



Board of Directors Regular Meeting

July 28, 2022 | 10:00 a.m.

The Board of Directors of the Denton County Transportation Authority (DCTA) convened a Regular Board of Directors Meeting with Chair Cesar Molina presiding on July 28, 2022, at 10:00am located at the DCTA Administrative Offices located at 1955 Lakeway Drive, Suite 260, Lewisville, Texas.

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 Jeremie Maurina, City of The Colony

Legal Counsel

Joe Gorfida, NJDHS

INTERIM DCTA CEO

Paul Cristina

CALL TO ORDER

Chair Molina called the meeting to order at 10:03am. All voting Board Members were present except for Board Members Green, Smith, Franklin and Miller. Board Member Winterburn attended the meeting virtually. The Board recessed at 11:10am and reconvened at 11:15am; recessed at 12:44pm and reconvened at 12:55pm; and recessed at 2:23pm and reconvened at 2:36pm.

INVOCATION

The invocation was provided by Chair Molina.

PLEDGE OF ALLEGIANCE

The Board recited the pledge of allegiance to the United States and Texas flags.



INTRODUCTIONS

Interim CEO Paul Cristina introduced staff from Minerva.

PUBLIC COMMENT

The following individuals provided comments during this period:

Paul Richardson
Victoria Allen
Walter Herron
Kenneth Day
DeBoss Christian
Eva Grecco (virtual)
Kristine Bray (virtual)
Karon Moore (emailed comments)
Roy Latkowski (emailed comments)

CONSENT AGENDA

- 1. Consider Approval of Monthly Financial Statements for June 2022 and Quarterly Reports for Quarter 3 – Fiscal Year (FY) 2022**

(packet pages 6-37)

Action Item

Backup Information: Memo 1

Exhibit 1(a): Monthly Financial Statements – June 2022

Exhibit 1(b): Capital Projects Budget Report – June 2022

Memo 2

Exhibit 2: Quarterly Investment Report Q3 FY2022

Memo 3: Quarterly Grants Report Q3 FY2022

- 2. Consider Authorizing the Interim Chief Executive Officer (CEO) to execute an Interlocal Agreement with Denton County Sheriff's Office for Law Enforcement Services in the amount of \$117,620 for one (1) year beginning October 1, 2022 through September 30, 2023**

(packet pages 38-50)

Action Item

Backup Information: Memo

Exhibit 1: Interlocal Agreement for Law Enforcement

Services

- 3. Consider Approval of Appointment of Mr. Fred Busche to the North Texas Mobility Corporation (NTMC) Board of Directors**

(packet page 51)

Action Item

Backup Information: Memo



4. Consider Approval of DCTA Meeting Minutes dated June 10, 2022, June 16, 2022 and July 18, 2022

(packet pages 52-62)

Action Item

Backup Information:	Exhibit 1:	Minutes - June 10, 2022
	Exhibit 2:	Minutes - June 16, 2022
	Exhibit 3:	Minutes – July 18, 2022

5. Consider Authorizing the Interim Chief Executive Officer (CEO) to Award and Execute a Contract with Capitol-Insights & Bird Advocacy, for State Legislative Consulting Services in the amount of \$240,000, beginning on or about September 1, 2022 and ending on or about August 31, 2024, for the initial two (2) years with the option to renew for an additional two (2) years

(packet pages 63-64)

Action Item

Backup Information: Memo

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

REGULAR AGENDA

1. Discuss Strategic Marketing and Communications Assessment, Key Messages and Communications Efforts

(packet page 65)

Discussion Item

Presenters: Paul Cristina, Interim CEO
Ashley Elsey, Minerva Consulting

Backup Information: Memo

Ashley Esley, Owner – Minerva Consulting, gave a presentation highlighting the following:

- Key Messaging
 - ✓ Getting Each Person Where They Need to Go
 - ✓ Making It Easier For The Rider
 - ✓ Driving a Better Future for Denton County/Doing Better for Denton County
 - ✓ Possible Themes and Tags (Getting People Where They Need to Go, Driving Denton County’s People, Moving Denton County for Work, For Play, For Life)

Staff will continue to work with Minerva to refine and formulate into a Strategic Plan, review platform engagement with social media and organizational structure, align Strategic Goals and Mission and Core Values and tentatively launch Goals and Objectives by the new Fiscal Year.

Pamela Burns, Director of Public Involvement and Communications provided the following update regarding engagement efforts:

- Business Outreach and Engagement for the cities of Denton, Highland Village and Lewisville: Outreach calls began in July starting with member cities and Denton County; goal is to set up meetings to introduce DCTA and learn about employer/employee needs, collect data, and develop menu of options; coordination with North Central Texas Council of Governments regarding business along rail line.
- Ridership Campaign (began July 1, 2022): Print (\$3,000), Online (\$1550), Social (\$2,300) and Other (\$3,000). Continuing campaign intermittently throughout the year.

Board request/discussion:

To add a column (along with the cities of Denton, Highland Village and Lewisville) for “Denton County” regarding engagement efforts; however, for clarification, DCTA is not “marketing” but expanding the “footprint” with other municipalities.

DCTA decals/magnet for VanPool vehicles.

Board discussions regarding the time frame for the business outreach which begins in August.

No Board action required at this time.

**2. Discuss Public Feedback and Consider Approval of Service Change and Fare and Pass Structure Effective No Later Than November 1, 2022
(packet page 66)**

Action Item

Presenters:

Paul Cristina, Interim CEO
Javier Trilla, AVP Innovation and Information Technology
Pamela Burns, Director of Public Involvement and Communications
Chris Newport, Accenture
Daniel Berkovits, Via

Backup Information: Memo

Interim CEO Paul Cristina and AVP of Innovation and Information Technology Javier Trilla presented highlighting the following:

- Ridership and Service Hours by Month
- Utilization by Month
- Quality of Service by Month
- Improved Service Quality of Service Scale

- GoZone Safety Performance
- Alignment of GoZone Contract Years and DCTA Fiscal Years
- \$600K Service Scaleback for FY Alignment
- Alternatives for Addressing FY22 Budget Alignment (Options 1-3)
- Funding Scenario to Preserve Current Quality of Service (while aligning FY and Contract)
- Service Design – Approach (Tasks 1-6)
- Comprehensive Operations Analysis (COA) Project Timeline
- Marketing and Communications Promotion
- Community Stakeholder Outreach
- Microsite
- Public Feedback Sentiment Analyses
- Survey Responses
- Fare and Pass Survey Response Recap
- Distribution of Demand by Distance
- GoZone Fare Structure Recap
- GoZone Fare Considerations
- Fare Revenue – GoZone Projection Breakout
- GoZone Pass Structure Volume and Engagement by Type (service to date)
- Proposed GoZone Pass Structure
- Current DCTA Pass Experience
- Proposed DCTA Pass Experience
- GoZone Pass Considerations (Portability, Structure, Discounts)
- Scenario Overview: Alternatives C, D, E, G
- Connect Operating Costs Allocation – Detail
- Fixed Route Productivity Summary Table
- GoZone Productivity Summary Table
- Alternative C: 50% Productivity Factor
- Alternative C: Denton Connect has 50% Productivity Factor
- Alternative D: Reinvestment Option 1
- Alternative E: Reinvestment Option 2 (Routes 6 and 7 only)
- Alternative G: Reinvestment Option 3 (Routes 6 and 7 only)
- Future DCTA Service Planning Considerations
- Overall Project Timeline
- Service Implementation Plan
- GoZone Informational Sign Design and Installation Detail

Board discussion regarding concerns regarding scaling back in lieu of UNT students returning to school, survey responses filtering out non-Denton County and out-of-state residents, possibly including Dallas County residents being included as riding into Denton County, \$2.00 cap and mileage discussion,

clarification of “crediting” rides, clarification of those eligible for discounts (i.e., Medicare, seniors, non-profit organizations, 13-18 age groups, TWU, etc.) and whether there were any Title VI concerns.

Staff recommends the Board authorize implementation of:

- Revised GoZone fare schedule of: \$1.50 base; \$0.50 per mile for trips within Denton Zone greater than 4 miles only; \$5.00 fare cap applicable in Denton only;
- Eliminate GoZone Passes unless riders are eligible for existing discount or non-profit pass purchase;
- Revised Connect service shall be Routes 3, 6 and 7 as depicted in “Alternative E” as proposed;
- Implementation of the above will occur on Sunday, January 1, 2023.

Motion by Vice-Chair Gilmore with a second by Board Member Eads to approve as presented. Motion passes 4-1. Board Member Maguire opposed.

3. Discuss and Consider Approval of Financial Authority to Execute a Task Order with Accenture, LLC in the amount of \$148,000 and a separate Agreement with Robert Half Account Temps in the amount of \$61,945 for Human Resources and Finance Staff Augmentation August 1, 2022 through October 30, 2022

(packet pages 67-68)

Action Item

Presenter: Paul Cristina, Interim CEO

Backup Information: Memo

Interim CEO Paul Cristina presented to the Board highlighting the following:

- Financial and Human Resources Organization (April 2022)
- Interim Staffing Cost (April Recap)
- Phase 2 Interim Staffing Overview

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

4. Discuss Fiscal Year (FY) 2023 Budget Update

(packet pages 69)

Discussion Item

Presenters: Paul Cristina, Interim CEO

Amanda Riddle, Senior Manager of Budget

Backup Information: Memo

Interim CEO Paul Cristina provided the Board with an update highlighting the following:

- FY2023 Proposed Budget Calendar
- Action Items from June Budget Work Session
- FY2023 Proposed Budget: 4-year Outlooks, Revenue vs. Expenses
- Budget Adjustment Drivers – Revenue and Expenses
- Ridership and Budget by Mode
- Incremental cost of Connect Service
- DCTA Budget Summary
- Capital Budget Summary
- Expanded Level Project (ELP) Summary (Rail Major Maintenance, ERP Implementation, Swiftly Transit Platform, DCTA Multifacility Firewall Upgrade, Audio-Visual Upgrade for DCTA Conference Rooms, Security Camera, Access Control and Station Signage Study, GoZone Weekend Hours, Coverage Expansion and Quality Improvements, Director of Safety and Compliance, Transit-Oriented Development (TOD) Planning Analysis, Long-Range Service Plan Update, Marketing and Advertising Strategic Review)
- Change in Net Position (DCTA, Net Depreciation)

Board discussion regarding clarification of Our Daily Bread funding, the possibility of extending routes for Our Daily Bread to the afternoon (costs) and wait time & service levels.

No Board action required at this time.

5. Discuss Local and Regional Transportation Updates and Legislative Issues
(packet pages N/A)

Discussion Item

Secretary Costa provided updates from the Regional Transportation Council to include the following:

- Modifications of the FY22 and FY23 Unified Planning Work Program
- RTC Bylaws Revision Subcommittee Update
- Status of BUILD Grant with BNSF, Trinity Metro and DART
- FIFA World Cup: 2026
- IIJA USDOT Competitive Grant Program Matrix
- RTC/Irving Summit – August 18, 2022
- Transportation Alternatives Call for Projects
- Regional Parking Garage Policy and Funding

Interim CEO Paul Cristina provided an update on the Joint Rail Operations Facility Agreement.



INFORMATIONAL REPORTS

1. Monthly Financial Reports

(packet pages 70-74)

Backup Information: Memo 1: Monthly Sales Tax Receipts

Exhibit 1: Monthly Sales Tax Report

Memo 2: Budget Information

2. Monthly Ridership Reports

(packet pages 75-82)

Backup Information: Memo

Exhibit 1: Ridership by Mode – June 2022

Exhibit 2: Connect and GoZone Ridership by Month and Year

Exhibit 3: Connect Ridership Year-Over-Year by Month

Exhibit 4: A-train Year-Over-Year Ridership Comparison

Exhibit 5: Fixed-Route Ridership – June 2022

Exhibit 6: UNT Ridership Year-Over-Year by Month

3. Request for Bids (RFB) 22-06 Janitorial Services for Administration Building

(packet page 83)

Backup Information: Memo

No Board action required at this time.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

- Discussion of Executive Session Meetings (voting/alternate board members) being held in-person only.

REPORT ON ITEMS OF COMMUNITY INTEREST

- Mayor's Bike Event – City of Corinth – September 2022
- City of Lewisville City Council has allocated approximately \$2.5 million to fund a facility that will be run by Serve Lewisville (Pat Smith) to house non-profit organizations that serve the City of Lewisville.

CONVENE EXECUTIVE SESSION

The Board June convene the Regular Board Meeting into Closed Executive Session for the following:

The Board of Directors will convene into Closed Executive Session pursuant to Section 551.074 of the Texas Government Code, Personnel Matters, to deliberate the employment and duties of the Chief Executive Officer.

The Board convened into Executive Session at 3:13pm.

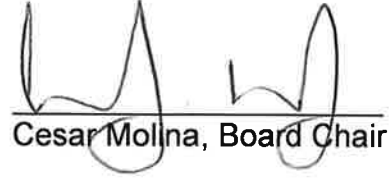


RECONVENE OPEN SESSION

The Board reconvened into Open Session at 3:25pm with no action taken.

ADJOURN

The Board adjourned the meeting at 3:25pm.



Cesar Molina, Board Chair



Dianne Costa, Board Secretary