



DENTON COUNTY
TRANSPORTATION AUTHORITY

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

Board of Directors Work Session

August 23, 2018 | 1:30 p.m.

CALL TO ORDER

1. Routine Briefing Items
 - a. Monthly Financial Reports
 - i. Financial Statements for July 2018
 - ii. Capital Projects Budget Report for July 2018
 - iii. Monthly Sales Tax Receipts
 - iv. Current Procurement Activities
 - b. Marketing and Communications
 - i. New Handouts
 - ii. New Website Recap
 - iii. September Public Meeting Overview
 - iv. August 2018 Service Change Marketing and Communications Overview
 - v. Local Fare Promotion Overview
 - vi. Monthly Media Report (July 2018)
 - c. Strategic Planning and Development
 - i. Regional Planning Initiatives Update
 - ii. Local Planning Initiatives Update
 - iii. Business Development & Partnerships Update
 - iv. Funding Opportunities Update
 - v. Land Use Planning & Development
 - d. Capital Projects
 - i. Positive Train Control
 - ii. Hike and Bike Trail
 - iii. Lewisville Bus Fueling Facility
 - iv. Brownfield Investigation
 - e. Transit Operations Reports
 - i. Bus and Rail Operations
2. Items for Discussion
 - a. Budget Revision 2018-09 & contract change order No.2 IOMF Fuel Tanks / Bus Fueling Facility
 - b. Budget Revision 2018-10 & contract change order for Trinity Mills Crew Facility
3. Discussion of Regular Board Meeting Agenda Items (August 23, 2018)

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.
 - c. As Authorized by Texas Government Code Section 551.074 Deliberation of Personnel Matters: Discussion regarding the President's Annual Performance Review.
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 – Richard Huckaby

Secretary – Dianne Costa
Treasurer – Dave Kovatch

Members – Skip Kalb, Tom Winterburn, Don Hartman,
George A. Campbell, Allen Harris, Carter Wilson, Connie White, Mark Miller, Ron Trees
President – James 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 8/17/2018 at 2:45 PM.



Brandy Pedron, Executive Assistant | Public Information Coordinator | Records Manager



DENTON COUNTY
TRANSPORTATION AUTHORITY

1955 Lakeway Dr., # 260, Lewisville, Texas 75057
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Board of Directors Regular Meeting

August 23, 2018 | 3:00 p.m.*

**or immediately following Board Work Session
scheduled at 1:30 p.m. on August 23, 2018*

CALL TO ORDER

PLEDGE OF ALLEGIANCE TO US AND TEXAS FLAGS

INVOCATION

WELCOME AND INTRODUCTION OF VISITORS

AGENCY AWARDS AND RECOGNITIONS

1. PUBLIC COMMENT

This agenda item provides an opportunity for citizens to address the Board of Directors on any agenda items or other matters relating to the DCTA. Anyone wishing to address the Board of Directors should complete a Citizen Comment Registration Card and submit it to the DCTA Administration prior to the start of the Board of Director meeting. There is a three (3) minute time limit for each citizen. Anyone wishing to speak shall be courteous and cordial. The Board of Directors is not permitted to take action on any subject raised by a speaker during Citizen Comments. However, the Board of Directors may have the item placed on a future agenda for action; refer the item to the DCTA Administration for further study or action; briefly state existing DCTA policy; or provide a brief statement of factual information in response to the inquiry.

2. CONSENT AGENDA

- a. Approval of Minutes for the Board Work Session and Regular Meeting on July 26, 2018.
- b. Acceptance of Monthly Financial Statements – July 2018
- c. Approve Budget Revision 2018-09 & contract change order No.2 IOMF Fuel Tanks / Bus Fueling Facility
- d. Approve Budget Revision 2018-10 & contract change order for Trinity Mills Crew Facility

3. REGULAR AGENDA

- a. Presentation and Discussion of Proposed FY 2019 Capital and Operating Budget
- b. Conduct Public Hearing on Proposed FY 2019 Capital and Operating Budget
- c. Authorize President to Negotiate and Execute Task Order 4 with Lyft for Late Night UNT Ride Service

4. 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 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.
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 - c. As Authorized by Texas Government Code Section 551.074 Deliberation of Personnel Matters: Discussion regarding the President's Annual Performance Review.
5. Reconvene Open Session
 - a. Reconvene and Take Necessary Action on Items Discussed during Executive Session.
6. CHAIR REPORT
 - a. Discussion of Regional Transportation Issues
 - b. Discussion Legislative Issues
 - i. Regional
 - ii. State
 - iii. Federal
7. PRESIDENT'S REPORT
 - a. Budget Transfers
 - b. Regional Transportation Issues
8. 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.
9. ADJOURN

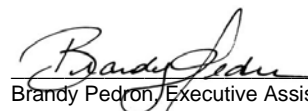
Chair – Charles Emery
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This notice was posted on 8/17/2018 at 2:46 PM.


Brandy Pedron | Executive Assistant | Public Information Coordinator | Records Manager



Board of Directors Memo

August 23, 2018

Subject: Financial Statements for July 2018

Background

The financial statements are presented monthly to the Board of Directors for acceptance. The reports presented for the period ending July 31, 2018 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.

- **Note A:** Passenger Revenues – YTD favorable by \$76k mainly due to lowering budgeted ridership during the Revised Budget process. YTD FY18 rail ridership of 350k is 9% greater than revised budgeted ridership of 320k (\$38k increased revenue). YTD FY18 ridership for Connect, Access, Frisco, Collin County Transit, and North Texas Express of 423k is 8% greater than the revised budgeted ridership of 391k (\$38k increased revenue).

		YTD FY18 Actual Ridership	YTD FY18 Revised Budgeted Ridership	% Variance
Total Rail Ridership	(A)	349,505	320,054	9%
Connect, Access, Frisco, CCT, NTX	(A)	423,195	390,987	8%
UNT & NCTC	(B)	1,571,018	1,553,351	1%
Total Bus Ridership		1,994,213	1,944,338	3%
Total Ridership		2,343,718	2,264,392	4%

(A) Passenger revenues are linked with these ridership statistics. Although Frisco & CCT service are contracted services, 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 unfavorable by (\$77k). YTD FY18 fuel usage for contract services of 112k gallons is 12% lower than budgeted usage of 128k gallons (\$48k decreased revenue). Additionally, YTD average pass-through fuel cost is \$2.28/gallon compared to budgeted \$3.00/gallon (\$81k decreased revenue). These reductions are partially offset by greater than budgeted YTD revenue hours for contract service, resulting in a \$62k increase in revenue.
- **Note C:** Sales Tax Revenue – July sales tax revenue is not yet received and is accrued for the month based on budget. Sales tax generated in July will be received in September. The Sales Tax Report included in this agenda packet provides a more detailed Budget to Actual comparison of FY18 sales tax receipts collected through August.

- **Note D:** Federal/State Grants - Capital – YTD unfavorable by (\$1.8 million) due to delayed expenses and corresponding reimbursements for PTC, the Lewisville Hike & Bike Trail, and Brownfield work at the Rail O&M Facility. These grants are paid on a reimbursement basis and therefore DCTA will submit for reimbursement once additional payments have been made for these projects.

	YTD FY18 Actual Revenue	YTD FY18 Revised Budgeted Drawdowns	Variance
Data Analytics & Reporting	\$ 32,474	\$ 34,065	\$ (1,591)
EPA Brownfield at Rail O&M	-	178,200	(178,200)
Hike & Bike Trails	-	270,602	(270,602)
Positive Trail Control (PTC)	1,259,307	2,649,733	(1,390,426)
Transit Enhancements	18,949	-	18,949
	\$ 1,310,730	\$ 3,132,600	\$(1,821,870)

- **Note E:** Federal/State Grants - Operating – YTD unfavorable by (\$210k) mainly due to a delay in operating assistance grant funding, which will be available for draw down later this fiscal year.

	YTD FY18 Actual Revenue	YTD FY18 Revised Budgeted Drawdowns	Variance
Bus PM	\$ 1,131,966	\$ 1,075,390	\$ 56,576
Rail PM	861,091	867,862	(6,771)
ADA Assistance	244,250	557,371	(313,121)
FEMA	1,980,210	1,980,474	(264)
Printing	12,598	-	12,598
Vanpool	101,991	108,230	(6,239)
Business Park Extension	47,611	-	47,611
	\$ 4,379,717	\$ 4,589,327	\$ (209,610)


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
Chief Financial Officer/VP of Finance

Approval:


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

DENTON COUNTY TRANSPORTATION AUTHORITY

CHANGE IN NET POSITION
MONTH AND YEAR TO DATE JULY 31, 2018
(UNAUDITED)

Description	Month Ended July 31, 2018			Year to Date July 31, 2018			Annual Budget
	Actual	Budget	Variance	Actual	Budget	Variance	
Revenue and Other Income							
Passenger Revenues	\$ 73,414	\$ 99,366	\$ (25,952)	\$ 897,145	\$ 821,187	\$ 75,958	\$ 1,074,590 Note A
Contract Service Revenue	168,616	244,523	(75,907)	2,714,659	2,791,545	(76,886)	3,508,104 Note B
Sales Tax Revenue	2,224,084	2,097,490	126,594	22,952,528	21,855,896	1,096,632	26,649,585 Note C
Federal/State Grants - Capital	337,562	291,588	45,974	1,310,730	3,132,600	(1,821,870)	3,858,004 Note D
Federal/State Grants - Operating	211,788	205,148	6,640	4,379,717	4,589,327	(209,610)	5,120,628 Note E
Total Revenue and Other Income	<u>3,015,464</u>	<u>2,938,115</u>	<u>77,349</u>	<u>32,254,778</u>	<u>33,190,555</u>	<u>(935,777)</u>	<u>40,210,911</u>
Operating Expenses							
Salary, Wages and Benefits	895,302	968,881	73,579	9,007,099	9,876,906	869,807	11,881,666
Services	208,720	244,408	35,688	5,111,719	5,830,439	718,720	6,409,003
Materials and Supplies	225,883	235,096	9,213	1,920,556	2,527,907	607,351	3,028,375
Utilities	33,507	38,346	4,839	313,529	383,460	69,931	460,164
Insurance, Casualties and Losses	185,724	143,136	(42,588)	1,417,314	1,440,838	23,524	1,726,783
Purchased Transportation Services	744,194	788,342	44,148	7,453,551	7,954,003	500,452	9,628,343
Miscellaneous	36,188	25,201	(10,987)	223,799	374,940	151,141	423,326
Leases and Rentals	17,502	22,146	4,644	179,183	221,577	42,394	265,880
Depreciation	826,899	908,694	81,795	8,548,720	8,889,525	340,805	10,679,874
Total Operating Expenses	<u>3,173,918</u>	<u>3,374,250</u>	<u>200,332</u>	<u>34,175,471</u>	<u>37,499,595</u>	<u>3,324,125</u>	<u>44,503,414</u>
Income Before Non-Operating Revenue and Expense	(158,454)	(436,135)	277,681	(1,920,693)	(4,309,040)	2,388,348	(4,292,503)
Non-Operating Revenues / (Expense)							
Investment Income	33,247	6,500	26,747	260,741	65,000	195,741	78,000
Gain (Loss) Disposal of Assets	-	-	-	-	-	-	-
Fare Evasion Fee	75	83	(8)	1,425	830	595	1,000
Other Income - Miscellaneous	14,677	-	14,677	846,605	737,255	109,350	737,255
Long Term Debt Interest/Expense	(86,505)	(86,507)	2	(865,054)	(835,070)	(29,984)	(1,008,084)
Total Non-Operating Revenue / (Expense)	<u>(38,506)</u>	<u>(79,924)</u>	<u>41,418</u>	<u>243,717</u>	<u>(31,985)</u>	<u>275,702</u>	<u>(191,829)</u>
Change in Net Position	<u>\$ (196,960)</u>	<u>\$ (516,059)</u>	<u>\$ 319,100</u>	<u>\$ (1,676,975)</u>	<u>\$ (4,341,025)</u>	<u>\$ 2,664,050</u>	<u>\$ (4,484,332)</u>

DENTON COUNTY TRANSPORTATION AUTHORITY

STATEMENT OF NET POSITION
AS OF JULY 31, 2018
(UNAUDITED)

	July 31, 2018	June 30, 2018	Change
Current Assets			
Operating Cash & Cash Equivalents	\$ 12,377,901	\$ 10,869,733	\$ 1,508,167
Reserves: Cash & Cash Equivalents	7,735,242	7,722,803	12,439
Reserves: Investments	3,215,591	3,215,591	-
Accounts & Notes Receivable	5,795,904	7,062,421	(1,266,518)
Prepaid Expenses	290,681	431,490	(140,808)
Inventory	42,062	43,205	(1,143)
Restricted Asset-Cash and Equivalents	3,535,039	3,092,174	442,866
Total Current Assets	32,992,421	32,437,418	555,003
Property, Plant and Equipment			
Land	17,394,147	17,394,147	-
Land Improvements	6,874,492	6,874,492	-
Machinery & Equipment	3,988,400	3,988,400	-
Vehicles	91,729,631	91,729,631	-
Computers & Software	1,387,627	1,387,627	-
Accumulated Depreciation	(66,237,209)	(65,410,310)	(826,899)
Total Property, Plant and Equipment	55,137,088	55,963,987	(826,899)
Capital Assets			
Intangible Assets	16,997,155	16,997,155	-
Other Capital Assets, Net	233,656,842	233,656,842	-
Construction in Progress	20,792,281	20,652,641	139,640
Total Capital Assets	271,446,277	271,306,638	139,640
Total Assets	\$ 359,575,786	\$ 359,708,043	\$ (132,256)
Liabilities			
Current Liabilities			
Accounts Payable	\$ -	\$ -	\$ -
Salary, Wages, and Benefits Payable	753,015	737,031	15,983
Accrued Expenses Payable	145,874	152,338	(6,464)
Deferred Revenues	56,930	61,975	(5,044)
Interest Payable	346,022	259,516	86,505
Total Current Liabilities	1,301,840	1,210,860	90,980
Non-Current Liabilities			
Rail Easement Payable	1,100,000	1,100,000	-
Retainage Payable	557,697	583,974	(26,277)
Bonds Payable	28,740,000	28,740,000	-
Total Non-Current Liabilities	30,397,697	30,423,974	(26,277)
Total Liabilities	\$ 31,699,537	\$ 31,634,834	\$ 64,704
Net Position			
Net Investment in Capital Assets	305,367,228	305,367,228	-
Unrestricted	24,185,997	24,185,997	-
Change in Net Position	(1,676,975)	(1,480,016)	(196,960)
Total Equity	327,876,249	328,073,209	(196,960)
Total Liabilities and Equity	\$ 359,575,786	\$ 359,708,043	\$ (132,256)

DENTON COUNTY TRANSPORTATION AUTHORITY

CAPITAL PROJECT FUND

AS OF JULY 31, 2018

Capital Project Number/Name	Original Budget	Revised Budget	July 2018 Actuals Booked	Actuals Life To Date	\$ Under/ (Over) Budget	% of Budget (As of July 2018 Close)	Project % Complete (Operations)
Construction Work in Progress							
G&A Capital Projects							
Total 10302 · Infrastructure Acquisition	\$ 1,900,000	\$ 3,900,000	\$ 2,400	\$ 150,451	\$ 3,749,549	4%	
Total 10601 · Data Analytics & Reporting	200,000	200,000	-	40,593	159,407	20%	
Total 10604 · Safety & Security Assessment	250,000	250,000	-	25,000	225,000	10%	
Total 10605 · Project Management/Document Control	150,000	150,000	4,610	44,107	105,893	29%	90%
Total 10606 · Shared Use Mobility Study	123,428	123,428	-	-	123,428	0%	
Total G&A Capital Projects	2,623,428	4,623,428	7,010	260,151	4,363,277	6%	
Bus Capital Projects							
Total 50206 · Passenger Amenities - Denton	50,000	50,000	23,733	45,073	4,927	90%	90%
Total 50305 · IOMF Fuel Tanks	250,000	902,000	84,043	153,035	748,965	17%	20%
Total 50409 · Bus Fleet Cameras	149,500	149,500	-	-	149,500	0%	
Total 50510 · Fleet (2017)	1,550,000	1,474,076	-	37,806	1,436,270	3%	
Total 50512 · Fleet (2018)	3,003,580	1,135,250	-	-	1,135,250	0%	
Total 50601 · Scheduling Software (Bus)	250,000	250,000	-	28,125	221,875	11%	
Total Bus Capital Projects	5,253,080	3,960,826	107,776	264,039	3,696,787	7%	
Rail Capital Projects							
Total 61209 · Trinity Mills Crew Facility	250,000	310,000	-	302,063	7,937	97%	100%
Total 61406.1 · Positive Train Control Implementation	-	16,720,141	24,442	13,616,254	3,103,887	81%	89%
Total 61605 · Brownfield Remediation	60,000	385,000	-	139,422	245,578	36%	42%
Total 61606 · Rail Crossing Study	73,000	73,000	-	68,000	5,000	93%	100%
Total 61708 · Lewisville Bike Trail	3,099,856	2,146,355	-	2,143,377	2,978	100%	99%
Total 61713.5 · Pockrus Page (2015 Flood)	623,000	773,000	411	764,534	8,466	99%	100%
Total 61714 · Rail Capital Maintenance	3,970,430	3,246,419	-	848,551	2,397,868	26%	28%
Total 61715 · Trail Safety Improvements	139,657	81,157	-	-	81,157	0%	0%
Total 61716 · Lewisville Bike Trail - Eagle Point Section	2,995,873	2,995,873	-	42,012	2,953,861	1%	3%
Total 61717 · Valley Ridge Crossing - CLOSED	1,000,000	1,000,000	-	997,356	2,644	100%	100%
Total 61718 · Rail Safety Improvements	200,000	200,000	-	-	200,000	0%	0%
Total Rail Capital Projects	12,411,816	27,930,945	24,854	18,921,568	9,009,377	68%	
Total Construction Work in Progress	\$ 20,288,324	\$ 36,515,199	\$ 139,640	\$ 19,445,758	\$ 17,069,441	53%	



Board of Directors Memo

August 23, 2018

Subject: Monthly Sales Tax Receipts

Background

Sales tax represents the single largest source of revenue for DCTA at 56.12% for FY18 budget. The annual sales tax budget for FY 2018 is \$26,649,586. 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 5.12%. The August allocation is for sales generated in the month of June and represents revenue for the ninth month of FY 2018.

- Sales tax for sales generated at retail in the month of June and received in August was \$2,604,185.
- This represents an increase of 5.12% or \$126,937 compared to budget for the month.
- Compared to the same month last year, sales tax receipts are \$15,288 or 0.59% higher.
- Member city collections for the month compared to prior year are as follows:
 - City of Lewisville up 5.36%
 - City of Denton down 0.07%
 - Highland Village down 4.41%

Need

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

Recommendation

For information only. No action required.

Final Review:

A blue ink signature, appearing to read "Marisa Perry", is written over a horizontal line. Below the line, the text "Marisa Perry, CPA" and "Chief Financial Officer/VP of Finance" is printed.

Marisa Perry, CPA
Chief Financial Officer/VP of Finance

DENTON COUNTY TRANSPORTATION AUTHORITY

SALES TAX REPORT
BUDGET TO ACTUAL AND PREVIOUS YEAR COMPARISON

Sales Generated in Month of:	Received in Month of:	2017-2018 Year Budget	2017-2018 Year Actual	Variance Actual to Budget	CY Actual to CY Budget % Variance	2016-2017 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,096,191	\$ 2,150,455	\$ 54,264	2.59%	\$ 1,978,638	\$ 171,816	8.68%
November	January	\$ 2,004,798	\$ 2,216,616	\$ 211,818	10.57%	\$ 2,170,262	\$ 46,354	2.14%
December	February	\$ 2,795,466	\$ 2,801,274	\$ 5,808	0.21%	\$ 2,793,331	\$ 7,943	0.28%
January	March	\$ 1,917,819	\$ 1,975,813	\$ 57,994	3.02%	\$ 1,908,263	\$ 67,550	3.54%
February	April	\$ 1,818,015	\$ 2,012,714	\$ 194,699	10.71%	\$ 2,006,450	\$ 6,265	0.31%
March	May	\$ 2,424,593	\$ 2,593,861	\$ 169,268	6.98%	\$ 2,408,823	\$ 185,038	7.68%
April	June	\$ 2,117,555	\$ 2,130,060	\$ 12,505	0.59%	\$ 1,987,159	\$ 142,900	7.19%
May	July	\$ 2,106,721	\$ 2,375,417	\$ 268,696	12.75%	\$ 2,219,119	\$ 156,298	7.04%
June	August	\$ 2,477,248	\$ 2,604,185	\$ 126,937	5.12%	\$ 2,588,897	\$ 15,288	0.59%
July	September	\$ 2,097,490				\$ 2,063,481		
August	October	\$ 2,301,438				\$ 2,260,569		
September	November	\$ 2,492,252				\$ 2,482,741		
YTD Total		\$ 26,649,586	\$ 20,860,395	\$ 1,101,989	5.58%	\$ 26,867,734	\$ 799,452	3.99%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

August 13, 2018

DENTON COUNTY TRANSPORTATION AUTHORITY

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:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance
October	December	\$ 2,795,751	\$ 3,009,098	\$ 213,347	7.63%	October	December	\$ 298,777	\$ 265,631	\$ (33,146)	-11.09%
November	January	\$ 2,867,155	\$ 2,973,704	\$ 106,549	3.72%	November	January	\$ 313,524	\$ 328,316	\$ 14,792	4.72%
December	February	\$ 3,849,204	\$ 3,924,399	\$ 75,196	1.95%	December	February	\$ 411,143	\$ 451,331	\$ 40,188	9.77%
January	March	\$ 2,709,531	\$ 2,767,715	\$ 58,184	2.15%	January	March	\$ 255,642	\$ 287,500	\$ 31,858	12.46%
February	April	\$ 2,892,939	\$ 2,864,356	\$ (28,583)	-0.99%	February	April	\$ 253,856	\$ 250,707	\$ (3,149)	-1.24%
March	May	\$ 3,480,828	\$ 3,540,108	\$ 59,280	1.70%	March	May	\$ 328,214	\$ 341,604	\$ 13,390	4.08%
April	June	\$ 2,722,621	\$ 2,950,115	\$ 227,493	8.36%	April	June	\$ 268,006	\$ 285,066	\$ 17,060	6.37%
May	July	\$ 3,113,597	\$ 3,386,756	\$ 273,159	8.77%	May	July	\$ 307,851	\$ 325,073	\$ 17,222	5.59%
June	August	\$ 3,568,239	\$ 3,759,539	\$ 191,299	5.36%	June	August	\$ 373,101	\$ 356,643	\$ (16,458)	-4.41%
July	September	\$ 2,800,265				July	September	\$ 273,047			
August	October	\$ 3,034,967				August	October	\$ 313,211			
September	November	\$ 3,265,668				September	November	\$ 331,426			
YTD Total		\$ 37,100,766	\$ 29,175,789	\$ 1,175,924	4.20%	YTD Total		\$ 3,727,797	\$ 2,891,870	\$ 81,757	2.91%

CITY OF DENTON						
Sales Generated in Month of:	Received in Month of:	2016-2017 Year Actual	2017-2018 Year Actual	Variance Actual to Prior Year	CY Actual to PY Actual % Variance	
October	December	\$ 2,451,245	\$ 2,718,499	\$ 267,254	10.90%	
November	January	\$ 2,918,947	\$ 2,945,336	\$ 26,389	0.90%	
December	February	\$ 3,727,632	\$ 3,598,809	\$ (128,822)	-3.46%	
January	March	\$ 2,397,941	\$ 2,568,686	\$ 170,745	7.12%	
February	April	\$ 2,442,743	\$ 2,526,113	\$ 83,369	3.41%	
March	May	\$ 3,099,631	\$ 3,661,913	\$ 562,282	18.14%	
April	June	\$ 2,602,704	\$ 2,787,702	\$ 184,998	7.11%	
May	July	\$ 2,729,539	\$ 2,936,759	\$ 207,220	7.59%	
June	August	\$ 3,351,192	\$ 3,348,805	\$ (2,387)	-0.07%	
July	September	\$ 2,734,634				
August	October	\$ 2,906,837				
September	November	\$ 3,593,467				
YTD Total		\$ 34,956,511	\$ 27,092,621	\$ 1,371,049	5.33%	

ALL TRANSIT AGENCIES

MONTHLY SALES AND USE TAX COMPARISON SUMMARY

Transit Agency	Current Rate	Net Payment This Period	Comparable Payment Prior Year	% Change	Payments YTD (Calendar)	Prior Year Payments YTD (Calendar)	% Change
Austin MTA	1.00%	\$ 21,195,115.06	\$ 20,728,155.08	2.25%	\$ 162,329,845.18	\$ 154,426,409.10	5.11%
Corpus Christi MTA	0.50%	\$ 2,812,690.73	\$ 3,121,816.87	-9.90%	\$ 22,180,708.95	\$ 21,214,282.12	4.55%
Dallas MTA	1.00%	\$ 54,620,732.58	\$ 52,215,565.39	4.60%	\$ 404,260,746.47	\$ 384,329,391.95	5.18%
Denton CTA	0.50%	\$ 2,604,184.54	\$ 2,588,896.77	0.59%	\$ 18,709,940.01	\$ 18,082,304.20	3.47%
El Paso CTD	0.50%	\$ 3,956,990.65	\$ 3,910,058.92	1.20%	\$ 30,030,265.59	\$ 28,661,350.25	4.77%
Fort Worth MTA	0.50%	\$ 7,159,119.03	\$ 6,734,217.08	6.30%	\$ 52,339,445.05	\$ 49,516,311.03	5.70%
Houston MTA	1.00%	\$ 69,169,442.05	\$ 64,392,630.85	7.41%	\$ 513,279,482.83	\$ 473,620,779.72	8.37%
Laredo CTD	0.25%	\$ 720,287.88	\$ 665,572.83	8.22%	\$ 5,462,763.85	\$ 5,165,223.04	5.76%
San Antonio ATD	0.25%	\$ 6,564,758.17	\$ 6,092,753.99	7.74%	\$ 46,571,540.24	\$ 43,672,910.26	6.63%
San Antonio MTA	0.50%	\$ 14,549,550.71	\$ 13,448,252.35	8.18%	\$ 102,714,718.85	\$ 96,322,623.24	6.63%
TOTALS		\$ 183,352,871.40	\$ 173,897,920.13	5.44%	\$ 1,357,879,457.02	\$ 1,275,011,584.91	6.50%

Sources: Texas Comptroller of Public Accounts and DCTA Finance Department

Prepared By: Denton County Transportation Authority Finance Department

August 13, 2018



Board of Directors Memo
Subject: Current Procurement Activities

August 23, 2018

A-train Bike and Pedestrian Trail-Eagle Point Section

Staff released a solicitation for the construction of the trail project Eagle Point section from Mill Street to Highland Village/Lewisville Lake. The procurement solicitation was released on Friday, August 10, 2018, bids are due on September 11, 2018. Staff anticipates an award on the September agenda. Costs will be reimbursed by TxDOT at 80%.

Tires

Current contract for vehicle tires will expire on November 8, 2018. Staff is developing a solicitation for the purchase of tires. Staff anticipates releasing the bid by the end of August, with replies due mid-September with a recommendation for award for October Board meeting.

Auto Parts

Our current auto parts contract expires October 31, 2018. Staff is working with the department to develop multiple new bids, each specific to manufacturer (Cummins, Allison, etc). It is expected that breaking down the various manufacturers will result in additional sources. Staff anticipates releasing the procurement in September with award at the October meeting.

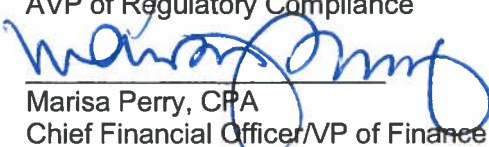
Uniform Rental Services

We currently use a rental program for uniforms for mechanics. Our current contract expires January 31, 2019. Procurement and department staff are working to develop a solicitation for a new contract. The solicitation should be released in August, with responses due in late September and recommendation for award at October Board meeting.

Submitted by:


Athena Forrester, CPPO, CPPB
AVP of Regulatory Compliance

Final Review:


Marisa Perry, CPA
Chief Financial Officer/VP of Finance



Board of Directors Memo

August 23, 2018

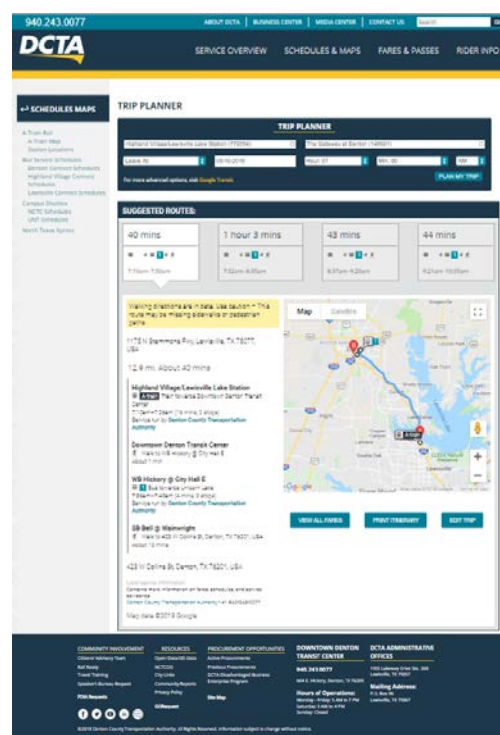
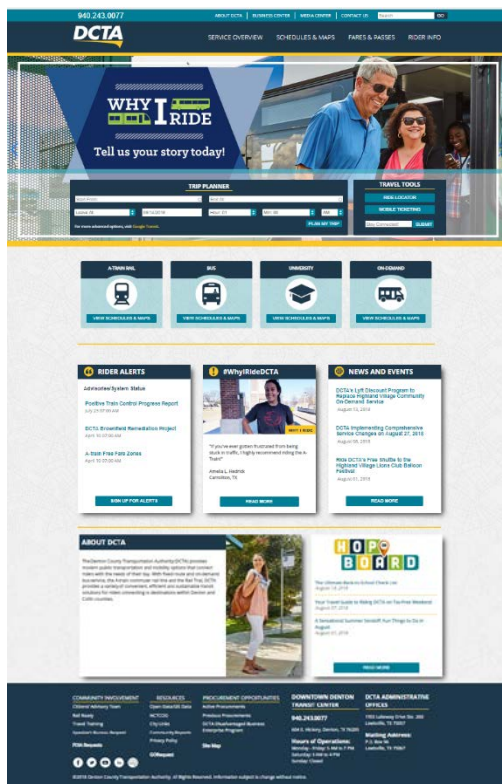
Subject: Marketing & Communications Update

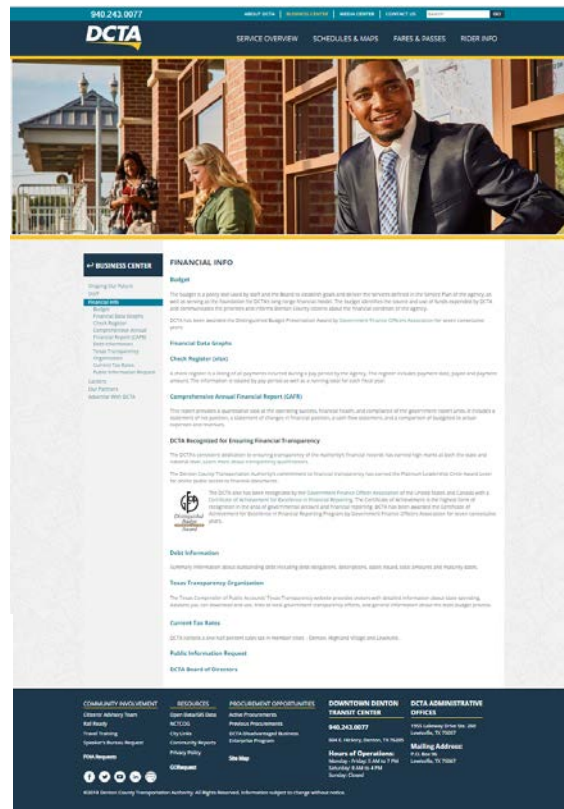
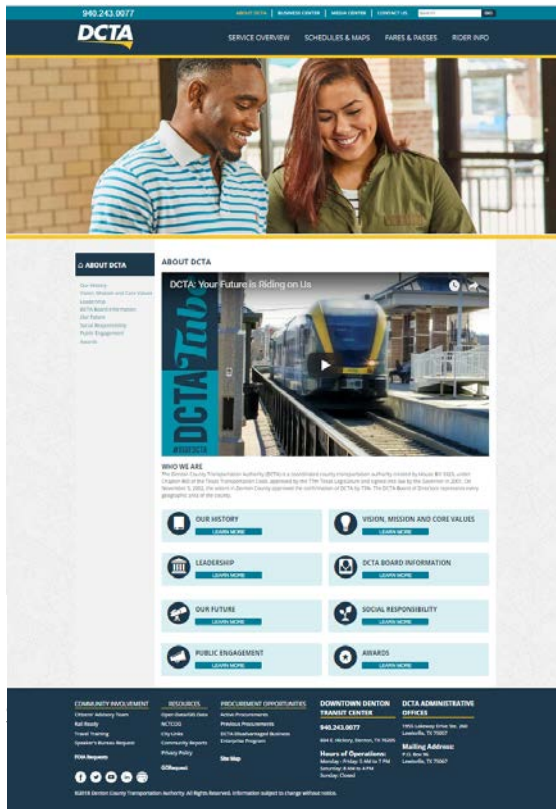
NEW HANDOUTS

- Wheels & Rails (July 2018)
- Agency Performance Report (Q3)
- Regional Leave Behind (Q3)
- Legislative Leave Behind (Q3)

NEW WEBSITE RECAP

- **Launch:**
 - Monday, August 13, 2018
- **Benefits:**
 - Responsive design for desktop and mobile
 - Enhanced trip planner
 - PCI compliant ticket store/cart
 - New comprehensive media center
 - More valuable content in a reader-friendly format
 - Accurate and compelling content, available in three or less clicks
 - Robust content management tool that will allow us to make edits to the site in house
 - Fully supported web platform including security updates/patches and routine maintenance
- **Hourly Monitoring:**
 - Monday, August 13 – Friday, August 24, 2018
 - Currently Monitoring:
 - Bugs not identified during internal testing phase
 - User feedback
 - Google Analytics results (reported in M&C Quarterly Metrics Report)





AUGUST 2018 SERVICE CHANGE MARKETING & COMMUNICATIONS EFFORTS

- **Timeframe:**
 - Overall Service Changes
 - August 6 – September 28
 - Highland Village Service Changes / Lyft Program Expansion
 - August 13 – September 28
 - Denton Enterprise Airport Zone
 - August 27 – December 31
 - Start date could vary based on launch of service
 - UNT Service Options
 - August 23 – Ongoing (throughout the Fall semester)
- **Efforts:**
 - Digital:
 - Social Media
 - Websplash/Website Content
 - Rider Alerts
 - Email Marketing
 - Lewisville Digital Billboards
 - Blog Post
 - DDTC PowerPoint
 - Outreach:
 - Community Outreach
 - Partner Outreach
 - Media Relations
 - Customer Service Training
 - Print Materials:
 - Route Guide Development
 - Route Guide Distribution
 - Shelter and Platform Signage



- Vehicle Signage
- DDTC Signage

LOCAL FARE PROMOTION OVERVIEW

- **Timeframe:**
 - Campaign – July 30 – October 19
 - Promotion – August 27 – January 14
- **Efforts:**
 - Digital:
 - Social Media
 - Websplash/Website Content
 - EnRoute News
 - Rider Alerts
 - Email Marketing
 - Lewisville Digital Billboards
 - Blog Post
 - DDTC PowerPoint
 - Instructional Video
 - Outreach:
 - Community/Event Outreach
 - University/College Outreach
 - Apartment Outreach
 - Partner Outreach
 - Corporate Pass Program Outreach/Promotion
 - Media Relations
 - Transit 101 Agenda
 - Customer Service Training
 - Print Materials:
 - Cheat Sheet
 - Platform Decals (all fare promotions)
 - Informative Flier
 - DDTC Poster
 - DDTC Signage Take-over (September launch)
 - Lewisville Utility Bill
 - Highland Village Utility Bill
 - Denton Utility Bill
 - Mention in New Route Guides

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

LOCAL FARE IS GOING DOWN
& REGIONAL FARE IS GOING UP

NEW FARE PRICES!

LOCAL DAY PASS, CONNECT 10-RIDE BOOK, LOCAL 31-DAY PASS, CONNECT ANNUAL PASS AND MORE!

INTRODUCING A NEW LOCAL FARE PROMOTION* STARTING AUGUST 27!

Visit **RideDCTA.net** for all the details.

*The Local Fare Promotion is effective August 27, 2018 through January 14, 2019. This is a promotion only and modifications to the discount can occur without notice.

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

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

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CONNECT 10-RIDE BOOK \$30

Visit **RideDCTA.net** for all the details.

MONTHLY MEDIA REPORT (JULY 2018)

- Stories: 59
- Placement Highlights:
 - The Dallas Morning News
 - NBC 5 News at 6 pm
 - VentureBeat
 - KXAS-TV Online
 - Dallas Morning News Online
 - Denton-Record Chronicle
 - Lewisville Leader
 - Government Technology
 - D Magazine Online
 - Mass Transit Online
- Headline Highlights:
 - Can Frisco's New Fleet of Autonomous Vehicles Help People Get Used to Idea of a Driverless Future?

- DCTA's Lewisville Trail Ranked as a Top Scenic Trail
 - DCTA Bus Drivers Delay Contract Vote
 - DCTA Received 12th-Straight Budget Presentation Award
 - DCTA to Offer Free A-train Rides to University Students
- Impressions: 26M
- Total Publicity Value: \$78.1K
- DCTA Web Traffic: 137 Webpage Hits
- Social Amplification:
 - Facebook Likes – 612
 - Facebook Shares – 222
 - Facebook Comments – 219
 - Pinterest Shares – 2
- Sentiment Over Time:
 - Positive – 76.3%
 - Neutral – 23.7%
- Share of Voice:
 - DCTA – 56.7%
 - DCTA Bus – 18.3%
 - DCTA Train – 25%
- Coverage by Media Type:
 - Consumer Online – 32.1%
 - Radio Program – 12.5%
 - Radio Station – 7.1%
 - News Release Distribution Service – 12.5%
 - Newspaper – 14.3%
 - Trade/Industry Online – 14.3%
 - Consumer Blog – 1.8%
 - Community Newspaper – 1.8%
 - Television Program – 3.6%

MARKETING & COMMUNICATIONS IN PROGRESS

- **Routine Initiatives:**
 - Campaign / Communications Planning and Execution
 - Social Content / Creative / Posting / Responses / Reporting – Facebook, Twitter, LinkedIn, and YouTube
 - Blog Content Development / Posting / Reporting
 - Video Content Development / Production / Posting / Reporting
 - News Release Development / Proactive Media Pitching
 - Media Relations Outreach / Relationship Development
 - Email Marketing Content / Posting / Reporting (EnRoute News / Notices / Promotional)
 - Wheels & Rails Content and Creative Development
 - Brochure and Rack Card Content and Creative Development / Printing
 - Passenger Information Audits and Maintenance
 - Signage Installation / Removal
 - Discount Pass Program Outreach / Member Administration / Coordination for New Customers
 - Community Outreach (Events and Sponsorships)
 - Public Information Requests
 - Rider Alert Monitoring / Training
 - Customer Service Instruction / Monthly Overview Meetings
 - Updating Website Content
 - Monthly M&C Ride-a-Long and Required Reporting
 - Monthly “News Room” Brainstorming

- “DCTA Story” Brainstorming
- Award Nominations
- Monthly Reporting
- Budget Monitoring
- **Key Projects:**
 - Safety Campaign – In Market
 - Bus Driver Recruitment Support – In Market
 - Strategic Planning Guidance Report Promotion – In Market
 - Collin County Transit Low Income Pilot Program Website Content / Media Outreach – In Market
 - Alliance Link Communications / Web Content – In Market
 - North Texas Xpress Campaign – In Market
 - Summer Youth Pass Campaign – In Market
 - Strategic Planning Guidance Report Promotion – In Market
 - PTC Testing Passenger Communications – In Market
 - August Service Change Planning / Campaign Content – In Market
 - Highland Village Services Campaign – In Market
 - University A-train Promotion Campaign Planning – In Market
 - Regional Fare Increase and Local Fare Promotion Campaign Planning – In Market
 - New Website Launch Campaign – In Market
 - Communications Coordinator Hiring – In Progress
 - UNT Transportation Services Campaign – In Progress
 - Agency Outreach Matrix Development – In Progress
 - Passenger Information Overhaul – In Progress
 - Community Survey – In Progress
 - University Orientation Planning – In Progress
 - Apartment Outreach Effort – In Progress
 - Sponsorship Advertising Audit – In Progress
 - Denton Enterprise Airport Services Campaign – In Progress
 - Highland Village Balloon Festival Planning / Execution – In Progress
 - State Fair of Texas Campaign – In Progress
 - DCTA Activity Day Planning – In Progress
 - Lewisville Western Days Activation Planning – In Progress
 - North Texas Xpress Campaign Planning – In Progress
 - FY '19 M&C Planning – In Progress
 - FY '19 Creative Agency Scope of Work – In Progress
 - North Texas Xpress Point-in-Time Study Planning – On Deck
 - A-train Point-in-Time Study Planning – On Deck
- **Community Outreach Initiatives**
 - UNT Freshman Orientation Resource Fair – 8/6
 - Non-Profit Leadership Lunch (Flower Mound) – 8/6
 - UNT Transfer Student Orientation Resource Fair – 8/8
 - AllianceTexas Job Fair – 8/8
 - UNT Freshman Orientation Resource Fair – 8/9
 - UNT Freshman Orientation Resource Fair – 8/14
 - Lewisville Chamber of Commerce Luncheon – 8/14
 - UNT Freshman Orientation Resource Fair – 8/16
 - UNT Freshman Orientation Resource Fair – 8/20
 - UNT Flight Week – 8/20
 - UNT Flight Week – 8/21
 - UNT Flight Week – 8/22
 - Salvation Army of Denton Advisory Council Meeting – 8/22

- UNT Flight Week – 8/23
- UNT Freshman Orientation Resource Fair – 8/23
- UNT Flight Week – 8/24
- Highland Village Balloon Festival – 8/42 – 8/26
- Lewisville Chamber of Commerce Luncheon – 8/28
- Denton Community Job Fair – 8/28
- UNT Transportation Day – 8/30
- Lake Cities Rail Trail Ribbon Cutting – 9/15
- Denton Open House Meeting – 9/19
- Lewisville Open House Meeting – 9/20
- Lewisville Chamber of Commerce Luncheon – 9/25
- Highland Village Open House Meeting – 9/25

CUSTOMER SERVICE IN PROGRESS

- Access Monthly Pass Review and Consideration
- Updated University Pass Program Language
- Ongoing Training
- Monthly Meetings
- Routine Informative Overviews
- Phone Screenings
- GOREquest Responses (Customer Communications Specialist)
- Social Media Responses / Reporting (Customer Communications Specialist)
- #AskDCTA Content Marketing Series
- Illustrative Video Development
- New Point-of-Sale Research / Discussions
- Process Development / Efficiency Discussions
- Monthly Reporting

ADMINISTRATION IN PROGRESS

- Routine Meetings
- Staffing Coverage / Coordination
- Board and Committee Policies and Procedures
- Open Records Requests
- Facilities Management
- Records Retention

Approved by:



Nicole Recker
Vice President of Marketing & Communications

Board of Directors Memo

August 23, 2018

Subject: Strategic Planning & Development Update

ADMINISTRATIVE UPDATE

Title VI Program Update & Process Development

- As a federal requirement, DCTA submits an updated Title VI Program every three years with the next Title VI program submittal in June 2019.
- On August 14, an internal staff workshop was held to discuss updates necessary for the 2019 Title VI Program. There will be many changes incorporated throughout the document as well as some agency policy updates that will require board approval in the coming months.
- DCTA has also engaged Texas A&M Transportation Institute (TTI) to provide technical assistance incorporating necessary updates into the agency's updated document, while staff will perform a comprehensive review of all agency policies contained in the document prior to submitting to the FTA.

REGIONAL TRANSPORTATION PLANNING

Regional Trail Initiative

A current NCTCOG initiative is the Regional Trail Veloweb which includes connecting 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
- An Agreement between DCTA and NCTCOG has been executed, which outlines the Agency has provided financial support of approximately \$18,000 for the preliminary design of this project
- More activity on this project is expected to continue in the coming months.

LOCAL TRANSPORTATION PLANNING

Innovative Transit Solutions

Federal / National Engagement

- FTA Policy Discussion: DCTA continues to stay engaged at the Federal level through recent participation in the FTA's Autonomous Vehicles 3.0 roundtable discussion.
- APTA Mobility Summit: Staff attended APTA's National Mobility Summit in Washington D.C on July 12. The summit discussed how technology, entrepreneurship and increased customer expectations are disrupting traditional models of mobility and challenging the ways public transportation operators approach providing service. Staff participated in discussions around ways public transportation can be the backbone of multimodal lifestyles.

Regional Engagement

- Mobility On-Demand Working Group: 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. Staff recently presented, with Toyota, on the Alliance Link Shuttle, plans to improve connectivity to the service, and access to jobs. The next meeting is scheduled for Monday, November 5.
- Statewide AV RFP: NCTCOG seeks to advance the development and deployment of transportation technologies that will deliver safer and more efficient transportation for the North Texas region, including autonomous vehicles. DCTA is fully engaged in many areas of NCTCOG's AV initiative, including a state-wide procurement for AV vehicle programs. A small technical review committee will review the submitted proposals and continue the procurement process.

Local Initiatives

Shared Use Mobility Plan: Staff has engaged the Texas A&M Transportation Institute (TTI) to develop a Shared Use Mobility Action Plan to strategically deploy innovative transit solutions while leveraging existing transit assets and producing a fully integrated system plan. Staff has completed and reviewed Phase 1 of the report addressing current service and existing conditions, as well as the Phase 2 report documenting current industry conditions and trends related to planning for new and emerging shared mobility modes and service models. Phase 3 of the report provides proposed Conceptual Service Scenarios for shared mobility providers at each A-train station area, and the reviews of that document will be completed before the end of August. The final report will be completed by the beginning of September.

Lyft Service Development: DCTA has leveraged the existing contract with Lyft and other shared mobility vendors in the development of new partnership programs involving subsidized discounts for selected trips in Highland Village and at UNT. There are new programs anticipated in Denton, Lewisville, Frisco, and McKinney in the near future. The UNT contract, which includes night-time and evening Lyft service, has been signed, and will launch in the UNT campus area by August 27, the first day of classes for the Fall 2018 semester.

Denton Bikeshare: The City of Denton has approved a permit for the dockless bikeshare company, Spinbike to operate in Denton city limits. Spinbike is the first bikeshare company to be permitted in the City after Denton's new bikeshare ordinance was passed. The ordinance requires Spinbike to designate certain areas as virtual 'bike corrals'. DCTA had been working with the bikeshare company and the City to provide space at the DDTC to accommodate the bike corrals. In addition, Spinbike had been working with UNT on deploying UNT-specific bikes, but the negotiations did not move forward as anticipated. As a result, Spinbike is no longer planning on operating within Denton city limits, and thereby will not be advancing the bike corral initiative at the DDTC.

Frisco Automated Vehicle Pilot Program

- DCTA is administering the contract for a public-private partnership leading to one of the first automated vehicle programs in the nation. Drive.ai's self-driving, on-demand service will be operated in conjunction with the Frisco TMA, a group focused on innovative last-mile transportation options to address the rapid residential and commercial growth in the North Platinum Corridor. The Frisco TMA includes the City of Frisco, HALL Group, Frisco Station Partners, The Star, and DCTA. The pilot program officially launched July 30. The service currently operates Monday through Friday, 10am to 7pm.
- Since the announcement of the Frisco AV pilot program, DCTA has received many speaking requests for local and national events including; Frisco Chamber and EDC meetings, Dallas County and Collin CountyHR, TxDOT Planning Conference (Dallas), National ADS Summit (D.C.), Center for Transportation Studies (Minneapolis) and APTA Annual Meeting (Nashville).

A-train Extension Feasibility Exploration

- Through DCTA's On-call A&E Railroad Services contract with Lockwood, Andrews & Newnam (LAN), staff is exploring the feasibility to extend the A-train corridor North to US 380 and South to Belt Line
- LAN's professional services on this project include expansion concept development, fatal flaw analysis and operational evaluation for expansion
- To coincide with Texas Woman's University Master Planning efforts, LAN initially focused on the Northbound extension and has completed the fatal flaw analysis and evaluation of multiple rail corridor alignments to be used during discussions with TWU
- In mid-June, LAN began work relating to the Southbound extension and will review DART's Cotton Belt DEIS to ensure the new rail corridor and the A-train extension meet effectively at Belt Line
- An update of the A-train extension feasibility exploration will be provided at an upcoming Program Services meeting.

BUSINESS DEVELOPMENT & PARTNERSHIPS

Alliance Area Transit Coordination

- DCTA continues to partner with Hillwood, Trinity Metro, Alliance Opportunity Center, Tarrant County and Toyota in the coordination of first/last mile solutions in the Alliance Area.
- The Alliance Link Shuttle launched in April, and currently operates with 4 vehicles, one of which is on standby. Service is provided Monday through Sunday, 5:30-8:30am and 4:30-7:30pm. As the team continues to analyze ridership, the schedule will change to 4:30am-7:30pm, Monday through Friday, with continued service hours on the weekend. and vehicles will be reduced to one circulating with one on standby.
- Alliance Link is an app based on-demand, rideshare service that connects to the North Texas Xpress stop located at Heritage and Horizon, and serves more than 13 businesses in Alliance.
- Reports have continued to show week over week increases in ridership and app downloads. The week of August 12 provided 65 total users, a 23% increase from the prior week. The first week of service, April 15 started slowly with just over 10 users. Wednesday and Thursday have experienced the highest ridership, on average, since the program began.
- Marketing efforts have increased to include stakeholder meetings with key businesses in the Alliance area and attending job fairs to promote the service and connectivity to DCTA and Trinity Metro routes/schedules. Toyota's involvement in the pilot is set to expire in January. DCTA is continuing to engage the original partners, and is considering implementing a Lyft program, which would supersede the current Alliance Link as a more efficient and cost-effective mode of transportation for first/last mile connections between businesses and Route 63/64 stops.

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
- A pilot program integrating Lyft service into existing On-Demand service is planned for a September 2018 launch. Current elderly and disabled Frisco service customers will be invited to participate in the program, which will offer a \$7 discount for Lyft trips within the same service area as the program currently served by fleet and taxi vehicles. This will allow for the option of real-time demand-response service in the area. Letters will be sent to Frisco residents who currently participate in the existing On-Demand service, inviting them to participate in this pilot.
- Strategic outreach within Frisco continues, which has resulted in speaking invitations to various HR, business, and community groups. DCTA is now a member of the Frisco Chamber of Commerce and has been leveraging this new relationship for further engagement opportunities

McKinney Urban Transit District (MUTD)

- DCTA continues to provide planning support to the City of McKinney staff in exploring near-term and long-term mobility options including the potential of incorporating Lyft into existing service levels.
- To better understand community needs and to provide community education as it relates to transit, there was discussion and interest in partnering to hold transportation forums within the community. DCTA is currently developing a draft plan for these forums for further discussion with McKinney staff and other stakeholders within the SRT/121 corridor.
- The next MUTD meeting is scheduled for September 12 at 6pm. Per the City's request, staff is currently working on information that will demonstrate the nature of the trips taken and the volume over time. This information will assist the City and the MUTD in assessing the viability and need for a fixed-route system.

Service Expansion within New Service Areas

- Staff continues to be responsive to requests from new developments and large employers within member cities as well as inquiries from non-member cities in Denton and Collin counties interested in exploring transit solutions to meet the current and future demands within their communities
- Flower Mound has recently requested information related to the various mobility services and programs that would be viable within their community. Flower Mound staff presented this information to the Town Council at their July 17 Strategic Planning meeting as they discussed transportation options. As a follow up to this discussion, DCTA is meeting with Flower Mound staff and Council Member Bryant to learn more about the community's specific mobility needs and vision for the future of transportation.

FUNDING OPPORTUNITIES

CMAQ Sustainable Development Phase 4 Funding

- In April 2017, NCTCOG introduced the process to select projects using CMAQ and STBG funding through several programs including transit oriented development. DCTA submitted the Old Town Intermodal Transit Center (ITC) project which was selected and \$10.4M was approved by RTC in March 2018. NCTCOG staff has been working through the funding award process and anticipates TIP approval in October.

Bus & Bus Facilities Grant

- In August 2017, DCTA submitted a grant proposal in response to the FTA Bus & Bus Facilities funding opportunity and received notification of award in April 2018 for the construction of the "lite" bus maintenance facility component of the submitted proposal in the amount of \$2.625M.
- Staff is currently working through the federal grant award and administration process which will provide the agency access to these funds.
- In response to the 2018 Bus & Bus Facilities Grant, DCTA submitted a proposal to fund the SRT/121 corridor service, which would provide access to jobs along the corridor.

NCTCOG Grant Review & Funding Cleanup

- In early September 2017, DCTA submitted funding requests for available CMAQ, JARC and New Freedom funds and received RTC approval to assist in the purchase of fleet (\$1.61M) and operational enhancements (\$227,000) of the North Texas Xpress commuter service. DCTA was also awarded funding to assist with DCTA's mobility management (\$240,000) including the provision of seamless transportation services in Denton and Collin counties. Staff is currently working through the funding award and administration process with NCTCOG staff which will allow DCTA access to these funds.

LAND USE PLANNING & DEVELOPMENT

City of Denton Small Area Planning Steering Committee

- DCTA remains active in the City of Denton's Small Area Planning initiative for the area surrounding the University of North Texas
- The steering committee is guiding the land use planning and implementation strategy for this specific area. Committee members include representatives from the community, university, development community and other interested Denton residents

Transit Oriented Development

- DCTA continues conversations with member cities in an effort to support respective city land use plans through ongoing conversations with city staff, land developers and other strategic partners.
- A more thorough report can be provided in closed executive session.

ADDITIONAL PROJECTS

- | | |
|--|---|
| • NCTC Multi-Year Contract Development | • Long-Range Agency Planning Efforts |
| • August Service Changes | • Regional Workforce Mobility Solutions |
| • Texas Woman's University Master Plan | • SRT 121 Commuter Corridor Development |
| • Lewisville Small Area Planning Studies | • State and Federal Legislative Initiatives |
| • Shared Use Mobility Study | • Grant Funding Opportunities |
| • Collin County Commuter Vanpool Program Development | • TxDOT 35W Expansion Coordination |
| • Huffines-Hebron Joint Development Project | • US 380 Expansion Coordination |
| • Infrastructure Development Planning | • Collin/Denton Outer Loop Coordination |
| | • Collin County Transit Study Coordination |

Approved by: _____



Kristina Holcomb, VP, Planning & Development



Board of Directors Memo

August 23, 2018

Subject: WS 1 (d) Capital Projects Update

Positive Train Control (PTC)

- Dynamic Testing for Permanent speed restriction (PSR) started July 22nd. Testing has been successful overall, minor issues discovered during testing are being addressed. Dynamic Testing for the operational scenario and temporary speed restriction (TSR) have been ongoing.
- DCTA has informally submitted application for Revenue Service Demonstration (RSD) to the FRA. Once Dynamic testing is complete and RSD application is approved by FRA, DCTA plans to begin RSD before the end of the year. Wayside (Signaling) training for all personnel has been completed. More training on operations, onboard and dispatch training to follow. 20 operations personnel out 50 have been trained to date.

Lewisville Hike and Bike Trail – Eagle Point Section

- TXDOT has approved the project for letting. The RFB has been issued.
- A pre-bid meeting and site visit are scheduled for 8/23.
- Bids are due 9/11/2018.
- Construction is expected to begin by early November.

Lewisville Bus Fueling Facility

- We are in receipt of satisfactory compaction tests.
- The contractor will begin pouring within the next two weeks.

Brownfield Investigation

- Terracon is scheduled to begin trenching and boring for their investigation on August 20th.
- The contractor expects a final report in October..

Final Review: 
Raymond Suarez

Board of Directors Memo**August 23, 2018****Subject: Transit Operations Report****SYSTEM ON-TIME PERFORMANCE**

- FY 2018 YTD “On Time Performance” (OTP) for the A-train is 99.42%
- FY 2018 YTD “On Time Performance” (OTP) system-wide for Bus is 93.27%.

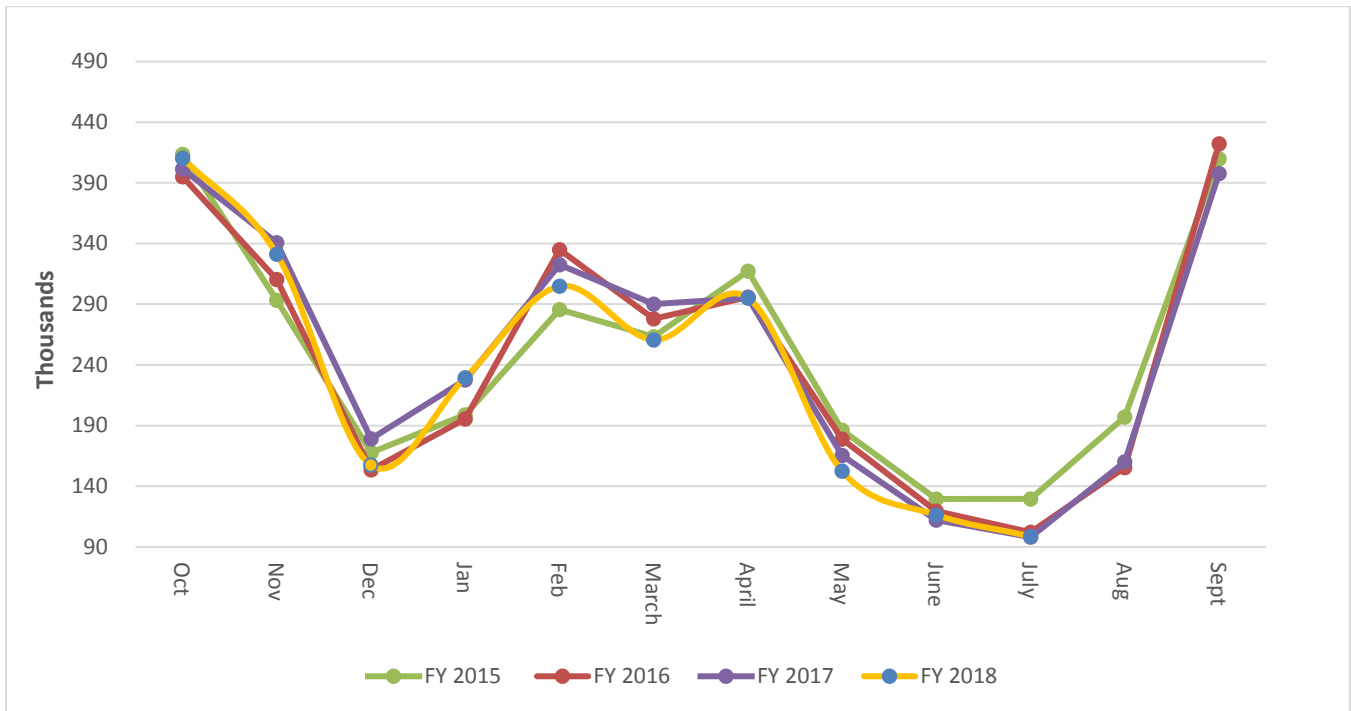
RIDERSHIP PERFORMANCE**Year to Date Change in Ridership by Service Type**

Service	% Change FY 2017 to FY 2018	Color Indicator	Notation No.
All Bus & Rail	-3.11%	Red	1
Rail	-17.61%	Red	2
All Bus	-0.05 %	Green	
Connect	-5.04%	Red	2
UNT	0.01%	Green	
NCTC	-25.28%	Red	3
North Texas Express	33.54%	Green	
Access	4.89%	Green	
Frisco Demand Response	60.83%	Green	
Highland Village	3.08%	Green	

1. While All Bus & Rail ridership is down, the decrease is lessened by increases in Access, North Texas Xpress, and UNT ridership.
2. The YTD boardings decreased for Rail and Connect over the same period for the previous fiscal year. We are in the 3rd 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. NCTC ridership continues to trend downward. Staff continues to work with NCTC to explore options to reverse the trend, including outreach efforts to new/incoming students for the Fall semester.

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

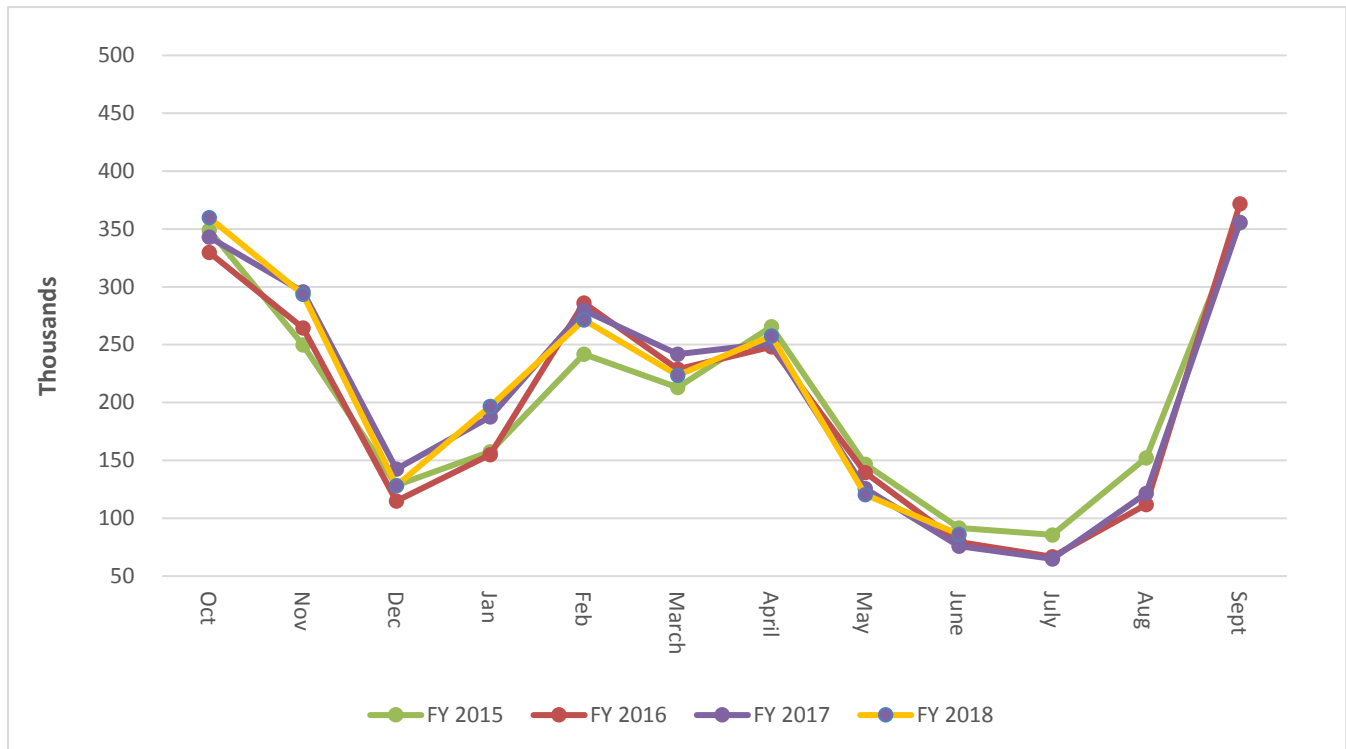


Note: Statistics include A-train, Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter, and special movement services. For display purposes, the Y axis origin has been modified.

Rail and All Bus: Total Boardings

- Total boardings for Rail and All Bus increased by 676 boardings or 0.69% in July 2018 compared to July 2017.
- The YTD boardings for Rail and All Bus decreased by 75,613 boardings or 3.11% in July.

All Bus: Total Boardings

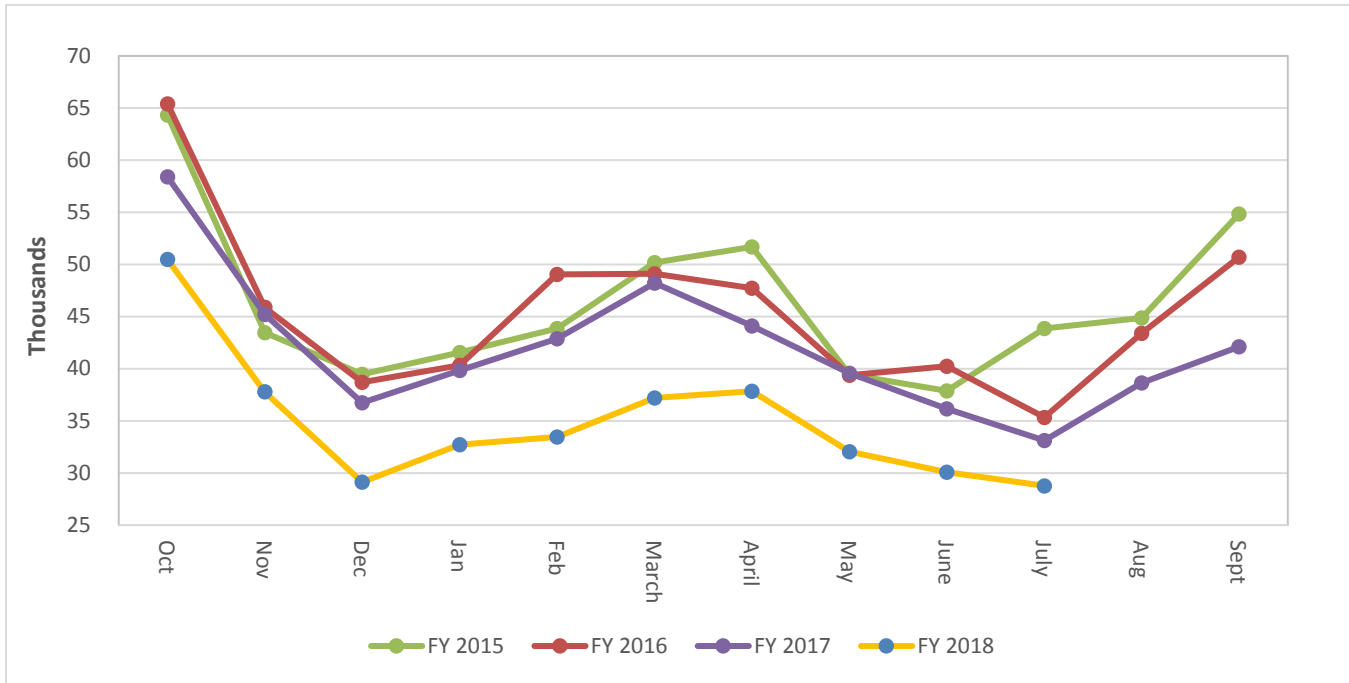


Note: Statistics include Connect, UNT, NCTC, Access, Connect RSVP, Highland Village Connect Shuttle, Highland Village Community On-Demand, Frisco Demand Response Service, North Texas Xpress Commuter and special movement services. For display purposes, the Y axis origin has been modified.

All Bus: Total Boardings

- In July 2018, total boardings increased by 5,012 or 7.72% compared to the same period last year.
- The YTD total boardings in July decreased by 923 or 0.05% compared to the same period last year.
- Ridership for Denton Connect overall increased by 2,379 or 9.73% for July 2018 when compared to the same period last year. The largest increase was for Route 7 that had a 37% increase in July from the previous year. The largest decrease was for Route 8 that decreased 24% from the previous year.
- Ridership for Lewisville Connect overall increased by 654 or 8.6% for July 2018 when compared to the same period last year. The largest increase was for Route 21 that increased 24% from the previous year.

Rail: Total Boardings

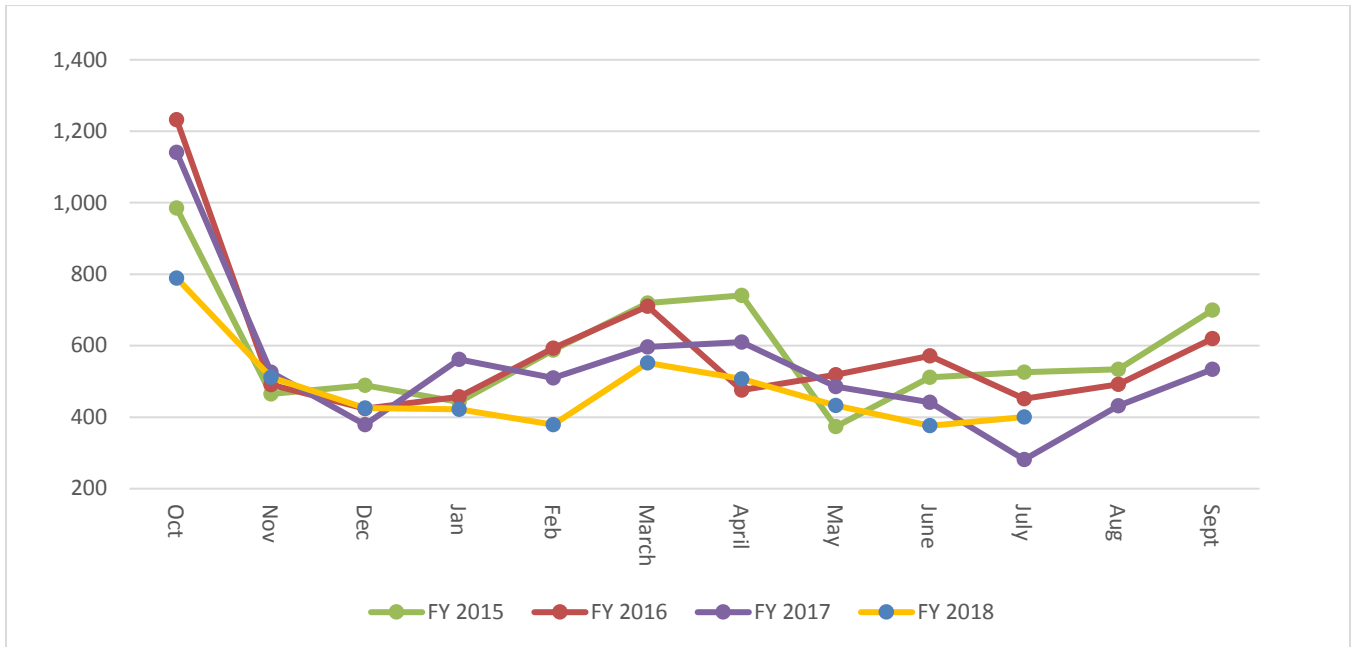


Note: For display purposes, the Y axis origin has been modified.

Rail: Total Boardings

- Total boardings for Rail decreased by 4,343 or 13.12% in July 2018 compared to July 2017.
- The YTD Total boardings for Rail decreased by 74,703 or 17.61% in July 2018 compared to the same period last year. Ridership for TRE and DART rail are also down as compared to last year.
- The decrease is primarily attributable to completion of construction on IH35E, resulting in decreased boardings predominately from the Downtown Denton Transit Center and MedPark southbound in the morning and northbound in the afternoon/evening. Limited parking and low gas prices also contribute to the decrease in rail ridership.
- Additional information is included as Attachment 1, which includes a summary graph reflecting A-train Monthly Boardings by Station for January 2015 through July 2018, as well as individual graphs for each station for the same period.

Rail: Saturday Average Boardings

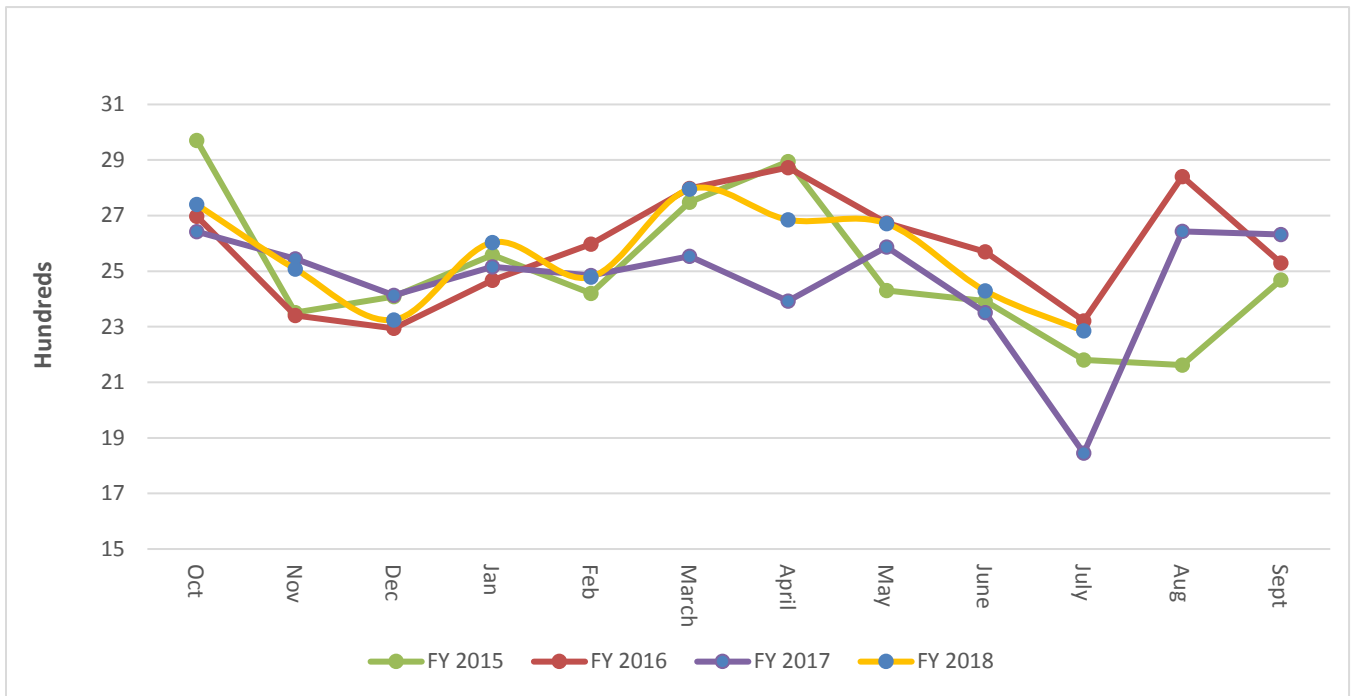


Note: For display purposes, the Y axis origin has been modified.

Rail: Saturday Average Boardings

- Average Saturday Boardings decreased by 20 or 4.86% in July 2018 compared to July 2017.
- The YTD Average Saturday Boardings decreased by 736 or 13.31% in July 2018 compared to the same period last year.

Access: Total Boardings

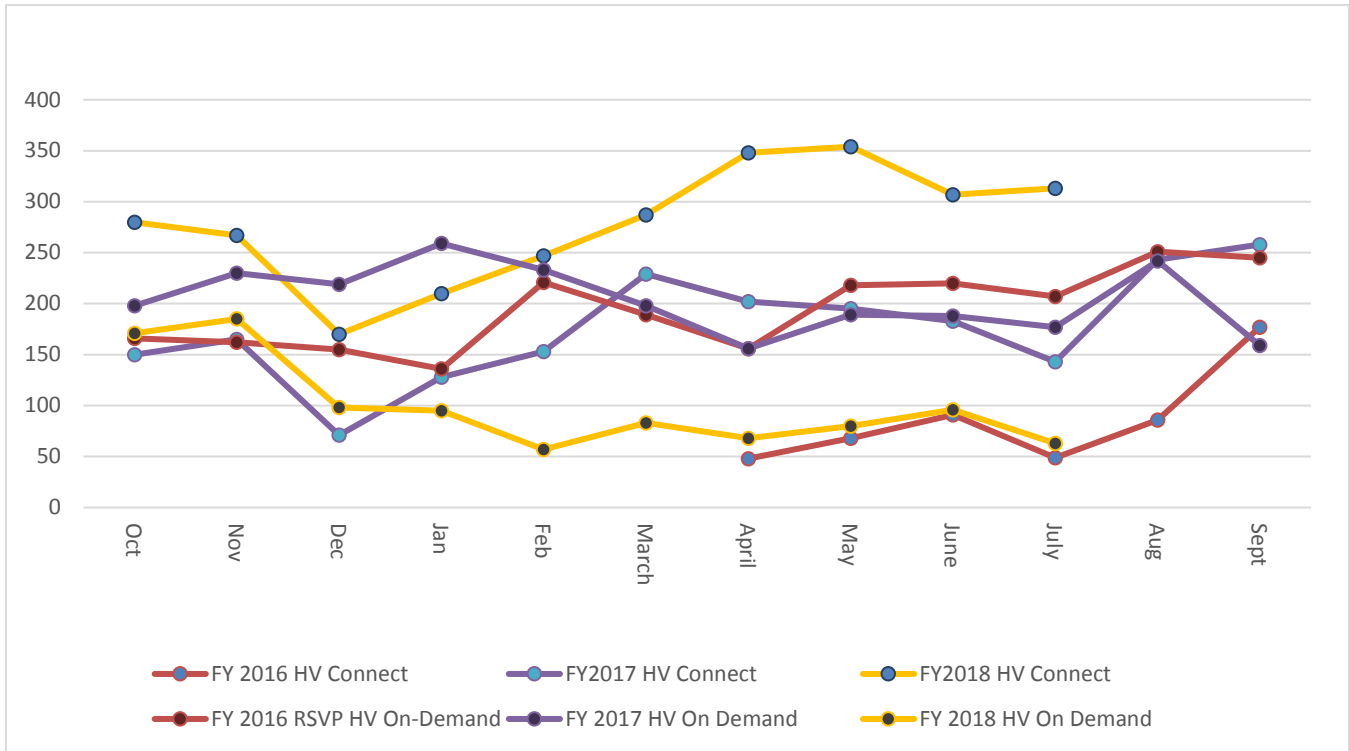


Note: For display purposes, the Y axis origin has been modified.

Access: Total Boardings

- Total boardings increased by 440 or 23.85% in July 2018 compared to July 2017.
- In July, the YTD total boardings increased by 1,190 or 4.89% compared to the same period last year.

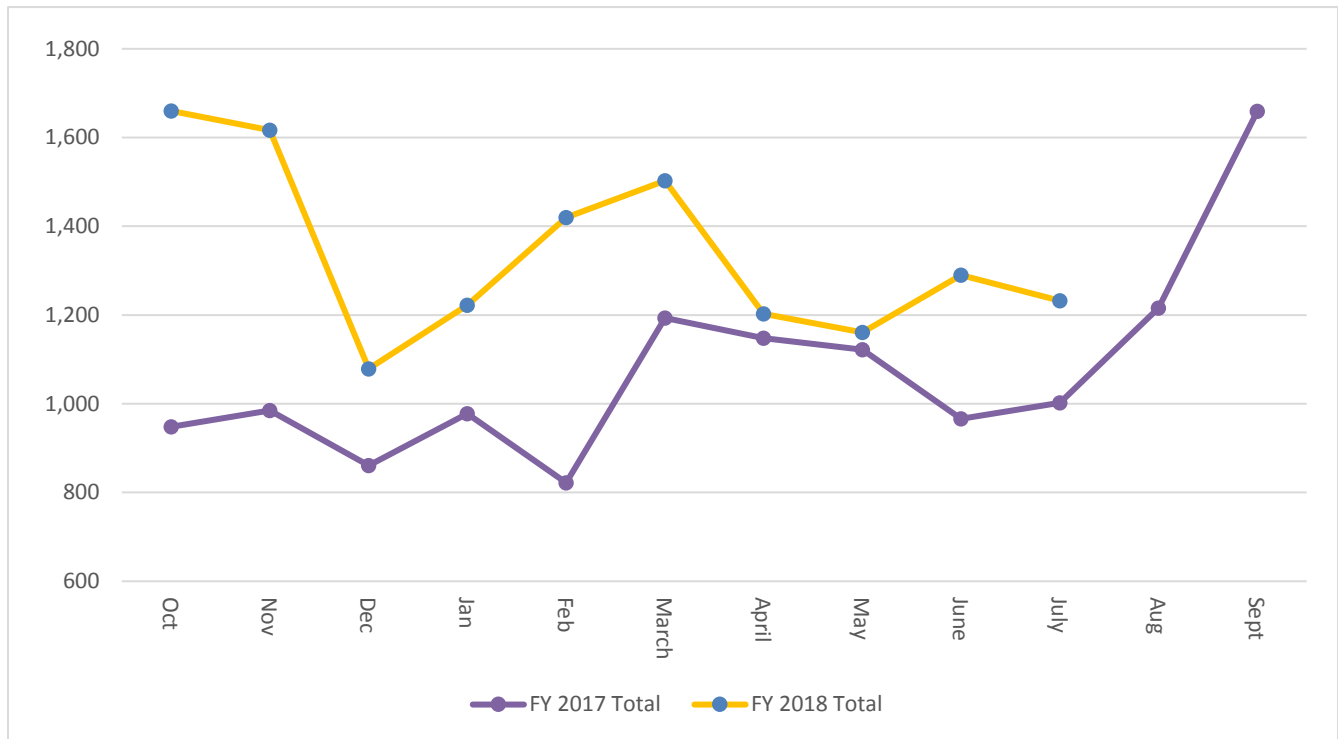
Highland Village Service: Total Boardings



Highland Village Service: Total Boardings

- Highland Village Community On-Demand total boardings decreased by 114 or 64.41% from July 2017 to July 2018. YTD boardings decreased by 1,051 or 51.34% over the same period last year.
- Highland Village Connect Shuttle total boardings increased by 170 or 118.88% from July 2017 to July 2018. YTD boardings increased by 1,164 or 71.90% over the same period last year.
- YTD total boardings for all Highland Village services increased by 113 or 3.08% compared to the same period the prior year.

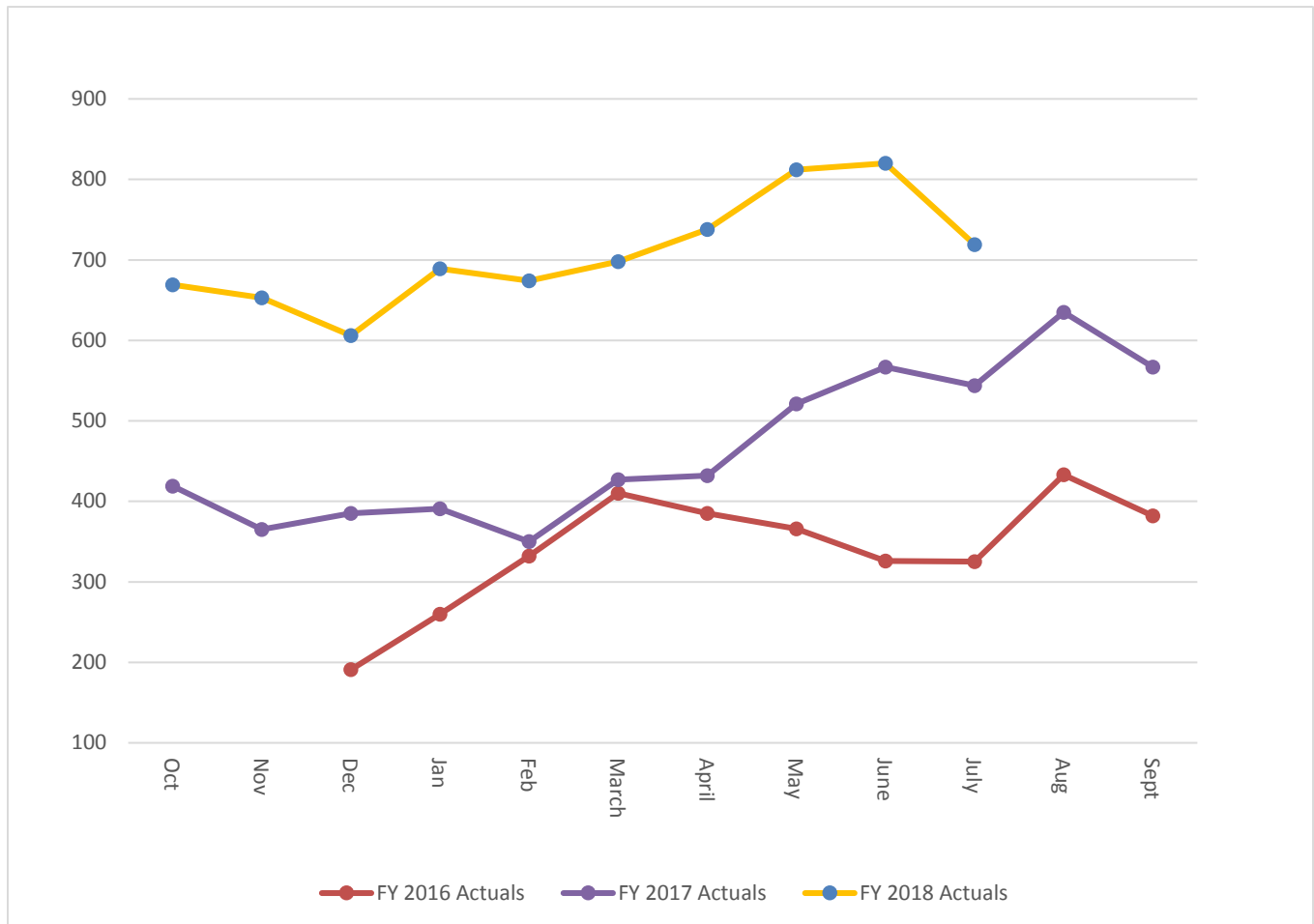
North Texas Xpress Commuter Services: Total Boardings



North Texas Xpress: Total Boardings

- Service was initiated in September 2016 in coordination with the Fort Worth Transportation Authority and operates Monday through Friday from 6:15 am to 9:30 pm.
- Total boardings increased by 230 or 22.95% in July 2018 compared to July 2017.
- In July 2018, the YTD total boardings increased 3,362 or 33.54% over the same period the prior year.

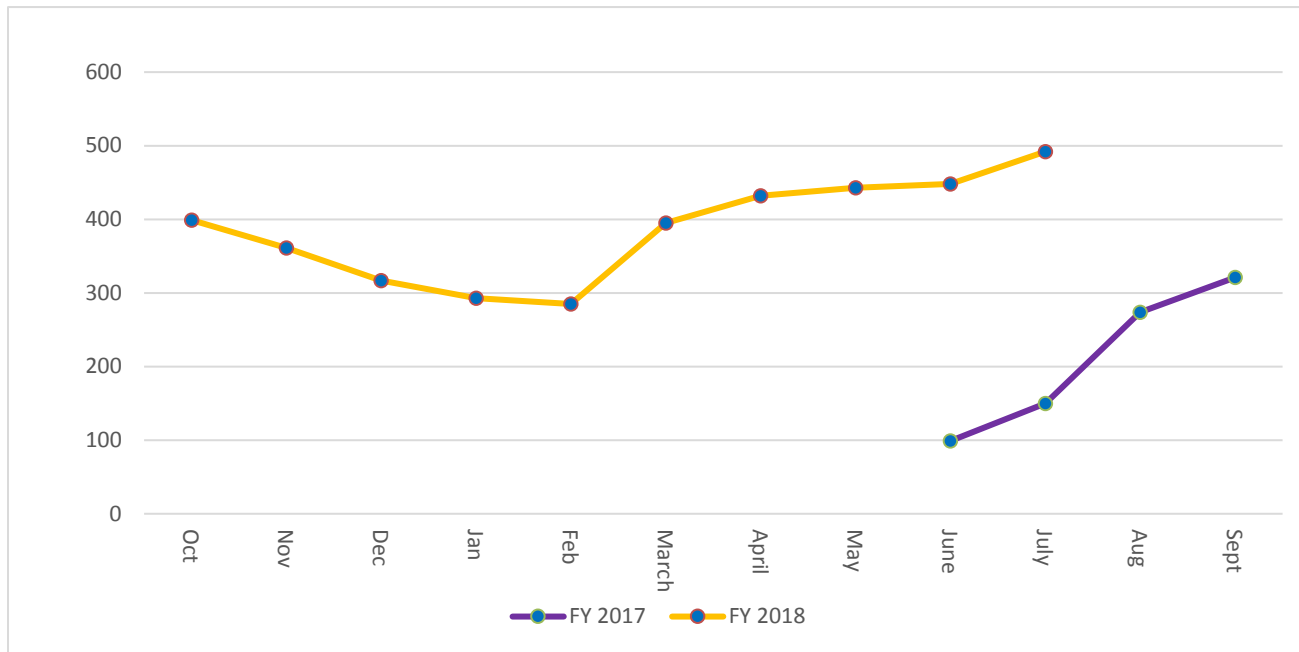
Frisco Demand Response Service: Total Boardings



Frisco Demand Response Service: Total Boardings

- In July, total boardings increased by 175 or 32.17% compared to July 2017.
- Total boardings YTD increased by 2,677 or 60.83% compared to the same period last year.
- These increases can be attributed to the implementation of the Taxi Pilot Project, which was implemented on March 20, 2017.
- Since inception, the Taxi Pilot Project has provided an additional 3,085 trips.

Collin County Transit



Frisco Demand Response Service: Total Boardings

- Total boardings increased by 342 or 228% in July 2018 compared to July 2017.
- Collin County Transit is a hybrid service provided on behalf of the McKinney Urban Transit District, which consists of a taxi voucher program, with supplemental demand response service for those customers who are not able to utilize a taxi due to their mobility device. Service was initiated in June 2017 and is provided Monday through Friday from 6:00 am to 6:00 pm and Saturday 8:00 am to 6:00 pm in the cities of McKinney, Celina, Melissa, Princeton, and Lowry Crossing.

SAFETY/SECURITY

- DCTA Rail Operations Injury-Free Workdays: 552
- DCTA Bus Operations Injury-Free Workdays: 21

MAINTENANCE

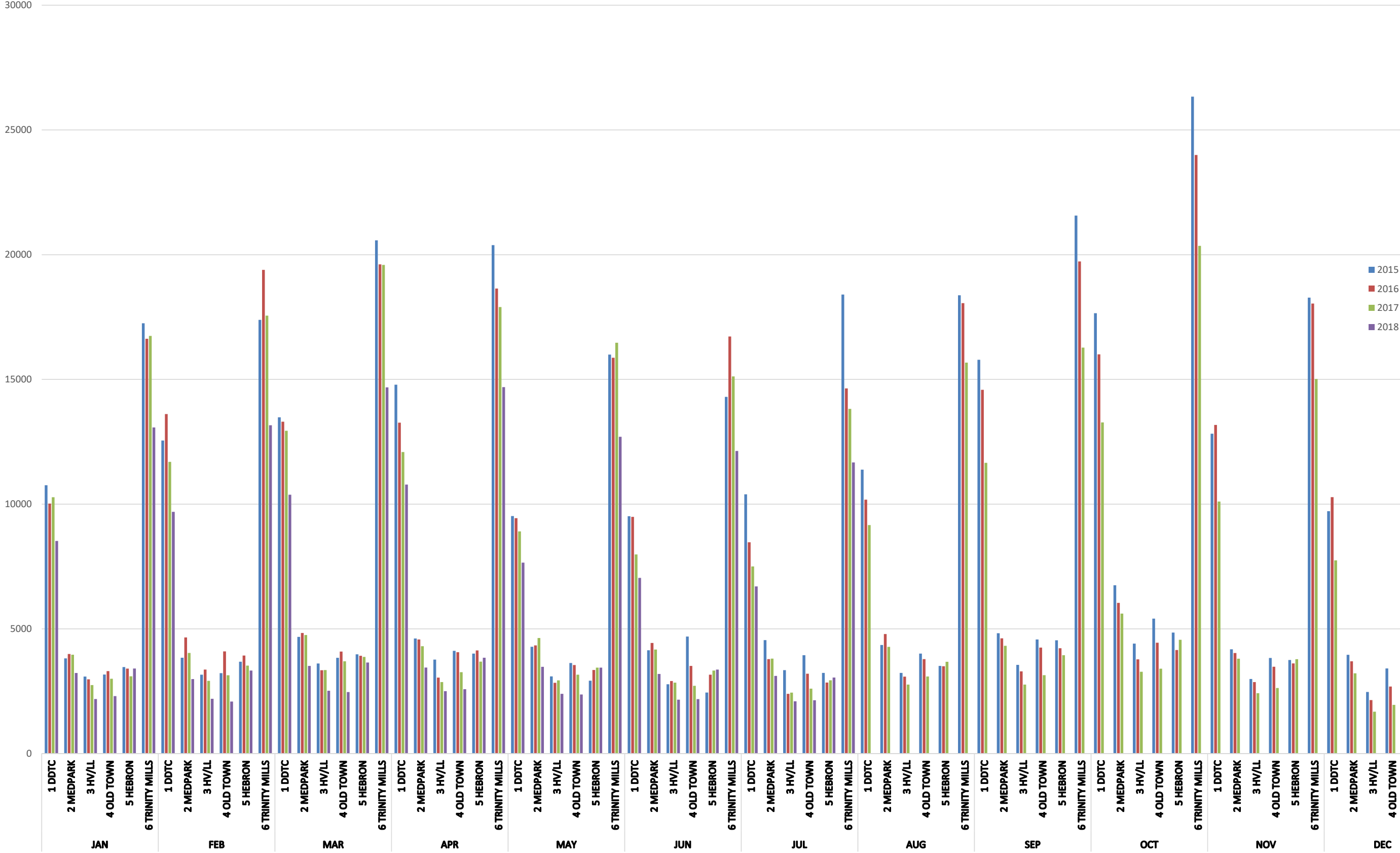
- **Right of Way:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Signal/Communications:** DCTA contract operations (CTC) continues to perform weekly safety inspections, which have not identified any major issues.
- **Stations:** DCTA contract operations (Rio Grande Pacific) continues to perform weekly safety inspections, which have not identified any major issues.
- **Rail Mechanical:** DCTA contract operations (First Transit) reported mechanical failures on the Stadler vehicles that resulted in six train delays. Repairs have been made and the contractor continues to perform weekly safety inspections, which have not identified any major issues.

Final Review:

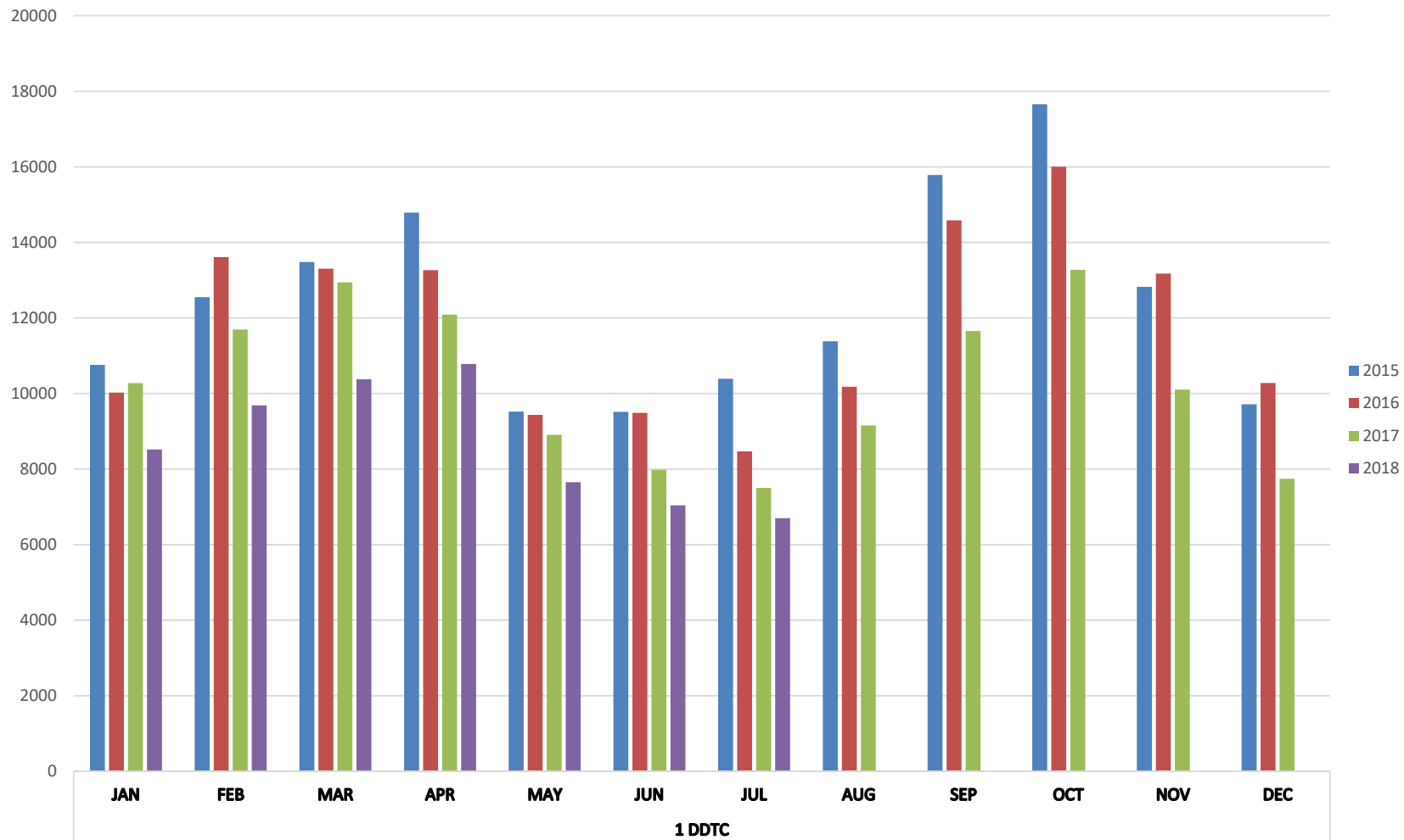

Raymond Suarez, COO

ATTACHMENT: Monthly A-Train Boardings by Station

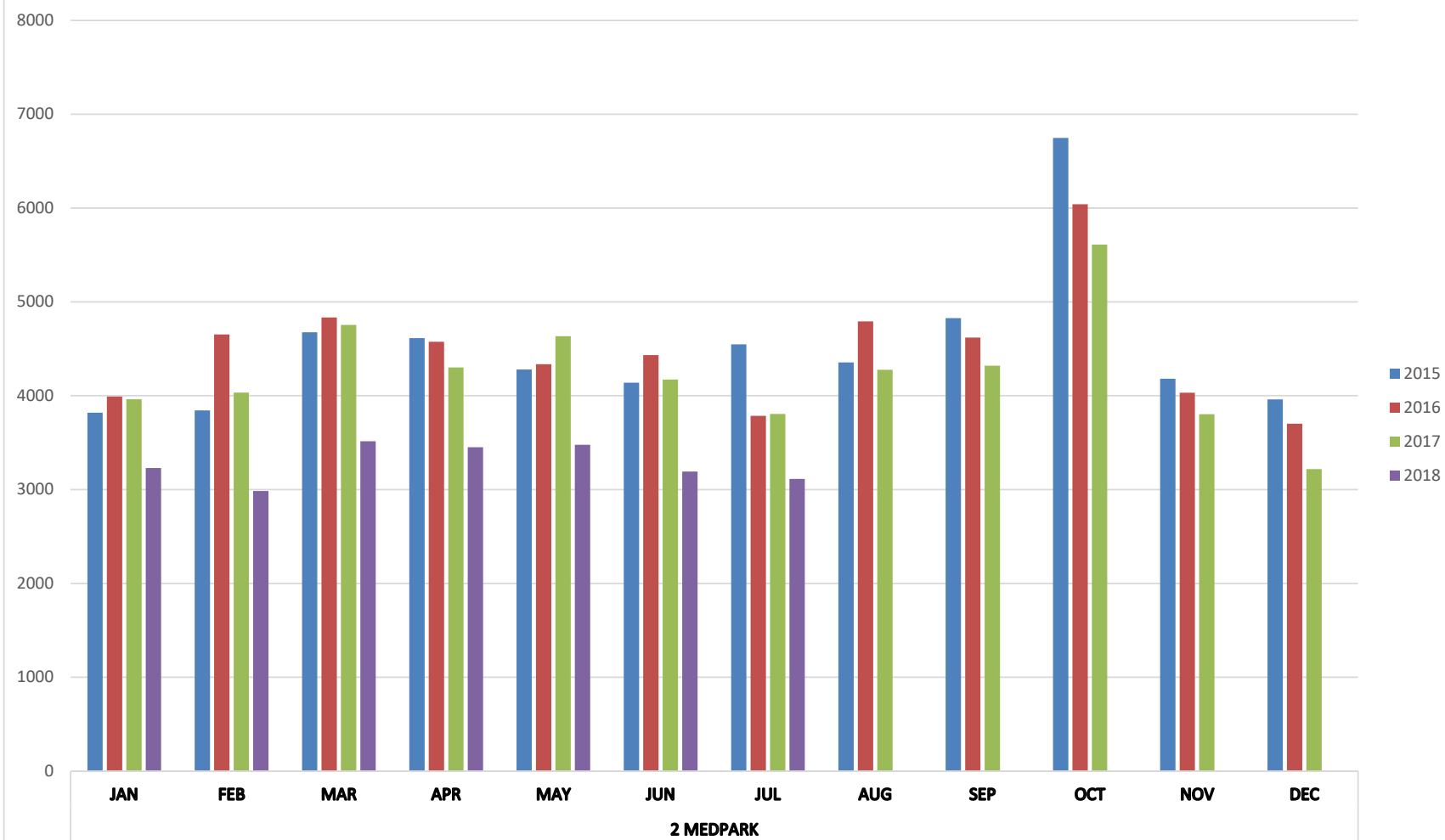
A-train Monthly Boardings By Station
January 2015 - July 2018



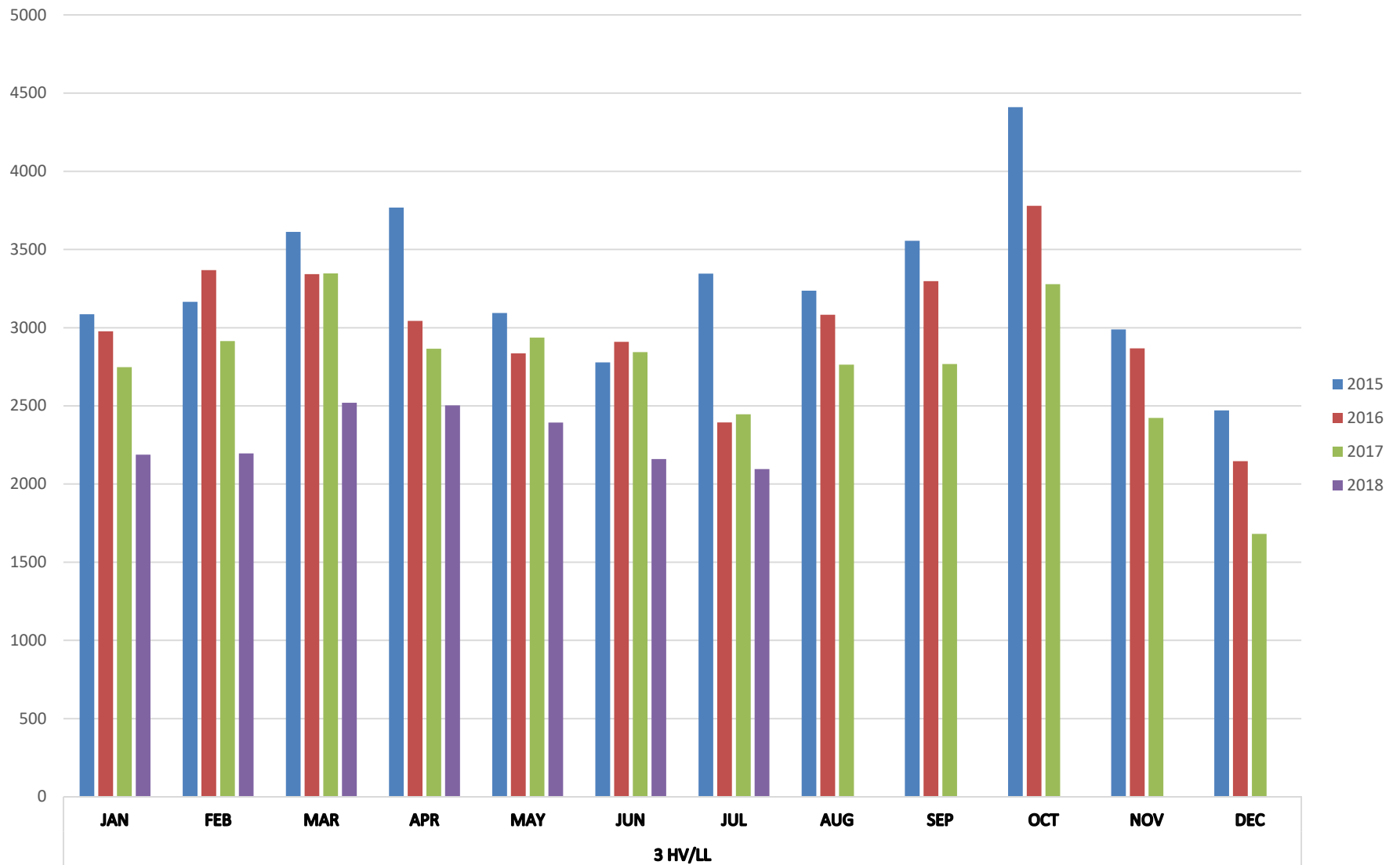
A-train DDTC Boardings By Month January 2015 - July 2018



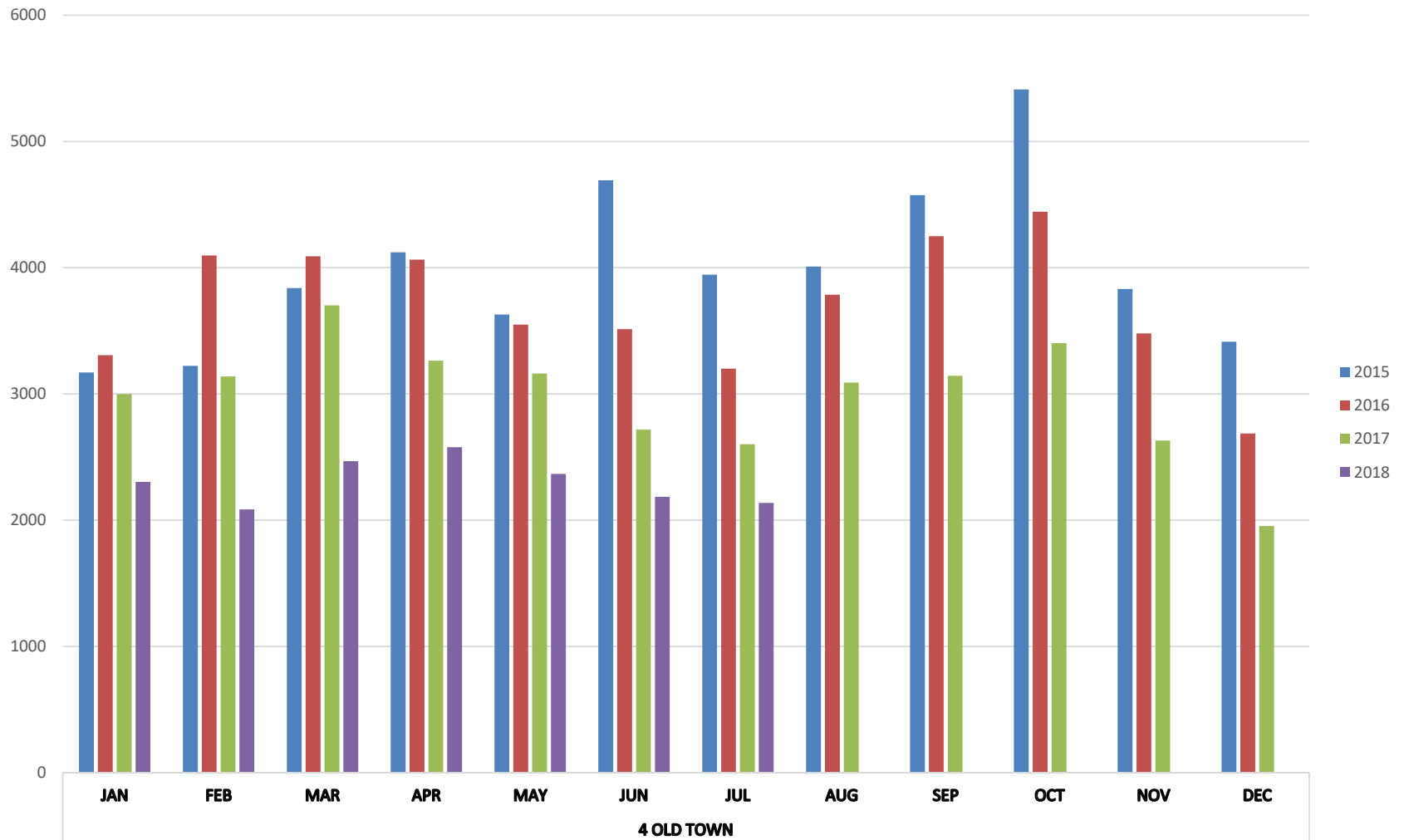
A-train MedPark Boardings By Month
January 2015 - July 2018



**A-train Highland Village/Lewisville Lake Boardings By Month
January 2015 - July 2018**

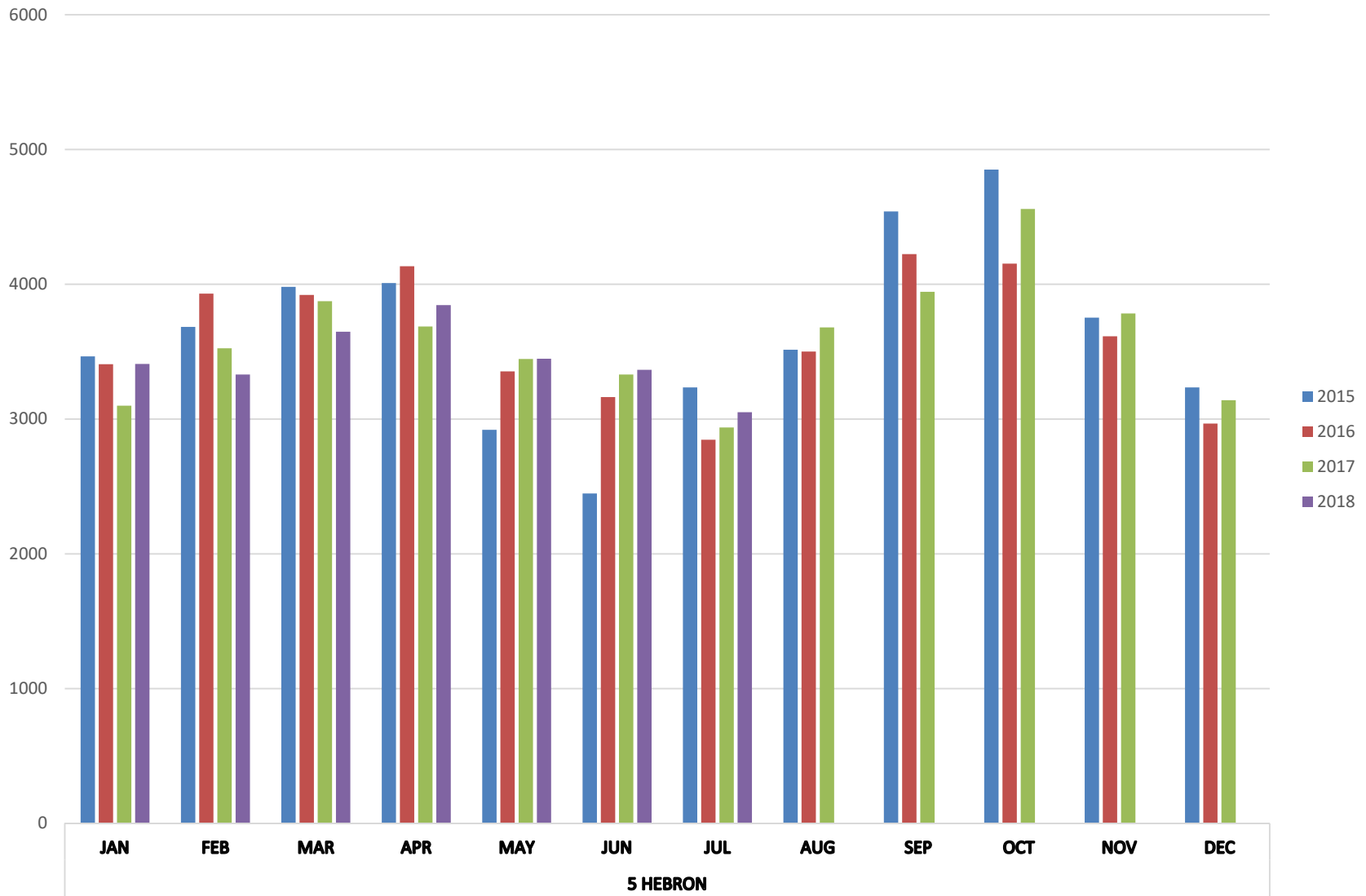


A-train Old Town Boardings By Month
January 2015 - July 2018



A-train Hebron Boardings By Month

January 2015 - July 2018



A-train Trinity Mills Boardings By Month January 2015 - July 2018

