

MATA

2023 Proposed Winter Service Changes



PROPOSED SERVICE CHANGES:

Effective Sunday, December 3, 2023, 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

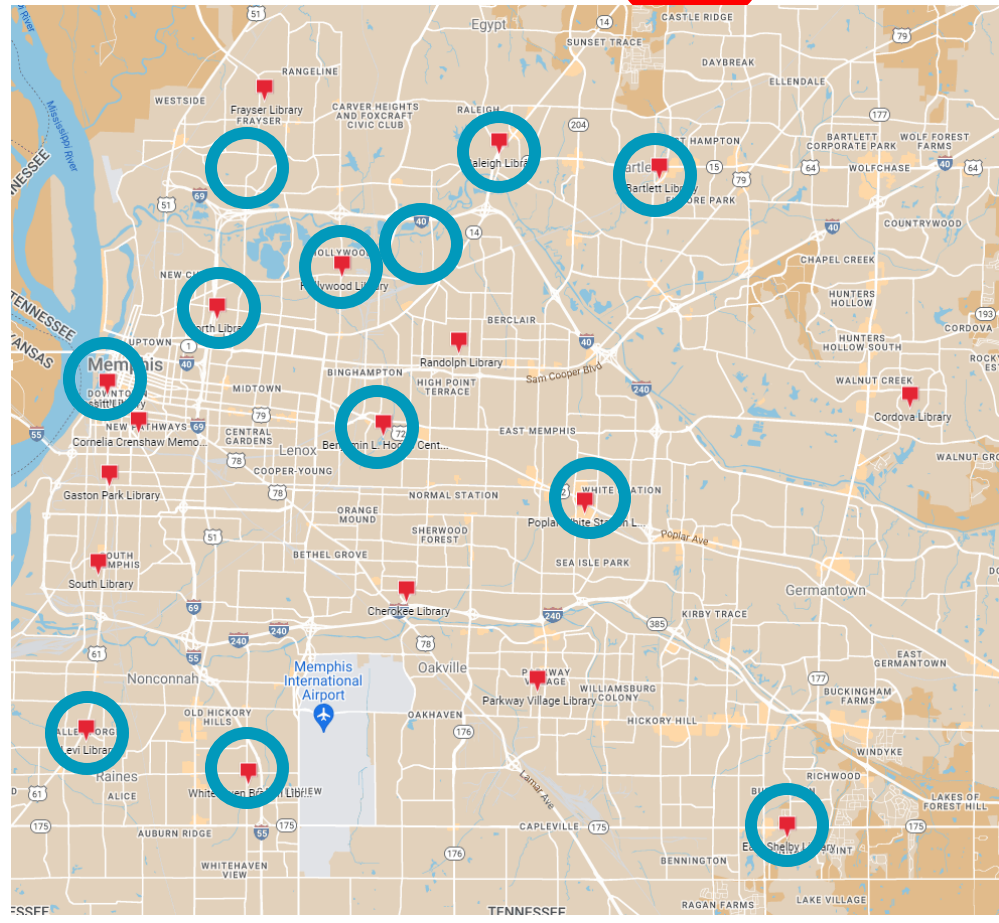


Major service change requirements:

- 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 December 3rd service changes will be presented during the October 24 Board of Commissioners Meeting

Fixed Route Bus Proposed Changes:

WEEKDAYS	SATURDAYS	SUNDAYS
60 minutes minimum headway	60 minutes minimum headway	120 minutes minimum headway
All trips end around 7:00 PM	All trips end around 7:00 PM	All trips end around 7:00 PM

- Additional service between headways using “trippers” will be provided as manpower and equipment permits.



Fixed Route Bus Proposed Changes:

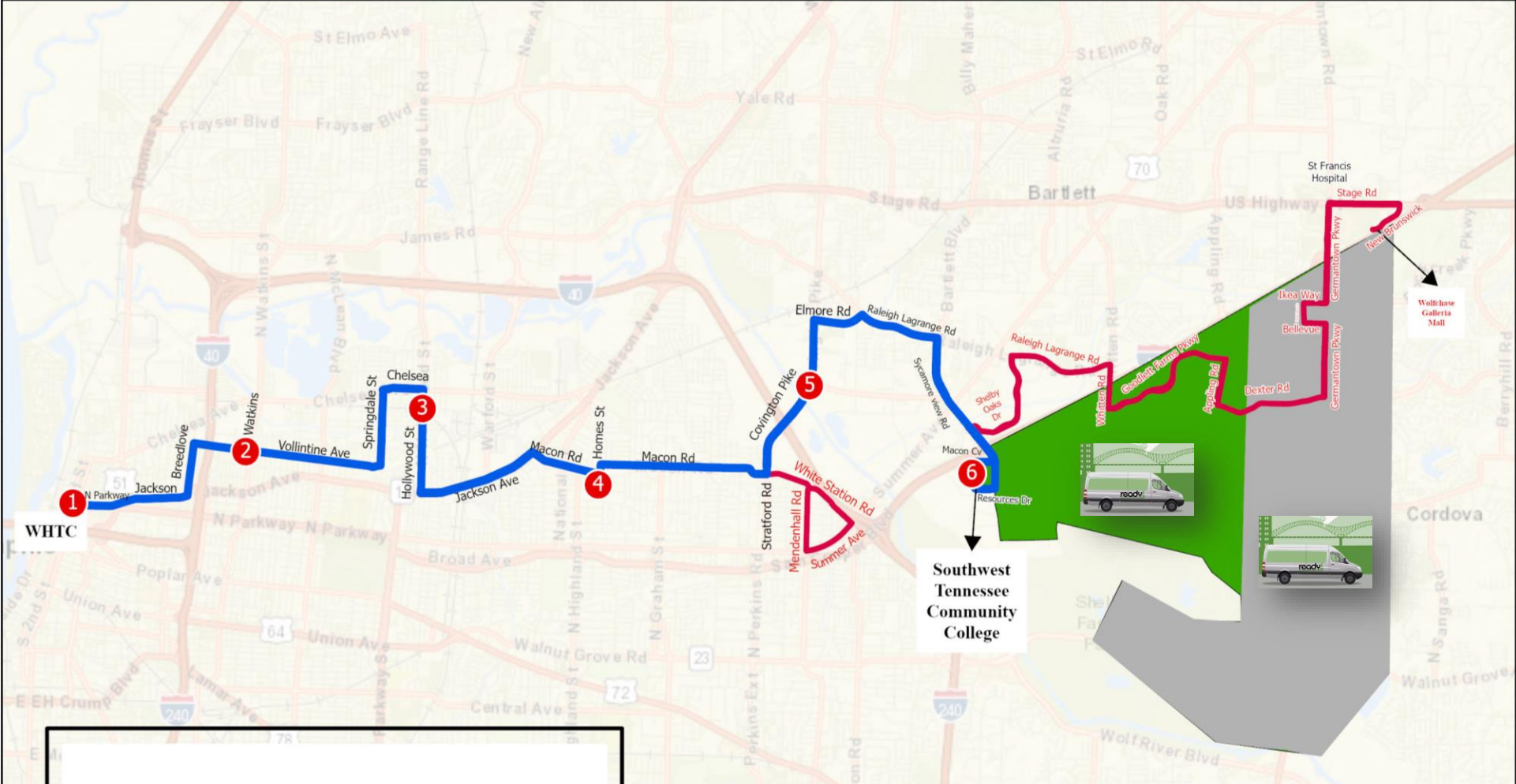
ROUTES TO BE SUSPENDED

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



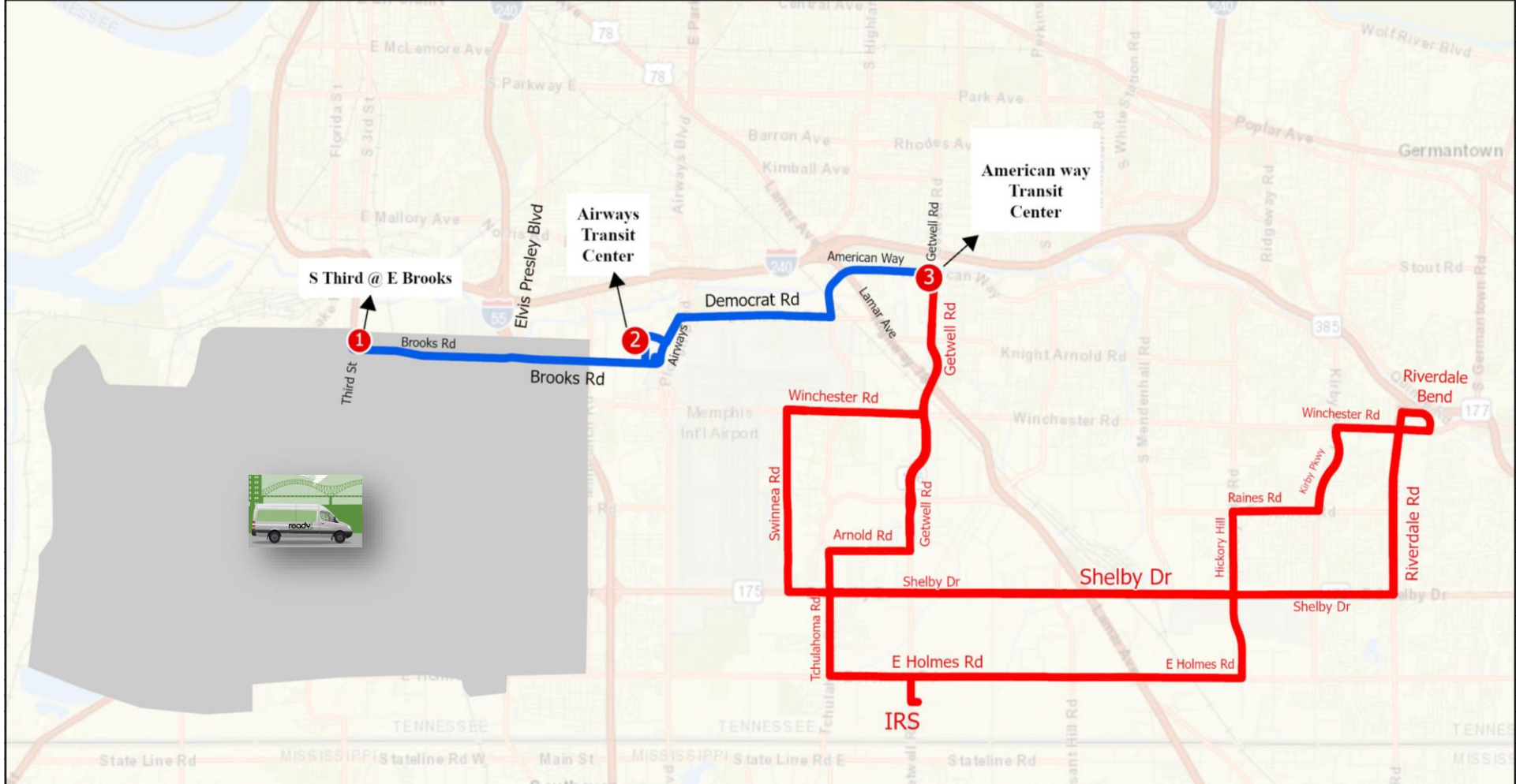
Route 19

Vollintine



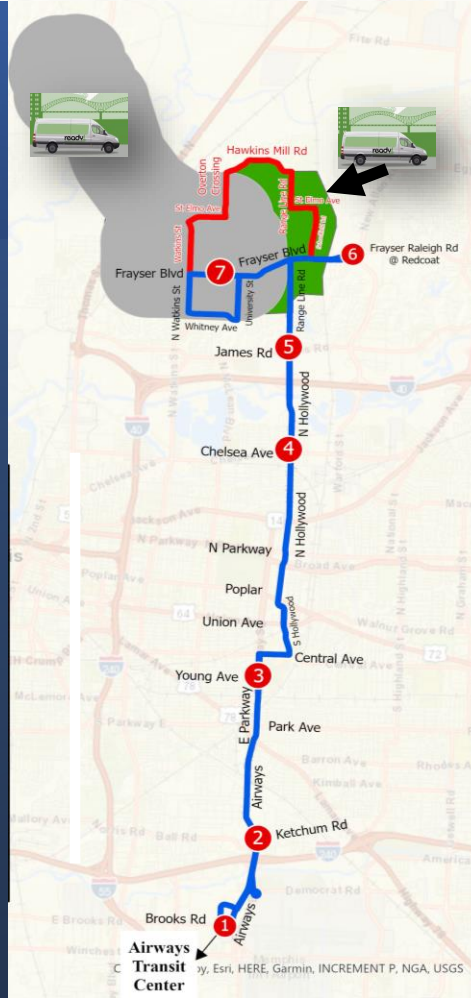
Route 30

Brooks



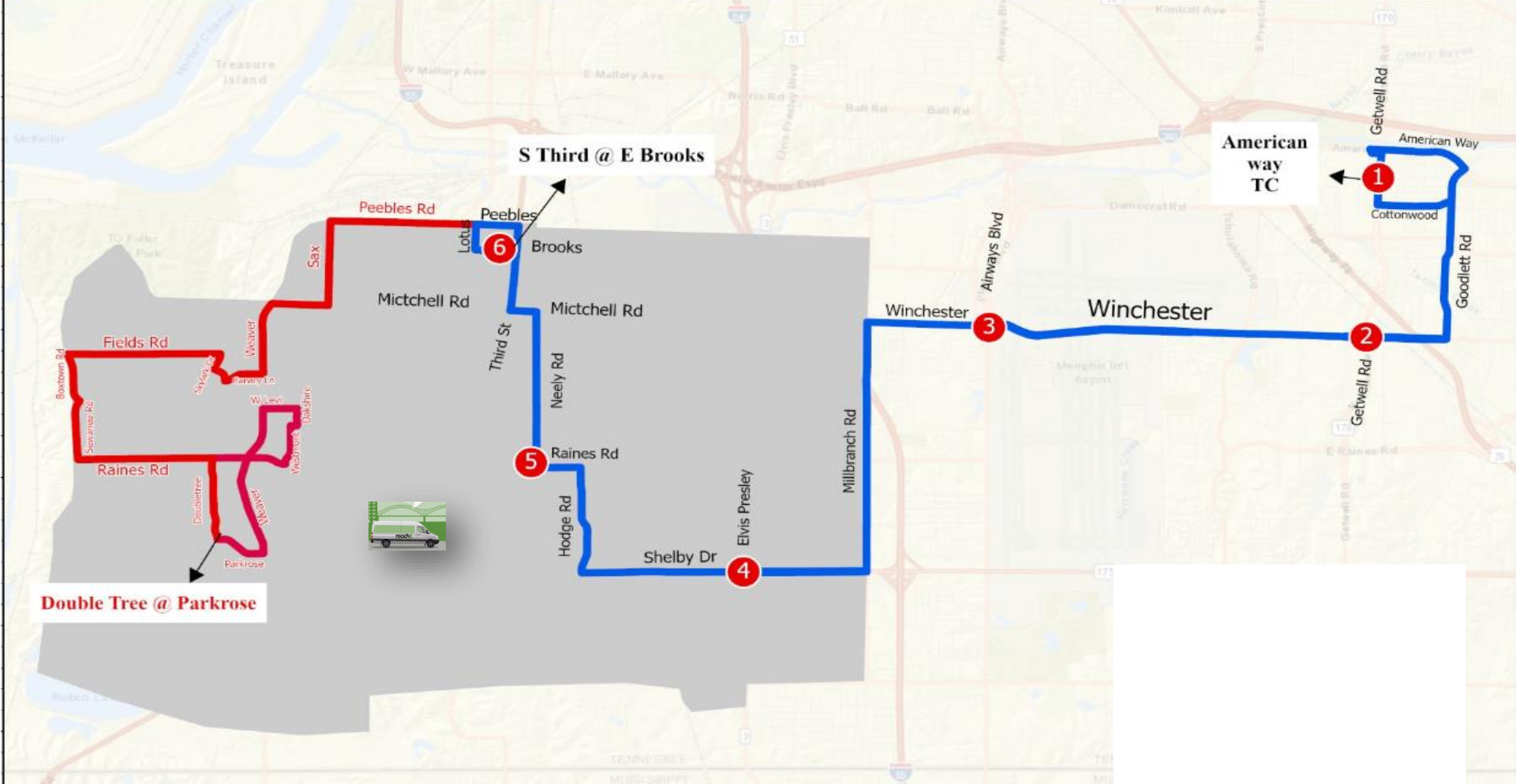
Route 32

Hollywood & Hawkins Mill



Route 69

Winchester



Double Tree @ Parkrose

S Third @ E Brooks

American way TC

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
All trips end around 7:00 PM	All trips end around 7:00 PM	All trips end around 7:00 PM



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



Overview of Proposed Fixed Route Bus Changes



MATA PROPOSED WINTER 2023 SERVICE CHANGES

Effective: DECEMBER 3, 2023

Line		WEEKDAY	SATURDAY	SUNDAY
1	Union	Frequency will be 60 minutes. Last outbound trip from Hudson Transit Center is 6:18 PM. Last inbound trip from Walnut Grove Rd @ Racine St is 7:32 PM.	No night trips. Last outbound trip from Hudson Transit Center is 5:48 PM. Last inbound trip from Walnut Grove Rd @ Racine St is 6:45 PM.	Frequency will be 120 minutes.
2	Madison (Mt. Moriah & UofM)	Remove Mt. Moriah outbound 5:48 PM and inbound 7:14 PM trips. The frequency of buses between the Hudson Transit Center and Cooper St at Union Ave will decrease from 30 minutes to 60 minutes. The frequency of buses between Central Ave @ U-M Crosswalk to the end of the line at Knight Arnold at Ridgeway Blvd will remain the same at 60 minutes.	The frequency of buses between the Hudson Transit Center and Cooper St @ Union Ave will be 60 minutes. The frequency of buses between Central Ave at U-M Crosswalk to the end of the line at Knight Arnold at Ridgeway Blvd will remain the same at 60 minutes.	The frequency of buses will be 120 minutes.
4	Walker	No change	No change	Frequency will be 120 minutes.
7	Shelby & Holmes	No change	NO SERVICE	NO SERVICE
8	Chelsea & Highland	Frequency will be 60 minutes. Last outbound trip from Hudson Transit Center is 6:21 PM. Last inbound trip from American Way Transit Center is 7:19 PM.	Frequency will be 60 minutes.	Frequency will be 120 minutes.
11	Frayser	Last outbound trip from Hudson Transit Center is 6:21 PM. Last inbound trip from Yale Rd @ Austin Peay Hwy is 7:14 PM.	Last outbound trip from Hudson Transit Center is 6:21 PM. Last inbound trip from Yale Rd @ Austin Peay Hwy is 7:14 PM.	Frequency will be 120 minutes.
12	Mallory	No change	No change	NO SERVICE
16	Southeast Circulator	NO SERVICE	NO SERVICE	NO SERVICE
19	Vollintine	Remove Chase Branch. Route to end at SWTCC. Frequency increase to 90 minutes.	NO SERVICE	NO SERVICE
28	Airport	NO SERVICE	NO SERVICE	NO SERVICE

MATA PROPOSED WINTER 2023 SERVICE CHANGES

Effective: DECEMBER 3, 2023

Line		WEEKDAY	SATURDAY	SUNDAY
30	Brooks	Remove Holmes Branch. Shorten Shelby Branch to Brooks Rd @ Third St. to American Way Transit Center. Last outbound trip from Brooks Rd @ Third St. is 6:00 PM. Last inbound trip from American Way Transit Center is 7:00 PM.	Remove Holmes Branch. Shorten Shelby Branch to Brooks Rd @ Third St. to American Way Transit Center.	Remove Holmes Branch. Shorten Shelby Branch to Brooks Rd @ Third St. to American Way Transit Center.
32	Hollywood & Hawkins Mill	Removed North loop at Hawkins Mill Rd. Last outbound trip from Airways Transit Center is 5:30 PM. Last inbound trip from Frayser Blvd @ Woodrow St. is 6:59 PM.	Removed North loop at Hawkins Mill Rd.	Removed North loop at Hawkins Mill Rd. Frequency will be 90 minutes.
34	Central & Walnut Grove	NO SERVICE	NO SERVICE	NO SERVICE
36	Lamar (Kimball & Knight Arnold)	The frequency of buses between the Hudson Transit Center and Lamar Ave and Kimball Ave will be 60 minutes. The frequency of buses Lamar Ave and Kimball Ave to the American Way Transit Center will be 120 minutes. The frequency of buses between the American Way Transit Center and the end of the line will be 60 minutes. Last outbound trip from Hudson Transit Center is 5:21 PM. Last inbound trip from Centennial Dr. @ Hacks Cross Rd is 6:51 PM.	The frequency of buses between the Hudson Transit Center and Lamar Ave and Kimball Ave will be 60 minutes. The frequency of buses Lamar Ave and Kimball Ave to the American Way Transit Center will be 120 minutes. The frequency of buses between the American Way Transit Center and the end of the line will be 60 minutes.	The frequency of buses between the Hudson Transit Center and Lamar Ave and Kimball Ave will be 60 minutes. The frequency of buses Lamar Ave and Kimball Ave to the American Way Transit Center will be 120 minutes. The frequency of buses between the American Way Transit Center and the end of the line will be 60 minutes.
37	Perkins	NO SERVICE	NO SERVICE	NO SERVICE
39	South Third (Weaver & Horn Lake)	The frequency of buses between the Hudson Transit Center and Third Street @ Peebles Rd will be 60 minutes. The frequency of buses from Horn Lake @ Fairway Ave to Jonetta St @ Holmes Rd will be 120 minutes. Last outbound trip from Hudson Transit Center is 6:18 PM. Last inbound trip from Jonetta St. @ Holmes Rd. is 6:09 PM. Last inbound trip from Holmes Rd. @ Third St. is 7:27 PM.	The frequency of buses between the Hudson Transit Center and Third Street at Peebles Rd will be 60 minutes. The frequency of buses from Horn Lake at Fairway Ave to Jonetta St @ Holmes Rd will be 120 minutes.	The frequency of buses between the Hudson Transit Center and Third Street at Peebles Rd will be 60 minutes. The frequency of buses from Horn Lake at Fairway Ave to Jonetta St @ Holmes Rd will be 120 minutes.
40	Stage & Lauderdale	Last outbound trip from Alice Ave. @ Benton St. is 4:50 PM. Last inbound trip from Fletcher Trace Pkwy @ Stage Rd. is 6:55 PM.	Last outbound trip from Alice Ave @ Benton St. is 4:50 PM. Last inbound trip from Fletcher Trace Pkwy @ Stage Rd. is 6:55 PM.	Remove Lauderdale trips. Frequency be 90 minutes.

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Line		WEEKDAY	SATURDAY	SUNDAY
42	Crosstown	Frequency will be 90 minutes. Last outbound trip from Frayser Blvd @ Woodrow St. is 5:15 PM. Last inbound trip from Airways Transit Center is 7:16 PM.	Last outbound trip from Frayser Blvd @ Woodrow St. is 5:15 PM. Last inbound trip from Airways Transit Center is 7:16 PM.	Frequency will be 90 minutes.
50	Poplar	Frequency will be 60 minutes. Last outbound trip from Hudson Transit Center is 5:21 PM. Last inbound trip from Exeter Rd @ Poplar Ave. is 6:50 PM.	Last outbound trip from Hudson Transit Center is 5:21 PM. Last inbound trip from Exeter Rd. @ Poplar Ave. is 6:50 PM.	Frequency will be 90 minutes.
52	Jackson	Frequency will be 60 minutes. Last outbound trip from Hudson Transit Center is 6:21 PM. Last inbound trip from Methodist Hospital-North is 7:21 PM.	Last outbound trip from Hudson Transit Center is 6:21 PM. Last inbound trip from Methodist Hospital-North is 7:21 PM.	Frequency will be 120 minutes.
53	Summer	Last outbound trip from Hudson Transit Center is 6:18 PM. Last inbound trip from SWTCC is 7:15 PM.	No change	No change
57	Park	Last outbound trip from Hudson Transit Center is 6:18 PM. Last inbound trip from Primacy Pkwy @ Ridgeway Rd. is 7:18 PM.	No change	Frequency will be 120 minutes.
69	Winchester	Removed loop after Brooks Rd. @ Third St.	Removed loop after Brooks Rd. @ Third St.	NO SERVICE
100	Main Street Trolley Line	No change	No change	No change
101	Riverfront Trolley Line	NO SERVICE	NO SERVICE	NO SERVICE
102	Madison Trolley 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



- **Q & A**

