



DCTA

DENTON COUNTY
TRANSPORTATION
AUTHORITY

2021 MEDIA TOOLKIT

Last updated November 2021



BACKGROUND AND PURPOSE

For 18 years, the Denton County Transportation Authority (DCTA) has accelerated innovative mobility solutions through efforts that strive to reduce traffic congestion and enhance air quality, while contributing to the growth, development and improvement of quality of life for all the communities we serve.

SERVICE OVERVIEW

DCTA helps riders get where they need to go with a variety of services, including the 21-mile A-train commuter rail, Connect fixed-route buses, Collin County Transit, GoZone on-demand rideshare service, Frisco Demand Response, Access and more.

VISION, MISSION AND CORE VALUES

DCTA is committed to improving mobility, air quality, economic development and livability in North Texas. With the implementation of core values that prioritize safety, accountability, commitment, excellence, integrity and respect, DCTA is determined to be a leader in advancing mobility alternatives in North Texas.

MILESTONES

Formed in 2002, DCTA is Denton County's primary transportation agency, providing modern transportation solutions to residents and continuously striving to meet the growing need for transportation options.

Below are key milestones DCTA has achieved since inception.

- **2002:** Denton County voters approve the confirmation of DCTA by 73 percent
- **2003:** Denton, Highland Village and Lewisville join DCTA and levy a half cent sales tax to finance the system
- **2005:** The University of North Texas (UNT) and DCTA sign an agreement for a new shuttle system
- **2011:** DCTA's 21-mile A-train commuter rail line officially launches to the public
- **2012:** The Federal Railroad Administration (FRA) approves first integrated use of Stadler GTW Rail Vehicle for DCTA – the first of its kind in the U.S.
- **2013:** The A-train surpasses one million passengers
- **2016:** DCTA launches North Texas Xpress commuter bus service in partnership with Trinity Metro
- **2018:** DCTA becomes first transit agency in Texas to begin testing federally mandated Positive Train Control-PTC
- **2019:** DCTA expands transit offerings with the new Mobility as a Service (MaaS) contract model (one of the first of its kind in the U.S.)
- **2021:** DCTA launches GoZone, a new on-demand rideshare service powered by Via, that operates seven days a week, 365 days per year



TRAIN



BUS



ON-DEMAND
RIDESHARE



RAIL TRAIL



ACCESS

A-TRAIN SERVICE

A-train Service:

DCTA's A-train connects Denton and Dallas counties. At the Trinity Mills station, riders can gain access to Dallas Area Rapid Transit's (DART) Red, Orange, Green and Blue Lines and the Trinity Railway Express (TRE). A-train service is provided Monday through Saturday, excluding major holidays.

The A-train stops at each of our five stations - Downtown Denton Transit Center (DDTC), MedPark Station, Highland Village/Lewisville Lake station, Old Town station and Hebron station - before reaching the DART Trinity Mills station.

Passengers can ride the A-train free in the designated "free fare" zones between the DDTC and MedPark station, as well as between the Hebron and DART Trinity Mills stations.

The A-train Rail Trail, which is a part of DCTA's continuous efforts to provide riders with safe and efficient mobility solutions, runs alongside the agency's commuter rail line to complement surrounding facilities. It is approximately 19 miles and connects existing transit facilities with key destinations within DCTA's member cities - Denton, Lewisville and Highland Village - and surrounding areas.

21 MILES OF TRACK



19 MILES OF A-TRAIN RAIL TRAIL



A-TRAIN STATIONS



11 TRAINS IN FLEET



**4 IN PEAK
2 ON SATURDAYS**

**Prior to Sept. 7, 2021, fleet numbers were three in peak and one on Saturdays*

396 AVERAGE MONDAY-FRIDAY PASSENGER BOARDINGS	227 AVERAGE SATURDAY PASSENGER BOARDINGS	2,207 AVERAGE WEEKLY PASSENGER BOARDINGS	9,453 AVERAGE MONTHLY PASSENGER BOARDINGS	113,440 TOTAL FY'21 A-TRAIN RIDERSHIP
--	---	---	--	--

***Ridership numbers were greatly affected by the COVID-19 crisis
All stats are based off FY'21 data (Oct. 1, 2020 - Sept. 30, 2021)

MOBILITY SERVICE

Bus Fixed Route Service: Connect Bus is a local, fixed-route service that operates in the cities of Denton and Lewisville, providing easy access to popular destinations and connection to the A-train. The UNT Campus Shuttle is a service offered in partnership with University of North Texas (UNT) to provide direct shuttle service to the campus and off-campus student-oriented housing. The North Texas Xpress bus is a service offered to connect Denton to Fort Worth.

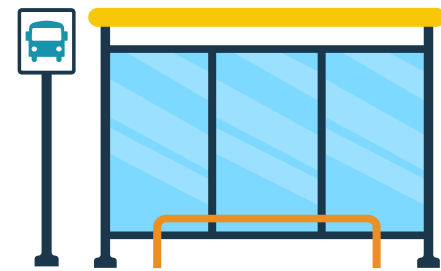
On-Demand Rideshare Service: GoZone is an on-demand rideshare service, powered by Via, that riders can utilize for trips within, and sometimes between, designated zones in Denton County. Passengers can book trips in real time using the DCTA GoZone app or by calling customer service, then a fleet of dedicated vans transport riders to virtual stops. GoZone provides safe, convenient, accessible, and affordable rides with a limited wait time and is available 365 days a year.

Lyft Partnership: In partnership with Lyft, DCTA provides sponsored discounts for the Coppell Program and free rides for the UNT Lyft Zone.

Taxi Service: Collin County Transit is a partnership between DCTA and the McKinney Urban Transit District (MUTD) to provide a subsidized taxi voucher for participating MUTD cities, including Celina, Lowry Crossing, McKinney, Melissa, Princeton and Prosper.

Access Service: Access is a shared-ride, origin-to-destination service that provides transportation for disabled residents, elderly residents (age 65 and older) and visitors in Denton, Highland Village and Lewisville.

Demand Response Service: On behalf of the City of Frisco, DCTA provides curb-to-curb demand response transit service to eligible Frisco residents for trips within the City of Frisco and designated portions of Plano.



**49 BUS SHELTERS
15 BENCHES ONLY
411 BUS STOPS**

**724,057
TOTAL FY'21 RIDERSHIP
& 164 SQ. MILES SERVED**

**55 BUSES
IN FLEET**



1 MONSIGNOR KING 101 SHUTTLE	6 DENTON FIXED ROUTES	2 LEWISVILLE FIXED ROUTES
1 NORTH TEXAS XPRESS	12 UNT CAMPUS SHUTTLES	2 ON-DEMAND RIDESHARE ZONES



**30 GOZONE
VEHICLES**

FLEET AT A GLANCE

MOBILITY SERVICE

DCTA offers a growing network of mobility service from fixed-route bus to on-demand rideshare to connect riders to popular local destinations and regional connections to Dallas and Fort Worth.

Routes and Zones

- 6 Denton Connect Fixed Routes
- 12 University of North Texas Shuttles (Bernard Street, Centre Place, Colorado Express, Discovery Park, Eagle Point, Mean Green, Mean Green Night Rider, Mean Green Plus, North Texan, Parking Express A&B and Daugherty Street)
- 2 Lewisville Connect Fixed Routes
- 2 On-Demand Rideshare Zones (Lewisville/Highland Village GoZone and Denton GoZone)
- 1 North Texas Xpress



Number of Vehicles

- 55 Active DCTA Vehicles (37 vehicles at peak pull-out: 30 fixed route and 8 demand response)
- 30 GoZone Vehicles



Bus Shelters: 49

- 15 Benches Only
- 411 Bus Stops

Total FY'21 Ridership: 724,057

A-TRAIN SERVICE

DCTA's A-train connects Denton County passengers to Dallas through Dallas Area Rapid Transit (DART) and to Fort Worth through transferring from DART to the Trinity Railway Express (TRE).

- 21 Miles of Track
- 5 A-train Stations
- 11 Vehicles



Total FY'21 Ridership: 113,440

FARE AT A GLANCE

FARE STRUCTURE

DCTA's simple local fare structure allows for a seamless integration within the regional fare system. Fares and passes may be purchased online, at ticket vending machines (TVM) on A-train station platforms or at one of the ticket outlets listed here. Not all fare types are available for purchase at all locations.

DISCOUNTED AND FREE FARES

DCTA offers discount programs to meet the needs of the community at large. University students, large groups and nonprofits can purchase reduced fare packs.

Complimentary fare is also available to sworn peace officers in uniform or with a visible badge, children under five with a fare-paying adult and Denton County active jurors with a valid juror summons or current juror badge.

Passengers can always ride free within DCTA's A-train free fare zones between the Downtown Denton Transit Center (DDTC) and Medpark station, and Hebron and Trinity Mills station.

FARE TYPE	LOCAL PRICE	REGIONAL PRICE	LOCAL / REGIONAL REDUCED	WHERE TO BUY
Local AM	\$1.50	—	\$0.75 / —	TVM, GoPass®
Local PM	\$1.50	—	\$0.75 / —	TVM, GoPass®
Day Pass	\$3.00	\$12.00	\$1.50 / \$3.00	Ticket Outlets, TVM, GoZone App, GoPass®
7-Day Pass	\$15.00	—	—	Ticket Outlets, TVM, GoZone App, GoPass®
GoZone Single Ride	\$0.75	—	—	Cash (Exact Change) Payment on Board
10-Day Pass	\$20.00	\$84.00	—	Ticket Outlets, Online
Monthly Pass	\$48.00	\$192.00	\$24.00 / \$48.00	Ticket Outlets, TVM, GoZone App, GoPass®
Annual Pass	\$480.00	\$1,920.00	\$240.00 / \$576.00	Ticket Outlets, Online

TRAVEL TOOLS

TRANSIT TRACKER

DCTA's Transit Tracker is a vehicle tracking system that provides passengers with access to real-time information for the agency's A-train, fixed-route bus and shuttle services. Passengers can track vehicles via phone, online, text and free mobile application.

- **Phone:** Call 940.243.0077, select the transit tracker option from the phone menu, enter the stop ID and receive real-time information on that vehicle for that location
- **Web:** Visit DCTAtracker.net to search by address to find the nearest bus or train and its arrival time
- **Text:** Text the stop ID to 64255 to receive the estimated arrival time of your bus or train
- **App:** Download the Transit mobile app from Google Play or Apple store to see vehicle locations in real-time and get notifications for when it's time to leave for your trip

DCTA GOZONE APP

Download the DCTA GoZone application, available on the Apple Store or Google Play, to book a ride and purchase your fare straight from your mobile phone.

GOREQUEST

Have a question or comment? Download the GOREquest app available on the Apple Store or Google Play, or visit our dcta.net/gorequest to send your feedback. A staff member will answer your question or address your comment in a timely manner.

RIDER ALERTS

Sign up for DCTA Rider Alerts at RideDCTA.net to receive customized email notifications regarding schedule delays, service changes and promotions.

GOPASS®

Download the GoPass® application, available on the Apple Store or Google Play, to purchase your ticket straight from your mobile phone. All tickets are delivered to your phone as "Not Yet Activated." You can purchase tickets up to 60 days in advance of using them. You must activate your ticket before boarding and show the ticket on your smartphone to the bus driver or fare enforcement officer when required.



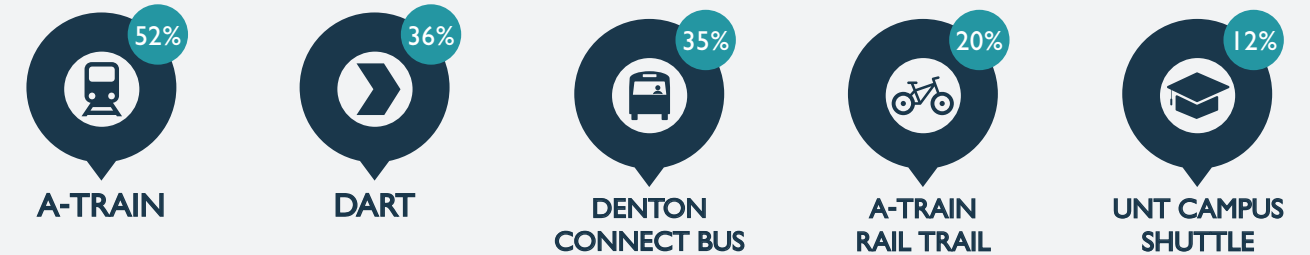
COVID-19 RIDER SURVEY

DCTA's COVID-19 Rider Survey was conducted Oct. 5-25, 2020, with 211 respondents, which represents 10 percent of the average daily system ridership in September 2020.

Why do people currently ride DCTA?*



What modes of transit are people using?*



Are riders satisfied with DCTA safety measures?

These respondents rated safety measures as good to excellent.



Why have people stopped riding DCTA?*



When do people plan to resume riding DCTA?*



*For these questions, survey respondents could choose more than one option.



HOW WE'RE KEEPING PASSENGERS AND EMPLOYEES SAFE

At DCTA, our top priorities are keeping our passengers and employees healthy. Due to ongoing COVID-19 risks, we continue to monitor and adjust our safety measures to ensure a safe commute for our riders. Learn below what we're doing to keep passengers and employees safe:



Enhanced Cleanings using a medical grade disinfectant and paying special attention to high touch areas.



Face Masks are required when onboard vehicles and in agency facilities. The mouth and nose should be covered.



Social Distancing six feet whenever possible while onboard DCTA vehicles, waiting for the bus or train and when visiting agency facilities.



Facility Updates include adjusted access and business hours at the Downtown Denton Transit Center (DDTC), along with a revised Lost and Found policy.



Signage on our vehicles and in our facilities to remind riders how to stay safe when they #RideDCTA.



Safe Payment Methods include contactless payment through the GoPass app to avoid touching ticket vending machines.



Protected Workforce means all nonessential staff operate under a hybrid work-from-home policy and follow best safety practices while in the office.



Hand Sanitizer Stations are installed on buses and at DCTA facilities. They're a touchless, safe way to keep hands clean.

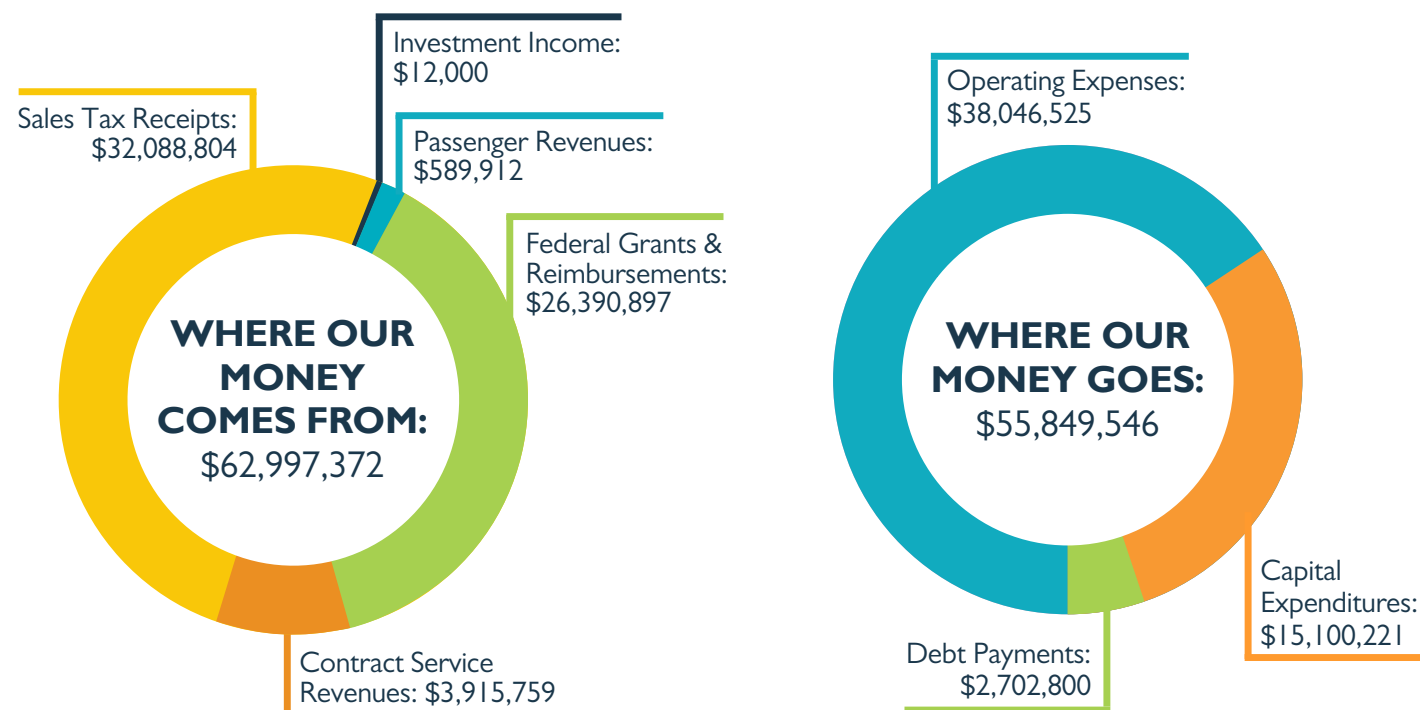
The health and safety of DCTA riders and employees continues to be a main priority, and the future success of the agency's recovery will require a shared approach among riders, stakeholders and community members. Visit RideDCTA.net/health to learn more.



GENERAL FINANCE SNAPSHOT

DCTA’s consistent dedication to ensuring transparency of the agency’s financial records has earned high marks at both the state and national level.

DCTA has also been recognized by the Government Finance Officer Association (GFOA) of the United States and Canada with a Certificate of Achievement for Excellence in Financial Reporting – the highest form of recognition in the area of governmental accounting and financial reporting.



The finance records above come from DCTA’s approved FY’22 fiscal year budget

MOVING YOU FORWARD

Denton and Collin counties are the state of Texas’ seventh and sixth most populated counties, respectively. With this impending growth, it is our commitment to offer alternative mobility options to improve the quality of life where our residents live, work and play.

In FY’21*, DCTA reached numerous milestones in relation to mobility, air quality, economic development and livability. Read more FY’21 milestones below:

- Received Positive Train Control (PTC) Certification for PTC System on the 21-mile A-train commuter rail line
- Launched GoZone On-Demand Rideshare Service to provide safe, convenient, accessible and affordable rides with limited wait times to improve mobility for Denton, Highland Village and Lewisville riders
- Board approval of first round of projects requested by member cities to be funded under DCTA’s Transportation Reinvestment Program (TRiP)
- Apportioned \$14 million in federal grant funds under the American Rescue Plan (ARP) Act of 2021 signed by President Biden in March 2021
- Completed the Transformation Initiative and identification of Board priority projects on the five-year strategic roadmap
- Continued to act swiftly during the COVID-19 pandemic to implement and continue to enhance cleaning and safety precautions to keep employees and passengers safe

*DCTA’s fiscal years start Oct. 1 and go through Sept. 30