



MEMPHIS CITY COUNCIL

TRANSPORTATION COMMITTEE

TRANSPORTATION 101 | PART TWO

MATA CEO GARY ROSENFELD

FEBRUARY 23, 2021



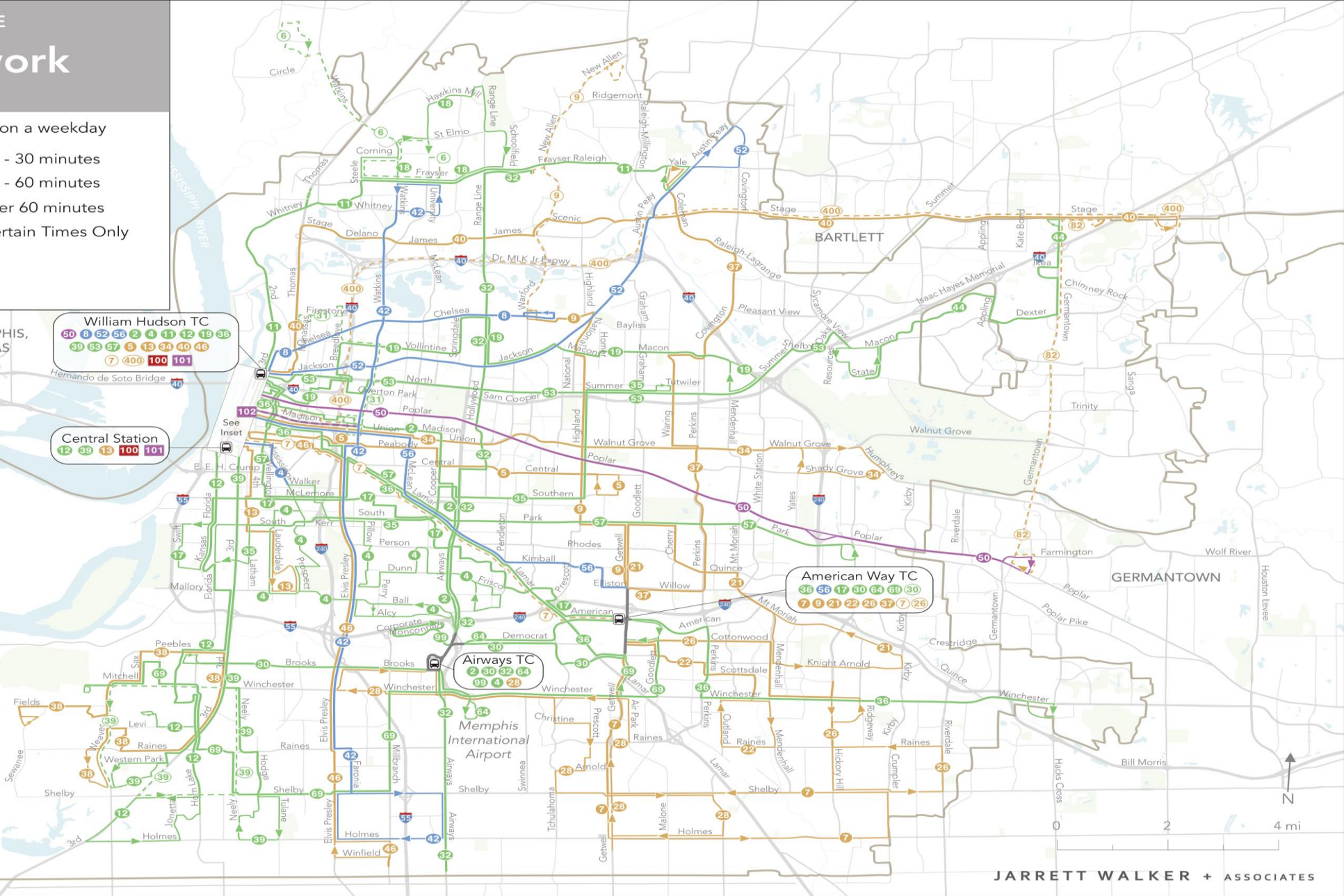
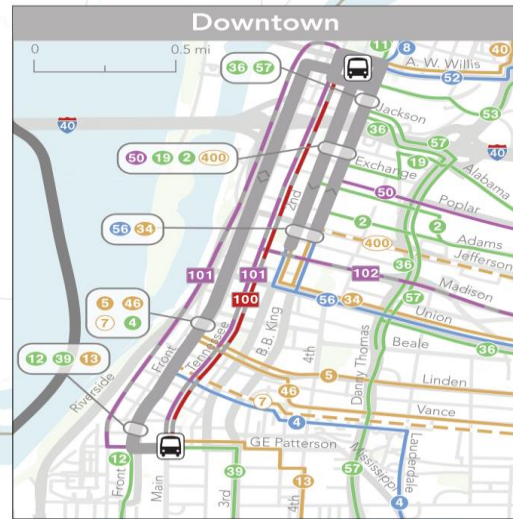
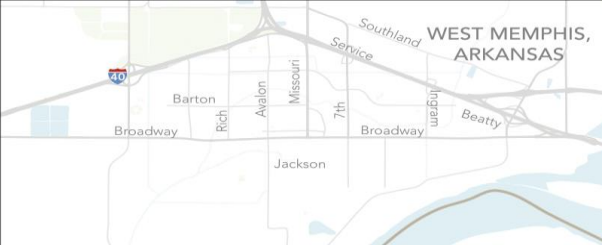
VISION

**WE CONNECT
PEOPLE TO
PLACES.**

Existing Network

Frequency (minutes between buses) at midday on a weekday

- 15 minutes or less
- Trolley 15 minutes or less
- 16 - 20 minutes
- Trolley 16 - 20 minutes
- 21 - 30 minutes
- 31 - 60 minutes
- over 60 minutes
- Certain Times Only

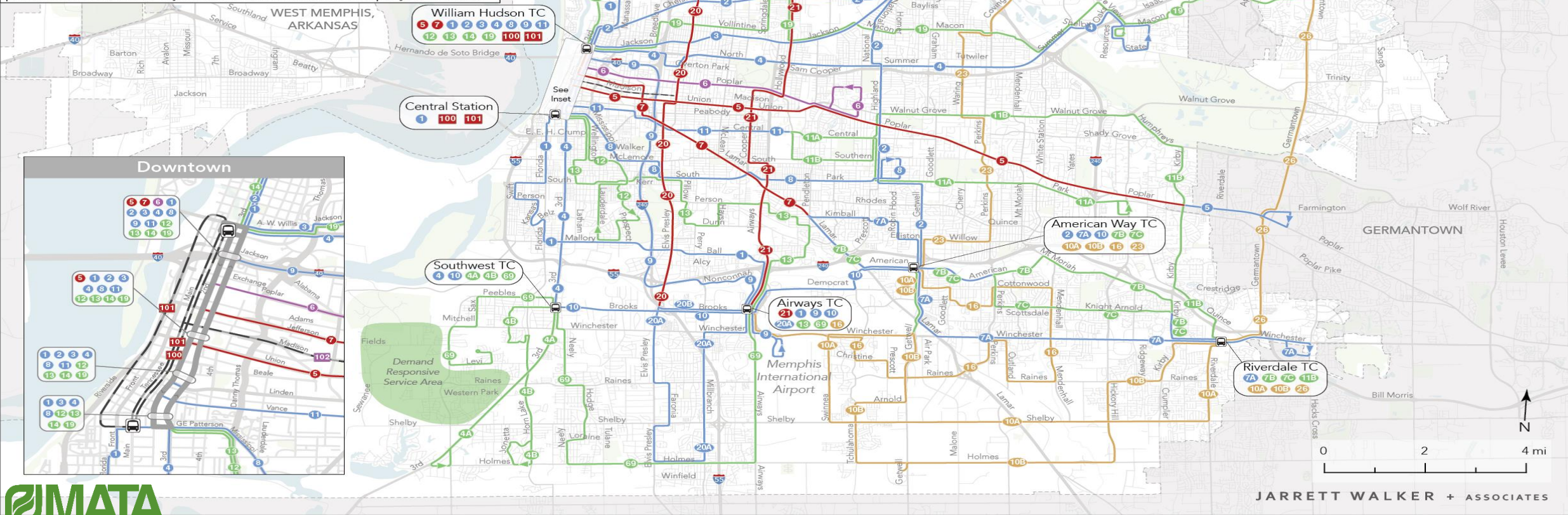


Draft Recommended Network

Frequency (minutes between buses) at midday on a weekday

-  Trolley
-  15 minutes
-  20 minutes
-  30 minutes
-  60 minutes
-  120 minutes
-  Line continues at lower frequency
-  Demand responsive service from SW TC

The Draft Recommended Network is based on public and stakeholder input on concepts developed for the Memphis 3.0 Transit Vision. The network will be implemented in 2022, if the city invests an additional \$30 million per year in transit.



**OUTCOME OF
MEMPHIS 3.0
COMPREHENSIVE
PLAN:
A NEW TRANSIT
VISION**

**APPROVED BY
MEMPHIS CITY
COUNCIL IN
DECEMBER 2019**



**THE TRANSIT
VISION**

FEATURES:



**RELIABLE
FREQUENT SERVICE**

**ADDITIONAL
COVERAGE IN
TRANSIT-
CHALLENGED AREAS**

The image shows the interior of a bus, split vertically by a thin white line. The left side shows passengers seated, with a sign that says "PLEASE MOVE BACK". The right side shows the aisle and more seats. The text is overlaid on the image in a bold, black, sans-serif font.

FREQUENCY:

**INCREASE TO 70
PERCENT**

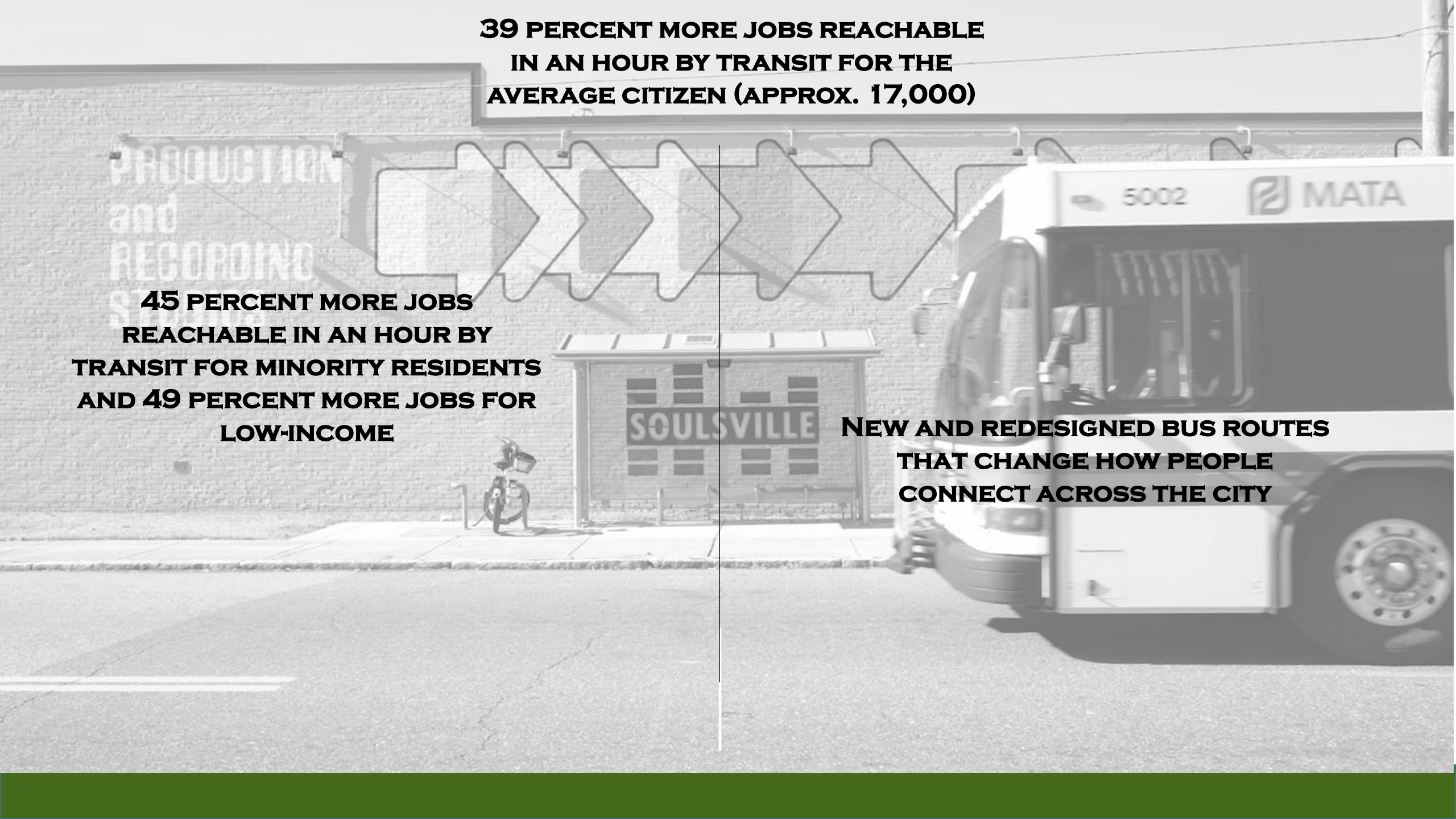
COVERAGE:

30 PERCENT

**39 PERCENT MORE JOBS REACHABLE
IN AN HOUR BY TRANSIT FOR THE
AVERAGE CITIZEN (APPROX. 17,000)**

**45 PERCENT MORE JOBS
REACHABLE IN AN HOUR BY
TRANSIT FOR MINORITY RESIDENTS
AND 49 PERCENT MORE JOBS FOR
LOW-INCOME**

**NEW AND REDESIGNED BUS ROUTES
THAT CHANGE HOW PEOPLE
CONNECT ACROSS THE CITY**



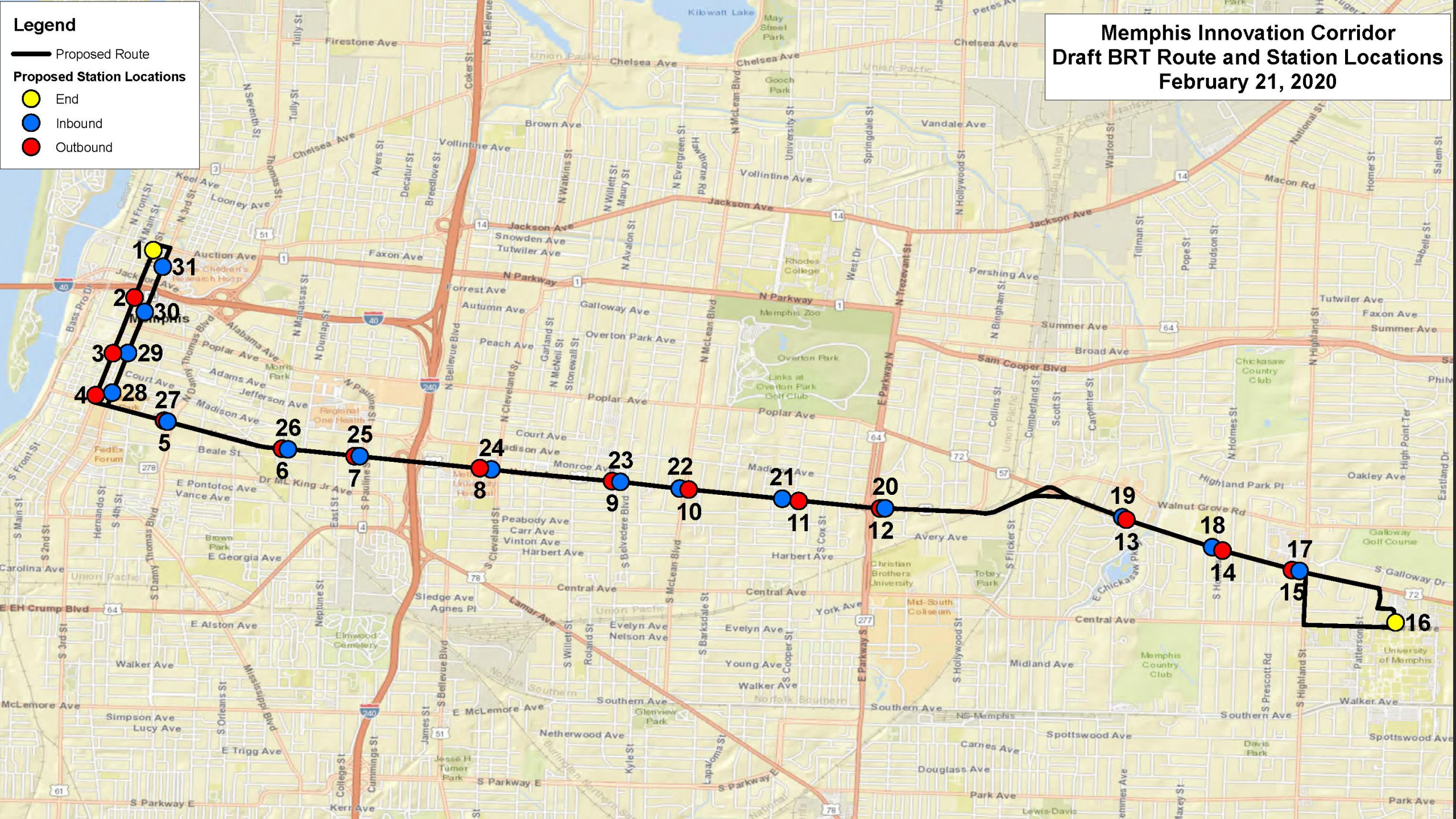


**A NEW PLANNED
BUS RAPID
TRANSIT LINE IS
ALSO PART OF THE
TRANSIT VISION**

Memphis Innovation Corridor Draft BRT Route and Station Locations February 21, 2020

Legend

- Proposed Route
- Proposed Station Locations
 - End
 - Inbound
 - Outbound



ABOUT THE PROJECT

THE MEMPHIS INNOVATION CORRIDOR WILL INCLUDE THE FOLLOWING FEATURES ALONG THE EIGHT-MILE CORRIDOR:

- **ROADWAY IMPROVEMENTS**
- **GREEN INFRASTRUCTURE**
- **BUS RAPID TRANSIT VEHICLES ARRIVING EVERY 10 MINUTES DURING PEAK PERIODS**
- **31 MODERN TRANSIT STATIONS**
- **BRANDED ALL-ELECTRIC BRT VEHICLES**
- **LED STREET LIGHTS**
- **DEDICATED TRANSIT ONLY LANES ON B. B. KING BOULEVARD AND SECOND STREET**
- **UPGRADES TO ALL TRAFFIC SIGNALS**
- **PEDESTRIAN IMPROVEMENTS**
- **INTERSECTION IMPROVEMENTS**

OPERATING PLAN

• FREQUENCY AND DURATION OF SERVICE

	4am	5am	6am	7am	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12pm
Weekdays		15	10			15						10			15						
Saturdays			30																		
Sundays				30																	

• OPERATING POLICY

- NO FLAG STOP SERVICE
- OTHER FIXED ROUTE BUSES TO USE BUS ONLY LANES
- NO BUS PASSING IN BUS ONLY LANES

• FARE POLICY

- THERE WILL BE NO SPECIAL FARES FOR THIS SERVICE



FEATURES AND AMENITIES – BRT STATIONS

- REAL-TIME BUS ARRIVAL INFORMATION
- SECURITY
 - CAMERAS
 - EMERGENCY CALL BOX
- OFF-BOARD FARE COLLECTION
- LEVEL BOARDING



TYPICAL MCONNECT STATION DOWNTOWN - NORTH SECOND AT MONROE



TYPICAL MCONNECT STATION MEDICAL CENTER – UNION AT HEALTH SCIENCES PARK



TYPICAL MCONNECT STATION MIDTOWN – UNION AT COOPER STREET



ROADWAY / SAFETY IMPROVEMENTS

- ROADWAY
- PEDESTRIAN
- ACCESS MANAGEMENT

MANASSAS ST

UNION AVE

EAST PARKWAY



After (Rendering)



Before

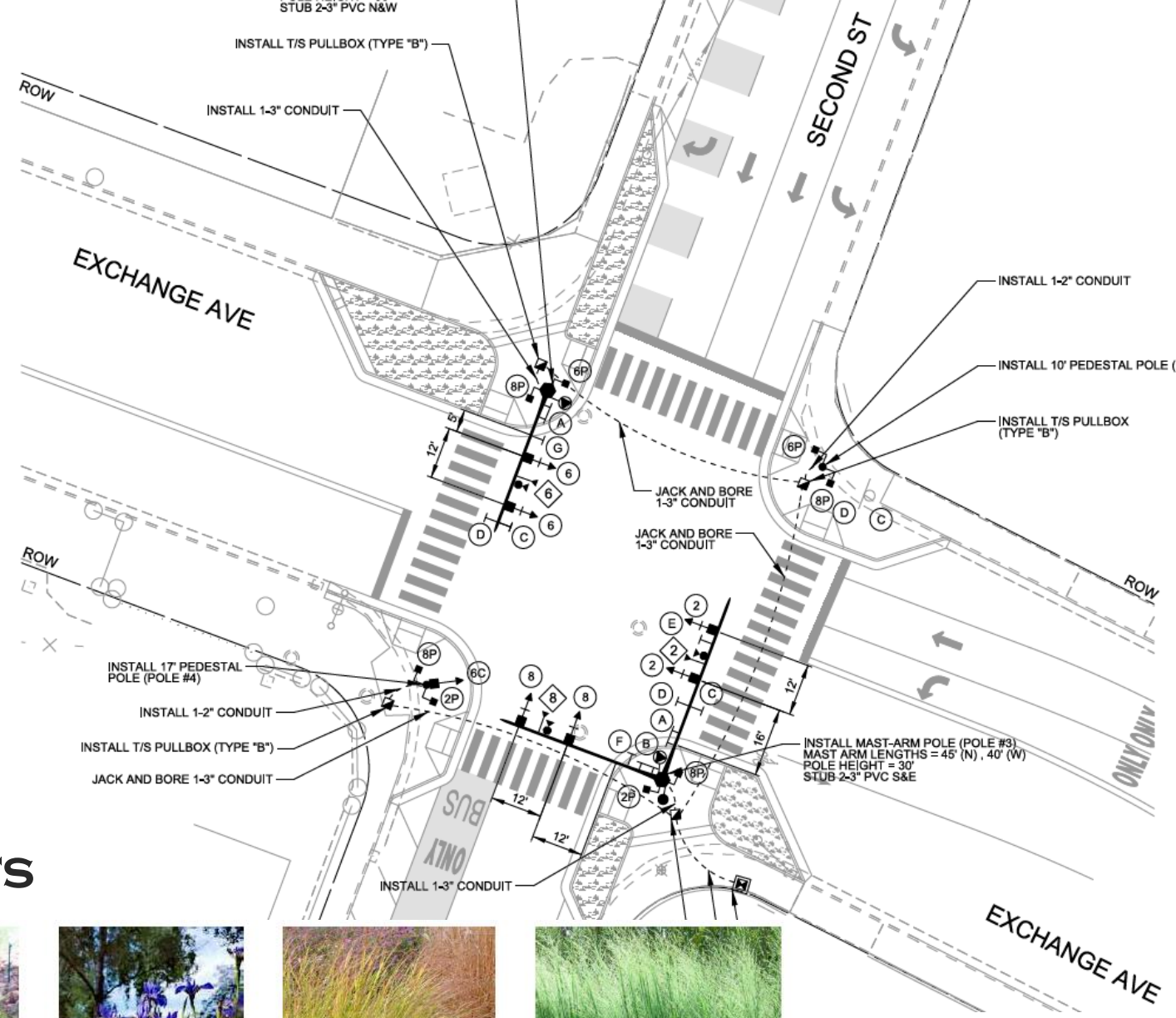


— — — LANE RECONFIGURATION

— EXISTING LANEAGE TO REMAIN

DOWNTOWN INTERSECTION IMPROVEMENTS

- REDUCED PEDESTRIAN CROSSWALKS
- IMPROVED PEDESTRIAN STRIPING AND SIGNALS
- BIOSWALES
 - LOW MAINTENANCE PLANTINGS
 - MAINTENANCE AGREEMENTS



BIOSWALE PLANTINGS



AMSONIA



BLACK EYED SUSAN



EVERILLO CAREX



IRIS



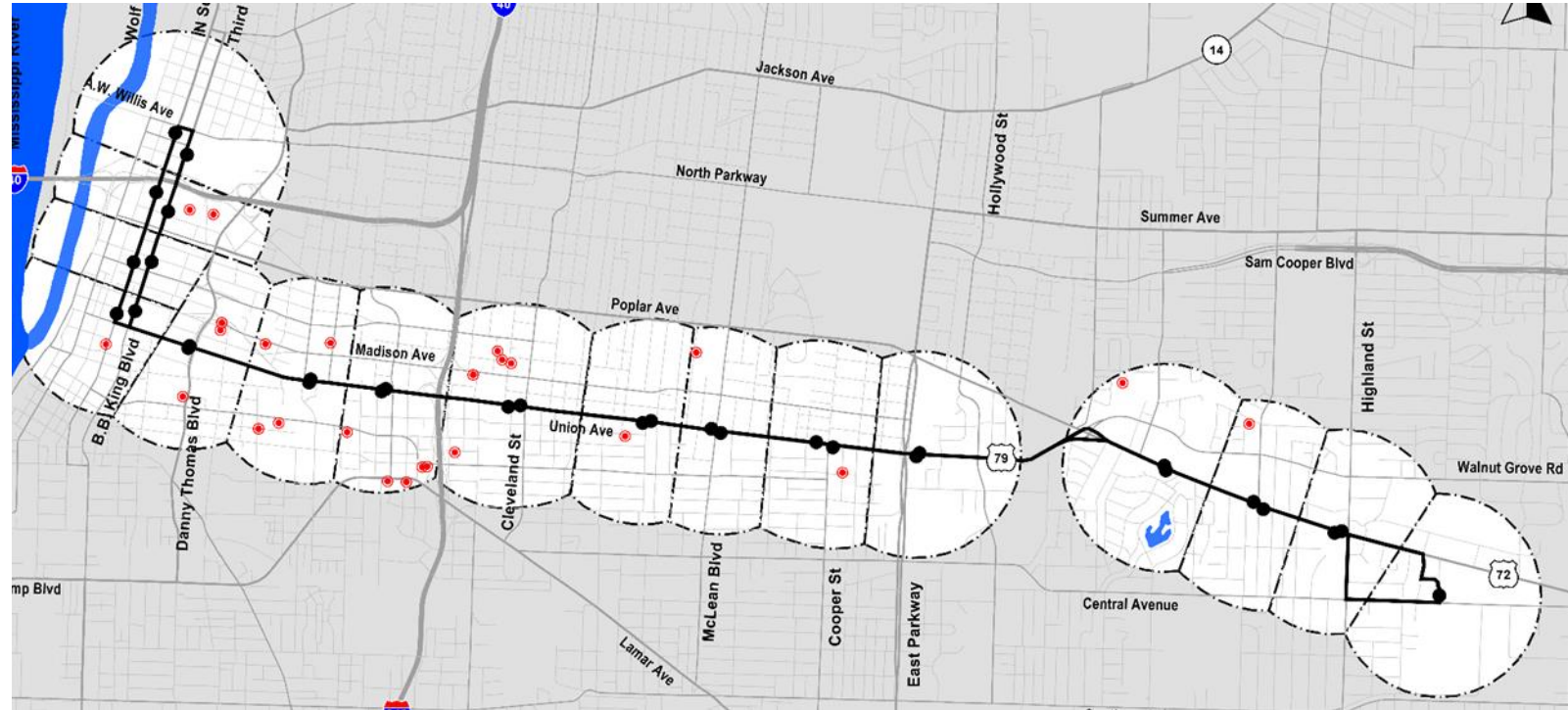
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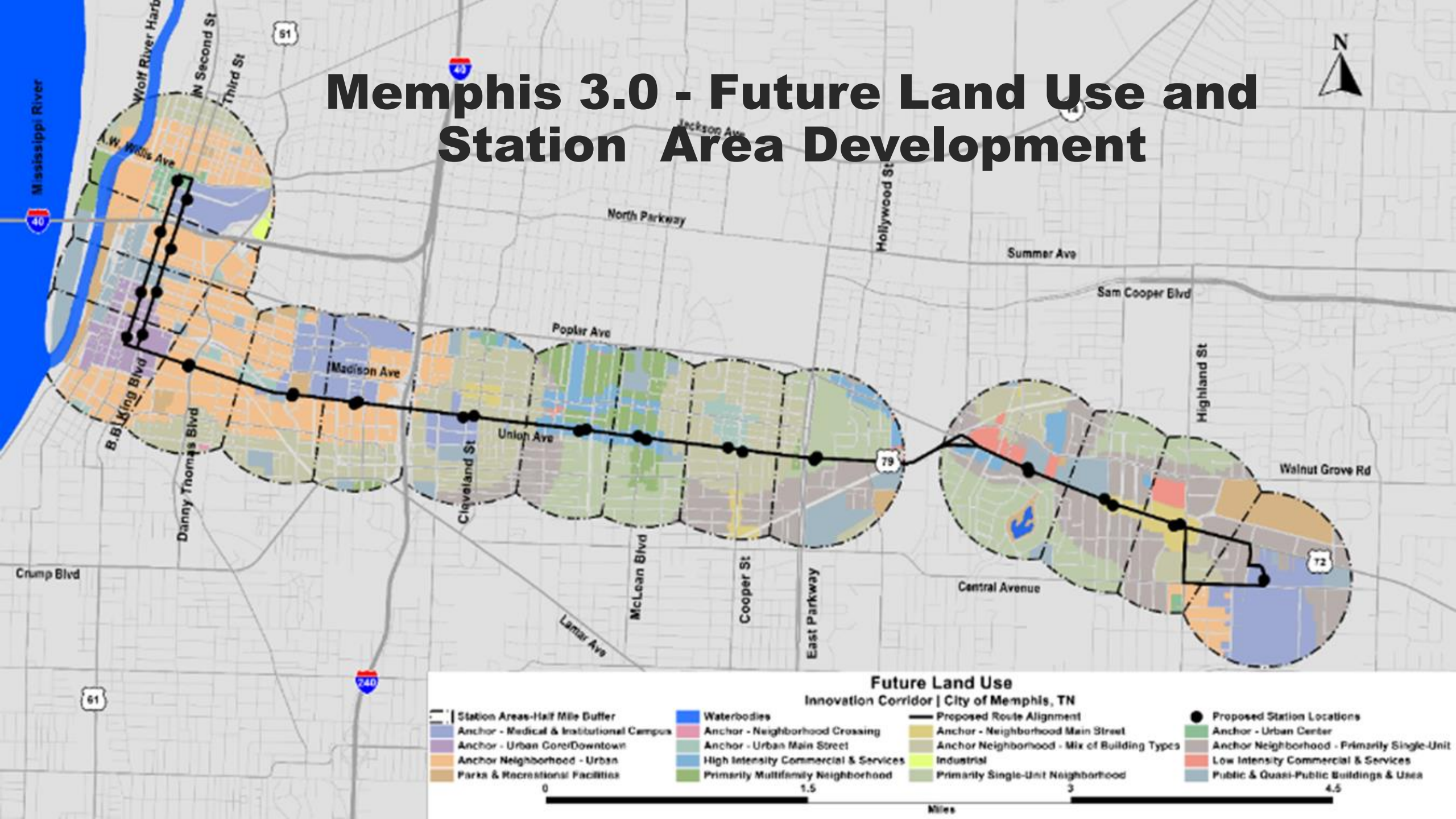
SWITCHGRASS

PROJECT IMPACTS/BENEFITS

- AT-RISK PERSONS
- REVITALIZATION AND DEVELOPMENT
- ACCESS/MOBILITY
- SAFETY



Memphis 3.0 - Future Land Use and Station Area Development



QUESTIONS?