



DENTON COUNTY
TRANSPORTATION
AUTHORITY

2020 MEDIA TOOLKIT

Last updated November 2020



BACKGROUND AND PURPOSE

For 17 years, the Denton County Transportation Authority (DCTA) has accelerated innovative mobility solutions through efforts that strive to reduce traffic congestion and enhance air quality, while contributing to the growth, development and improvement of quality of life for all communities we serve.

SERVICE OVERVIEW

DCTA helps riders get where they need to go with a variety of services including the 21-mile A-train commuter rail, Connect fixed-route buses, Collin County Transit, on-demand zones in Lewisville and Denton, 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

Formed in 2002, DCTA is 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
- **2011:** DCTA's 21-mile A-train 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
- **2018:** DCTA becomes first transit agency in Texas to begin testing federally mandated Positive Train Control-PTC and launches a new Highland Village Lyft Discount Program
- **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.)
- **2020:** DCTA launches Downtown Denton Transit Center (DDTC) Evening On-Demand zone service



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



A-TRAIN STATIONS



11 TRAINS IN FLEET



**3 IN PEAK
2 IN OFF PEAK
1 ON SATURDAYS**

801 AVERAGE MONDAY-FRIDAY PASSENGER BOARDINGS	309 AVERAGE SATURDAY PASSENGER BOARDINGS	4,314 AVERAGE WEEKLY PASSENGER BOARDINGS	18,443 AVERAGE MONTHLY PASSENGER BOARDINGS	221,316 TOTAL FY'20 A-TRAIN RIDERSHIP
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**Ridership numbers were greatly affected by the COVID-19 crisis
*All stats are based off FY'20 data (Oct. 1, 2019 - Sept. 30, 2020)

BUS SYSTEM FACTS

SERVICE OVERVIEW

DCTA's fixed route services provide easy access to popular destinations and connection to the A-train commuter rail line. These routes include the Denton and Lewisville Connect Bus, University of North Texas (UNT) and North Central Texas College (NCTC)* Campus Shuttles and DCTA's partnership with Trinity Metro connecting Denton to Fort Worth via the North Texas Xpress commuter bus.

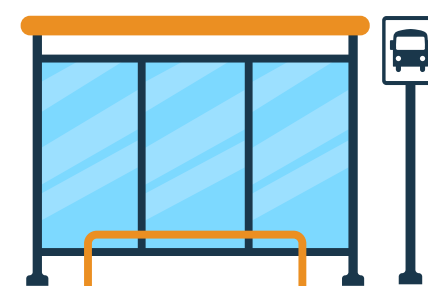
Microtransit Service: Similar to Uber and Lyft, this on-demand service offers real-time, flexible routing and scheduling via DCTA-branded vehicles. These services include the Downtown Denton Transit Center (DDTC) Evening and Lewisville Lakeway On-Demand zones.

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 offers efficient transit options for participating MUTD cities including Celina, Lowry Crossing, McKinney, Melissa, Princeton and Prosper.

Lyft Partnership: Through DCTA's partnership with Lyft, the agency provides a sponsored discount for the Highland Village Lyft Zone, free rides for the UNT Lyft Zone, a Coppell Pilot Program and Lewisville Access to Flower Mound Lyft service.

Access Service: DCTA's Access 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.

*NCTC Campus Shuttle service ended Aug. 1, 2020



**49 BUS SHELTERS
15 BENCHES ONLY
411 BUS STOPS**

**1,354,927
TOTAL FY'20 RIDERSHIP
& 284 SQ. MILES SERVED**



62 VEHICLES IN FLEET

1 ROUTE MONSIGNOR KING 101 SHUTTLE NORTH TEXAS XPRESS	2 ROUTES ZONE SERVICES LEWISVILLE FIXED ROUTES	6 ROUTES DENTON FIXED ROUTES	12 ROUTES UNT CAMPUS SHUTTLE SERVICE
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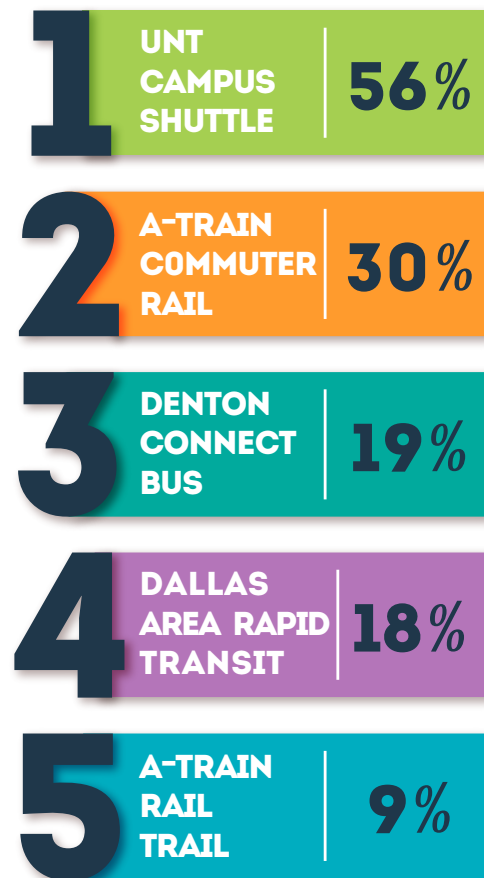
2019 PASSENGER SATISFACTION SURVEY

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.

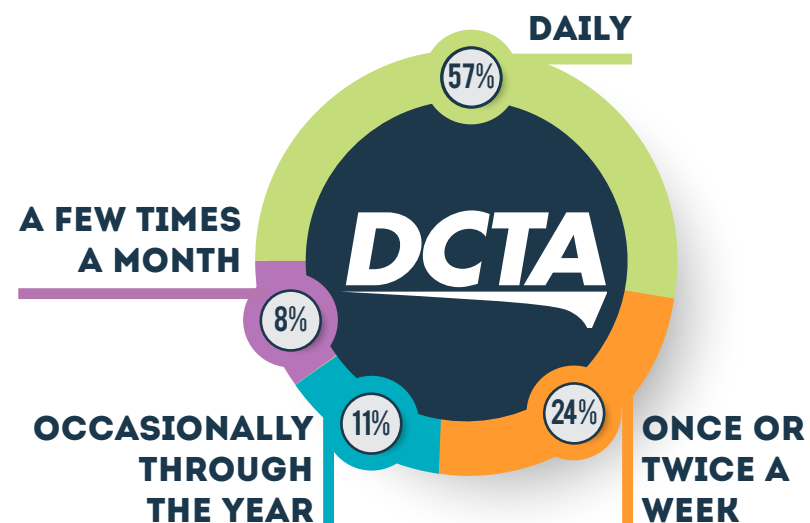
TOP THREE ATTRIBUTES FOR SERVICES: RELIABILITY, SAFETY & CONVENIENCE

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.net 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.

RIDER ALERTS

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

GOPASS®

Download the GoPass® 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.

FOLLOW DCTA ON SOCIAL MEDIA!



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:**
 - 6 Denton Connect Fixed Routes
 - 12 University of North Texas Shuttles (Bernard Street, Centre Place, Colorado Express, Discovery Park, Eagle Point, Mean Green, Mean Green Night Rider, Mean Green Plus, North Texan, Parking Express Victory Hall and Parking Express Fouts Field)
 - 2 Lewisville Connect Fixed Routes
 - 2 Microtransit Zones (Lewisville Lakeway Zone and Downtown Denton Transit Center Evening On-Demand Zone)
 - 1 North Texas Xpress
- **Number of Vehicles:**
 - 45 vehicles at peak pull-out
 - 35 Fixed Route and 10 Demand Response
 - Total number of vehicles: 62
- **Number of shelters: 49**
 - Benches only: 15
 - Bus stops: 411
- **Total FY'20 Ridership: 1,354,927**



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'20 Ridership: 221,316**



**NCTC Campus Shuttle service ended Aug. 1, 2020*

FARE AT A GLANCE

FARE STRUCTURE

DCTA's simple local fare structure allows 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.

Discounted and Free Fares:

DCTA offers discount programs to meet the needs of the community at large. University students, large groups and nonprofits can purchase reduced fare packs.

Complimentary fare is also available to sworn peace officers in uniform or with a visible badge, children under five with a fare-paying adult and Denton County active jurors with a valid juror summons or current juror badge.

Passengers can always ride free within DCTA's A-train free fare zones between the Downtown Denton Transit Center (DDTC) and Medpark station, and Hebron and Trinity Mills station.

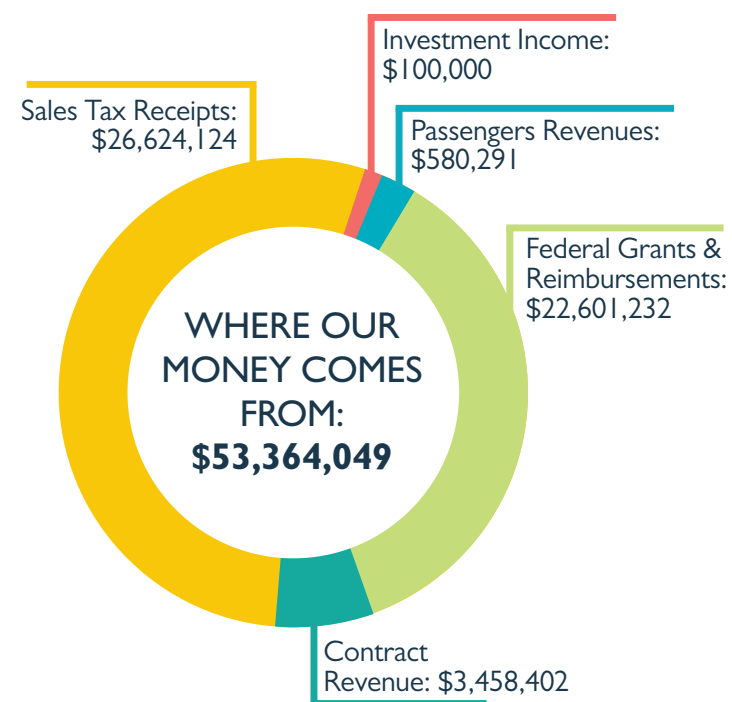
FARE TYPE	LOCAL PRICE	REGIONAL PRICE	LOCAL / REGIONAL REDUCED	WHERE TO BUY
Local AM	\$1.50	—	\$.75 / —	TVM, GoPass®
Local PM	\$1.50	—	\$.75 / —	TVM, GoPass®
DAY PASS	\$3.00	\$12.00	\$1.50 / \$3.00	Ticket outlets, TVM, GoPass®
7-DAY PASS	\$15.00	—	—	Ticket outlets, TVM, GoPass®
10-DAY PASS	\$20.00	\$84.00	—	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



GENERAL FINANCE SNAPSHOT

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 accounting and financial reporting.



MOVING YOU FORWARD

Denton and Collin counties are the state of Texas' ninth and seventh most populated counties, respectively. With this impending growth, it is our commitment to offer alternative mobility options to improve the quality of life where our residents live, work and play.

In FY'20*, DCTA reached numerous milestones in relation to mobility, air quality, economic development and livability. Read more FY'20 milestones below:

- Completed construction on the agency's 19-mile A-train Rail Trail which runs from Downtown Denton to Lewisville
- Received a Federal Transit Administration (FTA) grant for \$600,000 for future Transit-Oriented Development (TOD) planning
- Expanded the Highland Village Lyft Discount program to include Saturday service and increased the agency's sponsored discount from \$10 to \$13
- Launched the Downtown Denton Transit Center (DDTC) Evening On-Demand service for last mile trips at the DDTC
- Acted swiftly during the COVID-19 pandemic to adjust routes, schedules and enhance cleaning and safety precautions to keep employees and passengers safe
- Delivered 225,000 surgical masks, gloves and hand sanitizer to 50 nonprofits across Denton County in partnership with United Way of Denton County and Denton County during COVID-19



DCTA'S CORONAVIRUS RESPONSE

The COVID-19 pandemic drastically changed how many conduct business, including here in Denton County. DCTA worked tirelessly during the ever-changing COVID-19 landscape to protect the health and wellbeing of agency staff, riders and the many communities DCTA serves.

The agency adapted its service levels and facility procedures to address safety while keeping passengers informed and empowered to make the best mobility decision for them.

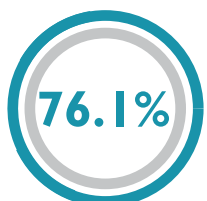
DCTA put health first by:

- Enhancing cleaning and safety protocols
- Requiring passengers and employees to wear masks onboard vehicles
- Installing touchless hand sanitizer dispensers on all buses and all facilities
- Encouraging riders to avoid public transit if they were exposed to the virus or felt ill.

The health and safety of DCTA riders and employees continues to be a main priority, and the future success of the agency's recovery will require a shared approach among riders, stakeholders and community members.



TOTAL BUDGET
FROM MARCH TO
SEPTEMBER 2020



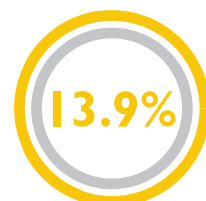
BUDGET USED
FOR CLEANING
SUPPLIES AND PPE



BUDGET USED FOR
PROTECTIVE BARRIERS
FOR DRIVERS AND
EMPLOYEES



BUDGET USED FOR
SAFETY SIGNAGE



OTHER COVID-19
EXPENSES

FINANCIAL CORONAVIRUS IMPACT

Due to the COVID-19 crisis in FY'20, DCTA's financials were greatly impacted. The agency swiftly implemented budget changes to adjust for future financial sustainability.

- 1 Reduction in budgeted contract service revenue of **\$1 million** of the original FY'20 budget 23% of original FY20 budget
- 2 Reduction in budgeted investment income of **\$75k** of the original FY'20 budget 19% of original FY20 budget
- 3 Reduction in budgeted operating expenses of **\$2.9 million** due to reduction in employee headcount and reduction in rail and bus service levels
- 4 Increase in budgeted grant revenue to account for the Coronavirus Aid, Relief, and Economic Security Act (CARES) funding of **\$23.6 million** that DCTA anticipates utilizing on a reimbursement basis over the next three years (\$6.3 million of which is budgeted revenue in FY'20)
- 5 Due to the above items and additional non-COVID related budget amendments, the revised FY'20 budget resulted in an increase in net position of **\$1.6 million** more than the original FY'20 budget