McKinney Urban Transit District Shared Ride Micro Transit Service
April 19, 2022 - Board Presentation

Operated by:

 Mobility Service,

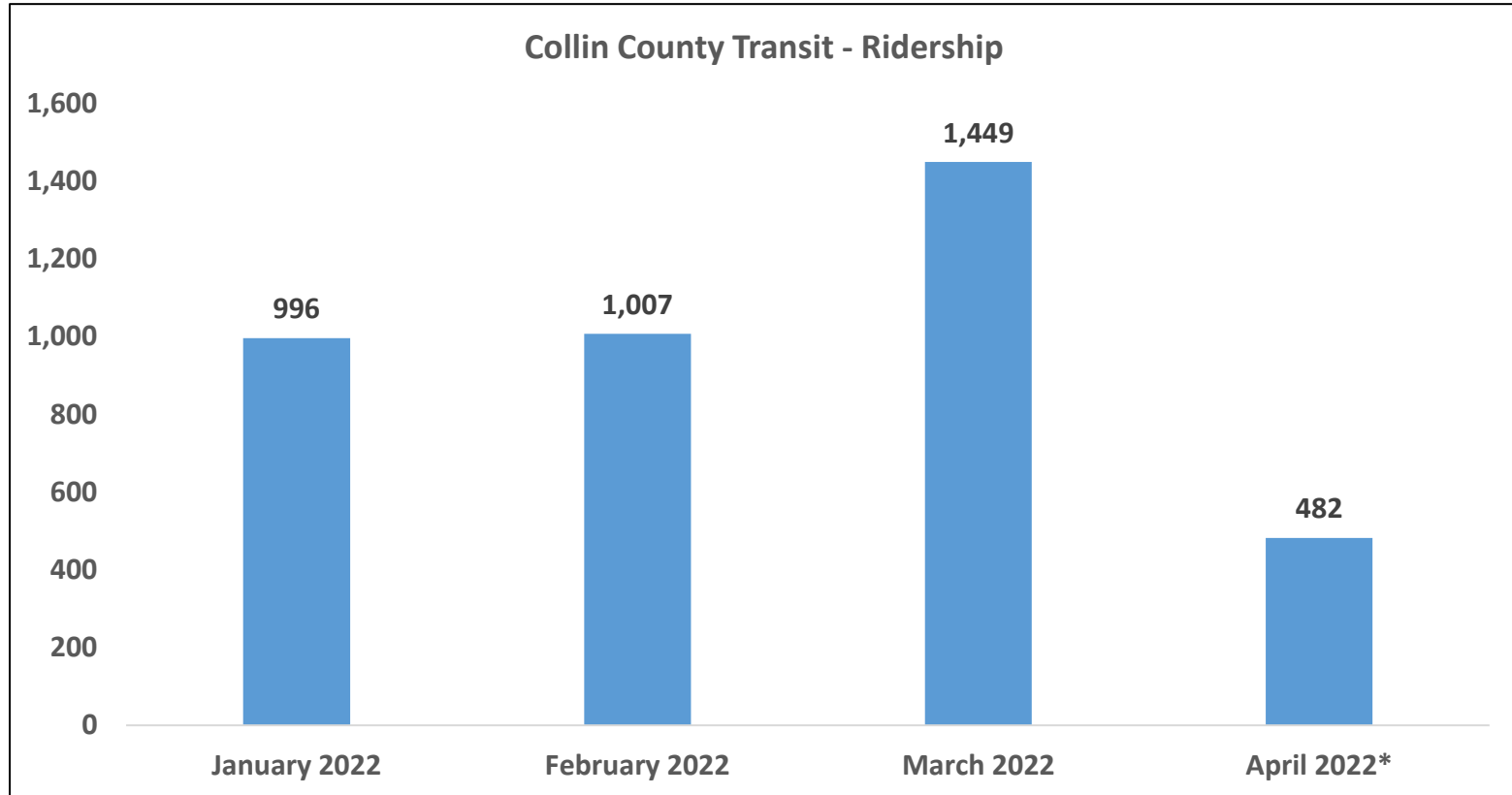Local Government Corporation
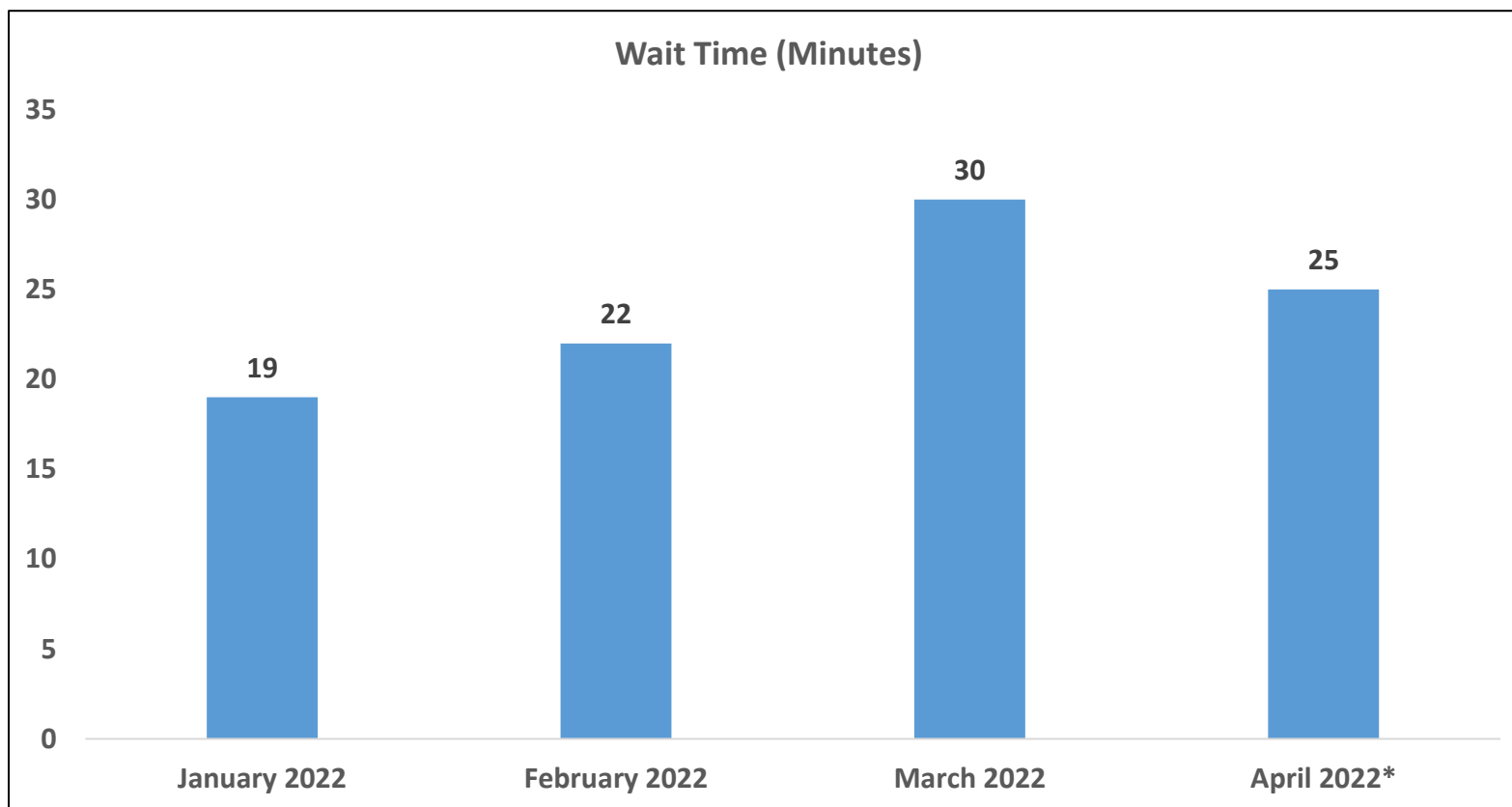
With Contractor Team

spare

Irving
Holdings

lyft

telelink answering

DART *let's go.*

Agenda

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

DART *let's go.*

Collin County Transit - Ridership

Collin County Transit - Ridership

January 2022	996
February 2022	1,007
March 2022	1,449
April 2022*	482

* Ridership from April 1 – April 11, 2022

DART let's go.

Collin County Transit – Wait Time

Wait Time (Minutes)

	January 2022	February 2022	March 2022	April 2022*
	19	22	30	25

* Ridership from April 1 – April 11, 2022

Collin County Transit – Distance

Travel Distance (Miles)

Month	Miles
January 2022	6.4
February 2022	7.1
March 2022	7.4
April 2022*	7.3

* Ridership from April 1 – April 11, 2022

Collin County Transit – Duration

* Ridership from April 1 – April 11, 2022

DART let's go.
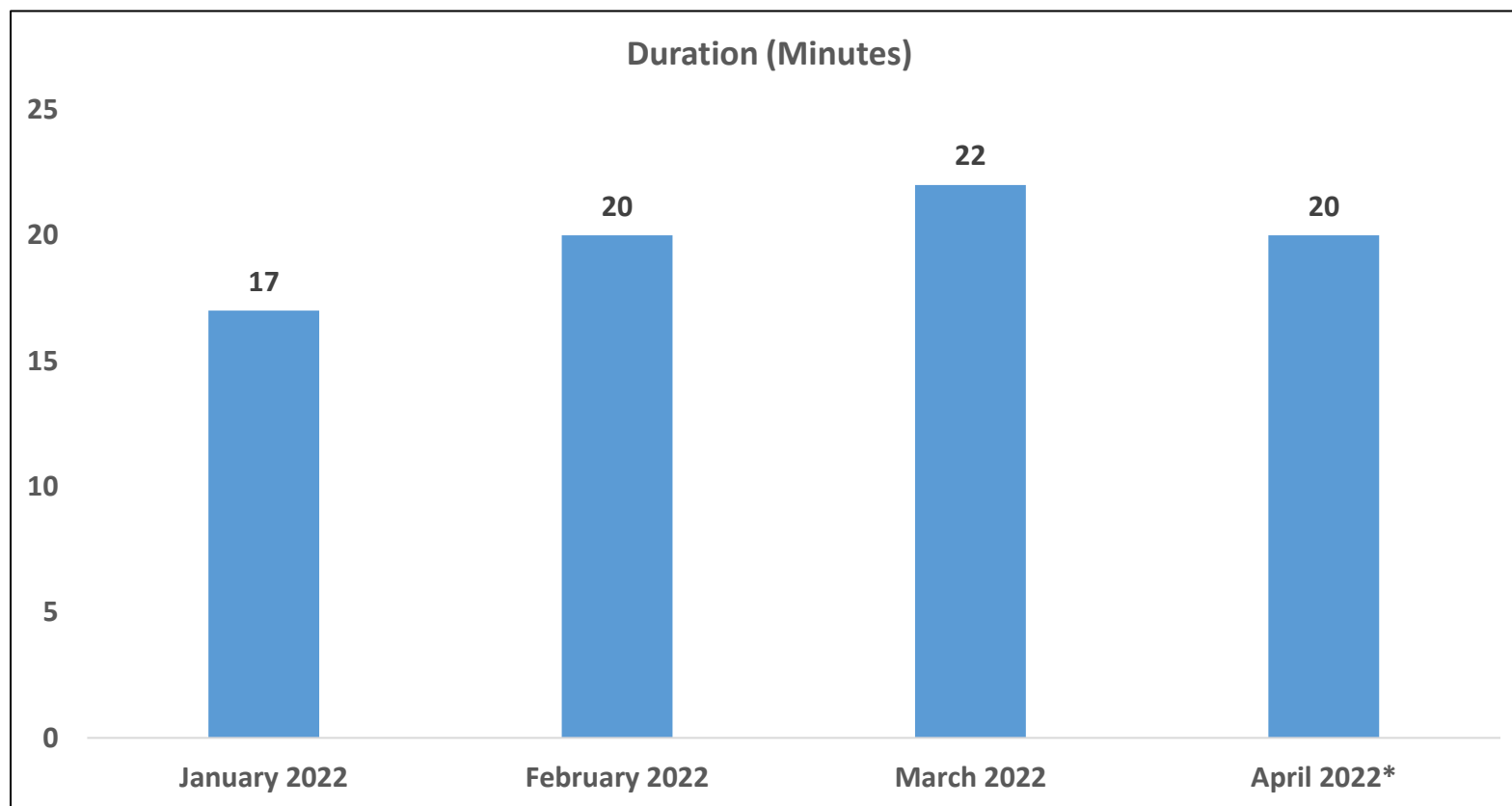
Collin County Transit – Cancellation

Cancellation (No Show)

- January 2022: 9.7%
- February 2022: 4.3%
- March 2022: 3.5%
- April 2022*: 3.9%

* Ridership from April 1 – April 11, 2022

DART. let's go.
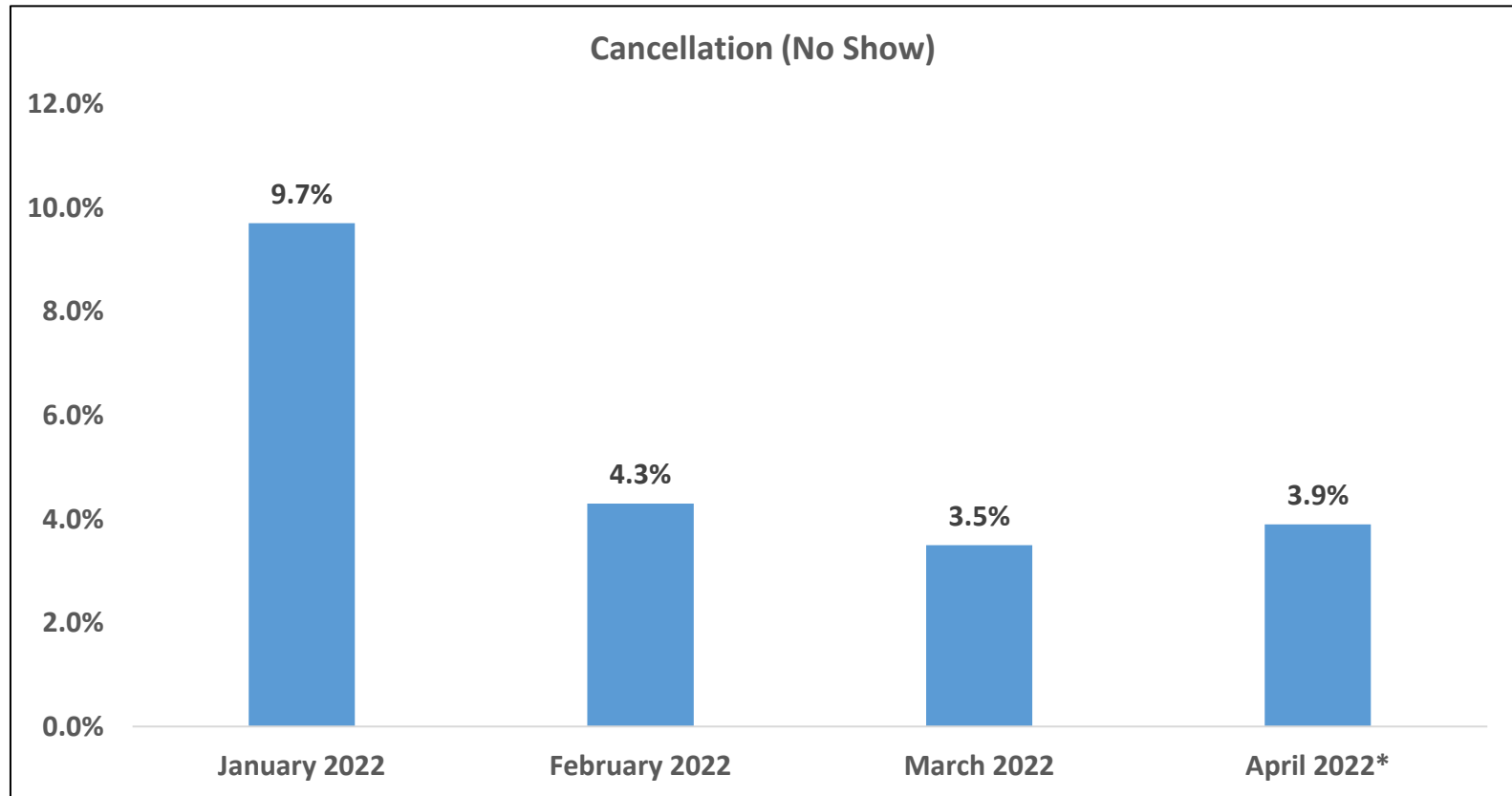
Collin County Transit – No Drivers Available

No Drivers Available

	January 2022	February 2022	March 2022	April 2022*
	0.6%	3.6%	4.4%	2.1%
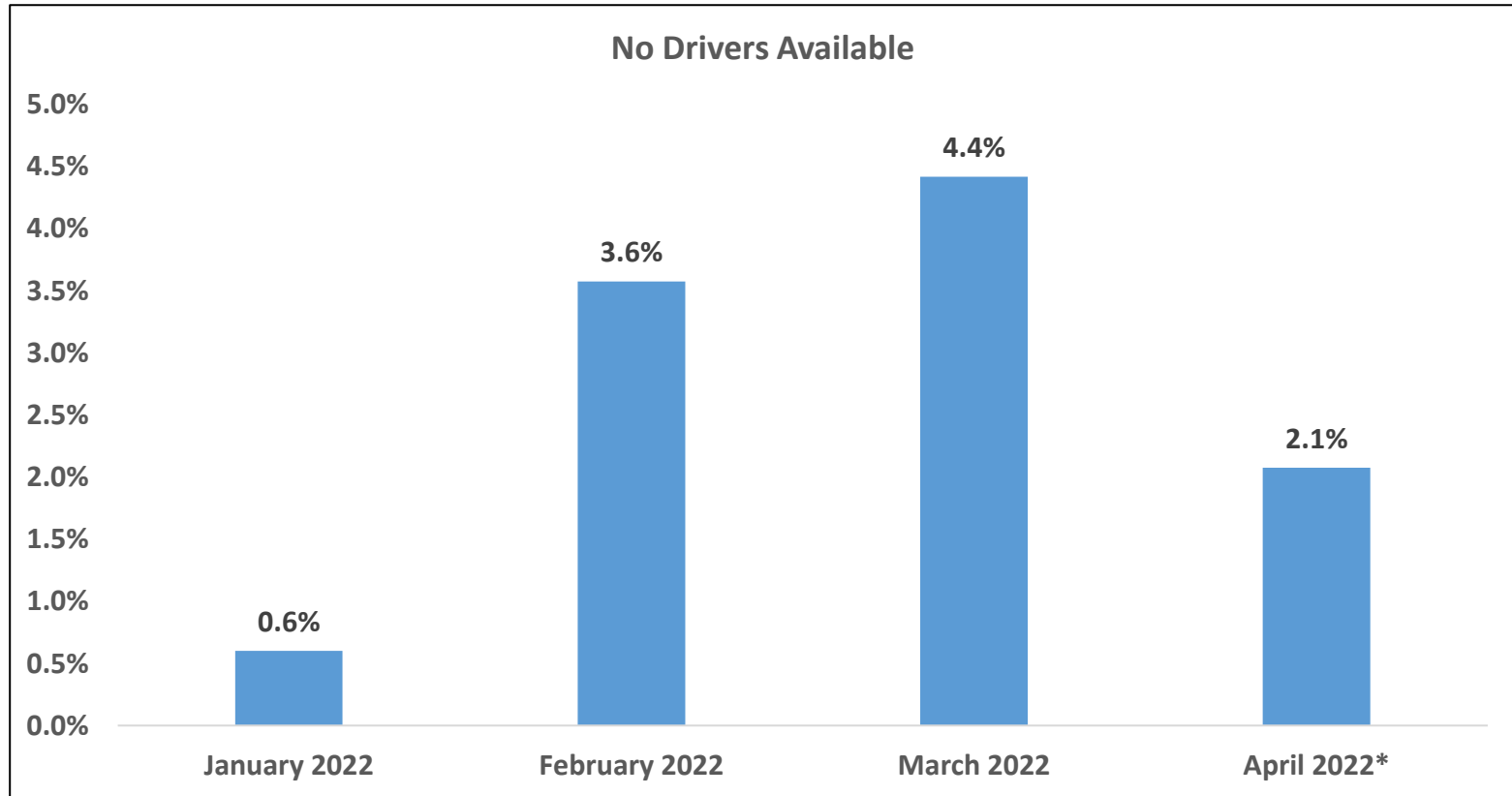
* Ridership from April 1 – April 11, 2022

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

DART *let's go.*

Eligibility Portal

- www.dart.org/collincountytransit
  - Eligibility/How to Apply

- Three Applications
  - Seniors
  - Riders with Disabilities
  - Low-income Riders

- 45 signed up since March 1, 2022

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

DART *let's go.*

Please contact:

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