Shaping our Future

Your Future is Riding on Us.

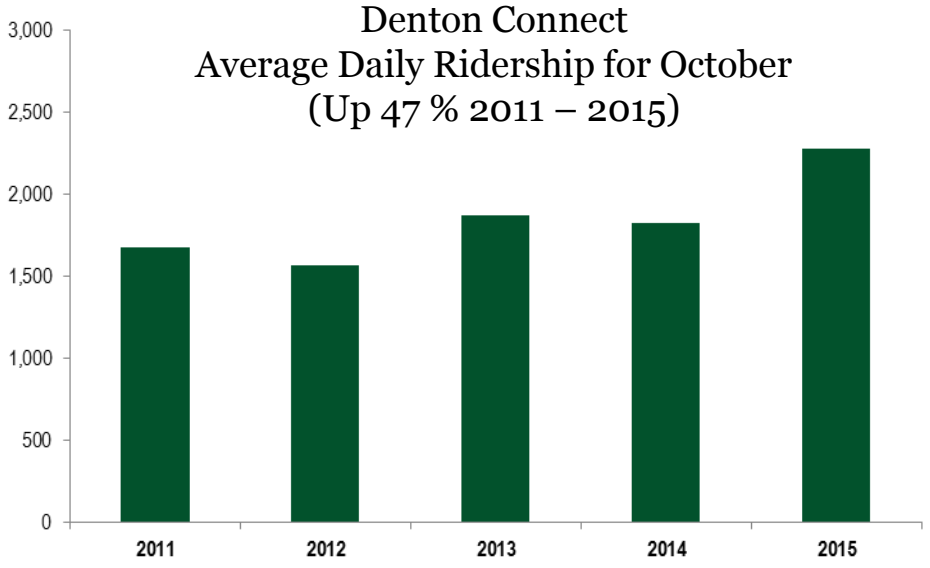
DCTA

DENTON CONNECT COMPREHENSIVE OPERATIONAL ANALYSIS

NELSON NYGAARD

Project Background

- Denton is a very different transit environment than it was 5 years ago:
  - New Services
    - A-train
    - Connect Route 9
  - New Facilities
    - DDTC
    - Bus O&M Facility
  - New Features
    - Where's My Ride
    - GoPass
  - New Destinations
    - Rayzor Ranch



- The COA provides an opportunity to step back and see how everything is working together as a system

COA Study Goals

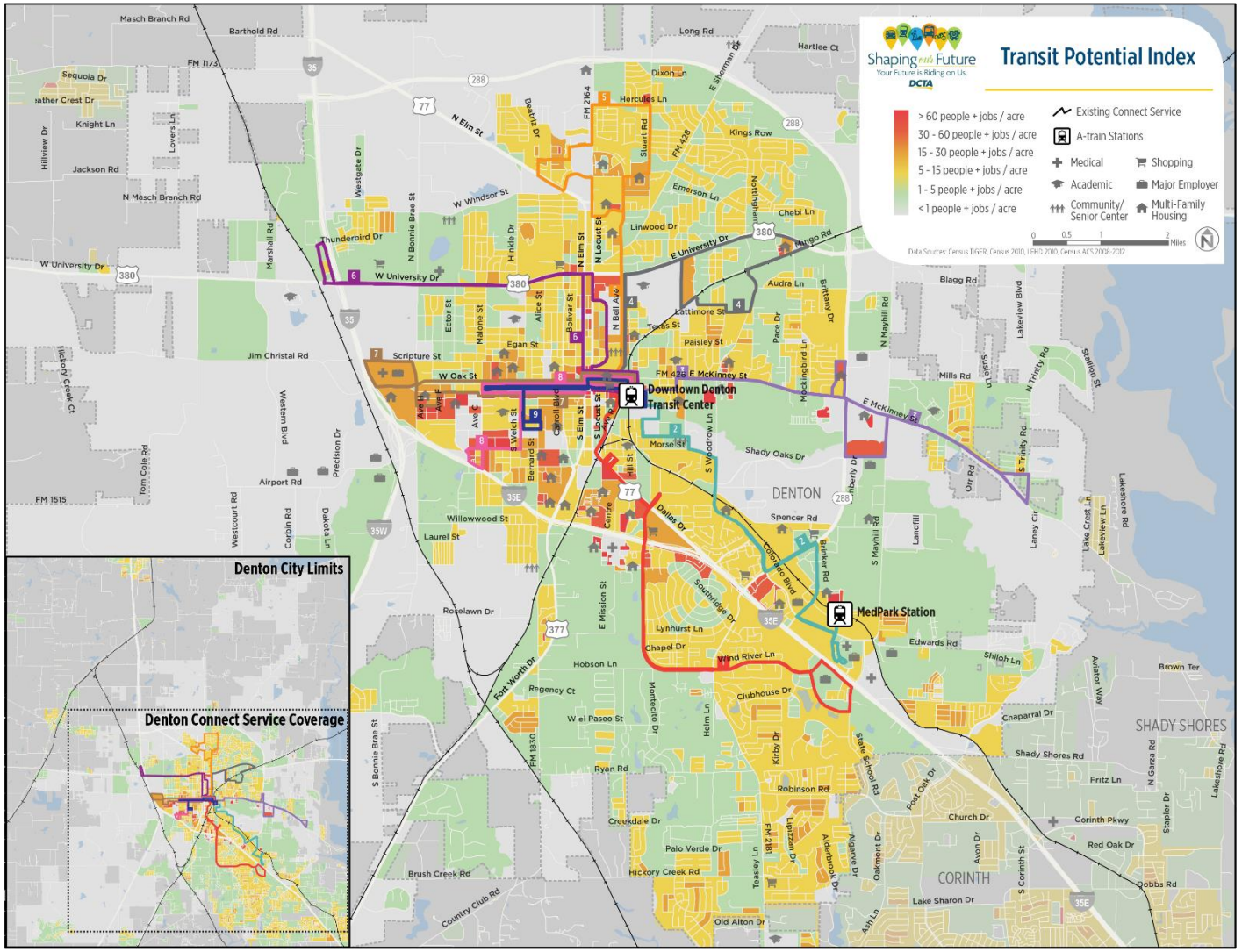
- Identify strengths and weaknesses of existing system
  - Review travel patterns
  - Assess system efficiency
  - Identify unmet transit needs

- Recommend service improvements
  - Serve existing riders better
  - Attract new riders
  - Improve over-all system productivity

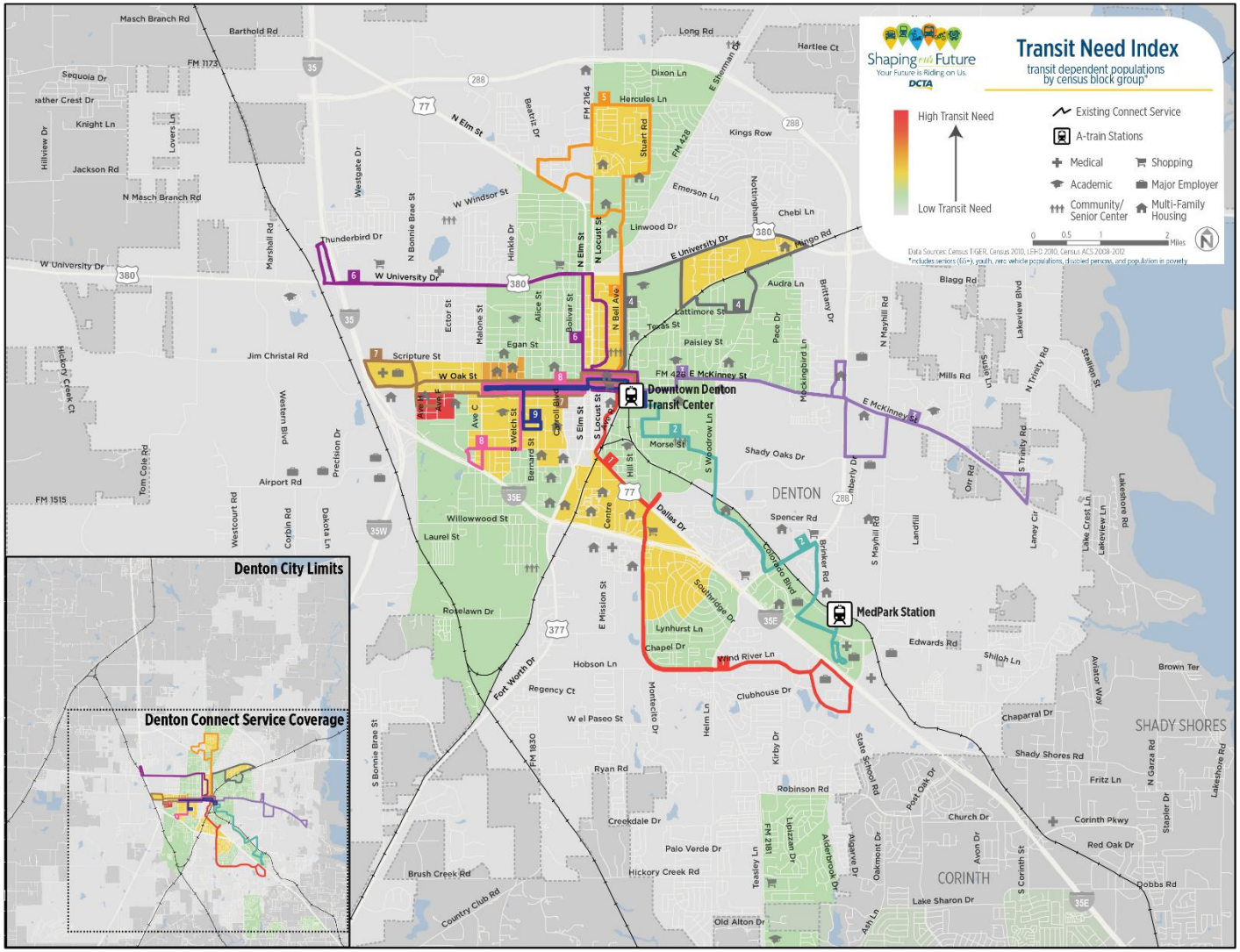
COA Study Approach

- Three main focus areas of analysis:
  1. What does the market say?
     - Population and employment density
     - Population characteristics
     - Land-use characteristics
     - Regional travel patterns
  2. What do the numbers say?
     - Ridership
     - Productivity
     - On-time Performance
  3. What do the people say?
     - Riders
     - Non-riders
     - Staff
     - Stakeholders

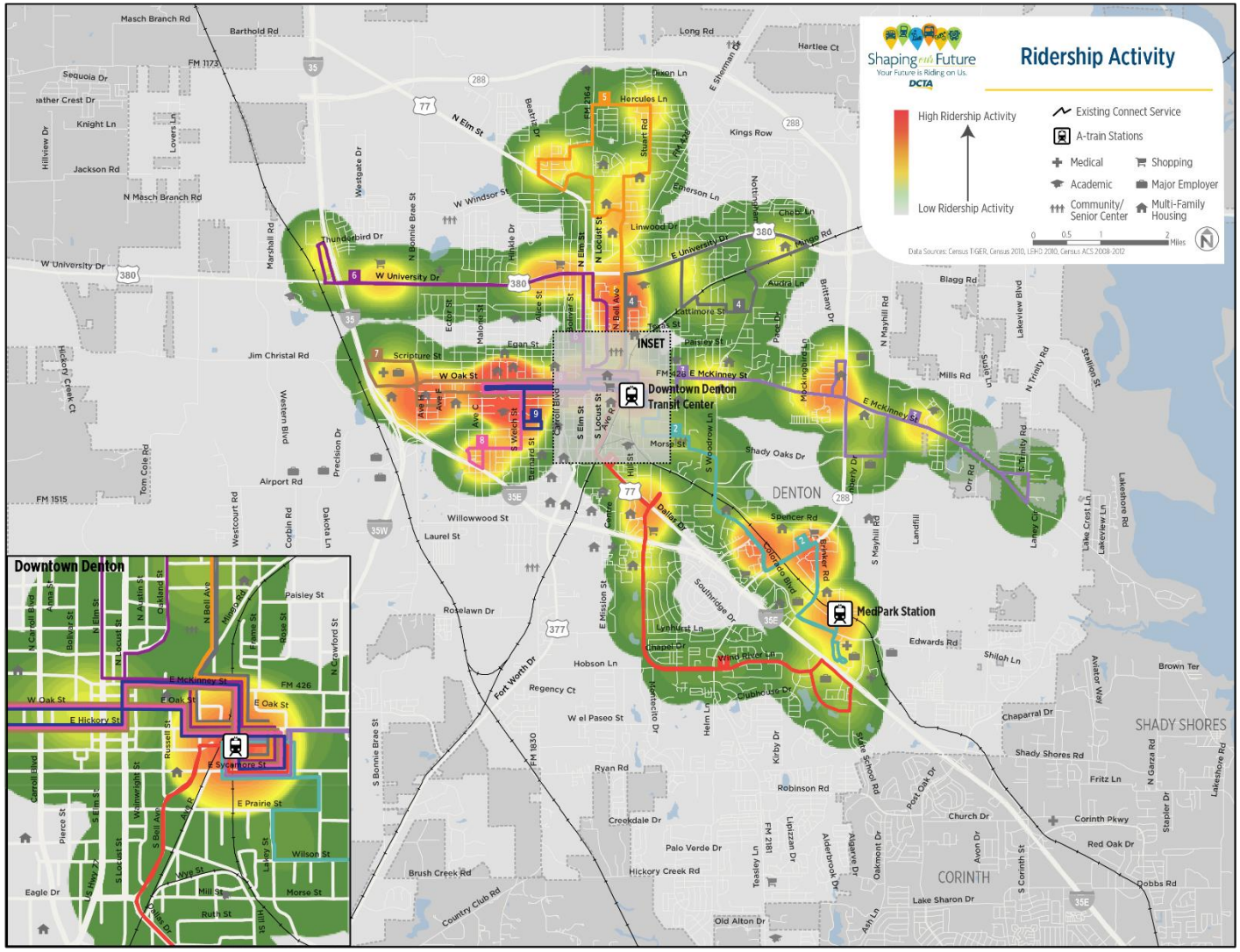
Market Analysis



Market Analysis



Service Analysis



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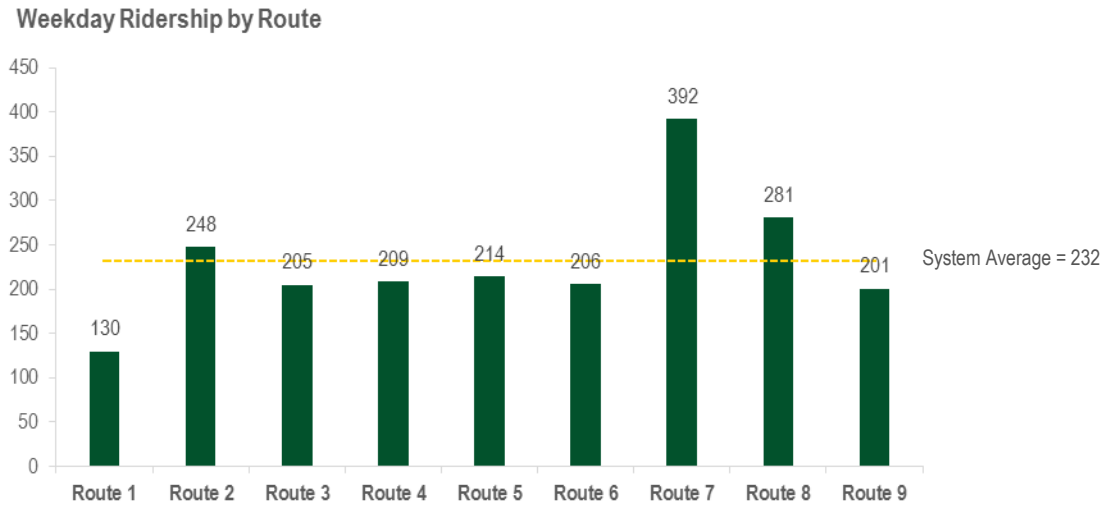
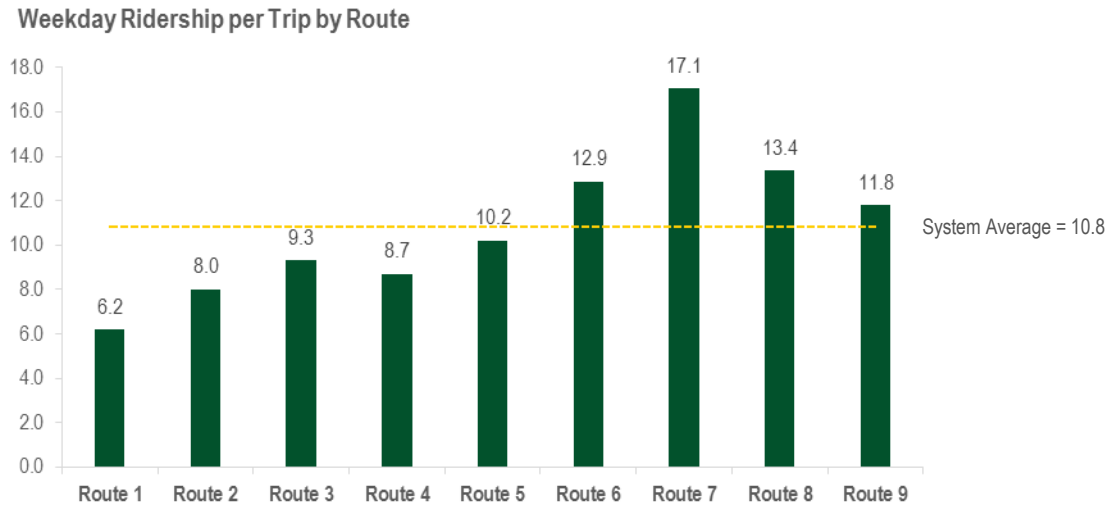
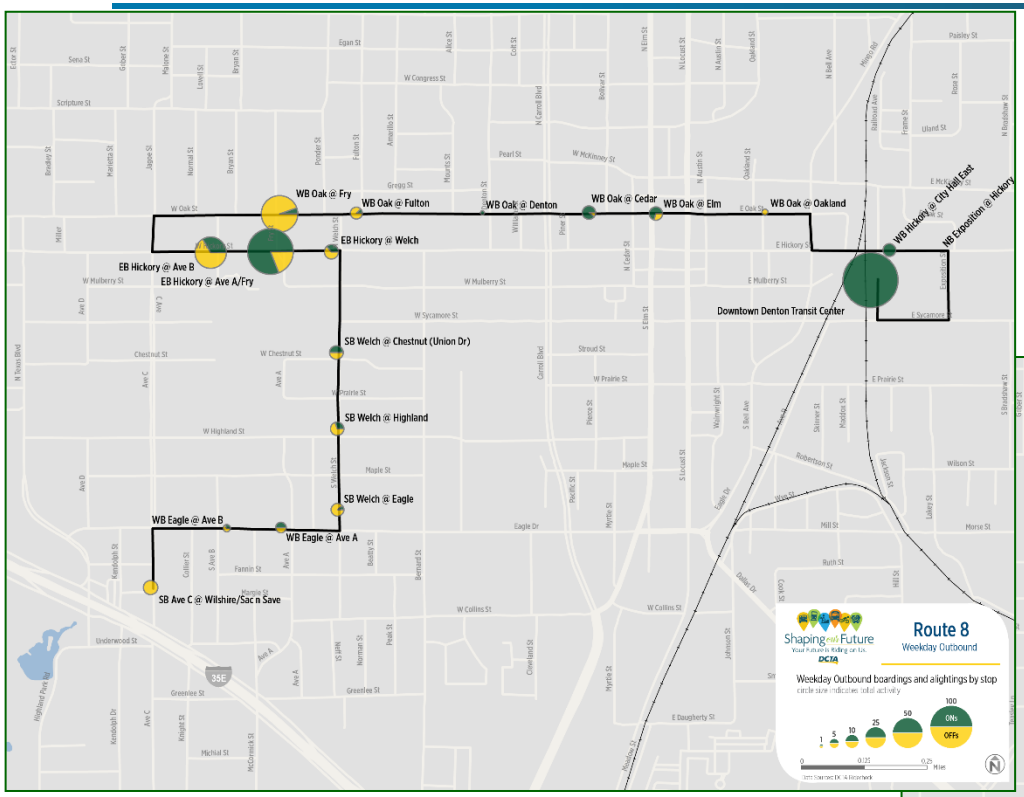
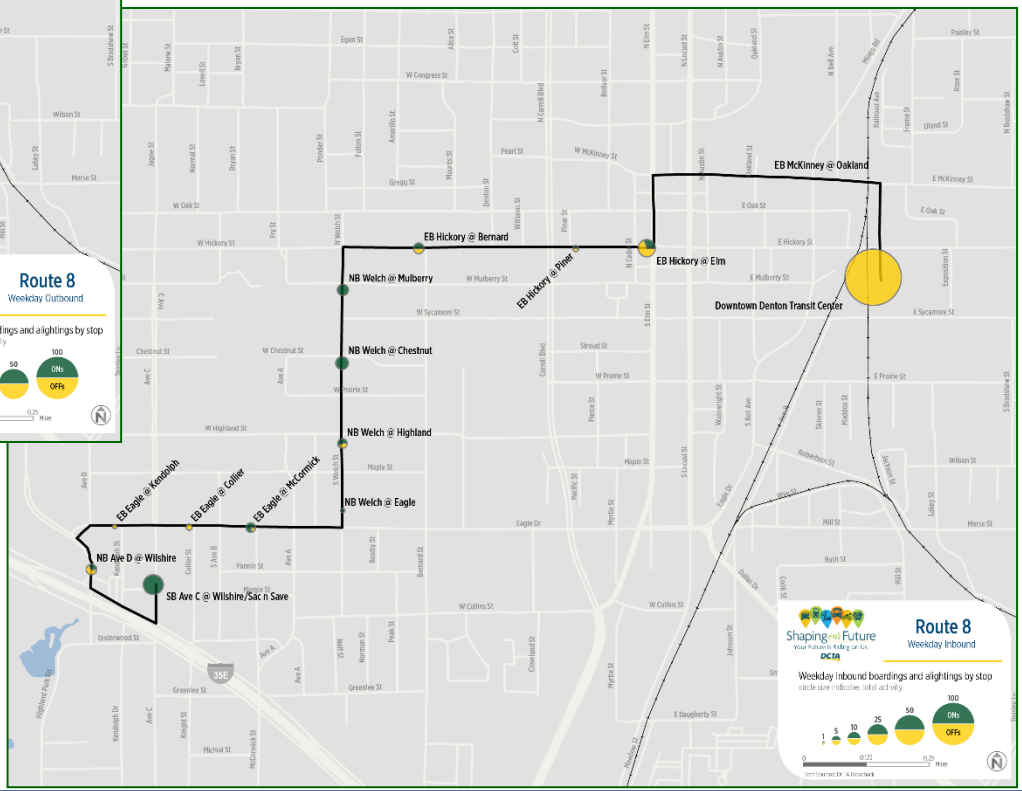


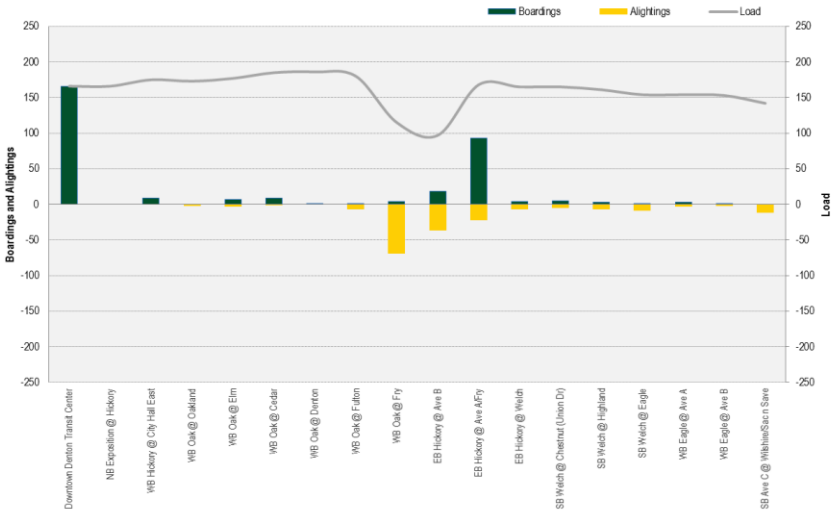


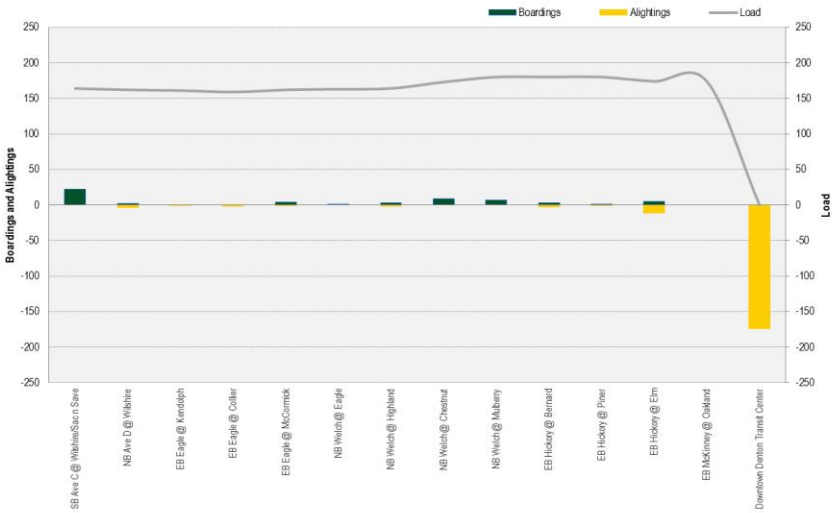
Service Analysis

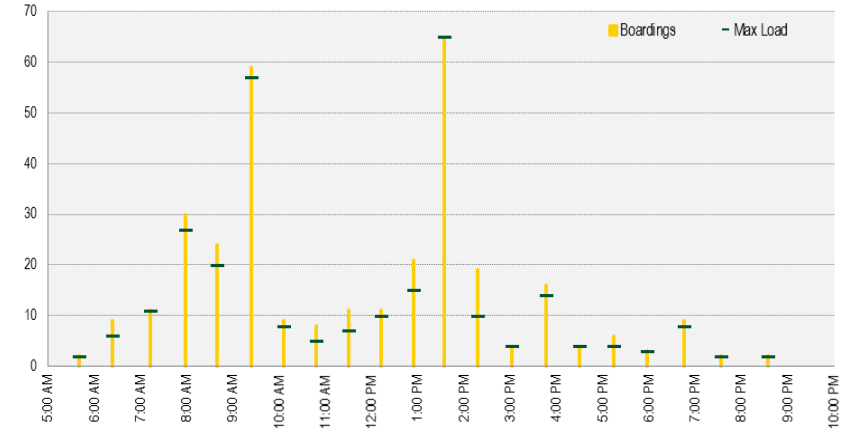


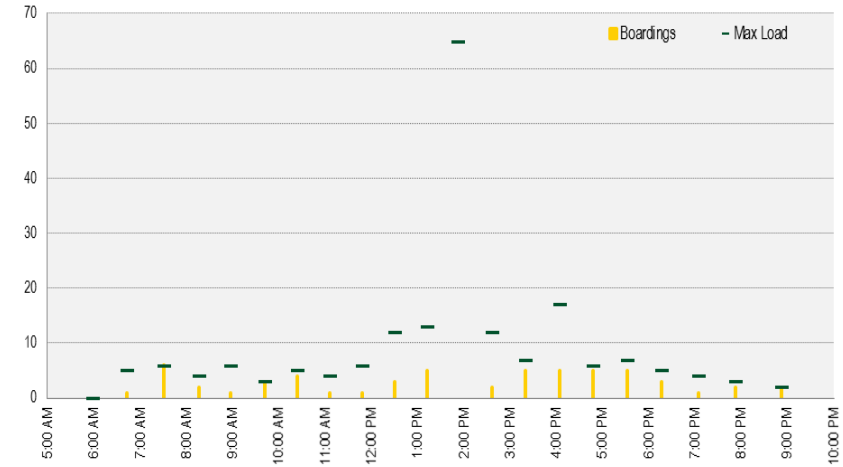


Service Analysis

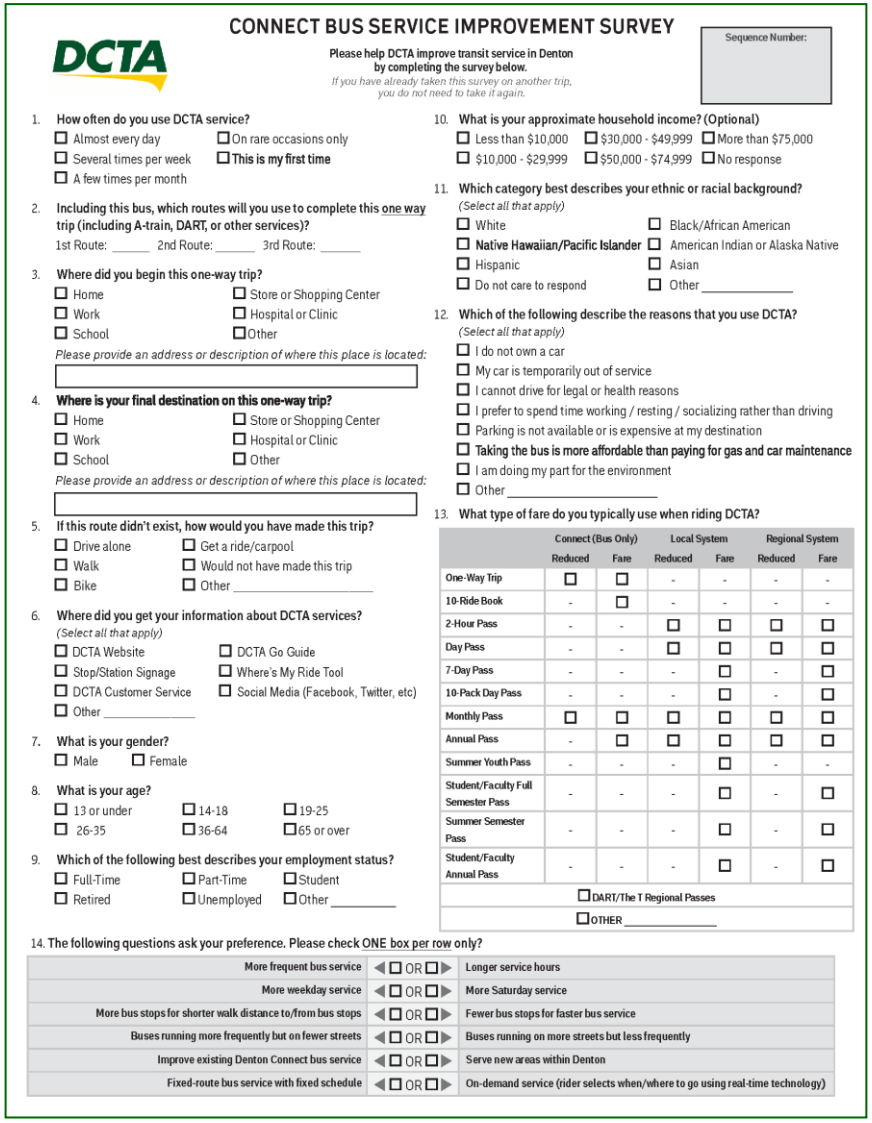








Stakeholder Input



CONNECT BUS SERVICE IMPROVEMENT SURVEY

Sequence Number:

Please help DCTA improve transit service in Denton by completing the survey below.

If you have already taken this survey on another trip, you do not need to take it again.

1. **How often do you use DCTA service?**
   - ☐ Almost every day
   - ☐ Several times per week
   - ☐ A few times per month
   - ☐ On rare occasions only
   - ☐ **This is my first time**

2. **Including this bus, which routes will you use to complete this one way trip (including A-train, DART, or other services)?**
   1st Route: _____ 2nd Route: _____ 3rd Route: _____

3. **Where did you begin this one-way trip?**
   - ☐ Home
   - ☐ Work
   - ☐ School
   - ☐ Store or Shopping Center
   - ☐ Hospital or Clinic
   - ☐ Other

   Please provide an address or description of where this place is located:

4. **Where is your final destination on this one-way trip?**
   - ☐ Home
   - ☐ Work
   - ☐ School
   - ☐ Store or Shopping Center
   - ☐ Hospital or Clinic
   - ☐ Other

   Please provide an address or description of where this place is located:

5. **If this route didn't exist, how would you have made this trip?**
   - ☐ Drive alone
   - ☐ Walk
   - ☐ Bike
   - ☐ Get a ride/carpool
   - ☐ Would not have made this trip
   - ☐ Other _____

6. **Where did you get your information about DCTA services?**
   (Select all that apply)
   - ☐ DCTA Website
   - ☐ Stop/Station Signage
   - ☐ DCTA Customer Service
   - ☐ Other _____
   - ☐ DCTA Go Guide
   - ☐ Where's My Ride Tool
   - ☐ Social Media (Facebook, Twitter, etc)

7. **What is your gender?**
   - ☐ Male
   - ☐ Female

8. **What is your age?**
   - ☐ 13 or under
   - ☐ 14-18
   - ☐ 19-25
   - ☐ 26-35
   - ☐ 36-64
   - ☐ 65 or over

9. **Which of the following best describes your employment status?**
   - ☐ Full-Time
   - ☐ Part-Time
   - ☐ Student
   - ☐ Retired
   - ☐ Unemployed
   - ☐ Other _____

10. **What is your approximate household income? (Optional)**
    - ☐ Less than $10,000
    - ☐ $10,000 - $29,999
    - ☐ $30,000 - $49,999
    - ☐ $50,000 - $74,999
    - ☐ More than $75,000
    - ☐ No response

11. **Which category best describes your ethnic or racial background?**
    (Select all that apply)
    - ☐ White
    - ☐ **Native Hawaiian/Pacific Islander**
    - ☐ Hispanic
    - ☐ Do not care to respond
    - ☐ Black/African American
    - ☐ American Indian or Alaska Native
    - ☐ Asian
    - ☐ Other _____

12. **Which of the following describe the reasons that you use DCTA?**
    (Select all that apply)
    - ☐ I do not own a car
    - ☐ My car is temporarily out of service
    - ☐ I cannot drive for legal or health reasons
    - ☐ I prefer to spend time working / resting / socializing rather than driving
    - ☐ Parking is not available or is expensive at my destination
    - ☐ **Taking the bus is more affordable than paying for gas and car maintenance**
    - ☐ I am doing my part for the environment
    - ☐ Other _____

13. **What type of fare do you typically use when riding DCTA?**

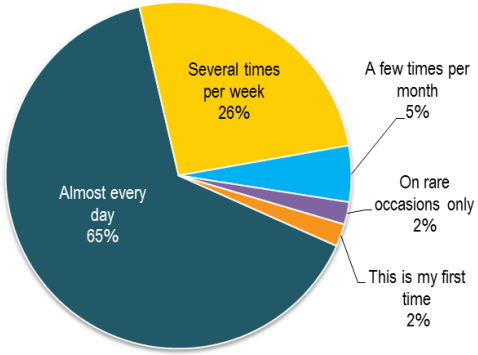
	Connect (Bus Only)		Local System		Regional System	
	Reduced	Fare	Reduced	Fare	Reduced	Fare
One-Way Trip	☐	☐	-	-	-	-
10-Ride Book	-	☐	-	-	-	-
2-Hour Pass	-	-	☐	☐	☐	☐
Day Pass	-	-	☐	☐	☐	☐
7-Day Pass	-	-	-	☐	-	☐
10-Pack Day Pass	-	-	-	☐	-	☐
Monthly Pass	☐	☐	☐	☐	☐	☐
Annual Pass	-	☐	☐	☐	☐	☐
Summer Youth Pass	-	-	-	☐	-	-
Student/Faculty Full Semester Pass	-	-	-	☐	-	☐
Summer Semester Pass	-	-	-	☐	-	☐
Student/Faculty Annual Pass	-	-	-	☐	-	☐
☐ DART/The T Regional Passes						
☐ OTHER _____						

14. **The following questions ask your preference. Please check ONE box per row only?**

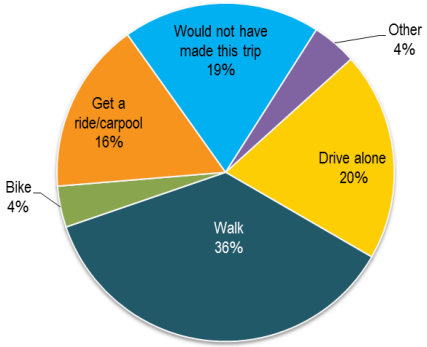
More frequent bus service	◀ ☐ OR ☐ ▶	Longer service hours
More weekday service	◀ ☐ OR ☐ ▶	More Saturday service
More bus stops for shorter walk distance to/from bus stops	◀ ☐ OR ☐ ▶	Fewer bus stops for faster bus service
Buses running more frequently but on fewer streets	◀ ☐ OR ☐ ▶	Buses running on more streets but less frequently
Improve existing Denton Connect bus service	◀ ☐ OR ☐ ▶	Serve new areas within Denton
Fixed-route bus service with fixed schedule	◀ ☐ OR ☐ ▶	On-demand service (rider selects when/where to go using real-time technology)

Stakeholder Input

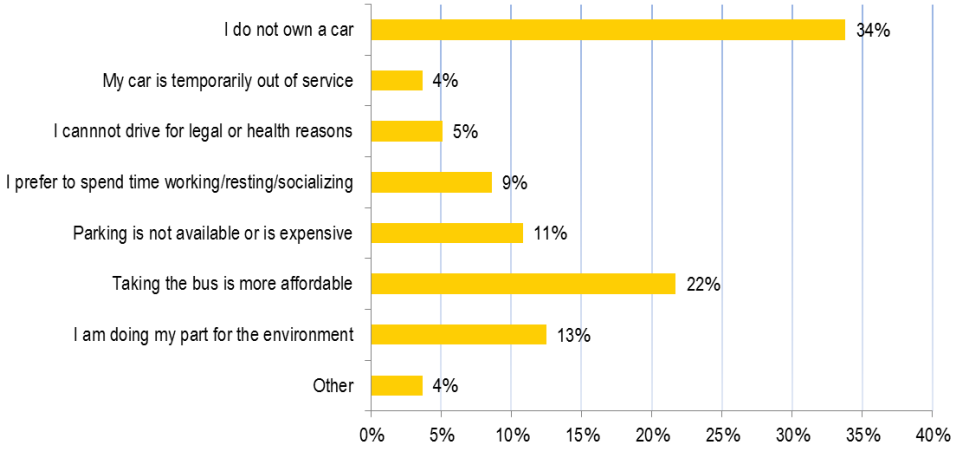
How Often Do You Use DCTA Connect?



If DCTA Connect did not exist, how would you have made this trip?



Reasons for Using DCTA Connect



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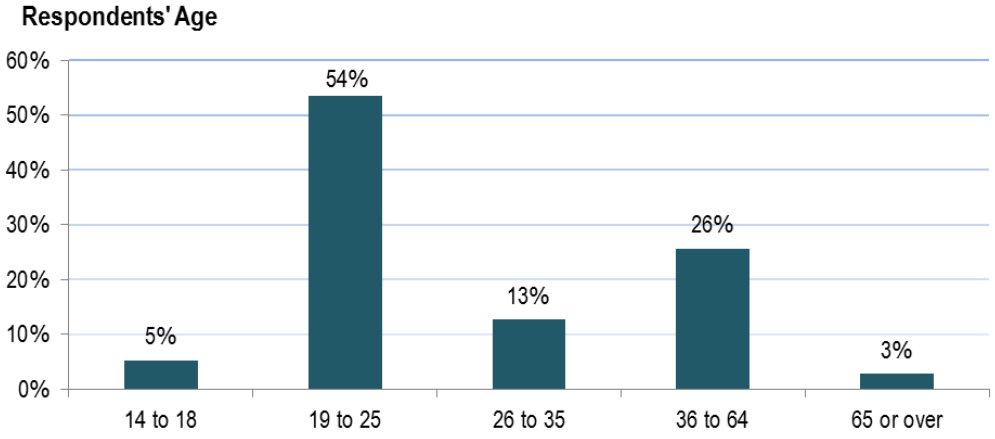
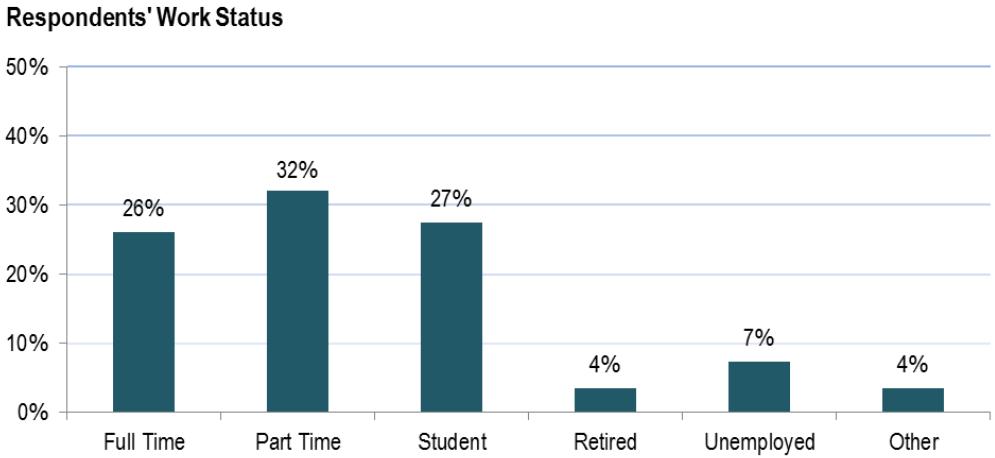


No respondents were 13 or under



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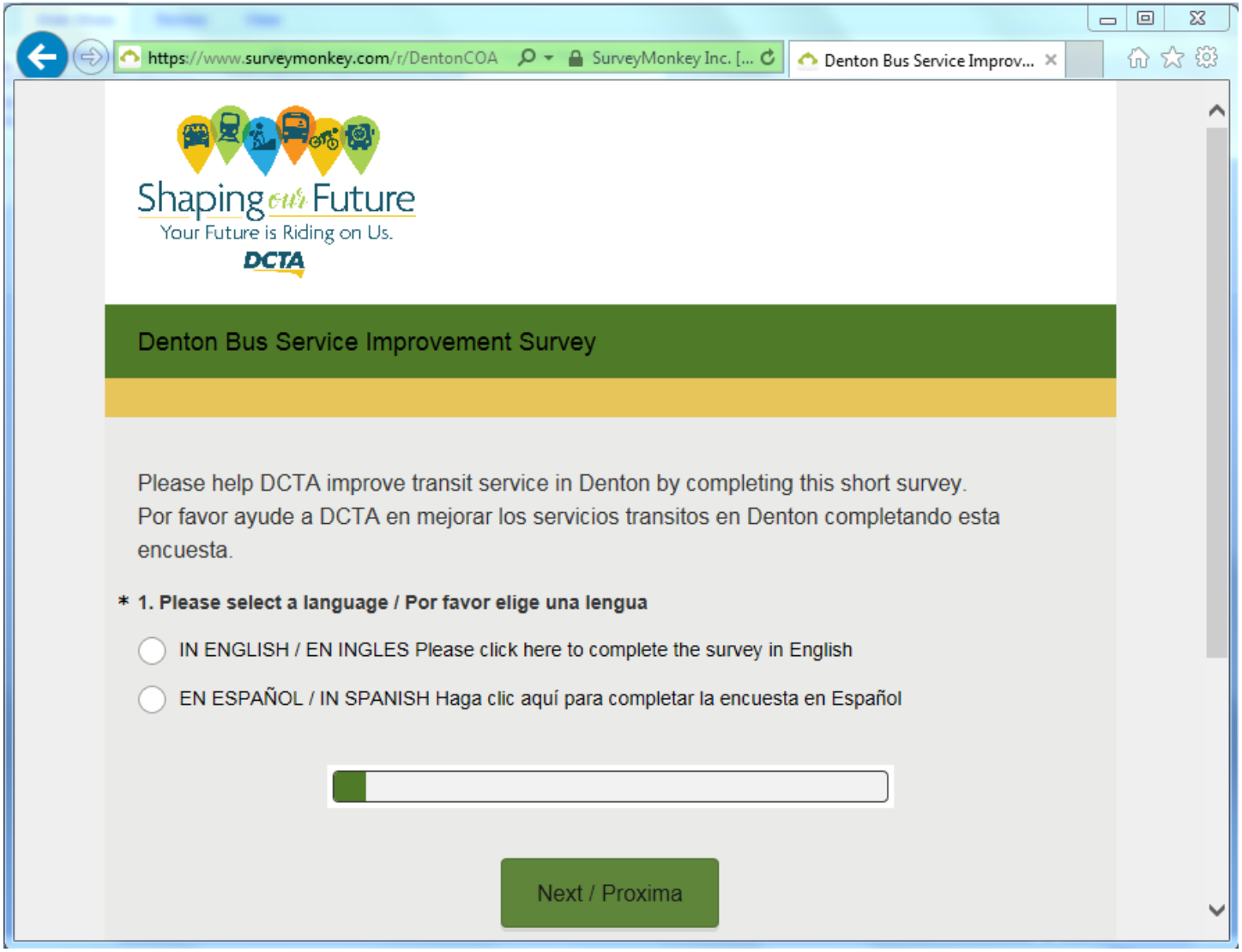

Stakeholder Input

- What is DCTA's greatest successes or greatest value to the community?

- What are DCTA's challenges and how do they impact the community?

- What are the top 2 or 3 most important goals that DCTA should focus on in coming years?

Stakeholder Input

- Are there any current DCTA Connect routes that should be changed or eliminated?

- Are there areas of Denton that are not currently being served that really should be?

- Are there other service issues that need attention (service frequency, hours of operation, fares, etc.)?

Stakeholder Input

- Do passengers have the tools they need to navigate the DCTA system?

- Does DCTA provide an inviting passenger environment?

- Are there other transit systems that “get transit right” and could serve as a model for DCTA in Denton?

Next Steps

- Preliminary Service Recommendations – December
- Next round of Public Meetings – January
- Final Recommendations – March

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