



**Board of Directors Regular Meeting
September 24, 2025 | 10:00 a.m.**

NOTICE IS HEREBY GIVEN that the members of the Denton County Transportation Authority (DCTA) Board of Directors will hold a Regular Meeting on Wednesday, September 24, 2025 at 10:00 a.m. at the DCTA Administrative Offices located at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057 and by ZOOM Video Conference at which time the following agenda will be discussed.

The public is allowed to use the ZOOM link below to view the Board Meeting. To view the meeting, please use the information below:

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/84617570064?pwd=IZtMRU7gnh4b4BJx4AfOxAA7zjWg16.1>

Passcode:092315

Phone one-tap:+13462487799

Join via audio:+1 346 248 7799

Webinar ID: 846 1757 0064

Passcode: 092315

As authorized by Section 551-071 of the Texas Government Code, the Board of Directors may convene into Closed Executive Session for the purpose of seeking legal advice from Legal Counsel on any item on the agenda at any time during the meeting.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

INTRODUCTIONS

PUBLIC COMMENT

This agenda item provides an opportunity for citizens to address the DCTA Board of Directors on any agenda item(s) or other matters relating to DCTA. Each speaker will be given a total of three (3) minutes to address any item(s). Anyone wishing to speak shall be courteous and cordial.

Speakers making personal, impertinent, profane, or slanderous remarks may be removed from the meeting. Unauthorized remarks from the audience, stamping of feet, whistles, yells, clapping and similar demonstrations will not be permitted.



Citizens that are not able to participate in-person must email his or her public comment to kmorris-perkins@dcta.net no later than **3:00 p.m. on Tuesday, September 23, 2025**, to ensure the comment will be distributed to Board Members prior to the meeting.

The Board of Directors is not permitted to take action on any subject raised by a speaker during Public Comments. However, the DCTA Board of Directors may have the item placed on a future agenda for action; refer the item to the DCTA Administration for further study or action; briefly state existing DCTA policy; or provide a brief statement of factual information in response to the inquiry.

CONSENT AGENDA

1. Consider Approval of Monthly Financial Statement for July 2025

Action Item

Background Information: Memo

Exhibit 1: Year-To-Date Financial Statement – July 31, 2025

2. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Contract for the Transit App using The Interlocal Purchasing System (TIPS) Cooperative Contract #220105 with Vertosoft, LLC in the amount of \$302,482.38 for the Period of October 1, 2025 through September 30, 2028

Action Item

Background Information: Memo

3. Consider Approval of the Purchase of Network Switches and Implementation Services using The Interlocal Purchasing System (TIPS) Cooperative Contract #230105 from United Data Technologies (UDT) in an Amount Not to Exceed \$110,000

Action Item

Background Information: Memo

4. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Contract for OneAxiom Managed Cybersecurity Services using The Interlocal Purchasing System (TIPS) Cooperative Contract #230105 with Howard Technology Solutions in an Amount Not to Exceed \$241,056 for the Period of October 1, 2025 through September 30, 2028

Action Item

Background Information: Memo

5. Consider Authorizing the Chief Executive Officer (CEO) to Execute Task Order #02 with Ruby Media (dba DHD Films) in an Amount Not to Exceed \$300,000 for Marketing and Communications Support for the Period October 1, 2025 through September 30, 2026

Action Item

Background Information: Memo

- 6. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Contract Option with Capital Edge for Federal Legislative Consulting Services for Up to One (1) Year beginning October 1, 2025 in an Amount Not to Exceed \$84,000**
Action Item
Background Information: Memo
- 7. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Railroad Signal Master Agreement for Federal Aid Projects with the Texas Department of Transportation (TxDOT)**
Action Item
Background Information: Memo
- 8. Consider Approval of Task Order #1 of a Master Services Agreement with River North Transit, LLC dba Via Transportation for GoZone Demand Response Service for the Period of One (1) Year Beginning October 1, 2025 through September 30, 2026 in an Amount Not to exceed \$11,876,205**
Action Item
Background Information: Memo
- 9. Consider Approval of Amendment #2 of the Funding Agreement with the North Central Texas Council of Governments (NCTCOG) for Collin County Rides Transit Services for an Amount Not to Exceed \$1,647,750 for a Period beginning on the Execution Date and Continuing through January 31, 2027 and Authorize the Chief Executive Officer (CEO) to Execute Such Agreement**
Action Item
Background Information: Memo
- 10. Consider Approval of the First Amended and Restated Interlocal Agreement with the City of Allen for Collin County Rides Transit Services for an Amount Not to Exceed \$309,944 for a Period of One (1) Year Beginning October 1, 2025 and Continuing through September 30, 2026 and Authorize the Chief Executive Officer (CEO) to Execute Such Agreement**
Action Item
Background Information: Memo
- 11. Consider Approval of the First Amended and Restated Interlocal Agreement with the Town of Fairview for Collin County Rides Transit Services for an Amount Not to Exceed \$35,425 for a Period of One (1) Year Beginning on October 1, 2025, and Continuing through September 30, 2026 and Authorize the Chief Executive Officer (CEO) to Execute Such Agreement.**
Action Item
Background Information: Memo

- 12. Consider Approval of Task Order #1 of a Master Services Agreement with zTrip for Collin County Rides Transit Services for an Amount Not to Exceed \$350,126 for the Period of One (1) Year Beginning October 1, 2025 through September 30, 2026**

Action Item

Backup Information: Memo

- 13. Consider Approval of Task Order #1 of a Master Services Agreement with Lyft for Collin County Rides Transit Services for an Amount Not to Exceed \$12,200 for a Period of One (1) Year Beginning October 1, 2025 through September 30, 2026**

Action Item

Backup Information: Memo

- 14. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Third Amended and Restated Interlocal Agreement (ILA) with the City of Frisco for Transit Services for an Amount Not to Exceed \$1,357,500 for a Period of Three (3) Years beginning October 1, 2025 through September 30, 2028 With the Option for Up to One (1) Additional Two (2) Year Term**

Action Item

Backup Information: Memo

- 15. Consider Approval of Task Order #2 of a Master Services Agreement with zTrip for City of Frisco Transit Services for an Amount Not to Exceed \$250,000 for the Period of One (1) Year Beginning October 1, 2025 and Continuing through September 30, 2026**

Action Item

Backup Information: Memo

- 16. Consider Approval of Task Order #2 of a Master Services Agreement with Lyft for City of Frisco Transit Services for an Amount Not to Exceed \$11,500 for a Period of One (1) Year Beginning October 1, 2025 and Continuing through September 30, 2026**

Action Item

Backup Information: Memo

- 17. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Sixth Amended and Restated Interlocal Agreement (ILA) with the City of Coppell for Mobility Services in an Amount not to Exceed \$150,000 for a Period of Three (3) Years Beginning on October 1, 2025 through September 30, 2028 With the Option to Extend for One (1) Additional Two (2) Year Period**

Action Item

Backup Information: Memo

18. Consider Approval of Task Order #3 of a Master Services Agreement with Lyft, Inc. for Coppel Mobility Services for On-Demand Rideshare for a Period of One (1) Year Beginning October 1, 2025 through September 30, 2026 in an Amount Not to Exceed \$28,125

Action Item

Background Information: Memo

19. Consider Approval of Task Order #4 of a Master Services Agreement with Lyft, Inc. for University of North Texas (UNT) Late Night Service for a Period of One (1) Year Beginning October 1, 2025 through September 30, 2026 in an Amount Not to Exceed \$115,000

Action Item

Background Information: Memo

20. Consider Approval of Denton County Transportation Authority Advertising Revenue Policy

Action Item

Background Information: Memo

Exhibit 1: Advertising Revenue Policy Final Draft

21. Consider Approval of Regular Meeting Minutes Dated August 28, 2025

Action Item

Background Information: Exhibit 1: Regular Meeting Minutes – August 28, 2025

REGULAR AGENDA

1. Discuss and Consider Fiscal Year 2026 Election of Board Officers

Action Item

Background Information: Memo

2. Discuss and Consider Approval of Task Order #2 with H.W. Lochner in the Amount Not to Exceed \$4,500,000 for Preliminary Engineering for the A-train Extension to Downtown Carrollton and Schematic Design for 15-Minute Headway Improvements

Action Item

Background Information: Memo

3. Discuss and Consider Approval of Task Order #4 with H.W. Lochner in the Amount Not to Exceed \$600,000 for A-train Service Hours Expansion and Positive Train Control (PTC) Analysis

Action Item

Background Information: Memo

4. Discuss Update on Tyler Technologies Enterprise Resource Planning (ERP) Implementation

Discussion Item

Background Information: Memo

5. Discuss Update on Fare Systems Strategy Study and Fare Policy Development

Discussion Item

Background Information: Memo

6. Discuss Local and Regional Updates and Legislative Updates

INFORMATIONAL REPORTS

1. Safety, Service, and Ridership Reports – August 2025

Background Information: Memo

Exhibit 1: Safety Performance – FY to Date

Exhibit 2: Service Performance – FY to Date

Exhibit 3: Ridership by Mode – August 2025

Exhibit 4: Connect Ridership Year-Over-Year by Month

Exhibit 5: A-train Ridership Year-Over-Year by Month

Exhibit 6: Fixed-Route Ridership – August 2025

Exhibit 7: UNT Ridership Year-Over-Year by Month

2. Proposed 2026 Denton County Transportation Authority (DCTA) Board Meeting Calendar

Background Information: Memo

Exhibit 1: 2026 Proposed Board Meeting Calendar

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

Staff will discuss proposed future agenda items. Board members may request an informational item or action item to be added to the next Board meeting agenda.

Next Board Meeting Date: October 23, 2025

REPORT ON ITEMS OF COMMUNITY INTEREST

Pursuant to Texas Government Section 551.0415 the Board of Directors may report on the 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.



CONVENE EXECUTIVE SESSION

The Board of Directors will convene into Closed Executive Session pursuant to Texas Government Code Section 551.074, Personnel Matters, to deliberate the duties and evaluation of the Chief Executive Officer (FY2025 Annual Performance Evaluation).

Action as a result of Executive Session.

RECONVENE OPEN SESSION

Reconvene and Take Necessary Action on Items Discussed during Executive Session (if applicable).

ADJOURN

Board Members

TJ Gilmore, Lewisville, Chair
Cesar Molina, Denton County Seat 1, Vice-Chair
Andy Eads, Denton County Seat 2, Secretary
Alison Maguire, Denton
Daniel Jaworski, Highland Village

Alternates

Kristin Green, Lewisville
Jody Gonzalez, Denton County Seat 1
Pat Smith, Denton
Paul Stevens, Highland Village
Vacant, Denton County Seat 2

Non-Voting Board Members

Jared Eutsler, Corinth
Dennie Franklin, Frisco
Jeremie Maurina, The Colony
Stephen Christo, The Colony (alternate)
Vacant, Flower Mound
Vacant, Little Elm
Vacant, Small Cities

Staff Liaison

Paul Cristina, CEO



This notice was posted on September 18, 2025, by 5pm.

A handwritten signature in blue ink, reading "Kisha Morris-Perkins", is written over a horizontal line.

Kisha Morris-Perkins
Executive Assistant & Board Process Manager

Board of Directors Memo**September 24, 2025**

AGENDA ITEM: Consider Approval of Monthly Financial Statement for July 31, 2025

Recommendation

Staff recommends the Board approve the financial statement for July 31, 2025.

Background

The financial statement is presented monthly to the Board of Directors for approval. The attached report is for the period ending July 31, 2025. This report provides a comparison of year-to-date budget vs. actual performance.

Previous Board Activity & Action

There has been no previous Board activity on this item.

Identified Need

Provides the Board a review of the agency's financial position and performance to budget.

Financial Impact

The financial impact of July 31, 2025 performance has been summarized within the respective document provided. Staff stands ready to answer any questions the Board may have regarding the financial performance.

Exhibits

Exhibit 1: Year-to-Date Financial Statement – July 31, 2025

Submitted by:


LaKeisha Williams, Senior Manager of Accounting



DENTON COUNTY TRANSPORTATION AUTHORITY

Statement of Revenue and Expenditures
Presented for the Period Ended July 31, 2025
(UNAUDITED)

	Prior Year Actual				FY 2025 - July 31, 2025					
	2020	2022	2023	2024	YTD Budget	YTD Actual	Annual Budget	Actual %	Expected %	Notes
Revenue and Other Income										
Passenger Revenues	\$ 833,637	\$ 928,716	\$ 1,568,793	\$ 1,906,892	\$ 1,396,093	1,335,351	\$ 1,675,312	79.7%	83.3%	Slightly below expected YTD performance, however ridership remains stable.
Contract Service Revenues	3,378,826	3,718,416	4,233,303	4,948,287	\$ 3,667,179	2,779,596	\$ 4,400,615	63.2%	83.3%	Impacted by timing delays or reporting lags; year-end adjustments could help close the gap.
Sales Tax Revenues	29,817,364	38,030,250	40,292,936	40,615,026	\$ 34,166,667	34,318,881	\$ 41,000,000	83.7%	83.3%	Sales Tax is right on target.
Federal/State Grants - Capital	3,472,677	95,069	59,828	566,000	\$ 3,599,848	9,681	\$ 4,319,818	0.2%	83.3%	Capital grants includes an estimate for PTC spending, which has not started as of July 2025.
Federal/State Grants - Operating	16,214,135	19,028,351	9,431,745	11,563,170	\$ 8,652,833	8,944,102	\$ 10,383,400	86.1%	83.3%	Operating grant revenues are tracking slightly ahead of expectations.
Total Revenues and Other Income	53,716,639	61,800,802	55,586,605	59,599,375	51,482,621	47,387,611	61,779,145			
Operating Expenses										
Salary, Wages and Benefits	4,432,165	4,002,824	3,787,792	10,212,178	11,994,023	10,630,959	14,392,828	73.9%	83.3%	Trending behind YTD Budget due to the timing of hires and vacant positions. The FY25 budget for Outsourced Services and Charges included significant spending for several projects/initiatives which are currently in progress.
Outsourced Services and Charges	2,922,575	4,517,965	5,600,148	6,930,904	4,787,262	2,916,318	5,744,714	50.8%	83.3%	The FY25 budget for Materials and Supplies includes estimates for IT spending for upgrades of hardware and other projects. This budget also includes estimates for spending for Bus
Materials and Supplies	1,922,265	2,536,927	2,576,663	2,127,167	2,702,654	1,569,560	3,243,185	48.4%	83.3%	Ops/Maintenance. Work is currently in progress. Currently trending below expected levels partly due to timing of invoice payments and are expected to normalize closer to budgeted levels at fiscal year end.
Utilities	431,838	455,020	497,792	561,653	634,643	422,660	761,572	55.5%	83.3%	Current year actuals are being recognized at the point when the payment is made based on timing.
Insurance	1,656,122	1,608,328	1,577,898	1,099,836	1,644,810	1,889,073	1,973,772	95.7%	83.3%	Purchased Transportation depends upon timing of the vendor payments.
Purchased Transportation Services	10,091,454	19,146,955	22,348,013	23,888,423	20,877,882	18,890,717	25,053,458	75.4%	83.3%	This variance is primarily due to the timing of scheduled training programs, certifications, and professional development initiatives.
Employee Development	164,699	119,259	2,559,697	301,748	662,783	267,378	795,340	33.6%	83.3%	On target with budget revisions due to expansion of 1955 Lakeway Dr. Suite 265
Leases and Rentals	226,632	132,033	142,445	169,862	176,733	163,766	212,080	77.2%	83.3%	Nearly aligned with expectations; consistent with asset lifecycle projections.
Depreciation	9,559,752	11,351,682	9,074,611	9,959,074	8,784,913	8,766,007	10,541,895	83.2%		
Total Operating Expenses	31,407,502	45,203,487	48,510,532	55,250,845	52,265,704	45,516,439	62,718,844			
Income Before Non-Operating Revenues and Expenses	22,309,137	16,597,315	7,076,073	4,348,530	(783,083)	1,871,173	(939,699)			
Non-Operating Revenues/(Expense)										
Investment Income	320,793	462,425	4,434,145	5,983,517	1,833,333	3,978,600	2,200,000	180.8%	83.3%	
Gain (Loss) on Disposal of Assets	(7,482)	29,719	52,900	2,818	-	-	-	0.0%	0.0%	
Other Income/(Expense) - Miscellaneous	421,389	447,462	923,293	174,316	212,500	83,507	255,000	32.7%	83.3%	
Long Term Debt Interest/(Expense)	(909,133)		(212,684)	(192,299)	(143,176)	(85,905)	(171,811)	50.0%	83.3%	
Total Non-Operating Revenues/(Expenses)	(174,434)	939,606	5,197,654	5,968,352	1,902,658	3,976,202	2,283,189			
Income (Loss) Includes	22,134,703	17,536,921	12,273,727	10,316,882	1,119,575	5,847,374	1,343,490			
Transfers Out to NTMC	(7,555,428)	(5,926,669)	(5,577,506)	-						
Total Transfers	(7,555,428)	(5,926,669)	(5,577,506)	-						
Change in Net Position	\$ 14,579,275	\$ 11,610,252	\$ 6,696,221	\$ 10,316,882	\$ 1,119,575	5,847,374	\$ 1,343,490			



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Authorizing the Chief Executive Officer (CEO) to Execute a Contract for the Transit App using The Interlocal Purchasing System (TIPS) Cooperative Contract #220105 with Vertosoft, LLC in the Amount of \$302,482.38 for the Period of October 1, 2025 through September 30, 2028

Recommendation

Staff recommends the Board authorize the Chief Executive Officer (CEO) to Execute a Contract for the Transit App using The Interlocal Purchasing System (TIPS) Cooperative Contract #220105 with Vertosoft, LLC in the Amount of \$302,482.38 for the Period of October 1, 2025 through September 30, 2028.

Background

DCTA currently sponsors the Transit Royale app, which provides trip planning, real-time arrival predictions, GoZone microtransit integration, and limited rider feedback capabilities. The platform has become an important customer-facing tool, offering a unified experience across modes.

As the agency continues to modernize its digital customer experience, opportunities exist to expand functionality within the Transit app ecosystem. Enhancements include advanced trip planning and detour capabilities (Guide), in-app service alerts and network change preview tools (Inform), customizable geo-located survey tools (Rate-my-Ride), and the ability to build a new web-based trip planner with GoZone visibility into DCTA's website.

Term	Cost
Year 1	\$95,950.00
Year 2	\$100,747.50
Year 3	\$105,784.88
Total - 3 Year Term	\$302,482.38

Previous Board Action

None.

Identified Need

Expand DCTA's Transit app partnership to provide enhanced rider communication, feedback, and trip-planning tools.

Financial Impact


Funding for the first year of the renewal agreement is identified in the Fiscal Year 2026 operating budget. Funding for subsequent years will be included in the corresponding budget years.



Exhibits

None.

Submitted By:



Javier Trilla, Vice President
Innovation and Information Technology



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Approval of the Purchase of Network Switches and Implementation Services using The Interlocal Purchasing System (TIPS) Cooperative Contract #230105 from United Data Technologies (UDT) in an Amount Not to Exceed \$110,000

Recommendation

Staff recommends the Board approve the purchase of Network Switches and Implementation Services using The Interlocal Purchasing System (TIPS) Cooperative Contract #230105 from United Data Technologies (UDT) in an amount not to exceed \$110,000.

Background

DCTA's network switching infrastructure, originally deployed in 2014, has reached end of life. The existing equipment lacks central management, modern network access control (NAC), and, in some cases, redundant features necessary for reliable operations. These limitations create additional workload for IT staff, reduce network visibility, and increase security risks.

The project will replace the outdated switches with modern hardware featuring centralized, cloud-based management. This will streamline IT operations, provide improved monitoring, and enhance DCTA's cybersecurity posture. Implementation services include a redesign of the existing network architecture and deployment of both hardware and software features to ensure a stable and secure environment.

Previous Board Action

None.

Identified Need

Implement the planned replacement of end-of-life network switches with modern, secure, and centrally managed infrastructure.

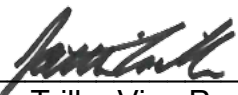
Financial Impact

Funding for this item was included in the approved FY2026 capital budget as an expanded level project.

Exhibits

None.

Submitted By:



Javier Trilla, Vice President
Innovation and Information Technology



Board of Directors Memo

September 25, 2025

AGENDA ITEM: Consider Authorizing the Chief Executive Officer (CEO) to Execute a Contract for OneAxiom Managed Cybersecurity Services using The Interlocal Purchasing System (TIPS) Cooperative Contract #230105 with Howard Technology Solutions in an Amount Not to Exceed \$241,056 for the Period of October 1, 2025 through September 30, 2028

Recommendation

Staff recommends authorizing the Chief Executive Officer (CEO) to execute a contract for OneAxiom Managed Cybersecurity Services using The Interlocal Purchasing System (TIPS) Cooperative Contract #230105 with Howard Technology Solutions in an amount not to exceed \$241,056 for the period of October 1, 2025 through September 30, 2028

Background

DCTA's one-year agreement with OneAxiom is expiring. The platform delivers 24/7 monitoring, vulnerability management, and incident response, which significantly improves the agency's cybersecurity posture. Staff have been satisfied with the performance and reliability of the services and recommend moving from a short-term agreement to a longer-term engagement to ensure stability and continuity.

Under this contract, OneAxiom will continue providing managed cybersecurity services including SIEM monitoring, endpoint detection and response, vulnerability scanning, and 24/7 incident response through their U.S.-based Security Operations Center (SOC). These services safeguard DCTA's systems and data, reduce cyber risk, and support compliance with industry standards.

Term	Cost
Year 1	\$80,352.00
Year 2	\$80,352.00
Year 3	\$80,352.00
Total - 3 Year Term	\$241,056.00


Financial Impact

Funding for the first year of the renewal agreement is identified in the Fiscal Year 2026 operating budget. Funding for subsequent years will be included in the corresponding budget years.

Exhibits

None.

Submitted By:


Javier Trilla, Vice President
Innovation and Information Technology



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Authorizing the Chief Executive Officer (CEO) to Execute Task Order #02 with Ruby Media (dba DHD Films) in an Amount Not to Exceed \$300,000 for Marketing and Communications Support for the Period of October 1, 2025 through September 30, 2026

Recommendation

Staff recommends the Board authorize the Chief Executive Officer (CEO) to Execute Task Order #02 with Ruby Media (dba DHD Films) in an amount not to exceed \$300,000 for Marketing and Communications Support for the period of October 1, 2025 through September 30, 2026.

Background

In January, the Board approved a Master Services Agreement with Ruby Media to carry out Marketing and Communications initiatives over three (3) years on a task order basis. The cost of service in Fiscal Year (FY) 2025 is \$25,000 per month and has provided DCTA with social media posts designed for each platform, video production highlighting DCTA services and employment opportunities, creative branding that features a new design for the buses, and regular performance metrics and data analysis. The monthly cost of service in FY2026 is unchanged.

Previous Board Action

None.

Identified Need

As defined above.

Financial Impact

Funds are allocated within the FY2026 approved budget.

Exhibits

None.

Submitted By:

Randy Evans, Marketing and Communications Manager

Reviewed By:

Jackie Bronson, Vice President, Engagement & Administration



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Authorizing the Chief Executive Officer (CEO) to Execute a Contract Option with Capital Edge for Federal Legislative Consulting Services for up to One (1) Year beginning October 1, 2025, in an Amount Not to Exceed \$84,000

Recommendation

Staff recommends the Board authorize the Chief Executive Officer (CEO) to execute a contract option with Capital Edge for Federal Legislative Consulting Services for up to one (1) year beginning October 1, 2025 in an amount not to exceed \$84,000.

Background

The current contract term for Federal Legislative Consultant, approved by the Board in August 2022, began on October 1, 2022, and initially expired on September 30, 2024, with the option to extend for three (3) additional one (1) year terms.

On August 22, 2024, the Board authorized the Chief Executive Officer (CEO) to execute a one (1) year option with Capital Edge for Federal Legislative Consulting Services in the amount of \$84,000 for one (1) year beginning on October 1, 2024, which expires on September 30, 2025.

Staff requests this action to extend the contract up to one (1) additional year as it considers timing of re-soliciting consultants for these services. This consultant agreement is payable on a month to month basis at a rate of \$7,000 per month and is terminable with adequate notice of 30 days in writing prior to the end of Fiscal Year (FY) 2026, should DCTA complete its solicitation and contract award by that time.

Previous Board Activity & Action

None.

Identified Need

DCTA needs continued federal legislative consulting services to serve as its representation in Washington, D.C. before the United States Congress and appropriate federal agencies and to provide situational awareness about pending policies and legislation.

Financial Impact

Funds have been budgeted in FY 2026 for Federal Legislative Consulting Services.

Exhibits

None.

Submitted By:

Jackie Bronson, Vice President, Engagement & Administration



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Authorizing the Chief Executive Officer (CEO) to Execute a Railroad Signal Master Agreement for Federal Aid Projects with the Texas Department of Transportation (TxDOT)

Recommendation

Staff recommends the Board authorize the Chief Executive Officer (CEO) to execute a Railroad Signal Master Agreement for Federal Aid Projects with the Texas Department of Transportation (TxDOT).

Background

Each year, TxDOT's Rail Division identifies roadway railroad crossings across the state to receive federal funding for upgrades like replacement of signal equipment, replacement of crossing surfaces, etc. Typically, TxDOT contacts the owning railroad, scopes a project, provides funding for the railroad to complete the project, and then reimburses the railroad for the cost of the work.

Earlier this year, TxDOT identified the A-train crossing at Hebron Parkway (FM 3040) for such a project. TxDOT has asked DCTA to execute this Master Agreement before it approaches the City of Lewisville to finalize a project scope for this location. These steps, ultimately, enable TxDOT to provide funding to DCTA under a separate sub-agreement.

While no dollar value is assigned to this Master Agreement, it enables future project expenditures and reimbursements that likely will require Board action to approve. Therefore, staff requests Board approval of this Master Agreement.

Further details of the Hebron Parkway crossing project agreement(s) will be provided as the project progresses.

Previous Board Activity & Action

None.

Identified Need

As stated above.

Financial Impact

None. This is a Master Agreement with no dollar value.

Exhibits

None.

Submitted By:

Dawn Jones, Grants Administrator

Reviewed By:

Jane Filarowicz, Senior Manager Budget and Grants



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Approval of Task Order #1 of a Master Services Agreement with River North Transit, LLC dba Via Transportation for GoZone Demand Response Service for the Period of One (1) Year Beginning October 1, 2025 through September 30, 2026 in an Amount Not to Exceed \$11,876,205

Recommendation

Staff recommends the Board Approve Task Order #1 of a Master Services Agreement with River North Transit, LLC dba Via Transportation for GoZone Demand Response Service for the Period of One (1) Year Beginning on October 1, 2025 through September 30, 2026 in an Amount not to exceed \$11,876,205

Background

DCTA re-solicited for the GoZone contract in Fiscal Year (FY) 2025 and River North Transit, LLC (Via) was re-selected through a competitive procurement process.

This task order reflects an hourly vehicle rate of \$44.95 for a maximum of 250,495 hours for FY2026, inclusive of a \$0.15 per hour rate discount for DCTA providing office space for Via's local operations manager in the Bus Operations facility. Anticipated service hours expenditure is 234,895 for the year, with the remainder being provided as a contingency in the event it is needed to meet KPIs. However, these service hours will not be deployed without CEO approval.

The task order also includes \$616,455 for Via customer service for the GoZone service for the year, which can be optioned in two (2) six (6) month tranches with a 60-day notice.

Previous Board Activity & Action

None.

Identified Need

Execution of Task Order #1 to enable continuation of service on October 1, 2025.

Financial Impact

This item is included in the FY2025 operating budget.

Exhibits

None.

Submitted By:

Chris Bordman
Chris Bordman, Director Operations Support

Reviewed By:

Lisa Taylor
Lisa Taylor, Vice President, Operations



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Approval of Amendment #2 of the Funding Agreement with the North Central Texas Council of Governments (NCTCOG) for Collin County Rides Transit Services for an Amount Not to Exceed \$1,647,750 for a Period Beginning on the Execution Date and Continuing through January 31, 2027 and Authorize the Chief Executive Officer (CEO) to Execute Such Agreement

Recommendation

Staff recommends the Board approve Amendment #2 of the Funding Agreement with the North Central Texas Council of Governments (NCTCOG) for Collin County Rides Transit Services for an amount not to exceed \$1,647,750 for a period beginning on the execution date and continuing through January 31, 2027 and authorize the Chief Executive Officer (CEO) to execute such agreement.

Background

DCTA assumed responsibility for the Collin County Rides Program in February 2024 to provide transit services to elderly and medically qualified residents of the City of Allen and Town of Fairview. The program has been in successful operation since that time, and the initial term of the Funding Agreement with NCTCOG expires on September 30, 2025. There are funds remaining within the Agreement to continue the service through September 30, 2026, and the City of Allen and Town of Fairview have indicated their interest and willingness to continue the service by providing their share of the funding for the program through amended interlocal agreements between them and DCTA. The program was initially authorized for a total of \$1,647,750, which included \$300,000 in RTC local share funds to be used until federal funding became available. While the Agreement from NCTCOG references the original amount of \$1,647,750, as of the beginning of FY26, the remaining program funding is estimated at \$690,738, which includes both federal funds and local contributions from the cities of Allen and Fairview. At current service levels, this amount is expected to support the program for up to 18 months.

This item authorizes an amendment to the agreement between DCTA and NCTCOG to change the expiration date of the program, enabling the NCTCOG funding to continue through January 31, 2027, though the performance period of services with the municipalities will end with the expiration of those ILAs on September 30, 2026.

Previous Board Activity & Action

The Board first approved this agreement in October 2023 for the initial phase of service that began February 1, 2024.

Identified Need

Execution of Agreements to enable continuation of service on October 1, 2025.

Financial Impact

All service costs will be reimbursed to DCTA with a 69% administrative fee, in accordance with DCTA policy.

Exhibits

None.



Submitted By: Chris Bordman
Chris Bordman, Director of Operations Support

Reviewed By: Lisa Taylor
Lisa Taylor, Vice President of Operations



Board of Directors Memo

September 24, 2025

CA10 – AGENDA ITEM: Consider Approval of the First Amended and Restated Interlocal Agreement with the City of Allen for Collin County Rides Transit Services for an Amount Not to Exceed \$309,944 for a Period of One (1) Year Beginning on October 1, 2025, and Continuing through September 30, 2026 and Authorize the Chief Executive Officer (CEO) to Execute Such Agreement

CA11 – AGENDA ITEM: Consider Approval of the First Amended and Restated Interlocal Agreement with the Town of Fairview for Collin County Rides Transit Services for an Amount Not to Exceed \$35,425 for a Period of One (1) Year beginning on October 1, 2025, and Continuing through September 30, 2026 and Authorize the Chief Executive Officer (CEO) to Execute Such Agreement.

Recommendation

CA10 – Staff recommends the Board approve the First Amended and Restated Interlocal Agreement with the City of Allen for Collin County Rides Transit Services for an amount not to exceed \$309,944 for a period of one (1) year beginning on October 1, 2025, and continuing through September 30, 2026 and authorize the Chief Executive Officer (CEO) to execute such agreement.

CA11 – Staff recommends the Board approve the First Amended and Restated Interlocal Agreement with the Town of Fairview for Collin County Rides Transit Services for an amount not to exceed \$35,425 for a period of one (1) year beginning on October 1, 2025, and continuing through September 30, 2026 and authorize the Chief Executive Officer (CEO) to execute such agreement.

Background

DCTA assumed responsibility for the Collin County Rides Program in February 2024 to provide transit services to elderly and medically qualified residents of the City of Allen and Town of Fairview. The program has been in successful operation since that time, and the initial term of the Funding Agreement with NCTCOG expires on September 30, 2025. There are funds remaining within the Agreement to continue the service through September 30, 2026 and that Agreement is proposed for renewal for FY26 under Consent Agenda Item 9.

The City of Allen and Town of Fairview have indicated their interest and willingness to continue the service by providing their share of the funding for the program through amended interlocal agreements between them and DCTA. Consent Agenda Items 10 and 11 provide for those amended Interlocal Agreements with the City of Allen and the Town of Fairview.

NCTCOG, the City of Allen, and the Town of Fairview directly reimburse DCTA for all direct costs associated with providing the contracted service with Irving Holdings and Lyft, plus an administrative fee of 69% to manage and administer the program.

Previous Board Activity & Action

None.

Identified Need

Execution of Agreements to enable continuation of service on October 1, 2025.



Financial Impact

All service costs will be reimbursed to DCTA with a 69% administrative fee, in accordance with DCTA policy.

Exhibits

None.

Submitted by:

Chris Bordman

Chris Bordman, Director of Operations Support

Reviewed by:

Lisa Taylor

Lisa Taylor, Vice President of Operations

Board of Directors Memo

September 24, 2025

CA12 – AGENDA ITEM: Consider Approval of Task Order #1 of a Master Services Agreement with zTrip for Collin County Rides Transit Services for an Amount Not to Exceed \$350,126 for the Period of One (1) Year Beginning October 1, 2025 through September 30, 2026

CA13 – AGENDA ITEM: Consider Approval of Task Order #1 of a Master Services Agreement with Lyft for Collin County Rides Transit Services for an Amount Not to Exceed \$12,200 for a Period of One (1) Year Beginning October 1, 2025 through September 30, 2026

Recommendation

CA12 – Staff recommends the Board approve Task Order #1 of a Master Services Agreement with zTrip for Collin County Rides Transit Services for an amount not to exceed \$350,126 for the period of one (1) year beginning October 1, 2025 through September 30, 2026.

CA13 – Staff recommends the Board approve Task Order #1 of a Master Services Agreement with Lyft for Collin County Rides Transit Services for an amount not to exceed \$12,200 for a period of one (1) year beginning October 1, 2025 through September 30, 2026.

Background

DCTA re-solicited its On-Demand and Transportation Network Company services in FY2025 and zTrip and Lyft were selected through a competitive procurement process. zTrip has acquired the former Irving Holdings company that previously provided services for Collin County Rides. Lyft is also an incumbent provider to DCTA and the Collin County rides service.

These items request approval of task orders to provide services to the City of Allen and Town of Fairview for the Collin County Rides program. The zTrip Task Order provides three dedicated vehicles to the service at a standard hourly rate. The Lyft Task Order provides capacity to serve trips beyond the capacity of the three dedicated vehicles and its budget is established as an annual, not to exceed, amount.

The term of these task orders shall commence on October 1, 2025 and end on September 30, 2026, consistent with the amended ILAs with the City of Allen and Town of Fairview, and the amended Funding Agreement with NCTCOG.

Previous Board Activity & Action

None.

Identified Need

Execution of Agreements to continue providing service beginning on October 1, 2025.

Financial Impact

All service costs will be reimbursed to DCTA with a 69% administrative fee, in accordance with DCTA policy.



Exhibits

None.

Submitted By: Chris Bordman
Chris Bordman, Director of Operations Support

Reviewed By: Lisa Taylor
Lisa Taylor, Vice President of Operations



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Authorizing the Chief Executive Officer (CEO) to Execute a Third Amended and Restated Interlocal Agreement (ILA) with the City of Frisco for Transit Services in an Amount Not to Exceed \$1,357,500 for a Period of Three (3) Years Beginning October 1, 2025 through September 30, 2028 with the Option for Up to One (1) Additional Two (2) Year Term

Recommendation

Staff recommends the Board authorize the Chief Executive Officer (CEO) to execute a Third Amended and Restated Interlocal Agreement (ILA) with the City of Frisco for Transit Services in an amount not to exceed \$1,357,500 for a period of three (3) years beginning October 1, 2025 through September 30, 2028 with the option for up to one (1) additional two (2) year term.

Background

DCTA and the City of Frisco initially approved an ILA in December 2015 for the deployment of transit services for eligible Frisco residents. This ILA has been subsequently amended to continue the service through September 2025.

Under the ILA, transit services may be provided by DCTA directly, or by taxi providers and transportation network companies (TNCs) that directly contract with DCTA. Currently, DCTA is using a Taxi provider and TNC to provide the service.

DCTA provides transit services to the following eligible passengers:

- (a) Frisco residents who are 65 years of age or older
- (b) Frisco residents who are disabled
- (c) Frisco residents requiring transportation for medical care-related purposes

Staff and the City of Frisco have negotiated a three-year base term for this Agreement to align the service more closely to the Board of Directors' recently-approved "New Member and Contracted Services Policy." The Agreement budget assumes the current level of service provided by two dedicated wheelchair accessible taxi vehicles for the duration of the base three-year period at the rates stipulated in DCTA's Master Agreement with the taxi service provider. Lyft will be utilized to accommodate additional trips that may not be addressed by the dedicated taxi vehicles. The Agreement is structured to allow for the service capacity and budget to be amended, if needed, to meet demand. The authorized amount being requested for the three-year period is broken down as follows:

YEAR 1 (October 1, 2025 through September 30, 2026): \$440,000

YEAR 2 (October 1, 2026 through September 30, 2027): \$452,500

YEAR 3 (October 1, 2027 through September 30, 2028): \$465,000

The Agreement also includes a provision that requires the City of Frisco to convene a working group with DCTA and NCTCOG to determine the next phase of public transportation in Frisco once the current Agreement expires.



Previous Board Activity & Action

None.

Identified Need

On September 30, 2025, the current ILA with the City of Frisco will expire and a new ILA must be executed to continue current services through September 30, 2028.

Financial Impact

DCTA will be fully reimbursed by the City of Frisco for costs incurred by DCTA to deliver service plus a 69% administrative fee, in accordance with DCTA policy.

Exhibits

None.

Submitted By:

A handwritten signature in black ink that reads "Chris Bordman".

Chris Bordman, Director of Operations Support

Reviewed By:

A handwritten signature in black ink that reads "Lisa Taylor".

Lisa Taylor, Vice President of Operations



Board of Directors Memo

September 24, 2025

CA15 – AGENDA ITEM: Consider Approval of Task Order #2 of the Master Services Agreement with zTrip for City of Frisco Transit Services for an Amount Not to Exceed \$250,000 for a Period of One (1) Year Beginning October 1, 2025 and continuing through September 30, 2026

CA16 – AGENDA ITEM: Consider Approval of Task Order #2 of the Master Agreement with Lyft for City of Frisco Transit Services for an Amount Not to Exceed \$11,500 for a Period of One (1) Year Beginning October 1, 2025 and continuing through September 30, 2026

Recommendation

CA15 - Staff recommends the Board approve Task Order #2 of Master Services Agreement with zTrip for City of Frisco Transit Services for an Amount Not to exceed \$250,000 for a Period of One (1) Year beginning October 1, 2025 and continuing through September 30, 2026.

CA16 - Staff recommends the Board approve Task Order #2 of Master Agreement with Lyft for City of Frisco Transit Services for an amount not to exceed \$11,500 for a period of one (1) year beginning October 1, 2025 and continuing through September 30, 2026.

Background

DCTA re-solicited its On-Demand and Transportation Network Company services in FY2025 and zTrip and Lyft were selected through a competitive procurement process. zTrip has acquired the former Irving Holdings company that previously provided services for Mobility Services for the City of Frisco. Lyft is also an incumbent provider to DCTA and the Mobility Services for the City of Frisco service.

These items request approval of task orders to provide services to the City of Frisco and their Mobility Services program. The zTrip Task Order provides two (2) dedicated vehicles to the service at a standard hourly rate. The Lyft Task Order provides capacity to serve trips beyond the capacity of the two (2) dedicated vehicles and its budget is established as an annual, not to exceed amount.

The term of these task orders shall commence on October 1, 2025 and end on September 30, 2026, consistent with the amended ILAs with the City of Frisco.

Previous Board Activity & Action

None.

Identified Need

Execution of Agreements to continue providing service beginning on October 1, 2025.

Financial Impact

All service costs will be reimbursed to DCTA with a 69% administrative fee.

Exhibits

None.



Submitted By:

Chris Bordman
Chris Bordman, Director of Operations Support

Reviewed By:

Lisa Taylor
Lisa Taylor, Vice President of Operations



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Authorizing the Chief Executive Officer (CEO) to Execute a Sixth Amended and Restated Interlocal Agreement (ILA) with the City of Coppell for Mobility Services in an Amount Not to Exceed \$150,000 for a Period of Three (3) Years Beginning on October 1, 2025 through September 30, 2028 With the Option to Extend for One (1) Additional Two (2) Year Period

Recommendation

Staff recommends the Board authorize the Chief Executive Officer (CEO) to Execute a Sixth Amended and Restated Interlocal Agreement (ILA) with the City of Coppell for Mobility Services in an Amount Not to Exceed \$150,000 for a Period of Three (3) Years Beginning on October 1, 2025 through September 30, 2028 With the Option to Extend for One (1) Additional Two (2) Year Period.

Background

DCTA and the City of Coppell initially approved an ILA in August 2019 to deploy a Lyft program to serve the workforce mobility needs in Coppell's business parks beginning on October 1, 2019. This ILA has been subsequently amended to continue the service through September 2025.

The service, operated by Lyft through a task order with DCTA, provides on-demand services from nearby transit stops to the City of Coppell's workforce centers. Transit stops include: The A-train Hebron Station, DART Trinity Mills Station, DART Beltline Station, two (2) DART Bus Stops (Saintsbury at Beltline and Regent at Royal), and the Grapevine TEXRail Station. DCTA and the City anticipate adding the DART Silver Line stop at Cypress Waters when the service opens in late October. Services are offered Monday through Sunday, from 4 am to 12 am.

Staff and the City of Coppell have negotiated a three-year base term for this Agreement to align the service more closely to the Board of Directors' recently approved "New Member and Contracted Services Policy." The Agreement budget assumes the current level of service for the duration of the base three-year period. The Agreement is structured to allow for the budget to be amended, if needed, to meet demand. The authorized amount being requested for the three-year period is broken down as follows:

YEAR 1 (October 1, 2025 through September 30, 2026): \$50,000

YEAR 2 (October 1, 2026 through September 30, 2027): \$50,000

YEAR 3 (October 1, 2027 through September 30, 2028): \$50,000

The Agreement also includes a provision that requires the City of Coppell to convene a working group with DCTA and NCTCOG to determine the next phase of public transportation in Coppell once the current Agreement expires.

Previous Board Activity & Action

None.



Identified Need

Execution of Agreement to continue providing service beginning on October 1, 2025.

Financial Impact

DCTA will be fully reimbursed by the City of Coppell for the Lyft service, plus an administrative fee of 60% of cost to deliver service, in accordance with DCTA policy.

AGENCY	Service Rendered	Cost Allocation Per Year \$50,000
Denton County Transportation Authority	Contracted Mobility Provider Service: <i>Direct invoiced costs</i>	Not-to-exceed \$28,125
	Administrative Fee: <i>Contract management, billing, administration, reporting, data analytics, and customer service</i>	Not-to-exceed \$16,875 (60% of the direct invoiced costs)
City of Coppell	Marketing and Outreach	Not-to-exceed \$5,000
		TOTAL: \$50,000

Exhibits

None.

Submitted By:

Chris Bordman

Chris Bordman, Director of Operations Support

Reviewed By:

Lisa Taylor

Lisa Taylor, Vice President of Operations



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Approval of Task Order #3 of a Master Services Agreement with Lyft, Inc. for Coppell Mobility Services for On-Demand Rideshare for a Period of One (1) Year Beginning October 1, 2025, through September 30, 2026, in an Amount Not to Exceed \$28,125

Recommendation

Staff recommends the Board approve Task Order #3 of a Master Services Agreement with Lyft, Inc. for Coppell Mobility Services for On-Demand Rideshare for a Period of One (1) Year Beginning October 1, 2025, through September 30, 2026, in an Amount Not to Exceed \$28,125.

Background

DCTA contracts with Lyft, Inc. to provide Mobility Services to the City of Coppell for its workforce mobility service as described in the memo for Consent Agenda Item #17.

DCTA re-solicited its On-Demand and Transportation Network Company services in FY2025 and Lyft was selected through a competitive procurement process. Lyft is the incumbent provider to DCTA for the City of Coppell service.

Previous Board Activity & Action

None.

Identified Need

Execution of Agreements to continue providing service beginning on October 1, 2025.

Financial Impact

DCTA will be fully reimbursed by the City of Coppell for Lyft service, plus an administrative fee of 60% of cost to deliver service, in accordance with DCTA policy.

Exhibits

None.

Submitted By:

Chris Bordman
Chris Bordman, Director of Operations Support

Reviewed By:

Lisa Taylor
Lisa Taylor, Vice President of Operations



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Approval of Task Order #4 of a Master Services Agreement with Lyft, Inc. for University of North Texas (UNT) Late Night Lyft Service for a Period of One (1) Year Beginning October 1, 2025, through September 30, 2026, in an Amount Not to Exceed \$115,000

Recommendation

Staff recommends the Board approve Task Order #4 of a Master Services Agreement with Lyft, Inc. for University of North Texas (UNT) Late Night Lyft Service for a Period of One (1) year Beginning October 1, 2025, through September 30, 2026, in an Amount Not to Exceed \$115,000.

Background

DCTA contracts with Lyft, Inc. to provide Mobility Services to the University of North Texas (UNT) in accordance with its Interlocal Agreement with the University.

DCTA re-solicited its On-Demand and Transportation Network Company services in FY2025 and Lyft was selected through a competitive procurement process. Lyft is the incumbent provider to DCTA for this UNT service.

Previous Board Activity & Action

None.

Identified Need

Execution of Agreements to continue providing service beginning on October 1, 2025.

Financial Impact

DCTA will be fully reimbursed by UNT for Lyft service under the terms of its Interlocal Agreement with the University.

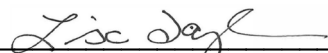
Exhibits

None.

Submitted By:


Chris Bordman, Director of Operations Support

Reviewed By:


Lisa Taylor, Vice President of Operations



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Consider Approval of Denton County Transportation Authority Advertising Revenue Policy

Recommendation

Staff recommends the Board approve the Denton County Transportation Authority Advertising Revenue Policy.

Background

The Advertising Revenue Policy was included in the August Board packet for review in an associated briefing item within the Marketing Update. The discussion of the Advertising Revenue policy outlined the following:

Advertising Placement Guidelines

- All ads are revenue-generating.
- Array of advertising options: full or partial wraps, side murals, rear panels, or digital displays.
- All ads approved by DCTA.
- Ads must not interfere with the safe operation of vehicles.
- Contractor held responsible for damages caused during installation.

Prohibited Advertising Content

- DCTA prohibits false, vulgar, obscene, disparaging, or contemptuous advertising.
- No advertising of tobacco or alcoholic beverages.
- No advertising that distracts or interferes with operation.

Staff received feedback indicating the Board was prepared to review and approve a final version of the Advertising Revenue policy, which is attached to this memo.

Previous Board Action

The Board received a briefing on this item in the August 2025 Board meeting.

Identified Need

Approval of this policy is necessary to move forward with a request for qualifications to secure a contractor that can assist in achieving additional revenue by selling advertising space on select DCTA assets.

Financial Impact

None.

Exhibits

Exhibit 1: Advertising Revenue Policy Final Draft




Submitted By:



Randy Evans, Marketing & Communications Manager

Reviewed By:



Jackie Bronson, Vice President Engagement and Administration

DENTON COUNTY TRANSPORTATION AUTHORITY

Marketing & Communications Policies

Distribution: ALL DCTA		Subject: Advertising Revenue Policy	
Effective Date: 10/01/25	Page No. 1	Pages Of 3	File Under Section: DRAFT
Revision/Review Date:		Approved By: Board of Directors	

Purpose

The Denton County Transportation Authority (DCTA) establishes this Advertising Revenue Policy to outline guidelines and expectations for creating, managing, and maintaining advertising opportunities on DCTA assets. The goal of the policy is to provide a structure for the agency to generate non-operating revenue while aligning with community values and upholding high standards of visual integrity.

Scope of Advertising Revenue Program

DCTA may collaborate with qualified organizations to implement and manage the Advertising Revenue Program. Such organizations could be tasked with responsibility for:

- Soliciting and securing advertising contracts for placement on DCTA assets.
- Managing and maintaining all advertising materials and placements to ensure compliance with DCTA guidelines.
- Identifying new advertising opportunities to enhance revenue.

Program Goals

- Maximize non-operating revenues generated from advertising activities
- All ads are revenue-generating or provided as in-kind contributions from DCTA to the advertiser
- Facilitate placement of a vast array of ads: full/partial wraps, side murals, rear panels or digital
- Create spaces for commercial advertising that reflect community values
- Use advertising platforms to share DCTA messaging and public service messages with the community
- Ensure the visibility and visual integrity of all DCTA vehicles and assets messaging

Advertising Placement Standards

The following guidelines must be followed in all advertising placements:

- All advertising on all channels must be pre-approved by DCTA.
- Advertising on vehicles may include complete or partial vehicle wraps (excluding the front), side murals, and rear panels.
- Advertisements must not obscure operational or safety features including but not limited to lighting, regulatory markings, or functional components of the vehicles.

DENTON COUNTY TRANSPORTATION AUTHORITY

Marketing & Communications Policies

Distribution: ALL DCTA		Subject: Advertising Revenue Policy	
Effective Date: 10/01/25	Page No. 2	Pages Of 3	File Under Section: DRAFT
Revision/Review Date:		Approved By: Board of Directors	

Any contractor or third-party engaged in the placement of advertising will be held responsible for any damage incurred to DCTA property and / or assets during the installation or removal of advertisements, ensuring assets are restored to their original condition.

- Other associated traditional and non-traditional advertising options will be evaluated case-by-case and require DCTA clearance before installation.

Prohibited Advertising Content

DCTA prohibits false, deceitful, misleading, vulgar, obscene, disparaging, or contemptuous advertising toward any person or group. Additionally, inflammatory advertising that promotes violence or anarchy, endorses tobacco products, illicit drugs, weapons, or alcohol, encourages unethical or harmful behaviors, or engages in political or religious themes or campaigns, as well as trademark or copyright infringement, is not allowed. Advertising that creates a distraction or interference with DCTA operations or its positive community image will not be allowed.

All external parties engaged in the Advertising Revenue program must agree to comply with any future edits or additions to applicable policies adopted by DCTA and/or its Board of Directors. Any existing advertisement that conflicts with newly adopted advertising policies will be promptly removed, and restitution or refunds will be issued to the advertiser for unused expenditure.

DCTA Rights Reserved

DCTA reserves the right to reject any advertising that conflicts with its Advertising Policy. Advertising that does not meet DCTA's standards will not be permitted on DCTA property and / or assets, at DCTA's sole discretion.

All announcements, exhibit materials, advertisements, and other messages displayed or exhibited on DCTA assets must receive prior approval from the agency before installation or deployment. DCTA may request a reasonable explanation or clarification of any assertions made in advertisements before approval.

The execution of the Advertising Revenue program shall not interfere with the delivery of transit services.

Conclusion

DENTON COUNTY TRANSPORTATION AUTHORITY

Marketing & Communications Policies

Distribution: ALL DCTA		Subject: Advertising Revenue Policy	
Effective Date: 10/01/25	Page No. 3	Pages Of 3	File Under Section: DRAFT
Revision/Review Date:		Approved By: Board of Directors	

This Advertising Revenue Policy details the responsibilities and expectations for DCTA's advertising efforts, ensuring they align with community standards, do not interfere with DCTA transit operations, and maximizing revenue potential. This policy shall be reviewed and updated as necessary.

DRAFT



Board of Directors Regular Meeting Minutes August 28, 2025 | 10:00am

The Board of Directors of the Denton County Transportation Authority (DCTA) convened a Regular Board of Directors Meeting with Chair Gilmore presiding on Thursday, August 28, 2025 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
Board Member Stephen Christo, Alternate - City of The Colony
Board Member Jared Eutsler, City of Corinth

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 Secretary Eads and Board Members Gonzalez, Stevens and Maurina. It should be noted that due to Secretary Eads' absence, Alison Maguire volunteered to sign approved documents as Secretary. Chair Gilmore departed at 10:30am. Board Member Smith departed at 11:30am.

INVOCATION

The invocation was led by Vice Chair Molina.

PLEDGE OF ALLEGIANCE

The Board recited the pledges to the United States and Texas flags led by Board Member Green.

INTRODUCTIONS

No introductions at this time.

PUBLIC COMMENT

No public comments at this time.

CONSENT AGENDA

1. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Renewal Agreement for the Swiftly Transit Data Platform using The Interlocal Purchasing System (TIPS) Cooperative Contract #220105 with Vertosoft, LLC in the Amount of \$992,174.50 for the Period of October 1, 2025 through September 30, 2028
2. Consider Authorizing the Chief Executive Officer (CEO) to Execute a Renewal Agreement for the Spare Labs Paratransit Dispatch Platform using The Interlocal Purchasing System (TIPS) Cooperative Contract #220105 with Vertosoft, LLC in the Amount of \$454,742.02 for the Period of October 1, 2025 through September 30, 2028
3. Consider Authorizing the Chief Executive Officer (CEO) to Execute an Interlocal Agreement with Denton County Sheriff's Office for Law Enforcement Services in the Amount of \$152,447 for one (1) year beginning October 1, 2025 through September 30, 2026
4. Consider Approval of Regular Meeting Minutes Dated July 24, 2025

Motion by Board Member Jaworski with a second by Board Member Green to approve the Consent Agenda as presented.

REGULAR AGENDA

1. **Conduct a Public Hearing and Consider Approval of a Resolution to Adopt the Proposed Denton County Transportation Authority (DCTA) Fiscal Year (FY) 2026 Operating and Capital Budget, Long-Range Financial Plan, and Budget Contingency Plan beginning October 1, 2025 and ending September 30, 2026**

The following staff members presented Regular Agenda Item 1 to the Board highlighting the information below:

Paul Cristina, CEO

Jane Filarowicz, Senior Manager of Budget & Grants

Chair Gilmore opened the Public Hearing. Once staff presented, there was a motion by Vice Chair Molina and a second by Board Member Maguire to close the Public Hearing. Motion passes 4-0.

Note: On the recommendation of Chair Gilmore, and by consensus of the Board, discussion regarding the TRiP was paused and will be continued at the September Board Meeting when the full Board is present. Each staff member highlighted the information listed below.

- Budget Summary
- Budget Updates (since July Board Meeting)
- Change in Net Position
- Total FY26 Adopted Revenue
- Capital Improvement and Major Maintenance Plan
- Long-Range Financial Plan
- DCTA Organizational Structure – FY2026 Proposed
- DCTA Staffing Review – FY2026
- FY2026 DCTA Goals and Objectives (Draft)
- Next Steps
 - ✓ FY2026 Public Hearing to Adopt the Budget
 - ✓ Final Steps in Preparing the FY2026 Budget for Use
 - ✓ First Day of FY2026 – October 1, 2025

The Board discussed timelines for DCTA Goals and Objectives, with a focus on the process for Long-Range Service Plan priorities and the importance of ensuring robust operating capability and continuous improvement of DCTA operations, including Finance, Human Resources, and the Parts Inventory ERP.

Motion by Board Member Jaworski with a second by Board Member Maguire to approve as presented. Motion passes 4-0.

2. **Consider Approval of Monthly Financial Statement for June 30, 2025, Quarterly Grants Report for Quarter 3 – Fiscal Year (FY) 2025 and Receive an Update Regarding Finance Operations**
3. **Discuss and Consider Approval of a Contract Amendment with Plante Moran in the Amount of \$72,775 for Fiscal Year (FY) 2025 Audit Services**

The following staff members presented Regular Agenda Item 2 and Regular Agenda Item 3 to the Board highlighting the information below:

David Leininger, Interim CFO
Jane Filarowicz, Senior Manager of Budget & Grants
LaKeisha Williams, Senior Manager of Accounting

- Comparison of Grant Balances (March 30, 2025 – June 30, 2025)
- Status of Invested Assets
- Revenues and Other Income
- Selected Operating Expenditures

- FY2025 Audit Consultant Task Order
- FY2025 Audit Prep
 - Plan Early
 - Review Prior Audit Results
 - Communicate
 - Conduct a Pre-Audit Review

Motion by Board Member Maguire with a second by Board Member Jaworski to approve Regular Agenda Item 2 as presented. Motion passes 4-0.

Motion by Board Member Jaworski with a second by Board Member Green to approve Regular Agenda Item 3 as presented. Motion passes 4-0.

4. **Discuss Update on A-train Enhancement Program and Consider Approval of an Authorization Letter for Rio Grande Pacific Corporation in an Amount Not to Exceed \$2,456,040 for A-train Curve and Speed Improvements**
5. **Discuss and Consider Approval of Task Order #3 with H.W. Lochner in the Amount Not to Exceed \$113,467.90 for Curve and Speed Improvements Project Management Support**

Austin Frith, Vice President of Planning and Development presented Regular Agenda Item 4 and Regular Agenda Item 5 to the Board highlighting the following:

- Multiple Decision Points Impact (Recommendations to Spend Design Funds)
- A-train Enhancement – Upcoming Contracts/Task Orders
- August 2023 Update – 15-minute headways with Corinth and Downtown Carrollton Opinion of Capital Costs (Side Platform at Corinth)
- Curve and Speed Coordination and Construction Tasks
- Curve and Speed Improvements
- A-train Program Update
- Advancing Downtown Carrollton Design to Support Delivery
- Downtown Carrollton Delivery
- Next Steps
 - Track Extension to Carrollton/15-minute headway
 - Extend Service hours
 - Corinth Station

Board discussion regarding weather days built into the timeline, North Texas Council of Governments funding, and possible delivery method for Downtown Carrollton.

Motion by Board Member Maguire with a second by Board Member Green to approve Regular Agenda Item 4 as presented. Motion passes 4-0.

Motion by Board Member Green with a second by Board Member Jaworski to approve Regular Agenda Item 5 as presented. Motion passes 4-0.

6. Discuss Update on Denton County Transportation Authority Marketing and Communications Program and Advertising Revenue Policy

Randy Evans, Marketing and Communications Manager, presented to the Board highlighting the following:

- 2025-2026 Annual Marketing and Communications Calendar
- A-train Campaign – “WE DO”
- Social Media Highlights
 - Over 135 videos promoting DCTA services and employees
 - Over 600 social media posts across all channels
 - Use of social media to humanize the DCTA brand
 - Achieving double-digit growth in social media membership across all platforms
 - Social Media KPIs – Fiscal Year-to-Date and Year-Over-Year
- Vehicle Rebranding Concepts
- Advertising Revenue Policy
- Upcoming Initiatives
 - A-train Promotions
 - GoZone Rider Stories and Spotlights
 - Advertising Revenue RFQ
 - DCTA Athlete of the Week Spotlight
 - Videos promoting DCTA GoZone benefits
 - City-targeted Advertising Campaign promoting GoZone, A-train and Access
 - Roll Out of Transit App In-Station advertising promoting the new benefits
 - Civic Group Engagement
 - A-train Market Review Initiative

Board discussion regarding rebranding concepts including the evaluation of positive and negative social media feedback, ongoing monitoring efforts and customer loyalty and satisfaction tracking (i.e., Net Promoter Score (NPS)).

No Board action required at this time.

7. Discuss Update on the DCTA Non-Member City Contracted Services Portfolio

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

- DCTA Member City and Contracted Services Map
- Frisco Paratransit Service
- Frisco Service Profile

- Frisco Key Performance Indicators
- Collin County Rides
- Collin County Rides Key Performance Indicators
- Coppell First/Last Mile Lyft On-Demand Service
- Beginning Implementation of New Member and Contracted Services Policy through establishment of multi-year agreements with Frisco and Coppell and anticipating a similar approach for Collin County Rides following completion of the upcoming option year from the original agreement.
- Next Steps – Staff are working to finalize interlocal agreements with municipalities and task orders for service for consent agenda approval in September 2025 Board Meeting.

Board discussion regarding conversations with municipalities, timeline and coverage in McKinney.

No Board action required at this time.

8. Discuss Local and Regional Updates and Legislative Updates

CEO, Paul Cristina, reported on the RTC Irving Infrastructure Summit and congratulated Javier Trilla, Vice President of Innovation and Information Technology, as being selected for the APTA Leadership Program.

INFORMATIONAL REPORTS

1. Safety, Service, and Ridership Reports – July 2025
2. Update on Denton County Transportation Authority (DCTA) Board of Director Terms

No Board action required at this time.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

No Board requests at this time. Next Board meeting is scheduled for September 24, 2025.

REPORT ON ITEMS OF COMMUNITY INTEREST

- Denton Arts and Jazz Festival – September 19-25, 2025
- Lewisville Western Days – September 26-27, 2025
- TCNT Luncheon – September 25, 2025

CONVENE EXECUTIVE SESSION

There were no executive session items for this agenda.

RECONVENE OPEN SESSION

The Board did not reconvene as there was no executive session during this meeting.



ADJOURN

With no further action taken, the Board Meeting was adjourned at 11:35am.

TJ Gilmore, Board Chair

Andy Eads, Board Secretary



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Discuss and Consider Fiscal Year (FY) 2026 Election of Board Officers

Recommendation

Staff recommends the Board elect a Chair, Vice-Chair, and Secretary to serve as DCTA Board Officers for Fiscal Year (FY) 2026.

Background

Article IV – Officers of the Denton County Transportation Authority Amended and Restated Bylaws provides for the manner and method by which the Authority’s officers are elected.

Section 1 states the Board shall elect three (3) Voting Board Members to serve as the Chair, Vice-Chair, and Secretary. Section 5 specifies the term of office for each officer shall be for a period of one (1) year and shall run from October 1 through and including September 30. Section 5 also states that a Board Member may not be elected to more than three (3) consecutive one-year terms as Chair.

Previous Board Action

On September 26, 2024, the Board elected the following individuals to a term of one (1) year:

TJ Gilmore, Chair
Cesar Molina, Vice-Chair
Andy Eads, Secretary

Identified Need

Current Officer terms expire on September 30, 2025. Board Officer elections for the upcoming fiscal year will need to be held prior to the expiration of the current Officer terms.

Financial Impact

There is no financial impact associated with this item.

Exhibits

None.

Submitted By:


Paul A. Cristina, Chief Executive Officer

Board of Directors Memo

September 24, 2025

AGENDA ITEM: Discuss and Consider Approval of Task Order #2 with H.W. Lochner in the Amount Not to Exceed \$4,500,000 for Preliminary Engineering for the A-train Extension to Downtown Carrollton and Schematic Design for 15-Minute Headway Improvements

Recommendation

Staff recommends the Board Approve Task Order #2 with H.W. Lochner in an amount not to exceed \$4,500,000 for Preliminary Engineering for the A-train Extension to Downtown Carrollton and Schematic Design for 15-Minute Headway Improvements.

Background

The A-train Enhancement Program is a comprehensive initiative centered around four pillars: curve and speed improvements, the extension of the A-train to Downtown Carrollton, introduction of 15-minute headways, and expansion of service hours. Together, these elements will modernize the corridor, improve frequency and travel times, and strengthen regional connections to DART's Green Line, Silver Line, and DFW Airport.

Task Order #2 advances two of these pillars:

Downtown Carrollton Extension: This Task Order develops preliminary engineering for the 2.2-mile extension of the A-train from Trinity Mills to Downtown Carrollton, where it will connect with the DART Green Line and Silver Line. This work will identify key constraints such as utilities, drainage, floodplain impacts, and geotechnical conditions; advance preliminary civil, structural, and systems design; and prepare supporting environmental documentation for FTA review (anticipated Categorical Exclusion). Deliverables include preliminary engineering drawings, design reports, geotechnical studies, floodplain design criteria, subsurface utility investigation, a Class 4 cost estimate, and a high-level milestone schedule that will enable DCTA to pursue funding and an alternative delivery method for the project in the near-term.

15-Minute Headway Improvements: To support future service frequency enhancements, the Task Order develops schematic design for additional passing sidings and associated infrastructure. Elements include guideway design, drainage, floodplain criteria, bridge concepts, and street modifications. The consultant will prepare conceptual drawings, a design report, and a programmatic cost estimate paired with a concept of operations for signals, crossings, communications, and PTC integration. This will enable DCTA to evaluate the feasibility and cost of achieving 15-minute service, establish a credible basis for regional and federal funding requests, and make informed decisions on phasing, capital investment, and long-term operating strategies.

The Task Order also includes program management, project controls, risk management, and quality oversight functions to ensure deliverables are consistent, cost estimates are credible, and funding readiness is achieved.

It is important to note that:

- DCTA does not currently have operating rights by lease on the extension to Downtown Carrollton being designed by this Task Order. Staff has begun preparing for negotiations with initial research and conversations with DART staff, and those efforts will gain momentum as design progresses.
- The DGNO shortline freight operation, currently on the corridor, operates during daytime hours south of the Trinity Mills Station. The impacts of this schedule on an A-train operating plan to Downtown Carrollton, even one matching the current hours of service for the A-train, must be more closely defined through discussion and possible Operating Agreement amendment between DGNO and DART. A simultaneous task, discussed in item RA03, will provide modeling for concurrent passenger and freight operations on the extension and a portion of the current A-train alignment. If it is determined that additional track capacity is required to facilitate this concurrent freight and passenger operation, the design of this additional track is not included in this scope of services.
- This scope assumes a level of design effort that will enable the existing E-ATC PTC system to be extended to Downtown Carrollton. The operational modeling effort discussed in item RA03 will also provide a recommendation on an overall E-ATC or I-ETMS solution to accommodate concurrent freight and passenger operations. If provided, a recommendation to implement I-ETMS will change the scope of this design project and impact the overall program estimate.
- Funding & Phasing
 - This Task Order provides preliminary design and cost estimates only. Additional design development and engineering will be required before implementation.
 - Funding for construction, property acquisition, and long-term operations is not included in this scope and will require separate approval and agreements.
- Environmental & Regulatory Approvals
 - The scope assumes that a Categorical Exclusion (CE) under NEPA will be sufficient for environmental clearance on the Downtown Carrollton extension. If a higher level of documentation (EA or EIS) is required, additional design effort and cost will be necessary.
 - Coordination with USACE, TxDOT, FRA, and local jurisdictions on floodplain, drainage, and bridge impacts may influence design requirements beyond this scope.
- Third-Party Coordination
 - Final design and implementation are contingent upon agreements and approvals with DART (right-of-way and operating authority), DGNO (freight operations), FRA (safety, PTC, and operating approvals), TxDOT, and local municipalities (street and drainage modifications).
 - Utility relocations are assumed to be managed through coordination during later design phases and are not fully defined in this schematic effort.
- Operational Assumptions
 - The design and Concept of Operations for Downtown Carrollton extension and 15-minute headways is assumed to reflect current A-train operations and schedule. Changes to

existing service hours and operating plan may affect infrastructure needs beyond this scope but will be introduced in the scope represented in RA03.

- Any required modifications to maintenance facilities, fleet expansion, or layover/dispatching capacity to support higher service frequencies are outside the scope of this Task Order.
- Staff is aligning the schedule for this project to deliver an initial estimate from this effort in late February 2026 to support pursuit of regional funding.

Scope of Work

Program Management: Subconsultant agreements, monthly reports, stakeholder/FTA coordination, weekly update meetings, funding and delivery workshops.

Project Controls: Class 4 cost estimate for the extension, probable cost for headway improvements, risk register, document control, and schedule updates.

Quality Management/QA-QC: Oversight of all deliverables in line with the Quality Management Plan.

Preliminary Engineering for the Downtown Carrollton Extension

- Surveying, geotechnical borings and reports
- Utility conflict analysis and drainage design, including potholing for utilities, as needed
- Plan/profile, geometry, cross sections, and typical sections
- Hutton Branch bridge and preliminary retaining wall design
- Downtown Carrollton Station conceptual design (platform, crew office, civil, drainage, architectural, landscaping)
- Systems design (signals, comms, PTC review)
- NEPA documentation (anticipated Categorical Exclusion)

Schematic Design for 15-Minute Headways

- Passing siding concepts, plan/profile, typical sections
- Drainage and bridge layouts at tributary crossings
- Street modification layouts
- Progress from ROM cost estimate and concept of operations report to a refined programmatic estimate.

Anticipated Benefits

- Provides preliminary design on the Downtown Extension needed to pursue regional and/or federal funding and an alternative delivery method for construction.
- Establishes technical feasibility and cost assumptions for two major program pillars.
- Identifies risks and constraints early, reducing the potential for cost escalation.
- Advances design to a level that allows DCTA to evaluate and select an appropriate project delivery method.
- Advances schematic groundwork for 15-minute headways to support development of a more accurate project cost estimate.

- Strengthens DCTA's regional integration with DART's Green Line and Silver Line.

The overall fee is requested for authorization that is comprised of components that will be billed as either lump sum or on an hourly, not to exceed, basis. In addition, contingency categories are identified and budgeted to account for potential variability associated with working on the DART-owned corridor that is not within the current DCTA A-train lease area and that is occupied by a shortline freight railroad operator. Major categories of work, billing type, and budget are listed below:

Category of Work	Billing Type	Budget
Downtown Carrollton Preliminary Engineering	Lump Sum	\$ 1,457,000
15-Minute Headways Schematic Design	Lump Sum	\$ 682,000
Systems Engineering (Downtown Carrollton)	Lump Sum	\$ 434,000
Total	Lump Sum	\$ 2,573,000
Program Management & Subconsultant Coordination	Hourly, NTE	\$ 323,000
Project Controls	Hourly, NTE	\$ 320,000
QA/QC	Hourly, NTE	\$ 277,000
Total	Hourly, NTE	\$ 920,000
ODCs (Flagging, Corridor Costs)	Hourly, NTE	\$ 324,000
Add Alternates and Contingency	Hourly, NTE	\$ 683,000
Total	Hourly, NTE	\$ 1,007,000
Grand Total		\$ 4,500,000

Identified Need

None.

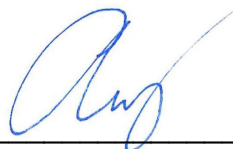
Financial Impact

This project is an Expanded Level Project (ELP) that is included in the FY2026 Capital Budget.

Exhibits

None.

Submitted By:



Austin Frith, Vice President of Planning and Development

Board of Directors Memo

September 24, 2025

AGENDA ITEM: Discuss and Consider Approval of Task Order #4 with H.W. Lochner in the Amount Not to Exceed \$600,000 for A-train Service Hours Expansion and Positive Train Control (PTC) Analysis

Recommendation

Staff recommends the Board Approve Task Order #4 with H.W. Lochner in the Amount Not to Exceed \$600,000 for A-train Service Hours Expansion and Positive Train Control (PTC) Analysis.

Background

The A-train Enhancement Program is a comprehensive, multi-year initiative designed to transform the A-train corridor into a faster, more frequent, and more regionally connected service. The program is centered around four core elements:

1. Curve and Speed Improvements – eliminating or mitigating existing speed restrictions to reduce travel times and improve reliability.
2. Extension to Downtown Carrollton – providing a direct connection to DART's Green Line and the future Silver Line.
3. 15-Minute Headways – doubling current service frequency to better match regional demand and improve connectivity.
4. Expansion of Service Hours – aligning the A-train schedule with early-morning and late-evening travel needs, particularly to support connections with DFW Airport flights and the future Silver Line service.

Service Hours Expansion

One of the most significant opportunities for the A-train is to strengthen its role as a connector to DFW International Airport. This requires DCTA to align operating hours with early-morning departures, late-night arrivals, and timed Silver Line service patterns. Without expanded hours, the A-train risks missing its full potential as a competitive and convenient rail option for airport access and connectivity to Plano.

The A-train corridor also accommodates DGNO shortline freight service, operating under an agreement with DART. Expanding A-train service to Downtown Carrollton could necessitate concurrent freight and passenger operations, even within the A-train's current service hours. This may require added track capacity and PTC compatibility between freight and passenger services. The scope of work will evaluate both.

Operational Impact Analysis

This Task Order will model the operational capacity of the Downtown Carrollton extension under both the current 30-minute schedule and the planned 15-minute headways. The analysis will account for DGNO freight operations as well as current and future A-train schedules. This requires a detailed evaluation of train schedules, track infrastructure capacity, crew assignments, and associated cost impacts. The results will guide the final scope of track infrastructure needed to support the Downtown Carrollton extension under both service scenarios.

PTC Compatibility

Extending A-train service hours requires a PTC capability that enables concurrent freight and passenger operations because the A-train operates on shared right-of-way with DGNO.

This Task Order will evaluate the benefits and drawbacks of continuing to use DCTA's current Enhanced Automatic Train Control (EATC) PTC system versus equipping DGNO locomotives with dual systems to accommodate their existing I-ETMS PTC. The analysis will also assess the feasibility and implications of converting the A-train PTC system to I-ETMS to enable full interoperability.

Scope of Work

- Project Administration (hourly NTE): Project management, stakeholder coordination, bi-weekly project meetings.
- Task A – Service Hours Expansion / PTC Compatibility Analysis
 - Document existing PTC system configuration and operational constraints.
 - Coordinate with DGNO and PTC vendor to identify interoperability limitations.
 - Evaluate alternatives (dual equip vs. system upgrade) with comparative analysis.
 - Recommend preferred strategy and implementation considerations.
- Task B – Operational Impact Analysis
 - Model service scenarios for 30-minute and 15-minute headways and Downtown Carrollton extension.
 - Assess infrastructure capacity and readiness, operating costs, and capital requirements.
 - Identify operational challenges, mitigation strategies, and benefits.
 - Delivery of consolidated technical report and executive briefing.

Anticipated Benefits

- Expands A-train's role as a regional connector, including timed connections to DFW Airport.
- Analyzes PTC interoperability.
- Provides actionable data on operating and capital needs for enhanced service.
- Positions DCTA to pursue funding opportunities.
- Integrates service hour expansion with broader program elements of frequency, speed, and connectivity.

Identified Need

None.



Financial Impact

This project is an Expanded Level Project (ELP) that is included in the FY2026 Capital Budget. Fees will be billed according to the applicable billing type for each task, as outlined in the table below:

Category of Work	Billing Type	Budget
Task A : Service Hour Expansion/ PTC Analysis	Lump Sum	\$ 456,557
Task B : Operational Impact Analysis	Lump Sum	\$ 67,545
Total	Lump Sum	\$ 524,102
Program Management & Subconsultant Coordination	Hourly, NTE	\$ 28,259
Total	Hourly, NTE	\$ 28,259
Other Direct Costs (Travel)	Hourly, NTE	\$ 3,200
Add Alternates and Contingency	Hourly, NTE	\$ 44,439
Total	Hourly, NTE	\$ 47,639
Grand Total		\$ 600,000

Exhibits

None.

Submitted By:

Austin Frith, Vice President of Planning and Development



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Discuss Update on Tyler Technologies for Enterprise Resource Planning (ERP) Implementation

Recommendation

This is a discussion item only. No Board action is required.

Background

The Finance Modules, Phase I of the ERP, are in operation as expected and are performing well. There is some limited work remaining associated with year-end close-out and report building that is still being performed as the agency prepares to close the books for the end of Fiscal Year (FY) 25.

Other modules associated with the Tyler Implementation, including an inventory module that was included in the scope of Phase I have been paused as the team began to see and be concerned by apparent loss of functionality that would occur if those functions were migrated to Tyler. With this realization, staff and Tyler reached an Agreement to pause on the construction of Inventory Management and Phase II HR and Payroll modules to provide time for DCTA to evaluate alternative options.

This briefing will provide the Board an update on the Finance ERP work underway through the Fiscal Year-End process, an overview of the modules in which development has been paused, along with a recommended alternative approach.

Previous Board Action

The Board received an update on the ERP process in the May 2025 Board meeting.

Identified Need

While the Tyler Finance ERP module is functioning well, staff is seeking the most effective platforms to enhance the inventory, payroll, and human resources functions and is exploring alternatives beyond the Tyler platform.

Financial Impact

The Board previously approved a \$2.1 million dollar capital project for the Enterprise Resource Planning (ERP) Implementation. There is \$1,189,454.46 remaining in the project following implementation of Phase 1. Staff anticipates any recommended alternative can be accommodated within the remaining budget.

Exhibits

None.

Submitted By:

Jackie Bronson, Vice President
Engagement and Administration



Board of Directors Memo

September 24, 2025

AGENDA ITEM: Discuss Update on Fare Systems Strategy Study and Fare Policy Development

Recommendation

This is a discussion item only. No action is required.

Background

DCTA's fare collection infrastructure and fare policy framework are closely connected and both require modernization. Current systems include aging ticket vending machines (TVMs) on A-train platforms and non-electronic fareboxes on buses, with no account-based ticketing (ABT) or open-loop payment acceptance. Riders primarily use regional applications such as GoPass for mobile ticketing needs.

At the same time, fare policies must evolve to address equity, affordability, institutional pass programs, regional compatibility, and rider-friendly features such as fare capping. Achieving these goals depends on updated technology—equity tools require account-based systems, while institutional passes require ID validation and mobile integration.

Regionally, Dallas Area Rapid Transit (DART) is procuring a new ABT/open-loop system, and Trinity Metro is pursuing similar upgrades. DCTA's efforts will align with the Regional Transit 2.0 initiative, which emphasizes interoperability and coordinated fare structures across North Texas.

To address these needs, DCTA intends to engage AECOM to conduct a combined review of fare systems and fare policy. The consultant will assess current assets and policies, benchmark DCTA against peer agencies, identify gaps in technology and equity, and recommend a future state roadmap. Deliverables will include a modernization plan for technology and operations, high-level cost estimates, and a Board-ready fare policy resolution designed to ensure equity, affordability, and simplicity for riders.

Previous Board Action

The Board received a briefing and discussed fare payment technology in the January Strategic Planning Workshop. In addition, the Board reviewed Expanded Level Projects related to these topics through the FY2026 budget process.

Identified Need

DCTA requires a combined fare systems and policy review to replace aging equipment, evaluate readiness for account-based and open-loop payments, and modernize fare policy to ensure equity, affordability, and simplicity. Aligning technology and policy will position DCTA for interoperability with regional partners under the Regional Transit 2.0 initiative.

Financial Impact

Funding for the consultant study is identified in the FY2026 budget.

Exhibits

None.



Submitted By:



Javier Trilla, Vice President
Innovation and Information Technology

Board of Directors Memo

September 24, 2025

AGENDA ITEM: Safety, Service, and Ridership Reports – August 2025

Recommendation

This item is for information only. No Board action is required.

Introduction

Attached Exhibits 1-7 provide an overview of total monthly safety, service, and ridership trends across all DCTA services for August 2025.

Monthly Report

In August 2025, DCTA recorded 235,259 total passenger trips, a 54.2% increase from July. While totals were 7.6% below August 2024, several services posted strong results. A-train ridership rose 11.0% from July and continues to trend ahead year-to-date. Access ridership held steady month-to-month and is up 21.8% from last year, reflecting ongoing demand growth for paratransit. Vanpool also expanded, increasing 20.8% year-over-year.

Fixed-route bus ridership rebounded sharply with the return of UNT service, while Connect routes continue to show strength following ISP Phase II improvements. GoZone trips grew 10.3% from July and remain stable compared to last year, supported by strong performance in Lewisville and Highland Village.

Overall, non-UNT services are performing ahead of FY24, helping to balance enrollment-driven declines in university ridership. Performance reflects solid growth in rail, fixed-route, paratransit, and vanpool, with GoZone maintaining resilience. This positions DCTA for continued progress as ISP Phase III planning advances.

	Unlinked Passenger Trips Three-Month Trend						
	FY24	FY25					
	August	June	July	August	July-August % Change		August 2024- 2025 % Change
Bus*	135,714	42,445	42,459	114,150	168.8%		-15.9%
Rail	23,906	19,831	20,417	22,663	11.0%		-5.2%
GoZone	72,263	66,214	64,403	71,006	10.3%		-1.7%
Access	2,452	2,305	2,979	2,986	0.2%		21.8%
Van Pool**	20,251	22,775	22,341	24,454	9.5%		20.8%
TOTAL	254,586	153,570	152,599	235,259	54.2%		-7.6%

* UNT, Connect, and Non-Connect Fixed Routes

**Vanpool data lags by one month

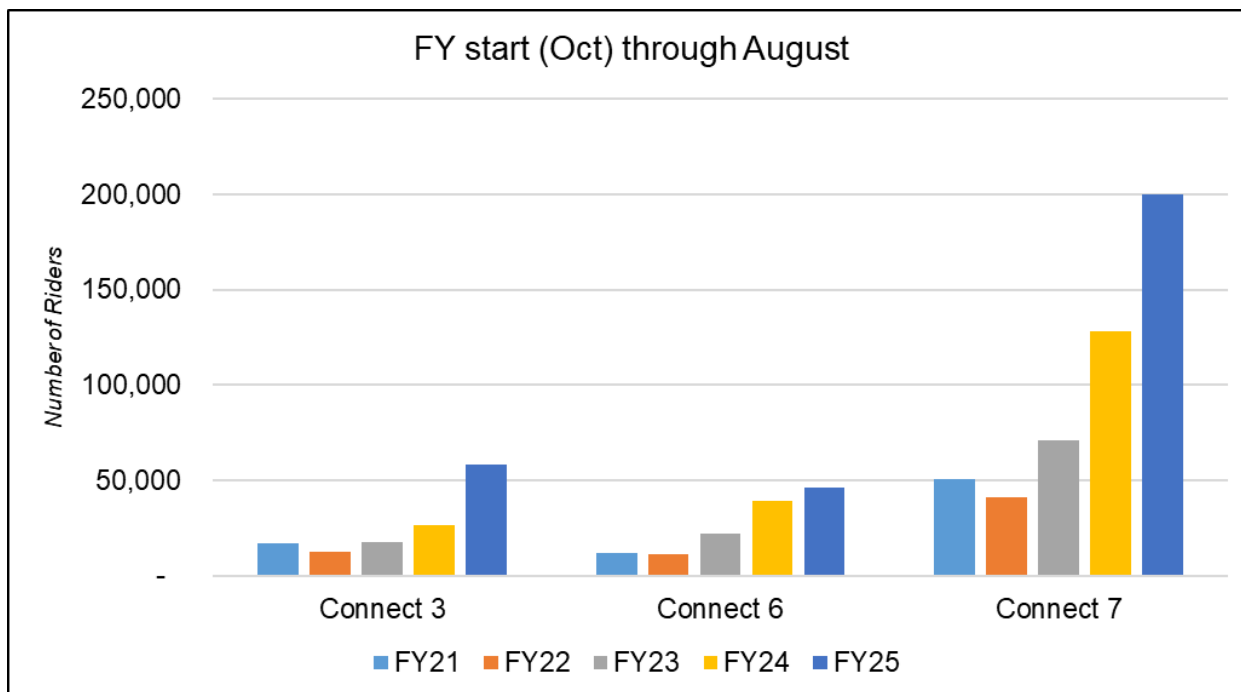
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The following chart below presents a summary view of the overall ridership trend by mode from fiscal year start through August comparison for FY2021 to FY2025.

	Unlinked Passenger Trips - FY through August					FY24- FY25
	2021	2022	2023	2024	2025	
UNT	275,581	814,952	1,195,619	1,410,800	1,049,406	-25.6%
Connect	195,423	102,947	116,490	194,394	305,079	56.9%
Non-Connect	3,923	13,982	3,323	2,166	2,053	-5.2%
A-train	98,303	156,541	203,674	236,175	250,232	6.0%
GoZone	-	547,542	780,684	796,882	763,172	-4.2%
Access	14,612	20,688	24,065	22,984	28,397	23.6%
Vanpool*	198,628	206,441	215,763	232,321	235,520	1.4%
TOTAL	786,470	1,863,093	2,539,618	2,895,722	2,633,859	-9.0%
*Vanpool data lags by one month						

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The following chart below presents a summary view of the overall Connect ridership trend by route from fiscal year start through August comparison for FY2021 to FY2025.





Identified Need

None.

Financial Impact

None.

Exhibits

Exhibit 1: Safety Performance – FY25 to Date

Exhibit 2: Service Performance – FY25 to Date

Exhibit 3: Ridership by Mode – August 2025

Exhibit 4: Connect Ridership Year-Over-Year by Month

Exhibit 5: A-train Ridership Year-Over-Year by Month

Exhibit 6: Fixed-Route Ridership – August 2025

Exhibit 7: UNT Ridership Year-Over-Year by Month

Final Review:

A handwritten signature in black ink, appearing to read "Austin Fith", is written over a horizontal line.

Austin Fith, Vice President
Planning and Development

Final Review:

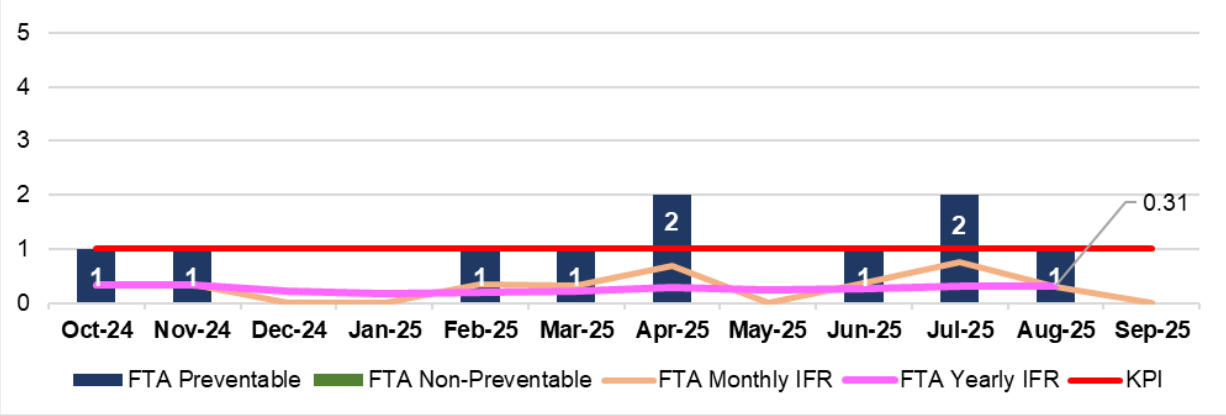
A handwritten signature in black ink, appearing to read "Lisa Taylor", is written over a horizontal line.

Lisa Taylor, Vice President of Operations

SAFETY PERFORMANCE

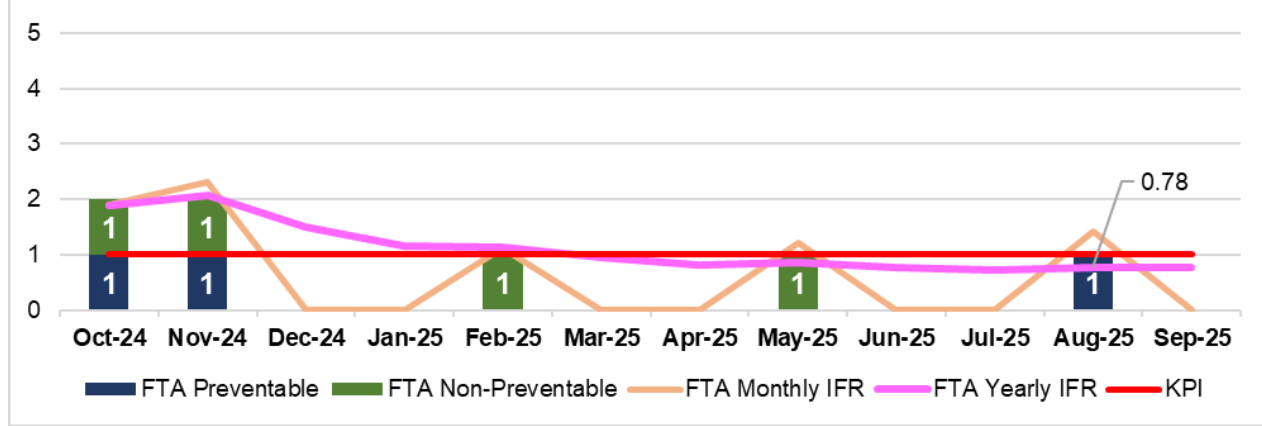


FY2025 FTA - GoZone Incident Frequency Rate (IFR)



FY2024 IFR : 0.30

FY2025 FTA - Bus Operations Incident Frequency Rate (IFR)



FY2024 IFR : 0.42

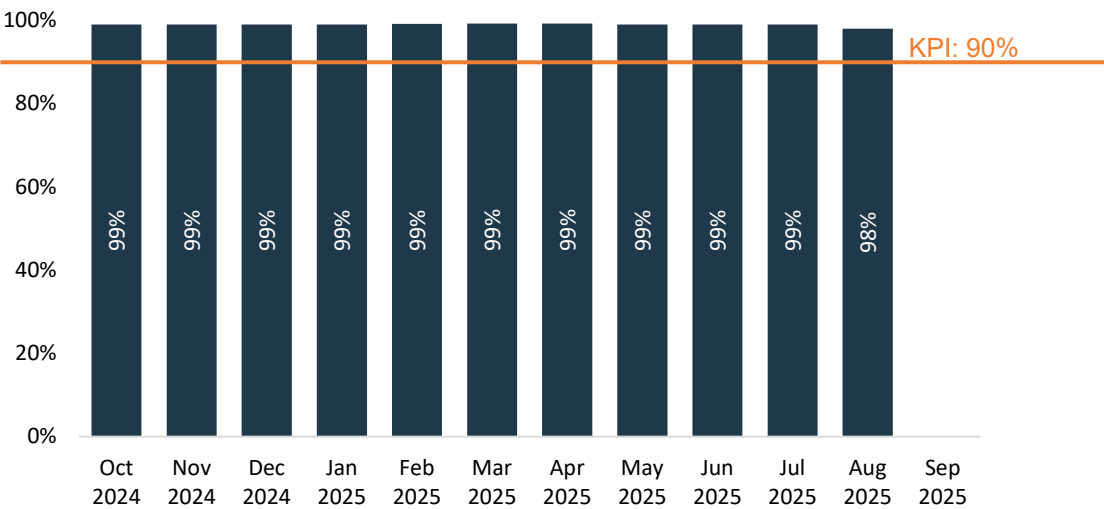
Rio Grande Pacific Operations	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25
FRA Incidents	0	0	0	0	0	0	0	0	0	0	0	
FRA Monthly IFR	0	0	0	0	0	0	0	0	0	0	0	
FRA Yearly IFR	0	0	0	0	0	0	0	0	0	0	0	
FRA Preventable	0	0	0	0	0	0	0	0	0	0	0	
FRA Non-Preventable	0	0	0	0	0	0	0	0	0	0	0	
FRA Rail Crossing Reportable	0	0	0	0	0	0	0	0	0	0	0	

FY2024 IFR : 0.76

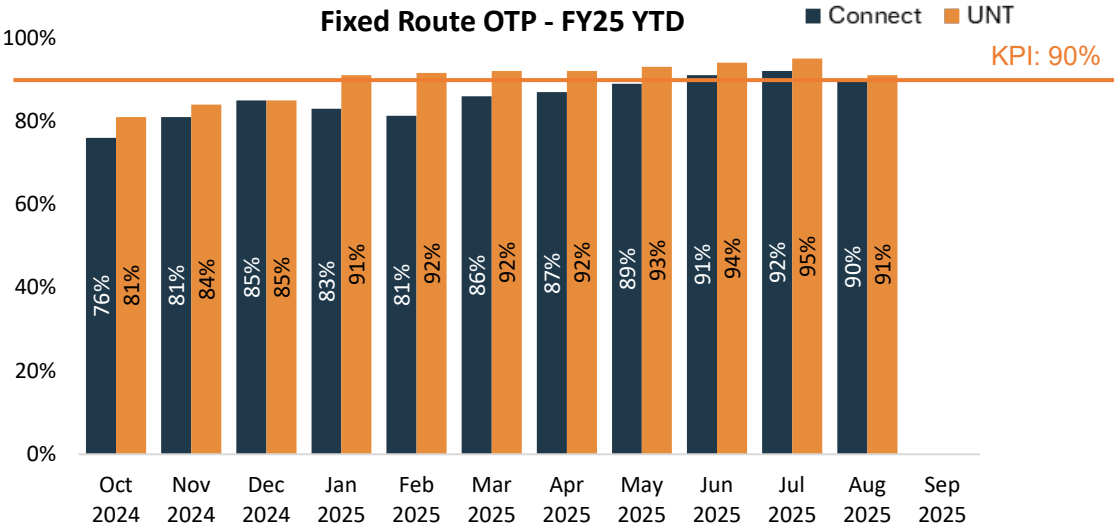
SERVICE PERFORMANCE



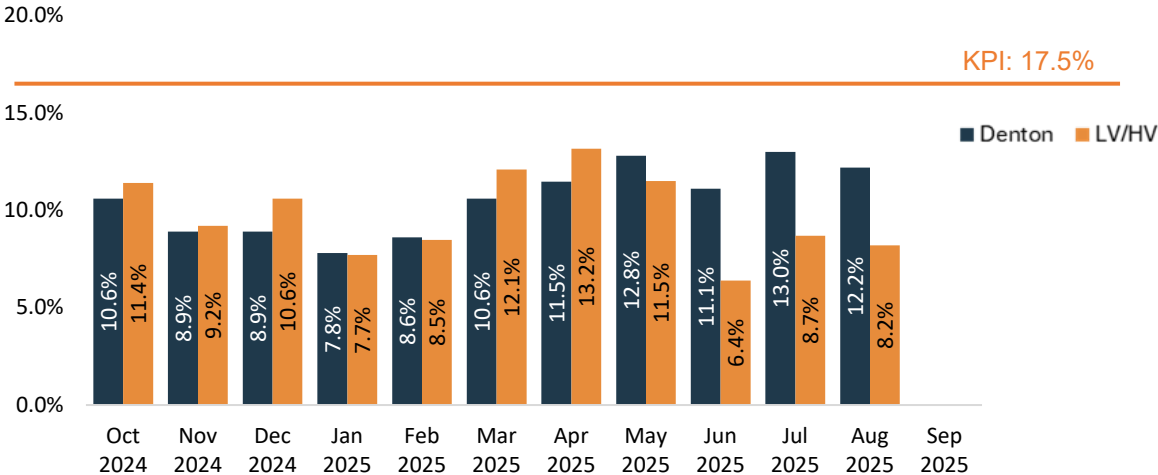
Access OTP - FY25 YTD



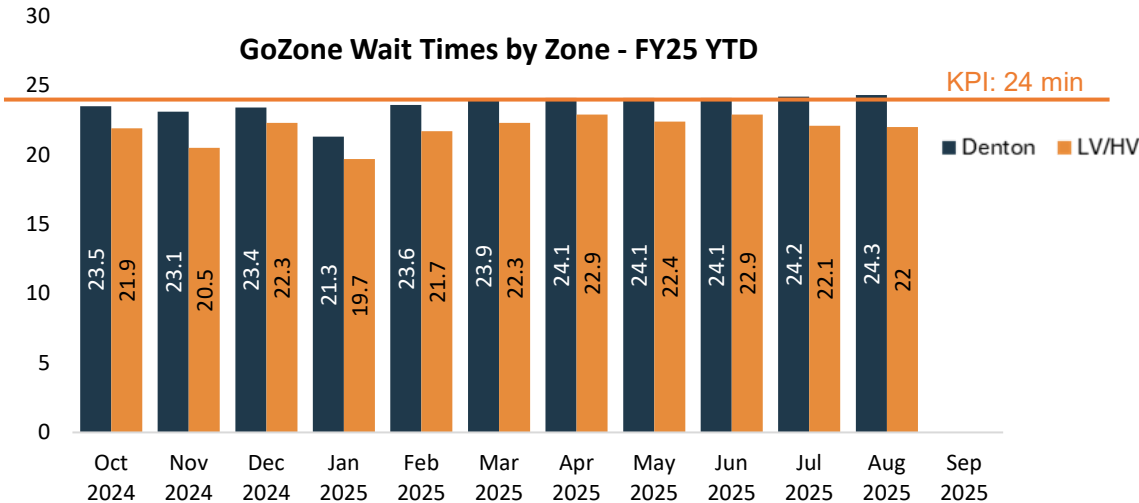
Fixed Route OTP - FY25 YTD



GoZone Seat Unavailable by Zone - FY25 YTD



GoZone Wait Times by Zone - FY25 YTD





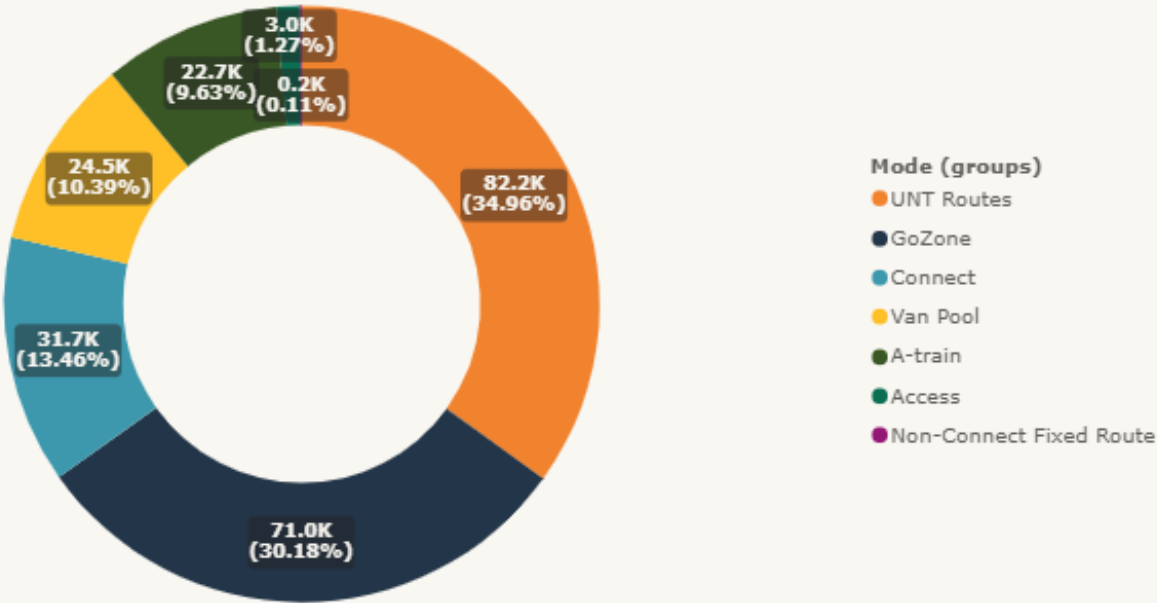
Total Ridership - Aug 2025

235.3K

Total Ridership FYTD

2.6M

Ridership by Travel Mode - Aug 2025





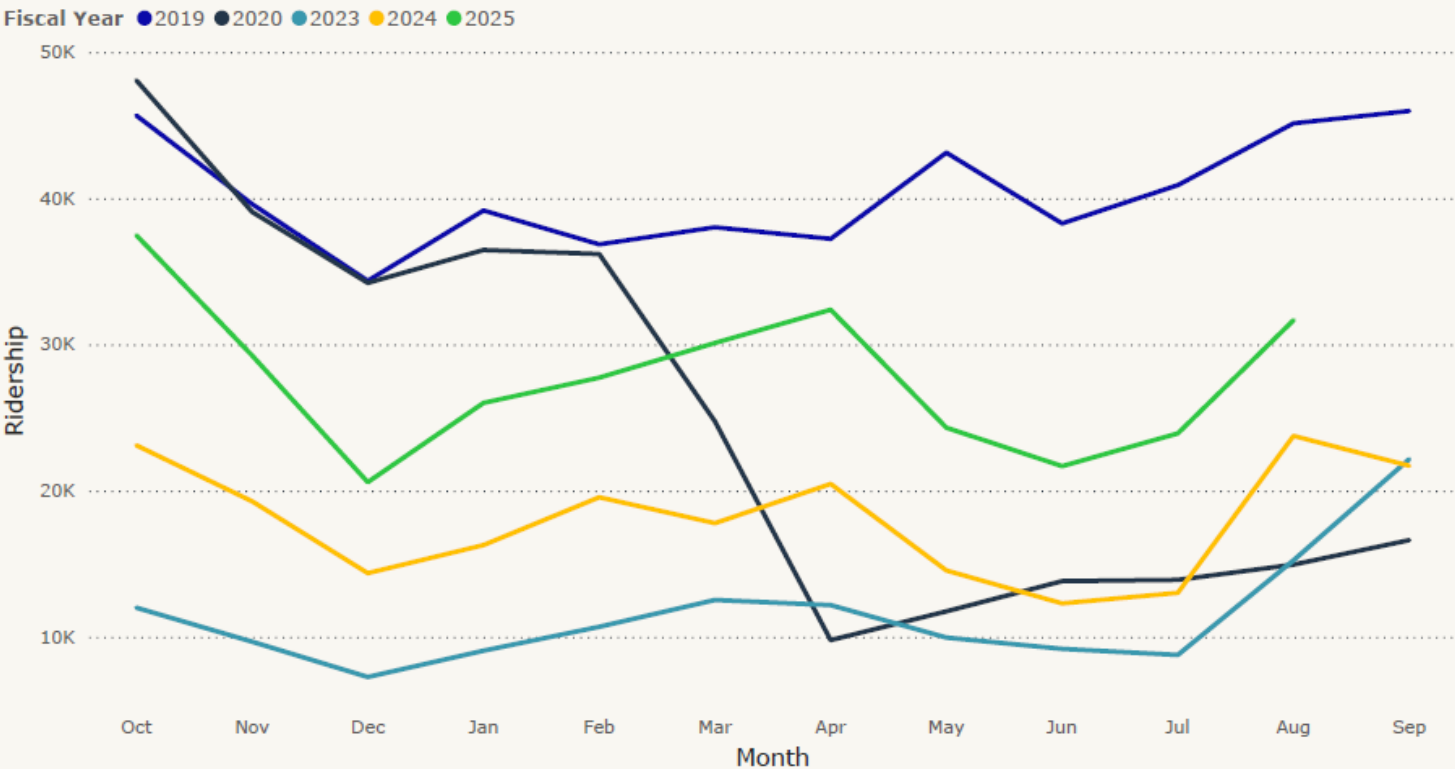
Total Ridership - Aug 2025

235.3K

Total Ridership FYTD

2.6M

Ridership by Month and Fiscal Year - Connect





Total Ridership - Aug 2025

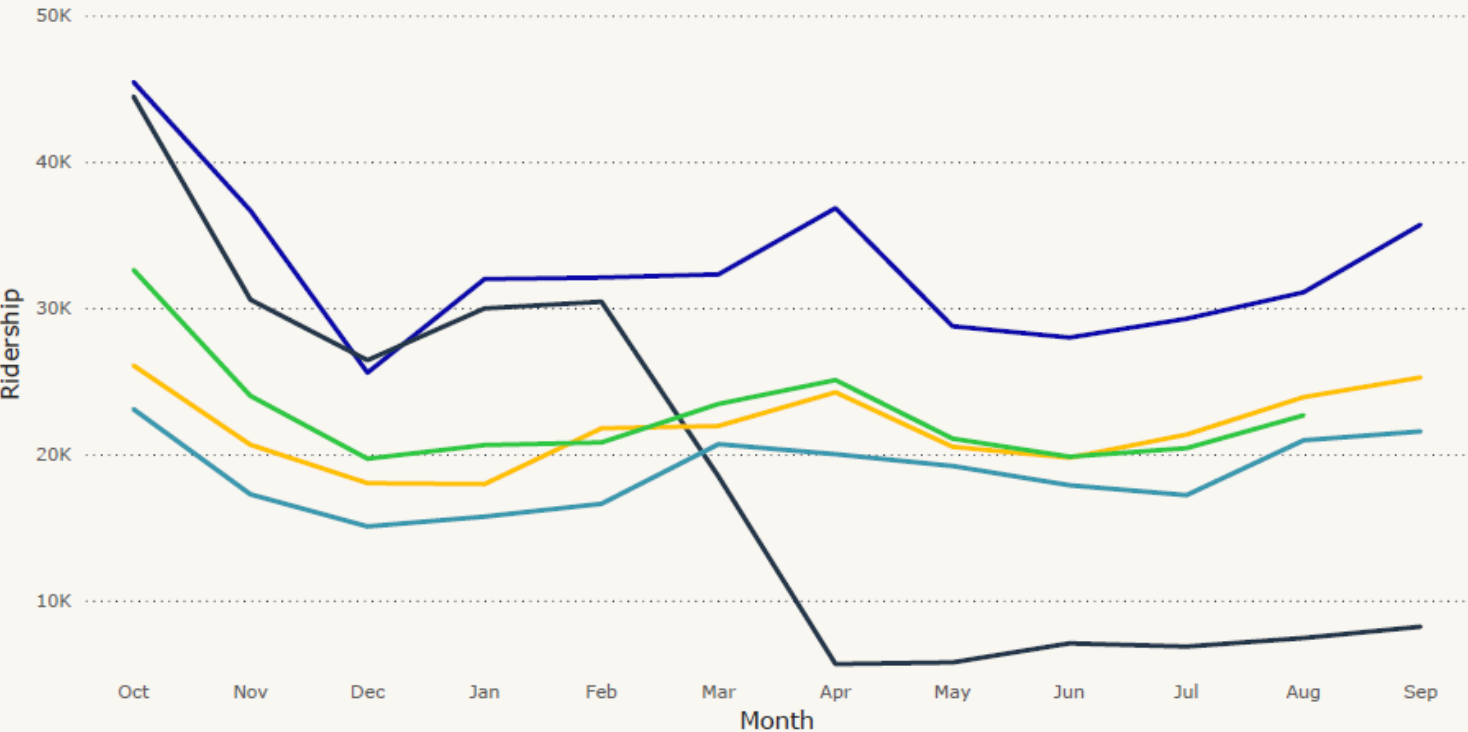
235.3K

Total Ridership FYTD

2.6M

Ridership by Month and Fiscal Year - A-train

Fiscal Year ● 2019 ● 2020 ● 2023 ● 2024 ● 2025



FIXED ROUTE



Total Ridership - Aug 2025

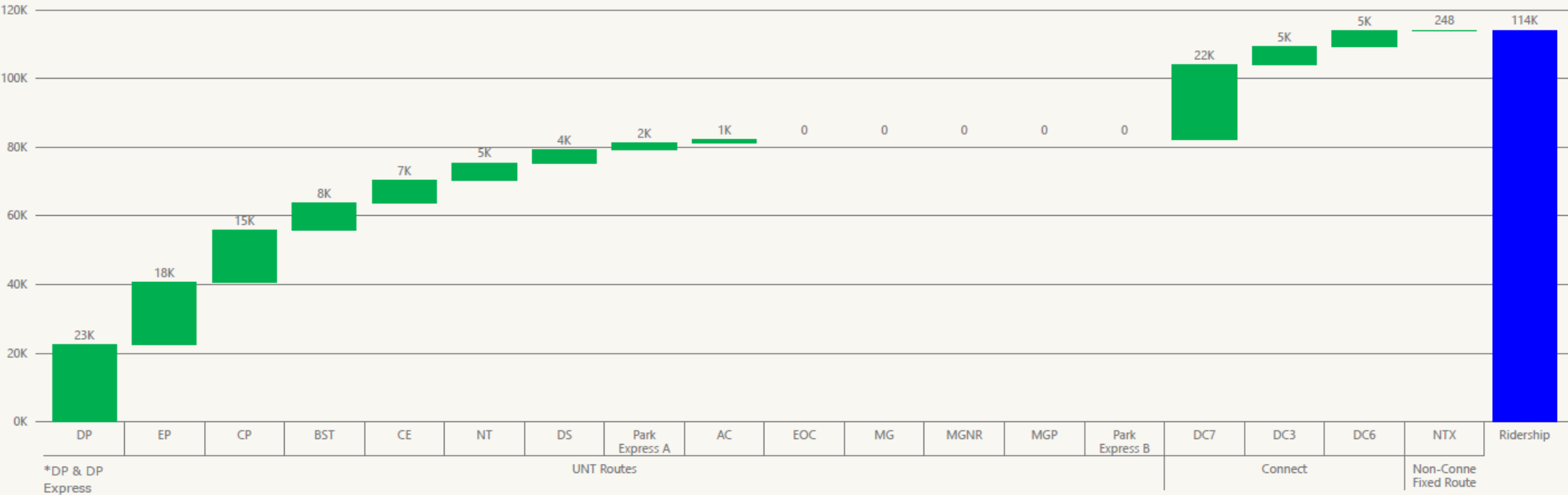
235.3K

Total Ridership FYTD

2.6M

Mode (groups)	Ridership
Connect	31,660
Non-Connect Fixed Route	248
UNT Routes	82,242
Total	114,150

Fixed-Route Ridership Waterfall





Total Ridership - Aug 2025

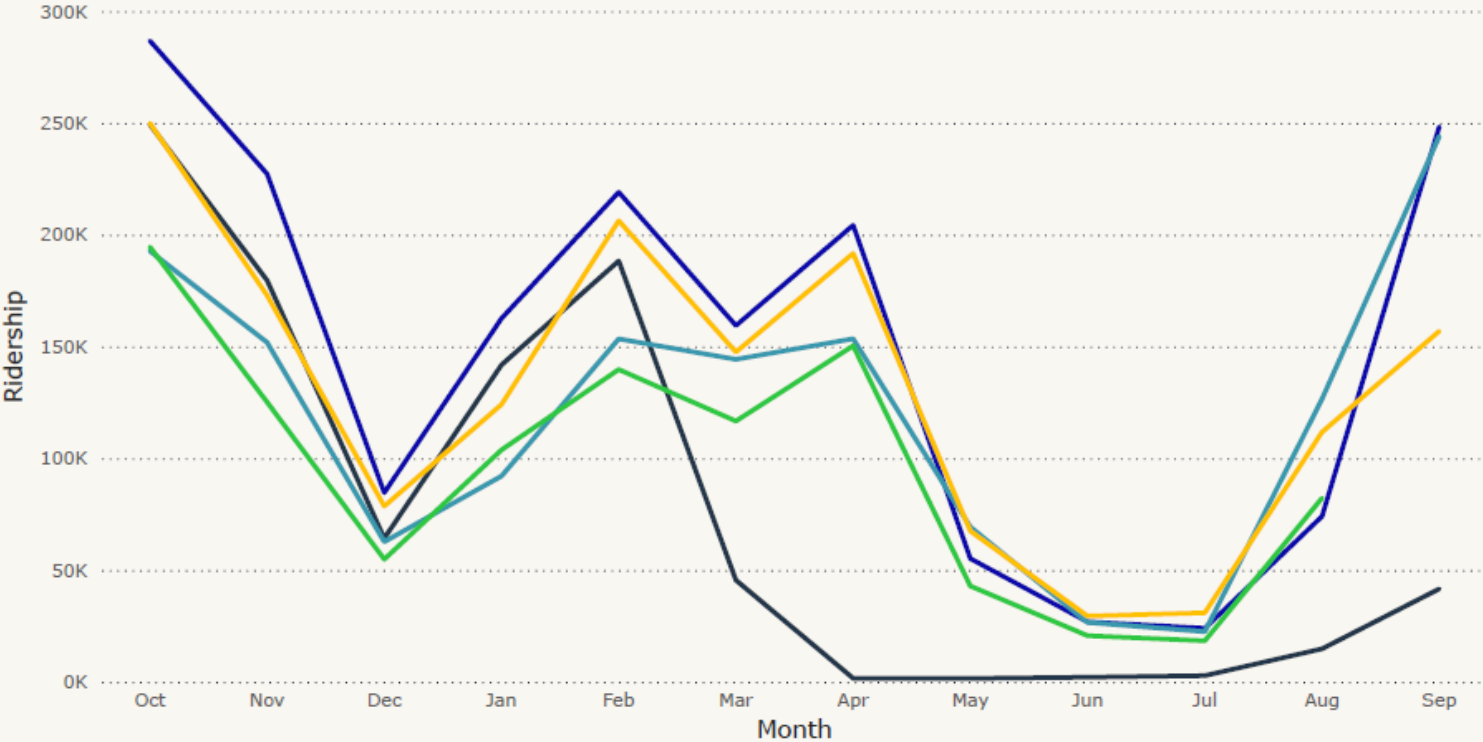
235.3K

Total Ridership FYTD

2.6M

Ridership by Month and Fiscal Year - UNT

Fiscal Year ● 2019 ● 2020 ● 2023 ● 2024 ● 2025





Board of Directors Memo

September 24, 2025

AGENDA ITEM: Proposed 2026 Denton County Transportation Authority (DCTA) Board Meeting Calendar

Recommendation

This item is presented for informational purposes only. No Board action required.

Background

In accordance with the Denton County Transportation Authority (DCTA) Amended and Restated Bylaws, Section 6, Meetings, it states that the Board shall hold at least one (1) regular meeting each month and special meetings of the Board may be called by the Chair, as necessary.

DCTA Board Meetings are set for the fourth Thursday of each month. Due to the holidays and in accordance with past practice, the November and December meetings have been combined. For 2026, this combined meeting is scheduled for December 9, 2026.

The attached calendar is proposed for the Board's consideration and will be reviewed with the Board Officers following election.

Previous Board Activity & Action

None.

Identified Need

In order to comply with the DCTA bylaws, a calendar of regular Board Meetings shall be set.

Financial Impact

None.

Exhibits

Exhibit 1: 2026 DCTA Board Meeting Calendar

Submitted by:

Kisha Morris-Perkins
Executive Assistant & Board Process Manager

2026 DCTA BOARD MEETING CALENDAR

January						
S	M	T	W	T	F	S
				H	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	H	20	21	B	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	H	17	18	19	20	21
22	23	24	25	B	27	28

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	B	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	B	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	H	26	27	B	29	30
31						

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	B	26	27
28	29	30				

July						
S	M	T	W	T	F	S
			1	2	H	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	B	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	B	28	29
30	31					

September						
S	M	T	W	T	F	S
		1	2	3	4	5
6	H	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	B	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	B	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	H	H	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	B	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	H	26
27	28	29	30	31		

KEY: Board Meeting DCTA Holiday

Notes: Board Meetings are scheduled for the 4th Thursday of each month. Start Time: 10:00 A.M.
Combined November/December Board Meeting – December 10, 2026