

Agenda

- **Service Changes for August**
- **Connect the Corridor TOD Project**
- **Fare Collection Strategy Assessment**
- **Plan Chattanooga - City Council Meeting Invitation**

Summary

- ✓ **March 2026 Service Change:** Implement temporary efficiency strategies on routes 13, 21, and CARTA Go.
- ✓ **May 2026 Service Change:** Implement permanent efficiency strategies on routes 3 and 28 (Route 25)
- **August 2026 Service Change Proposals:**
 - **Routes 10 A/C/G:** Consolidate service into single route
 - **CARTA GO:** Expand zone to accommodate Route 10 adjustment
 - **Route 13:** Route realignment
 - **Route 14:** Route realignment and frequency adjustment
 - **Routes 33 & 34:** Consolidate service into single route

Route 10

Proposed Route 10

• Concept

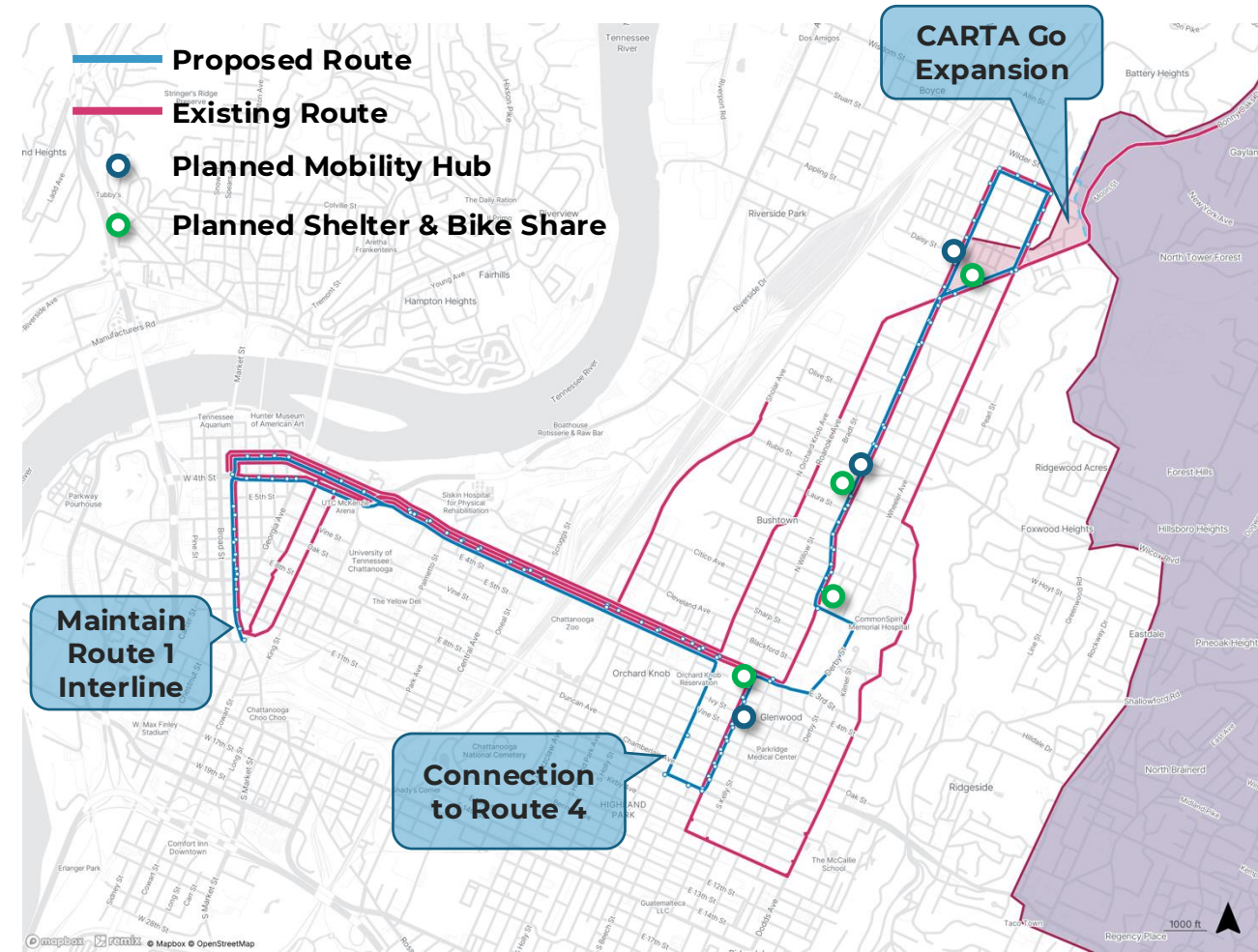
- Consolidate routes 10A, 10C, 10G into new Route 10
- New alignment roughly follows existing Route 10C, truncated at Stuart Street
- Expand CARTA Go to cover Hwy 58 with connection at Glass Street

• Service Plan

- Mon-Sat:
 - 30-min frequency 5a-6p
 - 60-min frequency 6p-12a
- Sun: 60-min frequency all day

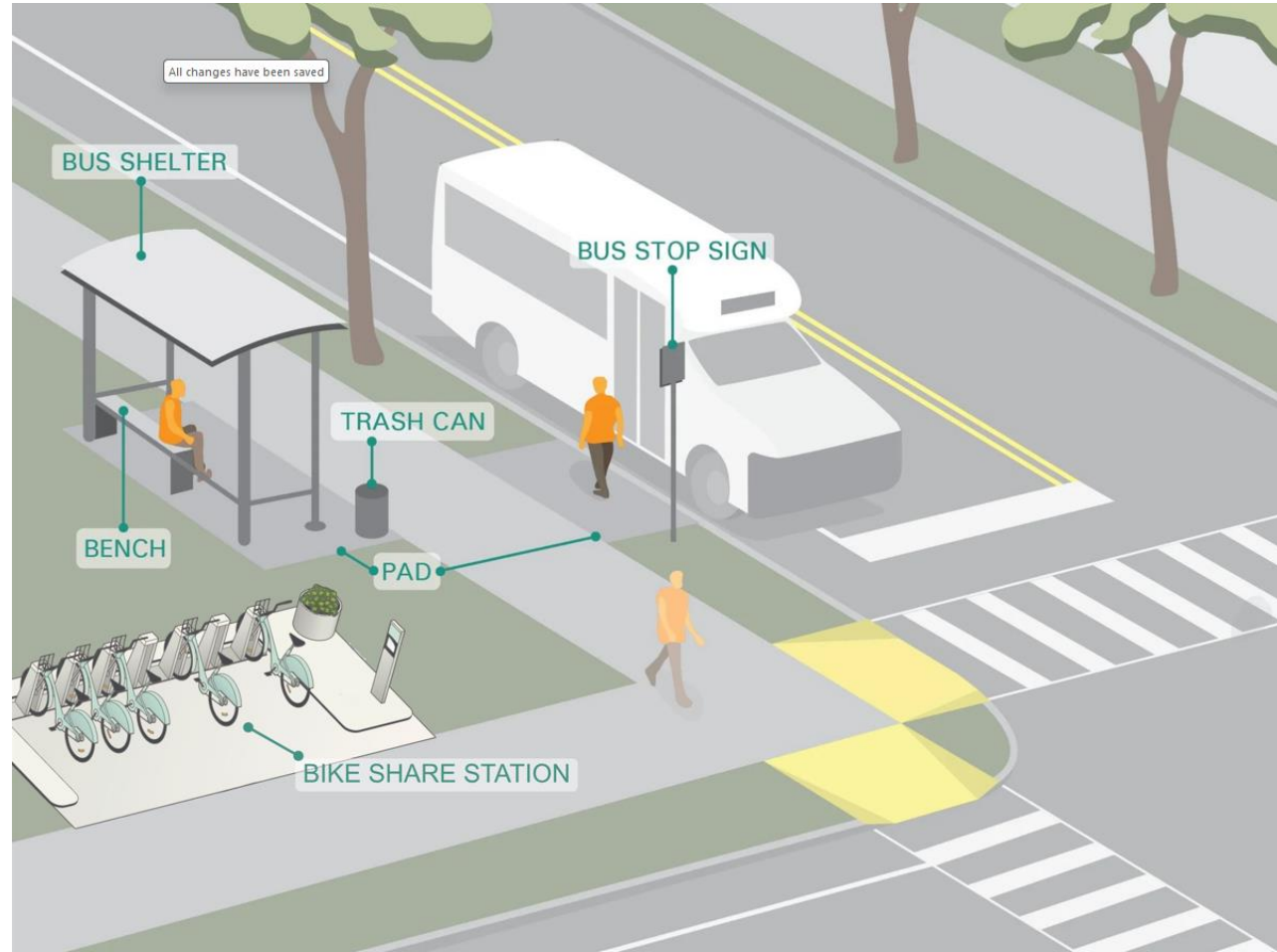
• Rider Impacts & Benefits

- 21 daily riders outside of new ¼ mile walkshed, but within ½ mile walkshed
- 13 daily riders shifted to CARTA GO
- New alignment improves frequency and provides consistent service, 7 days/week
- TDOT-funded stop improvements planned for Dodson



Proposed Route 10

TDOT-funded stop improvements planned for Dodson – Four new bus shelters and bike share stations



Proposed CARTA Go Expansion

• Concept

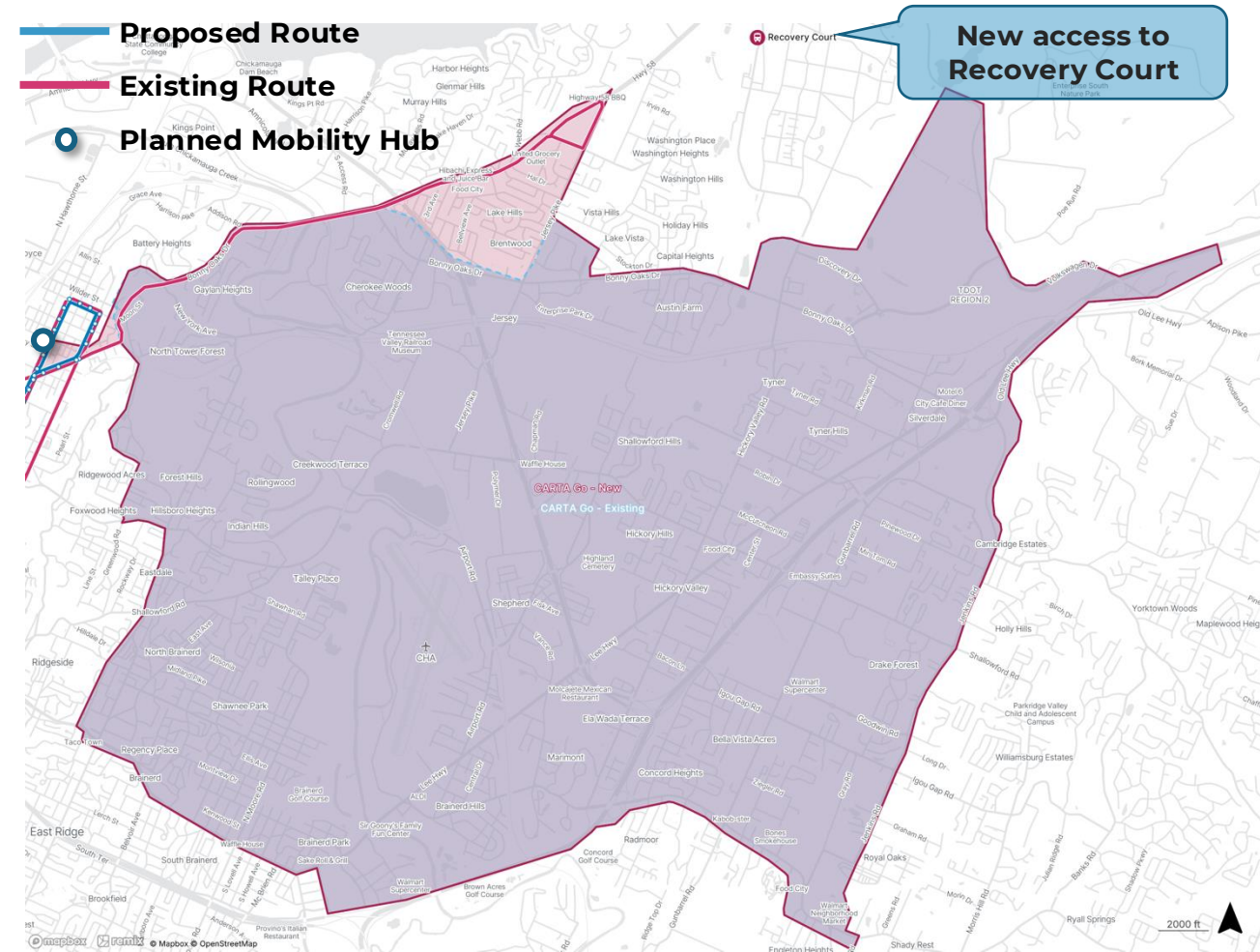
- Expand CARTA Go to cover Hwy 58 with connection at Glass Street

• Service Plan

- No change in current hours
- Additional bus to be added

• Rider Impacts & Benefits

- 13 daily riders shifted to CARTA GO
- Provides new access to Recovery Court



Route 13

Proposed Route 13

- **Concept**

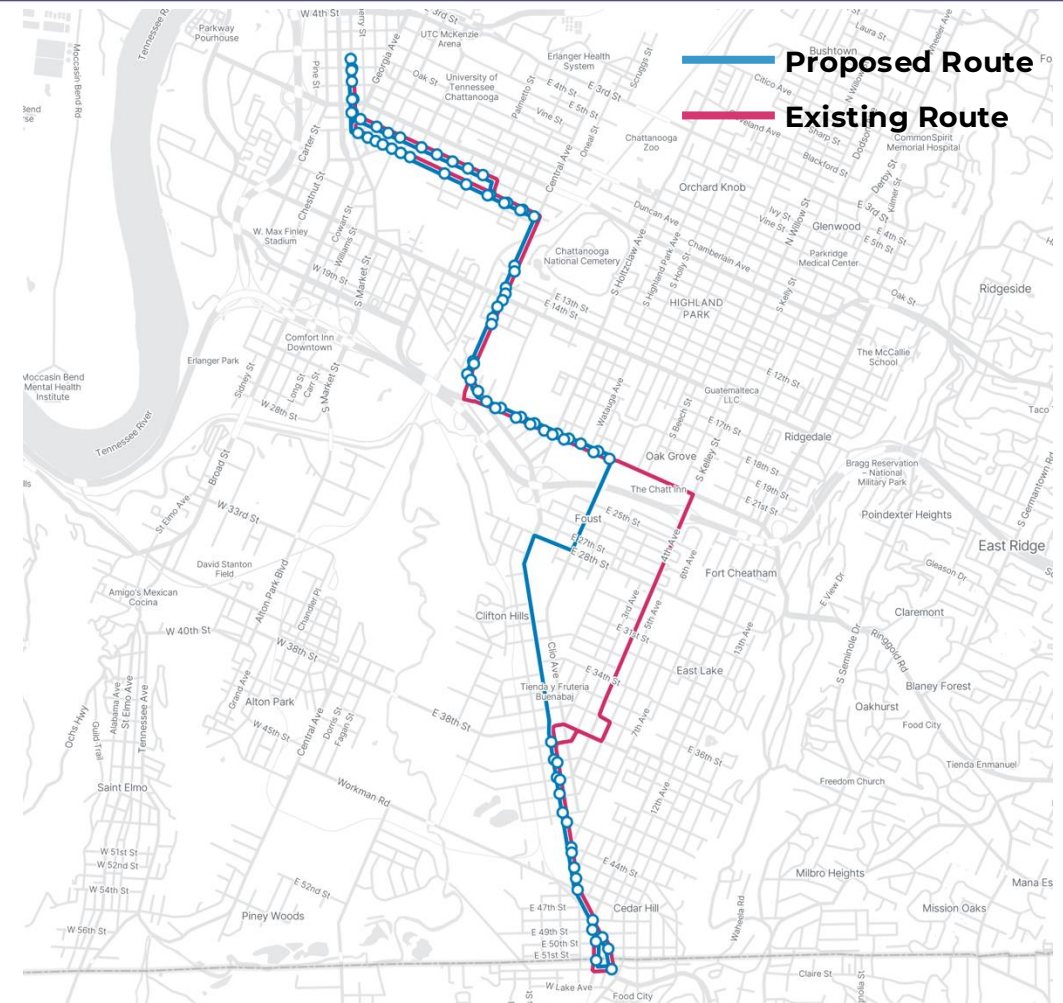
- Streamline Route 13 along Rossville Blvd, 28th Street, and Hickory Street

- **Service Plan**

- No change to span or frequency

- **Rider Impacts & Benefits**

- 11 daily riders outside of new ¼ mile walkshed, but within ½ mile walkshed
- New alignment improves speed and reliability and provides new access to social services along Rossville Blvd



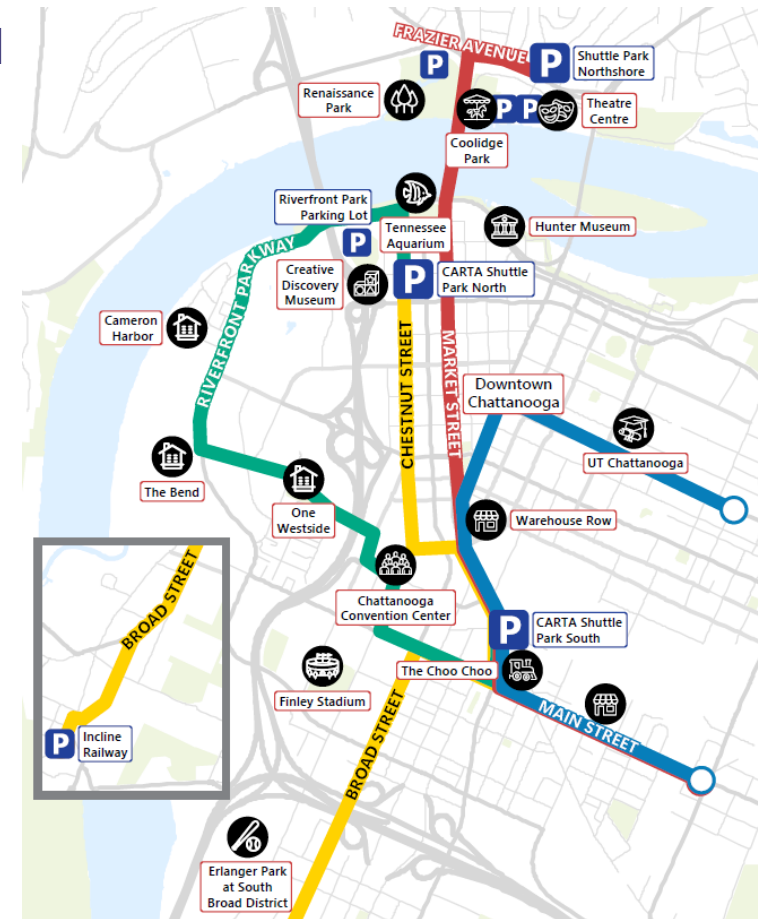
Route 14

**Downtown Shuttle Consolidation
Routes 33 & 34 + Main Street Pilot**

Current Situation

- **Route 34's intended purpose is sunsetting**
 - Walnut Street Bridge expected to reopen in Fall 2026
 - Opportunity to repurpose resources to new Main Street pilot
- **Ridership analysis indicates opportunity to right-size service**
 - Route 33 shows lower productivity in early morning and late evening hours
- **CARTA continues to struggle with operator shortages**
 - Need to identify strategies to free up drivers for extra board
- **“Park Once” shuttle vision establishes new direct connection from Shuttle Park South to North Shore**
 - Opportunity to begin phased implementation of long-term vision

Aspirational Shuttle Strategy



Consolidation Summary

- **Base Service Plan**

- Consolidate existing Rts. 33 & 34 into single direct route from North Shore to Shuttle Park South
- Minor span and frequency reductions during early morning and late evening periods

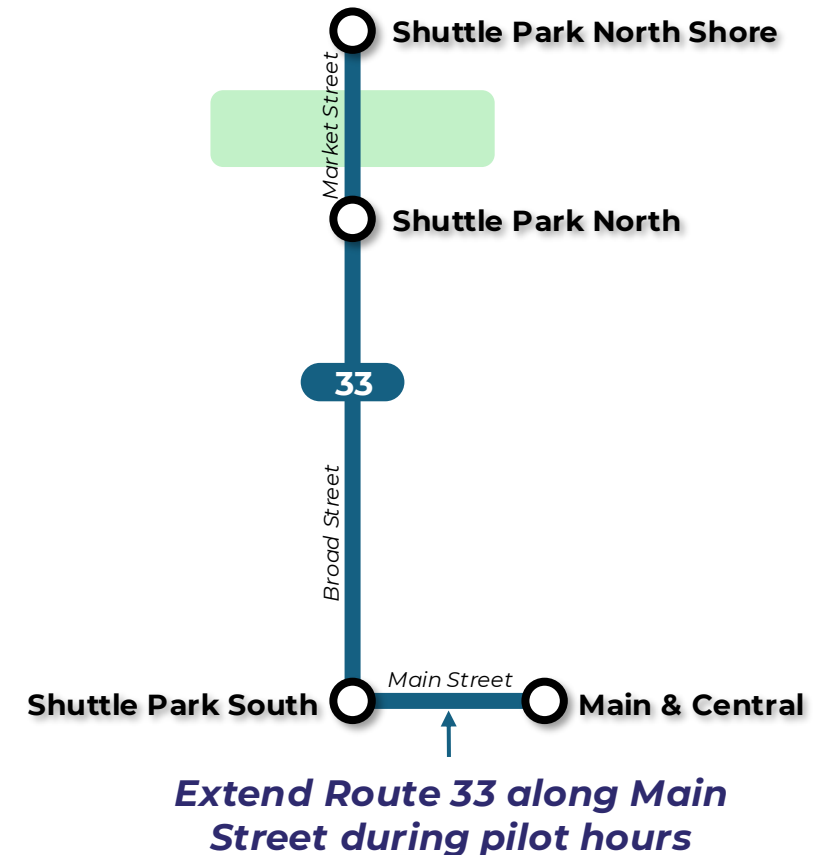
- **Main Street Pilot**

- Extend route to Main Street during pilot hours, Fri - Sun

- **Ridership Impact**

- New one-seat ride service from North Shore to South Downtown and Main Street unlocks new market
- 94% of riders will see average wait time increase by roughly 2 minutes
- 6% of riders will lose service due to span reduction

Restructured Downtown Shuttle with Main St. Pilot



Proposed Service Plan with Pilot

Day	Timeband	Span	Pattern	Headway	Buses	Rev Hrs
Mon–Thu	Early / Off-Peak	7:30–9:00 AM	SPNS – SPN - SPS	16 min	3	4.5
	Daytime	9:00 AM–8:00 PM	SPNS – SPN - SPS	12 min	4	44.0
	Evening	8:00–10:00 PM	SPNS – SPN - SPS	16 min	3	6.0
	Daily Total	—	—	—	4 peak	54.5
Friday	Early / Off-Peak	7:30–9:00 AM	SPNS – SPN - SPS	16 min	3	4.5
	Daytime	9:00 AM–4:00 PM	SPNS – SPN - SPS	12 min	4	28.0
	Pilot Evening	4:00–8:00 PM	SPNS – SPN – SPS – MAIN ST	~12 min	5	20.0
	Pilot Late	8:00–11:00 PM	SPNS – SPN – SPS – MAIN ST	~15 min	4	12.0
	Daily Total	—	—	—	5 peak	64.5
Saturday	Pilot Daytime	10:00 AM–8:00 PM	SPNS – SPN – SPS – MAIN ST	~12 min	5	50.0
	Pilot Late	8:00–11:00 PM	SPNS – SPN – SPS – MAIN ST	~15 min	4	12.0
	Daily Total	—	—	—	5 peak	62.0
Sunday	Pilot Daytime	10:00 AM–6:00 PM	SPNS – SPN – SPS – MAIN ST	~12 min	5	40.0
	Evening	6:00–8:17 PM	SPNS – SPN - SPS	16 min	3	6.9
	Daily Total	—	—	—	5 peak	46.9