

# HOW TO USE THIS SYSTEM MAP

Use the MATA Arts & Culture Map to Experience Arts & Culture in Shelby County! The MATA Arts & Culture Map was created in partnership with Shelby County Government. It features visual arts, performing arts, and cultural organizations in Memphis & Shelby County that are served by MATA buses and trolleys. Use the map to experience captivating performances, visit a local museum, and explore cultural landmarks. Take part in arts and cultural experiences with family and friends. Before heading to your destination make sure to plan your trip on the MATA bus or trolley.

## FREQUENCY CHART

The frequency chart shows how many minutes between each scheduled trip, according to the time of day and the day of the week. Minutes are approximate. Please see the individual route schedules for exact times.

RT #	ROUTE NAME	MONDAY-FRIDAY				SATURDAY				SUNDAY		
		AM	MID	PM	NIGHT	AM	MID	PM	NIGHT	AM	MID	PM
1	Union	30	30	30	90	90	90	90	90	90	90	90
2	Madison (U of M)*	60	60	60	—	60	60	60	—	60	60	60
2	Madison (Mt. Moriah)*	60	60	60	—	60	60	60	—	60	60	60
4	Walker	60	60	60	—	60	60	60	—	60	60	60
7	Shelby & Holmes	60	60	60	—	60	60	60	—	60	60	60
8	Chelsea & Highland	30	30	30	30	30	30	30	30	30	30	30
11	Frayser	60	60	60	60	60	60	60	60	60	60	60
12	Mallory	60	60	60	—	120	120	120	—	—	—	—
16	Southeast Circulator	120	120	120	—	120	120	120	—	120	120	120
19	Vollintine (Summer)*	120	120	120	—	120	120	120	—	—	—	—
19	Vollintine (Chase)*	120	120	120	—	120	120	120	—	—	—	—
28	Airport*	120	120	120	—	120	120	120	—	90	90	90
30	Brooks (Holmes)*	120	120	120	120	120	120	120	—	120	120	120
30	Brooks (Shelby)*	120	120	120	120	120	120	120	—	120	120	120
32	Hollywood & Hawkins Mill	60	60	60	60	60	60	60	60	60	60	60
34	Central & Walnut Grove	120	120	120	—	120	120	120	—	—	—	—
36	Lamar (Kimball)*	60	60	60	60	60	60	60	60	60	60	60
36	Lamar (Knight Arnold)*	60	60	60	60	60	60	60	60	60	60	60
37	Perkins	120	120	120	—	120	120	120	—	—	—	—
39	South Third (Weaver)*	60	60	60	120	60	60	60	60	60	60	60
39	South Third (Horn Lake)*	60	60	60	120	60	60	60	60	60	60	60
40	Stage & Lauderdale	60	60	60	60	60	60	60	60	60	60	60
42	Crosstown	30	30	30	30	60	60	60	60	60	60	60
50	Poplar	30	30	30	60	60	60	60	60	60	60	60
52	Jackson	30	30	30	60	60	60	60	60	60	60	60
53	Summer	60	60	60	120	60	60	60	60	—	120	120
57	Park	60	60	60	60	60	60	60	60	60	60	60
69	Winchester	60	60	60	—	60	60	60	—	—	—	—

\* See NOTE section below for more information about route

- █ High Frequency (30 minute weekday frequency)
- █ Medium Frequency (60 minute weekday frequency)
- █ Low Frequency (Greater than 60 minute weekday frequency or weekday rush hour service only)

## NOTE:

- Route 2 alternate trips between University of Memphis and Mount Moriah. Portion of the route will run every 30 minutes. Mount Moriah does not have any service on Sunday.
- Route 7 travels from MATA Operations & Maintenance Facility to Hudson Transit Center on Weekday AM only.
- Route 19 alternate trips between Summer and Chase. Portion of Chase will run every 30 minutes and portion of Summer will run every 90 minutes.
- Route 28 on Sundays only travel portion of the route between Hudson Transit Center and Memphis International Airport.
- Route 30 alternate trips between Shelby and Holmes. Portion of the route will run every 60 minutes.
- Route 36 alternate trips between Kimball and Knight Arnold. Portion of the route will run every 30 minutes.
- Route 39 alternate trips between Weaver and Horn Lake. Horn Lake inbound trips only travels to Bison and Moccasin continuing to Hudson Transit Center. Portion of the route will run every 30 minutes.



## Art for All

Arts & Culture is one of Shelby County's greatest assets. Our community is home to dozens of arts and culture organizations that are at the heart of creative and cultural experiences. Arts & Culture unites and inspires us across streets, neighborhoods, and the community. Find art and culture everywhere across Shelby County. All for art and art for all!

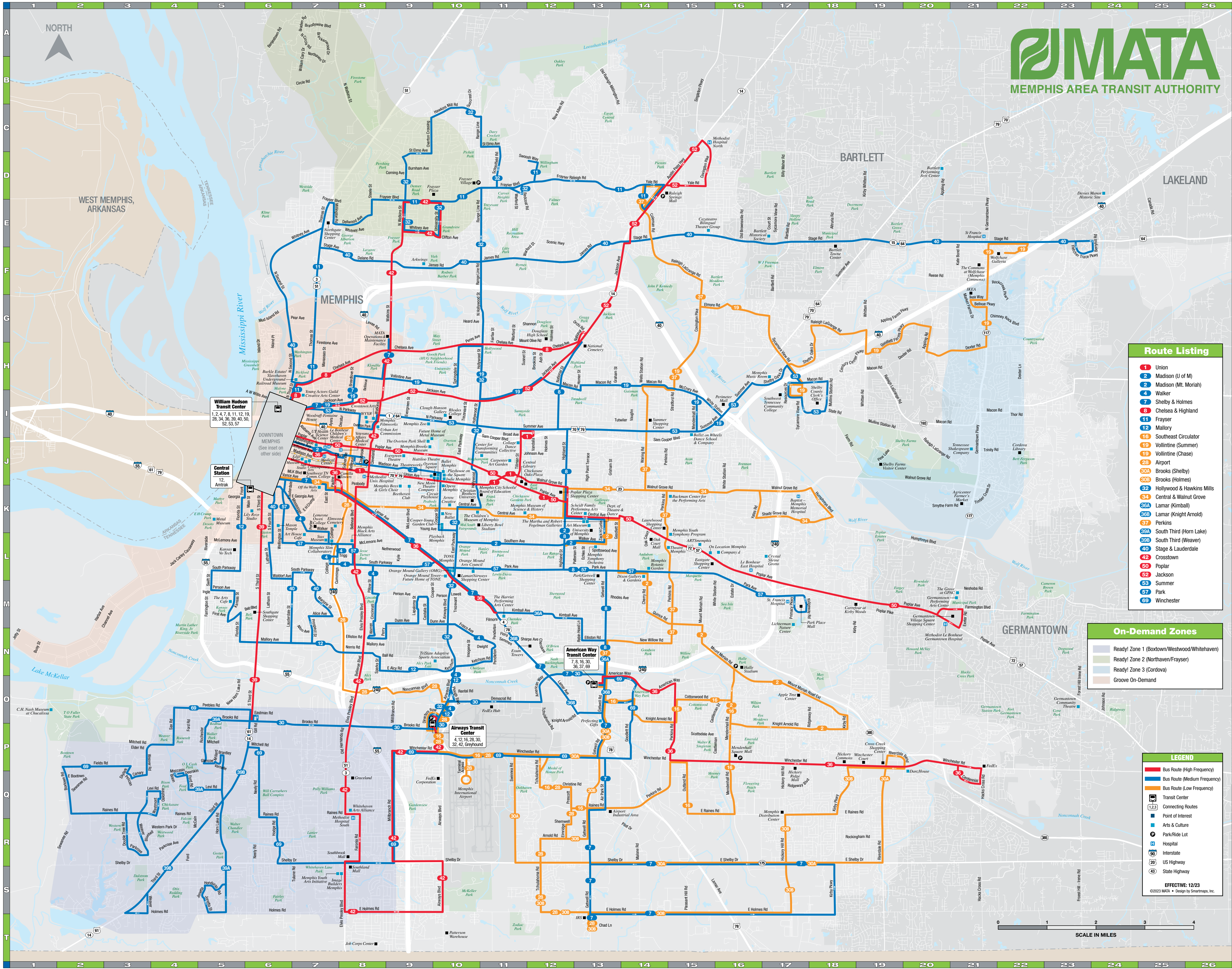
## FOR MORE INFORMATION ON ART FOR ALL

Learn more about arts and culture organizations in Shelby County by visiting [90artforall.com](http://90artforall.com).

## ON-DEMAND SERVICES

**ready!** operates Monday - Saturday 6 a.m. to 7 p.m. Call (901) 322-0466 or visit [matatransit.com/ready](http://matatransit.com/ready) for more information.

**groove** ON-DEMAND operates Monday - Friday 7 a.m. to 9 p.m. Call (901) 763-8422 or visit [downtownmemphis.com/groove-on-demand](http://downtownmemphis.com/groove-on-demand) for more information.



## Route Listing

- 1 Union
- 2 Madison (U of M)
- 2 Madison (Mt. Moriah)
- 4 Walker
- 7 Shelby & Holmes
- 8 Chelsea & Highland
- 11 Frayser
- 12 Mallory
- 16 Southeast Circulator
- 19 Vollintine (Summer)
- 19 Vollintine (Chase)
- 28 Airport
- 30 Brooks (Shelby)
- 30 Brooks (Holmes)
- 32 Hollywood & Hawkins Mills
- 34 Central & Walnut Grove
- 36A Lamar (Kimball)
- 36B Lamar (Knight Arnold)
- 37 Perkins
- 39A South Third (Horn Lake)
- 39B South Third (Weaver)
- 40 Stage & Lauderdale
- 42 Crosstown
- 50 Poplar
- 52 Jackson
- 53 Summer
- 57 Park
- 69 Winchester

## On-Demand Zones

- Ready! Zone 1 (Bortown/Westwood/Whitehaven)
- Ready! Zone 2 (Northaven/Frayser)
- Ready! Zone 3 (Cordova)
- Groove On-Demand

## LEGEND

- █ Bus Route (High Frequency)
- █ Bus Route (Medium Frequency)
- █ Bus Route (Low Frequency)
- Transit Center
- Connecting Routes
- Point of Interest
- Arts & Culture
- Park/Ride Lot
- Hospital
- Interstate
- US Highway
- State Highway

EFFECTIVE: 12/23  
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## ABOUT MATA

The Memphis Area Transit Authority (MATA) is the public transportation provider for the Memphis area. As one of the largest transit operators in the state of Tennessee, MATA transports customers in the City of Memphis and parts of Shelby County on fixed-route buses, paratransit vehicles and vintage rail trolleys.

## IMPORTANT CUSTOMER INFORMATION

**CALL CENTER.** For Customer Service, call 901.274.MATA (6282). The Call Center is open 6 a.m.-6 p.m. Monday-Friday, 7:30 a.m.-4:30 p.m. on Saturday, and closed on Sunday. Holiday hours vary. Trained call center agents can provide information about routes and schedules, trip planning, and more. An automated line is available 24 hours a day and provides recorded information about routes.

**HOLIDAYS.** Our service operates 365 days a year. However, MATA follows a modified schedule during the following holidays: New Year's Day, Martin Luther King Jr. Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Day after Thanksgiving, Christmas Day. To learn more about the holiday schedule, visit [matatransit.com](http://matatransit.com) or call 901.274.MATA (6282).

### MATA LOCATIONS:

- Administrative Offices**  
One Commerce Square Building  
40 South Main Street
- Operations Center**  
1370 Levee Road
- Airways Transit Center**  
3033 Airways Boulevard
- American Way Transit Center**  
3921 American Way
- William Hudson Transit Center**  
444 North Main Street

### CALL CENTER AND CUSTOMER SERVICE:

We value your input. To provide feedback regarding your MATA experience, please reach out using the number or email below.

901.274.MATA (6282)

RIDERSFIRST@MATATRANSIT.COM



## Arts & Culture System Map

**LOST AND FOUND.** Items are collected from buses and trolleys at the end of service each day that customers may have left behind. Items are available for pickup after 10 a.m. of the next business day. The Lost and Found office is located inside of the William Hudson Transit Center located at 444 N. Main. It is open from 7 a.m.-5 p.m. Monday-Friday. For more information, call 901.523.8134.

**MATA WEBSITE.** Visit [matatransit.com](http://matatransit.com). From planning your trip, viewing routes and schedule information, and using real time vehicle tracking tools, MATA wants you to know everything to make your trip a breeze.

**GO901 MOBILE APP.** The official mobile ticketing app for the Memphis Area Transit Authority. The GO901 Mobile app lets you purchase fare, manage your customer account, and use tickets instantly on your phone - anywhere, anytime.



### MATA PLUS PARATRANSIT SERVICES.

This is a curb-to-curb paratransit service designed to meet the transportation needs of persons with disabilities. The eligibility to ride on MATAplus must first be verified by a medical professional and approved through an interview and functional assessment process to qualify for MATAplus services. MATAplus operates during the same days and times as the fixed-route bus system. Visit [matatransit.com](http://matatransit.com) to learn more about MATAplus eligibility, how to apply for MATAplus services, and the current MATAplus fare structure.

**MATAPLUS RESERVATIONS.** For reservations, call 901.722.7171. The reservations line is open from 8 a.m.-4 p.m. daily and holidays. Customers can make a reservation for trip(s) from 1-3 days in advance. Customers can also use the Interactive Voice Response (IVR) phone system to confirm or cancel a MATAplus trip using a touch-tone telephone. To use this system, call 901.722.0311. Note: MATAplus customers will receive a telephone call a day before their trip begins and before the paratransit vehicle is scheduled to arrive at their pick-up location.

**ON DEMAND SERVICES.** Ready! by MATA is a convenient curb-to-curb transit option. Similar to private ride hailing services like Uber® or Lyft®, Ready! will pick you up and drop you off at any location within the designated service area zones. No advanced reservation is required.

Groove On-Demand works like a minibus that comes when you want, where you want. Book a ride straight from your phone, get picked up in minutes, and access all of Downtown, the Medical District, South City, and New Chicago.

**MATA TRACKER.** MATA Tracker, a convenient rider tool, helps plan Memphis area travel. This tool provides real-time vehicle location technology to help you plan your bus and trolley travel.

**REASONABLE MODIFICATIONS AND ACCOMMODATIONS.** To receive information on how to become certified to ride on MATAplus, to request a copy of the reasonable modifications and accommodations policy, or to receive a copy of any materials in Braille, call 901.322.4080.

**TTY FOR HEARING IMPAIRED.** A special telephone line for the hearing impaired is available by calling 901.523.2817.

**TRANSIT CENTERS.** MATA operates three Transit Centers:

- Airways Transit Center** - 901.722.7080, located at 3033 Airways Boulevard
- American Way Transit Center** - 901.722.0322, located at 3921 American Way
- William Hudson Transit Center** - 901.523.8134, located at 444 North Main Street

Visit [matatransit.com](http://matatransit.com) to learn more about customer counter service hours and services provided.



## HOW TO RIDE WITH MATA (Bus and Trolley)

**PLAN YOUR TRIP:** Before venturing out to use public transportation, visit [matatransit.com](http://matatransit.com) to plan your trip by using the Trip Planner on the home page or click on the MATA Traveler icon. Schedules are also available on the website and can be downloaded. You can also call 901.274.MATA (6282) to learn more about routes and schedule information (operating hours for the Call Center is listed in the Call Center section of this system map).

**GET THERE EARLY:** Make sure to arrive at least 10 minutes early to your bus or trolley stop and stay visible by the curb as the vehicle approaches.

From time to time, MATA vehicles may be late depending on traffic or have to detour especially during inclement weather. To receive service alerts in real-time, register for the Omnilert messaging service by visiting [matatransit.omnilert.net](http://matatransit.omnilert.net) and click Sign Up and follow the prompts. Updates will be sent via email, text or voice phone calls depending on your preference.

**HAVE YOUR FARE READY:** All fares are designed for one-way trips. Visit [matatransit.com](http://matatransit.com) to learn the current fare structure. Before boarding the bus or trolley, listed below are a few payment options:

- Exact change (pennies and foreign currency are not accepted in fareboxes nor do the fareboxes dispense change).
- FastPasses are available to avoid the hassle of cash fares and to help you save money on multiple rides. (Note: New passes will need to be scanned the first time you use them.) FastPasses are pre-paid that provide an unlimited number of rides at a discounted rate for the life of the pass. FastPasses, which can be purchased at the customer service counters at all of the Transit Centers, can be used on both bus and trolleys. When you enter the bus or trolley, activate the pass on the first use at the farebox and just swipe it for other trips. If you lose a FastPass, it cannot be replaced. FastPasses cannot be shared by more than one person on the same bus or trolley. Visit [matatransit.com](http://matatransit.com) to learn more about which FastPasses are currently being sold.
- Use the free GO901 mobile app by downloading it to your smartphone (available in the Google Play and Apple stores). With the GO901 mobile app, you can purchase standard fare tickets, all



day passes, check account balances, and more. Once tickets are purchased via the GO901 mobile app, you will receive a code directly on your smartphone that can be scanned at the entrance to every bus or trolley (please activate when you see the bus or trolley approaching). For more information about the GO901 mobile app, visit [go901transit.com](http://go901transit.com) or call 901.274.MATA (6282).

**GO901 SMART CARD.** The GO901 smart card is a reusable and reloadable card that is part of MATA's Fare System. The smart card can be used for up to 5 years from the date of issue. GO901 Smart Cards are available at one of MATA's three (3) transit centers at the Ticket Vending Machines or at the Customer Service window.

Note: Bus and trolley operators are not allowed to handle money nor make change.

**BOARDING THE BUS OR TROLLEY:** The curb side of the bus or trolley is the safest place. Allow a few feet between yourself and the bus or trolley before attempting to board. Once onboard the bus or trolley, be sure to keep your body and personal belongings out of the aisles and grab hold of handrails on full buses or trolleys without vacant seats. (Note: If you plan to use a bike rack on the bus, alert the bus operator before you board and before you depart.)

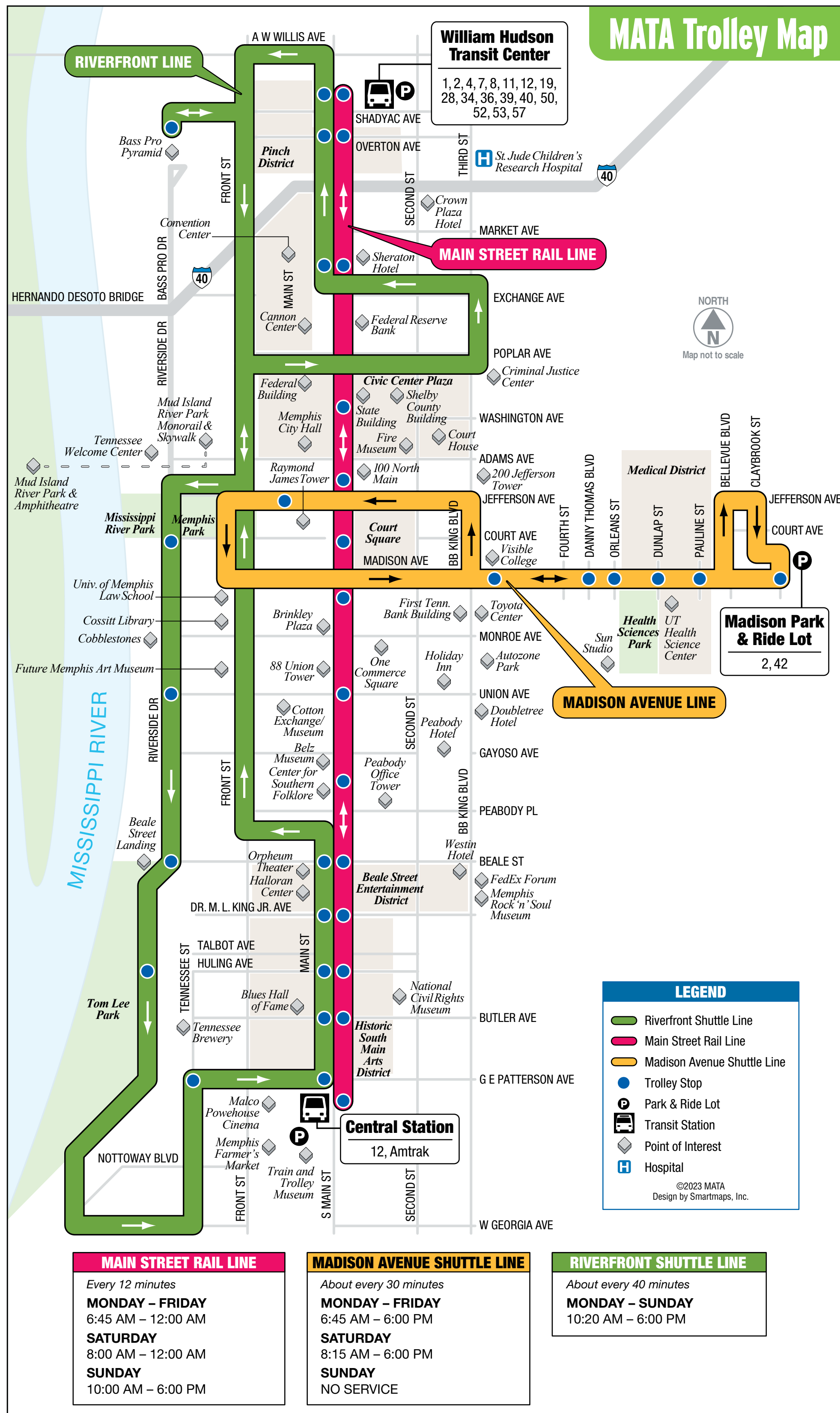


Bus operators can activate an electronic or manual ramp for passengers in wheelchairs. The operators are required to ask passengers in wheelchairs if they need help with wheelchair securement. There is also a kneeling feature available to help persons with disabilities aboard. Rail trolley cars and trolley buses can also accommodate wheelchairs if disabled customers are waiting to board at wheelchair accessible trolley stations.

**ALLOW SPACE:** MATA policy requires passengers to place and hold any bags, purses, luggage, strollers, and other personal belongings in their lap or on the floor. This allows for clear bus aisles and vacant seats for passengers on full-load buses and trolley cars. Full-sized shopping carts, gas-fueled equipment and any other large items that obstruct bus or trolley aisles will not be permitted onboard.

**PRIORITY AND COURTESY SEATING:** Seating at the front of the bus has been designated for persons with disabilities and is the only area with wheelchair securements. MATA requests that passengers vacate the seats in this area to accommodate a passenger with a disability. As a courtesy, passengers are asked to offer a seat to seniors and adults traveling with small children.

**EXITING THE BUS OR TROLLEY:** To request a stop, pull the cord above your seat or a window. After exiting, step on the curbside of the bus or trolley. Do not cross in front of the bus or trolley unless it is stopped at a red light and it is safe to exit.



## INFORMATION ABOUT FARES

Visit [matatransit.com](http://matatransit.com) to learn the current fare structure.

### REDUCED FARE INFORMATION:

Students in grades 1-12, senior citizens who are 65 years and older, and people with disabilities must have a valid MATA identification card to receive fares at a reduced price. In order to obtain a MATA identification card, two forms of identification must be presented. All three transit centers: William Hudson Transit Center (located at 444 North Main Street), Airways Transit Center (located at 3033 Airways Boulevard), and American Way Transit Center (located at 3921 American Way) issue MATA identification cards. Information about the operating hours is contained in this system map. For more information about discounted fares, call 901.523.8134 or visit [matatransit.com](http://matatransit.com).

Senior Citizens are eligible to pay half of the base fare. A valid form of identification with proof of age is required.

## Visit Our New Improved Website - www.matatransit.com



Sign up for Omnilert to receive real-time important notifications for route detours, service delays, holiday service hours and more. To sign up, visit [matatransit.com](http://matatransit.com) and click SIGN UP located in the right hand corner of the page to create an account. Once you create an account, you can receive text, voice or email notifications based on your preference.



901.274.MATA (6282)  
[www.matatransit.com](http://www.matatransit.com)

go901transit.com  
(customer portal for the GO901 Mobile app)



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