

April 2023

# Proposed Transit Vision Implementation Plan

**PRESENTATION TO MATA BOARD  
OF COMMISSIONERS**

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Memphis MPO  
METROPOLITAN PLANNING ORGANIZATION



# Agenda

- 1 Background
- 2 Implementation Plan
- 3 Phasing and Programming
- 4 Next Steps



**Background**

**1**

As part of the Memphis 3.0 Comprehensive Plan, the Transit Vision Network will improve and expand transit services as the city grows and develops



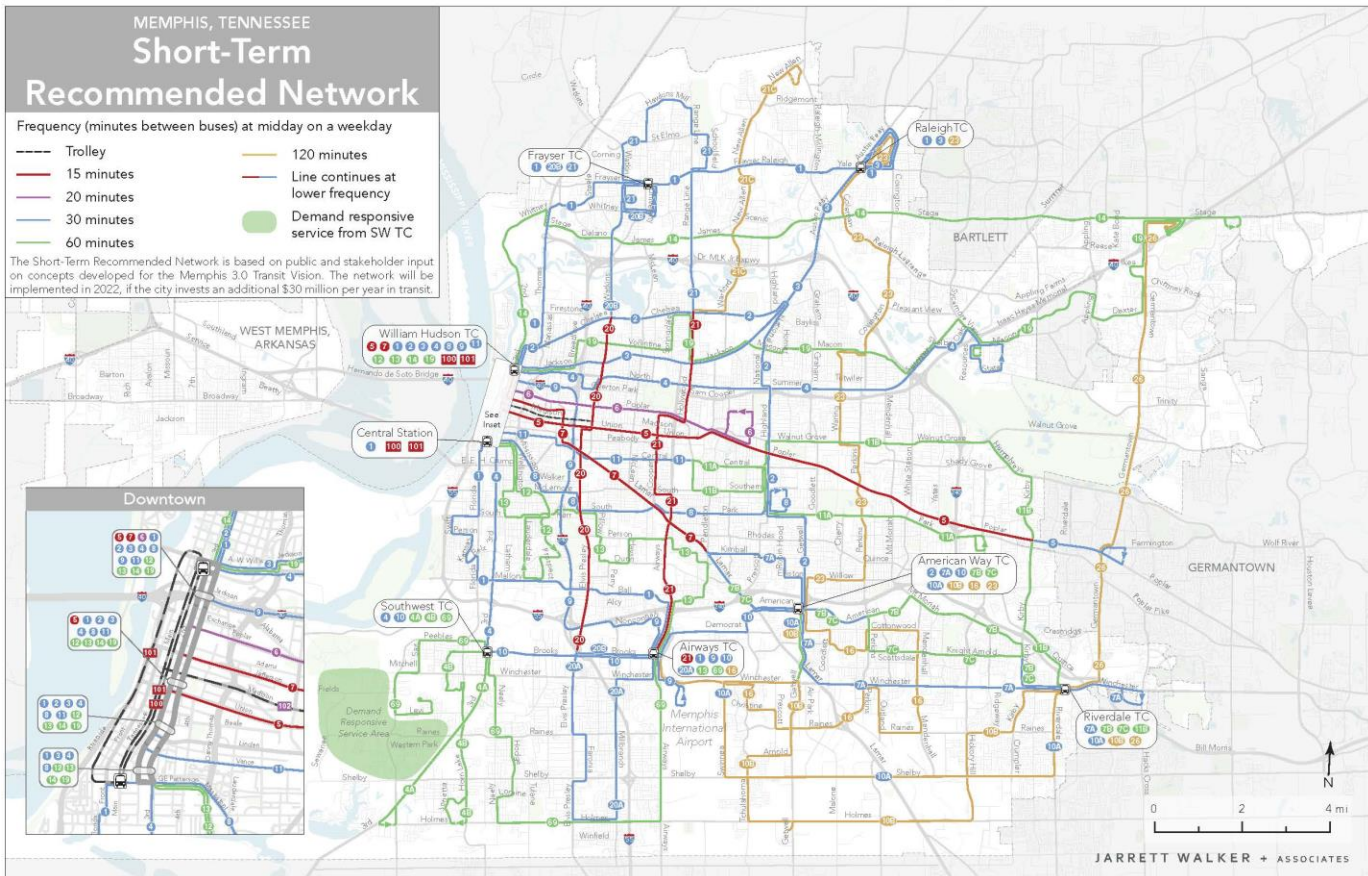
# Memphis 3.0

Comprehensive Plan





# Recommended Network - Original



# Recommended Network - Original

- Calls for increased investment
  - More frequency on more routes
  - More weekend and evening service
  - New and expanded bus routes
  - New services (on-demand) in some parts of the network
- Requires major increased investment of \$30m annually (in FY 2020)



New and redesigned bus routes that change how people connect across the city



39% more jobs reachable in an hour by transit for the average Memphian (17,000)

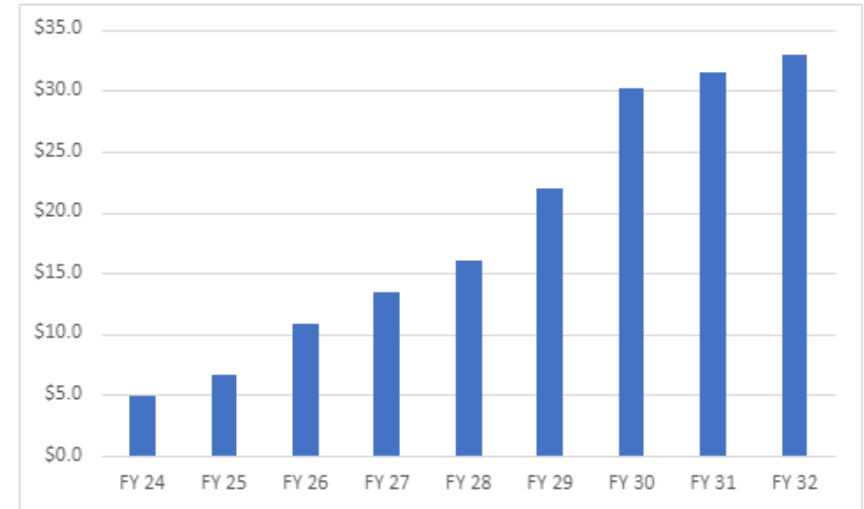


45% more jobs reachable in an hour for minority residents and 49% for low-income residents

# Recommended Network - Original

- Implementation required major increase in funding of \$30M annually (in FY 20)
- The City of Memphis and Shelby County approved special revenue funding dedicated to the Transit Vision plan in June of 2022
  - Payments in lieu of taxes (PILOT)
  - Funding to start at \$4.9M and build up year over year
  - Funding estimated to reach \$32.9M by FY 32

**Estimated City and County PILOT Funding Dedicated to Transit Vision by Year (in \$M)**



**The draft implementation plan shows how MATA will use new funding to improve the existing network over a nine-year period**

# Implementation Plan



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# Transit Vision Implementation Plan

- Scaled and phased to match available funding
- Adapts to current ridership
- Coordinates with other MATA investment projects and programs
  - On-Demand Zones (Groove and Ready!)
  - Bus Rapid Transit (Memphis Innovation Corridor)
  - Electric Bus Program
  - Crosstown Corridor Connector

# Implementation Planning Process

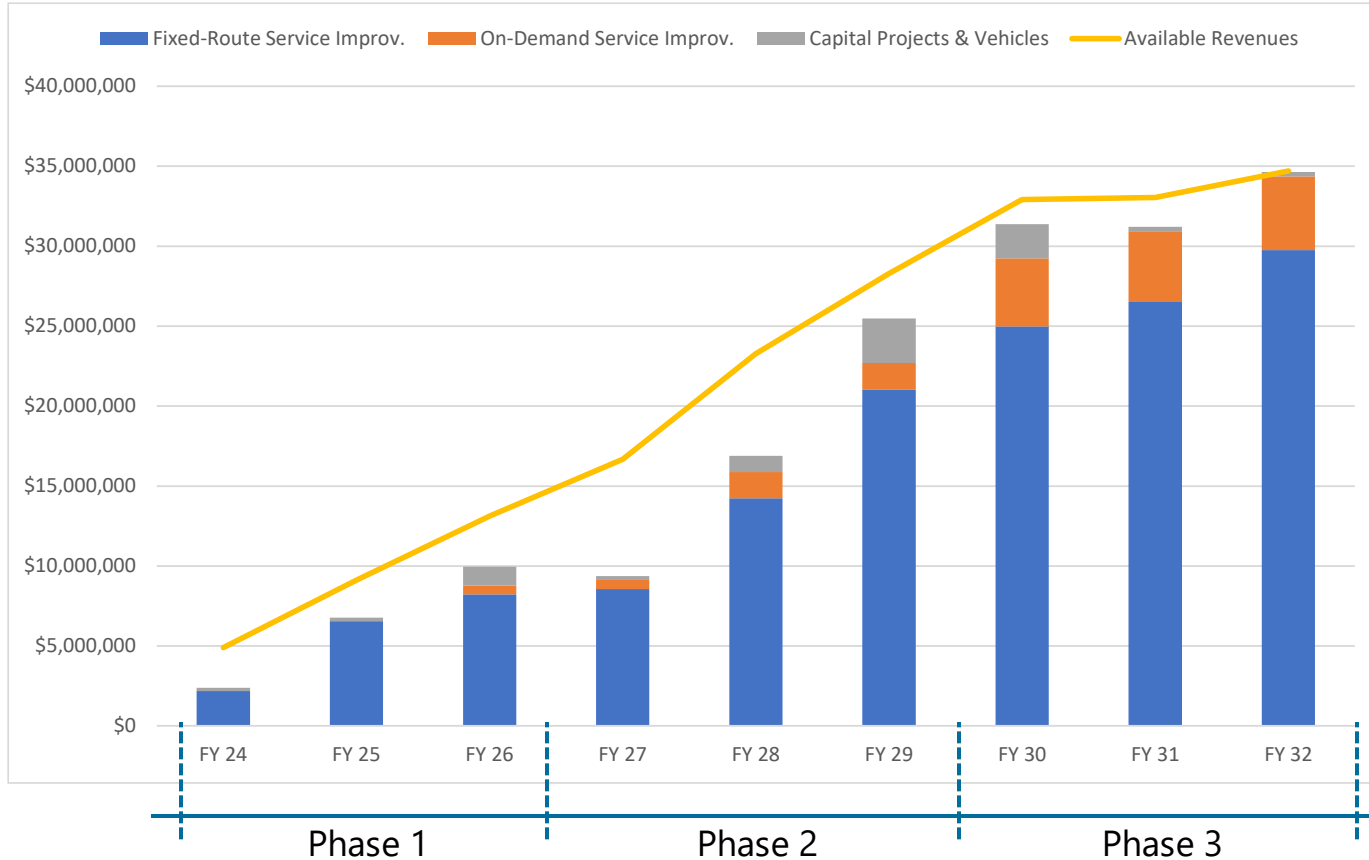


# Evaluation, Prioritization, and Programming

- **Evaluation Framework**
  - Used to prioritize and rank individual (operating and capital) projects
- **Rankings**
  - Used to program project costs based on available funding
- **Assumptions**
  - Annual inflation of 4% for operating and capital projects
- **Prioritization Phases**
  - Phase 1: FY 24 – FY 26
  - Phase 2: FY 27 – FY 29
  - Phase 3: FY 30 – FY 32

Transit Vision Evaluation Criteria	
Connect	Population
	Minority Population
	Low Income Population
	Zero Car Population
Opportunities	Jobs
Essentials	Health Facilities
	Higher Education
	Grocery Stores
Sustainability	Passengers per Revenue Hour
	Operating Cost per Passenger Trip

# End Result: Projected Revenues and Expenses

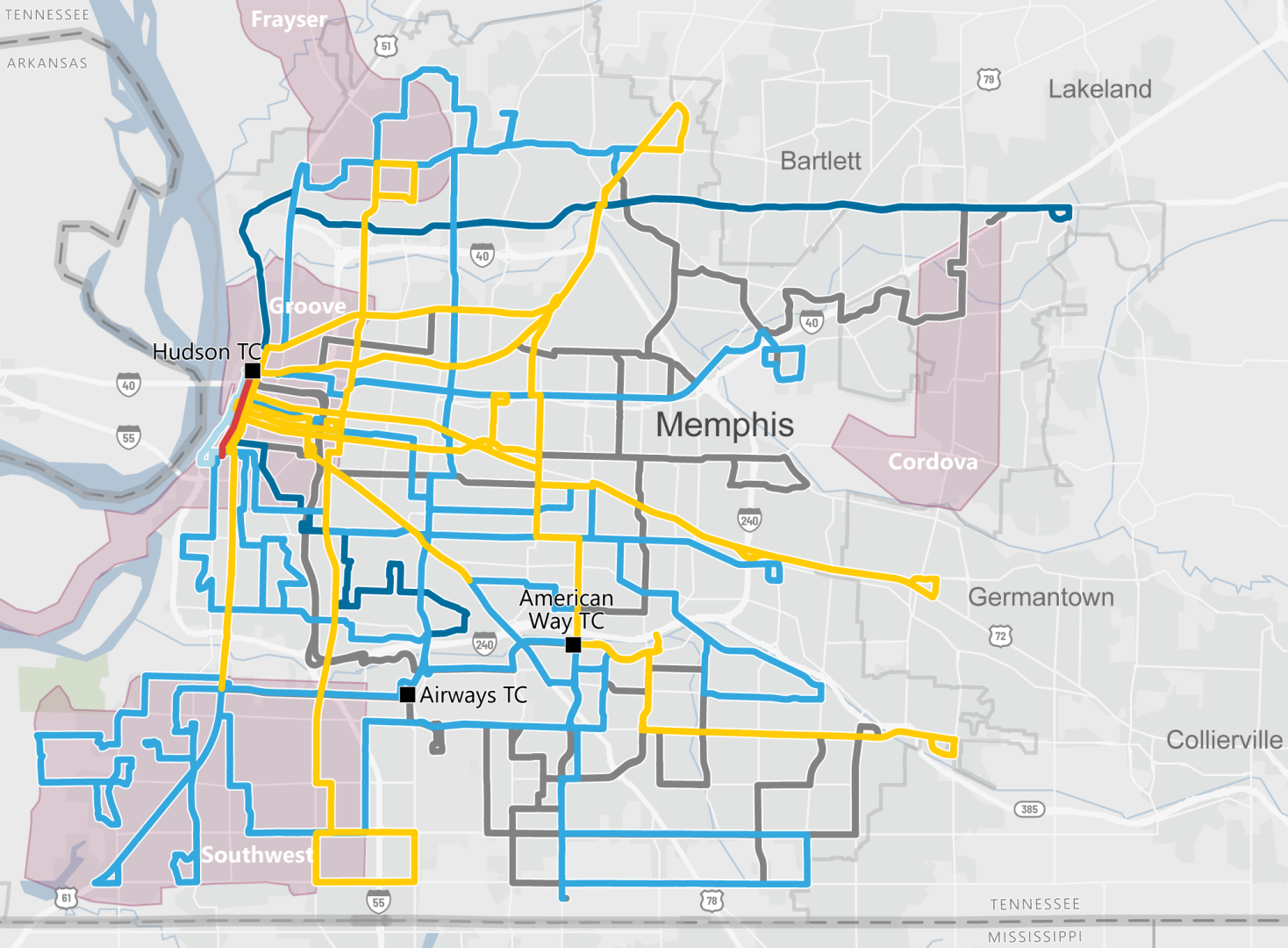


# Phasing and Programming



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## Existing Network

Fixed Routes and On-Demand Zones

### Weekday Midday Frequency

15 minutes

20 minutes

30 minutes

40 minutes

60 minutes

90 minutes

120 minutes

On-Demand Zones

Transit Centers

Data Sources: City of Memphis, Esri, MATA

0 2.5 5 Miles



# Phase 1: FY 24 – FY 26

## Fixed Route Network

- Route 1: Alignment change and weekday/weekend frequency improvements
- Route 32: Alignment change and weekday frequency improvements
- Route 36: alignment change and weekday/weekend frequency improvements
- Route 42: Alignment change and weekday/Saturday frequency improvements
- Route 50: alignment change and weekday/weekend frequency improvements
- Route 57: Weekday and Saturday frequency improvements

## On-Demand Network

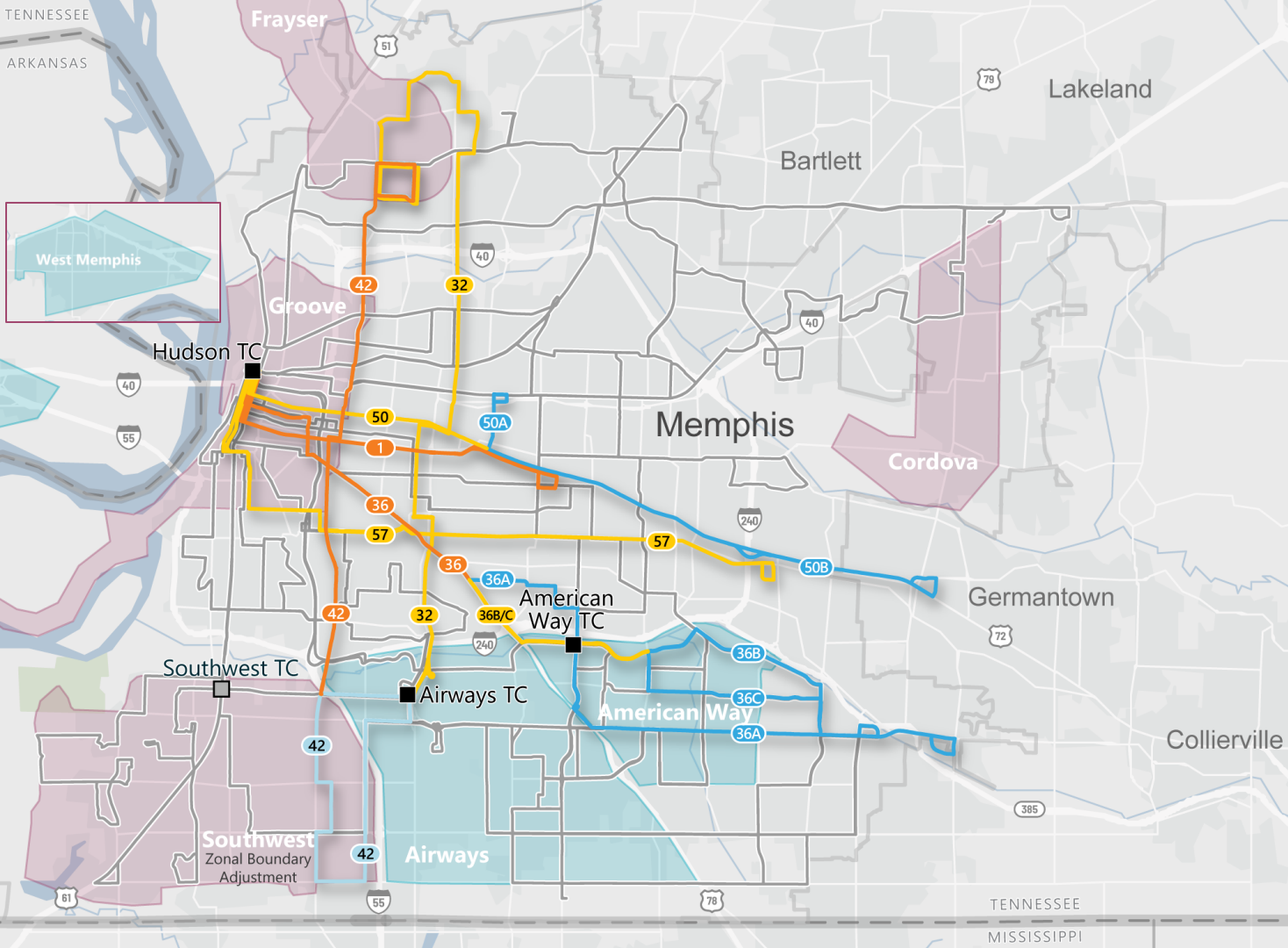
- Zonal Boundary Adjustments (Southwest)
- New Ready! Zones and Supporting Vehicles (Airways and American Way)
- New Ready! Zones and Supporting Vehicles (West Memphis) – separate funding source

## Other

- New Transit Centers (Southwest and Airways)

## Additional Funding by Year

FY 24	\$4.9 million
FY 25	\$6.6 million
FY 26	<u>\$10.8 million</u>
Ph 1	\$22.3 million



# Recommended Network - New

Phase 1: FY 24 - 26

— Routes  
no alignment or frequency changes

## Phase 1 Route Changes

Phase also includes service span expansion for select routes

## Weekday Midday Frequency

- 15 minutes
- 20 minutes
- 30 minutes
- 40 minutes
- 60 minutes
- 90 minutes
- 120 minutes
- Transit Centers
- Phase 1 Transit Centers
- On-Demand Zones
- Phase 1 On-Demand Zones

Data Sources: City of Memphis, Esri, MATA



# Phase 2: FY 27 – FY 29

## Bus Rapid Transit

- Route 1: Upgrade to Innovation Corridor BRT

## Fixed Route Network

- Route 11: Weekday and Saturday frequency improvement
- Route 30: Alignment adjustments, weekday and weekend frequency improvement
- Route 52: Saturday frequency improvement
- Route 53: Weekday and Sunday frequency improvement

## On-Demand Network

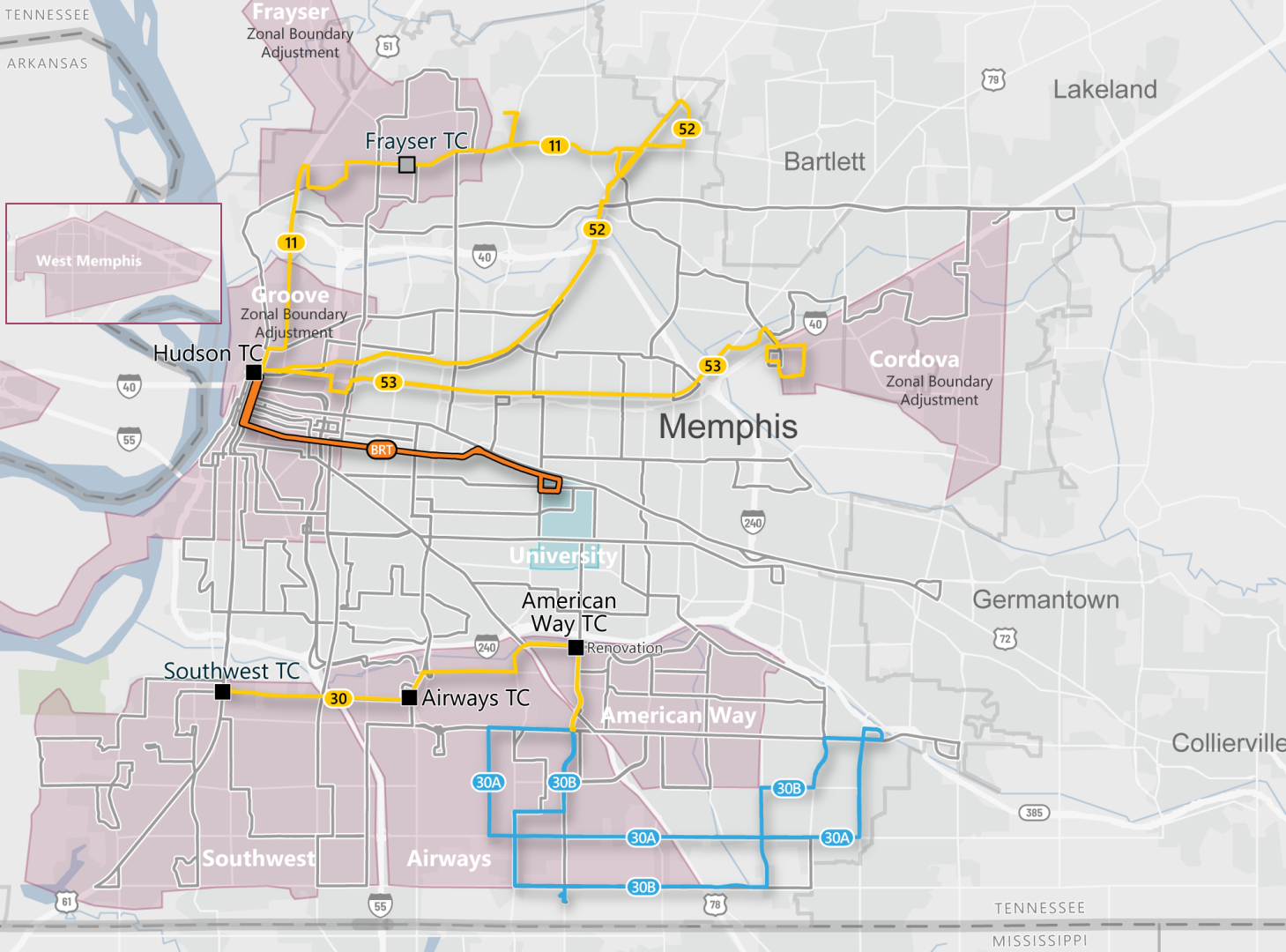
- Zonal Boundary Expansion (Cordova, Frayser, and Groove)
- New Ready! Zones and Supporting Vehicles (University of Memphis)

## Other

- Transit Center Reconstruction (American Way)
- New Transit Center (Frayser)

## Additional Funding by Year

FY 27	\$13.5 million
FY 28	\$16.0 million
FY 29	<u>\$21.9 million</u>
Ph 2	\$51.4 million



# Recommended Network - New

Phase 2: FY 27 - 29

— Routes  
no alignment or frequency changes

### Phase 2 Route Changes

Phase also includes service span expansion for select routes

### Weekday Middy Frequency

- 15 minutes
- 20 minutes
- 30 minutes
- 40 minutes
- 60 minutes
- 90 minutes
- 120 minutes

■ Transit Centers

■ Phase 2 Transit Centers

■ On-Demand Zones

■ Phase 2 On-Demand Zones

Data Sources: City of Memphis, Esri, MATA





# Phase 3: FY 30 – FY 32

## Fixed Route Network

- Route 4: Weekday and weekend frequency improvement
- Route 12: Saturday frequency improvement
- Route 19: Weekday and Saturday frequency improvement
- Route 34: Weekday and Saturday frequency improvement
- Route 37: Weekday and Saturday frequency improvement
- Route 40: Weekday and weekend frequency improvement

## On-Demand Network

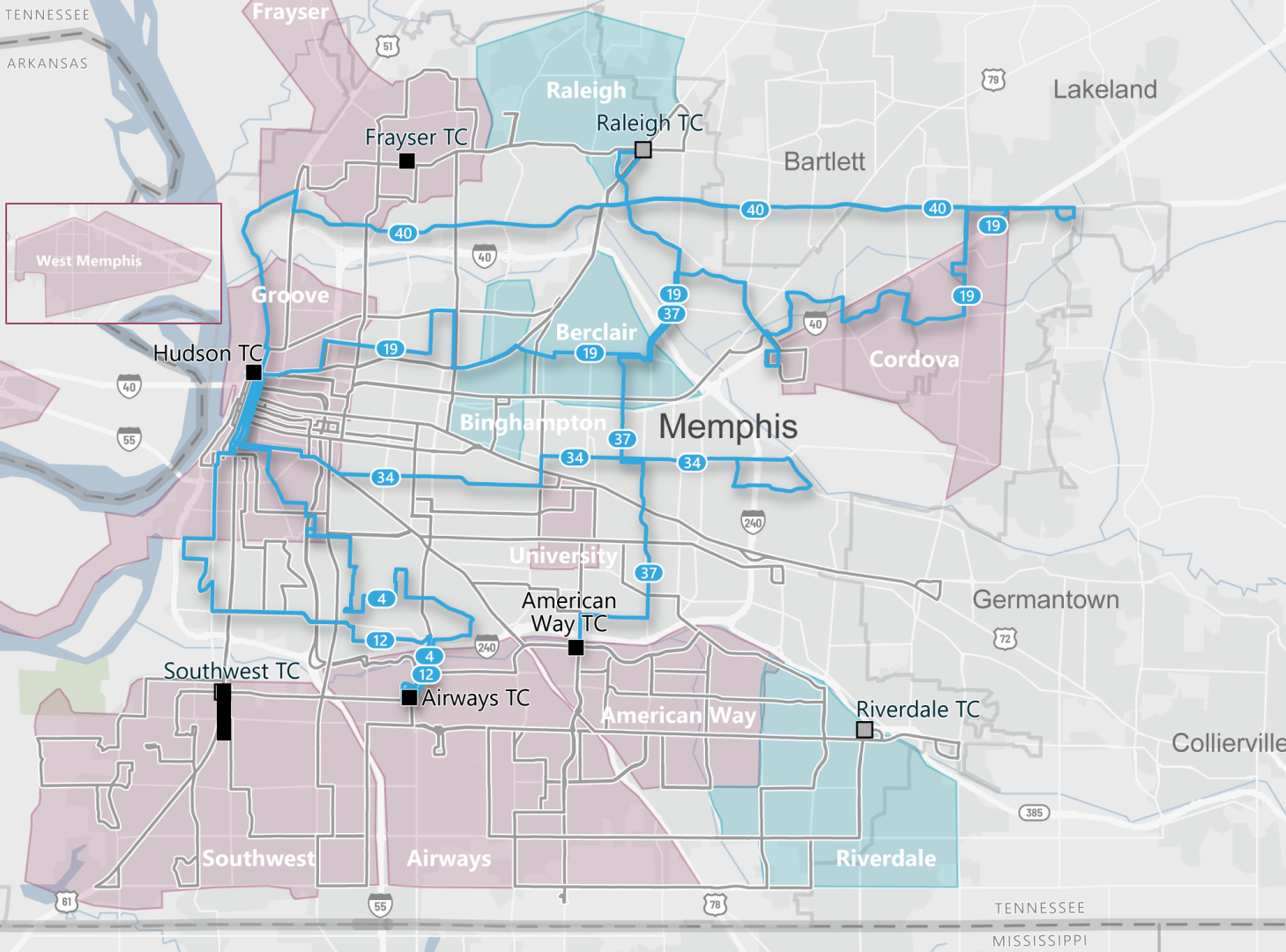
- New Ready! Zones and Supporting Vehicles (Berclair, Binghampton, Raleigh, and Riverdale)

## Other

- New Transit Centers (Raleigh and Riverdale)

## Additional Funding by Year

FY 30	\$30.1 million
FY 31	\$31.5 million
FY 32	<u>\$32.9 million</u>
Ph 3	\$94.5 million



# Recommended Network - New

Phase 3: FY 30 - 32

— Routes  
no alignment or frequency changes

### Phase 3 Route Changes

Phase also includes service span expansion for select routes

### Weekday Midday Frequency

- 15 minutes
- 20 minutes
- 30 minutes
- 40 minutes
- 60 minutes
- 90 minutes
- 120 minutes
- Transit Centers
- Phase 3 Transit Centers
- On-Demand Zones
- Phase 3 On-Demand Zones

Data Sources: City of Memphis, Esri, MATA



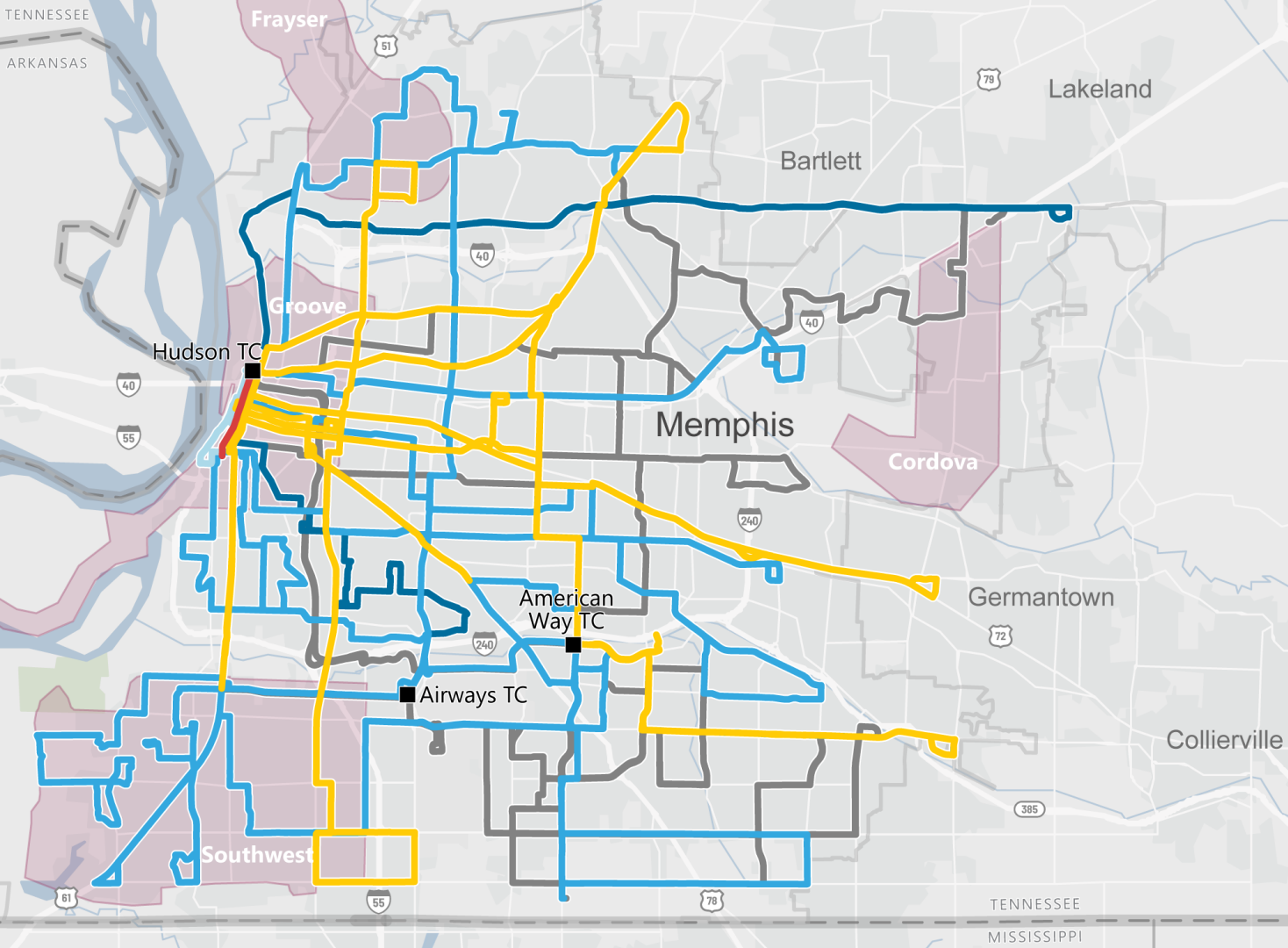
# Putting it All Together: Benefits to Riders

- Expanded Access to Opportunities
- New Transit Centers
- Expanded Service Coverage
  - Harder to serve areas covered by new Ready! zones
  - New coverage (particularly south of I-240)
- Frequency Improvements
  - No more 120-minute service
  - More 20-minute and 30-minute service
- Improved and More Consistent Spans of Service
  - Weekday minimum span: 6 am - 7 pm
  - Weekend minimum span: 7 am - 7 pm

**Existing and Proposed Fixed Route  
Service Frequencies**

Route	Weekday Pk. Freq.		Weekday Mid. Freq.		Saturday Freq.		Sunday Freq.	
	Existing	Planned	Existing	Planned	Existing	Planned	Existing	Planned
1	30	20	30	20	60	30	60	30
2	30	30	30	30	30	30	60	60
4	90	60	90	60	90	60	90	60
7	60	60	60	60	60	60	60	60
8	30	30	30	30	30	30	30	30
11	60	30	60	30	60	30	60	60
12	60	60	60	60	120	60		
13	60	60	60	60	60	60	60	60
16	120	60	120	60	120	60	120	60
19	120	60	120	60	120	60		
28	120	60	120	60	120	60	120	60
30	60	30	60	30	60	30	60	30
32	60	30	60	30	60	60	60	60
34	120	60	120	60	120	60		
36	20	20	30	20	30	30	30	30
37	120	60	120	60	120	60		
39	30	30	30	30	30	30	30	30
40	90	60	90	60	90	60	90	60
42	30	20	30	20	60	30	60	60
50	30	20	30	20	60	30	60	30
52	30	30	30	30	60	30	60	60
53	60	30	60	30	60	60	120	60
57	60	30	60	30	60	30	60	60
69	60	60	60	60	60	60		

20-min.
  30-min.
  60-min.
  90-min.
  120-min.



## Existing Network

Fixed Routes and On-Demand Zones

### Weekday Midday Frequency

- 15 minutes
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- 60 minutes
- 90 minutes
- 120 minutes

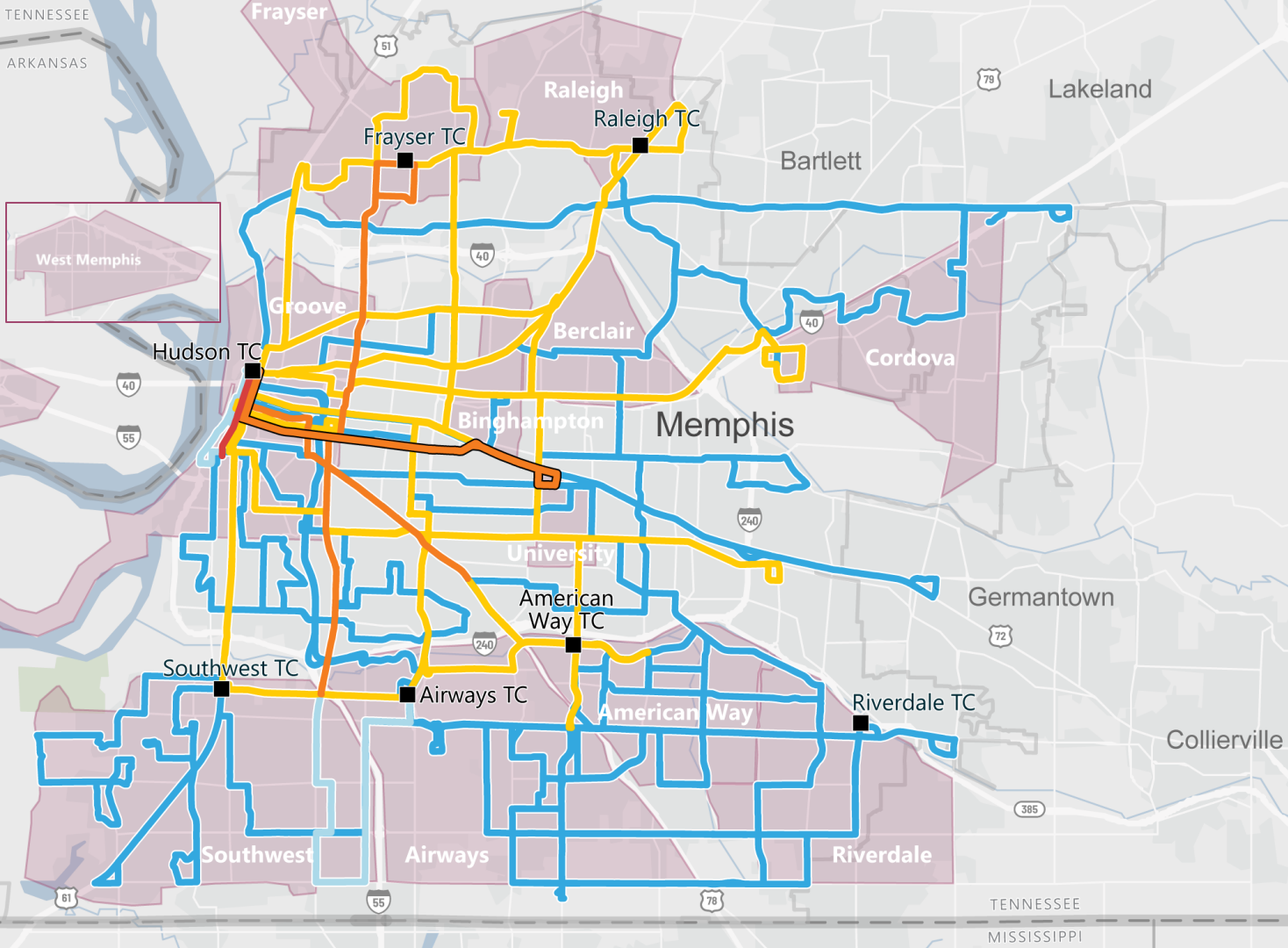
■ On-Demand Zones

■ Transit Centers

Data Sources: City of Memphis, Esri, MATA

0 2.5 5 Miles





# Recommended Network - New

Fixed Routes and On-Demand Zones

## Weekday Midday Frequency

- 15 minutes
- 20 minutes
- 30 minutes
- 40 minutes
- 60 minutes
- 90 minutes
- 120 minutes

- On-Demand Zones
- mConnect BRT
- Transit Centers

Data Sources: City of Memphis, Esri, MATA





**Next Steps**

**4**

# Plan Engagement and Adoption

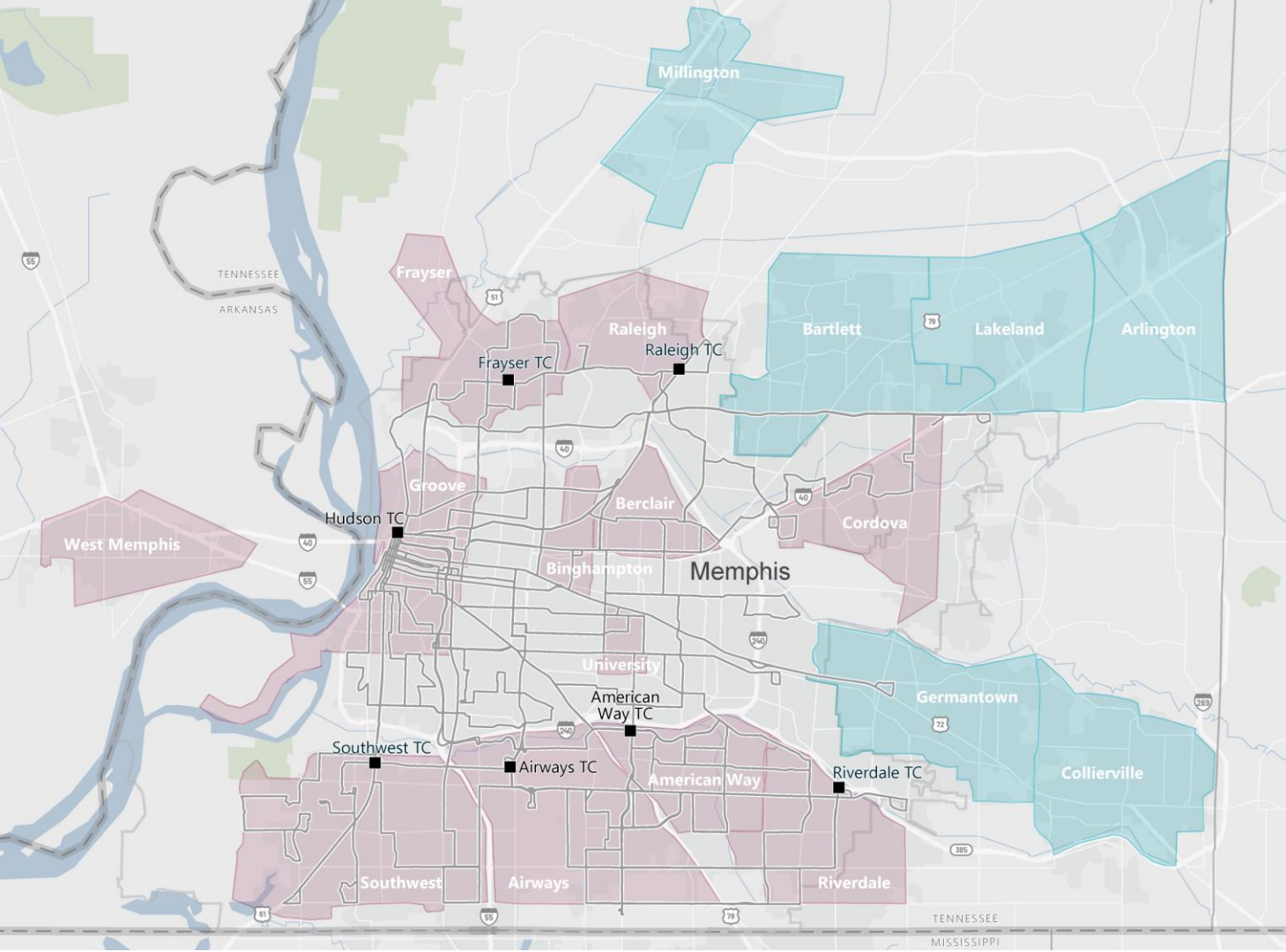
- Outreach Activities
  - In-Person Events
  - Virtual Engagement
- Plan Finalization & Adoption by MATA Board

# Future Opportunities

- On-Demand Zone Partnerships with Suburban Municipalities  
(*Subject to additional funding*):
  - Arlington
  - Bartlett
  - Collierville
  - Germantown
  - Lakeland
  - Millington

# Future Opportunities

## On-Demand Zones



— Routes  
no alignment or frequency changes

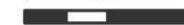
■ On-Demand Zones

■ Future On-Demand Zones

■ Transit Centers

Data Sources: City of Memphis, Esri, MATA

0 2.5 5 Miles



# Questions?



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