



Board of Directors Regular Meeting Minutes

May 27, 2021 | 10:00 a.m.

To be held by Zoom Video Conference

The Board of Directors of the Denton County Transportation Authority (DCTA) convened the Regular Meeting of the Board of Directors with Chair Chris Watts presiding on May 27, 2021 remotely using Zoom Meeting.

Voting Members

Chair Chris Watts, City of Denton
Vice Chair Cesar Molina, Denton County
Secretary Sam Burke, Denton County
Board Member Dianne Costa, City of Highland Village
Board Member TJ Gilmore, City of Lewisville

Alternates

Board Member John Ryan, City of Denton
Board Member Jody Gonzalez, Denton County
Board Member Paul Cristina, Denton County
Board Member Charlotte Wilcox, City of Highland Village
Board Member Kristin Green, City of Lewisville

Non-Voting Members

Board Member Tom Winterburn, City of Corinth
Board Member Dennie Franklin, City of Frisco
Board Member Connie White, Small Cities
Board Member Mark Miller, City of Flower Mound
Board Member Joe Perez, City of The Colony

Legal Counsel

Joe Gorfida, NJDHS

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

CALL TO ORDER:

Chair Watts called the meeting to order at 10:01am. All Voting Board Members were present constituting a quorum. In addition, the following DCTA Board Members were also in attendance: Charlotte Wilcox, Kristin Green, Mark Miller, Dennie Franklin, Tom Winterburn and Joe Perez.

INVOCATION:

Chair Watts provided the invocation.

INTRODUCTIONS:

There were no scheduled introductions during this meeting.

PUBLIC COMMENT: There were no public comments received in advance via email or by utilizing the “raise hand” function during Public Comment.

CONSENT AGENDA

1. **Consider Approval of April 22, 2021 Meeting Minutes**
(packet pages)
Action Item
Backup Information: Exhibit 1: April 22, 2021 Meeting Minutes

2. **Consider Approval of Monthly Financial Statements for April 2021**
(packet pages)
Action Item
Backup Information: Memo 1
Exhibit 1(a): Monthly Financial Statements – April 2021
Exhibit 1(b): Capital Projects Budget Report – April 2021

3. **Consider Approval of City of Highland Village’s Use of Enhanced Local Assistance Program (ELAP) Funds**
(packet pages)
Action Item
Presenter: Marisa Perry
Backup Information: Memo

4. **Consider a Ratification of the Termination of the Agreement between the Denton County Transportation Authority (DCTA) and HillCo Partners**
(packet pages)
Action Item
Presenter(s): Raymond Suarez, CEO
Kristina Holcomb, Deputy CEO
Backup Information: Memo
Exhibit 1: Termination Letter

Motion by Vice-Chair Molina with a second by Chair Watts to approve the Consent Agenda as presented. Motion passes 5-0.

REGULAR AGENDA

1. **Review and Discuss Project Manager Office (PMO) Activities Related to Task Order #2 with Accenture, LLC**
(packet pages)
Discussion Item
Presenter: Chris Newport, Accenture
Backup Information: Memo
Exhibit 1: PMO Progress Report

Chris Newport, Accenture, presented the report highlighting the following:

- Via/GoPass/DART/GoZone Launch
- Current Focus and Accomplishments
- Risks/Issues/Mitigation

Board discussion regarding credit available for users of GoZone, the “promotional period”, any contract proposal conflicts, definition/clarification of “promotional” and the consideration of using the word “pilot program”, staff’s promotional fare intentions, ensuring there is a clear understanding to the public of the promotional fares (i.e. not permanent), single-day/day passes, fare changes, comments regarding allowing staff the opportunity to present recommendations to the Board and be evaluated on such.

No Board action required at this time.

2. Discuss proposed Agency Performance Metrics
([packet pages](#))

Discussion Item

Presenter(s): Raymond Suarez, CEO
Chris Newport, Accenture

Backup Information: Memo
Exhibit 1:

Raymond Suarez, CEO, introduced the item providing a history of the of Agency Performance Metric. Chris Newport, Accenture, highlighted the following:

- Performance Content Influences
- Sources of Information
- Organized Performance Measures (High Performance Service/Micro-Transit/Customer Satisfaction/Staff Project Management)

Board discussion regarding the incorporation of ridership growth (which is included in customer satisfaction information), financials pre-COVID for fixed route systems, service indicators, the comparison of DCTA to similar size organizations’ performance measures, as well as key performance measures/indicators for regional partnerships and regional objectives to be included in performance measures.

No Board action required at this time.

3. Discuss improving the Agenda Planning and Communication Process
([packet pages](#))

Discussion Item

Presenter Raymond Suarez, CEO

Backup Information: Memo
Exhibit 1:

CEO Raymond Suarez and Chris Newport, Accenture, provided a briefing on this item stating that staff was looking to accomplish the objective of more transparent communication between the Board, staff and the public. Specifically, the development of a memo template (based on Board/staff feedback) that would present basic, high-level information that directly ties agenda items to strategic initiatives, which will provide a clear understanding of staff's recommendations and board requests (i.e. action/discussion item) that can be quickly reviewed by the Board incorporating the level of detail necessary to the decision making process.

Board discussion regarding more efficient ways to collect information from the Board to which the staff will investigate.

No Board action required at this time.

4. Capital Edge Federal Legislative Briefing

[\(packet pages\)](#)

Discussion Item

Presenter(s): Kristina Holcomb, Deputy CEO
Chris Giglio, Capital Edge

Backup Information: Memo

Deputy CEO Kristina Holcomb introduced Chris Giglio from Capital Edge who provided the following update:

- Capital Edge Overview
- Federal Update – May 2021
- Infrastructure Plan
- FAST Act reauthorization
- Fiscal Year (FY) 2022 Department of Transportation Budget

No Board action required at this time.

Note: The DCTA Board of Directors recessed the meeting at 11:16am and reconvened at 11:26am. Board Member Gilmore arrived at 11:27am.

5. Denton County Transportation Authority (DCTA) and Dallas Area Rapid Transit (DART) Interlocal Agreement Briefing

[\(packet pages\)](#)

Discussion Item

Presenter(s): Raymond Suarez, CEO
Kristina Holcomb, Deputy CEO

Backup Information: Memo
Exhibit 1: Interlocal Agreement

CEO Raymond Suarez gave a brief overview highlighting the following and seeking guidance from the Board:

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- Expansion
- Level of Technical updates (Trinity Mills to Carrollton)
- Roundtable meetings with stakeholder communities
- Timelines to include letter of intent (June 2021), negotiating terms (June 2021), discussions about ILA (June-July 2021) and possible considerations from both agencies (August/September 2021).

Board discussion regarding specific negotiation terms or interest-based discussions, high level discussions with Board, discussing Board's interest before moving forward, Board Chair's involvement in the discussions/deal points. It was the consensus of the Board to receive a briefing from the CEO as to specific interests as appropriate (open session vs. executive session).

No formal Board action required at this time.

6. Review and Discuss MK101 Service Status, City of Denton Requests, Impacts of Proposed GoZone Service and Future Service Needs

[\(packet pages\)](#)

Discussion Item

Presenter: Nicole Recker, VP of Mobility Services and Administration
Backup Information: Memo
Exhibit 1: Request from the City of Denton
Exhibit 2: Route Map and Schedule
Exhibit 3: Service Ridership

Nicole Recker, VP Mobility Services & Administration, gave an overview of the request and service and offered a recommendation to approve with presented to the Board at a future board meeting.

Board discussion regarding the requirement of cities to utilize ELAP funds or be considered for funding on an individual basis. Staff noted that when the TriP program was developed, there are projects that may be ineligible for ELAP fund use.

No Board action required at this time.

7. Presentation of the GoZone Public Involvement Progress Report and Activities

[\(packet page\)](#)

Discussion Item

Presenter: Nicole Recker, VP of Mobility Service and Administration
Backup Information: Memo
Exhibit 1: Public Involvement Progress Report (April 19 – April 30, 2021)
Exhibit 2: Overview of DCTAfeedback.net

Nicole Recker, VP Mobility Services/Administration, gave an overview of the GoZone Public Involvement project highlighting the following:

- April 19, 2021 - Public Involvement Process began
- April 19, 2021 – Launched GoZone Microsite
- Public Involvement Progress Report Data – April 19 through April 30, 2021
- Outreach Efforts – Title VI Analysis, Community Presentations, Stakeholder Presentations, Community/DCTA Events, Virtual Town Halls, On-Board Brand Ambassadors
- Outreach Efforts (in progress) – 10+ events scheduled, presentations during member City Council Meetings, 5 additional Virtual Town Hall Meetings, Community Sponsorships, Water Bill inserts (Lewisville, Highland Village), Community Newsletter inserts (Denton, Highland Village)
- Marketing & Communications – Media Relations, Social Media, Email Marketing, Print Advertising, Inserts, and City Partnerships
- DCTAfeedback.com – How It Works, Public Events, Media Center, Map, Fare Forum, Ideas Wall
- Activity – Increasing traffic daily, questions answered by staff within 24-48 hours, interactive, static, and video content available, 3 custom surveys to encourage engagement, calendar of events updated weekly

Board discussion regarding presentation at the Highland Village City Council Meeting (which was well-received), comments regarding the microsite being an awesome way to capture data which could provide an opportunity for expansion and contracts into some contiguous areas, and level of outreach after the Public Involvement component (i.e. education campaign). It was also noted that futures presentations will occur at the City of Lewisville (June 7, 2021) and the City of Denton (June 8, 2021).

CEO Raymond Suarez publicly acknowledged and congratulated Nicole Recker, her team and Via on their efforts with public involvement. He also noted the well-produced Public Awareness Video which will be shared with the Board.

No Board action required at this time.

8. Discuss and Provide Direction on Future Meetings as it Relates to In-Person and Virtual
([packet page](#))

Discussion

Presenter: Kristina Holcomb, Deputy CEO

Backup Information: Memo

Deputy CEO Kristina Holcomb gave the Board a brief overview of the Governor's Orders and recent mandate indicating staff's desire to plan for in-person meetings. This planning will involve staff making Audio/Video (AV) improvements as well as Meeting Room logistics. Legal Counsel Joe Gorfida also provided the Board with information as it pertains to hybrid meetings and the Governor's statement to the Texas Municipal League (TML) to provide adequate notice when emergency orders will be suspended.

Staff also noted that many municipalities were have either returned (or planning to return soon) to in-person meetings.

It was the consensus of the Board to plan to resume in-person meetings beginning July 2021.

No formal Board action required at this time.

9. Discuss Local & Regional Transportation Updates and Legislative Issues

(packet page)

Discussion Item

Presenter(s): Chair Chris Watts
Director Dianne Costa
Raymond Suarez, CEO
Kristina Holcomb, Deputy CEO

Backup Information: N/A

Board Member Costa provide the following update:

- During the Regional Transportation Committee (RTC) meeting, North Central Texas Council of Governments (NCTCOG), designated recipients for the Dallas/Fort Worth, Arlington, Denton, Lewisville areas - the American Rescue Grant funding that will be provided at 100% federal share with no local match. The prioritization of the use of funds are for operational and payroll needs; however, includes support/expenses funded under urbanized area federal formal program, and senior & disabilities programs in the amount of \$14 million dollars. The RTC voted and was approved with one “nay” vote.
- Friday, June 18, 2021 – The A-train 10-year birthday celebration will include free rides for families and friends by saying, “Happy 10th Birthday”.

CEO Raymond Suarez provided the following update:

- Texas Motor Speedway (TMS) Shuttle service concluded mid-May with a recognition celebration (May 14, 2021) – Thanks given to DCTA/NTMC Staff for support.
- GoZone Presentation – Delivered to Commissioners Court which was well received. Also, there was a healthy discussion surrounding the concept of DCTA providing services throughout the county.

INFORMATIONAL REPORTS

1. Monthly Financial Reports

(packet pages)

Backup Information: Memo 1: Monthly Sales Tax Receipts
Exhibit 1: FY21 Monthly Sales Tax Report
Memo 2: Monthly Mobility-as-a-Service Update
Memo 3: Budget Information

2. Ridership Trend Report

[\(packet pages\)](#)

Backup Information: Memo
Exhibit 1: FY19, FY20, & FY21 Total Monthly Ridership – Rail
Exhibit 2: FY19, FY20, & FY21 Total Monthly Ridership – Bus
Exhibit 3: FY19, FY20, & FY21 Total Monthly Ridership – Access
Exhibit 4: FY19, FY20, & FY21 Total Monthly Ridership – On-Demand
Exhibit 5: A-train Ridership Pre- and During COVID-19 Comparison

3. Fiscal Year 2022 Healthcare Benefit Contracts

[\(packet pages\)](#)

Backup Information: Memo
Exhibit 1: Holmes Murphy RFP Questionnaire

4. State Legislative Update

[\(packet pages\)](#)

Backup Information: Memo
Exhibit 1: Legislative Deadline Calendar/Dates of Interest
Exhibit 2: SB 858 Bill Analysis (As originally filed; now also applies to DCTA)
Exhibit 3: SB 858 Engrossed (Data Privacy Legislation)

5. Connect Route 3 & 7 Survey Data

[\(packet pages\)](#)

Backup Information: Memo

6. Swiftly Renewal 2021

[\(packet pages\)](#)

Backup Information: Memo
Exhibit 1: Current Agreement with Swiftly
Exhibit 2: Upcoming Extension Agreement with Swiftly

Board discussion of the Informational Reports included revenue variances and predictions, ridership trends (March 2021), and Route 3 and Route 7 revenue, Sales Tax Report, unlinked passenger trips.

No Board action required at this time.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

Staff will discuss proposed future agenda items. Board members may request an informational item or action item to be added to the next Board meeting agenda.

Backup Information: Exhibit 1: Board Agenda Outlook as of 5.18.2021 ([packet page](#))
Next Board Meeting Date: Budget Workshop, June 17, 2021
Next Regularly Scheduled Meeting Date: June 25, 2021

Board and staff discussion regarding the following:

- Budget Workshop – June 17, 2021 (tentative posting of agenda and packet delivery will be on June 7 and June 8, respectively). In addition, the NTMC Board has requested the DCTA Board officially approve the FY2022 Services Levels that will be requested by NTMC. This item will be presented during the Budget Workshop.
- July Board Meeting – GoZone Service level Via add on's and public input report will be presented
- Demand Response Program – Will send information to the Board.

No Board action required at this time.

REPORT ON ITEMS OF COMMUNITY INTEREST

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.

- May 31, 2021 - No service in observance of Memorial Day
- June 18, 2021 – 10-year celebration of the A-train
- June 25, 2021 - Reminder: GoZone Public Involvement ends
- Marketing and Communication Team received four (4), 1st Place APTA Awards
- DCTA's nomination by the Lewisville Chamber of Commerce for Business of the Year

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 Board of Directors 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 or the Regular Board Meeting Agenda.
- B. As Authorized by Section 551.074 of the Texas Government Code, the Board of Directors may convene into Executive Session for the purpose of discussing the duties and evaluation of the Chief Executive Officer (CEO).

The Board of Directors convened into Executive Session at 12:30pm.

RECONVENE OPEN SESSION

Reconvene and Take Necessary Action on Items Discussed during Executive Session.



The Board of Directors completed Executive Session at 2:24pm and reconvened into Open Session at 2:25pm with no action taken.

ADJOURN

The Board Meeting was adjourned at 2:25pm.

Chris Watts, Chair

ATTEST:

Sam Burke, Secretary