

MEMPHIS 3.0 TRANSIT VISION

A new transit vision for Memphis.
Our success rides on you!



39% more
jobs reachable
in an hour.

More buses
arriving
more often



LEARN MORE AND GET INVOLVED NOW
www.memphis3point0.com/transit



Memphis 3.0 Transit Vision: Community Engagement

AUGUST 2018

Planning Timeline

Memphis 3.0 Transit Vision Process Timeline



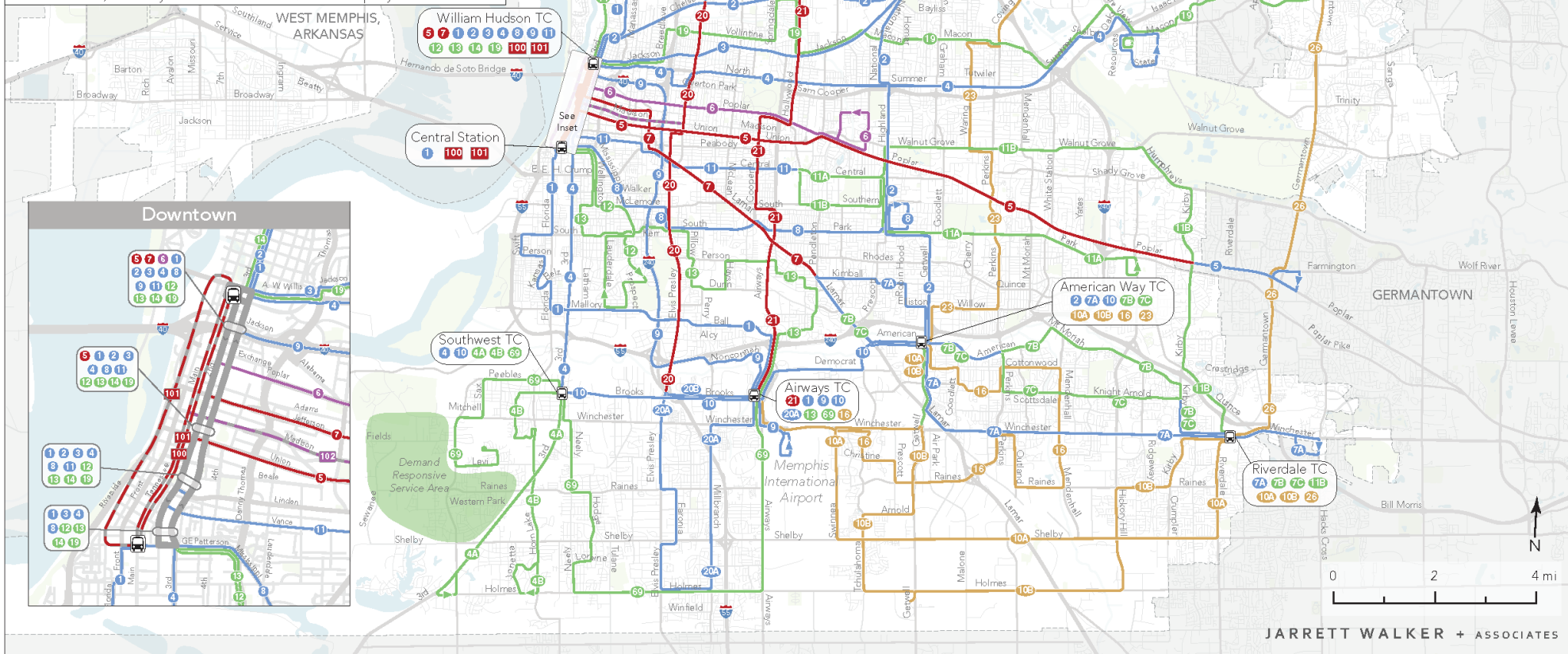
MEMPHIS, TENNESSEE

Draft Recommended Network

Frequency (minutes between buses) at midday on a weekday

- Trolley 10 minutes
- Trolley 20 minutes
- 15 minutes
- 20 minutes
- 30 minutes
- 60 minutes
- 120 minutes
- Line continues at lower frequency
- Demand responsive service from SW TC

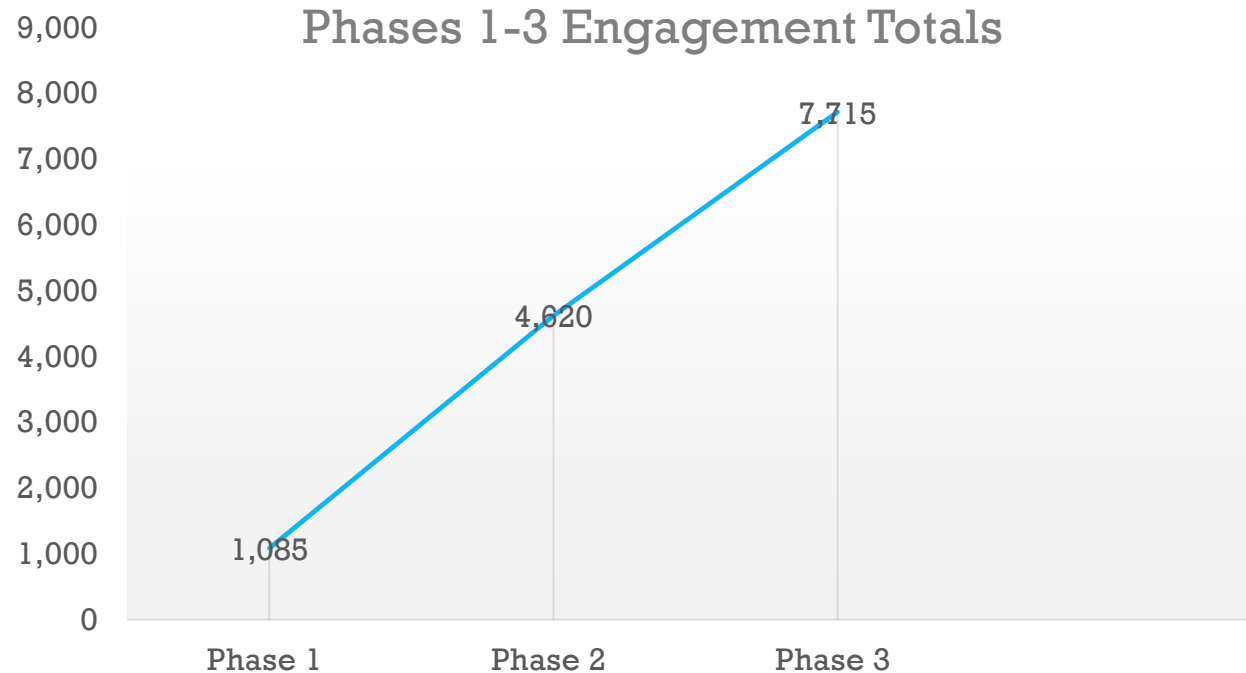
The Draft Recommended Network is based on public and stakeholder input on concepts developed for the Memphis Transit Vision. The network will be implemented in 2022, if the city invests an additional \$30 million per year in transit.



Draft Recommended Network

Transit Vision asked two transit planning questions in Phase II: how to balance ridership and coverage, and how much transit service does Memphis need? Public opinion on four proposed network maps resulted in the Draft Recommended Network, which increases bus frequency and still maintains coverage. The Draft Recommended Network has more frequent bus routes and increases job access by 39% within an hour for an average Memphian, 45% for minority residents and 49% for low income residents. An annual investment of an additional \$30 million is required to achieve this.

Transit Vision Direct Engagement



Overall Transit Vision Direct Engagements

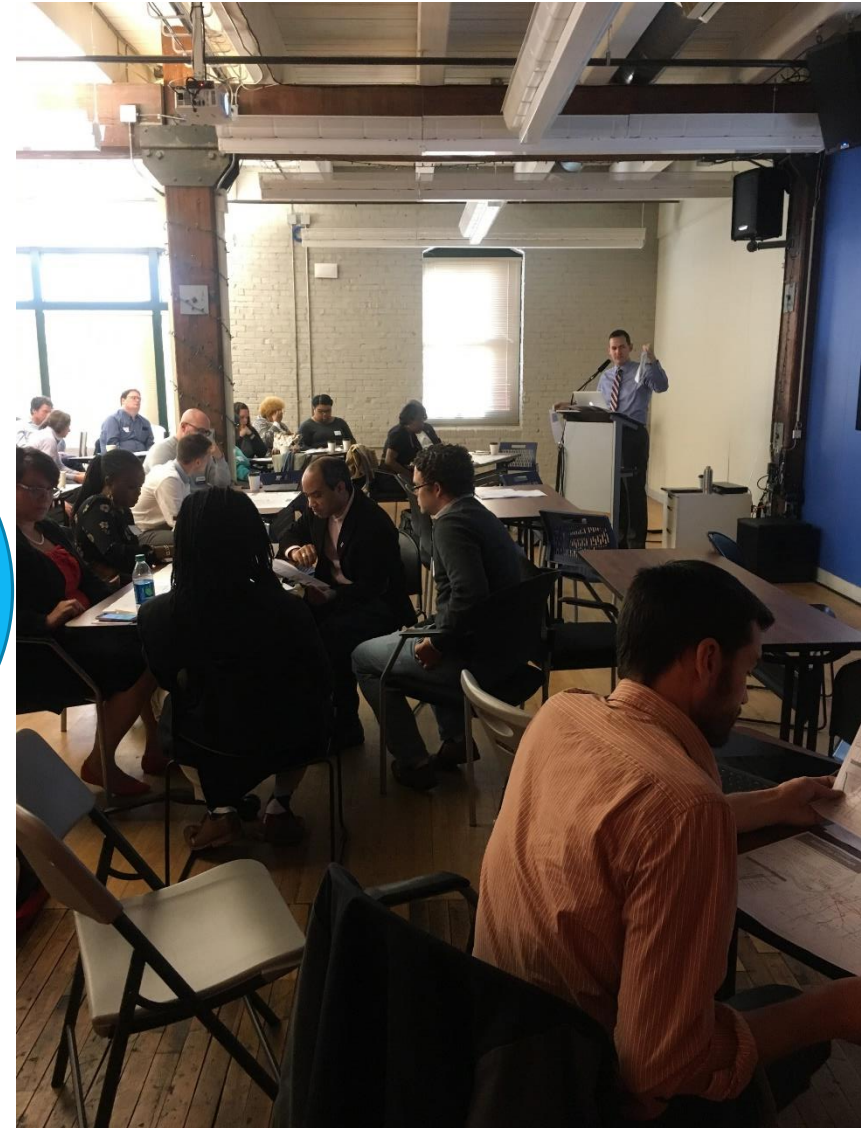
7,715

Direct engagements are verbal and nonverbal touchpoints, including surveys, formal presentations and informal discussions, as well as direct in-person outreach

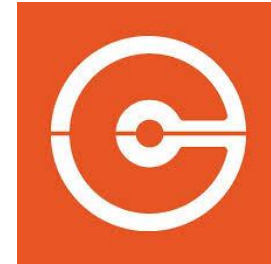
Community Outreach



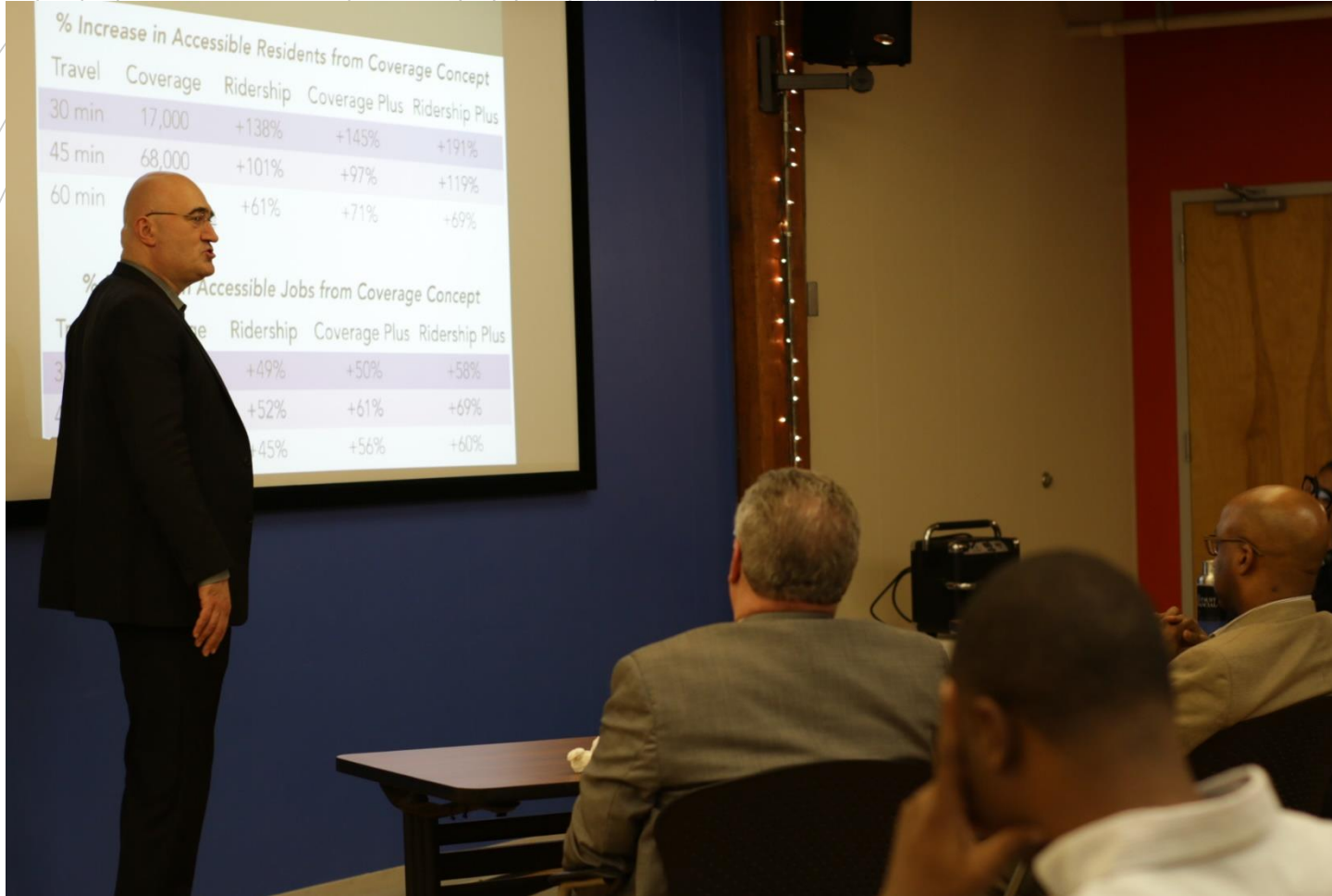
100+
community
events and
meetings,
including
transit
centers



Partnering Organizations/ Stakeholders



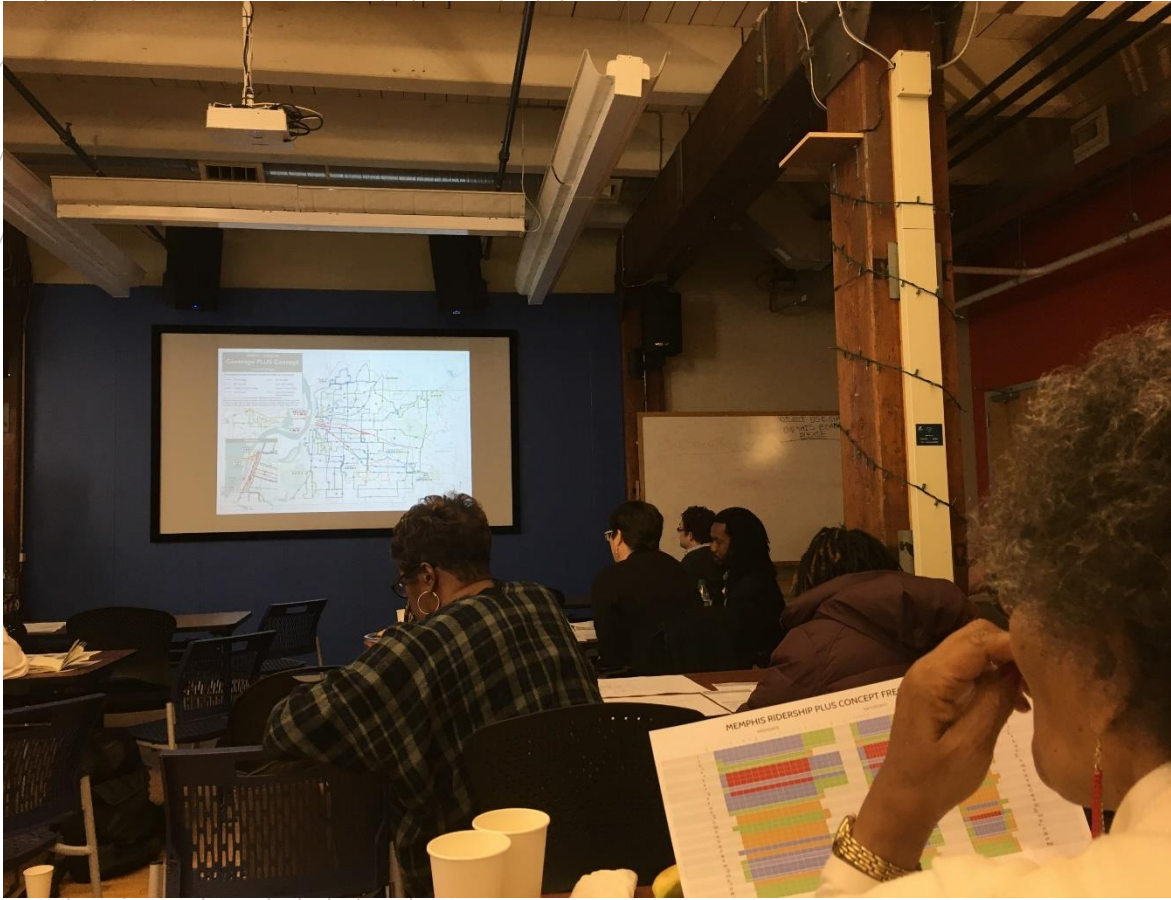
Events



Civic & Business Leader Engagement

Jarrett Walker, transit expert and leader of the network design process, presented to elected officials, civic and business leaders at two VIP events. City, County, MATA and business reps were also invited to daily debriefs while the team was in town designing the network.

Events

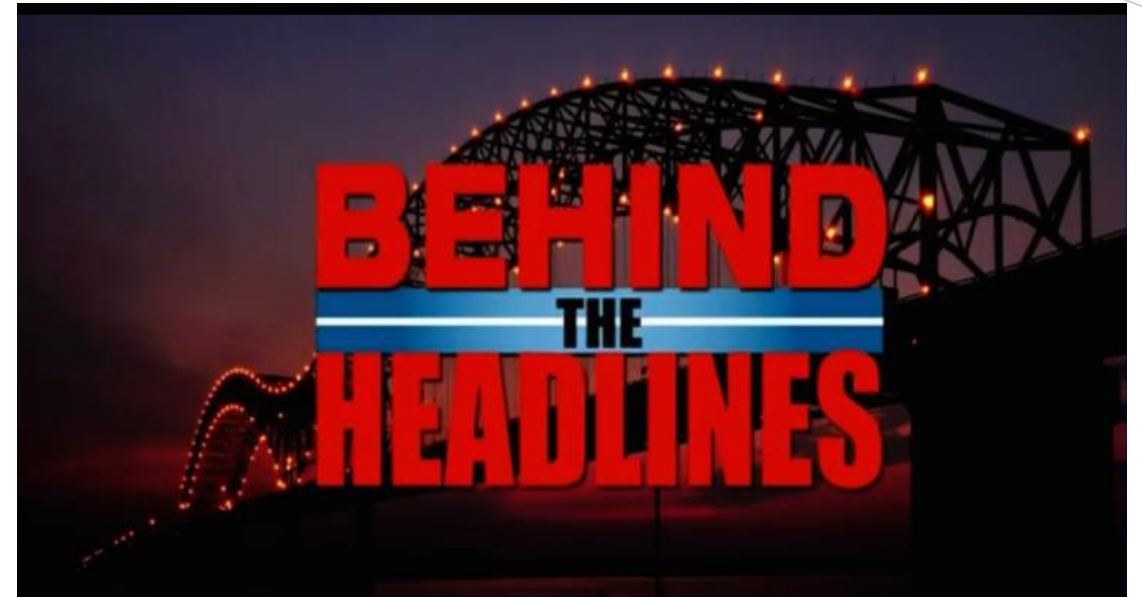


The design process included a 60-member Stakeholder Committee that was trained and consulted over three workshops, one for each design phase. Community stakeholders gained expertise and provided critical feedback on the draft network.

Media



Suzanne Carlson of Innovate Memphis discusses how Memphis 3.0 Transit Vision will benefit the city.



Media



TRANSPORTATION

Carlson: Memphis and MATA lag 'behind' peer cities

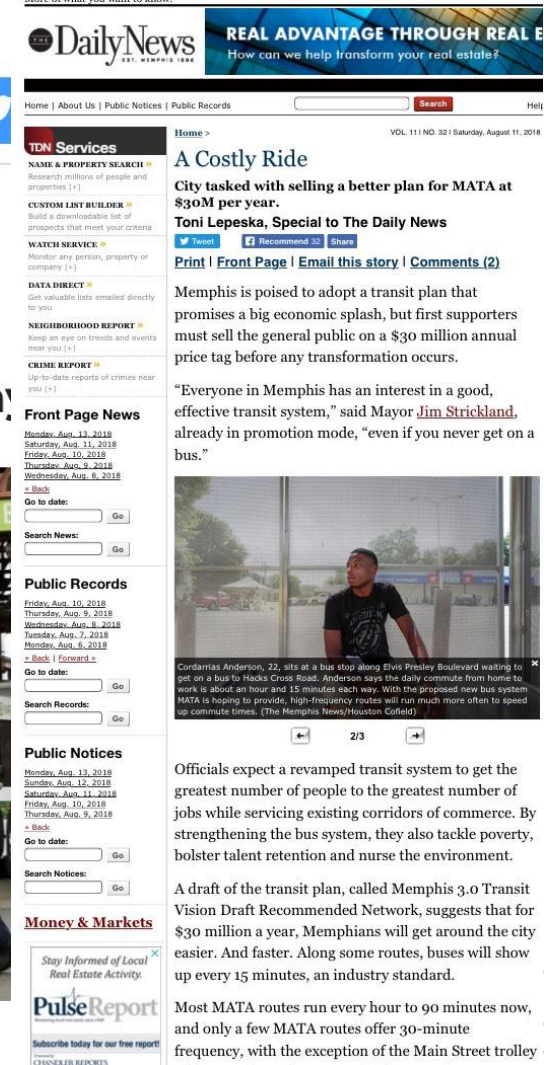


TRANSPORTATION

Wagg: \$30M Memphis transit proposal 'dramatically increases job access'



\$45 million would go a long way toward connecting people with jobs, transit planners say



Transit Vision was featured in the Memphis Business Journal 9 times during Phase 3. There were also features in the Commercial Appeal and Memphis Daily News.

Advertising



**MEMPHIS 3.0
TRANSIT VISION**

Our Success Rides On You.

Add Your Voice Today!

What do you want from the Memphis bus network?

More Coverage?
Shorter Walks to the Bus?

More Frequent Service?
Faster Trips?

Comment at
www.memphis3point0.com/transit

INNOVATE
MEMPHIS
Defining New Solutions

Bus Ads

- ☐ 60 Internal bus ads:
up to **3,000,000**
impressions per month

Radio

- ☐ WHAL- FM & KJMS-FM
- ☐ 2 week ad campaign
200,000 reaches

Overall Radio Reaches: 501,780

Commuter Profiles

#COMMUTE901



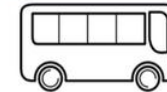
COMMUTE MODE: TRANSIT

MEMPHIS 3.0
TRANSIT VISION

Riding public transit helps me save money personally, but also put money back into the city to help it grow. Public transportation is vital for a city to grow. When there is good public transportation, people will utilize it. Where I live, I can catch about 5 different buses that are convenient for me. I would love to see others have the same level of access and ease of use. When I see a young man who needs to get to Macon for a class or a distribution center, I want him to get there on a service that runs more frequently.

Robin Perkins, Educator at Denver Elementary

#COMMUTE901



COMMUTE MODE: TRANSIT



MEMPHIS 3.0
TRANSIT VISION

My vision for a better transit system would be a bus system that runs more frequently. My family relies on the bus for day-to-day living to school, work and the store. I used public transit when I lived in another city, we took care of everything we needed to do on a day to day basis and we did not need a vehicle. My vision is to see that in Memphis.

Elijah Sledge, Memphis Lift

The Transit Vision team helped Memphians share their experiences using public transit. The profiles were shared through Innovate Memphis' social media platforms.

Social Media:

Phase 3 :146,560
impressions
through Facebook,
Twitter and LinkedIn

Overall Transit Vision
social media
impressions:
215,410

 **Innovate Memphis**
May 23 at 2:30 PM · 🌐

As we come together to plan for our city's future, we need your input on the vision of a better system for Memphis. Check out the recommended network and take the #TransitVision survey today!
memphis3point0.com/transit



39% more
jobs reachable
in an hour.

More buses
arriving
more often



 **Innovate Memphis**
June 6 at 4:33 PM · 🌐

Memphis 3.0 needs your input on your #TransitVision for the Draft Recommended Network of Memphis' bus system. 🚌 Learn more and take the short survey at bit.ly/TransitVision



A new transit vision for Memphis.
Our success rides on you!



39% more jobs
reachable in an hour.

More buses arriving
more often



79,000 more people
and 103,000 more
jobs near frequent
bus service.



Improved weekend
service



New routes and
new numbers



Email Engagements

Phase 3: Innovate
Memphis and partner
distribution 23,765 emails

Overall Transit Vision
distribution emails: 44,101



Draft Transit Vision Plan

For the first time in four decades, the City of Memphis is developing a strategic plan to outline a new direction for Memphis.

The plan is intended to provide an outline to create a City of great neighborhoods and to maximize the City's ability to improve the quality of life—apply titled Memphis 3.0.

Innovate Memphis and Memphis 3.0 are working to bring better transit to Memphis, and they need your input!

[Click here](#) to learn more about the Draft Transit Vision plan and offer your feedback by taking the brief survey **[Here](#)**.



The MIFA Minute

June 12, 2018



Survey: Memphis 3.0 requests community feedback

Innovate Memphis and Memphis 3.0 are working to bring better transit to Memphis. The Draft Transit Vision shows what is possible in the next four years with new investment and a redesign of our bus system.

- 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).

How does the Draft Transit Vision achieve this?

- A new investment of \$30 million per year in transit.
- New and redesigned bus routes that change how people connect across the city.
- New routes with more frequent service: that means less waiting and going further, faster.
- More weekend and evening service.

There are a lot of positive outcomes with the Transit Vision, and it is still a draft vision. Your input is needed, today, to make it the vision for you and your community. Learn more by reading our [Transit Vision Draft Recommended Network](#) and [take the survey here](#).

This project is being conducted by Innovate Memphis and the City of Memphis, in partnership with Memphis Area Transit Authority (MATA) and the Memphis Metropolitan Planning Organization (MPO), as part of the Memphis 3.0 Comprehensive Plan. Technical support for the project comes from a consultant team led by Jarrett Walker + Associates.

DONATE

Visit our site

[Homepage](#)

[Donate](#)

[Volunteer](#)

[On-call MIFA Meals on Wheels volunteers](#)

[Inclement weather policy](#)

[Job opportunities](#)

MIFA will be closed July 4 in observance of Independence Day.

Public Input Surveys

Phase 3: 1,072
completed surveys

Overall Transit
Vision completed
surveys: 2,354

Memphis 3.0 Transit Vision Recommended Network

MEMPHIS 3.0
guiding memphis into our 3rd century

**INNOVATE
MEMPHIS**
Delivering Civic Solutions

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 Draft Recommended Network Report at www.memphis3point0.com/transit. Or go ahead and take the survey right now!

Introduction

The following questions ask you to think about a new bus network for Memphis compared to the existing system. This new bus network has a different way of connecting the city with bus routes and we want to know what you think about it.

A key feature of the maps of each network 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.

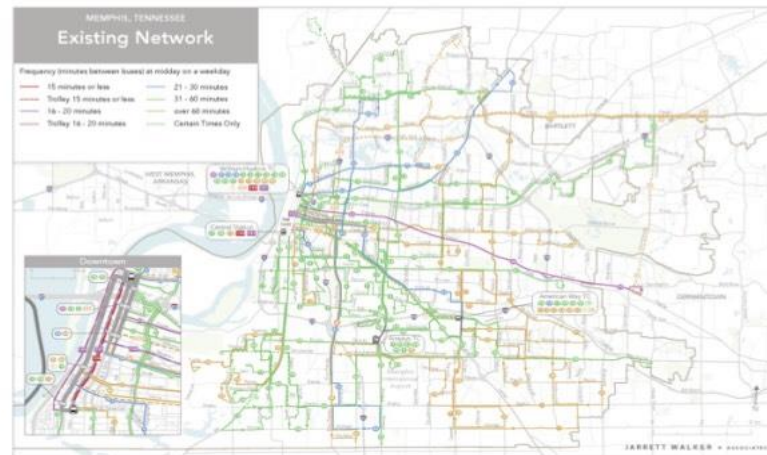
What do the colors on the maps mean?

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

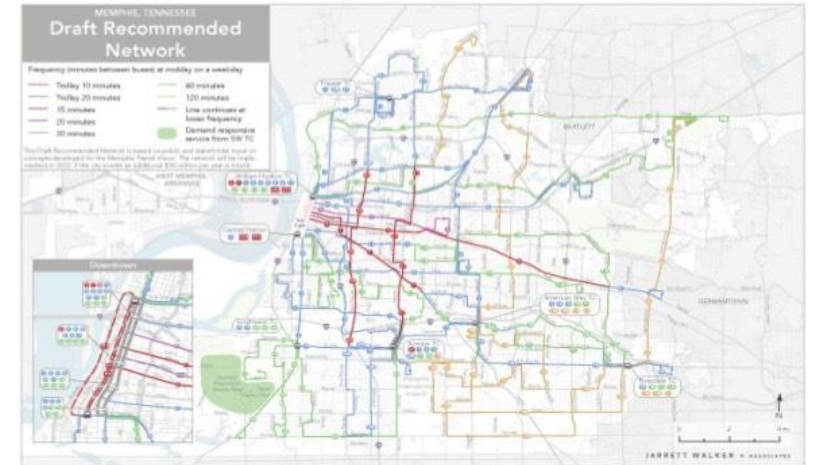
Frequency (minutes between buses) at midday on a weekday	
--- Trolley	120 minutes
--- 15 minutes	Certain times only
--- 20 minutes	Line continues at lower frequency
--- 30 minutes	
--- 60 minutes	

How Does Transit Affect You?

The first Existing Network map shows you today's transit network and how it connects Memphis. Notice the frequency of service. Most routes in today's network come infrequently. This means long waits when traveling.



The Draft Recommended Network map below shows how the Draft Recommended Network would connect Memphis. Many streets would have more frequent service. Many routes would change and some routes would go away, but nearly everyone who is near service today would be near service with this network.



Comparing the maps, and thinking about your regular trips around Memphis, tell us whether you agree or disagree with the following statements.

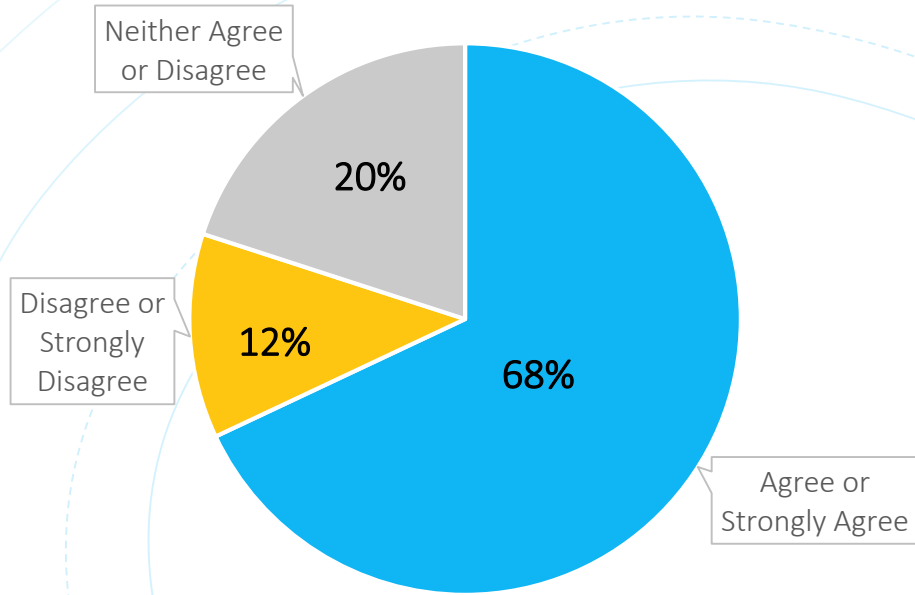
1. *The Recommended Network will be better for me.*

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

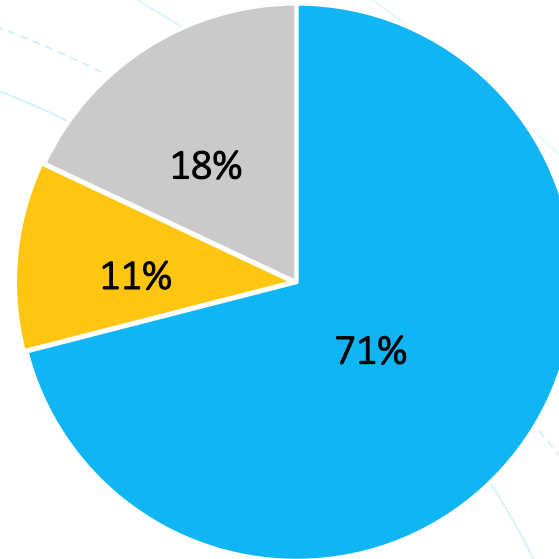
2. *The Recommended Network will help me use transit for more trips.*

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

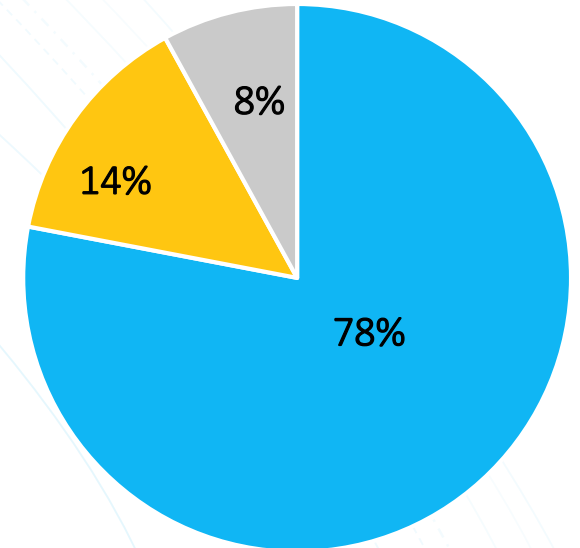
Public Input



68% : new Network would help them use more trips.

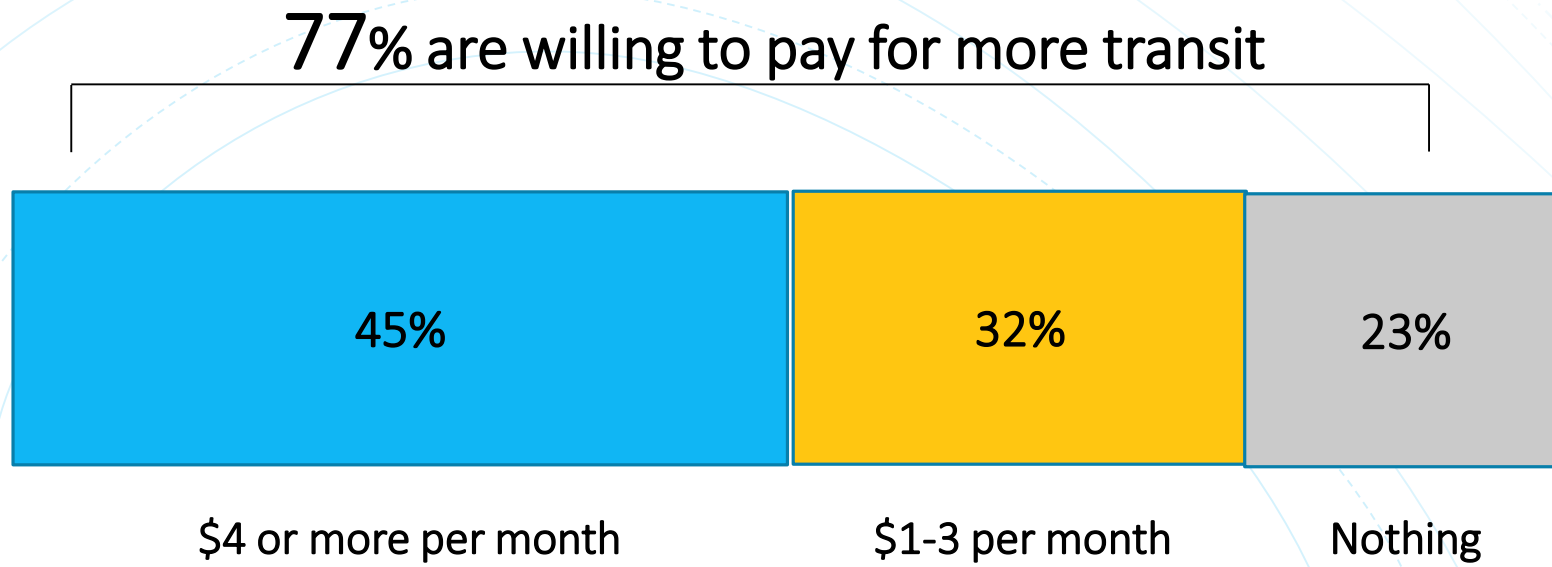


71%: new Network better for their neighborhood.

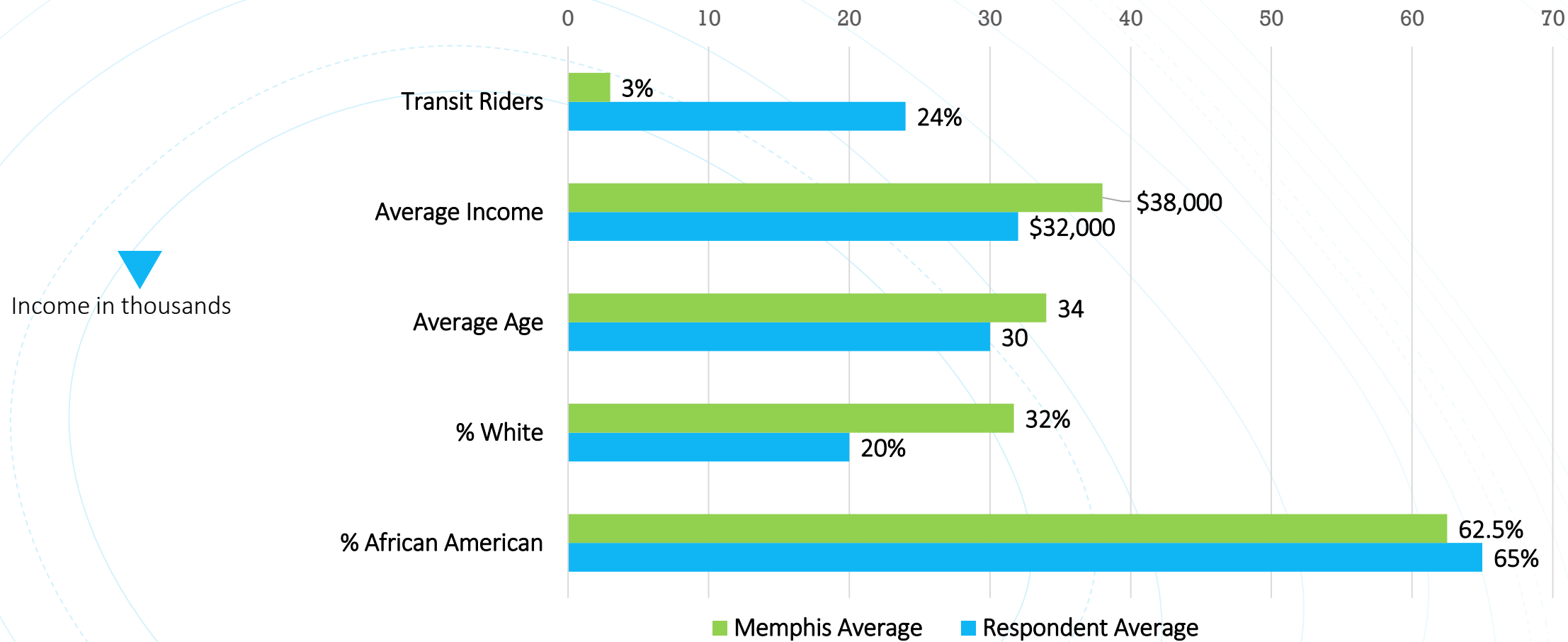


78%: new Network better for the city.

Public Input

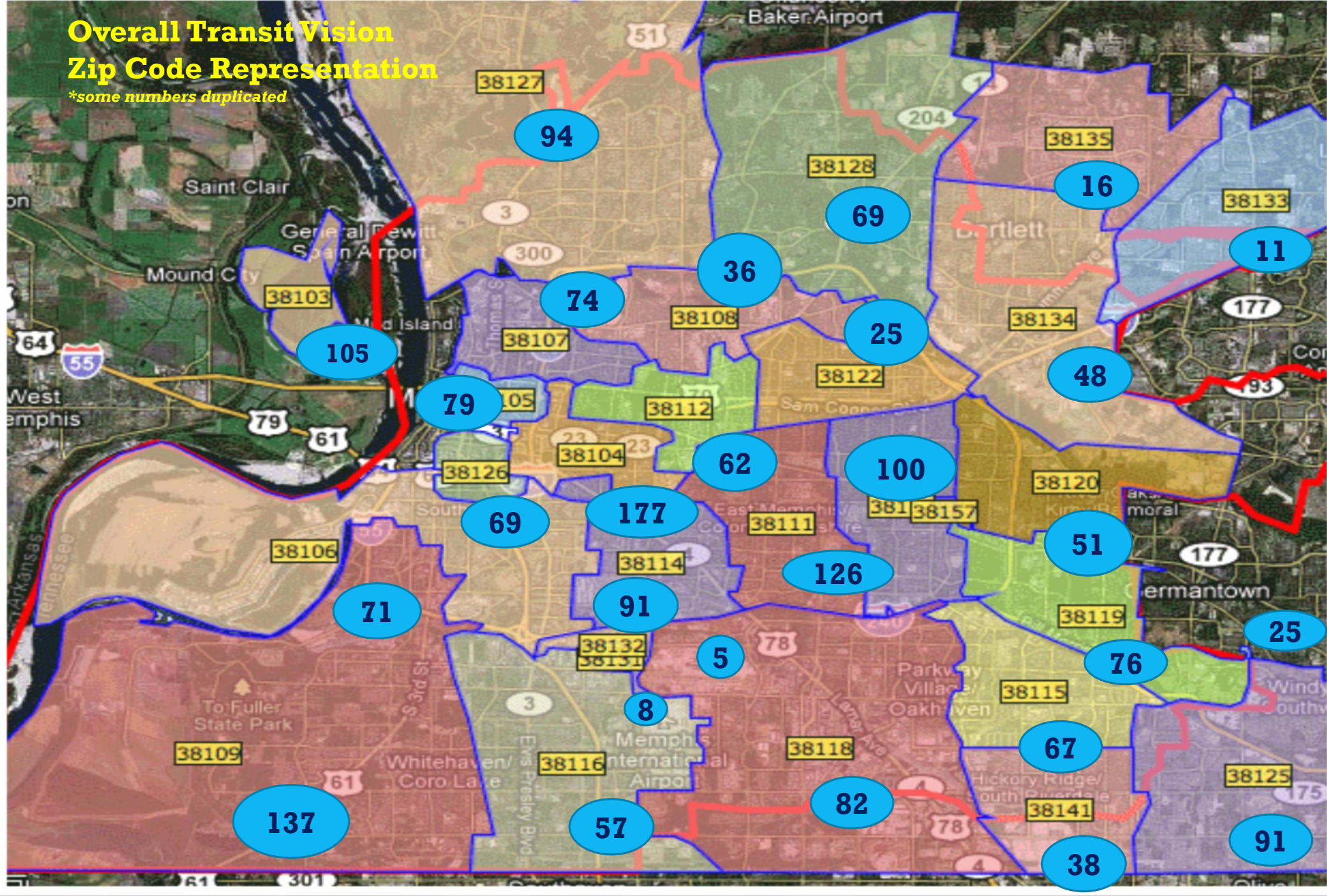


Public Input



Overall Transit Vision Zip Code Representation

***some numbers duplicated**



What's Next?

Please visit www.memphis3point0.com/transit to:

- Review the Choices, Concepts and Investment Plan reports
- Leave a comment
- Listen to Tedx talk, podcast, and media appearances

If you are interested in having a team present to your organization, please contact Courtney McNeal at cmcneal@innovatememphis.com

**MEMPHIS 3.0 TRANSIT VISION RECOMMENDED NETWORK WILL BE PRESENTED TO
MEMPHIS CITY COUNCIL IN 2019**