

McKINNEY URBAN TRANSIT DISTRICT BOARD

[PUBLISH DATE]

The McKinney Urban Transit District Board met in regular session in the Council Chambers of the Municipal Building on October 21, 2020 at 6 p.m.

This meeting was broadcast live using Zoom Meetings.

Council Present: George Fuller, La'Shadion Shemwell, Scott Elliott, Richard Franklin, Charlie Philips, Frederick Frazier, Craig Andres

Absent: Rainey Rogers, Derek Stephens, Jason Little, Brian Loughmiller, Corbett Howard

City Staff Present: Akia Pichon, Transit Administrator, Janay Tieken, Housing & Community Development Director, Empress Drane, City Secretary, Kim Flom, Assistant City Manager, Paul Grimes, City Manager.

Vice-Chair Scott Elliott called for public comments to the agenda, none came forward.

Vice-Chair Scott Elliott called for consent items on the agenda.

20-0906 MUTD Minutes 081920

Council unanimously approved the motion by Council member Frederick Frazier, seconded by Council member George Fuller, to Approved and Referred 20-0906 MUTD Minutes 081920

REPORTS

20-0907 DCTA Update

Councilmember Shemwell inquired as to why the ridership has been low and stressed that he would like to see higher usage of the service. Councilmember Elliott agreed, and stated that increased marketing could be key to higher ridership. Mayor Fuller agreed. DCTA Representative indicated that MUTD has seen some of the highest bounce-back in ridership the data reflected an increase on funds loaded onto transit cards, and from that data we can extrapolate an increase in next month's ridership. Board members still stressed that they would like to see an increase in marketing on the transit program. Board members suggested several marketing ideas to Transit Administrator. Transit Administrator is the primary contact on marketing efforts and will reach out to

marketing and communications team to research ideas and make recommendations to the board.

20-0908 Budget Update

20-0909 Flat Fare Implementation Update

Vice-Chair Scott Elliott called for discussion of regular agenda items.

20-0910 Consider/Discuss/Act on Six Month Extension of Services with DCTA;
Update on Transit Operations Procurement

Council unanimously approved the motion by Council member La'Shadion Shemwell, seconded by Council member Richard Franklin, to Approved 20-0910 Consider/Discuss/Act on Six Month Extension of Services with DCTA; Update on Transit Operations Procurement

Vice-Chair Scott Elliott called for citizen comments, none came forward.

Vice-Chair Scott Elliott called for Board or Commissioner comments.

Mayor Fuller stated that the best way forward with marketing the transit program to residents should start with staff research into marketing tools and costs associated. Councilmember Elliott agreed and requested a meeting with a committee made up of three MUTD Board members once Staff has completed research. Councilmember Andres also volunteered to be a part of the committee.

ADJOURN at 7:30p.m.

Council unanimously approved the motion by Council member George Fuller, seconded by Council member Charlie Philips, to Adjourn

BRIAN LOUGHMILLER
Chairman
SCOTT ELLIOTT
Vice Chair

ATTEST:

JASON LITTLE
Secretary
AKIA PICHON
Meeting Clerk