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MATA Launches Newly Redesigned Website *New redesign promotes mobile interactivity*



MEMPHIS, Tenn. – The Memphis Area Transit Authority (MATA) today launched its newly redesigned website, matatransit.com (see screenshot shown to the left).

The website – which features a simpler and contemporary design – has enhanced navigation to help visitors easily plan their trips and find the

information they need quickly.

The evolution of the new website has been underway at MATA for several months. Along with the launch of the new GO901 mobile payment app and go901transit.com customer portal, the new website will help fully integrate all aspects of the new fare collection system that will also include new ticket vending machines and point of sale systems soon.

“A few years ago, we began making a concerted effort to improve communications by implementing a series of actionable recommendations,” says Chief Communications Officer Nicole Lacey. “When we met with key stakeholders at that time, one of the biggest takeaways was that we needed to improve the mobile interactivity of the website. We think we have accomplished that and hope that visitors find it to be more appealing, more informative and more engaging.”

The website was designed by Chicago-based Americaneagle.com, a leading web design and app development company.

About MATA

The Memphis Area Transit Authority (MATA) is the public transportation provider for the Memphis area. As one of the largest transit operators in the state of Tennessee, MATA transports customers in the City of Memphis and parts of Shelby County on fixed-route buses, paratransit vehicles and vintage rail trolleys. For more information, visit www.matatransit.com.

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