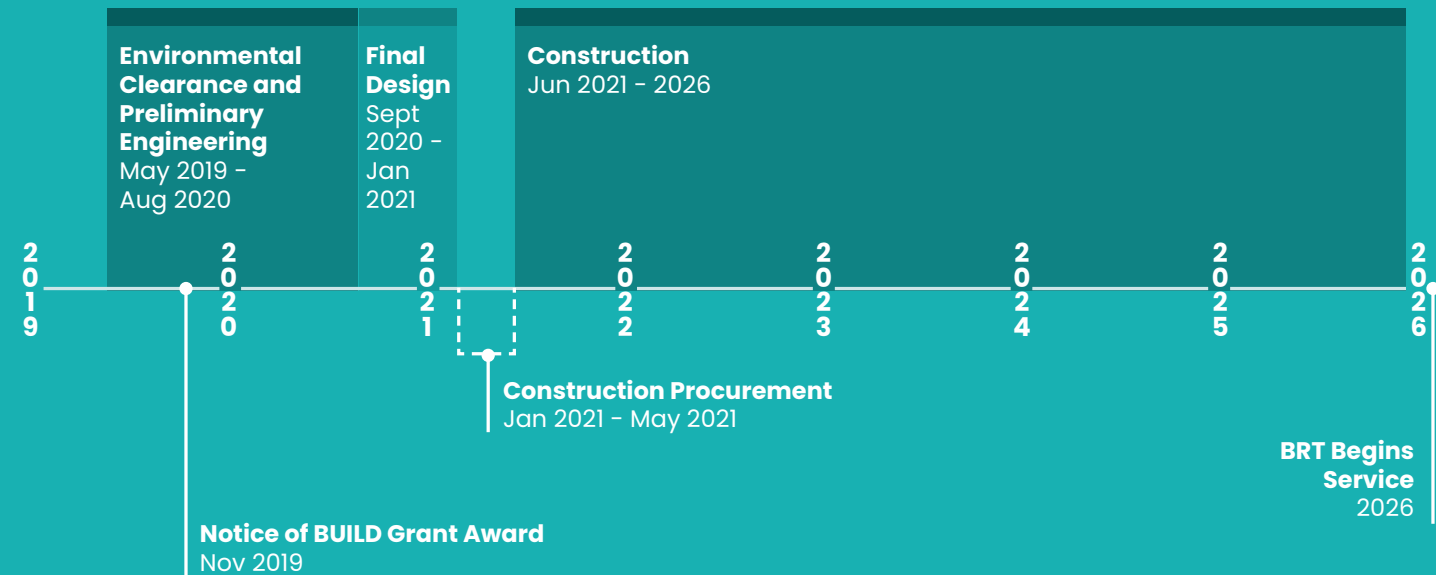


# Next Steps

The project team will analyze options as the project evolves and input is received from the public and stakeholders. As the project progresses through the environmental and design process, the following factors will be considered:

- Ridership Forecasts
- Travel Times
- Reliability
- User & Stakeholder Preference
- Capital & Operating Costs
- Compatibility with the Goals & Objectives of the Project
- Cost Efficiencies & Effectiveness
- User Comfort & Experience
- Safety & Security

# Project Timeline



# Memphis Innovation Corridor

The Memphis Innovation Corridor project will link Downtown Memphis, the Memphis Medical District, and the University of Memphis with mConnect, the City's first Bus Rapid Transit system. Infrastructure improvements will make the corridor safer and more convenient for all users.

# About the Project

- Eight-mile corridor
- Approximately 30 modern transit stations
- All-electric Bus Rapid Transit vehicles (quiet and eco-friendly)
- Arrives every 10 minutes during peak periods
- Pedestrian countdown signal displays
- ADA access at all Bus Rapid Transit stations
- Dedicated, bus-only lanes on segments of B.B. King Boulevard and Second Street
- "Queue jumps" to give buses a first-in-line position at key intersections
- Mobile ticketing will allow buses to spend less time at stops
- Project costs financed by federal, state, and local funds

# System Benefits



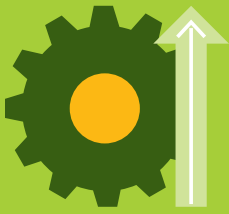
**Enhance.** Make the corridor transit experience more appealing.

Improved safety with an eight percent reduction in the average annual crashes per year.



**Connect.** Improve local circulation and connect neighborhoods.

More frequent and reliable route connecting everyone to essential services.



**Develop.** Support local and regional economic development goals.

Supports transit-oriented development and employment growth.



**Access.** Continued focus on rider experience. Improved accessibility for people with disabilities.



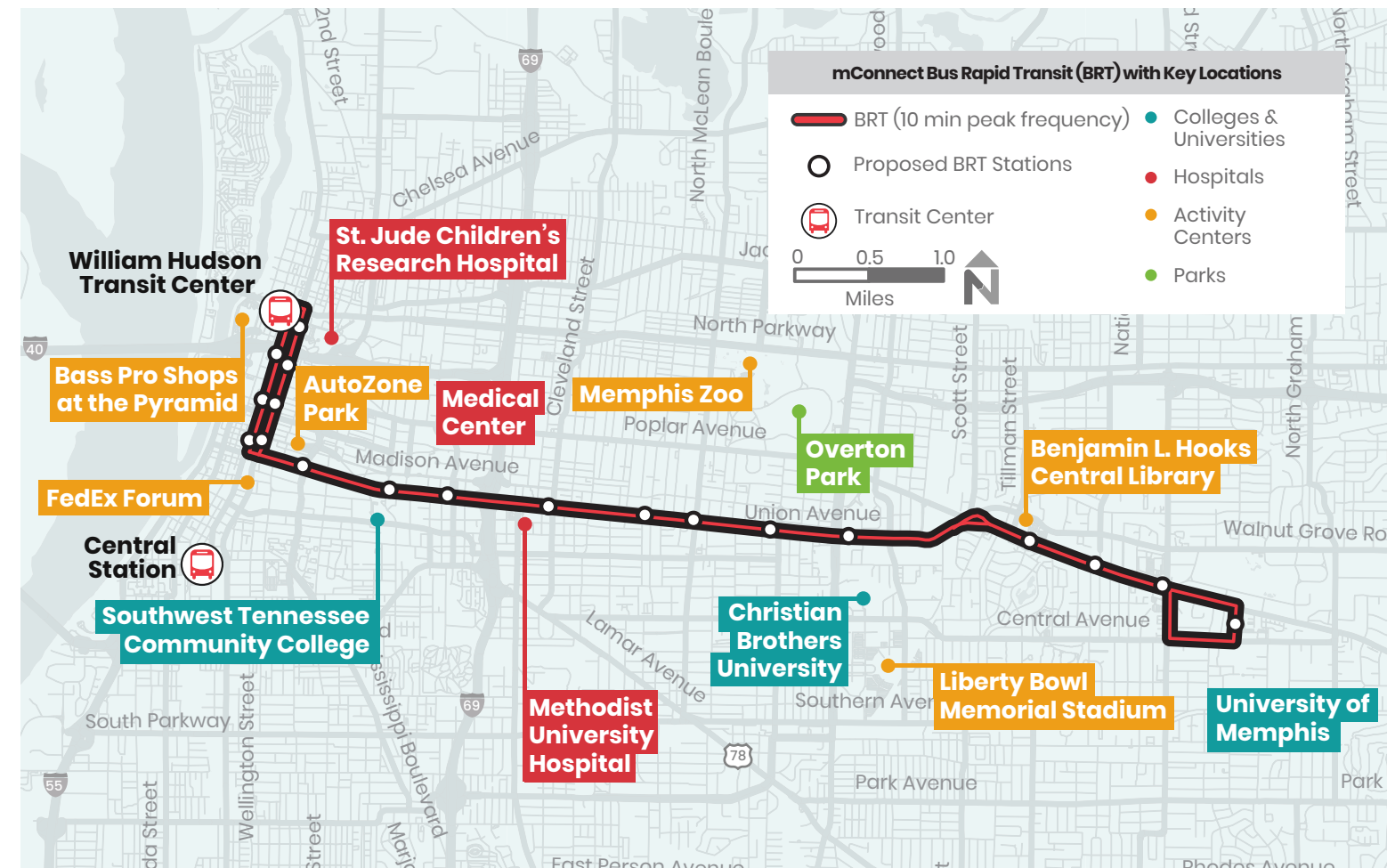
**Thrive.** Strengthen corridor neighborhoods and business areas.

Connects City's Opportunity Zones.



**Sustain.** Create an environment that will be sustainable over the long term.

Reduced energy consumption, motor vehicle emissions, and noise pollution.



## The Proposed Corridor

How was the location of the route selected?

The Memphis Innovation Corridor was identified as a potential high-capacity transit corridor as part of the Midtown Alternatives Analysis. This analysis examined transit needs and the potential for providing a higher quality transit service within Midtown Memphis and surrounding neighborhoods. The Memphis 3.0 Transit Vision, which was shaped by extensive public participation, also identified the project corridor as a high priority. Of 20 public transportation and multimodal solutions evaluated, bus rapid transit was selected as the preferred alternative for this area. This alternative, now known as the Memphis Innovation Corridor, was 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 as the Locally Preferred Alternative.

Midtown Alternatives Analysis

THE MAC Midtown Area Connector

ALTERNATIVES ANALYSIS/LOCALLY PREFERRED ALTERNATIVE REPORT

May 2016

MATA MEMPHIS AREA TRANSIT AUTHORITY

Memphis 3.0 Comprehensive Plan