

Introduction

The purpose of Access North Texas is to document the public transportation needs for seniors (older adults), individuals with disabilities, individuals with limited financial resources, and other transit-dependent populations. These populations can have difficulty finding public transportation options that connect them to medical appointments, work opportunities, job training, education, food access, and other essential destinations. This plan identifies where these transportation connections could be improved within Collin County. This chapter provides an overview of outreach efforts, demographics, existing transportation services, findings, and prioritized strategies. More information about the plan and regional findings can be found in the Executive Summary.

Outreach

Public outreach for Collin County was conducted through a survey and stakeholder outreach meeting. Outreach efforts were advertised through email communication, the Access North Texas website, a Local Motion publication, and social media. Opportunity to share transit-related comments and concerns anonymously by location in a virtual public mapping tool called Map Your Experience was also available through the Access North Texas website.

North Central Texas Council of Governments (NCTCOG) Transportation staff conducted 13 meetings across the region, which included an in-person stakeholder outreach meeting in Collin County at the John and Judy Gay Library in the city of McKinney on March 6, 2025. Emails were sent to over 300 recipients on the Collin County email subscriber list. The meeting was also promoted on the Access North Texas website. Two individuals and four NCTCOG staff attended.

A transportation survey was available to residents and stakeholders online, on paper, and available in English and Spanish. The online survey could also be translated into other languages by selecting the preferred language option from a drop-down box on the live survey page. The survey for the public collected input on public transportation in the region. A similar survey was also available online for organizations and agencies that work with transit-dependent populations. For the public survey, there were approximately 178 participants for Collin County submitted online. For the agency survey, participants from

four agencies indicated they operate in or serve Collin County. Finally, 14 transit-related comments were received for Collin County through Map Your Experience.

All feedback from outreach efforts were cleaned, compiled, and coded for analysis, in addition to the survey feedback. Using the coding key, qualitative feedback was quantified to create visual representations of feedback for identified barriers, missed trips, desired modes, and enhancements. See Appendix D for the visualizations. Additional feedback was factored into the Collin County analysis as applicable, such as in situations where comments relate to multiple counties or for transit providers operating across county boundaries.

Demographics Assessment

Collin County continues to experience significant growth. According to the 2024 American Community Survey (ACS) 5-Year Estimates, the population exceeds 1.16 million in comparison to 2019 ACS 5-Year Estimates of just under 974,000. This shows an over 19 percent increase in population. Collin County's population, according to the region's long-range transportation plan, Mobility 2050, is expected to reach more than 2.1 million by 2050.

When comparing the 2019 ACS 5-Year Estimates to the 2024 ACS 5-Year Estimates, the older adult population increased by 29.5 percent, individuals with a disability population increased by 40.4 percent, and individuals with low-income population increased by 12.7 percent. Areas with higher concentrations of these populations should be a particular priority in efforts to promote existing or new transit services. Detailed estimates and percentages for these key populations, as well as other demographics, are shown in the table below and in the appendix.

Metric	Collin County Population	Collin County	Regional
Total Households	416,646	-	-
Zero-Car Households	13,472	3.2%	4.8%
65 and over	134,714	11.6%	12.3%
With a Disability	94,248	8.1%	10.5%
Low-Income Individuals	97,109	8.4%	14.1%
Total Veterans	42,042	4.8%	5.5%
Youth (under 18)	287,584	24.7%	25.0%
Total LEP Individuals	98,709	9.0%	11.9%

Table 1: Target Population and County Metrics. Data from 2024 American Community Survey 5-Year Estimates.

Transportation Services Assessment

Collin County is served by a combination of transit authorities, municipal transit programs, and contracted transportation services, with service models and eligibility varying significantly across the county. The map and descriptions below provide a brief overview of these programs, including the extent of their service areas and the types of transportation options they provide. The most updated service area boundaries, fares, and hours of operation can be found on the providers' website. Contact information per provider can also be found in the Get-A-Ride Guide in Appendix B.

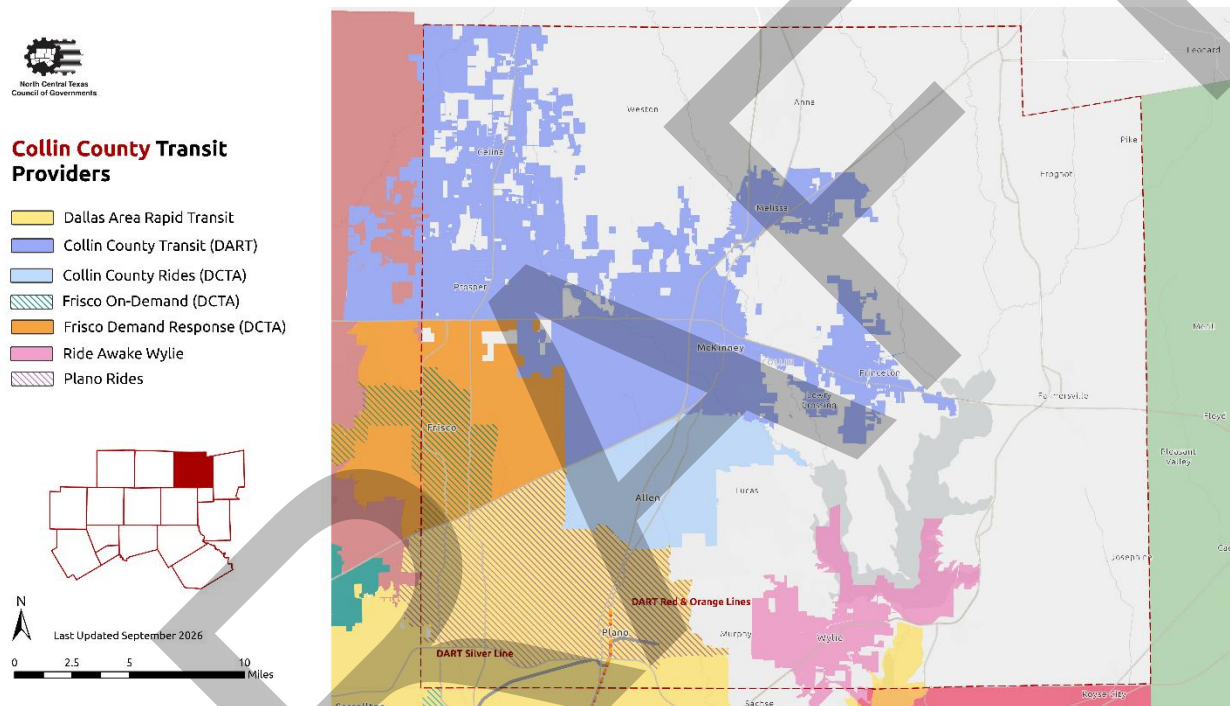


Figure 1: County Transit Service Map

Dallas Area Rapid Transit

Dallas Area Rapid Transit (DART) operates bus, rail, GoLink microtransit, and paratransit programs in member cities, including Carrollton, Dallas, Garland, Richardson and a portion of Plano. DART service includes some areas in Collin County. For example, part of the city of Plano is within Collin County. DART offers multiple transportation services and programs which include different fares and ticket types, including local and regional options. To purchase tickets, riders can use the DART GoPass App, GoPass Tap Card, and Ticket Vending Machines (TVM) located at the platforms.

Plano Rides

Launched in May 2026, Plano Rides is an on-demand transportation program for Plano residents 65 years of age and older offered through Via Transportation. The program operates alongside DART service in the city of Plano offering multiple transportation options and ticket fares. To book a ride, riders can create an account through the Plano Rides app or call the customer service line.

Collin County Transit

Collin County Transit is a service offered by the McKinney Urban Transit District (MUTD) and is contracted with DART to operate the shared-ride program serving the participating MUTD service-area cities, including Celina, Lowry Crossing, McKinney, Melissa, Princeton, and Prosper. MUTD is an Urban Transit District within the previous McKinney Urbanized Area formed under Texas Transportation Code Chapter 458 in June 2016. Following the 2020 Census, the McKinney Urbanized Area was reclassified as the McKinney-Frisco Urban Area. The program is for eligible residents who have limited financial resources, 65 years of age or older, or have a qualifying disability. To use the service, prospective riders must apply. Upon approval, riders may use the GoPass app to plan and book rides. Different fares and ticket types are available.

Frisco Demand Response and On-Demand

The city of Frisco contracts with Denton County Transportation Authority (DCTA) for transportation services. This program offers curb-to-curb demand response service for eligible Frisco residents who are 65 or older, disabled, or need transportation for medical appointments. The program also provides transit for eligible riders to certain areas in Plano.

To use the service, prospective riders must apply. Once approved, riders may use a partner code through the Lyft app or call DCTA customer service to schedule trips. Additionally, in May 2026, the city of Frisco, in partnership with DCTA, launched GoZone, an on-demand microtransit service available to the general public within designated areas of Frisco. The service area has expanded since launch and may continue to evolve based on ridership, community needs, and operational performance. GoZone also provides a regional connection to DART service in Plano. Rides are booked through the GoZone app and reduced fares are available to qualified GoZone riders (older adults and individuals with disabilities).

Frisco Boxcar Service

In June 2026, the city of Frisco launched the Rail District Boxcar Shuttle, a free fixed-route circulator serving Downtown Frisco, including the Rail District, Frisco Square/City Hall, Toyota Stadium, public parking, and other downtown destinations. The pilot is intended to

improve downtown mobility and connections between destinations while reducing the need for short vehicle trips.

Collin County Rides

Collin County Rides, operated by DCTA, provides shared-ride transit services in Allen and Fairview for residents aged 65 and older, as well as those with qualifying disabilities. Fares for this service vary, as they are determined by several factors. To be eligible for a ride, prospective passengers must submit an application. Once approved, riders can book a ride through an online account, the RideDCTA app, or by calling customer service.

Ride Awake Wylie

The city of Wylie offers a subsidized on-demand rideshare program through a public-private partnership. The program also includes a separate service for riders with disabilities. Rides are for anyone with origin and destination locations within the city of Wylie boundaries and a few locations outside of city boundaries.

Vanpool Program

In addition to the various transportation options and services available, DCTA and Trinity Metro operate a Vanpool Program in the North Central Texas region. As of April 2026, Trinity Metro has no vanpools originating from Collin County, one vanpool with a destination in Collin County, and no vanpools that both originate and terminate within the county. On the other hand, DCTA reports there are 64 vanpools originating from Collin County, 2 vanpools heading to Collin County, and again, no vanpools with both origin and destination within the county. The number of vanpools may fluctuate from month to month as the regional program expands to offer more shared commuter transportation options.

Overall, gaps in service still exist in Collin County due to a variety of factors. Survey and outreach responses show some insight into what gaps may exist and where further assessment is needed. Through continued collaboration amongst stakeholders, the gaps in service can be identified, reviewed, and discussed.

Needs/Gaps Assessment (Data Analysis)

In Collin County, survey respondents helped to identify a variety of transportation barriers, potential enhancements, missed trips, and desired modes. The combination of all outreach efforts, including surveys and meetings, revealed that residents are interested in the topic of public transportation and would like to see greater access and availability of service. This section analyzes survey and outreach findings while incorporating inputs through the Map Your Experience tool and the Transit Accessibility Improvement Tool map to identify priority need areas. A more comprehensive and detailed view of notes, input, feedback, and reports can be found in Appendix D.

Outreach Meeting

The outreach meeting in Collin County provided an opportunity for attendees to share their viewpoints and experiences. Additionally, participants were asked to share their transit enhancement priority preferences in an activity, which is summarized in Table 2. From the outreach meeting, barriers mentioned included connectivity to Denton and Dallas, reflecting a lack of general transit access for individuals in McKinney, and for those who cannot afford other options.

Top Desired Enhancements		
Connections to Rail Stations	On-Demand Availability	Service Area Expansion

Table 2: Services, improvements, and/or activities identified as a priority at the Collin County outreach meeting through Activity 3.

Public Survey

Of the total regionwide survey participants who identified a county of residence, approximately 24 percent were from Collin County. While most public survey respondents indicated they are not missing trips, there are others who are. Most oriented towards social/entertainment/event trips, shopping trips, and medical trips. Of those that identified barriers that prevent them from getting where they need to go, the top three included:

- Public transportation services don't meet their needs
- Not knowing the public transportation options
- Nobody to drive them

With 86 percent of the 156 online survey respondents to the question of "Does public transportation meet your needs?" indicating that public transportation does not meet their needs, the top reason behind this, reflected in Figure 2 below, is that services are not available near the participants' places of residence.

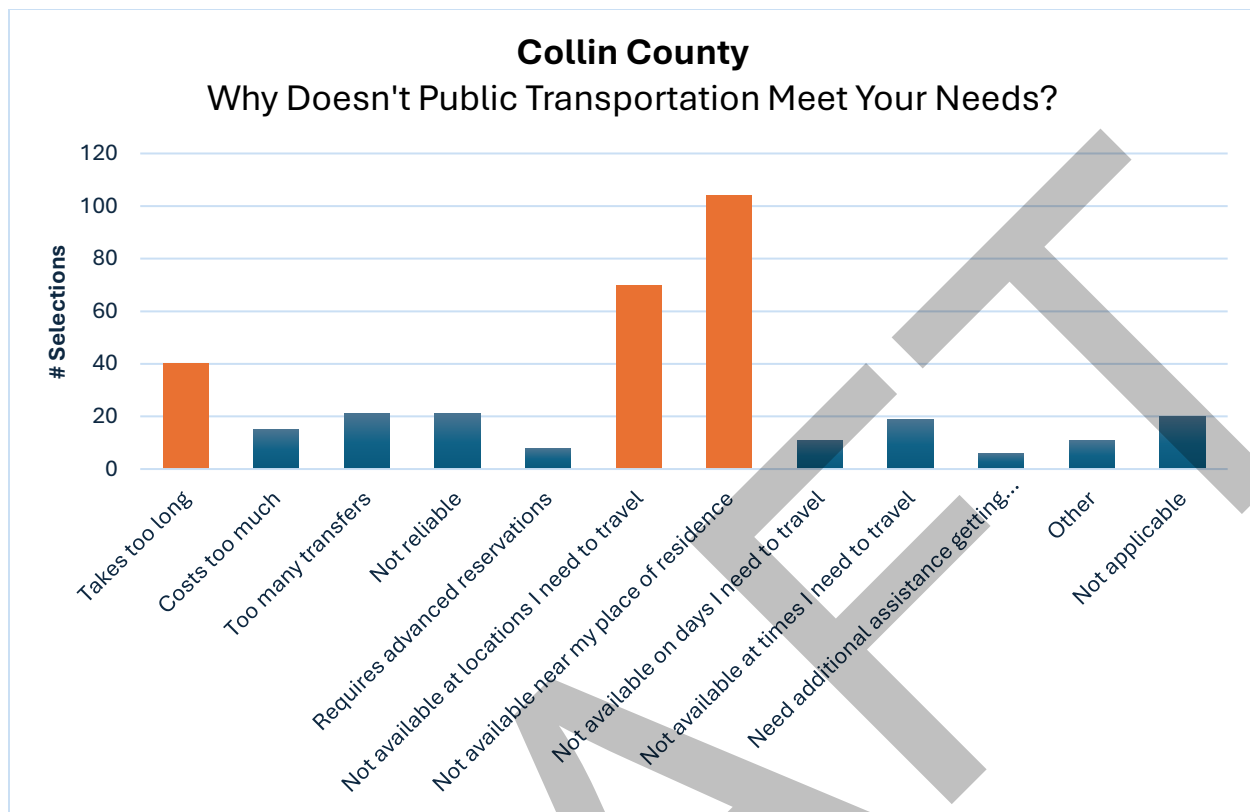


Figure 2: Visual of public survey question responses. Orange highlighted bars indicate most popular selections.

The survey also asked about potential ways to enhance the public transit experience. For this question, respondents selected desired enhancement options and ranked them in order of preference, with a score of 1 indicating the most preferred option. Of the 133 online survey respondents for this specific question, the Expanded Service Area option was selected by about 74 percent of participants and given an average ranking of 2.45, making it the most preferred option by a sizeable margin. The top three ranked enhancements are reflected below.

- Enhanced service area (average ranking of 2.45 by 98 participants)
- Increased security (average ranking of 3.38 by 68 participants)
- Increased safety measures (average ranking of 4.56 by 59 participants)

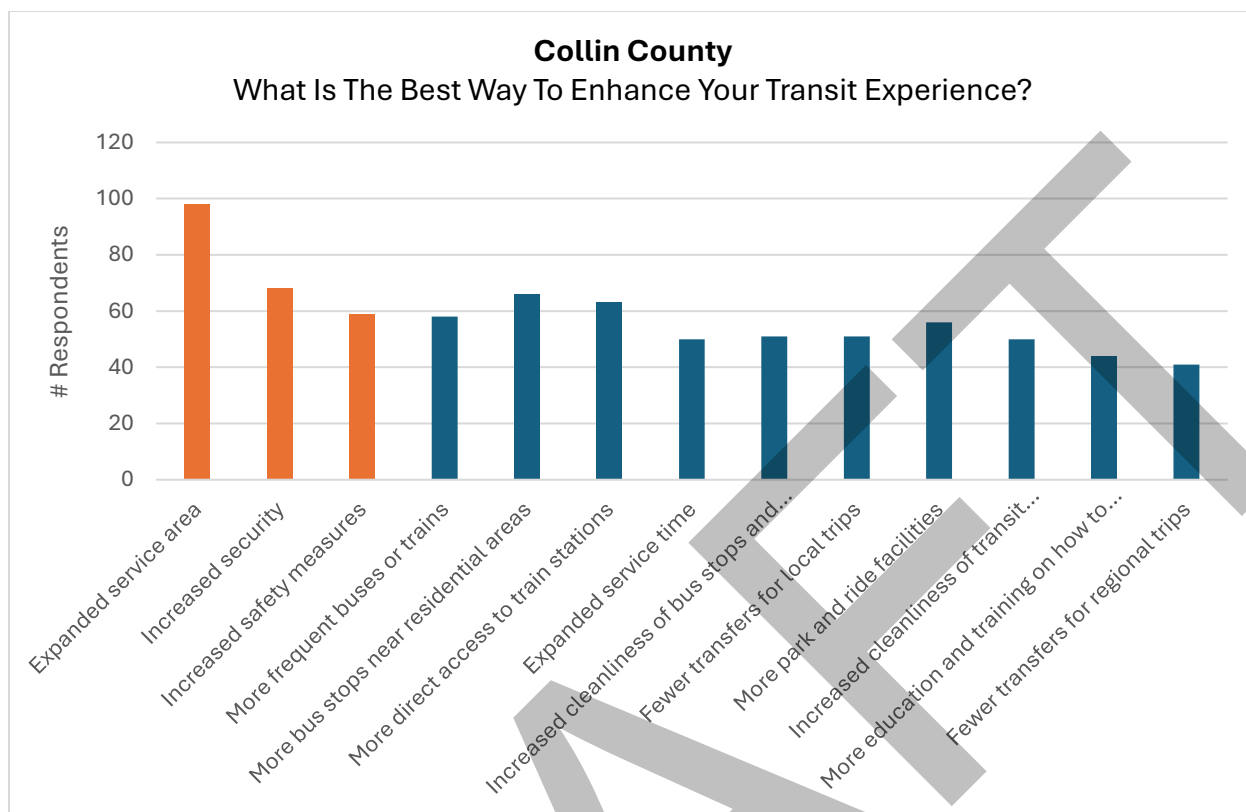


Figure 3: Visual of public survey question asking participants to rank options in order of preference. Orange highlighted bars indicate top three preferred enhancements from online participants.

Agency Survey

Approximately 25 percent of agencies who participated in the survey indicated they serve or operate in Collin County and that their agency serves multiple populations, including older adults, individuals with disabilities, individuals with lower income, and others. Agencies who provided transportation-related feedback include DART, DCTA, and the North Central Texas Area Agency on Aging.

The table below identifies top responses provided by the agency representatives and/or staff who participated in the agency survey. More information on survey responses can be found in appendix D.

What are the most requested trips among those you serve?
• Medical
What keeps your customers from getting where they need to go?
• No car available to them • Nobody to drive them • Public transportation services don't meet their needs
For public transportation options that don't meet your customers' needs, what is the reason?
• Not available at locations needed to travel
What is the best way to enhance your customer's public transportation experience?
• Expanded service area

Table 3: Summary of select public agency survey question responses. Not all responses apply to the individual county; however, in the overall service area the agencies operate, Collin County is included.

Categorized Qualitative Feedback

Meeting notes, comments in the survey questions, and additional feedback from providers offered insight into experienced barriers, missed trips, desired modes, and enhancements in Collin County. The table below summarizes qualitative feedback top findings that may be compared to other findings. Participation and feedback varied among the different outreach methods.

Barriers	Missed Trips	Desired Modes	Enhancements
Lack of access and/or availability of service	Medical	Rail service	Access and availability of service
Safety concerns	Work, School, Food, Shopping	Bus service	More transit-oriented infrastructure
Options not meeting the needs of riders		Non-motorized options	More regional connectivity

Table 4: Summary of categorized qualitative feedback. More detailed information can be found in Appendix D.

Transit Accessibility Improvement Tool

While the Demographics Assessment earlier in the chapter shows the number of older adults, individuals with disabilities, and other transit-dependent populations in Collin County, these figures describe the county as a whole and don't show where these populations are concentrated. The Transit Accessibility Improvement Tool (TAIT) fills this gap by mapping seniors, individuals with disabilities, and individuals below poverty at the Census block group level to identify where transit-dependent populations may be located and where transit need may be greatest.

In Collin County, there are several Census block groups where populations of individuals age 65 and older, below poverty level, and persons with disabilities are above the regional

percentages. For the TAIT map, illustrated in Figure 4, the highest conglomeration of block groups within Collin County where the three variables are all above the regional percentage include areas east of McKinney, south of US 380, and northwest of Farmersville. North and south of Farmersville also show large areas that have at least one variable above the regional percentage.

Additionally, just north of McKinney, near US 380 and US 75, there is an additional, more concentrated area where all variables are above the regional percentage. Closer to the city of Plano area, there is a mixed concentration of block groups that include one or more variables above the regional percentages.

For populations 65 and over, as illustrated in Appendix C, there are a few small areas with high concentrations of older adults; however, the ranges vary across different areas of the county. Between Frisco and Plano, there is greater distribution of block groups ranging from low concentrations to high concentrations. While in the more rural areas closer to Farmersville and north of McKinney near US 75, there are larger, more dispersed areas showing moderate concentrations of older adults. For persons with a disability population, as illustrated in Appendix C, the highest concentrations of people with disabilities are found in areas southeast of McKinney, just north of Farmersville, in Plano near the President George Bush Turnpike west of US 75, and one smaller area in Frisco. For populations with limited financial resources, as illustrated in Appendix C, the areas with higher concentrations are found southwest of McKinney, closer to the Plano area, with more moderate to moderately low concentrated areas found near, south, east, and northeast of McKinney. Populations under this variable appear more widely distributed in lower to moderately low concentrations throughout the county, with a few high concentration areas.



Collin County Zero-Car Households

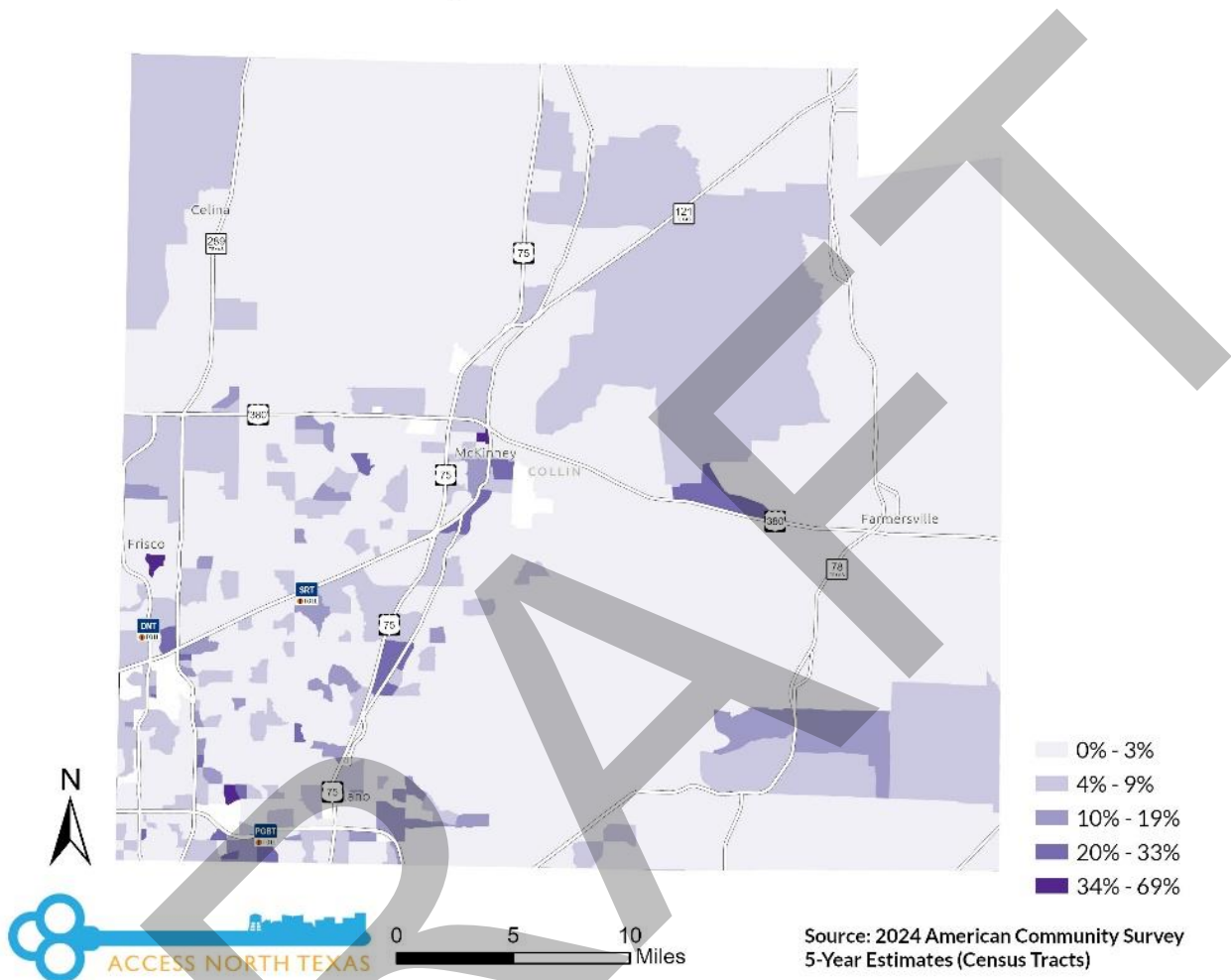


Figure 5: Individual Variable Map showing Zero-Car Households in Collin County

For zero-car households, as illustrated in Figure 5, there are a few small areas in the county with high concentrations of zero-car households. Most of these areas appear near sections of a major roadway such as US 380, US 75, and nearby toll roads.

Goals/Strategies Development

The regional goals (five main categories identifying themes across the 16-county region) provide a framework for Access North Texas on a regional level, while the individual prioritized strategies applied to Collin County are applicable to furthering those goals while also addressing needs within the county. These goals and strategies help provide direction for transit providers and stakeholders to plan and implement future projects and services that support transit-dependent populations.

The prioritized strategies were developed using information from multiple sources, including outreach, meetings, surveys, available data, and regional knowledge through stakeholder engagement and collaboration. Data and information were compiled and analyzed to help identify patterns and gaps. Prior to the finalization of the plan, the goals and strategies were provided to stakeholders for feedback and review.

Goals & Strategies – MORE TO BE ADDED LATER

Regional Goal	Collin County – Specific Strategies
Plan and Develop Transportation Options by Assessing Community Needs and Challenges	1. Conduct planning activities to further identify public transportation needs of residents outside of existing transportation authorities and define additional coordination opportunities for existing providers. 2. Invest in programs to assist with filling gaps in public transportation. 3. Prioritize programs that facilitate transportation for work-related trips, medical, and healthcare appointments.
Implement Services by Enhancing Transportation Options and Expanding Where Service Gaps Exist	1. Increase access to employment, social (such as entertainment and shopping centers), religious, and well-being trips in areas with limited to no public transportation service. 2. Expand public transportation services to key destinations throughout the region without comprehensive service and support regional integration of new services. 3. Implement service enhancements, including route frequency, service optimization, mode connectivity, and operating hours. 4. Work with specialized service providers, those that may have limitations on populations they serve, to improve transit access by streamlining rider registration and scheduling processes.
Coordinate with Transportation Providers, Public Agencies, and Stakeholders to Increase Efficiencies	1. Work with public transportation providers and stakeholders to improve or maintain services connecting riders to the transit system, healthcare, and other key destinations.

Regional Goal	Collin County – Specific Strategies
	2. Improve regional connectivity by increasing ease of travel across municipal and county boundaries, providing access to different transit modes, and enabling transfers to existing systems across various fare structures. 3. Facilitate collaboration between transit agencies and local governments for long-range strategic planning to benefit riders.
Drive Sustained Growth of Public Transportation Ridership	1. Integrate various funding sources to maximize efficiency and increase availability of affordable public transportation options. 2. Improve safety, security, and sanitation measures to build rider confidence and comfort.
Promote Access and Information about Available Transportation Options	1. Enhance communication and outreach programs to improve awareness of existing or new transportation options. 2. Conduct travel training to educate the public on available services and policies. 3. Partner with agencies, recreation centers, assisted living facilities, healthcare, and other organizations to publicize information. 4. Expand outreach and marketing to increase accessibility.