



McKinney Urban Transit District Shared Ride Micro Transit Service

Dallas Area Rapid Transit Mobility Service,
Local Government Corporation

Ryan McCutchan

July 7, 2026

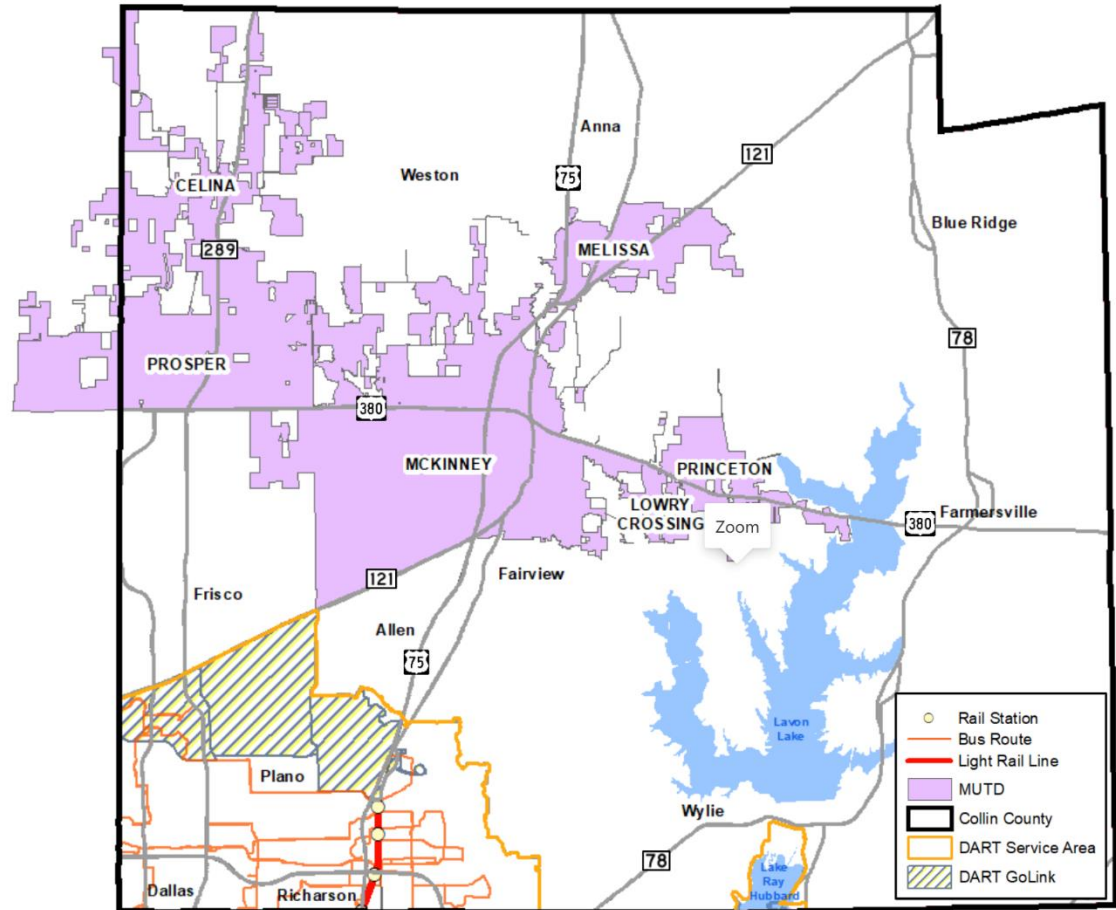


Key Project Elements

- Full turnkey service to provide shared ride micro transit
- Provide shared ride micro transit to:
 - Seniors (65+)
 - Riders with disabilities/mobility device needs
 - Low income (150% below Federal Poverty Guidelines)
- Adhere to Federal Transit Administration (FTA) requirements
 - Including drug and alcohol testing requirements
 - Taxi exemption for Transportation Network Companies (TNC)

Service Area Map

- McKinney
- Celina
- Lowry Crossing
- Melissa
- Princeton
- Prosper
- Collin County



Dedicated & Non-Dedicated Transit Service

- Dedicated Service
 - Wheelchair Accessible Vehicles (WAV)
- Non-Dedicated Service
 - Transportation Network Companies (TNC) to provide supplemental service
- Weekday Service
 - 6:00 am – 8:00 pm
 - Four dedicated vehicles
- Weekend Service
 - 8:00 am – 8:00 pm
 - One dedicated vehicle

Roles & Responsibilities

- DART LGC
 - Overall project management, GoPass, eligibility certification & marketing
- Software as a Service Platform
 - Define service parameters, schedule service, & generate reports
- Dedicated Fleet
 - Dedicated service using wheelchair accessible vehicles
- TNC Fleet
 - Non-dedicated service

Fare Structure

- Distance based fare

Distance (mi.)	Rate	Distance (mi.)	Rate
≤7	\$5.00	16	\$11.75
8	\$5.75	17	\$12.50
9	\$6.50	18	\$13.25
10	\$7.25	19	\$14.00
11	\$8.00	20	\$14.75
12	\$8.75	21	\$15.50
13	\$9.50	22	\$16.25
14	\$10.25	23+	\$17.00
15	\$11.00		

Eligibility Certification

- LGC will certify eligibility of future applicants via:
 - Mail
 - Website
 - Maintain all paperwork related to certification
- Call Center Role
 - Provide information on how to apply
 - Provide applicant's information for LGC to follow up

Innovation in Approach

- Open Application Programming Interface (API)
- Integrate Contractor API with GoPass
- Regional connectivity
- Leverage both dedicated & non-dedicated fleets to maximize operational efficiencies
- One-stop technology
 - Trip reservation
 - Route planning
 - Payment options

Data Reports

- National Transit Database (NTD) Reporting
 - Contractor to provide a one-click report for NTD reporting
 - Measures of transit service provided & consumed
 - Data on transit employees
- Daily Reporting
 - Ridership data
 - Trip level metrics
 - Cancellations
 - Customizable KPIs
- Strict data privacy controls
 - Secure Personally Identifiable Information (PII)

Project Timeline

Project Stage	Milestones	Core Activities	Team	Timeframe
Pre Launch	1. Implement SOW	- Establish KPIs - Develop QAQC Plan	- MUTD - LGC - Contractor	September 2026
Service Planning & Design	1. Service Parameters	- Kick Off Meeting - Transit Planning - Customer Outreach	- MUTD - LGC - Contractor	October 2026
System Development	1. Platform Configuration	- API Integration - Service Optimization	- MUTD - LGC - Contractor	October 2026

Project Timeline

Project Stage	Milestones	Core Activities	Team	Timeframe
Testing	1. System Adjustments	• Functional Testing • Conduct QAQC Field Tests	• MUTD • LGC • Contractor	November 2026
Training & Vehicle Setup	1. Workforce Trained 2. Vehicles Inspected	• Conduct Training Sessions • Prep Vehicles	• LGC • Contractor	December 2026
Service Launch	1. System Goes Live	• Execute Launch Plan • Gather Feedback	• MUTD • LGC • Contractor	January 2027

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