

DCTA Update

Council Meeting February 9, 2021





How We Got Here

Fall 2018

- Looking at historical data, Denton was concerned its citizens weren't getting the value its sales tax contributions would justify
- A-train Ridership had been steadily declining over the last 5 years
- Bus ridership had been fluctuating
- DCTA was focused on adding contract service in non-member cities in Collin County.
- Sales tax funding from cities was increasing steadily, but was not invested in increased service.
- In the Fall of 2018, the member cities of Denton, Lewisville, and Highland Village began discussing concerns about the direction of DCTA.
- The three member cities, in consultation with Denton County, decided to work to transform the agency.



Recap of Accomplishments

October 2018- January 2021

- Developed consensus amongst Member cities and the County to restructure the Board and restructure the priorities of the agency
- Passed legislation to reduce the Board and give greater control to the funding entities, 3 member cities, as well as acknowledging the original investment by the County
- City appointed Chris Watts to Board, he was subsequently elected Chairman of the Board of Directors
- Went through an extensive 6-month bylaws rewrite to ensure the member cities that fund the agency effectively control the decisions being made and future of the agency



Recap of Accomplishments

October 2018- January 2021

- Worked to pass an administrative fee policy on all contract service to ensure the member cities were not subsidizing service in non-member cities.
- Requested an Efficiency study of DCTA's operations to identify efficiencies and areas of improvement.
- Adopted a TRIP program to dedicate 15% of net available fund balance each year to member cities to fund complementary infrastructure



Denton's Future DCTA Goals

2020 - 2021

- Protect Taxpayer Money
- Increase Ridership
- Improve Services for Denton residents



Denton Historical Trends

DCTA Funding from Denton .5% Sales Tax

	Rail Ridership	Bus Ridership	Sales Tax Contributions
FY 2015	555,423	589,404	\$ 10,874,766
FY 2016	545,250	549,531	\$ 12,280,379
FY 2017	504,958	487,664	\$ 12,756,675
FY 2018	419,335	473,234	\$ 12,776,942
FY 2019	393,700	556,059	\$ 13,112,611

DCTA Current Bus Service

Existing Routes in Denton



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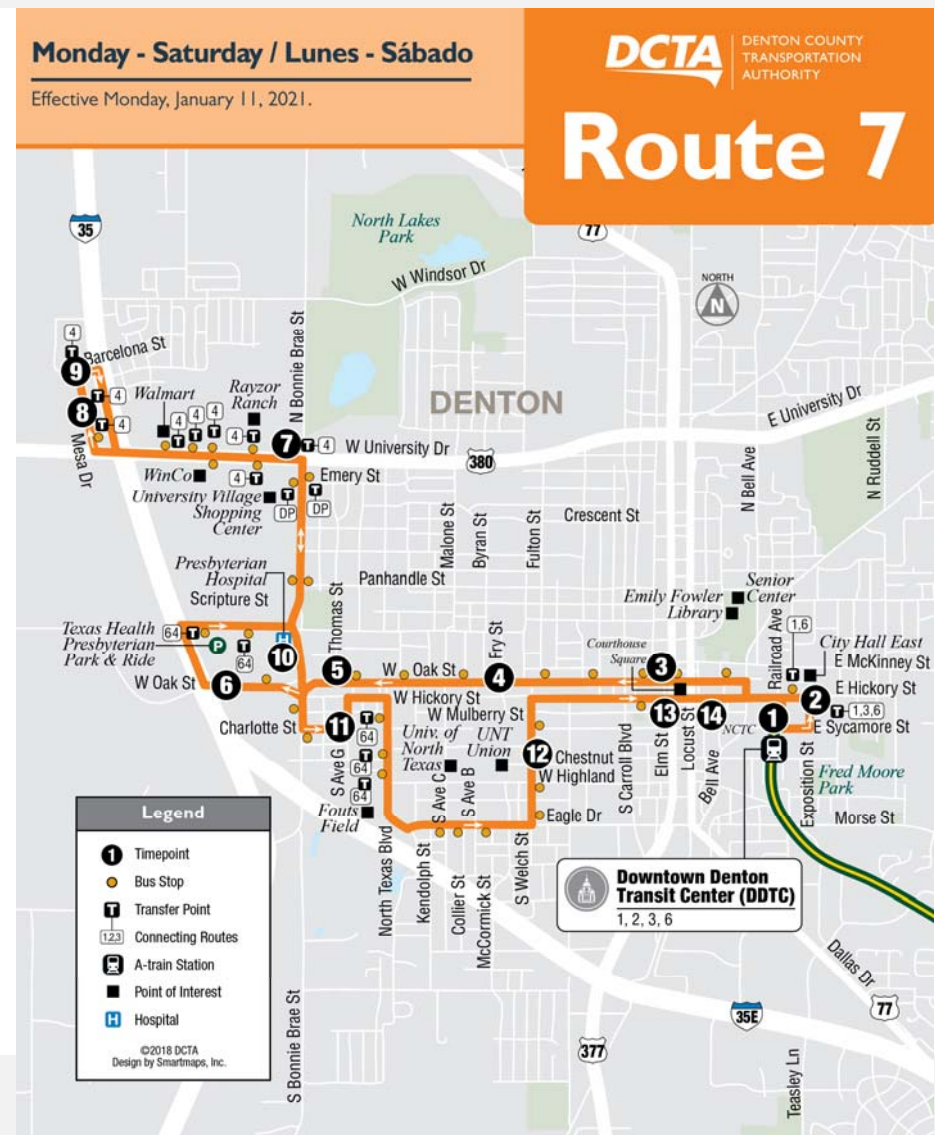


Existing Routes in Denton



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Efficiency Study

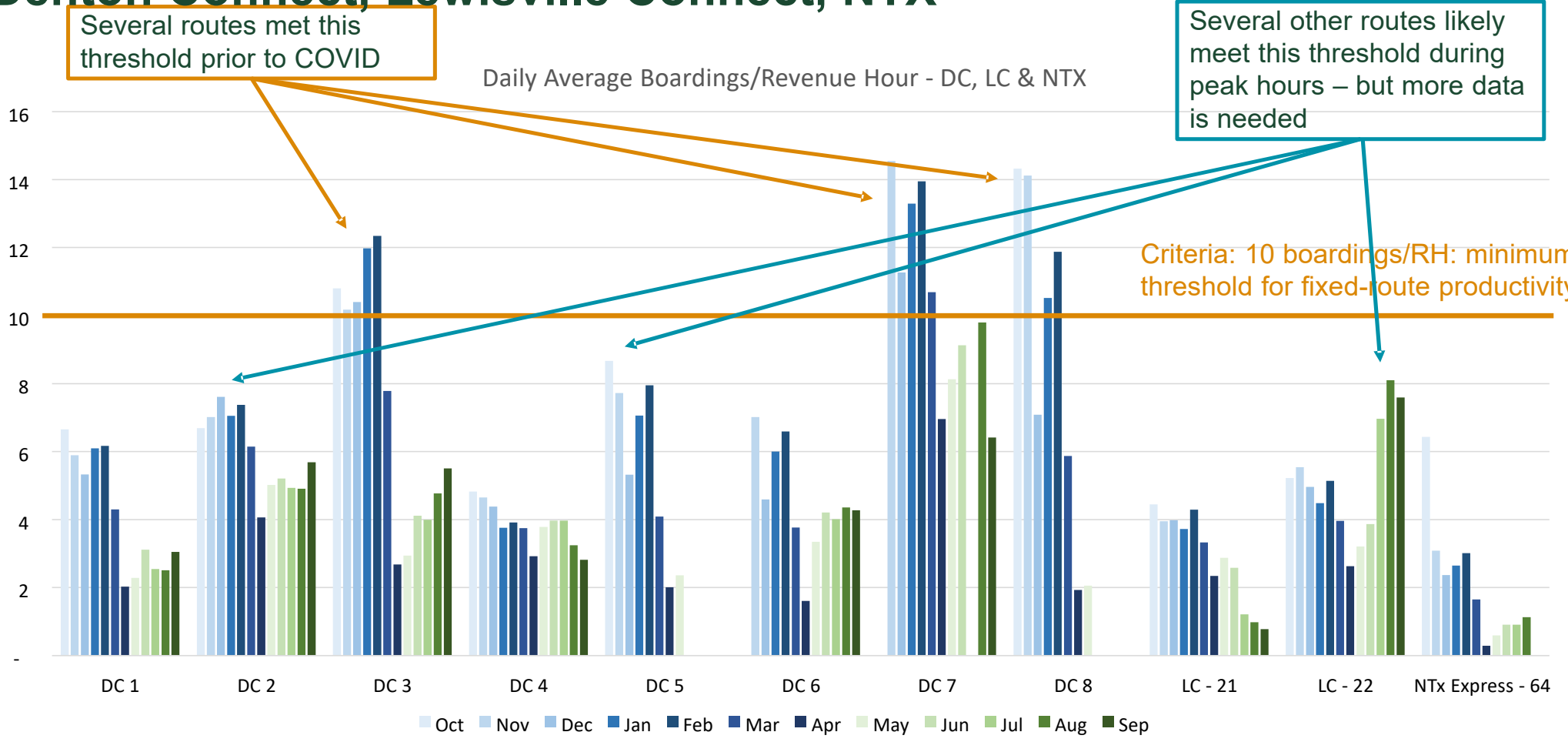
Transformation Initiative RFP

Accenture was selected to conduct an extensive analysis of all aspects of DCTA's organization and make recommendations, including:

- 1) Organization and Governance Analysis
- 2) Service analysis
- 3) Technology Needs analysis

PRODUCTIVITY CRITERIA FOR FIXED ROUTE SERVICE

Denton Connect, Lewisville Connect, NTX





On Demand Service

Potential Service Option



- Similar to Uber Pool
- App- based, with call in number to schedule trips
- Maximum of 6 passengers per trip
- Technology pairs riders within short walk of their pickup and destination



On Demand Service

Service Plan Development in Process

- Contemplating replacing low ridership bus routes with On Demand service
- Considering keeping highest ridership bus routes, 3 & 7, for 6 month pilot to determine if riders prefer bus or On Demand
- Will provide greater coverage of the City, better frequency and longer hours of coverage
- DCTA will host a workshop with City staff this month to refine service in Denton
- DCTA will undergo extensive public involvement process (March- May) before final decision



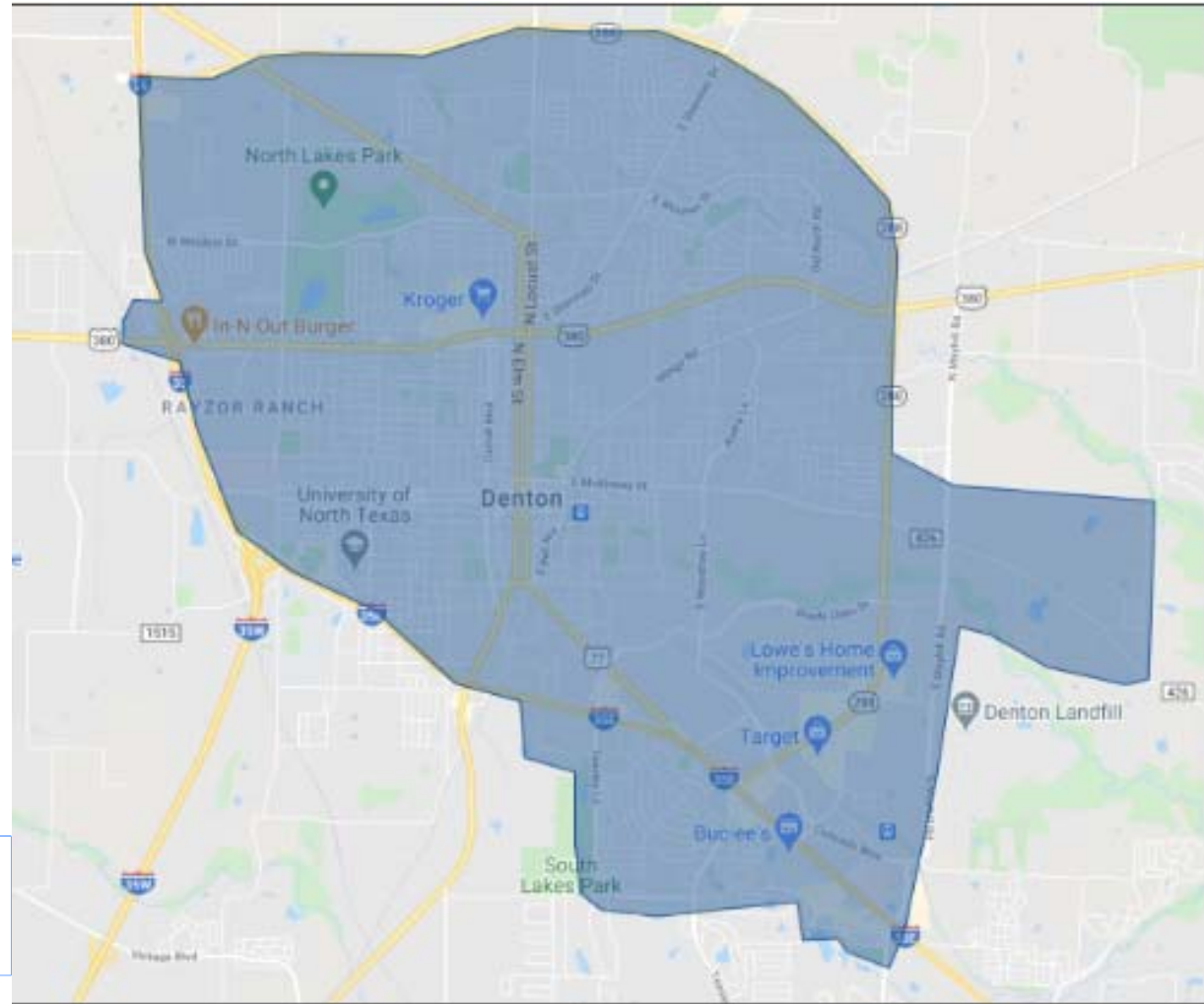
On Demand Service

Service Plan Development in process

- Will provide better service for Denton residents and save at least \$2.6 M per year
- 16 hours/ day- 5 am – 9:30 pm
- 5- 7 minute frequency
- Sunday and Holiday service
- Connectivity to the DART train at Trinity Mills after hours
- Overlap in service to help customers transition
- Proactive community involvement plan to assist individuals experiencing homelessness, unbanked customers, or customers requiring additional assistance

Proposed Denton On Demand Zone

Initial Proposal- In Development

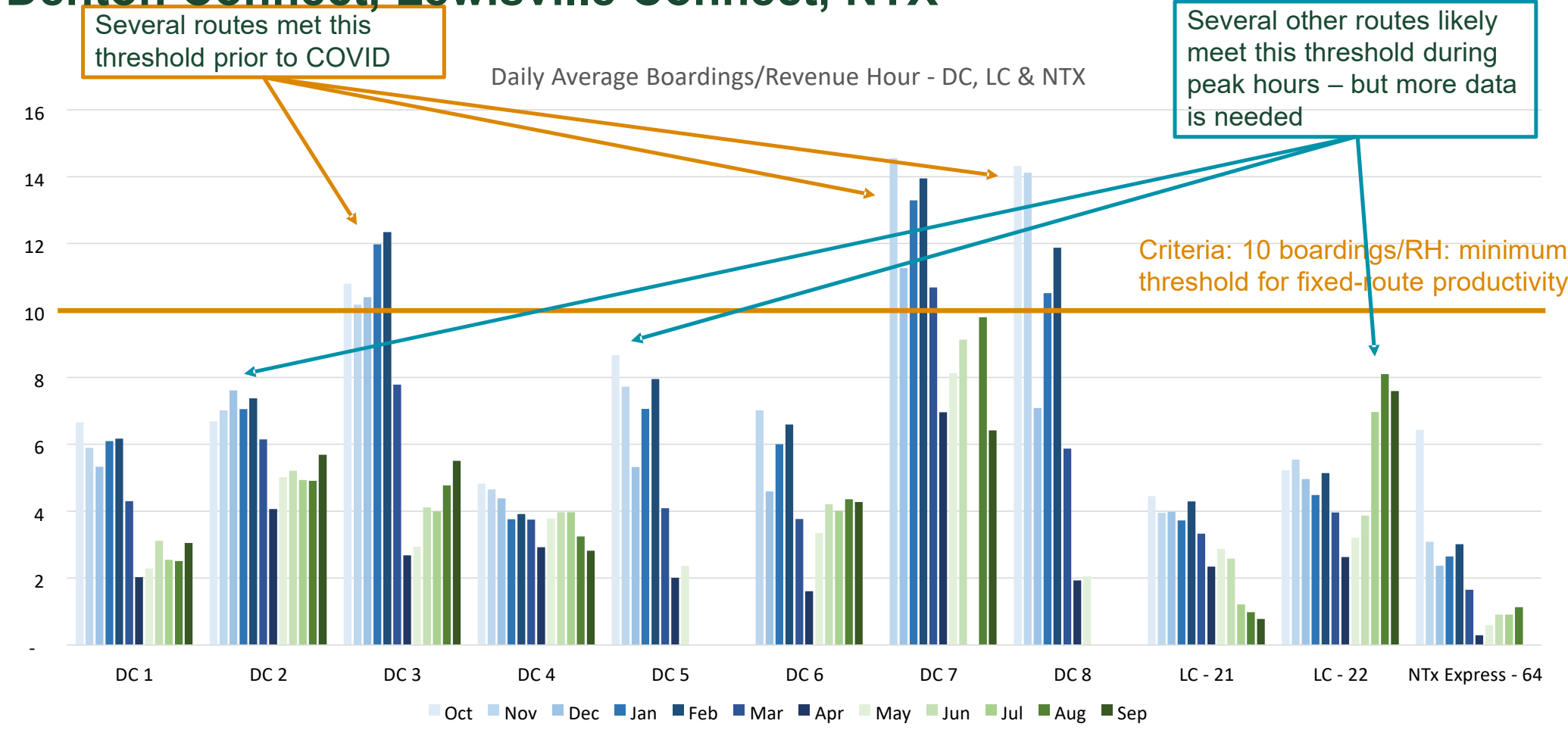




Discussion & Questions

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