



Curb-to-Curb Services for Southwest Memphis

Saturday, May 22, 2021

10-11:30 a.m.

Abundant Grace Fellowship Church

1574 East Shelby Drive

Presented By:

Tiena Gwin, Project Manager

tgwin@matatransit.com

GO901
MOBILE

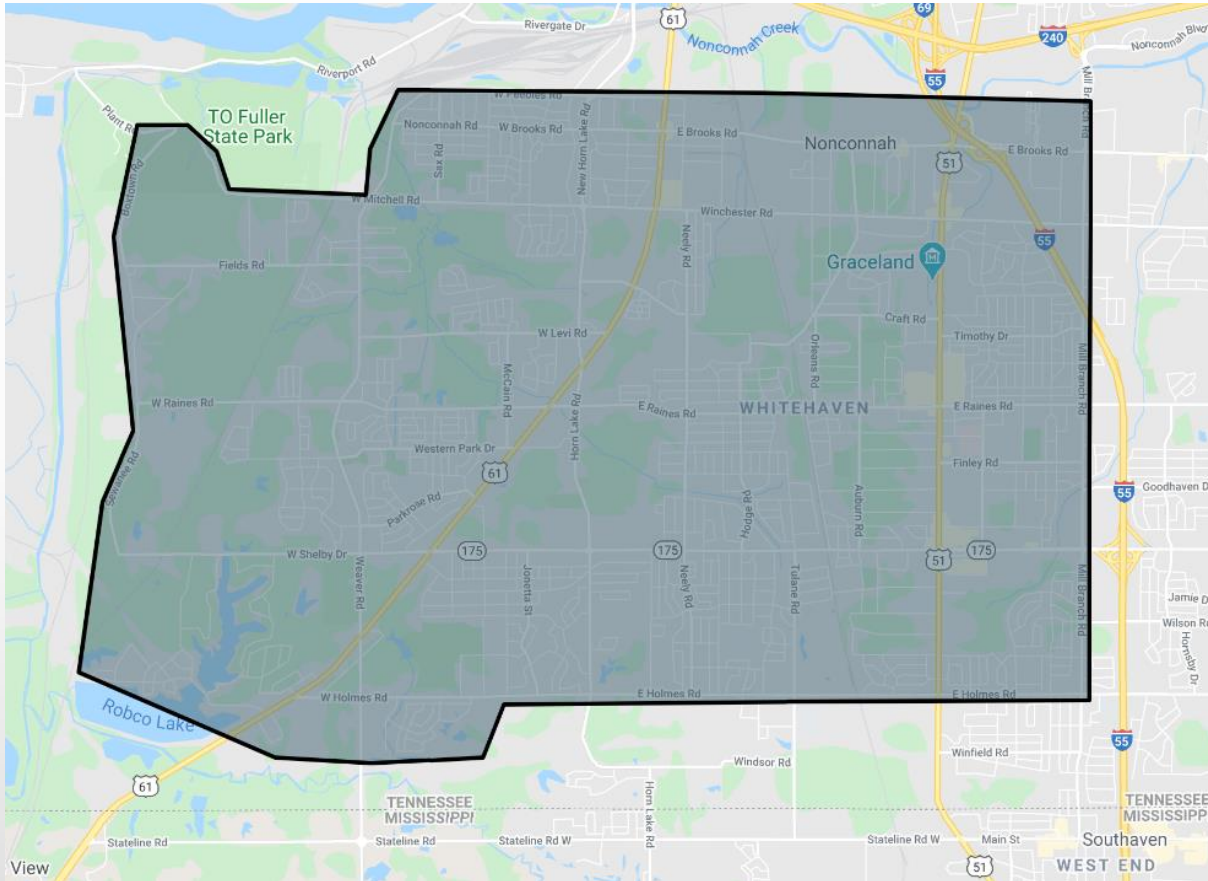
MATA
MEMPHIS AREA TRANSIT AUTHORITY

Presentation Overview

- Review of Curb-to-Curb Transit Services
- How the Program Works
- Launch Timeline
- Fixed-Route Connections and Points of Interest
- Next Steps
- Questions/Feedback



Why the New Service?



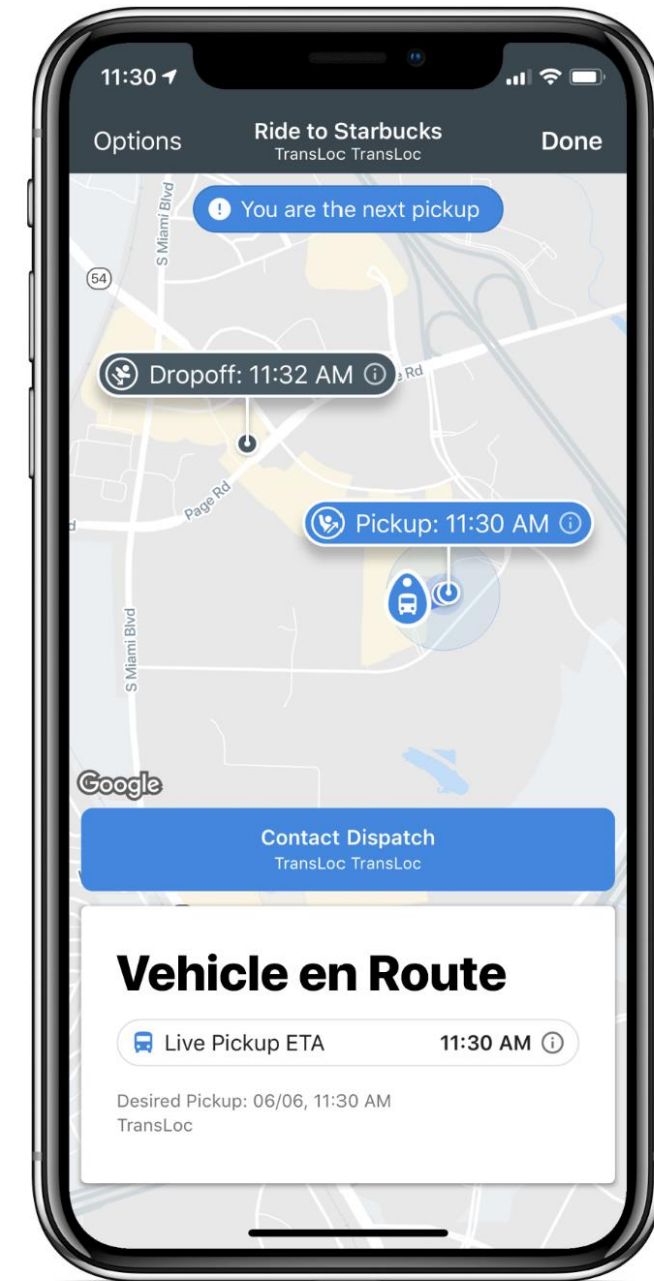
Curb-to-Curb Services Allow:

- Passengers to request pick up and drop offs anywhere in the designated zone
- IT-enabled multi-passenger transportation services
- Connections to a fixed-route
- Greater transportation options
- Convenient scheduling at the price of fixed-route service
- Increased access to destinations
- Service vehicles can accommodate persons with disabilities.

How it Works

Access to Public Transit on Your Schedule

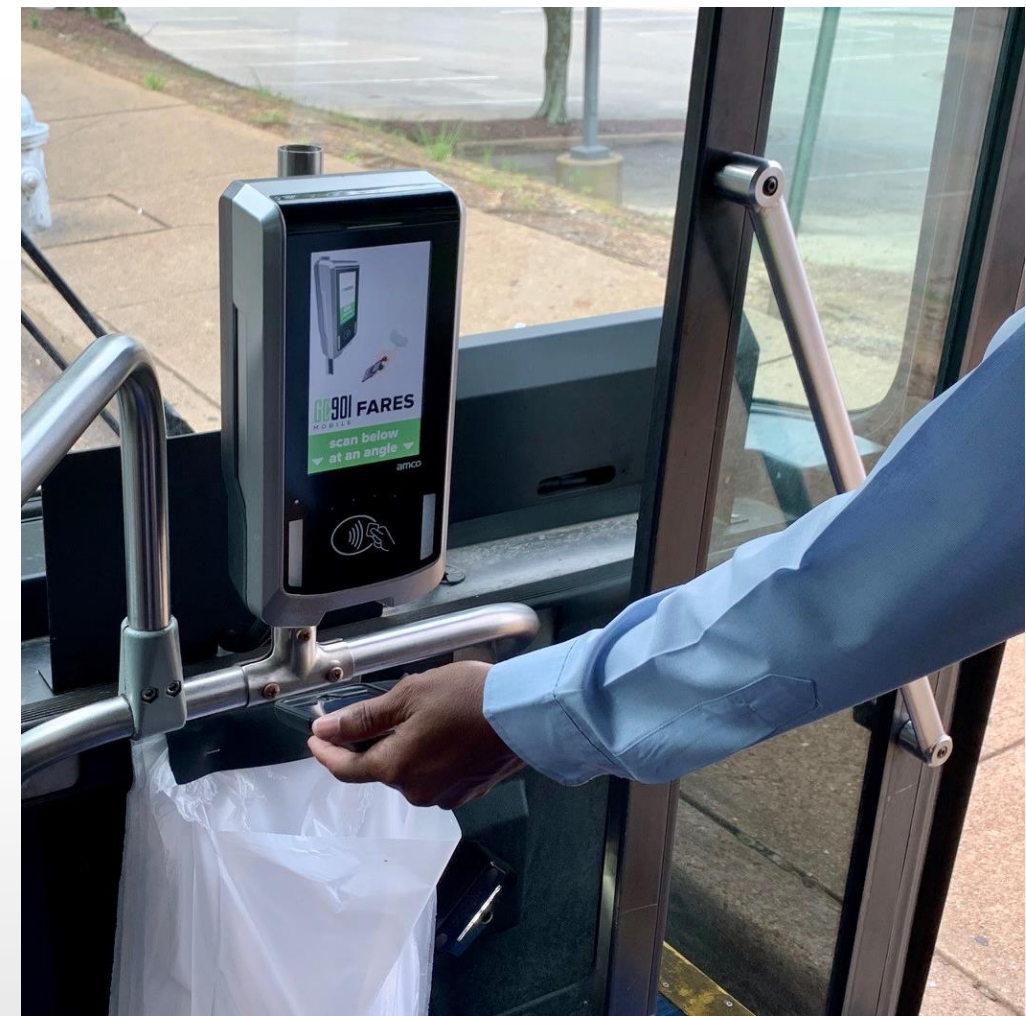
- Book a ride through the mobile app, website or the MATA call center
- Enter your pickup and drop off information (location and time requested for ride)
- A neighborhood-friendly van will arrive to your location within 20-30 minutes of your requested time
- Track your ride in real time through the mobile app or desktop portal



Ways to Pay

Input on Payment Options

- Payment can occur inside the mobile app or desktop portal
- Cash boxes available on vehicles
- Smart cards when available



Planned Service Times

Expected Launch Date and Schedule

- **June-** Available for MATAplus customers in the service area
- **July-** Open to all customers traveling in the service area
- **Cost-** Fare will be the same as MATA's fixed-route fare
- **Service hours-** Monday through Saturday, 6 a.m. to 6 p.m.
- The schedule above is subject to change

Fixed-route services will remain available for customers in the area



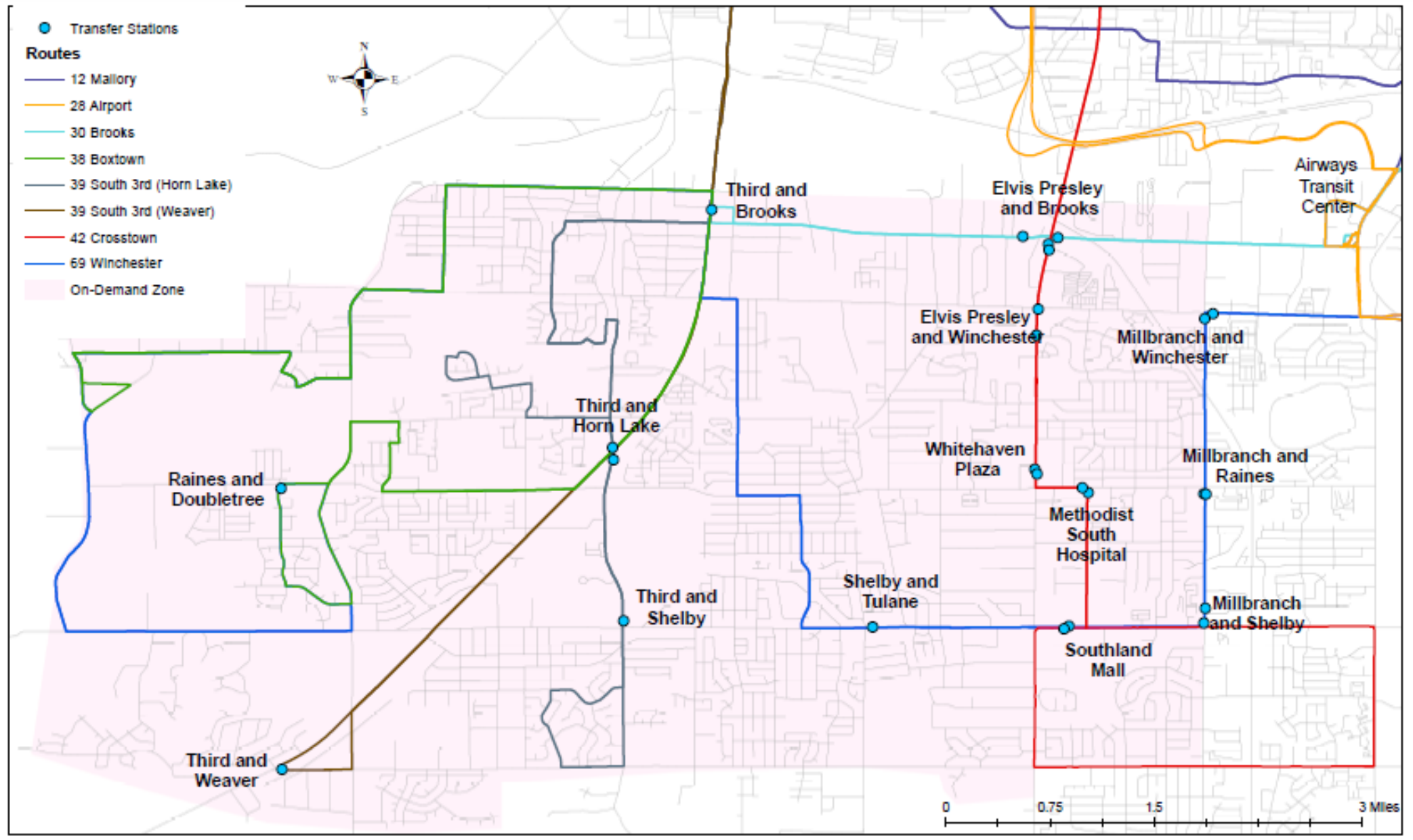
Service Name

Unique Name and Branding

- Unique name and logo to distinguish it from other MATA services
- Easily recognizable brand will be consistent across MATA platforms such as:
 - Matatransit.com (MATA website)
 - GO901transit.com and GO901 Mobile
 - Vehicle wraps
 - Service reservation line

Fixed-Route Connections/Transfer Points

Southwest Memphis Service Area



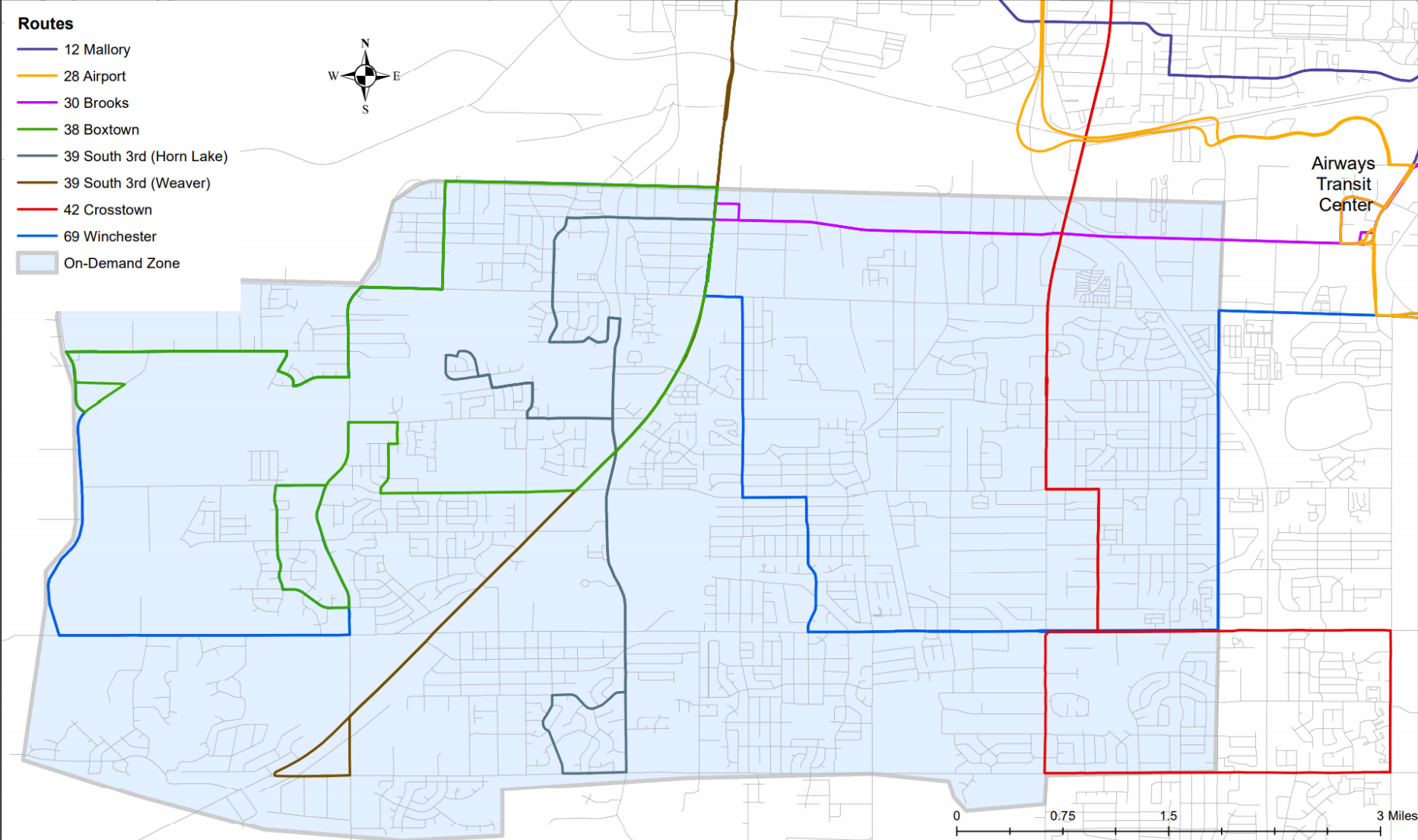
Points of Interest

Suggested Points of Interest within the Service Boundary for Consideration and Input

- Dialysis Centers
- Grocery Stores (Kroger, Save-A-Lot, Cash Saver, Gordin's Foods & Butcher)
- Southland Mall
- Graceland Rehabilitation and Nursing Center
- Walmart Supercenter
- Goodwill Homes Community Center
- Westwood Community Center
- Graceland Guest House
- Southwest Career Tech Center
- Methodist Hospital South
- CE Ware Towers
- Levi Library
- Southgate Shopping Center
- Airways Transit Center
- Whitehaven Plaza
- Churches

Fixed-Route Input

Southwest Memphis Service Area



Project Partners

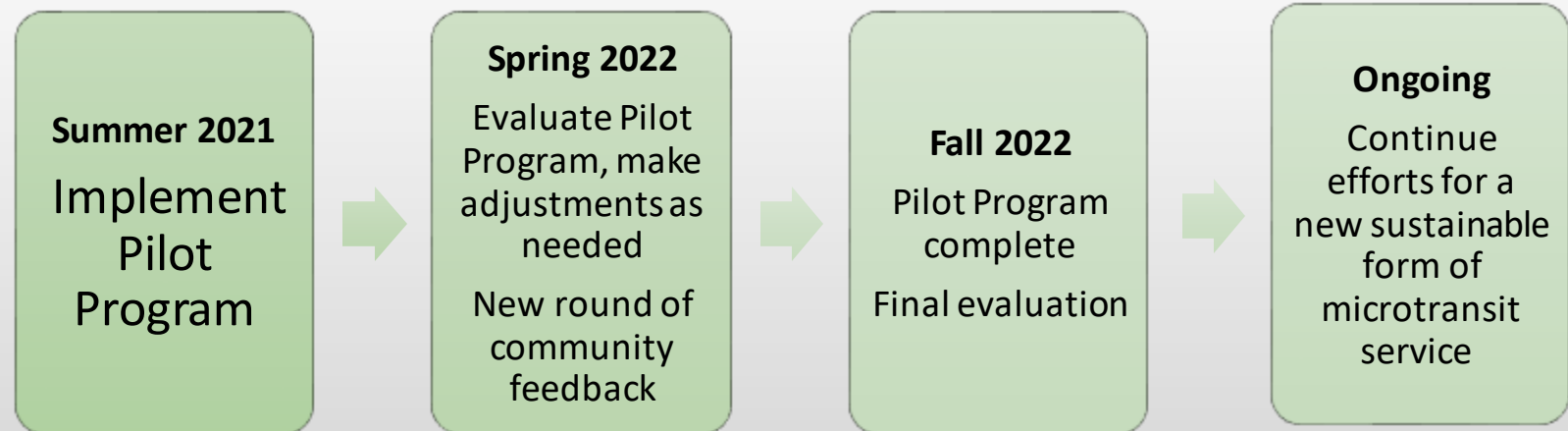


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Next Steps



Questions and Feedback

Please send comments to:

publiccomments@matatransit.com