



March 2012 Public Meetings

March 5, 6, & 8

DCTA

Presentation Overview

- DCTA Update
 - Ridership
 - Stadler Cars
 - Service Plan
- Community Survey Results
- Next Steps
- Wrap-Up
 - Do you agree with priorities?
 - What are we missing?
 - What will we bring back to you?



DCTA

Today's Objective

- Outline the community needs based on Service Plan and Community Survey.
- Discuss DCTA's priorities based on those needs and the authority's financial limitations.
- Collect feedback on needs and priorities.
- Discuss next steps and implementation schedule.

DCTA Update: Ridership

- 3% growth = 2.4 million bus passengers in 2011
- Over 220,000 carried on A-train since June
- DCTA has experienced a 15% growth in ridership since August.
- DCTA added Route 9 to connect UNT and DDTCC.
- Most significant growth has been seen on Denton Connect.
- A-train ridership on Friday nights is underperforming.
- A-train weekend ridership combined special event promotion is highest performing extended hours.
- DCTA is seeing ridership growth on fringes of the A-train's peak period operation.

The logo for DCTA (Dallas County Transportation Authority) is displayed in a large, bold, white font against a dark green background. The letters are slightly shadowed, giving a 3D effect. Below the letters, there is a yellow and white graphic element that resembles a stylized arrow or a speech bubble tail pointing downwards and to the right.

DCTA

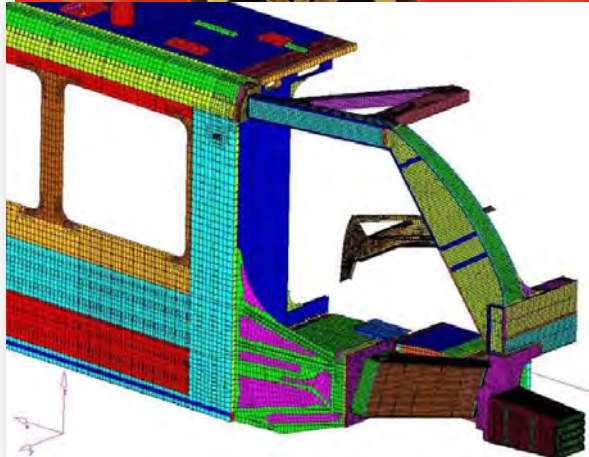
DCTA Update: Stadler Cars



- Opened with interim vehicle (RDCs)
- Future vehicle – Stadler DMUs will be rolled out late spring or early summer
 - Diesel-electric
 - Low profile, similar to light rail
 - 200 passenger capacity
 - Level boarding
 - Bike and luggage racks
 - Quieter, smoother operation
 - Future Regional Applications
 - Alternative Compliance

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DCTA Update: Stadler Vehicles



Investments in New Technology and Improved Safety – Best of Both Worlds

- Passenger and Operator Seat
- Provisions for Crash Avoidance Technology
- Advanced Braking Systems
- Crash Energy Management
- Emergency Exits and Signage
- Fuel Tank Design
- Fire Retardant
- Cooling Systems
- Event Recorder and Camera Systems

DCTA

Updated Service Plan: Short- Term

- Five-Year Capital Priorities
 - **Positive Train Control** **\$17 million**
 - Bus O&M Facility \$9.2 million
 - DCTA Fleet Replacement \$1.9 million

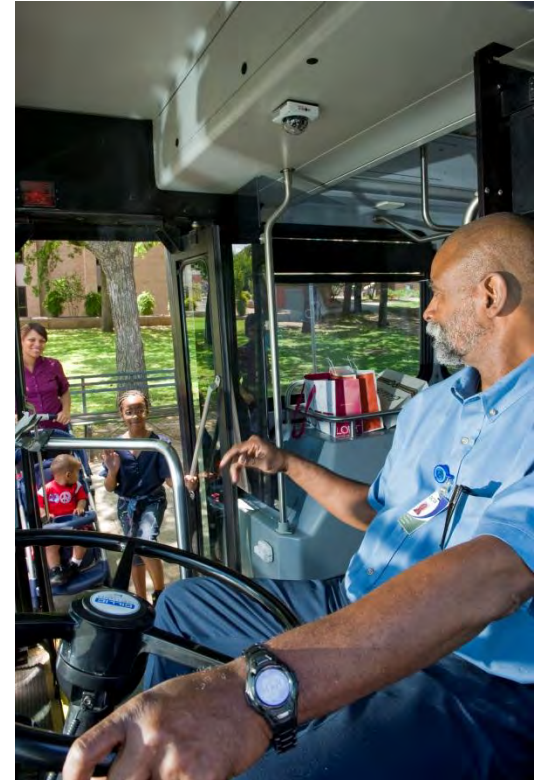
- Short-Term Operating Priorities
 - Expand Service Levels on the A-train and Local Bus Systems
 - Improve Transit Connections Between Systems
 - Connect Additional Employment Centers with Transit Service
 - Seek Additional Funding Partners and Alternative Revenue Sources
 - Improve Passenger Information and Technology
 - Participate in a Regional Fare Solution

Updated Service Plan: Long-Range

- Future Long-Range Priority Corridors
 - Extension of A-train to Beltline
 - Denton to Fort Worth
 - Commuter Bus and/or Rail
 - Frisco to Carrollton Rail Corridor
 - FM 423 bus service to Carrollton
 - East to West bus service between Lewisville and Flower Mound
 - Extension of Existing A-train North
- Other Corridors to Watch
 - 380 between McKinney and Denton
 - Little Elm to I-35E (Lewisville Lake Toll Bridge)

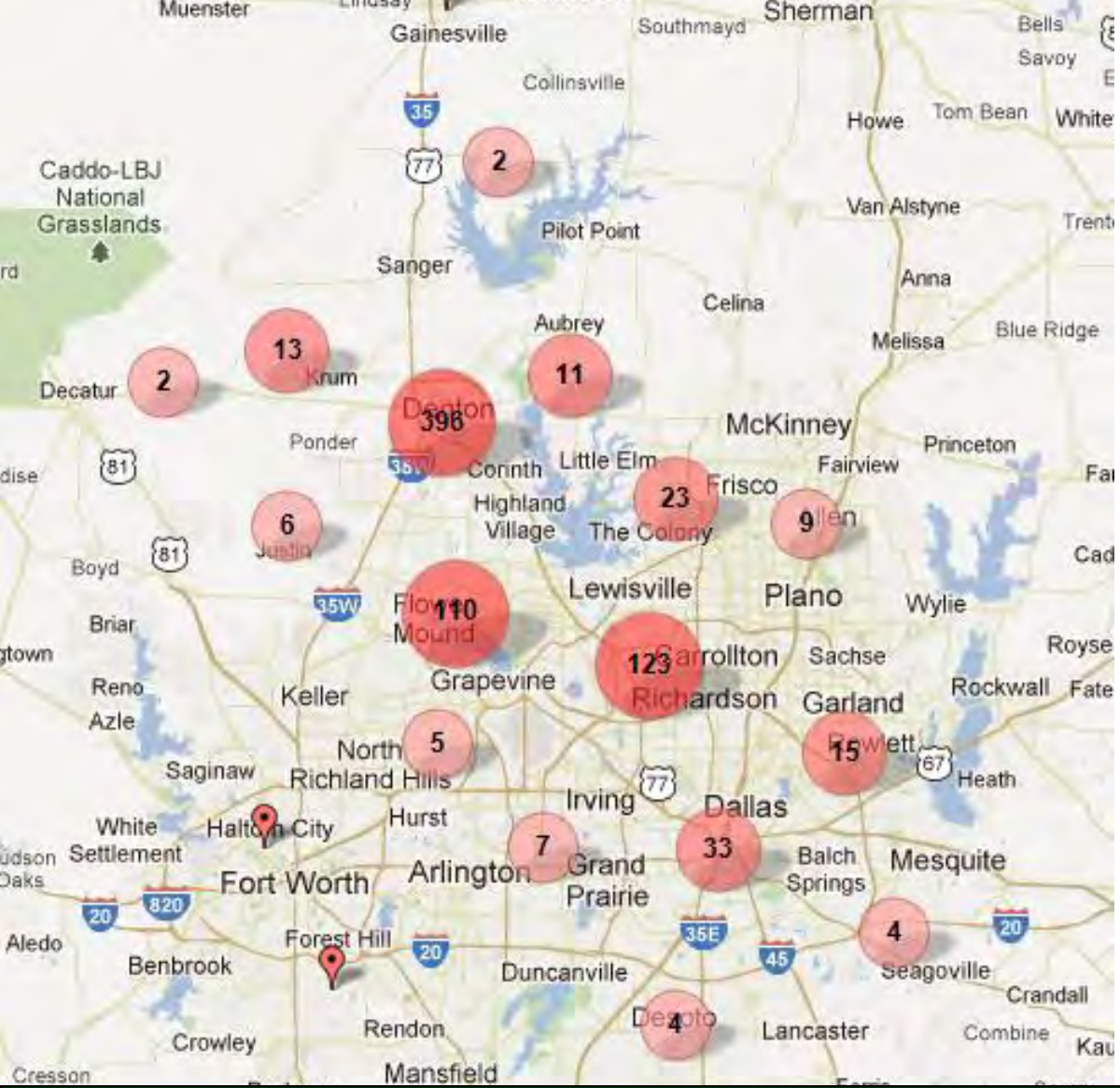
Community Survey

- Collection Process
- Respondent Summary
- Key Findings
- Survey Overview
 - Demographic Profile
 - Rider's Experience
 - Service Limitations
 - Priorities
- Conclusions and Action Items



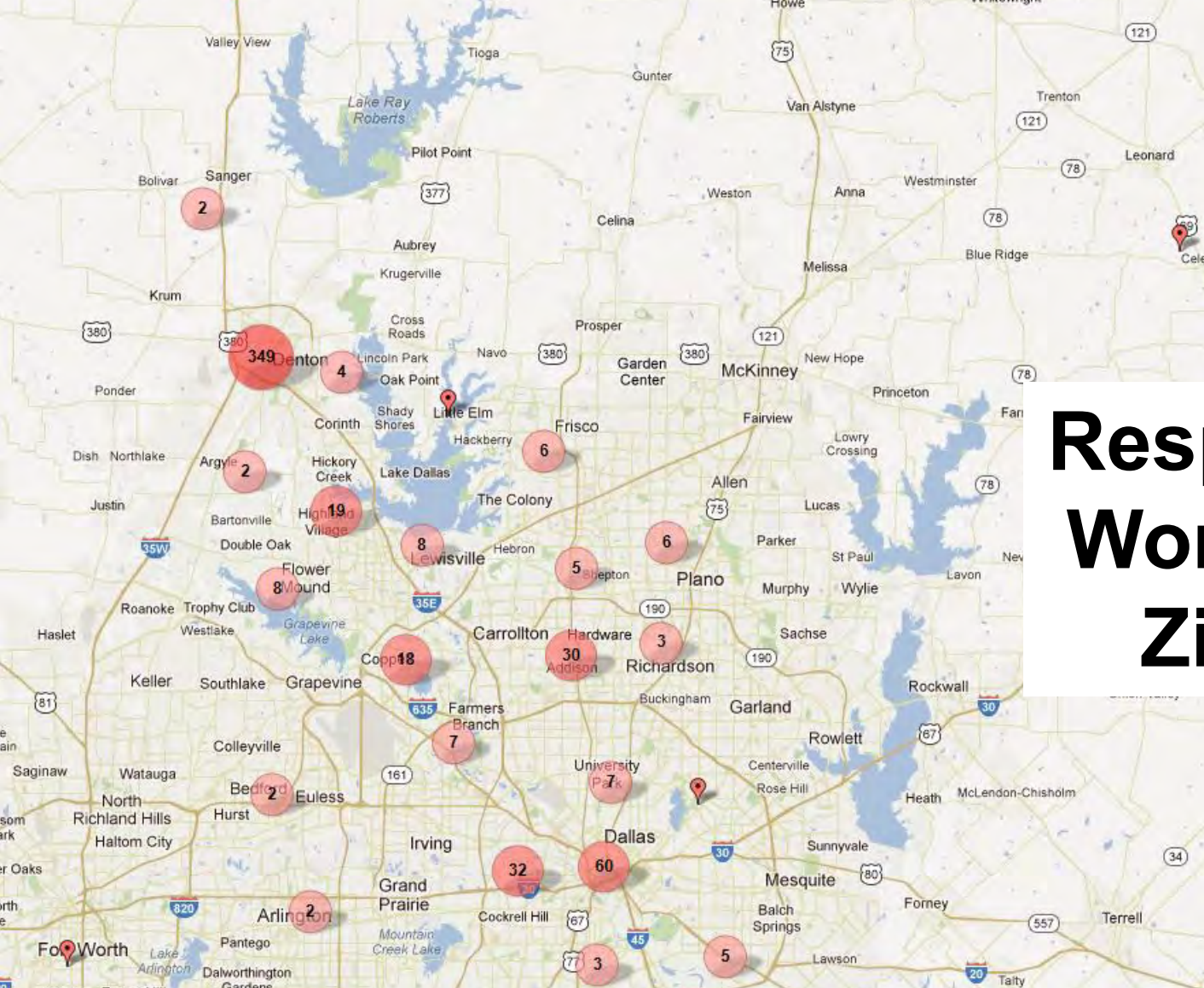
Community Survey: Overview

- Online survey available November 2011 – January 2012
- Printed surveys distributed on A-train, all bus service and DDTC throughout two month collection period.
- 1,000 surveys mailed to random sample along corridor.
- 1,035 surveys received.
 - Population size = 370,000 (cities along A-train corridor)
 - 95% confidence level, +/- 3% margin of error
 - Results filtered by bus only, rail primary users and non-riders/occasional users.



Respondents' Home Zip Code

DCTA



Respondents' Work/School Zip Code

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DCTA Experience – All Respondents

Frequency of Use

- 46% ride more than four times a week with 27% riding daily.
- 23% ride DCTA occasionally.
- **21%** have never ridden DCTA.

Top Services Used

- 72% ride A-train
- 35% ride Connect
- 31% ride DART
- 26% ride UNT Shuttle

Prime Travel Times

- 5 – 9 a.m.
- 2 – 8 p.m.
- Weekend ridership evenly distributed throughout the day.

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DCTA Experience – Bus

- **74% ride more than four times a week with 50% riding daily.**
- Ridership is spread evenly throughout the day.
- Weekend ridership is highest between 11 a.m. – 2 p.m.
- 68% use DCTA to travel to school.
- 38% use DCTA to travel to work.
- **67% use student ID in lieu of fare.**
- 17% pay cash fare.

The logo for DCTA (Delaware County Transit Authority) is displayed in a dark green horizontal bar. The letters "DCTA" are in a large, white, bold, sans-serif font. Below the letters, there is a yellow graphic element that resembles a stylized arrow or a swoosh pointing to the right.

DCTA Experience – Rail

Frequency of Use

- **58% ride more than four times a week with 33% riding daily.**
- 29% ride DCTA occasionally.

Other Services/Modes Used

- **52% Car**
- 41% DART
- 33% Connect
- 20% UNT Shuttle
- 15% Mid-day Shuttle
- 15% Bike

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DCTA Experience – Fare Type

	All	Bus	Rail
One-Way/Cash Fare	15%	17%	13%
DCTA Multi-Ride Passes	16%	10%	17%
DART/The T Regional Passes	31%	0%	40%
University Pass/Student ID	33%	67%	24%
DCTA Reduced Fare	6%	7%	6%

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Fare Count (2/9 – 2/14)

Ticket Type	100% Count	100% Count (M-F)	Survey Results
	960 passengers	591 passengers	731 passengers
One-Way	18%	14%	15%
DCTA Multi-Ride	26%	28%	16%
DART/T/TRE	21%	31%	31%
Reduced	21%	6%	6%
University Pass	13%	20%	33%

The logo for DCTA (DeKalb County Transit Authority) features the letters "DCTA" in a bold, white, sans-serif font. The letters are set against a dark green background. Below the letters, there is a yellow swoosh that curves under the "A" and extends to the right.

DCTA Experience – All Respondents

	Good to Excellent	Average	Poor to Very Poor
Reliability	74%	17%	9%
Affordability	70%	23%	7%
Comfort	81%	17%	2%
Convenience	57%	25%	18%
Staff	89%	9%	2%

The logo for DCTA, featuring the letters 'DCTA' in a bold, white, sans-serif font. The letters are set against a dark green background that has a yellow swoosh or underline element at the bottom right.

DCTA Experience – Bus

	Good to Excellent	Average	Poor to Very Poor
Reliability	66%	22%	12%
Affordability	87%	13%	1%
Comfort	75%	23%	1%
Convenience	67%	21%	12%
Staff	85%	14%	1%

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DCTA Experience – Rail

	Good to Excellent	Average	Poor to Very Poor
Reliability	77%	16%	7%
Affordability	65%	26%	8%
Comfort	83%	15%	2%
Convenience	54%	26%	20%
Staff	90%	8%	2%



Areas of Improvement - Limitations

	All	Bus	Rail	Non/Infreq
Service Hours	46%	40%	59%	49%
Travel Time	22%	25%	25%	22%
Service Area	21%	28%	16%	30%
No Limitations, Ride Often	19%	37%	24%	NA
Lack of Transit Connections	16%	13%	15%	23%
DART/DCTA Transfer	13%	3%	18%	15%
Affordability	12%	8%	14%	13%
Reliability	10%	18%	11%	7%

Areas of Improvement - Schedule

	All	Bus	Rail	Non/Infreq
8 p.m. – midnight Saturday	23%	24%	25%	29%
11 a.m. – 2 p.m. weekday	21%	10%	31%	10%
9 a.m. – 11 a.m. weekday	20%	10%	29%	12%
8 p.m. – 10 p.m. weekday	17%	13%	19%	23%
7 a.m. – 9 a.m. weekday	14%	11%	16%	12%
9 a.m. – 11 a.m. Saturday	13%	12%	15%	13%
5 a.m. – 7 a.m. weekday	10%	15%	10%	10%

Areas for Improvement – Priorities (1-10, 1 = highest)

Top Priorities for Improvement	All	Bus	Rail	Non/Infrq
Mid-day rail service	1 (4.0)	5.46	1 (3.5)	3 (5.6)
More peak period rail trips	2 (4.2)	5.27	2 (3.9)	5.71
Later A-train hours (weekday)	3 (4.4)	5.55	3 (4.1)	2 (5.0)
Extended A-train hours Fri/Sat night	4.94	6.09	4.74	1 (4.9)
Better align bus with rail	5.0	5.33	4.90	6.52
Expand bus routes	5.29	1 (3.8)	5.85	6.73
More passenger amenities	5.43	3 (4.8)	5.59	7.24
Improved bus Frequency	5.81	2 (4.4)	6.31	7.33

Conclusions/Actions

Key Finding 1: Mid-day rail service is top priority.

Proposed Action: Implement mid-day rail service in August 2012

Key Finding 2: Late night and weekend service is highly desirable for non-riders and occasional riders. Open-ended comments indicate a strong desire to service regional events.

Proposed Action: Extended hours schedules focused on special event service is an opportunity to grow ridership base.

Key Finding 3: Over 1/3 of A-train riders require other DCTA services to complete the trips. The bus service is critical to the success of the A-train and growth in A-train will result in growth in bus ridership.

Proposed Action: Focus on improving transit connections during next series of schedule changes and look for opportunities to improve bus hours and frequencies when financially feasible.

Key Finding 4: University fare and DART/T regional fare are heavily used. This could be impacting DCTA's cost recovery.

Proposed Action: Perform fare audit of system to get verification of fare use. Continue to monitor fare box recovery.

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Conclusions/Actions

Key Finding 5: Service hours, travel time, service area and transit connections are limiting DCTA ridership.

Proposed Action: Maximize connections with DART & DCTA bus to minimize travel time and improve transfers. Consider, when financially feasible, additional services including the alignment of bus and train operating hours.

Key Finding 6: Over 50% of A-train customers only travel between Trinity Mills & Denton. Improvement of local transit connections could increase travel between Denton and Lewisville. Moving fare boundary could improve cost recovery.

Proposed Action: Move fare boundary to Trinity Mills with purchasing capabilities at the station. Promote travel opportunities between member cities.

Key Finding 7: Reliability is a concern on DCTA bus services.

Proposed Action: Continue to monitor on-time performance. The fleet replacement program will also improve the reliability of vehicles.

Key Finding 8: DCTA services are not seen as convenient.

Proposed Action: Improvement of schedules and transfer opportunities should better address this limiting factor.

Key Finding 9: DCTA operations staff are highly regarded by customer.

Proposed Action: Continue to work cooperatively with contract operations to focus on the customer's experience.

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Next Steps: Ongoing Activities

- Actively pursue external funding for Positive Train Control and advocate for a legislative delay of implementation date to minimize impact to bus and rail operations.
- Actively pursue grant programs to address capital and operational needs.
- Improve passenger information technology – Where's My Ride?, Text Alerts and Mobile Website
- Work with DART to relocate Local Service fare boundary to Trinity Mills and provide ability to purchase DCTA media at Trinity Mills
- Continue to monitor on-time performance and other service standards.
- Continue to improve customer experience – transit shelters, station information kiosks, and customer service software/mobile application.
- Stadler car roll-out as early as possible.

Next Steps: August Service Changes

August 20, 2012 Changes – Neutral Budget Impact:

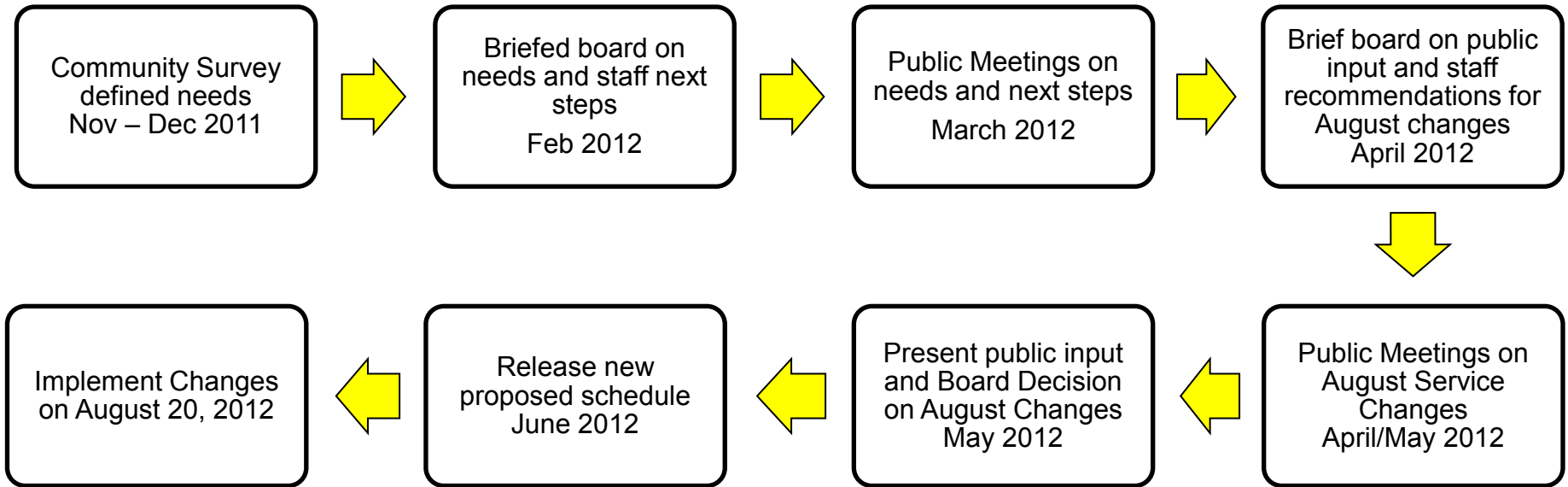
- Maximize connection opportunities with DART and DCTA and DCTA and DCTA without negatively impacting the local system.
- Modify Saturday schedule to provide an earlier trip without adding operating costs. Would create longer span of service but slightly degrade frequency in late afternoon.

Desired August Changes in Priority Order – Requires Budget Admendment:

1. Add mid-day service - \$500,000
2. Continue Friday night service but reconfigure to better meet passenger demand. - \$110,000
3. Add additional bus service in Denton and Lewisville to improve connections and spans of service - \$500,000

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Implementation Process



Wrap-Up

➤ Discussion

- Do you agree with our priorities?
 1. Mid-day Rail Service
 2. Continue but modify Friday night service
 3. Expand frequency and span of service on Lewisville and Denton Connect
- What are we missing?
- What information do we need to bring back for discussion?
- Any other questions

➤ Next Meetings

March - April Public Meetings

- Review of Community Survey Results and Upcoming Service Changes
 - Monday, March 5, 6:30 p.m. – Downtown Denton Transit Center
 - Tuesday, March 6, 6:30 p.m. – Highland Village City Hall
 - Thursday, March 8, 6:30 p.m. – Lewisville City Hall

- Discuss Capital Projects and Annual Program of Projects
 - Thursday, March 29, 6:30 p.m. – Downtown Denton Transit Center

- Discuss Final Service Changes Recommendations for August
 - Monday, April 30, 6:30 p.m. – Downtown Denton Transit Center
 - Tuesday, May 1, 6:30 p.m. – Highland Village City Hall
 - Thursday, May 3, 6:30 p.m. – Lewisville City Hall



Contact Us

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