

# Public Hearing: Collin County Transit Dynamic Fare Pricing

August 20, 2024

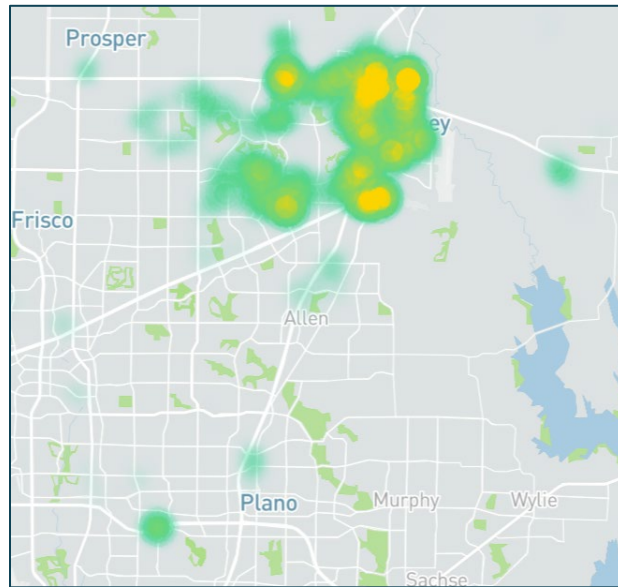
Kim Flom, Interim Housing & Community Development Director  
Akia Pichon, Transit Program Administrator

## **MUTD Program Goal:**

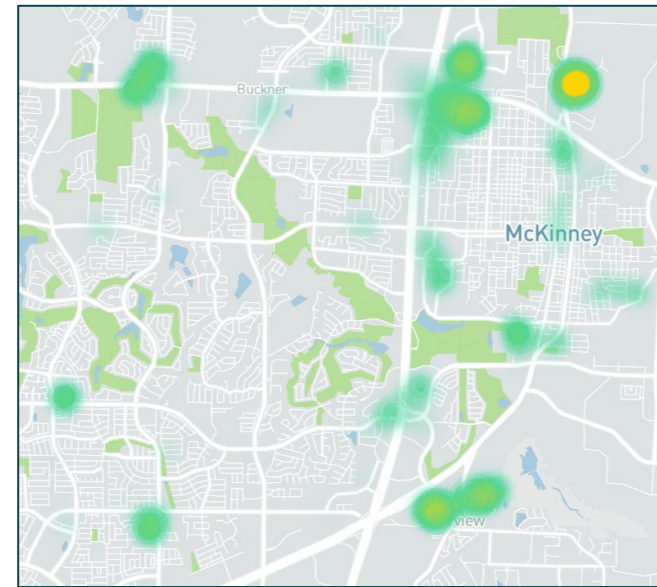
**Meet the transit needs of Member Cities  
elderly, disabled and low-income residents in  
a financially sustainable manner.**

## Program Changes – Fare Based Distance Cap

*Move from set price per ride to a base minimum fare combined with a variable distance fare.*



2023 Ridership Heat Map – McKinney and Surrounding



2023 Ridership Heat Map - McKinney

2023 Average Trip Distance = 7.2 miles