The Transit Vision for Memphis & Shelby County is a new, expanded vision that was developed in conjunction with the Memphis Comprehensive Plan.

The goal of the revised network are new investments in transit with redesigned and more frequent bus routes.
• Implement a Mobility-on-Demand Pilot Project in the Boxtown/Westwood Neighborhood of Memphis, TN.

• The Boxtown/Westwood Neighborhood is served by Routes 38, 39, 12, and 69.

• Due to the population demographics and land use patterns, there is low ridership on route 38.

• The Transit Vision identified the Boxtown/Westwood community as an ideal location for Demand Responsive Transit.
GOALS

• Provide an efficient microtransit service that will replace fixed route service in the area.
• Provide an equitable, scalable and replicable model service.
• Improve mobility by providing first/last-mile connections to fixed route service.
• Operate within the area included in the adopted Transit Vision.

• Decrease average travel time.
• Encourage MATAplus customers to use Microtransit
• Provide a complete trip.
• Improve accessibility and resident’s quality of life.
CHALLENGES

• 30% of the population are over the age of 64.
• 13.8% of the population is school-aged (5-17).
• Low density land use patterns that are difficult to serve with fixed route transit.
• Limited access to smartphones with dataplans.
• Long wait times with fixed-route service preclude many residents from using transit as a viable option to reach employment and other destinations.
• Educating & familiarizing residents with new technology and new service.
• Identifying key destinations and drop-off locations.
PARTNERSHIPS

• University of Memphis
  • The Graduate Program of City and Regional Planning at the University of
    Memphis has been working with MATA as a partner for the design of
    the On-Ramp Microtransit Project and to work with the community to
    educate the public about microtransit.

• Innovate Memphis
  • Innovate Memphis is working with MATA to conduct the Transit Vision
    outreach and community engagement and support of the
    Boxtown/Westwood pilot project.

• TransLoc
  • TransLoc has been providing real-time information to MATA customers
    and working with to solve mobility challenges. In 2018, TransLoc
    became the largest provider of microtransit solutions in the U.S.
On-Ramp Activities

Three Community Meetings to meet with community stakeholders and neighborhood residents:

• **November 14, 2018** held at the Charles Powell Community Center

• **July 25, 2019** held at Mt. Vernon Baptist Church

• **August 22, 2019** held at Mitchell Community Center at the request of a community organization.
LESSONS LEARNED

• Many residents expressed a need for transit to employment centers and a need for transit for school-aged children;
• Safety at bus stops are a concern for riders;
• Many residents are spending a significant amount of money on Uber and Lyft, in order to, get to work and to maintain employment;
• There should be consideration for routing in nearby areas for access to shopping and services;
• Ensure strategic communication to the community to make sure they are aware of the new service.
• Consider follow-up text for individuals who call-in for dispatch to know when their ride is coming.
PATH TOWARD IMPLEMENTATION

• Completion of Business Plan.
• Entering into Contractual Agreement with TransLoc to provide the technological aspects, branding, and marketing of the microtransit pilot project.
• Applied for the Federal Transit Administration’s Integrated Mobility Innovation Grant as an additional funding source.
• Held three community meetings to educate the public on the concept of Mobility-On-Demand and to receive feedback through surveys.
• Use existing MATA vehicles, operators, dispatch, and customer service staff.
• Utilize TransLoc’s simulations and examining origin/destination data, ridership data, and community feedback to plan routes and service area.
• The new Mobility on Demand Service may require modifications to the existing fixed route service.
THANK YOU!

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