McKinney Urban Transit District Shared Ride Micro Transit Service

March 21, 2023 - Board Presentation

Operated by:

DART Mobility Service,

Local Government Corporation

With Contractor Team

spare

Irving Holdings

ECHO AFC TRANSPORTATION

lyft

telelink answering

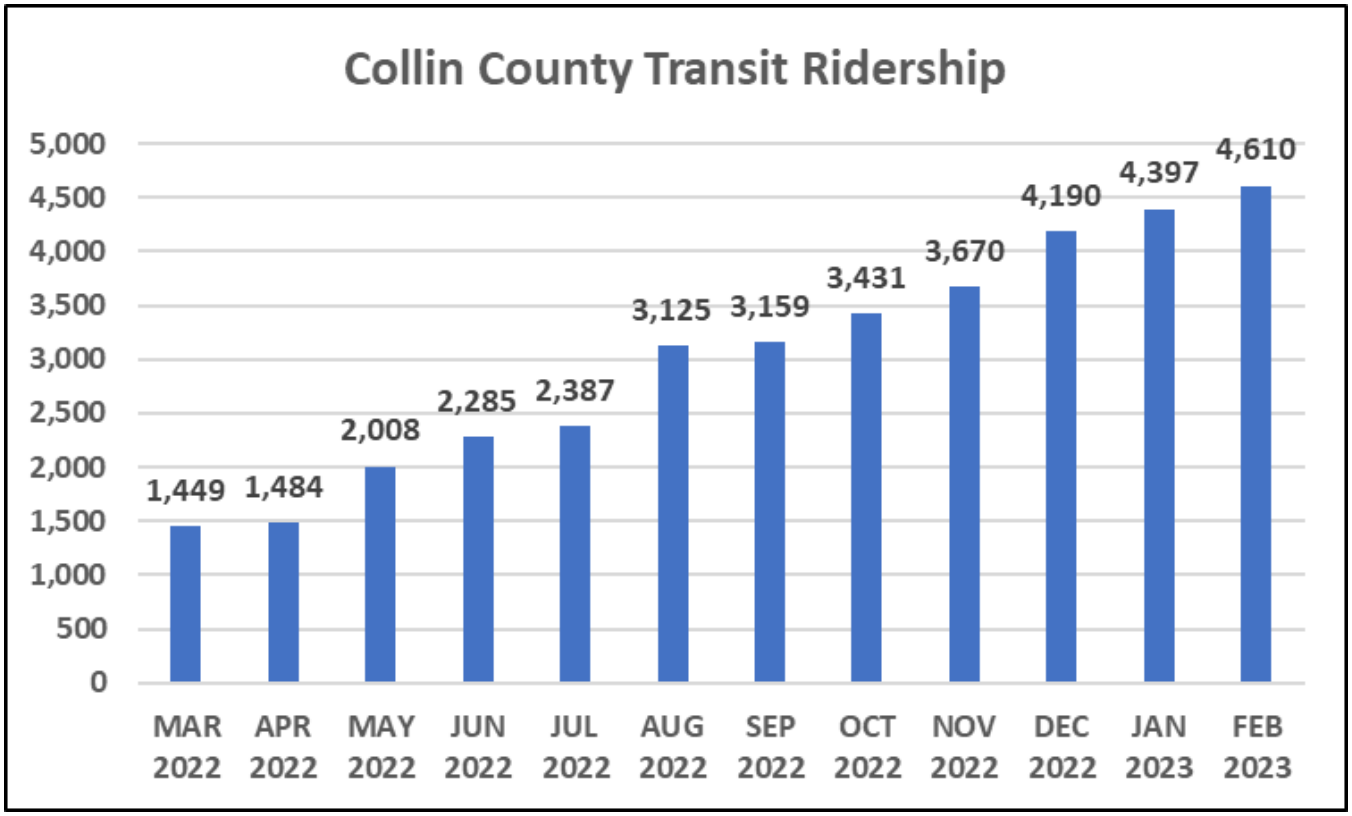
DART let's go.

Agenda

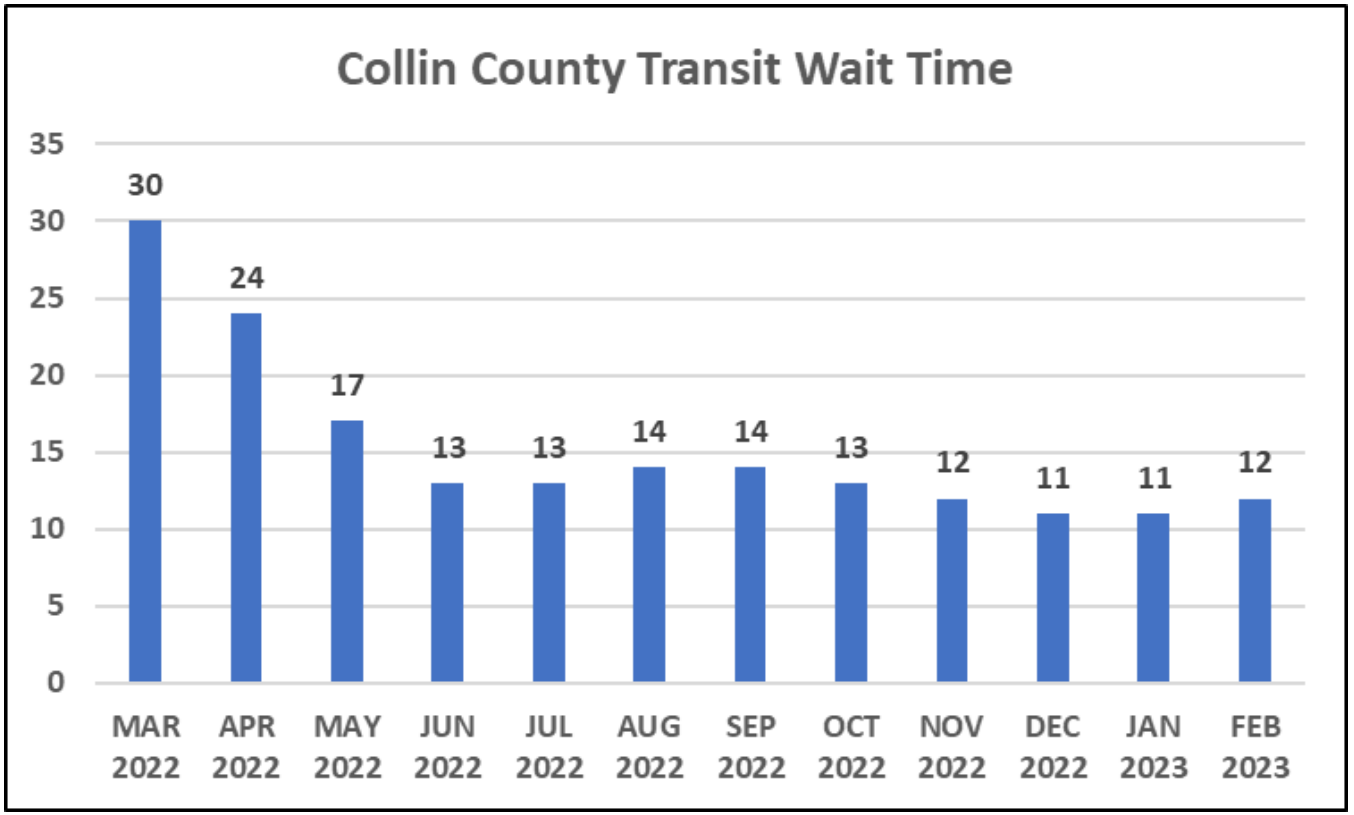
- Key Performance Indicators
- GoPass
  - Marketing Approach
  - Goals
  - Booking Process

DART let's go.

Collin County Transit - Ridership



Collin County Transit – Wait Time



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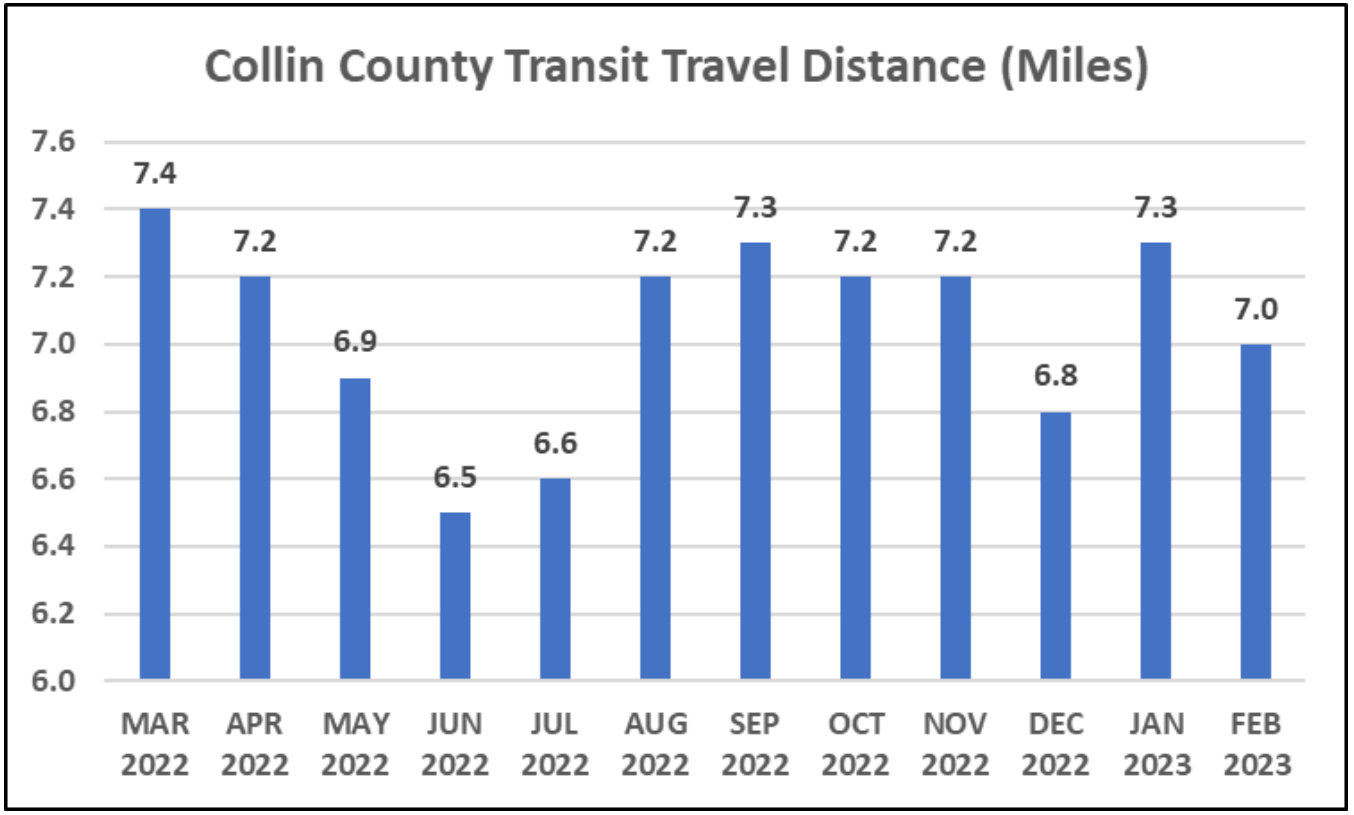
Collin County Transit – Travel Distance



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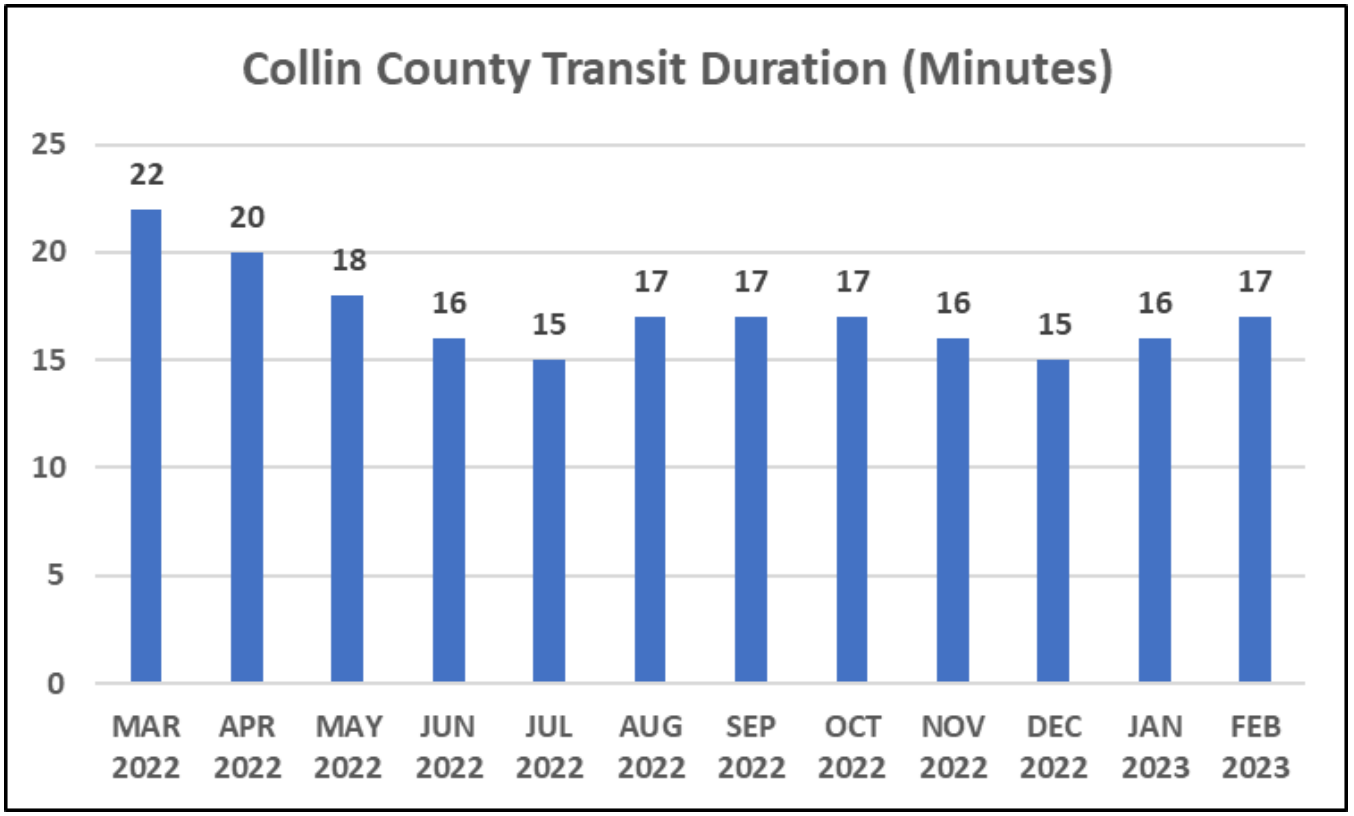
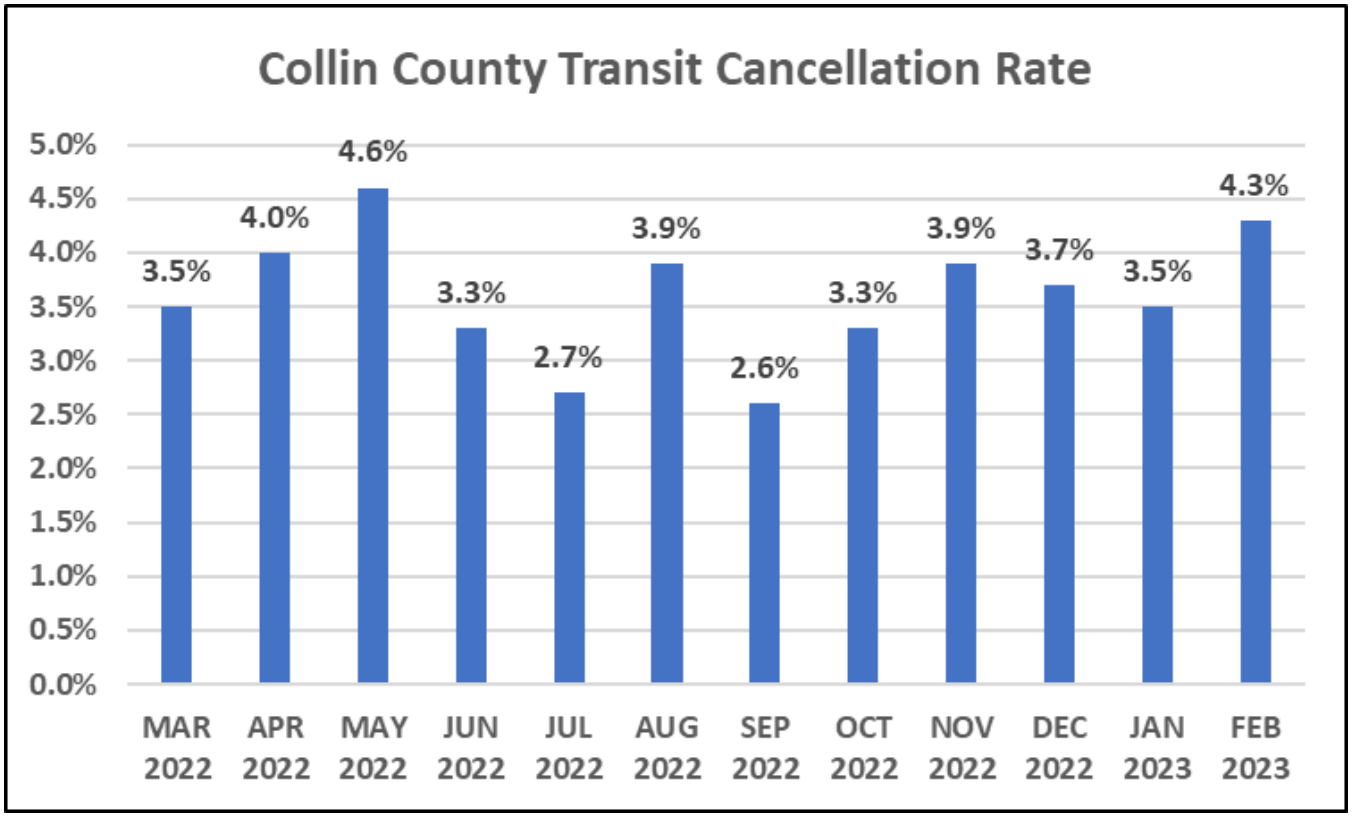
Collin County Transit – Duration



Collin County Transit – Cancellation Rate



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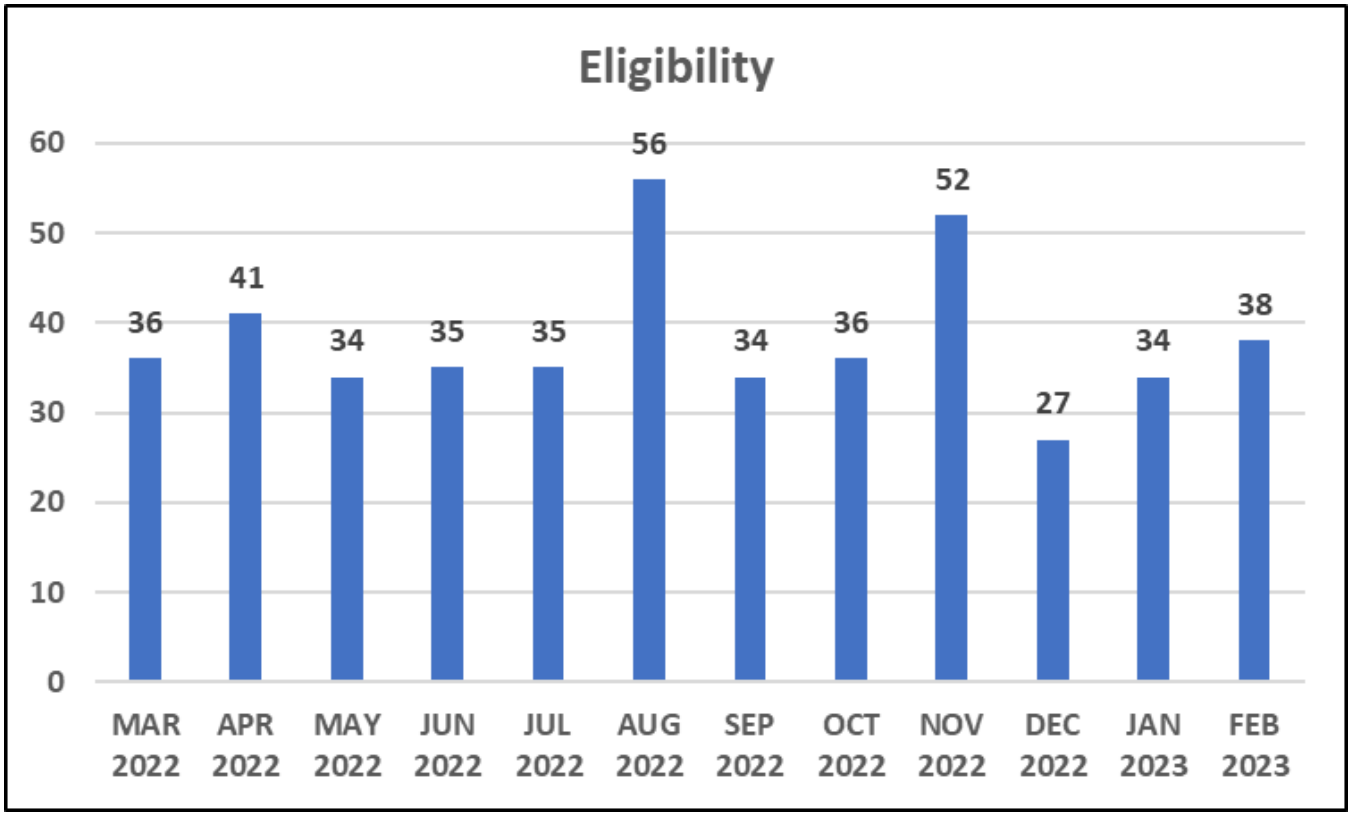
Riders Approved for Service



GoPass

GoPass Marketing

- SMS Campaign
- Collin County Events
- Transportation Coordinators

GoPass Training

- Onboarding Process
- Lyft Customers

GoPass Outreach

- McKinney Senior Recreation Center
- Senior Centers
- Collateral on WAVs

GoPass Adoption Goals

- Current - 10% Adoption
- Year 2 Goal - 30% Adoption
- Year 3 Goal - 40% Adoption

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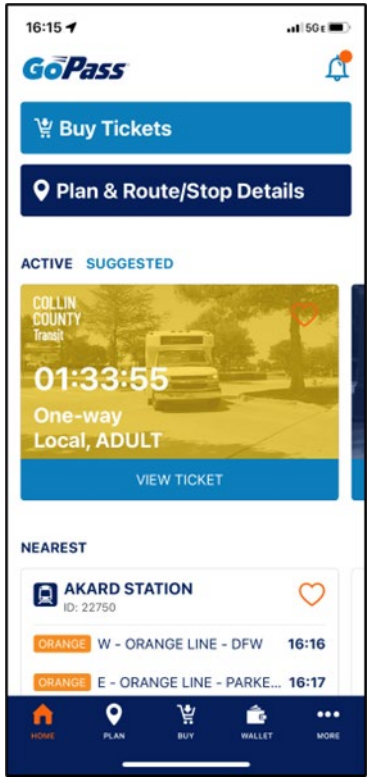
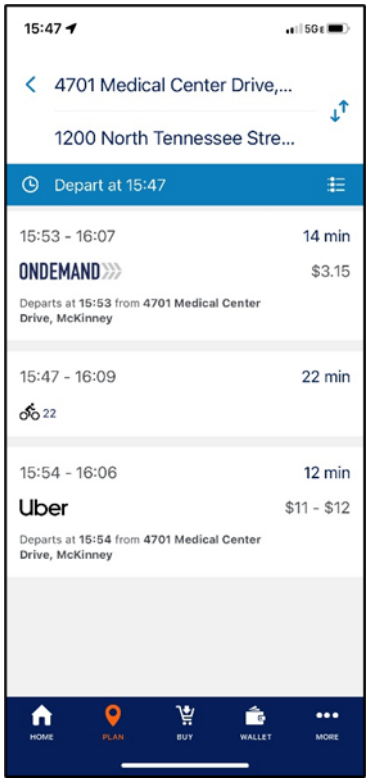
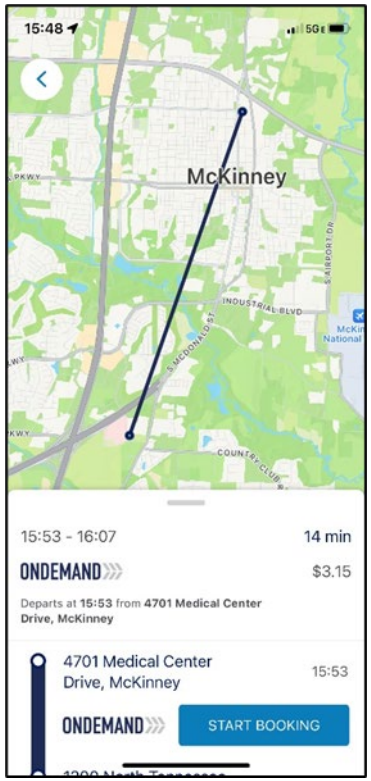
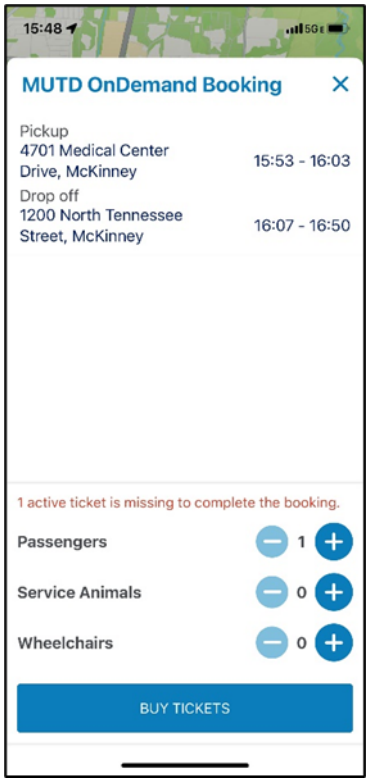
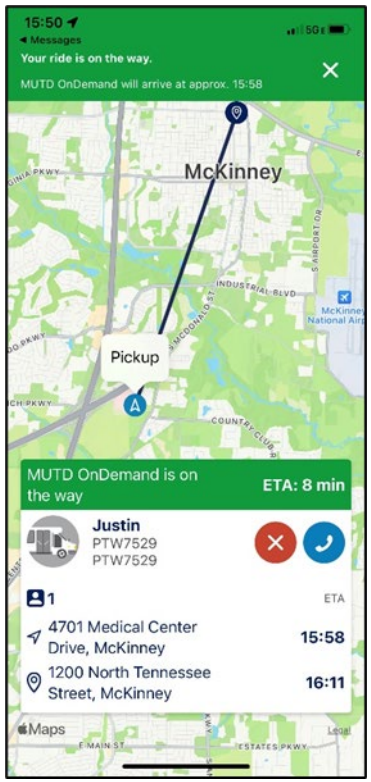
GoPass – Booking a Trip











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