LOW INCOME TRANSIT SUBSIDY PILOT
OUTREACH

Outreach Events:

March 19th: Princeton and Lowry Crossing
McKinney Affordable Housing Meeting
March 21st: McKinney
March 23rd: Melissa and Celina
April 24th: McKinney Housing Authority Board Meeting
May 10th: Mobile Food Pantry

McKinney Social Media Pushes:

Facebook:
https://www.facebook.com/276978140529/posts/10156459822155530
https://www.facebook.com/276978140529/posts/10156410961070530
https://www.facebook.com/276978140529/posts/10156393890105530
https://www.facebook.com/mckinneytx/videos/10156484908265530/

Tweets:
https://twitter.com/CityOfMcKinney/status/980837051686891520
https://twitter.com/CityOfMcKinney/status/973269948977111040
https://twitter.com/CityOfMcKinney/status/984825635527938049
https://twitter.com/CityOfMcKinney/status/983481772397813761
https://twitter.com/CityOfMcKinney/status/982016870462214144

DCTA Social Media Pushes:

https://www.facebook.com/mckinneytx/photos/a.334989250529.199244.276978140529/10156393890105530/?type=3&theater
https://twitter.com/CityOfMcKinney/status/973269948977111040

Distributed Press Release:

- **Celina Record (Star Local Media)**: http://starlocalmedia.com/celinarecord/news/city-of-mckinney-and-dcta-to-launch-low-income-transit/article_f0cad5aa-260e-11e8-963f-d314661619a4.html
- **McKinney Courier Gazette (Star Local Media):** http://starlocalmedia.com/mckinneycouriergazette/news/city-of-mckinney-and-dcta-to-launch-low-income-transit/article_f0cad5aa-260e-11e8-963f-d314661619a4.html

- **Community Impact (McKinney edition)**: https://communityimpact.com/dallas-fort-worth/mckinney/news/2018/03/04/low-income-transit-subsidy-pilot-program-begin-services-mckinney-residents-april-2/
- **Denton Record-Chronicle:** http://www.dentonrc.com/news/traffic/2018/03/12/dcta-expands-voucher-program-toprovide-taxi-transit-low-income-disabled-mckinney-melissa-princeton-lowry-crossing

Local Organizations That Have Been Contacted:

Samaritan Inn
Collin College
Community LifeLine
McKinney Chamber of Commerce – Senior Services Alliance
Collin County Social Services Association
McKinney Housing Authority
Wellness Center for Older Adults
LifePath Systems

Passed Out Flyers To:

McKinney Housing Authority
Samaritan Inn
Collin County Social Services Association
Roy and Helen Hall Memorial Library
John and Judy Gay Public Library
LifePath Systems

Ridership Information:

*As of May 22, 2018

- 10 qualified participants
- 7/10 have loaded funds onto their cards
- $190 participant funds
- $570 matching funds
- 5/7 have taken a total of 18 trips