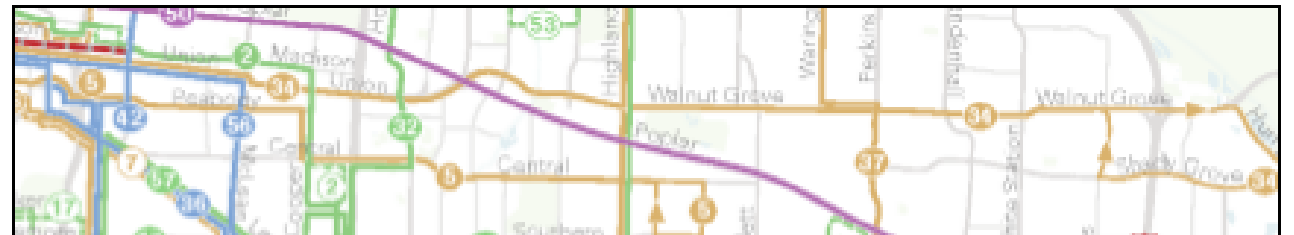


# Memphis 3.0 Transit Vision: Community Engagement

February 2018

## MEMPHIS >>> 3.0 TRANSIT VISION

Creating a new transit vision for Memphis.  
Its success rides on you. We need your input!

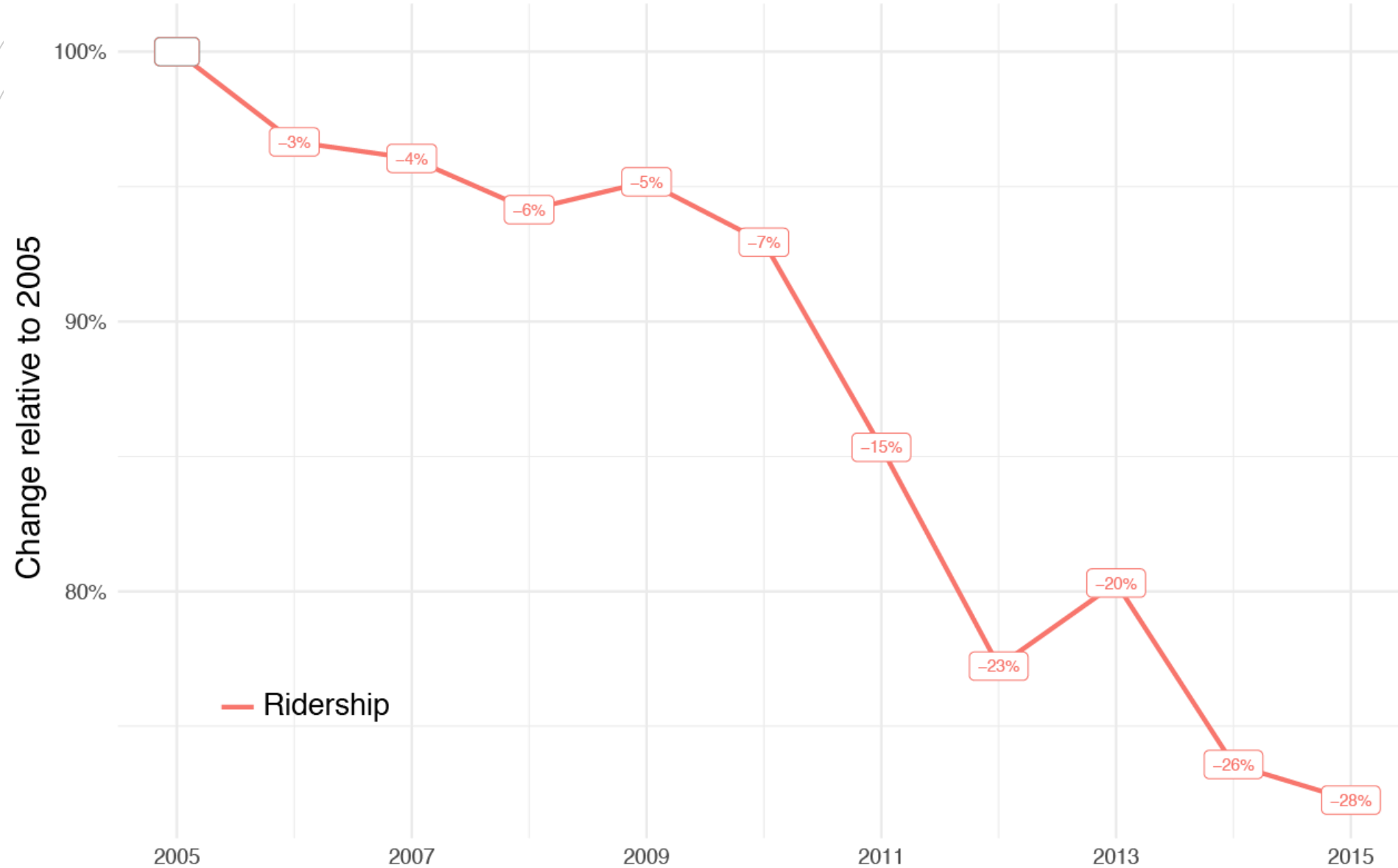


**LEARN MORE AND GET INVOLVED NOW**

**[www.memphis3point0.com/transit](http://www.memphis3point0.com/transit)**



# Transit Vision: Why Now?



Change relative to 2005

100%

90%

80%

2005

2007

2009

2011

2013

2015

Ridership  
Service Hours

0%

-2%

-3%

-4%

-6%

0%

-1%

-3%

-7%

-5%

-15%

-9%

-23%

-15%

-16%

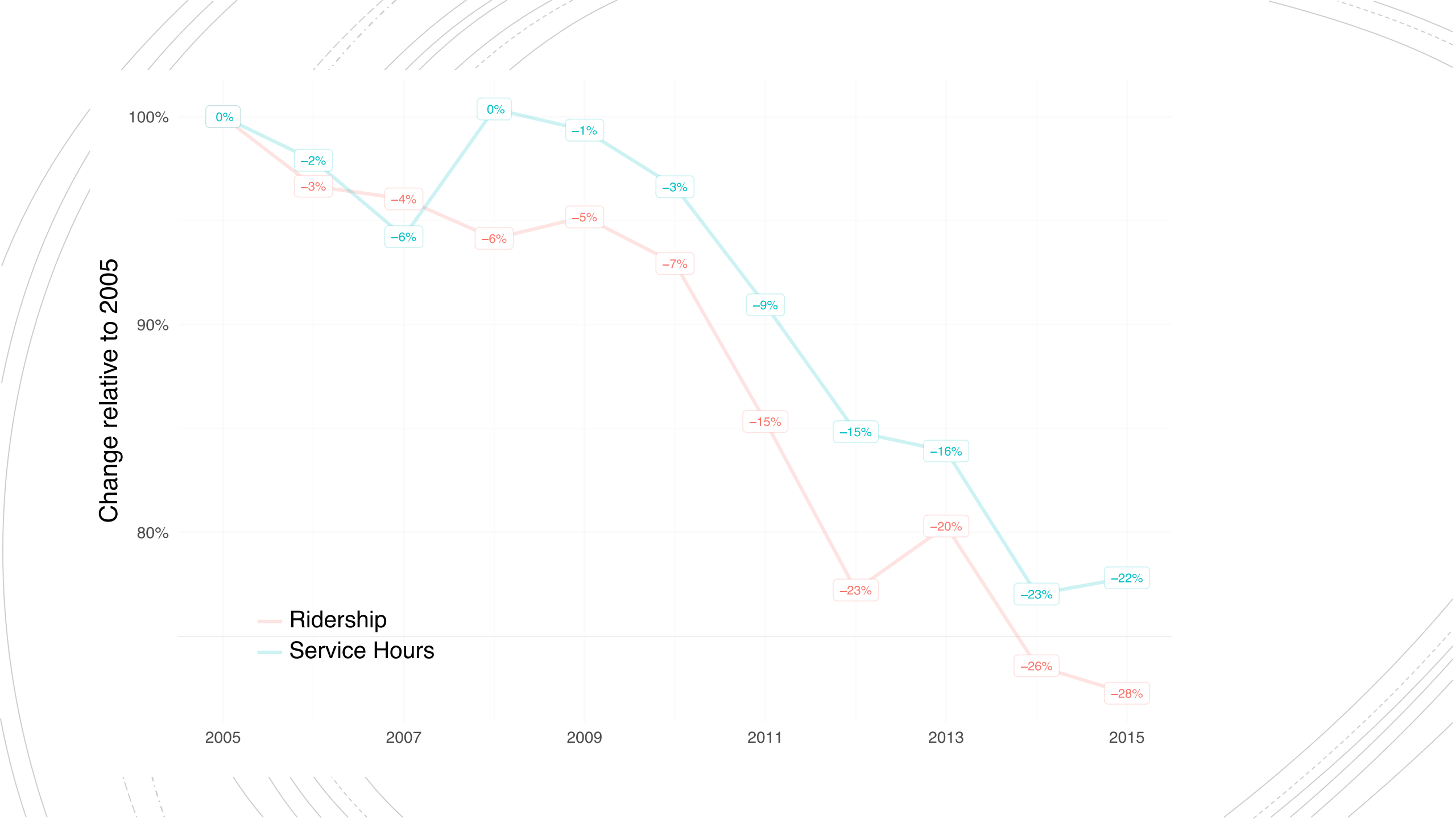
-20%

-23%

-26%

-22%

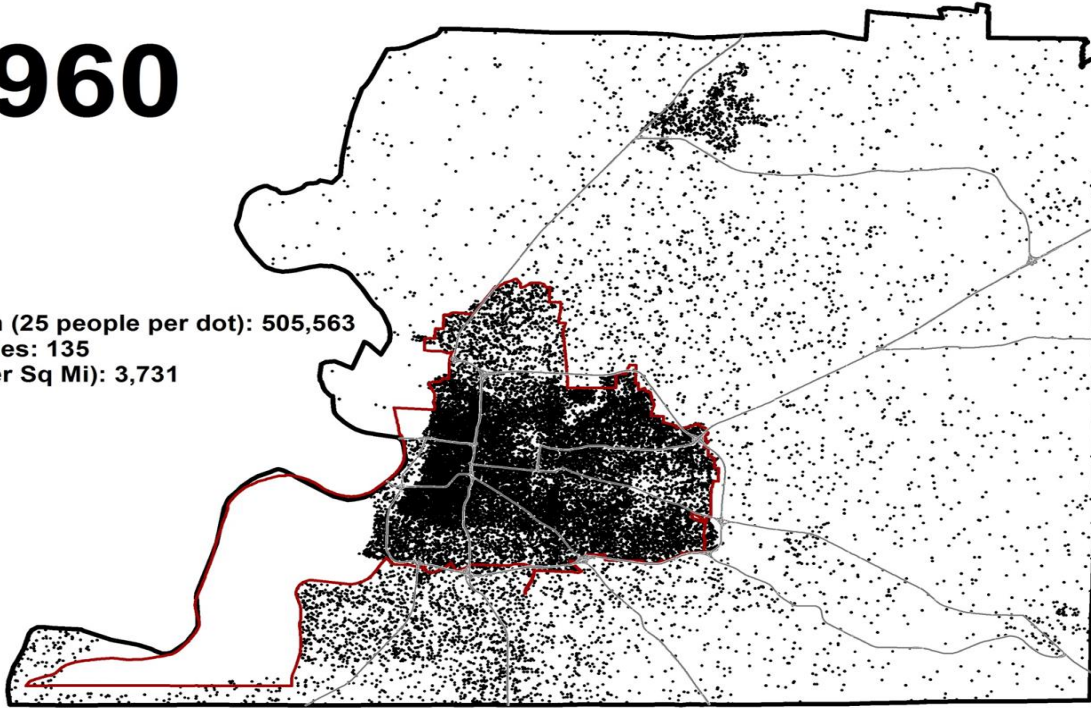
-28%



# Land Use Changes

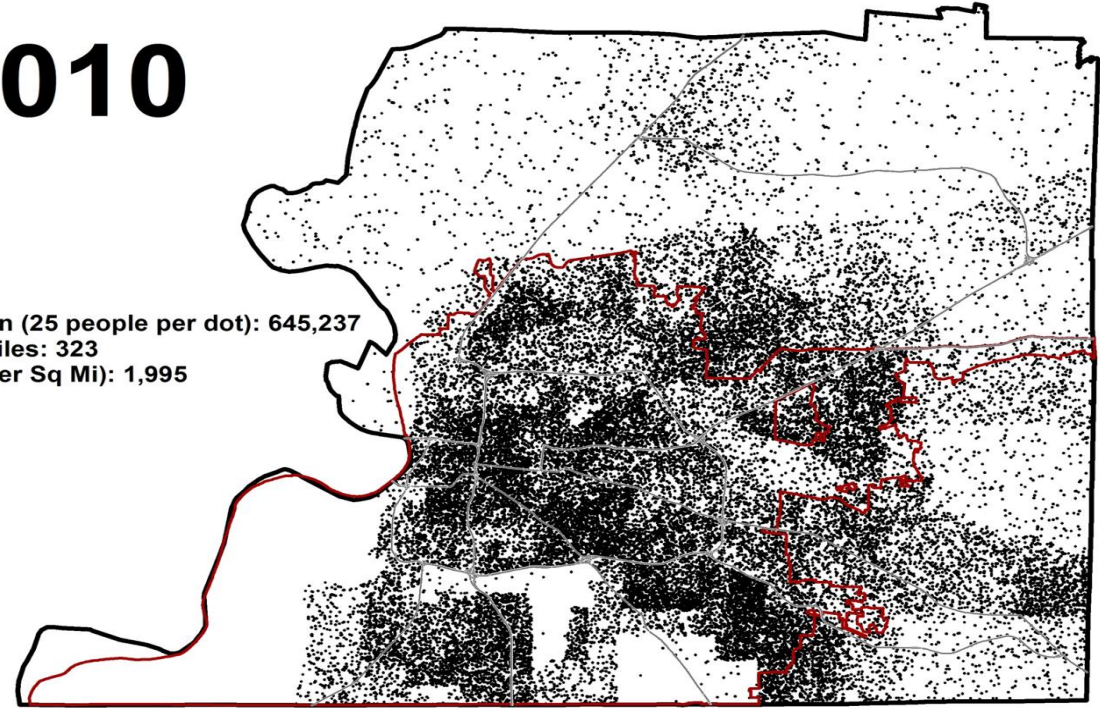
## 1960

Population (25 people per dot): 505,563  
Square Miles: 135  
Density(per Sq Mi): 3,731



## 2010

Population (25 people per dot): 645,237  
Square Miles: 323  
Density(per Sq Mi): 1,995

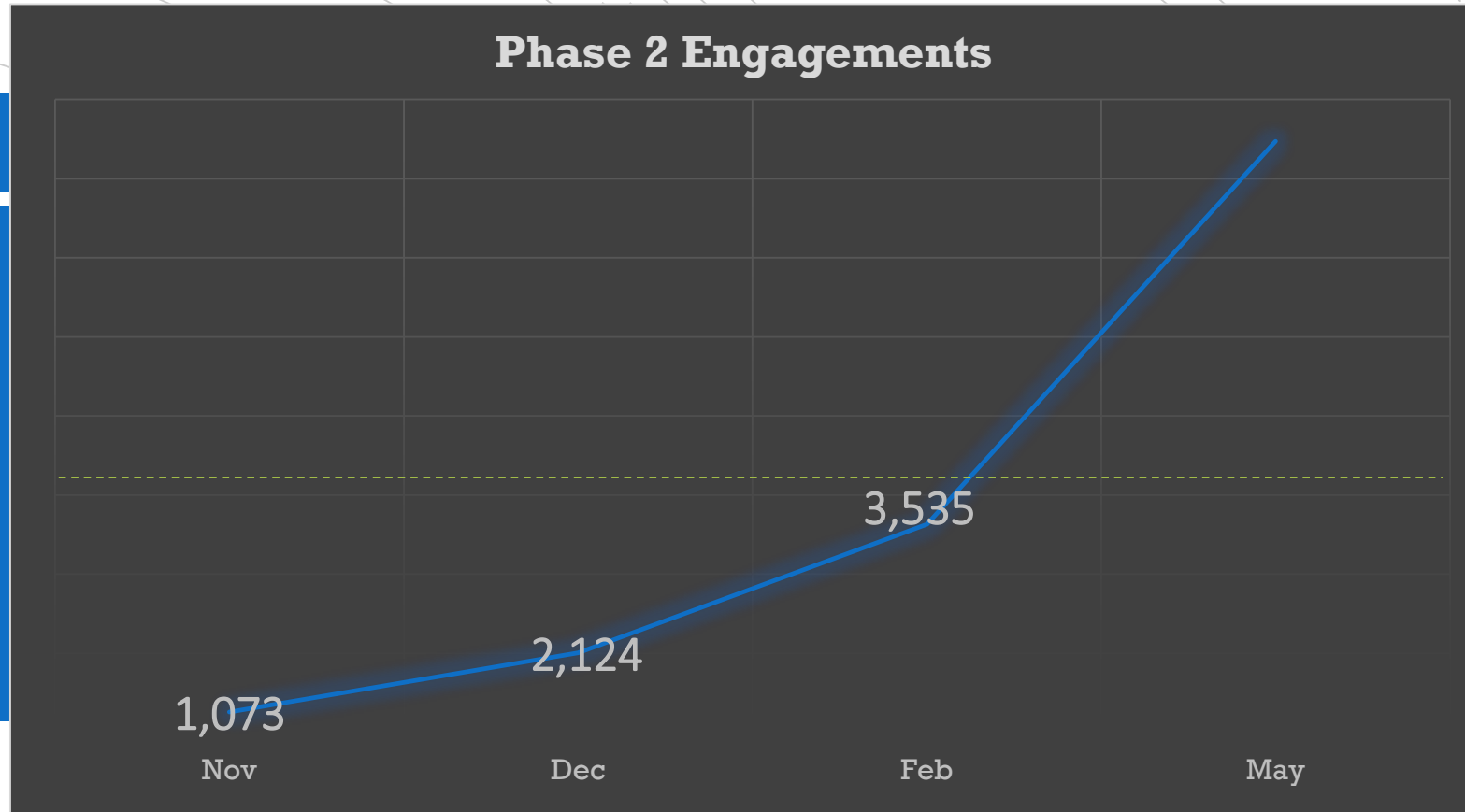


# Planning Timeline

## Memphis 3.0 Transit Vision Process Timeline



Total  
Engagements  
3,535



Engagements are verbal and nonverbal touchpoints including surveys, formal presentations and informal discussions, direct in-person outreach, and social media posts



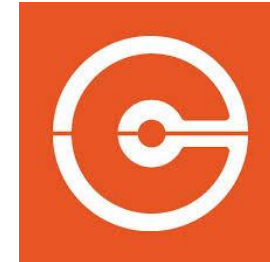
# Community Outreach



**70+**  
**community**  
**events,**  
**including**  
**transit**  
**centers**



# Partnering Organizations/ Stakeholders





# Media



**TV: Local 24's  
Local Memphis  
Live**

**Radio: SCS 88.5 w/  
John Best  
30,000 reaches**



**Suzanne Carlson**  
**Transportation and Mobility Project  
Manager**  
Innovate Memphis

**TedEx Talk:**  
**The Hidden Benefits  
- and Costs - of Our  
Transportation  
Choices**

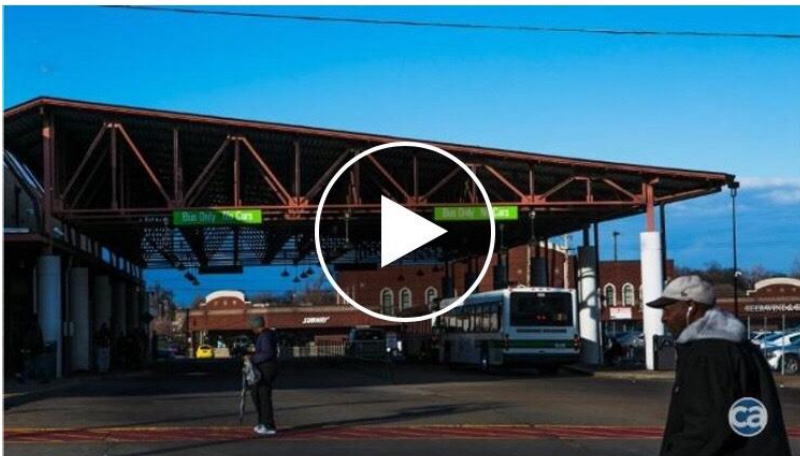
# Media

**Print Media:** Commercial Appeal, Memphis Flyer, Memphis Business Journal, High Ground News

commercial **appeal**

## Transit vision coming into view for MATA as Memphis 3.0 launches study

WAYNE RISHER | USA TODAY NETWORK – TENNESSEE  
1:40 pm CDT September 26, 2017



Memphis Flyer

News Blog

## City Continues Transit Vision Planning Process, Opens Second Public Survey

by Maya Smith  
November 15, 2017



comment ▼



HIGH GROUND

Memphis 3.0 looks to citizens' input on shaping city's transit system

SHARE

Like 123





# Advertising

The screenshot displays the Local Memphis website interface. At the top, there's a navigation bar with 'LOCAL MEMPHIS .com' and links for 'SECTIONS', 'NEWS', 'WEATHER', 'Sports', 'Local Memphis Live', 'Video Center', and 'Contests'. A weather widget shows '40° Memphis Broken Clouds'. The main content area features a large 'MEMPHIS 3.0 TRANSIT VISION' advertisement with the tagline 'Our Success Rides On You.' and a call to action 'Add Your Voice Today!' with a link to 'www.memphis3point0.com/transit'. Below this is a 'WEATHER ALERTS' section with a 'Wind Chill Advisory: Mississippi'. The left sidebar contains a 'Shelby County Office Of Preparedness On Winter Storm Warning' and a 'Police Continue Search in 14-Year-Old's Murder' article. The right sidebar features another 'MEMPHIS 3.0 TRANSIT VISION' ad, a 'Mid-South's Hidden History' article, and a 'Memphis Events' section listing 'Greensky Bluegrass DaisyLux Pac...' and 'Cloud 901 (Teen Learning Lab)'. Logos for 'LOCAL 24', 'FOX 16', and 'CW30' are visible at the bottom left.

## News Website

❑ Roadblock

❑ 64 clicks

39,964 impressions

## Bus Ads

❑ 60 Internal bus ads:

3,000,000 impressions per month

## Radio

❑ WHAL- FM & KJMS-FM

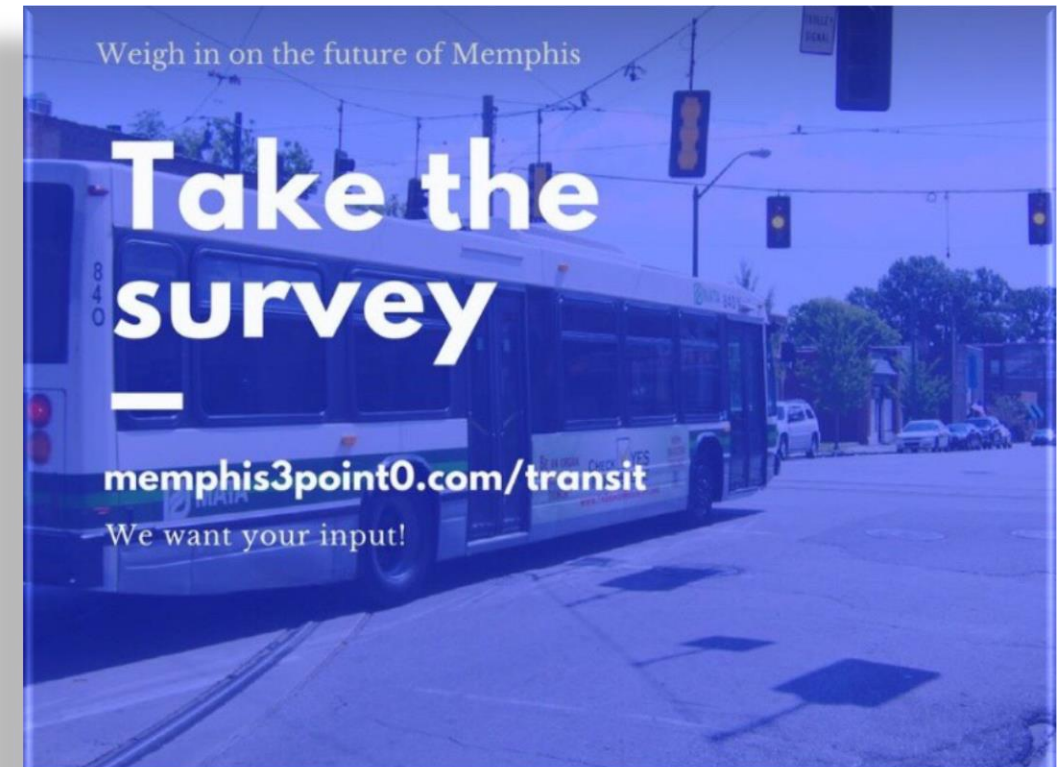
❑ 2 week ad campaign

301,780 reaches

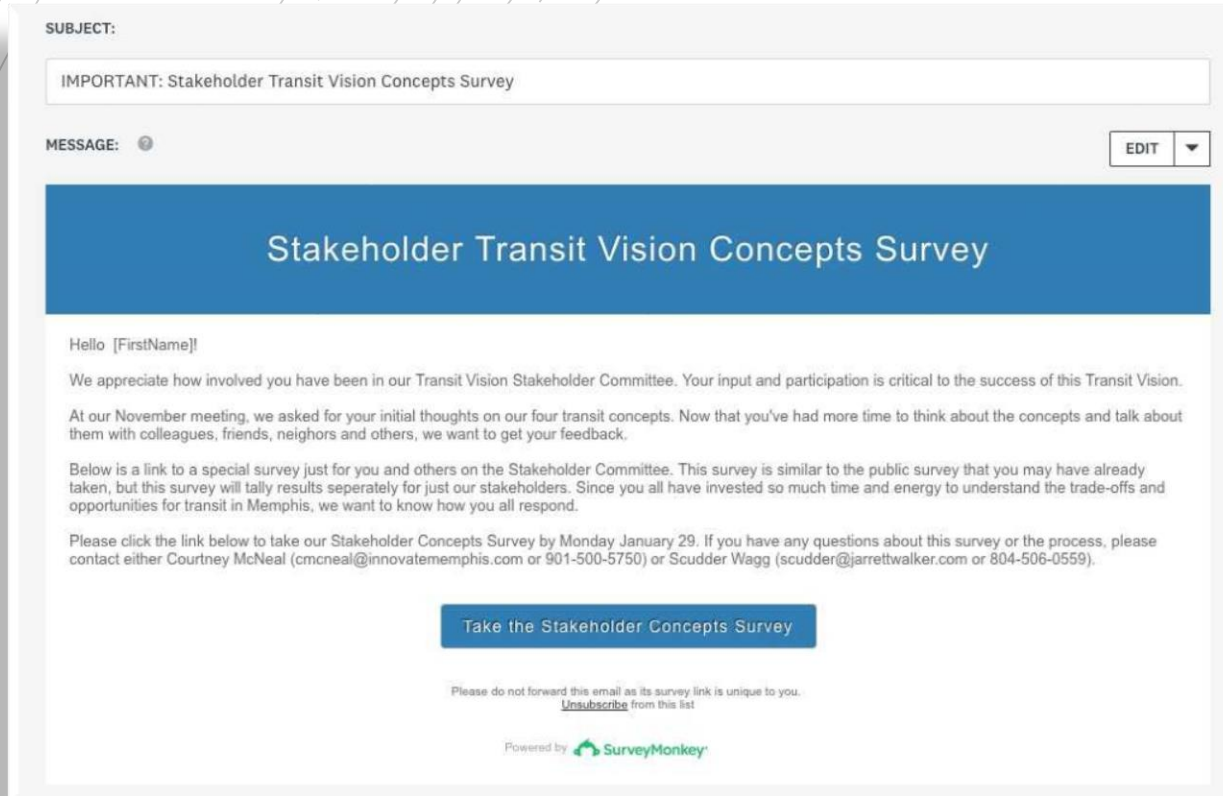


# Social Media:

68,847 impressions  
through Facebook  
and Twitter



# Email Engagements



❑ Innovate Memphis and  
partner distribution  
**20,336** emails



# Public Input Surveys

☐ 1,282 completed surveys

☐ 322 survey comments

## Memphis 3.0 Transit Vision Concepts

### Memphis 3.0 Transit Vision Phase 2 Survey

Thank you for taking this survey! It should take you less than 10 minutes to complete.

Want to learn more before you take this survey? Read our Alternatives Report at [www.memphis3point0.com/transit](http://www.memphis3point0.com/transit)

Or go ahead and take the survey right now!

Next









Powered by  
 SurveyMonkey®

A key difference between each concept is the frequency of service (how often a bus is coming). The frequency of service is shown by the color of the lines on the map.

- **Red lines** mean frequent service (a bus coming every 15 minutes).
- **Purple lines** mean service coming every 20 minutes.
- **Blue lines** mean service coming every 30 minutes.
- **Green lines** mean service coming every 60 minutes.
- **Tan lines** mean service coming every 75 to 120 minutes.

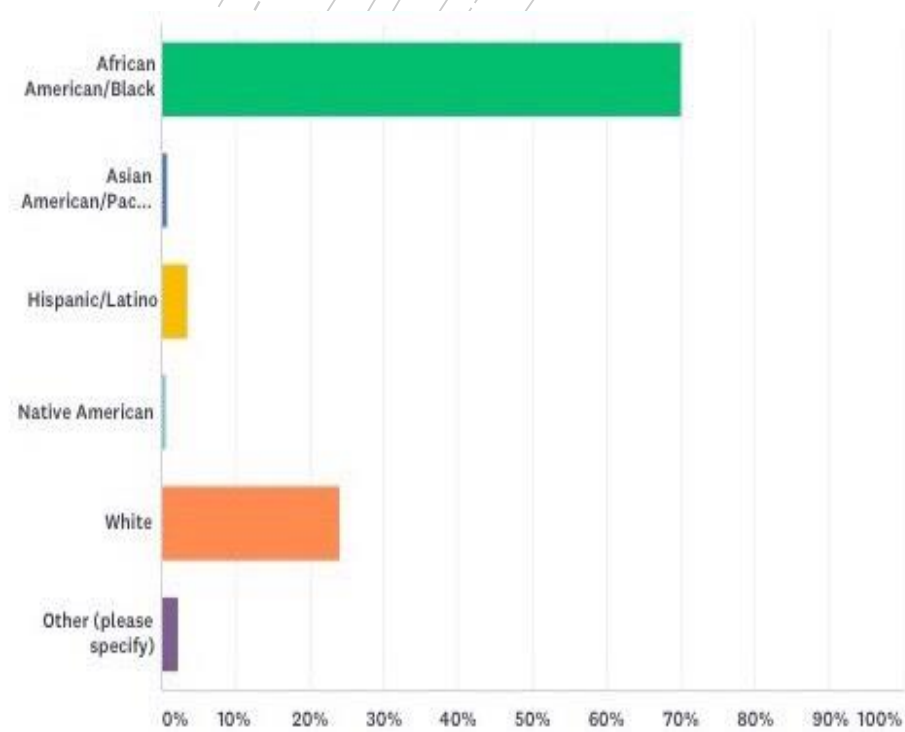
Please keep these colors in mind as you compare these concepts and how they serve Memphis.

Frequency (minutes between buses) at midday on a weekday

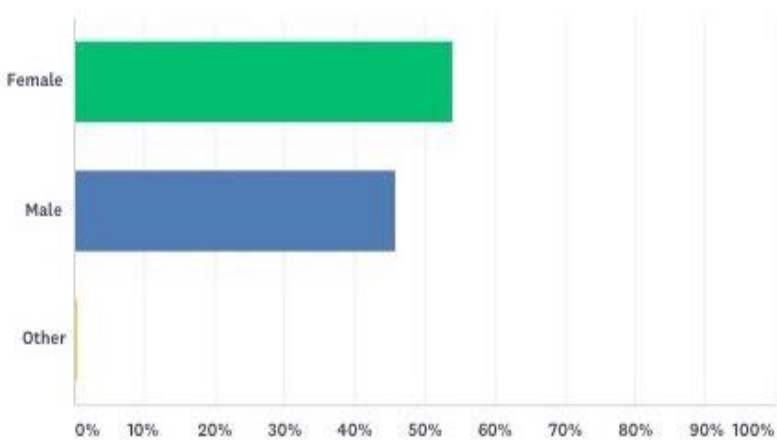
 15 minutes	 60 minutes
 20 minutes	 over 60 minutes
 Trolley 15-20 minutes	 Certain Times Only
 30 minutes	 Line continues at lower frequency

# Survey Responses

Race/ethnicity

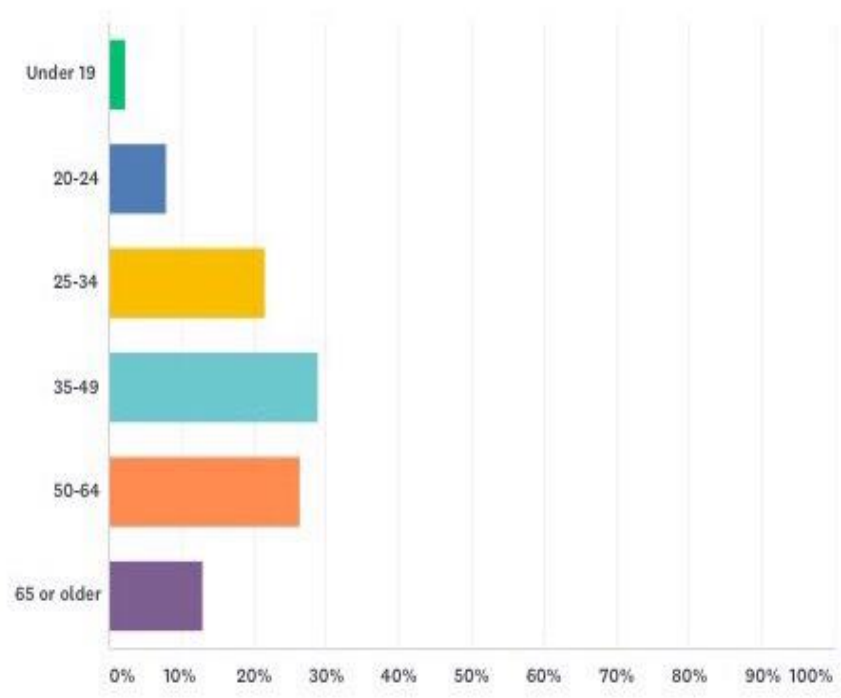


Gender

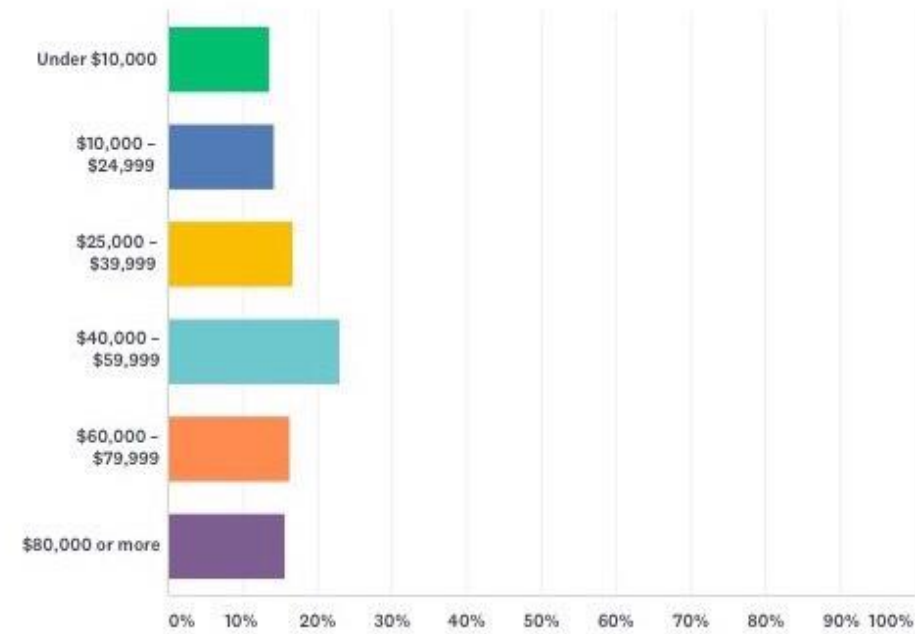


# Survey Responses

Age

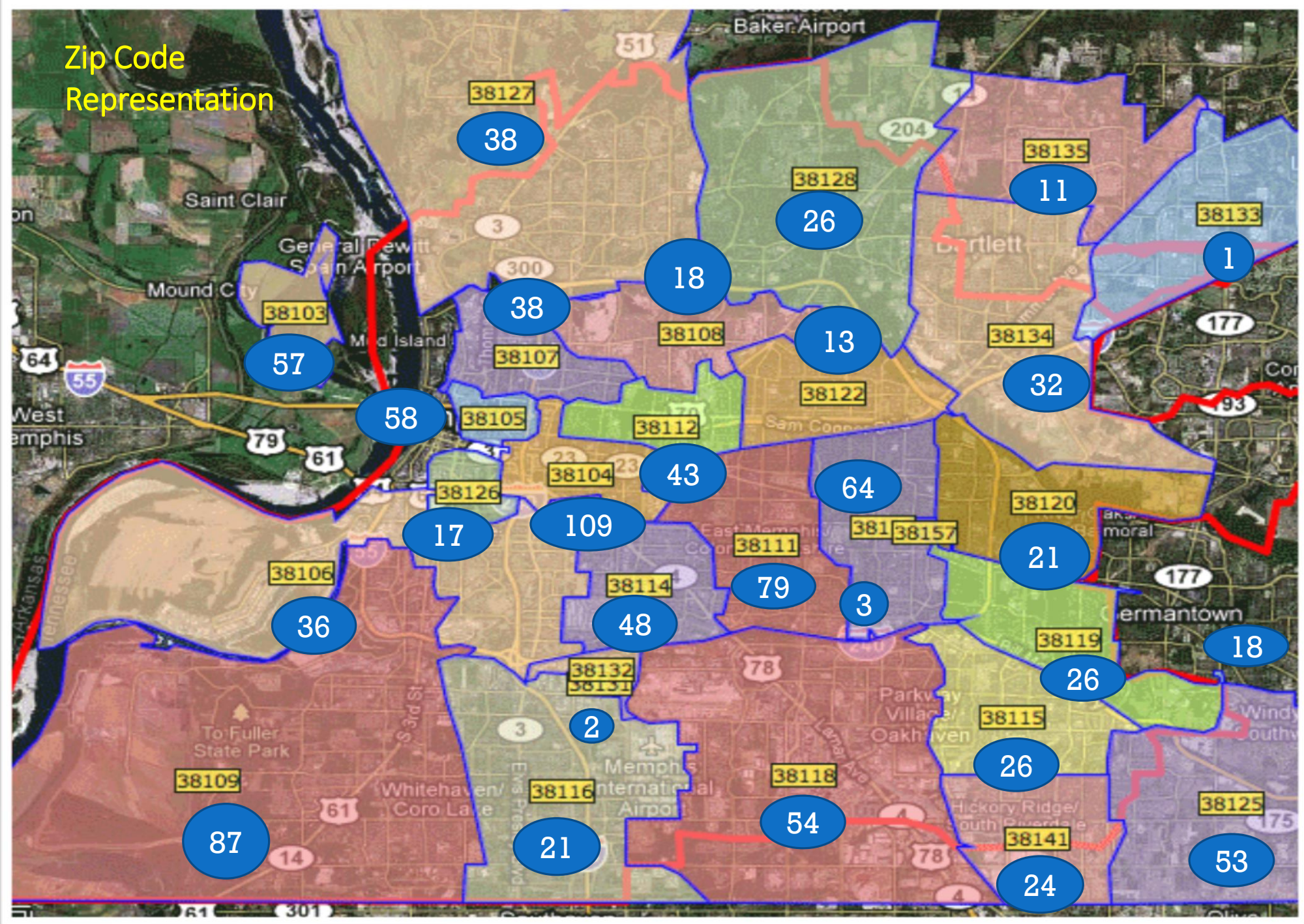


Income





## Zip Code Representation



# What's Next?

Please visit [www.memphis3point0.com/transit](http://www.memphis3point0.com/transit) to:

- Review the Choices and Concepts reports
- Leave a comment
- Listen to our podcast

If you are interested in having our team present to your organization, please contact Courtney McNeal at [cmcneal@innovatememphis.com](mailto:cmcneal@innovatememphis.com)

**Phase 3 Draft Investment Plan engagement will kick off in the Spring**