



Board of Directors Regular Meeting Minutes January 26, 2023 | 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, January 26, 2023 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 A. Cristina

CALL TO ORDER

Chair Molina called the meeting to order at 10:02am. All Board Members were present with the exception of Board Secretary Costa and Board Member Franklin. Note: Alternate Board Member Stevens filled in for Ms. Costa.

INVOCATION

Board Member Smith provided the invocation.

PLEDGE OF ALLEGIANCE

The Board of Directors and staff recited the Pledge of Allegiance to the United States and Texas flags.



INTRODUCTIONS

Maurice Bell, Chief Operating Officer
Sherrelle Evans-Jones, Chief Financial Officer
Violet Killeen, Accountant II
De'Andrea Harrell, Accounts Payable Coordinator

PUBLIC COMMENT

No one from the public wished to address the Board of Directors at this time.

CONSENT AGENDA

1. Consider Approval of Denton County Transportation Authority (DCTA) Chief Executive Officer (CEO) Evaluation Policy
2. Consider Approval of a Resolution Approving Budget Revision 2023-01 for Alliance Lyft Services
3. Consider Approval of a Resolution Designating Sherrelle Evans-Jones as the Investment Officer
4. Consider Appointment of Cassey Ogden to Fill an Unexpired Term of David Gaines on the North Texas Mobility Corporation (NTMC) Board of Directors
5. Consider Approval of Monthly Financial Statements for November 2022 and Quarterly Reports for Q1 FY2023
6. Consider Approval of Regular Meeting Minutes dated December 1, 2022

Motion by Board Member Eads with a second by Board Member Maguire to approve the Consent Agenda as presented. Motion passes 5-0. Note: Approving the Consent Agenda also approved Resolution R23-01 and Resolution R23-02.

REGULAR AGENDA

1. **Discuss and Consider Approval of Task Order #10 with AECOM for Electronic Security Technology Planning Assessment**

Javier Trilla, AVP of Innovation and Technology, presented to the Board the Expanded Level Project: Security Camera, Access Control and Station Signage Study highlighting the following:

- Approved Budget: \$150,000
- Current State (Bus Operations and Maintenance Facility has the only functional camera system; aged cameras located on both bus and rail; decentralized building access control systems; and lack of real-time information on train schedules)

- Scope (Identify needs for enhanced physical security and access control across the agency; identify hardware and infrastructure needed; develop program of projects to accomplish objectives; identify needs for ongoing support.
- Project deliverables and Timeline – January 2023 through May 2023

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

2. Discuss and Consider Approval of Fiscal Year 2022 Transportation Reinvestment Program (TRiP) Annual Report and Fiscal Year 2023 Call for Projects

Tim Palermo, Planning and Data Analytics Manager, presented to the Board highlighting the following:

- Why TRiP (Transportation Reinvestment Program)
- TRiP Process (Steps 1-4)
- Funding Background (Note: Unobligated funds designated to each member city may rollover for up to three (3) years)
- FY22 Program Highlights
- FY23 Adopted TRiP Budget
- FY23 TRiP Program Funding Levels with FY21 and FY22 Rollover Amounts
- FY23 Call for Projects
- TRiP Project Selection – Key Dates (2023)

Board discussion regarding utilizing the “rollover” funds before expiration date.

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

3. Discuss Safety, Service and Ridership Metrics Reporting

Paul Cristina, CEO, presented information to the Board outlining the purpose of the briefing: Define types of reporting requirements; propose form of regular reporting to stakeholders in FY23; and, identify existing and proposed internal reporting mechanisms. Mr. Cristina highlighted the following:

- DCTA Organizational Approach
- Safety Reporting at DCTA (Federal Railroad Administration System Safety Program Plan and Federal Transit Administration Public Transportation Agency Safety Plan (PTASP) for Rail, Motor Bus and GoZone – Microtransit)
- Safety Performance: Quarter 1 – FY2023
- Reporting Process: Safety (Existing/Development)

- Service Performance: Quarter 1 FY2023
- Reporting Process: Ridership and Service (Existing/Potential)
- FY22 Ridership Recap
- Ridership by Travel Mode – December 2022

Board discussion regarding the A-train ridership increase because of GoZone “drop-offs” and whether there is a pattern.

No Board action required at this time; however, the Board thanked staff for the safety metrics and the comprehensiveness of data surrounding safety.

4. Discuss Intermediate Service Plan Update (JT)

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

- Intermediate Service Plan Goal
- GoZone Ridership and Seat Unavailability – September 2021 through December 2022
- GoZone and Fixed Route Operating Costs
- 2022 Cost Operations Analysis (COA) Bus Productivity
- Intermediate Service Plan – Recap
- Current Service Plan: Network of Interest
- GoZone Activity in Vicinity of University of North Texas (UNT)
- Intermediate Service Plan – Multimodal Technology
- Intermediate Service Plan – Process

Board discussion regarding public engagements, communications and “touchpoints” with the Board, bus operators and the public, and the importance of continuing conversations with UNT. Note: Board question regarding whether there is a decrease in sales tax (summer months) in the City of Denton (Board Member Maguire will investigate).

No Board action required at this time.

5. Discuss Marketing and Communications Review of January 1, 2023 Service and Fare Change Roll Out and Next Steps for Fare Media Transition

Brittney Farr, Senior Director of Engagement and Administration, presented to the Board highlighting the following:

- Executive Summary: January 1, 2023 Service and Fare Change
- Implementing the January Service & Fare Change
 - Finalize new routes/schedules
 - Notification of stakeholders and public
 - Updates to apps and websites

- Fare Media Designs
- New fare transition
- Advertising and Public Information Efforts
 - Advertising Print and Digital
 - Cumulus geo-fenced web advertising
 - Radio (KNTU 88.1)
 - Advertising – Kiosks at Texas Women’s University
 - Billboards (4 digital, 1 static)
- Community Outreach Activities
- Fare Media Redesign
- Discussion of Major Fare Media Changes
- Fare Media Transition (ID Badges)
- ADA Paratransit Transition – Next Steps
- Key Takeaways
 - No major service and fare change is flawless.
 - Overall, no major issues reported.
 - Continuing work on fare media transition.
 - There is value in face-to-face trainings and information sessions.
 - There is value in widespread, multi-outlet communications and advertising.
 - Continue to make it easy for the rider.

The Board discussion regarding a grace period for the transition of the new passes and the process to obtain new passes. In addition, the Board and CEO congratulated the entire staff on a successful service and fare change for 2023.

6. Discuss Local and Regional Transportation Updates and Legislative Issues

Chair Molina highlighted topics from the Regional Transportation Council (RTC) and the Dallas Regional Mobility Coalition (DMRC) highlighting: HHWA contracts, property tax relief bills, electric vehicles, temporary paper tags on vehicles, and air quality as discussed in the respective meetings. Chair Molina noted that he will not be in attendance for the next DMRC meeting and asked if Secretary Costa (DMRC Alternate) could attend and/or a representative from DCTA.

INFORMATIONAL REPORTS

1. Monthly Financial Reports

Backup Information: Memo 1: Monthly Sales Tax Receipts
Exhibit 1: Monthly Sales Tax Report

2. Monthly Ridership Reports

Backup Information: Memo
Exhibit 1: Ridership by Mode – November-December 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– November-December 2022
Exhibit 6: UNT Ridership Year-Over-Year by Month

3. Interlocal Agreements with Purchasing Cooperatives

No Board action required for the Informational Reports at this time.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

No discussion regarding future agenda items or Board Member requests at this time.

REPORT ON ITEMS OF COMMUNITY INTEREST

- March 23, 2023 – Regular Board Meeting. It was also noted that there are several events happening the week of March 20, 2023, in Austin. No concerns expressed from the Board of Directors.
- May 2023 – National Bike Month (Lewisville Mayor's Bike Ride)

CONVENE EXECUTIVE SESSION

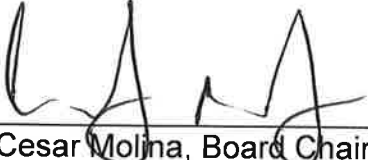

No Executive Session.

RECONVENE OPEN SESSION

No Executive Session.

ADJOURN

Chair Molina adjourned the meeting at 11:37am.


Cesar Molina, Board Chair
Paul Stevens, Board Member
For Dianne Costa, Board Secretary