



Board of Directors Special Called Meeting Minutes for April 7, 2021
Special Called Meeting Minutes

The Board of Directors of the Denton County Transportation Authority convened the Special Called Meeting of the Board of Directors with Chris Watts, Chair presiding on April 7, 2021 remotely using Zoom Meeting.

<p>Voting Members Chris Watts, Chair, Denton Cesar Molina, Vice Chair, Denton County Sam Burke, Secretary, Denton County TJ Gilmore, Lewisville Mayor Charlotte Wilcox, Highland Village Alternate</p> <p>Non-Voting Members Dennie Franklin, Frisco Connie White, Small Cities Joe Perez, The Colony</p> <p>Legal Counsel Joe Gorfida, NJDHS</p> <p>DCTA Executive Staff Raymond Suarez, CEO Kristina Holcomb, Deputy Chief Executive Officer Marisa Perry, Chief Financial Officer/Vice President of Finance Nicole Recker, Vice President of Mobility Services and Administration</p> <p>Other DCTA Staff Attendees Lindsey Baker, Director of Government Affairs Rose Jerome, Project Controls Coordinator Kisha Perkins, Executive Assistant/Board Process Manager Rusty Comer, Manager of Bus Administration Whitney Trayler, Grants Manager Amanda Riddle, Senior Manager of Budget Kayla Laird, Communications Coordinator Sarah Hulquist, Mobility Service Coordinator Mary Worthington, Community Relations Manager Adrienne Hamilton, Senior Manager of Marketing & Communications Tim Palermo, Planning & Data Analytics Manager Guadalupe Acosta, Marketing Coordinator Athena Forester, Assistant Vice President of Regulatory Compliance/DBE Liaison</p>	<p>Guest Speakers Kaila Santiago, Via Laney Cloud, Via Alex Lavoie, Via Chris Newport, Accenture</p> <p>Public Attendees Kristin Green, Lewisville Alternate Brandi Bird, Bird Advocacy & Consulting RJ Garza, NTMC Louise Francois, NTMC Paul Stevens, Highland Village Claire Powell, City of Lewisville James Callison, Accenture Carla Swagger Victoria McBeth Gibrah Hadj-Chikh, Kittleson Yolanda Takesian, Kittleson Eva Greco Victoria Allen</p>
--	--

CALL TO ORDER - *Chair Watts called the meeting to order and announced the presence of a quorum at 10:01 a.m.*

INVOCATION - *Chair Watts led the invocation with a moment of silence.*

INTRODUCTION OF SPECIAL GUESTS – *Kisha Morris-Perkins, Executive Assistant/Board Process Manager*



PUBLIC COMMENT

- *Public comment was sent in by Eric Pruett, "I'd like to voice my support for phase 1, supplemental 5: bike racks on at least some vehicles so the capability to carry bicycles which we currently have on busses is retained. I do have broader concerns about whether DCTA is coordinating effectively with member cities to combine land use and transit policy to serve a broader group of riders than is currently served and help those cities accomplish their long-range plans. This proposal seems to trade potential bus efficiency which goes unrealized due to member cities' land use policies for a broader service area and reduced wait times. I worry that higher marginal costs disincentivize ridership growth due to lower efficiency, but I also see how efficient frequent transit is not economical with the current land use policies of member cities. I look forward to participating in the public feedback sessions on this proposal, and thank the board for your efforts"*

REGULAR AGENDA

1. Presentation, Discuss, and Consider Via's Proposal #4

- *Nicole Recker, Vice President of Mobility Services and Administration gave a brief overview of Via's upcoming proposal. A copy of the proposal is in today's packet. Via's packet showcases 2 different cost models. (1) Mixed fleet-9 Airbocs (2) Singular Fleet with Avis. DCTA Staff is recommending a Singular Fleet model due to licensing requirements and minimal cost difference. This aligns with Via's path forward. Via did make some additional changes and will make note during the presentation.*
- *Laney Cloud, Via – made introduction of the team. Laney Cloud is over Central Region. Kaila Santiago, Director of Service. Alex Lavoie, Global Head of Operations.*
- *Laney Cloud, Via gave a brief overview of proposal #4-which includes the following summary. Phase 2-Basic Service; Phase 1-Add-ons; Phase 2-Add-ons*
- *Review revised proposal including new base & add-on options*
- *Confirm specific add-ons the Board would like to include in Phase 1 & 2; Answer any & all questions.*

Upfront Hard Costs

- *Bike racks on each vehicle (currently estimated at 28 vehicles)*
- *Retrofit portion of fleet as WAV*
- *Full fleet wrapped*

Phase I: Estimated launch of September 7, 2021

- **Base Service** – Denton Zone and Lewisville/Highland Village Zone
- **Sunday and Holiday Service** – operating Sundays from 8 a.m. – 6 p.m. (BENEFIT) and operating on up to 10 holidays (BENEFIT – DCTA doesn't operate on six holidays currently)
- **Sunday A-train Replacement** – provides A-train corridor connectivity on Sundays when the A-train isn't running; travel allowed between zones or from a zone to the Trinity Mills Station (BENEFIT)
- **Saturday Service Hours Extension** – extending Saturday hours in zones to 11 p.m. (instead of 8 p.m.) (BENEFIT)
- **Business 121 North Zone Expansion** – this is a two-part zone along Business 121; passengers would be able to travel between these two zones and the Lewisville/Highland Village Zone (BENEFIT); Via is revising this zone based on board feedback
- **Frankford Station (DART) to the Lewisville/Highland Village Zone / Option 2** – this would allow travel between the Frankford Station and the Lewisville/Highland Village Zone during zone hours
 - o *This will help those who need to get to work in the Lewisville/Highland Village Zone but can't take the A-train because the frequency doesn't match their need (BENEFIT)*
 - o *This is a temporary zone as the board wants staff to find ways to better the A-train frequency and encourage A-train ridership*
- **To/From Trinity Mills Station** – this service will operate from the end of zone service for three hours and is similar to a "guaranteed ride home"; the service is available from the Trinity Mills Station to either one of the zones for one stop/destination only (BENEFIT)



Pending Board Confirmation for Phase I

- **Start Time of Service** – Via is currently exploring cost to start service in all zones at 5 a.m.
- **Denia Neighborhood Expansion (NEW MAP COMING)** – Via is currently revising the existing zone to see if the enlarged zone can be accommodated with the one extra vehicle needed
- **Business 121 North Zone Expansion (NEW MAP COMING)** – Via is currently revising the existing zone and has confirmed that the expansion can be accommodated within the existing vehicle/price structure

Phase 2A: Estimated launch of January 2022

- **Castle Hills Zone Expansion** – this aligns with the Castle Hills annexation scheduled for December 2021; Via is currently revising the existing zone to see if the enlarged zone can be accommodated with the number of vehicles currently assigned to this zone
- **Access service** – staff still needs to work with Via to determine what the plan would look like and cost

Phase 2B: Estimated launch of May 2022

- **Weekday Late-Night Service Hours Extension** – this would add three additional hours of service, seven days a week, for the zones; Via recommends waiting until summer 2022 to ensure the impacts of COVID have scaled down which would increase in more people needing late-night service

Not Launching

- **Frankford Station (DART) to the Lewisville/Highland Village Zone / Option 1** – the board opted to move forward with Option 2 which has extended service hours

Operating Days/Hours Based on Phase I

Board request pending to look further into an earlier start at 5 a.m. across all zones

- Monday – Thursday from 6 a.m. – 10 p.m.
- Friday from 6 a.m. – 11 p.m.
- Saturday from 8 a.m. – 11 p.m.
- Sunday from 8 a.m. – 6 p.m.
- This service is operated 365 days of the year

{Board Chair Watts made a motion to recess the meeting for short break at 11:33 a.m. The time of recess expired, and the meeting resumed at 11:48 a.m.}

2. Receive a Presentation and Discuss a Task Order with Via for Microtransit On-Demand Service Delivery

- Nicole Recker, Vice President of Mobility and Service Administration recapped and confirmed that DCTA is bringing back Task Order to the April 22nd Board meeting for consideration. This contains the following: 1- Approval of Proposal #4-both service and cost. 2-Agreement on timeframe. 3-Fleet mixed – Singular Fleet. 4-Proposed service name “GoZone”.
- No Comments. No Action taken.

3. Consider Proposed Promotional Fare for Microtransit On-Demand Service

- Kristina Holcomb, Deputy CEO presented the need of a smooth transition from Fixed Route Service to the New Service Route. DCTA is recommending a Proposed Promotional Fare along with customer feedback during this promotion. Initially it would be a 6-month promotional fare with Phase 2 with an additional 6-month promotional fare.
- Chair Watts asked if this was a discussion item or action item.
- Joe Gorfida, Counsel clarified that this was an action item.
- Board Member Gilmore asked if the local fare was at 75 cents; would we leave it or eliminate it in the promotion.



- Kristina Holcomb, Deputy CEO reiterated that we would leave fare media exactly as-is, but the customer would get Via credits with fare purchase.
- A motion to approve Regular Item 3 as presented by Secretary Burke with the change on Day Pass to include 4 single ride credits. The motion was seconded by Vice Chair Molina. The vote passed unanimously with the caveat that Board Member Gilmore's vote includes a note that he does not have enough information at this time.

4. Presentation and Discussion of Potential Revenue Impacts

- Marisa Perry, CFO presented high level estimates for Passenger Revenue: 1-Current budgeted fare/rider: \$0.86. 2-Estimated fare/rider with Via service: \$0.75. 3-Decrease of \$36k on FY21 budgeted ridership.
- Contract Service Revenue with UNT. April 22nd meeting will be presenting a preliminary report on Routes 3 & 7. UNT vs. Non-UNT riders.
- Federal Grant Funding: Formula funding is reduced if vehicle revenue miles are reduced. 4 Tiers of Formula Funding. 1-Service Area Funding: Population and square miles of Urbanized Area. 2-Vehicle Revenue Mile: Revenue Miles operated. 3-Incentive Funding: Number of passenger miles traveled multiplied by the number of passenger miles traveled per dollar of operating cost. 4-Directional Mile Funding: Miles of rail fixed guideway.
- All Operating data from FY2019 National Transit Database which should be in place for the next 2 years due to Covid-19.
- Secretary Burke asked if the last 2 slides were worst case scenarios
- Marisa Perry, CFO agreed that these were the case.
- No other comments or questions. Discussion only. No action taken.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

Backup Information: Next Scheduled Meeting Date: April 22, 2021

- Secretary Burke asked that an analysis of overall impact; 2-3 realistic scenarios be given at this next meeting.

REPORT ON ITEMS OF COMMUNITY INTEREST

- Nothing from DCTA staff or Board Members.

CONVENE EXECUTIVE SESSION

- The Board did not convene into executive session.

RECONVENE OPEN SESSION

- The Board did not convene into executive session.

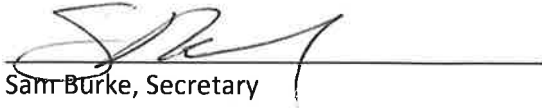
ADJOURN – The meeting was adjourned at 12:02 p.m.

Chris Watts, Chair

ATTEST



DENTON COUNTY
TRANSPORTATION
AUTHORITY

A handwritten signature in black ink, appearing to read "S. Burke", is written over a horizontal line. The signature is fluid and cursive in style.

Sam Burke, Secretary