



DENTON COUNTY  
TRANSPORTATION AUTHORITY

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

## **Board of Directors Work Session**

November 16, 2017 | 1:30 p.m.

1. Routine Briefing Items
  - a. Staff Briefing on Monthly Financial Reports
    - i. Monthly Financial Statements for October 2017
    - ii. Capital Projects Budget Report for October 2017
    - iii. Monthly Sales Tax Receipts
    - iv. Current Procurement Activities
    - v. FY18 Budget Document
  - b. Marketing and Communications
    - i. New Collateral Distribution
    - ii. State Fair of Texas Campaign Recap Report
    - iii. DCTA Transit Tracker Campaign Recap Report
    - iv. Monthly Media Report
  - c. Strategic Planning and Development
    - i. Departmental Administrative Update
    - ii. Regional Planning Initiatives Update
    - iii. Local Planning Update
    - iv. Business Development & Partnerships Update
    - v. Funding Opportunities Update
    - vi. Land Use Planning & Development
  - d. Capital Projects
    - i. Flood Damage Repairs Update
    - ii. Positive Train Control
  - e. Staff Briefing on Transit Operations Reports
    - i. Bus and Rail Operations
2. Items for Discussion
  - a. Service Change Update
  - b. Pockrus Page Drainage Repairs
3. Discussion of Regular Board Meeting Agenda Items (November 16, 2017)

4. 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. As Authorized by 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, Highland Village, or the A-train corridor.
5. Reconvene Open Session
  - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
6. Discussion of Future Agenda Items
  - a. Board Member Requests
7. ADJOURN

**Chair – Charles Emery**  
**Vice Chair – Vacant**

**Secretary – Richard Huckaby**  
**Treasurer – Dave Kovatch**

**Members – Skip Kalb, Tom Winterburn, Don Hartman,**  
**George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Dianne Costa**  
**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 11/10/2017 at 2:41 PM.

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Brandy Pedron, Administrative Assistant



DENTON COUNTY  
TRANSPORTATION AUTHORITY

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

## **Board of Directors Regular Meeting**

**November 16, 2017 | 3:00 p.m.\***

*\*or immediately following Board Work Session  
scheduled at 1:30 p.m. on November 16, 2017*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

### 1. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on October 26, 2017
- b. Approval of Resolution R17-07 to adopt NCTCOG's revised Clean Fleet Policy
- c. Approval of Award of Contract for Tire and Barrel Removal to Reyes Group
- d. Approval of Change Order for Document Imaging with Iron Mountain
- e. Approval of Resolution 17-06 Designating Brandy Pedron as the Public Information Coordinator and Records Manager

### 2. REGULAR AGENDA

- a. Approval of Award of Contract for Construction of Concrete Flume Repair at Pockrus Page to EPCS Environmental LLC
- b. Discussion and Approval of the Bus Service Changes for August 2017 and January 2018

3. Convene Executive Session. The Board may convene the Regular Board Meeting into Closed Executive Session for the following:
  - a. As Authorized by Section 551.071(2) of the Texas Government Code, the Work Session or the Regular Board Meeting 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.
  - b. As Authorized by 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, Highland Village, or the A-train corridor.
4. Reconvene Open Session
  - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
5. CHAIR REPORT
  - a. Discussion of Regional Transportation Issues
  - b. Discussion Legislative Issues
    - i. Regional
    - ii. State
    - iii. Federal
6. PRESIDENT'S REPORT
  - a. Budget Transfers
  - b. Regional Transportation Issues
7. REPORT ON ITEMS OF COMMUNITY INTEREST
  - a. Pursuant to Texas Government Section 551.0415 the Board of Directors may report on following items: (1) expression of thanks, congratulations, or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming DCTA and Member City events; (5) information about community events; and (6) announcements involving imminent threat to public health and safety.
8. ADJOURN

**Chair – Charles Emery**  
**Vice Chair – Vacant**

**Secretary – Richard Huckaby**  
**Treasurer – Dave Kovatch**

**Members – Skip Kalb, Tom Winterburn, Don Hartman,**  
**George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Dianne Costa**  
**President – Jim Cline**

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This notice was posted on 11/10/2017 at 2:41 PM.

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Brandy Pedron, Administrative Assistant



**Board of Directors Memo**

**November 16, 2017**

**Subject: Work Session 1a (i) & (ii) Monthly Financial Statements and Capital Projects Budget Report**

**Background**

Due to the change in Board Meeting to November 16<sup>th</sup> from the normal 4<sup>th</sup> Thursday of the month, the Financial Statements and Capital Projects Budget Report for the month ended October 2017 will be sent out under separate cover at end of day Tuesday, November 14<sup>th</sup>.

**Identified Need**

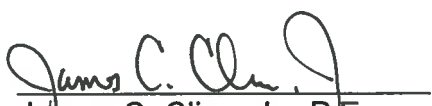
Provides the Board a review of DCTA's financial position and performance to budget.

**Recommendation**

N/A

Submitted by: Marisa Perry, CPA  
Controller

Final Review:   
Anna Mosqueda,  
CFO

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



## Board of Directors Memo

November 16, 2017

### **Subject: Sales Tax Report**

#### **Background**

Sales tax represents the single largest source of revenue for DCTA at 52.43% for FY17 budget. The annual sales tax revised budget for FY 2017 is \$25,624,601. 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 2.75%. At revised budget, we increased sales tax by \$1M and the additional funds were allocated to the remaining months of the fiscal year which calculated to be \$200k additional for the months of July-November (sales tax received). The November allocation is for sales generated in the month of September and represents revenue for the final month of FY 2017. Overall, the sales tax received for the agency reflects an increase of 4.85% year to date for FY17.

- Sales tax for sales generated at retail in the month of September and received in November was \$2,482,741.
- This represents an increase of 2.75% or \$66,526 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$200,926 or 8.81% higher.
  
- Member city collections for the month compared to prior year are as follows:
  - City of Lewisville up 5.17%
  - City of Denton up 18.72%
  - Highland Village up 0.61%


#### **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	\$ 282,727.60	16.40%	\$ 1,776,656	\$ 229,793	12.93%
March	May	\$ 2,216,214	\$ 2,408,823	\$ 192,609	8.69%	\$ 2,340,336	\$ 68,486	2.93%
April	June	\$ 1,969,968	\$ 1,987,159	\$ 17,191	0.87%	\$ 1,955,110	\$ 32,049	1.64%
May	July	\$ 2,169,968	\$ 2,219,119	\$ 49,151	2.27%	\$ 1,931,826	\$ 287,293	14.87%
June	August	\$ 2,416,214	\$ 2,588,897	\$ 172,683	7.15%	\$ 2,397,828	\$ 191,069	7.97%
July	September	\$ 2,169,968	\$ 2,063,481	\$ (106,487)	-4.91%	\$ 1,919,001	\$ 144,480	7.53%
August	October	\$ 2,416,214	\$ 2,260,569	\$ (155,645)	-6.44%	\$ 2,128,874	\$ 131,694	6.19%
September	November	\$ 2,416,215	\$ 2,482,741	\$ 66,526	2.75%	\$ 2,281,816	\$ 200,926	8.81%
<b>YTD Total</b>		<b>\$ 25,624,601</b>	<b>\$ 26,867,734</b>	<b>\$ 1,243,133</b>	<b>4.85%</b>	<b>\$ 24,819,156</b>	<b>\$ 2,048,578</b>	<b>8.25%</b>

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

November 9, 2017

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

City of Lewisville						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	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%	October	December	\$ 290,956	\$ 298,777	\$ 7,820	2.69%
November	January	\$ 2,541,494	\$ 2,867,155	\$ 325,661	12.81%	November	January	\$ 301,727	\$ 313,524	\$ 11,796	3.91%
December	February	\$ 3,661,985	\$ 3,849,204	\$ 187,218	5.11%	December	February	\$ 469,889	\$ 411,143	\$ (58,746)	-12.50%
January	March	\$ 2,441,184	\$ 2,709,531	\$ 268,347	10.99%	January	March	\$ 264,553	\$ 255,642	\$ (8,910)	-3.37%
February	April	\$ 2,533,341	\$ 2,892,939	\$ 359,598	14.19%	February	April	\$ 233,938	\$ 253,856	\$ 19,918	8.51%
March	May	\$ 3,373,295	\$ 3,480,828	\$ 107,533	3.19%	March	May	\$ 330,255	\$ 328,214	\$ (2,041)	-0.62%
April	June	\$ 2,982,209	\$ 2,722,621	\$ (259,588)	-8.70%	April	June	\$ 265,293	\$ 268,006	\$ 2,713	1.02%
May	July	\$ 2,781,814	\$ 3,113,597	\$ 331,783	11.93%	May	July	\$ 288,202	\$ 307,851	\$ 19,650	6.82%
June	August	\$ 3,395,384	\$ 3,568,239	\$ 172,856	5.09%	June	August	\$ 369,689	\$ 373,101	\$ 3,412	0.92%
July	September	\$ 2,802,579	\$ 2,800,265	\$ (2,314)	-0.08%	July	September	\$ 271,812	\$ 273,047	\$ 1,235	0.45%
August	October	\$ 2,907,256	\$ 3,034,967	\$ 127,711	4.39%	August	October	\$ 279,518	\$ 313,211	\$ 33,693	12.05%
September	November	\$ 3,105,183	\$ 3,265,668	\$ 160,485	5.17%	September	November	\$ 329,430	\$ 331,426	\$ 1,996	0.61%
<b>YTD Total</b>		<b>\$ 35,063,635</b>	<b>\$ 37,100,766</b>	<b>\$ 2,037,131</b>	<b>5.81%</b>	<b>YTD Total</b>		<b>\$ 3,695,262</b>	<b>\$ 3,727,797</b>	<b>\$ 32,536</b>	<b>0.88%</b>

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	\$ 3,099,631	\$ 256,638	9.03%
April	June	\$ 2,317,882	\$ 2,602,704	\$ 284,821	12.29%
May	July	\$ 2,405,495	\$ 2,729,539	\$ 324,044	13.47%
June	August	\$ 3,157,640	\$ 3,351,192	\$ 193,553	6.13%
July	September	\$ 2,260,102	\$ 2,734,634	\$ 474,531	21.00%
August	October	\$ 2,775,088	\$ 2,906,837	\$ 131,750	4.75%
September	November	\$ 3,026,800	\$ 3,593,467	\$ 566,667	18.72%
<b>YTD Total</b>		<b>\$ 30,745,434</b>	<b>\$ 34,956,511</b>	<b>\$ 4,211,077</b>	<b>13.70%</b>

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department  
 Prepared By: Denton County Transportation Authority Finance Department  
 November 9, 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%	\$20,024,185.79	\$19,800,875.06	1.12%	\$210,923,241.17	\$204,587,138.92	3.09%
Corpus Christi MTA	0.50%	\$3,206,691.45	\$2,860,372.07	12.10%	\$29,395,348.69	\$29,263,008.91	0.45%
Dallas MTA	1.00%	\$50,210,378.91	\$49,999,236.14	0.42%	\$523,280,091.94	\$502,907,809.99	4.05%
Denton CTA	0.50%	\$2,482,741.22	\$2,281,815.59	8.80%	\$24,889,095.19	\$22,997,301.72	8.22%
El Paso CTD	0.50%	\$3,691,216.24	\$3,512,629.68	5.08%	\$39,094,803.74	\$38,471,681.94	1.61%
Fort Worth MTA	0.50%	\$6,757,595.76	\$6,188,797.47	9.19%	\$68,254,886.88	\$63,484,975.74	7.51%
Houston MTA	1.00%	\$63,175,319.34	\$61,453,096.00	2.80%	\$641,852,375.75	\$633,351,939.21	1.34%
Laredo CTD	0.25%	\$657,762.29	\$621,467.82	5.84%	\$7,072,395.65	\$6,931,848.18	2.02%
San Antonio ATD	0.25%	\$6,026,501.62	\$5,719,311.84	5.37%	\$59,895,377.82	\$58,143,046.92	3.01%
San Antonio MTA	0.50%	\$13,278,702.96	\$12,874,465.21	3.13%	\$132,135,966.22	\$128,161,236.87	3.10%
<b>TOTALS</b>		<b>\$169,511,095.58</b>	<b>\$165,312,066.88</b>	<b>2.54%</b>	<b>\$1,736,793,583.05</b>	<b>\$1,688,299,988.40</b>	<b>2.87%</b>

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department  
 Prepared By: Denton County Transportation Authority Finance Department  
 November 9, 2017

**Board of Directors Memo****November 16, 2017****Subject: Item WS 1 (a) iv: Procurement Activities****Fueling Facility at Rail Operations and Maintenance Facility**

Staff is developing the request for bid procurement documents for a fueling facility and parking lot to be installed at the Rail Facility. Solicitation documents are expected to release late November with award at the January board meeting.

**Electricity Services**

Staff has been monitoring the market pricing for electricity for several months. Based on the fluctuations in the market pricing, and the upward movement of the cost per kWh, staff recommended the President move forward with executing an agreement with Mid America Energy, our current provider. Our current price per kWh is \$.04240. By committing to a new contract now, our new rate effective April 2018 will be \$.03932 per kWh. MidAmerican Energy is projecting an estimated savings of \$17,179 or 7.3% compared to our current rate during the term of 50 months through June 2022. The rationale for moving to the longer term is based on the projected savings to be realized. This contract includes the electric service for Rail OMF, DCTA's Lewisville based Administration Office, and the stations and crossings that are outside the City of Denton's municipal boundaries. Service at the Denton locations is provided by Denton Municipal Electric (DME) who is the municipally owned provider for the city of Denton.

Submitted  
by:Athena Forrester, CPPO, CPPB  
AVP of ProcurementFinal  
Review:

Anna Mosqueda, CFO

# Board of Directors Memo

November 16, 2017

## Subject: Marketing & Communications Update

### NEW COLLATERAL DISTRIBUTION

- FY '17 EOY Agency Performance Report
- FY '17 Q4 Regional Leave Behind
- FY '17 Q4 Legislative Leave Behind

### STATE FAIR OF TEXAS CAMPAIGN RECAP REPORT

- **Goals and Objectives**
  - Encourage A-train ridership to the State Fair of Texas
  - Drive awareness of the DCTA brand and train services
  - Sell ticket combos as a new addition to the campaign
- **Timeline**
  - State Fair of Texas – September 29 through October 22
  - Pre-Launch Campaign – September 15 through September 28
  - Launch Campaign – September 29 through October 21
- **Campaign Tactics / Results**
  - **Media Relations**
    - Stories – 4
    - Impressions – 3.15M
    - Publicity Value – \$2K
    - Sentiment – 100% Positive
  - **Social Media**
    - Facebook – 169,068 Impressions / 2,635 Engagements
    - Twitter – 224,562 Impressions / 12,105 Engagements
    - Partnership with local bloggers – Dentonaut and WeDentonDolt
  - **Digital**
    - **Online Advertisements**
      - Impressions – 3.6M
      - CTR – .25%
    - **Websplash / Online Planning Toolkit**
      - Total Pageviews – 16,073
    - **Email Marketing / Rider Alerts**
      - Email Blast #1 – Discount Offered
        - Total Delivered – 4,557
        - Total Opens – 1,030



- CTR – 5%
  - Email Blast #2 – Giveaway Contest
    - Total Delivered – 4,146
    - Total Opens – 706
    - CTR – 10%
  - Email Blast #3 – Giveaway Contest
    - Total Delivered – 4,157
    - Total Opens – 1,041
    - CTR – 15.8%
  - Email Blast #4 – Discount Offered
    - Total Delivered – 4,162
    - Total Opens – 661
    - CTR – 2.9%
- **Promotional Items**
  - Print Advertisements – 308,193 Impressions
  - Brochure with Schedule
  - Rail Card
  - Windscreen
  - Vehicle Decal



- **Results**
  - **Ticket Combo**
    - 227 Combos Sold
    - 227 Riders
    - \$1,702.50 Fare Revenue
  - **Ridership**
    - Down 15.1% YOY
    - Carried 39,719 passengers (compared to 46,781)
    - DCTA expected a decline since we opted out of providing extended service



- **Conclusion**
  - DCTA should consider adding limited, yet strategic A-train service to the existing schedule during the time of the State Fair of Texas as a method to increase ridership
  - DCTA should consider a modified schedule for next year to drive more ridership – ridership was down by 7,062 passengers YOY (~\$70,620 in fare revenue based on a full price regional day pass)
  - The ticket combo offered had great first-time results and is something we should consider executing in FY '18 – we may want to consider a variety of ticket combos to meet customer needs
  - DART modifying their State Fair transportation plans with a shuttle negatively impacted rider feedback, but people were still very positive about their experience on the A-train
  - Continue to promote the A-train as a safe, reliable and convenient method of travel to the State Fair of Texas and identify unique opportunities to encourage ridership



**UNT Transportation Services**  
September 25 at 1:49pm

The State Fair starts this Friday! The Denton County Transportation Authority (DCTA) ticket offer is a great opportunity for #UNT students! <https://www.dcta.net/news-events/2017-state-fair>



GET HEARTBURN FROM THE *food* NOT THE TRAFFIC  
SEPT 29 - OCT 22

Love Comment Share

You, Adrienne Hamilton, Lauren Murphy and 2 others

Virginia Sandoval Kaela Michaelis  
Like Reply September 25 at 1:57pm

Denton County Transportation Authority (DCTA) Thanks for sharing!  
Like Reply Commented on by Adrienne Hamilton [?] · September 25 at 1:57pm

UNT Transportation Services No problem!  
Like Reply September 25 at 1:57pm

Write a reply...

**MyDFWMommy**  
September 27 at 11:20am

For the 2017 State Fair of Texas, the Denton County Transportation Authority (DCTA) is offering fair goers a ticket combo DISCOUNT. Fair goers can purchase an adult State Fair of Texas ticket through DCTA and receive a 25 percent discount on a regional day pass! Go HERE to get yours >> <https://goo.gl/Du76F5>



BEST COMBO *since* CORN DOGS AND MUSTARD

Like Comment Share

Macias McLaughlin Tina, Amy Williamson and 5 others

**Dentonaut** @dentonaut · 4h  
Replying to @dentonaut @RideDCTA and 3 others  
#RideDCTA to @StateFairOTX for FREE, but today is your last chance to enter! #Atrain25FOTX



1 Comment 1 Like

**Denton Haunts**  
October 3 at 11:04am

Want to win FREE TICKETS on both the Denton County Transportation Authority (DCTA) A-train and entry into the State Fair of Texas?? Enter to win here: <https://goo.gl/rHzZL2>



DCTA / STATE FAIR TICKET COMBO [GIVEAWAY CONTEST]

Enter now for a chance to win a free DCTA / State Fair of Texas ticket combo, swag items, and inclusion in fair rider group.

Love Comment Share

5

2 Shares 1 Comment

**DCTA** Denton County Transportation Authority (DCTA) updated their cover photo.  
Published by Adrienne Hamilton [?] · September 29 at 3:48pm

Get your regional day pass and state fair ticket all-in-one with our State Fair of Texas ticket combo! Learn more at [DCTAdeal.net](http://DCTAdeal.net).



BEST COMBO *since* CORN DOGS AND MUSTARD

Save 25% on a DCTA Regional Day Pass when you purchase your State Fair of Texas ticket from us!

Like Comment Share

Nathan Seals and Ginny Katke Hudson

**DCTA** Denton County Transportation Authority (DCTA)  
Published by Adrienne Hamilton [?] · September 28 at 8:57am

We know you're ready for the State Fair of Texas! With all the excitement of the fair, don't forget about planning your travel in advance for a fun experience with your family and friends. Read our blog for insider transit travel tips!



DCTA's Top Five State Fair of Texas Travel Tips

Who's ready for corn dogs, funnel cakes, and Ferris Wheels? That's right, it's that time of year again, when we all head down to Fair Park and spend time with our old pal Big Tex. To make the most ...

Like Comment Share

Melissa Thompson, Sheri Evidge and 5 others

363 people reached

**John B. Denton** @WeDentonDolt · Sep 26

You can win FREE TICKETS to the #statefairoftexas on the @RideDCTA Atrain with our pal @dentonaut!  
Go pitch it here: [goo.gl/YSA4WN](http://goo.gl/YSA4WN)



DCTA / STATE FAIR TICKET COMBO [GIVEAWAY CONTEST]

Enter now for a chance to win a free DCTA / State Fair of Texas ticket combo, swag items, and inclusion in fair rider group.

6 Comments 6 Likes

**News & Events**

- Media Center
  - Press Releases
  - Publications
  - Image Library
  - Photo & Film Guidelines
  - Rail Ready
  - Travel Training
  - Citizens' Advisory Team
  - Public Involvement Materials
- 2017 State Fair Online Toolkit
  - Why I Ride DCTA
  - Rider Alerts Sign Up

Search Site...


**Travel Tools**

Start: Street, City  
End: Street, City  
Departing After: 10:00AM  
mm/dd/yyyy  
Plan My Trip

For more advanced options, visit Google Transit

Mobile Ticketing Transit Tracker

**2017 State Fair Planning Toolkit**



BUY NOW >

Get heartburn from the food, not the traffic.

With five A-train stations and more than 460 Connect Bus stops throughout Denton County, you can get to and from the State Fair of Texas without the heartburn of driving or parking. Simply take DCTA to the Trinity Mills Station and connect seamlessly to DART's Green Line all the way to the fair.

Plan ahead by purchasing your DCTA / State Fair ticket combo early and downloading DCTA's new Transit Tracker so you can track your vehicle in real time. Get ready for the most memorable State Fair experience ever!

Click below for more information on riding DCTA to the State Fair:

- State Fair of Texas Info
- DCTA / State Fair Ticket Combo
- DCTA State Fair of Texas Brochure
- DCTA A-train / DART Green Line Schedule
- TX/OU Train Schedule
- State Fair Rider Tips
- Buying Your Fare
- Park and Ride Locations
- Travel Times
- Last Trains Home
- DCTA's Fair Fun Facts

## DCTA TRANSIT TRACKER CAMPAIGN RECAP REPORT

- **Goals and Objectives**
  - Generate awareness for the new DCTA Transit Tracker system that replaced Where's My Ride
  - Ensure a smooth transition for customers to Transit Tracker from Where's My Ride
  - Encourage riders to utilize the new Transit Tracker system
- **Timeline**
  - Pre-Launch: September 5 – September 17
  - Official Launch: September 18 – October 31
- **Campaign Tactics / Results**
  - **Media Relations**
    - Stories – 10
    - Impressions – 2.6M
    - Publicity Value – \$39K
  - **Social Media**
    - Facebook – 13,272 Impressions / 917 Engagements
    - Twitter – 31,111 Impressions / 1,606 Engagements
  - **Digital**
    - **Application**
      - DCTA Customizations
      - Standard Operating Procedures
      - Analytics Process
    - **DCTA Website**
      - Websplash
      - Webpage Content
        - Pre-Launch Page: 520 Views / 2:35 Average Time on Page
        - Post-Launch Page: 3,929 Views / 2:17 Average Time on Page
      - Homepage Widget
      - Website Overlay (homepage)
    - **Communications**
      - Email Marketing
        - Pre-Launch Blast: 5,838 Delivered / 1,805 Opened / 5.9% CTR
        - Post-Launch Blast: 1,912 Delivered / 663 Opened / 4.4% CTR
      - EnRoute News
  - **Promotional Signage**
    - Platform Decals
    - Vehicle Decal
    - Rack Card
    - Tail Card
    - Travel Tools Poster
    - Hot Items Poster
    - Utility Bill Inserts
  - **Operational Signage**
    - Bus Stop ID Stickers
    - Pre-Launch Pole Stickers

### DCTA'S NEW TRANSIT TRACKER



On September 18, you can access real-time arrival and departure info for our fixed-route, shuttle and train services.

### LEARN MORE AT DCTAtracker.net

RideDCTA.net • 940.243.0077



HopOnBoard@blog.com • #RideDCTA

### HOW TO USE DCTA'S TRANSIT TRACKER

**PHONE**  
Call [940.243.0077](tel:940.243.0077), select the Transit Tracker option from the phone menu, enter the stop ID, and receive real-time information on the vehicle for that location.

**WEB**  
Visit [DCTAtracker.com](http://DCTAtracker.com) on your desktop computer (or other web-enabled device) to search by address to find the nearest bus or train and its arrival time. Or, utilize the real-time widget on our homepage.

**TEXT**  
Text the stop ID to [64255](tel:64255) to receive the estimated arrival time of your bus or train. Stop IDs can be found on bus stop signs and on the schedules at the A-train stations.

**APP**  
Download the *Transit* mobile application from Google Play or Apple iTunes to see vehicle locations in real time, find nearby stops, and get step-by-step transit directions and notifications about when to leave for your trip.

RideDCTA.net 940.243.0077

- **Results**
  - Total Mobile App Downloads – 330 September / 356 October
  - Total App Users – 1,443 September / 3,554 October
  - Total SMS/ Text Messages – 4,679 September / 6,184 October
  - Total IVR Calls – 1,151 September / 3,103 October
- **Conclusion**
  - Pre- and post-launch of campaign were extremely successful
  - Initial usage of Transit Tracker modules is steadily increasing
  - Customer comments regarding the launch of a mobile app has been extremely positive
  - DCTA will continue to integrate the Transit Tracker messaging into ongoing communications

**DCTA'S NEW TRANSIT TRACKER**

On September 18, you can access real-time arrival and departure info for our fixed-route, shuttle and train services.

PHONE WEB **LEARN MORE AT DCTAtracker.net** TEXT APP

RideDCTA.net • 940.342.9977 HopOnBoardBlog.com • #RideDCTA

The banner features a dark blue background with a grid pattern. At the top, the title 'DCTA'S NEW TRANSIT TRACKER' is in white. Below it, a central orange box contains the text 'On September 18, you can access real-time arrival and departure info for our fixed-route, shuttle and train services.' To the left and right of this box are four green circular icons: a phone, a laptop, a speech bubble with a question mark, and a mobile app icon. Below each icon is an orange tag with the corresponding label: 'PHONE', 'WEB', 'TEXT', and 'APP'. In the center, below the orange box, is the text 'LEARN MORE AT DCTAtracker.net'. At the bottom, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, and the website URL 'RideDCTA.net • 940.342.9977' on the left and 'HopOnBoardBlog.com • #RideDCTA' on the right.

### MONTHLY MEDIA REPORT (SEPTEMBER 2017)

- **Stories** – 29
- **Placement Highlights** – Mass Transit, Progressive Railroading, Metro Magazine, Dallas Morning News, and Star Local Media
- **Headline Highlights** –
  - DCTA Selects LAN to Provide Railroad Engineering Services for Rail Projects
  - Collin County Transit Now Operating in Celina
  - Public Transit: Expanding Choice, Boosting Economies
- **Impressions** – 4.8M
- **Total Publicity Value** – \$58K
- **Sentiment Over Time** – 69% Positive / 31% Neutral
- **Coverage by Media Type**
  - Consumer Online – 52%
  - Community Newspaper – 16%
  - Trade / Industry Online – 20%
  - Newspaper – 8%
  - Television – 4%
- **Share of Voice**
  - DCTA – 47.5%
  - DCTA Bus – 13.1%
  - DCTA Train – 39.3%

**MASS TRANSIT**  
BETTER TRANSIT THROUGH BETTER MANAGEMENT

**Progressive**  
RAILROADING  
The Information Leader for the Railroad Industry

**METRO**  
For Transit & Motorcoach Business

**A FEW THINGS COMING SOON!**

- **November 2017**
  - Safety Campaign
  - Access Brochure
  - Signage Audit
  - Social Media Increase Subscriber Strategy
  - Holiday Schedule Communications
  - Office Rearrangement
- **December 2017**
  - Social Media Platform Audit
  - Community Awareness Campaign
  - Holiday Schedule Communications
  - New DCTA Website Demo
  - Antero Group Project – Infographics / Communications
- **January 2018**
  - January Service Change Campaign
  - Highland Village Services Campaign (Lyft Integration)
  - Quarterly CAT Meetings
  - Wheels and Rail Revamp



Approved by:



Nicole M. Recker  
Vice President of Marketing & Communications



## Board of Directors Memo

November 16, 2017

### **Subject: Strategic Planning & Development Update**

#### ***DEPARTMENT ADMINISTRATIVE UPDATE***

##### Director of Strategic Partnerships Position

- The Director of Strategic Partnerships position was posted and advertised in early September, interviews have concluded and it is expected the position will be filled in mid-November.

#### ***REGIONAL TRANSPORTATION PLANNING***

##### Regional Trail Initiative

- A current NCTCOG initiative is the Regional Trail Veloweb which includes planning to connect the A-train Rail Trail from the Hebron Station to the DART Frankford Station
- This section of trail will involve coordination and collaboration between DCTA, NCTCOG, DART, as well as the cities of Carrollton and Lewisville
- A small task force consisting of representatives from all five agencies has been meeting regularly to outline an action plan including preliminary design which will likely require each entity to provide a small level of funding support.
- NCTCOG has developed a draft agreement for review which will include a financial commitment (under \$20,000) from each of the project participants for trail preliminary design
- An Agreement between DCTA and NCTCOG is expected to be executed in November.

##### NCTCOG Mobility Transportation Plan 2045

- NCTCOG is currently testing the model network and conducting ridership forecasting for the three projects carrying over from the MTP 2040 plan. These projects are listed below:
  - A-train Extension (SB to Belt Line)
  - BNSF Rail Carrollton to Celina
  - I-35W Commuter Bus
- DCTA identified the following projects to be included in NCTCOG's travel demand modeling during the NCTCOG MTP 2045 process:
  - Rail/Commuter Bus US 380
  - Freight Bypass US 380/35W
  - Commuter Bus SRT-121
  - Commuter Rail 35W
  - A-train Extension (NB to 288/380)
- DCTA has submitted information regarding Transit Agency Asset Management Planning and Regional Targets, transit data edits and corridor revenue estimates with corresponding financial models
- NCTCOG will release a draft in January for review and comment and anticipates the MTP 2045 is go to the RTC for approval in April 2018.

##### NCTCOG Unified Planning Work Program (UPWP)

- The UPWP serves as a guide for regional transportation and air quality planning activities to be conducted in coordination with NCTCOG
- DCTA will work with the NCTCOG staff on the following planning initiatives in FY2018 and FY2019:
  - Long Range Service Plan Update
  - A-train Extension Feasibility Study
  - BNSF Projected Ridership Update
  - BNSF Commuter Rail Land Use Study
  - US 380/Parallel Rail Corridor Feasibility Study

## Commuter Bus Service Corridors

- DCTA has identified four corridors throughout Denton County that could benefit from commuter bus service; 35W, US 380, SRT 121/ FM 1171, and service to the DFW Airport

### *35W Corridor (North Texas Xpress)*

- The North Texas Xpress was successfully launched in partnership with the FWTA along the 35W corridor with a Park & Ride opening at Presbyterian Hospital of Denton
- On July 13, the RTC approved the 2018-2019 CMAQ/STBG Funding Program which included a \$1M allocation to DCTA and FWTA for capital funding relating to the future 35W High Intensity Bus Service
- It is the intention of DCTA staff to work with the NCTCOG to have the 35W corridor “under consideration” status changed to “proposed” in the Mobility 2045 MTP
- DCTA submitted requests for NCTCOG funding for fleet (\$1.61M) and service enhancements (\$227,000) for this corridor. The funding has been approved by STTC and will be forwarded to RTC for approval in November.

### *SRT-121 Transit Corridor*

- Conversations continue with potential partners regarding the need for transit to serve employers along the SRT-121 corridor in The Colony, Frisco, McKinney, Toyota, JP Morgan Chase, Legacy West TMA, and Grandscape Development.
- DCTA staff is currently exploring all transit options to help address the labor force need along the corridor including TNC/taxi partnership, DCTA On-Demand and future commuter service
- DCTA is currently seeking funding mechanisms to help advance commuter service along this corridor
- DCTA staff participated in Toyota’s Employee Resource Fair in an effort to visit with the 6,000 employees on campus about the potential of commuter service along SRT-121
- The Colony Chamber of Commerce is hosting a job fair. DCTA has partnered with the chamber by assisting in connecting them with UNT, TWU and NCTC to help connect college students to employment opportunities

### *US 380 Transit Corridor*

- As mentioned above, the US 380 corridor has been identified as a potential commuter bus service 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

## A-train Extension

- 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 Cotton Belt 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

## Frisco Rail Corridor (BNSF)

- The BNSF rail corridor has been identified as a corridor of interest in the DCTA Long Range Service Plan, is included the NCTCOG 2040 Mobility Transportation Plan and will carry over to the MTP 2045
- DCTA has begun preliminary planning of this corridor and has been meeting with potential stakeholders along the corridor, private sector partners and NCTCOG
- DCTA has submitted a request to NCTCOG to assist with updating and segmented 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

## **LOCAL TRANSPORTATION PLANNING**

### Innovative Transit Solutions

#### *Federal Engagement*

- Staff continues to stay engaged in conversations with the FTA and industry regarding technology-driven transit solutions as well as utilization of automated vehicles in transit
- DCTA has been named a “Friend of the FTA MOD Sandbox Program” and recently participated in the FTA’s two day workshop in D.C. regarding transit agency partnerships with TNCs
- Conversations continue with the FTA and other transit agencies involved in the Sandbox program

#### *Regional Engagement*

- DCTA staff participates in the quarterly NCTCOG Mobility On Demand Working Group to discuss best practices on implementing mobility on demand programs with private sector partners
- DCTA will be holding a workshop with Lyft to further explore additional opportunities to serve new markets within DCTA member cities and within contracted service areas.
- DCTA will be holding a coordination workshop with the Fort Worth Transportation Agency regarding first/last mile service solutions for the Alliance area.

#### *Local Initiatives*

- Staff is developing a Shared Use Mobility Action Plan scope of work for FY2018 in an effort to deploy innovative transit solutions while leveraging existing transit assets and producing a fully integrated system plan
- Staff has executed the new contract with Lyft and is currently developing new partnership programs involving subsidized discounts for selected trips
- DCTA staff is currently working with Lyft to develop a program similar to what is currently being provided by Uber for implementation in Highland Village in January 2018
- Additional near term programming opportunities with Lyft could include Frisco and UNT

### Agency & Transit Advocacy Project

- DCTA has initiated a contract with Antero Group, a planning and engineering firm, to help the agency develop advocacy materials for transit in Denton County
- Antero held stakeholder interviews with local developers, DCTA member cities and Denton county based higher education institutions to gain insight and feedback on the challenges and opportunities for supporting transit in our region
- Deliverables are expected to be provided in late 2017 and will include infographics, case studies, talking points, user-friendly data and messaging strategies to allow DCTA and its partners better communicate the positive fiscal impacts, economic development and other benefits that result from dedicated support of transit investment
- The DCTA Communications and Marketing team will coordinate the development advocacy materials with the Antero Group to ensure a consistent branding and cohesive communication strategy
- DCTA intends to conduct a similar advocacy project for the business case of transit in Collin County and non-member communities along DCTA corridors of interest

## **BUSINESS DEVELOPMENT & PARTNERSHIPS**

### Toyota HQ Partnerships

- DCTA is engaged in conversations with various Toyota HQ departments at the regarding potential partnership opportunities between DCTA and Toyota
- Toyota has requested additional information from DCTA regarding current programs which will help define next steps for developing the new partnership
- DCTA is also engaged with Toyota Operations and will be meeting to discuss employee transit needs and potential DCTA transit solutions to meet those needs
- In September, DCTA staff participated in Toyota’s Employee Resource Fair in an effort to visit with the 6,000 employees on campus about the potential of commuter service along SRT-121

The Colony

- Staff continues to visit with The Colony about future transportation options for their community
- The SRT-121 service will greatly benefit The Colony and its growing mixed use developments
- DCTA staff has suggested The Colony consider creating a Transit Management Association (TMA) to serve as a funding source for implementing transit solutions within their community
- DCTA is participating in discussions facilitated by the NCTCOG to provide assistance to The Colony staff as they explore the TMA option

City of Frisco

- Staff has incorporated agency dispatched taxi service into the current On-Demand service to assist in service area expansion, increased capacity capabilities and to improve operational efficiencies
- Staff level discussions regarding the exploration future transit solutions are ongoing
- DCTA is participating in discussions facilitated by the NCTCOG to provide assistance to Frisco staff as they explore the TMA option

McKinney Urban Transit District (MUTD)

- In June 2017, DCTA began contracted service within cities of the MUTD; McKinney, Melissa, Princeton and Lowry Crossing; Service in Celina is expected in October
- Staff level discussions with some cities have begun regarding the exploration future transit solutions
- Staff presented an update on current service and outline future options to the MUTD Board in early November.

Mary Kay Manufacturing (Lewisville)

- Mary Kay has a desire to leverage public transportation, but needs something a customized to meet the needs of their employees
- DCTA will be holding a workshop with Mary Kay staff to identify potential site specific shuttle service to their new facility currently under construction in Lewisville

Service Expansion within New Service Areas

- Staff continues being responsive to requests from non-member cities in Denton and Collin counties interested in exploring transit solutions to meet the current and future demands within their communities

**FUNDING OPPORTUNITIES**Buses & Bus Facility Grant

- DCTA is currently developing a grant proposal in response to the federal Buses & Bus Facility funding opportunity
- The project being submitted contains the following components:
  - Bus Operations & Maintenance Facility "Lite" at Rail OMF
  - Bus Infrastructure Needs at Old Town Station
  - Fleet for Commuter Bus Service along SRT-121
- DCTA submitted the proposal on August 25 and expects awards to be announced later this year

NCTCOG Grant Review & Funding Cleanup

- In early September, DCTA submitted three funding requests for available CMAQ, JARC and Mobility Management funds
- The submitted requests would help fund fleet (\$1.61M) and operational enhancements (\$227,000) to the 35W corridor service and a second request submitted would provide assistance to DCTA's technology enhancements (\$240,000) including the provision seamless transportation services in Denton and Collin counties with multiple providers
- The funding requests have been approved by STTC and will be forwarded to RTC for approval in November.

NCTCOG Clean Diesel Funding

- DCTA submitted a funding request to replace four (4) transit buses (\$471,603) to the NCTCOG for inclusion in their National EPA Clean Diesel Funding Assistance Program.

- The four buses are currently scheduled for replacement in DCTA's fleet replacement program and will save the Agency 25% of the capital cost as this funding requires a 75% match from DCTA
- In late October, STTC approved this funding request and it will be forwarded to RTC for approval in mid-November; contingent on DCTA's adoption of the RTC Clean Fleet Policy
- DCTA staff has reviewed the RTC Clean Fleet Policy and will be seeking board approval in November.

## **LAND USE PLANNING & DEVELOPMENT**

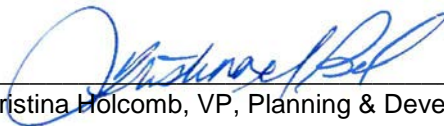
### Additional Land Use Planning

- DCTA continues conversations with member cities in an effort to support respective city strategic plans which include historical neighborhood revitalization, transit oriented development, transportation thoroughfare planning, transit service enhancements and trail planning initiatives
- A more thorough report will be provided in closed executive session

## **ADDITIONAL PROJECTS**

- North Texas Regional Housing Assessment
- Denton Development Code 2030
- Denton Small Area Planning Study Steering Committee
- Lewisville Small Area Planning Studies
- Title VI Oversight & Plan Update
- Long Range Service Plan Update
- Federal Legislative Contract Development
- Huffines-Hebron Joint Development Project
- Infrastructure Development Planning
- Long-Range Agency Planning Efforts
- State and Federal Legislative Initiatives
- Grant Funding Opportunities
- TxDOT 35W Expansion Coordination
- High Intensity Bus Concept Development

Submitted by: \_\_\_\_\_



Kristina Holcomb, VP, Planning & Development



**Board of Directors Memo**

October 26, 2017

**Subject: WS 1 (d) Capital Projects Update**

**Positive Train Control (PTC)**

- Onboard and Wayside hardware installations are complete.
- Alstom test plans are under internal review before submission to the FRA.
- The FRA issued conditional approval of the test request.
- Critical next steps are for the FRA to grant approval to enter the testing phase. This requires FRA approval of Test Plan procedures and test plans.

**Lewisville Hike and Bike Trail – Eagle Point Section**

- TxDOT has requested additional environmental documentation because of the Corps of Engineer's property. The Engineering will take approximately 2 months.
- The letting date has moved to no earlier than mid-January, however, there is no risk to the TAP funds, which must be let May 2018.

**Flood Damage Repairs**

- This will be the final report on flood damage repairs as contract award is pending Board approval on November 16, 2017

**IOMF – Bus Fueling at the Rail Facility**

- The City has approved the site plan and we have submitted for permit.

**Trinity Mills Crew Room**

- Work is scheduled to begin in December 2017.

Final Review:

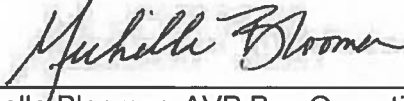
  
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Raymond Suarez

**Board of Directors Memo**

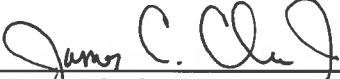
November 16, 2017

**Subject: Transit Operations Report**

- Due to the impact of the Thanksgiving holiday, which moved up the November board meeting, the October ridership report will be included in the December Board Packet.

Submitted by:   
Michelle Bloomer, AVP Bus Operations & Maintenance

Final Review:   
Raymond Suarez, COO

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