

Supporting the needs of Texas' public transportation systems through statewide advocacy and education.

Registration Coming Soon for TTA Conference, Expo and Rodeo

Registration for our upcoming [2024 Annual Conference, Expo & Rodeo](#) will open soon. Prepare for an exceptional experience filled with top-notch content that embodies the TTA quality you know and trust.

Some of the highlights will include:

- Full Expo featuring vendors & vehicles
- Texas State Rodeo competition on March 15 and 16, featuring 40 & 35 foot bus and cutaway/Body-on-Chassis divisions & Maintenance Teams
- Multiple General Sessions, breakout workshops & training sessions
- TTA's Annual Awards presentation
- Multiple networking & socializing opportunities, including a Welcome Reception and A Big Night Out!



March 15-20, 2024

Schedule at a glance

The Conference Planning Committee is still accepting abstracts for presentations. If you have a topic or presentation you would like to share at this year's conference, please select the following link.

[Link to submit abstracts](#)

TTA Wishes Everyone a Happy Thanksgiving



Wishes you and your family a
Safe and Happy Thanksgiving!

The Deadline for submitting TTA Awards nominations is December 15, 2023

Remember, the deadline for all TTA Award nominations is December 15, 2023. Nominations may be made by any individual employed by a transit agency, an official of a transit agency, a regular or an associate member of Texas Transit Association, any TxDOT employee who works with the public transportation industry, any elected official or employee of local, city, or county governments.

[Submit your nomination today!](#)

Award Criteria

El Metro Designs its Route

El Metro designs its route to provide the most convenient way to go seven days a week to your destination. They serve more than 15,000 riders per day and about 1,300 bus stops throughout Laredo!



To Learn more about
El Metro
[Read more here](#)

All Member Meeting and Reception

All Member Meeting and Reception in Austin

January 23, 2024

At the

Lone Star Court by Valencia Hotel

10901 Domain Drive
Austin, Tx 7858

RSVP Today!

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VIA Roadeo Returns

The VIA Roadeo – the Bus, Van and Maintenance competitions, made a return on Nov. 4, after a three-year pause, with more than 375 employees, family members, and friends supporting the event that also featured a carnival and a car show. Read the full story [here](#).



CapMetro Wraps Up Their Roadeo

CapMetro's Roadeo was a real thriller! Their operators and mechanics went head-to-head in some friendly competition on their way to state, showing off their specialized skills.



Don't miss out on upcoming TTA Statewide training courses

ADA Hot Topics Webinar

(Online Webinar)

December 6, 2023

1:00 p.m. – 2:30 p.m. CST

[Register Here](#)

Empowering Mobility Manager to Lead

(Online Webinar)

December 13, 2023

1:30 p.m. - 2:30 p.m. CST

[Register Here](#)

Longview Hosted a Two-Day Risk Management Workshop

Thank you to everyone who participated in the two-day Risk Management workshop, the amazing Longview Transit team for hosting and our instructor Carol Wright.

See what some people are saying about it:

The training was informative and targeted to day-to-day operations. It was excellent!

I thought the way the instructor led the group participation was outstanding.

Would highly recommend this course. It was first class.

I loved everything about this workshop, it was eye opening and packed full of great information...

The flow of the class and materials was spot on...



Agencies interested in hosting future training classes can contact laura@txtansit.org for details.

DCTA Achieves Highest Ridership Since 2019, With Nearly Three Million Customers in FY2023

Sharp gains in bus ridership and GoZone completed trips mark 33% rise in DCTA overall ridership compared to last year

(Lewisville, TX) — Denton County Transportation Authority (DCTA) delivered over 2.9 million passengers to their destinations in Fiscal Year 2023, completing its best year of service since the pre-pandemic days of 2019. Overall, DCTA saw 33% more riders in 2023 than in 2022.

DCTA attracted its strongest ridership gains aboard its combined bus services well as its GoZone on-demand rideshare service. As compared to 2022, DCTA bus services drew 37% more riders in 2023, and GoZone drew 38% more riders as opposed to last year.

“We’re excited to see the outstanding growth in ridership across our entire network of transit offerings,” said Paul A. Cristina, President and Chief Executive Officer of DCTA. “Our remarkable growth in 2023 shows our team’s efforts to focus on the customer experience and strengthen our service offerings really resonated with our customers.”

DCTA remains one of the few transit agencies in the country which has fully recovered ridership levels to pre-pandemic totals.

“Our Connect Bus system serving the City of Denton provided one of the highlights for the year, growing by 77% over last year due to our efforts to improve it with more bus frequency and faster intervals,” said Mr. Cristina. “We’ve also seen tremendous growth in ridership on our other bus systems including the UNT Campus Shuttle network.”

Also driving DCTA ridership growth is GoZone, the on-demand rideshare service operating in two zones covering Denton, Lewisville, and Highland Village. GoZone ridership grew at a 38% clip over last year, completing over 853-thousand rides in FY2023. GoZone also celebrated major milestones in 2023, completing its one-millionth ride overall as well as two full years of operational success.

In the zones where GoZone operates (Denton and Lewisville/ Highland Village), the service has expanded residents’ access to jobs within a 30-minute commute by almost 94%. The service has also successfully gotten more citizens onto public transit, with about 50% of GoZone trips replacing rides previously served by private cars.



Ridership aboard the A-train also marked a great story for the year, growing by more than 28% over 2022 with over 225-thousand riders boarding the train in 2023. This strong growth comes after an increase of more than 55% in 2022.

“While we are happy to see even more riders come back to the A-train this year, we have a lot more work to do in growing our commuter rail customer base because rail remains an outstanding alternative to the stress of commuting on a busy freeway,” said Mr. Cristina. “We continue to see a bright future for the A-train which includes service enhancements, more frequent trains and extensions to the service.”

DCTA’s other services including Commuter Vanpool, Access paratransit and various regional on-demand services all saw increased ridership.

El Metro Transit hosts their 2nd Annual El Metro Trunk or Treat

El Metro Transit hosted their 2nd Annual El Metro Trunk or Treat event on October 27th.

This year, they welcomed over 40 participants from various local agencies and businesses who came together to make this event a huge hit. El Metro's transit center is a cherished hub within the community, and it was heartwarming to witness the collective efforts that made this event a memorable one.

What truly made the occasion extraordinary was the overwhelming attendance from over 1,000 children who came out to enjoy the festive ambience and partake in the Halloween spirit. It was a true celebration of community camaraderie and the joys of childhood.

The staff at El Metro Transit, consider it their privilege and duty to contribute to the community that has supported them throughout the years. Events like Trunk or Treat allow the staff at El Metro to connect, engage, and give back to the community they serve. The staff at El Metro genuinely appreciate the trust and confidence the community has placed in them.



Latinos In Transit Names Executive Director

Covina, CA November 3, 2023} - Latinos In Transit (LIT), a national nonprofit organization committed to advancing the representation of Latinos and other minorities in the transit industry, proudly announces the appointment of Christina Villarreal as its first Executive Director. Hailing from Laredo, Texas, Villarreal has played a pivotal role in the organization and is now ready to lead it to new heights.

Villarreal embarked on her journey with LIT in a contract-based capacity, where she quickly demonstrated her unwavering dedication and passion for the organization's mission. Her exceptional contributions have earned her the role of Executive Director.

"Christina has taken LIT to a whole other level. In a short period of time she streamlined LIT's membership process, launched a new website and successfully took over planning and implementation of LIT's major activities and events." said Alva Carrasco, President of the Board of Directors. "Christina has become an integral member of our team and I am delighted that with her leadership, LIT will continue to shine."



Villarreal brings an impressive track record of more than 25 years in the nonprofit sector, underpinned by a solid educational foundation. She holds a bachelor's degree in nonprofit management, a master's degree in public administration, and a master's degree in human services. As an active member of the Association of Consultants to Nonprofits, Villarreal has worked in supporting and advocating for immigrant educational programs, providing valuable resources and assistance to immigrant communities. She has contributed to city planning commissions and committees, where she played a crucial role in urban development, community revitalization, and ensuring equitable and sustainable city planning.

Villarreal also played a pivotal role in safeguarding her Latino community's rich cultural and historical legacy by dedicating herself to historic preservation. Through her efforts, she brought to light the often-overlooked historical narrative of her community, making it accessible to a wider audience. Her work provided her the opportunity to be a Diversity Scholar for the National Trust of Historic Preservation.

These qualifications equip her to steer LIT toward greater success. Since her involvement, the organization has achieved remarkable milestones, including a 300 percent increase in its membership base.

"I am humbled to be given the opportunity to help push the mission of LIT forward," Villarreal said. "I am extremely grateful for the board of directors for having the confidence in me to implement the organization's strategic plan, and I look forward to working with our organizational members. I am most excited about expanding the programs and services of LIT."

Under her administrative direction, LIT successfully organized the organization's 2023 Leadership Summit in Washington, D.C. This summit provided a platform for industry professionals to collaborate, share ideas, and inspire positive change within the transit sector.

Furthermore, Villarreal played a key role in facilitating the 2023 Leadership Academy program, a significant milestone for LIT. Thirty transit industry professionals from across the country participated in the program, and under her guidance, they successfully completed the academy, enhancing their skills and knowledge within the industry.

Villarreal's dedication, extensive experience, and visionary leadership make her the ideal candidate to lead LIT and champion the organization's mission of promoting diversity and excellence within the transit industry.



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VIA Serving Free Senior Fares to Raul Jimenez Thanksgiving Dinner

VIA Metropolitan Transit is proud to once again partner with the Raul Jimenez Thanksgiving Dinner to provide complimentary transportation for seniors attending the event.

VIA began offering fare-free trips to the community event in 2002. It was suspended in 2020 due to COVID restrictions and returned in 2022 with food, music and entertainment for seniors and neighbors.

The annual tradition provides meals prepared and served by volunteers on Thanksgiving Day. Seniors (ages 55 or older) can enjoy fare-free trips on all [VIA mainline bus service](#), [VIA Link](#), and [VIAtrans service](#) when traveling to and from the event at the [Henry B. Gonzalez Convention Center, 900 E. Market St.](#), on **Thursday, Nov. 23, 2023**. The holiday meal will be served from 10:30 a.m. to 3:30 p.m.



When boarding, passengers who inform the operator they are attending the Jimenez Dinner, and present a VIA Senior ID card or identification with proof of age, ride free. Registered VIAtrans clients will be dropped off and picked up at Henry B. Gonzalez Convention Center. For additional information regarding routes and scheduling, please call [\(210\) 362-2020](tel:(210)362-2020).

TxDOT's Push to End 23 Years of Daily Death on Texas Roads

AUSTIN – It almost happened. The long and heartbreaking 23-year streak of daily deaths on Texas highways almost ended. Almost.

On one day in February, Texas experienced a single traffic fatality – well below the average of 12 roadway deaths that occur daily on roadways statewide.

While fewer fatalities is worth noting, the sad fact remains that the streak of daily deaths has continued since Nov. 7, 2000. But that momentary improvement illustrates that the push for engineering safety enhancements and public education can produce positive results. The harsh reality remains, however, that the deadly streak continues and more than 83,000 people have lost their lives on roadways since the streak began.

TxDOT asks all Texans to join the effort to [#EndTheStreakTX](#) of daily deaths.



Unlock Your Brand's Potential with TTA Sponsorship Opportunities!

At TTA, we believe in forging strong partnerships that drive success for both our transit and associate members. For this reason, TTA provides several sponsorship opportunities that offer a wide range to showcase your brand's dedication to advancing the transit industry. From member in-person meetings and receptions to the highly anticipated TTA Statewide Conference, Expo, and Rodeo, we have the perfect avenue to amplify your brand's visibility and impact. Some of the sponsorship opportunities are listed below:

In-person Meetings and Receptions

Twice a year, TTA holds in-person Member Meetings and Receptions in Austin, TX, in conjunction with the TxDOT Semi-annual meeting. These are very well-attended networking events. Sponsoring these gatherings allows your brand to engage with decision-makers, network with professionals, and establish a prominent presence among industry leaders. All sponsors receive a list of attendees.



State TTA Conference, Expo, and Rodeo, San Antonio- March 15-20, 2024



The TTA Conference, Expo, and Rodeo is one of the largest transportation conferences in the State that gathers transit professionals, showcasing the latest innovations and trends in the field. Sponsoring this event provides unparalleled exposure, offering a chance to connect with a broad and diverse audience, including potential clients and collaborators.

Newsletter

Our Newsletter is a dynamic source of industry news, member highlights, and updates. Sponsoring this communication channel allows you to reach our engaged readership directly, reinforcing your brand's association with innovation and progress in the transit sector.



Membership Directory (new)

Gain visibility year-round with a sponsorship in our Membership Directory. This valuable resource will be a go-to reference for industry leaders, providing essential contact information and insights into our extensive membership base.

At TTA, we're committed to creating win-win partnerships, ensuring your brand's impact resonates within our transit community and meets your budget. Join us as we support the transit industry in Texas, and let us work with you to discover the perfect sponsorship opportunity.

For inquiries and to explore sponsorship options, please contact our sponsorship team at laura@txtansit.org or visit our website at <https://txtransit.org/sponsorships/>.

Newsletter Sponsorship

Sponsoring the TTA newsletter, by purchasing ad space, can be a powerful way to reach decision makers at member agencies across the state. It will also help to increase exposure in a receptive environment (your customers inbox) and can subtly promote your brand whilst gaining goodwill throughout the entire association. TTA newsletters are a particularly useful tool for communicating with customers, building engagement, and directing customers to key content.



TTA Member Price		Non-Member Price	
Full Page Ad single issue	\$500	Full Page Ad single issue	\$750
Full Page One Year	\$2,000	Full Page One Year	\$3,000
Half Page Ad single issue	\$250	Half Page Ad single issue	\$400
Half Page One Year	\$1,000	Half Page One Year	\$2,000
Business card Ad single issue	\$100	Business card Ad single issue	\$200
Business card One Year	\$500	Business card One Year	\$1,000

There are sponsorship levels available for any budget. You are able to sponsor a single issue or the entire year. For more information or to start your ad please contact:

Laura Herrera
(512) 900-0550
laura@txtansit.org

Allen E. Hunter
(254) 405-4212
allen@txtransit.org



Membership Announcement

November 2023

Time for Membership Renewal

Remember, the TTA Membership year is September 1, 2023 through August 31, 2024

Joining the Texas Transit Association as a member is the first step in showing your commitment to improving public transportation. Membership gives you access to valuable resources, networking opportunities, and a platform to influence policy decisions. We want to emphasize that your involvement with TTA is vital.

Not a Member?

Join Today!

Texas Transit Association

Contact us (512) 900-0550

laura@txtransit.org or allen@txtransit.org

Transit and Associate Members Form and Payment

Please download this [form](#), for Transit Agency

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Contact laura@txtransit.org if you would like to pay using a credit card.

Membership Directory

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Email laura@txtransit.org with any staff or agency updates

Directory

Coming soon! Our online directory.



Upcoming Dates of Interest:



TTA 2024 Conference, Expo and Rodeo
March 15-20, 2024

Registration will open soon!