



17-213

TITLE: Consider/Discuss/Act on Project #17-02, Submitted by McKinney Main Street in an Amount not to Exceed Twenty-Five Thousand Dollars (\$25,000) for the Purchase of a Polaris GEM, to Provide Downtown Shuttle Service between Remote Parking Areas and the Commercial Core; Total Estimated Project Cost is \$55,000 Including Vehicle Purchase and Operating Costs; the Amount Requested for Vehicle Purchase Represents 46% of Total Project Cost

COUNCIL GOAL: Enhance the Quality of Life in McKinney
Direction for Strategic and Economic Growth

MEETING DATE: February 23, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Main Street is requesting a grant, in an amount not to exceed \$25,000 for the purchase of a Polaris 6-passenger GEM vehicle to shuttle visitors from remote parking areas to the core commercial district in downtown McKinney.
- With construction of the nine-acre site south of the Downtown Square on the horizon, downtown will lose a significant portion of its free, unlimited remote parking spaces.
- With the elimination of the option for parking at the nine-acre site, other remote parking areas, primarily north of the square, will be publicized and utilized by downtown visitors - which will lead to the need for creation of transportation from parking sites to downtown destinations, while the City continues to negotiate/ create additional parking options to increase parking inventory.
- The shuttle service is planned as a “no cost” option to riders.

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

SUPPORTING MATERIALS:

[Grant Application](#)