

MEMPHIS AREA TRANSIT AUTHORITY
Regular Meeting Agenda
Friday, December 13, 2024
2:00 PM



Memphis Area Transit Authority
One Commerce Square
40 S Main St
Memphis, TN 38103
Memphis Area Transit Authority
One Commerce Square

Brandon Arrindell
Cynthia Bailey

**Transit Service Planning and
Rider Experience Committee**
Brian Marflak, Chair

Sandi Klink
Jackson McNeil

-
- | | | |
|------|---|--------------------------|
| I. | Call to Order | Brian Marflak |
| II. | Board Roll Call | Annie Givens |
| III. | Presentation & Discussion of Service Options for February | John Lancaster |
| | Service Change Presentation | 2 2025
Change |
| | Attachments: Service presentation | |
| IV. | Discussion of January Committee Agenda | Brian Marflak |
| V. | New Business | Brian Marflak |
| VI. | Adjournment | Brian Marflak |

The Next Regular Meeting of the:

MATA Board of Commissioners will be:
Tuesday, December 17, 2024
3:30pm
at
Memphis Area Transit Authority
One Commerce Square – 40 S. Main Street
Memphis, TN 38103

The Next Committee of the Whole/Sub Committee Meetings will be:
Friday, December 13, 2024
3:00pm Business Operations & Metrics Committee
4:00pm Executive Committee
at
Memphis Area Transit Authority
One Commerce Square – 40 S. Main Street
Memphis, TN 38103



MEMPHIS AREA TRANSIT AUTHORITY
Transit Service Planning and Rider Experience Committee

40 South Main Street,
Memphis, TN 38103
Bacarra Mauldin, Interim
CEO
www.matatransit.com

RESOLUTION NO. 2 2025 Change

TRANSIT SERVICE PLANNING AND RIDER EXPERIENCE COMMITTEE

DECEMBER 13, 2024

Service Proposals

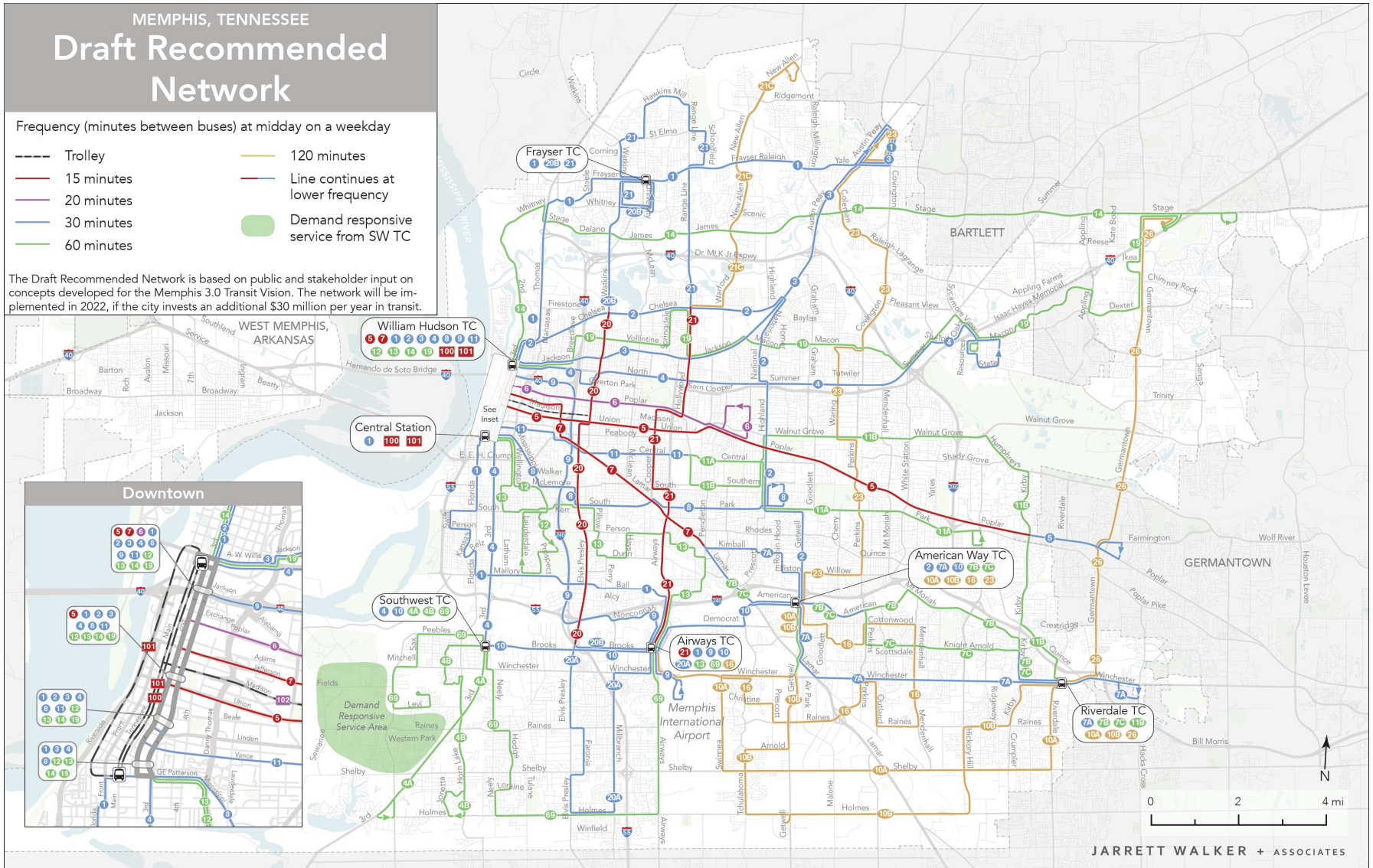
- Proposed Service for Implementation on Sunday February 9, 2025
- MATA's Short Range Transit Plan "Transit Vision" was adopted by the MATA Board on January 19, 2019, by Resolution 19-04

MEMPHIS, TENNESSEE Draft Recommended Network

Frequency (minutes between buses) at midday on a weekday

- Trolley
- 15 minutes
- 20 minutes
- 30 minutes
- 60 minutes
- 120 minutes
- Line continues at lower frequency
- Demand responsive service from SW TC

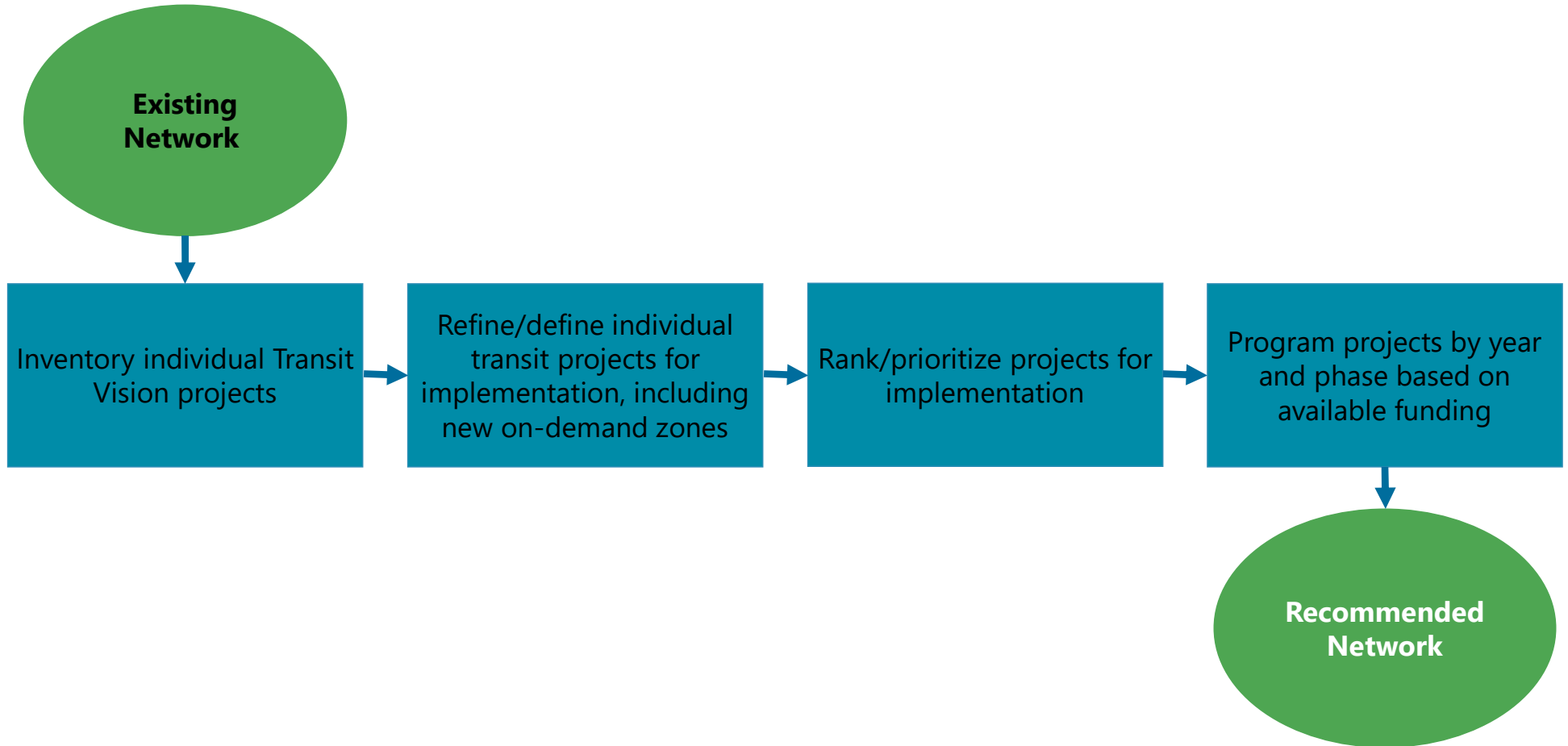
The Draft Recommended Network is based on public and stakeholder input on concepts developed for the Memphis 3.0 Transit Vision. The network will be implemented in 2022, if the city invests an additional \$30 million per year in transit.

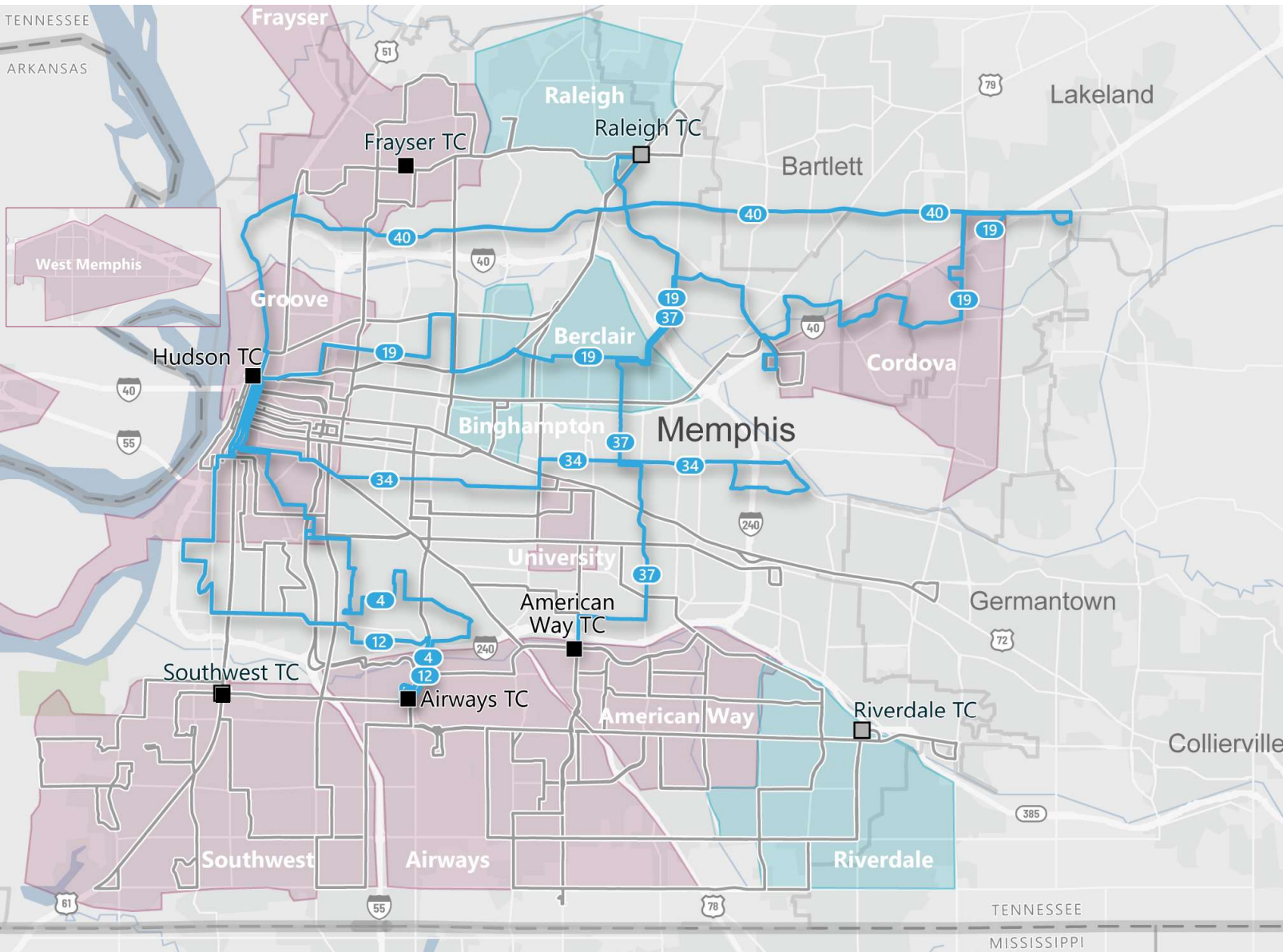


JARRETT WALKER + ASSOCIATES

IMPLEMENTATION PLAN

Implementation Planning Process





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

0 2.5 5 Miles



Community Engagement Results

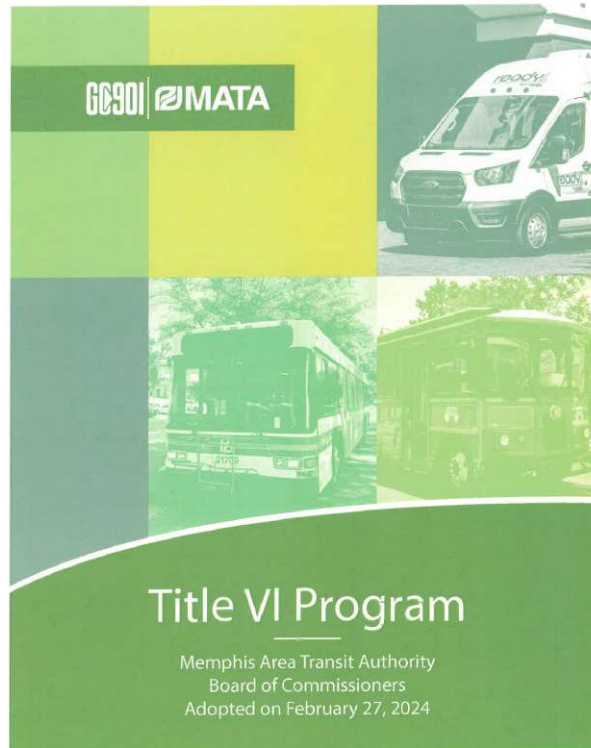
- 19 public meetings scheduled across the city from September 12-24th, 109 attendees
- Outreach using various social media, websites, and email
- Local news coverage by newspapers and TV stations
- Strong desire to maintain fixed-route bus service, better frequency, longer span of service
- Desire better service reliability and improve on-time performance
- More bus shelters, clean stops, and reliable information

Community Engagement Results

- How do you prefer to use MATA?
 - Fixed-route 62%, Trolley 26%, Ready! On-Demand 6%, MATApplus 3%, Groove On-Demand 3%
- What time of day are you most likely to use MATA?
 - Mornings 33%, Evenings 20%, Afternoons 18%, Night 9%

Title VI Program & Requirements

Service Equity Analysis (Service Changes)



TO: MATA Board of Commissioners
FROM: Bacarra S. Mauldin, Interim Chief Executive Officer
DATE: June 26, 2024
RE: Title VI Service Equity Analysis for:
Proposed August 2024 Routes and Service Changes

As required by Federal Transit Administration (FTA) Circular 4702.1B, MATA staff has conducted a Title VI Service Equity Analysis for the proposed August 2024 route and service changes to determine the impact of the proposed service changes on minority and low-income populations. FTA requires recipients such as MATA to evaluate significant system-wide service changes and proposed improvements at the planning and programming stages to determine whether those changes have a discriminatory impact.

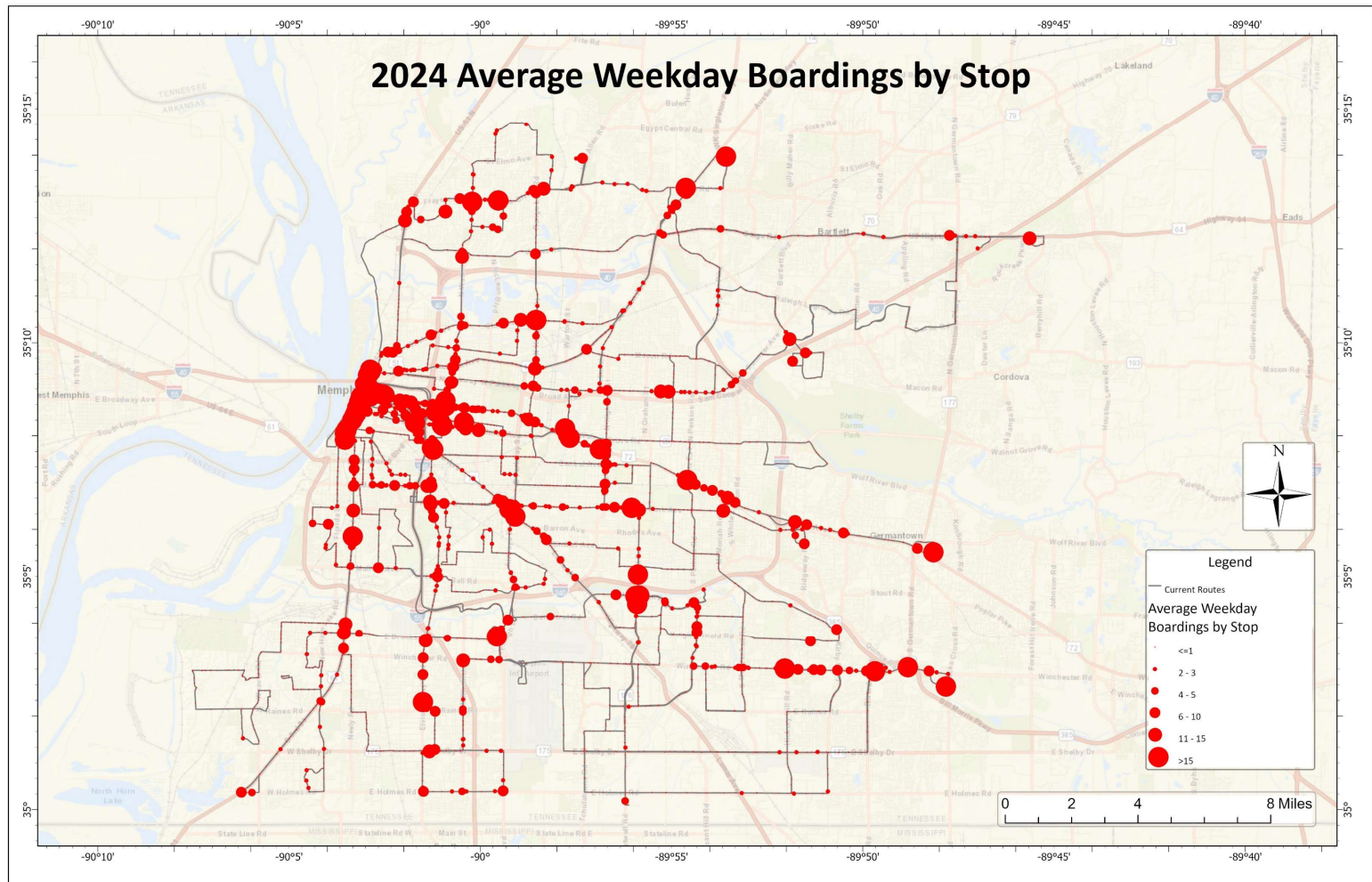
MATA's Board of Commissioners adopted a new Major Service Change Policy, Disparate Impact Policy, and Low-Income Burden Policy on March 25, 2013. The proposed route modifications and service changes proposed for the August 2024 route and service change do not exceed the criteria set forth in the adopted Major Service Change Policy and are covered by MATA's adopted Minor Service Change Policy. Although not required by the Minor Service Change Policy, the following Service Equity Analysis has been conducted to assess potential adverse impacts to populations protected by the provisions of Title VI.

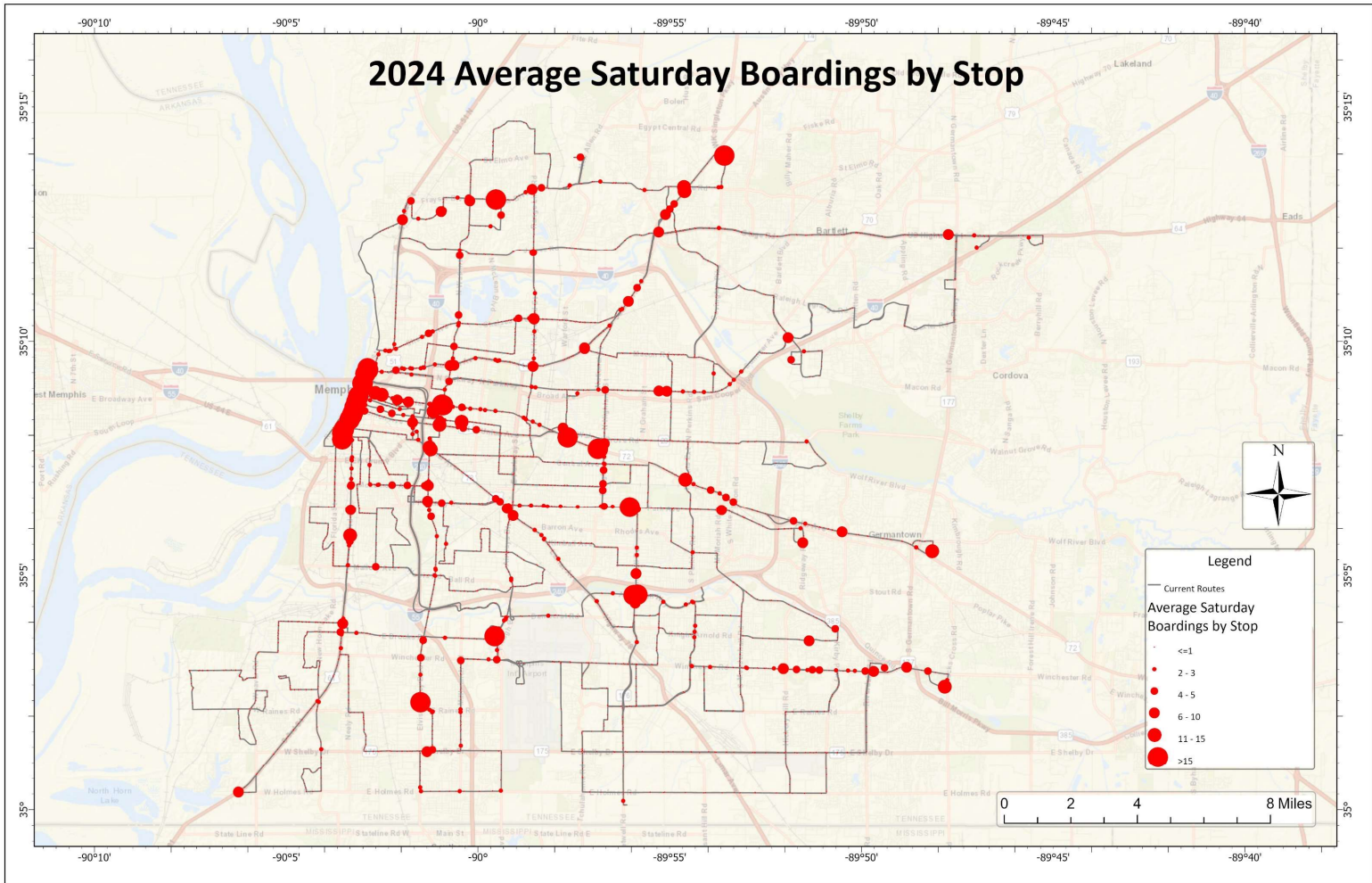
Definitions

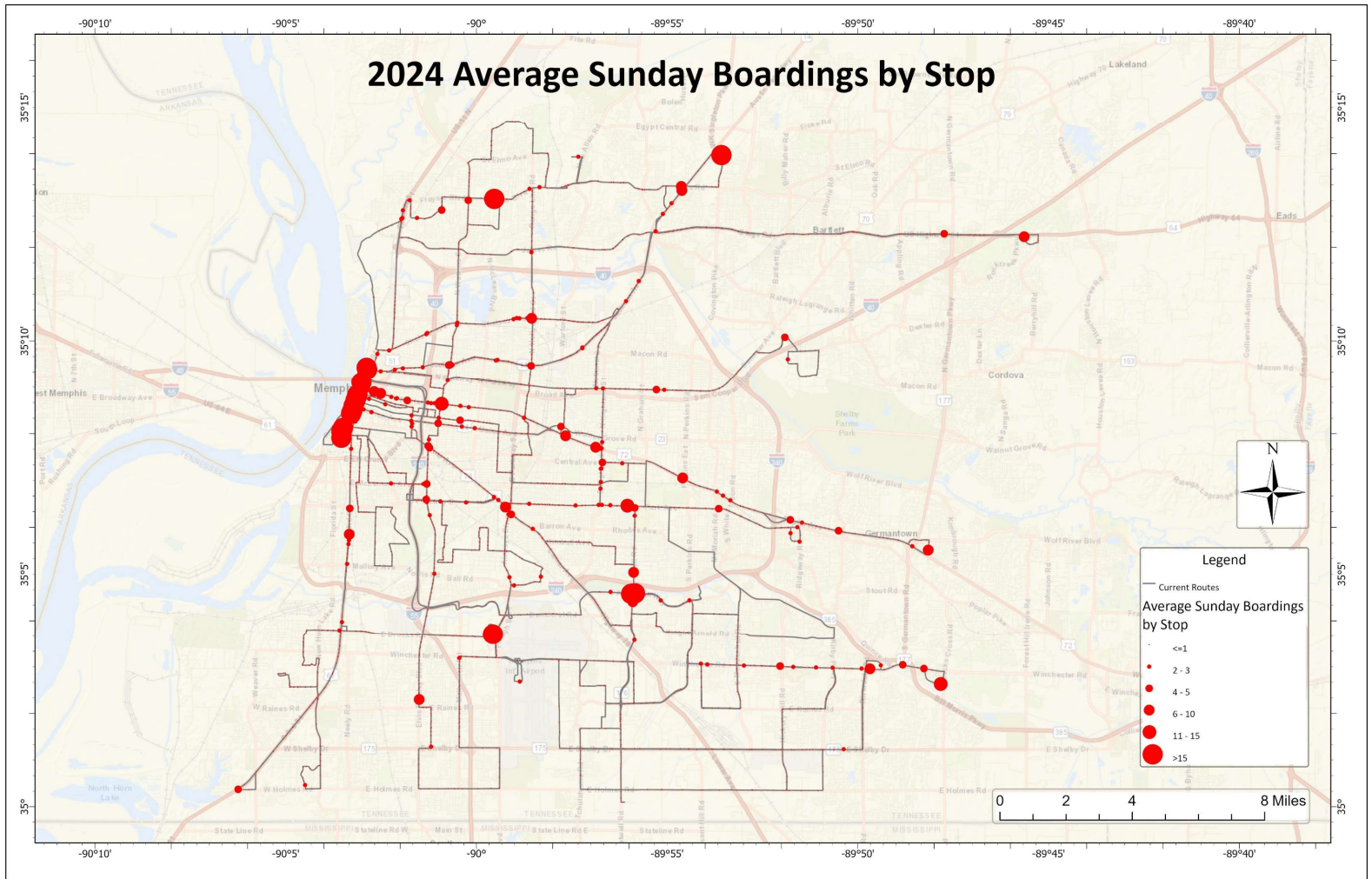
Minority: The FTA defines a minority person as one who self-identifies as American Indian/Alaska Native, Asian, Black or African American, Hispanic or Latino, and/or Native Hawaiian/Pacific Islander. The minority percentage for the MATA service area is 72.0% as illustrated in Table 1: Service Area Population Data for Proposed Changes.

Low Income: The FTA defines a low-income individual as one whose household income is at or below the poverty guidelines set by the Department of Health and Human Services (DHHS). DHHS poverty thresholds are based on household size and income and are nearly identical to the guidelines used to define poverty in the 2015-19 U.S. American Community Survey (ACS), which form the basis of this review. The low-income percentage for this analysis is listed in Table 1: Service Area Population Data for Proposed Changes.









Service Guidelines & Standards

- Minimum Span of Service
- Minimum Service Frequency
- Passenger Load (crowding)
- On-time Performance
- Productivity (passengers per hour)
- **New Service Standards Needed**



Figure 4-1 Minimum Span of Service

	Key Corridor Routes	Emerging Key Corridor Routes	Mainline Routes	Express		Feeder Routes	Flex Routes	Shuttle Services
				AM Peak	PM Peak			
Weekdays								
Begin	5:00 am	6:00 am	6:00 am	6:00 am	3:30 pm	6:00 am	8:00 am	5:00 am
End	11:00 am	10:00 pm	7:00 pm	8:30 am	5:30 pm	6:00 pm	4:00 pm	11:00 pm
Saturdays								
Begin	5:00 am	6:00 am	--	--	--	--	8:00 am	5:00 am
End	10:30 pm	8:00 pm	--	--	--	--	4:00 pm	10:30 pm
Sundays								
Begin	6:00 am	7:00 am	--	--	--	--	8:00 am	6:00 am
End	6:00 pm	8:00 pm	--	--	--	--	4:00 pm	8:00 pm

Notes: The beginning span of service refers to the departure of the first inbound trip, and the ending span of service refers to the departure time of the last peak direction trip. "--" indicates that the guideline does not apply.

MINIMUM SERVICE FREQUENCIES

The minimum service frequency guidelines define the minimum service frequencies at which each type of service should operate. Based on demand, many services could operate more frequently, and in these cases, the service frequencies would be based on ridership and loading levels (as described in the next section). *Minimum service frequency guidelines are shown in Figure 4-2.*

Figure 4-2 Minimum Service Frequency (Minutes)

	Key Corridor	Emerging Key Corridor	Mainline Routes	Express	Feeder	Shuttle
Weekdays						
Early Morning	30	60	60	--	--	30
AM Peak**	20	30	60	3 Trips	60	30
Midday (Base)	45	60	60	--	60	30
PM Peak**	20	30	60	3 Trips	60	30
Evening/Night	60	60	--	--	--	30
Saturdays						
All Day	30	60	60	--	--	30
Sundays						
All Day	45	60	60	--	--	30

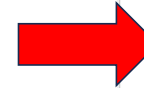
Note: "--" indicates that the guideline does not apply. Also, the guidelines apply to services that are provided, and do not imply that all services will be provided at all times.
**AM Peak is defined as 8:30 AM to 9:30 AM and PM peak period is defined as 3:00 pm to 5:30 pm. Evening is defined as 7:30 pm to service ends. Time period between 5:30 pm and 7:00 pm is considered same as Midday/Basic service. Early morning is prior to 8:30 AM.



Figure 5-1 Minimum Productivity Levels (Passengers per Revenue Vehicle Hour)

	Key Corridor	Emerging Key Corridor	Mainline	Express	Feeder	Flex	Shuttle
Weekdays							
Early Morning	10	10	8	--	--	--	6
Late Night	10	10	8	--	--	--	6
All Day	30	20	15	10	6	5	15
Saturdays							
Early Morning	6	6	--	--	--	--	6
Late Night	6	6	--	--	--	--	6
All Day	20	15	--	--	--	5	10
Sundays							
Early Morning	6	6	--	--	--	--	6
Late Night	6	6	--	--	--	--	6
All Day	20	15	--	--	--	5	8

Note: "Early morning" and "Late Night" refers to service before and after the minimum span of service. All day refers to the complete span of service, including early morning and late night service. "--" indicates that the standard does not apply. Most existing MATA routes currently meet the all day standard.



Draft MATA Service Standards

In support of the Transit Vision Plan for 2022-2040
December 2, 2020

Purpose of Service Standards	2
Principles Governing these Standards	2
MATA Network Design Principles	3
Consistent route spacing	3
Directness	3
Simplicity	3
Consistent frequencies	3
Pulsing	3
Service Area	4
Summary of the Service Categories	4
Rapid and Frequent	4
Basic	4
Coverage (fixed route or demand response)	5
Paratransit	5
Defining features	5
Frequency	5
Daily and Weekly Span	6
Stop Spacing and Stop Placement	6
Average Stop Spacing	6
Minimum Stop Spacing, and the Value of Even Stop Spacing	8
Service quality targets	9
Travel Speed	9
Reliability	10
On-Time Departures	11
Reliable Pooled Connections	11
Stop Amenities	12
Passenger Load (crowding)	13
Vehicle Assignment	15
Outputs	15
Productivity	16

Board Adopted Standards & Ridership Analysis (Weekday)

Route	Route Name	Weekday Revenue Hours	Weekday Daily Boardings	Passengers Per Revenue Hour
100	MAIN STREET TROLLEY	56.67	1,103	19.46
11	FRAYSER	26.40	437	16.56
57	PARK	31.13	504	16.18
50	POPLAR	68.63	1,056	15.38
52	JACKSON	43.45	601	13.83
102	MADISON AVENUE TROLLEYBUS	9.20	126	13.74
53	SUMMER	24.00	296	12.33
12	MALLORY	21.93	236	10.74
1	UNION	36.50	387	10.61
39	SOUTHTHIRD	48.50	475	9.80
4	WALKER	24.27	237	9.78
36	LAMAR	112.00	1,040	9.29
8	CHELSEA&HIGHLAND	63.22	540	8.54
32	HOLLYWOOD&HAWKINSMILL	47.18	401	8.49
42	CROSTOWN	104.75	864	8.25
19	VOLLINTINE	33.37	251	7.53
16	SOUTHEASTCIRCULATOR	10.73	77	7.18
7	SHELBY&HOLMES	17.17	120	6.98
28	AIRPORT	11.32	73	6.47
2	MADISON	49.27	282	5.72
34	CENTRAL&WALNUTGROVE	12.02	51	4.28
37	PERKINS	11.03	47	4.27
40	STAGE&LAUDERDALE	48.93	196	4.01
101	RIVERFRONT TROLLEYBUS	6.80	26	3.83
69	WINCHESTER	40.30	136	3.38
30	BROOKS	59.87	161	2.68
Total All Routes		1,018.64	9,723	9.54

The Board Adopted Minimum Productivity Levels (Passengers per Revenue Vehicle Hour):

Key Corridor Routes	30
Emerging Key Corridor Routes	20
Mainline Routes	15
Early Morning & Late Night	6

Board Adopted Standards & Ridership Analysis (Saturday)

Route	Route Name	Saturday Revenue Hours	Saturday Daily Boardings	Passengers Per Revenue Hour
100	MAIN STREET TROLLEY	52.67	1,347	25.58
52	JACKSON	17.12	372	21.70
50	POPLAR	26.00	453	17.44
1	UNION	10.95	150	13.70
57	PARK	20.20	262	12.98
42	CROSSTOWN	36.40	428	11.76
11	FRAYSER	19.07	222	11.64
12	MALLORY	7.83	78	9.90
53	SUMMER	14.40	133	9.21
102	MADISON AVENUE TROLLEYBUS	7.82	60	7.67
36	LAMAR	61.33	468	7.64
8	CHELSEA&HIGHLAND	44.00	324	7.36
39	SOUTHTHIRD	39.15	286	7.30
4	WALKER	15.60	108	6.94
32	HOLLYWOOD&HAWKINSMILL	32.28	164	5.09
19	VOLLINTINE	26.80	123	4.57
16	SOUTHEASTCIRCULATOR	9.20	33	3.59
37	PERKINS	7.63	27	3.51
2	MADISON	35.10	117	3.32
28	AIRPORT	8.08	26	3.20
7	SHELBY&HOLMES	10.80	33	3.01
34	CENTRAL&WALNUTGROVE	8.58	25	2.93
30	BROOKS	34.42	81	2.34
40	STAGE&LAUDERDALE	43.23	99	2.28
69	WINCHESTER	27.90	57	2.03
101	RIVERFRONT TROLLEYBUS	6.80	-	0.00
Total All Routes		623.36	5,474	8.78

The Board Adopted Minimum Productivity Levels (Passengers per Revenue Vehicle Hour):

Key Corridor Routes	30
Emerging Key Corridor Routes	20
Mainline Routes	15
Early Morning & Late Night	6

Board Adopted Standards & Ridership Analysis (Sunday)

Route	Route Name	Sunday Revenue Hours	Sunday Daily Boardings	Passengers Per Revenue Hour
100	MAIN STREET TROLLEY	26.00	500	19.25
52	JACKSON	11.85	172	14.49
50	POPLAR	19.50	236	12.12
1	UNION	8.52	77	9.04
11	FRAYSER	13.20	112	8.48
57	PARK	13.47	111	8.21
42	CROSSTOWN	24.27	199	8.20
53	SUMMER	8.00	64	8.02
36	LAMAR	42.67	262	6.15
4	WALKER	15.60	93	5.96
8	CHELSEA&HIGHLAND	31.17	174	5.58
39	SOUTHTHIRD	26.68	148	5.53
2	MADISON	12.90	63	4.90
28	AIRPORT	6.20	24	3.90
32	HOLLYWOOD&HAWKINSMILL	22.33	85	3.80
40	STAGE&LAUDERDALE	29.67	95	3.22
16	SOUTHEASTCIRCULATOR	7.67	20	2.59
7	SHELBY&HOLMES	10.80	26	2.36
30	BROOKS	27.53	57	2.06
101	RIVERFRONT TROLLEYBUS	6.80	1	0.17
Total All Routes		364.83	2,519	6.90

The Board Adopted Minimum Productivity Levels (Passengers per Revenue Vehicle Hour):

Key Corridor Routes	30
Emerging Key Corridor Routes	20
Mainline Routes	15
Early Morning & Late Night	6

SCENARIOS



C1

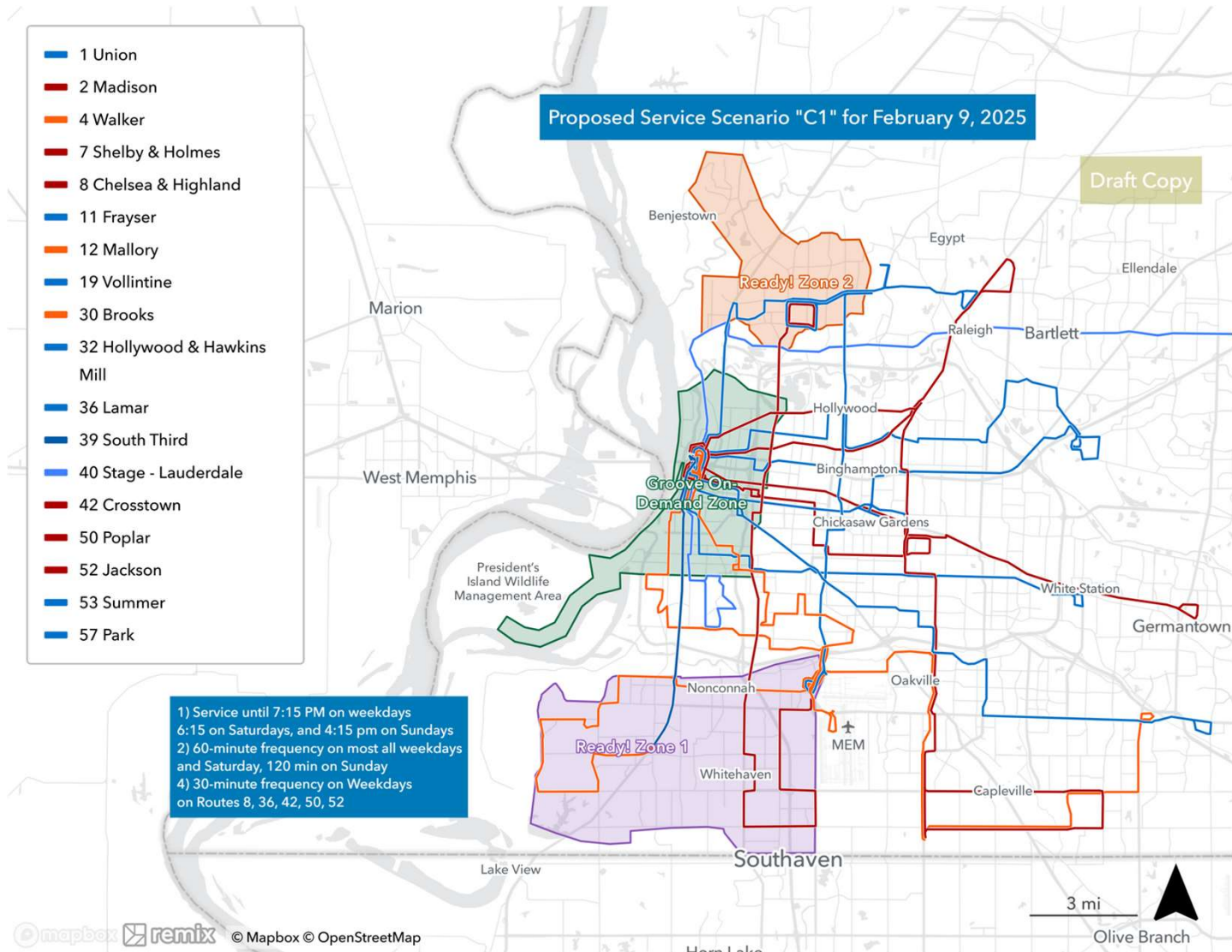
Scenario C1 is the alternative that was adopted by the prior board and rescinded by the new board. This is the worst-case scenario that included the previous public participation and does not exceed our Title VI policies based on the prior analysis.

C2

Scenario C2 uses those same routes, and frequencies, however, Ready! Zone 3 has been added back and the evening service has been extended from 7:15 pm to 10:00 pm.

C3

Scenario C3 uses our current service that was approved by the prior board and went into effect on August 11, 2024. The five lowest ridership routes that were recommended for elimination have been **“suspended”** and removed from the service until sufficient manpower and equipment (such as vans) are available to add the service back. Some routes will require changes in frequency to reduce the service level to meet the manpower and peak vehicle requirements. These proposed changes need to be reviewed by the operations team and scheduling will have to do run cuts to confirm the number of operators. The changes proposed in Scenario C3 will be in keeping with changes that have undergone prior public review and Title VI analysis.

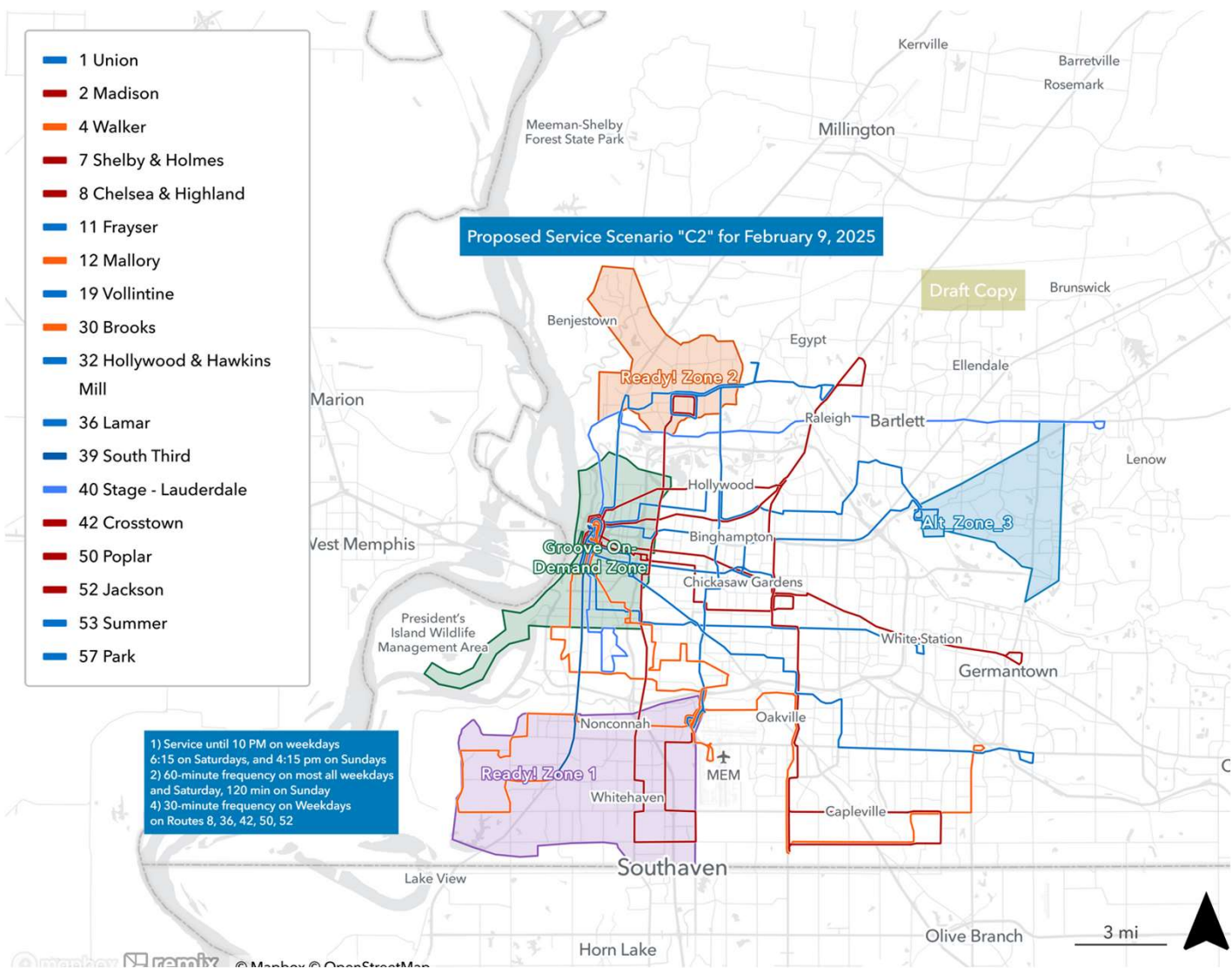


- 1 Union
- 2 Madison
- 4 Walker
- 7 Shelby & Holmes
- 8 Chelsea & Highland
- 11 Frayser
- 12 Mallory
- 19 Vollintine
- 30 Brooks
- 32 Hollywood & Hawkins Mill
- 36 Lamar
- 39 South Third
- 40 Stage - Lauderdale
- 42 Crosstown
- 50 Poplar
- 52 Jackson
- 53 Summer
- 57 Park

Proposed Service Scenario "C1" for February 9, 2025

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1) Service until 7:15 PM on weekdays
6:15 on Saturdays, and 4:15 pm on Sundays
2) 60-minute frequency on most all weekdays
and Saturday, 120 min on Sunday
4) 30-minute frequency on Weekdays
on Routes 8, 36, 42, 50, 52

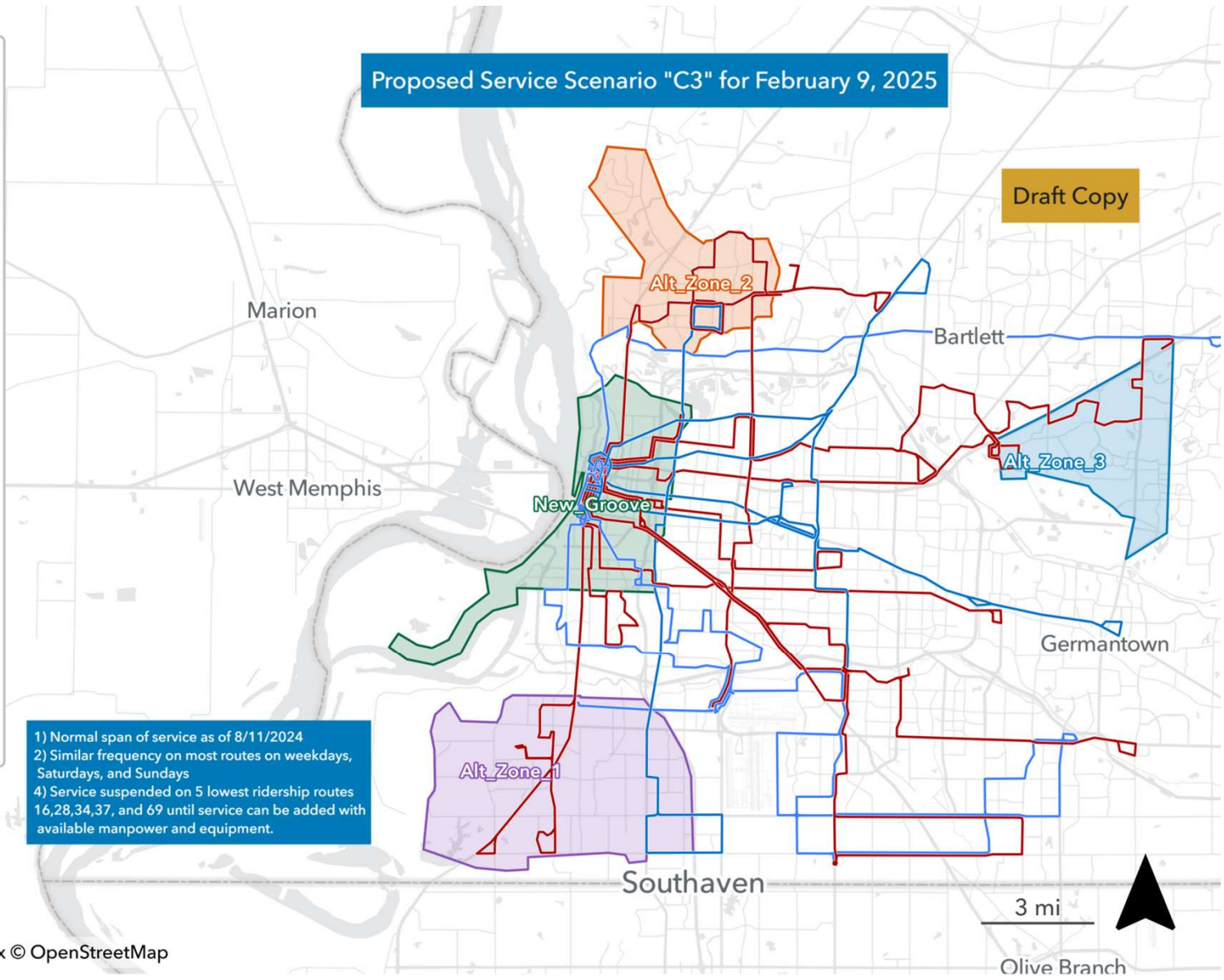


Proposed Service Scenario "C3" for February 9, 2025

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- █ 1 Union
- █ 2 Madison
- █ 4 Walker
- █ 7 Shelby & Holmes
- █ 8 Chelsea & Highland
- █ 11 Frayser
- █ 12 Mallory
- █ 13 Lauderdale
- █ 19 Vollintine
- █ 30 Brooks
- █ 32 Hollywood & Hawkins Mill
- █ 36 Lamar
- █ 39 South Third
- █ 40 Stage
- █ 42 Crosstown
- █ 50 Poplar
- █ 52 Jackson
- █ 53 Summer
- █ 57 Park

1) Normal span of service as of 8/11/2024
 2) Similar frequency on most routes on weekdays, Saturdays, and Sundays
 4) Service suspended on 5 lowest ridership routes 16, 28, 34, 37, and 69 until service can be added with available manpower and equipment.



Route		WEEKDAY	SATURDAY	SUNDAY
1	Union	90 min headway	90 min headway	90 min headway
2	Madison (UofM & Mt. Moriah)	60 min headway. Removed Mt Moriah branch	60 min headway. Removed Mt Moriah branch	120 min headway. Removed Mt Moriah branch
4	Walker	Extended to airport. 60 min headway	Extended to airport. 60 min headway	Extended to airport. 120 min headway
7	Shelby & Holmes	60 min headway, eliminated mid-day trips	90-minute headway	90 min headway
8	Chelsea & Highland	30 min headway	60 min headway	120 min headway
11	Frayser	60 min headway	60 min headway	120 min headway, 1 block
12	Mallory	60 min headway	120 min headway	NO SERVICE
16	Southeast Circulator	ELIMINATED	ELIMINATED	ELIMINATED
19	Vollintine	75 min headway, route change end-of-the-line STCC, removed WolfChase branch to mall	75 min headway, route change end-of-the-line STCC, removed WolfChase branch to mall	NO SERVICE
28	Airport	ELIMINATED	ELIMINATED	ELIMINATED
30	Brooks	Route extended end-of-the-line Horn Lake @ Raines covering eliminated portion of route 69. Also extended to IRS. 60 min headway	Route extended end-of-the-line Horn Lake @ Raines covering eliminated portion of route 69. Also extended to IRS. 60 min headway,	Route extended end-of-the-line Horn Lake @ Raines covering eliminated portion of route 69. Also extended to IRS. 120 min headway,

Route		WEEKDAY	SATURDAY	SUNDAY
32	Hollywood & Hawkins Mill	75 min headway, route change removed route to Hawkins Mill, end-of-the-line Frayser@Overton Crossing,	75 min headway, route change removed route to Hawkins Mill, end-of-the-line Frayser@Overton Crossing	75 min headway, route change removed route to Hawkins Mill, end-of-the-line Frayser@Overton Crossing
34	Central & Walnut Grove	ELIMINATED	ELIMINATED	ELIMINATED
36	Lamar (Kimball & Knight Arnold)	30 min headway, 2 branches	60 min headway, 2 branches	120 min headway, 2 branches
37	Perkins	ELIMINATED	ELIMINATED	ELIMINATED
39	South Third	The Horn Lake branch is removed. The Weaver branch is truncated to S Third@Raines. 90 min headway	The Horn Lake branch is removed. The Weaver branch is truncated to S Third@Raines. 90 min headway	The Horn Lake branch is removed. The Weaver branch is truncated to S Third@Raines. 120 min headway
40	Stage & Lauderdale	120 min headway, 2 blocks	120 min headway, 2 blocks	120 min headway
42	Crosstown	30 min headway	60 min headway	120 min headway
50	Poplar	30 min headway	60 min headway	90 min headway
52	Jackson	30 min headway	60 min headway	120 min headway
53	Summer	60 min headway	60 min headway	120 min headway
57	Park	60 min headway	60 min headway	120 min headway
69	Winchester	ELIMINATED	ELIMINATED	ELIMINATED
100	Trolley Main Line	Suspended – Safety Issue	Suspended – Safety Issue	Suspended – Safety Issue
101	Trolley Riverfront	ELIMINATED	ELIMINATED	ELIMINATED
102	Trolley Madison	ELIMINATED	ELIMINATED	ELIMINATED

QUESTIONS?

