

BACKGROUND INFORMATION:

- The Polaris GEM is a uniquely styled, electric, minimal maintenance, six-seat vehicle that has been successfully deployed as a shuttle option in areas like the Dallas Arts District, downtown San Diego, Aspen, CO, Tampa, FL, and Newport Beach, CA.
- Following the practices of other established GEM shuttle operations, the McKinney GEM would not operate on a fixed route - but would circulate through high pedestrian areas and remote parking lots to actively promote services to potential riders.
- McKinney GEM would be “on call” and accessed through a phone number advertised on the vehicle.
- Additional promotion would be initiated through McKinney Main Street, the City of McKinney and Downtown Merchants.
- McKinney Main Street will identify and recruit sponsors to fund operation and maintenance costs.
- A wide variety of sponsor opportunities/branding visibility will be created.
- The schedule of operations would include 20 hours per week:
 - Friday - 2:00 p.m. to 10:00 p.m.
 - Saturday - 2:00 p.m. to 10:00 p.m.
 - Sunday - Noon to 4:00 p.m.
- Passenger load is estimated at 20-30 passengers per hour x 20 hours per week = goal of 2,000 riders per month.

FINANCIAL SUMMARY:

- Total project cost is estimated at \$55,000 - \$25,000 for vehicle purchase; \$30,000 for operations, maintenance and marketing costs.
- Sponsorship sales are planned to fund operations, marketing and maintenance costs.
- Project success will be evaluated based on:
 - Total number of hours operated
 - Number of riders
 - Number of calls placed to McKinney GEM phone number
 - Number of promotional materials distributed
 - Tracking of social media posts to calculate number and reach regarding McKinney GEM