

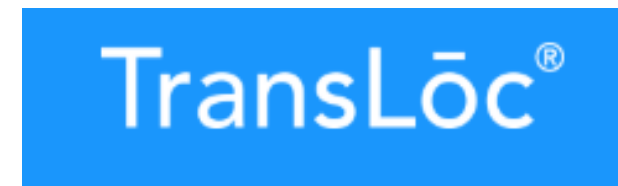


Memphis Area Transit Authority Mobility on Demand For First/Last Mile Solutions

June 30, 2020

PARTNERSHIPS

- The University of Memphis
- Innovate Memphis
- TransLoc (a Ford Mobility company)

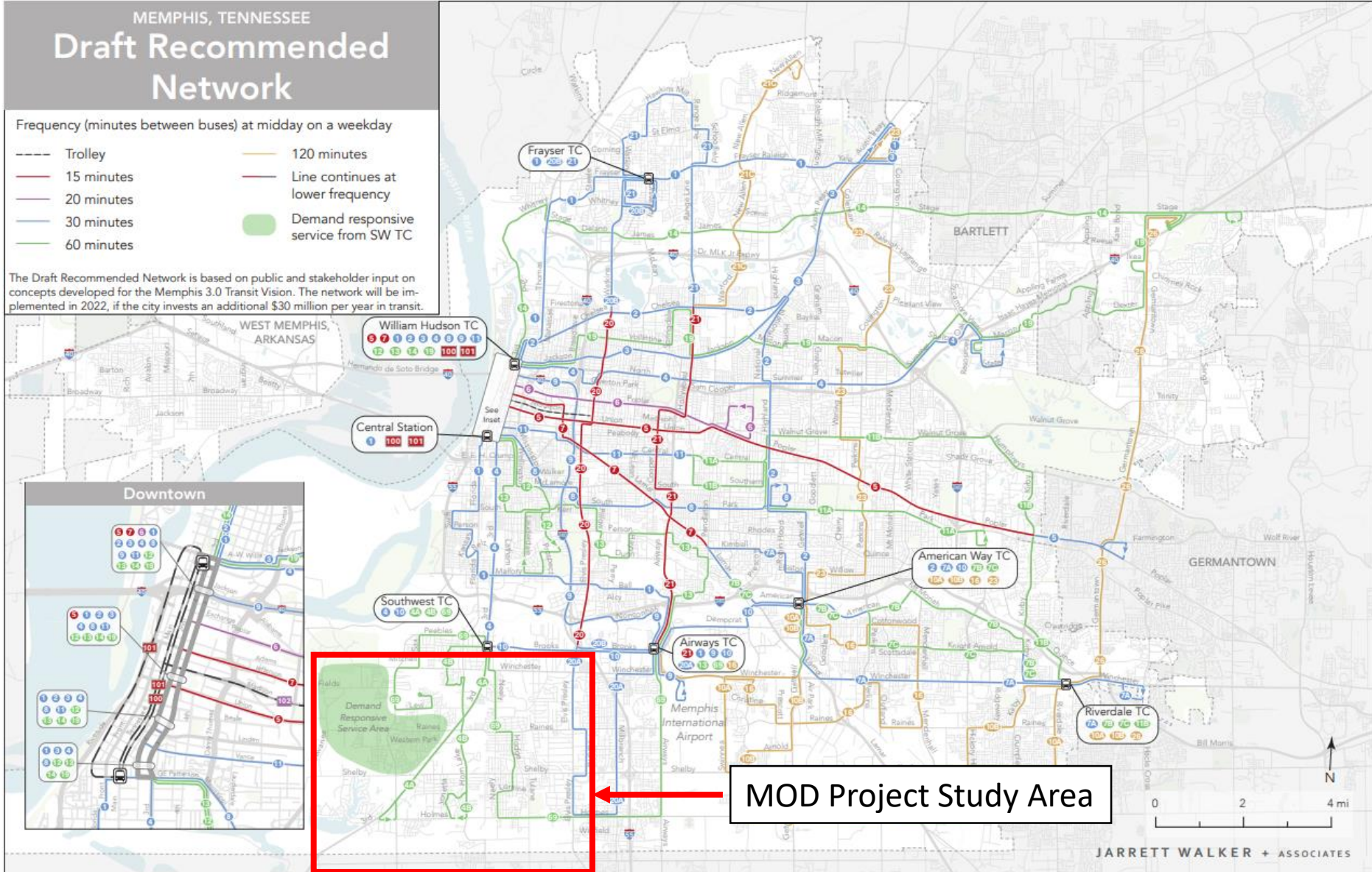


PREVIOUS ON-RAMP ACTIVITIES

Three Community Meetings to meet with community stakeholders and neighborhood residents:

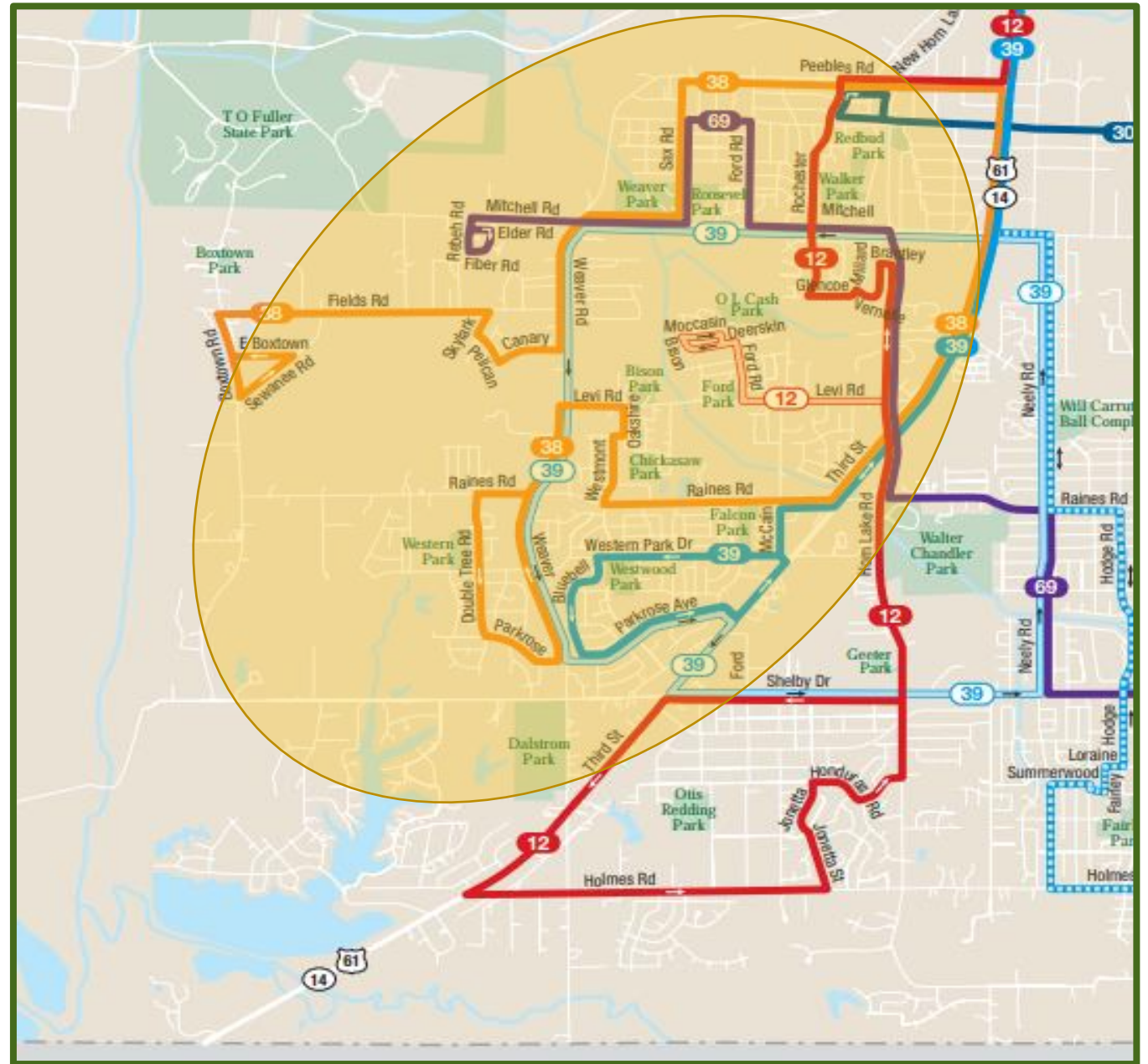
- **November 14, 2018** held at the Charles Powell Community Center
- **July 25, 2019** held at Mt. Vernon Baptist Church
- **August 22, 2019** held at Mitchell Community Center at the request of a community organization
- Completion of the Business Plan

Memphis 3.0 Comprehensive Plan & Transit Vision



PROJECT OVERVIEW

- Implement a Mobility-on-Demand Pilot Project in the Boxtown/Westwood Neighborhood of Memphis, TN.
- The Boxtown/Westwood Neighborhood is served by Routes 38, 39, 12, and 69.
- Due to the population demographics and land use patterns, there is low ridership on route 38.
- The Transit Vision identified the Boxtown/Westwood community as an ideal location for Demand Responsive Transit.

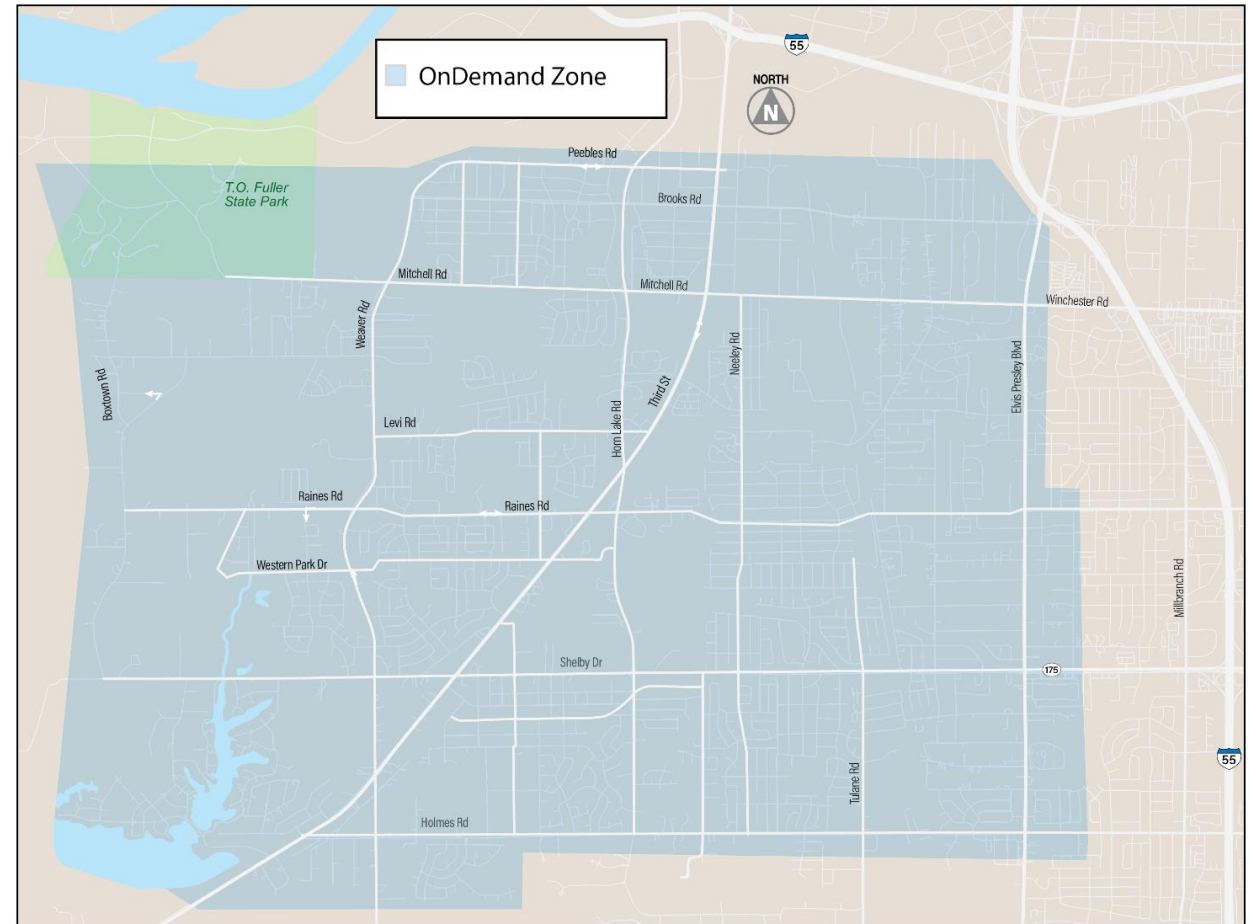


SERVICE SIMULATIONS AND BOUNDARY EXTENSION

Based on the results of the simulations that were performed by TransLoc, the original boundaries of the pilot project service area were expanded to include a larger area of southeast Memphis.

Many of the destinations or points of interest were located in the adjacent Whitehaven community.

By expanding the boundaries, we are better able to serve the needs of the community and improve first/last mile connections.



PROJECT GOALS

- Provide a new microtransit service that will supplement fixed-route service in the area.
- Provide an equitable, scalable and replicable model service.
- Improve mobility and access by providing first/last-mile connections to fixed-route bus service.
- Decrease average travel time.
- Encourage MATAplus customers to use Microtransit.
- Provide a complete trip.
- Improve accessibility and resident's quality of life.

PROJECT CHALLENGES

- 30% of the population is over the age of 64.
- 13.8% of the population is school-aged (5-17).
- Low-density land use patterns that are difficult to serve with fixed route transit.
- Limited access to smartphones with data plans.
- Long wait times with fixed-route service preclude many residents from using transit as a viable option to reach employment and other destinations.
- Educating & familiarizing residents with new technology and new service.
- Identifying key destinations and drop-off locations.
- Respond to numerous challenges due to COVID-19 pandemic.

LESSONS LEARNED

- Residents are highly concerned about receiving service even though the area has low demand and it is difficult to serve.
- Transit Vision and the route system redesign provided microtransit an opportunity to incorporate flexibility into the service while improving mobility and access for residents
- Moving forward required working with the community
- The Transit Vision redesign provided MATA the ability to connect with other partners and expand the pilot project to link with other projects such as the new fare system implementation, website redesign, BRT planning and design as well as other stakeholders such as the Downtown Memphis Commission and Memphis Medical Design Collaborative for a broader systemwide effort.

LESSONS LEARNED

- Ensure strategic communications with elected officials and the community.
- Engage internal staff early and obtain buy-in and ownership of the project.
- Plan for employee turnover and how to transition from planning to operations.
- Expect the unexpected – COVID-19, which has created a new need for the technology and services offered by the microtransit pilot project.
- Utilize all your available resources – FTA, SUMC, Peer Agencies, Vendors, and Consultants.

NEXT STEPS

- Continue Community Engagement.
- Acclimate and Train MATA operators, dispatch, and customer service staff.
- Order Vehicles & Equipment.
- Set up Call Center.
- Complete Naming, Marketing, and Branding.
- Interface TransLoc's Software with MATA's existing systems.
- Identify specific Launch Date for service to go live. Current Project Launch Date is late Fall 2020.

THANK YOU!

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