



Board of Directors Regular Meeting February 23, 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, February 23, 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, Nichols Jackson

DCTA CEO

Paul A. Cristina

CALL TO ORDER

Chair Molina called the meeting to order at 10:40am. All Board Members were present with the exception of Board Member Maguire who arrived at 10:11am (Board Member Smith filled in for Board Member Maguire until her arrival). Board Member Maurina arrived at 10:16pm. Board Secretary Costa recessed from 12:02pm until 12:08pm. Board Member Smith departed at 12:11pm. Board Member Eads departed at 2:34pm.

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

Chair Molina advised the Board and public that Alternate Board Member Smith would be filling in for Board Member Maguire until her arrival.

PUBLIC COMMENT

The following individual addressed the Board during this time:
Eva Grecco

CONSENT AGENDA

1. Consider Approval of Cooperative Agreements with North Texas Share, BuyBoard, and Omnia Partners for Parts, Tools, and Supplies
2. Consider Approval of Regular Meeting Minutes dated January 26, 2023
3. Consider Approval of a Resolution to Approve the North Texas Mobility Corporation (NTMC) Amended and Restated Bylaws as Approved by the NTMC Board of Directors on February 16, 2023

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

REGULAR AGENDA

1. Discuss and Consider Acceptance of the FY 2022 Financial Audit

Chief Financial Officer (CFO) Sherrelle Evans-Jones introduced the item and staff from Plante Moran presented/highlighted the following information:

- Audit Timeline (August 25, 2022 – February 2023)
- Deliverables (Independent Auditor's Report, End of Audit Letter, Single Audit Report)
- Financial Highlights
- Report to the Board
- Other Comments (Quarterly investment Reports, National Transit Database Procedure)

Board discussion regarding reporting net position, understanding depreciation, inventory, payroll, COVID, cybersecurity, and accounting standards.

Pam Hill and Keith Szymanski (Plante Moran) thanked the Finance Team and the entire DCTA staff for wonderful work accomplished during this period.

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

2. Consider Approval of Monthly Financial Statements for December 2022 and Quarterly Reports for Quarter 1- Fiscal Year (FY) 2023 and Receive Update from the Chief Financial Officer regarding Finance Operations

Chief Financial Officer (CFO) Sherrelle Evans-Jones presented to the Board highlighting the following:

- Accomplishments (New hires, Transition from Accenture, FY2022 Audit)
- Areas of Focus (Integrating team members/Team Building, Evaluating Financial Controls, ERP Implementation, FY2024 Budget)
- What You Should Expect (Monthly Financial Focus, Quarterly Financial Reports, Transparent and Accurate Financial Information)
- Current and Previous Financial Updates
- Financial Statements (Revenues, Other Income, Non-Operating Revenues/Transfers, NTMC Financial Statements)
- Investments

Board discussion regarding calculation of depreciation, Capital Budget, and ERP Timeline (approximately 9-12 months).

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

3. Provide an update on the A-train Enhancement Study

CEO Paul Cristina presented an update to the Board highlighting the following:

- Current Opportunity
- Define Capital Program Requirements per Objective
- Scenario Comparison
 - Existing Service
 - 20 minute headways (Option 1A)
 - 30 minute headways (Option 1B)
 - 20 minute headways (Option 2)
 - 15 minute headways (Option 3)
- Next Steps
 - Evaluate Option 1B and Option 2 with Corinth Station
 - Discussions with Dallas Area Rapid Transit (DART) and North Central Texas Council of Governments (NCTCOG)
 - Continue conversations with Carrollton on Quiet Zones
 - Engage with Signal PTC manufacturers
 - Identify Federal Discretionary Grant Opportunities
 - Trinity Metro Coordination
 - Continue dialogue with DGNO on Ops Coordination

Board discussion regarding Corinth Station model and possible financial contributions from Corinth and CRISI Grant. It was the consensus of the Board to discuss with consultants and “model out” Options 1B, Option 2 and Option 3, as well as continue focusing on better service and rider experiences.

No Board action required at this time.

4. Discuss Marketing and Communications Director Update and Denton County Transportation Authority (DCTA) Communications Evolution

David Magaña, Director of Marketing and Communications, presented to the Board highlighting the following:

- Observing, Learning, Analyzing
- Back to the Basics (Who We Are, What We Do for Customers)
- Community Presence
- Business Development
- Customer Engagement – Strategy (Brand/Social Media/Others)
- January Service and Fare Change
- Ice Storm
- News Story Placements
- Newsletters
- Blog (HopOnBoard Blog)
- Denton Black Film Festival Sponsorship

Board discussion regarding the importance of educating customers/communities to get them excited over what DCTA has to offer, Denton County Days sponsorship opportunities and the possibility of showing the marketing video at the event, marketing staff positions/descriptions (to be reviewed by the Board), and a policy on advertisement sales, professional marketing advertisement firms, “wraps” on vehicles (caution with driver/passenger visibility), Frisco Bike Trail, and HopOnBoard.

No Board action required at this time.

5. Discuss Denton County Transportation Authority (DCTA) Customer Service Function, Providers, and Alternatives

CEO Paul Cristina presented to the Board highlighting the following:

- Customer Service at DCTA
 - Opportunity – DCTA customers receive service from two providers: Via (GoZone and NTMC (all others)
 - Anticipate Via contract cost \$420K in FY2023 will increase in FY2024

- Way Forward – “Drive a better future for Denton County” with consolidated, insourced customer service function (new DCTA position – Customer Service Director) and Consultant Effort to consist of four (4) tasks: 1. Evaluate existing services 2. Review Via Operations Center (VOC) Platform and Transfer of Duties Requirements 3. Identify/Optimize Customer Service Technology, Communications and Physical Infrastructure, and Staffing Requirements 4. Provide temporary resources to facilitate transition
- Anticipated Outcomes
 - Improved customer experience
 - Improved employee experience
 - Improved service quality and control
 - Cost efficiencies
- Current DCTA Customer Service Structure
- Customer Service Contact Profiles
- Current DCTA Customer Service Structure – Concept

It was the consensus of the Board that DCTA was moving in a good direction with the recommendation of in-house customer service. It was noted awareness should be given to those who do not have the capacity to own or operate a smart phone when developing policy and procedures.

No Board action required at this time.

6. Discuss Transit Asset Management Plan and Long-Range Financial Planning

Chief Financial Officer (CFO) Sherrelle Evans-Jones and Planning and Data Analytics Manager Tim Palermo provided the presentation to the Board highlighting the following:

- Transit Asset Management (TAM) Plan Requirements
- TAM Plan Elements
- Asset Inventory Summary
- Condition Assessment
- SGR Backlog Analysis
- Key Conclusions
- Reinvestment Alternative

Board discussion regarding Increment Asset Management Plan prioritization and UNT contract, dedicated equipment, fleet replacement, revenue & liquid capital. The Board encouraged staff to continue to have conversations regarding the potential impacts on TRiP and ELAP.

No Board action required at this time.

7. Discuss Federal Legislative Update

Chris Giglio, CapitalEdge, provided an update to the Board highlighting the following:

- Department of Transportation (DOT) Budget
- Infrastructure Bill Implementation
- 118th Congress



Board discussion regarding ideas for Federal funding for the A-train (CSIS) for quiet zones, rail crossings, and rail improvements. It was also discussed the importance of DCTA visiting with appropriate individuals at the federal level at events such as Denton County Days; however, during other individual opportunities.

No Board action required at this time.

8. Discuss Local and Regional Transportation Updates and Legislative Issues

The following items were discussed during this time:

- No DMRC meeting due to Ice Storm Mara
- March 20 – DCTA Day (in conjunction with Denton County Days – Austin)
- RTC Meeting (Education Campaigns, Changing Mobility Data, Cotton Belt, Regional Safety Performance Targets, Transit Surveys)
- North Central Texas Council of Governments (NCTCOG) – Public Meeting (Transit Study) – February 23, 2023 at 5:30pm at the Denton Senior Center

INFORMATIONAL REPORTS

1. Monthly Safety, Service and Ridership Reports

Backup Information:

Memo

Exhibit 1: Safety Performance – FY to Date

Exhibit 2: Service Performance – FY to Date

Exhibit 3: Ridership by Mode – January 2023

Exhibit 4: Connect and GoZone Ridership by Month and Year

Exhibit 5: Connect Ridership Year-Over-Year by Month

Exhibit 6: A-train Year-Over-Year Ridership Comparison

Exhibit 7: Fixed-Route Ridership – January 2023

Exhibit 8: UNT Ridership Year-Over-Year by Month

2. Update on Denton County Transportation Authority (DCTA) and Dallas Area Rapid Transit (DART) Interlocal Agreement for the Joint Rail Operations Facility (JROF)

Backup Information:

Memo

3. Monthly Financial Reports

Backup Information:

Memo

Exhibit 1: Monthly Sales Tax Report

4. North Central Texas Council of Governments (NCTCOG) Grant Funding Opportunity for Repurpose/Rehabilitation of Bus Stops and Shelters and A-train Extended Service Hour Pilot Program

Backup Information:

Memo



The following was noted during Informational Reports:

- Informational Reports now include Safety and Service reports
- Ridership increased 36%
- Connect Service – Increased
- Amending Interlocal Agreement (ILA) with Dallas Area Rapid Transit (DART)
- NCTCOG – Bus stop rehabilitation and A-train

Comments from the Board regarding Seat Unavailability on two (2) different zones, low on-time performance on the bus service in January, and to be mindful of “overlapping” funding regarding NCTCOG grants.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

The Board discussed the possibility of canceling the March 23, 2023 Board Meeting due to Spring Break and DCTA/Denton County Days scheduled for March 20-22, 2023 in Austin. Staff will review the Board Agenda Outlook to determine if the meeting should be canceled.

REPORT ON ITEMS OF COMMUNITY INTEREST

No items to report at this time.

CONVENE EXECUTIVE SESSION

Pursuant to Section 551.074 of the Texas Government Code, Personnel Matters, the Board will convene into Closed Executive Session to discuss the duties and evaluation of the Chief Executive Officer (Mid-Year Performance Review)

Pursuant to Section 551.072 of the Texas Government Code, Real Property, the Board will convene into Closed Executive Session to discuss generally located at Lot 1, Block A of Denton County Transportation Authority (DCTA) Hebron Station Addition

The Board convened into Closed Executive Session at 1:25pm.

RECONVENE OPEN SESSION

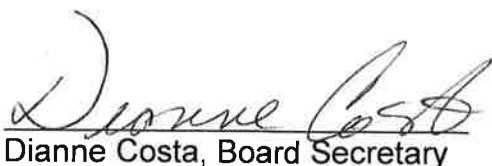
The Board reconvened into Open Session at 2:50pm with no action taken.

ADJOURN

Motion by Board Secretary Costa and a second by Board Member Eads to adjourn the meeting at 2:50pm. Motion passes 5-0.



Cesar Molina, Board Chair



Dianne Costa, Board Secretary