

2026 Spring Service Updates



THE GOAL: RELIABLE SERVICE

FLEET STABILIZATION

- AMBITIOUS GOAL: 45 BUSES OVER THREE YEARS
- \$37 MILLION IN FUNDING
 - 12 BUSES IN 2026
 - FIRST DELIVERY (4 BUSES) EXPECTED JUNE 15
 - 12 BUSES IN 2027
 - 21 BUSES IN 2028
- 15 NEW PARATRANSIT BUSES IN SERVICE



THE GOAL: RELIABLE SERVICE

AGGRESSIVE HIRING CAMPAIGN

- 18 FIXED-ROUTE OPERATORS HIRED
 - NOW HIRING PART-TIME OPERATORS
- NEW TRANSIT AMBASSADORS
- ADDITIONAL DISPATCHERS
- INCREASED SECURITY PERSONNEL



MATAPLUS IMPROVEMENTS



New Technology

- 30% more rides per hour
- New automatic notifications
 - Pick up time
 - Driver in route
 - Arriving now



Introducing online booking for MATAPLUS!

- Schedule trips quickly at your convenience
- View and manage your upcoming ride reservations
- Receive real-time updates and confirmations
- Access your ride history

**Completely optional - MATAPLUS users can continue making reservations by calling the reservation number*



FRESH FOOD ACCESS STAYS ON TRACK

- RESIDENTS ON THE MOVE
 - FREE TRANSPORTATION TO GROCERY STORES & ESSENTIAL DESTINATIONS FOR RESIDENTS OF KLONDIKE & SMOKY CITY
 - SERVICE REMAINS AVAILABLE EVERY TUESDAY & SATURDAY
 - MATA REMAINS COMMITTED TO PROVIDING ACCESS TO HEALTHY FOOD AND ESSENTIAL RESOURCES



WHAT'S CHANGING & WHY?



- GEOGRAPHICAL CHANGES
- BUS FREQUENCY
- BEGINNING & END TIMES FOR ROUTES

SPRING 2026 SERVICE
ADJUSTMENTS ALLOW THE
ORGANIZATION TO STABILIZE AND
PROVIDE BETTER RELIABILITY.

IMPROVING SERVICE ON HIGH-RIDERSHIP ROUTES

- ADDITIONAL BUSES ADDED TO BUSIEST ROUTES
- FOCUS ON ROUTES 50 & 42
- HELPS REDUCE OVERCROWDING AND DELAYS

MORE BUSES. STRONGER RELIABILITY.
STRONGER SERVICE FOR OUR RIDERS.



ROUTE 2 MADISON



WILL RUN FROM WILLIAM HUDSON TRANSIT CENTER THROUGH THE U OF M AND CONTINUE TO KNIGHT ARNOLD TO MAKE ONE CONTINUOUS ROUTE INSTEAD OF ONE LONG AND ONE SHORT.

- NEW BUS FREQUENCY
 - 1HR AND 15 MIN
 - ALT. ROUTES AVAILABLE

ROUTE 8 CHELSEA & HIGHLAND

- CURRENTLY A DETOUR, DUE TO NARROW LANES.
- THIS DETOUR IS NOW BECOMING A PERMANENT CHANGE

BUS FREQUENCY: 60 MINUTES



ROUTE 69 WINCHESTER

- ROUTE 69 WILL BYPASS A PORTION OF WEST RAINES AND ENTER USING WEAVER RD. (THIS AVOIDS THE BUS GETTING STOPPED BY TRAIN)



- NEW BUS FREQUENCY:
 - 90 MINUTES

SCHEDULE CHANGES



- EXTENDED SERVICE HOURS ON ROUTES WHERE RIDERSHIP IS GROWING
- BUS FREQUENCY ADJUSTMENTS TO IMPROVE CONSISTENCY & RELIABILITY
- UPDATED SCHEDULES ON SELECT ROUTES TO BETTER MATCH DEMAND
 - EARLIER END TIMES ON ROUTES WHERE LATE-NIGHT RIDERSHIP IS LOW
 - AFFECTS **LESS THAN 1.5%** OF RIDERS WEEKDAYS

WEEKDAY SCHEDULES

Route	Current start time	Current end time	New start time	New end time	Headway
1-UNION	5:15 AM	11:00 PM	5:15 AM	10:22 PM	45 mins
2-MADISON	5:45 AM	8:27 PM	4:59 AM	9:05 PM	75 mins
4-WALKER	4:15 AM	7:08 PM	4:15 AM	8:15 PM	75 mins
7-SHELBY-HOLMES	4:28 AM	7:57 PM	5:58 AM	6:36 PM	90 mins
8-CHELSEA & HIGHLAND	5:15 AM	11:53 PM	5:15 AM	10:07 PM	60 mins
11-FRAYSER	5:15 AM	11:53 PM	5:13 AM	10:04 PM	60 mins
12-MALLORY	5:15 AM	7:59 PM	5:11 AM	8:04 PM	60 mins
13-LAUDERDALE/ 40-STAGE	5:15 AM	11:09 PM	5:15 AM	9:40 PM	120 mins
16-SOUTHEASTCIRCULATOR	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
19-VOLLINTINE	4:45 AM	7:31 PM	4:45 AM	8:35 PM	120 mins
28-AIRPORT	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
30-BROOKS	4:55 AM	10:50 PM	4:55 AM	8:43 PM	120 mins
32-HOLLYWOOD & HAWKINS MILL	4:30 AM	12:14 AM	4:30 AM	10:17 PM	90 MINS
34-CENTRAL & WALNUT GROVE	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
36-LAMAR	5:15 AM	11:01 PM	4:15 AM	10:05 PM	60 mins
37-PERKINS	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
39-SOUTH THIRD	5:15 AM	12:05 AM	4:45 AM	9:35 PM	ALTERNATE FROM 30 TO 90
42-CROSTOWN	4:15 AM	12:00 AM	4:00 AM	10:38 PM	60 MINUTE
50-POPLAR	4:15 AM	12:00 AM	4:15 AM	10:40 PM	45 minutes
52-JACKSON	4:15 AM	12:00 AM	4:14 AM	10:00 PM	60 mins
53-SUMMER	6:15 AM	12:00 AM	6:15 AM	10:01 PM	60 mins
57-PARK	4:30 AM	11:14 PM	4:30 AM	9:50 PM	75 mins
69-WINCHESTER	4:28 AM	7:57 PM	5:30 AM	8:20 PM	90 mins

SATURDAY SCHEDULES

Route	Current start time	Current end time	New start time	New end time	Headway
1-UNION	7:15 AM	7:00 PM	7:00 AM	5:22 PM	90 mins
2-MADISON	7:11 AM	8:27 PM	6:59 AM	4:50 PM	75 mins
4-WALKER	8:15 AM	6:07 PM	8:00 AM	5:45 PM	75 mins
7-SHELBY-HOLMES	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	90 mins
8-CHELSEA & HIGHLAND	6:45 AM	8:23 PM	7:15 AM	9:07 PM	60 mins
11-FRAYSER	7:08 AM	7:53 PM	7:13 AM	7:04 PM	60 mins
12-MALLORY	8:15 AM	5:59 PM	8:15 AM	6:06 PM	120 mins
13-LAUDERDALE/ 40-STAGE	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
16-SOUTHEAST CIRCULATOR	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
19-VOLLINTINE	8:15 AM	8:01 PM	8:15 AM	8:05 PM	120 mins
28-AIRPORT	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
30-BROOKS	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
32-HOLLYWOOD & HAWKINS MILL	7:00 AM	8:44 PM	7:00 AM	8:17 PM	90 mins
34-CENTRAL & WALNUT GROVE	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
36-LAMAR	7:15 AM	8:59 PM	7:00 AM	9:47 PM	90 mins
37-PERKINS	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
39-SOUTH THIRD	6:45 AM	8:05 PM	6:45 AM	9:05 PM	ALTERNATE FROM 30 TO 90
42-CROSSTOWN	7:15 AM	9:54 PM	7:00 AM	9:20 PM	45 mins
50-POPLAR	7:15 AM	8:51 PM	7:30 AM	8:47 PM	45 mins
52-JACKSON	7:15 AM	8:55 PM	7:14 AM	9:00 PM	60 mins
53-SUMMER	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	60 mins
57-PARK	7:00 AM	8:35 PM	7:00 AM	7:20 PM	75 mins
69-WINCHESTER	6:56 AM	5:27 PM	7:55 AM	4:48 PM	90 mins

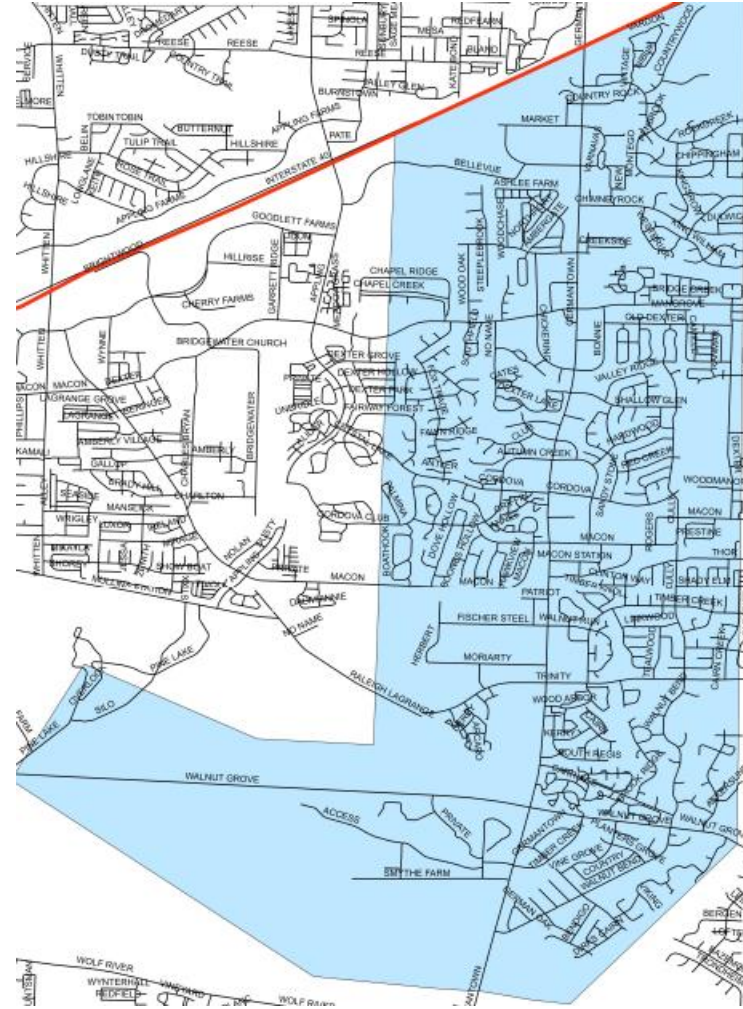
SUNDAY SCHEDULES

Route	Current start time	Current end time	New start time	New end time	Headway
1-UNION	8:15 AM	6:00 PM	8:15 AM	5:07 PM	90 mins
2-MADISON	8:15 AM	5:57 PM	7:59 AM	4:35 PM	75 mins
4-WALKER	8:15 AM	6:07 PM	8:00 AM	4:30 PM	75 mins
7-SHELBY-HOLMES	8:15 AM	5:08 PM	8:15 AM	5:06 PM	90 mins
8-CHELSEA & HIGHLAND	8:15 AM	5:38 PM	8:15 AM	5:07 PM	60 mins
11-FRAYSER	8:15 AM	5:53 PM	8:15 AM	5:04 PM	60 mins
12-MALLORY					
13-LAUDERDALE/ 40-STAGE	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
16-SOUTHEASTCIRCULATOR	8:00 AM	5:46 PM	8:00 AM	3:46 PM	120 mins
19-VOLLINTINE					
28-AIRPORT	8:15 AM	5:01 PM	8:00 AM	4:37 PM	120 mins
30-BROOKS	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
32-HOLLYWOOD & HAWKINS MILL	7:30 AM	5:44 PM	7:30 AM	4:18 PM	90 mins
34-CENTRAL & WALNUT GROVE					
36-LAMAR	8:15 AM	5:59 PM	8:15 AM	5:03 PM	90 mins
37-PERKINS					
39-SOUTH THIRD	8:15 AM	6:05 PM	8:15 AM	5:05 PM	60 mins
42-CROSTOWN	8:15 AM	7:07 PM	8:15 AM	6:07 PM	60 mins
50-POPLAR	8:15 AM	6:50 PM	8:15 AM	5:47 PM	45 mins
52-JACKSON	8:15 AM	5:55 PM	8:14 AM	6:00 PM	60 mins
53-SUMMER	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	120 mins
57-PARK	<i>No change</i>	<i>No change</i>	<i>No change</i>	<i>No change</i>	75 mins
69-WINCHESTER					

ON DEMAND UPDATES

READY! UPDATES

- EFFECTIVE MAY 17TH READY! CORDOVA WILL OPERATE AN ABBREVIATED SCHEDULE MONDAY – SATURDAY
- HOURS OF OPERATION
 - MONDAY – FRIDAY
7:00 A.M.-11:00 A.M.
& 2:00 PM-6:00 P.M.
 - SATURDAY
8:00 A.M. -4:00 P.M.



NEVER MISS YOUR RIDE

- SIGN UP FOR OMNILERT
- GET REAL-TIME UPDATES VIA TEXT, EMAIL, OR PHONE CALL ABOUT:
 - DELAYS
 - DETOURS
 - ROUTE CHANGES
 - SERVICE ANNOUNCEMENTS
 - WEATHER IMPACTS



THANK YOU

