



Board of Directors Regular Board Meeting Minutes March 24, 2022 | 10:00 a.m.

The Board of Directors of the Denton County Transportation Authority (DCTA) convened the Regular Meeting of the Board of Directors with Chair Cesar Molina presiding on March 24, 2022, at 10:00am located at the DCTA Administrative Offices.

Voting Members

Chair Cesar Molina, Denton County
Vice-Chair TJ Gilmore, City of Lewisville
Secretary Dianne Costa, City of Highland Village
Board Member Andy Eads, Denton County
Board Member Alison Maguire, City of Denton

Alternates

Board Member Jody Gonzalez, Denton County
Board Member Kristin Green, City of Lewisville
Board Member Pat Smith, City of Denton
Board Member Paul Stevens, City of Highland Village

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 CEO

Raymond Suarez

CALL TO ORDER

Chair Molina called the meeting to order at 10:02am. All voting Board Members were in attendance. The following alternates and non-voting members were in attendance: Jody Gonzalez (departed at 2:56pm), Kristin Green, Pat Smith and Paul Stevens (departed at 1:19pm).

INVOCATION

Pat Smith provided the invocation.

PLEDGE OF ALLEGIANCE

INTRODUCTIONS

In anticipation of upcoming presentations, Deputy CEO Paul Cristina introduced guest from Via Transportation and Accenture.

PUBLIC COMMENT

No public comments during this meeting.

CONSENT AGENDA

1. Consider Approval of Monthly Financial Statements for February 2022

[\(packet pages 8-15\)](#)

Action Item

Backup Information: Memo
Exhibit 1.1: Monthly Financial Statements – February 2022
Exhibit 1.2: Capital Projects Budget Report – February 2022

2. Consider Appointments to the North Texas Mobility Corporation (NTMC) Board of Directors

[\(packet pages 16-18\)](#)

Action Item

Backup Information: Memo
Exhibit 1: Letter of Resignation from Sara Hensley
Exhibit 2: Resolution R22-05

3. Consider Approval of an Award of Contract to EAN Holdings, LLC DBA Commute with Enterprise for Commuter Vanpool Program Services

[\(packet pages 19-68\)](#)

Action Item

Backup Information: Memo
Exhibit 1: Solicitation 22-01
Exhibit 2: Evaluation Consensus Average

4. Consider Approval of Resolution R22-04 Designating Paul Cristina as the Alternate Investment Officer

[\(packet pages 69-71\)](#)

Action Item

Backup Information: Memo
Exhibit 1: Resolution R22-04

Motion by Board Member Maguire with a second by Secretary Costa to approve as presented. Motion passes 5-0.

REGULAR AGENDA

1. Discussion of Title VI Policy Update to Include Major Service and Fare Change Policy ([packet page 72](#))

Discussion Item

Presenters: Gibran Hadj-Chikh, Kittelson & Associates, Inc.
Krista Purser, Kittelson & Associates, Inc.

Backup Information: Memo

Krista Purser and Gibran Hadj-Chikh from Kittelson & Associates, Inc., presented the report highlighting the following:

- What is Title VI Policy?
- What's changed for DCTA?
 - ✓ Key Less than 50 fixed-route operating vehicles in peak service
- Title VI Policy Contents
- Content Updates
- Next Steps – Seek adoption from Board in April and submit to FTA by June 1, 2022

Board discussion regarding continued collection of data (although not federally required) impacts that revise Title VI update timelines (i.e., 3 year) and Title VI triggers (route changes).

No Board action required at this time.

2. Mobility Services Update

([packet page 73](#))

Discussion Item

Presenters: Javier Trilla, AVP of Innovation and Information Technology
Ari Luks, Via
Alex Lavoie, Via
George Brighten, Via
Chris Newport, Accenture

Backup Information: Memo

Javier Trilla, AVP of Innovation and Information Technology, Ari Luks (Via), George Brighten (Via), and Chris Newport (Accenture) presented highlighting the following:

- GoZone Ridership – Additive to fixed route Connect ridership, enabling DCTA to exceed pre-pandemic ridership.
- Growth of Monthly GoZone ridership since Launch
- Service Outputs (Rider Demand/Vehicle Hours)
- Utilization & Rides

- “Seat Unavailable”
- Average Proposed ETA
- Ridership – Total service cost and Y1 not to exceed
- Year 1 Budget and Operational Forecast – 3 scenarios
- Comprehensive Operations Analysis (COA) Process
- COA – Master Schedule
- Initial Fare Analysis
- Guiding Principles - DCTA Goals
- Ridership Insights – Distribution of demand by distance
- Ridership Insights – Geographic distribution of demand
- Potential Fare Structure (Flat Fare, Distance Based fare, Hybrid Fare Model)
- Fare Model Discussion – Individual GoZone Trips
- Intermodal App Functionality
- GoPass – GoZone Integration Discussion Update

Board discussion regarding increased in “seat unavailability” and suggestions to address (i.e. Lewisville/Highland Village zone), amount of people transported using Modality A or Modality B, average ridership number (10/hour on a fixed route with 15 or 30 minute frequency), conversations regarding significant delays (tracking, reporting performance issues) customer service/recovery, salesmanship, advocacy, routine systems to address customer complaints routinely, and training for staff in the following areas: driver/driving safety, current laws (i.e. mask mandate), customer service skills and professionalism.

The Board also discussed predictability and scheduling (pre-book trips) of rides, driver tracking via app, shifting demand based upon feedback, tracking wait time increases/decreases, density of ridership of vehicles, wait times for other service modes (micro-transit/fixed route), incentivizing current infrastructure, brand ambassadors, request for projected revenues if shifted from 4 miles to 3 miles, geo-fencing, fare model discussion in Denton, Lewisville & Highland Village, and clarification of the terms “deep linking” and “native” regarding intermodal functionality.

No board action required at this time.

3. Discuss DCTA's Public Communication Program and Consider Authorizing the Interim Chief Executive Officer (CEO) to Negotiate and Enter into an Agreement(s) with a Firm(s) for Current and Upcoming Public Outreach Needs
[\(packet page 75\)](#)

Action Item

Presenter: Pamela Burns, Director of Public Involvement & Communications

Backup Information: Memo

Pamela Burns, Director of Public Involvement & Communications, presented the report highlighting the following:

- Marketing Department Organizational Chart
- Strategy Overview and Execution Methods
- Focus on Agency Service and News
- Focus on Target Audiences
- Grassroots Efforts
- Reinforced Messaging
- Evergreen Content
- Execution Methods and Impact (Public Relations, social media, Email Marketing, Website and Community Relations)
- DCTA Public Involvement and Data
- GoZone Pre-Launch
- GoZone Post-Launch/Ongoing
- Fare and Service Change Public Comment Period (Listen, Review, Engage)
- Public Involvement Timeline
- Consultant Assistant – Roles and Responsibilities for Staff and Consultant

Board request

- ✓ Marketing Department budget to include a breakdown of line items for public relations
- ✓ Spreadsheet of every contract with outside consultants
- ✓ Revenue opportunities on buses
- ✓ Consider hiring a Public Relations Consultant

Board discussion regarding opportunities to promote public transportation (i.e., gas price increases), public outreach to include major employers (list of top 10 major employers of member cities/county) and multi-family housing to revamp or re-ignite partnerships, vision for Brand Ambassadors, establishment of a standard committee for public relations, advertising revenue, repurposing bus stops signage, and QR coding.

Motion by Board Member Eads and a second by Board Member Maguire to authorize the Interim CEO to negotiate and enter into a contract with PS-Stearns, Inc. for an amount not to exceed \$15,000 for Brand Ambassadors to assist in the Public Engagement Process. Motion passes 5-0.

4. Consider Approval of Contract Amendment with PS-Stearns, Inc. for GoZone Brand Ambassador Services to Support GoZone
([packet pages 76-79](#))

Action Item

Presenter: Pamela Burns, Director of Public Involvement & Communications
Backup Information: Memo
Exhibit 1: Second Amendment to Agreement for Brand Ambassador Staffing Services

Pamela Burns, Director of Public Involvement & Communications, presented the report highlighting the following:

- PS-Stearns Contract History
 - ✓ April 28, 2021 – Board approval – Contract
 - ✓ August 26, 2021 – Board approval – Amendment 1 for Brand Ambassador services to support GoZone
 - ✓ December 2, 2021 – Discussion – Brand Ambassadors communicate fixed route changes to riders
 - ✓ March 24, 2022 – Request Board approval for Amendment for work requested in December

Motion by Secretary Costa with a second by Board Member Eads to approve as presented. Motion passes 5-0.

5. Consider Approval of Contract Staff Support Services
([packet page 80](#))

Action Item

Presenter: Marisa Perry, Chief Financial Officer/VP of Finance
Backup Information: Memo

Marisa Perry, Chief Financial Officer/VP of Finance, presented and highlighted the need of support services for the Finance and Accounting Departments due to recent staff resignations.

Board discussion regarding critical needs of organization (short-term, long term), temporary-to-hire positions, factors contributing to resignations, current budget (salary savings), and overall staffing.

Motion by Board Member Maguire with a second by Board Member Eads to authorize the Interim CEO to use and negotiate a cooperative agreement and other agreements for the augmentation of staff and employees in the Finance, Accounting and Budget departments with expenses not to exceed current authorized Fiscal Year 2022 Budget. Motion passes 5-0.

6. Consider Approval of an Extension of 17-03 on Demand Rideshare Services Contract and 17-27 On-call Taxi and Non-emergency Transportation Services Contract

(packet pages 81-88)

Action Item

Presenter: Brandy Hazel, Manager of Contracts and Procurement

Backup Information: Memo

Exhibit 1: Second Amendment to Agreement for 17-03 On-Demand Rideshare Services - Lyft

Exhibit 2: First Amendment to Agreement for 17-03 On-Demand Rideshare Services - Irving Holdings

Exhibit 3: First Amendment to Agreement for 17-27 On-Call Taxi & Emergency Transportation Services - Irving Holdings

Motion by Board Member Maguire and a second by Vice-Chair Gilmore to approve the extensions as presented. Motion passes 5-0.

7. Consider Authorizing the Interim Chief Executive Officer (CEO) to Negotiate a Rate for Electric Utility Services and Enter into an Agreement for such service for various Denton County Transportation Authority (DCTA) facilities

(packet pages 89-98)

Action Item

Presenter: Brandy Hazel, Manager of Contracts and Procurement

Backup Information: Memo

Exhibit 1: EPA Green Power Partnership Agreement

Exhibit 2: MES Sustainability Overview

Brandy Hazel, Manager of Contracts and Procurement, presented the report highlighting the following:

- Energy Purposes (Services include Administration and Rail facilities, Rail Crossings, Bungalows, Lights)
- Price Lock (Best time, Term Options, Fee per Kilowatt hour)
- Green Energy and Sustainability

Board discussion regarding the benefits to DCTA (i.e., reducing carbon footprint) and annual energy consumption.

Motion by Board Member Maguire with a second by Secretary Costa to authorize the Interim CEO to negotiate a rate for Electric Utility Services and enter into an agreement for such service at DCTA facilities including the premium for green energy. Motion passes 4-1. Board Member Eads opposed.

8. Consider Approval of Resolution R22-03 Approving Budget Revision 2022-09
([packet pages 99-113](#))

Action Item

Presenter: Amanda Riddle, Senior Manager of Budget

Backup Information: Memo

Exhibit 1: Resolution R22-03 with the following Exhibits:

“A”: Budget Revision 2022-09

“B”: Change in Net Position (DCTA Only)

“B-1”: Change in Net Position (DCTA + NTMC Combined)

“C”: Long Range Financial Plan

Exhibit 2: Year-to-Date FY22 Budget Revisions

Amanda Riddle, Senior Manager of Budget, presented the report highlighting the following:

- Depreciation Expense
- Federal Capital Grant Revenue
- Capital Project Rollovers
- Capital Project Increases

Motion by Vice-Chair Gilmore and a second by Board Member Maguire to approve as presented. Motion passes 5-0.

9. Discuss Status of Joint Rail Operations Facility (JROF) Project Development
([packet page 114](#))

Discussion Item

Presenter: Paul Cristina, Deputy CEO

Backup Information: Memo

Deputy CEO Paul Cristina presented the report highlighting the following:

- DCTA Maintenance Facility Expansion Project Timeline (Pre-design, Final Design, Construction)
- Existing DCTA Maintenance Building Site
- JROF Options 1 and 2

No Board action required at this time.

10. Discuss and Consider Approval of Funds Transfer from Dallas Area Rapid Transit (DART) and Task Order with Lockwood, Andrews, and Newnam, Inc. for Quality Compliance and Project Management Support Services
([packet pages 115-127](#))

Action Item

Presenter: Paul Cristina, Deputy CEO

Backup Information: Memo

Exhibit 1: Accounts Receivable Letter

Exhibit 2: Quality Assurance & Project Management Support Scope of Services

Exhibit 3: JROF Proposed Project Baseline Budget

Board discussion regarding DART letter for transmittal on soft cost component.

Motion by Vice-Chair Gilmore with a second by Secretary Costa to approve as presented. Motion passes 5-0.

11. Discuss and Consider Authorizing the Interim Chief Executive Officer (CEO) to Enter into an Agreement with an Executive Search Firm
([packet pages 128-168](#))

Action Item

Presenter: Paul Cristina, Deputy CEO

Backup Information: Memo

Exhibit 1: Qualifications Package: Mackenzie Eason

Exhibit 2: Qualifications Package: KL2 Connects

Exhibit 3: Qualifications Package: K&A Partners

No formal recommendation from staff.

Board discussion regarding negotiations with K&A for possible discounts, approximate timelines depending on Board interactions, Special Called Board Meeting/Strategic Planning Workshop to discuss future Chief Executive Officer (CEO). Board request: Copy of CEO job description.

Motion by Board Member Eads with a second by Vice-Chair Gilmore to approve the solicitation of the firm K&A to assist with the selection of a CEO. Motion passes 5-0.

12. Consider a Date for the Denton County Transportation Authority (DCTA) Board of Directors Strategic Workshop
([packet page 169](#))

Discussion Item

Presenter: Chris Newport, Accenture

Backup Information: Memo

Board discussion regarding May/June timeframe and DCTA goals for the next 6 months. The Board of Directors will send available dates to Kisha Morris-Perkins, Executive Assistant/Board Process Manager to organize and advise of date.

13. Discuss Local and Regional Transportation Updates and Legislative Issues

[\(packet pages N/A\)](#)

Discussion Item

Chair Molina provided an update on the APTA Legislative Conference and Secretary Costa provided an update of the Regional Transportation Council and Dallas Regional Mobility Coalition meetings.

INFORMATIONAL REPORTS

1. Monthly Financial Reports

[\(packet pages 170-177\)](#)

Backup Information: Memo 1: Monthly Sales Tax Receipts
Exhibit 1: FY22 Monthly Sales Tax Report
Memo 2: Monthly Mobility-as-a-Service Update
Memo 3: Budget Information

2. Monthly Ridership Reports

[\(packet pages 178-185\)](#)

Backup Information: Memo
Exhibit 1: Ridership by Mode – February 2022
Exhibit 2: A-train Year-Over-Year Ridership Comparison
Exhibit 3: Connect and GoZone Ridership by Month and Year
Exhibit 4: Fixed-Route Ridership – February 2022
Exhibit 5: Connect Ridership Year-Over-Year by Month
Exhibit 6: UNT Ridership Year-Over-Year by Month

3. Social Service Agency Roundtable Recap Report

[\(packet pages 186-198\)](#)

Backup Information: Memo
Exhibit 1: Social Service Agency Roundtable Recap Report

4. Renewal of Lease for Administration Office Property

[\(packet page 199\)](#)

Backup Information: Memo

5. Request for Proposals (RFP) 22-07 Federal Legislative Consultant

[\(packet pages 200\)](#)

Backup Information: Memo

6. NTMC Request for Operator & Hourly Employee COVID Leave and Vaccination Pay
(packet page 201-205)

Backup Information: Memo

Exhibit 1: NTMC Board Memo dated February 3, 2022

No Board action required at this time.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

- Update on Trinity Metro bus operations outsourcing and timelines - Email to Board
- GoZone coverage in Lewisville
- Electric Rates (DME) - Email to Board
- Consider Accenture to review DCTA staffing levels

REPORT ON ITEMS OF COMMUNITY INTEREST

Chair Molina and Secretary Costa thanked Raymond Suarez for his service to DCTA as his last day with the agency is Thursday, March 31, 2022. Congratulations to Paul Cristina being appointed as Interim CEO.

CONVENE EXECUTIVE SESSION

The Board did not convene into Executive Session.

RECONVENE OPEN SESSION

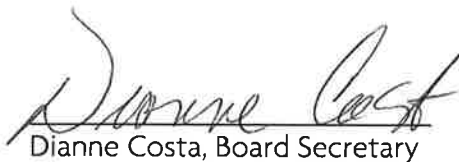
The Board did not convene into Executive Session; therefore, it was not necessary to reconvene in Open Session.

ADJOURN

Chair Molina adjourned the meeting at 3:09pm.



Cesar Molina, Chair



Dianne Costa, Board Secretary