



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Regular Meeting

July 26, 2018 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on July 26, 2018*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

1. PUBLIC COMMENT

This agenda item provides an opportunity for citizens to address the Board of Directors on any agenda items or other matters relating to the DCTA. Anyone wishing to address the Board of Directors should complete a Citizen Comment Registration Card and submit it to the DCTA Administration prior to the start of the Board of Director meeting. There is a three (3) minute time limit for each citizen. Anyone wishing to speak shall be courteous and cordial. The Board of Directors is not permitted to take action on any subject raised by a speaker during Citizen Comments. However, the Board of Directors may have the item placed on a future agenda for action; refer the item to the DCTA Administration for further study or action; briefly state existing DCTA policy; or provide a brief statement of factual information in response to the inquiry.

2. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on June 28, 2018.
- b. Acceptance of Monthly Financial Statements – June 2018
- c. Acceptance of Quarterly Investment Report – Q3 FY2018
- d. Approval to award and authorize the President to execute a contract with DataMax for the lease and maintenance of copiers

3. REGULAR AGENDA

- a. Discussion and Approval of the Bus Service Changes for August 2018
- b. Discussion and Approval of the Regional Fare Changes effective August 2018
- c. Discussion and Approval of the DBE goal for FY19, 20 and 21 and approval of resolution 18-05

4. Convene Executive Session. The Board may convene the Regular Board Meeting into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Regular Board Meeting 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.
 - 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.
 - c. As Authorized by Texas Government Code Section 551.074 Deliberation of Personnel Matters, Specifically Discussion regarding the President's Annual Performance Review.
5. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
 - b. Discuss and consider authorizing the Board Chairman to negotiate and execute a professional services agreement with Strategic Government Resources relating to facilitation of the President's annual performance.
6. CHAIR REPORT
 - a. Committee Assignments
 - b. Discussion of Regional Transportation Issues
 - c. Discussion Legislative Issues
 - i. Regional
 - ii. State
 - iii. Federal
7. PRESIDENT'S REPORT
 - a. Budget Transfers
 - b. Regional Transportation Issues
8. REPORT ON ITEMS OF COMMUNITY INTEREST
 - a. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.
9. ADJOURN

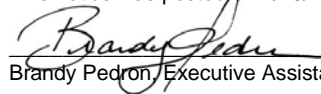
Chair – Charles Emery
Vice Chair – Richard Huckaby

Secretary – Dianne Costa
Treasurer – Dave Kovatch

**Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Ron Trees**
President – James 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 7/20/2018 at 1:00 PM.



Brandy Pedron | Executive Assistant | Public Information Coordinator | Records Manager



Board of Directors

Work Session Minutes

The Board of Directors of the Denton County Transportation Authority convened the work session of the Board of Directors with Charles Emery, Chairman presiding at on June 28, 2018 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057.

Attendance

Small Cities

Connie White

Large Cities

Charles Emery, Lewisville, Chairman
Dianne Costa, Highland Village
Richard Huckaby, Denton, Secretary
Mark Miller, Flower Mound
Carter Wilson, Frisco
Ron Trees, Little Elm
Joe Perez, 1st Alternate, The Colony
Tom Winterburn, Corinth
Donna Bloom, 1st Alternate, Denton

Denton County Unincorporated

Don Hartman
George Campbell
Dave Kovatch, Denton County At Large,
Treasurer

Board Members Absent

Skip Kalb, Small Cities
Allen Harris, The Colony

Legal Counsel

Pete Smith

DCTA Staff

Jim Cline, President
Marisa Perry, Chief Financial Officer, VP
of Finance
Raymond Suarez, Chief Operating
Officer
Nicole Recker, VP Marketing &
Communications
Kristina Holcomb, VP Planning &
Development

Other Attendees

Athena Forrester, Assistant VP
Procurement
Chrissy Nguyen, Senior Accountant
Lindsay Baker, Director of Strategic
Partnerships
Janelle Tepera, Procurement Specialist
Drew Campbell, Capitol-Insights
Byron Campbell, Capitol-Insights
Brandy Pedron, Executive Assistant

Chairman, Charles Emery, called the meeting to order and announced the presence of a quorum at 1:30 p.m.

1. Routine Briefing Items
 - a. Staff Briefing on Monthly Financial Reports – *Marisa Perry, Chief Financial Officer, VP of Finance, reported on the following:*
 - i. Monthly Financial Statements for May 2018
 - ii. Capital Projects Budget Report for May 2018
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - b. Marketing and Communications – *Nicole Recker, VP Marketing and Communications, reported on the following:*
 - i. New Handouts
 - ii. May 2018 Citizen's Advisory Team Meeting Recap Report
 - iii. New Website Launch Campaign Update
 - iv. Draft Stakeholder Outreach Matrix
 - v. Monthly Media Report (May 2018)
 - c. Strategic Planning and Development – *Kristina Holcomb, VP Planning and Development, reported on the following:*
 - i. Regional Planning Initiatives Update
 - ii. Local Planning Update
 - iii. Business Development and Partnerships Update
 - iv. Funding Opportunities Update
 - v. Land Use Planning & Development
 - d. Capital Projects – *Raymond Suarez, Chief Operating Officer, reported on the following projects*
 - i. Positive Train Control
 - ii. Hike and Bike Trail
 - iii. Lewisville Bus Fueling Facility
 - e. Transit Operations Reports – *Raymond Suarez, Chief Operating Officer, reported on the following and gave an update on ridership:*
 - i. Bus and Rail Operations
2. Items for Discussion – *Charles Emery, Chairman, requested Program Services to generate answers for Ridership Issues to present and or discuss at the July 17, 2018 Program Services meeting. George Campbell requested over/under ridership numbers presented at the Program Services meeting as well.*
 - a. Discussion of Public Outreach and Messaging – *Jim Cline, President, presented the Board with the updated Investor Report Presentation. The Board discussed changes and requests to make on the presentation.*
 - b. Discussion of 85th Legislative Session Agenda – *Guest Speakers, Drew Campbell and Byron Campbell with Capitol-Insights gave a brief update on the happenings of the 85th Legislative Session. Charles Emery, Chairman, suggested to the Board that DCTA Board members form a Legislative Committee soon to discuss the possible Bills.*

- c. Mobility 2045 Update and Associated Transportation Conformity Analysis – *Charles Emery, Chairman, and Kristina Holcomb, VP Planning and Development, briefly reported on the North Texas Council of Governments Mobility 2045 Update PowerPoint Presentation.*
- 3. Discussion of Regular Board Meeting Agenda Items (June 28, 2018) – *There was no discussion at this time*
- 4. Convene Executive Session – *The board did not meet in Executive Session*
- 5. Discussion of Future Agenda Items
 - a. Board Member Requests – *Charles Emery, Chairman, requested at the next Program Services Meeting that Kristina Holcomb, VP Planning and Development, invite the Representative from Stateside and Kevin Laughlin, Legal Counsel, to join the meeting and hold an Executive Session regarding Real Property under Texas Government Code Section 551.072.*
- 6. ADJOURN at 3:15 p.m.

The minutes of the June 28, 2018 Work Session meeting of the Board of Directors were passed and approved by a vote on this 26th day of July 2018.

Charles Emery, Chairman

ATTEST

Dianne Costa, Secretary



Board of Directors

Board Meeting Minutes

The Board of Directors of the Denton County Transportation Authority convened the regular meeting of the Board of Directors with Charles Emery, Chairman presiding at on June 28, 2018 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057.

Attendance

Small Cities

Connie White

Large Cities

Charles Emery, Lewisville, Chairman

Dianne Costa, Highland Village

Richard Huckaby, Denton, Secretary

Mark Miller, Flower Mound

Carter Wilson, Frisco

Ron Trees, Little Elm

Joe Perez, 1st Alternate, The Colony

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Denton County Unincorporated

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Board Members Absent

Skip Kalb, Small Cities

Allen Harris, The Colony

Legal Counsel

Pete Smith

DCTA Staff

Jim Cline, President

Marisa Perry, Chief Financial Officer, VP
of Finance

Raymond Suarez, Chief Operating
Officer

Nicole Recker, VP Marketing &
Communications

Kristina Holcomb, VP Planning &
Development

Other Attendees

Brandy Pedron, Executive Assistant

CALL TO ORDER – Chairman, Charles Emery, called the meeting to order and announced the presence of a quorum at 3:24 p.m.

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS – *led by Carter Wilson*

INVOCATION – *led by Dianne Costa, Secretary*

WELCOME AND INTRODUCTION OF VISITORS – *Charles Emery, Chairman, welcomed and introduced The Colony 1st Alternate, Joe Perez*

AGENCY AWARDS AND RECOGNITIONS – *None at this time*

1. PUBLIC COMMENT – *No public comment at this time*

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2. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on May 24, 2018
- b. Acceptance of Monthly Financial Statements for May 2018
 - *A Motion to approve the Consent Agenda items a - b was made by Dave Kovatch, Treasurer. The motion was seconded by Dianne Costa, Secretary. Motion passed unanimously by the Board.*

3. CONVENE EXECUTIVE SESSION – convened at 3:28 p.m.

- a. As Authorized by Section 551.072 of the Texas Government Code regarding Real Property, the Regular Board Meeting convened into Closed Executive Session for the Purpose of Discussion of Acquisitions, 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.

4. RECONVENE OPEN SESSION – reconvened at 3:57 p.m.

- a. Reconvene and Take Necessary Action on Items Discussed during Executive Session
 - No action was taken

5. CHAIR REPORT

- a. Discussion of Regional Transportation Issues – *Charles Emery, Chairman briefly discussed updates regarding RTC Seat voting.*

6. PRESIDENT'S REPORT

- a. Budget Transfers – *Jim Cline, President reported on the Budget Transfer for funds from capital program to operating expenses to fix the crossing.*

- b. Regional Transportation Issues – *Jim Cline, President, informed the Board that he would be a speaker at the Denton Mobility Committee on July 18th. The President also informed the Board that the autonomous vehicle soft launch for Frisco will happen on the 23rd of July and the Hard Launch is to take place on the 30th.*

7. REPORT ON ITEMS OF COMMUNITY INTEREST – *there was none at this time*

- a. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.

8. ADJOURN – *Adjourned at 4:00 p.m.*

The minutes of the June 28, 2018 regular meeting of the Board of Directors were passed, and approved by a vote on this 26th day of July 2018.

Charles Emery, Chairman

ATTEST

Dianne Costa, Secretary



Board of Directors Memo

July 26, 2018

Subject: 2(d) Approval to award and authorize the President to execute a contract with DataMax for the lease and maintenance of copiers.

Background

An informal request of bids was released on April 10, 2018 for the lease and maintenance of copiers for all DCTA locations. Invited companies were those having a current State of Texas DIR contract. Four responses were received:

1. Sharp
2. DataMax
3. ImageNet
4. Canon Direct

Staff conducted a review and evaluation of the proposals and recommends award of the contract to DataMax.

Identified Need

DCTA currently has five (5) copiers across at four (4) locations. Two (2) of are DCTA-owned and the remaining three (3) are leased. Six (6) different vendors maintain these 5 machines, each with their own invoices and contract dates. The two machines that DCTA owns are nearing the end of their useful life, and repair costs are exceeding more than the lease fees for a newer machine.

In an effort take advantage of volume discounts, as well as reduce the number of invoices handled and the consolidation of contract terms, Staff desires to lease machines from one vendor. These will be leased through a State of Texas DIR contract.

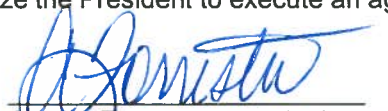
Financial Impact

Funds for this will be paid through the Operating budgets. The agreement is for a five (5) year term. Savings over the life of the contract is estimated to be \$21,000.00. Estimated lease/maintenance cost for all units over the 5-year term is \$135,000.00. Making the transition in October, as opposed to waiting until the current contracts expire in April 2019, will result in an additional net savings of approximately \$2,400.00 over that seven-month period.

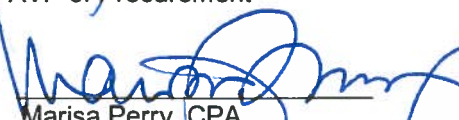
Recommendation

Staff recommends the Board approve the award of copier lease and maintenance services to DataMax, Inc. and authorize the President to execute an agreement.


Submitted by:


Athena Forrester, CPPO, CPPB
AVP of Procurement

Final Review:


Marisa Perry, CPA
Chief Financial Officer/VP of Finance

Approval:


James C. Cline, Jr., P.E.,
President



Board of Directors Memo

July 26, 2018

Subject: RM 3a Discussion and Approval of the Bus Service Changes for August 2018

Background

DCTA monitors and reviews the performance of its services system-wide on a regular and ongoing basis. Based on these reviews, staff develops recommendations for service modifications to improve service efficiency and effectiveness. Service modifications are generally implemented two times a year, in January and August.

The recommended service changes proposed for implementation on August 27, 2018 were developed in consultation with customers, frontline operations staff, DCTA staff, the Board, and the community at-large. The recommendations were initially presented to the Board at their March 22 meeting, followed by presentations to the Program Services Committee in April and May. A series of public meetings were also held in April to solicit stakeholder and public feedback. A copy of the Public Engagement Wrap Up and online presentation summarizing the service changes are attached for reference.

Recommended Service Changes

Denton Connect Bus Service

Minor schedule modifications to Routes 1, 6, and 7 are recommended to enhance connections and transfers between other Denton Connect routes and the A-train. In addition, staff is recommending:

- Rerouting Denton Connect Route 8 from Oak Street to Eagle Drive. This modification will allow for better connectivity to the A-train; offer more direct service between the Downtown Denton Transit Center (DDTC) and the University of North Texas (UNT); serve the south side of the UNT campus; serve new housing developments on Eagle Drive; and maintain the current 15 minute headway.
- Expanding service to serve the Denton Enterprise Airport, as recommended in the Denton Comprehensive Analysis. Service would be expanded to this area through a mobility on-demand pilot project that will provide on-demand service within the designated Denton Enterprise Airport Zone, as well as trips to/from Fouts Field for connections to Denton Connect and UNT routes.

Highland Village Bus Service

Service in Highland Village consists of the Highland Village Connect Shuttle, Highland Village Community On-Demand, and Lyft Discount Program. Based on ridership, staff is recommending modifying the headway on the Highland Village Connect Shuttle from 20 to 30 minutes. Staff is also recommending transitioning the Highland Village Community On-Demand service, which is currently directly provided by DCTA, to the Lyft Discount Program, increasing the Lyft discount from \$2 to \$10, maintaining the existing Highland Village Lyft Zone, and expanding the service hours to 9:00 pm

North Texas Xpress

Proposed changes to the North Texas Xpress (Route 64) include rerouting service from University Drive to North Texas Boulevard, allowing access to Fouts Field. This modification provides a one-seat ride and more direct access to Denton Connect and UNT services.

University of North Texas (UNT)

Recommend modifying the Eagle Point route to provide service to Maple, Kerr, and Honors Hall as requested by UNT. The proposed service modification will provide more direct access to campus for students living at Victory Hall, a one-seat ride from Victory Hall to the Union, and add capacity to the Mean Green campus circulator.

In addition, staff is recommending modifications to the North Texan to provide additional frequency to students living at Victory Hall and to serve 750 new parking spaces at Apogee Stadium scheduled to come online when classes resume.

As part of the new 10-year service agreement between UNT and DCTA, late night services and weekend services currently provided by UNT will be transitioned to DCTA. The parties continue to coordinate on which services will transitioned and when. Additional information will be provided at the Board Meeting.

Title VI

As a recipient of Federal Transit Administration funding, DCTA is required to conduct a Title VI equity analysis for service changes that meet the agency's definition of a major service change. Of the proposed service changes outlined above, the proposed modifications to the Denton Connect Route 8 and Highland Village Connect Shuttle meet the definition of a major service change.

According to the Title VI equity analysis findings, the proposed modifications to the Highland Village Connect Shuttle will not result in any adverse impacts. Because the low-income and minority populations affected by the proposed Denton Connect Route 8 modifications are higher than DCTA's service area average, the proposed service modification will have both a disparate impact and disproportionate burden based on DCTA's current policy. However, when compared to current service, the proposed service modifications to Route 8 improves service to these populations.

A copy of the draft Title VI Equity Analysis: August 2018 Service Change report is included for your review. A final report will be provided at the Board Meeting.

Financial Impact

The recommended service modifications are included in the FY2018 Budget, and DCTA can meet the increased fleet demand within the existing fleet replacement program.

Recommendation

Staff recommends the board approves implementation of the service changes for August 2018.

Submitted by: Michelle Bloomer
Michelle Bloomer, AVP Bus Operations & Maintenance

Final Review: Raymond Suarez
Raymond Suarez, Chief Operating Officer

Approval: James C. Cline, Jr.
James C. Cline, Jr., P.E., President

2018 April Public Meetings

April 16, 18 & 24, 2018

Engagement Overview

TOPICS INCLUDE: August 2018 Service Changes,
Fare Changes, Job Access Services AND MORE!

ONLINE

FRIDAY, APRIL 13, 2018 - FRIDAY, MAY 4, 2018
PRESENTATION AND ONLINE FEEDBACK FORM
AVAILABLE AT RIDEIDCTA.NET

LEWISVILLE

MONDAY, APRIL 16, 2018
5:30 P.M. - 7:30 P.M.
LEWISVILLE CITY HALL LOBBY

DENTON

WEDNESDAY, APRIL 18, 2018
3 P.M. - 7 P.M.
DOWNTOWN DENTON TRANSIT CENTER LOBBY

HIGHLAND VILLAGE

TUESDAY, APRIL 24, 2018
6 P.M. - 8 P.M.
HIGHLAND VILLAGE CITY HALL LOBBY



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 940.243.6077 or via email at detainfo@dcta.net so that DCTA can accommodate.

Engagement Area:

Cities of Lewisville, Denton and Highland Village

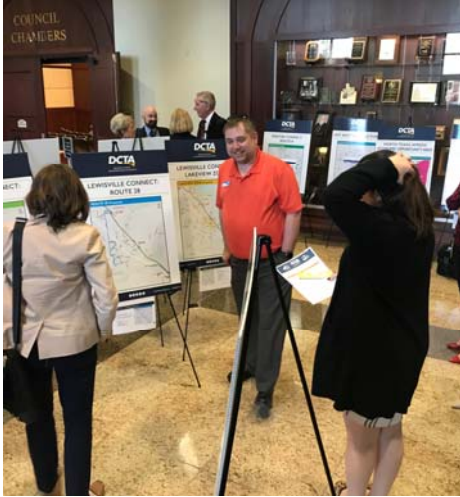
Engagement Timeframe:

April 13 - May 4, 2018

Public Meetings:

A series of open house meetings were held in DCTA's three member cities in April 2018. The meetings were open house style to give the attendees flexibility in their time of attendance and offered people time to peruse the proposals at their own pace. An online presentation and a dedicated webpage showcasing the information presented at the three meetings was hosted on RideDCTA.net with an available comment form.

Engagement Overview



Engagement Objective

Solicit public input on the following topics:

- August 2018 Service Changes
- Upcoming Fare Increases and Changes
- Job Access and Connectivity along 35W and Sam Rayburn
- Corridors Access Policies & Procedures
- Lyft Partnership and Bikeshare Proposal for Southeast Denton
- EPA Brownfields Grant – Subsurface Investigation
- Eagle Point Section of the Hike and Bike Trail
- Access Policies and Procedures Update

DCTA April Public Meeting 2018

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MEETING DETAILS



Meeting Details

Lewisville Public Meeting

Location: Lewisville City Hall Lobby
In conjunction with the regularly scheduled city council meeting.

Date: Monday, April 16, 2018

Time: 5:30 p.m. – 7:30 p.m.

5 individual interactions



DCTA April Public Meeting 2018

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Meeting Details

Denton Public Meeting

Location: Downtown Denton Transit Center

Date: Wednesday, April 18, 2018

Time: 3 p.m. – 7 p.m.

36 individual interactions



DCTA April Public Meeting 2018

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Meeting Details

Highland Village Public Meeting

Location:

Highland Village Municipal Complex Lobby
In conjunction with the regularly scheduled city council meeting.

Date: Tuesday, April 24, 2018

Time: 5:30 p.m. – 7:30 p.m.

15 individual interactions



DCTA April Public Meeting 2018

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SOCIAL MEDIA OUTREACH



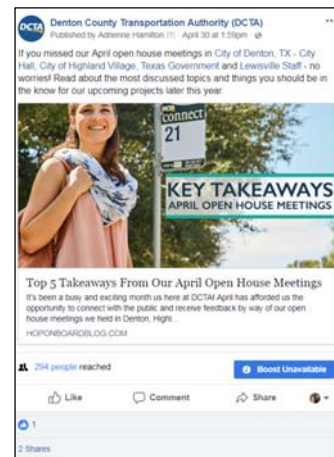
Facebook - Organic

Post Dates:

4/13, 4/17, 4/19, 4/26, 4/30

People Reached: 565

Total Engagements: 6



DCTA April Public Meeting 2018

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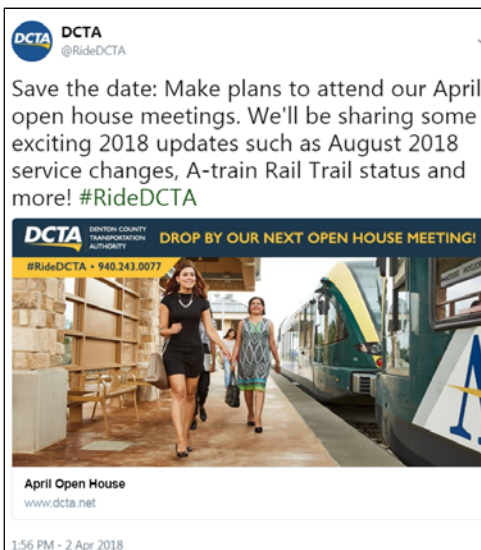
Twitter - Organic

Post Dates:

4/17, 4/20, 4/30

People Reached: 1,180

Total Engagements: 12



DCTA April Public Meeting 2018

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Facebook - Paid

Ad Run Dates:

April 1 – 17, 2018

Facebook: April Open House V1

- The April Open House V1 performed the **best** of the Facebook ads
- The total ad spend was **\$268.72** of the **\$270** budget

Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
333 Link Clicks	21,660	38,686	\$0.81 Per Link Click	\$268.72	Apr 17, 2018
Relevance Score	Frequency	Unique Link Clicks	Link Clicks	Post Engagement	CTR (All)
6	1.79	302	333	384	1.59%

*Source: Facebook



DCTA April Public Meeting 2018

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Facebook - Paid

Ad Run Dates:

April 17– 25, 2018

Facebook: April Open House V2

- The April Open House V2 Facebook ad was the **second best** performing ad
- The total ad spend was **\$137.50** of the **\$230** budget

Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
151 Link Clicks	11,911	23,422	\$0.91 Per Link Click	\$137.50	May 1, 2018
Relevance Score	Frequency	Unique Link Clicks	Link Clicks	CTR (All)	Post Engagement
6	1.97	142	151	0.79%	163

*Source: Facebook



DCTA April Public Meeting 2018

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Twitter – Paid V1

Twitter: April Open House V1

- The April Open House V1 was the **second best** performer of the Twitter ads
- The interest group "travel news and general info" led in engagements with **23,959** engagements and **2,377** link clicks
- The total ad spend was **\$165** of the **\$166** budget

Tweet engagements	Engagement rate	Cost per engagement	Clicks
2,377	9.92%	\$0.07	2,377

Impressions	Spend	Results	Results rate	Cost per result
23,959	\$165.00	2,377 Link clicks	9.92% Link click rate	\$0.07 Cost per link click

DCTA @RideDCTA

Save the date for our April open house meetings. We'll be sharing exciting updates such as August 2018 service changes, A-train Rail Trail status and more! #RideDCTA

DCTA Metrolink County Transportation Authority

DROP BY OUR NEXT OPEN HOUSE MEETING!

#RideDCTA • 848.243.8077



April Open House
www.dcta.net

4:05 PM - 2 Apr 2018

DCTA April Public Meeting 2018

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Twitter – Paid V2

Twitter: April Open House V2

- The April Open House V2 was the **best performing** of the Open House Twitter ads
- The interest group "travel news and general info" led engagements with **25,523** engagements and **2,928** link clicks
- The total ad spend was **\$120** of the **\$166** budget

Tweet engagements	Engagement rate	Cost per engagement	Clicks
2,929	11.48%	\$0.04	2,929

Impressions	Spend	Results	Results rate	Cost per result
25,523	\$120.00	2,928 Link clicks	11.47% Link click rate	\$0.04 Cost per link click

DCTA @RideDCTA

Mark your calendar for our April open house meetings. We'll be sharing some important updates such as August 2018 service changes, fare changes and more! #RideDCTA

DCTA Metrolink County Transportation Authority

DROP BY OUR NEXT OPEN HOUSE MEETING!

#RideDCTA • 848.243.8077



April Open House
www.dcta.net

4:00 PM - 2 Apr 2018

DCTA April Public Meeting 2018

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Social Media Comprehensive Results

- Days Posted – 33
- Total Impressions – 113,335
- Total Engagements – 5,871



DCTA April Public Meeting 2018

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DIGITAL MARKETING OUTREACH



Email Marketing Statistics

- Email send: April 13, 2018
- Total Sent: 5,701
- Delivered: 5,568
- Opens: 776
- Unique Opens: 97
- Total Clicks: 75



DCTA Needs Rider Feedback at April Open House Meetings

Agency hosting meetings in Denton, Highland Village and Lewisville

Make plans to attend our April open house meetings which start next week! We plan to share major projects and initiatives, including: regional fare changes, August 2018 service

DCTA April Public Meeting 2018

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Website Statistics

Web Traffic

- Total page views for the April 2018 Public Meetings page: **654**
- Average time spent on the April 2018 Public Meetings page: **0:53 seconds**
- Total bounce rate on the April 2018 Public Meetings page : **86.85%**

Top 5 Referral Sources <small>(other referral sources include t.co, Cision, and Google)</small>	Number of Sessions	% of Total Referrals	Average Time Spent on Page	Bounce Rate
Facebook (paid)	368	61.8%	0:31	89%
Facebook (organic)	98	16.2%	0:18	92%
links.govdelivery.com	75	8%	1:09	77%
Twitter	38	7%	0:46	86%
(direct)	18	2%	4:10	72%

*Source: Google Analytics

DCTA April Public Meeting 2018

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MEDIA RELATIONS



Media Relations

Publication Mentions

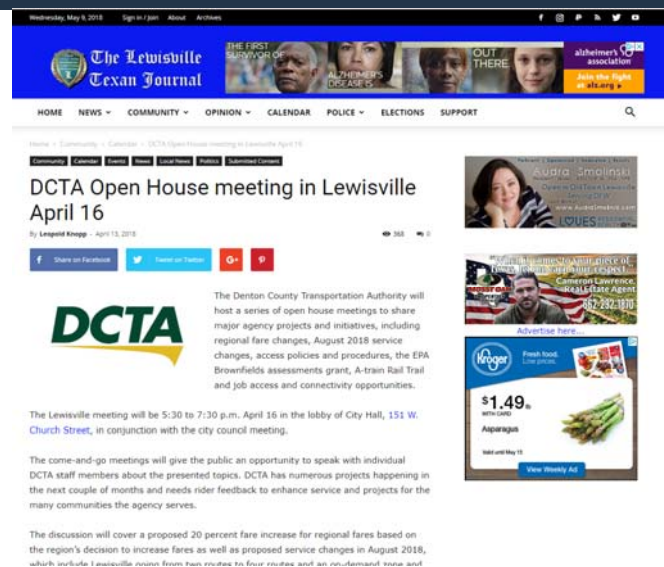
- Denton Record-Chronicle
- Lewisville Texan Journal
- Cross Timbers Gazette

TOTAL MENTIONS

5

TOTAL REACH

292K



DCTA April Public Meeting 2018

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Traditional Advertising



Traditional Advertising

Newspaper Ad's

Publication Dates:

- April 1
- April 2
- April 8
- April 9
- April 15
- April 16
- April 22
- April 23

Placement Publications:

- Carrollton Leader
- Coppell Gazette
- Lewisville Leader
- The Colony Courier Leader
- The Lake Cities Sun
- The Leader



OVERALL COMMUNITY OUTREACH STATISTICS



Community Outreach

Events

- Colorpalooza passed out flyers to **150** attendees
- UNT Apartment Fair spoke with **80** attendees
- Highland Village Chamber Luncheon made verbal announcement to **80** attendees

Direct Mail Campaign

- Sent **327** letters to businesses, non-profits and apartments along the proposed service change routes

Phone Calls

- Made **30** phone calls to businesses, non-profits and apartments along the proposed service change routes

Community Outreach - Email

Emails

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

Emailled 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

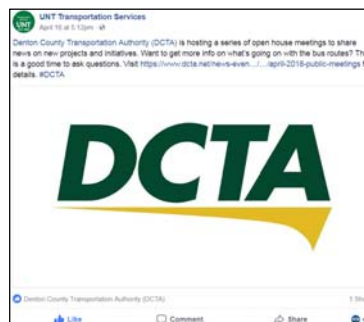
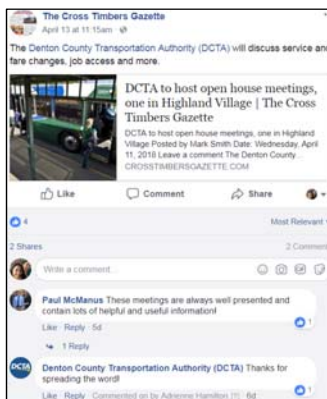
DCTA April Public Meeting 2018

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Partner Sharing

Partner Sharing

- 10 partner shares on: 4/9, 4/13 and 4/16
- Total Engagements: 39



DCTA April Public Meeting 2018

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BUDGET



Budget

Budget Breakdown:

- HCK2 1(2.5 Hours) – Resizing & Print Ad Placement: \$1,750
- HCK2 (9.5 Hours) – Social media Creative, Posting & Reporting - \$1,300
- Print Advertising: \$4,049
- Social Media Advertising: \$1,524.22
- Display Boards: \$315.90
- DDTC Poster: \$27.29
- Flyers: \$162.86
- Direct Mail Outreach – Envelopes: \$222.76 (Remaining envelopes to be used for future outreach.)
- Direct Mail Outreach – Postage: \$164
- Event Supplies – Easels: \$180.45
- Event Supplies – Snacks, Dot Stickers, Plastic Document Holders, etc: \$88.51
- Pull Up Banners: \$327.04 (Evergreen creative will be used at future public meetings.)

TOTAL: \$10,112.03

OVERALL ENGAGEMENT STATISTICS



Overall Engagement Statistics

Total Promotional Timeframe

- April 1 - May 4, 2018

Total Impressions Across All Efforts

- 411,193

Total Engagements Across All Efforts

- 7,210

Total Number of Attendees

- 63

Total Number of Comments

- 82

COMMENTS



Lewisville Comments



Topic: Lewisville Route 26

New senior living community and apartments. Why does Route 26 not serve them?

Topic: Highland Village Shuttle

No stops on Southern portion of shuttle route. Potential for stops at McGee or CVS at Garden Ridge. Use community on-demand two times a week with Regional pass. Not sure changes with Lyft will be as convenient.

Topic: A-train Special Event Service

I would really like special event service to and from American Airlines Center for Mavs and Stars games. Even if it was one train to pick up after the event.

Denton Comments

Topic: Service Hours

Please make the buses run much later on Saturdays. 6 p.m. is the latest? Monday through Friday til midnight extend hours of operation for buses in Denton.

Need later bus service in Denton.

Consider Sunday service for my shopping and travel.

Topic: Fare Increase

Concerned about the increase in ticket fee. Wouldn't mind having promo's though.

Find an alternate way to not increase fare. Buying two different tickets is difficult, not convenient.

I am a daily rider. Keep the 10 pack of local/regional fare. Work to stop the Regional fare increase. Basically, if I had to choose between having one Regional day pass for \$12 or buying two local day passes for \$5 each, I'd take the latter.



DCTA April Public Meeting 2018

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Denton Comments

Topic: DDTC

Please put a clock in the Denton Downtown Center.

We should have recycling containers inside the DDTC!

They are closing the DDTC at 6:56 p.m. not 7 p.m.

I think the DDTC should be open the same hours that the buses are running.

Topic: Access

Excellent Access bus driver (George, 5 a.m.) Always feel safe!

Thanks for extended access hours.

Topic: Route 4

The 4 is the only way that you can get to University. Pluses – the 7 and 8 so you can go to Presby either way.

#4 = good. Connectors from University to Golden Triangle plus MedPark via Nottingham, Audra, Woodrow. University via Carroll, Elm and Locust. Denton Community Health Clinic stop.

Topic: Route 5

Buses are dwelling way too long at DDTC for no reason.

Connect North Lakes Park Route 5. Route 1 connect to Eureka Park (South Lakes).

DCTA April Public Meeting 2018

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Denton Comments

Topic: Route 6

Route 6 try a Saturday bus.

I have submitted several requests (orally) for a stop on Route 6 by the North Branch Library (inbound). I have not received any replies to my request. Each person at the city makes the final decisions. If they reject this request I'd like to know the reason. There is a bike path on Windsor where the stop would be, but there are no "No Parking" signs, so cars are parked there during school hours and school days.

I can't take Route 6 anymore. It's hard for me to take Route 6 or 7. Because I can't walk a long way anymore. So I would like for you to have a Route 6 go back like it was before. Thank you.
Kroger and Walmart long connection to Route 4.

Topic: Route 7/Route 8 Change

Consider a smaller bus for one of the two buses during peak times. When one bus gets behind often, send a small added bus. East bound takes too long to get home.

Topic: DCTA

Excellent staff.

Thanks for listening!

Overall DCTA is great!

DCTA April Public Meeting 2018

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Denton Comments

Topic: Denton Airport Zone

Good idea! Please make it happen.

Topic: A-train

I take A-train back and forth to Trinity Mills. Excellent!

Topic: Service

More Service to parks in Denton

Service to Frisco and Collin County.

Service to Flower Mound.

Please make the buses run much later on Saturdays. 6 p.m. is the latest? Monday through Friday til midnight extend hours of operation for buses in Denton.

Need later bus service in Denton.

Consider Sunday service for my shopping and travel.

The bus schedule should be extended until 9 p.m. 6 days a week.

DCTA April Public Meeting 2018

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Denton Comments

Topic: Lakeview Zone

Would it be worth holding an additional public meeting specifically for corporate park?

I am an annual pass holder and ride Route 21 in Lewisville approximately 4 times a week. I do not want an additional cost for an on-demand type system. I currently have about a ½ mile walk from bus stop 770465 to my office. If the stop could be moved that would be appreciated. If Route 21 needs to change to save costs, what about doing away with the non-business rider times 9:30 a.m. – 3:30 p.m.? What you are currently doing works 90% of the time (except for my walk, which probably good for me). On-demand would be acceptable if there would be no additional charge.

Comment from 2 regular riders. Route 21 in Lakeview area – drivers are always early or late and will totally pass by people waiting at a stop or walking to a stop. We have to break the new drivers in! Love Steve on Route 21! And Adele. One of the 2 regular riders said she is holding off on renewing her annual pass until DCTA makes a decision on the Lakeview zone. She wants a fixed route.

Topic: Opportunities to Volunteer

I am so excited about this. Due to a vision problem I have needs for this type of service. I have waited and wanted this for a long time. I would like to volunteer.

DCTA April Public Meeting 2018

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Denton Comments

Topic: Transit Transfers System

Transfers should be used. I transfer for all buses. The meaning is to go by the amount of hours that remain on the transfer. In most typical situations it should give the rider a 3 hour transfer ticket time that works for all buses (including return trip).

Topic: Route 65

Like the Route 65 proposal.

Topic: Stop and Shelter Requests

More sheds near connector route exchange points. Access to airport area also.

Restroom at Trinity Mills – door operated by ticket (valid ticket).

Please put emergency phones at the train stops.

Topic: Fares

Concerned about the increase in ticket fee. Wouldn't mind having promos though.

Find an alternate way to not increase fare. Buying two different tickets is difficult, not convenient.

DCTA April Public Meeting 2018

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Highland Village Comments



Topic: General

Would love to see more mass transit!

Topic: Highland Village Lyft Service

I currently ride Community On-Demand using a Regional reduced pass. Willing to try Lyft if it was more affordable.

Topic: Not Enough Time to Purchase Ticket On Platform

Concerned about time to buy a ticket at Trinity Mills.

Topic: Fare Changes

I am with Southwest Airlines. I represent a group of SWA employees who purchase Regional passes from DCTA. We would like for you to keep the fares low to keep encouraging people to ride.

Not in favor of fare increase for Regional pass.

Please make fares comparable to current levels – particularly with reduced fares.

DCTA April Public Meeting 2018

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Highland Village Comments

Topic: Route Service

Route 4 delays are an issue.

Route 2 from Walmart to Route 6 transfer time is a concern.

I wish that DCTA would provide buses and train services on Sunday. I truly enjoy the services Mon-Fri and would love to see buses and trains extend more late arrivals and more services on Sunday.

Interested in providing service to the CACDC.

Requesting service at CAC.

Shorter routes make travel from my home to 121 bus at Bellaire much less convenient. This location is a community center "Next Steps Center". It is an important destination.

Saturday service needs more frequency.

Topic: Highland Village Station

Shade from cover is wrong direction. Needs to be wider. As it is now the shade is over in the parking lot.

Topic: Service Hours

I drive to Carrollton to pick up DART because hours aren't late enough.

DCTA April Public Meeting 2018

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Online Comments

Topic: Route and Schedule Information

Yesterday (Apr. 18) I was at the downtown Denton DCTA building. I was given a packet of changes that would be happening at DCTA. One of these was labeled as Proposed Commuter Bus Service Serving Hebron, Southwest Medical District, and West End. There was no info included in the handout. If DCTA is planning such where would the bus stops be? I ask because I take DCTA trains to/from Trinity Mills then switch to DART trains and go to West End Area. DCTA used to have a bus that I took to the West End Area years ago before the A train.

Topic: Route 21

When I moved to Lewisville I chose Stone Creek because it has bus shelters/stops for both inbound and outbound, right at my door. I use this service every day. If it changes I may not cope with additional walking. I may purchase another car. Please don't change 21 on E. Southwest Pkwy.



DCTA April Public Meeting 2018

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Online Comments

Topic: Drivers

The drivers of Routes 5&6 need to learn to make up the time that they are early along University and not Bell. I work at TWU and when the bus arrives at the stop on Administration, they cannot stop on Bell because they get a long line of cars waiting behind them. I have missed the bus a number of times because they are running early.

I must say that probably 95% of the drivers are great.

Topic: Service Hours

I would really like to see Sunday service.

I think the DDTC should be open the same hours that the buses are running.

Topic: Mechanical Issues

The mechanical issues and breakdowns are horrible! They need to stop. DCTA needs to get on the repairs of the vehicles so the number of issues goes down.

DCTA April Public Meeting 2018

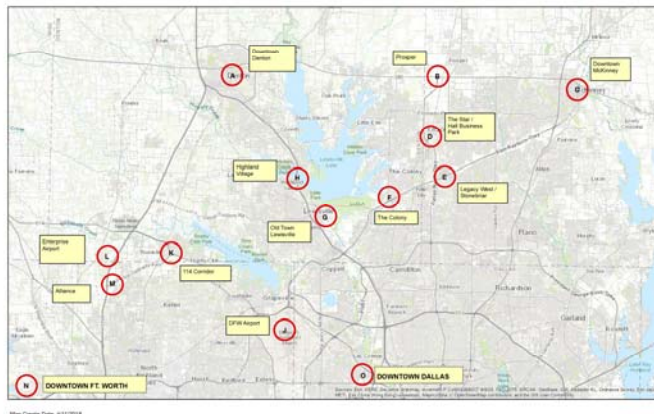
42

Display Board Comments

The map below was shared at the public meetings. Attendees were asked to identify their individual origin and destinations for job access and connectivity that they would be interested in. Those results are below.

Corridors of Interest for Job Access & Connectivity

ORIGIN	DESTINATION OF INTEREST
A (Downtown Denton)	J (DFW Airport)
A (Downtown Denton)	J (DFW Airport)
A (Downtown Denton)	N (Downtown Fort Worth)
A (Downtown Denton)	J (DFW Airport) O (Downtown Dallas) F (The Colony) K (114 Corridor)



DCTA April Public Meeting 2018

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Display Board Comments

WHICH IS MOST IMPORTANT TO YOU?

Public meeting attendees were asked to place a sticker next to the item that was most important to them. Blank spaces were also provided if there was something of importance not listed.

3 votes	Maintaining the current cost of fare. (Regional & Local)
1 vote	Convenience of purchasing one regional fare vs. two local fares.
1 vote	Improved bus frequency.
1 vote	Additional mid-day A-train service.
4 votes	Sunday bus service.
1 vote	Southbound shuttle service stops in Highland Village.
0 votes	Last/first mile connection.
0 votes	Improved A-train frequency.
0 votes	Late-night A-train service.

DCTA April Public Meeting 2018

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Comment Takeaways

- **Interest in:**
 - Service between the DDTC and DFW Airport
 - Later bus service
 - Bus service on Sundays
- **Concerns about:**
 - Increase in regional fare
 - Lack of fixed-route service in the Lewisville Lakeview Zone
- **Would like DCTA to consider:**
 - Matching DDTC hours to service hours
 - Better transfer times when making service changes
- **Kudos:**
 - DCTA staff is excellent



April 2018 Open House Meeting Topics

Presentation Live: 4/13 – 5/4

Access Policies and Procedures Update



Access Policies and Procedures Update

Section	Current Language	Proposed Language	Page
Certification Process	Upon receipt of completed applications, ADA regulations allow a maximum of 21 business days to process applications.	Upon receipt of completed applications, ADA regulations allow a maximum of 21 days to process applications.	6
Certification Process	N/A	You will receive a determination letter within 21 days of submission of a completed application. If DCTA has not made a decision on eligibility within 21 days of receipt of the completed application, the applicant may use Access ADA paratransit service starting on the 22nd day until a determination is made.	6
Service Parameters	DCTA Access service hours are intended to mirror that of the local fixed route service. Access service hours (excluding holidays) for the entire service area when UNT Shuttle operates a limited schedule are: Weekdays: 5:30 am – 9:30 pm Saturday: 7:30 am – 7:30 pm Access service hours (excluding holidays) for Denton when UNT Shuttle operates full service: Monday – Thursday: 5:30 am – 11:30 pm Friday: 5:30 am – 9:30 pm Saturday: 7:30 am – 7:30 pm	Access service hours will be the same as hours and days of operation for fixed route services.	8

Section	Current Language	Proposed Language	Page
Subscription Service	Subscription Service is limited to customers traveling to the same place at the same time at least three times per week for a minimum period of ninety (90) days.	Subscription Service is limited to customers traveling to the same place at the same time at least one time per week on a regular and consistent basis.	9
Service Rules	To avoid delaying other passengers, drivers can only wait five minutes upon arrival before proceeding on their route.	To avoid delaying other passengers, drivers can only wait five minutes after the scheduled pickup time before proceeding on their route.	10
Service Rules	Vehicle operators are not allowed to make changes in scheduled times or destinations without authorization from the DCTA Operations office.	Vehicle operators are not allowed to make changes in scheduled times or destinations without authorization from DCTA. Passengers must schedule these trip changes with DCTA by calling 940-243-0077.	10
Accompanying Passengers	N/A	Mobility Devices DCTA will transport any wheelchair on its vehicles regardless of size and weight as long as the lift and vehicle can physically accommodate them.	11
Visitors	DCTA will provide Access service to visitors for no more than 21 consecutive days within a 365 day period. Visitors must contact DCTA Monday through Friday, 8 a.m.-5 p.m., at 940-243-0077 no later than one week before service is required.	DCTA will provide Access service to visitors for any combination of no more than 21 consecutive days within a 365-day period beginning with the visitor's first use of the service. Visitors must contact DCTA Monday through Friday, 8 a.m.-5 p.m., at 940-243-0077 no later than one week before service is required.	11

DCTA • Presentation Title • September 28, 2017

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Access Policies and Procedures Update

Section	Current Language	Proposed Language	Page										
No-Shows and Cancellations	Two (2) Same Day Cancellations within a thirty-day period will be charged as one (1) no-show.	This information is to be removed.	12										
Suspension of Service	Within each 30-day period, the following penalties may be assessed for no-shows: <table border="1"><thead><tr><th>Warning</th><th>Penalty</th></tr></thead><tbody><tr><td>First</td><td>Policy Reminder letter sent to customer</td></tr><tr><td>Second</td><td>Verbal warning to customer</td></tr><tr><td>Third</td><td>Written warning to customer</td></tr><tr><td>Fourth</td><td>Possible suspension of service</td></tr></tbody></table> <p>Customers accumulating eight (8) no-shows within a sixty (60) day period may receive up to fifteen (15) days suspension of service.</p> <p>After the fourth and eighth occurrences, DCTA will contact the customer via telephone and send a letter identifying the proposed</p>	Warning	Penalty	First	Policy Reminder letter sent to customer	Second	Verbal warning to customer	Third	Written warning to customer	Fourth	Possible suspension of service	Passengers who have no-showed or same day canceled 25 percent of their scheduled trips with a minimum of 11 trips for a calendar month will be subject to suspension. For passengers who schedule 10 or fewer trips in a calendar month, if you no-show or cancel 60 percent of your trips your service will be subject to suspension. Initially a warning letter will be issued to try to modify the behavior. If the problem continues, a progressive suspension length will be as follows: a. First Suspension will be for 5 days. b. Second Suspension will be for 10 days. c. Third Suspension will be for 15 days. d. Four and any subsequent Suspensions will be for 30 days.	13
Warning	Penalty												
First	Policy Reminder letter sent to customer												
Second	Verbal warning to customer												
Third	Written warning to customer												
Fourth	Possible suspension of service												
		All potential suspensions will be handled on a case by case basis. DCTA will contact the customer identifying											

[Complete Outline of Existing Policies and Procedures](#)

suspension period and the reasons for the penalty. Customers who appeal a proposed suspension may continue to ride pending a decision on the appeal. If the appeal is denied, the suspension shall be imposed effective the date the appeal is denied, pending final notification to the customer.	the proposed suspension period and the reasons for the penalty. Customers who appeal a proposed suspension may continue to ride pending a decision on the appeal. If the appeal is denied, the suspension shall be imposed effective the date the appeal is denied, pending final notification to the customer. What can the customer do to reduce their No-Shows? Reducing no-shows in ADA paratransit requires actions by riders as well as transit agencies. <ul style="list-style-type: none"> • Call to cancel, as soon as possible, if you won't be taking the trip. • Be ready and waiting for vehicles during the full on-time pickup window. • Provide detailed pickup instructions (side or rear door, and so on) for large facilities, for any pickup locations that may be difficult for drivers to find, and for any locations where your needed pickup is not at the main entrance. • If you are a subscription rider, call to inform the transit agency of any changes to your plans, such as a vacation or other absence. Telling a driver is not sufficient.
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DCTA • Presentation Title • September 28, 2017

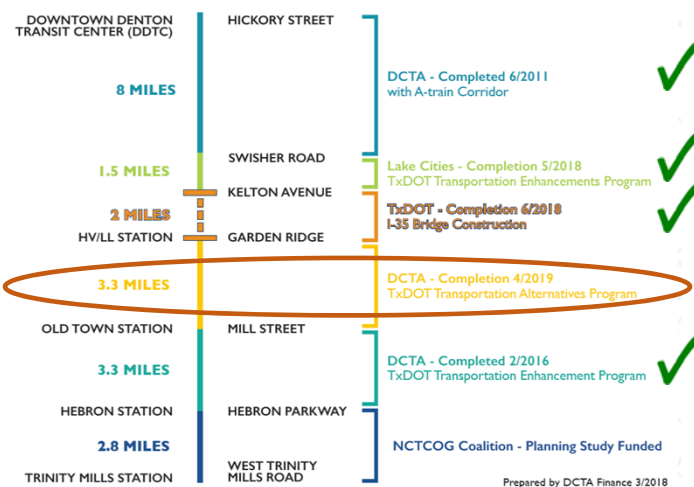
4

Eagle Point Section of the Hike and Bike Trail



Eagle Point Section of the Hike and Bike Trail

A-TRAIN RAIL TRAIL – STATUS AS OF 3/2018



Update on Construction:

- Construction of the final section of the Eagle Point section of the Hike and Bike Trail will begin Summer 2018.
- The last quarter mile of the North end of the trail will meander through park property controlled by the Corps of Engineers.

EPA Brownfields Assessment Grant



EPA Brownfields Assessment Grant



Grant Update:

- DCTA was awarded \$178,200 as one of two recipients in Texas, to conduct an Environmental Site Assessment on DCTA property located at the Rail Operations and Maintenance Facility in Lewisville.
- The funds will be used to conduct a Phase II Environmental Site Assessment, which includes testing for petroleum and hazardous materials.
- The targeted area is a total of 77.5 acres.
- DCTA is currently evaluating proposals for subsurface investigation.

★ The DCTA Rail Operations and Maintenance facility is located at 640 Texas 121 Business, Lewisville, Texas 75057

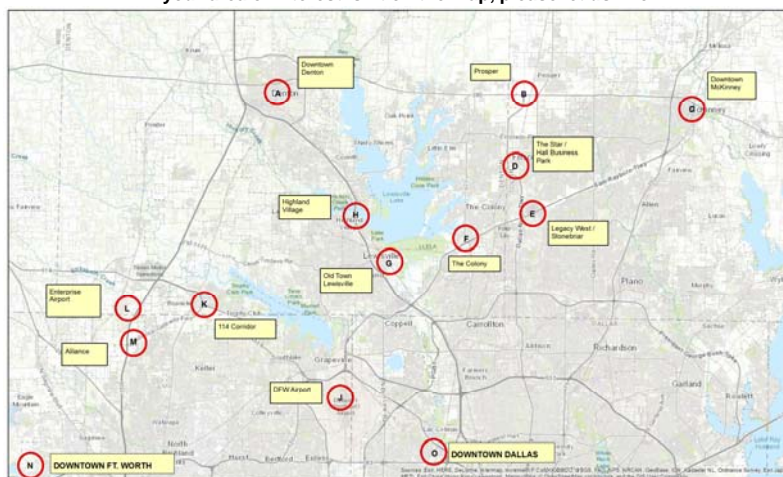
Job Access & Connectivity



Corridors of Interest for Job Access and Connectivity

Based on the map below, which origin and destination(s) you would be interested in?

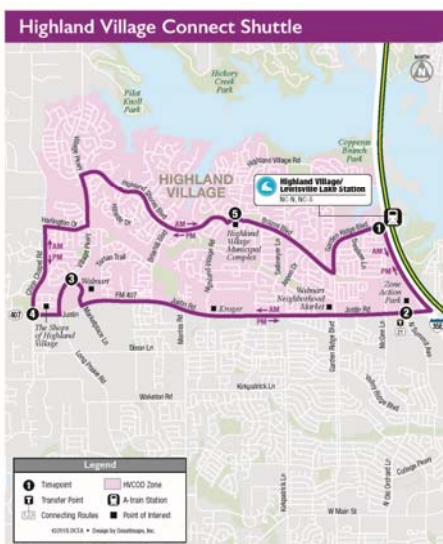
If your area of interest isn't on the map, please let us know!



Proposed Highland Village Service Changes



HIGHLAND VILLAGE: Connect Shuttle



Current

- 20 minute frequency
- 5 a.m. – 10 a.m. and 3 p.m. – 9 p.m.

Proposed

- 30 minute frequency
- 4:50 a.m. – 10:37 a.m. and 3:08 p.m. – 9:24 p.m.

Service Change Overview:

- DCTA is proposing to reduce the shuttle frequency from 20 minutes to 30 minutes to meet system-wide service standards.
- DCTA is proposing to increase the hours of operation to better meet customer demand and connection to the A-train.
- The shuttle route, flag stops, and park and ride locations will remain the same.

HIGHLAND VILLAGE: Community On-Demand



Current

- Highland Village Zone
- Provided by DCTA
- 2 Hour Notice
- Monday - Friday
- 5 am – 7 pm

Proposed

- Maintain Existing Zone
- Provided by Lyft
- On-demand
- Monday – Friday
- 5 am – 9 pm

Service Change Overview:

- Providing on-demand service within the Highland Village Zone through DCTA's partnership with Lyft.
- DCTA would provide a subsidy for all trips taken with Lyft (within the zone).
- On-demand service is offered in real time via the Lyft mobile app (subscription service still available).
- Extend hours of operation until 9 p.m.

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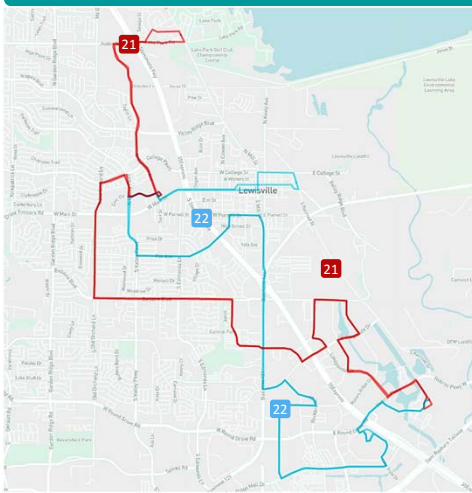
13

Proposed Lewisville Service Changes



LEWISVILLE CONNECT

Current Lewisville System



LEWISVILLE (Proposed)

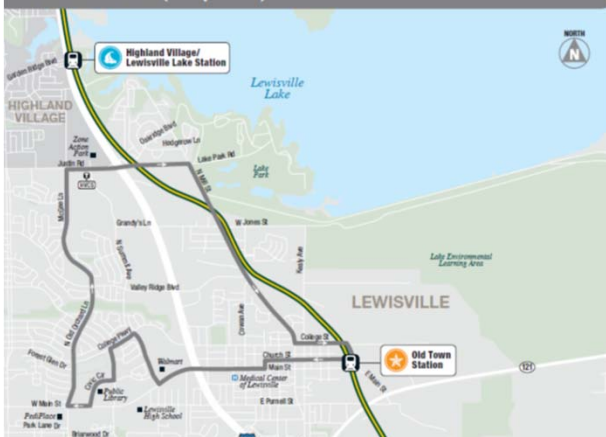


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LEWISVILLE CONNECT: Route 25

ROUTE 25 (Proposed)



30 Minute Frequency

Connections

- Connects with Route 26 at Old Town Station, Church Street, Main Street and Summit Avenue
- Connects with Route 28 at the Old Town Station
- Connects with HVCS at FM 407 and Summit Avenue

Serves:

- Old Town Station
- Lewisville City Hall
- Main Street Wal-Mart
- Department of Public Safety
- Department Family & Protective Services
- Post Office
- Lewisville Public Library
- Lewisville Municipal Annex
- Residential and Light Industrial on Mill north of Main Street

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LEWISVILLE CONNECT: Route 26

30 Minute Frequency

Connections:

- Connects with Route 25 at the Old Town Station, along Church Street, Main Street and Summit Avenue
- Connects with Route 28 at the Old Town Station

Serves:

- Old Town Station
- Lewisville City Hall
- Main Street Wal-Mart
- Lewisville Public Library
- Senior Center
- Memorial Park Recreation Center
- Educational Facilities
- Residential Area Along Fox Avenue
- Improved access for CCA and Salvation Army



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LEWISVILLE CONNECT: Route 27

30 Minute Frequency

Connections:

- Connects with Route 28 along Oak Bend Drive, Vista Ridge Mall Drive and portions of Round Grove Road
- Connects with the Lakeway Zone at the Hebron Station

Serves:

- Hebron Station
- Round Grove Road Retail
- Large areas of Multi-Family Housing
- Serves Mary Kay from the front of the building (outbound) and the side (inbound)
- Office Park off Edmonds at 121
- Convergence Office Park
- Round Grove Wal-Mart



DCTA • Open House Meeting Topics • April 2018

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LEWISVILLE CONNECT: Route 28

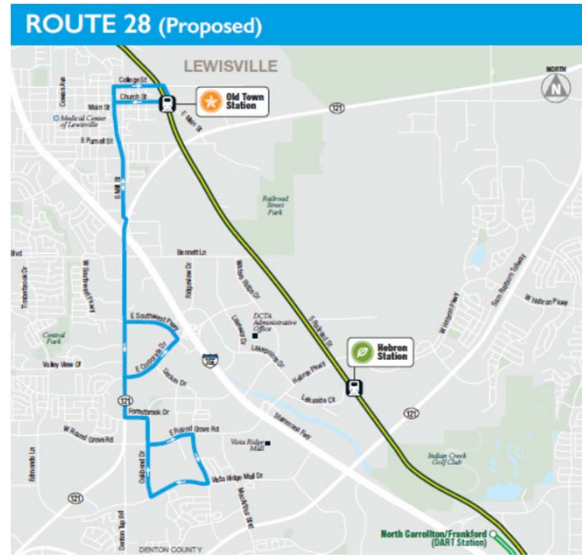
30 Minute Frequency

Connections:

- Provides a North-South Connection
- Connects with Route 25 and Route 26 at the Old Town Station
- Connects with Route 27 along Oak Bend Drive, Vista Ridge Mall Drive and portions of Round Grove Road

Serves:

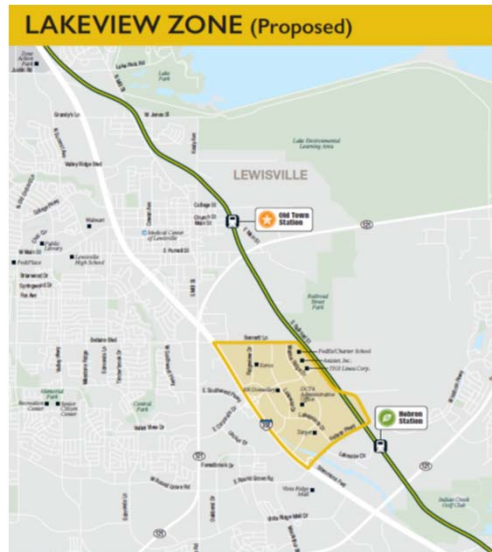
- Old Town Station
- CCA (Both Mill Street and 121 locations)
- Budget Suites
- Apartments along Southwest Parkway
- Round Grove Wal-Mart
- Mary Kay on the side of the building



DCTA • Open House Meeting Topics • April 2018

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LEWISVILLE: Lakeview Zone



Possible Lyft Zone

Potential Hub System or Curb-to-Curb:

- Hub out of Hebron Station
- With possible hub or curb-to-curb inside the zone at:
 1. Xerox
 2. Lakeway @ Bennett
 3. Fed Ex / Charter School
 4. Anixter, Inc. / TIGI Linea Corp.
 5. RR Donnelley
 6. DCTA Admin Office
 7. Target
 8. Other Potential Locations as Identified

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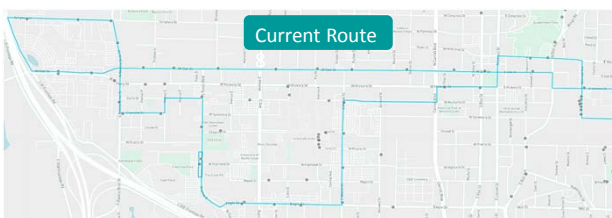
Proposed Denton Service Changes



DENTON CONNECT: Route 8

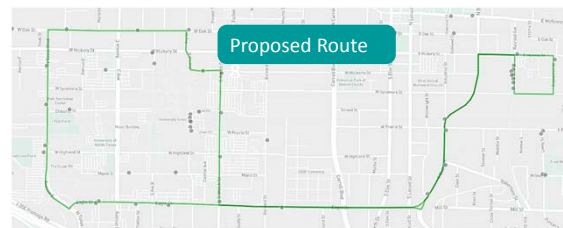
Service Overview:

- Allows for better connectivity with the A-train.
- Offers more direct service between DDTC and UNT.
- Serves the South end of campus.
- Serves areas of Eagle Drive currently not served.
- Continues to have 15 minute frequency on portions of Oak Street serving campus.



Current

- 30/60 minute frequency



Proposed

- 30 minute frequency

DENTON: Enterprise Airport Zone

AIRPORT ZONE (Proposed)



Potential Hub System:

Hub out of Fouts Field

- Connects with Route 7, Route 8, North Texan, Eagle Point, and Mean Green.

With possible hubs inside the zone at:

1. UNT Surplus Warehouse
2. Tetra Pak / Fastenal / Target / Peterbilt
3. WinCo Foods Distribution
4. Ben E. Keith Beverages
5. ALDI Distribution Center
6. Denton Enterprise Airport and US Aviation Academy

DCTA • Open House Meeting Topics • April 2018

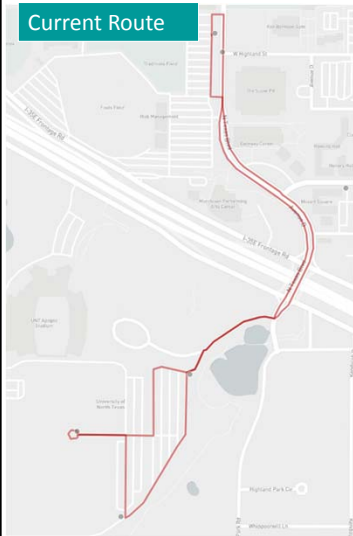
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Proposed UNT Service Changes

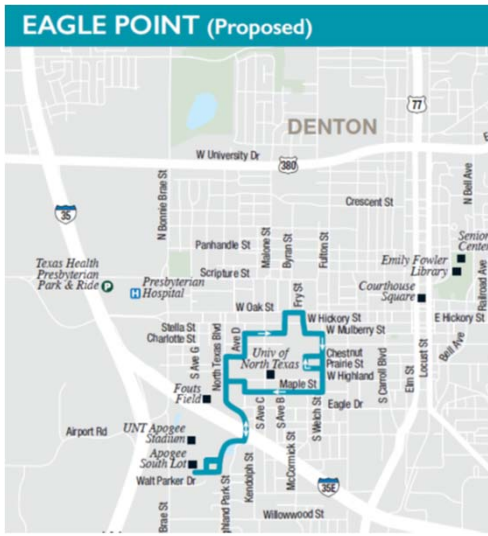


Eagle Point (UNT Route)

Current Route



EAGLE POINT (Proposed)



Current Route:

- 7-Minute Frequency.
- Only daytime route that serves Victory Hall.
- Forced transfer for those going on campus.

Proposed Route:

- 20-Minute Frequency.
- Serves Maple, Kerr, Honors, and Victory Halls as requested by UNT.
- Provides another campus circulator.
- Helps address overcrowding on the Mean Green.
- Provides a one-seat ride from Victory Hall to the GAB and the Union.

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Proposed North Texas Xpress / Alliance Service Changes



NORTH TEXAS XPRESS/ALLIANCE



Proposed Changes:

NEW Route 65 Overview

- Providing service between Alliance, UNT and the park and ride located at Texas Health Presbyterian Hospital Denton.

North Texas Xpress Service Overview

- Bring the North Texas Xpress in to Fouts Field.
- Improve access to UNT.
- Provide for one seat ride to campus.
- Add early morning/late night service to accommodate.
- Alliance work schedules.

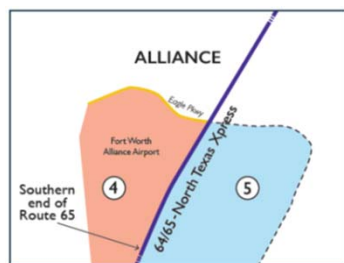
Create Zones of Alternative Service

- UNT and TWU.
- Economic Opportunity Zone.
- Provide alternative mobility options within the zones outside of DCTA's operating hours (Lyft).
- eBike as a future phase.

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Alliance Link Shuttle



www.RideAllianceLink.com

Service Overview

Goal:

Improve access to jobs, by providing enhanced connectivity between Alliance and potential employee pools in Denton.

- DCTA has partnered with public and private stakeholders to provide on-demand, first/last mile shuttle service in Alliance, Texas, providing seamless access to major employers.

Phase 1 launched April 9

- Service hours Monday – Friday
- 5:30-8:30 a.m.
- 4:30-7:30 p.m.

Phase 2 launches May 7

- Service hours Monday – Sunday
- 5:30-8:30 a.m.
- 4:30-7:30 p.m.
- Alliance Link shuttle connects to the North Texas Xpress service at the Heritage and Horizon stop
- Alliance Link Shuttle will have 7 stops at major employers

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2018 Fare Changes



Proposed Regional Fare Increase

**REGIONAL
FARE =**  **20%**

Current Regional Day Pass = \$10
August 2018 Regional Day Pass = \$12
(this is a singular regional fare example)

Why is DCTA considering raising regional fares in August 2018?

- DART and Trinity Metro (formerly the Fort Worth Transportation Authority) are raising their regional fares by 20%.
- DCTA currently participates in a regional fare program to simplify transfers between systems.
- DCTA wants to remain a part of the regional fare system – therefore providing customers with access to the entire transit system in the Metroplex with one pass.
- DCTA is concerned that this fare increase will negatively impact ridership.
- DCTA is considering alternatives to mitigate this potential impact.
- DCTA is not proposing any increase to local fares.

Which is Most Important to You?

Which of the following is most important to you?
If there's something else you would like to include, let us know!

WHICH IS MOST IMPORTANT TO YOU?	
Maintaining the Current Cost of Fare (Regional + Local)	
Convenience of Purchasing One Regional Fare vs Two Local Fares	
First/Last Mile Connection	
Improved Bus Frequency	
Improved A-train Frequency	
Additional Mid-Day A-train Service	
Late-Night A-train Service	
Sunday Bus Service	

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Proposed Commuter Bus Service Serving DCTA's Hebron Station, Southwestern Medical District and West End



Technical Memorandum – Equity Analysis: August 2018 Service Changes

TO: Michelle Bloomer, Denton County Transportation Authority

FROM: Zachary Elgart, Texas A&M Transportation Institute

DATE: July 25, 2018

SUBJECT: Title VI Analysis – August 2018 Service Changes

Background and Purpose

DCTA will propose a series of service changes in August 2018. According to FTA Circular 4702.1B, a Title VI equity analysis is required for service changes that meet a transit agency's definition of a major service change. This section briefly describes each of DCTA's proposed August 2018 changes and documents whether the change qualifies as a major service change according to DCTA's policy. The following sections present the Title VI analyses for those changes identified as major changes and compare the changes with DCTA's service performance and design standards.

According to DCTA's policy, a major service change is as follows:

1. *Route Level Service Reduction or Elimination*
 - a. *Reducing an existing route by more than 25% of weekday route revenue miles, or*
 - b. *Reducing an existing route by more than 25% of Saturday route miles, or*
 - c. *Reducing the number of directional route miles more than 25%, or*
 - d. *A change in route alignment resulting in 25% or greater variance from the existing route alignment, or*
 - e. *In situations where service would be reduced or eliminated in jurisdictions where minority and/or low-income populations exceed the transit system service area.*
2. *Route Level Expansion or Addition of a New Route*
 - a. *Adding a new route, or*
 - b. *Expansion of an existing route that increases weekday route revenue miles by more than 25%, or*
 - c. *Expansion of an existing route that increases Saturday route revenue miles by more than 25%, or*
 - d. *Expanding the number of route directional miles more than 25%, or*
 - e. *A change in a route alignment resulting in a 25% or greater variance from the existing route alignment.*

August 2018 Proposed Service Changes

The following sections describe each of DCTA's August 2018 proposed service changes and identify whether the change constitutes a major change according to DCTA's major service change policy.

Summary of August 2018 Proposed Service Changes

DCTA proposes to change eight routes in August 2018. Table 1 presents a brief description of each proposed service change and documents whether the change is a major change according to DCTA's major service change policy. Complementary sections describe each change in detail. See the Title VI Analysis section for analysis of the major service changes identified in Table 1.

Table 1. Summary of DCTA's August 2018 Proposed Service Changes

Service to be Changed	Schedule Change?	Route Change?	Description of Change(s)	Major Change?
<i>Route 1</i>	Yes	No	Schedule modification	No
<i>Route 6</i>	Yes	No	Schedule modification	No
<i>Route 7</i>	Yes	No	Schedule modification	No
<i>Route 8</i>	Yes	Yes	Schedule and route change	Yes
<i>Route 22</i>	No	Yes	Stops moved	No
<i>HVCS^A</i>	Yes	No	Schedule modification Reduce from 3 to 2 vehicles	No
<i>NTX^B</i>	Yes	Yes	Schedule and route change	No
<i>Eagle Point</i>	No	Yes	Route change	Yes
<i>Mean Green Night Rider</i>	Yes	Yes	New service	Yes
<i>North Texan</i>	Yes	Yes	Schedule and route change	No

^A Highland Village Connect Shuttle

^B North Texas Xpress

Routes 1 and 7

DCTA proposes to adjust the service schedule on Routes 1 and 7 to improve service efficiency and effectiveness in August 2018. The total schedule change is less than five minutes different than the current service schedule, the changes do not affect stop locations or service corridors, and service will not be reduced or expanded. According to DCTA's major service change policy, the modifications to Routes 1 and 7 proposed for August 2018 do not constitute a major service change and, therefore, do not require a Title VI equity analysis.

Route 6

DCTA proposes to adjust the service schedule on Route 6 in August 2018 so that the service headways decrease from 30 minutes to 22 minutes—a difference of eight minutes. The change will not affect stop locations or service corridors. According to DCTA’s major service change policy, the modifications to Route 6 service proposed for August 2018 do not constitute a major service change and, therefore, do not require a Title VI equity analysis.

Route 8

DCTA proposes to re-align Route 8 to improve service efficiency and effectiveness in August 2018. The Route 8 realignment will relocate stops and reduce route miles by approximately six percent (0.23 miles) on the segment inbound to the Downtown Denton Transit Center. According to DCTA’s major service change policy, the modifications to Route 8 proposed for August 2018 are not substantial enough to constitute a major service change, however service will be reduced (due to reduced route miles) in areas with higher than county average low-income, minority, and LEP populations. Therefore, due to impacts on Title VI protected populations, the Route 8 service change requires a Title VI equity analysis—documented in the Title VI analysis section, below.

Route 22

DCTA proposes to add two stops in existing service corridors on Route 22 to improve service efficiency and effectiveness in August 2018. Service on Route 22 will not be reduced or expanded. According to DCTA’s major service change policy, the modifications to Route 22 proposed for August 2018 do not constitute a major service change and, therefore, the Route 22 service changes do not require a Title VI equity analysis.

Highland Village Connect Shuttle

DCTA proposes to reduce the Highland Village Connect Shuttle (HVCS) service from three vehicles to two and increase the service headways from 20 to 30 minutes—a difference of 10 minutes. The change will not affect stop locations or service corridors. Additionally, the service reduction occurs in areas with lower than county average low-income, minority, and LEP populations, as shown in Table 2.

Table 2. Low-Income, Minority, and LEP Population Affected by HVCS Service Change

	Low-Income	Minority	LEP
½ Mile Catchment Area Population	5.8%	12.3%	17.6%
Service Area Average	8.9%	20.5%	24.4%
Difference	-3.1%	-8.2%	-6.8%

Source: TTI analysis of data from the U.S. Census Bureau’s ACS 2016 5-Year Estimates

According to DCTA’s major service change policy, the modifications to HVCS proposed for August 2018 do not constitute a major service change, therefore the HVCS changes do not require a Title VI equity analysis.

North Texas Xpress

The current North Texas Xpress (NTX) commuter service route includes 25 total stops and travels approximately 35 miles each way, providing service between Denton and Fort Worth. In August 2018, DCTA proposes to adjust the service in the Denton area so that a portion of the route from Presbyterian Hospital north to University Drive and then down Bonnie Brae will be removed. Instead, the vehicle will travel north on the IH35 frontage road from Presbyterian Hospital, make a right on Scripture Street, right on South Bonnie Brae Street, left on to West Hickory Street, and right on to North Texas Boulevard to Fouts Field. The proposed service change will increase the number of stops served by two (for a total of 27 stops), increase the inbound route miles by 3.56 (9.05 percent), and decrease the outbound route miles by 1.12 (2.82 percent). Table 3 compares the stops and miles of DCTA's existing NTX service with the proposed service stops and miles to document the percent change of each service factor.

Table 3. NTX Proposed Service Compared to Current Service

	Current Service	Proposed Service	% Change
Stops	25	27	8.00%
Miles (inbound)	39.39	42.96	9.05%
Miles (outbound)	39.59	38.47	-2.82%

According to DCTA's major service change policy, the modifications to NTX proposed for August 2018 do not constitute a major service change and, therefore, the NTX service change does not require a Title VI equity analysis.

Eagle Point

DCTA proposes to alter the route of the Eagle Point service to better serve the University of North Texas (UNT) dorms and parking south of campus in August 2018. The route changes will increase total route miles by 52 percent. According to DCTA's major service change policy, an increase in route miles of 25 percent or greater constitutes a major service change. Therefore, the proposed Eagle Point service changes require a Title VI equity analysis—documented in the Title VI analysis section, below.

Mean Green Night Rider

As of July 2018, UNT operates Mean Green Night Rider (MGNR) service in-house. This service provides transportation around the UNT campus during nights and weekends—Monday through Sunday from 5:30pm to 7:00am (switching from 15 to 30 minute headways at 10:40pm) and Saturday and Sunday from 8:00 am to 5:54pm with 30 minute headways. DCTA is a contracted service provider for other UNT routes. As of August 2018, DCTA proposes to assume responsibility for operating MGNR on behalf of UNT. The only change proposed is DCTA's operational responsibility—there will be no changes to route, schedule, or frequency. According to DCTA's major service change policy, the proposal to assume responsibility for MGNR service on behalf of UNT constitutes a major service change because it will be a new DCTA

service. Therefore, the proposed MGNR service addition requires a Title VI equity analysis—documented in the Title VI analysis section, below.

North Texan

DCTA proposes to change the North Texan route by changing the service schedule and the route alignment. Service headways will change from 10 to 15 minutes during the day (7:00am to 5:30pm) and from 18 to 30 minutes after 5:30pm until service ends at 10:30pm. The route's alignment will change to add direct service to the Victory Hall at the UNT Athletics Complex. This change will increase the service route miles by 24 percent (0.92 miles). According to DCTA's major service change policy, the modifications to the North Texan route proposed for August 2018 do not constitute a major service change and, therefore, the North Texan service change does not require a Title VI equity analysis.

Title VI Analysis – Major Service Changes

DCTA's Title VI equity analysis process for service and fare changes has seven main steps, presented in Appendix A. This section documents the process of data collection and spatial analysis used to determine where low-income and minority persons and Limited English Proficiency (LEP) households¹ are located within the service area and near the three proposed service changes identified as major service changes—Route 8, Eagle Point, and MGNR.

Data Collection and Findings

DCTA's Title VI equity analysis process requires documentation of the affected area including information about the demographics of potential riders and the location of the proposed service change. To collect this information, TTI accessed the U.S. Census Bureau's American Factfinder database and Tiger census block group shapefiles. The following sections present information about the number of low-income and minority residents and LEP households in each census block group in Denton County (DCTA's service area) compared to those within one half mile (DCTA's catchment area for bus service) of the bus stops associated with each service change to assess whether any of the major service changes result in a disparate impact or disproportionate burden. Appendix B presents maps showing the location of DCTA's low-income, minority, and LEP populations within the half-mile catchment areas of Route 8, Eagle Point, and MGNR stops.

Appendix C presents DCTA's disparate impact and disproportionate burden definitions.

Low-Income and Minority Populations

In 2016, the most recently available census data set, DCTA's service area population was 754,650². In the same year, on average, 8.9 percent of the service area population identified as low-income and 20.5 percent of the population identified as minority. To determine the

¹ LEP households are not a group protected by Title VI requirements for service and fare changes, therefore, this data is calculated solely to inform DCTA's customer service efforts.

² Source: U.S. Census Bureau ACS 2016 5-Year Estimates. DCTA's service area is Denton County.

populations affected by DCTA's proposed August 2018 major service changes (Route 8, Eagle Point, and MGNR), TTI calculated the percent of low-income and minority residents within the catchment areas of each route. The following sections outline the findings for each service change compared to the service area average.

Route 8 Low-Income and Minority Populations

The proposed Route 8 modifications will affect 24 census block groups³ with a population of 38,905. Table 4 presents the percent of low-income and minority persons affected by the service changes (the population within DCTA's bus service catchment areas), compared to the service area average. Compared to DCTA's service area, the low-income population within the Route 8 catchment areas is 27.4 percent higher and the minority population is 3.3 percent higher than average.

Table 4. Low-Income and Minority Population Affected by Route 8 Service Change

	Low-Income	Minority
½ Mile Catchment Area Population	36.3%	23.8%
Service Area Average	8.9%	20.5%
Difference	27.4%	3.3%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates

Because the proposed Route 8 service reduction will affect low-income and minority populations that are proportionally higher than DCTA's service area average, according to DCTA's policies, this proposed service change will result in both a disparate impact and disproportionate burden. However, when compared to current service, the proposed service change improves service to these populations. Table 5 presents the percent of low-income and minority persons within the current (as of July 2018) Route 8 catchment areas compared to the same populations within the catchment areas that result from DCTA's proposed service change—the proposed service changes will provide transit service to more low-income and minority persons than the current service.

Table 5. Low-Income and Minority Population Served by Route 8 – Current vs. Proposed

	Low-Income	Minority
Current Service ½ Mile Catchment Areas	34.8%	23.3%
Proposed Service ½ Mile Catchment Areas	36.3%	23.8%
Difference	1.5%	0.5%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates

Eagle Point and MGNR Low-Income and Minority Populations

The Eagle Point and MGNR service changes affect the same census block groups. Therefore, this section presents findings relevant to both service changes.

³ DCTA's service area consists of 378 census block groups.

The proposed Eagle Point and MGNR modifications will affect 17 census block groups⁴ with a population of 24,631. Table 6 presents the percent of low-income and minority persons affected by the service changes (the population within DCTA's bus service catchment areas), compared to the service area average. The low-income population and minority populations within the Eagle Point and MGNR catchment areas are higher (31.8 and 1.7 percent, respectively) than DCTA's service area average.

Table 6. Low-Income and Minority Population Affected by Eagle Point and MGNR Service Change

	Low-Income	Minority
½ Mile Catchment Area Population	40.7%	22.2%
Service Area Average	8.9%	20.5%
Difference	31.8%	1.7%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates

According to DCTA's policies, because the proposed changes to Eagle Point and MGNR increases service and the low-income and minority populations affected by the Eagle Point and MGNR service changes are higher than DCTA's service area average, these proposed service changes will not result in either a disparate impact or disproportionate burden.

Limited English Proficiency Populations

DCTA includes populations with limited English proficiency (LEP) in the transit agency's equity analysis requirements so that staff is aware of the status of this population. As with the low-income and minority analysis presented previously, TTI calculated the percent of LEP households within the catchment areas of Route 8, Eagle Point, and MGNR. The following sections outline the findings for each service change compared to the service area average.

Route 8 LEP Households

Within the census block groups in the Route 8 catchment area, 25.3 percent of the households identified as limited English speaking in 2016—0.9 percent more than the service area average. Table 7 compares the limited English speaking populations within Route 8 catchment areas with the county average.

Table 7. LEP Households Affected by Route 8 Service Change

	LEP Households
½ Mile Catchment Area Population	25.3%
Service Area Average	24.4%
Difference	0.9%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates

⁴ DCTA's service area consists of 378 census block groups.

Eagle Point and MGNR LEP Households

The Eagle Point and MGNR service changes affect the same census block groups. Therefore, this section presents findings relevant to both service changes.

Within the census block groups in the Eagle Point/MGNR catchment area, 20.0 percent of the households identified as limited English speaking in 2016—4.4 percent less than the service area average. Table 8 compares the limited English speaking populations within Eagle Point and MGNR catchment areas with the county average.

Table 8. LEP Households Affected by Eagle Point and MGNR Service Change

	LEP Households
½ Mile Catchment Area Population	20.0%
Service Area Average	24.4%
Difference	-4.4%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates

Review Service Change per Service Performance and Design Standards

Section four of DCTA's 2016 Title VI program states that the transit agency will follow a set of guidelines (service performance and design standards) for establishing/amending transit service. According to DCTA's 2016 Title VI program, these guidelines, "provide a framework for guiding decisions by which services are created, expanded, and evaluated. By providing a defined set of performance standards, DCTA staff and the Board will have consistent direction on how to allocate, prioritize, and deploy services."

DCTA organizes service and design standards in the following categories. Appendix D presents complete descriptions

- Route classification.
- Desired spans of service.
- Desired minimum service frequency.
- Desired minimum route-level operating standards.
- Performance benchmarks.
- Fixed-route service design guidance.
- Demand response performance measures and standards.
- Community design preferences.
- Bus stop placement.
- Shelter and bench placement.

As proposed, DCTA's August 2018 service changes meet the requirements of the service performance and design standards by maintaining DCTA's established span of service, service

frequency, and route-level standards. Assessment of the performance metrics outlined by the standards cannot be completed until the modified service has been in place long enough to generate adequate data.

Conclusion

According to the Title VI equity analysis findings, DCTA's proposed Eagle Point and MGNR service changes will not result in adverse impacts. However, the transit agency's proposed Route 8 service changes will result in both a disparate impact and a disproportionate burden.

According to FTA Circular 4702.1B, if a service change results in either a disparate impact or a disproportionate burden the transit agency is required to, "avoid, minimize, or mitigate impacts where practicable." The Circular describes such actions as follows:

Alternatives could include the availability of other lines or services, potentially involving transfers and/or other modes, which connect affected riders with destinations that they commonly access. Depending on the nature of impacts, service-related mitigation could include strategies such as alignment or frequency changes to nearby lines or services to offer more convenient access to affected areas.

Despite the identified impact and burden that result from the proposed Route 8 service changes, as outlined in the analysis section, the proposed service changes will increase access to transit service for low-income and minority populations when compared to current service.

Appendix A – Fare and Service Equity Analysis Process

To conduct a Fare and Service Equity Analysis, DCTA uses the following process:

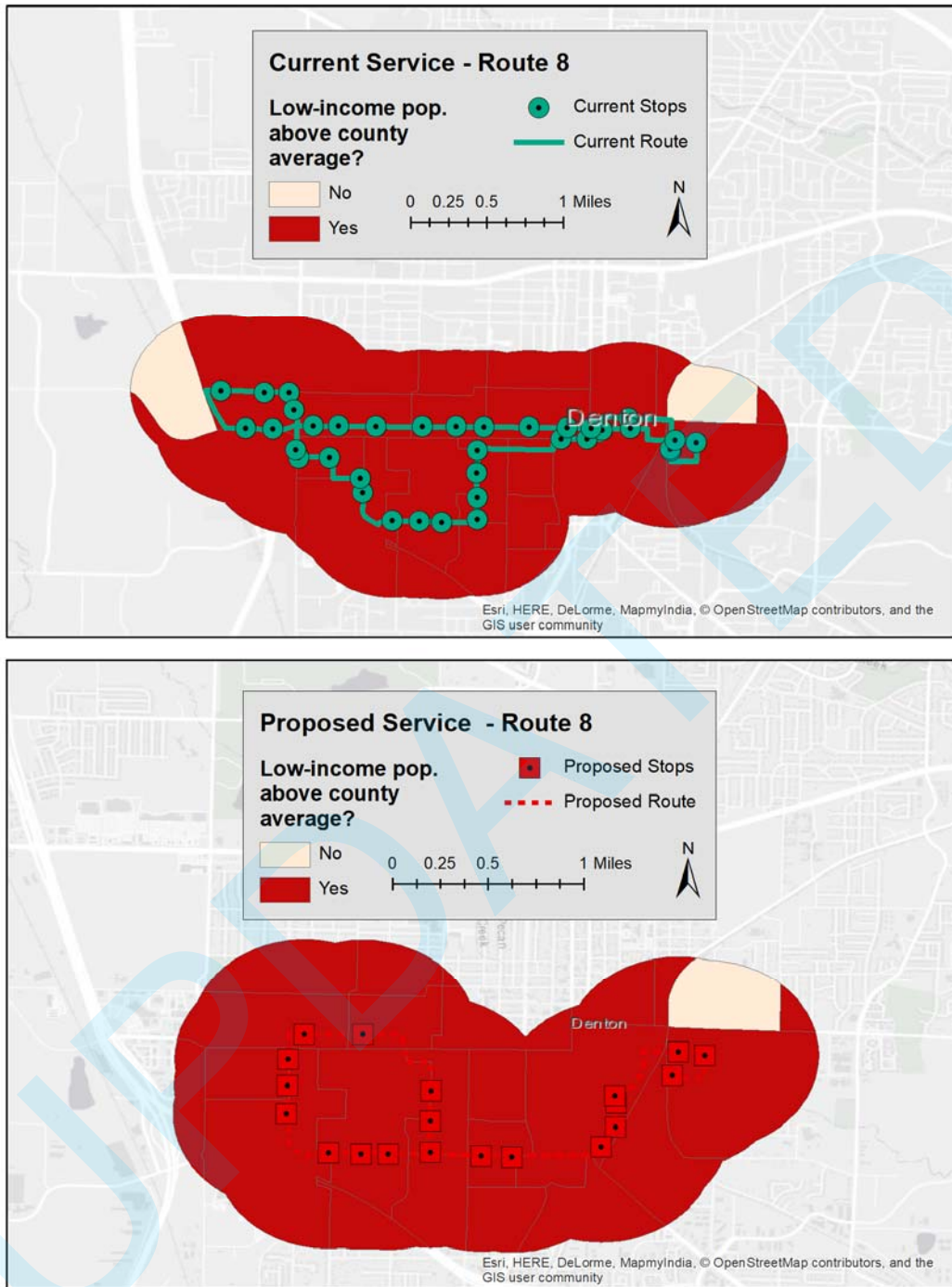
1. As soon as any change in fare or service is proposed, DCTA staff describes in detail the proposed change. The detailed description included what routes, schedules, and service indicators (level and/or quality of service) would be affected. Additionally, staff describes the need or impetus for change.
2. A determination is then made if the changes qualify as a major fare or service change under the Agency's Major Fare and Service Change Policy. In the future, a record will be kept of both determinations.
3. If the determination is yes, further analysis is required and public participation is warranted.
4. A comparison is made to determine the difference between the existing service and proposed service for those impacted by the change.
5. To analyze possible adverse effects, DCTA staff uses the following steps:
 - a. Determine the affected area.
 - b. Describe the demographic and ridership data and ridership data being used for the analysis and how they were collected.
 - c. Describe how the data will be used to determine if the proposed change will have an adverse effect.
 - d. Compare the location of the proposed change to the most recent demographic data on file. Is the affected area a minority, low-income, or LEP area according to the data?
 - e. Compare the ridership population that will be affected by the change as compared to the general ridership population. Could there be a potential disparate impact or disproportionate burden? Explain.
 - f. Analyze the data to describe the details and extent of the possible impacts.
 - i. Create maps showing the affected areas and demographic data along with route information.
 - ii. Create tables showing impacts of each type of change and the affected and overall ridership population.
 - iii. Determine whether the proportion of minorities and/or low-income population that is affected is significant when compared to the general population set using thresholds designed in each policy. If not, finalize the analysis and provide to the Board. If so, steps need to be taken to describe these negative effects and to develop alternative options that mitigate, avoid, or minimize these effects.
 - iv. Repeat the analysis for any alternative options.
 - v. Present the finding to the Board of Directors for review and acceptance.
6. The Public Participation Plan determines adequate comment period and appropriate communication and participation methods.
7. All comments are recorded and presented to the Board of Directors as part of the decision making process.

Appendix B – Mapping

Mapping demographic data allows transit planners to visualize the location of specific populations and how a given change in service may effect that population.

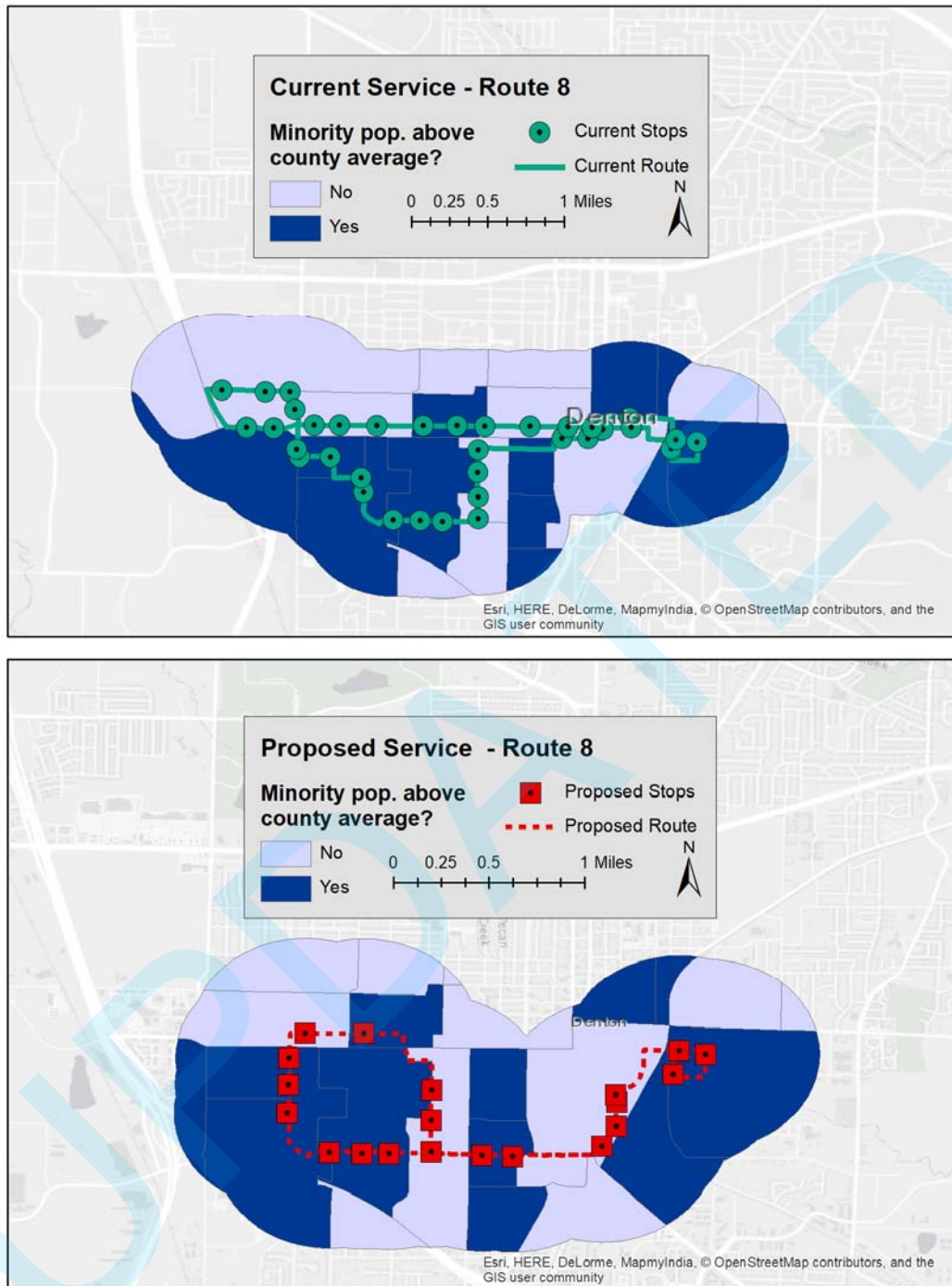
This section presents the following maps:

<i>Figure 1. DCTA Low-Income Population Concentrations – Route 8 Service Change</i>	<u>12</u>
<i>Figure 2. DCTA Minority Population Concentrations – Route 8 Service Change</i>	<u>13</u>
<i>Figure 3. DCTA LEP Population Concentrations – Route 8 Service Change</i>	<u>14</u>
<i>Figure 7. Low-income Population Concentrations – Eagle Point Service Change</i>	<u>15</u>
<i>Figure 8. Minority Population Concentrations – Eagle Point Service Change</i>	<u>16</u>
<i>Figure 9. LEP Population Concentrations – Eagle Point Service Change</i>	<u>17</u>
<i>Figure 10. Low-income Population Concentrations – MGNR Service Change</i>	<u>18</u>
<i>Figure 11. Minority Population Concentrations – MGNR Service Change</i>	<u>19</u>
<i>Figure 12. LEP Population Concentrations – MGNR Service Change</i>	<u>20</u>



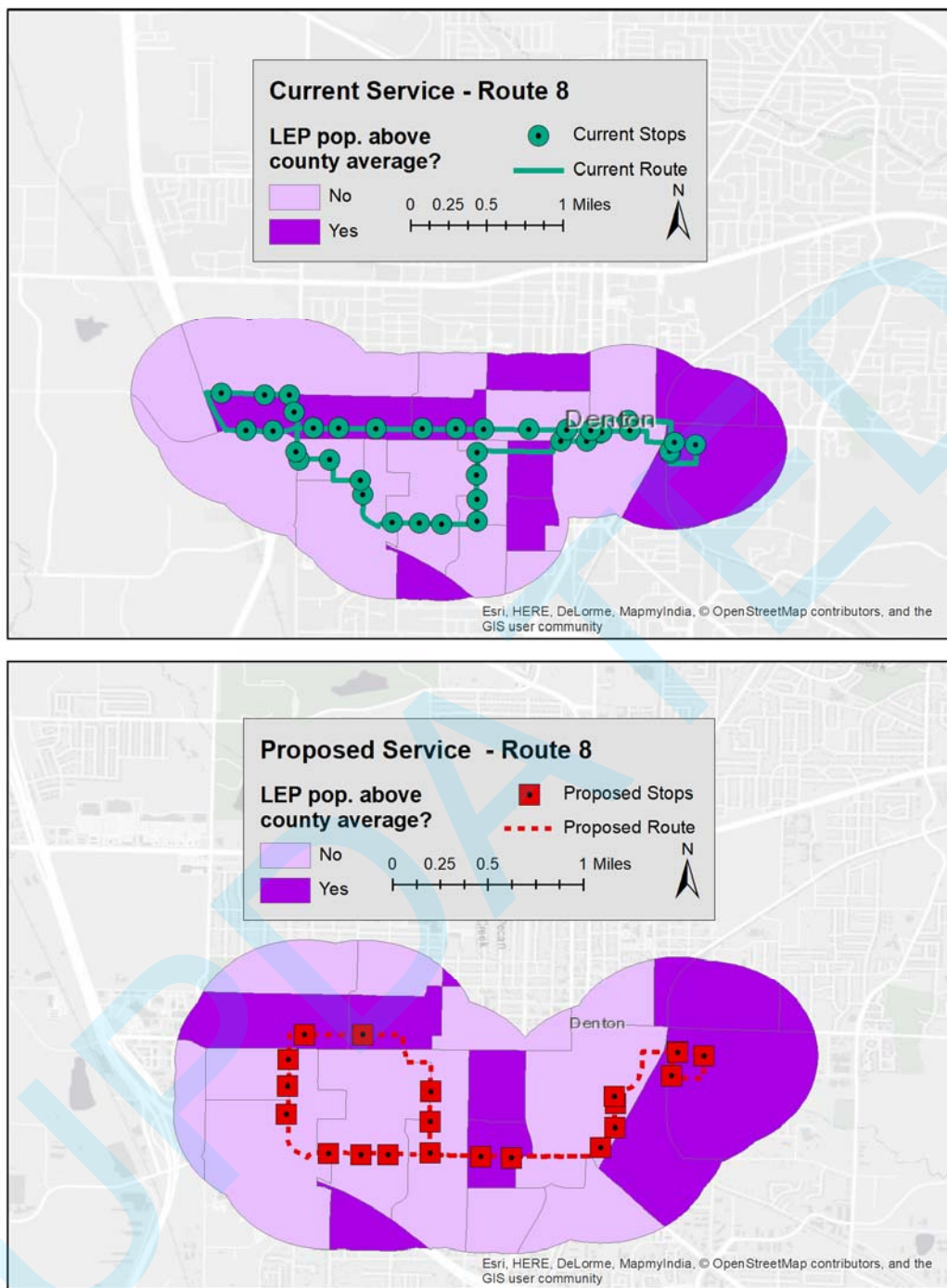
Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 1. DCTA Low-Income Population Concentrations – Route 8 Service Change



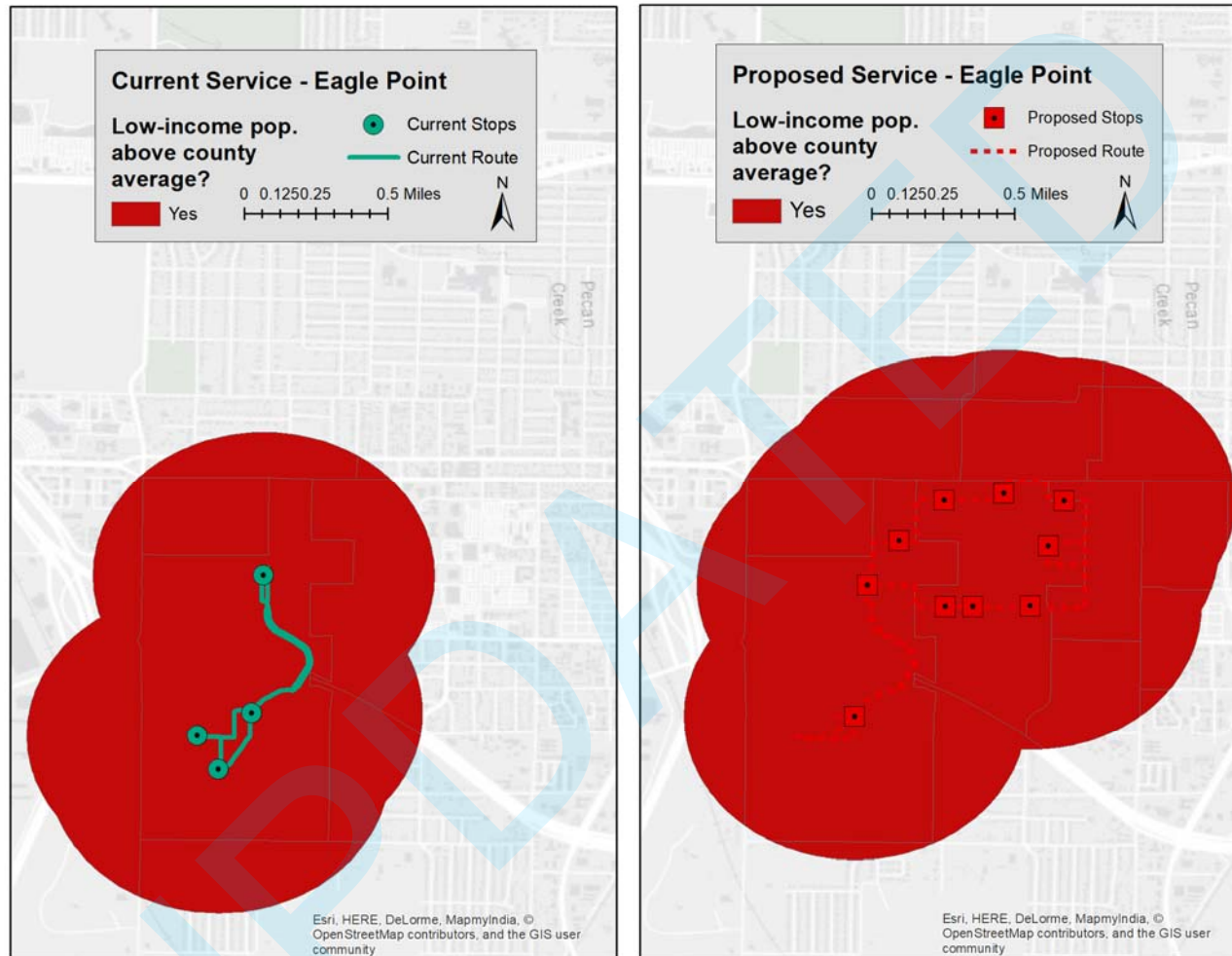
Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 2. DCTA Minority Population Concentrations – Route 8 Service Change



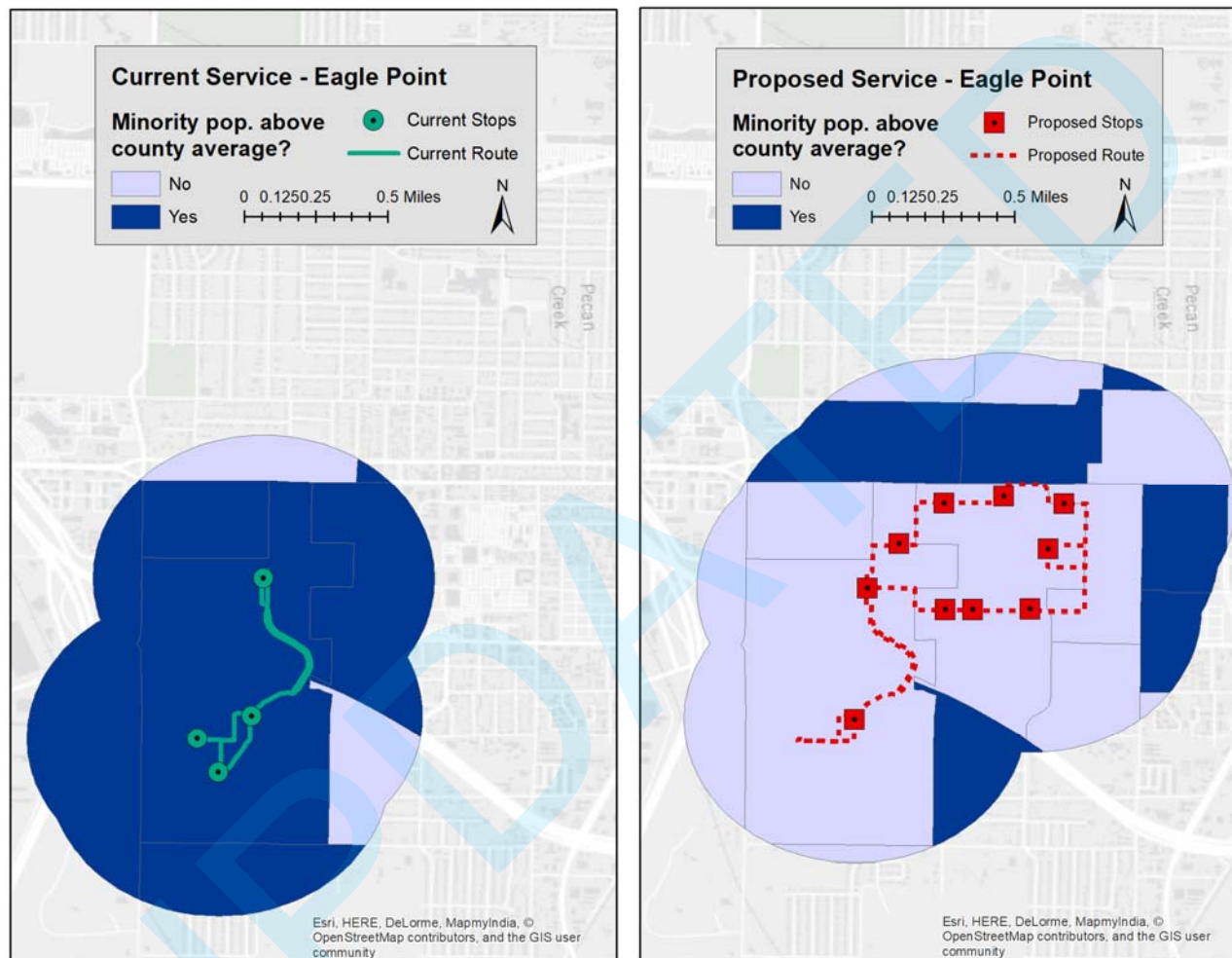
Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 3. DCTA LEP Population Concentrations – Route 8 Service Change



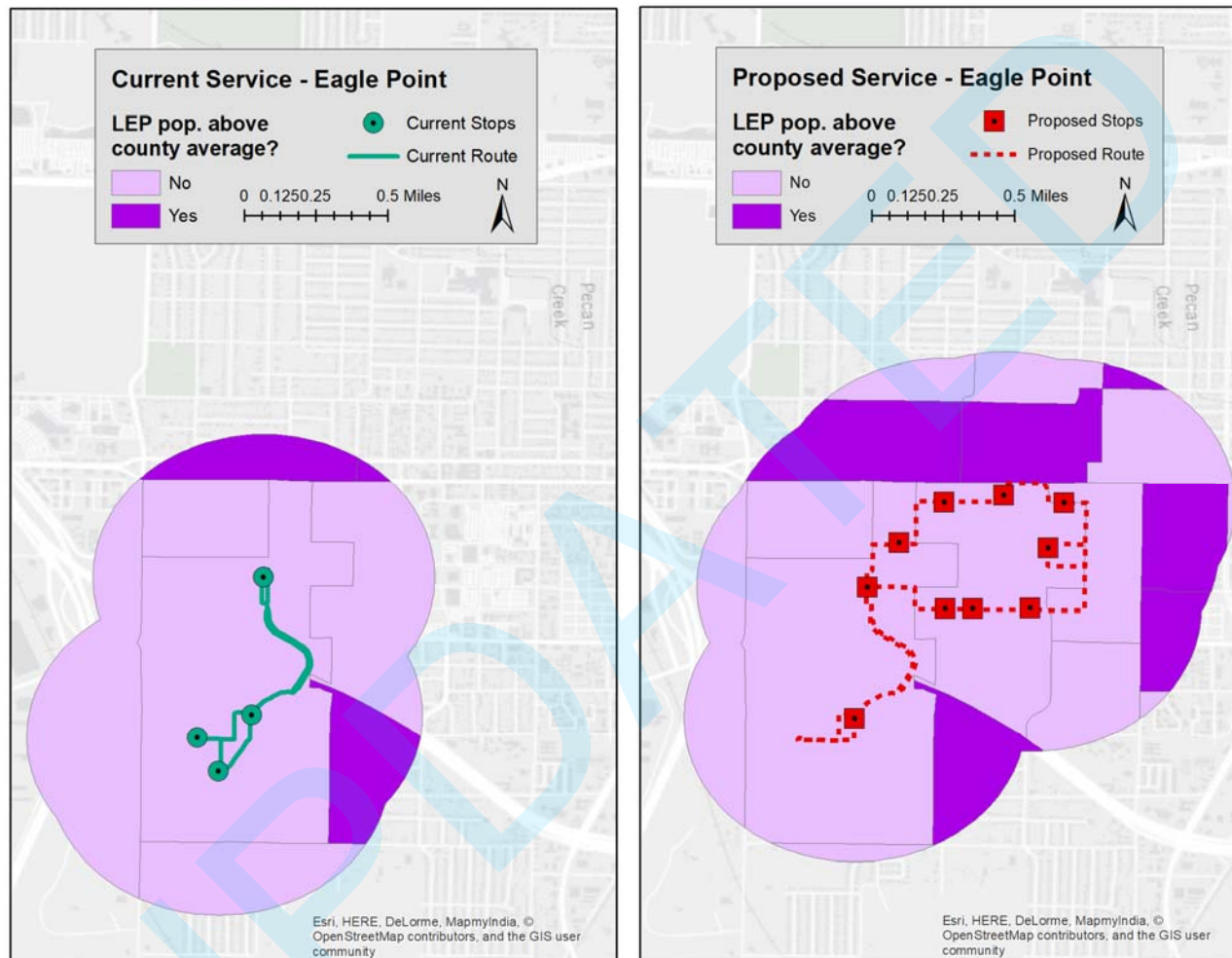
Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 4. Low-income Population Concentrations – Eagle Point Service Change



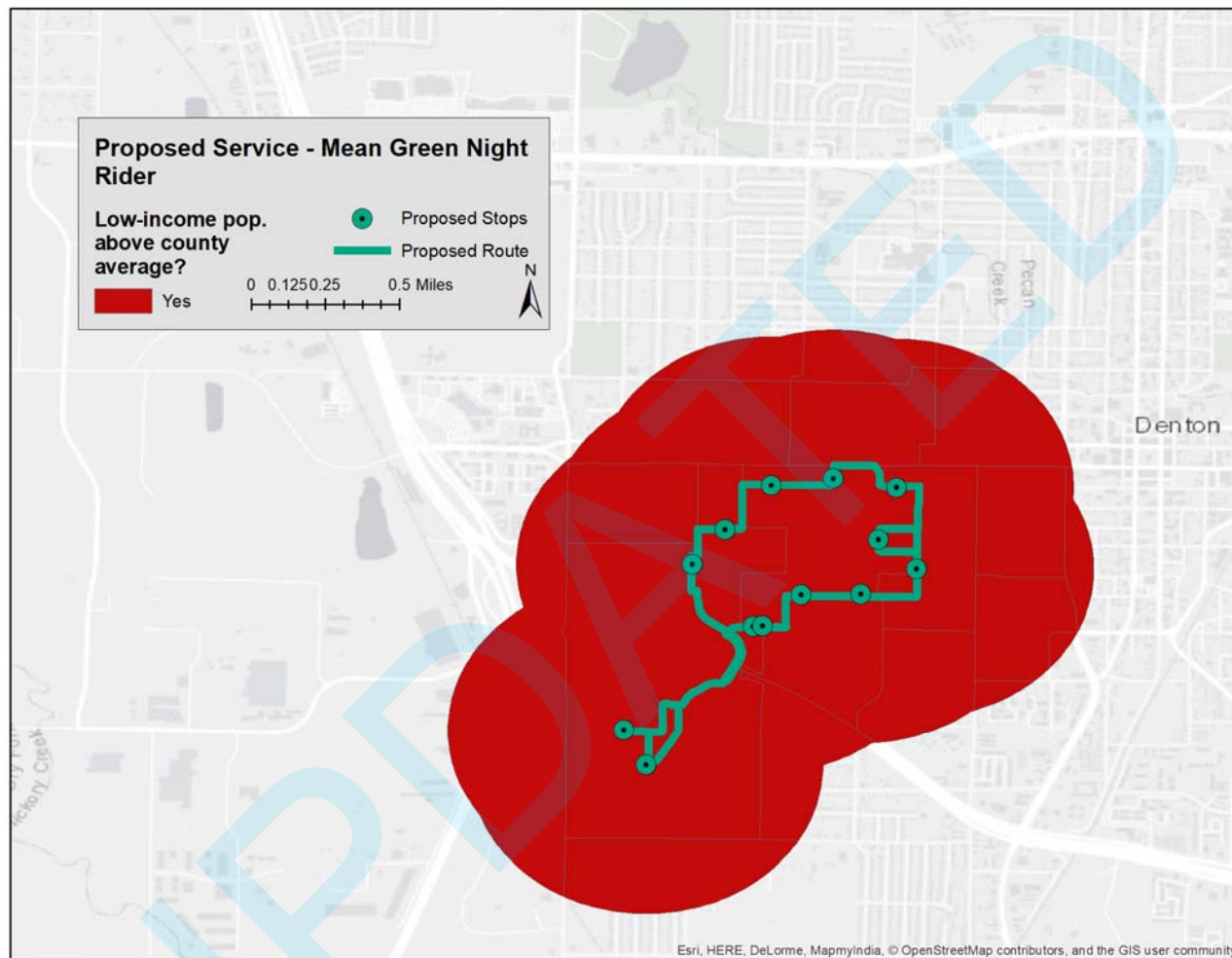
Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 5. Minority Population Concentrations – Eagle Point Service Change



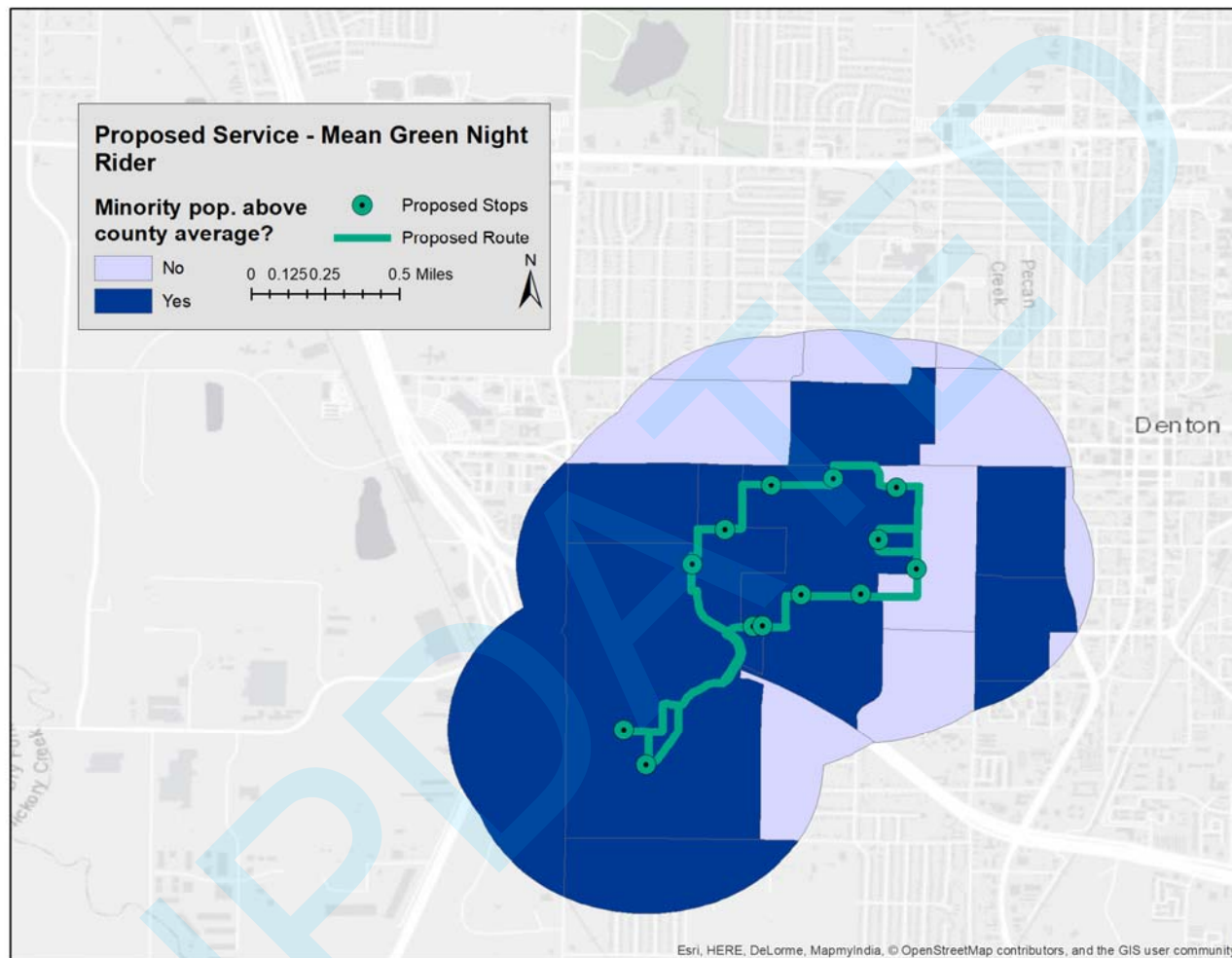
Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 6. LEP Population Concentrations – Eagle Point Service Change



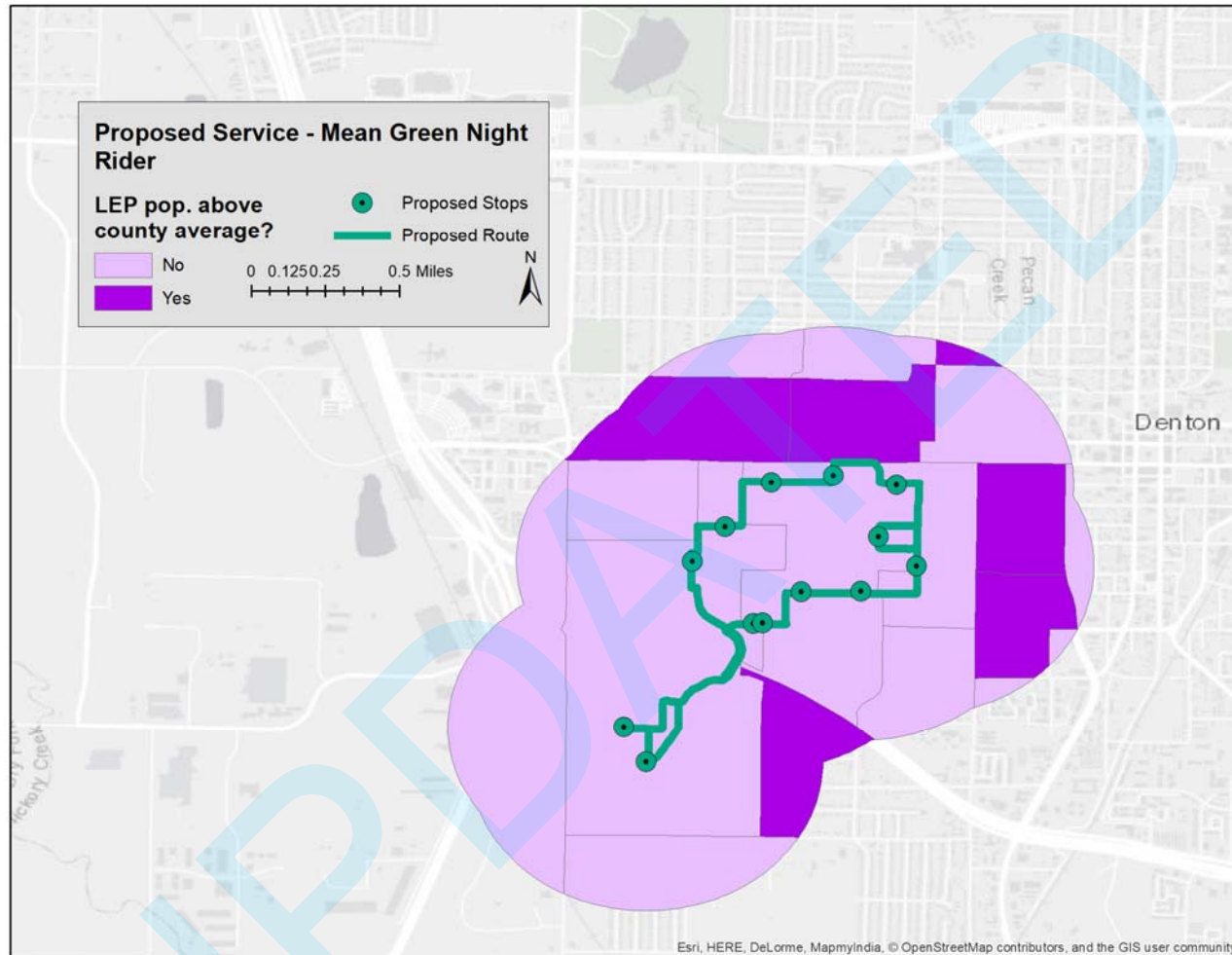
Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 7. Low-income Population Concentrations – MGNR Service Change



Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 8. Minority Population Concentrations – MGNR Service Change



Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 9. LEP Population Concentrations – MGNR Service Change

Appendix C – Disparate Impact and Disproportionate Burden Policy

Minority Disparate Impact Policy (Service Equity Analysis)

When conducting a service or fare change equity analysis, the following thresholds will be used to determine when a service or fare would have a disparate impact on minority populations:

- 1. Service Level and Service Area Reduction – If the percentage of minority passengers on an affected route is greater than the transit system's minority ridership (within the approximate dataset's margin of error) by transit classification (local, express, community circulators, campus routes, etc).*
- 2. Route Level Expansion or Addition of a New Route – If a service level expansion or service area expansion is considered that coincides with a reduction in transit service on the same route or other routes, and the route(s) considered for service expansion predominantly serves non-minority and/or non-low-income geographic areas while the route(s) considered for reduction predominately serve minority and/or low-income geographic areas, then a disproportionate burden may be determined.*

A disproportionate burden will be determined if the percentage of minority passengers on an affected route considered for service expansion is less than the transit system's minority ridership percentage by transit classification and if the percentage of minority passengers on an affected route considered for service reduction is greater than the transit system's minority ridership percentage by transit classification.

- 3. Fare Increase or Change in Fare Type – If an increase to fare or a change in fare type is considered, a disproportionate burden may be determined if the percentage of minority passengers using the affected fare is greater than the transit system's minority ridership percentage.*
- 4. The determination of the transit system and the route's minority and/or low-income population will be derived from the following data sources: most recently completed statistically valid regional on-board and destination survey; most recently completed customer surveys and demographic data by census tract.*

Low Income Disproportionate Burden Policy (Service Equity Analysis)

When conducting a service or fare change equity analysis, the following thresholds will be used to determine when a service or fare change would have a disproportionate burden on low-income populations:

- 1. Service Level and Service Area Reduction – If the percentage of low-income passengers on an affected route is greater than the transit system's low-income ridership (within the approximate dataset's margin of error) by transit classification (local, express, community circulators, campus routes, etc.).*
- 2. Route Level Expansion or Addition of a New Route – If a service level expansion or service area expansion is considered that coincides with a reduction in transit service on the same route or other routes, and the route(s) considered for service expansion predominantly serves non-minority and/or non-low-income geographic areas while the route(s) considered for reduction predominately serve minority and/or low-income geographic areas, then a disproportionate burden may be determined.*

A disproportionate burden will be determined if the percentage of low-income passengers on an affected route considered for service expansion is less than the transit system's low-income

ridership percentage by transit classification and if the percentage of low-income passengers on an affected route considered for service reduction is greater than the transit system's low-income ridership percentage by transit classification.

- 3. Fare Increase or Change in Fare Type – If an increase to fare or a change in fare type is considered, a disproportionate burden may be determined if the percentage of low-income passengers using the affected fare is greater than the transit system's low-income ridership percentage.*
- 4. The determination of the transit system and the route's minority and/or low-income population will be derived from the following data sources: most recently completed statistically valid regional on-board and destination survey; most recently completed customer surveys and demographic data by census tract.*

Appendix D – Service Performance and Design Standards



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INTRODUCTION

The Denton County Transportation Authority (DCTA) originally adopted service standards on September 21, 2006. DCTA revisited the agency's Service Plan in 2010-2011 and seized the opportunity to develop new Service Performance and Design Standards to aid staff and the Board of Directors in the development of DCTA services and allocation of resources.

PURPOSE

This document provides a framework for guiding decisions by which services are created, expanded and evaluated. By providing a defined set of performance standards, DCTA staff and the Board will have consistent direction on how to allocate, prioritize and deploy services. Once approved, DCTA services will be compared against the Service Standards to determine whether or not individual existing services perform at acceptable levels and to evaluate the potential of possible service changes. In order for services to be successful, they must be provided at levels that meet the basic needs of passengers. Therefore, minimum acceptable levels of service are included to ensure that the level of service provided is capable of achieving the goals of the Service Plan.

ROUTE CLASSIFICATION SYSTEM

Transit services are most effective when they are tailored to the design and needs of the communities they serve. For planning purposes, the following definitions of service types will be used to identify both the types of services currently provided by DCTA and those that might be provided by DCTA in the future:

1. **Regional Commuter Rail Services:** This service is best characterized as a bidirectional passenger rail service with limited stops, fast travel times, and stations in major population centers or at major employment destinations.
2. **Regional Express Bus Services:** The A-train Midday Station Shuttle service is an example of DCTA's operation of premium commuter service, but regional express bus services may be appropriate in other locations in Denton County. This service type offers fast service during peak commute hours, focusing on linking cities or neighborhoods with high concentrations of workers traveling to a specific employment area or a major transit hub. Express bus services may take advantage of arterial and freeway HOV lanes, allowing them to provide a level of service that is comparable – or in some cases better than – automobile travel times.
3. **Regional Arterial Routes:** DCTA does not currently operate any services that would be categorized as regional arterial routes, but this type of service could be considered within Denton County in the future. Characteristics of regional arterial routes are as follows:
 - **All day service** – Regional arterial routes operate at least every 60 minutes during midday periods and 30 minutes during peak periods. The goal is to facilitate convenient transfers to/from feeder routes.
 - **Major transit center connections** – Regional arterial routes should have a terminus at a major transit center (e.g., A-train or DART station) or a major regional

activity center. Routes should be designed to make timed transfers to and from major connecting services.

- **Longer stop spacing** – Stops are limited to major residential developments, retail centers and park-and-ride facilities to speed travel times for longer distance riders.

The goal is for regional arterial routes to operate quickly and be relatively competitive with automobile travel times.

4. **Urban Area Trunk Routes:** Trunk routes are typically relatively straight and operate along main roads, constituting a primary form of local fixed route bus service. Typically, trunk routes should operate every 15 to 30 minutes on weekdays, with a relatively long service span.
5. **Community Circulators:** Other local fixed-route bus services, typically operating at 30- or 60-minute headways (but with the potential for greater frequencies), are termed community circulator routes. Most of DCTA's existing Connect routes would be classified as community circulators. Except around universities, these are designed to provide policy level coverage service to neighborhoods that do not have the population density or employment — or design characteristics — to support trunk routes. Services are designed to adapt to the unique characteristics of the neighborhoods or cities they serve. Whenever possible, clockface operations and timed transfer at transit centers should be accommodated in route designs. This suggests very careful attention to the length of the route to ensure there is a reasonable match between the schedule cycle time and the route length.

Three types of community circulators are identified for Denton County.

- A. **Neighborhood Circulators:** These are traditional fixed route services. Because they do not compete effectively with private autos, neighborhood circulators should be established when higher levels of service cannot be effectively supported. They normally operate every 30 to 60 minutes and should operate on a clockface headway whenever possible.
 - B. **Feeders:** Feeder buses are designed to “feed” trunk routes, commuter rail, and regional express bus services. Schedules are drawn to provide clockface headways. Feeder routes operate in urban and lower-density suburban neighborhoods and every effort should also be made to provide timed transfers with other routes at the transit centers served by feeders.
 - C. **University Circulators:** These may look like traditional fixed routes, but have a specific market — student, faculty and staff ridership — and serve a location with significant parking constraints or costs. These routes normally operate at relatively good frequencies — every 5 to 30 minutes — and clockface headways are often not as critical.
6. **On-Call Demand Response:** These general public demand response services are provided in areas where traditional fixed-route services are not appropriate due to lack of transit supportive land uses and population densities. Connect RSVP is an example of this type of service.

MINIMUM SERVICE SPAN AND FREQUENCY

Span of Service

The time between the first and last trip operated on a route defines the span of service. In addition, service span specifies the minimum period of time service will operate at any point in the system. This gives customers confidence that direct and connecting service will be provided during the span hours. The table below details the span of service that should be provided by type of service.

Desired Minimum Service Span			
Route Type	Weekday	Saturday	Sunday
Commuter Rail	5am - 9pm	10am - 11pm	N/A
Regional Express Bus	5am - 7pm	N/A	N/A
Regional Arterial Bus	5am - 9pm	N/A	N/A
Urban Area Trunk Routes	5am - 9pm	9am - 6pm	N/A
Community Circulators	5am - 9pm	9am - 6pm	N/A
On-Call	6am - 9am, 3pm - 7pm	N/A	N/A

Frequency

Service frequency has a major influence on transit ridership. Frequent service is costly to provide but is valued by regular and occasional customers. It is also regarded as an attractive characteristic by potential customers. The table below details the minimum service frequency that should be provided by type of service.

Desired Minimum Service Frequency				
Route Type	Weekday		Saturday	Sunday
	Peak	Midday		
Commuter Rail	25	105	105	N/A
Regional Express Bus	20	60	N/A	N/A
Regional Arterial Bus	30	60	60	N/A
Urban Area Trunk Routes	30	30	60	N/A
Community Circulators	30	30	60	N/A

SERVICE PERFORMANCE STANDARDS

DCTA will monitor key system-wide performance statistics, using pre-established targets in order to measure organizational success. System service standards cover a wide range of subjects including ridership, safety, reliability, and customer satisfaction. While the table below includes standards specific to route types, these metrics will be aggregated by mode for reporting purposes.

Service Quality and Reliability Benchmarks

Quality/ Reliability Measures	System Service Standards
Boarding Passengers per Revenue Hour	<ol style="list-style-type: none"> 1. Regional Commuter Rail Services – 35 passengers/hour 2. Regional Express Bus Services – 20 passengers/hour 3. Regional Arterial Routes – 15 passengers/hour 4. Urban Area Trunk Routes – 25 passengers/hour 5. Community Circulators <ol style="list-style-type: none"> a. Neighborhood/Feeder – 10 passengers/hour b. University – 25 passengers/hour 6. On-Call – 2.5 passengers/hour
Passengers per Mile	<ol style="list-style-type: none"> 1. Regional Commuter Rail Services – 1.25 passengers/mile 2. Regional Express Bus Services – 1.0 passengers/mile 3. Regional Arterial Routes – 1.0 passengers/mile 4. Urban Area Trunk Routes – 2.2 passengers/mile 5. Community Circulators <ol style="list-style-type: none"> a. Neighborhood/Feeder – 0.7 passengers/mile b. University – 2.2 passengers/mile
Farebox Recovery	<ol style="list-style-type: none"> 1. Regional Commuter Rail Services – 20% 2. Regional Express Bus Services – 25% 3. Regional Arterial Routes – 15% 4. Urban Area Trunk Routes – 20% 5. Community Circulators <ol style="list-style-type: none"> a. Neighborhood/Feeder – 13% b. University – 90% 6. On-Call – 10%
On Time Performance	90% on-time performance for all services
Passenger Complaints/ Boardings	The number of complaints shall not exceed 0.01% of the total boardings. The benchmark is 7.5 complaints/100,000 boardings.
Accidents /Bus Miles Operated	Fewer than 2 accidents/100,000 revenue miles
Maintenance	The benchmark is 1 road call/7,000 revenue miles.
	At least 85% of all regular fleet vehicles should be available for operations at all times
	The ratio of spare vehicles to regular fleet vehicles should be less than at 20%
	95% of vehicle inspections shall be completed on time
Bus Trips Cancelled	No bus trips shall be cancelled. The benchmark is zero tolerance.

ROUTE-LEVEL PERFORMANCE MEASURES AND STANDARDS

Productivity standards will be used to evaluate ridership, route efficiency, and reliability. The table below summarizes the fixed route operating standards. Four measures are proposed to measure the success characteristics of individual routes:

- **Passengers per Revenue Hour.** Calculated by dividing the number of passengers by revenue hours for a particular route. The metric provides a snapshot of overall performance and route efficiency.
- **Service to Total Hours Ratio.** With a goal to reduce vehicle-deadheading to/from a bus route or layover, it is important to understand service hours (or revenue hours) as a proportion of total service hours. Ratios for routes that are higher than those of other routes may point to operating issues such as schedules that cannot be cost-effectively broken into vehicle assignments or routes with distant or inefficient terminus points.
- **On Time Performance.** The reliability of route operations is also critical. Measuring an individual route's schedule adherence provides information regarding whether a customer can count on a bus being there as scheduled.
- **Cost per Passenger.** Cost per passenger is calculated by determining the cost of operating a route and dividing by the number of passengers. This ratio reflects the benefits of a given service (measured in customers) against the public cost of operating the service.

Route-Level Operating Standards

	Regional Commuter Rail Services	Regional Express Bus Services	Regional Arterial Routes	Urban Area Trunk Routes	Community Circulators	On-Call
Passengers per Hour	30	15	15	15	Neighborhood/Feeder: 8 University: 15	2.5
Service to Total Hours Ratio	1.0	1.3	1.3	1.15	1.15	1.15
On-Time Performance	90%	90%	90%	90%	90%	95%
Cost Per Passenger	\$20	\$10	\$4	\$5	\$5	\$30

POTENTIAL CORRECTIVE ACTIONS

Poor-performing services failing to meet productivity standards may be considered for a series of potential corrective actions, including schedule adjustments, route modifications, modified marketing strategies or elimination.

Schedule adjustments including frequency and service span reductions can improve productivity and cost effectiveness with minimal negative impacts.

Route modifications can help improve productivity and cost effectiveness in many cases. Ridership should be closely examined at the stop level to identify unproductive segments or service gaps. Route extensions or minor realignments may improve access to destinations. Route consolidations or short-turns may reduce duplicative or excess service.

Service elimination may be considered if ridership is consistently underperforming with minimal likelihood for sufficient future growth. All alternative means of maintaining service should be considered before proposing elimination. Elimination does not preclude restoration of service at a later time; however, proven ridership demand must exist before such a step is considered.

Service alternatives may be considered in low-density areas with moderate ridership potential. On-Call service may carry a small passenger market more cost-effectively than traditional fixed-route bus service.

SERVICE DESIGN STANDARDS

Service design standards are critical planning tools that are used to guide the expansion of service to new areas and potential markets.

Typically, transit agencies need to consider a full range of interrelated social, political and economic factors when they make major service decisions. While ridership is critically important, issues of equity and broader community impacts cannot be ignored. Several general design principles should guide the planning and operation of DCTA's fixed route transit services:

1. **Directness.** Routes should be as straight as the street pattern allows. These direct paths make for the most direct, likely the fastest, possible trip, and therefore tend to be useful to the more people than circuitous routes. Even if a trip requires changing buses, it is likely to be more direct and faster than a trip using circuitous service. One other factor is simply the human factor. Humans prefer to maintain orientation. Routes that follow circuitous pathways easily lose riders orientation implying to their subconscious that they are "lost in woods." Not only is this uncomfortable, but it reinforces the conception that the trip is taking longer than it actually should be.
2. **Frequency.** The elapsed time between consecutive buses on a route is one of the most important determinants of ridership. More frequent service attracts more passengers assuming a market is present. A very infrequent route requires customers to plan trips around the bus schedule. A very frequent route allows riders to travel whenever they want, without a schedule, allowing transit to approach the convenience that a road offers to a motorist: it is there exactly when customers want and need it.

Provision of service that operates every 15 minutes is an important psychological breakpoint. At frequencies of 15 minutes or better, many riders will not need to use the schedule, because they know that they can just wait for the bus and it will be along "soon." While frequency is expensive, it is also crucial to high ridership.

3. **Consistency.** A consistent pattern to the schedule is strongly recommended. While frequency may vary during the day according to demand, it should not vary with apparent randomness from one trip to the next. Whenever possible, routes should also have frequencies that divide evenly into an hour, such as every 10, 15, 30, or 60 minutes. These frequencies have two advantages:

- Customers can remember the schedule easily, because the same pattern of times is repeated each hour. If a route runs every 30 minutes, the customer can remember that the bus comes at: 10 and: 40 past each hour. By contrast, if the bus runs every 35 minutes, few customers can remember the schedule, and are, therefore, forced to consult a timetable – or seek assistance from customer service – in order to catch any trip that they don't use routinely. Irregularity will often convince customers that they have missed a bus, or that the bus is “always late.”
 - Using frequencies such as 15, 30, or 60 minutes offer greater ease in scheduling timed connections between routes that occur consistently in each hour. This is especially important for less frequent feeder routes because they rely on connections for much of their ridership. Timed connections permit passengers on these feeders to complete their trips much more quickly.
4. **Simplicity.** Straight routes are also easily associated with one or two major arterials. The naming, presentation, and planning of such routes should encourage the idea that the route is an integral part of the street. Simplification is a key value in creating networks that people can navigate easily to make many kinds of trips.
 5. **Walk Distances.** Although opinions differ about how far one should be asked to walk to a transit stop, the industry experience overwhelmingly indicates that the vast majority of riders will walk up to ¼ mile. Each transit route should be seen, then, as serving a band ½ mile wide (up to ¼ mile to each side of the route), except where the road network prevents reasonably direct pedestrian access.
 6. **Minimum Bus Stop Design.** All bus stops should be clearly marked with proper signage including the designated route number(s). Benches should be considered for individual stops where the average daily boardings exceed 15 passengers. Priority should be given to bus stops serving senior apartments, activity centers, and group residences designed for persons with disabilities.
 7. **Recovery Time.** All route schedules should include a minimum of 10% recovery time to ensure on-time performance. When headway-based scheduling is being applied, good practice is to ensure recovery time of one headway at each end of the route to ensure the ability to operate buses at the design frequency. It should be noted this design parameter is intended to ensure schedule reliability, not necessarily to provide rest periods for operators. Best practices in transit scheduling recognize that transit operators can be afforded rest periods without adding to the number of buses necessary to maintain schedule reliability: buses continue to move and operators rest.

DESIGN STANDARDS FOR FIXED ROUTE SERVICES

This section identifies the specific service design standards that have been identified for each service category. The following table details the specific design and operating standards applicable to each fixed route classification.

Fixed Route Design Standards

	Regional Commuter Rail Services	Regional Express Bus Services	Regional Arterial Routes	Urban Area Trunk Routes	Community Circulators
Location Characteristics <i>Dwelling Units per Acre</i> <i>Employees per Acre</i>	Along major corridors	Along major corridors	>4 >1	>10 >7.5	Neighborhood/Feeder >5 University >10 Neighborhood/Feeder >3 University >10
Frequency of Service <i>Weekday Commute Periods</i> <i>Midday & Weekend Periods</i> <i>Night Services</i>	15-30 min 30-60 min 30-60 min	30 min 60 min 60 min	30 min 60 min 60 min	10-20 min 10-60 min 30-60 min	As appropriate - typically no more than every 60 min.
Travel Time Ratio to Autos*	1.1	1.3	1.3	1.75	3.0
Stop Spacing <i>Urban Areas</i> <i>Suburban Areas</i> <i>Rural Areas</i>	+5 miles +5 miles +5 miles	1/2 mile +5 miles +5 miles	1/2 mile 1/2 - 2 miles 2 -5 miles	1/4 mile 1/4 - 1/2 mile	1/4 mile 1/4 mile As needed
Scheduling Practices	Meet Demand Clockface Timed Transfer	Meet Demand Clockface Timed Transfer	Meet Demand Clockface Timed Transfer	Meet Demand Clockface Timed Transfer	Meet Demand Clockface Timed Transfer
Target Route Speed – Average speed that the route should achieve	>30 mph	>25 mph	>20 mph	>10 mph	>12 mph
Guideline Amenities Along Route	Shelters at all stops	Shelters at all stops	Shelters where needed	Shelters where needed	At major transfer points and high boarding locations only

*The travel time ratio to autos compares the travel time for a bus to travel from one end of the route to the other end with the time the same trip can be accomplished during afternoon commute periods when traveling by auto.

COMMUNITY DESIGN STANDARDS IN SUPPORT OF SERVICE DESIGN STANDARDS

Recommended policies address issues of land use, circulation, and urban design. The coordination of these three aspects of form and function are essential in order to support increased transit ridership and preserve the livability of Denton County.

Land Use

The land use criteria are intended to measure the ability of land use policies to support the goals of this Long Range Transit Plan.

- **Land uses should be mixed both horizontally and vertically.** Vertical mixed use, with ground floor retail in developed areas and activity centers as identified through land use plans, can increase the vitality of the street and provide people with the choice of walking to desired services. Only a few communities in the county have the potential for this type of vertical integration, but development near A-train and future rail lines should emphasize vertical mixed uses. More important for the rest of Denton County, mixing uses horizontally can prevent desolate, single-use areas, and encourages increased pedestrian activity; scale of use and distance between uses are important to successful horizontal mixed-use development.
- **Support and enhance major activity centers.** Activity centers have a strong impact on transportation patterns as the major destinations in the city. They are generally characterized by their regionally important commercial, employment, and service uses. To make these places more transit-supportive they should be enhanced by land use decisions that locate new housing and complementary neighborhood-scale retail and employment uses to diversify the mix, creating an environment that maximizes transportation choice.
- **Land use intensities should be at levels that will encourage use of transit and support pedestrian and bicycle activity.** A general threshold for transit-supportive residential uses is 10 to 15 units per net acre for high-frequency bus transit. This density can be lower, however, if the urban environment supports pedestrian access to transit (a discussion of transit density requirements is included in Appendix H). Commercial and employment/education uses with high employment densities (e.g., UNT) support more transit use than do those with lower employment densities (e.g., industrial or warehousing). Extensive areas of retail tend to be auto-dominated if not scaled appropriately and mixed with other uses, such as Vista Ridge Mall in Lewisville or Rayzor Ranch in Denton. Non-residential uses with a Floor Area Ratio (FAR) of 0.5 provide a baseline that can support transit ridership. While there is little empirical research available to link employment density with transit ridership, the general “rule of thumb” is to maximize the intensity of development given market conditions and to make certain that the transit network provides high-quality service to areas with concentrations of employment uses and retail services.
- **Parking requirements (and parking provision) should be compatible with compact, pedestrian and transit-supportive design and development.** Requirements should account for mixed uses, transit access, and the linking of trips that reduce reliance on automobiles and total parking demand.

Circulation and Connectivity

Transit and transportation systems need to provide a balance of hierarchy and integration between and amongst modes. The circulation system facilitates access and safety for all travel modes, with particular attention to pedestrian and bicycle access, as these modes support transit ridership.

- **The transportation and circulation framework should define compact districts and corridors** that are characterized by high connectivity of streets to not

Board of Directors Memo

July 26, 2018

Subject: Discussion and Approval of the Fare Changes effective August 2018

Background

DCTA strives to adopt a fair and equitable fare structure for all public transportation service operated by the Authority. A fare structure establishing a base fare, categories of prepaid fares, special fare programs, and the pricing of such fares and programs, has been adopted by the Board of Directors. The fare structure should also offer a seamless integration for passengers within the regional fare system.

DCTA, DART and Trinity Metro have agreed to coordinate the development of the regional transit fare structure. DCTA's partner agencies have expressed a need to increase regional fares; therefore, DCTA should consider the same. The primary goal of the proposed fare changes is to provide regional fare consistency with DART and Trinity Metro by aligning DCTA with its regional transit partners. DCTA is not proposing any increases to Connect or Access fares.

Key elements of the fare changes include:

- 20% across the board increase for regional fare types
- No increases to Connect or Access fares
- No changes to reduced rider eligibility
- No changes to the Group Discount Program pricing
- No changes to the Non-Profit Discount Program pricing for non-profits, social service agencies, and special groups

A series of public meetings was held in April 2018 to garner feedback from the community regarding the recommended modifications. The results of those meetings were presented and discussed with the Board at its May 2018 meeting. Public outreach documents are attached.

Title VI Fare Equity Analysis

As required, a Title VI fare equity analysis was conducted based on DCTA's Title VI program. The fare equity analysis concluded that the fare changes would have a disparate impact and disproportionate burden because the change affects ridership with higher than average concentrations of low-income, minority, and (Limited English Proficiency) LEP populations.

To mitigate these impacts, DCTA is introducing a promotional fare reduction for local and Connect passes in August 2018 to coincide with the regional fare increases. The promotional reduction is designed to result in lower total transit fares when purchasing one local fare from each agency than the current or increased regional fare equivalent. DCTA will monitor the usage of this reduced fare promotion. DCTA will also continue to promote the non-profit discount program to provide access to these discounts through these agencies. DCTA has also implemented a fare-free zone at the north and south end of the rail line to encourage ridership and reduce costs for passengers who are only riding a short distance.

Identified Need

The last regional fare increase by DCTA was implemented in January 2013. A new fare structure was developed to better align DCTA with DART and Trinity Metro and continue to participate in the reciprocal fare agreement.

Financial Impact

Industry standards indicate that for every 10% increase in fares, the transit agency can expect a 3% decline in ridership. Based on those assumptions, DCTA budgeted a conservative decrease of 10% for regional sales in the FY19 proposed budget.

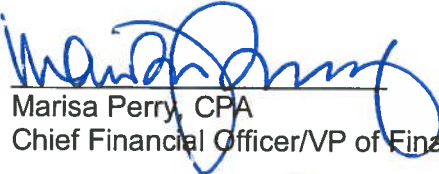
Committee Review

Proposed fare changes have been discussed with the Program Services Committee at its April and May meetings.


Recommendation

Staff recommends approval of the regional fare increases as well as formal adoption of the fare-free zone, which was previously implemented as a pilot program.

Submitted by:


Marisa Perry, CPA
Chief Financial Officer/VP of Finance

Approval:


James C. Cline, Jr., P.E.
President

DENTON COUNTY TRANSPORTATION AUTHORITY

PROPOSED REGIONAL FARE CHANGES

Regional Fare Type	Current DCTA Fare	Proposed DCTA Fare	% Change Current to Proposed
Regional 2-Hour Pass	\$ 5.00	\$ 6.00	20%
Regional 2-Hour Pass Reduced	\$ 1.25	\$ 1.50	20%
Regional Day Pass	\$ 10.00	\$ 12.00	20%
Regional Day Pass Reduced	\$ 2.50	\$ 3.00	20%
Regional 7-Day Pass	\$ 50.00	\$ 60.00	20%
Regional 10-Pack of Day Passes	\$ 70.00	\$ 84.00	20%
Regional 31-Day Pass	\$ 160.00	\$ 192.00	20%
Regional 31-Day Pass Reduced	\$ 40.00	\$ 48.00	20%
Regional Annual Pass	\$ 1,600.00	\$ 1,920.00	20%
Regional Annual Pass Reduced	\$ 480.00	\$ 576.00	20%

DENTON COUNTY TRANSPORTATION AUTHORITY

PROPOSED FARE PROMOTIONS

Local Fare Type	Current DCTA Fare	Proposed DCTA Fare Promotion	% Change Current to Proposed
Local 2-Hour Pass	\$ 3.00	\$ 1.50	-50%
Local 2-Hour Pass Reduced	\$ 1.25	\$ 0.75	-40%
Local Day Pass	\$ 6.00	\$ 3.00	-50%
Local Day Pass Reduced	\$ 2.50	\$ 1.50	-40%
Local 7-Day Pass	\$ 25.00	\$ 15.00	-40%
Local 10-Pack of Day Passes	\$ 40.00	\$ 20.00	-50%
Local 31-Day Pass	\$ 90.00	\$ 48.00	-47%
Local 31-Day Pass Reduced	\$ 40.00	\$ 24.00	-40%
Local Annual Pass	\$ 650.00	\$ 480.00	-26%
Local Annual Pass Reduced	\$ 480.00	\$ 240.00	-50%
Local Summer Youth Pass	\$ 30.00	\$ 20.00	-33%

Connect Fare Type	Current DCTA Fare	Proposed DCTA Fare Promotion	% Change Current to Proposed
Connect One-Way Trip	\$ 1.50	\$ 1.00	-33%
Connect One-Way Trip Reduced	\$ 0.75	\$ 0.50	-33%
Connect 10-Ride Book	\$ 13.00	\$ 9.00	-31%
Connect 31-Day Pass	\$ 45.00	\$ 30.00	-33%
Connect 31-Day Pass Reduced	\$ 25.00	\$ 15.00	-40%
Connect Annual Pass	\$ 450.00	\$ 300.00	-33%



2018 April Public Meetings

April 16, 18 & 24, 2018

Engagement Overview

TOPICS INCLUDE: August 2018 Service Changes, Fare Changes, Job Access Services AND MORE!

ONLINE

FRIDAY, APRIL 13, 2018 - FRIDAY, MAY 4, 2018
PRESENTATION AND ONLINE FEEDBACK FORM
AVAILABLE AT RIDEICTA.NET

LEWISVILLE

MONDAY, APRIL 16, 2018
5:30 P.M. - 7:30 P.M.
LEWISVILLE CITY HALL LOBBY

DENTON

WEDNESDAY, APRIL 18, 2018
3 P.M. - 7 P.M.
DOWNTOWN DENTON TRANSIT CENTER LOBBY

HIGHLAND VILLAGE

TUESDAY, APRIL 24, 2018
6 P.M. - 8 P.M.
HIGHLAND VILLAGE CITY HALL LOBBY



Engagement Area:

Cities of Lewisville, Denton and Highland Village

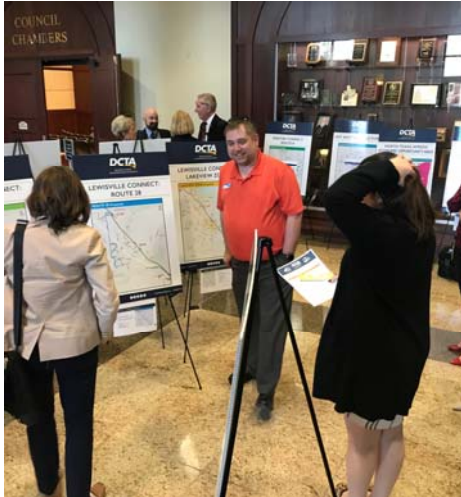
Engagement Timeframe:

April 13 - May 4, 2018

Public Meetings:

A series of open house meetings were held in DCTA's three member cities in April 2018. The meetings were open house style to give the attendees flexibility in their time of attendance and offered people time to peruse the proposals at their own pace. An online presentation and a dedicated webpage showcasing the information presented at the three meetings was hosted on RideDCTA.net with an available comment form.

Engagement Overview



Engagement Objective

Solicit public input on the following topics:

- August 2018 Service Changes
- Upcoming Fare Increases and Changes
- Job Access and Connectivity along 35W and Sam Rayburn
- Corridors Access Policies & Procedures
- Lyft Partnership and Bikeshare Proposal for Southeast Denton
- EPA Brownfields Grant – Subsurface Investigation
- Eagle Point Section of the Hike and Bike Trail
- Access Policies and Procedures Update

DCTA April Public Meeting 2018

3

MEETING DETAILS



Meeting Details

Lewisville Public Meeting

Location: Lewisville City Hall Lobby
In conjunction with the regularly scheduled city council meeting.

Date: Monday, April 16, 2018

Time: 5:30 p.m. – 7:30 p.m.

5 individual interactions



DCTA April Public Meeting 2018

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Meeting Details

Denton Public Meeting

Location: Downtown Denton Transit Center

Date: Wednesday, April 18, 2018

Time: 3 p.m. – 7 p.m.

36 individual interactions



DCTA April Public Meeting 2018

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Meeting Details

Highland Village Public Meeting

Location:

Highland Village Municipal Complex Lobby
In conjunction with the regularly scheduled city council meeting.

Date: Tuesday, April 24, 2018

Time: 5:30 p.m. – 7:30 p.m.

15 individual interactions



DCTA April Public Meeting 2018

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SOCIAL MEDIA OUTREACH



Facebook - Organic

Post Dates:

4/13, 4/17, 4/19, 4/26, 4/30

People Reached: 565

Total Engagements: 6



DCTA April Public Meeting 2018

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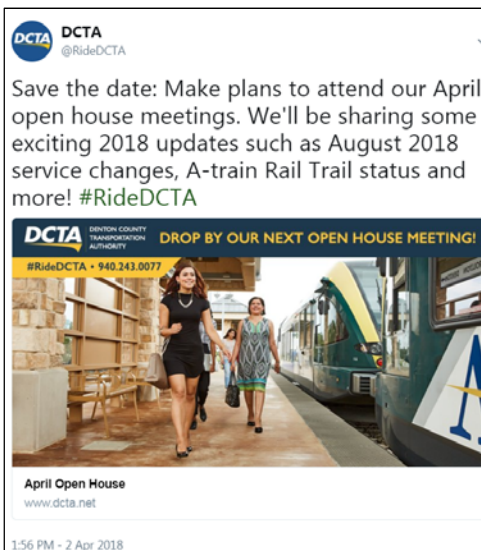
Twitter - Organic

Post Dates:

4/17, 4/20, 4/30

People Reached: 1,180

Total Engagements: 12



DCTA April Public Meeting 2018

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Facebook - Paid

Ad Run Dates:

April 1 – 17, 2018

Facebook: April Open House V1

- The April Open House V1 performed the **best** of the Facebook ads
- The total ad spend was **\$268.72** of the **\$270** budget

Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
333 Link Clicks	21,660	38,686	\$0.81 Per Link Click	\$268.72	Apr 17, 2018
Relevance Score	Frequency	Unique Link Clicks	Link Clicks	Post Engagement	CTR (All)
6	1.79	302	333	384	1.59%

*Source: Facebook



DCTA April Public Meeting 2018

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Facebook - Paid

Ad Run Dates:

April 17– 25, 2018

Facebook: April Open House V2

- The April Open House V2 Facebook ad was the **second best** performing ad
- The total ad spend was **\$137.50** of the **\$230** budget

Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
151 Link Clicks	11,911	23,422	\$0.91 Per Link Click	\$137.50	May 1, 2018
Relevance Score	Frequency	Unique Link Clicks	Link Clicks	CTR (All)	Post Engagement
6	1.97	142	151	0.79%	163

*Source: Facebook



DCTA April Public Meeting 2018

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Twitter – Paid V1

Twitter: April Open House V1

- The April Open House V1 was the **second best** performer of the Twitter ads
- The interest group "travel news and general info" led in engagements with **23,959** engagements and **2,377** link clicks
- The total ad spend was **\$165** of the **\$166** budget

Tweet engagements	Engagement rate	Cost per engagement	Clicks
2,377	9.92%	\$0.07	2,377

Impressions	Spend	Results	Results rate	Cost per result
23,959	\$165.00	2,377 Link clicks	9.92% Link click rate	\$0.07 Cost per link click

DCTA @RideDCTA

Save the date for our April open house meetings. We'll be sharing exciting updates such as August 2018 service changes, A-train Rail Trail status and more! #RideDCTA

DCTA Metrolink County Transportation Authority

DROP BY OUR NEXT OPEN HOUSE MEETING!

#RideDCTA • 840.243.0077



April Open House
www.dcta.net

4:05 PM - 2 Apr 2018

DCTA April Public Meeting 2018

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Twitter – Paid V2

Twitter: April Open House V2

- The April Open House V2 was the **best performing** of the Open House Twitter ads
- The interest group "travel news and general info" led engagements with **25,523** engagements and **2,928** link clicks
- The total ad spend was **\$120** of the **\$166** budget

Tweet engagements	Engagement rate	Cost per engagement	Clicks
2,929	11.48%	\$0.04	2,929

Impressions	Spend	Results	Results rate	Cost per result
25,523	\$120.00	2,928 Link clicks	11.47% Link click rate	\$0.04 Cost per link click

DCTA @RideDCTA

Mark your calendar for our April open house meetings. We'll be sharing some important updates such as August 2018 service changes, fare changes and more! #RideDCTA

DCTA Metrolink County Transportation Authority

DROP BY OUR NEXT OPEN HOUSE MEETING!

#RideDCTA • 840.243.0077



April Open House
www.dcta.net

4:00 PM - 2 Apr 2018

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Social Media Comprehensive Results

- Days Posted – 33
- Total Impressions – 113,335
- Total Engagements – 5,871



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DIGITAL MARKETING OUTREACH



Email Marketing Statistics

- Email send: April 13, 2018
- Total Sent: 5,701
- Delivered: 5,568
- Opens: 776
- Unique Opens: 97
- Total Clicks: 75



DCTA Needs Rider Feedback at April Open House Meetings

Agency hosting meetings in Denton, Highland Village and Lewisville

Make plans to attend our April open house meetings which start next week! We plan to share major projects and initiatives, including: regional fare changes, August 2018 service

DCTA April Public Meeting 2018

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Website Statistics

Web Traffic

- Total page views for the April 2018 Public Meetings page: **654**
- Average time spent on the April 2018 Public Meetings page: **0:53 seconds**
- Total bounce rate on the April 2018 Public Meetings page : **86.85%**

Top 5 Referral Sources <small>(other referral sources include t.co, Cision, and Google)</small>	Number of Sessions	% of Total Referrals	Average Time Spent on Page	Bounce Rate
Facebook (paid)	368	61.8%	0:31	89%
Facebook (organic)	98	16.2%	0:18	92%
links.govdelivery.com	75	8%	1:09	77%
Twitter	38	7%	0:46	86%
(direct)	18	2%	4:10	72%

*Source: Google Analytics

DCTA April Public Meeting 2018

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MEDIA RELATIONS



Media Relations

Publication Mentions

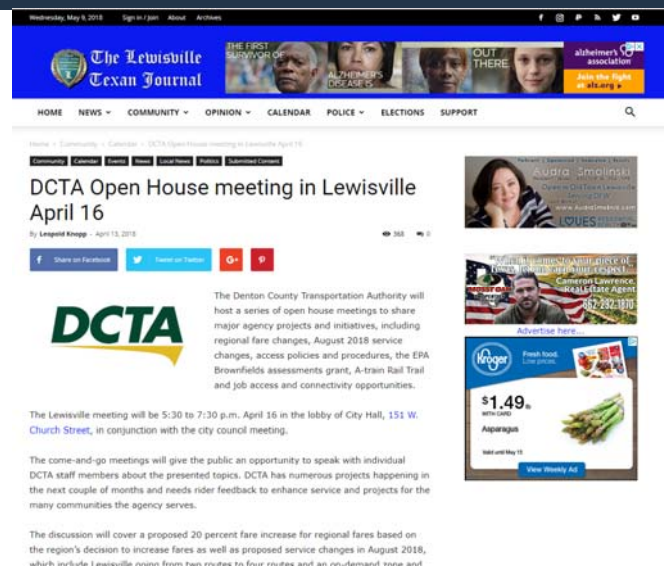
- Denton Record-Chronicle
- Lewisville Texan Journal
- Cross Timbers Gazette

TOTAL MENTIONS

5

TOTAL REACH

292K



DCTA April Public Meeting 2018

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Traditional Advertising



Traditional Advertising

Newspaper Ad's

Publication Dates:

- April 1
- April 2
- April 8
- April 9
- April 15
- April 16
- April 22
- April 23

Placement Publications:

- Carrollton Leader
- Coppell Gazette
- Lewisville Leader
- The Colony Courier Leader
- The Lake Cities Sun
- The Leader



OVERALL COMMUNITY OUTREACH STATISTICS



Community Outreach

Events

- Colorpalooza passed out flyers to **150** attendees
- UNT Apartment Fair spoke with **80** attendees
- Highland Village Chamber Luncheon made verbal announcement to **80** attendees

Direct Mail Campaign

- Sent **327** letters to businesses, non-profits and apartments along the proposed service change routes

Phone Calls

- Made **30** phone calls to businesses, non-profits and apartments along the proposed service change routes

Community Outreach - Email

Emails

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

Emailled 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

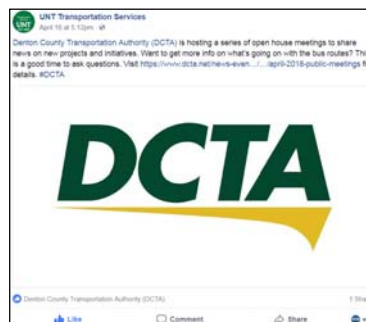
DCTA April Public Meeting 2018

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Partner Sharing

Partner Sharing

- 10 partner shares on: 4/9, 4/13 and 4/16
- Total Engagements: 39



DCTA April Public Meeting 2018

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BUDGET



Budget

Budget Breakdown:

- HCK2 1(2.5 Hours) – Resizing & Print Ad Placement: \$1,750
- HCK2 (9.5 Hours) – Social media Creative, Posting & Reporting - \$1,300
- Print Advertising: \$4,049
- Social Media Advertising: \$1,524.22
- Display Boards: \$315.90
- DDTC Poster: \$27.29
- Flyers: \$162.86
- Direct Mail Outreach – Envelopes: \$222.76 (Remaining envelopes to be used for future outreach.)
- Direct Mail Outreach – Postage: \$164
- Event Supplies – Easels: \$180.45
- Event Supplies – Snacks, Dot Stickers, Plastic Document Holders, etc: \$88.51
- Pull Up Banners: \$327.04 (Evergreen creative will be used at future public meetings.)

TOTAL: \$10,112.03

OVERALL ENGAGEMENT STATISTICS



Overall Engagement Statistics

Total Promotional Timeframe

- April 1 - May 4, 2018

Total Impressions Across All Efforts

- 411,193

Total Engagements Across All Efforts

- 7,210

Total Number of Attendees

- 63

Total Number of Comments

- 82

COMMENTS



Lewisville Comments



Topic: Lewisville Route 26

New senior living community and apartments. Why does Route 26 not serve them?

Topic: Highland Village Shuttle

No stops on Southern portion of shuttle route. Potential for stops at McGee or CVS at Garden Ridge. Use community on-demand two times a week with Regional pass. Not sure changes with Lyft will be as convenient.

Topic: A-train Special Event Service

I would really like special event service to and from American Airlines Center for Mavs and Stars games. Even if it was one train to pick up after the event.

Denton Comments

Topic: Service Hours

Please make the buses run much later on Saturdays. 6 p.m. is the latest? Monday through Friday til midnight extend hours of operation for buses in Denton.

Need later bus service in Denton.

Consider Sunday service for my shopping and travel.

Topic: Fare Increase

Concerned about the increase in ticket fee. Wouldn't mind having promo's though.

Find an alternate way to not increase fare. Buying two different tickets is difficult, not convenient.

I am a daily rider. Keep the 10 pack of local/regional fare. Work to stop the Regional fare increase. Basically, if I had to choose between having one Regional day pass for \$12 or buying two local day passes for \$5 each, I'd take the latter.



DCTA April Public Meeting 2018

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Denton Comments

Topic: DDTC

Please put a clock in the Denton Downtown Center.

We should have recycling containers inside the DDTC!

They are closing the DDTC at 6:56 p.m. not 7 p.m.

I think the DDTC should be open the same hours that the buses are running.

Topic: Access

Excellent Access bus driver (George, 5 a.m.) Always feel safe!

Thanks for extended access hours.

Topic: Route 4

The 4 is the only way that you can get to University. Pluses – the 7 and 8 so you can go to Presby either way.

#4 = good. Connectors from University to Golden Triangle plus MedPark via Nottingham, Audra, Woodrow. University via Carroll, Elm and Locust. Denton Community Health Clinic stop.

Topic: Route 5

Buses are dwelling way too long at DDTC for no reason.

Connect North Lakes Park Route 5. Route 1 connect to Eureka Park (South Lakes).

DCTA April Public Meeting 2018

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Denton Comments

Topic: Route 6

Route 6 try a Saturday bus.

I have submitted several requests (orally) for a stop on Route 6 by the North Branch Library (inbound). I have not received any replies to my request. Each person at the city makes the final decisions. If they reject this request I'd like to know the reason. There is a bike path on Windsor where the stop would be, but there are no "No Parking" signs, so cars are parked there during school hours and school days.

I can't take Route 6 anymore. It's hard for me to take Route 6 or 7. Because I can't walk a long way anymore. So I would like for you to have a Route 6 go back like it was before. Thank you.
Kroger and Walmart long connection to Route 4.

Topic: Route 7/Route 8 Change

Consider a smaller bus for one of the two buses during peak times. When one bus gets behind often, send a small added bus. East bound takes too long to get home.

Topic: DCTA

Excellent staff.

Thanks for listening!

Overall DCTA is great!

DCTA April Public Meeting 2018

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Denton Comments

Topic: Denton Airport Zone

Good idea! Please make it happen.

Topic: A-train

I take A-train back and forth to Trinity Mills. Excellent!

Topic: Service

More Service to parks in Denton

Service to Frisco and Collin County.

Service to Flower Mound.

Please make the buses run much later on Saturdays. 6 p.m. is the latest? Monday through Friday til midnight extend hours of operation for buses in Denton.

Need later bus service in Denton.

Consider Sunday service for my shopping and travel.

The bus schedule should be extended until 9 p.m. 6 days a week.

DCTA April Public Meeting 2018

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Denton Comments

Topic: Lakeview Zone

Would it be worth holding an additional public meeting specifically for corporate park?

I am an annual pass holder and ride Route 21 in Lewisville approximately 4 times a week. I do not want an additional cost for an on-demand type system. I currently have about a ½ mile walk from bus stop 770465 to my office. If the stop could be moved that would be appreciated. If Route 21 needs to change to save costs, what about doing away with the non-business rider times 9:30 a.m. – 3:30 p.m.? What you are currently doing works 90% of the time (except for my walk, which probably good for me). On-demand would be acceptable if there would be no additional charge.

Comment from 2 regular riders. Route 21 in Lakeview area – drivers are always early or late and will totally pass by people waiting at a stop or walking to a stop. We have to break the new drivers in! Love Steve on Route 21! And Adele. One of the 2 regular riders said she is holding off on renewing her annual pass until DCTA makes a decision on the Lakeview zone. She wants a fixed route.

Topic: Opportunities to Volunteer

I am so excited about this. Due to a vision problem I have needs for this type of service. I have waited and wanted this for a long time. I would like to volunteer.

DCTA April Public Meeting 2018

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Denton Comments

Topic: Transit Transfers System

Transfers should be used. I transfer for all buses. The meaning is to go by the amount of hours that remain on the transfer. In most typical situations it should give the rider a 3 hour transfer ticket time that works for all buses (including return trip).

Topic: Route 65

Like the Route 65 proposal.

Topic: Stop and Shelter Requests

More sheds near connector route exchange points. Access to airport area also.

Restroom at Trinity Mills – door operated by ticket (valid ticket).

Please put emergency phones at the train stops.

Topic: Fares

Concerned about the increase in ticket fee. Wouldn't mind having promos though.

Find an alternate way to not increase fare. Buying two different tickets is difficult, not convenient.

DCTA April Public Meeting 2018

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Highland Village Comments



Topic: General

Would love to see more mass transit!

Topic: Highland Village Lyft Service

I currently ride Community On-Demand using a Regional reduced pass. Willing to try Lyft if it was more affordable.

Topic: Not Enough Time to Purchase Ticket On Platform

Concerned about time to buy a ticket at Trinity Mills.

Topic: Fare Changes

I am with Southwest Airlines. I represent a group of SWA employees who purchase Regional passes from DCTA. We would like for you to keep the fares low to keep encouraging people to ride.

Not in favor of fare increase for Regional pass.

Please make fares comparable to current levels – particularly with reduced fares.

DCTA April Public Meeting 2018

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Highland Village Comments

Topic: Route Service

Route 4 delays are an issue.

Route 2 from Walmart to Route 6 transfer time is a concern.

I wish that DCTA would provide buses and train services on Sunday. I truly enjoy the services Mon-Fri and would love to see buses and trains extend more late arrivals and more services on Sunday.

Interested in providing service to the CACDC.

Requesting service at CAC.

Shorter routes make travel from my home to 121 bus at Bellaire much less convenient. This location is a community center "Next Steps Center". It is an important destination.

Saturday service needs more frequency.

Topic: Highland Village Station

Shade from cover is wrong direction. Needs to be wider. As it is now the shade is over in the parking lot.

Topic: Service Hours

I drive to Carrollton to pick up DART because hours aren't late enough.

DCTA April Public Meeting 2018

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Online Comments

Topic: Route and Schedule Information

Yesterday (Apr. 18) I was at the downtown Denton DCTA building. I was given a packet of changes that would be happening at DCTA. One of these was labeled as Proposed Commuter Bus Service Serving Hebron, Southwest Medical District, and West End. There was no info included in the handout. If DCTA is planning such where would the bus stops be? I ask because I take DCTA trains to/from Trinity Mills then switch to DART trains and go to West End Area. DCTA used to have a bus that I took to the West End Area years ago before the A train.

Topic: Route 21

When I moved to Lewisville I chose Stone Creek because it has bus shelters/stops for both inbound and outbound, right at my door. I use this service every day. If it changes I may not cope with additional walking. I may purchase another car. Please don't change 21 on E. Southwest Pkwy.



DCTA April Public Meeting 2018

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Online Comments

Topic: Drivers

The drivers of Routes 5&6 need to learn to make up the time that they are early along University and not Bell. I work at TWU and when the bus arrives at the stop on Administration, they cannot stop on Bell because they get a long line of cars waiting behind them. I have missed the bus a number of times because they are running early.

I must say that probably 95% of the drivers are great.

Topic: Service Hours

I would really like to see Sunday service.

I think the DDTC should be open the same hours that the buses are running.

Topic: Mechanical Issues

The mechanical issues and breakdowns are horrible! They need to stop. DCTA needs to get on the repairs of the vehicles so the number of issues goes down.

DCTA April Public Meeting 2018

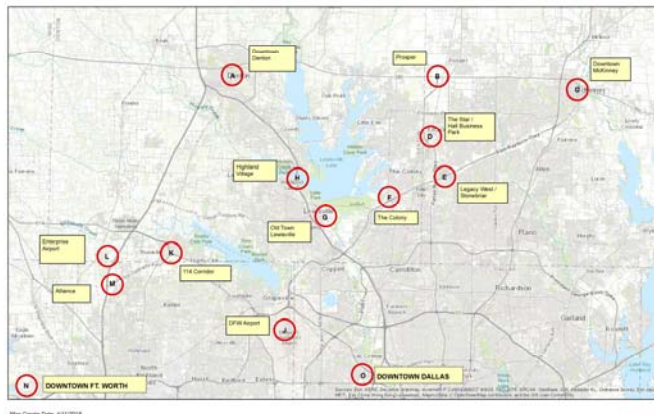
42

Display Board Comments

The map below was shared at the public meetings. Attendees were asked to identify their individual origin and destinations for job access and connectivity that they would be interested in. Those results are below.

Corridors of Interest for Job Access & Connectivity

ORIGIN	DESTINATION OF INTEREST
A (Downtown Denton)	J (DFW Airport)
A (Downtown Denton)	J (DFW Airport)
A (Downtown Denton)	N (Downtown Fort Worth)
A (Downtown Denton)	J (DFW Airport) O (Downtown Dallas) F (The Colony) K (114 Corridor)



DCTA April Public Meeting 2018

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Display Board Comments

WHICH IS MOST IMPORTANT TO YOU?

Public meeting attendees were asked to place a sticker next to the item that was most important to them. Blank spaces were also provided if there was something of importance not listed.

3 votes	Maintaining the current cost of fare. (Regional & Local)
1 vote	Convenience of purchasing one regional fare vs. two local fares.
1 vote	Improved bus frequency.
1 vote	Additional mid-day A-train service.
4 votes	Sunday bus service.
1 vote	Southbound shuttle service stops in Highland Village.
0 votes	Last/first mile connection.
0 votes	Improved A-train frequency.
0 votes	Late-night A-train service.

DCTA April Public Meeting 2018

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Comment Takeaways

- **Interest in:**
 - Service between the DDTC and DFW Airport
 - Later bus service
 - Bus service on Sundays
- **Concerns about:**
 - Increase in regional fare
 - Lack of fixed-route service in the Lewisville Lakeview Zone
- **Would like DCTA to consider:**
 - Matching DDTC hours to service hours
 - Better transfer times when making service changes
- **Kudos:**
 - DCTA staff is excellent

Technical Memorandum – Equity Analysis: Regional Fare Change and A-train Fare Free Zones

TO: Michelle Bloomer, Denton County Transportation Authority

FROM: Zachary Elgart and James Cardenas
Texas A&M Transportation Institute

DATE: July 20, 2018

SUBJECT: Title VI Analysis –Regional Fare Change and A-train Fare Free Zones

Background and Purpose

The Denton County Transportation Authority (DCTA) proposed to implement two fare changes in August 2018: 1) DCTA will increase the regional transit fare to match regional service partners and 2) DCTA will make a previously promotional fare free zone on the transit agency's A-train permanent.

This technical memorandum briefly describes each fare change and documents findings from the required Title VI fare equity analyses to determine whether either change results in a disparate impact or a disproportionate burden¹.

Regional Fare Increase

In May of 2018, DCTA announced that the transit agency would implement fare changes affecting regional fare pass pricing in August, 2018. According to the proposed changes, DCTA will increase regional transit fares by 20 percent (for example, the cost of a regional 2-hour pass will increase from \$5.00 to \$6.00) in response to fare changes implemented by regional transit partners. The fare increase will affect regular and reduce fares. Table 1 presents all proposed regional fare changes.

Table 1. Current and Proposed Regional Fare Pass

Regional Fares	Current (2018) DCTA Fare	Proposed DCTA Fare	% Change Current to Proposed
Regional 2-Hour Pass	\$5.00	\$6.00	20%
Regional 2-Hour Pass Reduced	\$1.25	\$1.50	20%
Regional Midday			

¹ Appendix A presents DCTA's Disparate Impact and Disproportionate Burden Definitions in full.

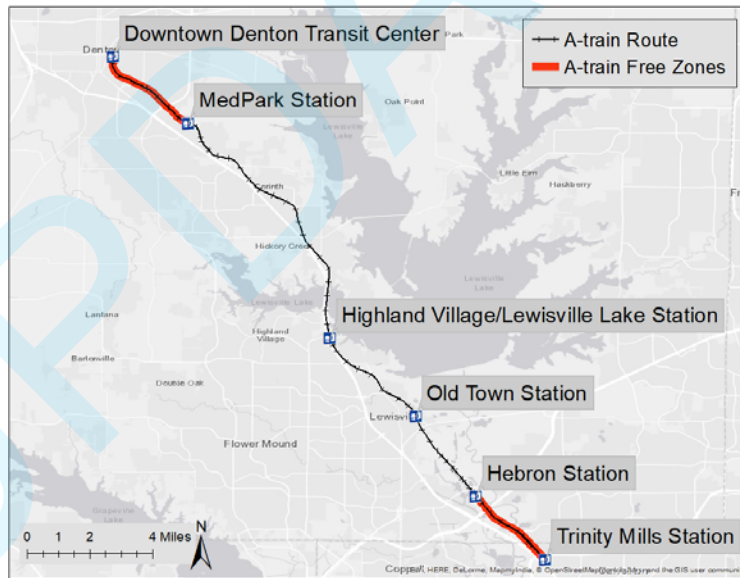
Table 1. Current and Proposed Regional Fare Pass – Continued

Regional Midday Reduced			
Regional Day Pass	\$10.00	\$12.00	20%
Regional Day Pass Reduced	\$2.50	\$3.00	20%
Regional 7-Day Pass	\$50.00	\$60.00	20%
Regional 10-Pack of Day Passes	\$70.00	\$84.00	20%
Regional 31-Day Pass	\$160.00	\$192.00	20%
Regional 31-Day Pass Reduced	\$40.00	\$48.00	20%
Regional Annual Pass	\$1,600.00	\$1,920.00	20%
Regional Annual Pass Reduced	\$480.00	\$576.00	20%

Source: DCTA

A-train Fare Free Zones

In September 2017, DCTA introduced promotional fare free zones on the transit agency's A-train commuter rail service. The purpose of the zones is to encourage use of the MedPark station and increase ridership from the residents around the Hebron station that previously chose to drive to DART stations (south of DCTA's Trinity Mills) to avoid paying the regional fare. The fare free zones includes service between the Downtown Denton Transit Center and the MedPark Station and between the Hebron and Trinity Mills Stations--the segments of the A-train route at the northern and southern terminus. Figure 1 displays the A-train route and the fare free zones.



Source: TTI visualization of DCTA and NCTCOG shapefiles.

Figure 1. A-train Route and Fare Free Zones

As of July 2018, DCTA elected to make the fare free zone permanent, therefore the transit agency is required to conduct a Title VI equity analyses on the fare change (the fare before DCTA introduced the fare free zone was \$3.00 for local service or \$5.00 to connect to regional service).

Title VI Fare Equity Analysis

DCTA's Title VI equity analysis process for service and fare changes has seven main steps, presented in Appendix B. This section documents the process of data collection and spatial analysis used to determine where low-income² and minority persons and Limited English Proficiency (LEP) households³ are located within the relevant service area and within the catchment area of the A-train stations included in the fare free zones.

Data Collection and Findings

DCTA's Title VI equity analysis process requires documentation of the affected area including information about the demographics of potential riders and the location of the proposed change. To collect this information, TTI accessed the U.S. Census Bureau's American Factfinder database and TIGER census block group shapefiles. To address FTA requirements for fare equity analyses, TTI used on-board survey information from the North Central Texas Council of Governments (NCTCOG) 2014 regional transit on-board survey.

Using census and on-board survey data, TTI evaluated whether a disparate impact and/or a disproportionate burden exists for the proposed regional fare changes, according to DCTA's disparate impact and disproportionate burden policies. Appendix C presents maps showing the location of DCTA's low-income, minority, and LEP populations for the entire DCTA service area and the A-Train free fare zones.

Regional Fare Pass Change – Fare Use and Demographics

The regional fare change affects riders across all fixed-route services of DCTA. According to DCTA's website, regional fare passes are, "valid on the A-train, Connect Bus, Highland Village Connect Shuttle, Highland Village Community On-Demand, North Texas Xpress (between Denton and Fort Worth), UNT Campus Shuttle, and NCTC Campus Shuttle. Required for trips taken outside of DCTA service area. Includes access to fixed-route bus and rail services operated by DART, TRE and FWTa. Excludes Access Service, Frisco Services as well as DART and FWTa's paratransit services." Because all DCTA fixed-route modes may be accessed with a regional fare, TTI produced an analysis at the service area level. This analysis reviews DCTA's proposed fare changes and compares service-area wide demographics to the 2014 NCTCOG regional transit on-board survey findings. DCTA is proposing to raise all regional fares by 20 percent (regular and reduced fares). Table 2 presents data showing the rate of regional fare use by people that identify as a minority and people with low-incomes.

² DCTA defines low-income as follows: "persons with an income of 80 percent or less of the national per capita income" and "residential land use areas within census tracts where the average per capita income is 80 percent or less of the national per capita income."

³ LEP households are not a group protected by Title VI requirements for service and fare changes, therefore, this data is calculated solely to inform DCTA's customer service efforts.

Table 2. Regional Fare Pass Usage by Minority and Low-Income Status

Fare	# of Users	Minority			Low-Income		
		Yes	No	Other	Yes**	No	No Response
Regional Fare	338	51.18%	48.22%	0.59%	42.31%	31.95%	25.74%

Source: NCTCOG 2014 regional transit on-board survey.

* TTI analyzed survey results from riders that indicated using Regional Fare Passes and University Regional Fare passes.

** DCTA defines low income as 80 percent of the national per capita income. TTI interprets “national per capita income” as the national median income. In 2014, according to the U.S. Census, the national median income was \$53,657 - 80 percent of which is \$42,925.60. The 2014 NCTCOG regional transit on-board survey income categories do not align with this definition, therefore this data represents all respondents with incomes up to \$49,999.

Low-Income and Minority Populations

Because the regional pass is valid for transit service that operates in Dallas and Tarrant counties, TTI analyzed each county’s low-income and minority populations in addition to the DCTA service area average (DCTA’s service area is Denton County). Table 3 compares the low-income and minority populations in each Denton, Dallas, and Tarrant Counties with the demographics of regional fare pass users according to the NCTCOG 2014 regional transit on-board survey. Survey data includes DCTA users who answered “Regional” or “Regional University Pass” for pass type. This comparison shows that DCTA’s service area regional fare pass users, on average, are more likely to identify as low-income or minority users, representing a higher proportion of riders than the relevant county average.

Table 3. Low-Income and Minority Regional Fare Users Compare to Service Area Average

	Denton County		Dallas County		Tarrant County	
	Low-Income	Minority	Low-Income	Minority	Low-Income	Minority
Regional Fare Users	42.31%	51.18%	42.31%	51.18%	42.31%	51.18%
Service Area Average	8.9%	20.5%	18.6%	39.3%	14.6%	30.2%
Difference	33.41%	30.54%	23.71%	11.74%	27.71%	20.84%

Source: TTI analysis of data from the U.S. Census Bureau’s ACS 2016 5-Year Estimates and NCTCOG 2014 regional transit on-board survey.

Limited English Proficiency Populations

DCTA includes populations with limited English proficiency (LEP) in the transit agency’s equity analysis requirements so that staff is aware of the status of this population. LEP information is not included in NCTCOG’s 2014 regional transit on-board survey, however, the survey includes a similar question deriving how well a passenger speaks English. Passengers could choose from “Very Well”, “Well”, “Less than Well”, or “Not at All”. TTI used answers where passengers indicated, “Less than Well” or “Not at All” and compared with LEP data from the U.S. Census Bureau’s ACS 2012-2016 5-Year Estimates. Of the census block groups within Denton County, 24.4 percent of the households identified as limited English speaking in 2016 compared to 12.9

percent of regional fare respondents in the survey. Table 4 displays this data, showing that regional fare pass users, on average, have a lower rate of limited English proficiency compared to the county average.

Table 4. LEP Passenger Average Compared to County Average

	Denton County
Regional Fare Pass User Average	12.9%
Service Area Average	24.4%
Difference	-11.5%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates and NCTCOG 2014 regional transit on-board survey. (N=31).

A-train Fare Free Zones – Fare Use and Demographics

This section reviews DCTA's proposed A-train fare changes compared to the 2014 ridership findings from NCTCOG. The data is compared according to DCTA's disparate impact and disproportionate burden policies to determine if the proposed fare change may be defined as either such impact. Table 5 presents data showing the rate of local fare use on the A-train by people that identify as a minority and people with low-incomes.

Table 5. Local Fare Usage by Minority and Low-Income Status

Fare	# of Users	Minority			Low-Income		
		Yes	No	No Response	Yes*	No	No Response
Local A-train	67	53.73%	46.27%	0.00%	56.72%	11.94%	31.34%

Source: NCTCOG 2014 regional transit on-board survey.

** DCTA defines low income as 80 percent of the national per capita income. TTI interprets "national per capita income" as the national median income. In 2014, according to the U.S. Census, the national median income was \$53,657 - 80 percent of which is \$42,925.60. The 2014 NCTCOG regional transit on-board survey income categories do not align with this definition exactly, therefore this data represents all respondents with incomes up to \$49,999.*

Low-Income and Minority Populations

The A-train service area is mostly in Denton County, with one stop in Dallas County⁴. In 2016, the service area population was 3,267,704. In Denton County, on average, 8.9 percent of the Denton County population identified as low-income and 20.5 percent identified as minority in 2016. In the same year in Dallas County, low-income and minority populations represented 19.1 and 28.4 percent, respectively, of the total population. Table 6 presents the percent of low-income and minority populations affected by the A-train fare free zones, compared to the service area average. Low-income and minority users that travel with local fares on the A-train make up a larger portion of DCTA's ridership than the same group's portion of DCTA's service area population as a whole.

⁴ Trinity Mills Station is in Dallas County.

Table 6. DCTA Service Area Population Compared to A-train Local Fare Users

	Denton County		Dallas County	
	Low-Income	Minority	Low-Income	Minority
Local Fare Users	56.7%	53.7%	14.3%	37.1%
Service Area Average	8.9%	20.5%	19.9%	28.4%
Difference	47.80%	33.20%	-5.7%	8.7%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates and NCTCOG 2014 regional transit on-board survey.

Limited English Proficiency Populations

DCTA includes populations with limited English proficiency (LEP) in the transit agency's equity analysis requirements so that staff is aware of the status of this population. This section compares the number of A-train riders that use local fares identified in the NCTCOG regional transit on-board survey as having limited English (as in the above LEP analysis) and the number of LEP persons within the A-train catchment areas according to the U.S. Census Bureau's ACS 2016 5-Year Estimates.

Survey Data Analysis

LEP information is not included in NCTCOG's 2014 regional transit on-board survey, however, the survey includes a similar question deriving how well a passenger speaks English. Passengers could choose from "Very Well", "Well", "Less than Well", or "Not at All". TTI used answers where passengers indicated, "Less than Well" or "Not at All" and compared with LEP data from the U.S. Census Bureau's ACS 2012-2016 5-Year Estimates. Of the census block groups within Denton County, 24.4 percent of the households identified as limited English speaking in 2016 compared to 9.1 percent of regional fare respondents in the survey. Table 7 displays this data, showing that regional fare pass users, on average, have a lower rate of limited English proficiency compared to the county average.

Table 7. A-train LEP Passenger Average Compared to County Average

	Denton County
A-train Local Fare User Average	9.1%
Service Area Average	24.4%
Difference	-15.3%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates and NCTCOG 2014 regional transit on-board survey. (N=11).

Census Data Analysis

To learn more about the population within the A-train catchment areas⁵, TTI collected LEP data from the U.S. Census Bureau's ACS 2016 5-Year Estimates for these areas. Of the census block groups within the A-train catchment areas in Denton County, 33.9 percent of the households identified as limited English speaking in 2016—9.5 percent more than the service area average. In the same year, in Dallas County (where Trinity Mills station is located), 40.1 percent of the households within the A-train catchment area identified as limited English speaking—0.7 percent less than the County average. Table 8 compares the limited English speaking populations within A-train catchment areas in Denton and Dallas County with the county average.

Table 8. LEP Households in A-train Catchment Areas Compared to County Average

	Denton County	Tarrant County
Catchment Area Population	33.9%	40.1%
Service Area Average	24.4%	40.8%
Difference	9.5%	-0.7%

Source: TTI analysis of data from the U.S. Census Bureau's ACS 2016 5-Year Estimates and NCTCOG 2014 regional transit on-board survey.

Conclusion

The following sections briefly outline the findings from the above analyses. For additional reference, Appendix C presents maps depicting the location, by census block groups, of low-income, minority, and LEP populations as relevant to each fare change.

Regional Fare Analysis

The Title VI equity analysis findings for DCTA's proposed 20 percent regional fare increase show that the change affects ridership with higher than average concentrations of low-income, minority, and LEP populations. Therefore, per DCTA's Title VI policy, the fare change would have a disparate impact and disproportionate burden. To address these impacts DCTA will introduce a promotional fare reduction for local fare passes in August 2018 when the regional fare increase occurs. The fare reduction will range from 26 percent to 50 percent fare reductions across local fare pass options, depending on service, and is designed to result in total transit fares for regional service that are equal to or lower than current fares (the fares in place before the proposed increase is implemented) for the same service.

A-Train Analysis

According to the Title VI equity analysis findings for DCTA's A-train fare free zones, the change will affect areas with higher than average concentrations of low-income, minority, and LEP populations. However, as the fare change is a reduction in overall fare from \$3.00 to \$0.00

⁵ DCTA defines catchment areas for the A-train stations according to the American Public Transportation Association's standard of one half mile.

this fare change presents an opportunity for these populations to experience enhanced access to DCTA's A-train service and the regional connections it provides.

UPDATED

Appendix A – DCTA’s Disparate Impact and Disproportionate Burden Definitions

Minority Disparate Impact Policy (Service Equity Analysis)

When conducting a service or fare change equity analysis, the following thresholds will be used to determine when a service or fare would have a disparate impact on minority populations:

1. *Service Level and Service Area Reduction – If the percentage of minority passengers on an affected route is greater than the transit system’s minority ridership (within the approximate dataset’s margin of error) by transit classification (local, express, community circulators, campus routes, etc).*
2. *Route Level Expansion of Addition of a New Route – If a service level expansion or service area expansion is considered that coincides with a reduction in transit service on the same route or other routes, and the route(s) considered for service expansion predominantly serves non-minority and/or non-low-income geographic areas while the route(s) considered for reduction predominately serve minority and/or low-income geographic areas, then a disproportionate burden may be determined.*

A disproportionate burden will be determined if the percentage of minority passengers on an affected route considered for service expansion is less than the transit system’s minority ridership percentage by transit classification and if the percentage of minority passengers on an affected route considered for service reduction is greater than the transit system’s minority ridership percentage by transit classification.

3. *Fare Increase or Change in Fare Type – If an increase to fare or a change in fare type is considered, a disproportionate burden may be determined if the percentage of minority passengers using the affected fare is greater than the transit system’s minority ridership percentage.*
4. *The determination of the transit system and the route’s minority and/or low-income population will be derived from the following data sources: most recently completed statistically valid regional on-board and destination survey; most recently completed customer surveys and demographic data by census tract.*

Low Income Disproportionate Burden Policy (Service Equity Analysis)

When conducting a service or fare change equity analysis, the following thresholds will be used to determine when a service or fare change would have a disproportionate burden on low-income populations:

1. *Service Level and Service Area Reduction – If the percentage of low-income passengers on an affected route is greater than the transit system’s low-income ridership (within the approximate dataset’s margin of error) by transit classification (local, express, community circulators, campus routes, etc.).*
2. *Route Level Expansion of Addition of a New Route – If a service level expansion or service area expansion is considered that coincides with a reduction in transit service on the same route or other routes, and the route(s) considered for service expansion predominantly serves non-minority and/or non-low-income geographic areas while the route(s) considered for reduction predominately serve minority and/or low-income geographic areas, then a disproportionate burden may be determined.*
3. *A disproportionate burden will be determined if the percentage of low-income passengers on an affected route considered for service expansion is less than the transit system’s low-income ridership percentage by transit classification and if the percentage of low-income passengers on an affected route considered for service reduction is greater than the transit system’s low-income ridership percentage by transit classification.*

4. *Fare Increase or Change in Fare Type – If an increase to fare or a change in fare type is considered, a disproportionate burden may be determined if the percentage of low-income passengers using the affected fare is greater than the transit system's low-income ridership percentage.*
5. *The determination of the transit system and the route's minority and/or low-income population will be derived from the following data sources: most recently completed statistically valid regional on-board and destination survey; most recently completed customer surveys and demographic data by census tract.*

UPDATED

Appendix B – Fare and Service Equity Analysis Process

To conduct a Fare and Service Equity Analysis, DCTA uses the following process:

1. As soon as any change in fare or service is proposed, DCTA staff describes in detail the proposed change. The detailed description included what routes, schedules, and service indicators (level and/or quality of service) would be affected. Additionally, staff describes the need or impetus for change.
2. A determination is then made if the changes qualify as a major fare or service change under the Agency's Major Fare and Service Change Policy. In the future, a record will be kept of both determinations.
3. If the determination is yes, further analysis is required and public participation is warranted.
4. A comparison is made to determine the difference between the existing service and proposed service for those impacted by the change.
5. To analyze possible adverse effects, DCTA staff uses the following steps:
 - a. Determine the affected area.
 - b. Describe the demographic and ridership data and ridership data being used for the analysis and how they were collected.
 - c. Describe how the data will be used to determine if the proposed change will have an adverse effect.
 - d. Compare the location of the proposed change to the most recent demographic data on file. Is the affected area a minority, low-income, or LEP area according to the data?
 - e. Compare the ridership population that will be affected by the change as compared to the general ridership population. Could there be a potential disparate impact or disproportionate burden? Explain.
 - f. Analyze the data to describe the details and extent of the possible impacts.
 - i. Create maps showing the affected areas and demographic data along with route information.
 - ii. Create tables showing impacts of each type of change and the affected and overall ridership population.
 - iii. Determine whether the proportion of minorities and/or low-income population that is affected is significant when compared to the general population set using thresholds designed in each policy. If not, finalize the analysis and provide to the Board. If so, steps need to be taken to describe these negative effects and to develop alternative options that mitigate, avoid, or minimize these effects.
 - iv. Repeat the analysis for any alternative options.
 - v. Present the finding to the Board of Directors for review and acceptance.
6. The Public Participation Plan determines adequate comment period and appropriate communication and participation methods.
7. All comments are recorded and presented to the Board of Directors as part of the decision making process.

Appendix C – Demographic Mapping

Mapping demographic data allows transit planners to visualize the location of specific populations and how a given change in service may effect that population.

This section presents the following maps:

<i>Figure 5. DCTA Low-Income Population Concentrations – Service Area</i>	<i>13</i>
<i>Figure 6. DCTA Minority Population Concentrations – Service Area</i>	<i>14</i>
<i>Figure 7. DCTA LEP Population Concentrations – Service Area</i>	<i>15</i>
<i>Figure 2. DCTA Low-Income Population Concentrations – A-train Fare Free Zones</i>	<i>16</i>
<i>Figure 3. DCTA Minority Population Concentrations – A-train Fare Free Zones</i>	<i>17</i>
<i>Figure 4. DCTA LEP Population Concentrations – A-train Fare Free Zones</i>	<i>18</i>

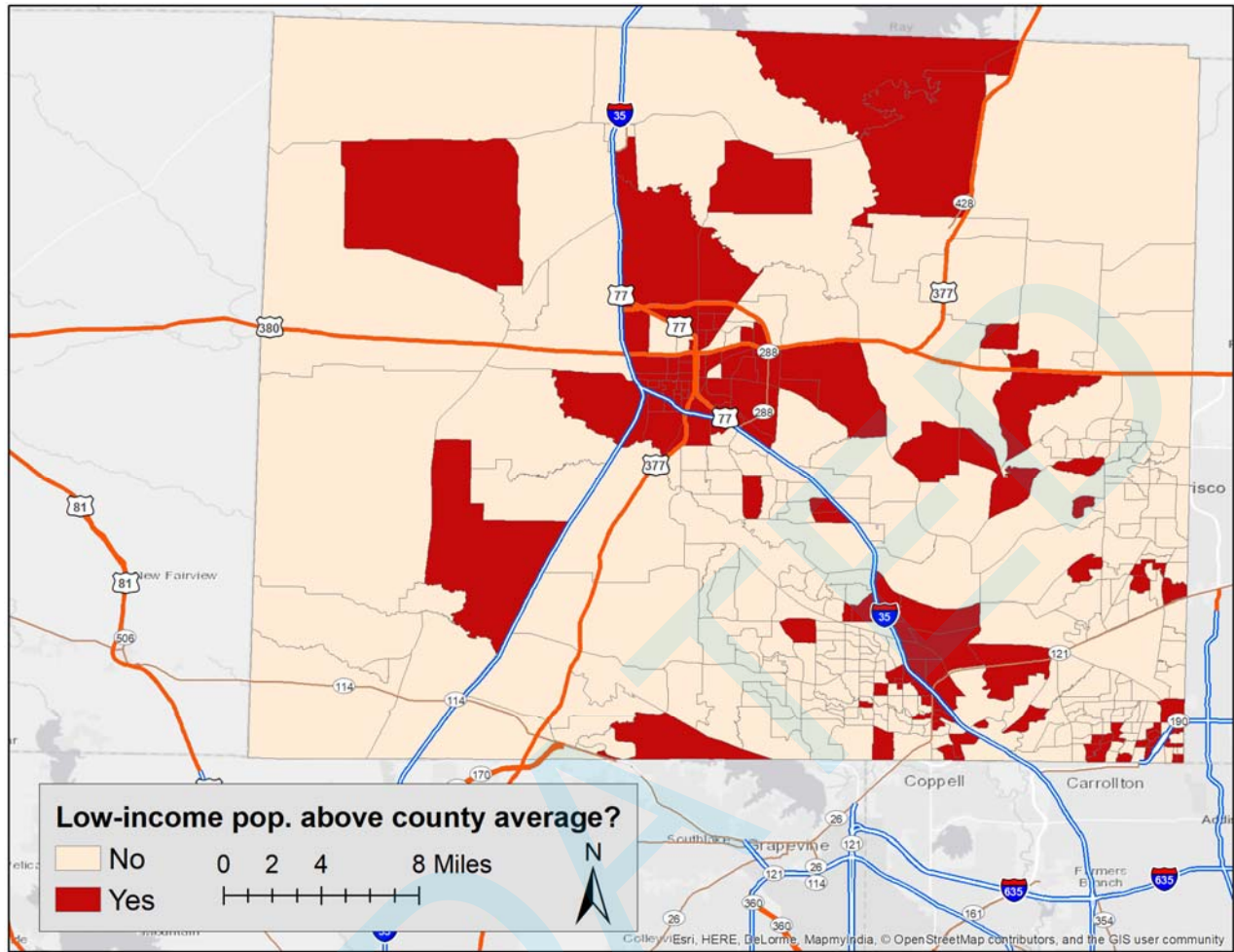


Figure 2. DCTA Low-Income Population Concentrations – Service Area

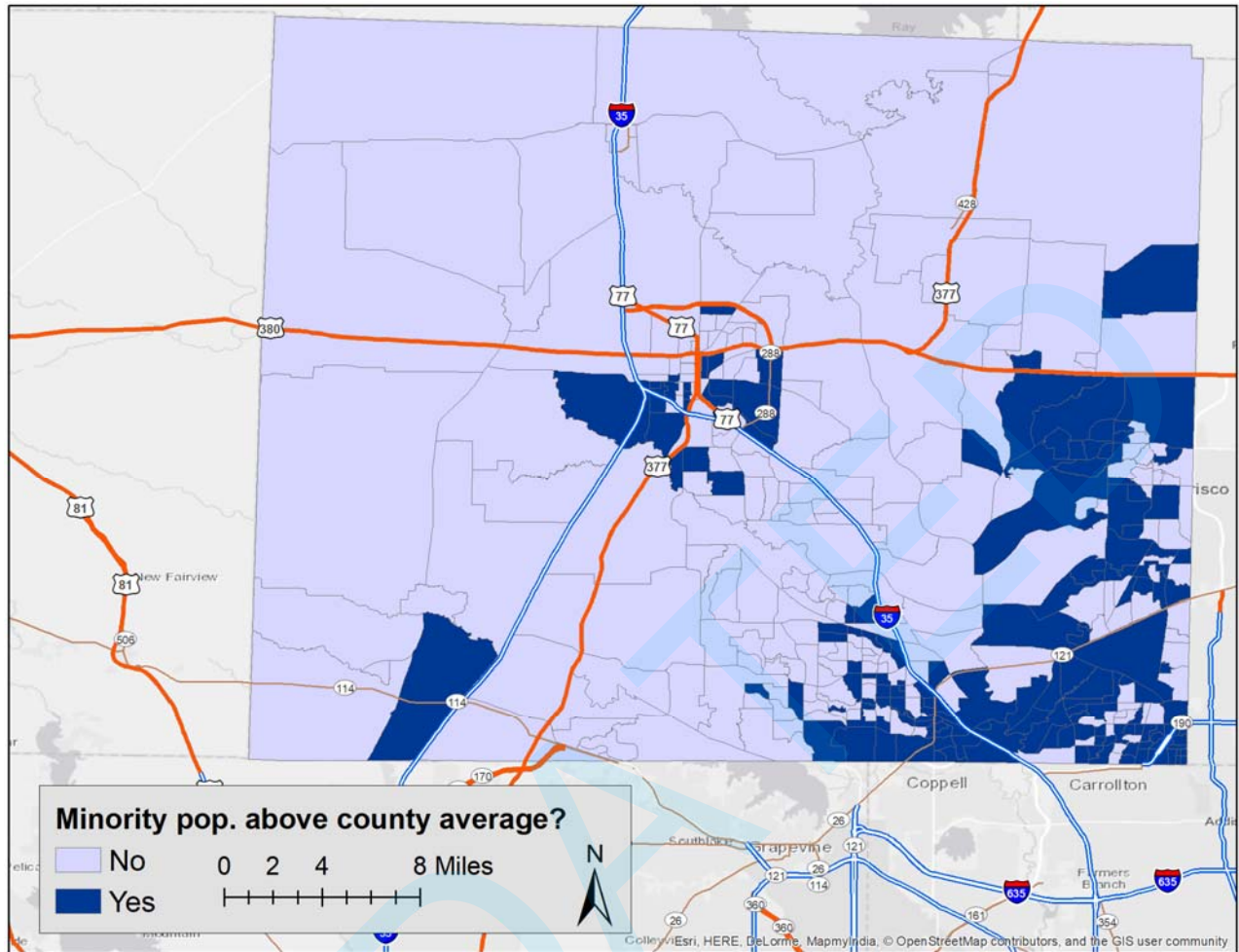
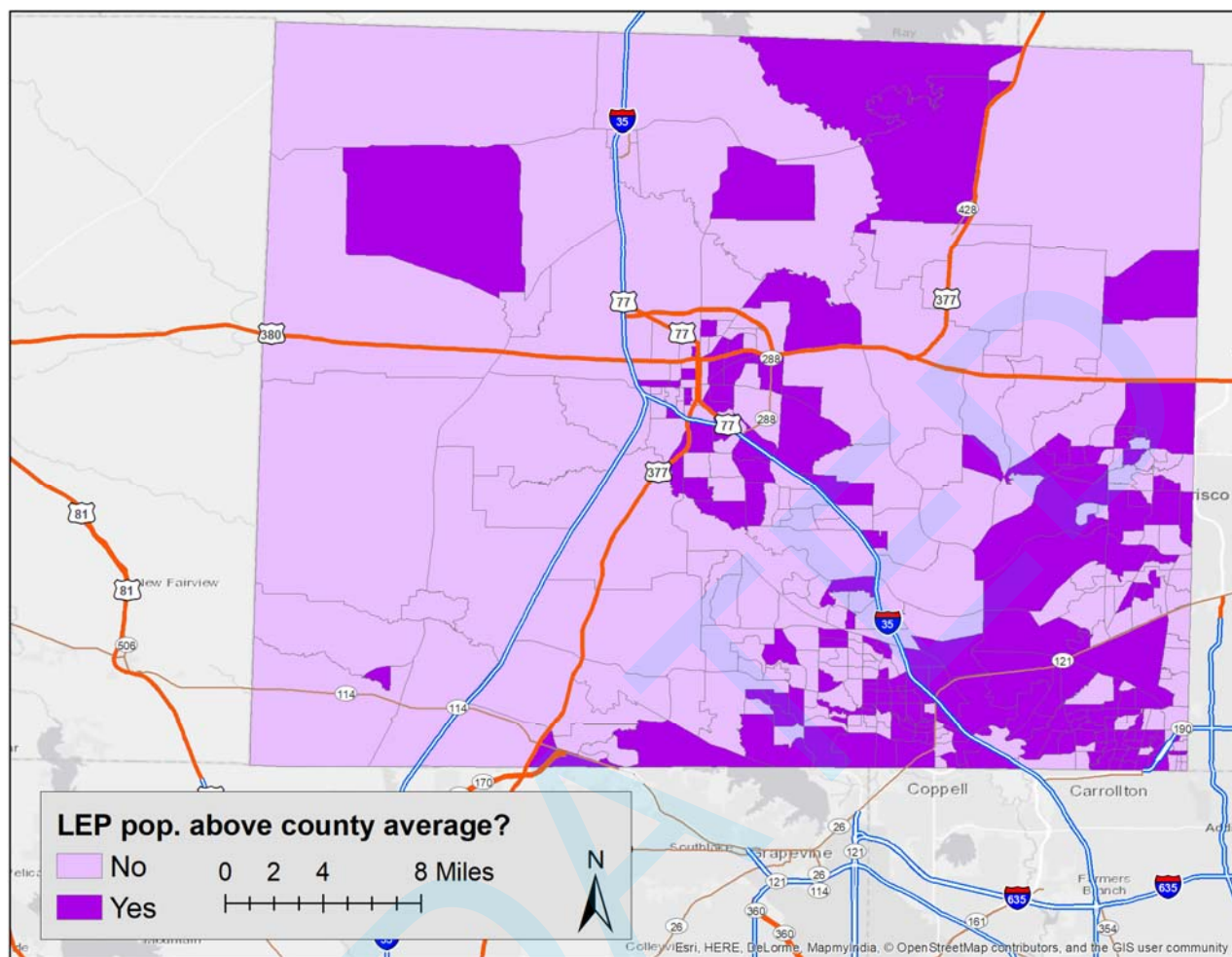
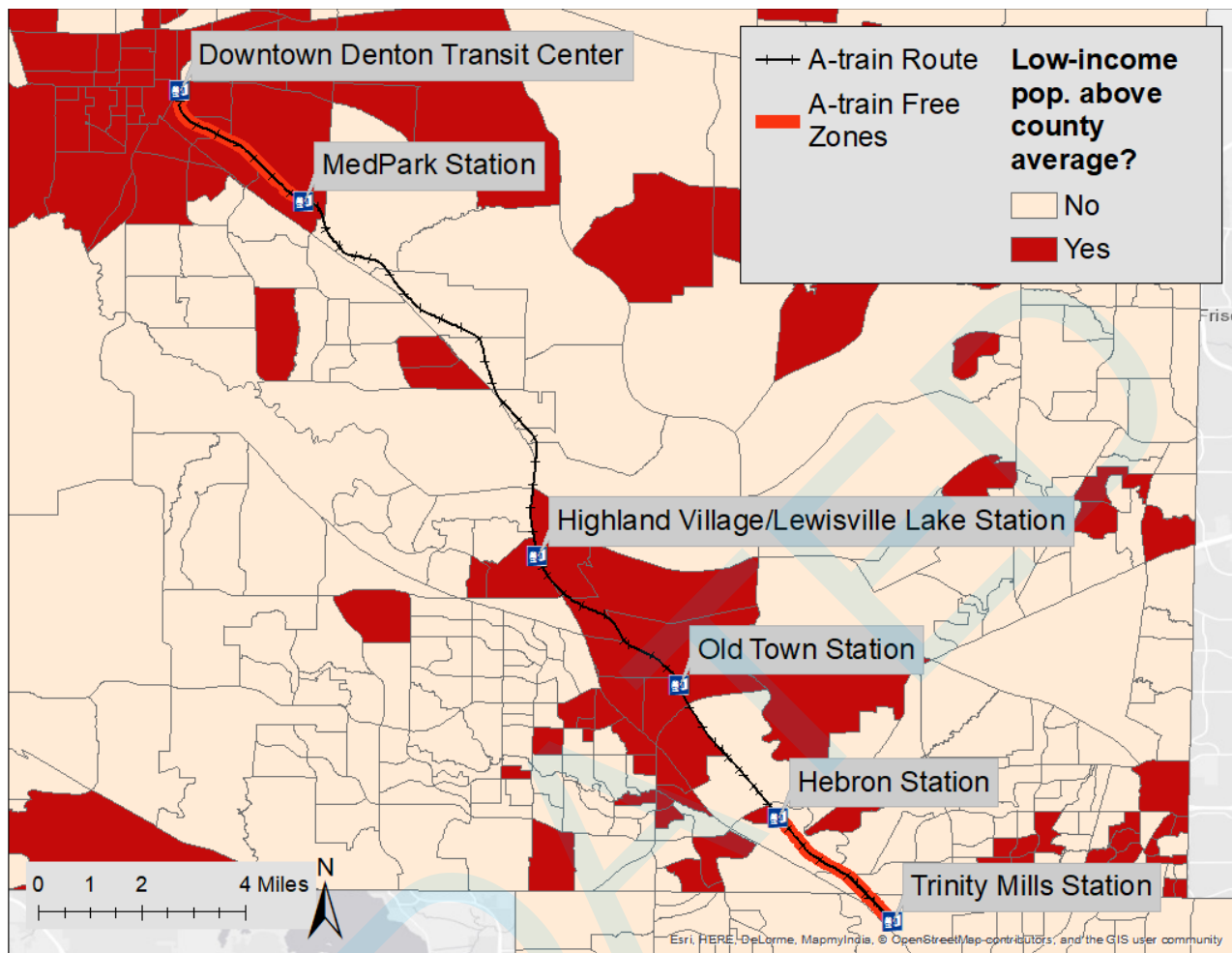


Figure 3. DCTA Minority Population Concentrations – Service Area





Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 5. DCTA Low-Income Population Concentrations – A-train Fare Free Zones

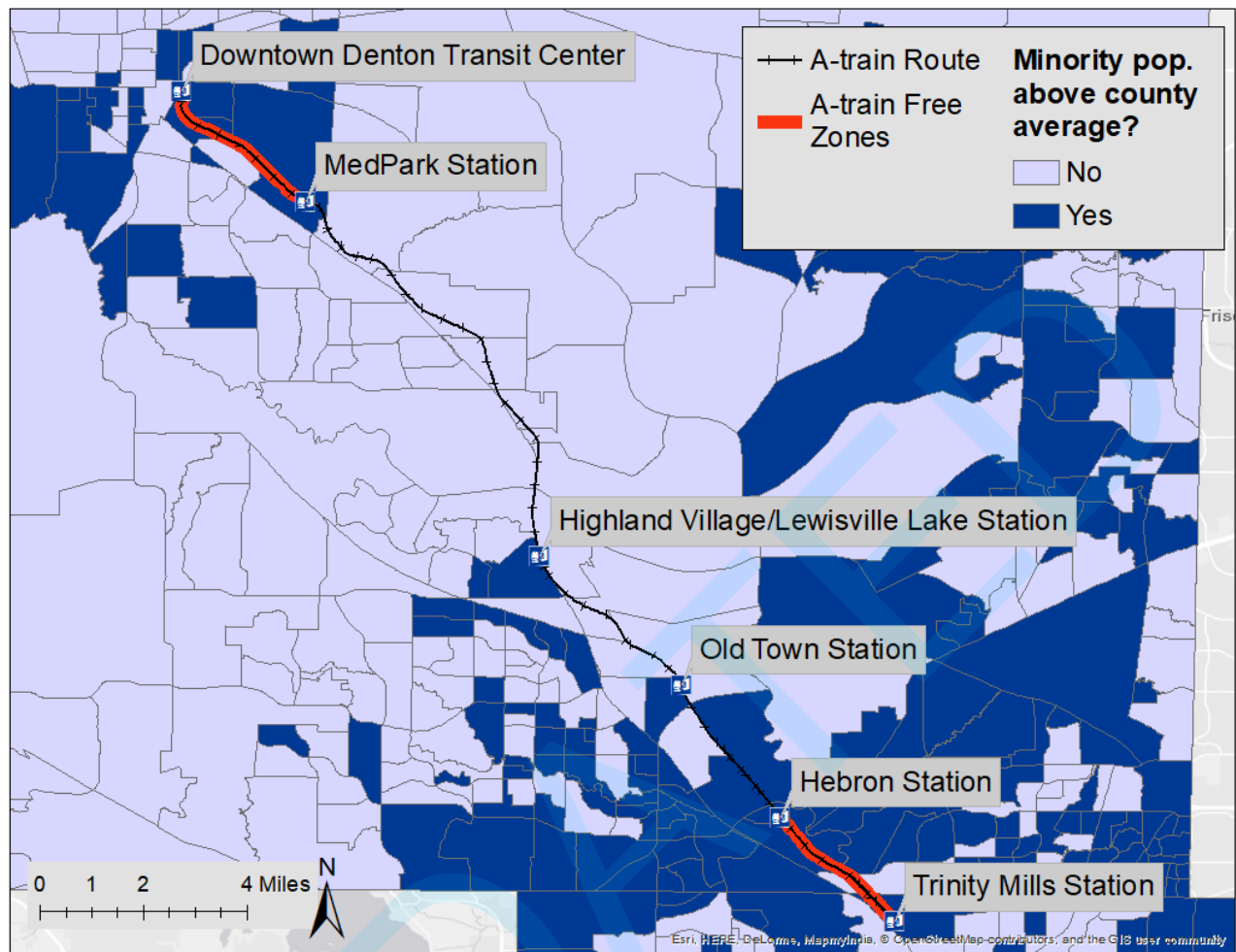
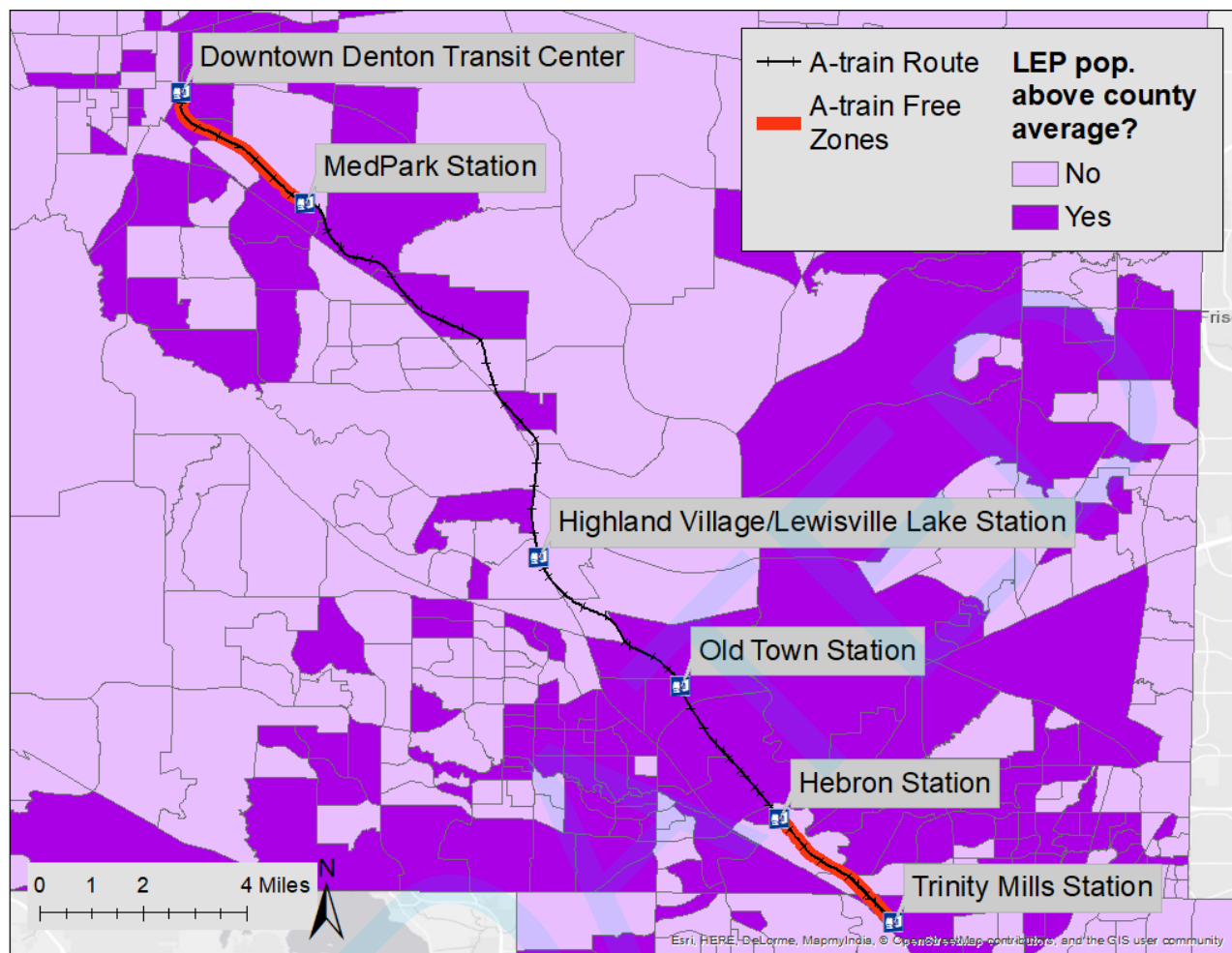


Figure 6. DCTA Minority Population Concentrations – A-train Fare Free Zones



Source: U.S. Census Bureau ACS 2016 5-Year Estimates and TTI calculations

Figure 7. DCTA LEP Population Concentrations – A-train Fare Free Zones



Board of Directors Memo

July 26, 2018

Subject: Discussion and Approval of the DBE goal for FY19, 20 and 21 and approval of resolution 18-05

Background

The Federal Transit Administration (FTA), in conjunction with the Department of Transportation, has established rules and guidelines governing the procurement of goods and services from Disadvantaged Business Enterprises (DBE's). DCTA adopted a formal DBE policy statement on February 26, 2004. The policy statement outlines the process a grantee will pursue in implementing the guidelines pursuant to 49 CFR Part 26.

Identified Need

Key to the development of the DBE program is establishing a tri-annual goal of DBE participation available from contract opportunities funded in whole or part by FTA. DCTA staff utilized historical data (2004-present), census bureau information along with data available from TxDOT DBE database to determine the number of ready willing and able DBE firms in the Denton and Collin County areas to determine the goal.

The goal developed by staff is seven percent (7%) for fiscal year's 2019, 2020, and 2021.

Financial Impact

None

Recommendation

In compliance with the public notice requirements DCTA posted a Public Notice on the website on June 26, 2018. For a period of thirty (30) days following the public notice DCTA will accept public comments through July 25, 2018. As of the date of this memo no comments have been received. After DCTA Board approval, Staff must submit goal to FTA detailing the data and methodology used to calculate the tri-annual DBE goal.

Staff recommends the Board of Directors approve Resolution 18-05, establishing the tri-annual Disadvantaged Business Enterprise (DBE) goal of seven percent (7%) for fiscal year's 2019, 2020 and 2021.

Submitted by:


Athena Forrester, CPPO, CPPB
AVP of Procurement

Final Review:


Marisa Perry, CPA
Chief Financial Officer/VP of Finance

Approval:


James C. Cline, Jr., President

**DENTON COUNTY TRANSPORTATION AUTHORITY
RESOLUTION NO. 18-05**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY ESTABLISHING THE AUTHORITY'S TRI-ANNUAL DISADVANTAGED BUSINESS ENTERPRISE GOAL FOR FISCAL YEARS OCTOBER 1, 2018 THROUGH SEPTEMBER 30, 2021; PROVIDING A REPEALING CLAUSE; PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Board of Directors of the Denton County Transportation Authority (DCTA) has adopted a policy that establishes rules and guidelines governing the procurement of goods and services from Disadvantaged Business Enterprises (DBE's) pursuant to the rules and guidelines in the Code of Federal Regulations (Title 49, Part 26) and Federal Transit Administration Circular 4716.1A; and

WHEREAS, the key to the development of the DBE program is the establishment of a tri-annual DCTA program goal of DBE participation available from Federal Transit Administration assisted contract opportunities; and

WHEREAS, the Board of Directors of the DCTA finds that it is in the best interest of the DCTA to adopt a DBE goal for the fiscal years beginning October 1, 2018 through September 30, 2021.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DENTON COUNTY TRANSPORTATION AUTHORITY THAT:

SECTION 1. The Board of Directors of the DCTA hereby adopts a DBE program goal of seven percent (7%) for fiscal year beginning October 1, 2018 through September 30, 2021.

SECTION 2. The Board of Directors of the DCTA hereby finds and declares the recitals contained herein to be true and correct and approves and adopts the same herein as part of this Resolution.

SECTION 3. All provisions of the resolutions of the Board of Directors of the DCTA, in conflict with the provisions of this Resolution be, and the same are hereby, repealed, and all other provisions not in conflict with the provisions of this Resolution shall remain in full force and effect.

SECTION 4. Should any word, sentence, paragraph, subdivision, clause, phrase or section of this Resolution be adjudged or held to be void or unconstitutional, the same shall not affect the validity of the remaining portions of said Resolution which shall remain in full force and effect.

SECTION 5. This Resolution shall become effective July 26, 2018.

**DULY PASSED AND APPROVED BY THE BOARD OF DIRECTORS OF THE DENTON
COUNTY TRANSPORTATION AUTHORITY THE 26TH DAY OF JULY, 2018.**

APPROVED:

Charles Emery, Chairman

ATTEST:

Dianne Costa, Secretary

APPROVED AS TO FORM:



Peter G. Smith, General Counsel
(PGS:7-12-18:TM 100970)