

MATA

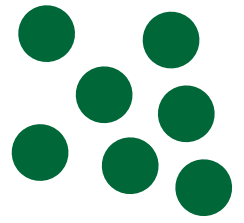
2023 Proposed Winter Service Changes

Public feedback from the 12 public meetings:

147 comments received

Primary comments:

- *“Concerned with the negative impact of the proposed service end time of 7:00PM”*
- *“Concerns for employment areas such as the airport and logistic centers”*



MATA PROPOSED WINTER 2023 SERVICE CHANGES – Adjustments #1

Proposed Effective Date: Sunday, February 11, 2023



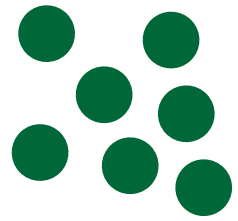
Proposed Service Changes After Public Comments

Route 30-BROOKS:

- ✓ Keep the Holmes Branch
- ✓ Shelby Branch with adjustments along Getwell Road between Winchester Road and Shelby Drive

Route 69-WINCHESTER:

- ✓ Extend West to Double Tree St. and Parkrose Road



MATA PROPOSED WINTER 2023 SERVICE CHANGES – Adjustment #2

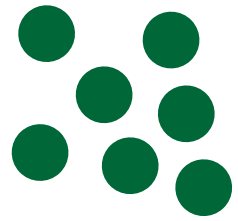
Proposed Effective Date: Sunday, February 11, 2023



Proposed Service Changes after Public Comment Period

Increase the following high performing nighttime routes to run beyond 7:00PM
(Included in Options 1 & 2):

- 8 – Chelsea / Highland
- 11- Frayser
- 30- Brooks
- 32 – Hollywood / Hawkins Mill
- 36 - Lamar
- 39 – South Third
- 42 - Crosstown
- 50 - Poplar
- 52 - Jackson
- 100 – Main Street Trolley (Rail)



MATA PROPOSED WINTER 2023 SERVICE CHANGES – Adjustment #3

Proposed Effective Date: Sunday, February 11, 2023



Proposed Service Changes: One Option for night service

- Included in Options 3



- ✓ Citywide Service Area
- ✓ 7 Day a Week
- ✓ 7:00 p.m. to 11:00 p.m.
- ✓ 37 Vans (9 Wheelchair Accessible)
- ✓ 15-20 Minute Frequency
- ✓ Contracted with and operated by VIA

groove
ON-DEMAND

MATA
MEMPHIS AREA TRANSIT AUTHORITY

PROPOSED SERVICE CHANGES:

Effective Sunday, February 11, 2024, MATA will make changes to improve our bus service efficiency and effectiveness

WHY:

- To give the community service it can rely on

WHY:

- To give MATA a fighting chance at maintaining schedules

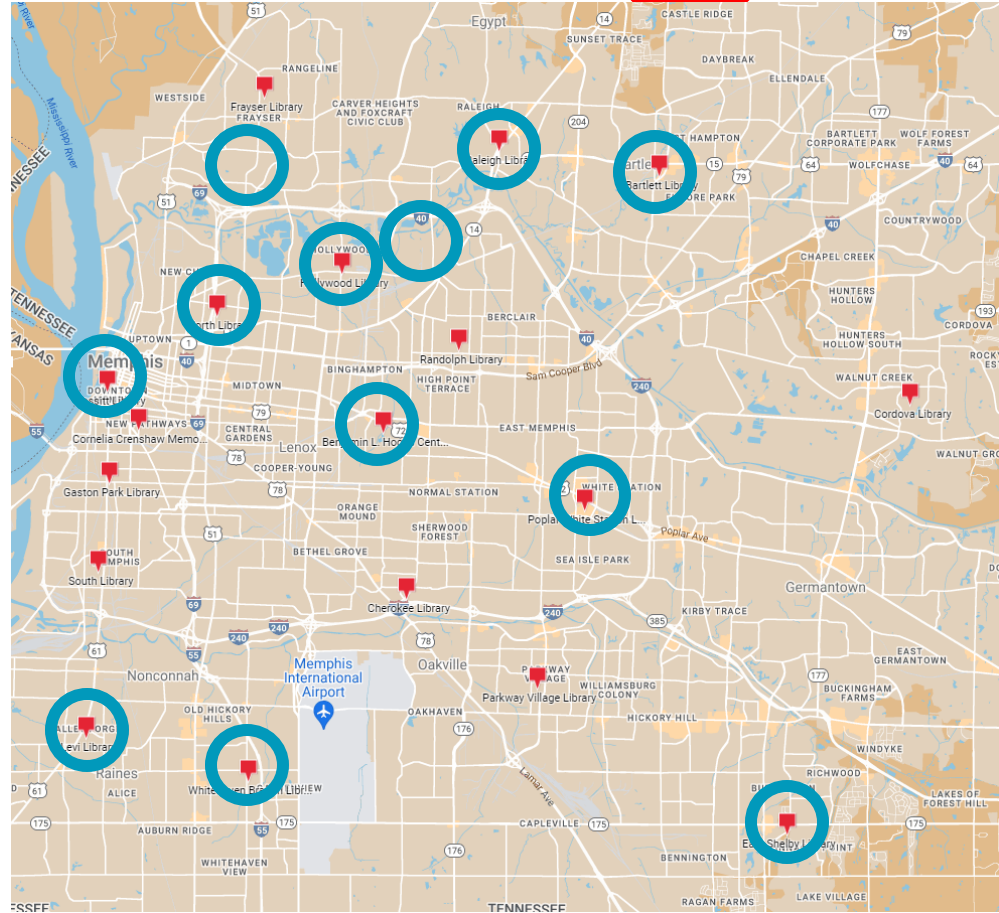
Major service change requirements:

- Public hearing
- Title VI and Environmental Justice Equity Analysis in accordance with the Civil Rights Act of 1964
- Seek MATA Board approval



✓ Public hearings: 12

Date	Location	Meeting Time
1 October 16	Officer G. Redd Library	11AM -12PM
2 October 16	Ed Rice Community Center	6PM -7PM
3 October 17	Bartlett Library	11AM -12PM
4 October 17	Cossitt Library	6PM -7PM
5 October 18	Levi Library	11AM -12PM
6 October 18	Orange Mound Comm. Ctr.	2:30PM –3:30PM
7 October 19	Hollywood Library	11AM -12PM
8 October 19	North Library	5PM -5:55PM
9 October 20	Raleigh Library	11AM -12PM
10 October 20	Benjamin Hooks Library	4:30PM -5:30PM
11 October 21	Whitehaven Library	1:30 -2:30 PM
12 October 24	MATA Board	3:30PM-5PM



Seek MATA Board Approval



- The proposed February 11, 2024 service changes will be presented during the December 2023 MATA Board of Commissioners Meeting

Fixed Route Bus Proposed Changes:

WEEKDAYS	SATURDAYS	SUNDAYS
60 minutes minimum headway	60 minutes minimum headway	120 minutes minimum headway

- **Included in Options 2, 3 & 4**
- Additional service between headways using “trippers” will be provided as manpower and equipment permits.

Fixed Route Bus Proposed Changes:

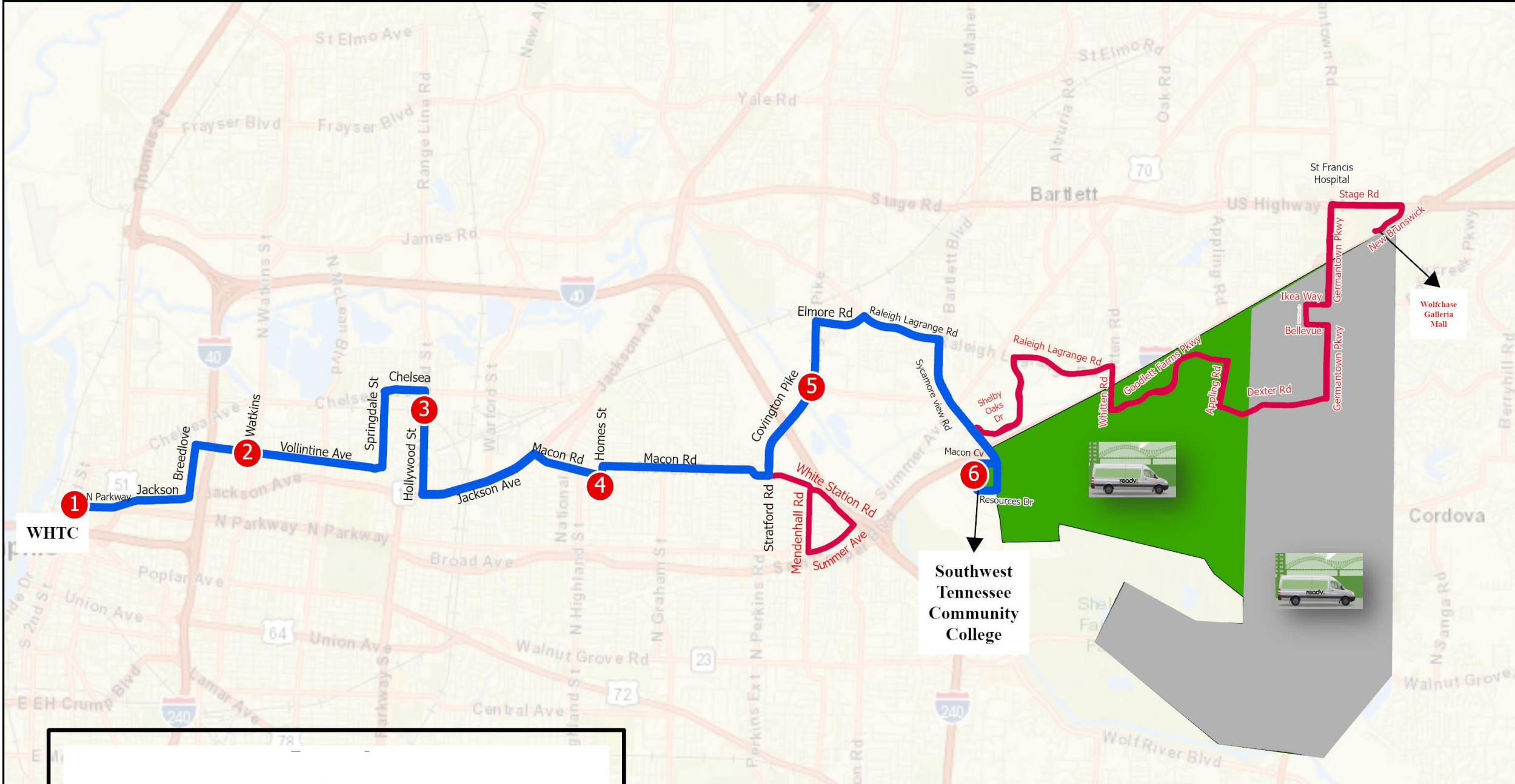
ROUTES TO BE SUSPENDED

[Included in Options 2, 3 & 4]

WEEKDAYS	SATURDAYS	SUNDAYS
	7 – Shelby / Holmes	7 – Shelby / Holmes
16 – Southeast Circulator	16 – Southeast Circulator	16 – Southeast Circulator
	19 - Vollintine	
28 – Airport	28 – Airport	28 – Airport
34 – Walnut Grove	34 – Walnut Grove	34 – Walnut Grove
37 – Perkins	37 – Perkins	
101 – Riverfront Trolley Line	101 – Riverfront Trolley Line	
102 – Madison Trolley Line	102 – Madison Trolley Line	102 – Madison Trolley Line

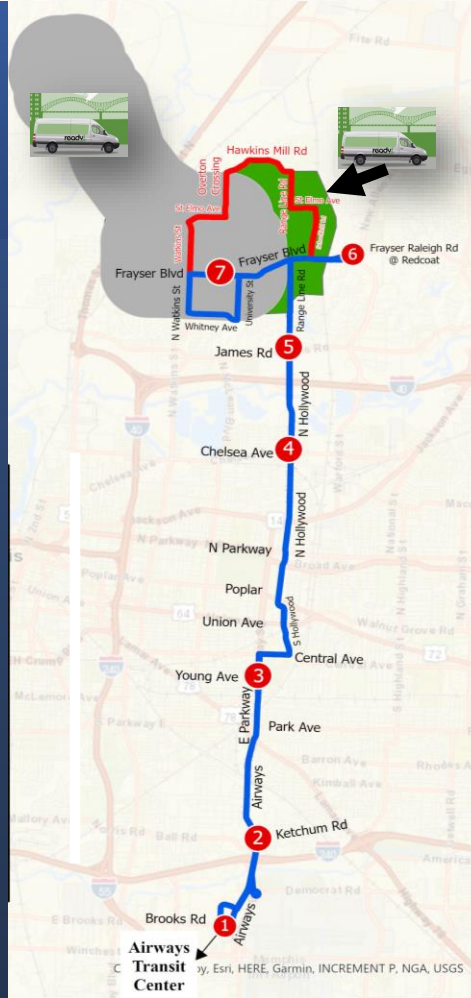
Route 19

Vollintine



Route 32

Hollywood & Hawkins Mill



MATApplus Paratransit Proposed Changes:

WEEKDAYS	SATURDAYS	SUNDAYS
Service area will be impacted due to fixed-route changes	Service area will be impacted due to fixed-route changes	Service area will be impacted due to fixed-route changes

- Included in Options 2, 3 & 4

READY! By MATA Proposed Changes:

	WEEKDAYS	SATURDAYS	SUNDAYS
ZONE 1 - Southwest Memphis	No Change		No Service
Zone 2 Northaven/ Frayser	Service area will increase to cover shortened fixed route bus lines		No Service
Zone 3 Cordova	Service area will increase to cover shortened fixed route bus lines		No Service

Trolley Proposed Changes:

	WEEKDAYS	SATURDAYS	SUNDAYS
MAIN STREET	No Change	No Change	No Change
MADISON LINE	No Service	No Service	No Service
RIVERFRONT LINE	No Service	No Service	No Service

Proposed service changes provide:

**TARGETED & RELIABLE
TRIPS**

Proposed service changes provide:

TARGETED TRIPS

- Targeted bus services in high ridership areas
- Targeted on-demand services in low-ridership areas
- Streamlines staff resources

Proposed service changes provide:

MORE RELIABLE TRIPS

- Commitment to more timely arrivals
- More effective communication with riders
- Replacement buses immediately available

PROPOSED SERVICE CHANGE OPTIONS:

OPTION 1: Service remains the same as it is today

OPTION 2: Proposed changes with Alternatives 1 & 2

- Weekdays until 11:00PM
- Saturday service until 10:00PM
- Sunday service until 6:00PM

OPTION 3: Proposed changes with Alternatives 1, 2 & 3

- Weekdays & Saturdays until 7:00PM
- Sunday service until 6:00PM

OPTION 4: Proposed changes with Alternatives 1 & 2

- Weekdays & Saturdays until 7:00PM
- Sunday service until 6:00PM