

m connect

How was this project selected?



Assessed over 20 public transportation and multimodal alternatives

Identified as a potential high-capacity corridor as part of the Midtown Alternatives Analysis



Hosted four public meetings, four technical advisory meetings, and additional meetings with focus groups, key stakeholders, and partner agencies

Selected a Bus Rapid Transit project linking Downtown Memphis, the Memphis Medical District, and the University of Memphis



Adopted by the MATA Board of Commissioners on April 26, 2016 and by the Memphis Urban Area Metropolitan Planning Organization's Transportation Policy Board on May 25, 2017



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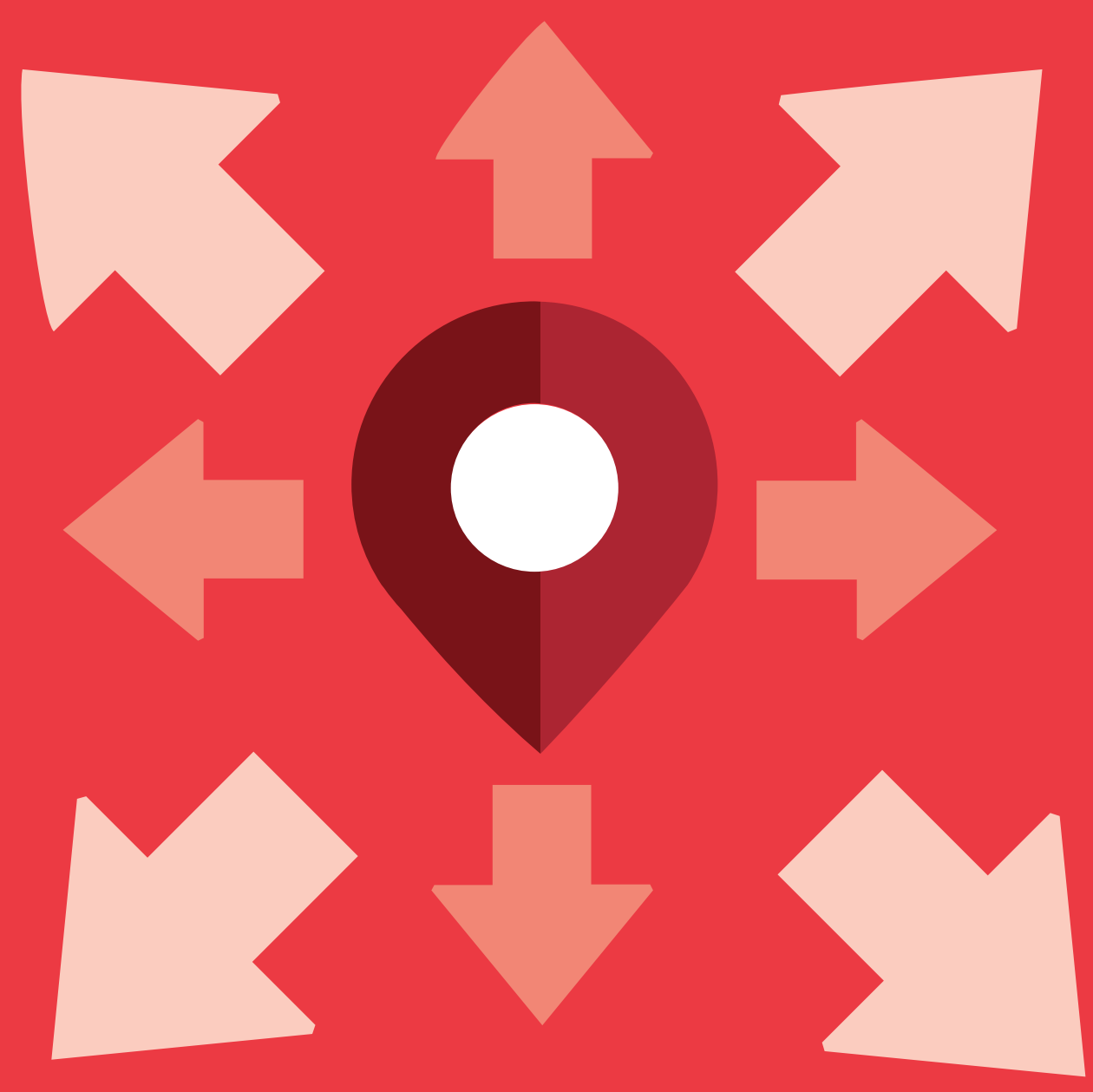
Why Bus Rapid Transit?



Connects riders to employment, healthcare, education, and recreation



Enhances economic competitiveness



Provides more mobility options

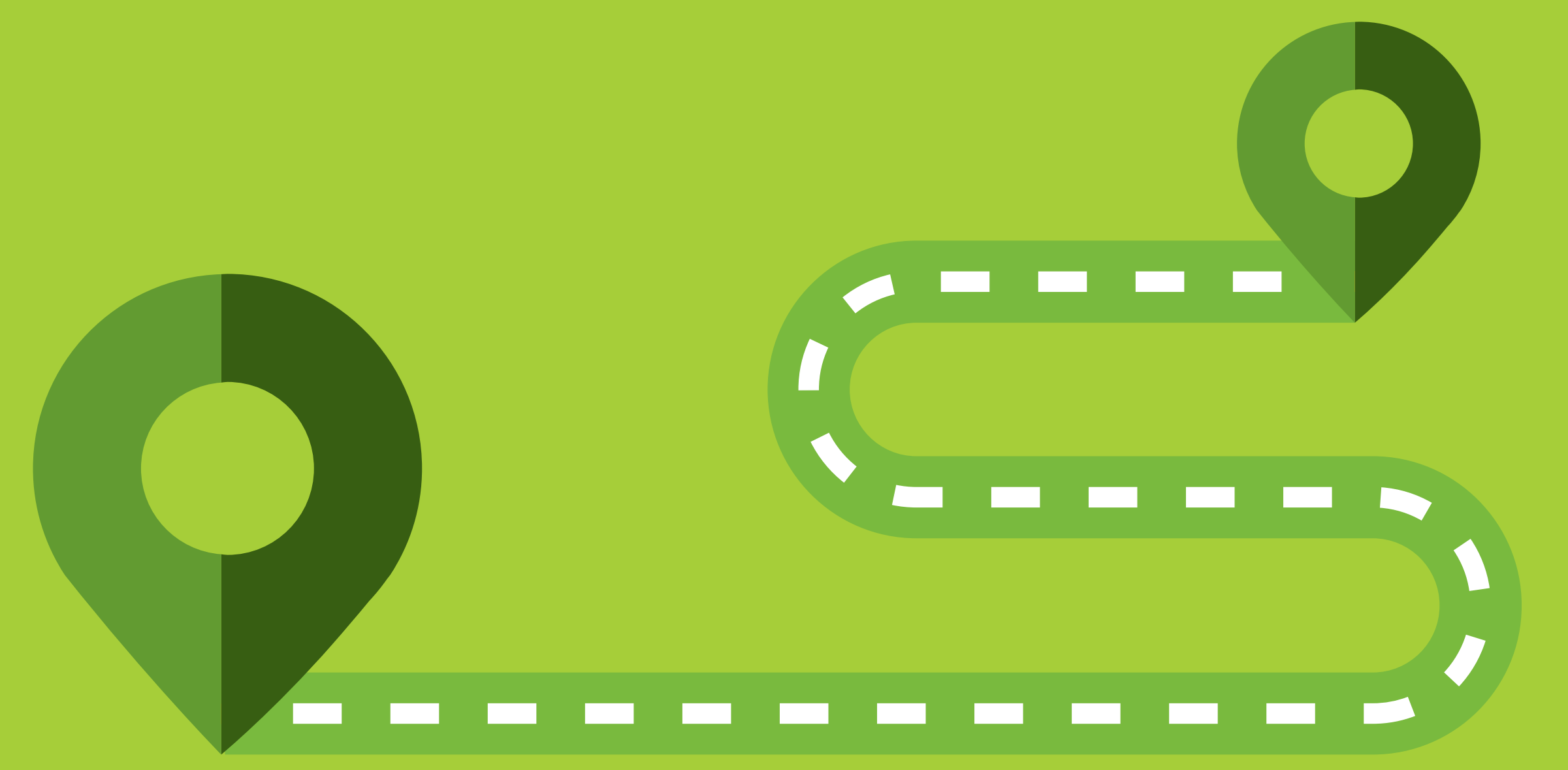


Introduces innovative technologies



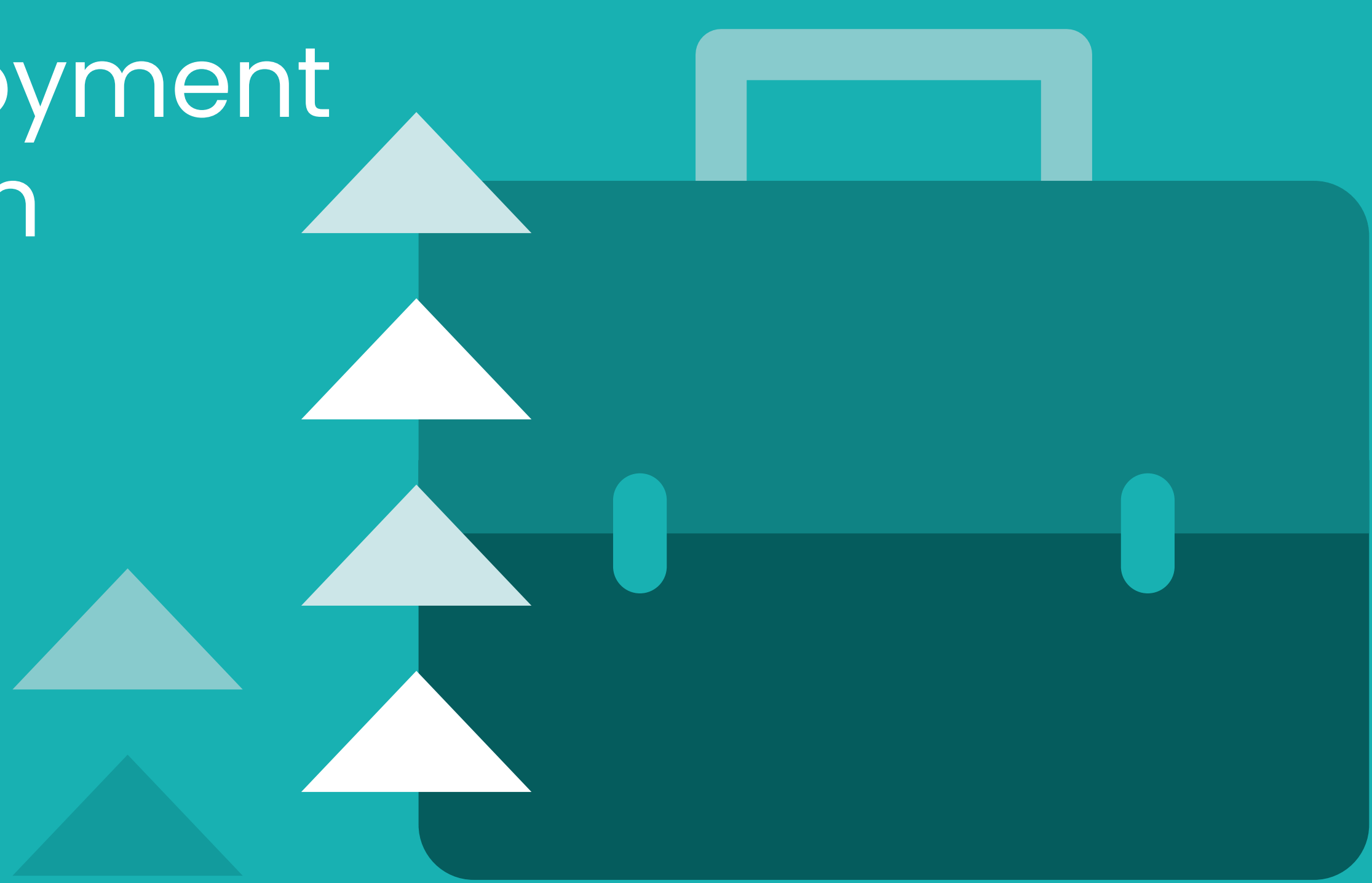
Provides sustainable solutions with reduced emissions

Why Memphis Innovation Corridor?



Connects Downtown Memphis, the Memphis Medical District, and the University of Memphis

Continued employment growth



Memphis has experienced growth in development activity

Promotes redevelopment efforts in Downtown and Midtown



Connects two of the City's Opportunity Zones



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Station Features

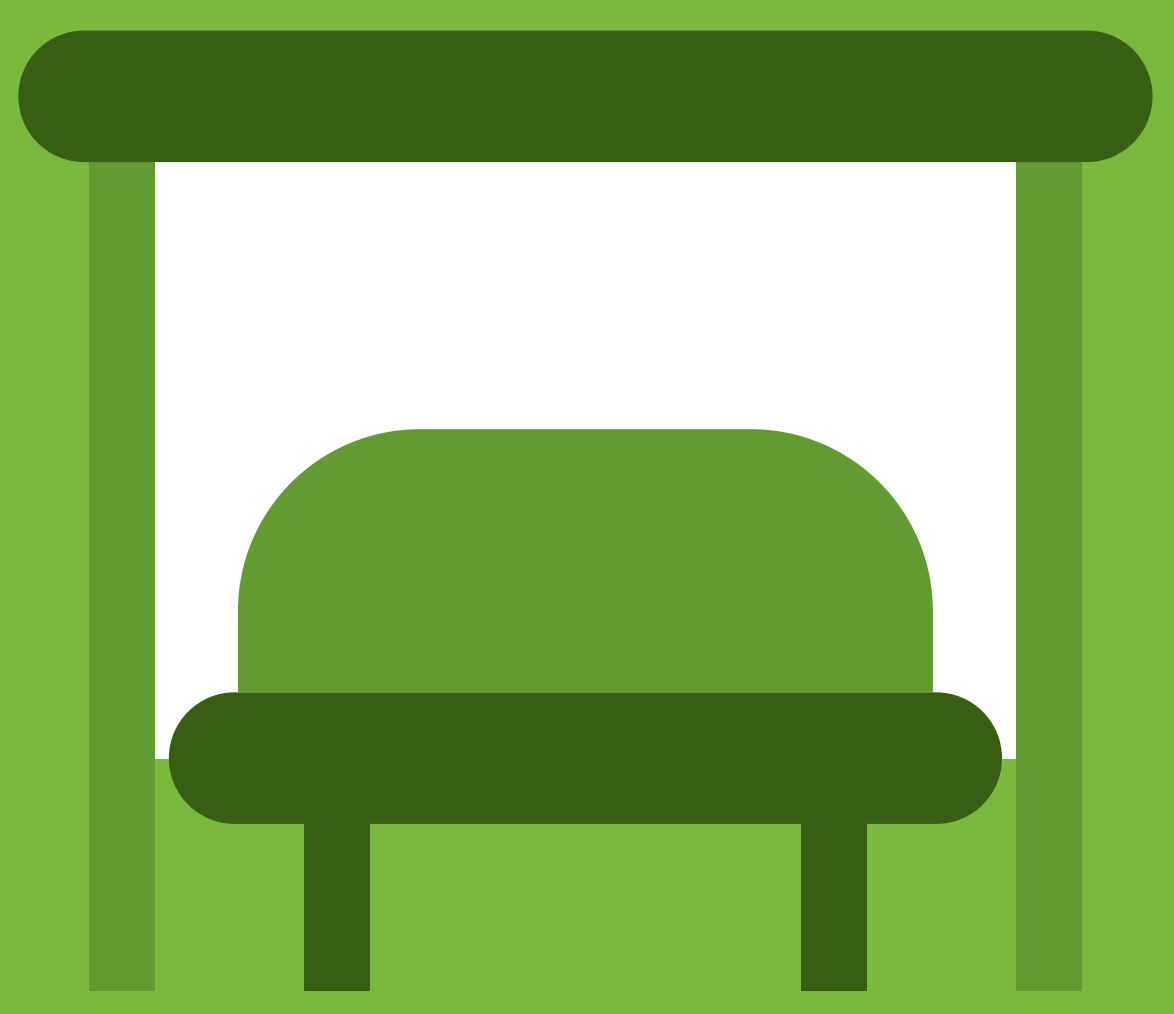
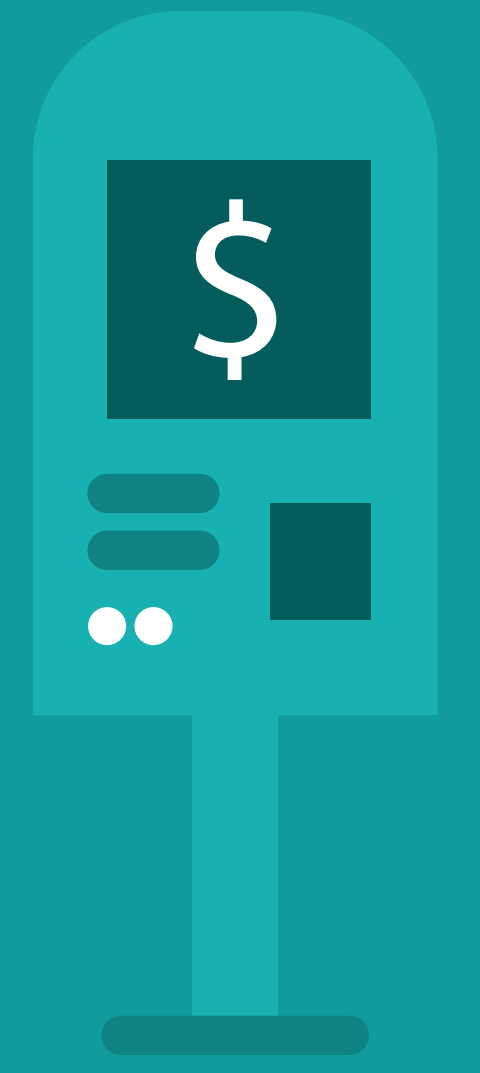


Precision docking

Braille signage



Fare vending machines



Shelters



ADA accessible stations

ADA voice announcements for next bus arrival



Real-time next bus arrival information



Security equipment such as cameras and panic buttons

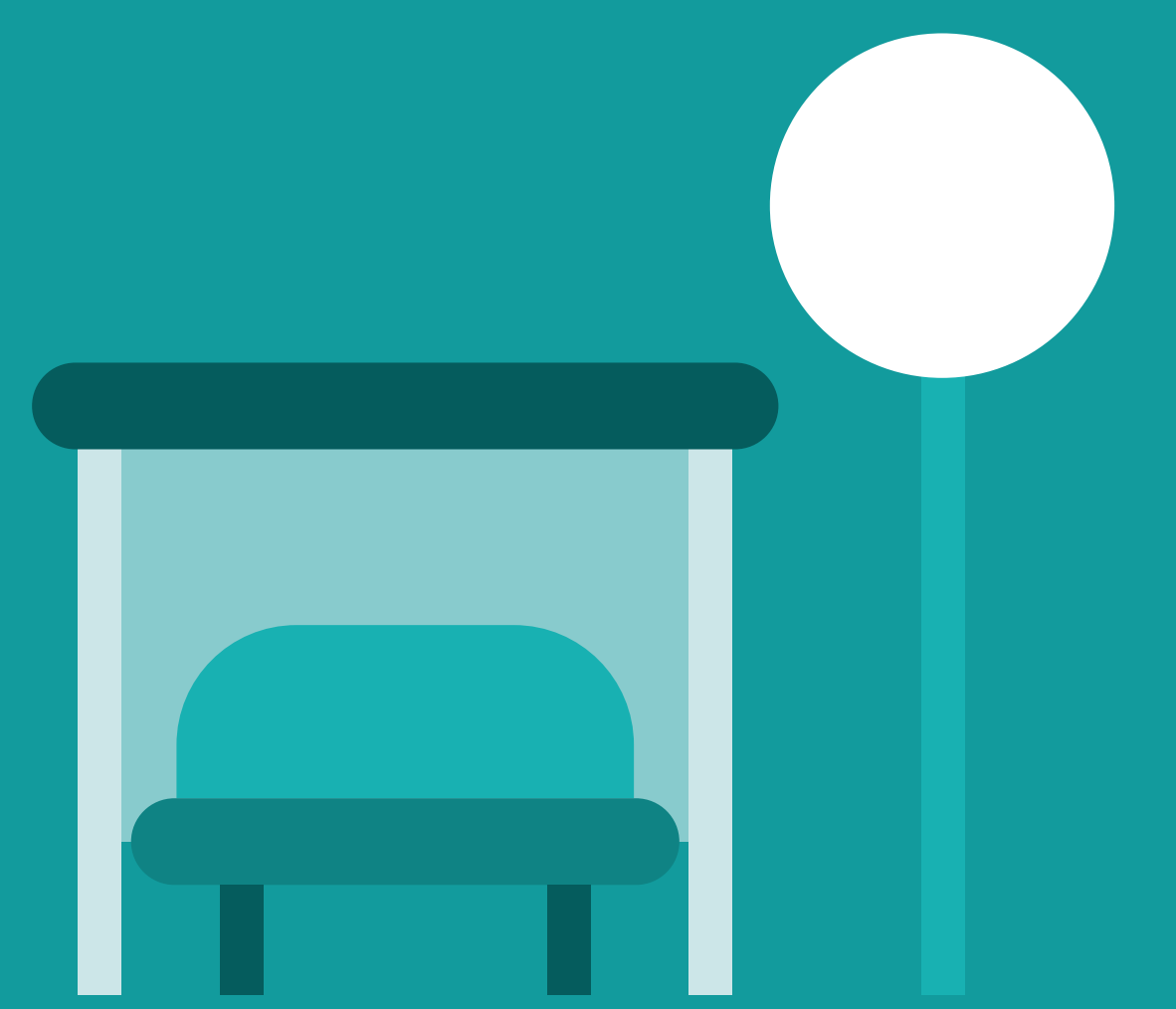


Tactile strips on the BRT platforms

Bicycle and scooter parking areas



Branded bus stations with high visibility sign



Electronic signs and communications provided where possible



Level boarding platforms



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