



Board of Directors Regular Meeting Minutes August 22, 2024 | 10:00 a.m.

The Board of Directors of the Denton County Transportation Authority (DCTA) convened a Regular Board of Directors Meeting with Chair TJ Gilmore presiding on Thursday, August 22, 2024 at 10:00am, located at the DCTA Administrative Offices, 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057.

Voting Members

Chair TJ Gilmore, City of Lewisville
Vice-Chair Cesar Molina, Denton County
Secretary Andy Eads, Denton County
Board Member Daniel Jaworski, City of Highland Village
Board Member Alison Maguire, City of Denton

Alternates

Board Member Jody Gonzalez, Denton County
Board Member Kristin Green, City of Lewisville
Board Member Pat Smith, City of Denton
Board Member Paul Stevens, City of Highland Village

Non-Voting Members

Board Member Dennie Franklin, City of Frisco
Board Member Jeremie Maurina, City of The Colony
Board Member Jared Eutsler, City of Corinth

Legal Counsel

Joe Gorfida, Nichols Jackson

DCTA CEO

Paul A. Cristina

CALL TO ORDER

The meeting was called to order at 10:03am. All Board Members were present except for Vice-Chair Molina. Board Member Smith arrived at 10:45am.

INVOCATION

Board Member Jaworski provided the invocation.

PLEDGE OF ALLEGIANCE

The Board recited the pledges to the United States and Texas flags.

INTRODUCTIONS

No introductions at this time.

PUBLIC COMMENT

No public comment at this time.



CONSENT AGENDA

1. Consider Authorizing the Chief Executive Officer (CEO) to Execute a One Year Option with Capital Edge for Federal Legislative Consulting Services in the amount of \$84,000 for one (1) year beginning October 1, 2024
2. Consider Approval of Regular Agenda Meeting Minutes dated July 25, 2024

Motion by Board Member Jaworski with a second by Board Member Maguire to approve the Consent Agenda as presented. Motion passes 5-0.

REGULAR AGENDA

1. **Conduct a Public Hearing and Consider Approval of a Resolution to Adopt the Proposed Denton County Transportation Authority (DCTA) Fiscal Year (FY) 2025 Operating and Capital Budget, Long-Range Financial Plan, and Budget Contingency Plan beginning October 1, 2024 and ending September 30, 2025**

The Public Hearing was opened and closed by the Board. Chief Financial Officer Sherrelle Evans-Jones and Chief Executive Officer Paul Cristina presented, highlighting the following:

FY25 Budget Summary

FY25 Budget Updates (since July Board Meeting)

Change in Net Position

TRiP

Capital Improvements & Major Maintenance Plan

DCTA Organizational Structure (FY25 Proposed)

Proposed Additional Staffing and Additional Requested Capabilities

Long Range Financial Plan

FY2025 DCTA Goals and Objectives (Proposed)

Next Steps – August 22 (Budget Adoption); August 23-September 30 (Final Steps); October 1 (Start of FY2025)

The Board had conversations surrounding the TRiP program and continued GoZone services. The Board acknowledged the hard work and efforts of staff in the preparation of a conservative FY 2025 Budget.

Motion by Secretary Eads with a second by Board Member Maguire to approve Resolution R24-09 as presented. Motion passes 5-0.



2. Consider Approval of Monthly Financial Statement for June 2024, Quarterly Grants Report for Quarter 3 – Fiscal Year 2024 and Receive an Update from the Chief Financial Officer Regarding Finance Operations and Enterprise Resource Program (ERP) Replacement

Chief Financial Officer Sherrelle Evans-Jones presented highlighting the following:

Financial Statements – Revenues & Other Income, Operating Expenses & Non-Operating
FY2024 Quarter 3 Grants
Status of Invested Assets
ERP Status Update

The Board discussed schedule adjustments in Phase 2 and federal grant funding.

Motion by Board Member Maguire with a second by Board Member Jaworski to approve as presented. Motion passes 5-0.

3. Discuss and Consider Approval of the Fiscal Year 2024 Transportation Reinvestment Program (TRiP) Project Submissions

Planning Manager Karina Maldonado presented highlighting the following:

Defining TRiP
TRiP Funding
TRiP Policy Update
FY 2024 TRiP Process
FY 2024 TRiP Program Allocation and Rollover Amounts

FY 2024 Applications Recommended for Approval

(L6) – The Standard TOD Public Street Construction
(D19) – McKinney Street Multimodal Improvements
(D20) – Woodrow Lane Multimodal Improvements
(D21) – Morse Street/Woodrow Signal/Safety Improvements
(D22) – Riney Road Sidepath and Safety Improvements
(D23) – Sidewalk Connectivity and Shelter Pad Allowance

The Board discussed the policy update and funding for feasibility studies. The Board complimented staff on the forward thinking and prioritization of the project submittals and requested a prompt discussion on revisiting the TRiP policy.

Motion by Secretary Eads and a second by Board Member Maguire to approve as presented. Motion passes 5-0.

4. Discuss Update on New Member City Admission and Contracted Services Policy

Chief Executive Officer and President of Bird Advocacy & Consulting Brandi Bird presented highlighting the following:

- Recap – January Strategic Workshop (New Member Discussion Points, Contracted Services Policy)
- Consideration of a New Member Policy and City Admission
- Projected Discussion Accomplishments

See Regular Agenda Item 5 for discussion and action.

5. Discuss Update on Emerging Opportunity in the City of Frisco for Technology Based Transit Service

At the request of the Board, Regular Agenda Item 4 was “left open” while discussion of Regular Agenda Item 5 occurred.

Chief Executive Officer Paul Cristina presented highlighting the following:

Frisco GoZone Concept

Potential DCTA Board Policy Considerations (Contracted Services and Path to Membership)

Path Forward

Staff provide recommendations that address the four (4) pending policy questions related to this contracted service opportunity.

1. Fees generated from such services generate incremental revenue that meaningfully offsets investment provided by Member Cities.
2. Non-member cities pay a premium for contracted service, and contracted services will be provided for some, yet undefined timeframe.
3. Contracted services encourage new member cities to join DCTA and expand the agency service area.
4. Contracted services position DCTA as a regional leader in providing public transportation solutions.

The Board discussed a proposed timeline to approve, impacts due to absence of a policy (i.e. yearly discussions and requests), focusing on potential membership cities (i.e. City of Frisco), contracted services timelines, on-demand services, revenue generation, interconnectivity, pilot programs to possibly segway into potential future membership, and being successful in a competitive landscape. The Board applauded Chief Executive Officer Paul Cristina on his efforts to break down large barriers in the explanations and discussions.

No Board action required at this time.



6. Discuss Update on Procurement for External Marketing and Communications Support

Jackie Bronson, Vice President of Engagement and Administration presented highlighting the following:

DCTA Marketing and Communications – Current Resources
Funding for External Marketing Firm Professional Services/Advertising (FY24/FY25 Budgets)

General Focus

Customer/Community Engagement
KPT Formulation and Tracking
Pass Sales/Business Development
Rider Story Cultivation
DCTA Value Proposition
Advertising Revenue Program

Anticipated Scope of Services

Next Steps

August/September – Request for Proposals
October – Finalist Interviews
November/December Board Meeting – Contract Award
Ongoing – Open Position Recruitment

No Board action required at this time.

7. Discuss Local and Regional Updates and Legislative Issues

No updates at this time.

INFORMATIONAL REPORTS

1. Safety, Service, and Ridership Reports
2. Update on Denton County Transportation Authority Board of Directors Terms and Officer Elections
3. Update on Extension of the 12th Amendment of the Agreement for Mobility Services with River North Transit LLC (“Via”) for GoZone Service
4. Update on Renewal of City of Frisco ILA for Transit Services for a period of one year beginning October 1, 2024, through September 30, 2025
5. Update on Renewal of City of Coppell ILA for Mobility Services for a period of one year beginning October 1, 2024, through September 30, 2025



6. Update on Contract 17-03 and 17-27 and Task Order #5 with Irving Holdings for Frisco Transportation Services for a period of one year beginning October 1, 2024, through September 30, 2025
7. Update on Contract 17-03 and Task Order #4 with Lyft, Inc. for Frisco Transportation Services for a period of one year beginning October 1, 2024, through September 30, 2025
8. Update on Task Order #19 with Lyft, Inc. for On-Demand Rideshare Services for City of Coppell for a period of one year beginning October 1, 2024, through September 30, 2025
9. Update on Task Order #2 with Irving Holdings for Collin County Rides Transit Services for the Cities of Allen and Fairview for a period of one year beginning October 1, 2024, through September 30, 2025
10. Update on Task Order #2 with Lyft, Inc. for Collin County Rides Transit Services for the Cities of Allen and Fairview for a period of one year beginning October 1, 2024, through September 30, 2025
11. Update on Denton County Sheriff's Office Interlocal Agreement for Law Enforcement Services for the A-train

Chair Gilmore read the Informational Report items. No Board Member had any comments or questions.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

None at this time.

REPORT ON ITEMS OF COMMUNITY INTEREST

Denton Blues Festival
September 20-22, 2024
Quakertown Park – 700 Oakland Street

Highland Village – Texas Fallen Officer Tribute Event
October 19, 2024

Lewisville Western Days
September 27-28, 2024
Old Town Lewisville

North Texas Fair and Rodeo
Shuttle Service on Saturday evenings

The Board adjourned Regular Session at 11:52am



CONVENE EXECUTIVE SESSION

1. Pursuant to Texas Government Code Section 551.074, Personnel Matters, the Board of Directors will convene into Closed Executive Session to Deliberate the Duties and Performance of the Chief Executive Officer (Fiscal Year 2024 Year End Performance Evaluation – Board Deliberation).
 - a. Action as a result of Executive Session.

2. Pursuant to Texas Government Code Section 551.072(2), the Board of Directors will convene into Closed Executive Session to Consult with General Counsel regarding proposed Letter of Intent with the Amalgamated Transit Union (ATU) Local 1338.
 - a. Action as a result of Executive Session.

The Board convened into Closed Executive Session at 11:52am

RECONVENE OPEN SESSION

The Board reconvened into Open Session at 12:45pm with no action taken.

ADJOURN

Motion by Board Member Maguire with a second by Chair Gilmore to adjourn the meeting at 12:45pm. Motion passes.

Andy Eads, Board Secretary

TJ Gilmore, Board Chair