



# Transit Vision

Presentation

2019

Innovate Memphis  
City of Memphis  
Jarrett Walker + Assoc.

# Memphis 3.0 Transit Vision Timeline

Phase 1  
Sept-Nov 2017

Phase 2  
Nov 2017-Mar 2018

Phase 3  
April-June 2018

Complete  
July-Oct 2018

## Goals and Choices

How is transit performing today?

*How should we balance goals for transit in Memphis?*

## Transit Concepts

What do different goals mean for transit in Memphis?

*What kind of transit network do Memphians prefer?*

## Draft Vision

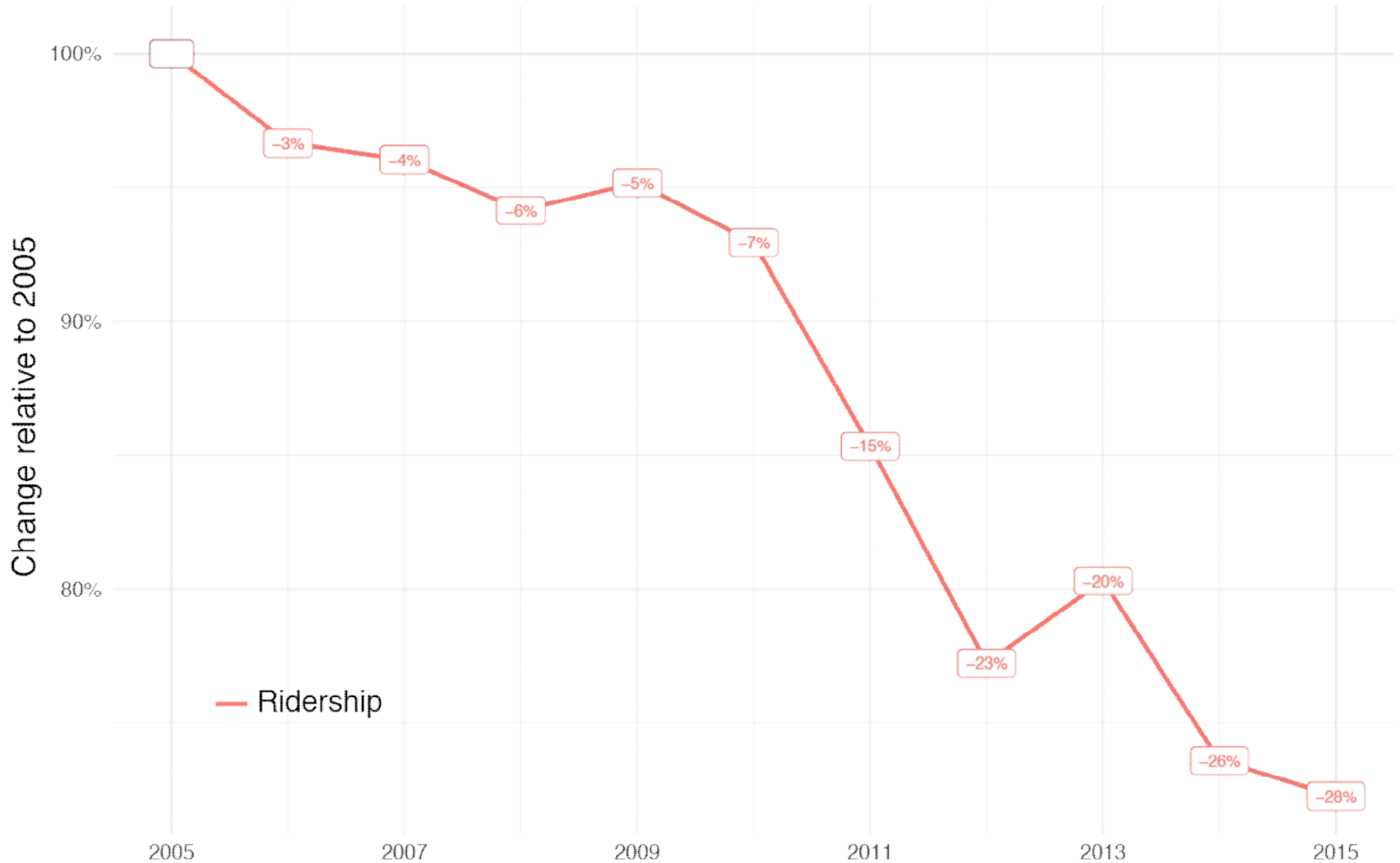
Recommended network based on policy direction

*Is this the right network design for Memphis?*

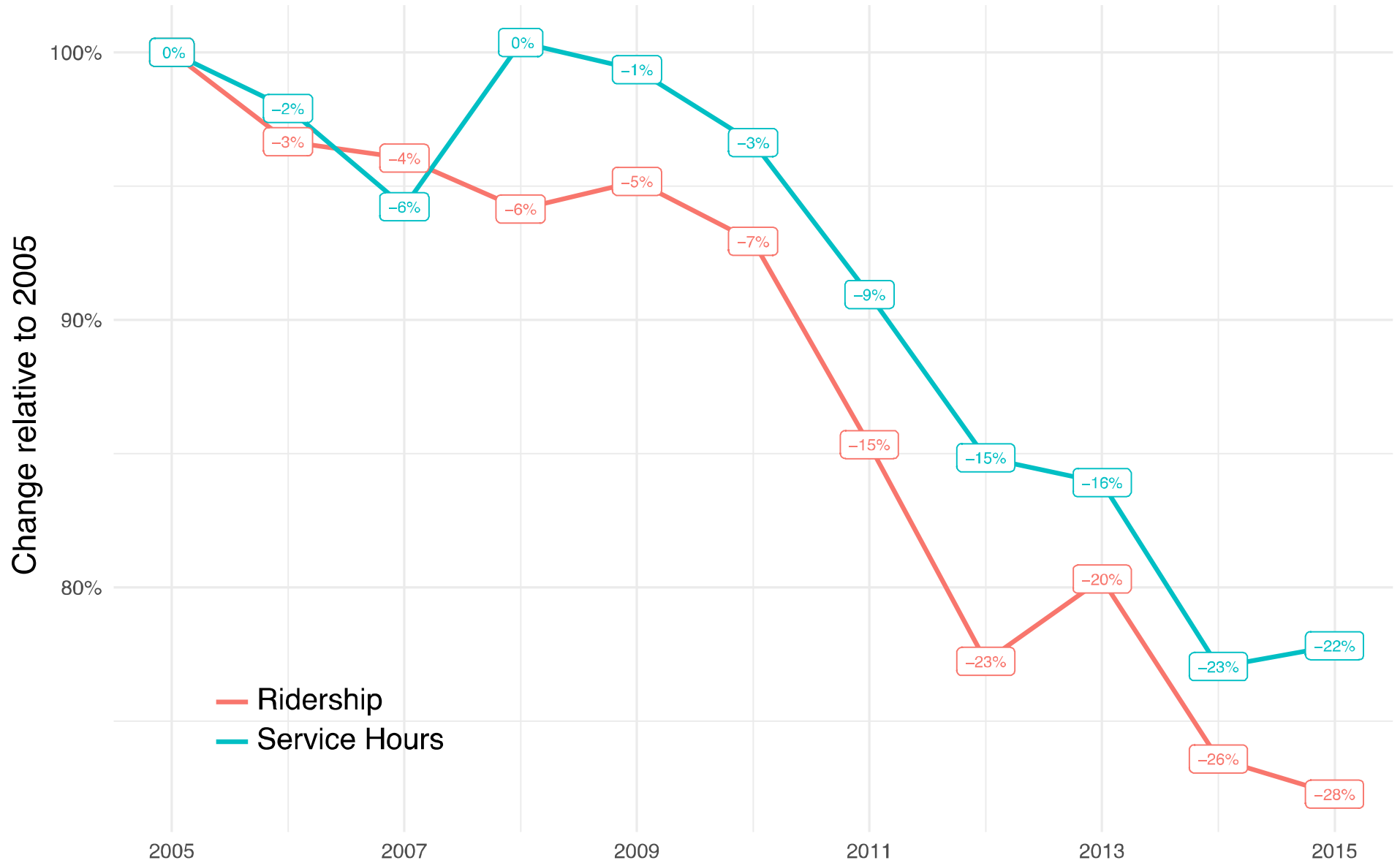
## Final Vision

Short and long-term recommendations

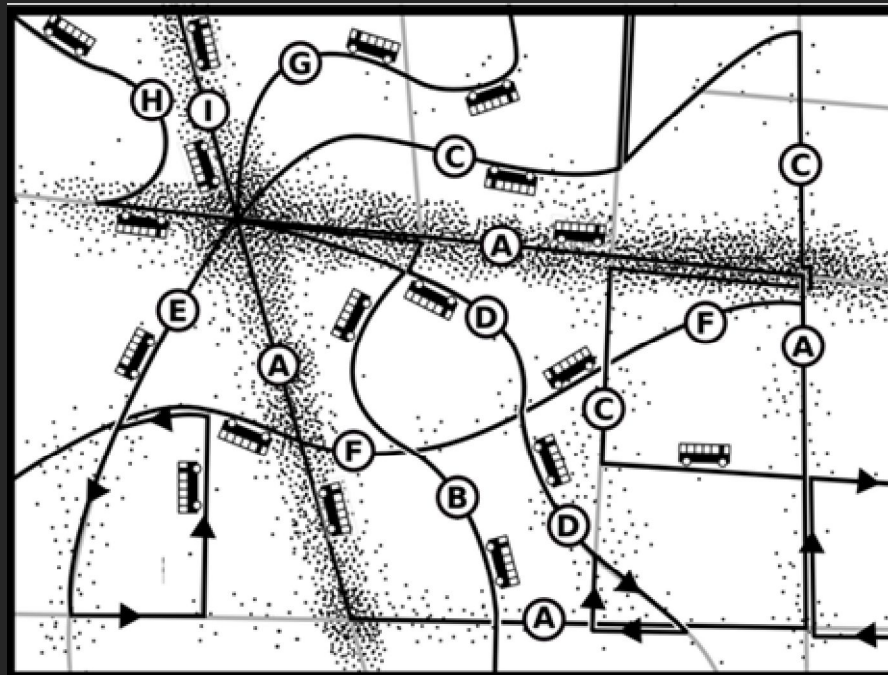
# A trend of falling ridership...



...unsurprisingly.



Ridership vs. coverage = walking vs. waiting



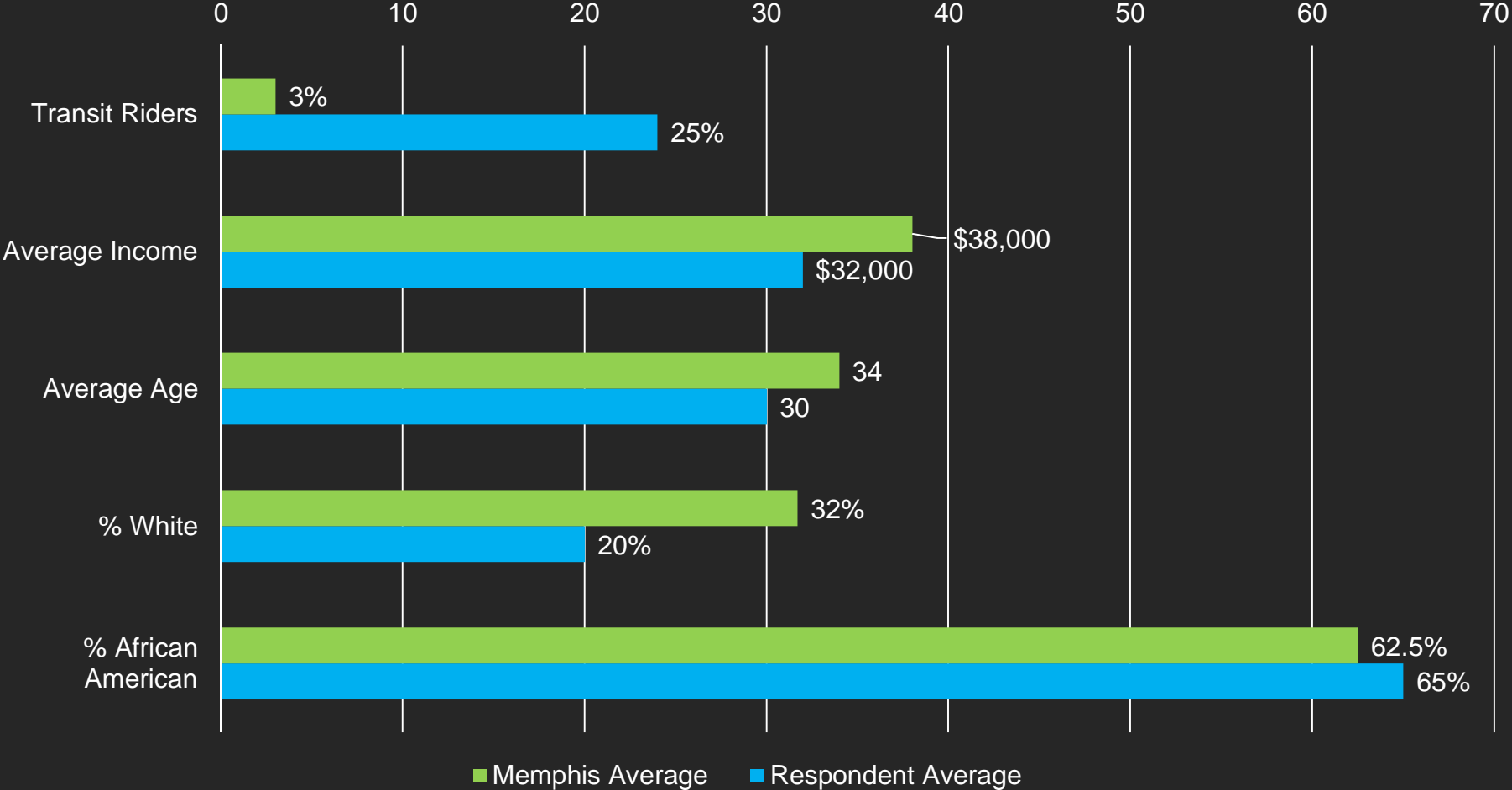
## How was this network designed?

- Three rounds of public engagement
- \$30 million per year additional investment
- New investment is primarily in higher frequency service
- Design team: Innovate Memphis, City staff, MATA staff, consultants

# Public Engagement

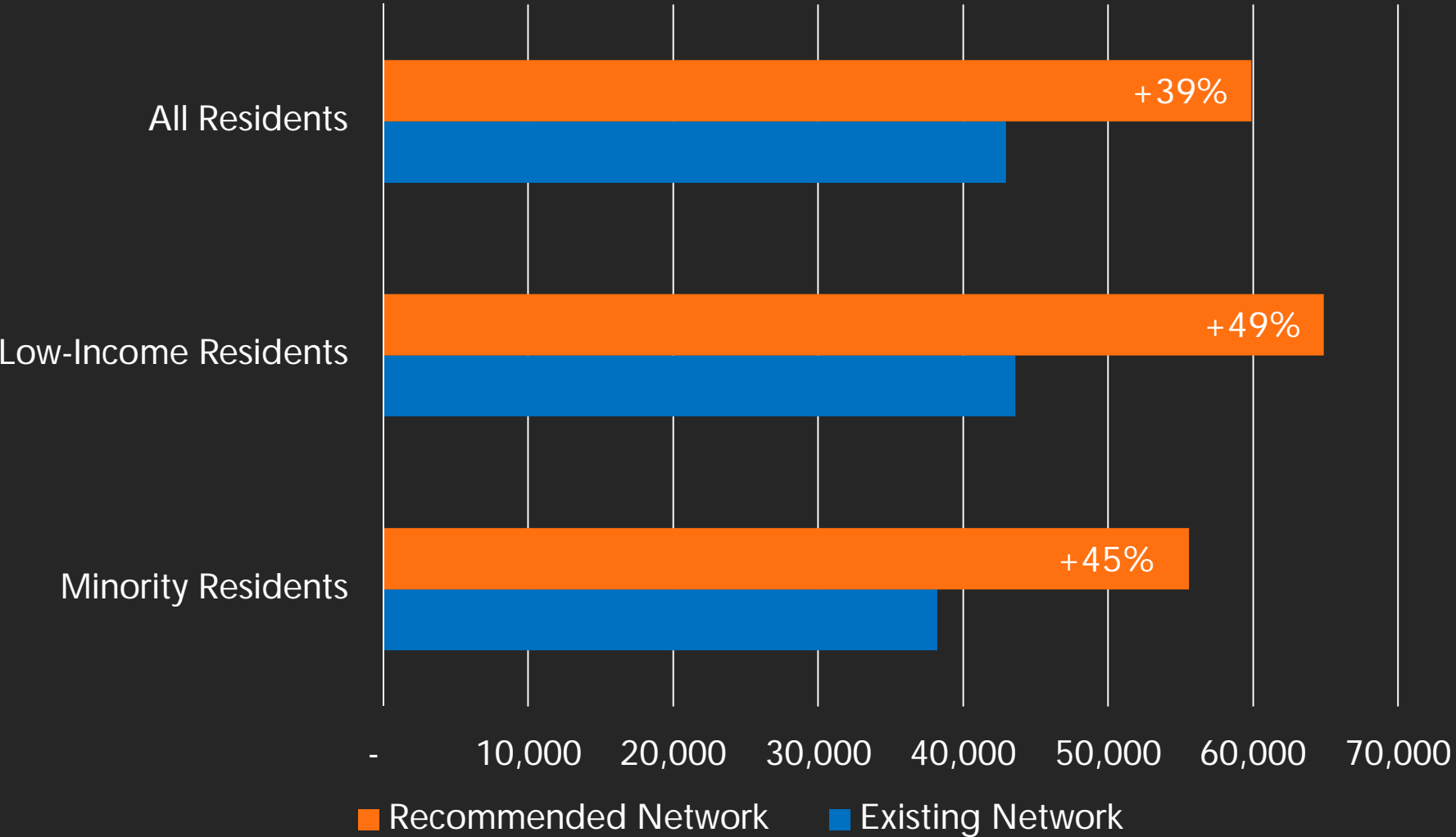
- 60-member stakeholder committee workshops and public surveys for each of three phases
- Over 100 community events, meetings and transit center outreach leading to 7,500+ direct engagements
- Earned and paid media including radio, print, web ads, TEDx talk, bus cards, and social media
- 1,072 final design surveys:
  - 78% say new network better for the city
  - 77% willing to pay for more transit
  - Transit riders, low-income, and people of color all surveyed at higher rates than general population

# Survey Respondents





# Performance: Access to Jobs

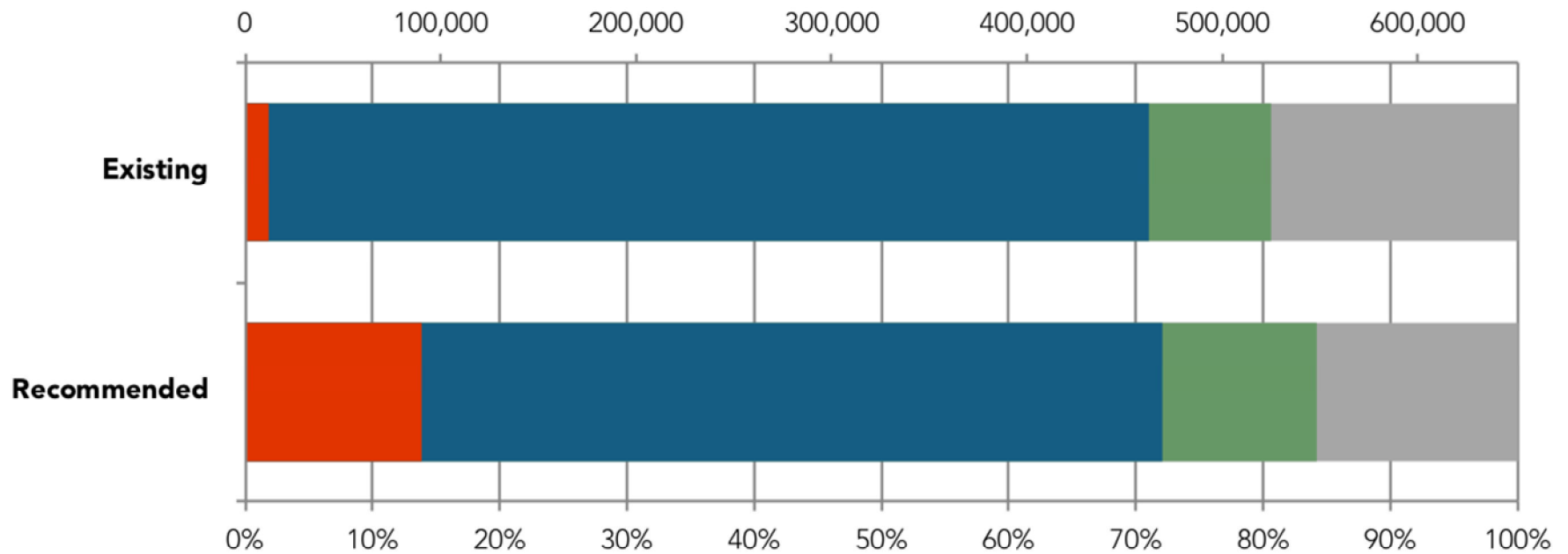


# Performance: Coverage of All Residents

## Residents with Access to Transit

within 1/2 mile of a MATA Transit Route in Memphis, TN

■ Frequent Service: Every 15 min ■ Every 60 min or Better ■ Any All-Day Service ■ No access within 1/2 mile

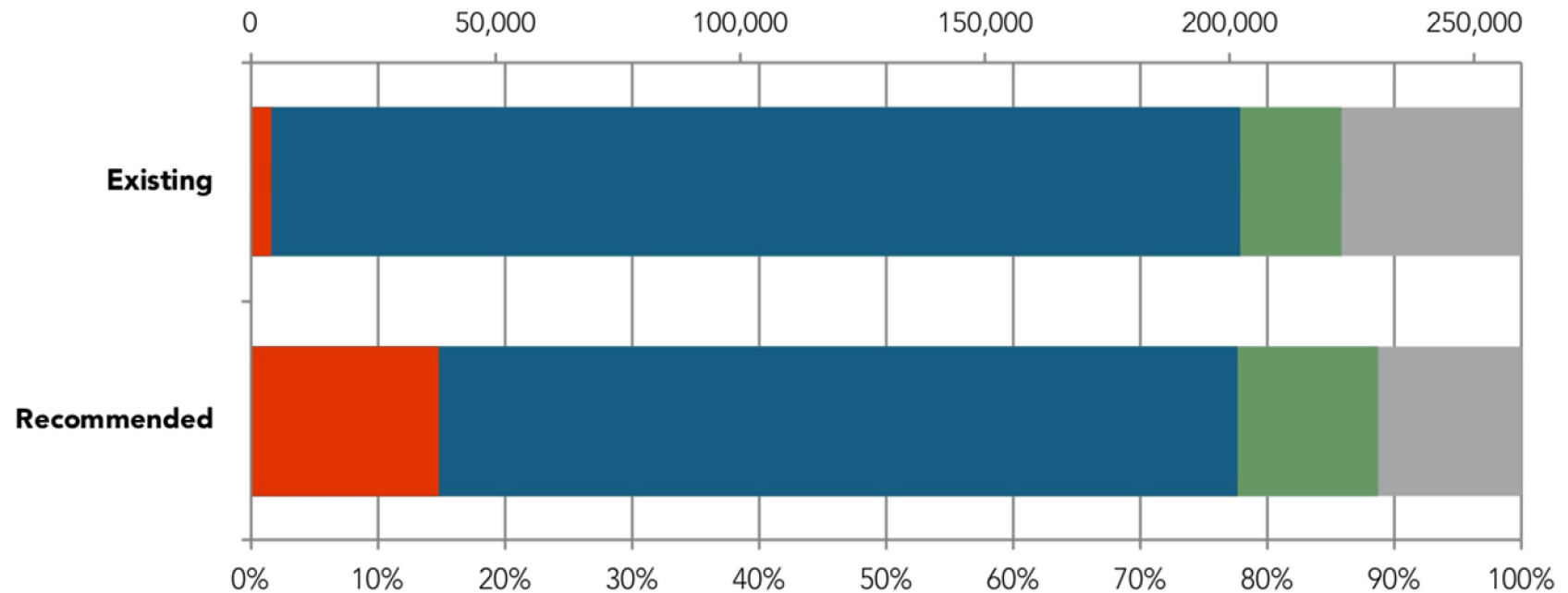


# Performance: Coverage of Low-Income Residents

## Low-Income Residents with Access to Transit

within 1/2 mile of a MATA Transit Route in Memphis, TN

■ Frequent Service: Every 15 min ■ Every 60 min or Better ■ Any All-Day Service ■ No access within 1/2 mile

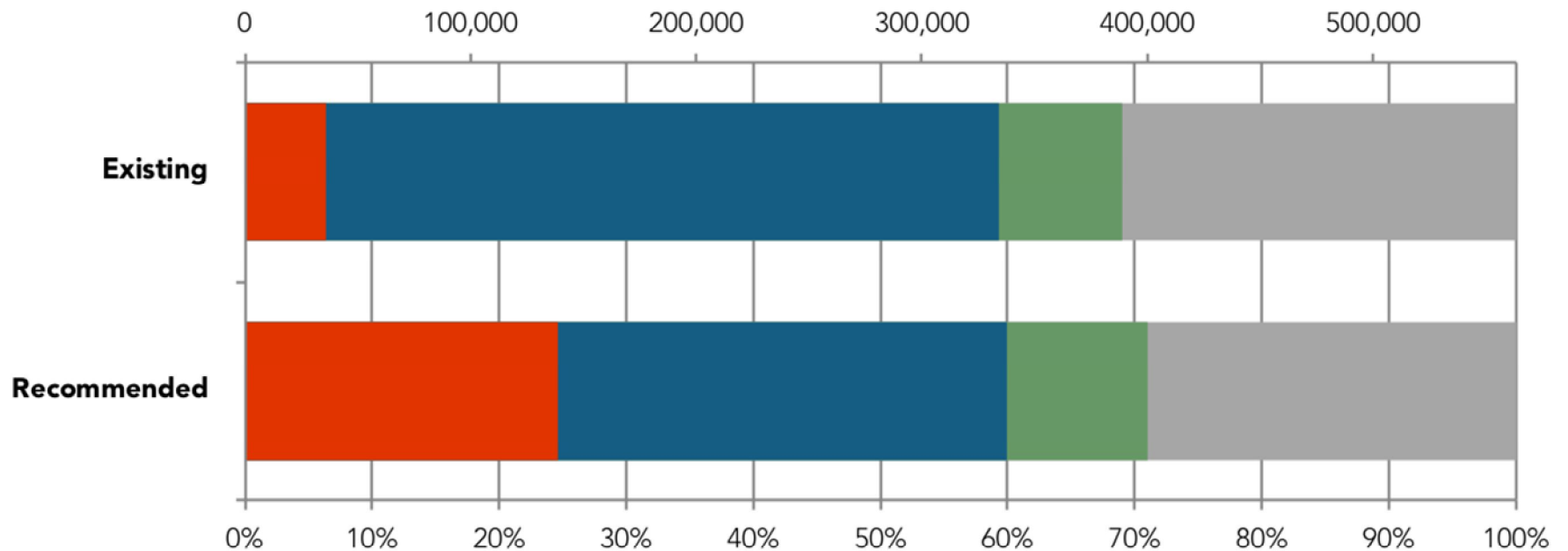


# Performance: Coverage of Jobs

## Jobs Accessible by Transit

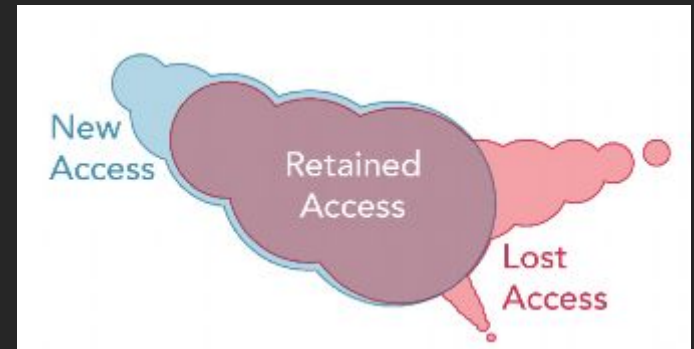
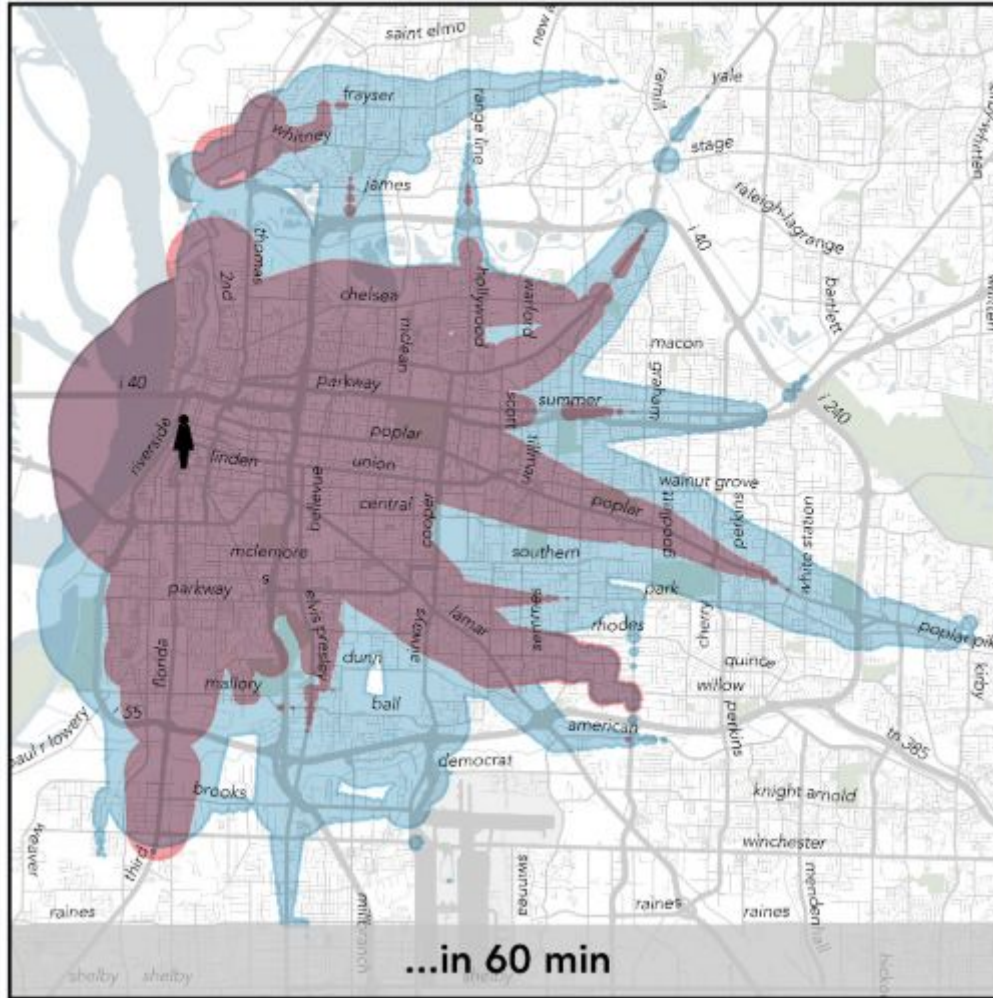
within 1/2 mile of a MATA Transit Route in Memphis, TN

■ Frequent Service: Every 15 min ■ Every 60 min or Better ■ Any All-Day Service ■ No access within 1/2 mile



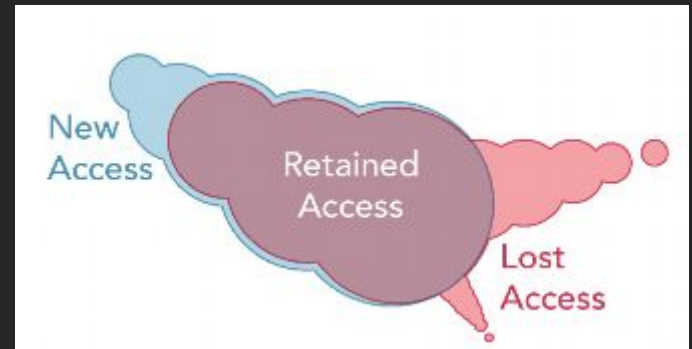
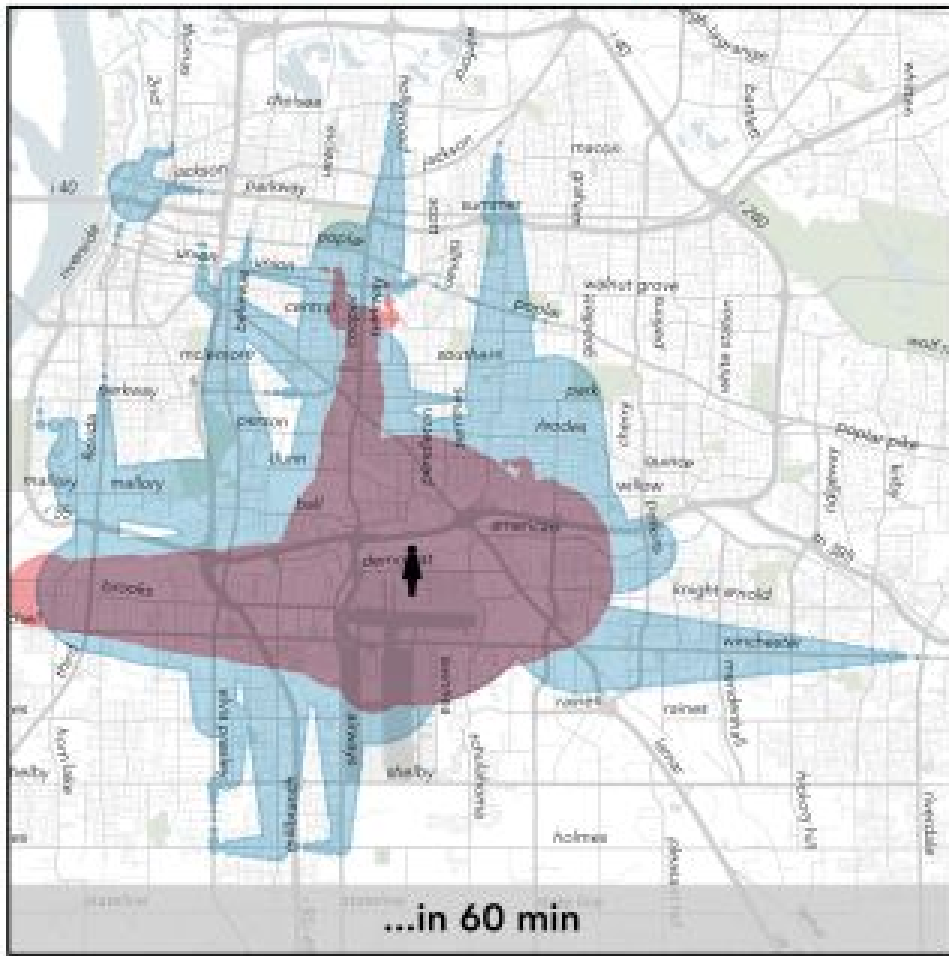
# Performance: Access to/from downtown

	% Change	Existing	Recommended
Residents	+55%	158,600	246,500
Jobs	+54%	139,800	215,600



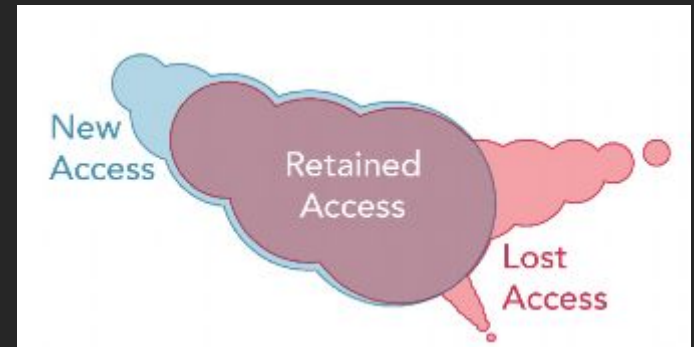
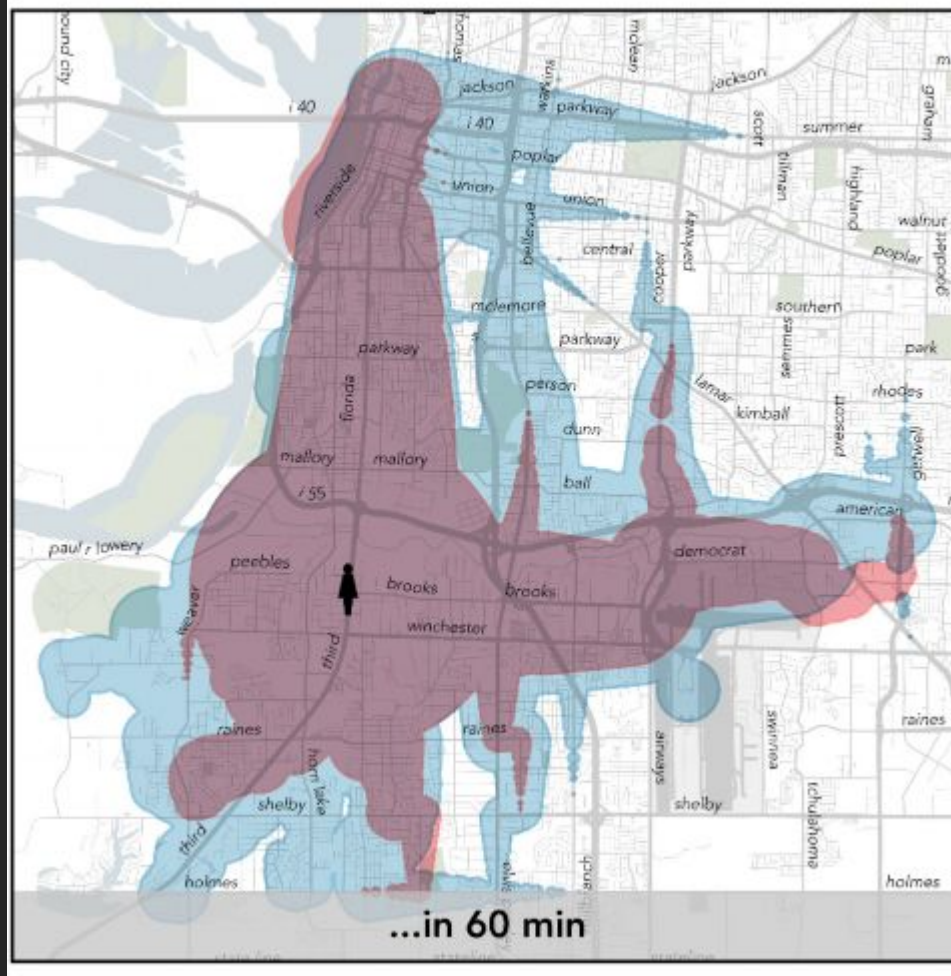
# Performance: Access to/from FedEx Hub

	% Change	Existing	Recommended
Residents	+217%	50,500	160,100
Jobs	+99%	64,000	127,300



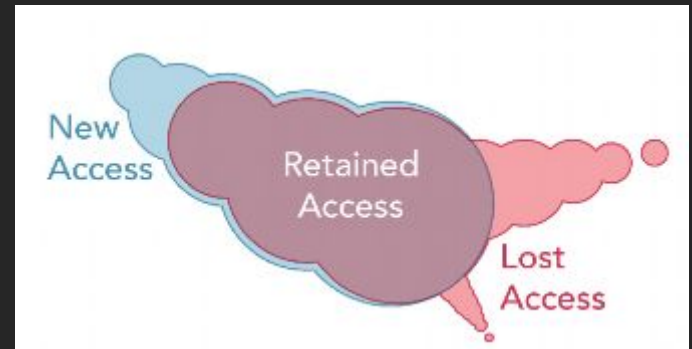
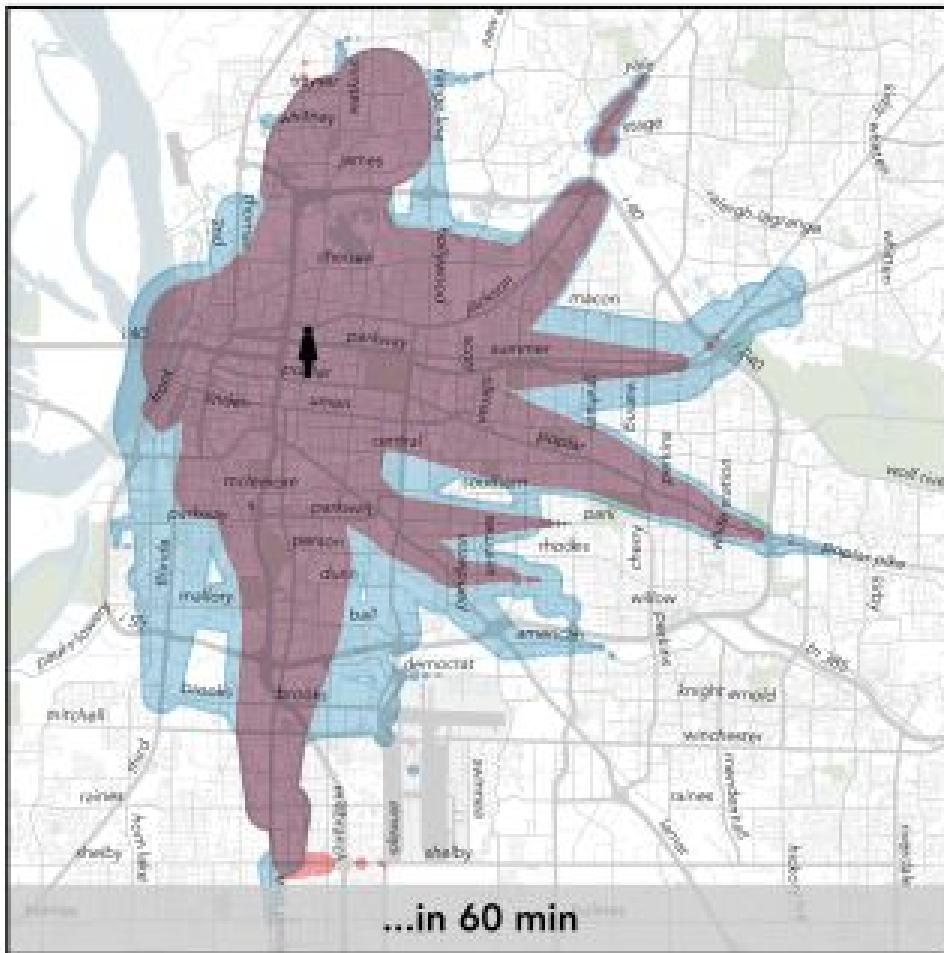
# Performance: Access to/from 3<sup>rd</sup> and Brooks

	% Change	Existing	Recommended
Residents	+86%	74,400	138,400
Jobs	+46%	98,400	143,800



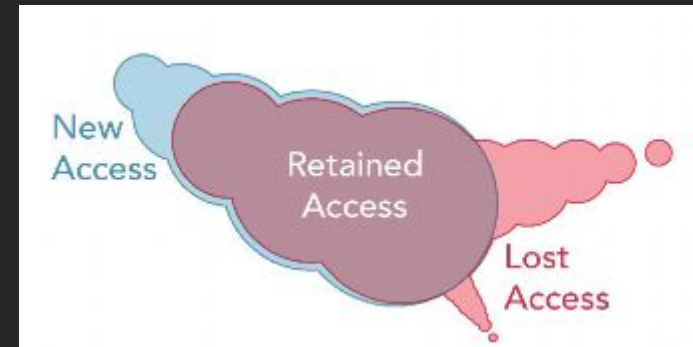
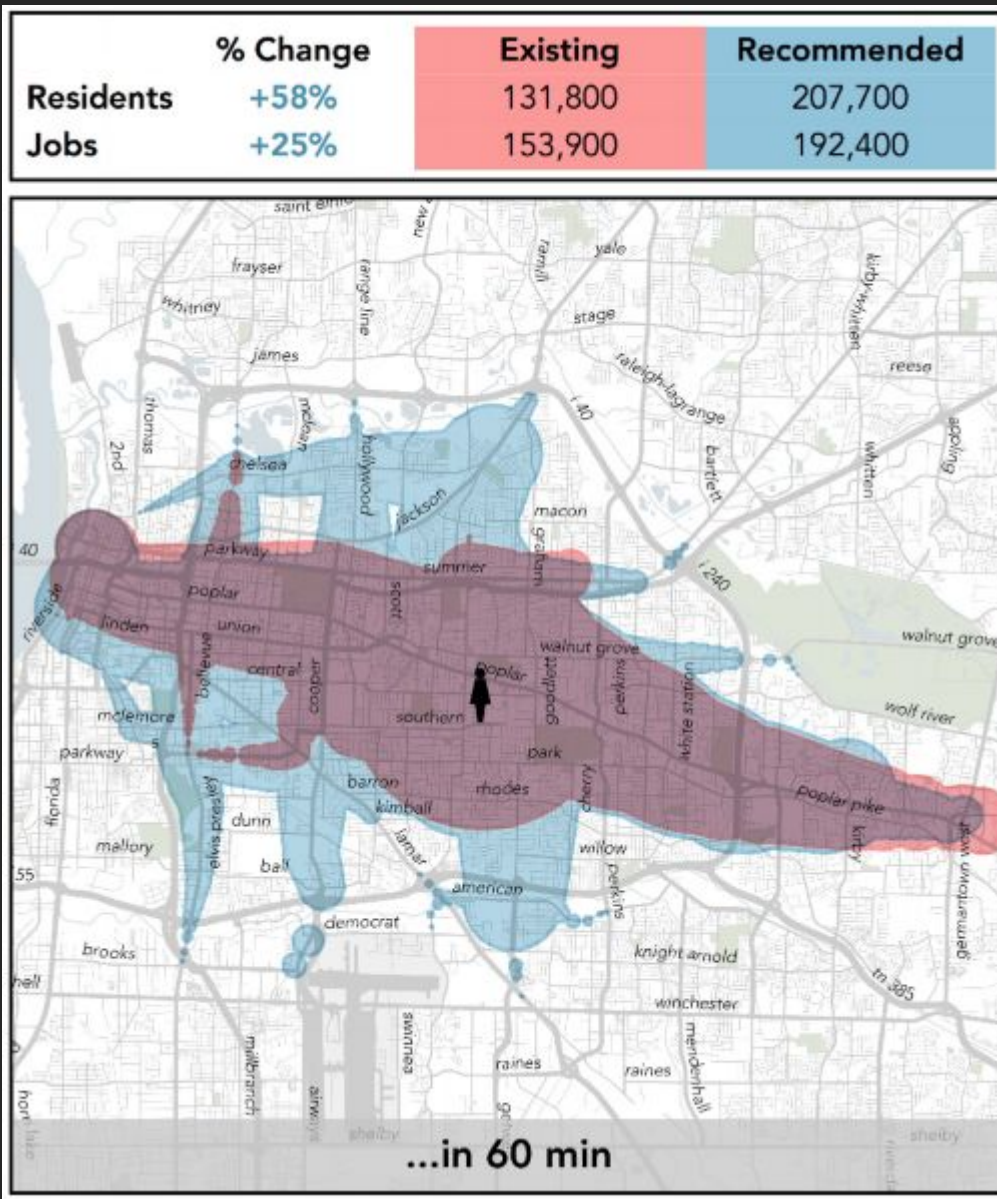
# Performance: Access to/from Crosstown

	% Change	Existing	Recommended
Residents	+34%	188,400	251,700
Jobs	+35%	153,800	208,200

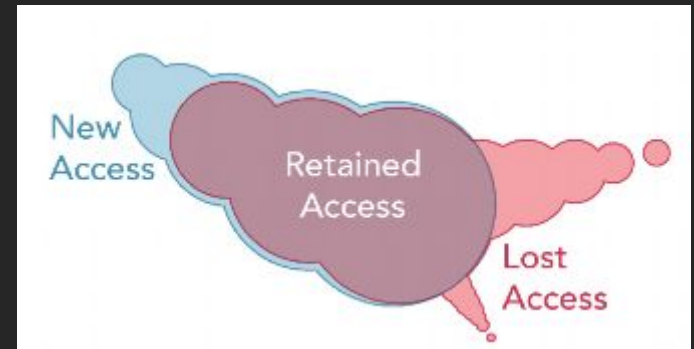
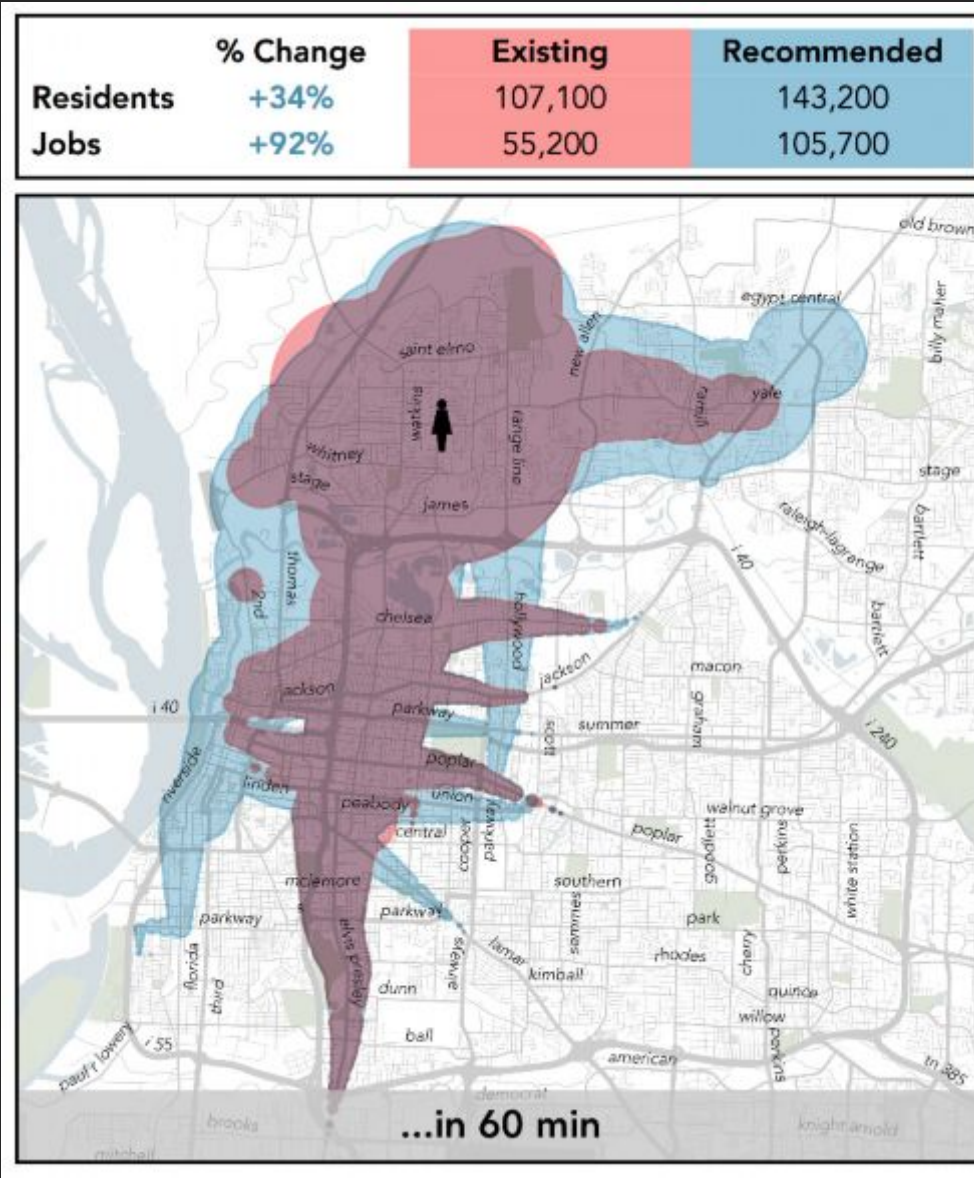




# Performance: Access to/from Univ of Memphis



# Performance: Access to/from Frayser/Overton Crossing



# Job Access

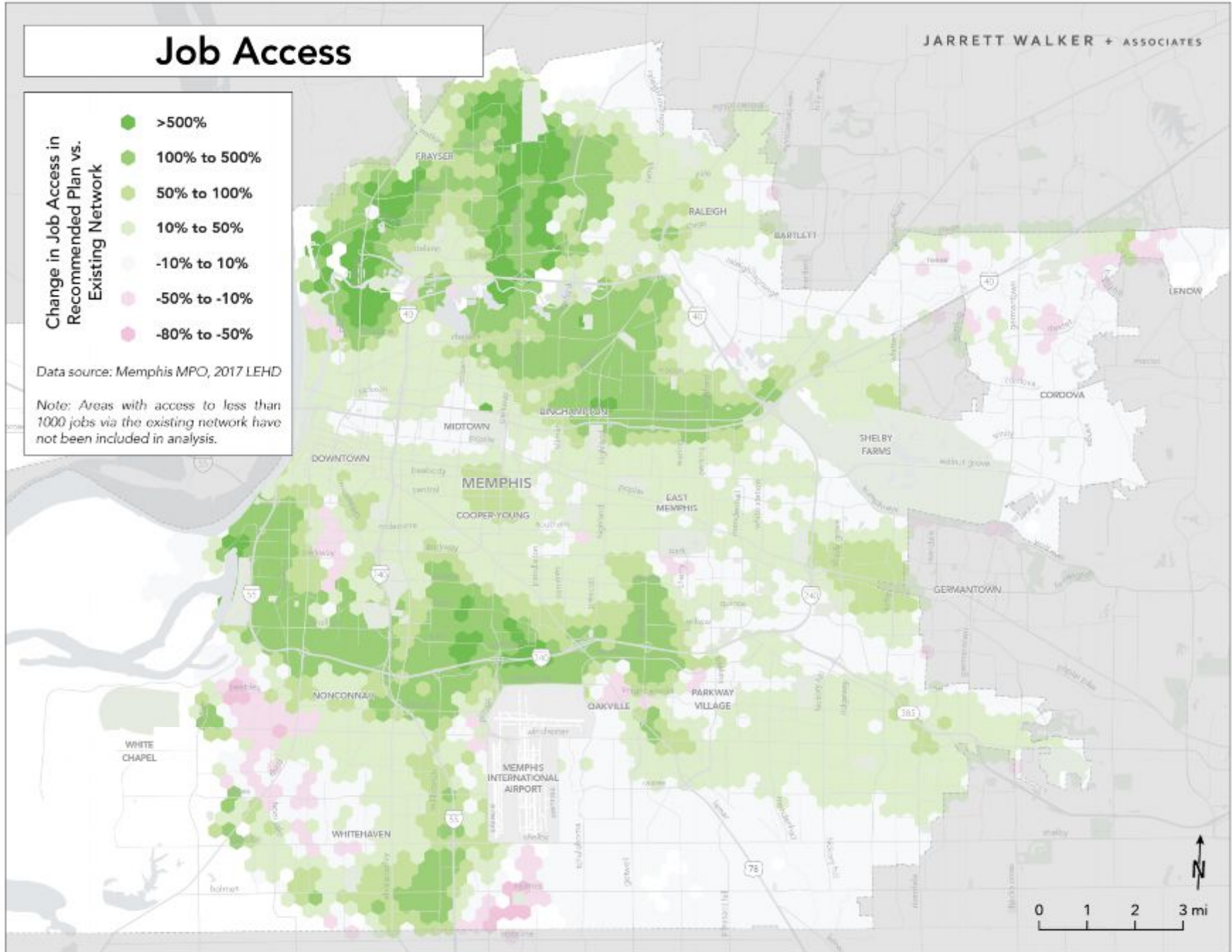
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Change in Job Access in Recommended Plan vs. Existing Network

- >500%
- 100% to 500%
- 50% to 100%
- 10% to 50%
- 10% to 10%
- 50% to -10%
- 80% to -50%

Data source: Memphis MPO, 2017 LEHD

Note: Areas with access to less than 1000 jobs via the existing network have not been included in analysis.



## Guided tour

Maintaining most existing coverage

Invest new resources in a frequent network

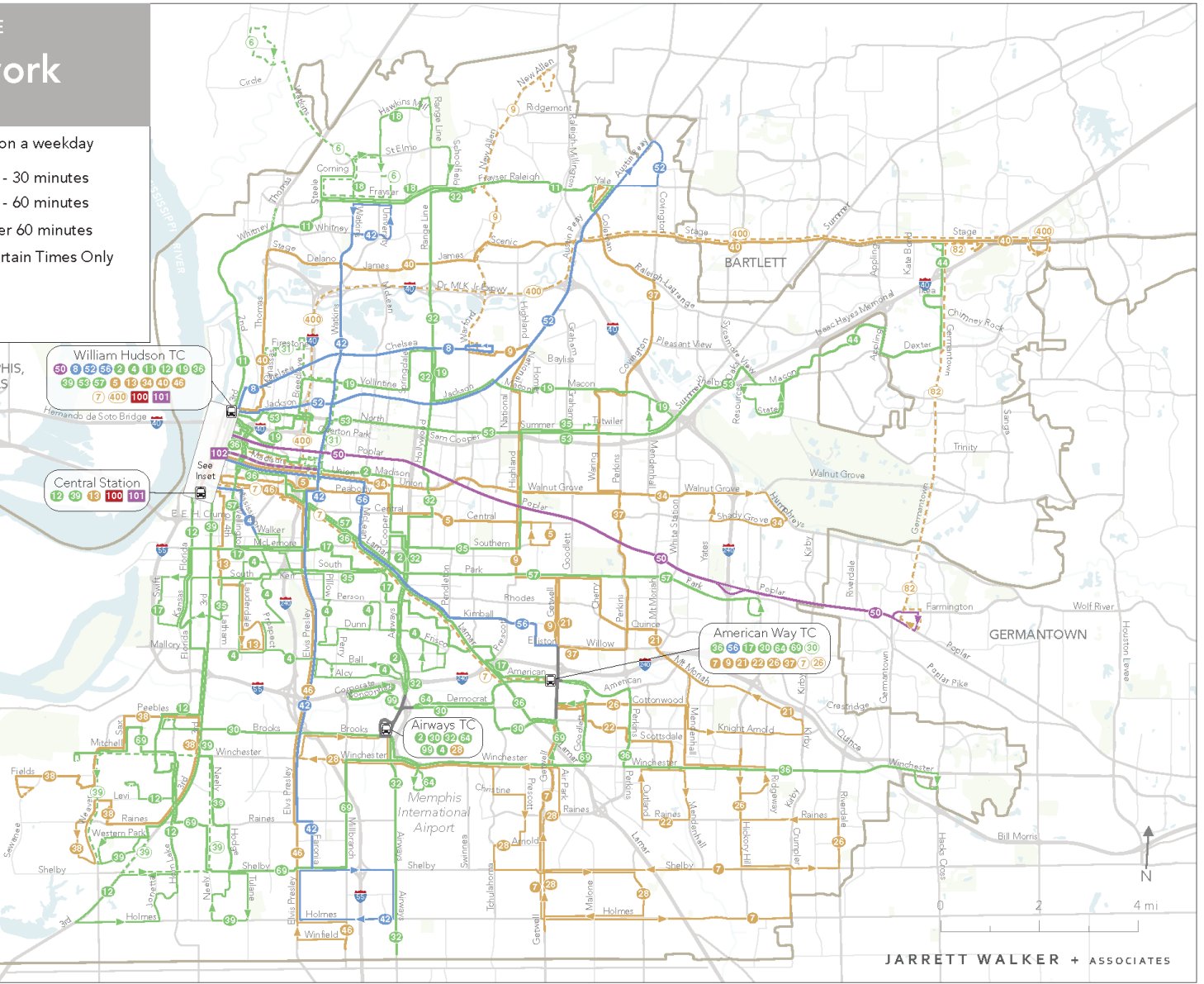
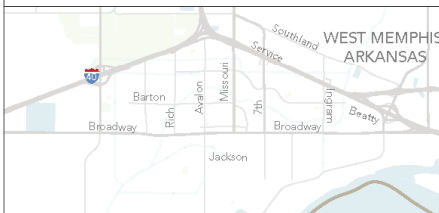
More weekend service

MEMPHIS, TENNESSEE

# Existing Network

Frequency (minutes between buses) at midday on a weekday








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



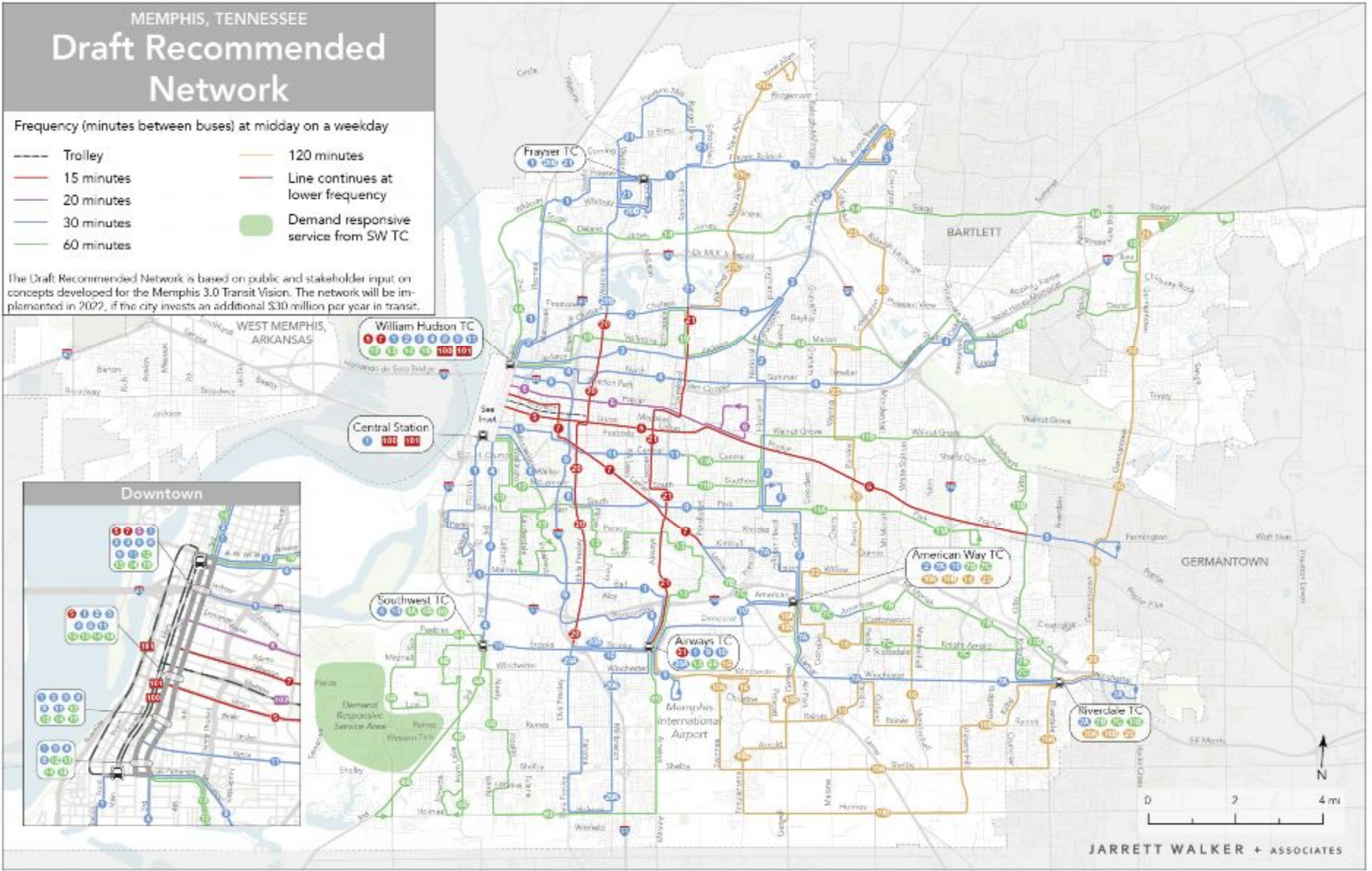
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# MEMPHIS, TENNESSEE Draft Recommended Network

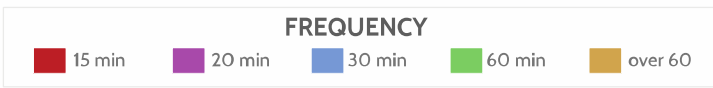
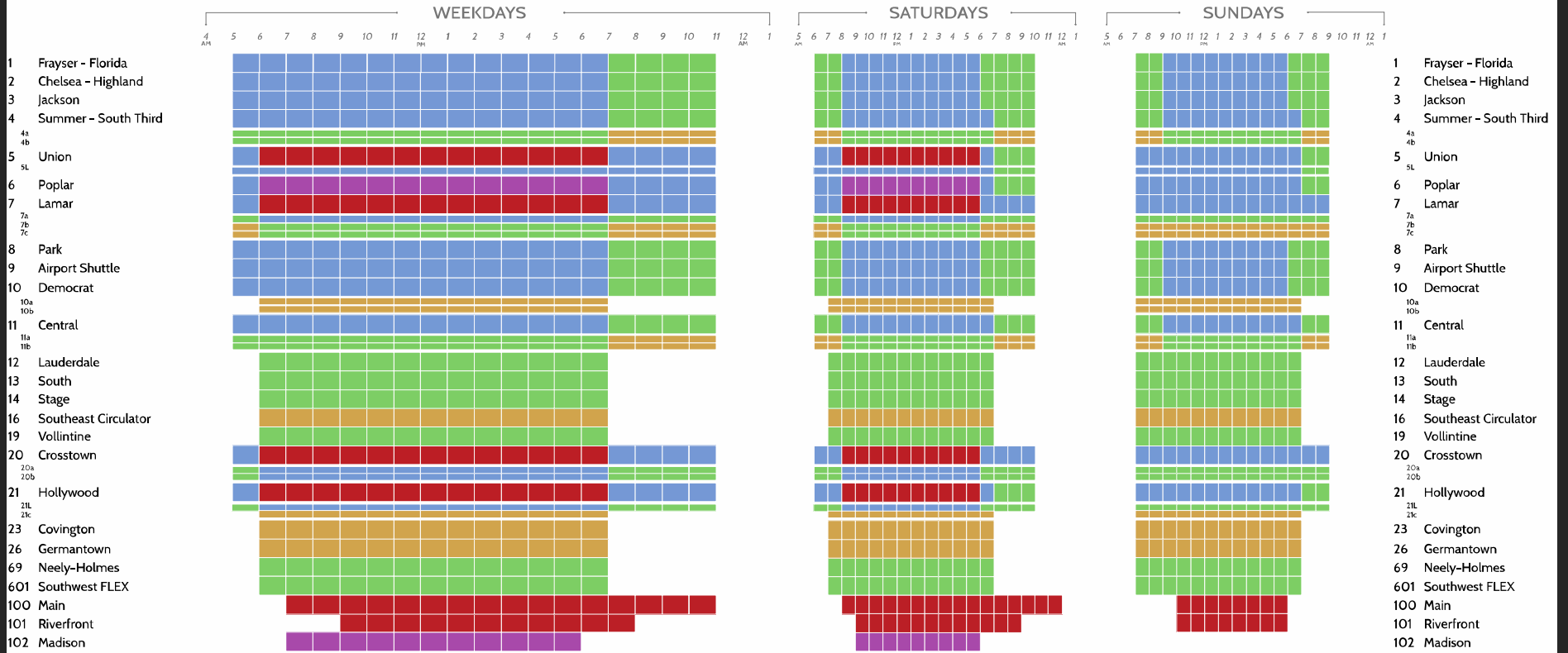
Frequency (minutes between buses) at midday on a weekday

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

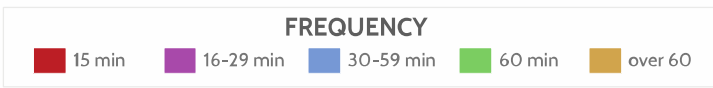
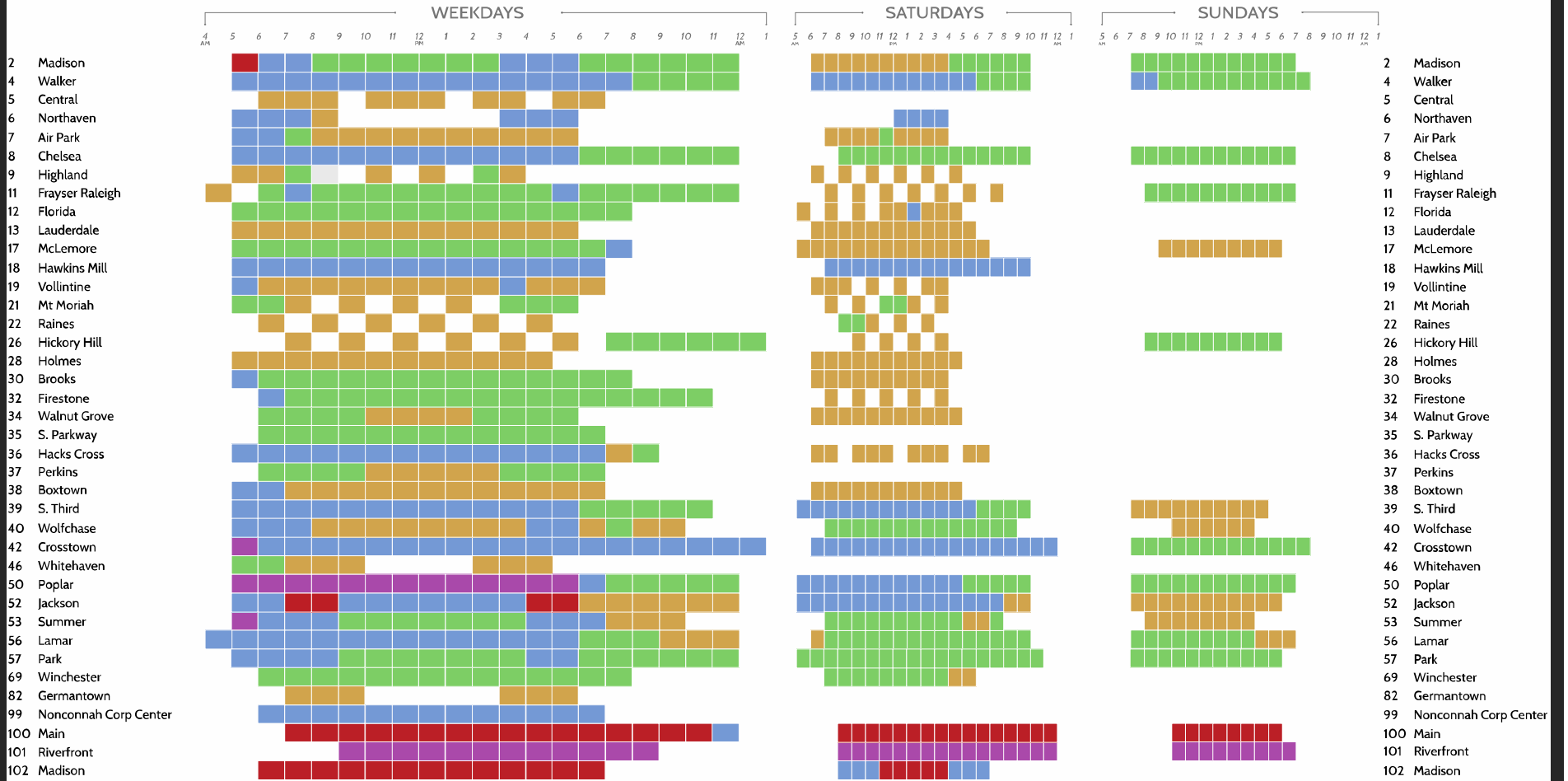
The Draft Recommended Network is based on public and stakeholder input on concepts developed for the Memphis 3.0 Transit Vision. The network will be implemented in 2022, if the city invests an additional \$30 million per year in transit.



# MEMPHIS DRAFT RECOMMENDED NETWORK FREQUENCIES



# MEMPHIS EXISTING NETWORK FREQUENCIES





MEMPHIS, TENNESSEE

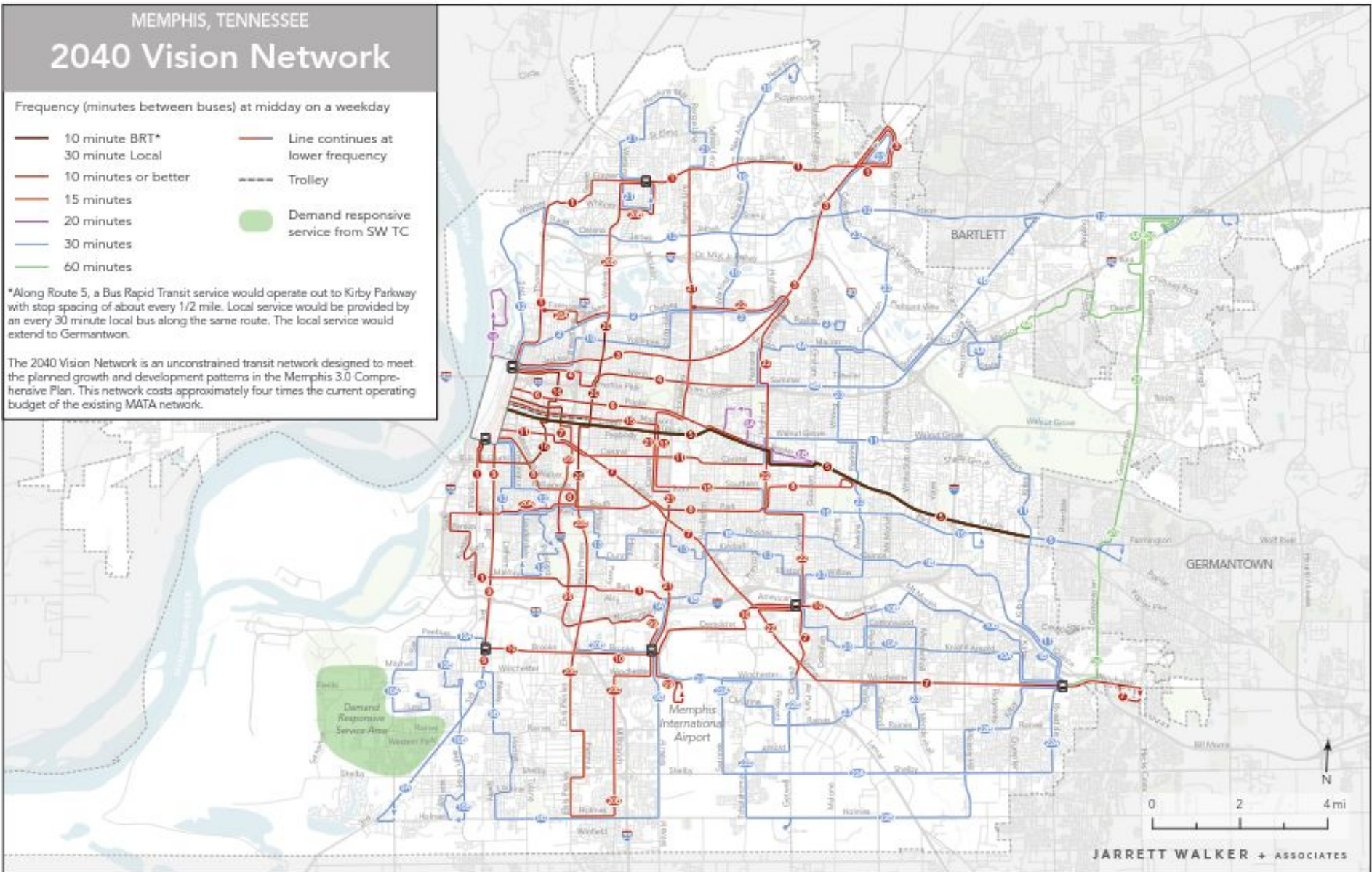
# 2040 Vision Network

Frequency (minutes between buses) at midday on a weekday

- 10 minute BRT\*
- 30 minute Local
- 10 minutes or better
- 15 minutes
- 20 minutes
- 30 minutes
- 60 minutes
- Line continues at lower frequency
- Trolley
- Demand responsive service from SW TC

\*Along Route 5, a Bus Rapid Transit service would operate out to Kirby Parkway with stop spacing of about every 1/2 mile. Local service would be provided by an every 30 minute local bus along the same route. The local service would extend to Germantown.

The 2040 Vision Network is an unconstrained transit network designed to meet the planned growth and development patterns in the Memphis 3.0 Comprehensive Plan. This network costs approximately four times the current operating budget of the existing MATA network.



JARRETT WALKER + ASSOCIATES

## What's next?

- Approved by MATA Board January 2019
- Goes to Memphis City Council with 3.0 Comprehensive Plan March 2019