

Workforce Success Leadership Team

Friday, May 17, 2019

8:30 a.m. to 10:00 a.m.

United Way of Denton County, Inc. (1314 Teasley Lane, Denton, TX)

Agenda

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|-------|--|---------|
| I. | Welcome & Introductions | 5 min. |
| II. | Strategic Planning Framework | 30 min. |
| | i. Review backbone-support proposed objectives | |
| | ii. Consider formation of Strategic Planning committee | |
| III. | Discussion of Existing Network of Services | 45 min. |
| | i. North Central Texas College | |
| | ii. Denton County Transportation Authority | |
| | iii. Financial Empowerment Report | |
| IV. | Nominating Committee Update | 5 min. |
| V. | Backbone Support Updates | 5 min. |
| | i. Working Family Success Funding Opportunities | |
| VI. | New Business | |
| VII. | Public Comments | |
| VIII. | Adjourn | |

Next Meeting Date:

Friday, June 21, 2019 – 8:30 a.m. to 10:30 a.m.



DENTON COUNTY
TRANSPORTATION
AUTHORITY

**United Way Workforce Success Leadership Team
DCTA Overview**

Your Agency Mission

Mission – We are committed to improving mobility, air quality, economic development and livability in the areas we serve.

Vision – To be a leader in advancing public transportation alternatives.

Regular Activities Offered by Your Agency

- Regional Services
 - A-train
 - A-train Rail Trail
 - Access Service (ADA-qualified, on-demand)
 - Vanpool
- Denton Services
 - Denton Connect
 - Denton Enterprise Airport Zone
 - North Texas Xpress
- Lewisville Services
 - Lewisville Connect
 - Lewisville Lakeway Zone
- Highland Village Services
 - Highland Village Shuttle
- Collin County Services
 - Frisco Demand Response – Elderly and disabled, medical trips
 - Collin County Transit – McKinney, Celina, Lowry Crossing, Melissa, Princeton and Prosper – elderly and disabled
- University Services
 - UNT Shuttle
 - UNT Lyft Zone
 - NCTC Shuttle

Regular Client Groups for Your Services

- Denton County
 - Denton, Highland Village and Lewisville
 - UNT and NCTC
- Collin County
 - Frisco, McKinney, Celina, Lowry Crossing, Melissa, Princeton and Prosper



Governmental and Non-Governmental Agencies You Work with to Provide Your Services

- Federal Railroad Administration
- Federal Transit Administration
- North Central Texas Council of Governments
- Regional Transportation Council
- Surface Transportation Technical Committee
- Denton County – Established us in 2002
- Member Cities – Denton, HV, Lewisville
- Contract Cities
- Independent School Districts

Primary Funding Sources

- ½ Cent Sales Tax – Denton, HV, Lewisville
- Federal Funding
- Fare Revenue
- Contract Services
- Private/Public Partnerships

What Agencies You Refer People to When You Cannot Serve Them

- DCTA Vanpool Program
- SPAN
- TNCs – Uber, Lyft, etc.
- NCTCOG – aging and veteran programs

What Activities You Do Well

- Train, Bus and TNC Implementation
- Innovative Mobility Solutions
- Social Service Agency Roundtables – grown to a larger group to encourage regional conversations

What Activities You Would Like to Do

- Additional A-train Station
 - Corinth/Lake Cities
- Extension of the A-train
 - North to TWU and Loop 288
 - South to the Cotton Belt (downtown Carrollton) – two-seat ride to DFW Airport
- Expansion into other cities within Denton and Collin Counties
 - Contract based
 - Expand connections for everyone

Which Group of Clients to Reach

- We do transit dependent and students well
- Would like to target –
 - Commuters
 - Social Riders
- Educate Businesses on the Employer Pass Program
 - Will help to get people off the road and improve air quality
 - Will drive hourly workforce into the areas that need it most

Sources of Data You Use

- Census Data – specifically minority populations
- City Studies
- NCTCOG Research
- APTA Research

Data You Collect for Your Services

- Passenger Satisfaction Survey
- Community Survey
- Point-in-Time Studies

Other Dreams of Your Agency

- Growth
- Innovation
- Leader in the Industry
- Making a Difference