



Board of Directors Regular Meeting January 25, 2024 | 10:00 a.m.

The Board of Directors of the Denton County Transportation Authority (DCTA) convened a Regular Board of Directors Meeting with Chair TJ Gilmore presiding on Thursday, January 25, 2024 at 10:00am, located at the DCTA Administrative Offices, 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057.

Voting Members

Chair TJ Gilmore, City of Lewisville
Vice-Chair Cesar Molina, Denton County
Secretary Andy Eads, Denton County
Board Member Daniel Jaworski, City of Highland Village
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 Dennie Franklin, City of Frisco
Board Member Jeremie Maurina, City of The Colony

Legal Counsel

Joe Gorfida, Nichols Jackson

DCTA CEO

Paul A. Cristina

CALL TO ORDER

Chair Gilmore called the meeting to order at 10:00am. All Board Members were present with the exception of Board Secretary Eads, Board Member Green, and Board Member Smith. Alternate Board Member Jody Gonzalez filled in for Board Secretary, Judge Eads.

INVOCATION

DCTA CEO Paul Cristina provided the invocation.

PLEDGE OF ALLEGIANCE

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

INTRODUCTIONS

The following DCTA staff introduction was made:

Joseph Rogers, IT Support Coordinator

PUBLIC COMMENT

The following individual addressed the Board during this time:

Liam Gaume-Wakefield

CONSENT AGENDA

1. Consider authorizing the Chief Executive Officer (CEO) to Amend the Agreement with Capitol-Insights for State Legislative Consulting Services to provide additional services for Local Government Relations support in the amount of \$37,500 beginning February 1, 2024 through remainder of the contract term that ends on June 30, 2024.
2. Consider authorizing the Chief Executive Officer (CEO) to enter Agreement with LMC Corporation in an amount not to exceed \$500,000 for the demolition of existing facilities and securing of the DCTA property at 655 E. Main Street in Lewisville
3. Consider Approval of a Resolution to Approve Budget Revision 2024-08 in the amount of \$500,000 for demolition of existing facilities and securing of the DCTA property at 655 E. Main Street in Lewisville
4. Consider Approval of Regular Meeting Minutes dated November 30, 2023

Motion by Board Member Maguire with a second by Board Member Jaworski to approve the Consent Agenda as presented. Motion passes 5-0.

REGULAR AGENDA

1. **Discuss Update on the Collin County Rides Program and Consider Approval of a Resolution to Approve Budget Revision 2024-07 in the amount of \$295,005**

Maurice Bell, Chief Operating Officer gave the presentation highlighting the following:

- Service Overview
- Overview of Completed Items
- Program Funding Summary

Board discussion regarding the effect this transition will have on current riders utilizing the DART Collin County Rides program. It was noted that there has been constant communication with customers. DCTA also utilizes the same software previously used for the program and as such, the only change will be the need to download the DCTA app and transfer over payment information.

Motion by Board Member Maguire with a second by Vice-Chair Molina to approve Resolution for Budget Revision 2024-07 in the amount of \$295,005. Motion passes 5-0.

2. Discuss and Consider Approval of Fiscal Year 2023 Transportation Reinvestment Program (TRiP) Annual Report and Fiscal Year 2024 TRiP Annual Call for Projects

Austin Frith, Vice President, Planning and Development gave the presentation highlighting the following:

- What is TRiP?
- TRiP Process
- TRiP Funding
- FY23 Overview
- TRiP FY23 Annual Report
 - Denton Projects
 - Shady Oaks Crossing & QZ Improvements
 - Katy Trail – Mayhill & Colorado
 - Bonnie Brae – UNT Stadium Area Improvements
 - Lewisville Projects
 - Southwest Parkway Multimodal Street/Streetscape
 - Extension of A-train Rail Trail
- TRiP FY23 Annual Report – Remaining Balances
- FY24 TRiP Program Funding Levels
- FY24 Call for Projects

Board discussion regarding the current policy as it pertains to the 3-year max rollover and possible amendment offering a grace period to member cities. It was noted that in the past, the new money was being spent first. The board stressed the need to ensure that the oldest funds should be used first. Board also discussed the need to sharpen this policy.

Motion by Vice-Chair Molina with a second by Board Member Jaworski to approve the Fiscal Year 2023 Transportation Reinvestment Program (TRiP) Annual Report and Fiscal Year 2024 Call for Projects. Motion passes 5-0.

3. Provide Update on the Marketing and Communications Program

David Magana, Director, Marketing and Communications, Valeria Rodriguez, Communications Specialist, and Trevon McWilliams, Marketing Specialist gave this portion of the presentation highlighting the following:

- One Year Review
- Planning
- Storytelling
 - News Features and Mentions
 - New Service Outreach/Education
- Social Media
 - Introduction
 - Metrics
 - The Right Balance
 - Yearly Review
 - December Social Media Report

- Marketing
 - Campaign – A-train
 - Branding/Collateral
 - Content: Customer/Employee Stories
- Customer Satisfaction Survey
 - A-train Summary
 - Connect Bus/UNT Campus Shuttle Summary
 - Overall Satisfaction
 - Net Promoter Score
 - Satisfaction with DDTC – Summary
 - Satisfaction with DCTA Vehicles – Summary
 - Satisfaction with DCTA Employees – Summary

Board discussion regarding the great results of the customer satisfaction survey, particularly as it related to the A-train. It was noted that we need to continue to encourage/increase usage of the A-train. Board commended the media team on their consistent posting on social media outlets.

4. Discuss Local and Regional Updates and Legislative Issues

No updates at this time.

INFORMATIONAL REPORTS

1. Safety, Service, and Ridership Reports for FY 2023
2. Update on Enterprise Resource Planning (ERP)

No Board action required for Informational Reports.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

None at this time.

REPORT ON ITEMS OF COMMUNITY INTEREST

Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.

- Denton Black Film Festival – Thursday, January 25-27, 2024
- Highland Village Daddy/Daughter Dance – Friday, January 26, 2024
- DCTA Staff Anniversary – Javier Trilla – 10 Years

CONVENE EXECUTIVE SESSION

No Executive Session was scheduled for this meeting.

ADJOURN

The Board adjourned at 11:00am.

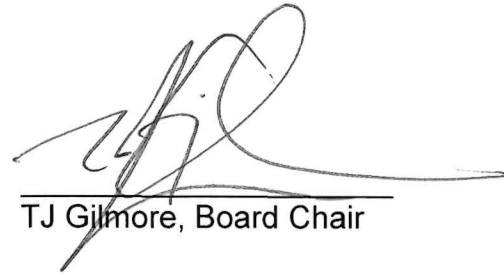


DENTON COUNTY
TRANSPORTATION
AUTHORITY

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A handwritten signature in blue ink that reads "Andy Eads". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Andy Eads, Board Secretary

A handwritten signature in black ink that reads "TJ Gilmore". The signature is highly stylized and cursive, with a long horizontal stroke extending to the right.

TJ Gilmore, Board Chair