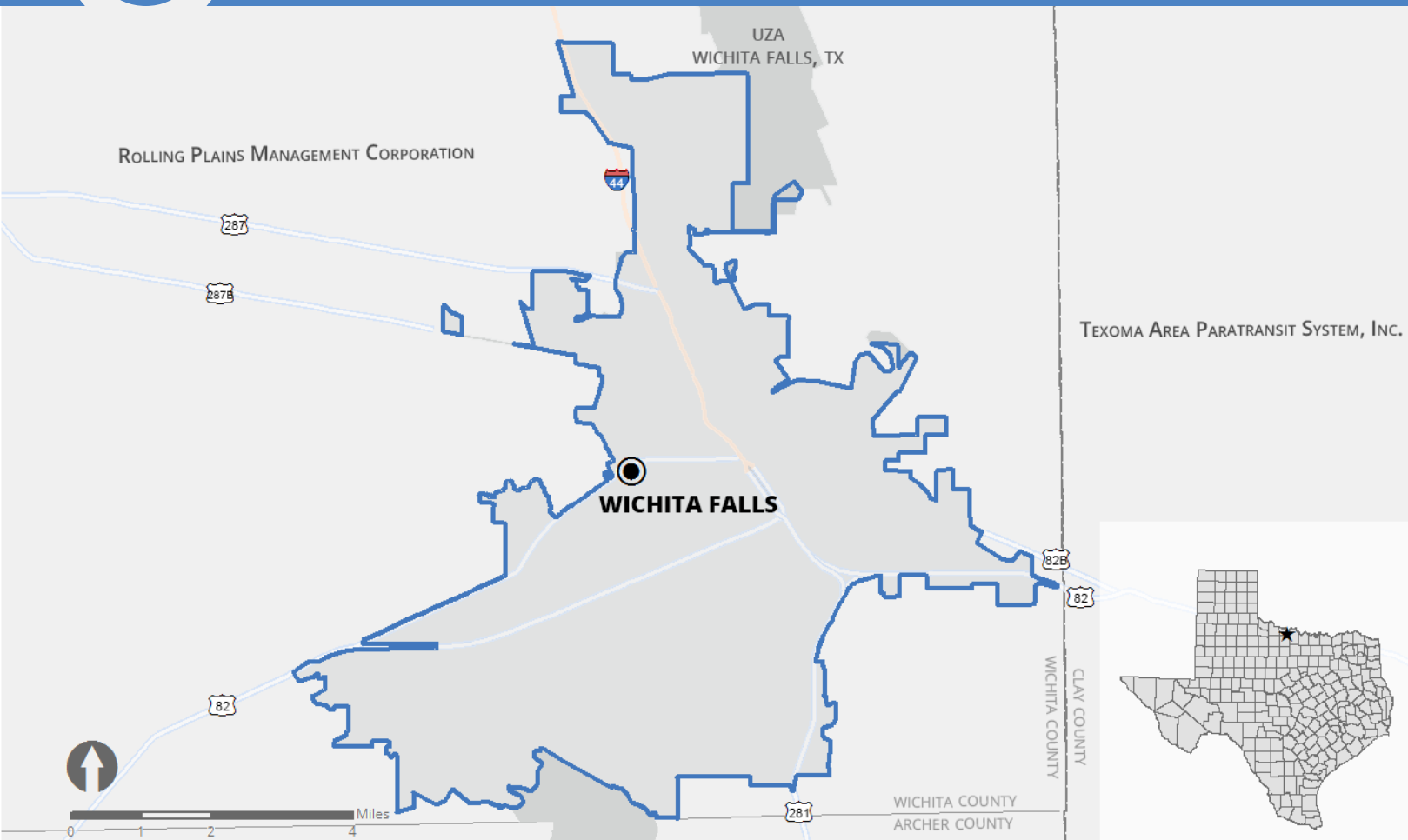




CITY OF WICHITA FALLS



The City of Wichita Falls serves as an urban transit district (UTD) for the Wichita Falls urbanized area (UZA) under Texas Transportation Code Chapter 458 and, therefore, receives state funding. The Wichita Falls Transit System, known as Falls Ride, is a public transit provider in the UTD. Falls Ride changed from a fixed-route service to a deviated fixed-route bus service in 1992 to provide additional transit services for the qualifying elderly population and people with disabilities. Falls Ride also offers demand-response service for the same population for grocery shopping only throughout Wichita Falls.

The service area falls entirely in Wichita County. Rolling Plains Management Corporation serves rural areas of Wichita County and all adjacent counties except Clay County (which is served by Texoma Area Paratransit, Inc.).

Falls Ride is administered by the Aviation, Traffic, and Transportation Department of the City of Wichita Falls and is governed by the city council.



Urban Transit District

- Service Area Population¹: 100,337
- Service Area Land Area²: 78 Sq. Miles
- Unlinked Passenger Trips³: 253,701
- Revenue Fleet³: 18 Vehicles
- Transit Staff Counts⁵
 - Non-Operator: 5
 - Operator: 32



Urban Transit District Services

Service Information



Flexible Transit Service

Seven routes are available within the city limits of Wichita Falls.

Eligible seniors and people with disabilities can request curb-to-curb deviation service. Buses will deviate for a distance up to ¾-mile from the regular route.

Deviation reservations must be made 24 hours in advance.

Fare Structure:

One-Way Trip:

- Base fare: \$1.50
- Deviation: \$3.00^a
- *Sheppard Express*: \$2.00
- Reduced fare: \$0.75^b, Free^c

Ticket Pass:

- Regular:
 - 20 rides: \$25.00
 - 10 rides with transfers: \$30.00^a
 - Unlimited 30-day pass: \$45.00
- Reduced^d:
 - 20 rides: \$12.00
 - Unlimited 30-day pass: \$22.00

Fare Media:



Limited-Eligibility Demand-Response Service

For Limited-Eligibility Riders:

- Seniors 60 and over
- People with disabilities

The Grocery Cart Program is available in three different zones of Wichita Falls on Monday through Thursday.

Reservations must be made 24 hours in advance.

Fare Structure:

Ticket Pass:

- Regular pass: \$3.00 (round trip)

Fare Media:



Notes:

- ^a Per trip, up to ¾-mile from the fixed portion of the routes.
- ^b Medicare cardholders, people with disabilities, seniors (65+ years old), or students/youth (7-18 years old).
- ^c Children (under 7 years old).
- ^d People with disabilities, seniors (65+ years old), or students/youth (7-18 years old).

Operating Time (Excluding Holidays)

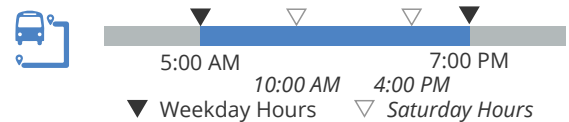


Operating Days by Mode

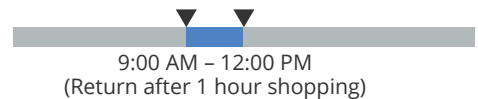
	MON	TUE	WED	THU	FRI	SAT	SUN
	MON	TUE	WED	THU			



Operating Hours by Mode



Note: *Sheppard Express* runs variable hours throughout the week



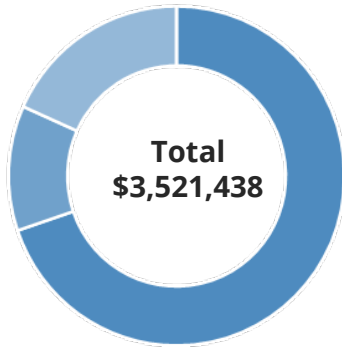


Address | 2004 Windthorst Road
Wichita Falls, TX 76308

Contact | Jenny Stevens
Public Transportation Administrator
Phone: (940) 761-7921
E-mail: Jenny.Stevens@wichitafallstx.gov

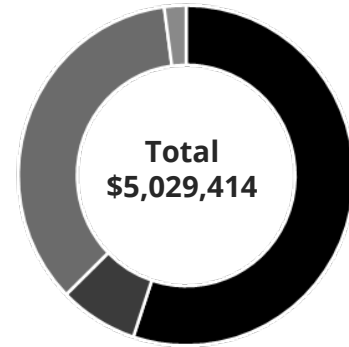
FY 2024 Financial Status³

\$+ Revenues in Fiscal Year 2024



Wichita Falls

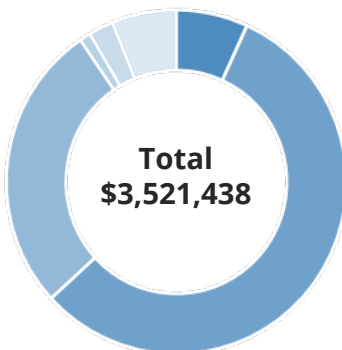
- **69.8%** Federal
- **11.9%** State
- **18.3%** Local



Small Urban Average

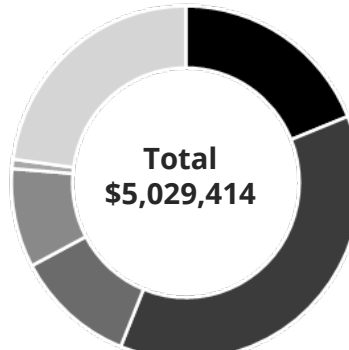
- **55.1%** Federal
- **7.6%** State
- **32.2%** Local
- **2.1%** Contract

\$- Expenditures in Fiscal Year 2024



Wichita Falls

- **6.8%** Capital Expenses
- **56.4%** Operating
- **27.3%** Maintenance
- **1.0%** Administrative
- **2.4%** Planning
- **6.1%** Purchased Transportation



Small Urban Average

- **18.9%** Capital Expenses
- **37.2%** Operating
- **11.1%** Maintenance
- **9.1%** Administrative
- **0.9%** Planning
- **22.9%** Purchased Transportation

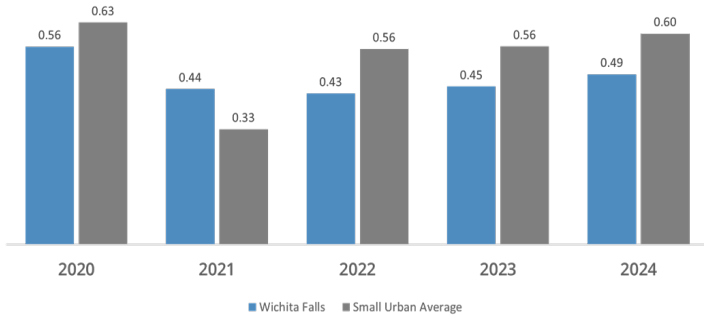


FY 2020–2024 Performance Measures³

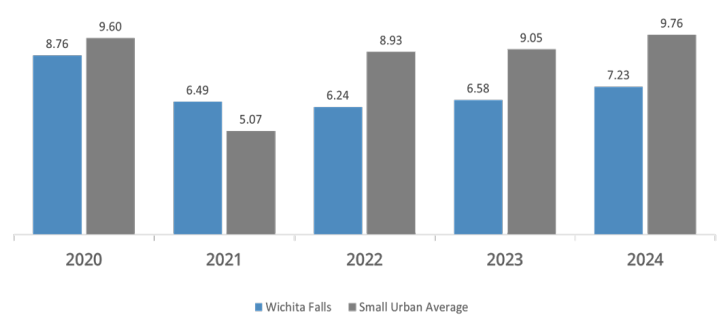


Productivity in the Past 5 Years

Unlinked Passenger Trips per Revenue Mile

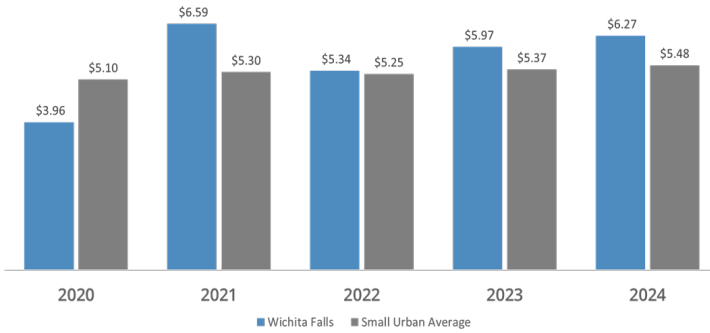


Unlinked Passenger Trips per Revenue Hour

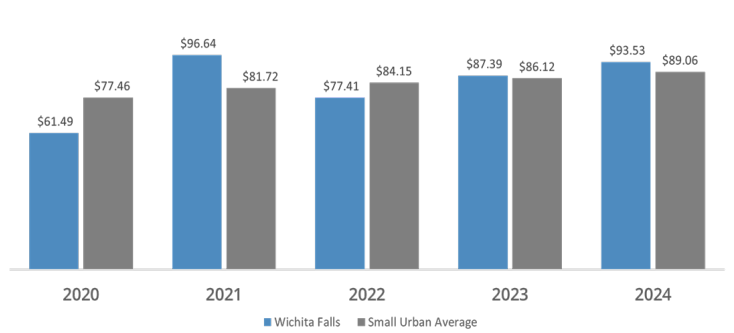


Efficiency in the Past 5 Years

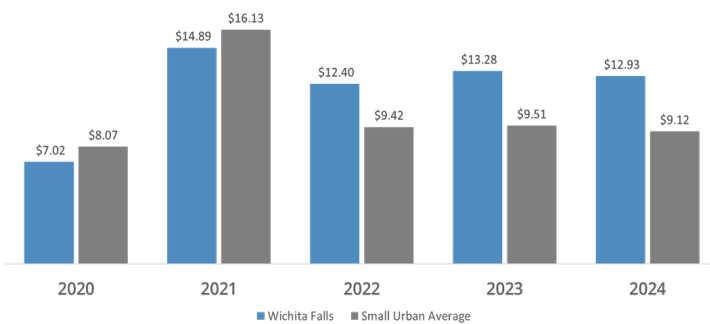
Operating Cost per Revenue Mile



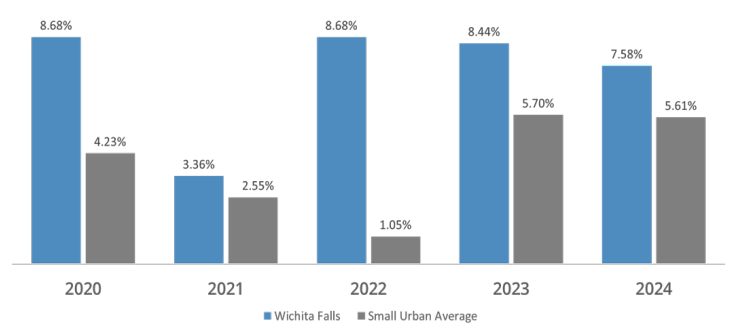
Operating Cost per Revenue Hour



Operating Cost per Passenger



Fare Recovery Ratio



Projects in 2025–2029⁴

Implementation Year	Project Name	Cost
<i>No transit project listed.</i>		

Data Sources:

¹ TTI estimation based on (1) the 2019-2023 American Community Survey 5-Year Estimates, and (2) the U.S. Census Bureau 2024 TIGER/Line Shapefiles.

² TTI estimation based on the U.S. Census Bureau 2024 TIGER/Line Shapefiles.

³ Texas Department of Transportation, Public Transportation Division, PTN-128 FY2020-2024 Data.

⁴ TTI survey data.

⁵ TTI survey data. Staff counts include the number of full-time employees and part-time employees as of the last day in the fiscal year. The agency reported both public agency and private contractor employees who are dedicated at least 50% to the management or operation of the public transit services described in the profile. Staff counts does not include volunteers or employees at another transit district from which service is purchased.

Last Updated:

August 2025