

# McKinney Urban Transit District Shared Ride Micro Transit Service

April 19, 2022 - Board Presentation

Operated by:



Mobility Service,  
Local Government Corporation

With Contractor Team

**spare**

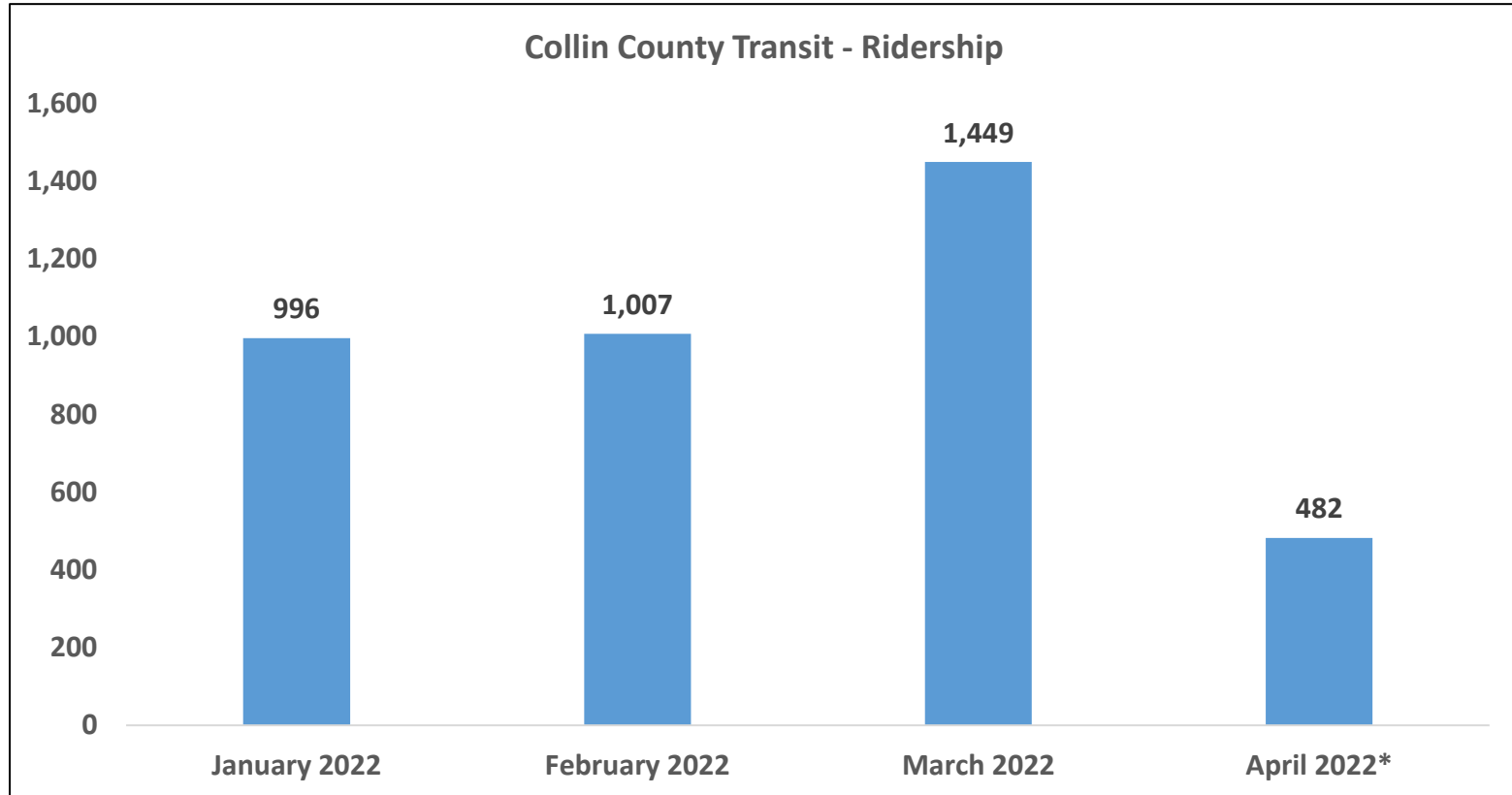
Irving  
Holdings



# Agenda

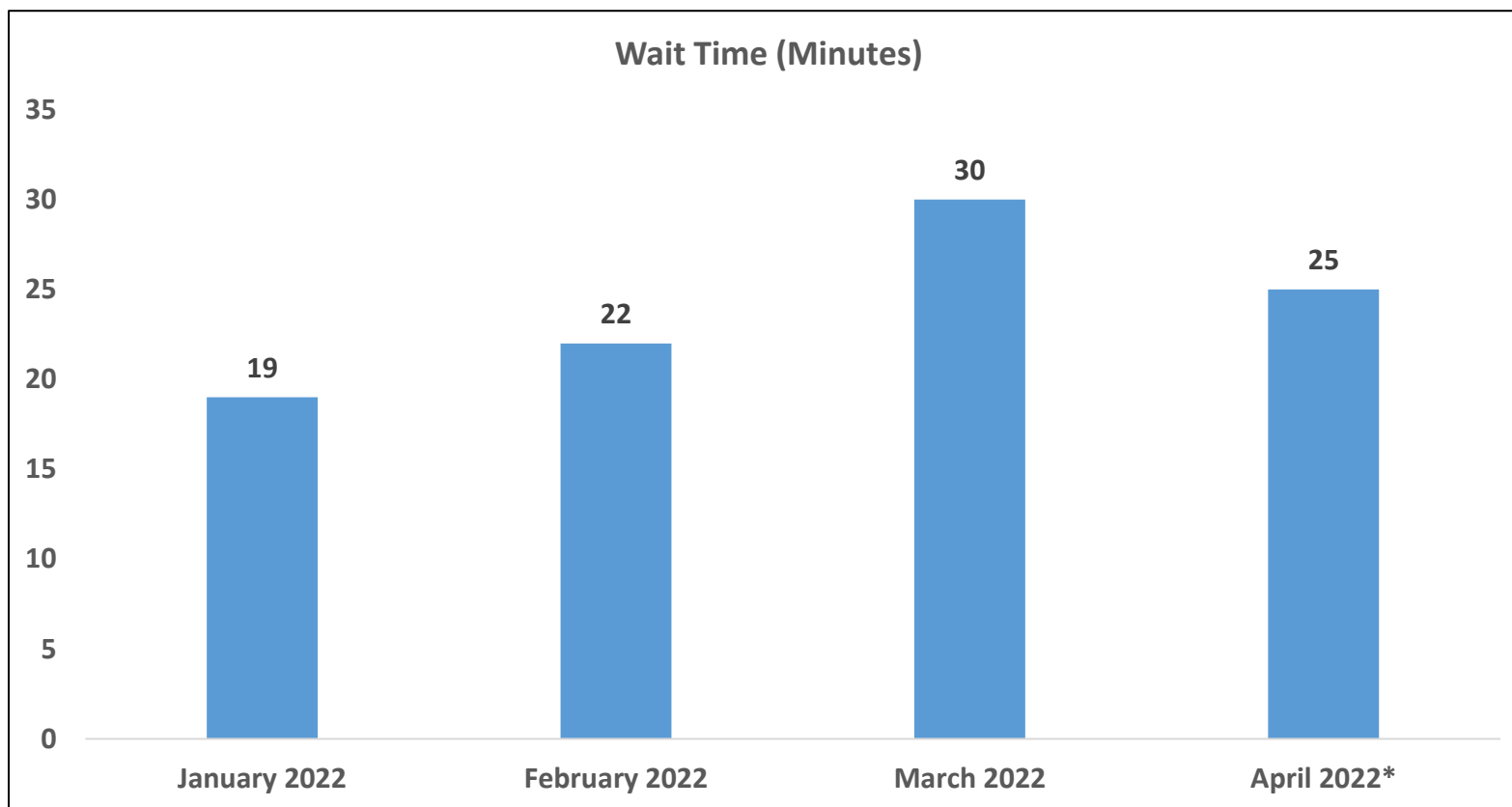
- Key Performance Indicators
- Marketing
- Eligibility Portal
- Lyft Service / GoPass Integration

# Collin County Transit - Ridership



\* Ridership from April 1 – April 11, 2022

# Collin County Transit – Wait Time



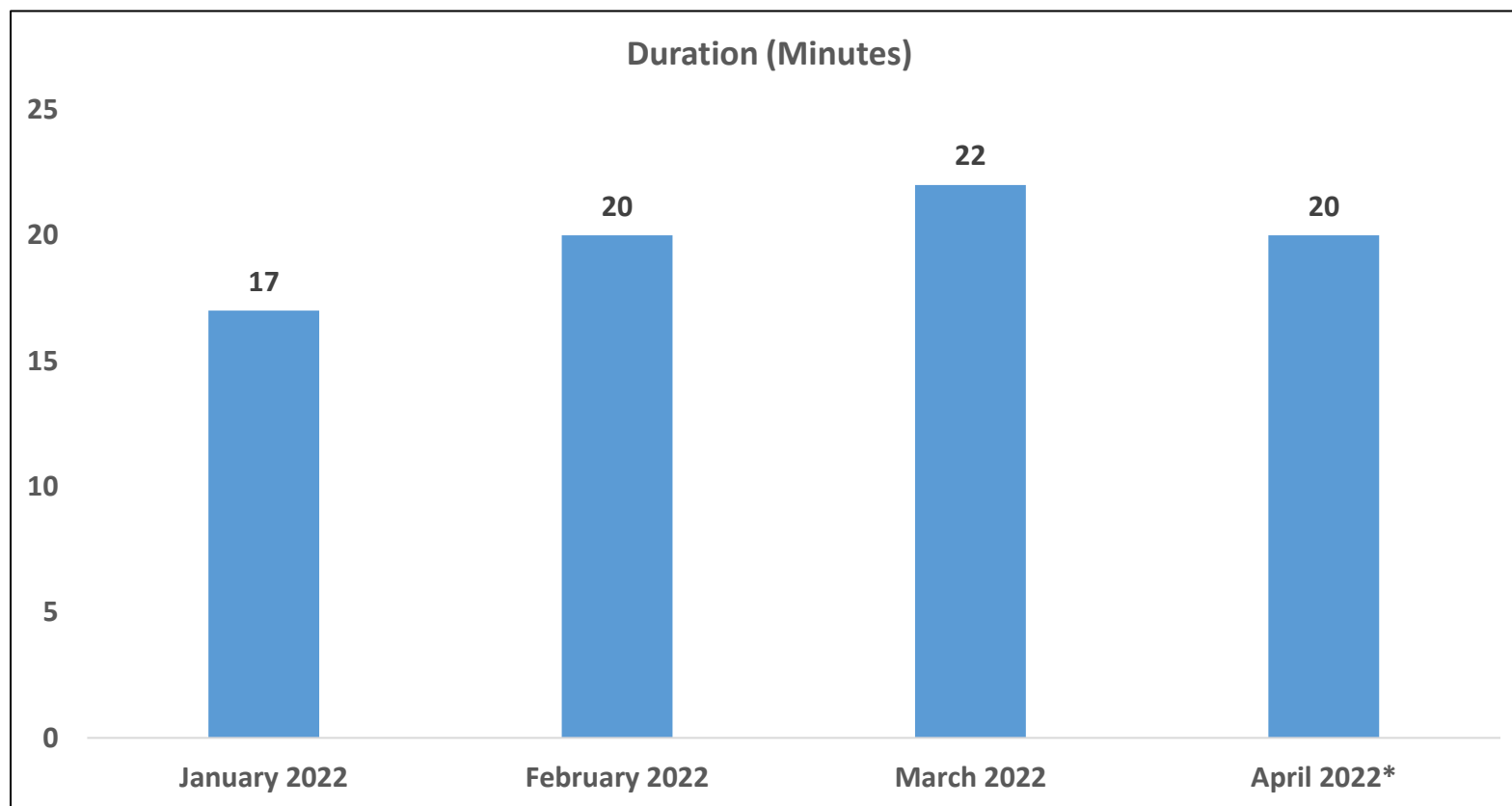
\* Ridership from April 1 – April 11, 2022

# Collin County Transit – Distance



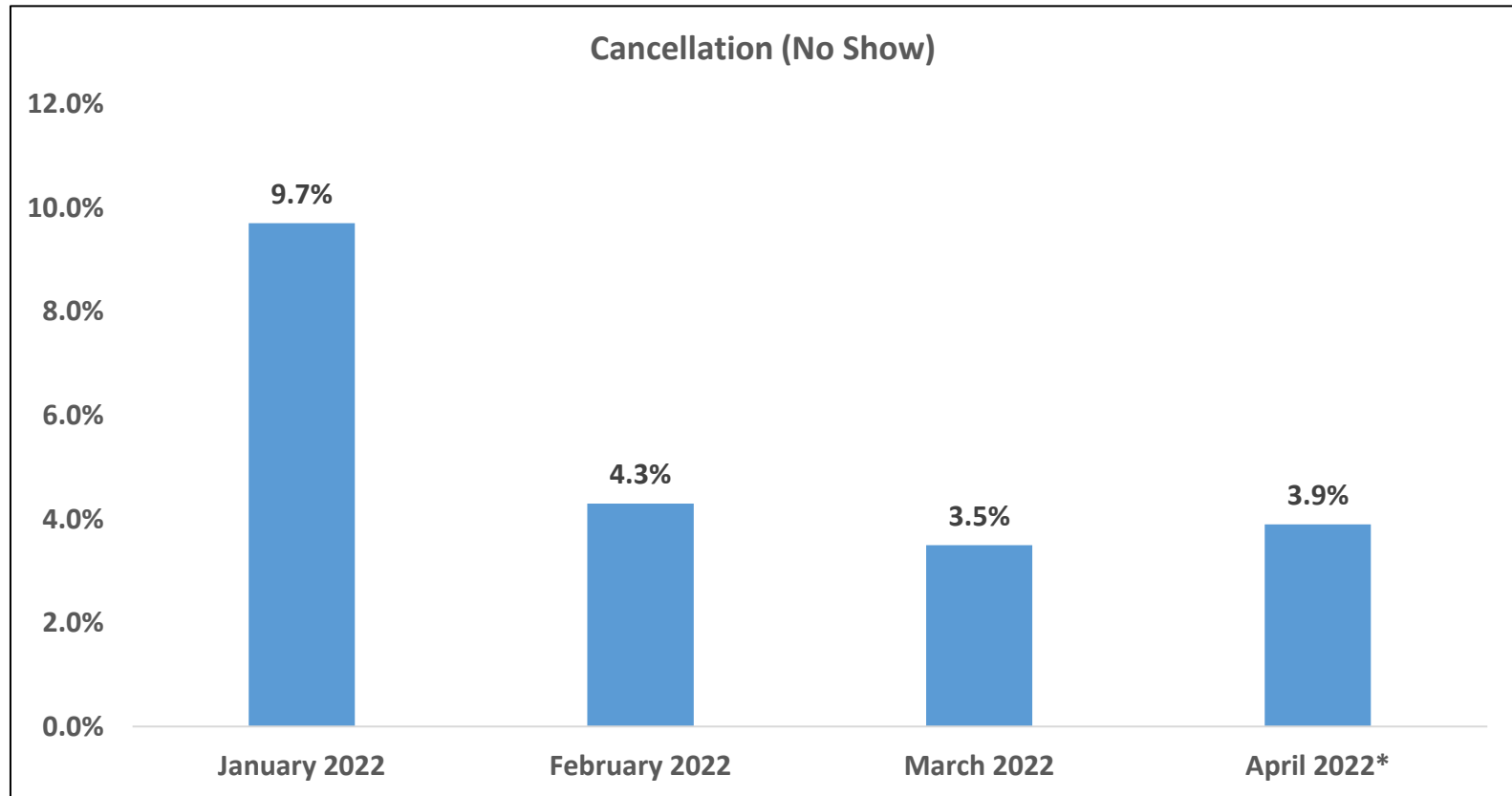
\* Ridership from April 1 – April 11, 2022

# Collin County Transit – Duration



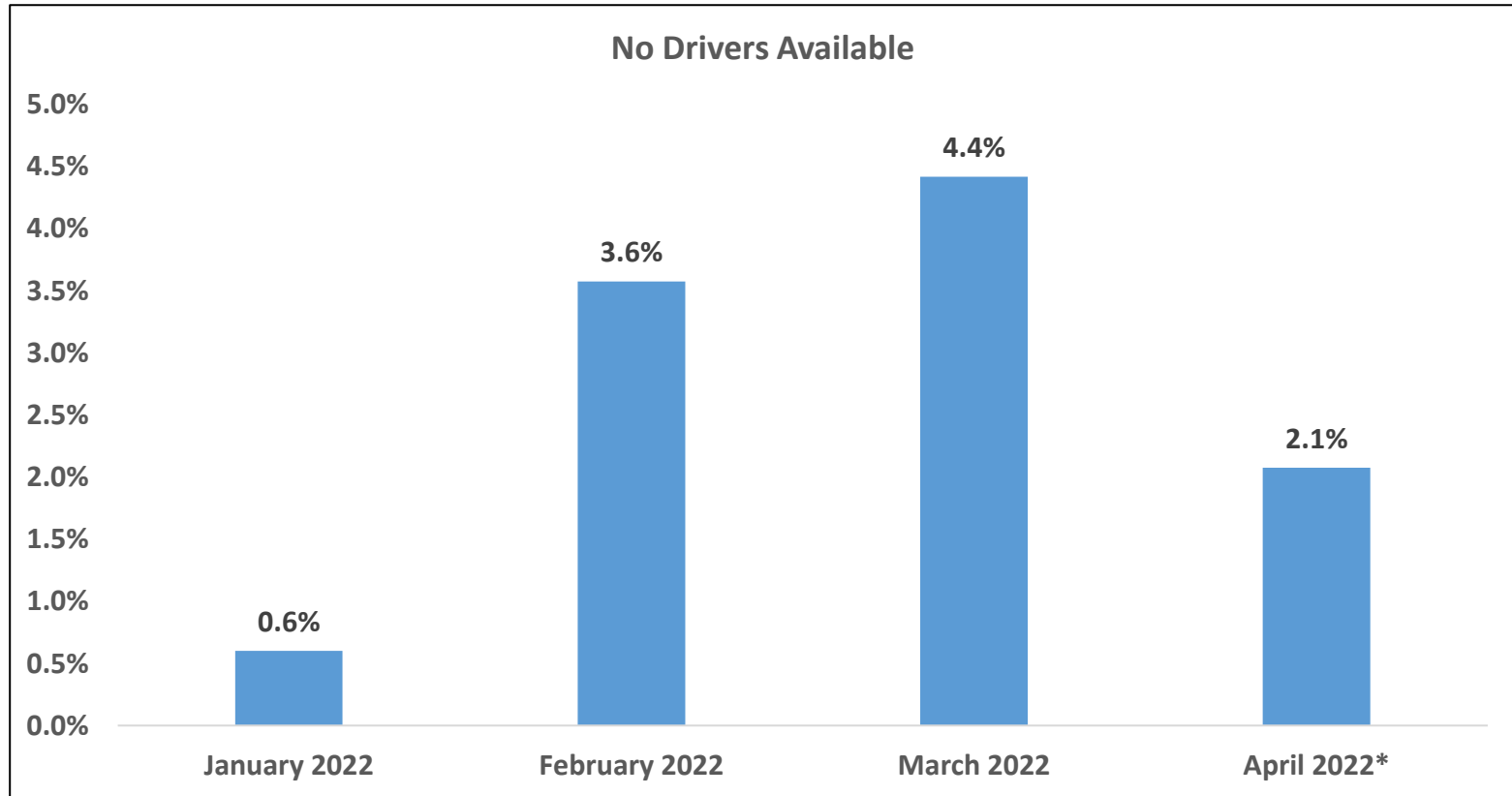
\* Ridership from April 1 – April 11, 2022

# Collin County Transit – Cancellation



\* Ridership from April 1 – April 11, 2022

# Collin County Transit – No Drivers Available



\* Ridership from April 1 – April 11, 2022



# Marketing

- Presented to:
  - McKinney Senior Center Event
  - Kiwanis Club
- Collateral distributed to:
  - McKinney Chamber of Commerce
  - McKinney Senior Center
  - Family Health Center (Virginia St.)
  - Campus/Central Park Library
  - John & Judy Gay Library
  - Roy & Helen Hall Memorial Library



**COLLIN COUNTY Transit**  
Un servicio proporcionado por DART Mobility Service

**Your convenient option for getting around Collin County!**

Collin County Transit is a rider assistance program available to eligible residents of McKinney, Melissa, Celina, Lowry Crossing, Princeton and Prosper. Enjoy convenient, affordable access to popular destinations such as grocery stores, senior centers, libraries, healthcare, and more.

**You may qualify if you are:**

- A senior 65 or over
- Disabled
- In a low-income household

It's now easier than ever to register. For information, call **214-749-2844** or visit **DART.org/CollinCountyTransit**

**¡Su opción conveniente para trasladarse en el condado de Collin!**

El transporte urbano del condado de Collin es un programa de asistencia que se encuentra disponible para los residentes de McKinney, Melissa, Celina, Lowry Crossing, Princeton and Prosper que sean elegibles. Disfrute de un acceso conveniente y asequible a destinos populares, tales como supermercados, centros de atención para adultos mayores, bibliotecas, centros de atención médica y más.

**Puede ser elegible si cumple con alguno de los siguientes requisitos:**

- Es mayor de 65 años
- Presenta una discapacidad
- Vive en un hogar de bajos ingresos

Ahora registrarse es más fácil que nunca. Para obtener más información, llame al **214-749-2844** o visite **DART.org/CollinCountyTransit**.

10/10/2022

# Eligibility Portal

- [www.dart.org/collincountytransit](http://www.dart.org/collincountytransit)
  - Eligibility/How to Apply
- Three Applications
  - Seniors
  - Riders with Disabilities
  - Low-income Riders
- 45 signed up since March 1, 2022

**DART** MUTD Eligibility Application Form

Select a Qualifying Criteria\* Senior Citizen (65 or older) ▾

First Name\* Middle Initial Last Name\*

Primary Phone\* Secondary Phone

Email\*  
ex: myname@example.com

Address\*  
ex: 1234 Main St. APT 123

City\* State\* Zip Code\*  
Texas ▾

How do you travel now to shop for groceries, travel to medical appointments, visit friends, etc.?:\*

To be eligible on Senior Citizen (65 or above) criteria, you must attach one of the following documents listed below as proof:

- Driver's License
- Birth Certificate
- Passport (showing your DOB)
- Texas Department of Public Safety Photo ID

Attach your proof of qualifying document: [Add Attachment](#)

By clicking Submit, I understand that the information I provide will be used to determine my eligibility for the Collin County Transit services to be provided by the DART LGC on behalf of my city. For assistance with this form or to determine eligibility, call 214-745-2944 or Email: [collincountytransit@dart.org](mailto:collincountytransit@dart.org)

I confirm that the information is true and accurate to the best of my knowledge. I authorize a representative of DART LGC to contact the persons and authorities listed in this application to verify the information in determining my eligibility. I agree to receive communication from DART LGC by phone call or email about Collin County Transit service eligibility application. We respect your privacy. View [DART's Privacy Policy](#).

I accept the [Terms and Conditions](#) and verify that I am over the age of 18.

[Submit](#)

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# Lyft / GoPass Integration

- Pilot test of Lyft integration
  - MUTD vehicle unplanned maintenance
  - Lyft Opt-In
- Lyft Concierge tool
  - Booking overflow trips
- GoPass integration
  - Media provided to create pass
  - Testing week of May 2, 2022

Please contact:

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Project Manager

[rmccutchan@dart.org](mailto:rmccutchan@dart.org)

(214) 279-2844



DART.org