



DENTON COUNTY  
TRANSPORTATION AUTHORITY

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

## **Board of Directors Work Session**

**November 15, 2018 | 1:30 p.m.**

### **CALL TO ORDER**

1. Texas Federal and Local Level Legislative Update
2. Routine Briefing Items
  - a. Monthly Financial Reports
    - i. Financial Statements for October 2018
    - ii. Capital Projects Budget Report for October 2018
    - iii. Monthly Sales Tax Receipts
    - iv. Current Procurement Activities
    - v. Distribution of FY2019 Budget Document
  - b. Marketing and Communications
    - i. New Collateral
    - ii. Community Outreach Activities
    - iii. Active Campaigns
    - iv. Monthly Media Report (October 2018)
    - v. September 2018 Open House Meeting Recap Report
  - c. Strategic Planning and Development
    - i. Regional Planning Initiatives Update
    - ii. Local Planning Initiatives Update
    - iii. Business Development & Partnerships Update
  - d. Capital Projects Update
  - e. Transit Operations Reports Update
3. Committee Chair Reports
  - a. Program Services Committee report of items discussed at the November 6, 2018 meeting – Dave Kovatch, Chair
4. Discussion of Regular Board Meeting Agenda Items (November 15, 2018)

5. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
  - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
  - b. As Authorized by Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, Highland Village, or the A-train corridor.
6. Reconvene Open Session
  - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
  - a. Board Member Requests
8. 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**  
**CEO – Raymond Suarez**

The Denton County Transportation Authority meeting rooms are wheelchair accessible. Access to the building and special parking are available at the main entrance. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by emailing [bpedron@dcta.net](mailto:bpedron@dcta.net) or calling Brandy Pedron at 972-221-4600.

This notice was posted on 11/9/2018 at 4:25 PM.

  
\_\_\_\_\_  
Brandy Pedron, Executive Administrator | Open Records



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972.221.4600 | RideDCTA.net

## **Board of Directors Regular Meeting**

### **November 15, 2018 | 2:30 p.m.**

*\*or immediately following Board Work Session  
scheduled at 1:30 p.m. on November 15, 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 October 25, 2018.
- b. Acceptance of Monthly Financial Statements – October 2018
- c. Access Appeal Panel Member Appointment

#### **3. REGULAR AGENDA**

- a. **\*REMOVED\***Approval of Change Order to Terracon Consultants, Inc. for Subsurface Environmental Investigation Services
- b. Approval to award contracts for Transit Vehicle Tires for Bus Operations to Goolsbee Tire and T&W Tire
- c. Approval to award contract to Unifirst for ShopUniform Rental Services for Bus Operations
- d. Authorize the CEO to Negotiate and Execute an Agreement to Dell, Inc. for Server/Network Infrastructure Refresh
- e. Discussion of legislation proposed by cities of Denton, Lewisville and Highland Village to amend Chapter 460 Transportation Code.
- f. Discussion of cost of service analysis that would include both direct and indirect costs for all services provided by DCTA as requested by the cities of Lewisville, Denton and Highland Village.

- g. Discussion of implementation of a new Enhanced Local Assistance Program as requested by cities of Lewisville, Denton, and Highland Village.
  - h. Discussion of DCTA New Member Policy for I-35E Rail Corridor that does not require a full catch up payment related to the previous DCTA investment as requested by cities of Lewisville, Denton, and Highland Village.
  - i. Discussion of contract with SGR to provide governance training for DCTA Board members.
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.
5. Reconvene Open Session
- a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
6. CHAIR REPORT
- a. Discussion of Regional Transportation Issues
  - b. Discussion Legislative Issues
    - i. Regional
    - ii. State
    - iii. Federal
7. CEO'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

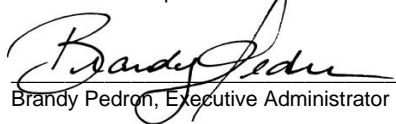
**Chair – Charles Emery**  
**Vice Chair – Richard Huckaby**

**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**  
**CEO – Raymond Suarez**

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Brandy Pedron, Executive Administrator | Open Records



## Board of Directors Memo

November 15, 2018

**Subject: Work Session 2(a)i, ii Monthly Financial Statements and Capital Projects Budget Report**

### **Background**

Due to the change in Board Meeting to November 15<sup>th</sup> from the normal 4<sup>th</sup> Thursday of the month, the Financial Statements and Capital Projects Budget Report for the month ended October 2018 will be sent out under separate cover at end of day Wednesday, November 14<sup>th</sup>.

### **Identified Need**

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

### **Recommendation**

N/A

Submitted by: Amber Karkauskas  
Controller

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

Approval: Raymond Suarez  
CEO

**Board of Directors Memo**

November 15, 2018

**Subject: Financial Statements for October 2018****Background**

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending October 31, 2018 include the Statement of Change in Net Position, Statement of Net Position, and Capital Projects Fund. These reports provide a comparison of budget vs. actual for the fiscal year as of the current month.

The following are major variances between year-to-date budget and year-to-date actuals, which are annotated on the Statement of Change in Net Position.

- **Note A:** Passenger Revenues – YTD favorable by \$33k mainly due to increased bus ridership with a higher than anticipated average fare per rider. The FY19 budget estimated an average fare per rail rider of \$1.16; however, October rail revenue per rider was \$1.58. YTD FY19 rail ridership of 45k is 14% less than budgeted ridership of 53k. YTD FY19 bus ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Xpress of 58k is 20% greater than the budgeted ridership of 48k (\$23k increased revenue).

		YTD FY19 Actual Ridership	YTD FY19 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	45,463	53,004	-14%
Connect, Access, Frisco, CCT, NTX	(A)	57,809	48,071	20%
UNT, NCTC, Taxi Ridership	(B)	291,395	306,103	-5%
Total Bus Ridership		349,204	354,174	-1%
Total Ridership		394,667	407,178	-3%

(A) Passenger revenues are linked with these ridership statistics. Although Frisco & CCT service are contracted services, the passengers are responsible for a passenger fare as well.

(B) These ridership numbers are shown for information purposes only and are not linked to passenger revenues.

- **Note B:** Contract Service Revenue – YTD unfavorable by (\$513k). October contract service billing information was not received prior to month-end close. This revenue will be booked in November.
- **Note C:** Sales Tax Revenue – October sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in October will be received in December. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY19 sales tax receipts collected through November.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$122k) due to delayed expenses and corresponding reimbursements for PTC work. This grant is paid on a reimbursement basis and therefore DCTA will submit for reimbursement once additional payments have been made for this project.

	YTD FY19 Actual Revenue	YTD FY19 Budgeted Revenue	Variance
Data Analytics & Reporting	\$ -	\$ -	\$ -
EPA Brownfield at Rail O&M	-	-	-
Hike & Bike Trails	-	-	-
Positive Trail Control (PTC)	-	126,536	-
Rail Safety Improvements	4,480	-	-
Shared Use Mobility Study	-	-	-
	<u>\$ 4,480</u>	<u>\$ 126,536</u>	<u>\$ (122,056)</u>

- **Note E:** Federal/State Grants - Operating – YTD favorable by \$166k mainly due to greater than anticipated reimbursements for preventive maintenance.

	YTD FY19 Actual Revenue	YTD FY19 Budgeted Revenue	Variance
Bus PM	\$ 72,658	\$ -	\$ 72,658
Rail PM	81,483	-	81,483
ADA Assistance	-	-	-
FEMA	-	-	-
Vanpool	-	-	-
Transit Enhancements	12,334	-	12,334
	<u>\$ 166,475</u>	<u>\$ -</u>	<u>\$ 166,475</u>

#### Identified Need

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

#### Recommendation

Staff recommends acceptance.

Submitted by: Amber Karkauskas  
Controller

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

Approval: Raymond Suarez  
CEO

# DENTON COUNTY TRANSPORTATION AUTHORITY

## STATEMENT OF NET POSITION AS OF OCTOBER 31, 2018 (UNAUDITED)

	October 31, 2018	September 30, 2018	Change
<b>Current Assets</b>			
Operating Cash & Cash Equivalents	\$ 10,839,255	\$ 13,664,477	\$ (2,825,222)
Reserves: Cash & Cash Equivalents	9,357,063	7,020,517	2,336,546
Reserves: Investments	4,459,035	3,961,125	497,910
Accounts & Notes Receivable	6,281,522	6,626,339	(344,817)
Prepaid Expenses	1,537,234	102,958	1,434,276
Inventory	24,161	36,426	(12,266)
Restricted Asset-Cash and Equivalents	1,919,207	1,237,844	681,363
<b>Total Current Assets</b>	<b>34,417,477</b>	<b>32,649,686</b>	<b>1,767,791</b>
<b>Property, Plant and Equipment</b>			
Land	17,394,147	17,394,147	-
Land Improvements	6,874,492	6,874,492	-
Machinery & Equipment	4,038,397	4,038,397	-
Vehicles	91,767,437	91,767,437	-
Computers & Software	1,387,627	1,387,627	-
Accumulated Depreciation	(68,696,206)	(67,890,843)	(805,363)
<b>Total Property, Plant and Equipment</b>	<b>52,765,893</b>	<b>53,571,256</b>	<b>(805,363)</b>
<b>Capital Assets</b>			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	234,616,978	234,479,805	137,173
Construction in Progress	18,571,236	19,402,821	(831,586)
<b>Total Capital Assets</b>	<b>270,185,368</b>	<b>270,879,781</b>	<b>(694,413)</b>
<b>Total Assets</b>	<b>\$ 357,368,738</b>	<b>\$ 357,100,724</b>	<b>\$ 268,015</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	\$ 1,851,046	\$ 271,617	\$ 1,579,428
Salary, Wages, and Benefits Payable	646,131	590,874	55,257
Accrued Expenses Payable	127,399	168,920	(41,521)
Deferred Revenues	48,869	54,200	(5,331)
Interest Payable	81,249	-	81,249
<b>Total Current Liabilities</b>	<b>2,754,693</b>	<b>1,085,611</b>	<b>1,669,082</b>
<b>Non-Current Liabilities</b>			
Rail Easement Payable	1,100,000	1,100,000	-
Retainage Payable	588,790	585,499	3,291
Bonds Payable	27,020,000	27,020,000	-
<b>Total Non-Current Liabilities</b>	<b>28,708,790</b>	<b>28,705,499</b>	<b>3,291</b>
<b>Total Liabilities</b>	<b>\$ 31,463,483</b>	<b>\$ 29,791,110</b>	<b>\$ 1,672,373</b>
<b>Net Position</b>			
Net Investment in Capital Assets	297,036,208	297,036,208	-
Unrestricted	30,152,764	30,273,405	(120,641)
Change in Net Position	(1,283,717)	-	<b>(1,283,717)</b>
<b>Total Net Position</b>	<b>325,905,255</b>	<b>327,309,613</b>	<b>(1,404,358)</b>
<b>Total Liabilities and Net Position</b>	<b>\$ 357,368,738</b>	<b>\$ 357,100,724</b>	<b>\$ 268,015</b>



## DENTON COUNTY TRANSPORTATION AUTHORITY

CHANGE IN NET POSITION  
MONTH AND YEAR TO DATE October 31, 2018  
(UNAUDITED)

Description	Month Ended October 31, 2018			Year to Date October 31, 2018			Annual Budget
	Actual	Budget	Variance	Actual	Budget	Variance	
<b>Revenue and Other Income</b>							
Passenger Revenues	\$ 138,773	\$ 105,917	\$ 32,856	\$ 138,773	\$ 105,917	\$ 32,856	\$ 880,448 <b>Note A</b>
Contract Service Revenue	4,000	517,405	(513,405)	4,000	517,405	(513,405)	4,132,383 <b>Note B</b>
Sales Tax Revenue	2,236,473	2,236,473	-	2,236,473	2,236,473	-	28,450,180 <b>Note C</b>
Federal/State Grants - Capital	4,480	126,536	(122,056)	4,480	126,536	(122,056)	5,300,531 <b>Note D</b>
Federal/State Grants - Operating	166,475	-	166,475	166,475	-	166,475	5,397,931 <b>Note E</b>
<b>Total Revenue and Other Income</b>	<u>2,550,201</u>	<u>2,986,331</u>	<u>(436,130)</u>	<u>2,550,201</u>	<u>2,986,331</u>	<u>(436,130)</u>	<u>44,161,473</u>
<b>Operating Expenses</b>							
Salary, Wages and Benefits	942,028	1,225,957	283,929	942,028	1,225,957	283,929	12,817,577
Services	827,577	1,187,768	360,190	827,577	1,187,768	360,190	4,625,862
Materials and Supplies	284,802	376,665	91,863	284,802	376,665	91,863	3,548,328
Utilities	5,546	52,552	47,006	5,546	52,552	47,006	503,723
Insurance, Casualties and Losses	138,924	150,699	11,775	138,924	150,699	11,775	1,808,331
Purchased Transportation Services	753,280	948,739	195,459	753,280	948,739	195,459	10,587,562
Miscellaneous	41,570	113,702	72,132	41,570	113,702	72,132	610,016
Leases and Rentals	18,057	20,809	2,752	18,057	20,809	2,752	248,974
Depreciation	805,363	1,031,174	225,811	805,363	1,031,174	225,811	10,790,950
<b>Total Operating Expenses</b>	<u>3,817,147</u>	<u>5,108,065</u>	<u>1,290,918</u>	<u>3,817,147</u>	<u>5,108,065</u>	<u>1,290,918</u>	<u>45,541,323</u>
<b>Income Before Non-Operating Revenue and Expense</b>	(1,266,946)	(2,121,734)	854,788	(1,266,946)	(2,121,734)	854,788	(1,379,850)
<b>Non-Operating Revenues / (Expense)</b>							
Investment Income	45,853	16,667	29,186	45,853	16,667	29,186	200,000
Other Income - Miscellaneous	18,624	-	18,624	18,624	-	18,624	-
Long Term Debt Interest/Expense	(81,249)	(81,249)	0.33	(81,249)	(81,249)	0.33	(974,984)
<b>Total Non-Operating Revenue / (Expense)</b>	<u>(16,771)</u>	<u>(64,582)</u>	<u>47,811</u>	<u>(16,771)</u>	<u>(64,582)</u>	<u>47,811</u>	<u>(774,984)</u>
<b>Change in Net Position</b>	<u>\$ (1,283,717)</u>	<u>\$ (2,186,316)</u>	<u>\$ 902,599</u>	<u>\$ (1,283,717)</u>	<u>\$ (2,186,316)</u>	<u>\$ 902,599</u>	<u>\$ (2,154,834)</u>

## DENTON COUNTY TRANSPORTATION AUTHORITY

## CAPITAL PROJECT FUND

AS OF OCTOBER 31, 2018

Capital Project Number/Name	Original Budget	Revised Budget	October 2018 Actuals Booked	Actuals Life To Date	\$ Under/ (Over) Budget	% of Budget (As of October 2018 Close)	Project % Complete (Operations)
Construction Work in Progress							
<b>G&amp;A Capital Projects</b>							
Total 10302 · Infrastructure Acquisition	\$ 1,900,000	\$ 3,900,000	\$	\$ 173,395	\$ 3,726,605	4%	
Total 10403 · Server/Network Infrastructure	350,000	350,000		-	350,000	0%	
Total 10601 · Data Analytics & Reporting	200,000	200,000	-	40,593	159,407	20%	
Total 10604 · Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 · Project Management/Document Control	150,000	150,000	-	50,649	99,351	34%	100%
Total 10606 · Shared Use Mobility Study	123,428	123,428	-	-	123,428	0%	
Total 10701 · 2019 One-Time Transit Improvements	1,000,000	1,000,000	-	-	1,000,000	0%	
<b>Total G&amp;A Capital Projects</b>	<b>3,973,428</b>	<b>5,973,428</b>	<b>-</b>	<b>289,637</b>	<b>5,683,791</b>	<b>5%</b>	
<b>Bus Capital Projects</b>							
Total 50305 · IOMF Fuel Tanks	250,000	987,000	2,266	480,442	506,558	49%	60%
Total 50409 · Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50411 · Fleet Farebox (2019)	600,000	600,000	-	-	600,000	0%	
Total 50512 · Fleet (2018)	3,003,580	1,356,000	-	-	1,356,000	0%	
Total 50513 · Fleet (2019)	1,481,000	1,481,000	-	-	1,481,000	0%	
Total 50601 · Scheduling Software (Bus)	250,000	250,000	-	28,125	221,875	11%	
<b>Total Bus Capital Projects</b>	<b>5,734,080</b>	<b>4,823,500</b>	<b>2,266</b>	<b>508,567</b>	<b>4,314,933</b>	<b>11%</b>	
<b>Rail Capital Projects</b>							
Total 61406.1 · Positive Train Control Implementation	-	16,720,141	19,500	13,973,394	2,746,747	84%	93%
Total 61605 · Brownfield Remediation	60,000	385,000	-	139,720	245,280	36%	90%
Total 61708 · Lewisville Bike Trail	3,099,856	2,146,355	-	2,143,377	2,978	100%	100%
<i>Total 61714 · Rail Capital Maintenance - CLOSED</i>	<i>3,970,430</i>	<i>1,386,643</i>	<i>-</i>	<i>937,797</i>	<i>448,846</i>	<i>68%</i>	
Total 61715 · Trail Safety Improvements	139,657	181,157	12,800	18,400	162,757	10%	25%
Total 61716 · Lewisville Bike Trail - Eagle Point Section	2,995,873	2,995,873	733	83,939	2,911,934	3%	5%
Total 61718 · Rail Safety Improvements	200,000	400,000	-	67,678	332,322	17%	17%
Total 61719 · Rail Capital Maintenance (2019)	2,500,000	2,500,000	-	-	2,500,000	0%	0%
<b>Total Rail Capital Projects</b>	<b>12,965,816</b>	<b>26,715,169</b>	<b>33,033</b>	<b>17,364,305</b>	<b>9,350,865</b>	<b>65%</b>	
<b>Total Construction Work in Progress</b>	<b>\$ 22,673,324</b>	<b>\$ 37,512,097</b>	<b>\$ 35,300</b>	<b>\$ 18,162,509</b>	<b>\$ 19,349,588</b>	<b>48%</b>	



## Board of Directors Memo

November 15, 2018

### Subject: Monthly Sales Tax Receipts

#### Background

Sales tax represents the single largest source of revenue for DCTA at 56.12% for FY18 budget. The annual sales tax budget for FY 2018 is \$26,649,586. Because of its importance in funding of DCTA's ongoing operations, the Board adopted a Budget Contingency Plan that outlines the Agency's response when declines in sales tax hit a specific target.

This month, receipts were unfavorable compared to budget by -0.85%. The November allocation is for sales generated in the month of September and represents revenue for the final month of FY 2018.

- Sales tax for sales generated at retail in the month of September and received in November was \$2,471,023.
- This represents a decrease of 0.85% or \$21,229 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$11,718 or 0.47% lower.
- Member city collections for the month compared to prior year are as follows:
  - City of Lewisville up 8.76%
  - City of Denton down 10.08%
  - Highland Village down 1.32%

#### Need

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

#### Recommendation

For information only. No action required.

Final Review:

  
Marisa Perry, CPA  
Chief Financial Officer/VP of Finance

# DENTON COUNTY TRANSPORTATION AUTHORITY

## SALES TAX REPORT BUDGET TO ACTUAL AND PREVIOUS YEAR COMPARISON

Sales Generated in Month of:	Received in Month of:	2017-2018 Year Budget	2017-2018 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,096,191	\$ 2,150,455	\$ 54,264	2.59%	\$ 1,978,638	\$ 171,816	8.68%
November	January	\$ 2,004,798	\$ 2,216,616	\$ 211,818	10.57%	\$ 2,170,262	\$ 46,354	2.14%
December	February	\$ 2,795,466	\$ 2,801,274	\$ 5,808	0.21%	\$ 2,793,331	\$ 7,943	0.28%
January	March	\$ 1,917,819	\$ 1,975,813	\$ 57,994	3.02%	\$ 1,908,263	\$ 67,550	3.54%
February	April	\$ 1,818,015	\$ 2,012,714	\$ 194,699	10.71%	\$ 2,006,450	\$ 6,265	0.31%
March	May	\$ 2,424,593	\$ 2,593,861	\$ 169,268	6.98%	\$ 2,408,823	\$ 185,038	7.68%
April	June	\$ 2,117,555	\$ 2,130,060	\$ 12,505	0.59%	\$ 1,987,159	\$ 142,900	7.19%
May	July	\$ 2,106,721	\$ 2,375,417	\$ 268,696	12.75%	\$ 2,219,119	\$ 156,298	7.04%
June	August	\$ 2,477,248	\$ 2,604,185	\$ 126,937	5.12%	\$ 2,588,897	\$ 15,288	0.59%
July	September	\$ 2,097,490	\$ 2,269,235	\$ 171,745	8.19%	\$ 2,063,481	\$ 205,753	9.97%
August	October	\$ 2,301,438	\$ 2,343,951	\$ 42,513	1.85%	\$ 2,260,569	\$ 83,383	3.69%
September	November	\$ 2,492,252	\$ 2,471,023	\$ (21,229)	-0.85%	\$ 2,482,741	\$ (11,718)	-0.47%
YTD Total		\$ 26,649,586	\$ 27,944,603	\$ 1,295,017	4.86%	\$ 26,867,734	\$ 1,076,870	4.01%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

November 8, 2018

# DENTON COUNTY TRANSPORTATION AUTHORITY

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

CITY OF LEWISVILLE						CITY OF HIGHLAND VILLAGE					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,795,751	\$ 3,009,098	\$ 213,347	7.63%	October	December	\$ 298,777	\$ 265,631	\$ (33,146)	-11.09%
November	January	\$ 2,867,155	\$ 2,973,704	\$ 106,549	3.72%	November	January	\$ 313,524	\$ 328,316	\$ 14,792	4.72%
December	February	\$ 3,849,204	\$ 3,924,399	\$ 75,196	1.95%	December	February	\$ 411,143	\$ 451,331	\$ 40,188	9.77%
January	March	\$ 2,709,531	\$ 2,767,715	\$ 58,184	2.15%	January	March	\$ 255,642	\$ 287,500	\$ 31,858	12.46%
February	April	\$ 2,892,939	\$ 2,864,356	\$ (28,583)	-0.99%	February	April	\$ 253,856	\$ 250,707	\$ (3,149)	-1.24%
March	May	\$ 3,480,828	\$ 3,540,108	\$ 59,280	1.70%	March	May	\$ 328,214	\$ 341,604	\$ 13,390	4.08%
April	June	\$ 2,722,621	\$ 2,950,115	\$ 227,493	8.36%	April	June	\$ 268,006	\$ 285,066	\$ 17,060	6.37%
May	July	\$ 3,113,597	\$ 3,386,756	\$ 273,159	8.77%	May	July	\$ 307,851	\$ 325,073	\$ 17,222	5.59%
June	August	\$ 3,568,239	\$ 3,759,539	\$ 191,299	5.36%	June	August	\$ 373,101	\$ 356,643	\$ (16,458)	-4.41%
July	September	\$ 2,800,265	\$ 3,055,068	\$ 254,803	9.10%	July	September	\$ 273,047	\$ 301,133	\$ 28,086	10.29%
August	October	\$ 3,034,967	\$ 3,336,162	\$ 301,195	9.92%	August	October	\$ 313,211	\$ 284,692	\$ (28,519)	-9.11%
September	November	\$ 3,265,668	\$ 3,551,821	\$ 286,153	8.76%	September	November	\$ 331,426	\$ 327,060	\$ (4,366)	-1.32%
YTD Total		\$ 37,100,766	\$ 39,118,841	\$ 2,018,074	5.44%	YTD Total		\$ 3,727,797	\$ 3,804,755	\$ 76,957	2.06%

CITY OF DENTON					
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,451,245	\$ 2,718,499	\$ 267,254	10.90%
November	January	\$ 2,918,947	\$ 2,945,336	\$ 26,389	0.90%
December	February	\$ 3,727,632	\$ 3,598,809	\$ (128,822)	-3.46%
January	March	\$ 2,397,941	\$ 2,568,686	\$ 170,745	7.12%
February	April	\$ 2,442,743	\$ 2,526,113	\$ 83,369	3.41%
March	May	\$ 3,099,631	\$ 3,661,913	\$ 562,282	18.14%
April	June	\$ 2,602,704	\$ 2,787,702	\$ 184,998	7.11%
May	July	\$ 2,729,539	\$ 2,936,759	\$ 207,220	7.59%
June	August	\$ 3,351,192	\$ 3,348,805	\$ (2,387)	-0.07%
July	September	\$ 2,734,634	\$ 3,095,938	\$ 361,304	13.21%
August	October	\$ 2,906,837	\$ 2,856,408	\$ (50,430)	-1.73%
September	November	\$ 3,593,467	\$ 3,231,127	\$ (362,340)	-10.08%
YTD Total		\$ 34,956,511	\$ 36,276,094	\$ 1,319,583	3.77%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department  
Prepared By: Denton County Transportation Authority Finance Department  
November 8, 2018

## ALL TRANSIT AGENCIES

### MONTHLY SALES AND USE TAX COMPARISON SUMMARY

Transit Agency	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$21,224,041.94	\$20,024,185.79	5.99%	\$225,119,075.97	\$210,923,241.17	6.73%
Corpus Christi MTA	0.50%	\$2,981,495.75	\$3,206,691.45	-7.02%	\$30,893,745.37	\$29,395,348.69	5.09%
Dallas MTA	1.00%	\$51,405,064.33	\$50,210,378.91	2.37%	\$548,858,612.85	\$523,280,091.94	4.88%
Denton CTA	0.50%	\$2,471,022.89	\$2,482,741.22	-0.47%	\$25,794,148.59	\$24,889,095.19	3.63%
El Paso CTD	0.50%	\$3,974,960.90	\$3,691,216.24	7.68%	\$41,165,563.25	\$39,094,803.74	5.29%
Fort Worth MTA	0.50%	\$6,899,398.55	\$6,757,595.76	2.09%	\$71,981,866.16	\$68,254,886.88	5.46%
Houston MTA	1.00%	\$64,813,050.30	\$63,175,319.34	2.59%	\$698,957,543.51	\$641,852,375.75	8.89%
Laredo CTD	0.25%	\$660,236.65	\$657,762.29	0.37%	\$7,369,806.57	\$7,072,395.65	4.20%
San Antonio ATD	0.25%	\$6,009,310.78	\$6,026,501.62	-0.28%	\$63,482,105.43	\$59,895,377.82	5.98%
San Antonio MTA	0.50%	\$13,252,510.25	\$13,278,702.96	-0.19%	\$140,216,106.95	\$132,135,966.22	6.11%
TOTALS		\$ 173,691,092.34	\$ 169,511,095.58	2.47%	\$ 1,853,838,574.65	\$ 1,736,793,583.05	6.74%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

November 8, 2018



## **Board of Directors Memo**

November 15, 2018

### **Subject: Current Procurement Activities**

#### **Transit Shelters**

Staff released a solicitation on Tuesday, October 30, 2018, for the design, manufacture, and delivery of two (2) transit shelters for the UNT campus. Bids are due November 30, 2018.

#### **Mobility as a Service**

Staff is developing a solicitation for various modes of mobility services as a supplement to our existing services. Staff anticipates releasing the RFP in January with responses due sixty days from RFP issuance. Award is anticipated at the April meeting.

#### **Law Enforcement Services**

Our current contract for law enforcement services for the A-train expired 9/30/18. The new contract has been signed and sent to the Denton County Sheriff Office's Commissioners Court for review and signature. Staff anticipates receiving the fully executed contract by November 15, 2018.

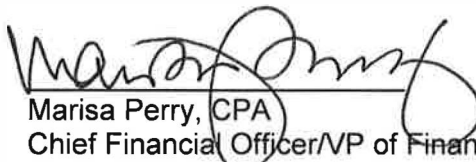
#### **Modifications at Rail**

Staff is developing a solicitation for Rail O&M Building Modifications. Staff anticipates releasing the RFB in mid November with response due twenty one days from RFB issuance. Award is anticipated at the January meeting.

Submitted by:

  
Athena Forrester, CPPO, CPPB  
AVP of Regulatory Compliance

Final Review:

  
Marisa Perry, CPA  
Chief Financial Officer/VP of Finance



## Board of Directors Memo

November 15, 2018

### Subject: Marketing & Communications Update

#### NEW HANDOUTS

- Wheels & Rails (October 2018)
- Cross Timbers Gazette (November Advertorial)
- Fare/Open House Meeting Outreach Flier
- A-train Point-in-Time Survey
- Denton Enterprise Airport Zone Info Card

#### COMMUNITY OUTREACH ACTIVITIES

- **Denton**
  - October 1 – Denton CVB Advisory Council meeting
  - October 4 – State Fair of Texas Flier Distribution to CVB and Welcome Center
  - October 11 – Denton Citizen's Advisory Team Meeting
  - October 11 – Denton Chamber Women in Commerce Fall Luncheon and Marketplace
  - October 17 – Denton Senior Networking Breakfast
  - October 17 – Denton DEPAC Meeting (Serve Denton)
  - October 17 – Holiday Express Planning Meeting with Denton County Friends of the Family
  - October 24 – Salvation Army of Denton Advisory Council Meeting
- **Lewisville**
  - October 3 – Editorial meeting with Community Impact (Lewisville/Highland Village/Flower Mound edition)
  - October 4 – State Fair of Texas Flier Distribution to CVB and Welcome Center
  - October 9 – Lewisville/Highland Village Citizen's Advisory Team Meeting
  - October 12 – Lunch with Lewisville CVB/Welcome Center Staff
  - October 23 – Lewisville Chamber of Commerce Luncheon
  - October 24 – Advertorial meeting with Community Impact (Lewisville/Highland Village/Flower Mound edition)
- **Highland Village**
  - October 5 – Editorial and advertorial meeting with Cross Timbers Gazette
  - October 9 – Lewisville/Highland Village Citizen's Advisory Team Meeting
- **Denton Enterprise Airport Zone**
  - October 5 – Meeting with Peterbilt
  - October 17 – Meeting with WinCo
- **Lake Cities**
  - October 16 – Lake Cities Chamber Luncheon
- **UNT**
  - October 9 – Future Planning and Promotions Meeting with the Transportation Department
  - October 23 – UNT Senior Class Client Project Presentation
- **TWU**
  - October 16 – TWU Commuter Appreciation Luncheon
- **Drive.ai**
  - Conference Calls during the month in coordination of drive.ai demo day events (October 22 and 23)



## **ACTIVE CAMPAIGNS**

- **Unique Campaigns**
  - State Fair of Texas
  - Election Day Free Ride Promotion
  - Open House Meetings
  - Holiday Service Schedule
  - Veterans Day Free Ride Promotion
  - PTC Testing/Service Modifications
  - Local Fare Promotion
  - University A-train Promotion
  - Denton Enterprise Airport On-Demand
  - PTC Progress Report
- **Evergreen Campaigns**
  - #AskDCTA
  - #TransitTipTuesday
  - #WhyIRideDCTA
  - Photo Roundup
  - Fun Things to Do
  - A-train Free Fare Zones
  - Flashback Friday
  - GovDelivery
  - Hop on Board Blog
  - North Texas Xpress
  - Discount Pass Programs
  - Travel Tools
  - Transit and Regional Connections
  - Employment Opportunities

## **MONTHLY MEDIA REPORT (OCTOBER 2018)**

- Metrics
  - Total Stories – 88
  - Total Reach – 29.2M
  - Total Publicity Value - \$61.8K
- Top Media Outlets
  - NBC 5
  - Dallas Morning News
  - Mass Transit
  - Star Local Media
  - KRLD-AM
  - Denton Record-Chronicle
  - Metro Magazine

## **SEPTEMBER 2018 OPEN HOUSE MEETING RECAP REPORT**

{Full Report Attached}

- **Timeframe**
  - September 3 – September 28
- **Attendance/Feedback**
  - In-Person Attendees – 41
  - Website Pageviews – 3,123
  - Online Feedback – 14
- **Comments**
  - Local Fare Promotion:
    - Keep the local fare promotion. Loves the \$1 fair
    - Keep the local fare promotion

- I'm a senior, and I ride the buses often. I usually get the monthly pass, and I thank you so much for lowering the senior pass to \$15 monthly for 31 days instead of the \$25.
- Customer Service/Drivers:
  - I have no complaints. Thanks to you all we can get from one place to another. You all are always friendly with everyone.
  - The two lovely ladies at the Denton station in the booth are so, so helpful and always willing to help in any way they can. I recently became homeless and these two ladies have made it so easy with all these bus schedules. I think God for them every day.
  - I think I've been on just about all the buses all times of the day. They have always been helpful and generous to me and my friends. They are always willing to help not only the homeless but everyone on the buses.
  - DCTA has made such a difference in the community. If DCTA wasn't here, classes wouldn't be able to go on field trips to the zoo, etc.

Approved by:



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Nicole Recker Crim  
VP, Marketing & Communications



## September 2018 Public Engagement Wrap Up

### Engagement Area:

Cities of Lewisville, Denton and Highland Village

### Engagement Objective:

Solicit public input on the following topics: Mid-Day A-train Service; Denton Connect: Airport Zone; Discontinue: Specific Regional Passes & Buy – Ups, Route 90: Denton to Alliance; Route 90: To DAZ and Alliance Link; Local Fare Promotion.

### Engagement Timeframe:

September 3 – September 28, 2018

### Public Meetings

A series of open house meetings were held in DCTA's three-member cities in September 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.

DROP BY OUR NEXT OPEN HOUSE MEETING!	
 DENTON COUNTY TRANSPORTATION AUTHORITY  RideDCTA.net	<b>ONLINE</b> SEPT. 3, 2018 - SEPT. 28, 2018
	<b>LEWISVILLE</b> SEPT. 20, 2018 • 5 - 7 P.M.
	<b>HIGHLAND VILLAGE</b> SEPT. 25, 2018 • 6 - 8 P.M.

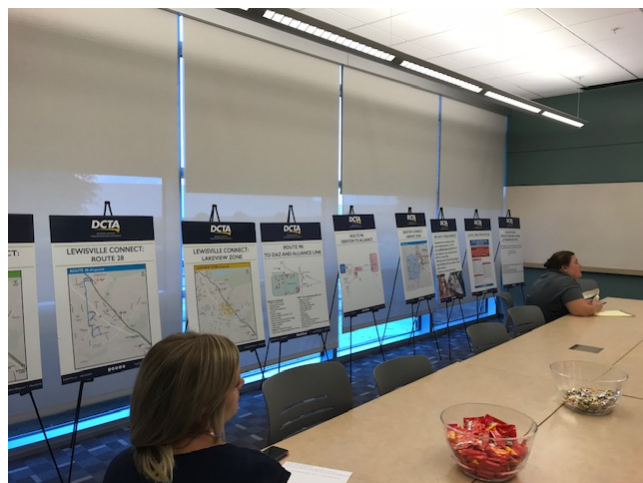
### Media/Community Relations

Meeting notices were posted on RideDCTA.net, Facebook and Twitter. Notices were posted on the vehicles. DCTA sent e-blasts to target audience segments. In addition, DCTA developed and distributed a news release to local media outlets to garner coverage.

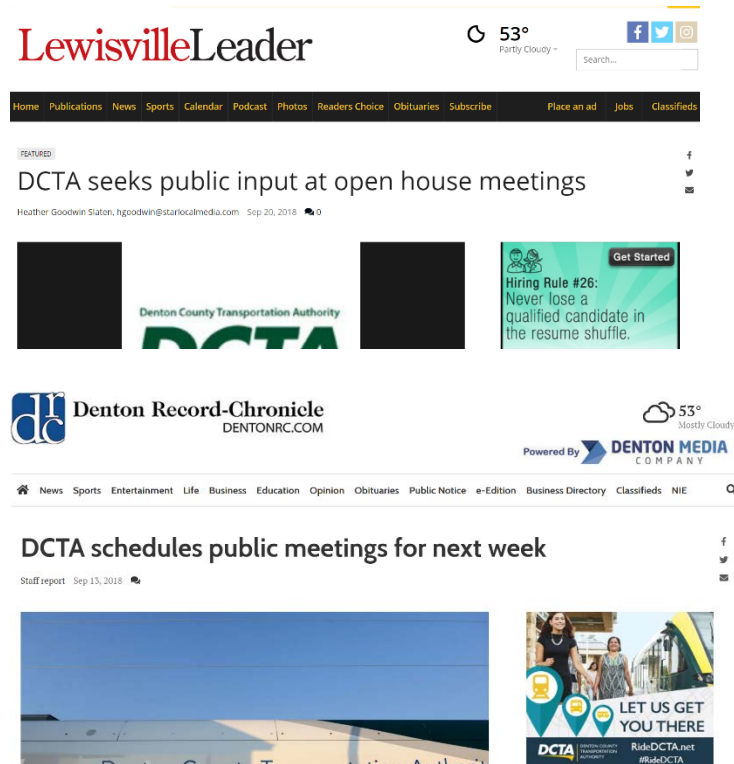
A promotional graphic for the "OPEN HOUSE MEETING PRESENTATION". It features a photograph of three people (two women and one man) standing outdoors near a green structure. Overlaid on the right is a yellow box with the text "CAN'T ATTEND OUR MEETINGS?" followed by "Check out the official presentation available on RideDCTA.net from Monday, September 3, to Friday, September 28." Below this is another yellow box with "LEAVE US A COMMENT!". At the bottom left are social media icons, and at the bottom right is the text "HopOnBoarding.com • #RideDCTA".

## Engagement Statistics

- Denton Open House
  - DDTC Lobby
  - Wednesday, September 19
  - 3 – 7 p.m.
  - 24 individual interactions
- Lewisville Open House
  - Old Town City Hall
    - In conjunction with the regularly scheduled city council meeting.
  - Thursday, September 20
  - 5 – 7 p.m.
  - 7 individual interactions
- Highland Village Open House
  - Highland Village City Hall
    - In conjunction with the regularly scheduled city council meeting.
  - Tuesday, September 25
  - 6 – 8 p.m.
  - 10 individual interactions
- Online Presentation
  - Monday, August 28 – Friday, September 29
  - RideDCTA.net
  - 3,123 Page Views
  - 4.10 Average Time Spent on Page



- Media Relations
  - 4 articles secured
  - 250,800 media impressions/reach
- Links to stories
  - **Star Local Media** - [http://starlocalmedia.com/lewisvilleleader/news/dcta-seeks-public-input-at-open-house-meetings/article\\_3d4a56d4-bc65-11e8-a9b0-93ca339fffbcb.html](http://starlocalmedia.com/lewisvilleleader/news/dcta-seeks-public-input-at-open-house-meetings/article_3d4a56d4-bc65-11e8-a9b0-93ca339fffbcb.html)
  - **Denton Record-Chronicle** - [https://www.dentonrc.com/news/dcta-schedules-public-meetings-for-next-week/article\\_eb1ee6f8-51d2-540a-b338-6b8242b4029d.html](https://www.dentonrc.com/news/dcta-schedules-public-meetings-for-next-week/article_eb1ee6f8-51d2-540a-b338-6b8242b4029d.html)



- Email Marketing
  - 4,907 total email opens
  - 10% open rate (average)
  - 1% click-through rate (average)
- Facebook
  - 35,085 total people reached and 750 total engagements
- Twitter
  - 54,839 total impressions and 2,860 total engagements

## Comments

### ▪ Lewisville Open House

- Topic: Restrooms  
Would like restrooms at rail stations. They are locked for only the drivers' use, but wants them for the public as well.
- Topic: Drivers  
Concerned about if bus drivers can use the bathroom during their shifts?
- Topic: Bathrooms  
Will there be bathrooms at Trinity Mills?
- Topic: No Service to or in Flower Mound  
Population of seniors is getting older, has concern about no service to Flower Mound.
- Topic: Lewisville Disability travel to Flower Mound  
Good Faith is helping to arrange a meeting between DCTA and SPAN. Want a connecting route at Parker Square or Braums.
- Topic: No Service to or in Flower Mound  
We are unable to have access to our Flower Mound doctors. This has been going on for 14 years. How can we get needed services to our doctors in Flower Mound? All options are open.
- Topic: Transportation to Flower Mound doctors  
Those who need to travel to Flower Mound for medical trips for treatment are underserved (2,500 people). There has been no or slow progress in helping this issue. Wants to know what can be done to expedite these services. They are sending petitions to DCTA, Lewisville, and Flower Mound. DCTA should go to the Lewisville border to connect with SPAN in Flower Mound. The two services could connect at Braums or MHMR.
- Topic: General  
Put adult diapers to incentivize older people to ride the bus or candy apples because there is not enough ridership. Maybe protein powder? Are there rides for older people to get to the doctor?
- Topic: GoPass  
Love the GoPass!
- Topic: Go Pass:  
LOVE the Go Pass!

- Topic: Local fare promotion  
Keep the local fare promotion. Loves the \$1 fair.
- Topic: Local Fare Promotion  
Keep the local fare promotion.
- Topic: Fare Promotion  
I'm a senior, and I ride the buses often. I usually get the monthly pass, and I thank you so much for lowering the senior pass to \$15 monthly for 31 days instead of the \$25.
- Topic: 2-hour pass:  
You can't do much in two hours anyway?
- Topic: 2 Hour pass  
Regional travel takes more than 2 hours, so it's not a big deal to remove the regional 2-hour pass.
- Topic: Bus drivers  
Wonderful Access drivers.
- Topic: Bus Barn  
Will there be a bus barn in Lewisville?
- Topic: Bus stop pad  
The stop at Valley and Main by Autozone needs a concrete pad.
- Topic: Bus Stops  
Some stops have concrete pads and some have grass; Valley & Main is grass, would like concrete.
- Topic: Access  
Complaint that Ruby and Rose said Access was no longer running at 8 p.m. on Tuesday.
- Topic: Routes 21/22:  
WinCo stop: what route will that be if changed?
- Topic: Route 21  
Does not like new Route 21 that goes to UT Southwestern. Loves the drivers on the routes, always gets there on time. He's in a powerchair. Wants to know scheduling before routes change.
- Topic: Route 26  
What stops will there be? SW Parkway/Valley to Fox: a lot of walking? Asking about schools by Bellaire, if they will still be served?

- Topic: A-train  
Trains are packed during the state fair, and I have to stand all the way back from downtown through Lewisville during normal commute hours.

- **Denton Open House**

- Topic: Positive experience  
I have no complaints. Thanks to you all we can get from one place to another. You all are always friendly with everyone.
- Topic: Helpful Staff  
The two lovely ladies at the Denton station in the booth are so, so helpful and always willing to help in any way they can. I recently became homeless and these two ladies have made it so easy with all these bus schedules. I think God for them every day.
- Topic: Good rides  
I have always had a good trip (bus or train).
- Topic: Great drivers  
Awesome drivers that care about their riders some of the time
- Topic: Drivers  
They are great! Routes 3, 4, and 6 have awesome drivers!
- Topic: Drivers  
Drivers should work longer hours and not drive so fast. They should be disciplined for reckless driving. They should be more courteous toward passengers instead of being callous.
- Topic: Helpful Bus Drivers  
I think I've been on just about all the buses all times of the day. They have always been helpful and generous to me and my friends. They are always willing to help not only the homeless but everyone on the buses.
- Topic: Bad customer service from drivers  
Some drivers need to work on customer service skills. If several riders are stranded, riders should be taken care of. Drivers need to be reprimanded when they treat passengers that way.
- Topic: Ramps on buses  
Some drivers need to be asked to put the ramp down (passengers with walkers, etc.) on Routes 6 and 7.



- Topic: People on buses  
Homeless people don't have passes on until they get on the bus.
- Topic: Bedbugs  
Buses need to be cleaned because there were bedbugs found on the buses.
- Topic: Cleanliness of buses  
Issues with bugs on bus Route 7 and 3, clean busses better.
- Topic: Routes for elderly and disabled  
Route 8 has changed for the negative. There is no way for us to get to libraries.  
Route 7 is taking too long in between Routes to be safe medically.
- Topic: Training for the disabled  
There is a lack of training for disabled community. It would be beneficial to have travel training for those who are disabled. REACH – an organization in Denton – could help with training.
- Topic: Bus time  
The bus is late a lot.
- Topic: Train delays  
In cases where train arrivals are delayed significantly, delays should be announced to the people through the website or at the reception in order to allow them to adjust their plans.
- Topic: Inconsistent Departures and Arrivals  
The changes to the routes are not working. Drivers are being pushed for time which sooner or later will probably cause an accident. I was late to a very important appointment. In my opinion, things were better before the changes.
- Topic: University Free Ride Promotion  
Please keep it this promotion! Students can save hundreds of dollars by just showing their student ID cards.
- Topic: Local Fare Promotion  
Wants DCTA to keep the connect 10-pack at \$9.
- Topic: A-train  
Loves the A-train! DART trains are trashed, and DCTA trains are well kept and awesome.
- Topic: Routes  
They don't drop you off by any "good" jobs! Why? Can you please assist us in the future?

- Topic: Route changes  
I like the way the routes are right now.
- Topic: Route changes  
Can the routes go down the streets with more businesses, like all the way down University, Woodrow Ln, E. McKinney. Can you please change the routes, so we can please get to our destinations faster? To go do laundry, I have to take Route 2 to the DDTC and then take Route 3 to laundry mat, which is an inconvenient commute.
- Topic: DCTA connecting with UNT routes  
Tried to get to 1434 Centre Pl. Dr. (Spring Hill/Marriott) and wasted a ticket because I didn't know to get off by UNT campus to get on a bus that says "Centre". My concern is I don't know how long that bus runs as it's not a DCTA bus. These bus routes are really confusing.
- Topic: Route 6  
Please switch back to how it was. We were never told why it was changed. It doesn't go down Locust anymore, and we can't get to the locations on university.
- Topic: Route in Lewisville  
Specifically requesting route in Lewisville (Main Street/1171) to MHMR. DCTA should request more feedback from disabled passengers.
- Topic: Route 7 not on-time  
Bus 7 is always late from individuals taking too long to swipe cards.
- Topic: Changes to Route 7 and 8  
Why take two poles out but the route still runs the same route? Extreme heat exhaustion from waiting for the bus at the Presbyterian Hospital stop.
- Topic: August Service Changes  
Changes on August 27 greatly affected disabled passengers around hospitals and specialization. Route St. Andrews takes 1:05 takes until 3:30. On Route 7, healthy passengers are taking the ADA seats.

## ▪ Highland Village Open House

- Topic: A-train takes too long  
Almost used A-train to connect to DART for SMU game but decided against it because it takes too long.
- Topic: DCTA importance  
DCTA has made such a difference in the community. If DCTA wasn't here,

classes wouldn't be able to go on field trips to the zoo, etc.

▪ **Online Feedback**

- **Topic: Route 6**  
Route 6 is underutilized and could serve many more folks if it were altered to also serve UNT Discovery Park - 4,000 students, faculty and staff. We already know that the UNT Discovery Park shuttle service is over-crowded, that extra buses have to be assigned regularly to handle the over flow of riders, and that buses are often "standing room only" (a safety problem - imagine the injuries in an accident or hard stop). Many of these folks also ride the A-Train. Meanwhile Route 6 operates in the Evers Park neighborhood with almost no riders at all. Time to fix this please.
- **Topic: Swiftly App**  
The Swiftly app often malfunctions with the DCTA Connect Buses 7 and 8. Often these buses are not displayed correctly on the app maps when they are on North Texas BLVD, Eagle ST, and Welch ST. I have missed the A-Train waiting for falsely displayed Route 7 and 8 buses that appear to be at the intersection of Eagle and Welch with projected arrival at Eagle and Mulberry in 2 to 5 minutes but they never actually arrive. Instead the ETA just keeps resetting. Something is wrong with Swiftly and the GPS feed from the 7 and 8 buses. Please fix it.
- **Topic: Drivers and Equipment**  
DCTA has great equipment and great drivers who are out there doing a nice job on a regular basis.
- **Topic: Transit App**  
I love that DCTA's routes and schedules are now on the Transit app
- **Topic: Citizen's Advisory Team**  
I've really enjoyed the Citizens Advisory Team (CAT) meetings
- **Topic: Express Service**  
I'd like to see express bus service to/from the Lantana Golf Club to/from Highland Village/Lewisville Lake Station on weekdays
- **Topic: Sunday Service**  
I'd like to see Sunday service for the A-Train and all Connect buses.
- **Topic: Flower Mound Service**  
I'd like to see continued work with Flower Mound leaders in order to begin fixed route bus services there.

- Topic: Flower Mound Service  
I'd like to see express bus service to/from Hebron Station to/from Flower Mound's Lakeside district.
- Topic: Service Request  
like to see express bus service to/from Hebron Station to/from DART's Northwest Plano Park & Ride.
- Topic: Service Request  
I'd like to see express bus service to/from MedPark Station to/from TEXRail's Downtown Grapevine Station when TEXRail begins service, with a stop and designated park & ride at or near The Shops at Highland Village.
- Topic: Route 6  
I'd like to see Route 6 extended to serve both North Lakes Park and Evers Park.
- Topic: New Route 9  
I'd like to see a new Route 9 created, running to/from the North Texas Fairgrounds to the shopping center behind Chili's at 35E @ Lillian Miller traveling along Carroll, Hickory/Oak, Elm/Locust, Eagle, Dallas, Teasley, Shady Oaks, Loop 288 and Lillian Miller.
- Topic: New Route 23  
I'd like to see a new Route 23 created, running to/from Hebron Station to/from Highland Village/Lewisville Lake Station traveling along Hebron/Round Grove, Valley, Corporate, Old Orchard, Main and Garden Ridge.



## Board of Directors Memo

November 15, 2018

### Subject: Strategic Planning & Development Update

## **REGIONAL TRANSPORTATION PLANNING**

### Regional High Intensity Bus Coordination

- In early October, DCTA, DART, and Trinity Metro met with NCTCOG staff to discuss advancing implementation of guaranteed premium bus service on two proposed high-intensity bus corridors. A second meeting is planned for November to discuss the options identified in October and develop steps to move forward. IH 30 Express and IH 35W Express are the proposed corridors identified in Mobility 2045 and may serve as an opportunity to implement innovative transit services regionwide. Currently, the NCTCOG has a goal of expediting these pilots by 2020.

### SRT 121 Commuter Corridor Development

- DCTA staff has identified a proposed commuter bus service that would run along the Sam Rayburn Tollway (SRT), from the Old Town Station in Lewisville to downtown McKinney. The proposed Route 70 would stop at high-density locations along the SRT in Lewisville, The Colony, Frisco, north Plano, and McKinney. The service may also travel north to the Frisco North Platinum Corridor to capture the high-density developments of Hall Park, the Star, and others. Staff is currently planning a November transportation forum with public and private stakeholders to assess needs and identify potential stops/transit hubs.
- In addition, staff attended and presented at The Star's tenant meeting in late October to learn more about the retail and restaurant industries' transportation needs. As discussed in other areas of our service territory, The Star faces recruitment and retention challenges due to a lack of adequate transportation options and the lack of affordable housing nearby.

### Regional Trail Initiative

The NCTCOG is currently coordinating the Regional Trail Veloweb, which includes connecting the A-train Rail Trail from the Hebron Station to the DART Frankford Station.

- This section of trail will involve coordination and collaboration between DCTA, NCTCOG, DART, as well as the cities of Carrollton and Lewisville, which have been meeting regularly to outline an action plan and preliminary design.
- An Agreement between DCTA and NCTCOG has been executed, which outlines the Agency has provided financial support of approximately \$18,000 for the preliminary design of this project.
- An RFP was released on October 26 for consultant assistance to conduct preliminary engineering for the regional veloweb trail connections to rail stations in Denton and Dallas. Proposals are due to NCTCOG by December 7. NCTCOG's Executive Board is expected to take action at their February 2019 meeting.
- DCTA will continue to be involved in the coordination meetings and planning efforts.

## **LOCAL TRANSPORTATION PLANNING**

### Innovative Transit Solutions

#### *Regional Engagement*

- Mobility On-Demand Working Group: DCTA staff participates in the quarterly NCTCOG Mobility On-Demand Working Group to discuss best practices on implementing mobility on-demand programs with private sector partners. Staff recently presented, with Toyota, on the Alliance Link Shuttle, plans to improve connectivity to the service, and access to jobs. The next meeting is scheduled for November 5.
- Texas Mobility Summit: DCTA was involved in the steering committee activities for the Texas Mobility Summit that took place Oct. 28-30. In addition, staff participated on a panel of industry leaders, regarding public-private partnerships and improved coordination of mobility options and technologies in the region.

### Local Initiatives

- Mobility as a Service (MaaS) / Mobility as a Platform (MaaP): DCTA will issue a Request for Proposals (RFP) for Mobility Services in January 2019. The RFP is intended to qualify vendors to enter into service contracts with DCTA to provide customized service proposals to meet the mobility needs of our regional clients and member cities. DCTA will solicit proposals from a wide range of vendors, including shared mobility companies, software developers, and third-party mobility providers. This approach will leverage the most innovative technologies and transportation service models under a DCTA service contract and will be regularly reissued to maintain relevance and ensure the contract stays up-to-date on the mobility tools that are constantly evolving. This approach to contracting mobility services is highly unique to the transit industry, and DCTA hopes to establish this process as a national model for other industry partners to follow.
- Shared-Use Mobility Plan: Staff has engaged the Texas A&M Transportation Institute (TTI) to develop a Shared Use Mobility Action Plan to strategically deploy innovative transit solutions while leveraging existing transit assets and producing a fully integrated system plan. Phase 1 of the report addresses current service and existing conditions; the Phase 2 report documents current industry conditions and trends related to planning for new and emerging shared mobility modes and service models; and Phase 3 of the report provides proposed Conceptual Service Scenarios for shared mobility providers at each A-train station area. The final reviews of each phase of the Shared Mobility Plan document have been completed and the final report is available to guide DCTA in developing programs utilizing shared mobility to supplement existing services. This final report was presented at the Nov. 6 Program Services meeting.
- Lyft Service Development: DCTA has leveraged the existing contract with Lyft in the development of new partnership programs involving subsidized discounts for selected trips in Highland Village and at UNT. The UNT contract, which includes night-time and evening Lyft service, has been signed, and has launched for the Fall 2018, providing free rides to a limited campus area. Since the beginning of the program to the end of September, Lyft has reported a total of 150 rides.

On August 27, the Lyft discount program was expanded to provide a larger subsidy of up to \$10 for Lyft rides taken on weekdays within the Highland Village Lyft zone. This program also replaces the Highland Village Community-on-Demand service. Since the changes to the Highland Village Lyft subsidy, there have been 85 Lyft rides taken through the end of September.

Staff continues to engage Lyft in developing new programs for Denton, Lewisville, Frisco, and McKinney for near future implementation.

- Frisco Automated Vehicle Pilot Program: DCTA continues to administer the contract for a public-private partnership, which led to one of the first automated vehicle programs in the nation. Drive.ai's self-driving, on-demand service is operated in conjunction with the Frisco TMA, a group focused on innovative last-mile transportation options to address the rapid residential and commercial growth in the North Platinum Corridor. The Frisco TMA includes the City of Frisco, HALL Group, Frisco Station Partners, The Star, and DCTA. The pilot program officially launched July 30. The service currently operates Monday through Friday, 10am to 7pm.

As of October 29, Drive.ai has reported 549 registered and unique app users in the geofenced area; 772 requested and completed trips; and a total of 1,340 passengers carried on the completed trips. There have been zero safety incidents to-date. Staff will continue to update the board on future ridership numbers.

### A-train Extension Feasibility Exploration

- Through DCTA's On-call A&E Railroad Services contract with Lockwood, Andrews & Newnam (LAN), staff is exploring the feasibility to extend the A-train corridor North to US 380 and South to Belt Line. LAN's professional services on this project include expansion concept development, fatal flaw analysis and operational evaluation for expansion. In mid-June, LAN began work relating to the Southbound extension and will review DART's Cotton Belt DEIS to ensure the new rail corridor and the A-train extension meet effectively at Belt Line. A brief update of the A-train extension feasibility exploration was provided at the November Program Services meeting and a more detailed report will be provided at the January board meeting.

## ***BUSINESS DEVELOPMENT & PARTNERSHIPS***

### **Alliance Area Transit Coordination**

- The Alliance Link Shuttle continues to operate in partnership with DCTA, Hillwood, Trinity Metro, Alliance Opportunity Center, Tarrant County, and Toyota.
- Reports have continued to show week over week increases in ridership and app downloads. As reported by SpareLabs, the platform technology provider, the service is seeing an increasing diversification of pickup/dropoff locations outside the core Amazon facility and fixed-route bus stops. There are now 38 dedicated stops, up from the original 7. The service launched in April with just 10 passengers the first week. Since then, data show more than 80 passengers are riding the service weekly.
- As the current service is set to expire in January 2019, DCTA, through partnership with the original stakeholders, is considering implementing a Lyft program to replace the current Alliance Link as a more efficient and cost-effective solution for first/last mile connections between businesses and Route 63/64 stops.
- DCTA has drafted a letter of support for NCTCOG's consideration to provide funding for phase two of the program.

### **City of Frisco**

- Staff has incorporated agency-dispatched taxi service into the current On-Demand service to assist in service area expansion, increased capacity capabilities and to improve operational efficiencies.
- A pilot program integrating Lyft service into existing On-Demand service launched in October 2018. Elderly and disabled Frisco service customers will be invited to participate in the program, which will offer a \$7 discount for Lyft trips within the same service area as the program currently served by fleet and taxi vehicles. This will allow for the option of real-time, demand-response service in the area. Letters were sent out to Frisco residents who currently participate in the existing On-Demand service, inviting them to participate in this pilot. A total of 12 customers from this initial customer outreach have been enrolled in the program with their Lyft account. Ridership numbers for this first group of enrollees will be available later in November.
- Strategic outreach within Frisco continues, which has resulted in speaking invitations to various HR, business, and community groups. DCTA is now a member of the Frisco Chamber of Commerce and has been leveraging this new relationship for further engagement opportunities.

### **McKinney Urban Transit District (MUTD)**

- DCTA continues to provide planning support to the City of McKinney staff in exploring near-term and long-term mobility options including the potential of incorporating Lyft into existing service levels.
- To better understand community needs and to provide community education as it relates to transit, there was discussion and interest in partnering to hold transportation forums within the community. DCTA is currently developing a plan for these forums for further discussion with McKinney staff and other stakeholders within the SRT/121 corridor.

### **Service Expansion within New Service Areas**

- Staff continues to be responsive to requests from new developments and large employers within member cities, as well as inquiries from non-member cities in Denton and Collin counties interested in exploring transit solutions to meet the current and future demands within their communities.
- Staff met recently with the City of Coppel to follow up on initial service delivery discussions. Coppel is home to a number of large warehouse and distribution facilities, similar to the Alliance area, which employ predominately low-wage positions. Because Coppel does not have affordable housing and limited public transportation (SPAN provides contracted paratransit services), these businesses face recruitment and retention issues like many of our partner areas. We are discussing deploying an initial Lyft pilot program that would connect the nearby transit stations to the industrial park. Coppel staff is presenting to the City Council on November 15, and is expected to receive further direction on desired mobility options at that time.

## **FUNDING OPPORTUNITIES**

- Federal Transit Administration (FTA) announced the Access and Mobility Partnership Grants funding opportunity in September 2018. The partnership grants are two separate funding opportunities with the shared goal of improving access to healthcare services (emergency and non-emergency) through partnerships among transportation and human services providers. The deadline for submission is November 13, 2018. DCTA has submitted a support letter for NCTCOG's regionally-focused grant application. A summary of the two funding programs includes:
  - \$3.9M is available for the Innovative Coordinated Access and Mobility (ICAM) Pilot Program with a focus on financing innovative capital projects for "transportation disadvantaged" populations that will improve the coordination of transportation services and non-emergency medical transportation services.
  - \$2.4M is available for the Human Services Coordination Research (HSCR) Program, which will focus on research activities identifying gaps in locally developed coordinated public transit-health services transportation plans and supporting the coordination of transportation between human services organizations and public transportation services for vulnerable populations (seniors, individuals with disabilities, low-income individuals).
  - DCTA is submitting a grant application for the HSCR Program, which includes a proposal to install secure lockers on the grounds of a social service agency along a DCTA Connect bus route. The lockers would be used by the homeless population to eliminate a barrier to attending medical and other lifeline services appointments, by providing a secure location to place their belongings while they travel to available healthcare services. United Way of Denton County is proposed as the managing partner in the grant.

## **LAND USE PLANNING & DEVELOPMENT**

### Transit-Oriented Development

- DCTA continues conversations with member cities in an effort to support respective city land use plans through ongoing conversations with city staff, land developers and other strategic partners.
- A more thorough report can be provided in closed executive session.

## **ADDITIONAL PROJECTS**

- |  |  |
|--|--|
| • NCTC Multi-Year Contract Development               | • Project Funding Opportunities            |
| • Lewisville Small Area Planning Studies             | • TxDOT 35W Expansion Coordination         |
| • Collin County Commuter Vanpool Program Development | • US 380 Expansion Coordination            |
| • Huffines-Hebron Joint Development Project          | • Collin/Denton Outer Loop Coordination    |
| • Infrastructure Development Planning                | • Collin County Transit Study Coordination |
| • Regional Workforce Mobility Solutions              | • Long-Range Agency Planning Efforts       |
| • State and Federal Legislative Initiatives          | • Regional Trail Expansion                 |

Submitted by:   
 Lindsey Baker, Director, Strategic Partnerships

Approved by:   
 Kristina Holcomb, Deputy CEO



**Board of Directors Memo**

November 15, 2018

**Subject: WS 1 (d) Capital Projects Update****Positive Train Control (PTC)**

- Dynamic Testing is complete. RSD application is being reviewed by FRA.
- CRISI Grant of \$4 Million dollars will be utilized to improve existing PTC system.
- Discussions with NCTCOG regarding additional \$2 million funding continues.

**Lewisville Hike and Bike Trail – Eagle Point Section**

- Staff has reviewed all bids and has made a recommendation to TxDOT.
- The DCTA Board approved award of the contract at the October meeting, pending TxDOT approval.
- A pre-construction meeting will be scheduled following TxDOT approval.
- Construction is expected to begin by late December.

**Lewisville Bus Fueling Facility**

- The contractor has poured 80% of the parking lot.
- The tank support piers are complete. Rain and subsurface conditions delayed this activity.
- The tank is scheduled for delivery in late November.
- Completion is expected by the end of calendar year 2018.

**Brownfield Investigation**

- Results of the Brownfield investigation indicate official documentation is required, but no remediation.
- The site will be registered with the State and DCTA will obtain a Municipal Setting Designation from the City of Lewisville that will prohibit the installation of water wells.
- Staff has requested a change order to the Terracon contract that will provide funds to complete the documentation and closure process.

**A-train Station Platform Damage**

- The contractor has completed a very thorough inspection and testing of all five stations in the damaged areas.
- In general, 70% of the damages are the result of separation of the downspouts from the gutter system. The remaining problems are caused by leaking joints.
- The contractor is preparing his report and cost proposal for submission to DCTA and our Insurance carrier.

Submitted By: Rose Jerome, Projects Control Coordinator

Approved By: Ann Boulden, Director of Capital Programming

Final Review:

  
Kristina Holcomb, Deputy CEO

**Board of Directors Memo****November 15, 2018****Subject: Transit Operations Report**

- Due to the impact of the Thanksgiving holiday, which moved the November board meeting up, the October ridership report will be included in the December Board Packet.

Final Review:



Michelle Bloomer, VP of Operations

Approval:



Raymond Suarez, CEO



## Board of Directors Memo

November 15, 2018

### Item: WS 2(a) Program Services Committee Chair Report

A meeting of the Program Services Committee was held at 11:00 a.m., November 6, 2018 at 1955 Lakeway Drive, Suite 260, Lewisville, TX.

In attendance were:

**Committee Members:** *Dave Kovatch, Chair, George Campbell, Skip Kalb, Carter Wilson*  
**Board Members:** *Charles Emery, Dianne Costa, Connie White, Allen Harris, Tom Winterburn, Richard Huckaby*  
**Absent:** *Mark Miller, Don Hartman, Ron Trees,*  
**Legal Representation:** *Pete Smith*  
**DCTA Staff:** *Raymond Suarez, Kristina Holcomb, Nicole Recker, Marisa Perry, Michelle Bloomer, Jonah Katz, Brandy Pedron*  
**Citizen Attendance:** *Jim Owen*

The following agenda items were presented for discussion at the Program Service committee meeting:

CALLED TO ORDER at 11:10

Special Meeting of the Board Called to Order at 11:10

1) WELCOME AND INTRODUCTIONS

2) CEO REPORT

*Raymond Suarez provided an update on the agency's leadership transition process and discussed challenges and opportunities the agency will work on over the next year. Suarez has coined the phrase "2019, The Year of Change" as DCTA transitions under his leadership.*

3) ITEMS FOR DISCUSSION

a. Stakeholder Engagement

*Nicole Recker and Kristina Holcomb provided an overview of a plan being finalized to increase agency community awareness using a holistic approach through community education and marketing as well as stakeholder and investor engagement. A detailed list of stakeholders was distributed to the committee for review. Staff requested committee members provide feedback to ensure the list is fully comprehensive.*

b. Ridership Increase Initiatives

*Kristina Holcomb provided an update of current and planned agency initiatives to assist in increasing ridership.*

c. Access On-Demand Service Boundaries

*Raymond Suarez provided an overview of DCTA receiving inbound requests from members of existing cities that pay in ½ cents sales tax to go to destinations outside of the city's boundaries and/or official operating area. DCTA has been getting some pressure from a Flower Mound citizen group advocating for DCTA services into Flower*

*Mound. DCTA is receiving requests more often from non-member cities/citizens for DCTA to provide services into areas outside of DCTA's service area.*

d. Commuter Vanpool Program Expansion

*Kristina Holcomb provided an overview of existing regional commuter vanpool policy, shared information regarding recent inquiries from partners located in contracted Collin County cities and discussed the options for modifying the agency's regional commuter vanpool program to include these particular cities. Staff will continue to explore the options with the NCTCOG staff.*

e. New Member Policy Application

*Raymond Suarez provided a brief update regarding the Member Cities and Commissioner's meeting discussion item on New Member Policy. The three member cities wish to address the existing New Member Policy and "consider a new member policy for the I35E Rail Corridor that does not require a full catch-up payment related to an associated percentage of previous DCTA investment." The existing policy may afford this already and capital needs to be put in; Dave Kovatch requested to revisit the language of the New Member Policy in the next meeting.*

f. Rail Access Fee

*Marisa Perry provided a brief update and the board discussed the potential for including a rail access fixed fee in future service contracts.*

g. BNSF Frisco Rail Corridor

*Kristina Holcomb provided a brief update regarding Frisco corridor. The Frisco Rail Corridor is in the region 2045 Plan because it is a regional corridor. Currently NCTCOG is owing the preliminary planning of performing different studies that are related to this corridor. BNSF has met with DART, Trinity Metro, DCTA and NCTCOG and expressed interest in having passenger rail on that corridor in the near future.*

4) BRIEFING ITEMS

a. Positive Train Control Activity Update

*Raymond Suarez provided a brief update stating that DCTA is almost to revenue service demonstration.*

b. A-train Extension Planning Update

*Kristina Holcomb provided a brief update on the agency's A-train extension fatal flaw analysis for the northbound and southbound extensions and will provide a more detailed report at the January board meeting.*

c. Frisco AV Program Update

*Kristina Holcomb provided a brief update regarding the Frisco AV pilot program which included ridership numbers and an update on the positive community acceptance of the program.*

d. Shared Use Mobility Study Results

*Jonah Katz provided a briefing regarding the results from the recent Shared Use Mobility Study conducted by Texas Transit Institute and explained how this report will provide guidance as the agency moves forward with Mobility as a Service vendors in the near future.*

5) EXECUTIVE SESSION

*The committee entered into closed executive session at 2:16 pm for the following:  
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.*

6) RECONVENE OPEN SESSION

*The committee reconvened at 2:34 pm and took no action on items discussed during Executive Session.*

7) UPCOMING PROGRAM SERVICES COMMITTEE MEETINGS

*The committee reviewed the Proposed 2019 Program Services Committee Schedule and had no edits for staff. It was discussed that the schedule will remain consistent by having meetings every other month, but if a need did arise during the year additional meetings could be scheduled.*

8) FUTURE AGENDA ITEMS

There were no items requested for any future committee agendas.

9) ADJOURN *The meeting adjourned at 14:36 p.m.*

**Program Development Chair** – Dave Kovatch

**Program Development Members** – George Campbell, Mark Miller, Don Hartman, Carter Wilson, Skip Kalb

**Staff Liaison** – Kristina Holcomb, Deputy CEO