



Groove Shuttle FAQs:

1. What is the Groove Shuttle?

- a. The Groove Shuttle is a pilot commuter shuttle running between Mud Island and the Medical District, funded by the Memphis Medical District Collaborative (MMDC) and operated by MATA. The Shuttle is free for employees and students of participating medical and educational institutions with valid identification cards, and is also open to the public with standard MATA fare prices. The shuttle operates on a set route between Harbor Town and the Medical District during weekday peak commuting periods.

2. Why is this program necessary?

- a. Approximately 94 percent of the 38,000 people living and working in the Medical District drive alone to work or school each day. This translates into more than 30,000 cars coming into the District daily: negatively impacting air quality, increasing sedentary time for drivers, and requiring additional places to park. This high-demand for parking reduces space for parks, public gathering spaces, and opportunities for development.

More people driving means fewer people walking around or being outside. Increasing mobility options for accessing businesses, restaurants and other assets in the Medical District makes it easier and cheaper to get around. Increased options also reduce the amount of time people spend in their cars and increase the local economy for small-businesses in the District.

To reduce the District's drive-alone rate, MMDC and its partner organizations have developed and launched several commute option and mobility programs under MMDC's "Groove" transportation program. The Groove Shuttle is one of these programs. All MMDC Groove programs offer opportunities and encouragement for those who walk, bike, carpool, and use transit.

3. Why does the shuttle only go to Harbor Town and the Medical District?

- a. Data provided by the seven major educational and medical institutions in the District shows that more than 550 District employees and students live between two main residential locations on Harbor Town. By providing easy, convenient commute options at these locations we have the opportunity to increase the



number of people using active and shared transportation to get to work and school in the District.

MMDC surveyed students and employees in the District, finding that more than 50 percent of respondents were interested in using a commuter shuttle to take them between home and work.

4. How does it work?

- a. The Groove Shuttle operates Monday through Friday, mornings from 6:30 AM to 9 AM and afternoons from 4 PM to 6:30 PM. The shuttle does not operate on MATA-recognized holidays. The Shuttle runs on 15 minutes intervals and stops at five locations:
 - i. The Estates at River Pointe Apartments (Front Entrance)
 - ii. Riverset Apartments (Leasing office)
 - iii. A.W. Willis Avenue and 3rd Street (St. Jude Campus)
 - iv. Madison Avenue and Dunlap Street, at the Dunlap Station Trolley Stop (UTHSC, Regional One Health, SWTHCC, Le Bonheur, VA, and Shelby County Health Department)
 - v. Southern College of Optometry (Main Tower)

5. How do I find the bus stop location?

- a. The locations are marked with MATA bus stop signage that includes the Groove Shuttle route.





6. Why is the route called the Blue Line?

- a. The Groove Shuttle is a blue shuttle bus. The Blue Line route references and matches the blue Shuttle, and we also just like the color blue!

7. How much does it cost?

- a. The Shuttle is free to Medical District institution employees and students with a valid ID card. The Shuttle is also open to the public with standard MATA fare prices. Information about MATA fare prices can be found [here](#).

8. Can I ride the Shuttle on the weekends?

- a. No. The Shuttle does not operate on weekends or on MATA-recognized holidays.

9. Can I track the shuttle times online?

- a. You can find out about the shuttle route by calling the MATA Call Center at (901) 274-MATA (6282) or by using MATA Trip Planner which is located on the front page of the MATA website: www.matatransit.com or [SmartTraveler](#).

Starting in October, all online transportation applications, such as TransLoc, GoogleMaps, and RideAmigos, will be updated to include the Groove Shuttle line on public transit route-planning services.

10. How can I find out about service updates or interruptions?

- a. In order to receive real-time notifications for route detours, service delays, holiday service hours, etc., sign up for Omnilert through the MATA website. To create an account, visit matatransit.omnilert.net and click Sign Up, located in the right-hand corner of the page. Once an account is created, you will receive text, voice, or email notifications, based on your preference, regarding detours and delays. You can also follow @RideMATA on Facebook and Twitter for MATA-related news and event updates.

11. I left my belongings on the shuttle, what should I do?

- a. The MATA Lost and Found has items available for pick-up everyday starting at 10 am. Their office is located at the William Hudson Transit Center, 444 N. Main. The office is open Monday – Friday from 7 am to 6 pm and on Saturday from 8 am to 4 pm. You can contact MATA Lost and Found at (901) 523-8134.





12. How do I report feedback from my experience on the Groove Shuttle?

- a. There are two ways to report feedback about the Groove Shuttle. Please call MATA at (901) 522-9175 or send an email to ridersfirst@matatransit.com. You can also contact the MMDC at (901) 552-4781 or at info@mdcollaborative.org.

13. What if I need to go home unexpectedly, and I don't have my car?

- a. We know things happen, and sometimes you have to go home or leave unexpectedly. MMDC offers a Guaranteed Ride Home service through a partnership with RideAmigos so that you can feel confident using the Groove Shuttle, even if a predicament arises. Through the RideAmigos app, Guaranteed Ride Home allows Medical District users to access free Lyft credit for up to \$8 per trip. Sign up for free at groove.rideamigos.com.

14. I don't live on the shuttle route – what other Groove programs can I use?

- a. The Groove Shuttle is one of several commuting and mobility tools offered by the MMDC Groove program. For information about other MMDC transportation options you can use, visit www.mdcollaborative.org/groove/about.

