



Board of Directors Regular Meeting Minutes October 27, 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 Thursday, October 27, 2022, at 10:00am, located at the DCTA Administrative Offices, 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057.

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

DCTA CEO

Paul Cristina

CALL TO ORDER

Chair Molina called the meeting to order at 10:08am. All Board Members were present except for Board Members Jody Gonzalez, Pat Smith, Dennie Franklin, Mark Miller, Connie White and Tom Winterburn. Board Member Eads departed at 10:31am.

INVOCATION

The invocation was provided by Board Secretary Costa.

PLEDGE OF ALLEGIANCE

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



INTRODUCTIONS

CEO Paul Cristina introduced staff from Bird Advocates and Capitol Insights.

PUBLIC COMMENT

The following individuals addressed the Board during this time:

Kristine Bray
Victoria Allen

CONSENT AGENDA

1. Consider Approval of Excess Rail Liability Coverage with Dallas Area Rapid Transit (DART)

(packet page 6)

Action Item

Backup Information: Memo

2. Consider Approval of Regular Meeting Minutes dated September 22, 2022

(packet pages 7-16)

Action Item

Backup Information: Exhibit 1: Regular Meeting Minutes – September 22, 2022

3. Consider Approval of Monthly Financial Statements for September 2022 & Quarterly Reports for Q4 FY2022

(packet pages 17- 48)

Action Item

Backup Information: Memo 1
Exhibit 1(a): Monthly Financial Statements – September 2022
Exhibit 1(b): Capital Projects Budget Report – September 2022
Memo 2
Exhibit 2: Quarterly Investment Report Q4 FY22
Memo 3: Quarterly Grants Report Q4 FY22

4. Discuss and Consider Approval of a Task Order with Accenture, LLC for Finance Staff Augmentation for the period December 1, 2022 – January 31, 2023

(packet pages 49-51)

Action Item

Backup Information: Memo

Motion by Secretary Costa and a second by Board Member Eads to approve the Consent Agenda as presented. Motion passes 5-0.



REGULAR AGENDA

1. Discuss and Consider Approval of the 88th Texas State Legislative Agenda (packet page 52)

Action Item

Presenters: Brittney Farr, Senior Director of Engagement and Administration
Brandi Bird, State Legislative Consultant – Bird Advocacy
Drew Campbell, State Legislative Consultant – Capitol Insights
Byron Campbell, State Legislative Consultant – Capitol Insights

Backup Information: Memo

Drew Campbell, Capitol Insights and Brandi Bird, Bird Advocacy, provided a presentation to the Board highlighting the following:

- Draft Legislative Agenda for Discussion
 - ✓ Preserve current authority and agency resources to meet the transit needs of Denton County and oppose any legislation that would restrict current authority or agency resources.
 - ✓ Collaborate with TxDOT to expand their multi-modal approach to the transportation needs of Texas to include metropolitan public transportation in their footprint.
 - ✓ Support innovative funding methods at state level to expand rail and transit options within Denton County.
 - ✓ Oppose any restrictions to the agency having representation before the Legislature.
- Upcoming November Elections (State Senate and State House)
- Strategic Meetings
 - ✓ Work with Senators and Representatives that are within DCTA service area (in-person tour of DCTA facilities)
 - ✓ Work with other members within the DFW area and transportation leadership in the House and Senate
 - ✓ Identify key partners and invite them to similar tour (ie. UNT, TWU)
- Tentative DCTA Day – March 20, 2023

Mr. Campbell indicated that he would forward the election results to Brittney Farr, Director of Engagement and Administration for distribution to the Board.

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

2. Discuss Update on January 2023 Fare and Service Change Public Messaging and Implementation Plan (packet pages 53-54)

Discussion Item

Presenters: Paul Cristina, Chief Executive Officer
Brittney Farr, Senior Director of Engagement and Administration

Backup Information: Memo



Exhibit 1: January 1, 2023 Service Change Summary

CEO Paul Cristina and Brittney Farr, Senior Director of Engagement and Administration provided the report to the Board highlighting the following:

- January 1, 2023 Service Change Summary
- Work Accomplished to Date
- Advertising and Public Information Plan
- Advertising the Service and Fare Change
- Fare Media Design
- Passenger Fare Education

Board discussion regarding a “sticker” of a QR code/URL link and phone number listed (staff will explore getting a customer service phone number on literature), provided suggestions to “clean up” domains/website, Title VI compliant -language translations (maps and schedules will be updated as service goes into effect), recommendations to provide a URL link and QR code on all signage, recommendations for marketing materials (i.e. rail cards for buses) being placed at apartment complex lobby areas, community outreach to social services and major employers, as well as Chambers of Commerce, fare media design timeline (first week of December), recommendations “Here’s How To Ride GoZone” on Google Play/Apple Store.

Board Members thanked DCTA Staff for their diligent efforts to serve the community.

No Board action required at this time.

3. Discuss Opportunities for Optimizing Multimodal Services and Key Performance Indicator (KPI) Reporting

(packet page 55)

Discussion Item

Presenter: Paul Cristina, Chief Executive Officer
Javier Trilla, AVP of Innovation and Information Technology

Backup Information: Memo

CEO Paul Cristina and Javier Trilla, AVP of Innovation and Information Technology, provided the Board with a report highlighting the following:

- Effect of Supply and Demand on Ridership and Seat Unavailability
- Utilization by Month
- Quality of Service by Month
- Proposed Service Level Agreement Based on Demand Levels
- DCTA Staff considering Opportunities to Optimize Multimodal Services in the City of Denton
- Denton Connect Route 7
- Denton Connect Route 6
- Denton Connect Route 3
- Colorado Express
- Discovery Park



- Denton Connect Routes 3,6, and 7/UNT Colorado Express And Discovery Park (Intra-Route GoZone Trips by Month)
- Anticipate Testing Multimodal Trip Planning Capability in GoZone App in November
- Bus Operations Key Performance Indicators
- Go-Forward Approach (Analysis: Continue monthly data gathering, evaluate service cost by route, identify opportunities to align/synchronize schedules, produce alternatives for Board consideration – Near Term Service Refinements (GoZone app notification on Fixed Route Alternatives (complete), GoZone App Multimodal Trip Planning (pending), Service Change Including Connect 6 &7 frequency increases (pending))

Board discussion regarding proposed service level agreement based on demand levels, wait times for Lewisville and Highland Village and the ability to serve all DCTA constituents, clarification on whether or not “seat unavailable” customers return “in que”, 30-minute “hard” threshold, concerns regarding directing customers to GoZone when specific bus routes are being discontinued, GEO fencing, travel sheds, opportunities to invest in fixed routes long term, GoZone being a mechanism to receive measurable data on how people “move” in areas in which fixed routes have challenges obtaining, “Escape valve” to dispatch specific vehicles for urgent needs, opportunities for a fixed route in Lewisville, water fountains/bathrooms at Downtown Denton Transit Center, and the ability to receive data-driven information to make informed decisions.

Board Members also thanked staff for keeping the Board informed of challenges (with a plan of action) regarding GoZone and Connect. Bus drivers were also thanked for their continued service to the community.

No Board action required at this time.

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

Discussion Item

Chair Molina

Attended, along with CEO Paul Cristina and DCTA staff members the APTA Conference in Seattle, Washington.

Secretary Costa

Provided the following updates from DMRC and RTC:

DMRC - (DCTA Board updates, Regional Transit Survey Kickoff on October 17, 2022, TCNT Transit Tour on November 16, 2022, JROF with DART Update, A-train Ridership Recovery, New CEO Paul Cristina, Cesar Molina will be the new representative on DRMC and Dianne Costa will be the alternate)

RTC – October 13, 2022 Meeting – Bylaws Committee (members Dianne Costa and Andy Eads)



INFORMATIONAL REPORTS

1. Monthly Financial Reports

(packet pages 56-65)

Backup Information:

Memo 1: Monthly Sales Tax Receipts

Exhibit 1: Monthly Sales Tax Report

Memo 2: Budget Information

Exhibit 2: Year-to-Date FY22 Budget Revisions

2. Monthly Ridership Reports

(packet pages 66-75)

Backup Information:

Memo

Exhibit 1: Ridership by Mode – September 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 – September 2022

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

3. Amend Interlocal Agreement with Trinity Metro and Task Order with Lyft for Alliance Services

(packet pages 76-77)

Backup Information:

Memo

4. Update on Joint Rail Operations Facility Short Term Lease and Project Design

(packet page 78-104)

Backup Information:

Memo

Exhibit 1: Lease Agreement

Exhibit 2: Exhibit A Site Plan

Exhibit 3: Exhibit B-1 OMF Operating Plan before Silverline Operations

Exhibit 4: Exhibit B-2 OMF Operating Plan during Silverline Operations

Exhibit 5: Agreement For A-train Operations and Maintenance Amendment No.1

CEO Paul Cristina provided a brief update on Informational Report # 2 and Informational Report #3.

No Board action required at this time.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

No Board requests at this time.

Next Regular Board Meeting Date: December 1, 2022



REPORT ON ITEMS OF COMMUNITY INTEREST

CEO Paul Cristina discussed the Denton Arts and Jazz Festival and various events that DCTA staff volunteered (Friday-Sunday) to educate the public on DCTA.

Vice-Chair Gilmore discussed the Spokes and Ghosts in Lewisville scheduled for October 29, 2022.

Board Member Stevens thanked the Board and staff for the amazing work that continues for DCTA.

CONVENE EXECUTIVE SESSION

No scheduled Executive Session for this agenda.

RECONVENE OPEN SESSION

The Board did not convene into Executive Session; therefore, no reconvening was necessary.

ADJOURN

Motion by Secretary Costa and a second by Vice-Chair Gilmore to adjourn the meeting at 11:52am.
Motion passes 4-0.


Cesar Molina, Board Chair
Dianne Costa, Board Secretary