

## VISION & MISSION

DCTA's vision is to be a leader in advancing mobility alternatives. As a regional partner, our mission is to provide safe, customer-focused, and efficient mobility solutions.

## PARTNERSHIPS

- **McKinney Urban Transit District (MUTD)** – DCTA has been serving the five cities of the MUTD with limited contracted service since June 2017 and continues to assist with future transit planning efforts by monitoring service and exploring methods to further enhance service.
- **Frisco** – DCTA continues providing the City of Frisco's contracted demand-response transit service for eligible passengers with trips in Frisco, McKinney, Allen, and a limited area of Plano, while leveraging dispatched taxi service within the Frisco area to address additional capacity needs while increasing operational efficiencies. DCTA is also deploying a new Lyft, on-demand pilot project to enhance current mobility options for eligible passengers.
- **North Texas Xpress** – DCTA and Trinity Metro continue to see increasing ridership on the commuter service along the I-35W corridor. This is the first of four corridors outlined in DCTA's plan for future commuter service. DCTA has collaborated with Trinity Metro, Hillwood and various regional public and private stakeholders to develop a first last mile solution for the Alliance area within the I-35W corridor. The Alliance Link shuttle service launched in April 2018 as a pilot program operated by a third-party provider as an on-demand, rideshare option between the Heritage/Horizon stop on the North Texas Xpress route and large employers. The pilot is set to expire in January 2019. DCTA and collaborating partners are reviewing the option of deploying an on-demand TNC service to continue to meet the mobility needs in the Alliance area.
- **Mobility as a Service (MaaS)** – DCTA continues to partner with Transportation Network Companies (TNC) through executed contracts with Irving Holdings and Lyft and is working to provide fully comprehensive customized transportation programs throughout the service area. DCTA continues to explore opportunities with contracted vendors and other potential innovative mobility service providers to serve new markets within DCTA member cities and contracted service areas.
- **United Way of Denton** – DCTA and United Way of Denton County have partnered to improve mobility options available to Denton County veterans. DCTA is providing UWDC with Lyft gift cards and Irving Holdings debit cards, to provide veterans a choice of demand-response services so they may more readily access lifeline resources, such as healthcare, financial, and legal services and craft a long-term solution based on the initial effort.

## FINANCIAL STEWARDSHIP

- o Strong Reserve Funds
  - Operating Reserve: 90 days
  - Sales Tax Stabilization: 3%
  - Fuel: \$450,000
  - Capital Reserve: \$2M
- o Internal Coverage Ratio: 2.04 (Target >1.25)
- o Current-year operating revenue exceeds current-year operating expenditures
- o Positive net cash
- o Sustainable five-year cash flow model
- o Clean audits (no management comments in FY '17)
- o Government Finance Officers Association Awards
  - Distinguished Budget
  - Certificate of Excellence: Comprehensive Annual Financial Report
- o National Procurement Institute, Inc. Awards
  - Awarded the Achievement of Excellence in Procurement Award for three consecutive years

## STATE LEGISLATIVE FOCUS

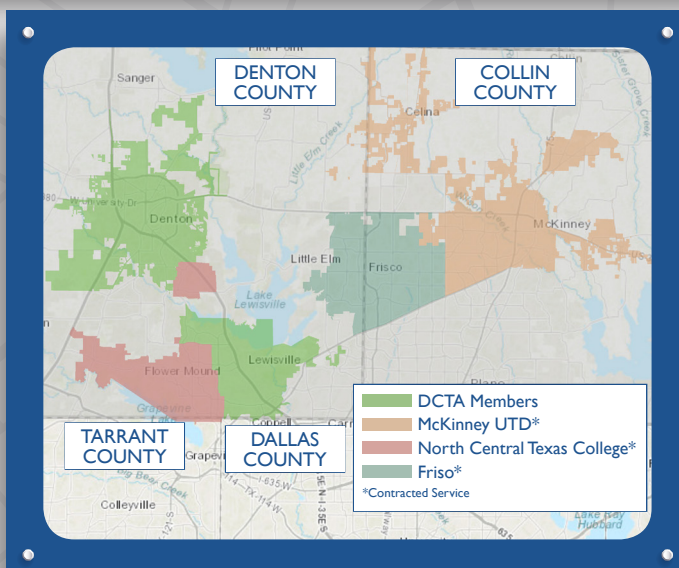
- **Protect Funding Options** – Oppose legislation which would restrict or limit the use of federal funding for transit.
- **MPO Representation** – Oppose legislation which would restrict transit agency representation.
- **Address Texas' Donor State Status** – Seek opportunities with state leaders to facilitate increase in equitable distribution of federal funds.
- **Future Commuter Rail** – Remove barriers to utilizing existing freight corridors.

## INNOVATION

- **Innovative Transit Solutions / Mobility on Demand** – DCTA is actively engaged in efforts to facilitate the development and deployment of innovative transit solutions to increase mobility options for communities. These reduce congestion, increase operational cost-effectiveness and efficiency, improve personal mobility, and provide passengers with more transit options.
- **Automated Vehicles** – DCTA has partnered with the City of Frisco, Hall Group, Frisco Station Partners, and The Star, to create a Transportation Mobility Association. As part of a 6-month pilot program, DCTA and the TMA have deployed Drive.ai automated vehicles in the City of Frisco, between two popular, high density developments.

## THE FUTURE

- **Regional Rail System** – DCTA continues to participate in North Central Texas as a partner in the completion of the regional rail system.
- **Transit Oriented Development** – DCTA continues to work with community partners to provide improved connections to our transit system through land use strategies to increase density around A-train stations – which will drive economic development, land values and system ridership.



## CONTACT

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