

# MEMPHIS 3.0 TRANSIT VISION

Public transit provides critical community services, such as job access, training and economic development. In 2017, the City of Memphis and Innovate Memphis began Transit Vision with the public, stakeholders, and elected officials to discuss whether to change the city's transit network, in what direction it should be changed, and how to invest in transit.

Today, Memphis transit service is inadequate to meet community goals. The Memphis Area Transit Authority has faced declining funding, service cuts and dropping ridership for over a decade. It has no dedicated funding source and is underfunded compared to its peers and service area. These factors have created a sense of crisis over transit's value in our community.

Memphis 3.0 Transit Vision is part of the Memphis 3.0 Comprehensive Plan to guide growth and development for Memphis' future. The plan aims to reverse the decline in transit service and ridership by reinvesting in service and shifting to transit-supportive land use policies.

Frequent transit service:

- Reduces waiting time (and overall travel time)
- Improves reliability because another bus is always coming soon
- Makes transit simpler and reduces need to consult a schedule
- Makes transferring (between two frequent services) fast and reliable

## Existing System

The map below shows the existing transit network in Memphis, color-coded based on route frequency during midday on a weekday. Low frequencies and limited hours of service are the main ways that transit fails to be useful, because it means service is not there when the customer needs to travel.

The existing map shows that only a few routes offer 30-minute frequencies and only the trolleys offer service every 15 minutes or better, the transit industry norm for "frequent." The Existing Network devotes 40 percent of resources to services that one would expect to get high ridership relative to cost. The other 60 percent of resources is going to service that is not likely to get high ridership, but is meeting other important goals, like covering low density areas with severe needs.

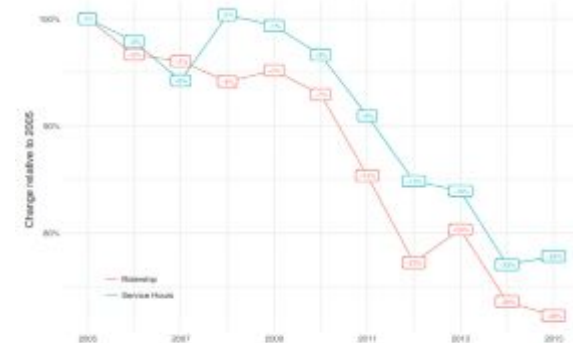
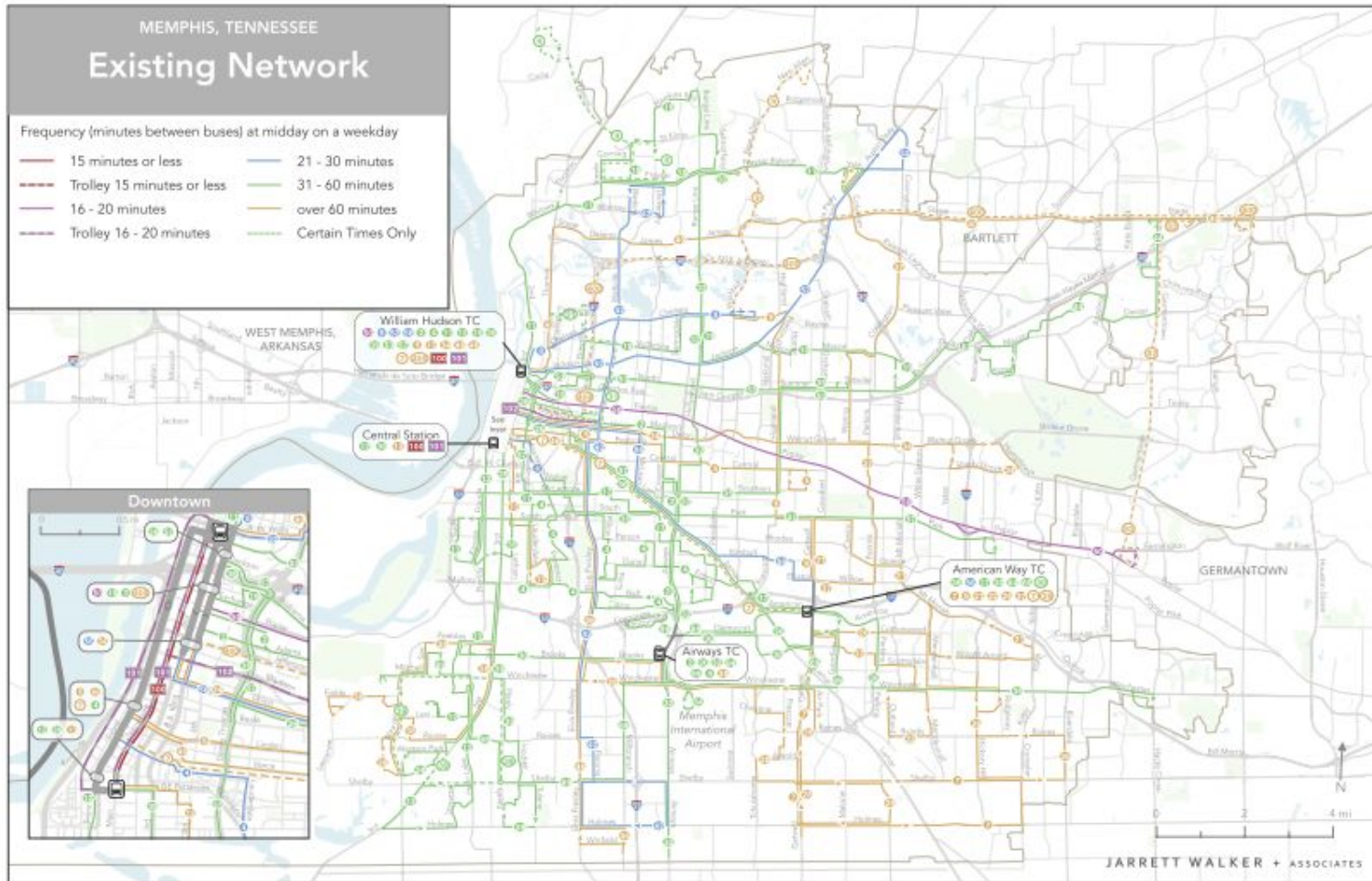


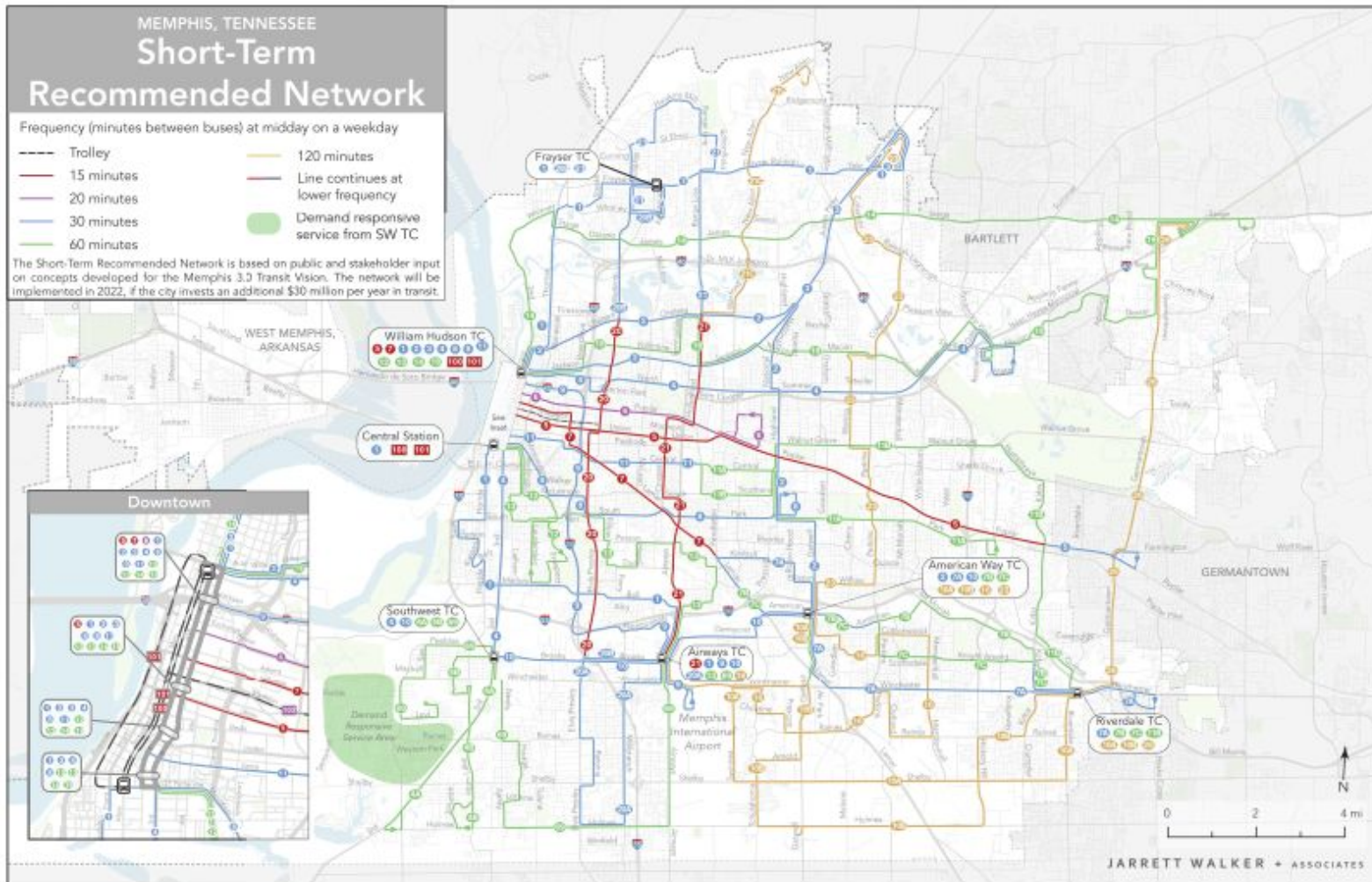
Figure 1: Changes in MATO's total service supply (service hours and ridership) between 2005 and 2015. Ridership fell nearly 80% based on service was reduced over the years.



### Transit Vision Recommended Network

The Transit Vision Recommended Network below dramatically improves the jobs, people and opportunities accessible by transit for most people. It does this by providing more frequent service along the busiest and densest corridors and by rearranging service in some areas to consolidate low frequency routes into higher frequency service. The vast majority of survey respondents, 78 percent, agreed that the proposed network would be better for Memphis than the existing network and 77 percent said they would pay more for better transit in the city.

The Recommended Network puts about 70 percent of transit resources into high frequency, with 30 percent spent on services to provide and maintain coverage in areas where ridership is not likely to be high. The high frequency grid will make getting around Memphis much easier.



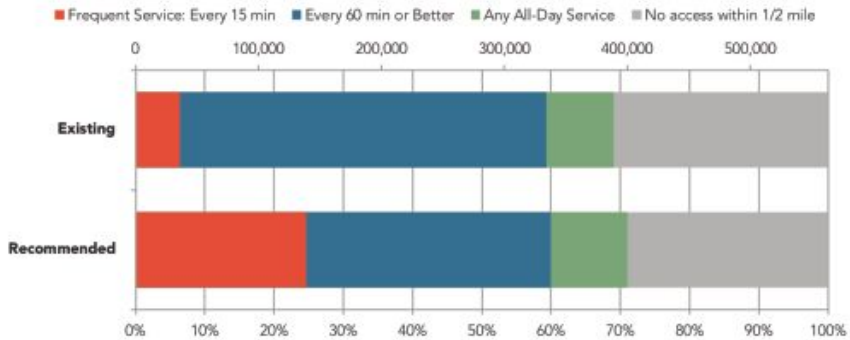
To implement and sustain this vision, an additional \$30 million investment in transit must be made annually. Over time, this would be split into \$26 million operating and \$4 million capital funds. If implemented, Memphis 3.0 Transit Vision will provide:

- New routes with more frequent service: that means less waiting and going further, faster.
- More weekend and evening service.
- 17,000 more jobs reachable in an hour by transit for the average Memphian — a 39% increase.
- 45% more jobs reachable in an hour for minority residents and 49% for low-income residents.
- 79,000 more people and 103,000 more jobs near frequent service (every 15 minutes), as shown below.



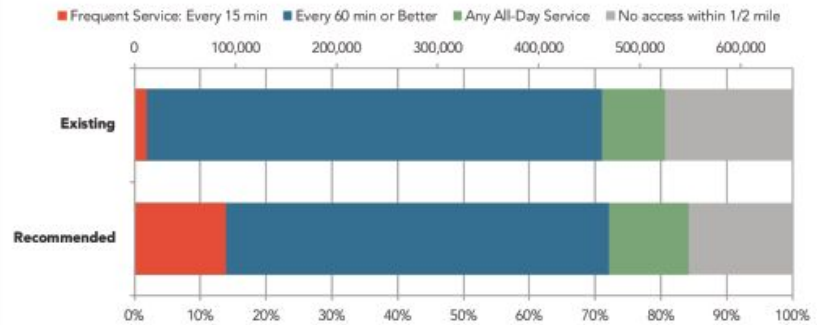
## Jobs Accessible by Transit

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



## Residents with Access to Transit

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



## Transit Access Maps: Expanding Opportunity

These maps show the increase in travel distance, and thus the increase in freedom and opportunity, for transit rides in the new Recommended Network. The blue bubbles show new areas the traveler can reach under the new network. Fifteen of these maps can be found in the Memphis 3.0 Transit Vision *Recommended Network Report*.

## Get Involved

The Memphis Transit Coalition is a group of civic and business leaders building support for Memphis 3.0 Transit Vision funding of an additional \$30 million annually. The Coalition's goals are to:

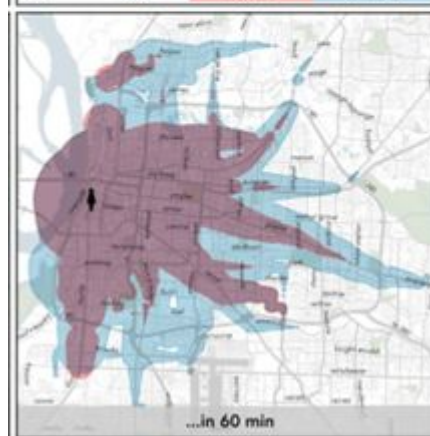
- Increase transit funding by \$30 million annually to implement the Memphis 3.0 Transit Vision.
- Educate and engage business and civic leaders, elected leaders and the public about great transit and its role expanding access to jobs and opportunities
- Be an inclusive, equitable organization

To learn more, go to [www.memphis3point0.com](http://www.memphis3point0.com). To get involved, please contact [info@innovatememphis.com](mailto:info@innovatememphis.com).

## From Downtown



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



## From FedEx Hub



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

