



DCTA

Innovative Mobility in North Texas

Kristina Holcomb, Deputy CEO

Denton County Transportation Authority

Self-Driving Vehicle

Passengers
Entering/Exiting 

EVOLVING AGENCY PRIORITIES



Be a leader in advancing mobility alternatives.

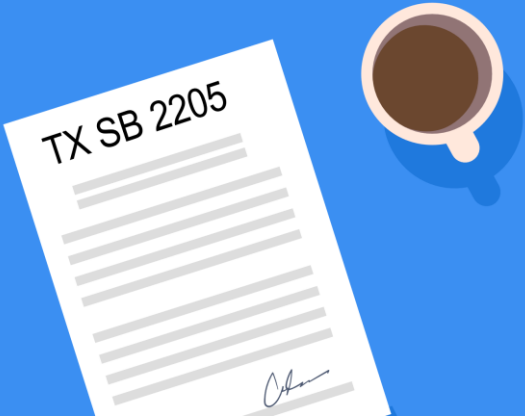
As a regional partner, the Denton County Transportation Authority is committed to providing safe, customer-focused, and efficient mobility solutions.

- Safety
- Grow Ridership
- Seeking Alternatives For Under/Unserved Areas
- Improve Service Delivery
- Provide Innovative Mobility

TRANSIT BUSINESS MODEL CHANGE

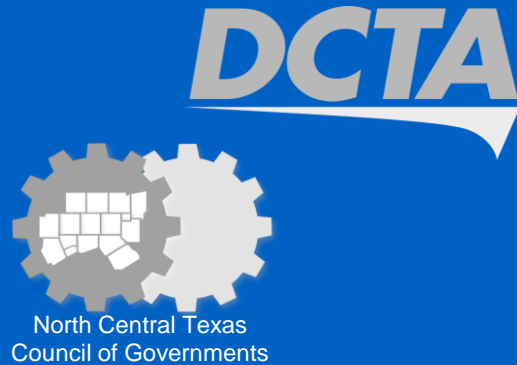


PUBLIC – PRIVATE PARTNERSHIPS



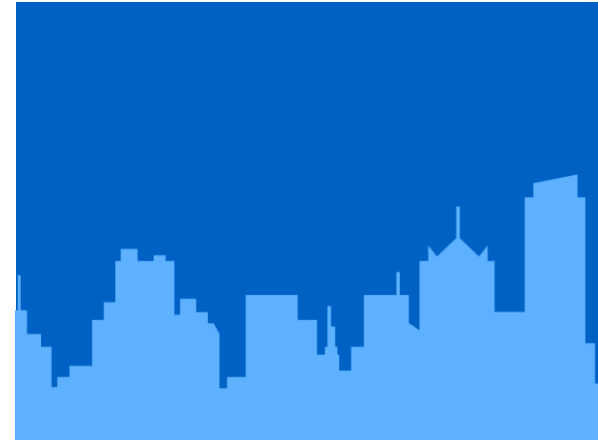
STATE

Clear and balanced regulation that applies statewide



REGIONAL

Metropolitan Planning Organization
Services-Focused Transit Authority & Board



MUNICIPAL

Supportive Elected Officials and City Staff
Well-Maintained Traditional Infrastructure



PRIVATE SECTOR

Access to Private Property
Assistance Activating & Educating Riders
Funding Partner

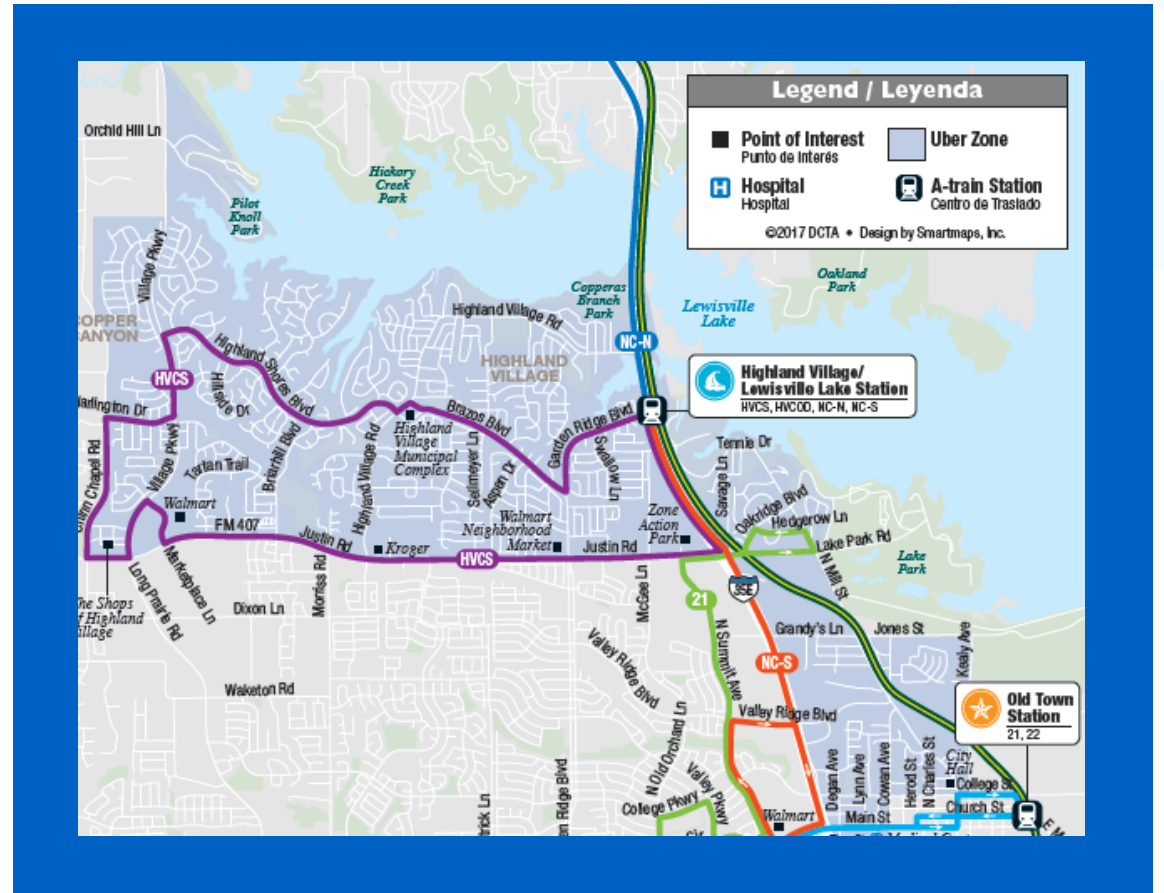
LAYERED SERVICE MODEL

connect shuttle

community
on-demand



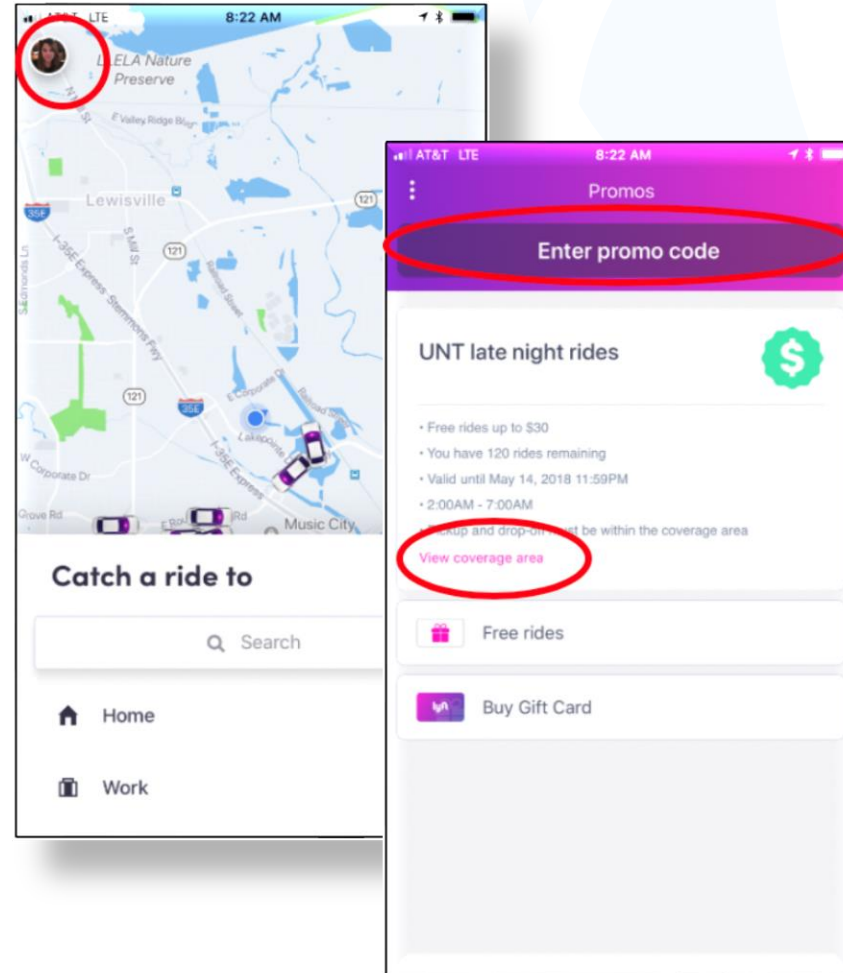
access
a service of **DCTA**



TAXI VOUCHER PROGRAM



LATE NIGHT UNIVERSITY SERVICE



AV PUBLIC-PRIVATE PILOT PROGRAM



DCTA

drive.ai

HALL  PARK

 **FRISCO STATION**


THE STAR
HOME OF THE DALLAS COWBOYS

AV COMMUNITY ACCEPTANCE



Rider Survey

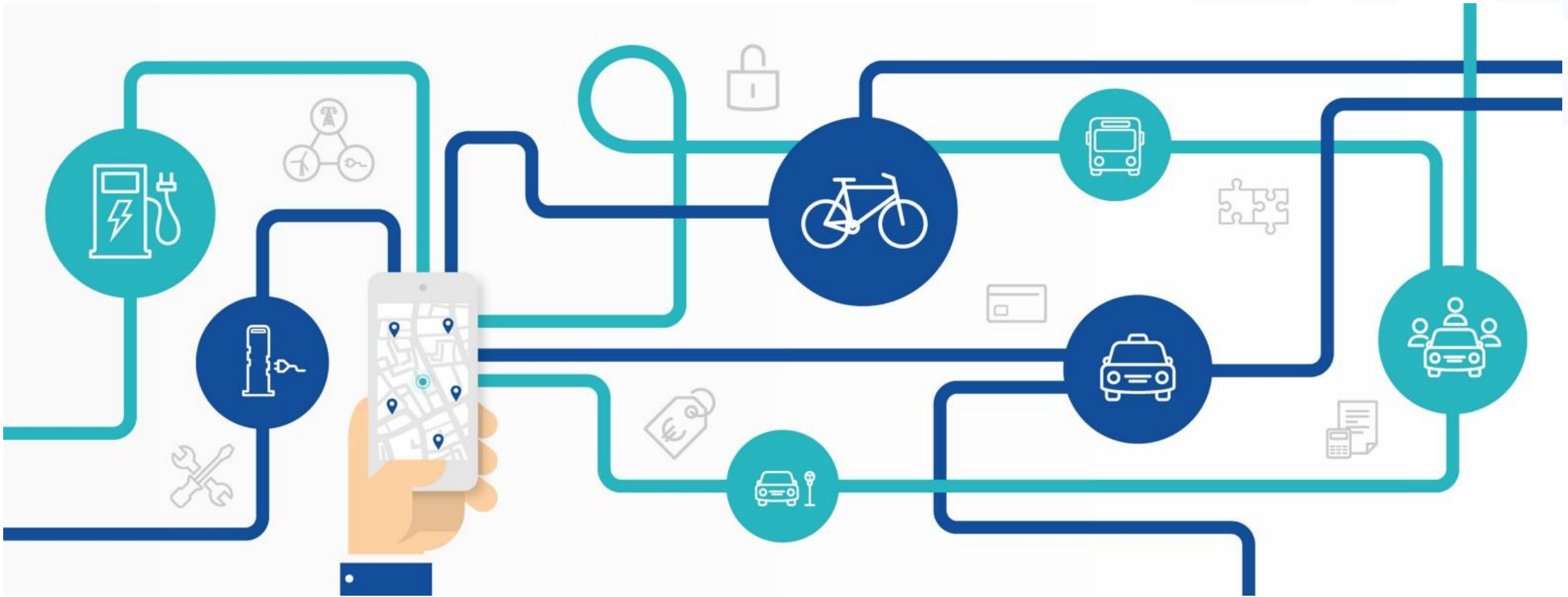
98%

Felt SAFE

9 out of 10 riders

- ✓ Never felt scared
- ✓ Ride was smooth
- ✓ Ride was what they expected
- ✓ Said they would ride again

WHAT'S NEXT?



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