76%
May	July	\$ 3,386,756				May	July	\$ 325,073			
June	August	\$ 3,759,539				June	August	\$ 356,643			
July	September	\$ 3,055,068				July	September	\$ 301,133			
August	October	\$ 3,336,162				August	October	\$ 284,692			
September	November	\$ 3,551,821				September	November	\$ 327,060			
YTD Total		\$ 39,118,841	\$ 23,918,757	\$ 1,889,262	8.58%	YTD Total		\$ 3,804,755	\$ 2,268,712	\$ 58,557	2.65%

CITY OF DENTON						
Sales Generated in Month of:	Received in Month of:	2017-2018 Year Actual	2018-2019 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	
October	December	\$ 2,718,499	\$ 2,875,467	\$ 156,969	5.77%	
November	January	\$ 2,945,336	\$ 2,933,274	\$ (12,062)	-0.41%	
December	February	\$ 3,598,809	\$ 3,667,687	\$ 68,878	1.91%	
January	March	\$ 2,568,686	\$ 2,435,272	\$ (133,413)	-5.19%	
February	April	\$ 2,526,113	\$ 2,397,631	\$ (128,482)	-5.09%	
March	May	\$ 3,661,913	\$ 3,229,426	\$ (432,487)	-11.81%	
April	June	\$ 2,787,702	\$ 2,945,196	\$ 157,494	5.65%	
May	July	\$ 2,936,759				
June	August	\$ 3,348,805				
July	September	\$ 3,095,938				
August	October	\$ 2,856,408				
September	November	\$ 3,231,127				
YTD Total		\$ 36,276,094	\$ 20,483,954	\$ (323,103)	-1.55%	

ALL TRANSIT AGENCIES
MONTHLY SALES AND USE TAX COMPARISON SUMMARY

Transit Agency	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$ 22,449,850	\$ 19,299,841	16.32%	\$ 129,085,281	\$ 120,466,533	7.15%
Corpus Christi MTA	0.50%	\$ 2,776,441	\$ 2,584,842	7.41%	\$ 16,862,647	\$ 16,609,823	1.52%
Dallas MTA	1.00%	\$ 50,953,610	\$ 47,544,013	7.17%	\$ 312,650,631	\$ 298,738,565	4.65%
Denton CTA	0.50%	\$ 2,484,440	\$ 2,130,060	16.63%	\$ 14,178,443	\$ 13,730,339	3.26%
El Paso CTD	0.50%	\$ 3,812,147	\$ 3,493,111	9.13%	\$ 23,571,120	\$ 22,404,945	5.20%
Fort Worth MTA	0.50%	\$ 6,729,482	\$ 6,258,558	7.52%	\$ 41,182,050	\$ 38,590,314	6.71%
Houston MTA	1.00%	\$ 64,273,718	\$ 59,094,116	8.76%	\$ 388,458,789	\$ 380,511,899	2.08%
Laredo CTD	0.25%	\$ 702,573	\$ 599,225	17.24%	\$ 4,250,769	\$ 4,096,388	3.76%
San Antonio ATD	0.25%	\$ 5,895,539	\$ 5,220,406	12.93%	\$ 35,878,623	\$ 34,323,244	4.53%
San Antonio MTA	0.50%	\$ 13,023,549	\$ 11,604,478	12.22%	\$ 79,028,740	\$ 75,608,797	4.52%
TOTALS		\$ 173,101,348	\$ 157,828,650	9.68%	\$ 1,045,147,093	\$ 1,005,080,845	3.99%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
 Prepared By: Denton County Transportation Authority Finance Department
 June 12, 2019



Board of Directors Memo

June 20, 2019

SUBJECT: Monthly Mobility-as-a-Service Update

Background

A Request for Proposals (RFP) was released on January 16, 2019 for Mobility as a Service (MaaS). Firms were invited to submit proposals (for both federal and non-federal funding project categories) to provide innovative mobility service to DCTA member cities, DCTA contract communities, partner organizations, as well as large employment centers and other areas as the need arises. On March 12, 2019, DCTA received thirty-seven (37) proposals in response to the RFP. Thirty-three (33) proposals were deemed responsive and were evaluated by the evaluation team. The evaluation team rejected two proposals that scored less than seventy (70) points and recommended award to thirty-one (31) firms. The Board of Directors approved the award of Mobility-as-a-Service to thirty-one firms and a total annual contract value of \$2,400,000 for all task orders issued under the master on-call contracts. One of the recommended firms will not execute a contract due to business operational changes; therefore, thirty (30) firms remain eligible for contract execution. As requested by the Board of Directors, staff is providing a monthly update on all Mobility-as-a-Service commitments, activities and expenditures.

To date, the following twenty contracts have been fully executed:

- AJL International **
- Bird Rides **
- Bubbl Investments, LLC. **
- Dashboard Story dba DUET
- DemandTrans Solutions
- DoubleMap **
- Downtowner Holdings, LLC. **
- Ford Smart Mobility, LLC. **
- Irving Holdings **
- Iteris **
- MV Transportation **
- Muve: Quebec, Inc. **
- Quebec, Inc. dba Transit
- RideCo **
- Rideshark Corporation **
- River North (Via) **
- Routematch **
- Spare Labs, Inc. **
- Spare Labs, Inc. (with First Transit) **
- Transdev North America **

**Newly executed contract since prior month report

This month, seventeen contracts have been fully executed. All other contracts are currently being reviewed and are pending signatures. No task orders have been issued to date.

Identified Need


Provides the Board of Directors a monthly status on Mobility-as-a-Service Contracts.

Recommendation

For information only. No action required.



Submitted By: 
Sarah Martinez
Director of Procurement

Final Review: 
Marisa Perry, CPA
Chief Financial Officer/VP of Finance



DENTON COUNTY
TRANSPORTATION
AUTHORITY



2019 PASSENGER SATISFACTION SURVEY RECAP REPORT



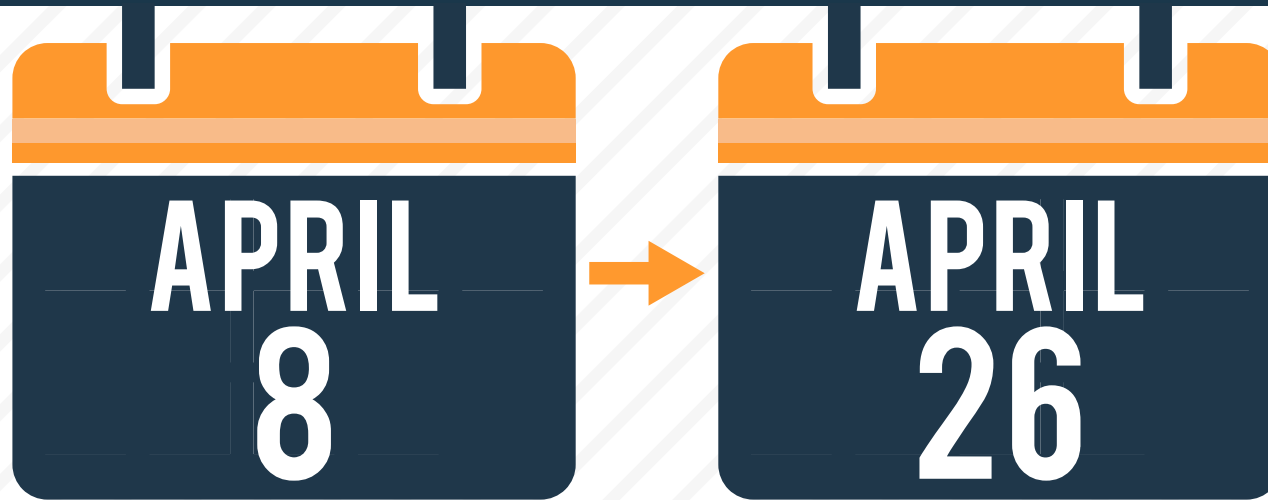
2019 DCTA PASSENGER SURVEY



SURVEY OVERVIEW



2019 DCTA PASSENGER SURVEY OVERVIEW



**TOTAL
RESPONSES**
2,629*

PAPER:
1,883

ELECTRONIC:
746

COMPARED TO 2017 DATA: 2,617 TOTAL RESPONSES (1,856 PAPER RESPONSES, 761 ELECTRONIC RESPONSES)

**THIS RESPONSE
IS EQUAL TO**
20.3%
**OF THE AVERAGE
RIDERSHIP IN
APRIL 2019**

*ACCORDING TO THE SURVEY MONKEY SAMPLE SIZE CALCULATOR AND THE NUMBER OF COMPLETED SURVEY RESPONSES COLLECTED, THE 2019 PASSENGER SATISFACTION SURVEY HAS A 1.71% MARGIN OF ERROR AT A CONFIDENCE LEVEL OF 95%.



2019 DCTA PASSENGER SURVEY OVERVIEW



THE SURVEY *COVERED:*



ON THE A-TRAIN



ON THE BUSES



ON ON-DEMAND
VEHICLES

THE SURVEY WAS *PROMOTED:*



ON OUR VEHICLES



AT OUR FACILITIES



ON FOOT



THROUGH PARTNERS



ONLINE AT
RIDEDCTA.NET



ON OUR SOCIAL
MEDIA CHANNELS

THE SURVEY WAS *AVAILABLE:*



ONLINE



ON PAPER



IN ENGLISH, SPANISH
AND HAKHA CHIN



SURVEY RESULTS



2019 DCTA PASSENGER SURVEY RESULTS



TOP 5 MODES OF SERVICE*

*MULTIPLE MODES OF SERVICE COULD BE SELECTED

1 UNT
CAMPUS
SHUTTLE | **56%**

2 A-TRAIN
COMMUTER
RAIL | **30%**

3 DENTON
CONNECT
BUS | **19%**

4 DALLAS
AREA RAPID
TRANSIT | **18%**

5 A-TRAIN
RAIL
TRAIL | **9%**

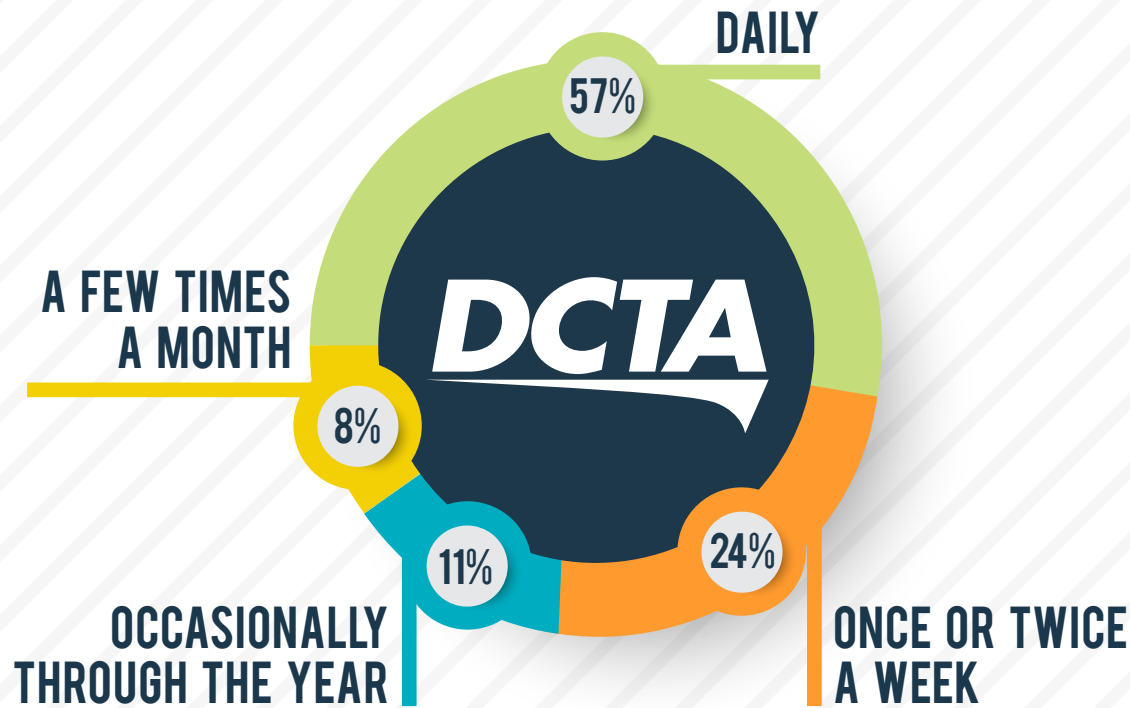
COMPARED TO 2017 DATA: 1) A-TRAIN COMMUTER RAIL; 2) UNT CAMPUS SHUTTLE; 3) DENTON CONNECT; 4) NORTH TEXAS XPRESS;
5) NORTH CENTRAL TEXAS CAMPUS SHUTTLE



2019 DCTA PASSENGER SURVEY RESULTS



RESPONDENT *VEHICLE FREQUENCY*



55%

OF RESPONDENTS
ARE *VERY LIKELY*
TO RECOMMEND
DCTA SERVICES TO
FRIENDS AND FAMILY



RESPONDENTS USE *DCTA SERVICES* TO:

GET TO
SCHOOL **49%**

GET TO
WORK **10%**

SAVE
MONEY **10%**

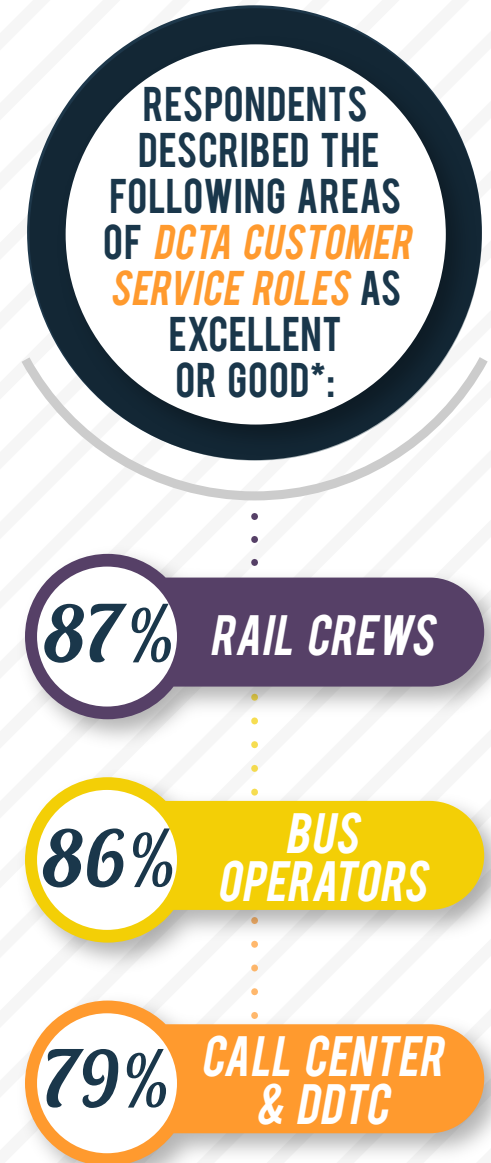
AVOID
TRAFFIC **7%**

COMPARED TO 2017 DATA: DAILY (60%); ONCE OR TWICE A WEEK (17%);
OCCASIONALLY (7%); A FEW TIMES A MONTH (8%)

COMPARED TO 2017 DATA: SCHOOL (43%); WORK (20%);
AVOID TRAFFIC (13%); SAVE MONEY (7%)



2019 DCTA PASSENGER SURVEY RESULTS



COMPARED TO 2017 DATA: AFFORDABILITY (86%); EMPLOYEE SERVICE (91%); SAFETY (93%);
RELIABILITY (83%); CONVENIENCE (80%); COMFORT (85%)

WS 2(a)ii
*NEW SURVEY QUESTION



2019 DCTA PASSENGER SURVEY RESULTS



RESPONDENTS RATED THE ***MOST IMPORTANT SERVICE ATTRIBUTES*** AS:

1 RELIABILITY

2 SAFETY

3 CONVENIENCE

4 AFFORDABILITY

5 COMFORT

6 EMPLOYEE
SERVICE

COMPARED TO 2017 DATA: 1) RELIABILITY; 2) SAFETY; 3) CONVENIENCE; 4) AFFORDABILITY; 5) EMPLOYEE SERVICE; 6) COMFORT



2019 DCTA PASSENGER SURVEY RESULTS



TOP 5 WAYS *PASSENGERS GET INFO**

*MULTIPLE INFORMATION CHANNELS COULD BE SELECTED

1 DCTA
WEBSITE | **37%**

2 DCTA
POSTINGS | **35%**

3 SOCIAL
MEDIA | **17%**

4 RIDER
ALERTS | **15%**

5 TRANSIT
APP | **9%**



ON-DEMAND SERVICE RESULTS



2019 DCTA PASSENGER SURVEY RESULTS



OF THE *ON-DEMAND SURVEY RESPONDENTS**:



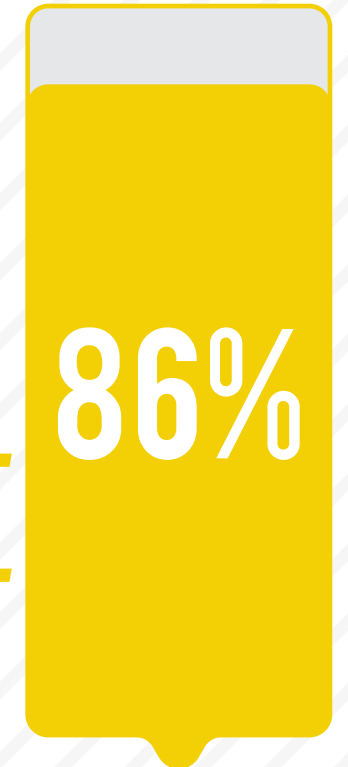
94%

OF RESPONDENTS RATED THE
**LEWISVILLE
LAKEWAY ZONE**
AS EXCELLENT AND GOOD



86%

OF RESPONDENTS RATED THE
**DENTON ENTERPRISE
AIRPORT ZONE**
AS EXCELLENT AND GOOD



*THIS DATA IS BASED ON A PORTION OF THE TOTAL RESPONDENTS WHO HAVE USED THE SERVICES. ALL NEW SURVEY QUESTIONS.

WS 2(a)ii

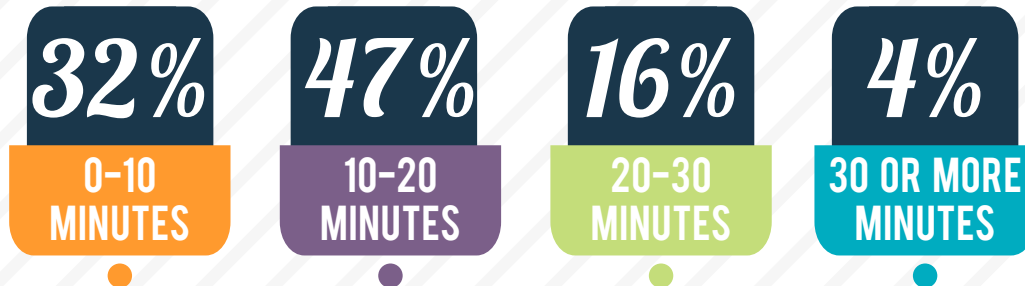


2019 DCTA PASSENGER SURVEY RESULTS

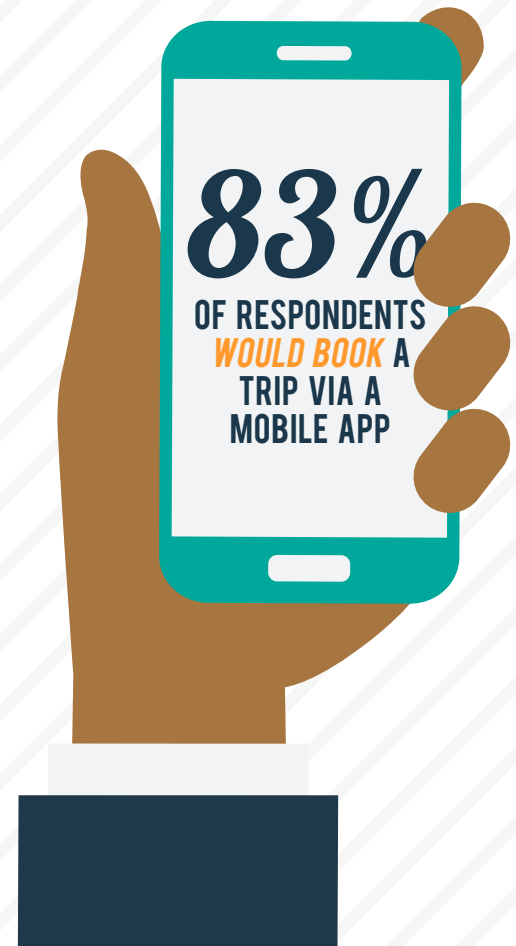


73% OF RESPONDENTS WOULD BE **VERY LIKELY AND SOMEWHAT LIKELY** TO TRY NEW ON-DEMAND SERVICES IF THEY WERE OFFERED

RESPONDENTS SAID THEY **WOULD WAIT THIS AMOUNT OF TIME** FOR AN ON-DEMAND VEHICLE TO ARRIVE:



RESPONDENTS SAID THEY **WOULD SPEND THIS AMOUNT OF TIME** ON AN ON-DEMAND VEHICLE FOR A TRIP:





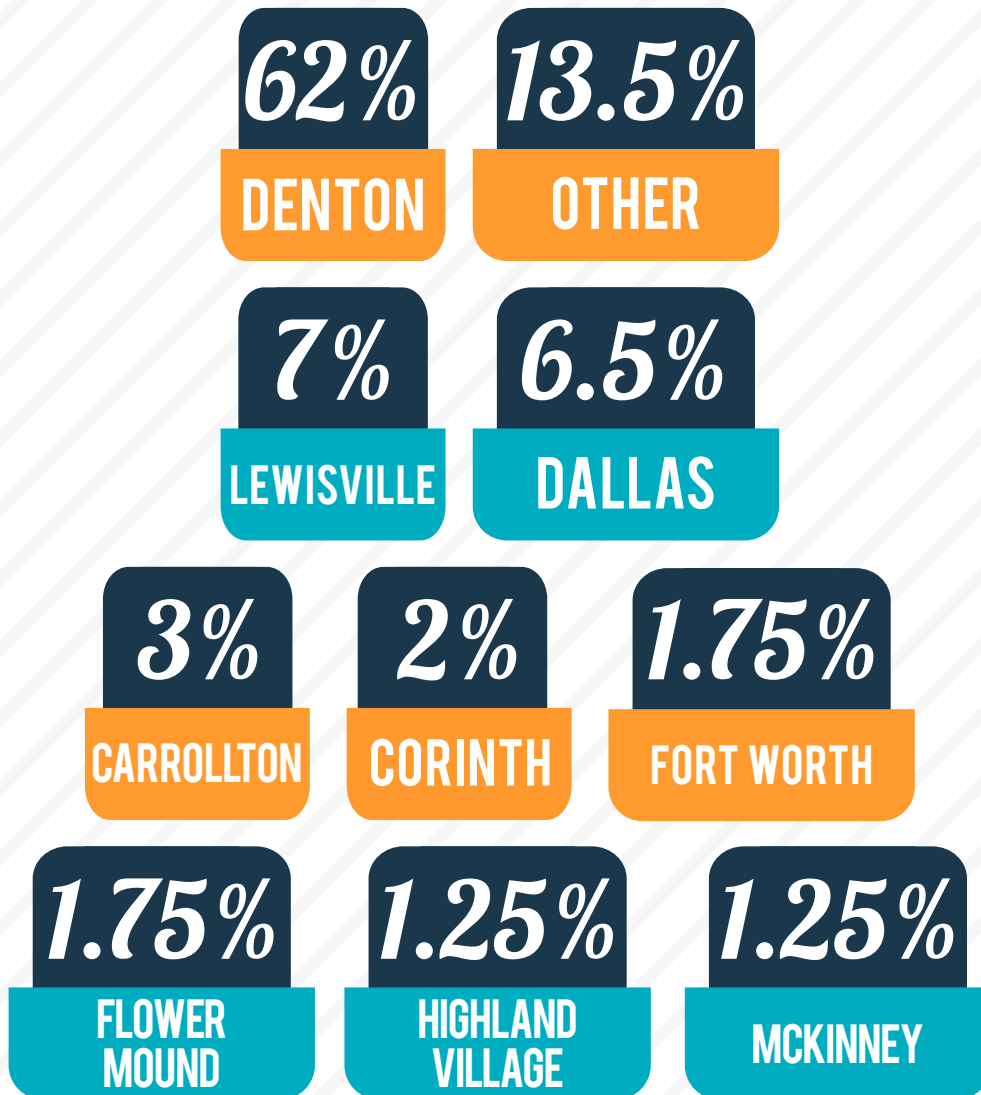
PASSENGER DEMOGRAPHICS



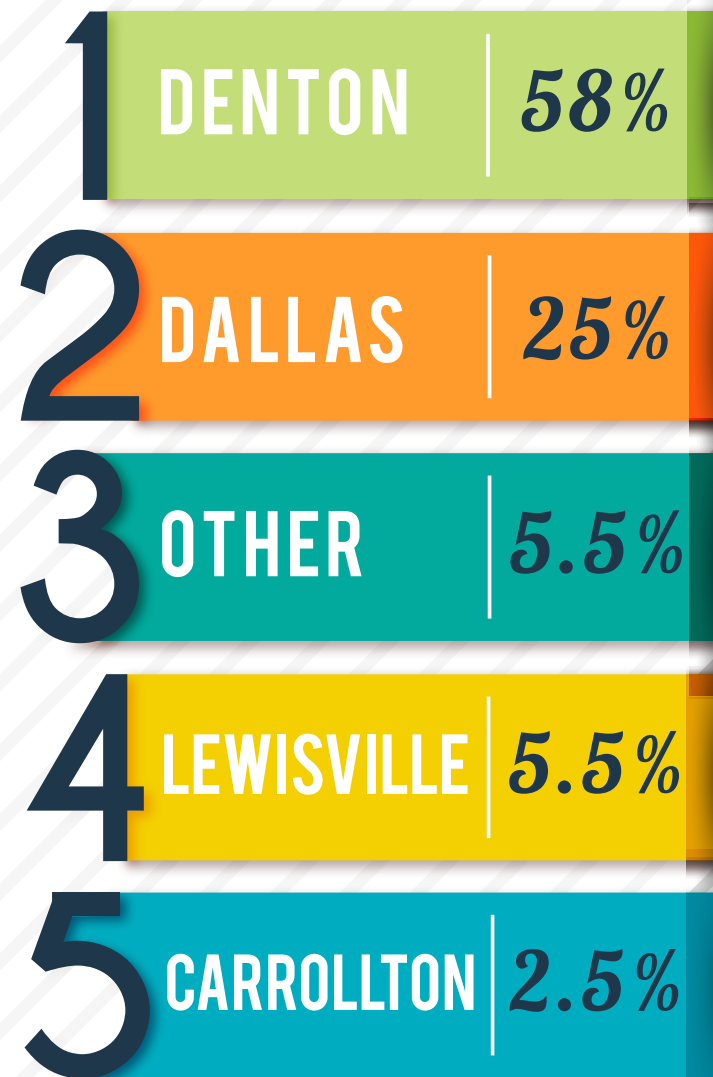
2019 DCTA PASSENGER SURVEY RESULTS



RESPONDENT *CITY OF RESIDENCE*



TOP 5 RESPONDENT *DESTINATION CITY*

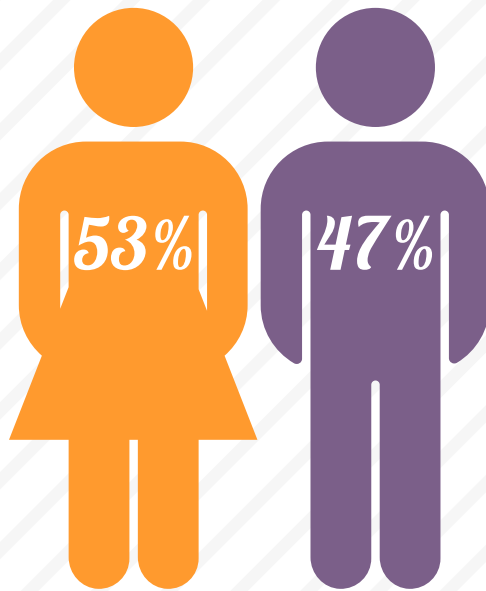




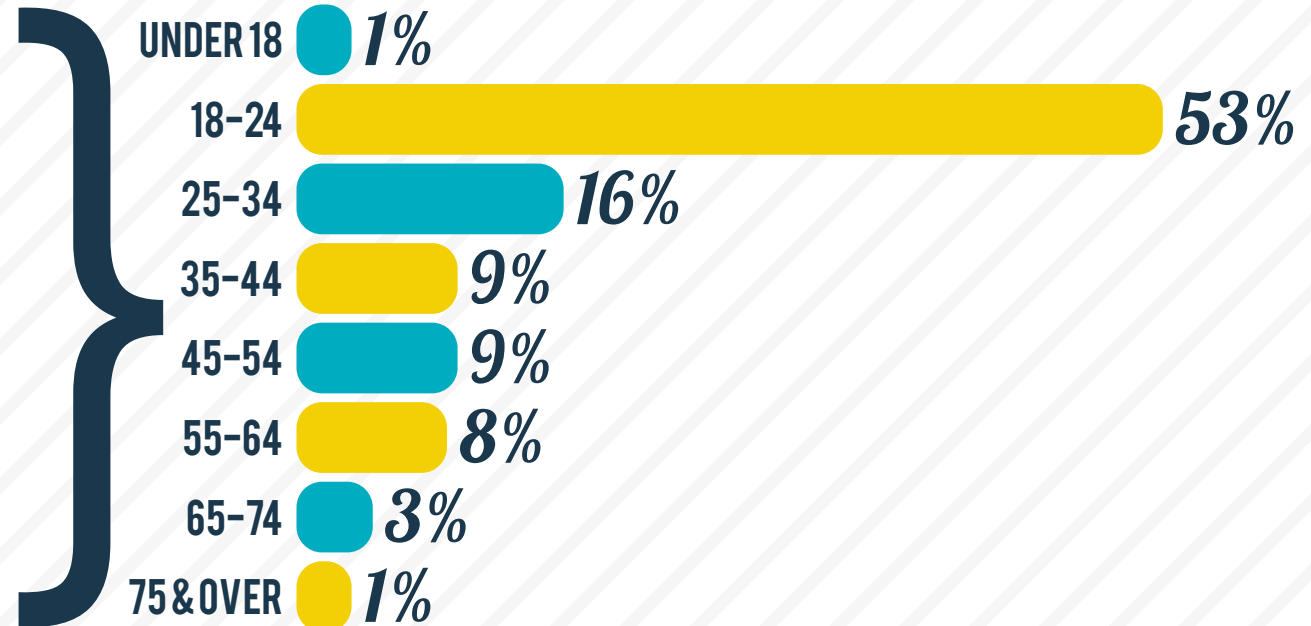
2019 DCTA PASSENGER SURVEY RESULTS



RESPONDENTS' *GENDER*



RESPONDENTS' *AGE*



RESPONDENTS' *ETHNIC OR RACIAL BACKGROUND*



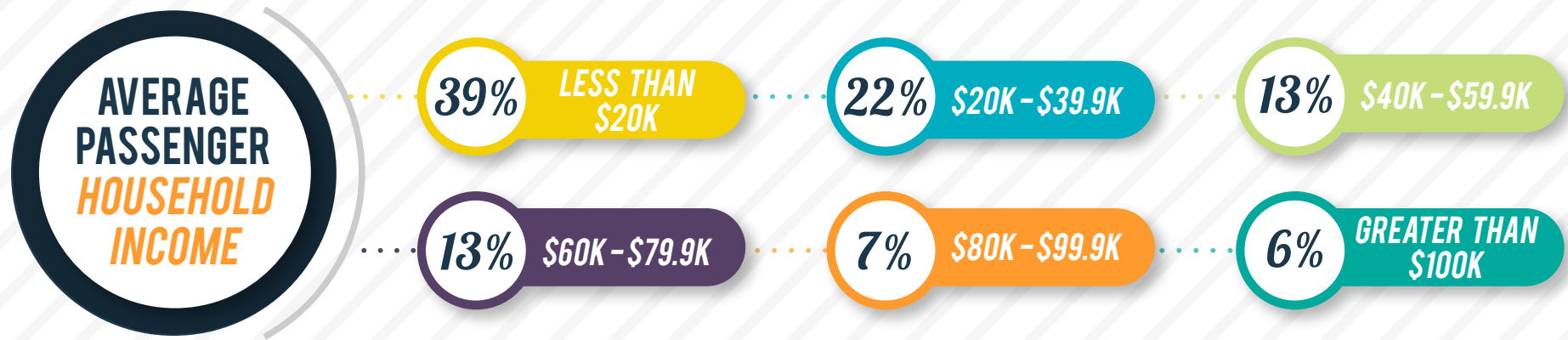
ALL DEMOGRAPHIC QUESTIONS WERE MARKED AS OPTIONAL ON THE 2019 SURVEY.
RESULTS WERE INTERPOLATED BY OPTIONAL DATA PROVIDED BY RESPONDENTS.



2019 DCTA PASSENGER SURVEY RESULTS



RESPONDENTS' *PRIMARY LANGUAGE SPOKEN IN HOME*





2019 May Open House Meeting Recap Report

June 20, 2019

MEETING DETAILS



Meeting Overview



DCTA | DENTON COUNTY
TRANSPORTATION
AUTHORITY

OPEN HOUSE MEETINGS

TOPICS:
Proposed University Pass Program Fare Change,
A-train Schedule Changes and Denton Airport
Zone Updates.

Everyone is welcome to attend the open house
meetings. Persons with hearing or sight interpretive
service needs are asked to contact DCTA at least five
(5) business days in advance of the specific meeting at
940.243.0077 or via email at dctainfo@dcta.net so that
DCTA can accommodate requests.

RideDCTA.net • 940.243.0077

HopOnBoardBlog.com • #RideDCTA

SATURDAY – MAY 11
LEWISVILLE COMMUNITY EXPO
1305 TX-121 BUS
LEWISVILLE, TX 75067
10 a.m. – 1 p.m.

SATURDAY – MAY 11
DENTON WELCOME CENTER
111 W HICKORY STREET
DENTON, TX 76201
10 a.m. – 2 p.m.

THURSDAY – MAY 16
DDTC
604 E HICKORY STREET
DENTON, TX 76205
3 p.m. – 7 p.m.

SUNDAY – MAY 19
HV COMMUNITY MARKET
2230 JUSTIN ROAD
HIGHLAND VILLAGE, TX 75077
10 a.m. – 2 p.m.

Engagement Area:

Lewisville

Highland Village

Denton

Engagement Timeframe:

May 1 – 31, 2019

Meeting Overview



May 11

Lewisville Public Meeting / Lewisville Community Resource Expo

May 11

Denton Public Meeting / Denton Welcome Center on the Square

May 16

Denton Public Meeting / Downtown Denton Transit Center

May 19

Highland Village Public Meeting / Highland Village Farmers Market

May 1 – May 31

Online Presentation and Feedback Form

Meeting Topics

Solicit public input on the following topics:

- Proposed A-train Schedule Changes
- Proposed Denton Connect Route Changes
- Denton Enterprise Airport Expansion
- Proposed UNT Shuttle Route Changes
- Proposed University Pass Program Fare Changes



Lewisville Meeting Details

Lewisville Public Meeting

Location: Lewisville Community Resource Expo at the Next Steps Center

Date: Saturday, May 11, 2019

Time: 10 a.m. – 1 p.m.

46 individual interactions



Denton (Welcome Center) Meeting Details

Denton Public Meeting

Location: Denton Welcome Center on the Square

Date: Saturday, May 11, 2019

Time: 10 a.m. – 2 p.m.

5 comment cards and over 100 individuals
individual interactions



Denton (DDTC) Meeting Details

Denton Public Meeting

Location: Downtown Denton Transit Center

Date: Thursday, May 16 , 2019

Time: 3 p.m. – 6:45 p.m.

33 individual interactions



Highland Village Meeting Details

Highland Village Public Meeting

Location:

Highland Village Farmers Market

Date: Sunday, May 19, 2019

Time: 10 a.m. – 2 p.m.

75 individual interactions



GETTING THE WORD OUT

- Community Outreach
- Social Media
- Email Marketing
- DCTA Website
- Media Relations
- Print Advertising



COMMUNITY OUTREACH



Community Outreach via Email

Emails

250 emails sent to contacts who distributed to their respective audiences via their databases.

Emailed entities included:

- City of Denton
- City of Highland Village
- Denton ISD
- Denton CVB
- Lewisville CVB
- Lewisville ISD
- SEDA
- All the offices of Lewisville local elected state officials(State House, State Senate)
- The Lewisville Texan Journal
- The Lewisville Leader
- Community Impact Newspaper (Lewisville, Flower Mound, Highland Village)
- Citizen Advisory Team members
- UNT
- TWU
- Denton Black Chamber of Commerce
- Denton Hispanic Chamber of Commerce
- Denton County Friends of the Family
- Salvation Army of Denton County
- North Central Texas College
- The Denton Record Chronicle
- The Dallas Morning News
- The Fort Worth Star-Telegram
- FOX 4 News
- NBC 5 News
- WFAA News 8
- CBS 11 News
- Noticias 23 News
- CW33 News
- Telemundo 39 News
- Suburban Parent
- DFW Child

Community Outreach via Flyer Distribution

Denton	Lewisville	Highland Village
United Way of Denton County (50)	City Hall (50)	Highland Village Municipal(50) Complex
MLK Recreation Center (50)	Frederick P. Herring Rec Center (50)	The Robert & Lee DuVall Center (50)
Salvation Army (50)	Lewisville Public Library(50)	
City Hall (50)		
Senior Center (50)		
Emily Fowler Library (50)		
Serve Denton (50)		
North Branch Library (50)		
North Lakes Recreation (50) Center		

700 Flyers Distributed

Denton Enterprise Airport Zone Outreach

- 81 direct mail letters and route guides sent to Denton Enterprise Airport Zone businesses
- 81 phone calls placed to Denton Enterprise Airport Zone businesses as a follow-up to the direct mail efforts
- Update Zone route guides dropped to 20 Denton Enterprise Airport Zone businesses – as a result of the direct mail and phone call outreach
- Neighborhood Presentation – Monday, 5/20 at 7 p.m., at Denia Rec Center (20 attendees)



SOCIAL MEDIA

Facebook – Paid Advertising

Post Dates:

April 29 – May 17 (Blue)

April 29 – May 17 (Green)

People Reached:

109,348

Impressions:

369,627

Landing Page Results:

928

Total Cost:

\$899.93



Twitter – Paid Advertising

Post Dates:

April 29 – May 1 (Paused) Blue

April 29 – May 17 Blue

April 29 – May 17 Green

Total Impressions:

69,051

Total Link Clicks:

3,174

Result Rate:

15.39%

Total Cost:

\$598.02



Facebook – Organic Placements

Post Dates:
5/6 (x4), 5/16, 5/23

People Reached:
1,274

Total Engagements:
7

**Denton County Transportation Authority (DCTA)** added an event.

May 6 at 4:42 PM · 🌐

DCTA invites the public to attend our May open house meetings to provide feedback on proposed agency projects! The come-and-go meetings will give people an opportunity to speak with individual DCTA staff members about the presented topics.

For more information on topics covered or to view other open house dates and locations, visit <http://bit.ly/2vIMtmR>.

For those who are unable to attend the May open house meetings, DCTA has a digital presentation that provides details on all the topics that will be covered. The presentation is available at <http://bit.ly/2wKS90v> from Wednesday, May 1, until Friday, May 31.



DCTA | DENTON COUNTY TRANSPORTATION AUTHORITY

DROP BY OUR NEXT OPEN HOUSE MEETING!

SUN, MAY 19

Open House Meeting

2230 Justin Rd, Highland Village, TX 75077

 You like Denton County Transportation Authority (D...

210

0

People ReachedEngagements

Boost Unavailable

 Nneka Esedebe and Sean Duffy

**Denton County Transportation Authority (DCTA)** added an event.

May 6 at 4:34 PM · 🌐

DCTA invites the public to attend our May open house meetings to provide feedback on proposed agency projects! The come-and-go meetings will give people an opportunity to speak with individual DCTA staff members about the presented topics.

For more information on topics covered or to view other open house dates and locations, visit <http://bit.ly/2vIMtmR>.

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DCTA | DENTON COUNTY TRANSPORTATION AUTHORITY

DROP BY OUR NEXT OPEN HOUSE MEETING!

SAT, MAY 11

Open House Meeting

111 W Hickory St, Denton, TX 76201-4115, United States

 You like Denton County Transportation Authority (DC...

277

0

People ReachedEngagements

Boost Unavailable

  Nneka Esedebe, Mary Wilson and 7 others

Twitter – Organic Placements

Post Dates:

5/14, 5/20, 5/26

Impressions:

1,142

Total Engagements:

26



EMAIL MARKETING



The stakeholder database is comprised of member city staff and council representatives and key community members.

- **Email Sent:**
May 6
- **Total Sent:**
295
- **Total Opened:**
237
- **Open Rate:**
46.8%
- **Click Rate:**
4.7%




Mark Your Calendar: DCTA Hosting May 2019 Open House Meetings

We want to hear from you! Join us at our May Open House meetings to discuss upcoming changes to our routes, schedules and services such as the Denton Enterprise Airport on-demand, University Pass Program, A-train schedule and more.

Open House Meeting Locations
We will host meetings in our members cities (Denton, Lewisville and Highland Village). Check out dates and times below.

- **Denton** – two meetings will be held on:
 - Saturday, May 11, from 10 a.m. to 2 p.m. at the Denton Welcome Center (111 W Hickory St.)
 - Thursday, May 16, from 3 p.m. to 7 p.m. at the Downtown Denton Transit Center (DDTC) in the lobby area (804 East Hickory St.)
- **Lewisville** – meeting will be held on Saturday, May 11, from 10 a.m. to 1 p.m. at the Lewisville Community Expo at the Next Steps Center (1305 TX-121 BUS)
- **Highland Village** – meeting will be held on Sunday, May 19, from 10 a.m. to 2 p.m. at the Highland Village Community Market (2230 Justin Rd)

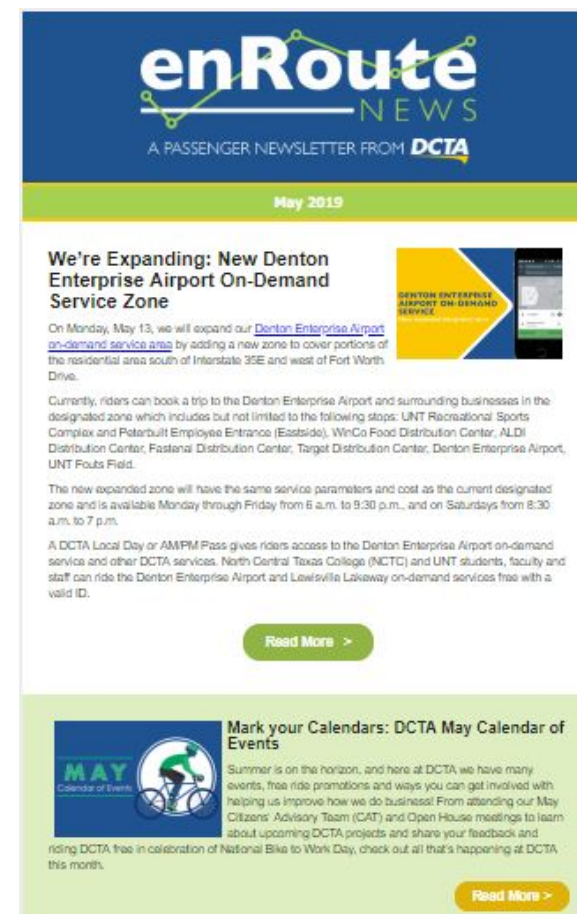
Not able to attend? We have an online presentation available at [RideDCTA.net](https://rideDCTA.net) for those who are unable to attend and will be available until Friday, May 31.

[Learn More](#)

Email Marketing Statistics – enRoute News Database

The enRoute News database is comprised of passengers, community members and stakeholders who have proactively signed up for DCTA service and promotional news through the agency's GovDelivery system.

- **Email Sent:**
May 6
- **Total Sent:**
5,114
- **Total Opened:**
831
- **Open Rate:**
11.9%
- **Click Rate:**
0.4%

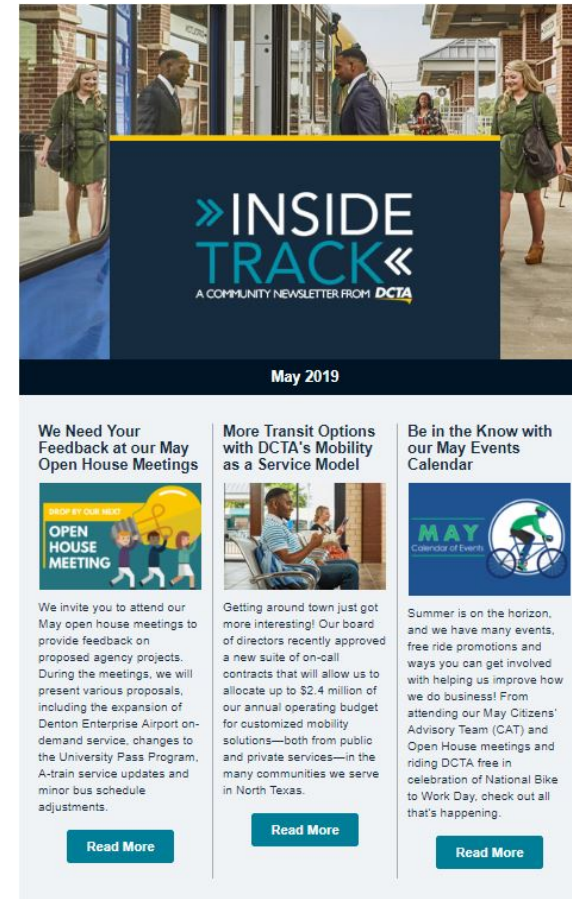


*14 percent open rate is government/public industry standard
*2 percent click-through rate is government/public industry standard

Email Marketing Statistics – Inside Track Database

The Inside Track database is comprised of stakeholders and community members who have proactively signed up to receive DCTA's Inside Track newsletter.

- **Email Sent:**
May 6
- **Total Sent:**
7,222
- **Total Opened:**
783
- **Open Rate:**
11.4%
- **Click Rate:**
0.4%



*14 percent open rate is government/public industry standard
*2 percent click-through rate is government/public industry standard

Email Marketing Statistics – All Service Database

The All Service database is comprised of every email address that is on file within the agency's GovDelivery email marketing system. Emails are collected through proactive sign-up and raffle entry participation.

- **Email Sent:**
May 15
- **Total Sent:**
8,451
- **Total Opened:**
980
- **Open Rate:**
12.4%
- **Click Rate:**
0.6%



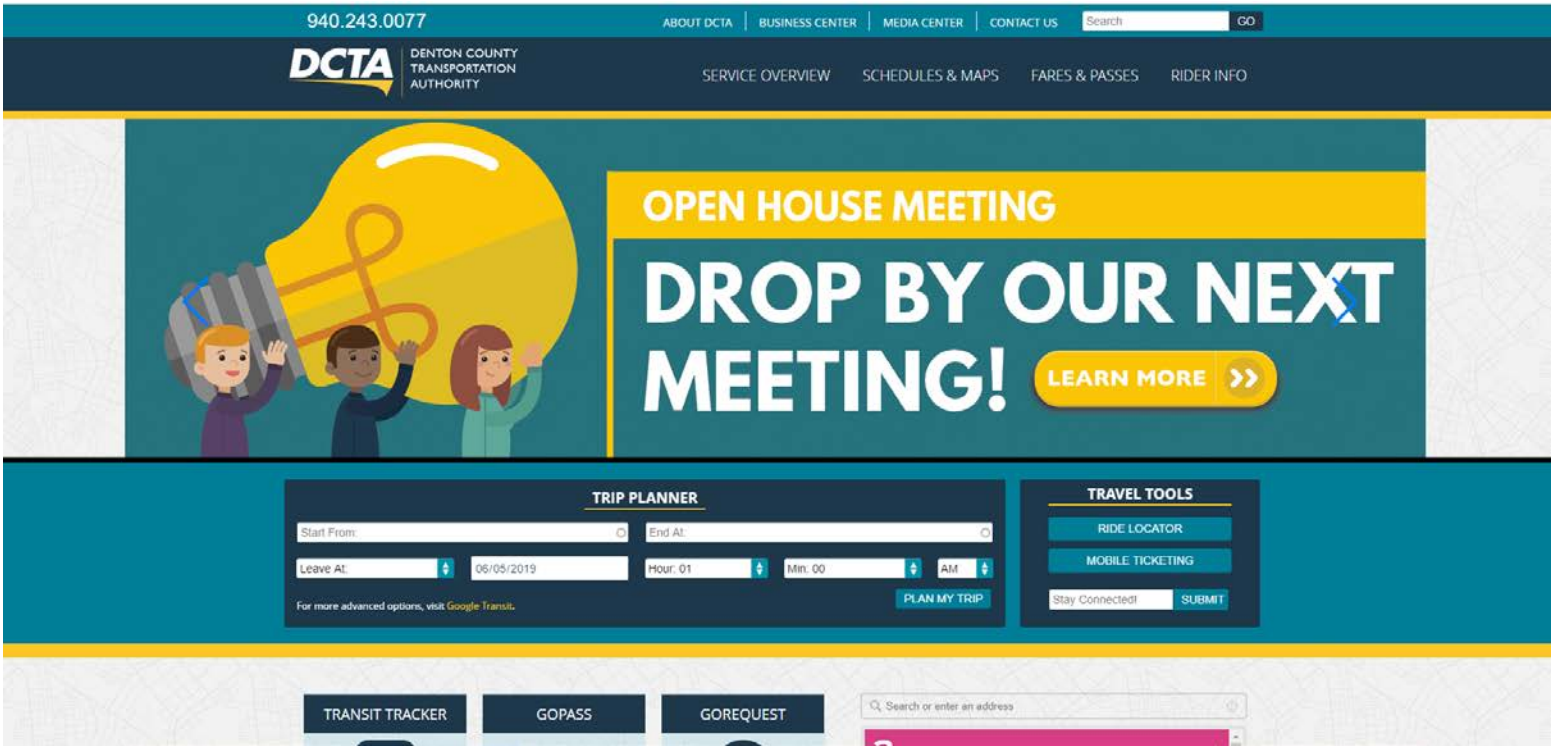
*14 percent open rate is government/public industry standard
*2 percent click-through rate is government/public industry standard

DCTA WEBSITE

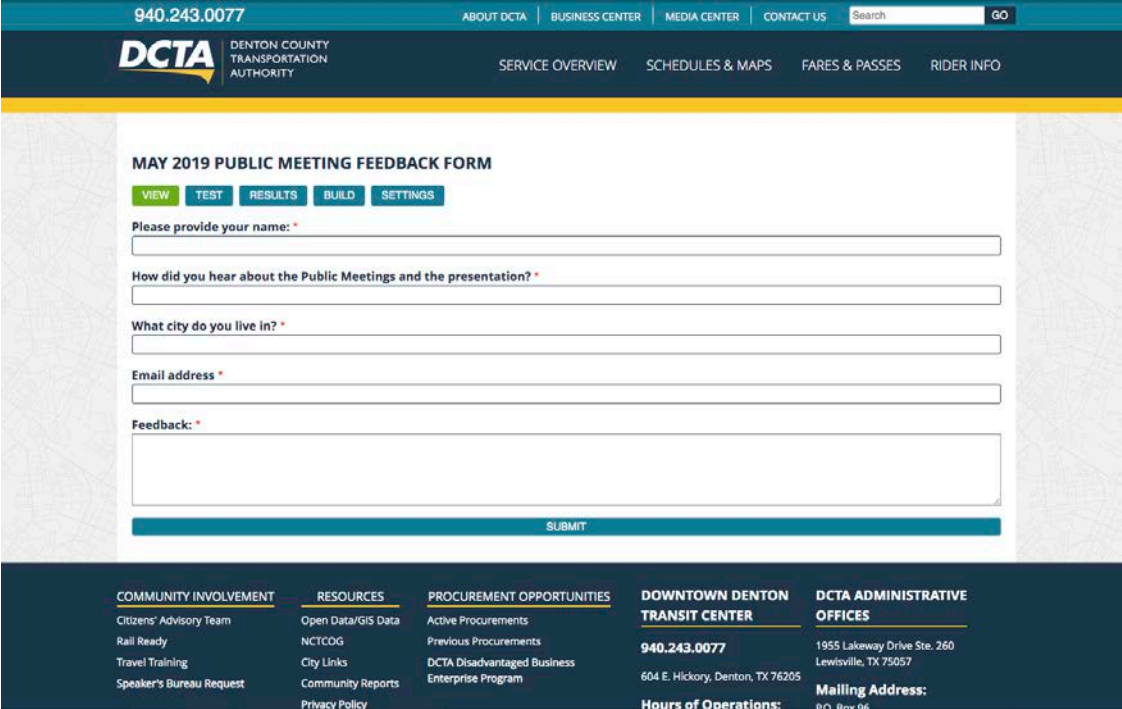
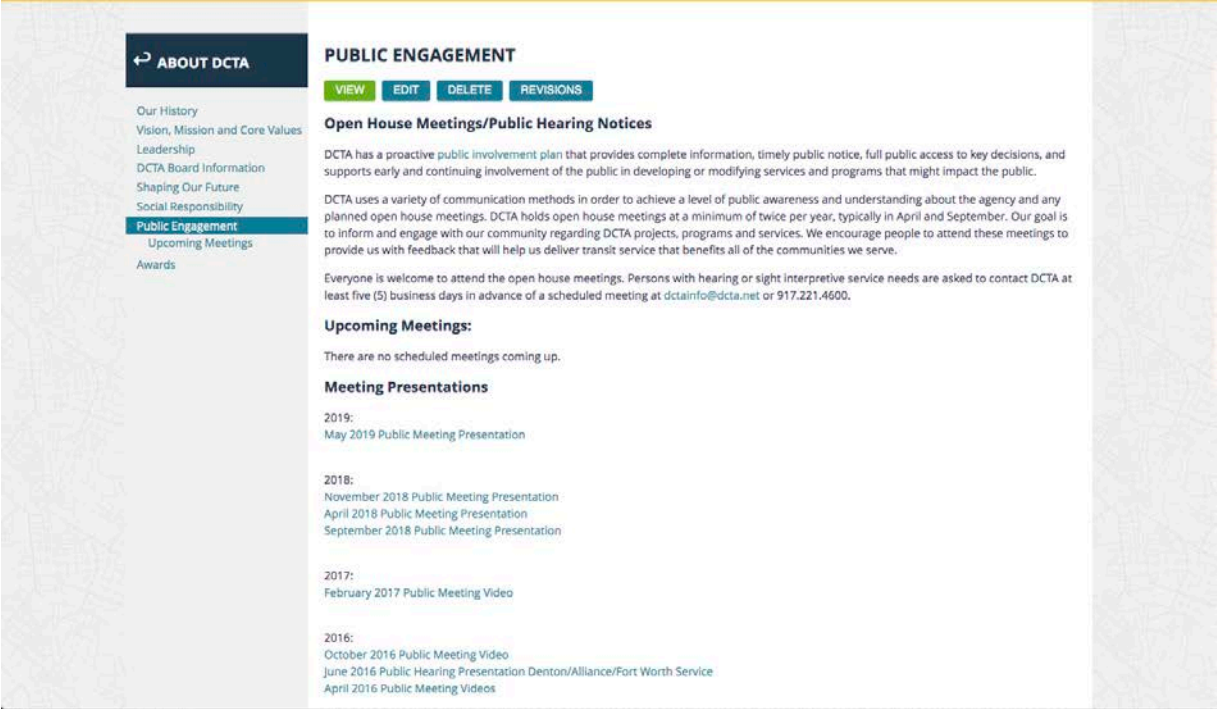


DCTA Website

The Open House meeting presentation was hosted on the DCTA website from May 1- 31, 2019. A feedback form was also provided so individuals could view the presentation and submit their feedback online.



DCTA Website



DCTA Website Statistics

Web Traffic (from May 1 - May 31, 2019)

- Total page views from the May 2019 Public Meetings page: 3,445
- Average time spent on the May 2019 Public Meetings page: 2:11

Top 5 Referral Sources	Number of Sessions	% of Total Referrals	Average Time Spent on Page
Twitter	2,375	69%	2:47
Facebook	889	26%	2:18
Google/organic	44	1%	1:08
GovDelivery	28	.8%	4:00
GoDaddy	26	.4%	3:53

MEDIA RELATIONS



Media Relations

TOTAL MENTIONS

21

TOTAL REACH

1.81M



Media Social Posts

Mention



The Cross Timbers Gazette

May 2 at 1:30 PM · 🌐

The Denton County Transportation Authority (DCTA) will host open house meetings in Denton, Highland Village and Lewisville this month.



CROSSTIMBERSGAZETTE.COM

DCTA to host open house meetings - The Cross Timbers Gazette

The Denton County Transportation Authority is inviting the public to attend its open house meetings in...

👍 Denton County Transportation Authority (DCTA) and Paul McManus

1 Comment 1 Share



Like



Comment



Share



↑ Posted by u/ovijuan 3 days ago

6 **Denton County Transportation Authority to host public meetings on upcoming changes**

↓ starlocalmedia.com/thelea...

💬 1 Comment ➦ Share 📌 Save

What are your thoughts? Log in or Sign up

LOG IN

SIGN UP

SORT BY BEST ▼

↑ MegaCrapkin 1 point · 3 days ago

↓ Here's the online presentation for those that can't make the meeting (Reddit link formatting won't let me hyperlink it because of the URL formatting):

[https://www.dcta.net/sites/default/files/DCTA-PPT%20Presentation%20May%202019%20-%20NRC%20EDITS%20R2%20\(FINAL\)-%205.6.19_0.pdf](https://www.dcta.net/sites/default/files/DCTA-PPT%20Presentation%20May%202019%20-%20NRC%20EDITS%20R2%20(FINAL)-%205.6.19_0.pdf)

Share Report Save



100% Upvoted

PRINT ADVERTISING



Print Advertising

541,863 Impressions / 21 Insertions						
Publication	Unit Size	Publication Type	Run Date	Circulation	Avg. # of Readers Per Paper	Estimated Impression
Carrollton Leader	1/8 page, color	Weekly	4/28/2019	2,002	2.1	4,204
Carrollton Leader	1/8 page, color	Weekly	5/5/2019	2,002	2.1	4,204
Carrollton Leader	1/8 page, color	Weekly	5/12/2019	2,002	2.1	4,204
Coppell Gazette	1/8 page, color	Weekly	4/28/2019	9,398	2.1	19,736
Coppell Gazette	1/8 page, color	Weekly	5/5/2019	9,398	2.1	19,736
Coppell Gazette	1/8 page, color	Weekly	5/12/2019	9,398	2.1	19,736
Denton Record Chronicle	1/8 page, color	Daily	4/29/2019	25,705	2.1	53,981
Denton Record Chronicle	1/8 page, color	Daily	5/6/2019	25,705	2.1	53,981
Denton Record Chronicle	1/8 page, color	Daily	5/13/2019	25,705	2.1	53,981
Lake Cities Sun	1/8 page, color	Weekly	4/28/2019	5,370	2.1	11,277
Lake Cities Sun	1/8 page, color	Weekly	5/5/2019	5,370	2.1	11,277
Lake Cities Sun	1/8 page, color	Weekly	5/12/2019	5,370	2.1	11,277
Lewisville Leader	1/8 page, color	Weekly	4/28/2019	11,509	2.1	24,169
Lewisville Leader	1/8 page, color	Weekly	5/5/2019	11,509	2.1	24,169
Lewisville Leader	1/8 page, color	Weekly	5/12/2019	11,509	2.1	24,169
The Colony Courier Leader	1/8 page, color	Weekly	4/28/2019	7,002	2.1	14,704
The Colony Courier Leader	1/8 page, color	Weekly	5/5/2019	7,002	2.1	14,704
The Colony Courier Leader	1/8 page, color	Weekly	5/12/2019	7,002	2.1	14,704
The Leader (Flower Mound)	1/8 page, color	Weekly	4/28/2019	25,024	2.1	52,550
The Leader (Flower Mound)	1/8 page, color	Weekly	5/5/2019	25,024	2.1	52,550
The Leader (Flower Mound)	1/8 page, color	Weekly	5/12/2019	25,024	2.1	52,550



**DENTON COUNTY
TRANSPORTATION
AUTHORITY**

OPEN HOUSE MEETINGS

TOPICS:
Proposed University Pass Program Fare Change,
A-train Schedule Changes and Denton Airport
Zone Updates.



Everyone is welcome to attend the open house meetings. Persons with hearing or sight interpretive service needs are asked to contact DCTA at least five (5) business days in advance of the specific meeting at 940.243.0077 or via email at dctainfo@dcta.net so that DCTA can accommodate requests.

RideDCTA.net • 940.243.0077      HopOnBoardBlog.com • #RideDCTA

SATURDAY – MAY 11
LEWISVILLE COMMUNITY EXPO
1305 TX-121 BUS
LEWISVILLE, TX 75067
10 a.m. – 1 p.m.

SATURDAY – MAY 11
DENTON WELCOME CENTER
111 W HICKORY STREET
DENTON, TX 76201
10 a.m. – 2 p.m.

THURSDAY – MAY 16
DDTC
604 E HICKORY STREET
DENTON, TX 76205
3 p.m. – 7 p.m.

SUNDAY – MAY 19
HV COMMUNITY MARKET
2230 JUSTIN ROAD
HIGHLAND VILLAGE, TX 75077
10 a.m. – 2 p.m.

PUBLIC COMMENTS



Lewisville Public Comments

Topic: A-train

- I was wondering why there's a gap in the proposed northbound in the A-train schedule in trains departing from Trinity Mills station in the early afternoon on weekdays. Train 5936 departs Trinity Mills at 12:27 p.m., and then train 5938 departs from there at 12:57pm. Train 5340 is the next northbound train to have service, but this train departs from Old Town station at 1:40 p.m. The next train departing from Trinity Mills is train 5942 at 2:02 p.m., followed by train 5944 at 2:32 p.m. As a result, the schedule frequency for trains departing Trinity Mills jumps from 30 to 65 minutes, and then back to 30 minutes. However, the southbound train schedule mostly avoids this long gap of train departures, as train 5933 departs the Downtown Denton Transit Center (DDTC) at 12:56 p.m., then train 5935 departs from there at 1:26 p.m., followed by train 5937 at 2:01 p.m., and then train 5939 at 2:31 p.m. So, the frequency for trains departing the DDTC jumps from 30 to 35 minutes, and then back to 30 minutes.
- Corinth station is very necessary.
- Please provide a train to casinos in Oklahoma – "Bet you can get the casinos to pay for it, too."

Services:

- More service in McKinney/Collin County.
- Please provide services in other cities – like Flower Mound – for the elderly.
- DCTA needs to provide service to Flower Mound MHMR.
- I love DCTA services and use them daily because I don't have a car!

Highland Village Public Comments

A-train:

- My wife rode the A-train to go to school while at the University of North Texas (UNT). She loved the train but the hassle was the connections like the bus leaving five minutes before train arrives.
- I am familiar with DCTA and I live in Lewisville, but I have never ridden.

Fares and Discount Programs:

- I'm excited to learn about local pass prices and where DCTA services from the DDTC to other Denton locations.
- I really loved learning about the University Pass Program.

Service:

- What about students and services for students?
- I live in Highland Village and know of bus service but didn't know about Lyft service.
- Do you have Flower Mound service?
- My neighbor uses Access. I buses come through on Route 21. Can I get on a bus in a wheelchair?

Denton (DDTC) Public Comments

Topic: General

- Wow! I love the changes coming to DCTA. Thank you for listening!
- Good service.
- Should make it free to get another card if lost original. It costs \$1,900.00, seriously. Fix that.
- Drivers need to be more understanding to people with medical needs like seizures, and not closing the door on the homeless people. Front passenger was asked if they could help get a ticket because the driver wouldn't give one. Driver said I can't help you.
- DCTA truly cares about safety.
- Thank you for great courteous service.
- Bus drivers don't know how to hook up to the wheelchair – need training or practice lift.
- DCTA should hold meetings where riders can provide feedback to drivers and talk.
- Turn the weather channel back on at the DDTC.
- DCTA has better fares.
- I appreciate that DCTA is taking the time to talk with the community, educating the community and asking for feedback.
- I like that there is a lot of education regarding the Lyft subsidy program.
- I didn't know about the GoPassSM, but am happy to know about it now and think it's great that DCTA utilizes it, it makes it so much easier!
- I live in Lewisville and my mom lives in Castle Hills. Glad to know customer service can help us plan our trip!
- Ticket vending machines are always broken.

Denton (DDTC) Public Comments Con't

Topic: A-train

- I visit UT Southwestern frequently and am very grateful for the A-train – my wife is very grateful for it too, so he doesn't have to drive! I like the proposed A-train service changes.
- I live in Highland Village and have ridden the A-train.
- I took the A-train to connect to DART for school trips and really enjoyed it.
- Please add Sunday service!
- I live in Lake Dallas and have ridden the A-train to the State Fair of Texas.
- I'm not happy about the last train of the day being cancelled for PTC testing.
- Please make the A-train run to Sanger!
- DCTA trains are better than DART!
- We need increased A-train service during mid-day and Highland Village Lyft services on Saturday.
- A-train going to Gainesville would be great.
- Please create service to DFW Airport or connectivity.
- Please connect to Love Field, I have shared info on how to do that.
- We need Sunday service.

Denton (DDTC) Public Comments Con't

Topic: Bus

- Sunday service please!
- Please provide Sunday routes, even if just for half the day.
- There are no riders on Route 3.
- Route 1 should turn around in the South Lakes parking lot to save some time.
- There aren't enough routes that connect to the parks in Denton.
- Buses that go to the parks aren't very kid friendly.
- Eureka Park should be stop on Route 1.
- Need a route down Woodrow in front of Monsignor King. It's hard to walk all the way to McKinney St.
- There is a driver (an older lady) that is rude and skip riders. She ignores ADA rules (I think her name is Tina).
- It's hard to get to University Drive from anywhere except Ford/Bell or Rayzor Ranch. If you want to get to University from any route in Denton it takes forever. Maybe going to a zone service would fix this?
- Please implement Sunday service, it would help a ton.

Denton (DDTC) Public Comments Con't

Topic: Bus

- Route 8 is always late! We can never make our connections.
- Please add Sunday service and extend service hours.
- Route 7 is the slowest route, there is too much traffic on this route.
- Denton bus drivers are better than Lewisville bus drivers.
- Some bus drivers don't wait for passengers to get to the station from the A-train.
- Lewisville drivers go too fast and drive over speed bumps too fast.
- Eureka Park should be stop on Route 1.
- Route 2 driver has an inclination to argue with passengers.
- Route 3 driver (Tina?) leaves passengers at the A-train station.
- Please add bus service to Gainesville.
- Please add a stop by the new restaurants at Rayzor Ranch.
- Route 5 and 6 lines are back to back.

Denton (DDTC) Public Comments Con't

Topic: Bus

- Please add more frequent runs on Route 7, this would add a greater level of consistency.
- Route 7 is the slowest route, there is too much traffic on this route.
- Denton bus drivers are better than Lewisville bus drivers.
- I really appreciate it when the bus drivers wait for the A-train passengers to transfer.
- Route 2 runs late, the bus always gets stuck in traffic near Colorado and Mayhill.
- Cars are always driving through the bus lanes at the DDTC!
- Please sync up buses so nobody misses their connection.
- I have been riding the bus system for eight months and appreciate that DCTA is on time.
- Route 4 is too long.
- Route 2 driver is rude (she drives at 3 p.m.).
- Overall, the drivers are really nice.
- Buses aren't waiting on the A-train.

Denton (DDTC) Public Comments Con't

Topic: Bus

- The wait at Bell Ave and Texas St. is almost an hour, there are buses waiting at the DDTC.
- Route 2 and Route 4 both stop at Medpark @ Colorado. It is unnecessary for both routes to stop there. Please switch one of these routes off this stop.

Denton (Welcome Ctr) Public Comments

Topic: A-train

- Increased A-train midday service would be good.
- I am in favor of midday A-train service.
- Yes to A-train midday service.
- Would love A-train service directly to DFW Airport.
- More A-train service please. Service to DFW Airport, places people want to go like restaurants, parks, etc. I used to live in Europe and love the system there!

Online Public Comments

Topic: Service

- Would like better access from SW Denton County to DART, Ft. Worth, and Denton and Lewisville. If there was a "b" train from TMS to Denton, I'd ride it!! I also know, from my work, that Sanger needs better options for transportation as well.
- I ride the A-train and Routes 7 and 8 to and from work at UNT. I would encourage you to take every effort to make sure Routes 7 and 8 buses are still able to make it to the Oak & Fry and Welch & Chestnut stops so folks can make it to work or class at UNT by 8 a.m. after taking the A-train and catch the earliest train available after 5 p.m. I have concerns that the new A-train schedule won't allow for that. I know the world doesn't revolve around me or UNT, but UNT is a large portion of the A-train ridership and I would hate to see that stop if folks are inconvenienced.

BUDGET

May Public Meeting Budget



Social Media: \$1,497.95
Meeting Supplies: \$58.38
Printing: \$990.19
Advertising: \$2,900

Total Spend: **\$5,446.52**



OVERALL SUMMARY



Overall Engagement Statistics

Total Promotional Timeframe

- May 1 – 31, 2019

Total Impressions Across All Efforts

- 965,806

Total Engagements Across All Efforts

- 10,798

Total Number of Attendees

- 259

Total Number of Comments

- 87



Public Comment Summary

- **A-train midday service** would be well received
- There is a large interest in **Sunday service**
- Passengers are **extremely pleased** with DCTA
- The community is extremely appreciative in the effort DCTA is putting into **educating the community** about services

