



Board of Directors Regular Meeting Minutes

January 23, 2025 | 10:00 a.m.

The Board of Directors of the Denton County Transportation Authority (DCTA) convened a Regular Board of Directors Meeting with Chair Gilmore presiding on Thursday, January 23, 2025 at 10:00 am, 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 Stephen Christo, Alternate - 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

Chair Gilmore called the meeting to order at 10:00 am. All Board Members were present except for Secretary Eads who arrived at 10:03 am and Board Member Green who arrived at 10:29 am.

INVOCATION

Board Member Smith provided the invocation.

PLEDGE OF ALLEGIANCE

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

INTRODUCTIONS

Stephen Christo – DCTA Alternate Board Member representing The Colony.



PUBLIC COMMENT

Liam Wakefield
Denton, Texas

CONSENT AGENDA

1. Consider Approval of Monthly Financial Statement for November 2024
2. Consider Approval of a Contract Amendment for the Spare Labs Platform with Vertosoft, LLC in the amount of \$36,786.15 for a Total Contract Amount of \$284,082.15 for the Period beginning February 1, 2025 through September 30, 2025
3. Consider Approval of a Resolution Approving Budget Revision 2025-07 in the amount of \$36,787 for the Spare Labs Platform
4. Consider Approval of the Revised Transportation Reinvestment Program (TRiP) Policy, effective October 1, 2025
5. Consider Approval of Regular Agenda Meeting Minutes dated December 12, 2024

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

REGULAR AGENDA

1. **Discuss and Consider Authorizing the Chief Executive Officer to Negotiate and Execute a Master Services Agreement with Ruby Media (dba DHD Films) for a three (3) year Initial Term and up to two (2) one (1) year renewals for Marketing and Communications Support**
2. **Authorize the Chief Executive Officer to Execute Task Order 01 with Ruby Media (dba DHD Films) in an amount not to exceed \$200,000 for Marketing and Communications Support for the Period Beginning February 1, 2025 through September 30, 2025**

Jackie Bronson, VP of Engagement and Administration, presented to the Board Regular Agenda Items 1 and 2 together; however, with a separate vote on each.

Ms. Bronson highlighted the following:

- DCTA Marketing and Communications – Current Resources
- Initial scope of Work/RFP Process
- Recommended Consultant – Ruby Media
- Expected Outcomes
- Task Order Details

With no comments or questions from the Board, there was a motion by Vice-Chair Molina and a second by Board Member Maguire to approve Regular Agenda Item 1 as presented. With no comments or questions from the Board, there was a motion by Board Member Maguire with a second by Board Member Jaworski to approve Regular Agenda Item 2 as presented. Motions pass 5-0.

3. Discuss and Consider Approval of Task Order 01 with HW Lochner in an Amount Not to Exceed \$368,255.56 for Initial Program Management Tasks and Validation of Curve and Speed Improvements

Austin Frith, VP of Planning and Development, presented to the Board highlighting the following:

- Initial Work Plan for the A-train PMC (from December 2024 Board Meeting)
- Multiple Decision Points Impact & Recommendations to Spend Design Funds
- Task 1: Curve and Speed Improvements
- Task Order 01 – Scope Overview and Program schedule
- Subsequent Task Order(s) Anticipated

Board discussion regarding I-35 corridor travel time cost/comparison.

Motion by Board Member Maguire with a second by Board Member Jaworski to approve Regular Item 3 as presented. Motion passes 5-0.

4. Discuss and Consider Approval of Fiscal Year 2024 Transportation Reinvestment Program (TRiP) Annual Report and Fiscal Year 2025 TRiP Annual Call for Projects

Karina Maldonado, Planning Manager, presented to the Board highlighting the following:

- What is TRiP? (review)
- TRiP Process
- TRiP Funding
- TRiP Program Funding (FY21-FY24)
- FY24 TRiP Annual Report
- FY25 TRiP CFP Available Funding
- FY21-FY24 Funding Levels and Rollover Amounts
- FY25 Call for Projects

The Board thanked staff for their work on the TRiP program.

5. Discuss Update on the Intermediate Service Plan

Austin Frith, VP of Planning and Development, presented to the Board highlighting the following:

- Connect Performance Data
- GoZone Performance Data
- GoZone Capacity Management: 2 Stages
- ISP Update – GoZone Capacity Management Service Hour Deployment by City
- ISP Update – GoZone Capacity Management Denton Service Hours and Performance
- ISP Update - GoZone Capacity Management Lewisville Service Hours and Performance
- ISP Update - GoZone Capacity Management Highland Village Service Hours and Performance
- ISP Phase II Tasks
- UNT Network Efficiencies
- Route Efficiencies – Passenger per Revenue Hour
- Route Efficiencies – Mean Green
- MG Route Efficiencies - Passenger per Revenue Hour
- Route Efficiencies – North Texas
- NT Route Efficiencies - Passenger per Revenue Hour
- GoZone Ridership within Campus Areas
- GoZone Geofence: TWU
- GoZone Geofence: UNT Main Campus
- GoZone Geofence: UNT Discovery Park
- What's Next: Trip Analysis Summary
- Step 1: Near Term Bus Stop Improvements – Complete
- Step 2: Existing Stop Amenity Assessment
- Step 3: Develop Bus Stop Design Standards for Each Stop Type

Board discussion regarding potential conversations with TWU as they expand towards the east and the impacts to future DCTA routes, the cost analysis for the consolidation and who is being affected by it.

In addition, the Board requested data of when DCTA expanded the GoZone Geofence to move rides to Connect as well as the percentage of those rides captured. Comments from the Board included the fact that there are approximately 30-43% of GoZone rides that DCTA hopes to migrate to Connect and should be considering additional 800-1100 hours of GoZone funding for capital projects, movement, savings and conversations for proportional service and revenue allocations. The Board is also open to additional investment in the other two (2) zones and possible increase in the GoZone budget (i.e., expanding in the West Park area).

No Board action required at this time.



6. Discuss Update on the Denton County Transportation Authority Transformation Initiative and Five-Year Roadmap, FY2023 – FY2027

Paul Cristina, CEO, presented to the Board highlighting the following:

- Long Range Service Planning Context
- Where are we on the Journey to Transformation (January 2024 – January 2025)
- Transformation Initiative Progress Report
- FY23-FY24 (Complete)
- Q1 FY25 (Complete)
- FY25 Work Plan Items with Future Completion Date
- FY24 “Not Started” to FY25 “In Process”
- Summary
 - January 2024 – 27% complete, 46% in process, 27% not started
 - January 2025 – 33% complete, 67% in process, 0% not started

The Board acknowledged that the implementation of benchmarks that can be “checked off” has made it possible to continue to see the progress that DCTA has made throughout the years. Great work!

No Board action required at this time.

7. Discuss Local and Regional Updates and Legislative Issues

The Board and staff presented the following:

There are a few legislative visits being scheduled in Austin during the month of February 2025.

Board Member Jaworski is scheduled to meet with Representative Mitch Little. Board Member Smith indicated that Representative Andy Hooper is scheduled to visit Serve Denton, and he also stated that he will be at the Native Plant Society.

Board Member Jaworski stated that CEO Paul Cristina recently provided a DCTA Update to the Highland Village City Council that was well-received.

DCTA staff continue to be engaged in North Central Texas Council of Governments.

The Consultant team that has been assisting DCTA with analytics work showcased, during the Transportation Research Board Annual Conference, an evolution of DCTA’s cost per passenger methodology to create the Intermediate Service Plan Phase 1. They received a “Users Choice Award” from their peers of some of the ways that they assisted with automation of some of the manual calculations that DCTA was doing at the time.



INFORMATIONAL REPORTS

1. Safety, Service, and Ridership Reports – November/December 2024

No Board action required. These reports are for informational purposes only.

FUTURE AGENDA ITEMS AND BOARD MEMBER REQUESTS

No Board Member requests at this time. The next scheduled Board Meeting is tentatively scheduled for February 27, 2025, as there may be conflicts with Legislative visits in Austin. The Strategic Planning Work Session is scheduled for January 30-31, 2025.

REPORT ON ITEMS OF COMMUNITY INTEREST

Pursuant to Texas Government Section 551.0415 the Board of Directors may report on the 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.

Denton

Denton Black Film Festival

January 22-26, 2025 (in person)

January 26-February 2, 2025 (virtual)

CONVENE EXECUTIVE SESSION

1. Pursuant to Texas Government Code Section 551.071(2) Legal Consultation with General Counsel, the Board of Directors will convene into Closed Executive Session regarding Change Order Amendment with Rio Grande Pacific Corporation for A-train Operations and Maintenance.

The Board convened into Closed Executive Session at 11:13 am and reconvened at 11:26 am with no action taken.

RECONVENE OPEN SESSION

The Board reconvened from Closed Executive Session to Open Session at 11:26 am with no action taken.



ADJOURN

With no further business discussed, the meeting was adjourned at 11:27 am.


TJ Gilmore, Board Chair


Andy Eads, Board Secretary