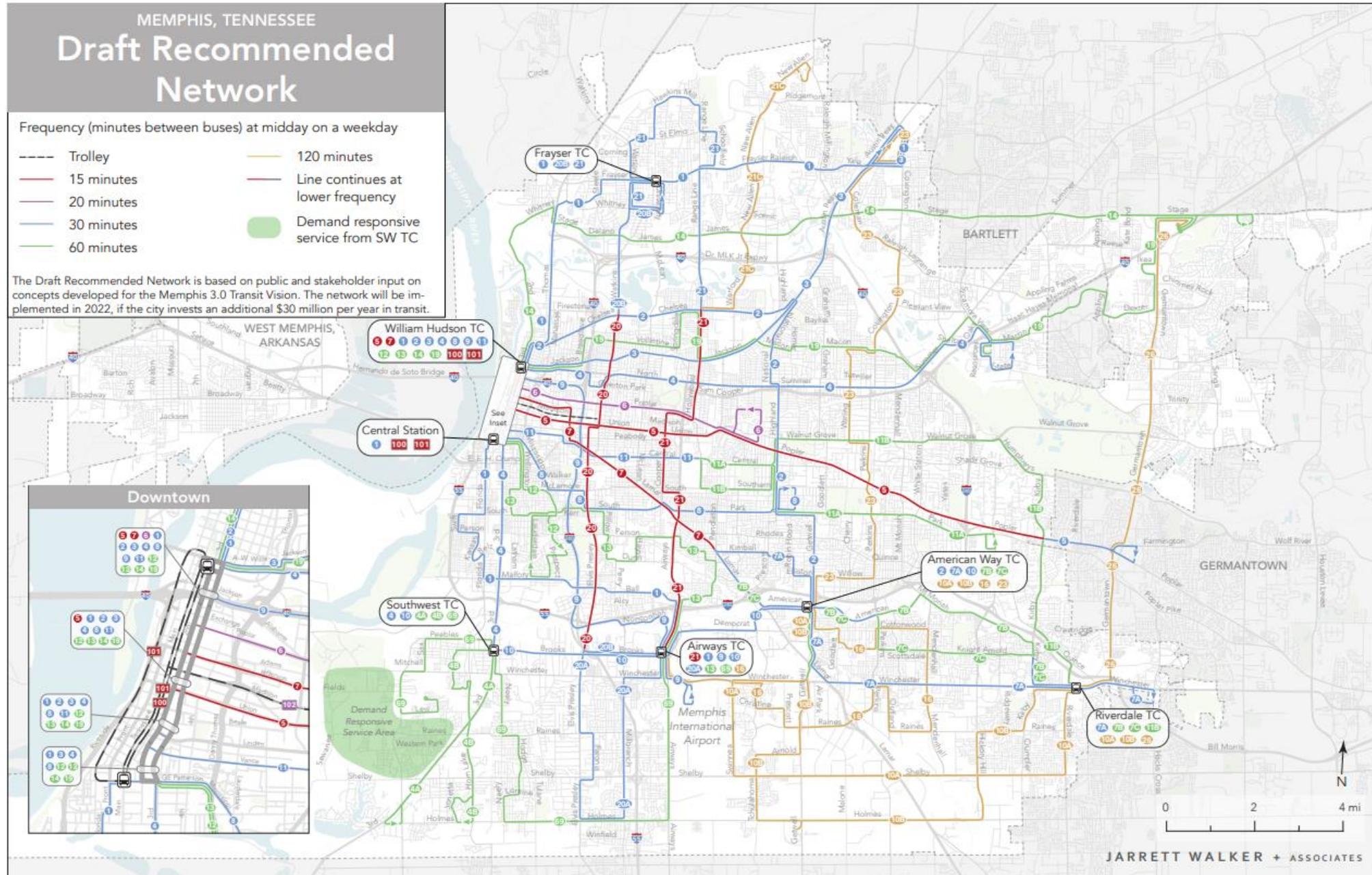




MEMPHIS AREA TRANSIT AUTHORITY

MOD ON-RAMP WORKSHOP PRESENTATION,
DALLAS, TX NOVEMBER 21, 2019

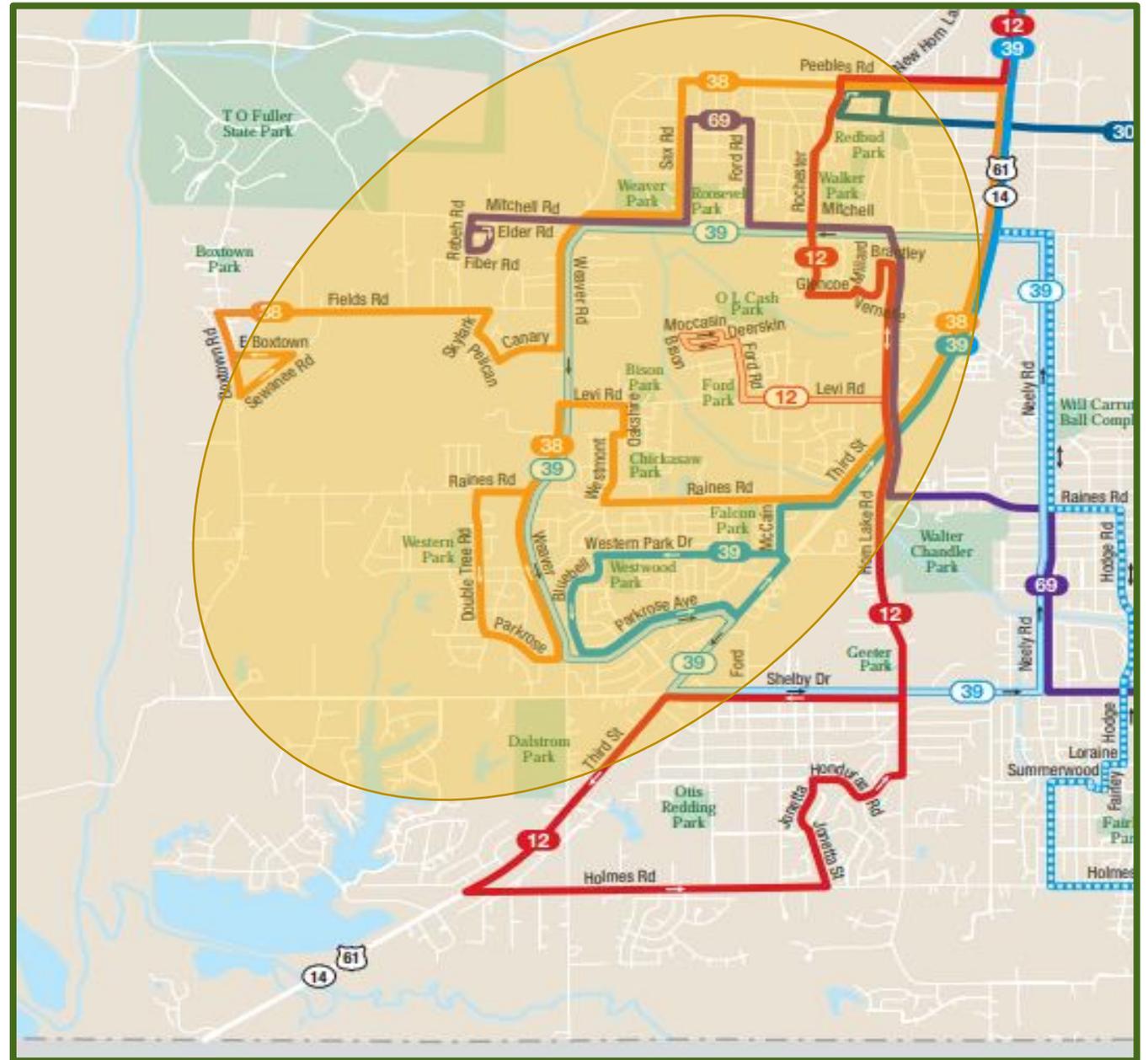
Memphis Transit Vision



- 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.

PROJECT OVERVIEW

- 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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