



DENTON COUNTY
TRANSPORTATION AUTHORITY

1955 Lakeway Dr., # 260, Lewisville, Texas 75057
972.221.4600 | RideDCTA.net

Board of Directors Work Session

April 27, 2017 | 1:30 p.m.

1. Routine Briefing Items
 - a. Staff Briefing on Monthly Financial Reports
 - i. Financial Statements for March 2017
 - ii. Capital Projects Budget Report for March 2017
 - iii. Monthly Sales Tax Receipts
 - iv. Quarterly Investment Report Q2 FY2017
 - v. Current Procurement Activities
 - vi. Quarterly Grant Update
 - b. Marketing and Communications
 - i. Collateral Material Overview
 - ii. Q2 FY '17 Metrics Report
 - iii. Service Marketing Update – Highland Village, North Texas Xpress, Frisco Taxi Program, and Denton COA Changes
 - iv. Marketing and Communications Awards
 - c. Strategic Planning and Development
 - i. Regional Transportation Planning Update
 - ii. Local Transportation Planning Update
 - iii. Business Development & Partnerships Update
 - d. Capital Projects
 - i. Flood Damage Repairs Update
 - ii. Positive Train Control & Signal System Enhancements
 - e. Staff Briefing on Transit Operations Reports
 - i. Bus and Rail Operations
2. Items for Discussion
 - i. Capital Project Budget for Valley Ridge Railroad Crossing Street Reconstruction
 - ii. Capital Project Budget for Trinity Mills Facility
 - iii. Capital Project Budget for Shoretel System
 - iv. Capital Project Budget for Fleet {2017}
3. Committee Chair Report
 - a. Joint Program Services and Finance Committee (04/18/2017) Paul Pomeroy and Dave Kovatch, chairs

4. Discussion of Regular Board Meeting Agenda Items (April 2017)
5. Convene Executive Session. The Board may convene the Work Session into Closed Executive Session for the following:
 - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Board of Directors Work Session may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the General Counsel on any Agenda Item Listed Herein or the Regular Board Meeting Agenda.
 - b. Texas Government Code Section 551.072 Deliberation regarding Real Property: Discuss acquisition, sale or lease of real property related to long-range service plan within the cities of Denton, Lewisville, or Highland Village.
6. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
7. Discussion of Future Agenda Items
 - a. Board Member Requests
8. ADJOURN

Chair – Charles Emery
Vice Chair – Paul Pomeroy

Secretary – Richard Huckaby
Treasurer – Dave Kovatch

**Members – Skip Kalb, Doug Peach, Jim Robertson, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Eric Jensen**
President – Jim Cline

The Denton County Transportation Authority meeting rooms are wheelchair accessible. Access to the building and special parking are available at the main entrance. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by emailing bpedron@dcta.net or calling Brandy Pedron at 972-221-4600.

This notice was posted on 4/21/2017 at 12:00 PM.

Brandy Pedron, Administrative Assistant



Board of Directors Memo

April 27, 2017

Subject: Monthly Financial Reports

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending March 31, 2017 include the Statement of Change in Net Position, Statement of Net Position, and Capital Projects Fund. These reports provide a comparison of budget vs. actual for the fiscal year as of the current month.

The following are major variances between year-to-date budget and year-to-date actuals, which are annotated on the Statement of Change in Net Position.

Statement of Change in Net Position:

- **Note A:** Passenger Revenues – YTD unfavorable by (\$12k), due to lower than budgeted ridership. YTD rail ridership of 271k is 6% less than budgeted YTD ridership of 288k. YTD ridership for Connect, Access, Frisco, and North Texas Express is 284k, which is 10% less than budgeted YTD ridership of 317k. Total YTD bus ridership including UNT and NCTC riders is 1.49 million, which is 8% higher than budgeted ridership of 1.38 million. This positive variance is partially offset by 742 service hours billed for special movements (\$45k revenue).

		YTD FY17 Actual Ridership	YTD FY17 Budgeted Ridership	% Variance
Total Rail Ridership	(A)	271,261	288,471	- 6%
Connect, Access, Frisco, North Texas Express	(A)	283,955	316,571	- 10%
UNT & NCTC	(B)	<u>1,203,613</u>	<u>1,059,677</u>	<u>14%</u>
Total Bus Ridership		1,487,568	1,376,248	8%
Total Ridership		<u>1,758,829</u>	<u>1,664,719</u>	<u>6%</u>

(A) Passenger revenues are linked with these ridership statistics. Although Frisco service is a contracted service, the passengers are responsible for a passenger fare as well.

(B) These ridership numbers are shown for information purposes only and are not linked to passenger revenues.

- **Note B:** Contract Service Revenue – YTD favorable by \$126k, due to increased revenue hours (\$199k). YTD revenue hours of 37,489 are 8% higher than budgeted 34,679 revenue hours. This favorable variance is partially offset by reduced fuel pass-through costs for UNT and NCTC (reduction of \$73k). Average billed fuel price/gallon of \$1.96 is 35% lower than the budgeted \$3.00/gallon.
- **Note C:** Sales Tax Revenue – March sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in March will be received in May. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY17 sales tax receipts collected through April.

- Note D: Federal/State Grants - Capital** – YTD unfavorable by (\$1.2 million) mainly because expenses and corresponding reimbursements for the Lewisville Hike & Bike Trail have been delayed from the timing anticipated in the budget. The budget for this project will be adjusted to reduce project costs and corresponding reimbursements. This negative variance is partially offset by reimbursements for the PTC project that are higher than anticipated in the budget.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus O&M	\$ -	\$ 6,209	\$ 6,209
Bus Fleet Cameras	102,000	-	(102,000)
Bus Scheduling Software	92,000	-	(92,000)
COGNOS	40,000	-	(40,000)
Comp. Service Analysis	117,452	6,500	(110,952)
Lewisville Hike & Bike Trail	1,281,022	-	(1,281,022)
Positive Train Control (PTC)	2,994,590	3,558,537	563,947
Safety/Security	112,248	-	(112,248)
Transit Enhancements	51,426	7,893	(43,533)
	\$ 4,790,738	\$ 3,579,139	\$ (1,211,599)

- Note E: Federal/State Grants - Operating** – YTD unfavorable by (\$462k) mainly because expenses and corresponding reimbursements for FEMA projects have been delayed from the timing anticipated in the budget. These reimbursements will be requested in coming months. This negative variance is partially offset by reimbursements for ADA assistance that are higher than anticipated in the budget.

	FY17 Budgeted Drawdowns	FY17 Actual Revenue	Variance
Bus PM	\$ 519,666	\$ 680,713	\$ 161,047
Rail PM	900,000	932,204	32,204
ADA Assistance	280,617	561,234	280,617
FEMA	1,067,340	-	(1,067,340)
VanPool	187,368	307,483	120,115
Printing	-	11,024	11,024
	\$ 2,954,991	\$ 2,492,658	\$ (462,333)


Identified Need

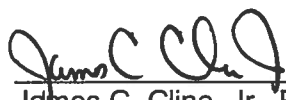
Provides the Board a review of DCTA’s financial position and the agency’s performance to budget.

Recommendation

Staff recommends acceptance.

Submitted by: Marisa Perry, CPA 
Controller

Final Review: 
Anna Mosqueda,
CFO

Approval: 
James C. Cline, Jr., P.E.,
President

Denton County Transportation Authority
Change in Net Position
Month and Year to Date March 31, 2017
(Unaudited)

WS 1(a)

Description	Month Ended March 31, 2017			Year to Date March 31, 2017			Annual Budget	
	Actual	Budget	Variance	Actual	Budget	Variance		
Revenue and Other Income								
Passenger Revenues	\$ 115,903	\$ 125,708	\$ (9,805)	\$ 731,904	\$ 744,077	\$ (12,173)	\$ 1,446,008	Note A
Contract Service Revenue	354,625	351,669	2,956	2,051,673	1,925,779	125,894	3,649,987	Note B
Sales Tax Revenue	2,498,942	2,216,214	282,728	13,055,869	12,066,054	989,815	24,624,601	Note C
Federal/State Grants - Capital	596,496	879,609	(283,113)	3,579,139	4,790,738	(1,211,599)	11,940,392	Note D
Federal/State Grants - Operating	346,579	414,501	(67,922)	2,492,658	2,954,991	(462,333)	6,264,427	Note E
Total Revenue and Other Income	3,912,545	3,987,701	(75,156)	21,911,243	22,481,639	(570,396)	47,925,415	
Operating Expenses								
Salary, Wages and Benefits	1,134,113	935,456	(198,657)	5,207,432	5,462,818	255,386	10,893,651	
Services	224,211	207,352	(16,860)	940,371	1,494,691	554,320	2,736,992	
Materials and Supplies	233,254	280,738	47,484	1,186,892	1,625,629	438,737	3,296,374	
Utilities	41,983	40,505	(1,478)	171,130	237,838	66,708	481,264	
Insurance, Casualties and Losses	135,095	230,990	95,895	759,353	761,292	1,939	1,535,814	
Purchased Transportation Services	798,853	1,261,846	462,993	4,945,283	5,043,118	97,835	9,656,734	
Miscellaneous	10,908	22,965	12,057	101,504	238,698	137,194	385,405	
Leases and Rentals	21,399	24,840	3,441	132,884	150,891	18,007	306,776	
Depreciation	845,471	855,018	9,547	4,976,262	5,086,769	110,507	10,339,739	
Total Operating Expenses	3,445,287	3,859,709	414,422	18,421,112	20,101,744	1,680,632	39,632,749	
Income Before Non-operating Revenue and Expense	467,258	127,992	339,266	3,490,131	2,379,895	1,110,236	8,292,666	
Non-Operating Revenues / (Expense)								
Investment Income	7,564	3,333	4,231	34,302	19,998	14,304	40,000	
Gain (Loss) Disposal of Assets	-	-	-	2,910	-	2,910	-	
Fare Evasion Fee	75	125	(50)	300	750	(450)	1,500	
Other Income - Miscellaneous	4,915	-	4,915	27,025	-	27,025	-	
Long Term Debt Interest/Expense	(91,229)	(91,534)	305	(548,901)	(549,204)	303	(1,098,412)	
Total Non-Operating Revenue / (Expense)	(78,675)	(88,076)	9,401	(484,364)	(528,456)	44,092	(1,056,912)	
Change in Net Position	\$ 388,583	\$ 39,916	\$ 348,667	\$ 3,005,767	\$ 1,851,439	\$ 1,154,329	\$ 7,235,754	

Denton County Transportation Authority
Statement of Net Position
As of March 31, 2017
(Unaudited)

	March 31, 2017	February 28, 2017	Change
Current Assets			
Cash & Cash Equivalents	\$ 11,638,963	\$ 11,706,802	\$ (67,839)
Investments	7,267,683	7,894,903	(627,221)
Accounts & Notes Receivable	5,423,282	5,108,023	315,258
Prepaid Expenses	1,163,109	401,180	761,930
Inventory	7,379	28,284	(20,905)
Restricted Asset-Cash and Equivalents	2,851,591	3,550,337	(698,746)
Total Current Assets	28,352,006	28,689,529	(337,523)
Property, Plant and Equipment			
Land	16,228,337	16,228,337	-
Land Improvements	6,458,821	6,458,821	-
Machinery & Equipment	3,722,202	3,722,202	-
Leasehold Improvements	55,506	55,506	-
Vehicles	90,298,496	90,298,496	-
Computers & Software	1,180,676	1,180,676	-
Accumulated Depreciation	(52,884,457)	(52,038,986)	(845,471)
Total Property, Plant and Equipment	65,059,582	65,905,053	(845,471)
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	234,822,652	234,739,641	83,011
Construction in Progress	16,532,815	15,587,984	944,830
Total Capital Assets	268,352,622	267,324,780	1,027,841
Total Assets	\$ 361,764,209	\$ 361,919,363	\$ (155,154)
Liabilities			
Current Liabilities			
Accounts Payable	\$ 77,002	\$ -	\$ 77,002
Salary, Wages, and Benefits Payable	596,849	721,314	(124,465)
Accrued Expenses Payable	518,854	576,603	(57,749)
Deferred Revenues	87,079	106,949	(19,870)
Interest Payable	-	457,672	(457,672)
Total Current Liabilities	1,279,784	1,862,538	(582,754)
Non-Current Liabilities			
Rail Easement Payable	1,300,000	1,300,000	-
Retainage Payable	479,142	440,125	39,017
Bonds Payable	30,385,000	30,385,000	-
Total Non-Current Liabilities	32,164,142	32,125,125	39,017
Total Liabilities	33,443,926	33,987,662	(543,736)
Net Position			
Net Investment in Capital Assets	305,686,488	305,686,488	-
Unrestricted	19,628,028	19,628,028	-
Change in Net Position	3,005,767	2,617,185	388,583
Total Equity	328,320,283	327,931,700	388,583
Total Liabilities and Equity	\$ 361,764,209	\$ 361,919,363	\$ (155,154)

Capital Projects Fund - DCTA
Budget vs. Actual
As of March 31, 2017
(Cash Basis)

Work Session 1aii

ASSETS

Fixed Assets

1660 - Construction Work in Progress

1 - G&A Capital Projects

	Original Budget	Revised Budget	March 2017 Expenses Booked	Life To Date	\$ Under/(Over) Budget	% of Budget (As of March 2017 Close)	Project % Complete (Operations)
Total 10402 - Shortel Phone System	45,000	85,000	-	79,900	5,100	94%	
Total 10601 - COGNOS Report Application	200,000	200,000	-	-	200,000	0%	
Total 10602 - Comprehensive Service Analysis	567,414	420,222	4,293	200,737	219,485	48%	
Total 10301 - Lewisville Facilities Study	-	100,000	6,410	87,858	12,142	88%	
Total 10302 - Infrastructure Acquisition	1,900,000	1,900,000	-	45,076	1,854,924	2%	
Total 10604 - Safety & Security Assessment	250,000	250,000	-	-	250,000	0%	
Total 10605 - Project Management/Document Control	150,000	150,000	-	-	150,000	0%	

Total 1 - G&A Capital Projects	3,112,414	3,105,222	10,703	413,571	2,691,651	13%	
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5 - Bus Capital Projects

Total 50204 - Transit Enhancements (2015-16)	165,000	165,000	-	162,111	2,889	98%	
Total 50205 - Denton COA Transit Enhancements	58,500	58,500	10,773	14,544	43,956	25%	25%
Total 50305 - IOMF Fuel Tanks	250,000	250,000	19,590	19,590	230,410	8%	10%
Total 50409 - Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50410 - AVL Systems	200,000	200,000	-	-	200,000	0%	
Total 50507 - Fleet (2016)	1,250,000	1,250,000	-	-	1,250,000	0%	
Total 50510 - Fleet (2017)	1,550,000	1,550,000	-	-	1,550,000	0%	
Total 50601 - Scheduling Software (Bus)	250,000	250,000	-	20,000	230,000	8%	

Total 5 - Bus Capital Projects	3,873,000	3,873,000	30,363	216,245	3,656,755	6%	
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6 - Rail Construction

Total 61401 - Fare Collection Systems - CLOSED	569,000	682,258	-	682,258	0	100%	
Total 61406 - Positive Train Control Preparation	15,997,441	1,346,527	-	1,346,527	-	100%	100%
Total 61406.1 - Positive Train Control Implementation	-	16,720,141	783,079	10,051,703	6,668,438	60%	59%
Total 61708 - Lewisville Bike Trail	3,099,856	3,099,856	32,000	2,087,514	1,012,342	67%	100%*
Total 61604 - Rail Mobilization (2015)	2,119,517	1,369,517	-	1,187,165	182,352	87%	100%
Total 61209 - Trinity Mills Crew Facility	250,000	250,000	-	71,369	178,631	29%	20%**
Total 61210 - Station Landscaping	75,000	485,000	-	392,702	92,298	81%	

61713 - Disaster Recovery - 2015 Floods

6171301 - Operating Revenue	-	-	-	(181,483)	181,483	0%	
Total 61713 - Disaster Recovery - 2015 Floods	1,000,000	300,000	-	216,457	83,543	72%	100%

61713-1 - Rail Facility Flume Repair (2015 Flood)

61713-1.01 - Operating Revenue	-	-	-	(87,059)	87,059	0%	
Total 61713-1 - Rail Facility Flume Repair (2015 Flood)	325,482	325,482	97	57,457	268,025	18%	14%***

Total 61713-2 - Grade Crossing Replacements (2015 Flood)

	2,157,760	2,157,760	-	63,460	2,094,300	3%	20%****
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61713-3 - Hebron Signal House (2015 Flood)

61713-3.01 - Operating Revenue	-	-	-	(116,060)	116,060	0%	
Total 61713-3 - Hebron Signal House (2015 Flood)	122,000	122,000	-	98,626	23,374	81%	95%

Total 61713-4 - Ballast Undercutting (2015 Flood)

	761,600	761,600	-	21,292	740,308	3%	95%
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Total 61713-5 - Pockrus Page (2015 Flood)

	623,000	623,000	21,599	69,113	553,887	11%	10%
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Total 61714 - Rail Capital Maintenance

	3,970,430	3,970,430	150,000	150,000	3,820,430	4%	4%
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Total 61715 - Trail Safety Improvements

	139,657	81,157	-	-	81,157	0%	
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Total 61716 - Lewisville Bike Trail - Eagle Point Section

	-	2,995,873	-	40,491	2,955,382	1%	
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Total Rail Construction Projects	31,210,743	35,290,601	986,776	16,536,136	18,754,466	47%	
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Total 1660 - Construction Work in Progress

	38,196,157	42,268,823	1,027,841	17,165,952	25,102,871	41%	
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* Construction complete Balance is for Engineering of Eagle Point

**Bids received by DART. Awaiting DART Board appv'l

*** Bids Recv'd. Construction start in May 2017

**** Project underway.



Board of Directors Memo

April 27, 2017

Subject: Sales Tax Report

Background

Sales tax represents the single largest source of revenue for DCTA at 51.34% for FY17 budget. The annual Sales Tax budget for FY 2017 is \$24,624,601. Because of its importance in funding of DCTA's ongoing operations, the Board adopted a Budget Contingency Plan that outlines the Agency's response when declines in sales tax hit a specific target.

This month, receipts were favorable compared to budget by 16.40%. The April allocation is for sales generated in the month of February and represents revenue for the fifth month of FY 2017.

- Sales tax for sales generated at retail in the month of February and received in April was \$2,006,450.
- This represents an increase of 16.40% or \$282,728 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$229,793 or 12.93% higher.

- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 14.19%
 - City of Denton up 14.77%
 - Highland Village up 8.51%

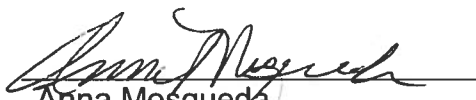
Need

Provides the Board of Directors a monthly status on Sales Tax collections.

Recommendation

For information only. No action required.

Final Review:


Anna Mosqueda,
CFO

Denton County Transportation Authority (DCTA)
Sales Tax Report
Budget to Actual and Previous Year Comparison

Sales Generated in Month of:	Received in Month of:	2016-2017 Year Budget	2016-2017 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2015-2016 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 1,969,968	\$ 1,978,638	\$ 8,670	0.44%	\$ 1,821,854	\$ 156,784	8.61%
November	January	\$ 1,969,968	\$ 2,170,262	\$ 200,294	10.17%	\$ 1,959,303	\$ 210,959	10.77%
December	February	\$ 2,462,460	\$ 2,793,331	\$ 330,871	13.44%	\$ 2,669,055	\$ 124,276	4.66%
January	March	\$ 1,723,722	\$ 1,908,263	\$ 184,541	10.71%	\$ 1,637,497	\$ 270,767	16.54%
February	April	\$ 1,723,722	\$ 2,006,450	\$ 282,728	16.40%	\$ 1,776,656	\$ 229,793	12.93%
March	May	\$ 2,216,214				\$ 2,340,336		
April	June	\$ 1,969,968				\$ 1,955,110		
May	July	\$ 1,969,968				\$ 1,931,826		
June	August	\$ 2,216,214				\$ 2,397,828		
July	September	\$ 1,969,968				\$ 1,919,001		
August	October	\$ 2,216,214				\$ 2,128,874		
September	November	\$ 2,216,214				\$ 2,281,816		
YTD Total		\$ 24,624,601	\$ 10,856,945	\$ 1,007,105	10.22%	\$ 24,819,156	\$ 992,580	10.06%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
April 12, 2017

**Denton County Transportation Authority (DCTA)
Member Cities Sales Tax Report
Month Allocation is Received from Comptroller
Previous Year Comparison**

City of Lewisville					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,537,910	\$ 2,795,751	\$ 257,840	10.16%
November	January	\$ 2,541,494	\$ 2,867,155	\$ 325,661	12.81%
December	February	\$ 3,661,985	\$ 3,849,204	\$ 187,218	5.11%
January	March	\$ 2,441,184	\$ 2,709,531	\$ 268,347	10.99%
February	April	\$ 2,533,341	\$ 2,892,939	\$ 359,598	14.19%
March	May	\$ 3,373,295			
April	June	\$ 2,982,209			
May	July	\$ 2,781,814			
June	August	\$ 3,395,384			
July	September	\$ 2,802,579			
August	October	\$ 2,907,256			
September	November	\$ 3,105,183			
YTD Total		\$ 35,063,635	\$ 15,114,579	\$ 1,398,664	10.20%

City of Highland Village					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 290,956	\$ 298,777	\$ 7,820	2.69%
November	January	\$ 301,727	\$ 313,524	\$ 11,796	3.91%
December	February	\$ 469,889	\$ 411,143	\$ (58,746)	-12.50%
January	March	\$ 264,553	\$ 255,642	\$ (8,910)	-3.37%
February	April	\$ 233,938	\$ 253,856	\$ 19,918	8.51%
March	May	\$ 330,255			
April	June	\$ 265,293			
May	July	\$ 288,202			
June	August	\$ 369,689			
July	September	\$ 271,812			
August	October	\$ 279,518			
September	November	\$ 329,430			
YTD Total		\$ 3,695,262	\$ 1,532,941	\$ (28,122)	-1.80%

City of Denton					
Sales Generated in Month of:	Received in Month of:	2015-2016 Year Actual	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,246,579	\$ 2,451,245	\$ 204,666	9.11%
November	January	\$ 2,342,199	\$ 2,918,947	\$ 576,747	24.62%
December	February	\$ 3,372,458	\$ 3,727,632	\$ 355,174	10.53%
January	March	\$ 1,869,754	\$ 2,397,941	\$ 528,187	28.25%
February	April	\$ 2,128,444	\$ 2,442,743	\$ 314,299	14.77%
March	May	\$ 2,842,993			
April	June	\$ 2,317,882			
May	July	\$ 2,405,495			
June	August	\$ 3,157,640			
July	September	\$ 2,260,102			
August	October	\$ 2,775,088			
September	November	\$ 3,026,800			
YTD Total		\$ 30,745,434	\$ 13,938,507	\$ 1,979,074	16.55%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
April 12, 2017

All Transit Agencies
Monthly Sales and Use Tax Comparison Summary

Transit	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$18,063,845.09	\$16,141,587.71	11.90%	\$76,756,005.31	\$71,887,096.93	6.77%
Corpus Christi MTA	0.50%	\$2,293,419.50	\$2,526,595.51	-9.22%	\$10,032,519.64	\$10,585,364.20	-5.22%
Dallas MTA	1.00%	\$42,088,893.26	\$39,819,564.05	5.69%	\$188,514,317.01	\$177,961,217.04	5.92%
Denton CTA	0.50%	\$2,006,449.60	\$1,776,656.13	12.93%	\$8,878,306.62	\$8,042,510.64	10.39%
El Paso CTD	0.50%	\$3,165,723.12	\$3,132,189.32	1.07%	\$14,230,299.62	\$13,990,271.68	1.71%
Fort Worth MTA	0.50%	\$5,402,685.40	\$4,990,189.33	8.26%	\$24,276,170.83	\$22,223,105.01	9.23%
Houston MTA	1.00%	\$55,391,703.43	\$50,902,025.00	8.82%	\$234,506,309.13	\$231,694,892.77	1.21%
Laredo CTD	0.25%	\$548,120.58	\$560,663.32	-2.23%	\$2,555,282.21	\$2,591,301.58	-1.39%
San Antonio ATD	0.25%	\$4,723,018.54	\$4,487,855.81	5.23%	\$21,295,941.95	\$20,688,698.03	2.93%
San Antonio MTA	0.50%	\$10,446,401.50	\$9,911,830.80	5.39%	\$46,903,583.30	\$45,410,969.54	3.28%
TOTALS		\$144,130,260.02	\$134,249,156.98	7.36%	\$627,948,735.62	\$605,075,427.42	3.78%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department
Prepared By: Denton County Transportation Authority Finance Department
April 12, 2017



Board of Directors Memo

April 27, 2017

Subject: Quarterly Investment Report

Background

DCTA's Investment Policy requires a comprehensive quarterly investment report to be presented to the DCTA Board of Directors following each fiscal quarter end. The investment report is prepared by DCTA's investment advisors, First Southwest Asset Management, and includes information required by the Texas Public Funds Investment Act (PFIA).

During the quarter, DCTA purchased two Certificates of Deposit and an Agency Bullet from DCTA's Operating Reserve account to begin diversifying the investment portfolio and increasing the yield on investments and achieve or exceed the performance benchmarks. Investment transactions made during the quarter are included on pages 9-13 of the Q2 FY17 investment report.

	Principal	Maturity Date	Yield to Maturity
Compass Bank CD	\$248,000	03/15/2018	1.004%
FFCB Agency Bullet	\$500,000	06/11/2018	1.188%
Bank United National CD	\$248,000	09/28/2018	1.400%

Identified Need


Provides the Board a detail of DCTA's investments and confirms compliance with the PFIA and DCTA's Investment Policy.

Recommendation

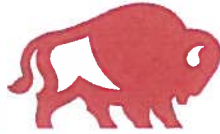
For information only. No Board action is required.

Submitted by: Marisa Perry, CPA 
Controller

Final Review: 
Anna Mosqueda,
CFO

Approval: 
James C. Cline, Jr., P.E.,
President

FirstSouthwest
AssetManagement
A Hilltop Holdings Company.



Investment Portfolio Summary

Denton County Transportation Authority



For the Quarter Ended

March 31, 2017

Prepared by
FirstSouthwest Asset Management

Report Name

- Certification Page
- Executive Summary
- Benchmark Comparison
- Detail of Security Holdings
- Change in Value
- Earned Income
- Investment Transactions
- Amortization and Accretion
- Projected Fixed Income Cash Flows

MARKET RECAP - MARCH 2017:

As the month began, ebullient equity investors were busy sending the major stock averages to new record highs while bond yields were rising along with the quickly escalating chances that the Federal Reserve's FOMC would raise the target overnight fed funds rate at its March 15th meeting. Economic data did its part to support a rate hike. The ISM manufacturing index for February surged to 57.7, the highest level since August 2014, with very strong underlying components. The ISM non-manufacturing index rose to 57.6 in February, a 16-month high for the much larger service sector index. The ADP employment report blew the doors off with a +298k increase in private payrolls, the most since April 2014. Two days later the official Bureau of Labor Statistics employment report showed U.S. companies had added +235k jobs to payrolls in February, following a revised +238k increase in January, the best back-to-back gains since last summer. Factory payrolls were a positive surprise with the addition of +28k new manufacturing jobs, a three-year high. Unseasonably mild weather was one contributor, but near-record-high job openings and record low layoffs under-pin the strength. The unemployment rate inched down a tenth to 4.7% while average hourly earnings also moved higher, climbing to a +2.8% year-over-year pace in February. The retail sales report for February was weak with a meager gain of +0.1%. The consumer price index advanced +2.7% year-over-year through February, the fastest pace in almost five years, although the core rate was more contained at +2.2%. The Fed preferred inflation measure, core-PCE, was advancing at a lessor +1.8% pace but has been trending higher.

The strong economic reports pushed yields to their highs for the year with the two-year Treasury topping out at 1.38% and the 10-year at 2.63%. By the time of the FOMC meeting on March 15th, a rate hike was a forgone conclusion and the FOMC obliged, raising the fed funds rate to a range of 0.75% to 1.00%. It was the third quarter point hike since December 2015, following seven long years of zero interest rate policy. Despite the rate hike, the Fed's official statement was interpreted as somewhat dovish, which helped to send bond yields lower after the announcement. The reality is the Fed expects to gradually increase rates as long as the economy can stand it. It's worth mentioning at this point that the economy actually appears to be slowing down. The latest Atlanta Fed "GDPNow" measure is showing +1.0% annualized growth in the first quarter, down from +2.1% last quarter. Most believe the pace will pick up, but anytime GDP is advancing less than +1.0%, the Fed normally exercises caution.


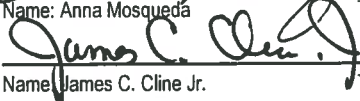
Politics took center stage for the remainder of the month as the Trump administration's attempt to repeal and replace Obamacare failed. That raised doubts about the President's ability to push through other items on his agenda, including tax and regulatory reform, and infrastructure spending. Equity markets decided to take a breather and retreated slightly from their record highs while bond yields generally declined with the two-year and 10-year T-notes closing the month at 1.26% and 2.39% respectively.

For the Quarter Ended
March 31, 2017

This report is prepared for the **Denton County Transportation Authority** (the "Entity") in accordance with Chapter 2256 of the Texas Public Funds Investment Act ("PFIA"). Section 2256.023(a) of the PFIA states that: "Not less than quarterly, the investment officer shall prepare and submit to the governing body of the entity a written report of the investment transactions for all funds covered by this chapter for the preceding reporting period." This report is signed by the Entity's investment officers and includes the disclosures required in the PFIA. To the extent possible, market prices have been obtained from independent pricing sources.

The investment portfolio complied with the PFIA and the Entity's approved Investment Policy and Strategy throughout the period. All investment transactions made in the portfolio during this period were made on behalf of the Entity and were made in full compliance with the PFIA and the approved Investment Policy.

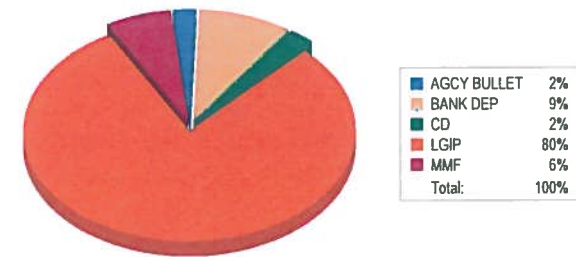
Officer Names and Titles:

	_____
Name: Anna Mosqueda	Title: Chief Financial Officer
	_____
Name: James C. Cline Jr.	Title: Chief Executive Officer

Account Summary

Allocation by Security Type

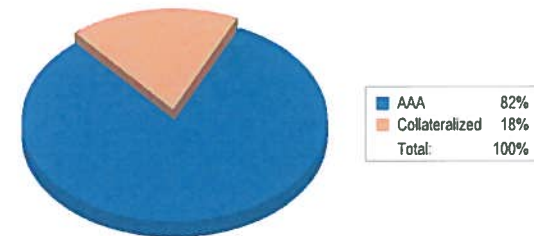
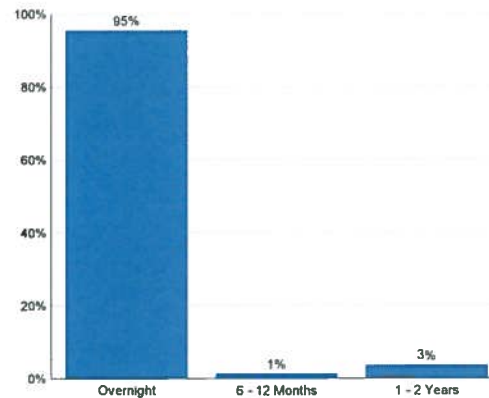
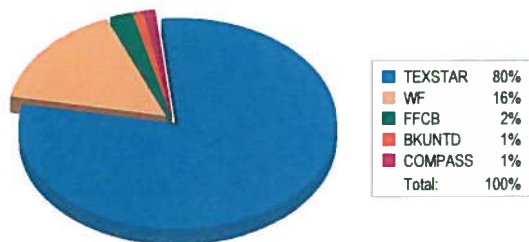
	Beginning Values as of 12/31/16	Ending Values as of 03/31/17
Par Value	19,254,948.19	21,853,903.28
Market Value	19,254,948.19	21,854,737.27
Book Value	19,254,948.19	21,854,563.68
Unrealized Gain /(Loss)	0.00	173.59
Market Value %	100.00%	100.00%
Weighted Avg. YTW	0.250%	0.567%
Weighted Avg. YTM	0.250%	0.567%



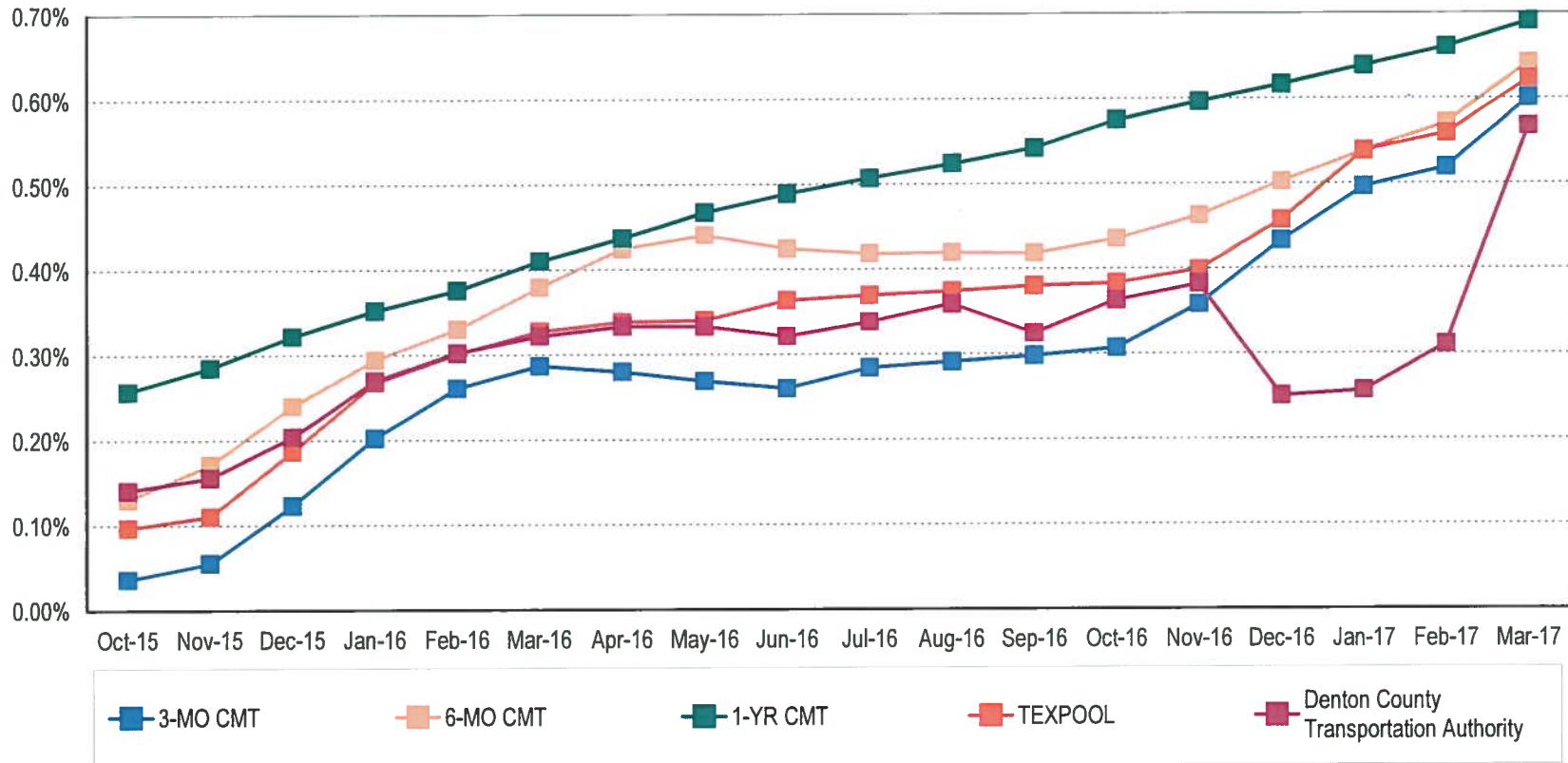
Allocation by Issuer

Maturity Distribution %

Credit Quality



Weighted Average Days to Maturity: 20



Note 1: CMT stands for Constant Maturity Treasury. This data is published in Federal Reserve Statistical Release H.15 and represents an average of all actively traded Treasury securities having that time remaining until maturity. This is a standard industry benchmark for Treasury securities. The CMT benchmarks are moving averages. The 3-month CMT is the daily average for the previous 3 months, the 6-month CMT is the daily average for the previous 6 months, and the 1-year and 2-year CMT's are the daily averages for the previous 12-months.

Note 2: Benchmark data for TexPool is the monthly average yield.

CUSIP	Settle Date	Sec. Type	Sec. Description	CPN	Mty Date	Next Call	Call Type	Par Value	Purch Price	Orig Cost	Book Value	Mkt Price	Market Value	Days to Mty	Days to Call	YTM	YTW
2011 Bond Fund																	
WF-MANA		BANK DEP	Wells Fargo Managed Rate					2,018,284.94	100.000	2,018,284.94	2,018,284.94	100.000	2,018,284.94	1		0.140	0.140
Total for 2011 Bond Fund								2,018,284.94	100.000	2,018,284.94	2,018,284.94	100.000	2,018,284.94	1		0.140	0.140
Bond Fund																	
TEXSTAR		LGIP	TexSTAR					833,305.74	100.000	833,305.74	833,305.74	100.000	833,305.74	1		0.627	0.627
Total for Bond Fund								833,305.74	100.000	833,305.74	833,305.74	100.000	833,305.74	1		0.627	0.627
Operating Fund																	
WF-SWEEP		MMF	Wells Fargo Sweep					1,416,649.24	100.000	1,416,649.24	1,416,649.24	100.000	1,416,649.24	1		0.000	0.000
Total for Operating Fund								1,416,649.24	100.000	1,416,649.24	1,416,649.24	100.000	1,416,649.24	1		0.000	0.000
Reserve Fund																	
TEXSTAR		LGIP	TexSTAR					9,321,972.98	100.000	9,321,972.98	9,321,972.98	100.000	9,321,972.98	1		0.627	0.627
WF-PREM		BANK DEP	Wells Fargo Premium Rate					7.66	100.000	7.66	7.66	100.000	7.66	1		0.150	0.150
20451PQM1	02/16/17	CD	Compass Bank CD	1.000	03/15/18			248,000.00	100.000	248,000.00	248,000.00	99.899	247,750.26	349		1.004	1.004
3133EDGW6	03/08/17	AGCY BULET	FFCB	1.300	06/11/18			500,000.00	100.139	500,695.00	500,660.40	100.179	500,895.50	437		1.188	1.188
066519DA4	03/29/17	CD	Bank United NA CD	1.400	09/28/18			248,000.00	100.000	248,000.00	248,000.00	100.076	248,188.23	546		1.400	1.400
Total for Reserve Fund								10,317,980.64	100.007	10,318,675.64	10,318,641.04	100.008	10,318,814.63	44		0.682	0.682
Sales Tax Fund																	
TEXSTAR		LGIP	TexSTAR					7,267,682.72	100.000	7,267,682.72	7,267,682.72	100.000	7,267,682.72	1		0.627	0.627
Total for Sales Tax Fund								7,267,682.72	100.000	7,267,682.72	7,267,682.72	100.000	7,267,682.72	1		0.627	0.627
Total for Denton County Transportation Authority								21,853,903.28	100.003	21,854,598.28	21,854,563.68	100.004	21,854,737.27	21		0.567	0.567



CUSIP	Security Type	Security Description	12/31/16 Book Value	Cost of Purchases	Maturities / Calls / Sales	Amortization / Accretion	Realized Gain/(Loss)	03/31/17 Book Value	12/31/16 Market Value	03/31/17 Market Value	Change in Mkt Value
2011 Bond Fund											
WF-MANA	BANK DEP	Wells Fargo Managed Rate	2,630,445.23	0.00	(612,160.29)	0.00	0.00	2,018,284.94	2,630,445.23	2,018,284.94	(612,160.29)
Total for 2011 Bond Fund			2,630,445.23	0.00	(612,160.29)	0.00	0.00	2,018,284.94	2,630,445.23	2,018,284.94	(612,160.29)
Bond Fund											
TEXSTAR	LGIP	TexSTAR	690,632.83	691,061.69	(548,388.78)	0.00	0.00	833,305.74	690,632.83	833,305.74	142,672.91
Total for Bond Fund			690,632.83	691,061.69	(548,388.78)	0.00	0.00	833,305.74	690,632.83	833,305.74	142,672.91
Operating Fund											
WF-MANA	BANK DEP	Wells Fargo Managed Rate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WF-SWEEP	MMF	Wells Fargo Sweep	1,403,245.87	588,247.08	(574,843.71)	0.00	0.00	1,416,649.24	1,403,245.87	1,416,649.24	13,403.37
Total for Operating Fund			1,403,245.87	588,247.08	(574,843.71)	0.00	0.00	1,416,649.24	1,403,245.87	1,416,649.24	13,403.37
Reserve Fund											
TEXSTAR	LGIP	TexSTAR	0.00	9,321,973.00	0.00	0.00	0.00	9,321,972.98	0.00	9,321,972.98	9,321,972.98
WF-PREM	BANK DEP	Wells Fargo Premium Rate	10,316,029.07	1,314.31	(10,317,335.72)	0.00	0.00	7.66	10,316,029.07	7.66	(10,316,021.41)
20451PQM1	CD	Compass Bank CD 1.000 03/15/18	0.00	248,000.00	0.00	0.00	0.00	248,000.00	0.00	247,750.26	247,750.26
3133EDGW6	AGCY BULET	FFCB 1.300 06/11/18	0.00	500,895.00	0.00	(34.60)	0.00	500,660.40	0.00	500,895.50	500,895.50
066519DA4	CD	Bank United NA CD 1.400 09/28/18	0.00	248,000.00	0.00	0.00	0.00	248,000.00	0.00	248,188.23	248,188.23
Total for Reserve Fund			10,316,029.07	10,319,982.31	(10,317,335.72)	(34.60)	0.00	10,318,641.04	10,316,029.07	10,318,814.63	2,785.56
Sales Tax Fund											
TEXSTAR	LGIP	TexSTAR	4,214,595.19	3,680,308.14	(627,220.61)	0.00	0.00	7,267,682.72	4,214,595.19	7,267,682.72	3,053,087.53
Total for Sales Tax Fund			4,214,595.19	3,680,308.14	(627,220.61)	0.00	0.00	7,267,682.72	4,214,595.19	7,267,682.72	3,053,087.53
Total for Denton County Transportation Authority			19,254,948.19	15,279,599.22	(12,679,949.11)	(34.60)	0.00	21,854,563.68	19,254,948.19	21,854,737.27	2,599,789.08



CUSIP	Security Type	Security Description	Beg. Accrued	Interest Earned	Interest Rec'd / Sold / Matured	Interest Purchased	Ending Accrued	Disc Accr / Prem Amort	Net Income
2011 Bond Fund									
WF-MANA	BANK DEP	Wells Fargo Managed Rate	0.00	757.78	757.78	0.00	0.00	0.00	757.78
Total for 2011 Bond Fund			0.00	757.78	757.78	0.00	0.00	0.00	757.78
Bond Fund									
TEXSTAR	LGIP	TexSTAR	0.00	1,573.49	1,573.49	0.00	0.00	0.00	1,573.49
Total for Bond Fund			0.00	1,573.49	1,573.49	0.00	0.00	0.00	1,573.49
Operating Fund									
Total for Operating Fund			0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reserve Fund									
TEXSTAR	LGIP	TexSTAR	0.00	707.68	707.68	0.00	0.00	0.00	707.68
WF-PREM	BANK DEP	Wells Fargo Premium Rate	0.00	3,516.51	3,516.51	0.00	0.00	0.00	3,516.51
20451PQM1	CD	Compass Bank CD 1.000 03/15/18	0.00	298.96	0.00	(6.79)	305.75	0.00	298.96
3133EDGW6	AGCY BULET	FFCB 1.300 06/11/18	0.00	415.28	0.00	(1,570.83)	1,986.11	(34.60)	380.68
066519DA4	CD	Bank United NA CD 1.400 09/28/18	0.00	28.54	0.00	0.00	28.54	0.00	28.54
Total for Reserve Fund			0.00	4,966.97	4,224.19	(1,577.62)	2,320.40	(34.60)	4,932.37
Sales Tax Fund									
TEXSTAR	LGIP	TexSTAR	0.00	9,393.51	9,393.51	0.00	0.00	0.00	9,393.51
Total for Sales Tax Fund			0.00	9,393.51	9,393.51	0.00	0.00	0.00	9,393.51
Total for Denton County Transportation Authority			0.00	16,691.75	15,948.97	(1,577.62)	2,320.40	(34.60)	16,657.15

From 01/01/2017 to 03/31/2017

Trade Date	Settle Date	CUSIP	Security Type	Security Description	Coupon	Mty Date	Call Date	Par Value	Price	Principal Amount	Int Purchased / Received	Total Amount	Realized Gain / Loss	YTM	YTW
Reserve Fund															
Purchases															
02/10/17	02/16/17	20451PQM1	CD	Compass Bank CD	1.000	03/15/18		248,000.00	100.000	248,000.00	6.79	248,006.79		1.004	1.004
03/07/17	03/08/17	3133EDGW6	AGCY BULET	FFCB	1.300	06/11/18		500,000.00	100.139	500,695.00	1,570.83	502,265.83		1.188	1.188
03/16/17	03/29/17	066519DA4	CD	Bank United NA CD	1.400	09/28/18		248,000.00	100.000	248,000.00	0.00	248,000.00		1.400	1.400
Total for: Purchases								996,000.00		996,695.00	1,577.62	998,272.62		1.195	1.195



Trade Date	Settle Date	CUSIP	Security Type	Security Description	Coupon	Mty Date	Call Date	Par Value	Price	Principal Amount	Int Purchased / Received	Total Amount	Realized Gain / Loss	YTM	YTW
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Total for All Portfolios

Transaction Type	Quantity	Total Amount	Realized G/L	YTM	YTW
Total Purchases	996,000.00	998,272.62		1.195	1.195



CUSIP	Settle Date	Security Type	Security Description	Next Call Date	Purchase Qty	Orig Price	Original Cost	Amrt/Accr for Period	Total Amrt/Accr Since Purch	Remaining Disc / Prem	Book Value
Reserve Fund											
20451PQM1	02/16/17	CD	Compass Bank CD 1.000 03/15/18		248,000.00	100.000	248,000.00	0.00	0.00	0.00	248,000.00
3133EDGW6	03/08/17	AGCY BULET	FFCB 1.300 06/11/18		500,000.00	100.139	500,695.00	(34.60)	(34.60)	(660.40)	500,660.40
066519DA4	03/29/17	CD	Bank United NA CD 1.400 09/28/18		248,000.00	100.000	248,000.00	0.00	0.00	0.00	248,000.00
Total for Reserve Fund					996,000.00		996,695.00	(34.60)	(34.60)	(660.40)	996,660.40
Total for Denton County Transportation Authority					996,000.00		996,695.00	(34.60)	(34.60)	(660.40)	996,660.40



CUSIP	Security Type	Security Description	Pay Date	Interest	Principal	Total Amount
Reserve Fund						
3133EDGW6	AGCY BULET	FFCB 1.300 06/11/18	06/11/17	3,250.00	0.00	3,250.00
20451PQM1	CD	Compass Bank CD 1.000 03/15/18	08/15/17	1,240.00	0.00	1,240.00
Total for Reserve Fund				4,490.00	0.00	4,490.00

CUSIP	Security Type	Security Description	Pay Date	Interest	Principal	Total Amount
Total for All Portfolios						
			June 2017	3,250.00	0.00	3,250.00
			August 2017	1,240.00	0.00	1,240.00
Total Projected Cash Flows for Denton County Transportation Authorit				4,490.00	0.00	4,490.00



Board of Directors Memo

April 27, 2017

Subject: Item WS 1 (a) v: Procurement Activities

On Call Architectural & Engineering Services

Staff is developing the procurement solicitation documents for a five (5) year contract for on-call architectural and engineering services. It is anticipated that the procurement will be released this month.

Fleet Repair and Painting Services

Staff is developing the procurement solicitation documents for a two (2) year contract for as needed repair and painting services. It is anticipated that the procurement will be released this month.

Mobile Video Surveillance System

Proposals are due May 3rd for the purchase and installation of a mobile video surveillance system (MVSS) for vehicles in the existing fleet with options for future vehicle purchases. Award is anticipated at the May board meeting.


Printing Services

Proposals have been received for on-call printing services. This will include all digital, offset, and signage printing on an on-going, as needed basis. The proposals are being evaluated and award is anticipated at the May board meeting

Submitted
by:


Athena Forrester, CPPO, CPPB
Senior Procurement Manager

Final
Review:


Anna Mosqueda, CFO

Board of Directors Memo

April 27, 2017

Subject: Quarterly Grant Report

Grant Activities This Period

DCTA currently has 12 open FTA grants that provide reimbursements for various capital projects, rail and bus preventative maintenance, operating assistance and ADA paratransit service. The agency has also been awarded FEMA funds related to the floods in 2015. Total grant balance of awarded grants was \$15.2 million as of 3/31/2017. Of this total, \$5.9 million is obligated for Positive Train Control, \$1.7 million is obligated for the FY15 Program of Projects, and \$2.2 million is FEMA funds. The grant funding sources include Federal Transit Administration (FTA), North Central Texas Council of Governments (NCTCOG), Texas Department of Transportation (TxDOT), and FEMA.

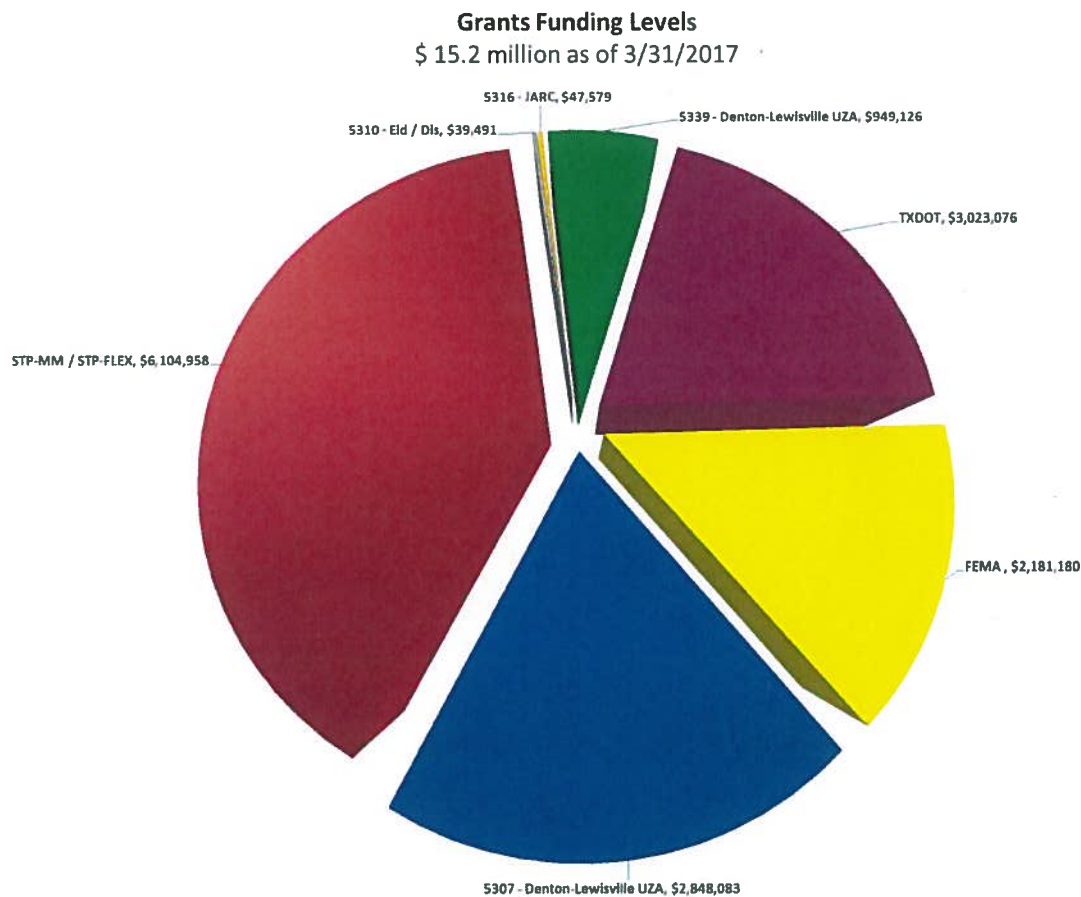
This quarter there were no grant applications submitted to the Board for approval.

Funding levels for active grants funding types are illustrated below.

0 Close out Grant

12 Active Grants

2 Obligated Funding



Program	(Prior Quarter) 1 st Quarter Balance	2 nd Quarter Balance	Grant Activity
Denton-Lewisville UZA (5307)	\$3,501,885	\$2,848,083	Fleet Replacement, Bus Shelters, Bus Radios, Positive Train Control-Design, Signage, Preventative Maintenance.
STP-MM / STP-FLEX	\$8,388,111	\$6,104,958	Positive Train Control Implementation & Vanpool
Elderly Persons and Persons with Disabilities (5310)	\$39,491	\$39,491	Transit Capital Accessibility (lighting and ramps)
Job Access, Reverse Commute (JA/RC) (5316)	\$47,579	\$47,579	Route Planning Study
New Freedom (5317)	\$0	\$0	Passenger Amenities
Bus and Bus Facilities (5339)	\$571,171	\$949,126	Fleet Replacement
State of Good Repair (5309)	\$0	\$0	Bus Operating & Maintenance facility
TXDOT (FHWA)	\$3,023,076	\$3,023,076	A-train rail trail (Eagle Point Section & Phase I close-out)
FEMA	\$2,181,180	\$2,181,180	
Total	\$17,752,493	\$15,193,493	

Obligated Funding

The 2016 Annual Program of Projects (POP) has been submitted and is currently in FTA review phase. The estimated project funding is: \$5.2 million (Denton-Lewisville UZA-5307).

DCTA received 5310 Enhanced Mobility for Seniors funding of \$104,944 which will be used for Access fleet replacement. This grant is currently awaiting FTA review and approval.

Other Grant Activity

The FY2017 Program of Projects based on an estimated \$3.3 million of 5307 funding and \$225,000 in 5339 funding was released by NCTCOG in March. Proposed projects are requested to be submitted this month. This item is on the April Board agenda for action. When the final FY17 apportionment is released, the Program of Projects will be revised to include any additional amounts.

Recommendation

This is for information only. No Board action is required

Submitted by:


 Anna Mosqueda, CFO



Board of Directors Memo

April 27, 2017

Subject: Marketing & Communications Update

COLLATERAL MATERIAL OVERVIEW

- Q2 FY '17 Agency Performance Report
- Updated Regional Leave Behind
- Updated Legislative Leave Behind

Q2 FY '17 METRICS REPORT

- 19% of the M&C tracked metrics have already exceeded the annual goal
- Media relations articles are up 11% as compared to annual goal (within first half of the year)
- Organic hits to the Hop on Board Blog are consistently within the top three referring sites
- Online and mobile click through rates are consistently and significantly above industry standards
- GovDelivery is consistently driving traffic to the DCTA website (new referrer as compared to prior years)
- Rider Alert subscriptions are up 147% compared to FY '16 EOY results
- All discount pass programs have exceeded their annual revenue goals
 - Group Discount Pass Program – up 55% compared to FY '17 annual goal
 - Non-Profit Discount Pass Program – up 163% compared to FY '17 annual goal
 - Corporate Pass Program – up 1,545% compared to FY '17 annual goal
- Abandoned calls are consistently and significantly under the annual goal

SERVICE MARKETING UPDATE

- Highland Village, North Texas Xpress, Frisco Taxi Program, and Denton COA Changes
- Full Report Attached – shared at the Program Services committee meeting on April 18, 2017

MARKETING & COMMUNICATIONS AWARDS

- 2017 Hermes Creative Awards
 - Platinum Award for the A-train Fifth Birthday Campaign
 - Gold Award for the Highland Village News Services Launch
 - Honorable Mention for the Corporate Pass Direct Mailer
- 2016 Ragan PR Daily Awards (National Competition)
 - Honorable Mention for the A-train Fifth Birthday Campaign
- 2017 Women in Transport Awards
 - Nicole Recker won for Best Transport Communications Specialist 2017
- 2017 DFW American Marketing Association (AMA) Marketer of the Year Awards
 - Finalist – A-train Fifth Birthday Campaign (Social Marketing – Business to Consumer Category)
 - Finalist – Highland Village New Services Launch (New Product/Service Launch Category)

Approved by:

Nicole M. Recker
Vice President of Marketing & Communications

LinkedIn Followers	Increase in Followers	-	50	4	3	4	11	5	5	6	16									27	
DIGITAL																					
Activity	Metric	FY '16 EOY	FY '17 Goal	Oct '16	Nov '16	Dec '16	Q1	Jan '17	Feb '17	Mar '17	Q2	Apr '17	May '17	Jun '17	Q3	Jul '17	Aug '17	Sep '17	Q4	YTD	
Website	New Users	-	>40%	47%	38%	38%	42%	40%	41%	45%	42%									42%	
	Return Users	-	>40%	53%	62%	62%	58%	60%	59%	55%	58%									58%	
	Total Sessions	-	380K	44,806	30,489	27,342	102,637	33,671	30,591	37,501	101,763									204,000	
	Average Session Duration	-	>2:50	2:55	2:45	2:41	2:48	2:54	2:38	2:27	2:40										2:44
	Average # of Pages/Session	-	>= 3	3	2.77	2.69	2.81	2.85	2.63	2.55	2.68										2.74
	Top 5 Pages Visited	October 2016 – (1) Homepage, (2) A-train Schedule, (3) Connect Schedule, (4) State Fair, (5) Routes & Schedules November 2016 – (1) A-train Schedule, (2) Homepage, (3) Connect Schedule, (4) Routes & Schedules, (5) A-train Information December 2016 – (1) A-train Schedule, (2) Homepage, (3) Connect Schedule, (4) Routes & Schedules, (5) A-train Information January 2017 – (1) A-train Schedule, (2) Homepage, (3) Connect Schedule, (4) Routes & Schedules, (5) A-train Information February 2017 – (1) A-train Schedule, (2) Homepage, (3) Connect Schedule, (4) Routes & Schedules, (5) A-train Information March 2017 – (1) A-train Schedule, (2) Homepage, (3) Connect Schedule, (4) Routes & Schedules, (5) A-train Information																			
Top 5 Referring Sites	October 2016 – (1) State Fair of Texas, (2) UNT Transportation, (3) DART, (4) GovDelivery, (5) UNT Portal November 2016 – (1) GovDelivery, (2) UNT Transportation, (3) DART, (4) GovDelivery Subscription Page, (5) Twitter December 2016 – (1) GovDelivery, (2) UNT Transportation, (3) GovDelivery Subscription Page, (4) DART, (5) Twitter January 2017 – (1) GovDelivery, (2) UNT Portal, (3) UNT Transportation, (4) TWU Portal, (5) GovDelivery Subscription Page February 2017 – (1) GovDelivery Alert, (2) UNT Transportation, (3) Denton County Website, (4) Twitter, (5) GovDelivery Subscription Page March 2017 – (1) GovDelivery Alert, (2) UNT Transportation, (3) Twitter, (4) DART, (5) GovDelivery Subscription Page																				
Hop On Board Blog	Unique Users	-	3,750	150	193	337	680	1,150	497	312	1,959									2,639	
	Return Users	-	600	29	29	43	101	147	118	66	331									432	
	Total Pageviews	8,686	9,000	284	356	581	1,221	1,862	928	553	3,343									4,564	
	Bounce Rate	-	<75%	81.76	78.12%	83.84%	81.24%	85.22%	83.23%	80.79%	83.08%										82.16%
	Increase in Subscribers	21	75	0	0	1	1	33	6	0	39										39
	Top 5 Pages Visited	October 2016 – (1) Homepage, (2) Fun Things to Do in October, (3) Member City Highlight – Highland Village, (4) State Fair – Get a Turkey Let Up on Traffic, (5) Passenger Tools for a Smooth Commute November 2016 – (1) Holiday Gift Guide for Commuters, (2) Homepage, (3) Fun Things to Do in November, (4) Employee Spotlight: Melonee Scruggs, (5) Easy Steps to Use DCTA's New Uber Discount Program in Highland Village December 2016 – (1) Holiday Gift Guide for Commuters, (2) Homepage, (3) Fun Things to Do in December, (4) Take Winter by Storm with Our Travel Preparedness Tips, (5) Hop on Board the Peyton Express Tour January 2017 – (1) Home Page, (2) Public Transportation – Your New Stress Buster, (3) #AskDCTA, (4) Fun Things to Do in January, (5) Why I Ride February 2017 – (1) Home Page, (2) Fun Things to Do in February, (3) 411 on Trump Administration's Plan for Public Transit, (4) #AskDCTA 411 on Connect Fare, (5) First Quarter Recap Report March 2017 – (1) Home Page, (2) Fun Things to DO in March, (3) #AskDCTA Accessibility Feature, (4) Top 10 Places to Eat and Play this Spring Break, (5) How to Eat Healthy While Riding Public Transit																			
Top 5 Referring Sites	October 2016 – (1) Facebook, (2) Twitter, (3) GovDelivery November 2016 – (1) Facebook, (2) Twitter, (3) GovDelivery December 2016 – (1) Facebook, (2) Outbrain, (3) We Denton Do It Blog January 2017 – (1) Facebook, (2) Outbrain, (3) Twitter February 2017 – (1) GovDelivery, (2) Facebook, (3) Direct Traffic/Organic March 2017 – (1) Direct Traffic, (2) GovDelivery, (3) Google																				
GovDelivery	Total Subscribers	-	3K	2,109	2,359	2,502	2,502	3,342	4,679	4,935	4,935									4,935	
CUSTOMER SERVICE																					
Activity	Metric	FY '16 EOY	FY '17 Goal	Oct '16	Nov '16	Dec '16	Q1	Jan '17	Feb '17	Mar '17	Q2	Apr '17	May '17	Jun '17	Q3	Jul '17	Aug '17	Sep '17	Q4	YTD	
Shortel Phone Service	Calls Received	-	>50,000	6,744	6,206	6,002	18,985	6,417	5,817	6,222	18,456									37,408	
	Abandoned Calls	2%	<3%	1%	1%	1%	1%	1%	1%	2%	1.3%									1%	
Where's My Ride	Total Hits†	553,938	400,000	49,641	43,937	41,725	135,303	41,725	41,729	47,074	130,528									271,188	
	SMS (Texts)	93,384	50,000	8,228	7,612	5,712	21,552	5,712	6,763	7,165	19,640									41,545	
	Calls	29,879	15,000	2,052	1,858	1,843	5,753	1,843	1,744	1,860	5,447									11,147	
GORquest	Avg. Days/Closeout	2.52	<3.2	1.68	2.09	3.13	2.01	2.23	2.95	4.02	2.45									2.45	
	Total Entries/10K	2.11	>= 2	3.22	2.88	1.68	2.80	2.62	1.89	2.07	1.23									2.49	
	Types of Submittals	October 2016 – Complaint – 59, Compliment – 5; Problem – 0; Question – 47; Suggestion – 18 (high complaints due to spammer – 39 entries) November 2016 – Complaint – 77, Compliment – 3, Problem – 2, Question – 9, Suggestion – 7 (high complaints due to spammer – 45 entries) December 2016 – Complaint – 18; Compliment – 2; Problem – 1; Question – 8; Suggestion – 1 January 2017 – Complaint – 26; Compliment – 5; Problem – 0; Question – 15; Suggestion – 14 February 2017 – Complaint – 41; Compliment – 5; Problem – 0; Question – 11; Suggestion – 4 (57.7% of total entries were complaints about driver conduct / 15.5% of total entries were complaints about on-time performance) March 2017 – Complaint – 33; Compliment – 2; Problem – 3; Question – 14; Suggestion – 8																			
DISCOUNT SALES PROGRAMS††																					
Activity	Metric	FY '16 EOY	FY '17 Goal	Oct '16	Nov '16	Dec '16	Q1	Jan '17	Feb '17	Mar '17	Q2	Apr '17	May '17	Jun '17	Q3	Jul '17	Aug '17	Sep '17	Q4	YTD	

Group Discount Program	Ticket Sales	\$10,034	\$10,000	\$391	\$2,511	\$3,052	\$5,954	\$201	\$4,760	\$858	\$5,819								\$15,533
	Website Pageviews	258	250	79	28	27	134	25	34	46	105								239
	Top 3 Referring Sites	October 2016 – (1) Google.com, (2) Bing.com, (3) BigTex.com November 2016 – (1) Google.com, (2) Bing.com, (3) Facebook December 2016 – (1) Google.com, (2) Yahoo.com, (3) bitly January 2017 – (1) Google.com, (2) Bing.com; (3) Yahoo.com February 2017 – (1) Google.com, (2) Bing.com, (3) transportationforms.unt.edu (University Pass Program secure site) March 2017 – (1) Google.com, (2) Bing.com, (3) Centro (online ads)																	
Non-Profit Discount Program	Ticket Sales	\$1,933	\$2,000	\$190	\$0	\$56	\$246	\$4,725	\$135	\$146	\$5,006								\$5,253
	Website Pageviews	338	400	86	55	50	191	57	65	52	174								365
	Top 3 Referring Sites	October 2016 – (1) Google.com, (2) Bing.com, (3) BigTex.com November 2016 – (1) Google.com, (2) Bing.com, (3) Geri-Options.com December 2016 – (1) Google.com, (2) GovDelivery, (3) Yahoo.com January 2017 – (1) Google.com, (2) Yahoo.com, (3) Bing.com February 2017 – (1) Google.com, (2) Bing.com, (3) Centro (online banner ads) March 2017 – (1) Google.com, (2) Bing.com, (3) Centro (online ads)																	
Corporate Pass Program	Ticket Sales	\$0	\$5,000	\$0	\$82,240	\$0	\$82,240	\$0	\$0	\$0	\$0								\$82,240
	Increase in Business Database	1,885	250	57	66	0	123	0	-11	7	-4								119
	Targeted Cold Calls	278	125	5	6	19	30	34	33	31	98								128
	Direct Mail Distribution	2,684	4,800	0	0	0	0	0	1,908	0	1,908								1,908
	Sales Kit Distribution	10	125	29	49	21	99	3	0	45	48								147
	Website Pageviews	345	500	83	43	33	159	50	44	71	165								324
	Top 3 Referring Sites	October 2016 – (1) Google.com, (2) Bing.com, (3) BigTex.com November 2016 – (1) Google.com, (2) Bing.com, (3) FirstTransit.com December 2016 – (1) Google.com, (2) Bing.com, (3) City of Denton January 2017 – (1) Google.com, (2) Yahoo.com, (3) Bing.com February 2017 – (1) Google.com, (2) Yahoo.com, (3) Centro (online banner ads) March 2017 – (1) Google.com, (2) Bing.com, (3) share-buttons-for-free.com																	

Footnote:

***Community Brand Impressions:**

- Global Impressions are the total number of individuals impacted through events, fairs and sponsorships.
- Confirmed Impressions are the total number of one-on-one interactions experienced through events, fairs and sponsorships.

****Media Buy Impressions:**

- Online/Confirmed Impressions are the number of individuals who were delivered an online advertisement through marketing campaign efforts.
- Online Click Through Rates are the number of individuals who were delivered an online advertisement, clicked on the advertisements, and visited a directed URL through marketing campaign efforts.

^Media Relations Impressions are the total number of individuals impacted through media relations efforts throughout all communications mediums (i.e. broadcast, print, online, radio, etc.).

^^Publicity Value identifies the financial investment that would be required to receive identical coverage through advertising efforts.

†Where's My Ride "hits" track all visits to the site. Total hits reported are not unique visitors.

††Discount Pass Program Metrics – Annual goals are set based on research and potential program growth. FY '16 marks the first year of tracking metrics of success and will only include partial-year results. Goals set for FY '17 are minimal in order to determine trends.



M&C UPDATE BOARD MEETING

APRIL 27, 2017



HIGHLAND VILLAGE SERVICES

Timeline:

• Phase I

- Launch of Connect Shuttle and Community On-Demand
- Official Launch – April 22, 2016
- Full campaign from April 22 – October 10

• Phase II

- Integration of Uber Partnership/Discount
- Soft Launch – October 3, 2016
- Official Launch – October 10, 2016
- Full campaign from October 10 – Present

• Phase III (TBD)

- Modification of Uber Zone
- Full campaign to support new zone

Campaign Components:

- Customer Service Training
- Launch Event
- Inaugural Ride
- Websplash/Internal Webpage/Unique URL
- Online Banner Campaign
- Billboard (FM 407/Summit)
- Platform Decals
- Bus Stop Shelter Decals
- Promotional Bus Blade
- Social Media
- Blog Posts
- Media Relations
- How to Ride Brochure
- Utility Bill Inserts
- Direct Mail
- Free Ride Coupon
- Seat Drop
- Community Outreach



HIGHLAND VILLAGE SERVICES

NEW BUS SERVICE IN HIGHLAND VILLAGE!

DCTA
DENTON COUNTY TRANSPORTATION AUTHORITY

[LEARN MORE](#)

NEW BUS SERVICE IN HIGHLAND VILLAGE!

connect shuttle | community on-demand

[LEARN MORE](#)

NEW SERVICE: connect shuttle | community on-demand

TWO OPTIONS. A MILLION POSSIBILITIES.

DCTA
DENTON COUNTY TRANSPORTATION AUTHORITY

[DCTAshuttle.net](#) • 940.243.0077



Denton County Transportation Authority 940.243.0077

DCTA Routes & Schedules Fares News & Events About DCTA Resource Center

Pilot Highland Village Services

Effective Monday, April 4, 2016, DCTA will replace Connect RSPF service with new and improved services that will provide Highland Village residents with more options to travel within the city and connect to other DCTA services.

Highland Village Connect Shuttle Service

Connect Shuttle is a peak-period bus service offered in Highland Village, Monday through Friday, from 5:30 a.m. to 9 a.m. and 3:30 p.m. to 7 p.m. (excluding major holidays). The shuttle serves five main Highland Village locations and has two park and ride options.

Passengers who ride the Connect Shuttle can also connect to other DCTA services such as the A-train commuter rail, Lovinville Connect Bus Service and North Central Texas College (NCTC) Campus Shuttle.

Click here for more information on Highland Village Connect Shuttle.

Highland Village Community On-Demand

Community On-Demand provides service for passengers traveling within the designated Community On-Demand Zone, Monday through Friday, from 5:30 a.m. to 7 p.m. (excluding major holidays).

Passengers who ride Community On-Demand service can also connect to other DCTA services such as the A-train commuter rail and North Central Texas College (NCTC) Campus Shuttle.

Click here for more information on Highland Village Community On-Demand.

Travel Tools

Start Street, City
End Street, City
Departing After
1:00:00 AM
mm/dd/yyyy

[Plan My Trip](#)

For more advanced options, visit Google Transit.

Mobile Ticketing Vehicle Tracker

Rider Alerts

Sign Up
AdviseMe/System Status

connect shuttle | **community on-demand**

- PLAN YOUR TRIP**
Use DCTA Shuttle and its online portal. Be sure to select the mode you want to ride. Be sure to select the mode you want to ride.
- BUY YOUR FARE**
The fare is based on the mode you select. Be sure to select the mode you want to ride. Be sure to select the mode you want to ride.
- FIND YOUR RIDE**
Use the online portal to find your ride. Be sure to select the mode you want to ride. Be sure to select the mode you want to ride.
- RIDE YOUR ROUTE**
Use the online portal to find your ride. Be sure to select the mode you want to ride. Be sure to select the mode you want to ride.
- NEED TO TRANSFER?**
Use the online portal to find your ride. Be sure to select the mode you want to ride. Be sure to select the mode you want to ride.

SCHEDULE YOUR TRIP

- BUY YOUR FARE**
- BE READY TO BOARD**
- NEED TO TRANSFER?**
- NEED TO CANCEL?**

DCTA
DENTON COUNTY TRANSPORTATION AUTHORITY
940.243.0077

NEW SERVICE IN HIGHLAND VILLAGE

connect shuttle

TRY CONNECT SHUTTLE

DCTA
DENTON COUNTY TRANSPORTATION AUTHORITY
940.243.0077

YOUR FIRST RIDE IS ON US!

The Denton County Transportation Authority now offers two new bus services in Highland Village. Try Connect Shuttle, a peak-hour commuter service, boasting stops at many popular destinations in Highland Village. Or ride Community On-Demand, an on-call service providing trips within the Highland Village Zone, with as little as a two-hour notice.

THAT'S TWO OPTIONS... AND A MILLION POSSIBILITIES.

Take your first ride on Connect Shuttle on us. Just present this coupon to experience the convenience and ease you have been looking for.

For more information about Connect Shuttle or Community On-Demand, visit [DCTAshuttle.net](#) or call 940.243.0077.

TRY CONNECT SHUTTLE

ONE FREE RIDE

DCTA
DENTON COUNTY TRANSPORTATION AUTHORITY
940.243.0077

NEW BUS SERVICE IN HIGHLAND VILLAGE!

TRY CONNECT SHUTTLE

OR TAKE COMMUNITY ON-DEMAND

DCTA
DENTON COUNTY TRANSPORTATION AUTHORITY
940.243.0077

DCTA connect shuttle

NEW BUS SERVICE IN HIGHLAND VILLAGE!

MORNING SCHEDULE

Depart Highland Village	Arrive Denton	Depart Denton	Arrive Highland Village
5:30 AM	5:45 AM	5:30 AM	5:45 AM
5:45 AM	6:00 AM	5:45 AM	6:00 AM
6:00 AM	6:15 AM	6:00 AM	6:15 AM
6:15 AM	6:30 AM	6:15 AM	6:30 AM
6:30 AM	6:45 AM	6:30 AM	6:45 AM
6:45 AM	7:00 AM	6:45 AM	7:00 AM
7:00 AM	7:15 AM	7:00 AM	7:15 AM
7:15 AM	7:30 AM	7:15 AM	7:30 AM
7:30 AM	7:45 AM	7:30 AM	7:45 AM
7:45 AM	8:00 AM	7:45 AM	8:00 AM
8:00 AM	8:15 AM	8:00 AM	8:15 AM
8:15 AM	8:30 AM	8:15 AM	8:30 AM
8:30 AM	8:45 AM	8:30 AM	8:45 AM
8:45 AM	9:00 AM	8:45 AM	9:00 AM

DCTA
DENTON COUNTY TRANSPORTATION AUTHORITY
940.243.0077



Highland Village Connect Shuttle Route and Schedule

Morning Route Calendar (5:30 a.m. - 9 a.m.)

Highland Village	Denton	Denton	Highland Village	Highland Village	Denton	Highland Village
5:30	5:45	5:30	5:45	5:30	5:45	5:30
5:45	6:00	5:45	6:00	5:45	6:00	5:45
6:00	6:15	6:00	6:15	6:00	6:15	6:00
6:15	6:30	6:15	6:30	6:15	6:30	6:15
6:30	6:45	6:30	6:45	6:30	6:45	6:30
6:45	7:00	6:45	7:00	6:45	7:00	6:45
7:00	7:15	7:00	7:15	7:00	7:15	7:00
7:15	7:30	7:15	7:30	7:15	7:30	7:15
7:30	7:45	7:30	7:45	7:30	7:45	7:30
7:45	8:00	7:45	8:00	7:45	8:00	7:45
8:00	8:15	8:00	8:15	8:00	8:15	8:00
8:15	8:30	8:15	8:30	8:15	8:30	8:15
8:30	8:45	8:30	8:45	8:30	8:45	8:30
8:45	9:00	8:45	9:00	8:45	9:00	8:45

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

NEW BUS SERVICE IN HIGHLAND VILLAGE!

[LEARN MORE](#)

HIGHLAND VILLAGE SERVICES

DCTA Denton County Transportation Authority (DCTA)
Published by Melonee Scruggs (?) · 4 hrs ·

Have you checked out our new Uber discount program in City of Highland Village, Texas Government yet? If you travel within the specified Highland Village Zone you can receive a \$2 discount for Uber rides.

Learn more about the new program here: <http://bit.ly/2dOYGwX>

NEW UBER DISCOUNT IN HIGHLAND VILLAGE

\$2 OFF

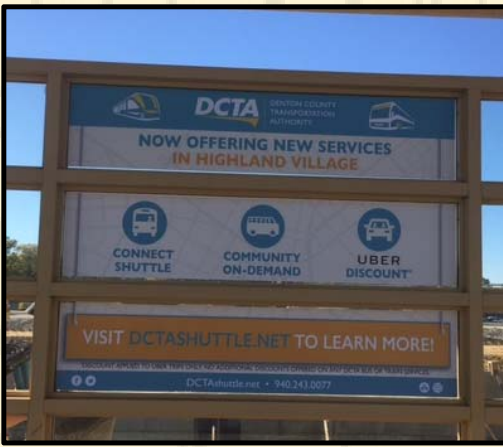
LEARN HOW TO USE YOUR \$2 DISCOUNT TODAY!

RideDCTA.net • 940-243-0077 | HopOnBoardBlog.com • #RideDCTA

425 people reached Boost Post

Like Comment Share

Jennifer Vela Hamilton and Toni Mendoza





NORTH TEXAS XPRESS

Timeline:

- **Phase I**
 - Launch of the commuter bus service
 - Official Launch – September 26, 2016
 - Soft campaign from September 26, 2016 – March 6, 2017
- **Phase II**
 - Launch of Denton Park & Ride
 - Official Launch – March 6, 2017
 - Full campaign from March 6, 2017 – Present

Campaign Components:

- Mobile Advertising Ad
- Denton Record-Chronicle Page Takeover
- Billboard (I-35W)
- Platform Decals
- Bus Stop Shelter Decals
- Promotional Bus Blade
- Social Media
- Media Relations
- Video
- Direct Mail
- Email Marketing
- Blog Posts
- Community Outreach
- FWTA Marketing & Communications Planning



NORTH TEXAS XPRESS

TAKE NORTH TEXAS XPRESS BETWEEN DENTON & FORT WORTH

CHECK OUT OUR NEW PARK & RIDE LOCATED AT TEXAS HEALTH PRESBYTERIAN HOSPITAL

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY  RideDCTA.net

GET ON BOARD WITH NORTH TEXAS XPRESS

CHECK OUT OUR NEW PARK & RIDE LOCATION AT TEXAS HEALTH PRESBYTERIAN HOSPITAL

[Go to RideDCTA.net or FWTA.org/NTX to learn more!](#)

TAKE NORTH TEXAS XPRESS BETWEEN DENTON & FORT WORTH

CHECK OUT OUR NEW PARK & RIDE LOCATED AT TEXAS HEALTH PRESBYTERIAN HOSPITAL

Go to RideDCTA.net or FWTA.org/NTX to learn more!

GET ON BOARD WITH NORTH TEXAS XPRESS

CHECK OUT OUR NEW PARK & RIDE LOCATION AT TEXAS HEALTH PRESBYTERIAN HOSPITAL

[Go to RideDCTA.net or FWTA.org/NTX to learn more!](#)

GET ON BOARD WITH NORTH TEXAS XPRESS

WEEKDAY SERVICE BETWEEN DENTON & FORT WORTH

DCTA  RideDCTA.net

TAKE NORTH TEXAS XPRESS BETWEEN DENTON AND FORT WORTH.

GET ON BOARD WITH ROUTE 64 / NORTH TEXAS XPRESS

North Texas Xpress is a convenient option for those traveling between Denton and Fort Worth. Passengers can easily travel from downtown Denton, to multiple locations within the Alliance Texas planned community, to the Intermodal Transportation Center in downtown Fort Worth.

Enjoy the convenience of our new Denton Park and Ride located at Texas Health Presbyterian Hospital just off I-35E.

[Go to RideDCTA.net or FWTA.org/NTX to learn more!](#)



FRISCO TAXI PROGRAM

Timeline:

- Integration of taxi service
- Service Launch – March 20, 2017
- Website content only (per the city)

Campaign Components:

- Updated Website Copy
- Customer Service Training
- City of Frisco Notified Existing Passengers

FRISCO TAXI PROGRAM

The screenshot displays the DCTA website's 'Frisco Demand-Response Service' page. The page is organized into several sections:

- Header:** Includes the DCTA logo, navigation tabs (Routes & Schedules, Fares, News & Events, About DCTA, Resource Center), and a phone number (940.243.0077).
- Left Sidebar:** A vertical menu with categories like 'Where's My Ride', 'Routes & Schedules', 'Connect Bus Service', 'Frisco Demand-Response Service' (highlighted), and 'Rider Alerts'.
- Main Content Area:**
 - Frisco Demand-Response Service:** A descriptive paragraph explaining the service's purpose and geographic scope (Frisco, McKinney, and Allen).
 - Demanded-Response Service Area:** A list of specific routes and areas covered by the service.
 - Passenger Qualifications for All Frisco Services:** A list of criteria for eligible passengers, including age, disability, and medical needs.
 - Hours of Operations for all Frisco Services:** A list of operating days and times, including holiday exceptions.
 - Fare Structure for all Frisco Services:** A list of fare details, such as local vs. regional trip costs and payment methods.
 - Scheduling Trips:** A list of instructions on how to request a trip, including contact information and advance notice requirements.
- Right Sidebar:**
 - Travel Tools:** A form for searching routes, including fields for Start/End locations, Departing After, and a 'Plan My Trip' button.
 - Rider Alerts:** A section for administrative updates and service changes.

DENTON COA CHANGES

Timeline:

- **Phase I**
 - Notification of upcoming changes/expiration date of Go Guide/Public meeting follow-up
 - December 2016 – Present
 - Soft campaign
- **Phase II**
 - Announcement of service changes/new Go Guide
 - May 15, 2017 – July 15, 2017

Campaign Components:

- Go Guide (new layout/new content)
- System Map
- Shelter Signage
- Platform Signage
- DDTC Signage
- Direct Mailer
- Email Marketing
- Websplash
- Web Content
- Rail Cards
- Vehicle Decals
- Flier
- Billboards
- Online Banner Ads
- Denton Record-Chronicle Page Takeover
- Media Relations
- Social Media
- Blog Posts
- Public Meetings
- Community Outreach
- Community Education

DENTON COA CHANGES

Denton County Transportation Authority 940.243.0077

DCTA Routes & Schedules Fares News & Events About DCTA Resource Center

News & Events
Routes & Schedules
Fares
News & Events
About DCTA
Resource Center

Proposed Denton Connect Service Changes

Feb 02, 2017

DCTA will implement new service changes in May 2017. For riders, this means that the current Go Guide will remain effective until May 2017 when service changes occur. DCTA will not implement service changes in August 2017.

The proposed Denton Connect Bus service changes are quite extensive and we want to ensure that riders are well informed. Details on the changes can be found below. If passengers have questions or feedback about the upcoming service changes, they can send them to DCTA's GOrequest customer tool for further staff review and follow up.

For more advanced options, visit Google Transit

Mobile Ticketing Vehicle Tracker

Key Service Change Highlights

- Proposed 30 minute peak frequency on all routes except for Route 4
- Proposed 60 minute off-peak frequency on all routes except Route 4
- Proposed 60 minute frequency all day on Route 4
- No service along Elm Street, Oakland Street or Eagle Drive

Rider Alerts
Sign Up
Advisories/System Status
New North Texas Xpress



Route 7 Schedule: Monday-Friday / Horario de Ruta 7: Lunes-Viernes

Outbound from DCTC / Salidas del DCTC				Inbound to DCTC / De los hechos al DCTC			
DCTC (Departs) / DCTC (Fríe Sa)	Oak St Ranch (Arrives) / DCTC (Arribe)	Barcellona (Departs) / DCTC (Arribe)	Highland at Willis Library (Arrives) / DCTC (Arribe)	DCTC (Departs) / DCTC (Fríe Sa)	Oak St Ranch (Arrives) / DCTC (Arribe)	Barcellona (Departs) / DCTC (Arribe)	Highland at Willis Library (Arrives) / DCTC (Arribe)
6:00	6:11	6:21	6:35	6:00	6:11	6:21	6:35
6:30	6:41	6:51	7:05	6:30	6:41	6:51	7:05
7:00	7:11	7:21	7:35	7:00	7:11	7:21	7:35
7:30	7:41	7:51	8:05	7:30	7:41	7:51	8:05
8:00	8:11	8:21	8:35	8:00	8:11	8:21	8:35
8:30	8:40	8:50	9:05	8:30	8:40	8:50	9:05
9:00	9:11	9:21	9:35	9:00	9:11	9:21	9:35
9:30	9:41	9:51	10:05	9:30	9:41	9:51	10:05
10:00	10:11	10:21	10:35	10:00	10:11	10:21	10:35
10:30	10:41	10:51	11:05	10:30	10:41	10:51	11:05
11:00	11:11	11:21	11:35	11:00	11:11	11:21	11:35
11:30	11:41	11:51	12:05	11:30	11:41	11:51	12:05
12:00	12:11	12:21	12:35	12:00	12:11	12:21	12:35
12:30	12:41	12:51	1:05	12:30	12:41	12:51	1:05
1:00	1:11	1:21	1:35	1:00	1:11	1:21	1:35
1:30	1:41	1:51	2:05	1:30	1:41	1:51	2:05
2:00	2:11	2:21	2:35	2:00	2:11	2:21	2:35
2:30	2:41	2:51	3:05	2:30	2:41	2:51	3:05
3:00	3:11	3:21	3:35	3:00	3:11	3:21	3:35
3:30	3:41	3:51	4:05	3:30	3:41	3:51	4:05
4:00	4:11	4:21	4:35	4:00	4:11	4:21	4:35
4:30	4:41	4:51	5:05	4:30	4:41	4:51	5:05
5:00	5:11	5:21	5:35	5:00	5:11	5:21	5:35
5:30	5:41	5:51	6:05	5:30	5:41	5:51	6:05
6:00	6:11	6:21	6:35	6:00	6:11	6:21	6:35
6:30	6:41	6:51	7:05	6:30	6:41	6:51	7:05
7:00	7:11	7:21	7:35	7:00	7:11	7:21	7:35
7:30	7:41	7:51	8:05	7:30	7:41	7:51	8:05
8:00	8:11	8:21	8:35	8:00	8:11	8:21	8:35
8:30	8:41	8:51	9:05	8:30	8:41	8:51	9:05
9:00	9:11	9:21	9:35	9:00	9:11	9:21	9:35

Route 7 Schedule: Saturday / Horario de Ruta 7: Sábado

Outbound from DCTC / Salidas del DCTC				Inbound to DCTC / De los hechos al DCTC			
DCTC (Departs) / DCTC (Fríe Sa)	Oak St Ranch (Arrives) / DCTC (Arribe)	Barcellona (Departs) / DCTC (Arribe)	Highland at Willis Library (Arrives) / DCTC (Arribe)	DCTC (Departs) / DCTC (Fríe Sa)	Oak St Ranch (Arrives) / DCTC (Arribe)	Barcellona (Departs) / DCTC (Arribe)	Highland at Willis Library (Arrives) / DCTC (Arribe)
6:40	6:51	7:01	7:15	6:40	6:51	7:01	7:15
7:10	7:21	7:31	7:45	7:10	7:21	7:31	7:45
7:40	7:51	8:01	8:15	7:40	7:51	8:01	8:15
8:10	8:21	8:31	8:45	8:10	8:21	8:31	8:45
8:40	8:51	9:01	9:15	8:40	8:51	9:01	9:15
9:10	9:21	9:31	9:45	9:10	9:21	9:31	9:45
9:40	9:51	10:01	10:15	9:40	9:51	10:01	10:15
10:10	10:21	10:31	10:45	10:10	10:21	10:31	10:45
10:40	10:51	11:01	11:15	10:40	10:51	11:01	11:15
11:10	11:21	11:31	11:45	11:10	11:21	11:31	11:45
11:40	11:51	12:01	12:15	11:40	11:51	12:01	12:15
12:10	12:21	12:31	12:45	12:10	12:21	12:31	12:45
12:40	12:51	1:01	1:15	12:40	12:51	1:01	1:15
1:10	1:21	1:31	1:45	1:10	1:21	1:31	1:45
1:40	1:51	2:01	2:15	1:40	1:51	2:01	2:15
2:10	2:21	2:31	2:45	2:10	2:21	2:31	2:45
2:40	2:51	3:01	3:15	2:40	2:51	3:01	3:15
3:10	3:21	3:31	3:45	3:10	3:21	3:31	3:45
3:40	3:51	4:01	4:15	3:40	3:51	4:01	4:15
4:10	4:21	4:31	4:45	4:10	4:21	4:31	4:45
4:40	4:51	5:01	5:15	4:40	4:51	5:01	5:15
5:10	5:21	5:31	5:45	5:10	5:21	5:31	5:45

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

CHECK OUT OUR NEW ROUTES IN [Denton]

COMING MAY 15, 2017!
Learn more at RideDCTA.net.

RideDCTA.net • 940.243.0077 • HopOnBoardBlog.com • #RideDCTA



Board of Directors Memo

April 27, 2017

Subject: Strategic Planning & Development Update

REGIONAL TRANSPORTATION PLANNING

High Intensity Bus Corridors (Regional Express Bus Service)

- DCTA has identified four corridors throughout Denton County that could benefit from High Intensity Bus service; 35W, US 380, FM 1171/SRT 121, and service to the DFW Airport
- These high intensity bus corridors have been incorporated as "proposed" corridors into the 2040 Regional Mobility Transportation Plan which was approved by the RTC in March 2016
- DCTA, FWTA and DART attended a NCTCOG hosted Peer Review meeting on March 10 to discuss the conceptual development and ideas for High Intensity Bus service at a high level which included; Station/Stop Design Features, On-Board features, Branding & Marketing, Service Scheduling, Fare Development, etc.
- DCTA is holding an internal workshop to outline the ideal elements to include in High Intensity Bus service and will then hold a joint workshop with the FWTA staff prior to submitting a joint concept to the NCTCOG
- After NCTCOG receives conceptual ideas from the transit agencies, they will host an Industry Peer Review to obtain feedback from others in the industry

35W Corridor (North Texas Xpress)

- A joint funding request with the FWTA for the ultimate High Intensity Bus Corridor Service has been submitted to the NCTCOG
- The North Texas Xpress was successfully launched in partnership with the FWTA along the 35W corridor
- New Park & Ride opened at Presbyterian Hospital of Denton on Monday, March 6

US 380 Transit Corridor

- As mentioned above, the US 380 corridor has been identified as a potential corridor for High Intensity Bus Service, but it could also be a candidate for Bus Rapid Transit (BRT) and eventually Commuter Rail
- DCTA has submitted a Feasibility Study request as a UPWP project to NCTCOG for FY18-19

Corridor Improvements By Denton County

- Any bus service implemented on this corridor could truly benefit from planned improvements being planned by Denton County. These improvements include; five interchanges and widening of the roadway.
- Interchange improvements include grade separation construction at Legacy, Teal, Navo, FM 423 and FM 720
- The roadway will be expanded to six lanes allowing additional capacity
- Environmental Clearance is expected by June 2018 and the project will let as soon as utilities are relocated and additional ROW is acquired

A-train Extension SB

- The SB extension of the A-train corridor is in the NCTCOG 2040 Mobility Transportation Plan
- This corridor extension will make the most sense to do in conjunction with the buildout of the Cottonbelt Corridor which is in DART's plan for 2022
- DCTA has submitted a Feasibility Study request for the A-train NB & SB extension as a UPWP project to NCTCOG for FY18-19

BNSF Rail Corridor

- The BNSF rail corridor is in the NCTCOG 2040 Mobility Transportation Plan
- DCTA has begun preliminary planning of this corridor and has been meeting with stakeholders, private sector partners and NCTCOG

- DCTA has submitted a request to NCTCOG to assist with updating and segmenting ridership projections as well as conducting a land use study along the corridor using existing funding allocated to DCTA for the FY 2016-2017 UPWP

DCTA Long Range Service Plan Update

- Our agency updates our Long Range Service Plan every five years.
- DCTA has submitted a request to NCTCOG to assist with updating forecasted numbers of our Long Range Service Plan as a UPWP project to NCTCOG for FY18-19

LOCAL TRANSPORTATION PLANNING

Innovative Transit Solutions

- Irving Holdings and Lyft were selected through a recent RFP process to provide customized cost-effective transportation solutions for member and non-member cities in situations where fixed route traditional transportation service is not feasible
- The board authorized the President to enter into a contract with these companies at the March board meeting.
- Staff is also staying engaged in conversations within the industry regarding other technology-driven transit solutions as well as discussions regarding the utilization of automated vehicles in transit
- The FTA has invited staff to participate in a two day policy discussion workshop in D.C. regarding transit agency partnerships with TNCs for the delivery of transit services this month

Highland Village Uber Zone Expansion

- The existing Uber program in Highland Village has been successful, but still has capabilities to grow
- DCTA will be expanding the zone to include a section North of Old Town Lewisville and in an area around the Medical City – Lewisville
- The expanded zone will provide additional trip opportunities to medical facilities, office complexes and industrial areas
- The area being included in the expanded zone is not currently served by transit
- Uber has estimated this zone expansion could increase the monthly ridership by 30 trips

BUSINESS DEVELOPMENT & PARTNERSHIPS

City of Frisco Contract Service

- Staff has incorporated taxi service into the currently provided service to assist in service area expansion, increased capacity capabilities and improved operational efficiencies

City of McKinney

- DCTA presented service options to the new McKinney's Urban Transit District (MUTD) on April 5th
- The week of April 10th, City requested a final proposal from the two transit agencies
- DCTA submitted a proposal on April 14th and expects the McKinney City Council will select a transit provider on May 1st or May 2nd

Service Expansion within New Service Areas

- Staff is being responsive to requests from non-member cities interested in exploring transit solutions to meet the demands within their communities

LAND USE PLANNING & DEVELOPMENTDowntown Denton Parking

- In coordination with the Union Pacific Railroad and the NCTCOG, DCTA is working with City of Denton staff to identify solutions addressing downtown parking shortages, aesthetics, noise mitigation and safety enhancements.
- Conversations continue with City staff to develop the best plan of action to address all of these issues

Additional Land Use Planning

- DCTA continues conversations with member cities in an effort to support their respective city strategic plans which include historical neighborhood revitalization, transit oriented development, transportation thoroughfare planning, transit service enhancements and trail planning initiatives
- Ongoing conversations continue with city staff to develop the best plan of action to address all of these issues

ADDITIONAL PROJECTS

- NTI Title VI Training (Hosting)
- NTI Risk Assessments for Transit Capital Projects (Attending)
- UNT Contract Development
- NCTC Contract & Fleet Replacement Program Development
- Federal Legislative RFP Development
- Regional Trail Expansion
- Huffines-Hebron Joint Development Project
- Infrastructure Development Planning
- Innovative Transit Service Development
- Long-Range Agency Planning Efforts
- State and Federal Legislative Initiatives
- Grant Funding Opportunities
- TxDOT 35W Expansion Coordination

Submitted by:



 Kristina Brevard, VP, Planning & Development



Board of Directors Memo

April 27, 2017

Subject: Capital Projects Update

Signal System Enhancements Phase II

- Construction and installation is underway and is coordinated with the PTC construction and installation to make the projects more efficient.
- Phase II is complete from Trinity Mills to Purnell and we are operating single cars. Installation north of Purnell is occurring in coordination with PTC until implementation is complete.

Positive Train Control (PTC)

- Wayside installation has commenced.
- The second vehicle install is underway.
- The FRA document approval process may delay the final acceptance date. We are actively working with the FRA and Alstom to minimize any delays associated with the FRA approval process.
- The project is expected to be completed before the federal deadline of December 2018.

Lewisville Hike and Bike Trail – Eagle Point Section

- Jacobs has received comments from TxDOT Engineering and is making minor modifications to the plans.
- The anticipated letting date is mid-August with an August, 2018 completion.

Flood Damage Repairs

Issue	FEMA Claim	Estimated DCTA Cost	Status
DTA 003G Washout of RipRap and ballast (includes Herzog Emergency response)	\$280,411	\$70,103	Payment being processed per Ernst and Young memo of 4/11/17.
DTA 001G and DTA 004G Replace Crossings	\$2,036,198	\$509,050	Shady Oaks and Walton/Corinth crossings complete. Frankford Rd. scheduled for 4/23, Brinker Rd, 4/30. Final completion by mid-June.
DTA 002E Bus O&M Electrical repairs*	\$14,616	\$3,654	Complete. Reimbursement received.
DTA 001E Signal & Comm. System	\$122,000	\$6,500	Repair is complete.

DTA006G Rail OMF drainage	\$116,079	\$29,019	Bids received. Request to award at April Bd. Meeting. Contract amount is slightly less than budgeted estimate.
DTA 002G Undercut Ballast	\$657,652	\$164,413	Contract awarded to Herzog. Work is complete without incident. Project close-out in progress.
Replace flume at Pockrus Page	\$623,000* \$161,338 **	\$155,750 \$461,662	Appeal tentatively approved. FEMA will revise the project worksheet. Engineers are finalizing repair recommendations. Surveying complete. 90% drawings received for review. Working on Procurement planning. Expect to issue for bid in May.

* Original claim 290'

** Approved claim

- Ballast undercutting work is complete without incident. Project close-out in progress.
- Shady Oaks and Corinth/Walton crossings are complete. Frankford and Brinker scheduled for 4/23 and 4/30. Completion by mid-June.
- Total estimated cost of repairs is \$3,065,618. The current estimated DCTA cost is \$776,239.00. This number may vary depending on the Pokrus Paige appeal. FEMA is revising the PW to include all repairs, however, we have not yet seen it.

IOMF – Bus Fueling at the Rail Facility


- A permit meeting was held with the City of Lewisville on 3/29/17. Permits will be required for electrical, canopy and fuel tank. The new site plan will need Council approval as there are 5 permanent zoning variances in place.
- The site plan and fuel tank specifications are under development.

Trinity Mills Crew Room

- DART has received bids on their revised project plan package and has selected a contractor. Bids are about 13% higher than the original budget.
- The project package will be presented to the DART Board in mid-May with a planned construction start in July or August.
- We are presenting a project budget change request to cover the additional construction cost and acquisition of the temporary facility currently in use.

Valley Ridge Crossing

- Staff is requesting approval of the amendment to the 2015 crossing agreement to allow for increased cost resulting from the complex signal system required to protect the crossing.
- The long lead items are on order.
- Completion is scheduled for July 2017.

Final Review:  for
Raymond Suarez

Board of Directors Memo

April 27, 2017

Subject: Transit Operations Report

DENTON SERVICE CHANGES

- To be implemented May 15, 2017
- The 24 new City of Denton stops are complete (signs covered).
- The 19 new TxDOT stops are under construction and will be completed April 28th
- On Sunday, May 14, the 35 decommissioned bus stop signs will be removed, 119 new decals will be placed on existing stops, and new stops signs will be uncovered.

SYSTEM ON-TIME PERFORMANCE

- FY 2017 YTD “On Time Performance” (OTP) for the A-train is 99.1%
- FY 2017 YTD “On Time Performance” (OTP) system-wide for Bus is 92.5%.

RIDERSHIP PERFORMANCE

Year to Date Change in Ridership by Service Type

Service	% Change FY 2016 to FY 2017	Color Indicator	Notation No.
All Bus & Rail	5.66%	Green	1
Rail	-5.96%	Yellow	2
All Bus	8.10%	Green	
Connect	-13.80%	Yellow	2, 3
UNT	13.75%	Green	1
NCTC	-1.71%	Green	
Access	-0.27%	Green	
Frisco Demand Response	N/A	Green	

1. UNT ridership continues to exceed expectations and boost the overall system performance.
2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. An APTA study states that for every 10% drop in gas prices there is a 1.8% drop in ridership. Over the past year there has been a 35% decrease in gas prices which equals a 6.3% drop in ridership. We are in the 2nd year of sustained low gas prices, which is making car ownership more competitive to mass transit, and it appears that consumer behavior is adjusting. This is consistent with national trends.
3. While Connect service continues to underperform from the previous year it did have significant gains in February and March 2017, over January 2017, in total ridership and passengers per revenue hour, thus reducing the YTD percent of decrease from 14.77% to 13.80%.

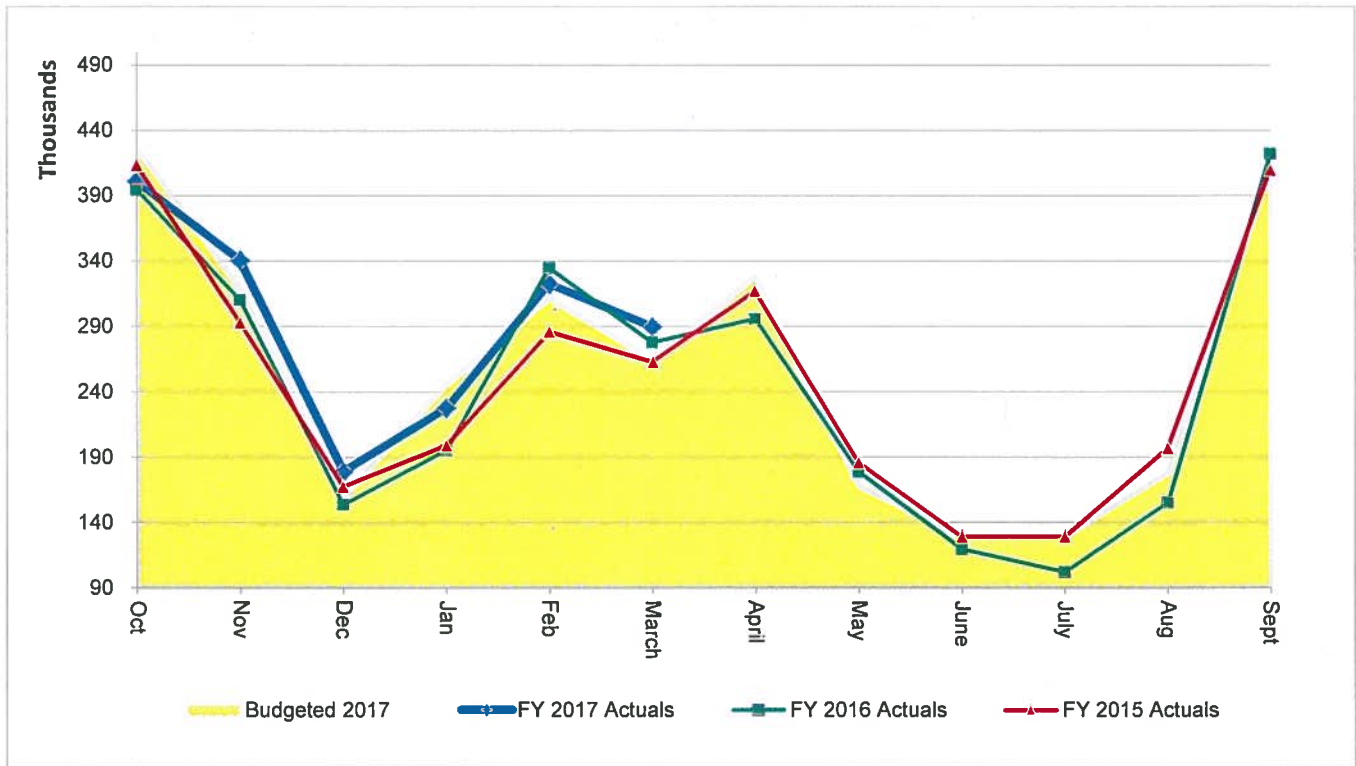
Color Key

Green indicates positive performance

Yellow indicates service that will be monitored by staff

Red indicates poor performance and needs further research

Rail and All Bus: Total Boardings

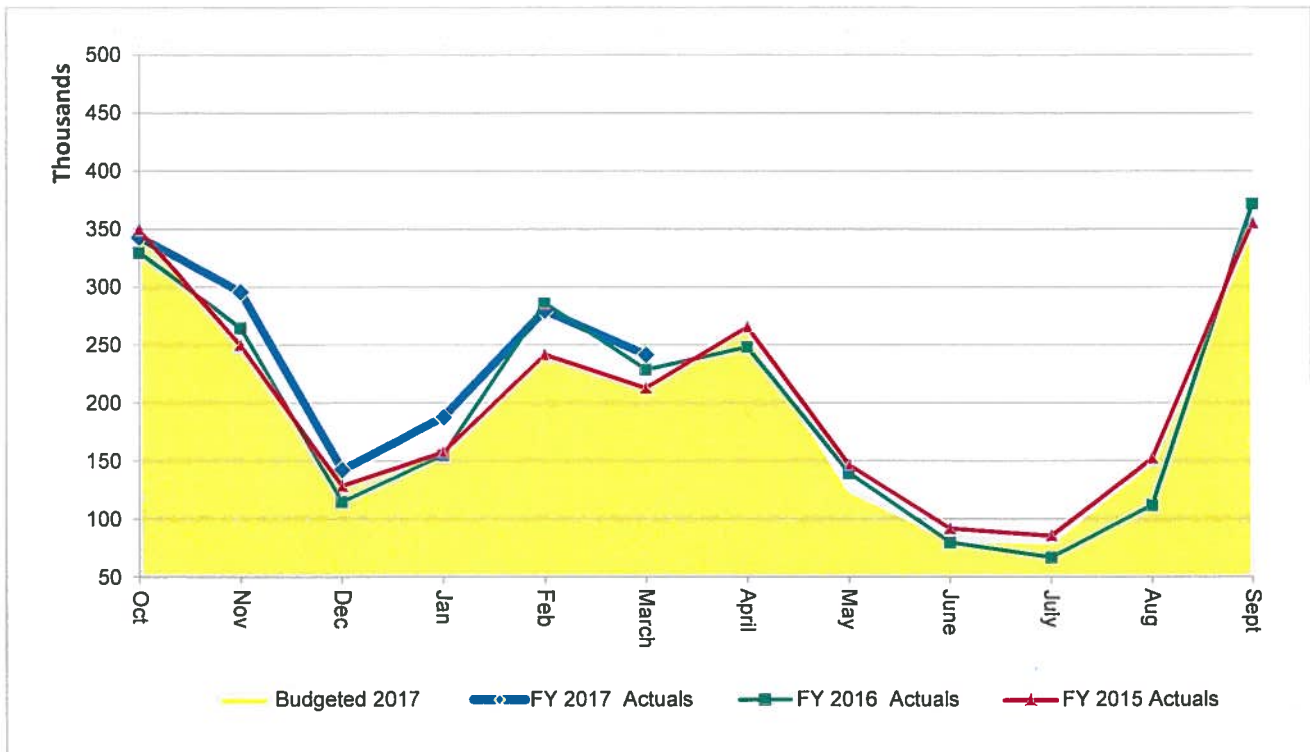


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus increased 12,127 boardings or 4.36% in March
- YTD boardings for Rail and All Bus increased by 94,420 boardings or 5.66% compared to the same period of the prior year.

All Bus: Total Boardings

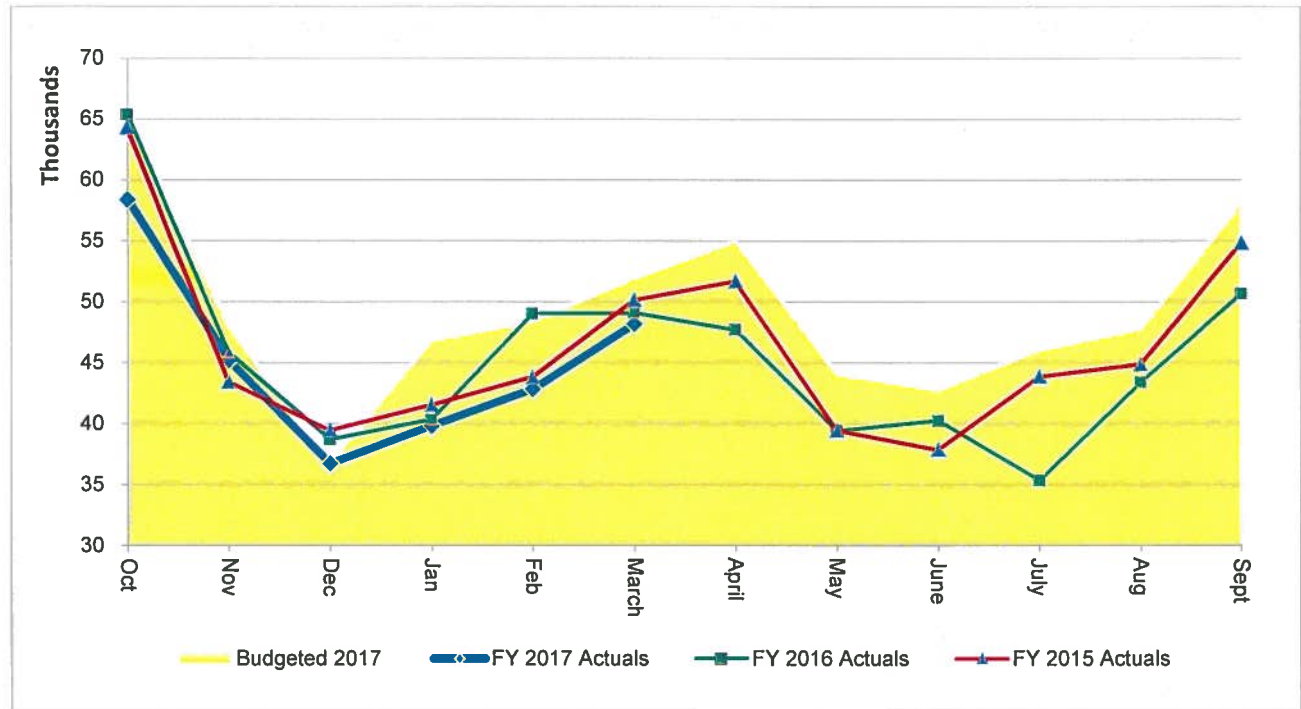


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- Modifications to UNT Student Parking has resulted in changes to student travel patterns that is having a significant impact on Denton Connect route performance. UNT boardings are up 13.75% while Connect is down 13.80%.
- Changes were made in FY15/FY16 to UNT shuttle service in an effort to reduce overcrowding on several routes. While the changes significantly improved UNT route performance, it had a corresponding adverse effect on the DCTA Denton Connect Routes that serve many of the same areas. This will continue until implementation of the Denton COA recommendations in May 2017.
- In March, total boardings increased by 13,025 or 5.69% compared to the same period last year.
- YTD boardings have increased by 111,630 or 8.10% compared to the same period last year.

Rail: Total Boardings

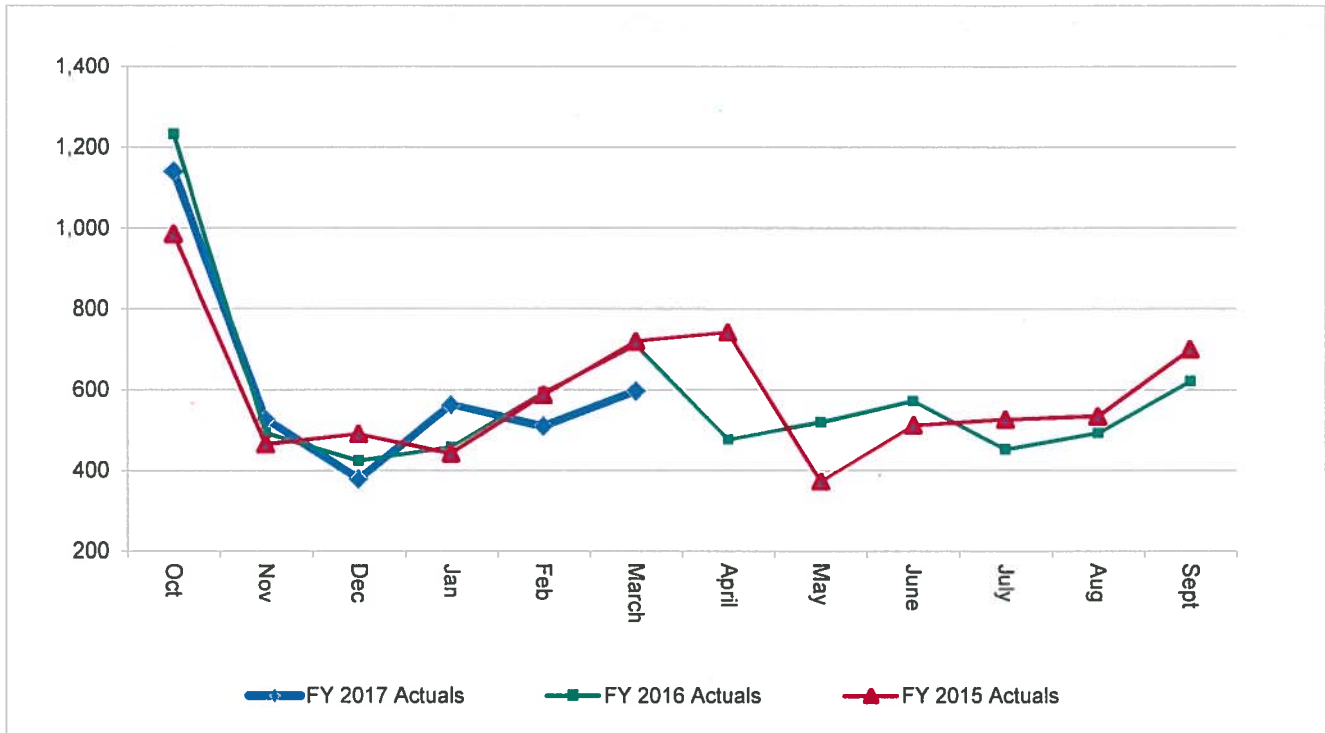


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 898 or 1.83% in March 2017 compared to March 2016.
- YTD rail boardings decreased by 17,210 or 5.97% as compared to the same period the previous fiscal year. Ridership for DART is down 5.3 % compared to the previous year.

Rail: Saturday Average Boardings

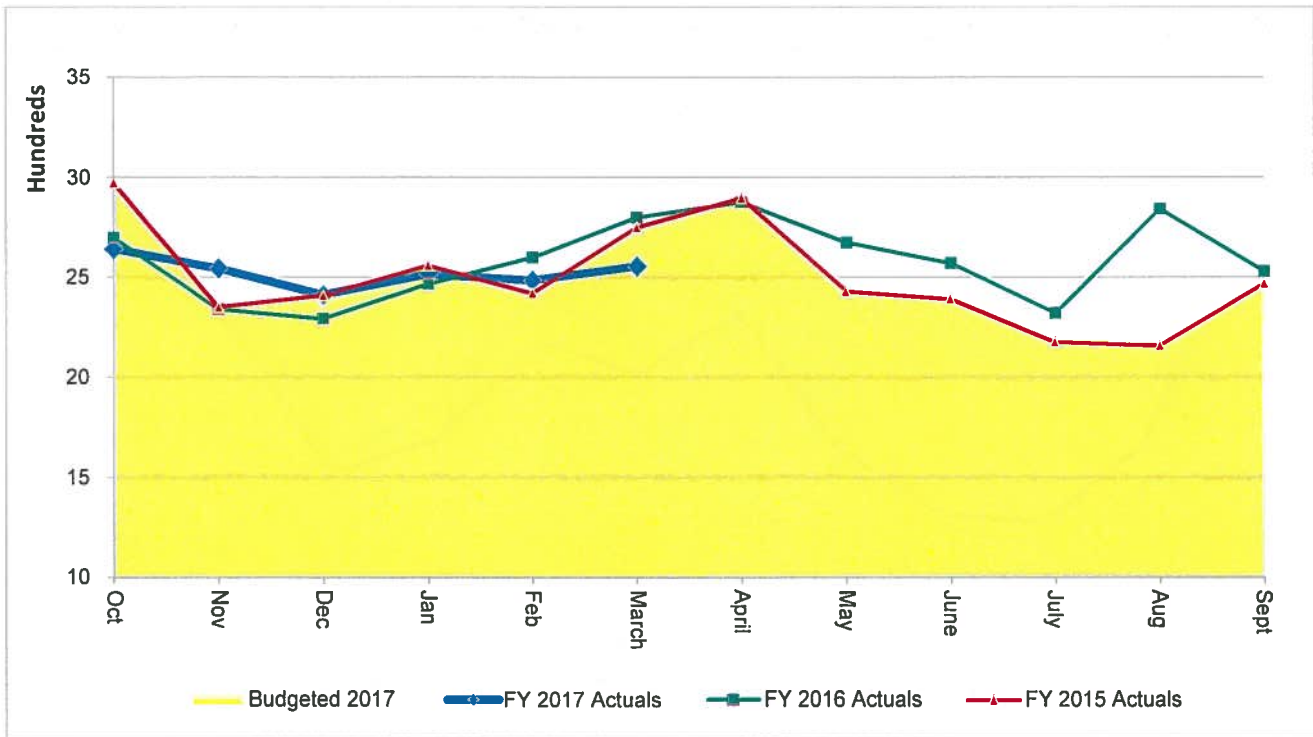


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 114 or 16.02% in March 2017 compared to March 2016.
- YTD Average Saturday Boardings decreased by 193 or 4.94% as compared to the same period last year.

Access: Total Boardings

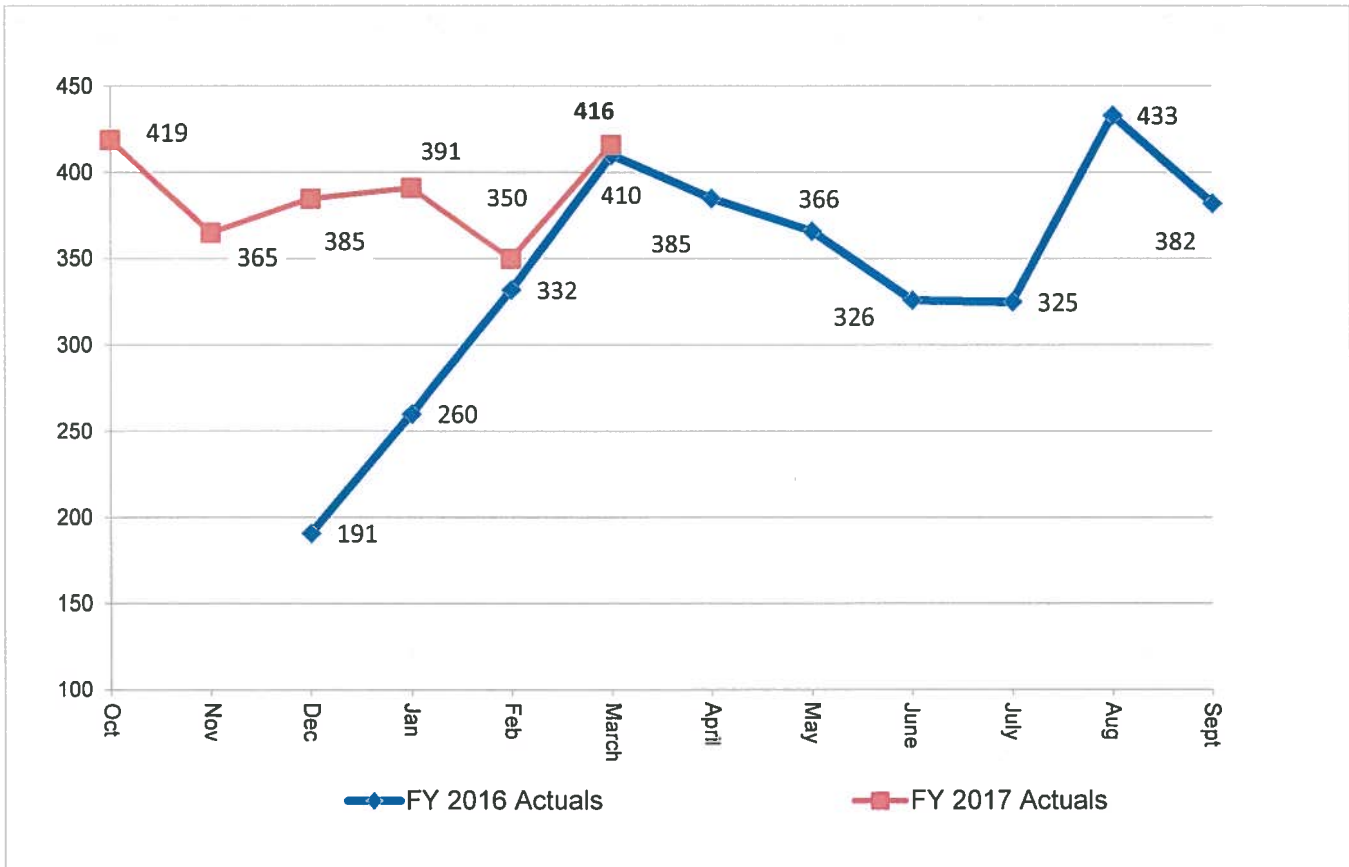


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- In March, total boardings decreased by 244 or 8.72% compared to the same period last year.
- YTD boardings have decreased by 41 or 0.27% compared to the same period last year.
- We are seeing a trend of decreasing ADA trips, and an increase in non-ADA trips, in both Lewisville and Denton. This shift is more pronounced in Lewisville and is believed to be the result of the service changes implemented in August that reduced the ADA eligible service area. Staff is continuing to research this trend.

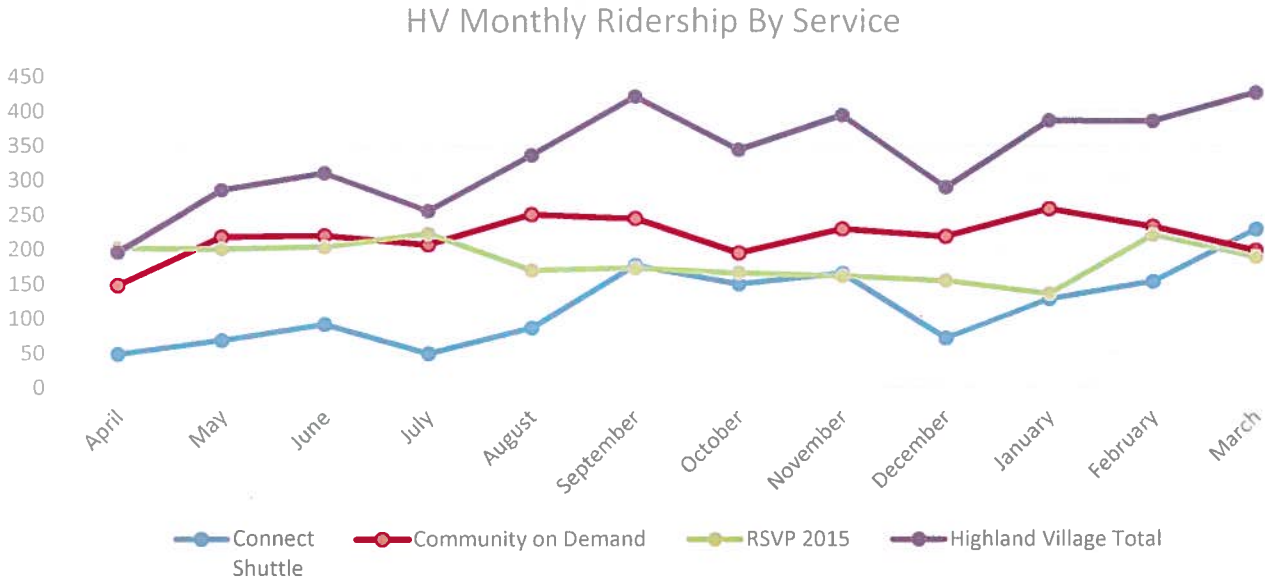
Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In March, total boardings increased by 6 or 1.5% compared to the same period last year.
- Staff worked with the City of Frisco to implement a Taxi Pilot Project, to add capacity to the existing service and expand the service area to include portions of Plano for medical trips.
- The Taxi Pilot Project was implemented on Monday, March 20. In the first two weeks of the pilot, 25 taxi trips were provided at an average cost of \$25.24 per trip.

Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- In April 2016, RSVP was replaced with the Highland Village Connect Shuttle and Community On-Demand services.
- YTD total boardings for Highland Village Community On-Demand increased by 9 boardings or 5.0% over RSVP total boardings for the same period the prior year.
- With the addition of the Highland Village Connect Shuttle, YTD total boardings for all Highland Village services increased by 1,201 boardings or 125.93% over RSVP total boardings for the same period the prior year.

North Texas Xpress Commuter Services: Total Boardings

- Service was initiated on Monday, September 26, 2016.
- The North Texas Xpress is a joint service provided by DCTA and the Fort Worth Transportation Authority.
- Service is provided Monday through Friday from 6:15 am to 9:30 pm.
- North Texas Xpress ridership will be provided in table format (see below) until a full year of data is available for annual comparison purposes.

NORTH TEXAS XPRESS SUMMARY REPORT		
Month	Total	DCTA Apportionment
March	1193	597
February	822	411
January	978	489
*December	861	430
November	985	492
October	948	474
September	72	36

*Boardings reflect revision from FWTA

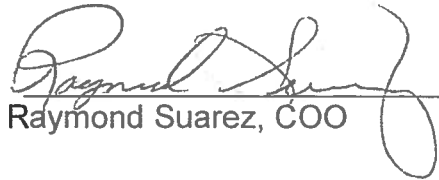
SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 65 through March
- DCTA Bus Operations Injury-Free Workdays: 31

MAINTENANCE

- **Right of Way:** Routine daily inspections are being performed by the contractor.
- **Signal/Communications:** DCTA contract operations (CTC) reported no issues in March.
- **Stations:** DCTA contract operations (Rio Grande Pacific) continue to perform weekly safety inspections, which have not identified any major issues in March.
- **Rail Mechanical:** DCTA contract operations (First Transit) reported no mechanical failures in March.

Final Review:


Raymond Suarez, COO



Board of Directors Memo

April 18, 2017

Item: WS 3(a) Program Services Committee and the Finance Committee Chair Report

A Joint meeting of the Program Services and Finance Committees was held at 12:02 p.m., April 18, 2017 at 1955 Lakeway Dr., Suite 260 Conference Room in Lewisville, TX.

In attendance were:

Committee Members: *Paul Pomeroy, Dave Kovatch, Skip Kalb, Carter Wilson, Allen Harris, George A. Campbell, Richard Huckaby, Tom Winterburn*

Board Members: *Charles Emery*

Absent: *Doug Peach, Jim Robertson, Connie White, Don Hartman*

DCTA Staff: *Jim Cline, Kristina Brevard, Anna Mosqueda, Raymond Suarez, Nicole Recker, Jonah Katz, Amanda Riddle, Marisa Perry, Rusty Comer, Brandy Pedron*

Additional Guest(s): *David Smith, Pete Smith*

The following agenda items were presented for discussion at the Program Service committee meeting:

1. Agency Operational Updates
 - a. North Texas Xpress 35W Service
 - b. Highland Village Service
 - c. Denton Service Enhancement Implementation
 - d. Rail Ridership
 - e. Positive Train Control
 - f. Single Car Operations
2. Agency Strategic Plan Discussion
 - a. Rail Corridor Planning
 - b. A-train Corridor Expansion Planning
 - c. High Intensity Bus Corridor Planning
3. Agency Planning & Development Updates
 - a. Contract Service Partnerships
 - i. Frisco Contract Services
 - ii. Other Contract Services
 - b. Innovative Transit Solutions
 - c. Discuss Debt Refunding
4. Future Agenda Items
5. Adjourn - The meeting adjourned at 2:03 p.m.

Program Development Chair – Paul Pomeroy

Program Development Members – Skip Kalb, Doug Peach, Don Hartman, Carter Wilson, Jim Robertson, Allen Harris, George A. Campbell

Staff Liaison – Kristina Brevard, Vice President, Planning & Development

Finance Chair – Dave Kovatch

Finance Members – Richard Huckaby, Connie White, Tom Winterburn

Staff Liaison – Anna Mosqueda - CFO