

# YOUR PARTNER IN TRANSIT



**TRUSTED PARTNER**

**SOLUTIONS PROVIDER**

**SOURCE FOR TRANSIT EXPERTISE**



# PROJECT UNDERSTANDING

April 14, 2017



# YOUR TRANSIT EXPERTS

As your trusted partner, DCTA takes pride in becoming a visible and valued service provider and part of the fabric of what makes McKinney unique.



DCTA is a well-established, efficiently-operated, and fiscally-responsible transit authority



DCTA understands suburban communities and high-growth areas



DCTA is leading the country with innovative demand response transit solutions



DCTA offers flexible and customized approaches to transit

# YOUR SOLUTIONS PROVIDER

DCTA offers a personalized approach by fundamentally weaving mobility services into the fabric of the communities we serve

The agency will provide a customized approach to meet the needs of the community and deliver what is in the best interest of the municipality

We understand the necessity for a turnkey solution for delivery of transit services

## Key elements of this effort would include:

- Rapid implementation of services to respond to immediate needs for the elderly and disabled
- Taking care and being compassionate for a potentially vulnerable customer base
- Matching the right service type to the individual customer needs is a top priority
- Managing the program of services within budget which is currently limited to \$350,000 per year
- Serve as the MUTD's trusted advisor for developing the best long-term solution



# HOW WE DELIVER

Going the extra mile is in our agency's DNA which makes DCTA a choice provider

DCTA is proud to provide a nationally recognized team that continues to lead the country in numerous areas

Our agency's fundamentals are based on traditional values, which drives our fair and equitable solutions

We are leaders in developing and providing customized transit solutions

Our partnerships with national and international providers allow us to drive exceptional service and operational excellence

The agency deployed service to meet the City of Frisco's needs in less than two weeks

# UNDERSTANDING SCOPE OF SERVICES



Recognize the unique community needs of the MUTD service area



Expedite initial implementation of taxi service for passengers meeting eligibility criteria set by the MUTD Board



Provide efficient and effective transit services to the MUTD defined geographic area during the designated service times



Use demand response service to accommodate specific mobility needs, including oversized mobility devices



Transition service into a hybrid approach leveraging both taxi and demand response services



# YOUR COMMUNITY





# FIRM QUALIFICATIONS & REFERENCES

April 14, 2017



# AGENCY BACKGROUND

Established Under Texas Transportation Code Chapter 460 (2001)



Supported by 1/2¢ Sales Tax from Denton, Highland Village and Lewisville (2002)



DCTA Began Bus Service (October 2005)  
A-train Began Revenue Service (June 2011)



Deliver Contracted Services to City of Frisco,  
University of North Texas and North Central  
Texas College



Proven transit professionals with well established and transparent governance makes DCTA a trusted partner.

# EXECUTIVE LEADERSHIP



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



**Anna Mosqueda**  
Chief Financial  
Officer



**Raymond Suarez**  
Chief Operating  
Officer



**Kristina Brevard**  
Vice President,  
Planning & Development



**Nicole Recker**  
Vice President,  
Marketing & Communications



# AGENCY FACTS



## SERVICES

24 Bus Routes  
A-train Commuter Rail  
Demand Response

Paratransit Bus  
Commuter Vanpools  
Commuter Bus



## RIDERSHIP

Carried Over 2.9 Million Passengers in FY '16



## INNOVATION

Integrated Uber/Lyft  
Taxi Partnership  
Real-Time Travel Tools

Positive Train Control



## LEADERSHIP

Financial & Transparency Awards  
12 Mktg & Comm Awards in FY '16  
Regional Involvement (RTC/STTC)

# FINANCIAL ADMINISTRATION & STEWARDSHIP

Maximize ROI and control operational costs

DCTA staff will meet with McKinney staff on a monthly basis to review ridership and cost

Provide mixed modes of transit options based on usage and MUTD financial capacity

Leverage the ability to set limits based on geographic and demographic data and community demand



Sustainable 5-year Cash Flow Model

Consistently Clean Annual Audits and Favorable FTA Triennial Reviews

Comptrollers Leadership Circle Transparency Award - Platinum Level

Government Financial Officers Association Awards -Distinguished Budget and Certificate of Excellence: Comprehensive Annual Financial Report

Awarded the 2016 Achievement of Excellence in Procurement® Award



# TRACK RECORD OF SUCCESS

## Experience

- Implementing efficient transit services to communities and meeting the needs of its stakeholders
- Expediting new service within limited timeframes
- Customizing a service solution to fit community demand
- Experienced delivery of highly effective and innovative services with high customer satisfaction results

## White Papers (See Index)

- City of Frisco Contracted Demand Response Service
- City of Highland Village Shuttle and Community Demand Response Service
- North Texas Xpress Commuter Bus Service (I-35W)
- North Central Texas College Shuttle

# PASSENGER SATISFACTION

**How likely are you to recommend DCTA services to a friend or family member?**



74.78% of riders would “Very Likely” recommend DCTA services to a friend or a family member.  
*(Up 1.78% compared to the 2014 Community Survey)*



Less than 1% of participants would “Not at all Likely” recommend DCTA services to a friend or a family member.  
*(Down 2.68% compared to the 2014 Community Survey)*

DCTA services are seen in a very positive light, with the majority of respondents agreeing that they would recommend DCTA services to a friend or family member.



# PASSENGER SATISFACTION

**How satisfied are you with the public transportation services that DCTA provides?**



47% of respondents are extremely satisfied.



40.2% of respondents are somewhat satisfied.

**How much do DCTA services improve the quality of life in your community?**



42% of respondents said, "A Great Deal."



32.7% of respondents said, "A Lot."



19.7% of respondents said, "A Moderate Amount."

Riders are highly satisfied with DCTA services and believe that the services we provide improve the quality of life in their community.

# ADDITIONAL CAPABILITIES

In addition to transit operations, DCTA staff can provide assistance in the areas of:

Finance & Procurement

Planning & Development

Marketing & Communications

## Finance & Procurement

- Grant management and compliance
- Oversight for grant-funded procurements
- Assist in identifying funding opportunities for projects from NCTCOG, FTA and TxDOT

## Planning & Development

- Title VI compliance and oversight
- Long-range planning assistance
- Assistance with transit project planning

## Marketing & Comm

- Marketing and communications planning assistance
- Key materials and talking points to promote services
- Required and promotional passenger information coordination
- Customer service





# STAFF QUALIFICATIONS

April 14, 2017

**Michelle Bloomer**  
**Assistant Vice President, Bus Operations | DCTA**  
**McKinney Resident**

- 15 years of bus operations experience
- Oversees bus operations, transit coordination and regional collaborations
- Manages contractual relationships, contract negotiations and compliance, the development of policies and programs, as well as the overall success of program services, service quality and service effectiveness and sustainability
- Work experience with First Transit, Inc. and the North Central Texas Council of Governments (NCTCOG)
- Collaboration with the Federal Transit Administration (FTA)
- Member of the Public Transportation Advisory Committee (PTAC)





**Troy Raley**  
**Business Manager | DCTA**

- 30 years of experience in the public and private sector
- Responsible for developing, organizing, and directing the implementation and operation of the agency's bus transportation and maintenance services
- Oversees bus and demand response services, as well as service planning and information technology



# SERVICE DELIVERY TEAM

## Marty Burke

### General Manager, Bus Operations | TMDC

- 28 years of experience as a transit management professional
- Manages the agency's fleet of bus and paratransit vehicles as well as 150 bus operations employees
- Responsible for the stewardship of an \$11 million operating budget and reports to the Assistant Vice President of DCTA
- Considered a transit expert and has played significant roles in service delivery, safety programs, fare policy governance, and union negotiations
- Served in numerous leadership roles in operations and maintenance over a long and successful career.







# SCOPE OF SERVICES

April 14, 2017

# SERVICE APPROACH



Enrollment of eligible participants



Taxi service to include dispatching, debit card issuance, and reporting



Alternative service for special vehicle needs



Provision of vehicles for MUTD service

To expedite service delivery, DCTA is available to provide on-site passenger certification within the service area prior to the launch of service.



# UTD PASSENGER DEMOGRAPHICS

## AGE



	Celina	McKinney	Melissa	Princeton	Prosper	Total
0-15	0	207	0	0	0	207
16-25	9	1,858	13	59	46	1,976
26-35	0	636	0	119	2	757
36-45	47	750	0	381	28	1,206
46-55	0	621	4	56	7	688
56-61	0	994	1	30	26	1,051
62 and over	34	3,907	9	94	99	4,143
	90	8,973	27	739	208	10,028

## TRIP TYPE



	Celina	McKinney	Melissa	Princeton	Prosper	Total
Medical	47	1,865	5	228	29	3,048
Personal	0	675	0	42	9	1,907
Social Ser.	0	1,845	9	36	17	1,469
Work/Job	9	2,310	7	334	17	1,469
Education	0	882	6	17	58	2,719
Dialysis	34	1,474	0	74	36	963
Total	90	9,051	27	731	166	11,575

## ACCESSIBILITY



	Celina	McKinney	Melissa	Princeton	Prosper	Total
Ambulatory	90	8,366	25	648	204	9,333
Wheelchair		725	2	91	4	822
Total	90	9,091	27	739	208	10,155

Study results show:

- 90% of trips previously performed were Ambulatory which can be provided by taxi service
- The other 10% were passengers with wheelchair devices and can be served by DCTA's demand response service

# McKINNEY UTD TAXI SERVICE

## ROLES & RESPONSIBILITIES

### Taxi Voucher Program

	Who Rides	Cost/Payment Structure	Service Provision
<b>MUTD</b>	<ul style="list-style-type: none"> <li>Determine program goal(s)</li> <li>Establish service parameters</li> <li>Set eligibility requirements</li> </ul>	<ul style="list-style-type: none"> <li>Determine overall budget</li> <li>Establish cost sharing policy</li> <li>Set subsidy parameters</li> <li>Reimburse DCTA for services provided</li> </ul>	<ul style="list-style-type: none"> <li>No direct role</li> <li>Monitor service levels</li> <li>Manage service agreement</li> </ul>
<b>DCTA</b>	<ul style="list-style-type: none"> <li>Outreach to former/potential customers</li> <li>Hold local on-site customer eligibility fairs prior to service initiation</li> <li>Certify eligible customers by phone, mail, or online</li> </ul>	<ul style="list-style-type: none"> <li>Provide service within established budget</li> <li>Manage and monitor monthly costs</li> <li>Recommend cost savings/containment options</li> <li>Reimburse Irving Holdings for service provided</li> </ul>	<ul style="list-style-type: none"> <li>Serve as main point of contract for the customer</li> <li>Manage overall customer experience</li> <li>Monitor service levels and quality</li> <li>Administer contract with Irving Holdings</li> <li>Provide MUTD monthly ridership/service reports</li> </ul>
<b>Irving Holdings</b>	<ul style="list-style-type: none"> <li>Provided list of eligible customers by DCTA</li> <li>Confirm customer eligibility before scheduling/dispatching trip</li> </ul>	<ul style="list-style-type: none"> <li>Issue debit card to customer</li> <li>Upon customer payment, add value to card as directed by DCTA</li> <li>Invoice DCTA for service provided</li> </ul>	<ul style="list-style-type: none"> <li>Dispatch driver to provide requested trip</li> <li>Responsible for driver performance</li> </ul>
<b>Customer</b>	<ul style="list-style-type: none"> <li>Attend local on-site customer eligibility fair or</li> <li>Contact DCTA via phone, mail, or online to register</li> </ul>	<ul style="list-style-type: none"> <li>Call DCTA to add value to debit card as needed</li> <li>Manage trips within available funds</li> </ul>	<ul style="list-style-type: none"> <li>Schedule trip via phone, online, or app</li> <li>Pay fare using debit card</li> </ul>



# TAXI SERVICE: PASSENGER PROCESS

## QUALIFY

- Review program requirements to determine if meet eligibility criteria
- McKinney UTD resident who is 65 years of age or older
- McKinney UTD resident of any age who meets the program disability qualifications
- Call DCTA Customer Service (940.243.0077) to coordinate the required application and certification

## DEBIT CARD

- Once certified, customer will be issued a debit card
- Customer can add value to the card in \$5 increments, up to \$100
- Customers contribution will be match 3 to 1, for a total value of up to \$400 monthly

## BOOK TRIP

- Customer schedules a trip through Irving Holdings via phone, online, or via the CURB app
- Trips can be scheduled 7 days a week, 24 hours a day
- Customer provides Program Code to identify as part of the MUTD Taxi Voucher

## CUSTOMER SERVICE

- Customer calls DCTA Customer Service (940.243.0077) with questions regarding how the program works, determine if they qualify, and to provide feedback on the service provided
- Customer can call Irving Holdings (972.233.6999) for questions related to booking a trip, a trip already booked, or other service-related questions

# McKINNEY UTD DEMAND RESPONSE SERVICE

## ROLES & RESPONSIBILITIES

### Demand Response Service

	Who Rides	Cost/Payment Structure	Service Provision
MUTD	<ul style="list-style-type: none"> <li>•Determine program goal(s)</li> <li>•Establish service parameters</li> <li>•Set eligibility requirements</li> </ul>	<ul style="list-style-type: none"> <li>•Determine overall budget</li> <li>•Establish cost sharing policy</li> <li>•Set fare structure</li> <li>•Reimburse DCTA for services provided</li> </ul>	<ul style="list-style-type: none"> <li>•No direct role</li> <li>•Monitor service levels</li> <li>•Manage service agreement</li> <li>•Provide policy guidance</li> </ul>
DCTA	<ul style="list-style-type: none"> <li>•Outreach to former/potential customers</li> <li>•Initially hold local on site fairs to certify eligibility customers</li> <li>•Ongoing customer certification by phone or mail</li> </ul>	<ul style="list-style-type: none"> <li>•Provide service within established budget</li> <li>•Manage and monitor monthly costs</li> <li>•Recommend cost savings/containment options</li> </ul>	<ul style="list-style-type: none"> <li>•Serve as the customers main point of contact</li> <li>•Manage overall customer experience</li> <li>•Monitor service levels and quality</li> <li>•Provide MUTD monthly ridership/service reports</li> </ul>
Customer	<ul style="list-style-type: none"> <li>•Attend local on site customer eligibility fair or</li> <li>•Contact DCTA via phone or mail to register</li> </ul>	<ul style="list-style-type: none"> <li>•Pay appropriate fare to driver</li> </ul>	<ul style="list-style-type: none"> <li>•Call DCTA to schedule trip</li> </ul>



# DEMAND RESPONSE: PASSENGER PROCESS

## QUALIFY

- Review program requirements to determine if meet eligibility criteria
- McKinney UTD resident who is 65 years of age or older
- McKinney UTD resident of any age who meets the program disability qualifications
- Call DCTA Customer Service (940.243.0077) to coordinate the required application and certification

## BOOK TRIP

- Once certified, customer calls DCTA to schedule a trip
- Trips can be scheduled Monday - Friday from 8:00 am to 5:00 pm and Saturday from 8:00 am to 3:45 pm
- Customer receives automated message the night before to confirm their trip, including pick-up location and time

## CUSTOMER SERVICE

- Customer calls DCTA Customer Service (940.243.0077) with questions regarding how the program works, determine if they qualify, and to provide feedback on the service provided
- Customers can also use DCTA's Go Request system to submit comments, questions, compliments, or complaints online

# PRE-LAUNCH OUTREACH & CERTIFICATION

## OUTREACH EFFORTS

- DCTA will hold a series of community outreach events at the direction of the MUTD
- Provide information about the services available
- Educate the community about the new service and customer eligibility requirements

## LOCATIONS

- DCTA will work with MUTD representatives to identify locations to best serve the communities
- Potential locations include City Hall, Senior Centers, Dialysis Centers, and older adult living communities such as Grand Texan, Grand Reserve, and County Lane

## TRIP READY

- Perform on-site certification and immediately determine customer eligibility
- Allow customers to have debit card in hand and ready to schedule trips on the first day of service

## CUSTOMER SERVICE

- DCTA staff will provide a personal touch and a friendly face-to-face customer service
- Distribute passenger information complete with customer service contact information for future reference





# PROJECT COST

April 14, 2017

# PROJECT COST: DEMAND RESPONSE

Demand Response Cost Model	
MUTD Funds Available	\$91,940
Cost/Service Hour	\$50.39
Fuel/Service Hour	\$5.60
Service Hours	1,642
Trips/Revenue Hour <sup>1, 2</sup>	1.5
Estimated Trip Capacity	1,670

<sup>1</sup> Average trips per revenue hour provided by MUTD

<sup>2</sup> 1.5 trips/revenue hour equates to 1.017 trips/service hour

Breakdown of Cost/Service Hour	
\$26.38	Operator Expense
\$11.28	Maintenance Expense
\$4.45	Supervisor/Dispatch
\$3.59	Customer Service
\$2.29	Bus Operations Admin
\$47.99	Total: Bus Operations
\$2.40	DCTA Admin (5%)
<b>\$50.39</b>	<b>Cost/Service Hour</b>



# PROJECT COST: TAXI VOUCHER

Taxi Voucher Cost Model	
MUTD Funds Available (75%)	\$258,060
Customer Contribution (25%)	\$86,020
Total Funds Available	\$344,080
Administrative Expenses <sup>1</sup>	(\$57,347)
Available for Service	\$286,733
Cost Per Trip <sup>2</sup>	\$20
Estimated Trip Capacity <sup>3</sup>	14,337

<sup>1</sup> Includes 15% for Irving Holdings and 5% for DCTA

<sup>2</sup> Average cost per trip as provided by MUTD

<sup>3</sup> Estimated trip volume may increase assuming a lower cost per trip



# PROJECT COST: RECOMMENDED HYBRID

% Trips <sup>1</sup>	Service Type	Trip Capacity	MUTD Costs
10%	Demand Response	1,670	\$91,940
90%	Taxi Voucher	14,337	\$258,060
<b>TOTALS</b>		<b>16,007</b>	<b>\$350,000</b>

<sup>1</sup> Service split based on Goodman Corporation report





# PROJECT SCHEDULE

April 14, 2017

# PROJECT SCHEDULE

TIMING	ACTIVITY
April 27, 2017	DCTA Board of Directors to Authorize President to Enter Into ILA
May 1, 2017	McKinney City Council Transit Agency Selection
May 2017	DCTA to Provide On-Site Customer Qualifications
	DCTA to Prepare for Service Launch
June 1, 2017	Launch Taxi Service & Demand Response Service
September 1 – October 1, 2017	DCTA to Coordinate Transit Needs Assessment with NCTCOG

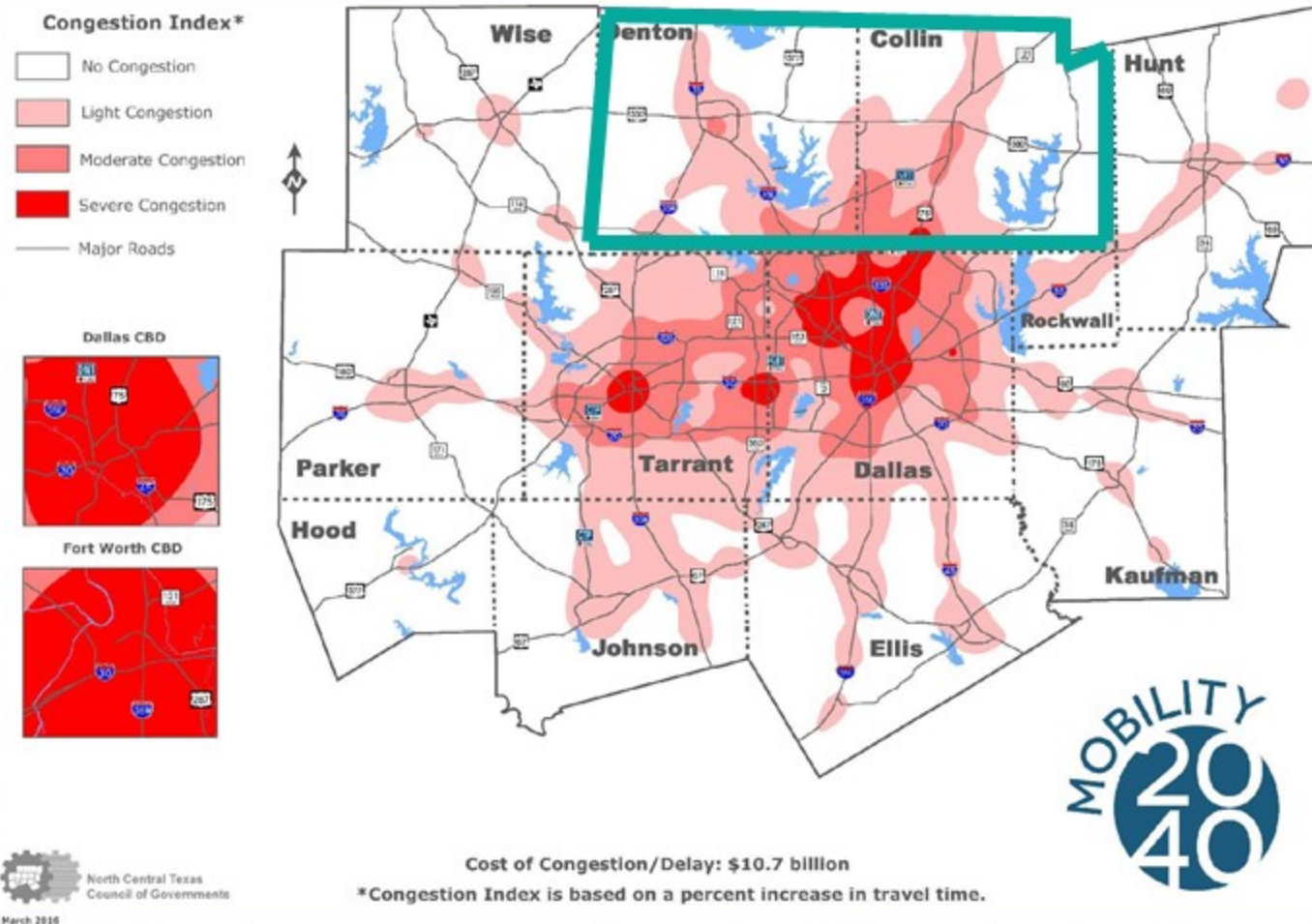




# FUTURE PLANNING

April 14, 2017

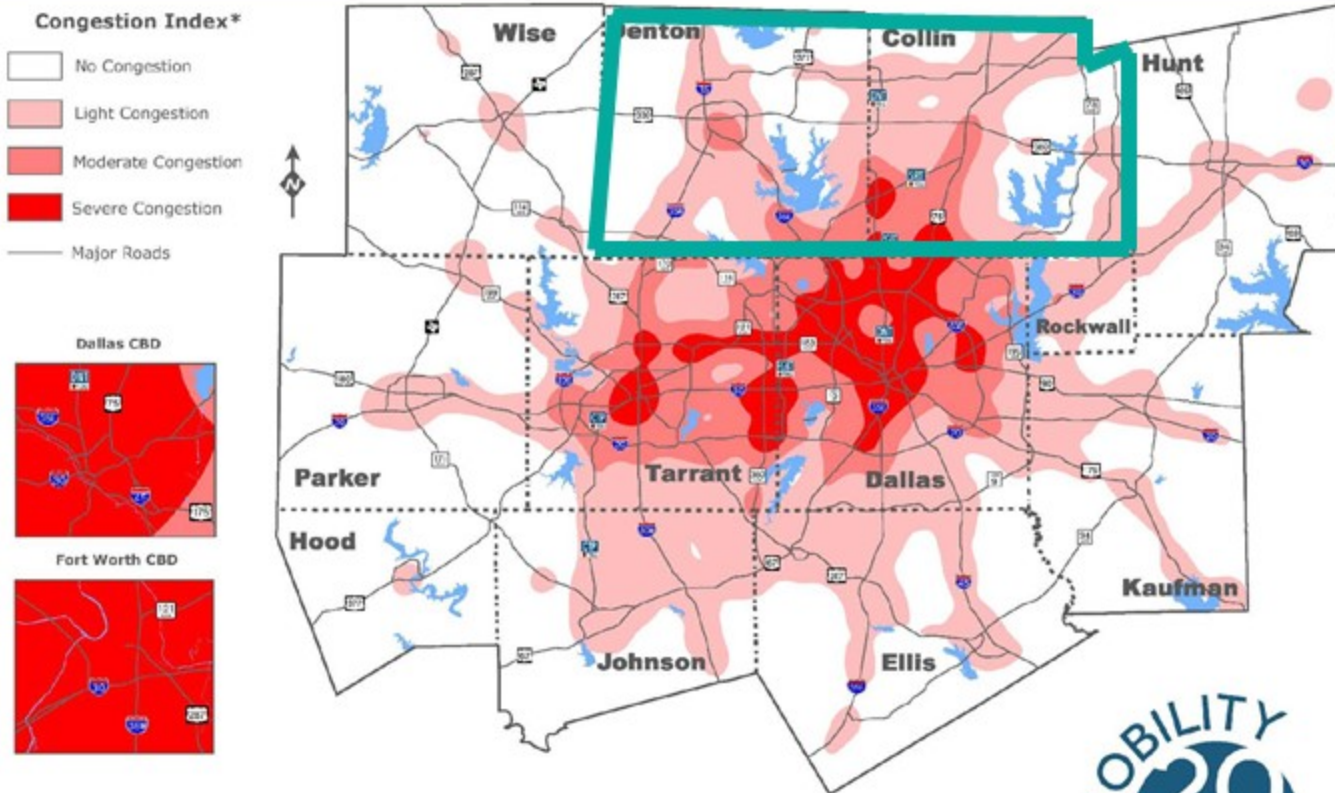
# 2017 LEVELS OF CONGESTION/DELAY



With the region growing exponentially, transit services and infrastructure demands increase.



# 2040 LEVELS OF CONGESTION/DELAY



Cost of Congestion/Delay: \$25.3 billion

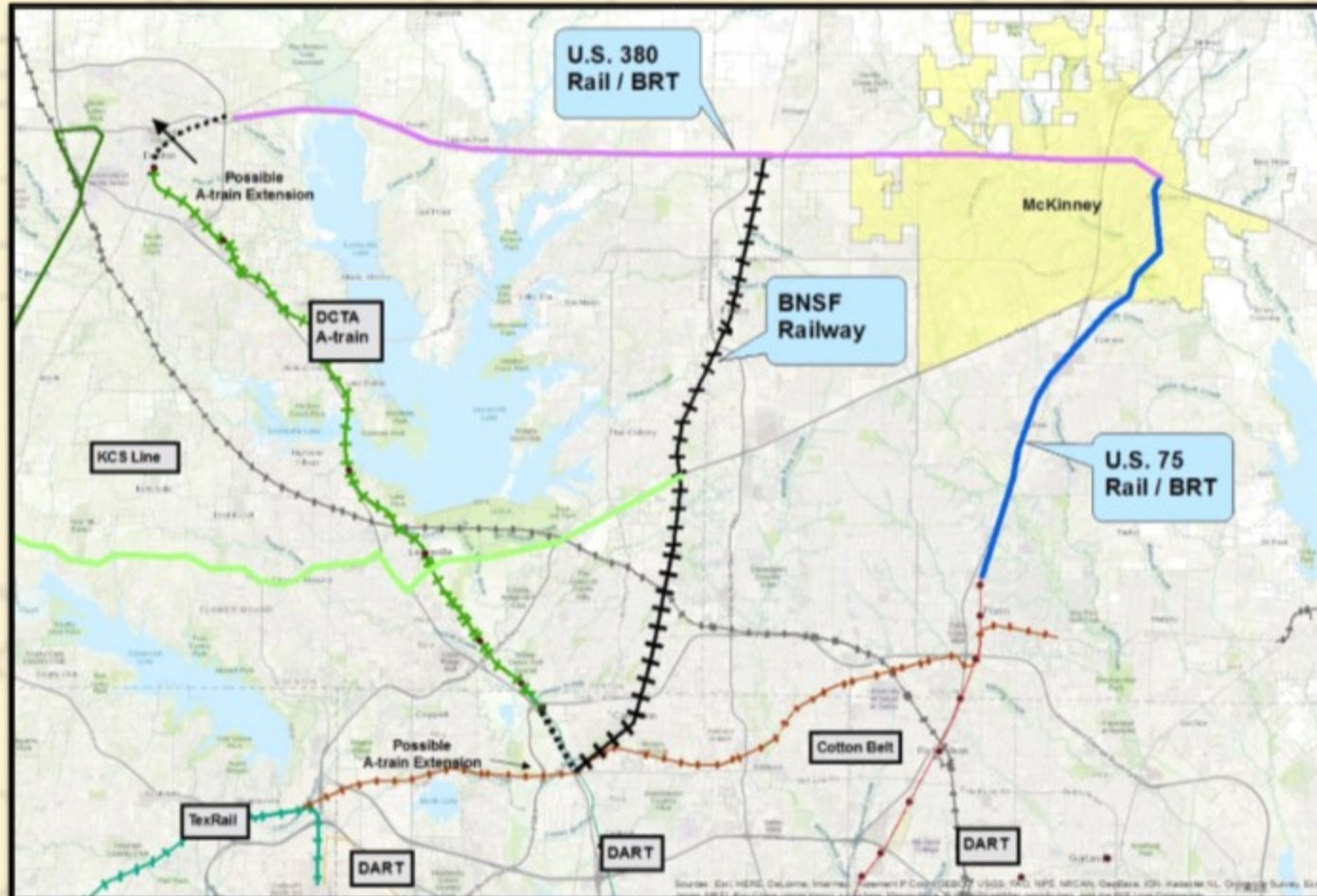
\*Congestion Index is based on a percent increase in travel time.



Denton County and Collin County are the fastest growing counties in the DFW region, with Collin County in the lead. It is critical that this region address the expected growth and start planning now.



# STRATEGIC TRANSIT CORRIDORS



To address the projected growth within the region, DCTA has engaged local and regional governments as well as the private sector in planning efforts to implement transit service on US 380 (McKinney to Denton) and BNSF Railway (Prosper to Carrollton). DCTA is prepared to incorporate the transit planning of US 75 (McKinney to Plano) as requested by the MUTD.

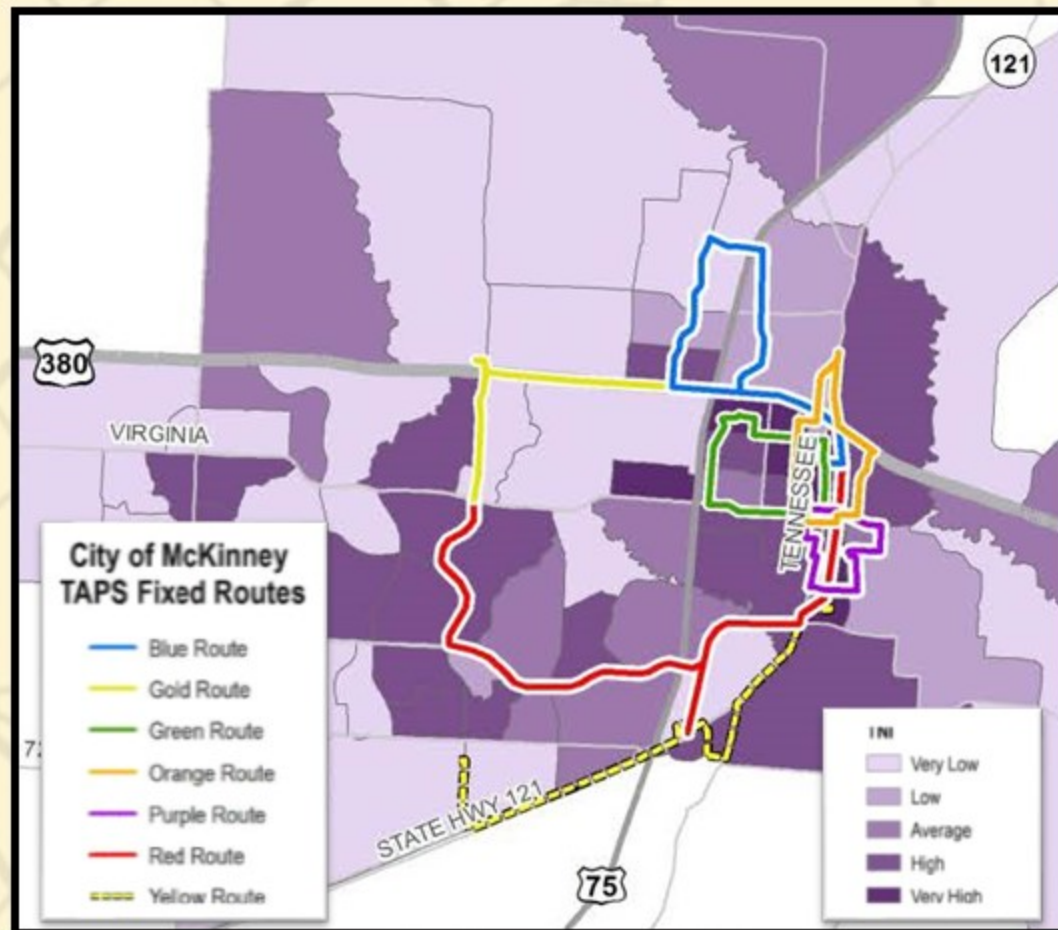
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- |   |   |
|---|---|
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| <span style="color: black;">•</span> Passenger Rail Stations  | <span style="color: lightgreen;">—</span> Future Transit Corridor |
| <span style="color: blue;">—</span> U.S. 75 Rail / BRT  | <span style="color: orange;">—</span> Cotton Belt                 |
| <span style="color: purple;">—</span> U.S. 380 Rail / BRT   | <span style="color: green;">—</span> A-train                      |
| <span style="color: black;">- - -</span> BNSF   | <span style="color: orange;">—</span> DART Orange Line            |
| <span style="color: red;">—</span> DART Red Line  | <span style="color: teal;">—</span> TexRail                       |
| <span style="color: green;">—</span> DART Green Line  | <span style="color: black;">—</span> KCS Line                     |

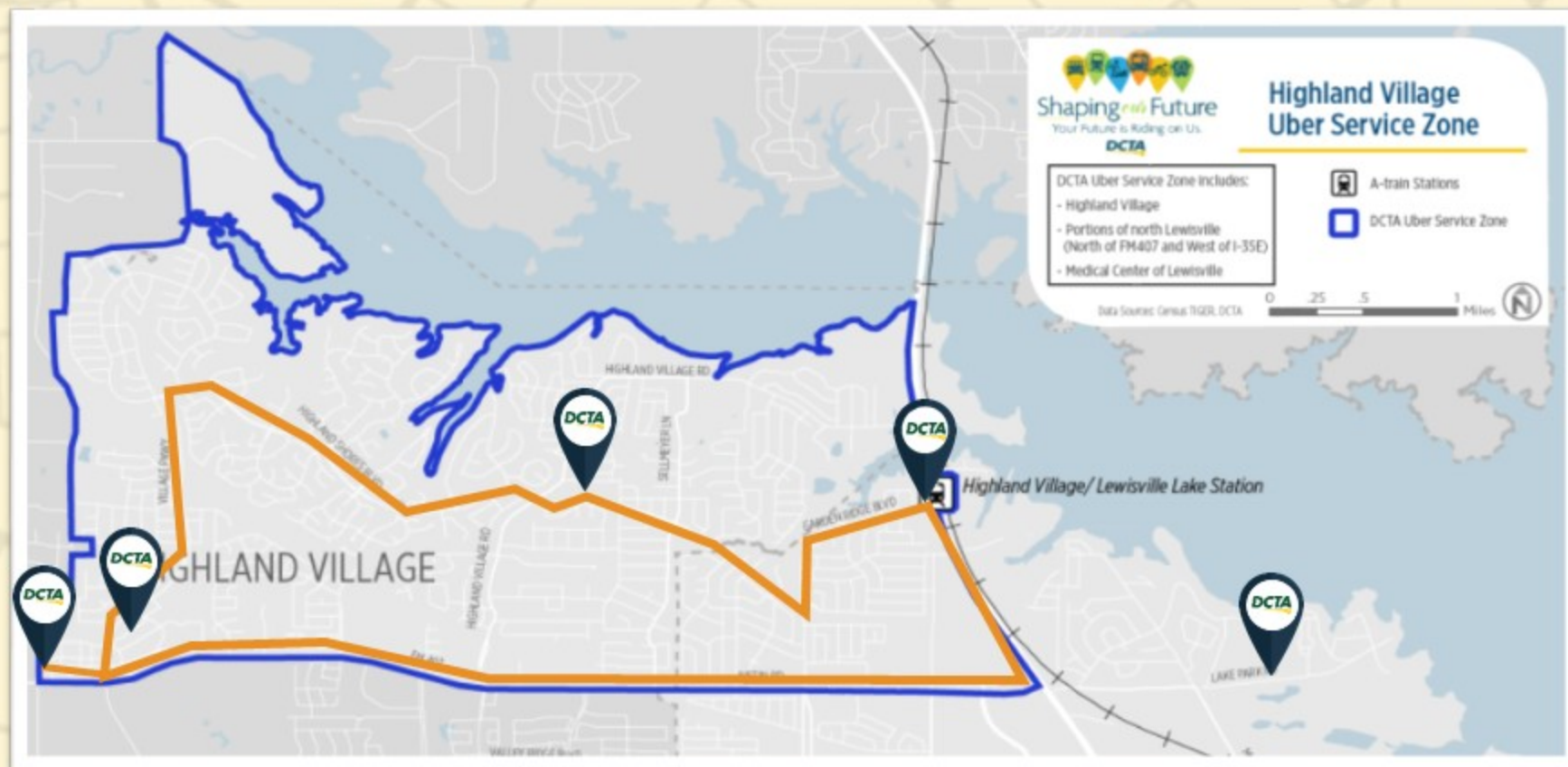


# FROM FIXED ROUTE TO CIRCULATOR

DCTA recognizes that fixed route bus service isn't always the answer to a community. Suburban communities don't always have the density required for an efficient and successful traditional transit. We have successfully developed customized plans for communities where traditional transit service isn't the answer.



# COMMUNITY CIRCULATOR



DCTA believes the next step before fixed-route service is implementation of a circulator connecting high traffic local destinations.