



## MEMORANDUM

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**TO:** McKinney Urban Transit District Board Members

**FROM:** Akia Pichon, Transit Administrator

**DATE:** 09/19/2023

**SUBJECT:** Responses to Questions posed by MUTD Board

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At the MUTD Board meeting on June 20, 2023, Board members asked for specific data questions regarding passenger eligibility categories and trip patterns insofar as they relate to policy decisions for the Collin County Transit program. Programmatic updates are necessary to contend with the unsustainable expenditure rate for the program. Those questions posed by the Board are listed below along with responses from Staff. Additional responses will be proffered in the presentations to the Board.

1. What is the profile of users using the service daily? Which rider category do they fall into? Where is our daily use coming from?
  - a. The rider category that is most active with our program is the senior category.
2. What are our call center costs as opposed to app booking?
  - a. The GoPass app was a one-time \$200,000 expense. The monthly call center expense average is \$25,000.
3. What is the efficiency of using Lyft operators vs dedicated operators?
  - a. In January 2022, without Lyft online, operations subsidy per passenger was \$46.68 ECHO, \$52.50 Irving Holdings.
  - b. In July 2023, with Lyft online, operations subsidy per passenger is \$56.82 ECHO, \$26.47 Irving Holdings, \$10.94 Lyft.
4. How many riders have we added every month? Will turning off the spigot of new riders curtail growth?
  - a. In the two months since our last Board meeting we have onboarded 69 riders.
5. How many trips are within (start and end) in the City of McKinney only?
  - a. 59% of trips both start and end in the City of McKinney.
6. How do we curtail costs of the call center?

- a. We have taken steps to decrease this line item by educating the riders on using GoPass to book trips, training our agents to shorten the average call time, and implementing IVR technology to book trips and provide trip wait times.
- 7. Where are people going? How many trips on dedicated vs non-dedicated? Who are they, what ridership category are they in, where are they going, for what purpose, and how often are they traveling?
  - a. The highest trip category for senior trips is home to medical appointments and return. The highest trip category for riders with disabilities trips is home to recreation or medical appointment to home. The highest trip category for low income riders is work to home and home to work.
- 8. Can we get Frisco feedback about their fare pricing policy?
  - a. Frisco's lyft subsidy policy allows users who wish to go outside the program boundary to do so using a Lyft subsidy – this subsidy charges the rider a base fare of \$3 or \$5 based on destination, the City of Frisco pays for up to \$10 on the trip, and the remaining balance is charged to the rider. This service is employed by a small number of Frisco residents but the ones who use it truly enjoy the service.
- 9. Can these budget conversations tie in with regular budget cycle of cities?
  - a. It is Staff's goal to ensure that any requests from participating municipalities for local match funding will be completed to tie-in with the budget cycle.