



121 Commuter Service

September 12, 2018

Proposed Route 70: 121 Commuter Service

Participating Cities: McKinney, Frisco, Plano, The Colony, Lewisville

- Route 70 between Old Town, Lewisville to Downtown McKinney is considered a very important addition to the regional transportation network
- Job access and access to workers is a universal challenge faced by businesses along the corridor
- This route provides access to employees, businesses, retail and entertainment districts along SRT 121
- Links major developments to the heart of McKinney and Old Town Lewisville
- Provides important connection North to DCTA's A-train and approximately 56,000 students and several disadvantaged neighborhoods along the corridor
- Provides important connections South to DCTA's A-train and DART Green Line at Trinity Mills
- Provides major connections to DCTA and DART bus networks at Old Town, Hebron, Trinity Mills, Legacy East & West
- Connections to DCTA & DART transit systems provide access to over 350,000 potential workers and significantly more consumers

Route 70 + Lyft Zones

70 Old Town to Mck

Weekday

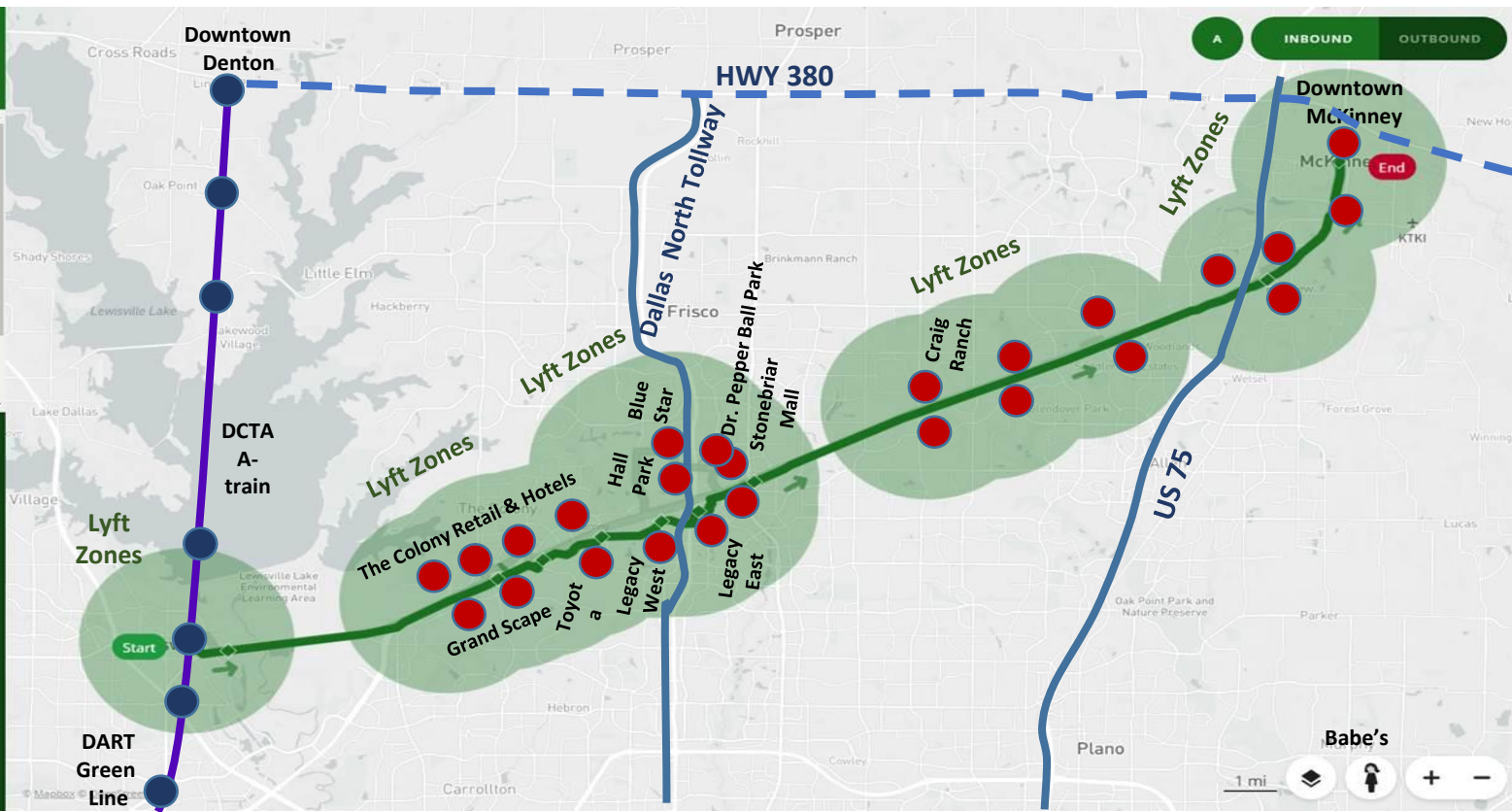
FROM	TO	EVERY	RUNTIME
05:00	21:00	40 min	131.7 min

Saturday

FROM	TO	EVERY	RUNTIME
05:00	21:00	80 min	131.8 min

Sunday

- 58.40 miles
- 4 vehicles - Bus
- \$1.89 million / year
- Within 2 mi of stops:
- 243,514 population
- 160,548 jobs
- 7.3% in poverty
- 44.2% minority
- 7.8% seniors (65+)
- 28.1% youth (18-)
- 5.6% limited English
- 6.2% with disabilities
- 2.8% with no vehicles



Route 70 Major Areas Served + Supported by Lyft Zones

McKinney

- Downtown/Town Square (Park & Ride)
- Medical City of McKinney
- Collin County College & Texas Tech University
- Sheraton McKinney
- Craig Ranch
- Custer Retail Area
- Independence Parkway Retail Area
- Baylor Scott & White Medical Area
- Coit Road Retail Area

Frisco

- Stonebriar Center (Mall)
- Preston Village Shopping & Hotels
- Dr. Pepper Ball Park & The Dallas Star
- Dallas Cowboys – Ford Center Blue Star Development
- UNT New Collage Campus
- Baylor Scott & White
- Hall Business Park
- Legacy Retail

The Colony

- Grand Scape Development, Nebraska Furniture Market, Hard Eight, Lava Cantina, Rock & Brews, Cheddar's, Mi Cocina...
- Studio Movie Grill
- Paige Road Retail Development & Hotels
- Main Street Retail Development & Hotels
- Top Golf
- Standridge Drive Retail Development

Plano

- Toyota North American Headquarters
- Legacy East & West
- FedEx HQ
- NTT DATA, Liberty Mutual, Chase
- UPS Supply Chain
- Children's Courtyard of Plano
- Granite Properties Retailers & Hilton Hotel
- Ohio Dr. Retailers (South of SRT 121)

Lewisville Old Town Station

- Old Town City Center & City Hall
- MCL Grand Theater
- Twisted Root, Prohibition Chicken, Cavalli Pizza...
- Witherspoon Distillery

Annual Ridership Projection in Year 3

	Buses	Daily Trips	Service Hours	Stops	Ridership Forecast
Weekday Ridership	4	25	16	25	280,000
Weekend Ridership	2	17	16	25	114,240
Projected Ridership					394,240

Funding Requirements

- **Bus & Bus Facilities Grant Application Submitted by DCTA: (\$6.6MM)**
 - \$3.14M Park & Ride Facility
 - \$2.8M Buses (If grant not awarded, can be locally funded)
 - \$628K Contingency
 - \$30K Marketing, Outreach, Signage
 - \$2M Matching Funds (TDC's through NCTCOG)
- **Projected Annual Operating Expense to be shared by participating cities or TMAs**
 - \$2M bus service
 - ~\$100K or less per Lyft Zone, will vary by city depending on density and area size