



# Curb-to-Curb Services for Southwest Memphis

Saturday, April 24, 2021

10-11:30 a.m. & 1-2:30 p.m.

Mt. Pisgah Missionary Baptist Church

3636 Weaver Road

Presented By:

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**GO901**  
MOBILE

**MATA**  
MEMPHIS AREA TRANSIT AUTHORITY

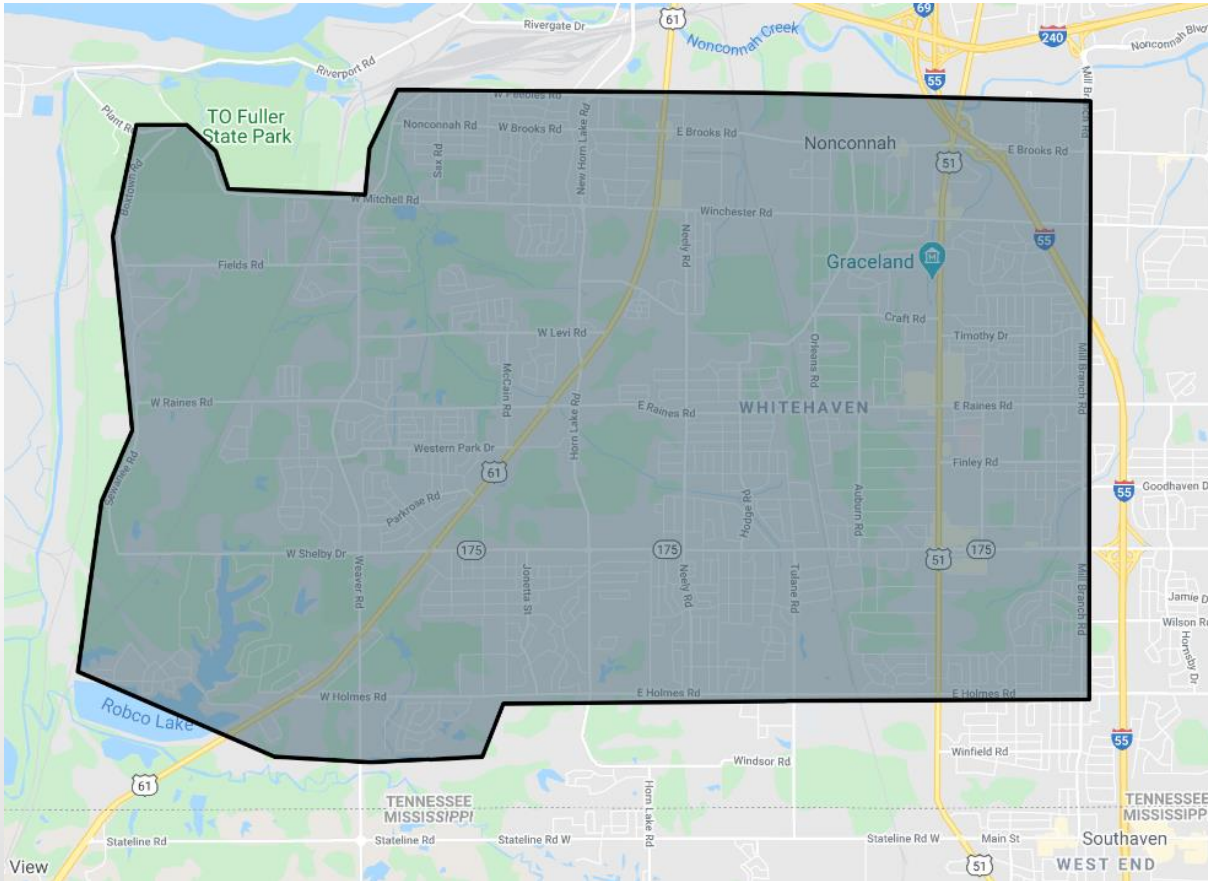


# Presentation Overview

- 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?



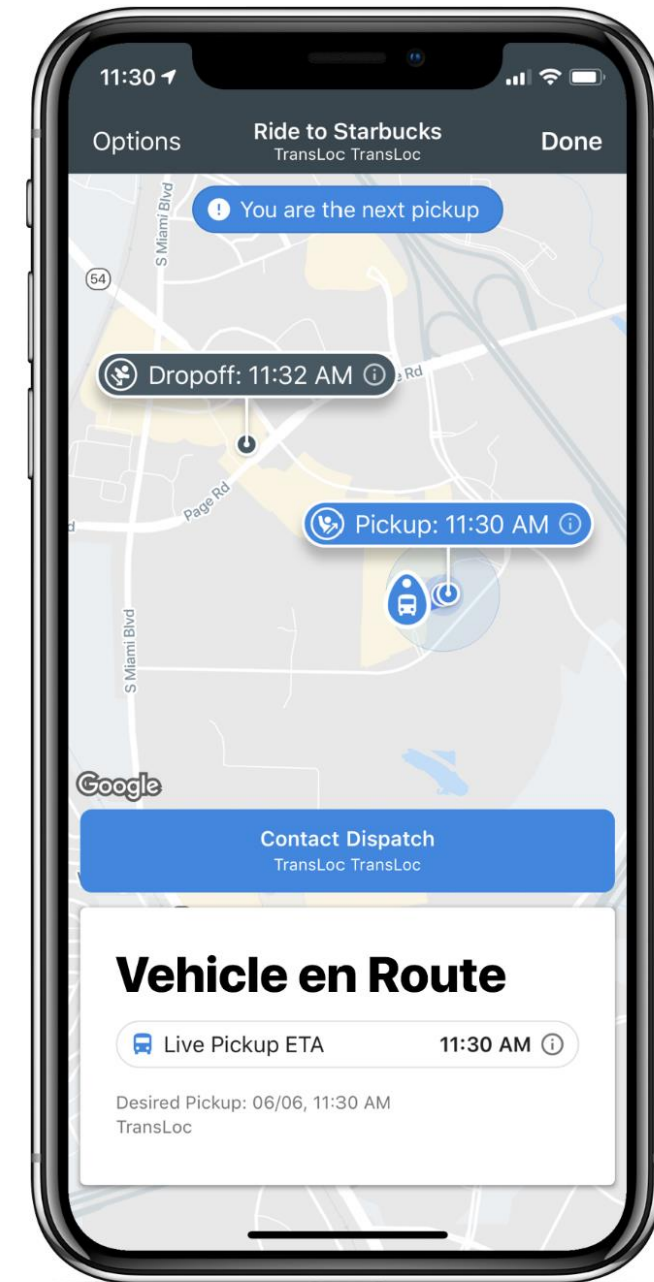
## Curb-to-Curb Services Allow:

- 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

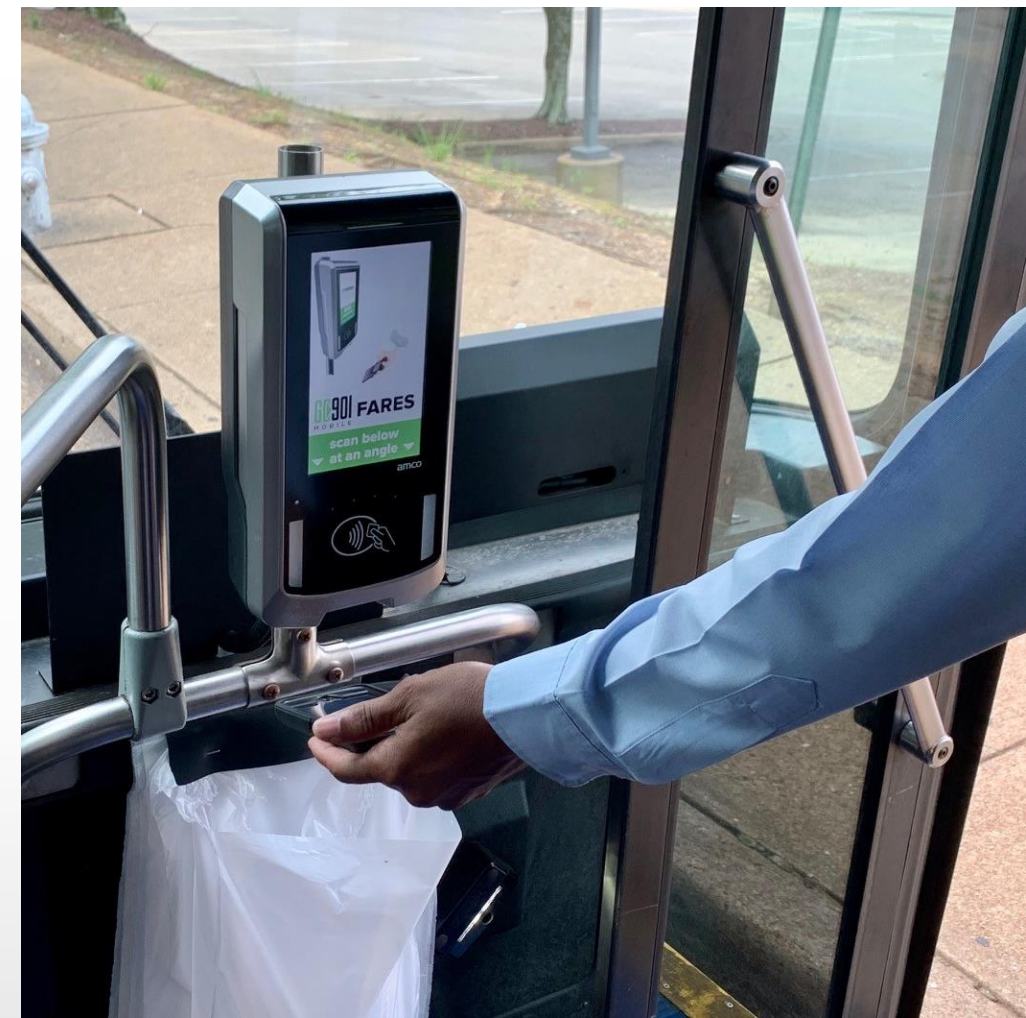
- Book a ride through the mobile app, website or the MATA call center
- Enter your pickup and drop off information (location and time requested for ride)
- A neighborhood-friendly shuttle bus will arrive to your location within 20-30 minutes of your requested time
- Track your ride in real time through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



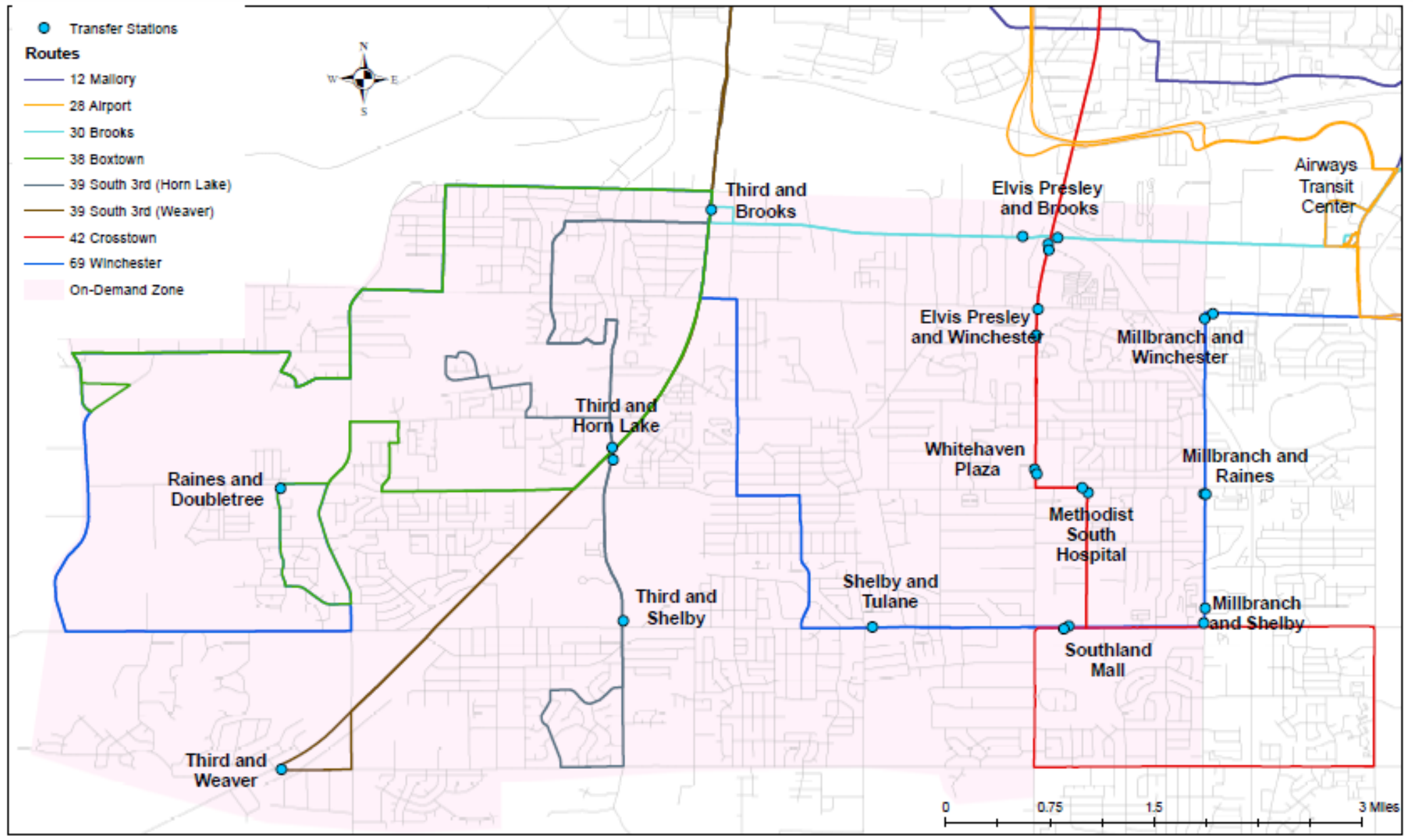
# Service Name

## 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





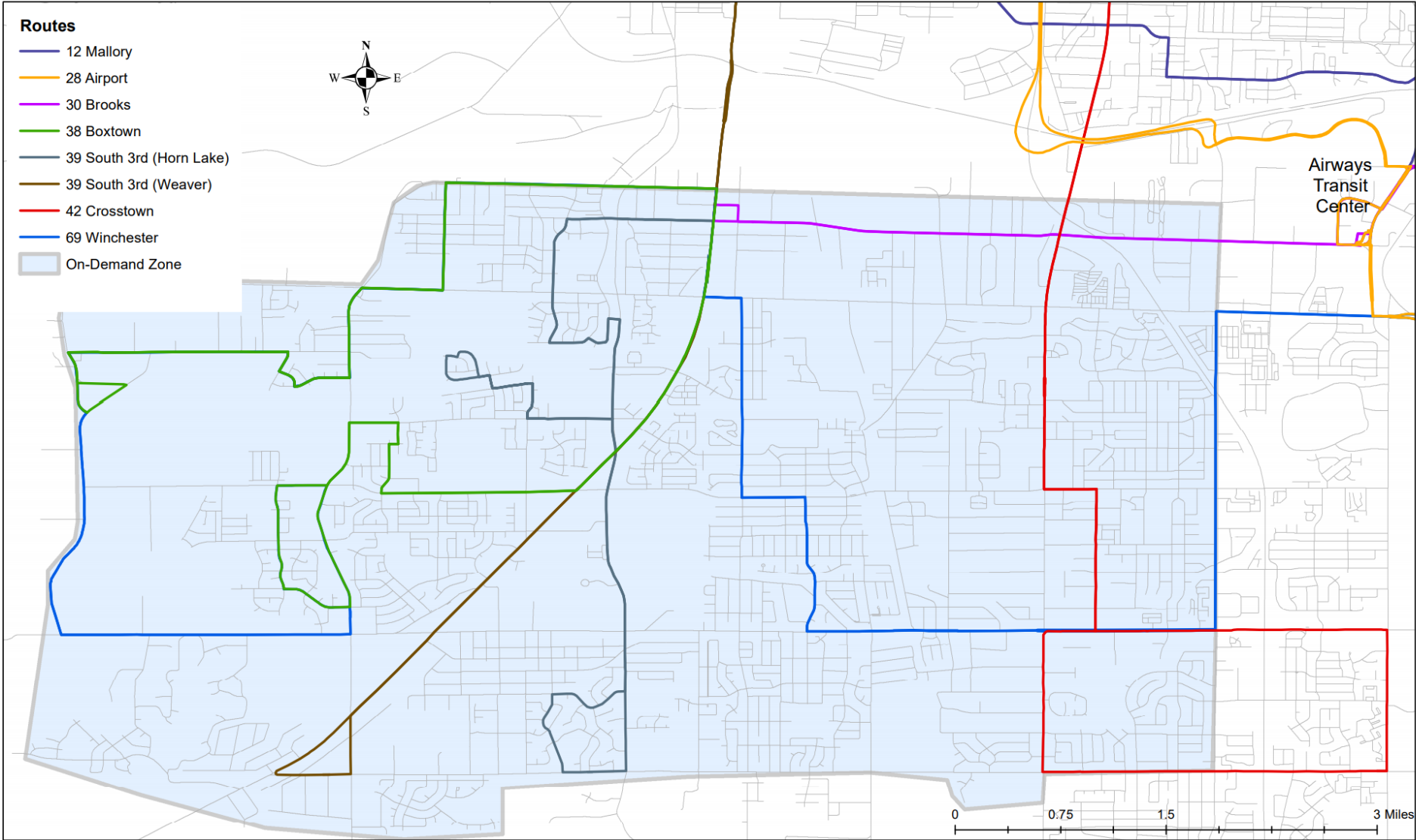
# Points of Interest

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



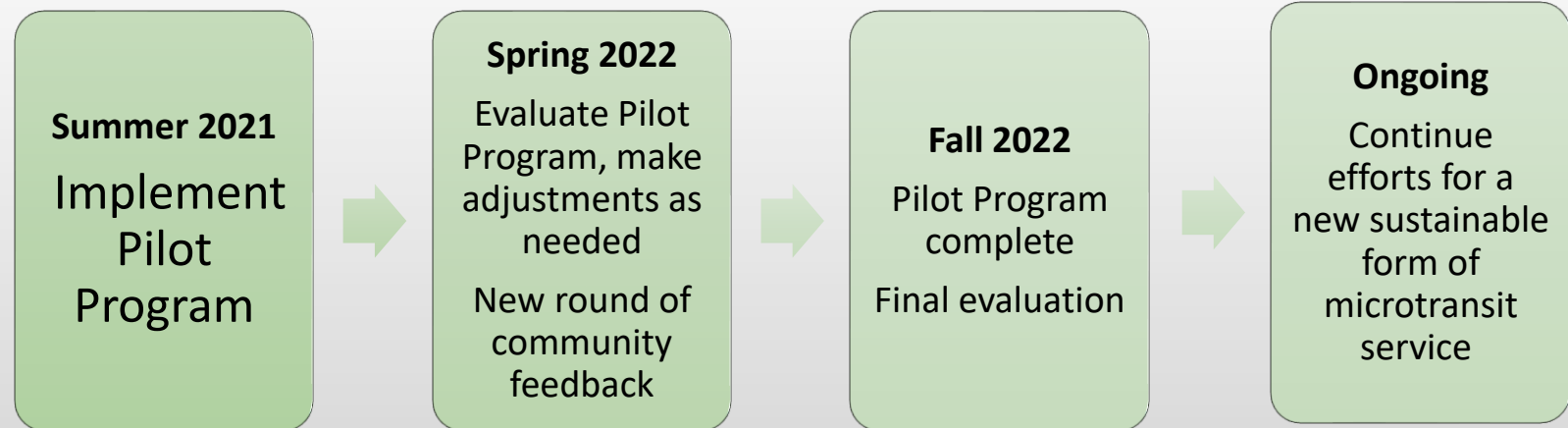
# Project Partners



**INNOVATE MEMPHIS**  
DELIVERING CIVIC SOLUTIONS



# Next Steps



# Questions and Feedback

You may also send in your comments at  
[publiccomments@matatransit.com](mailto:publiccomments@matatransit.com)