

McKinney Urban Transit District Shared Ride Micro Transit Service

May 5, 2026
MUTD Board Presentation

Operated by:



Mobility Service,
Local Government Corporation

With Contractor Team





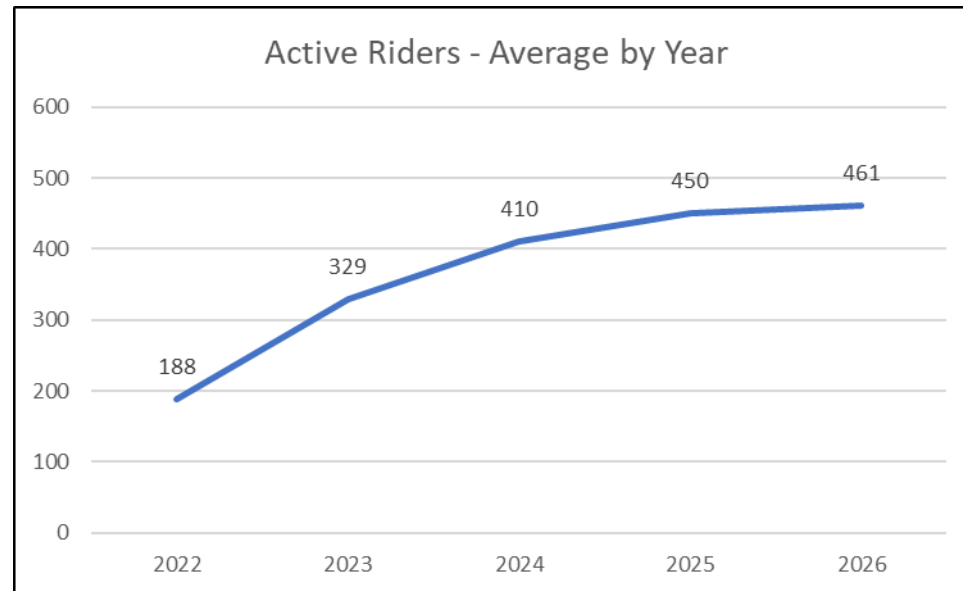
Collin County Transit Key Performance Indicators



Ridership and Demand

Active Riders – Average by Year

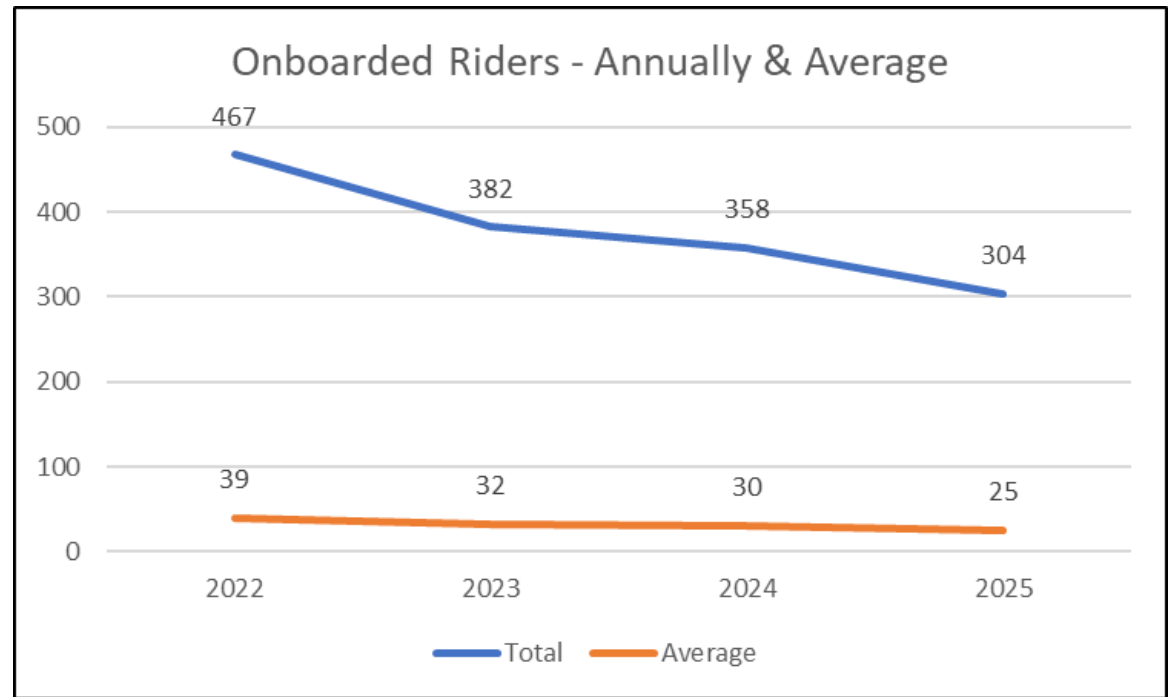
Year	Average
2022	188
2023	329
2024	410
2025	450
2026	461



- Active Riders – Customers who have taken a ride in a specific period (month/year)

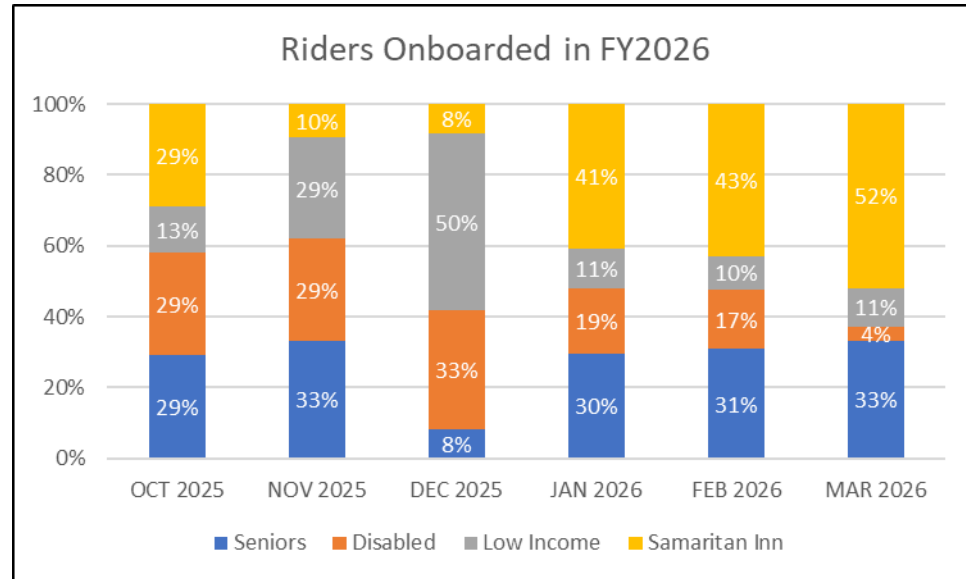
Onboarded Riders – Annually & Average

Year	Total	Average
2022	467	39
2023	382	32
2024	358	30
2025	304	25

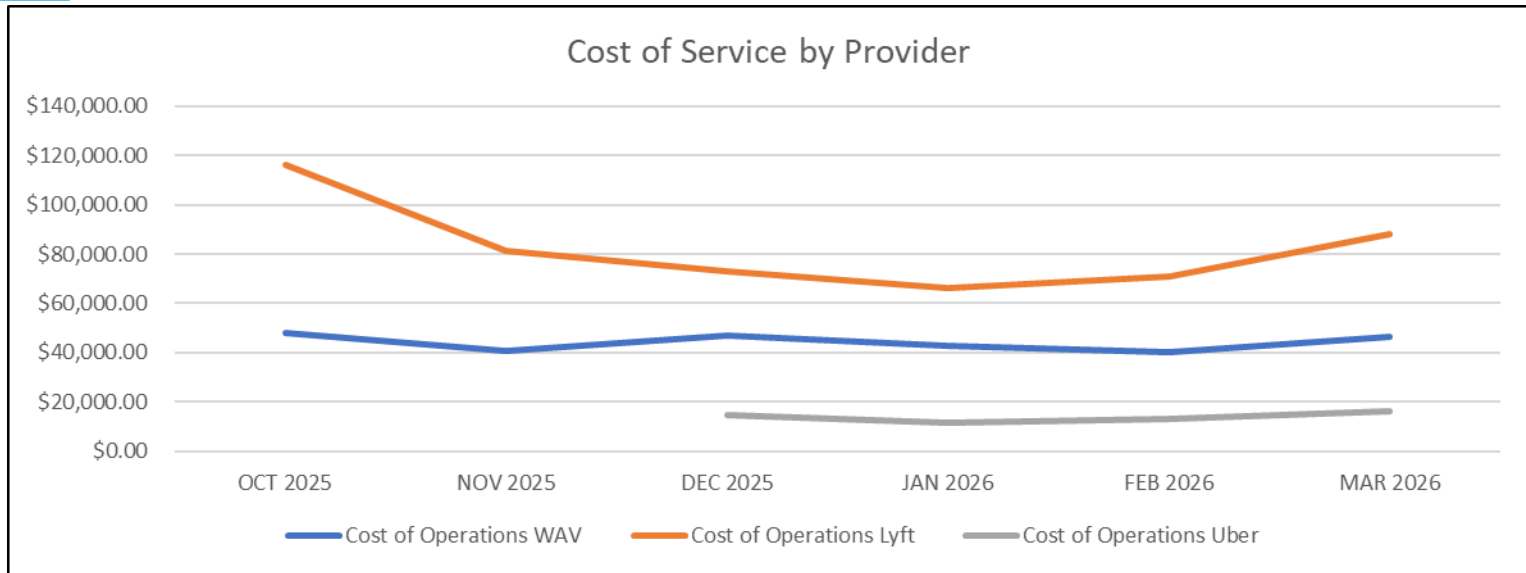


Riders Onboarded in FY2026

FY26	Seniors	Disabled	Low Income	Samaritan Inn
OCT	9	9	4	9
NOV	7	6	6	2
DEC	1	4	6	1
JAN	8	5	3	11
FEB	13	7	4	18
MAR	9	1	3	14



Average Subsidy per Trip



FY26	Cost of Operations			Farebox Revenue Captured			Subsidy Per Trip*		
	WAV	Lyft	Uber	WAV	Lyft	Uber	WAV	Lyft	Uber
OCT 2025	\$47,953.15	\$116,063.32		\$7,918.75	\$42,183.50		\$30.19	\$11.95	
NOV 2025	\$40,608.03	\$81,518.43		\$6,762.75	\$32,219.75		\$29.74	\$10.26	
DEC 2025	\$47,142.38	\$73,234.52	\$14,752.74	\$7,347.00	\$28,803.75	\$6,930.00	\$31.81	\$10.46	\$7.10
JAN 2026	\$42,634.73	\$66,033.15	\$11,709.42	\$6,421.00	\$26,094.50	\$4,971.00	\$32.71	\$10.32	\$8.57
FEB 2026	\$40,101.30	\$70,657.06	\$13,350.17	\$6,679.00	\$27,540.50	\$6,073.00	\$28.54	\$10.38	\$7.58
MAR 2026	\$46,360.23	\$87,925.60	\$16,329.41	\$7,756.25	\$30,093.25	\$7,180.50	\$28.79	\$13.13	\$7.98

* Subsidy Per Trip Formula = (Cost of Fleet Provider – Farebox Revenue) / Number of Trips
Does not include Brokerage, Call Center, GoPass or DART Fees



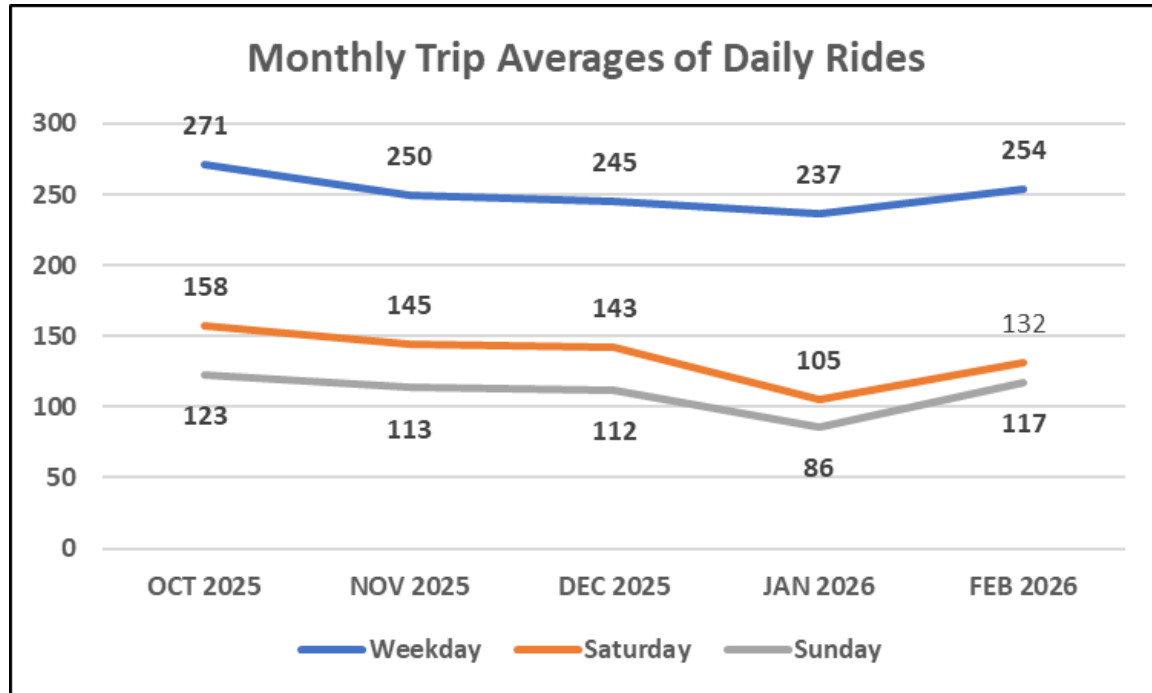


Trip Characteristics

Monthly Trip Averages of Daily Rides

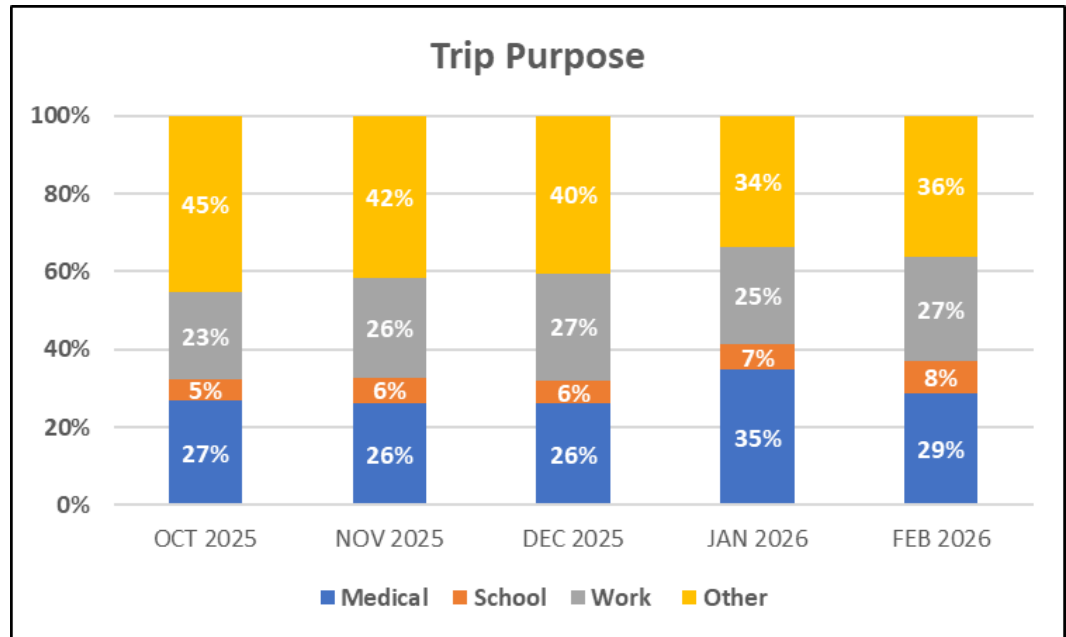
FY26	Weekday	Saturday	Sunday
OCT	271	158	123
NOV	250	145	113
DEC	245	143	112
JAN	237	105*	86*
FEB	254	132	117

*Winter weather event



Trip Purpose

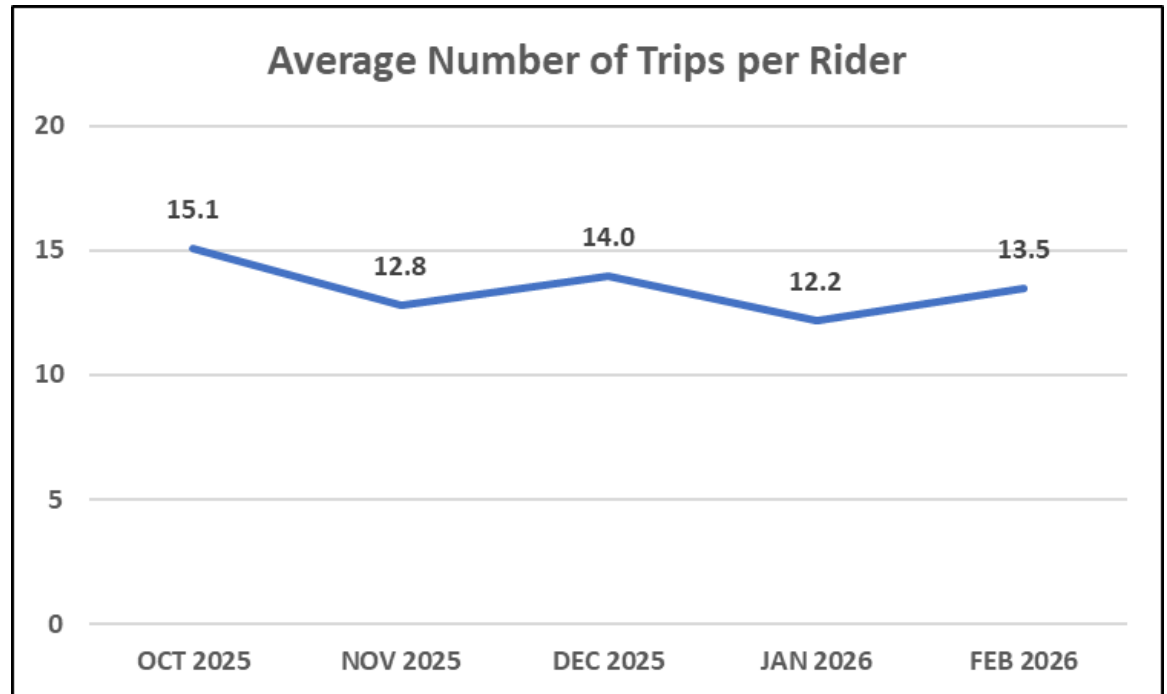
FY26	Medical	School	Work	Other
OCT	452	87	379	758
NOV	318	77	313	503
DEC	308	72	325	479
JAN	331	62	237	323
FEB	308	87	290	387



Trip purpose captured through call center for those who responded

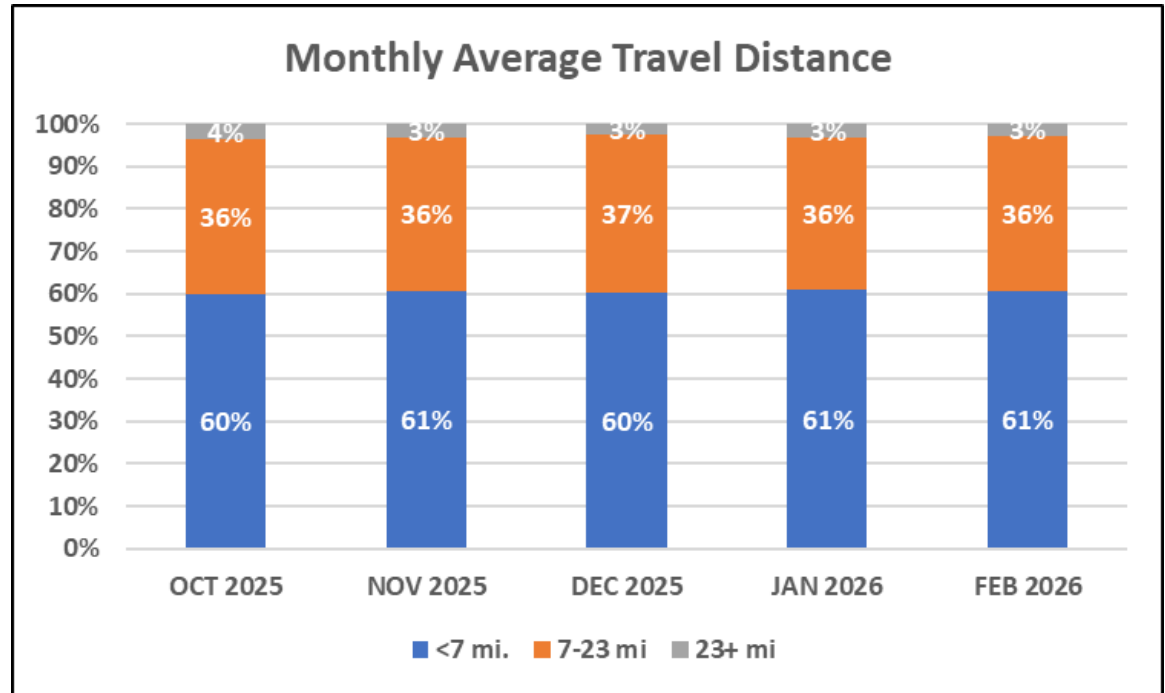
Average Number of Trips per Rider

FY26	Average # of Trips per Rider
OCT	15.1
NOV	12.8
DEC	14.0
JAN	12.2
FEB	13.5
2022	11.2
2023	14.9
2024	15.9
2025	14.7



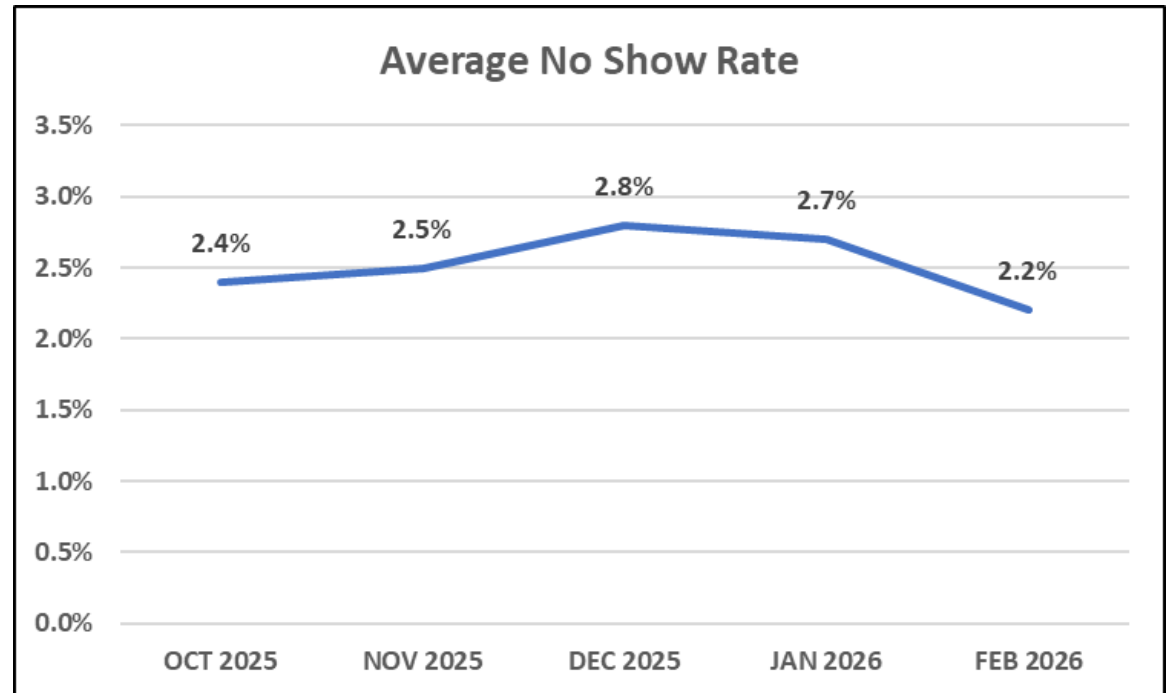
Monthly Average Travel Distance

FY26	≤ 7 mi.	7 – 23 mi.	23+ mi.
OCT	4,407	2,682	263
NOV	3,514	2,086	185
DEC	3,855	2,382	169
JAN	3,416	1,999	185
FEB	3,694	2,212	171



Average No Show Rate

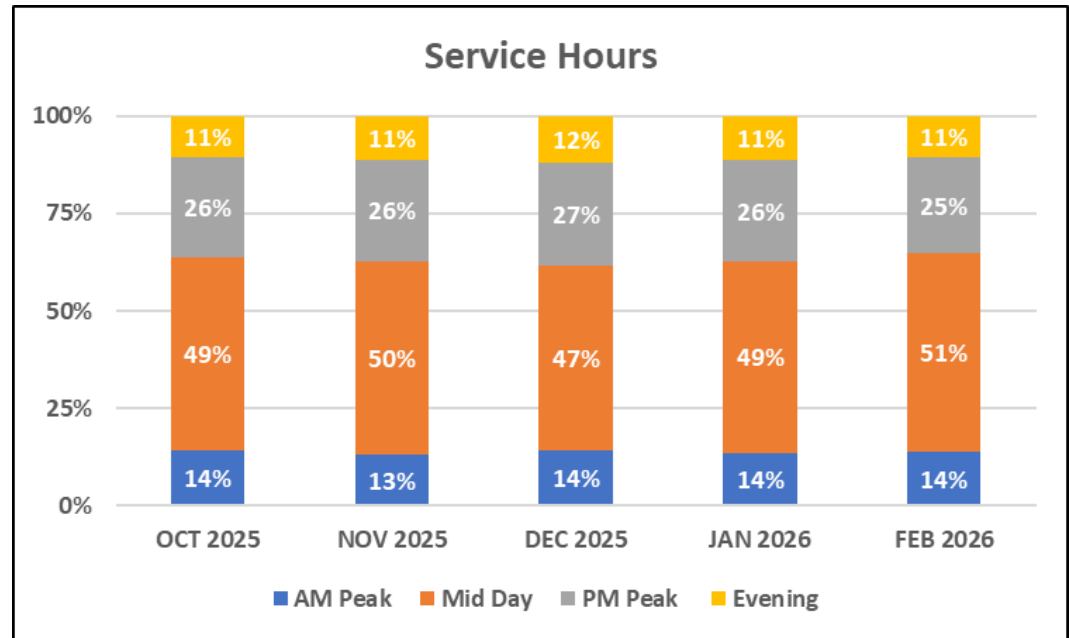
FY26	No Show (Average)
OCT	2.4%
NOV	2.5%
DEC	2.8%
JAN	2.7%
FEB	2.2%



Service Hours - 6:00am – 8:00pm

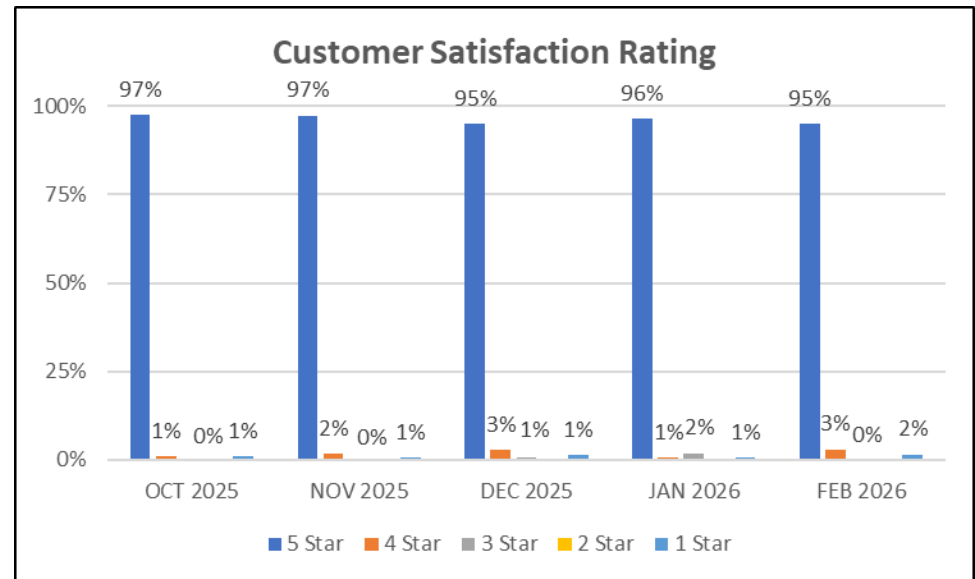
FY26	AM Peak	Mid Day	PM Peak	Evening
OCT	1,043	3,631	1,903	775
NOV	764	2,868	1,497	656
DEC	909	3,032	1,701	764
JAN	758	2,754	1,449	639
FEB	840	3,088	1,502	647

AM Peak 6:00am – 8:59am
 Mid Day 9:00am – 2:59pm
 PM Peak 3:00pm – 5:59pm
 Evening 6:00pm – 8:00pm



Customer Satisfaction Rating

FY26	5 Star	4 Star	3 Star	2 Star	1 Star
OCT	97%	1%	0%	0%	1%
NOV	97%	2%	0%	0%	1%
DEC	95%	3%	1%	0%	1%
JAN	96%	1%	2%	0%	1%
FEB	95%	3%	0%	0%	2%



Customer satisfaction captured through call center for those who responded

Please contact:

Ryan McCutchan

Project Manager II

rmccutchan@dart.org

(214) 279-2844



DART.org