



DENTON COUNTY
TRANSPORTATION
AUTHORITY

2019 MEDIA TOOLKIT

Last updated September 2019



BACKGROUND AND PURPOSE

For the past 16 years, Denton County Transportation Authority (DCTA) has accelerated innovative mobility solutions through efforts that strive towards reducing traffic congestion and enhancing air quality, while contributing to the growth, development and improvement of quality of life for all communities we serve.

SERVICE OVERVIEW

DCTA connects riders to the need of their day with a variety of services including the 21-mile A-train commuter rail, Connect fixed-route buses, Collin County Transit, Denton Enterprise Airport and Lewisville Lakeway on-demand, Frisco Demand Response, Access and more.

VISION, MISSION AND CORE VALUES

DCTA is committed to improving mobility, air quality, economic development and livability in North Texas. With the implementation of core values that prioritize safety, accountability, commitment, excellence, integrity and respect, DCTA is determined to be a leader in advancing mobility alternatives in North Texas.

MILESTONES

DCTA was formed in 2002 and has grown to be Denton County's primary transportation agency – providing modern transportation solutions to residents and continuously striving to meet the growing need for transportation options.

Below are key milestones DCTA has achieved since inception.

- **2002:** Denton County voters approve the confirmation of DCTA by 73 percent
- **2003:** Denton, Highland Village and Lewisville join DCTA and levy a half cent sales tax to finance the system
- **2005:** The University of North Texas (UNT) and DCTA sign an agreement for a new shuttle system
- **2009:** DCTA starts A-train construction and breaks ground on four stations – Hebron, Old Town, Highland Village/Lewisville Lake and MedPark
- **2011:** DCTA's A-train 21-mile commuter rail line officially launches to the public
- **2012:** The Federal Railroad Administration (FRA) approves first integrated use of Stadler GTW Rail Vehicle for DCTA – the first of its kind in the U.S.
- **2013:** The A-train surpasses one million passengers
- **2016:** DCTA launches North Texas Xpress commuter bus service in partnership with Trinity Metro and new Highland Village Connect Shuttle
- **2018:** DCTA becomes first transit agency in Texas to begin testing federally-mandated Positive Train Control (PTC)
- **2019:** DCTA expands transit offerings with the new Mobility as a Service (MaaS) contract model (one of the first of its kind in the U.S.)



TRAIN



BUS



RAIL TRAIL



VANPOOL



ON-DEMAND



ACCESS

A-TRAIN FACTS

HISTORY

The A-train officially opened for service on June 18, 2011. In January 2012, DCTA unveiled its new Stadler railcars and received a waiver from the Federal Railroad Administration (FRA) to operate them in June 2012. In September 2013, A-train ridership had reached more than one million passengers with the rail line carrying 1,006,397 passengers in less than 28 months of operation.

SERVICE OVERVIEW

DCTA's A-train connects Denton and Dallas Counties. At the Trinity Mills station, riders can gain access to Dallas Area Rapid Transit's (DART) Red, Orange, Green and Blue Lines and the Trinity Railway Express (TRE). A-train service is provided Monday through Saturday, excluding major holidays.

The A-train Rail Trail, which is a part of DCTA's continuous efforts to provide riders with safe and efficient mobility solutions, runs alongside the agency's commuter rail line to complement surrounding facilities. It is approximately 19 miles and connects riders from the Downtown Denton Transit Center (DDTC) to the Hebron station in the city of Lewisville. Along the rail trail, the general public can access the Denton Branch Rail Trail, the Lewisville and Highland Village trails.

21 MILES OF TRACK



19 MILES OF A-TRAIN RAIL TRAIL



11 TRAINS IN FLEET



4 IN PEAK
2 IN OFF PEAK
1 ON SATURDAYS

1,556 AVERAGE MONDAY-FRIDAY PASSENGER BOARDINGS	469 AVERAGE SATURDAY PASSENGER BOARDINGS	2,025 AVERAGE WEEKLY PASSENGER BOARDINGS	34,945 AVERAGE MONTHLY PASSENGER BOARDINGS	419,335 TOTAL FY'18 A-TRAIN RIDERSHIP
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*ALL STATS ARE BASED OFF FY'18 DATA (OCT. 1, 2017 - SEPT. 30, 2018)

BUS SYSTEM FACTS

SERVICE OVERVIEW

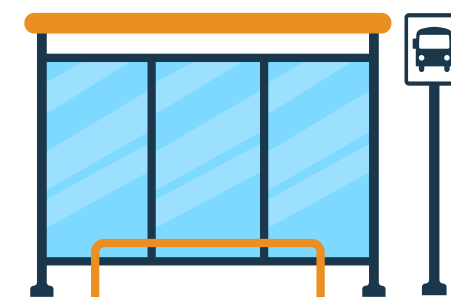
The fixed route and peak period services were configured to provide easy access to many popular destinations as well as connection to A-train stations for access to the commuter rail line. These routes include the Denton and Lewisville Connect Bus, campus shuttle service for the University of North Texas (UNT) and North Central Texas College (NCTC) and Connect Shuttle peak-period service in Highland Village.

Microtransit Service: This on-demand service offers real-time, flexible routing and scheduling. Similar to Uber and Lyft, DCTA-branded vehicles carry a handful of riders at a time. These services include the Denton Enterprise Airport and Lewisville Lakeway on-demand zones.

Taxi Service: Collin County Transit is DCTA's partnership with the city of McKinney and the McKinney Urban Transit District (MUTD) to provide a subsidized taxi voucher program that provides efficient transit options for participating MUTD cities including Celina, Lowry Crossing, McKinney, Melissa, Princeton and Prosper.

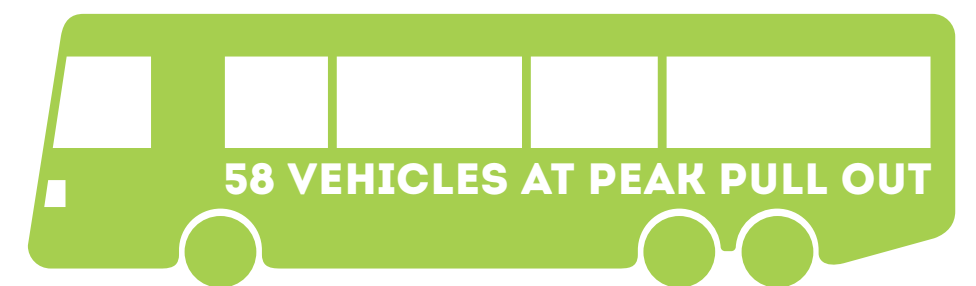
Lyft Partnership: DCTA has a partnership with Lyft, in which the agency provides a sponsored discount for the Highland Village Lyft Zone, free rides for the UNT Lyft Zone, a Coppell Pilot Program, Lewisville Access to Flower Mound Lyft service and "first mile/last mile" service in the Alliance area serving Tarrant and Denton counties via Trinity Metro's ZIPZONE service.

Paratransit Service: DCTA's Access Paratransit service is a shared ride, origin-to-destination, service that provides transportation for disabled residents, elderly (65 years and older) residents and visitors in Denton, Highland Village and Lewisville.



57 BUS SHELTERS
14 BENCHES ONLY
512 BUS STOPS

2,442,210
TOTAL FY'18 RIDERSHIP
& 284 SQ. MILES SERVED



84 VEHICLES IN FLEET

1 ROUTE HIGHLAND VILLAGE CONNECT SHUTTLE NORTH TEXAS XPRESS	2 ROUTES ZONE SERVICES LEWISVILLE FIXED ROUTES NCTC CAMPUS SHUTTLES	8 ROUTES DENTON FIXED ROUTES UNT CAMPUS SHUTTLE SERVICE
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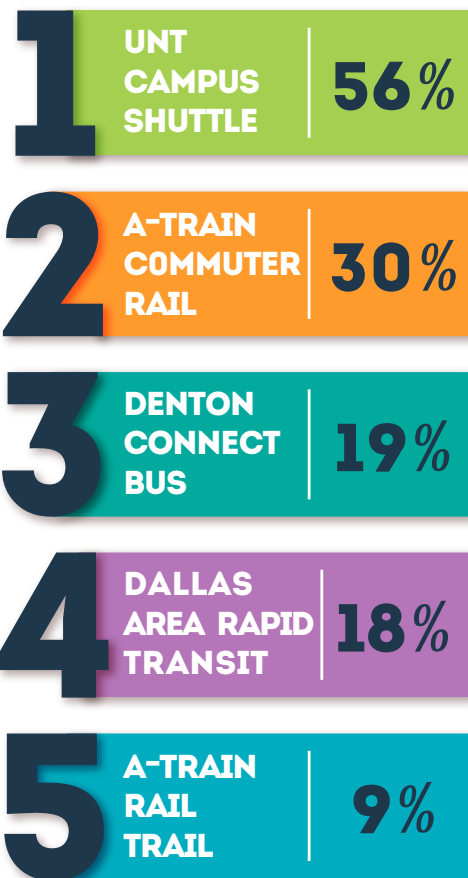
2019 PASSENGER SATISFACTION SURVEY

DCTA hosts a biennial passenger satisfaction survey to gather input from riders on their perspective on the agency's system. The results below are from the agency's 2019 survey which yielded a total of 2,629 responses, equal to 20 percent of the average daily ridership for April 2019. The margin of error was 1.71 percent.

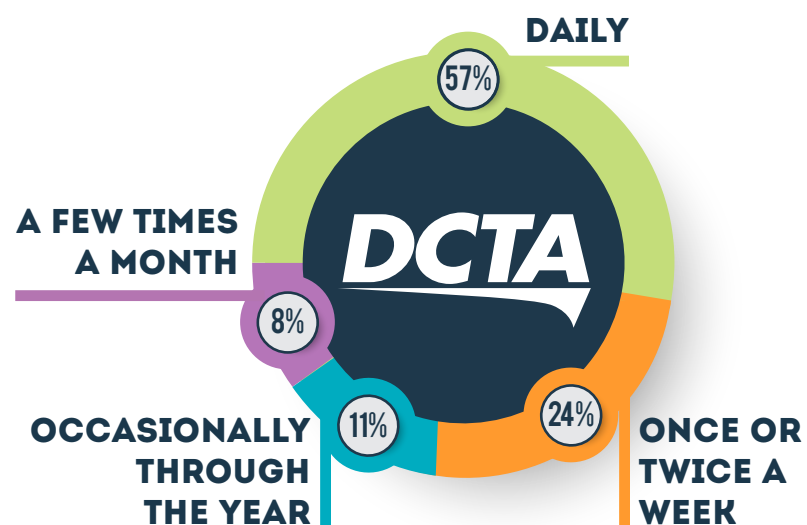
TOP THREE ATTRIBUTES FOR SERVICES: RELIABILITY, SAFETY & CONVENIENCE

TOP MODES OF SERVICE

MULTIPLE MODES COULD BE SELECTED



RIDER FREQUENCY:



82% OF RESPONDENTS ARE **VERY LIKELY** AND **SOMEWHAT LIKELY** TO RECOMMEND DCTA SERVICES TO FRIENDS AND FAMILY

THE TOP FIVE DESTINATION CITIES WERE **DENTON (58%)**, **DALLAS (25%)**, **OTHER (5.5%)**, **LEWISVILLE (5.5%)** & **CARROLLTON (2.5%)**

RIDERS USE DCTA SERVICES TO:



TRANSIT TRACKER

DCTA's Transit Tracker is a vehicle tracking system that provides passengers with access to real-time information for the agency's A-train, fixed-route bus and shuttle services. Passengers can track vehicles via phone, online, text and free mobile application.

- **Phone:** Call 940.243.0077, select the transit tracker option from the phone menu, enter the stop ID and receive real-time information on that vehicle for that location.
- **Web:** Visit DCTAtracker.com to search by address to find the nearest bus or train and its arrival time
- **Text:** Text the stop Id to 64255 to receive the estimated arrival time of your bus or train.
- **App:** Download the Transit mobile app from Google Play or Apple store to see vehicle locations in real-time and get notifications for when it's time to leave for your trip.

GOREQUEST

Have a question or comment? Download the GOREquest app available on the Apple Store or Google Play, or visit our dcta.net/gorequest to send your feedback. A staff member will answer your question or address your comment in a timely manner.

GOPASSSM

Download the GoPassSM application, available on the Apple Store or Google Play, to purchase your ticket straight from your mobile phone.

How It Works

- Step 1:** Download the app for iPhone or Android
- Step 2:** Register your device within the app
- Step 3:** Purchase tickets
- Step 4:** Activate tickets

All tickets are delivered to your phone as "Not Yet Activated." You can purchase tickets up to 60 days in advance of using them. You must activate your ticket before boarding and show the ticket on your smartphone to the bus driver or fare enforcement officer when required.

RIDER ALERTS

Sign up for DCTA Rider Alerts at RideDCTA.net to receive customized email notifications regarding schedule delays, service changes and promotions.



FLEET AT A GLANCE

BUS

DCTA offers a growing network of bus service from fixed route, shuttle service to on-demand service to connect riders to the greater metroplex, connecting to Dallas and Fort Worth.

- **Number of Routes:**
 - 8 Denton Connect Fixed Routes
 - 8 University of North Texas Shuttles (Bernard Street, Centre Place, Colorado Express, Discovery Park, Eagle Point, Mean Green, Mean Green Night Rider and North Texan)
 - 2 North Central Texas College Shuttles (North and South Shuttles)
 - 2 Lewisville Connect Fixed Routes
 - 2 Microtransit Zones
 - Denton Enterprise Airport Zone
 - Lewisville Lakeway Zone
 - 1 Highland Village Connect Shuttle
 - 1 North Texas Xpress
- **Number of Vehicles:**
 - 58 vehicles at peak pull-out
 - Total number of vehicles: 84
- **Number of shelters: 57**
 - Benches only: 14
 - Bus stops: 512
- **Total FY'18 Ridership: 2,442,210**



A-TRAIN

DCTA's A-train connects Denton County passengers to Dallas through Dallas Area Rapid Transit (DART) and to Fort Worth through transferring from DART to the Trinity Railway Express (TRE).

- **Miles of track:** 21
- **Number of stations:** 5
- **Number of vehicles:** 11
- **Total FY'18 Ridership:** 419,335



FARE AT A GLANCE

UPDATED FARE

In January 2019, DCTA launched a new, easier local fare structure for a seamless integration within the regional fare system. Fares and passes may be purchased online, at ticket vending machines (TVM) on A-train station platforms or at one of the ticket outlets listed here. Not all fare types are available for purchase at all locations.

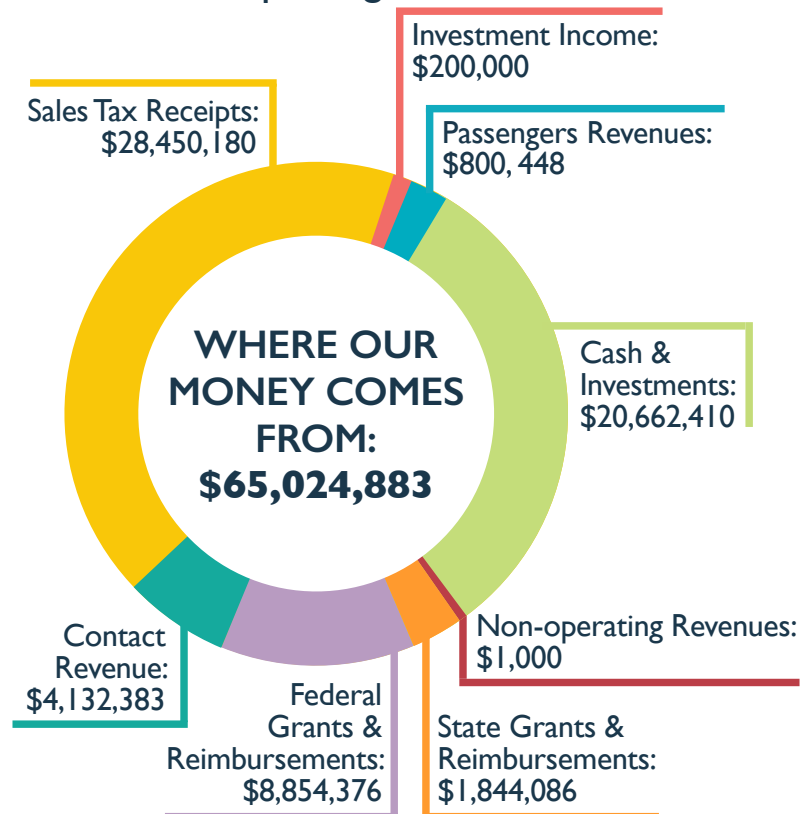
FARE TYPE	LOCAL PRICE	REGIONAL PRICE	LOCAL / REGIONAL REDUCED	WHERE TO BUY
LOCAL AM	\$1.50	—	\$.75 / —	TVM, GOPASS
LOCAL PM	\$1.50	—	\$1.50 / —	TVM, GOPASS
DAY PASS	\$3.00	\$12.00	\$1.50 / \$3.00	TICKET OUTLETS, TVM, GOPASS
7-DAY PASS	\$15.00	—	—	TICKET OUTLETS, TVM, GOPASS
10-DAY PASS	\$20.00	\$84.00	—	TICKET OUTLETS, ONLINE
MONTHLY PASS	\$48.00	\$192.00	\$24.00 / \$48.00	TICKET OUTLETS, TVM, GOPASS
ANNUAL PASS	\$480.00	\$1,920.00	\$240.00 / \$576.00	TICKET OUTLETS, ONLINE



OUR FINANCES

DCTA's consistent dedication to ensuring transparency of the agency's financial records has earned high marks at both the state and national level.

DCTA has also been recognized by the Government Finance Officer Association (GFOA) of the United States and Canada with a Certificate of Achievement for Excellence in Financial Reporting – the highest form of recognition in the area of governmental account and financial reporting.



SHAPING OUR FUTURE

Denton and Collin counties are projected to be the nation's fastest growing economies over the next five years, according to an Oxford Economics forecast. With this impending growth, it is our commitment to offer more alternative transportation options to improve the quality of life where our residents live, work and play.

In FY'19*, DCTA has reached numerous milestones in relation to mobility, air quality, economic development and livability. Read more FY'19 milestones below:

- Changed fare structure to provide a lower fare price and simpler structure
- Received Federal Railroad Administration (FRA) approval to go into Revenue Service Demonstration (RSD) for Positive Train Control (PTC) testing
- Launched Lewisville Lakeway on-demand service and expanded Denton Enterprise on-demand service
- Expanded transit options with its \$2.4 Million on-call Mobility as a Service (MaaS) contracts
- Launched the North Texas Mobility Corporation (NTMC) as a turnkey solution that also provides management oversight, fleet maintenance, and dedicated customer service
- Launched Collin County Transit taxi service in the town of Prosper
- Celebrated eight years of A-train service

*DCTA's fiscal years start October 1 and go through September 30