

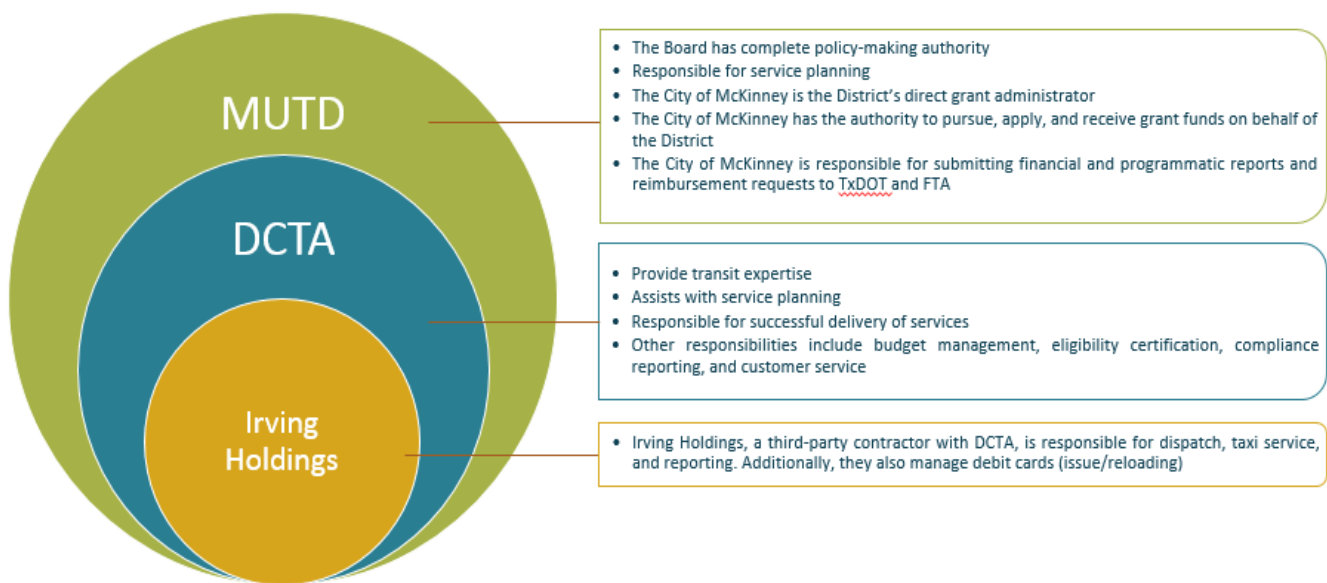


**COLLIN COUNTY TRANSIT CURRENT CONDITIONS
&
SERVICE CHANGE PROPOSAL**

August 14, 2019

Current Model

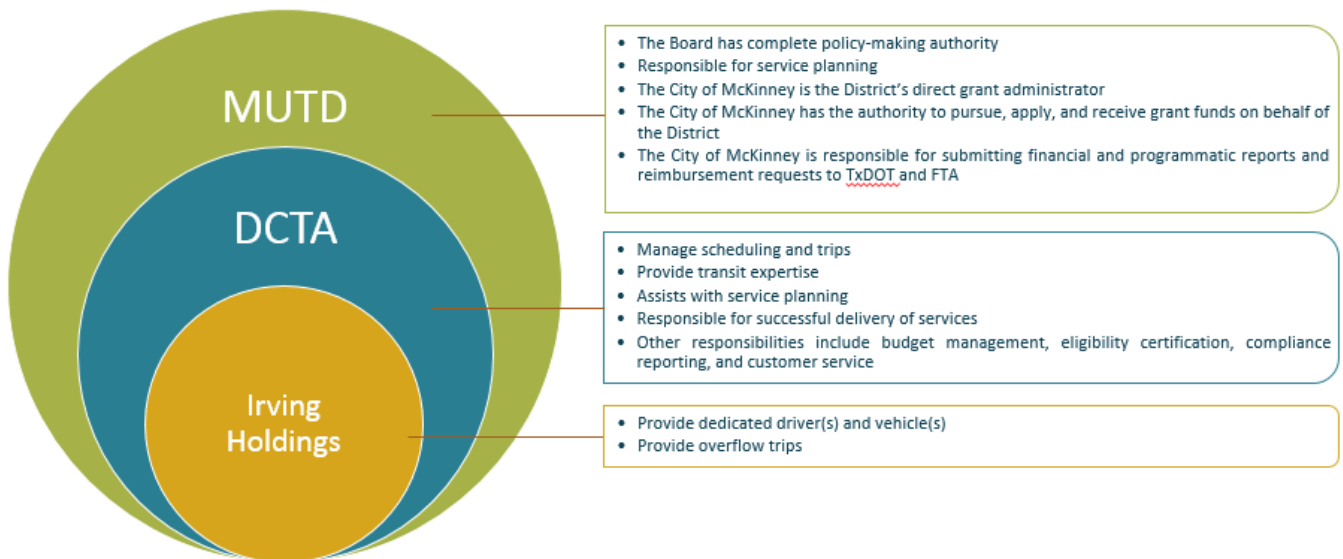
- Taxi voucher model
 - Utilizes a debit card system
- McKinney Urban Transit District (MUTD) subsidizes 75% of all trips
- MUTD partners with the Denton County Transportation Authority (DCTA)
 - DCTA has third-party contract with Irving Holdings
 - MUTD pays DCTA 5% and Irving Holdings 15% in administrative fees
- Participants call DCTA for inquiries regarding applications and Irving Holdings to schedule trips
- **Challenges:** on-time performance, substandard customer service by third-party contractor, distrust within the MUTD communities, and technology issues



New Model

- Participants will now call DCTA to schedule trips
- DCTA will manage the scheduling of the trips and place participants on either the bus or taxi depending on availability or preference
- Eliminate debit card system
- New fare payment system
 - \$3 fare if the trips are scheduled at least 24-hours in advance

- \$5 fare if the trips are scheduled same day
- MUTD will subsidize the remainder of the trip costs
- This will encourage more economically disadvantaged residents to sign up as the Low-Income Transit Subsidy Pilot Program intended
- Increase in DCTA’s administrative fees and a decrease in Irving Holdings’ administrative fees
- **Anticipated benefits:** streamline process, utilization of buses, brand recognition, one point-of-contact, and higher quality customer service
- **Anticipated challenges:** greater financial impact to the MUTD, reintroducing participants to a new program, capacity, and debit card refunds



Things to Consider

- User experience
- Public perception
- Customer service
- Financial impact
- Administrative changes
- Consideration of all MUTD cities
- MUTD’s ability to adapt and evolve

Next Steps

- Staff is seeking the Board's feedback and guidance on the proposed service changes
- Staff will work with DCTA to run financial impact projections
- Staff will present a final proposal for approval at the next meeting scheduled for November 13, 2019
 - The agenda item will be a public hearing item
- If approved, the service changes would go into effect the beginning of 2020