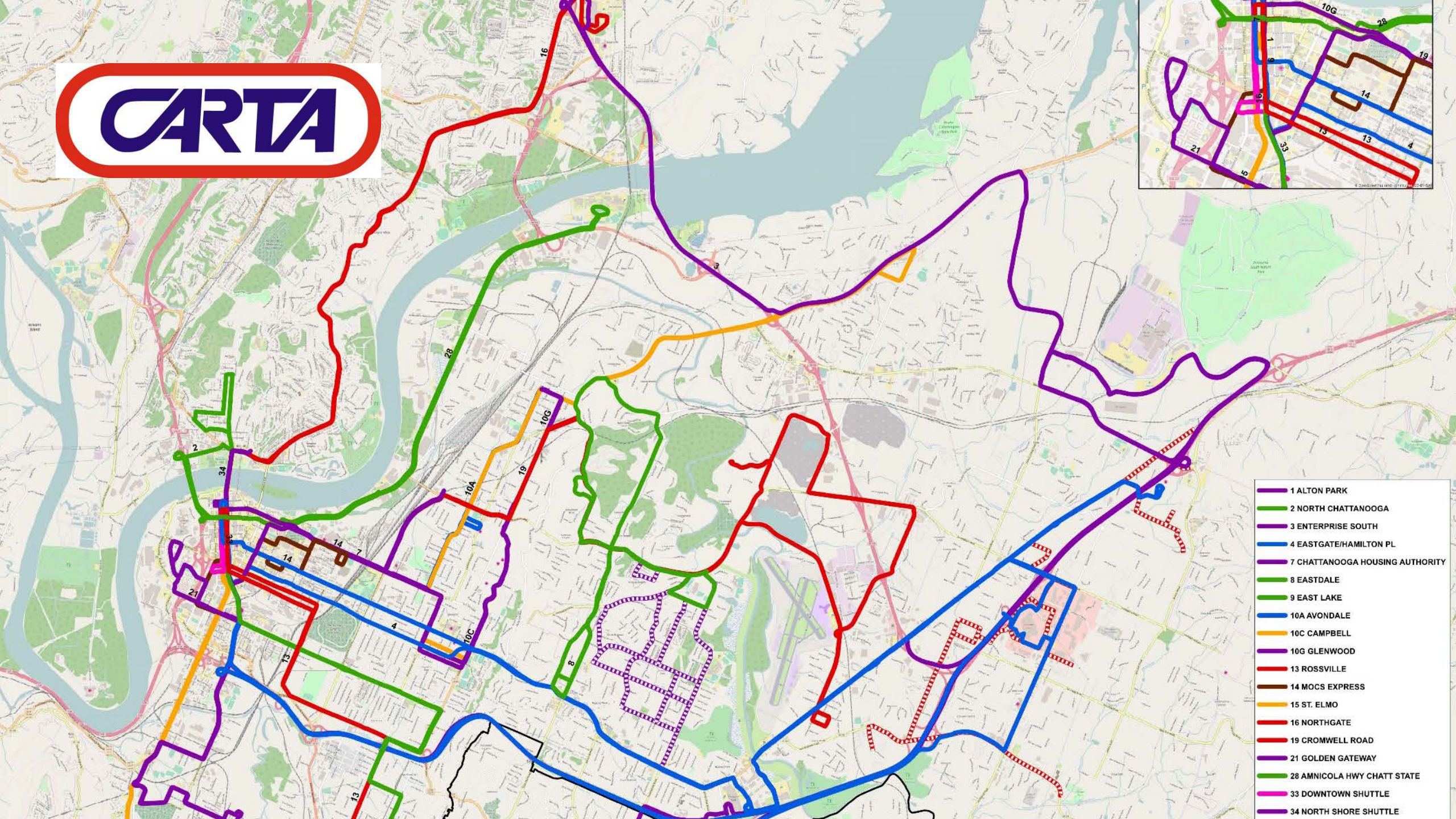


Bike, Bus, Drive, Park

Building a Multimodal Choice Framework in the Mid-sized City

**16th National Tools of the Trade Conference on Transportation
Planning for Small and Medium Sized Communities**





- 1 ALTON PARK
- 2 NORTH CHATTANOOGA
- 3 ENTERPRISE SOUTH
- 4 EASTGATE/HAMILTON PL
- 7 CHATTANOOGA HOUSING AUTHORITY
- 8 EASTDALE
- 9 EAST LAKE
- 10A AVONDALE
- 10C CAMPBELL
- 10G GLENWOOD
- 13 ROSSVILLE
- 14 MOCS EXPRESS
- 15 ST. ELMO
- 16 NORTHGATE
- 19 CROMWELL ROAD
- 21 GOLDEN GATEWAY
- 28 AMNICOLA HWY CHATT STATE
- 33 DOWNTOWN SHUTTLE
- 34 NORTH SHORE SHUTTLE





CARTA

CARTA

206

CARTER PRESENTS TIPS
THIS VEHICLE DRIVES
AT ALL
SPEEDS EXCEPT

2198-04



CHGO CHGO

726



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NEW YORK



CHANGING THE WORLD
ONE CITY AT A TIME



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BOSTON
CHATTANOOGA
NEW YORK



CHANGING THE WORLD
ONE CITY AT A TIME









Solar Assisted Electric Vehicle Charging and Car Share Project



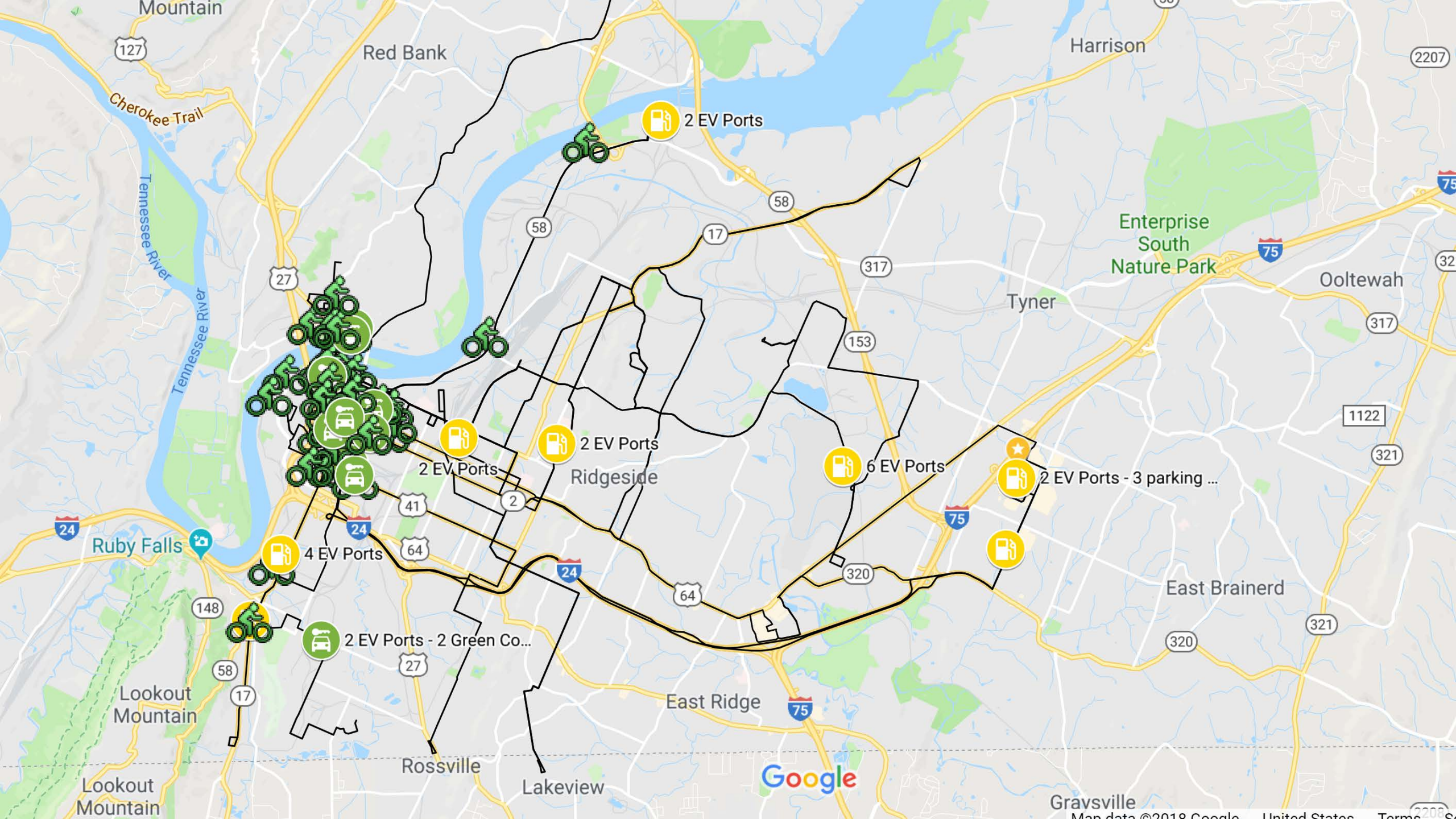
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VEHICLE
CHARGING
STATION

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DRIVING CHANGE

POWERED BY





PHASE I

Sponsored Package





CARTA GO

Mobility on Demand

bike. bus. drive.

TECHNICAL INTEGRATION



How will **you** transit?

Sign up for free to access
Chattanooga's bike
share, car share and
public transit systems.



Explore the city how you want.

The **CARTA GO** transit package allows you to explore Chattanooga where you want, when you want, and how you want, all by using public transit.

bike. annual bike share membership



Register your membership at bikechattanooga.com using promo code: **MyTrips**
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bus. CARTA preloaded flex pass



Ready to use for **six trips**.
Reloadable on any bus.
FlexPass will be sent by mail.



drive. car share membership with drive time

Register your membership at greencommuter.org/chattanooga using promo code: **MyTrips**
Download the mobile app to make reservations.



DISTRIBUTION

A map of Chattanooga, Tennessee, with the Tennessee River flowing through it. The city is divided into several color-coded neighborhoods: North Shore (light blue), Riverfront (light blue), University (light blue), City Center (light blue), MLK (light blue), Southside (light blue), and Highland Park (light blue). Major roads like North Howard Avenue, Bailey Avenue, and East Main Street are visible. Other landmarks include Old Farm, Bushtown, Orchard Knob, and Highland Park.

North Shore

Riverfront

University

CHATTANOOGA

City Center

MLK

Southside

Highland Park

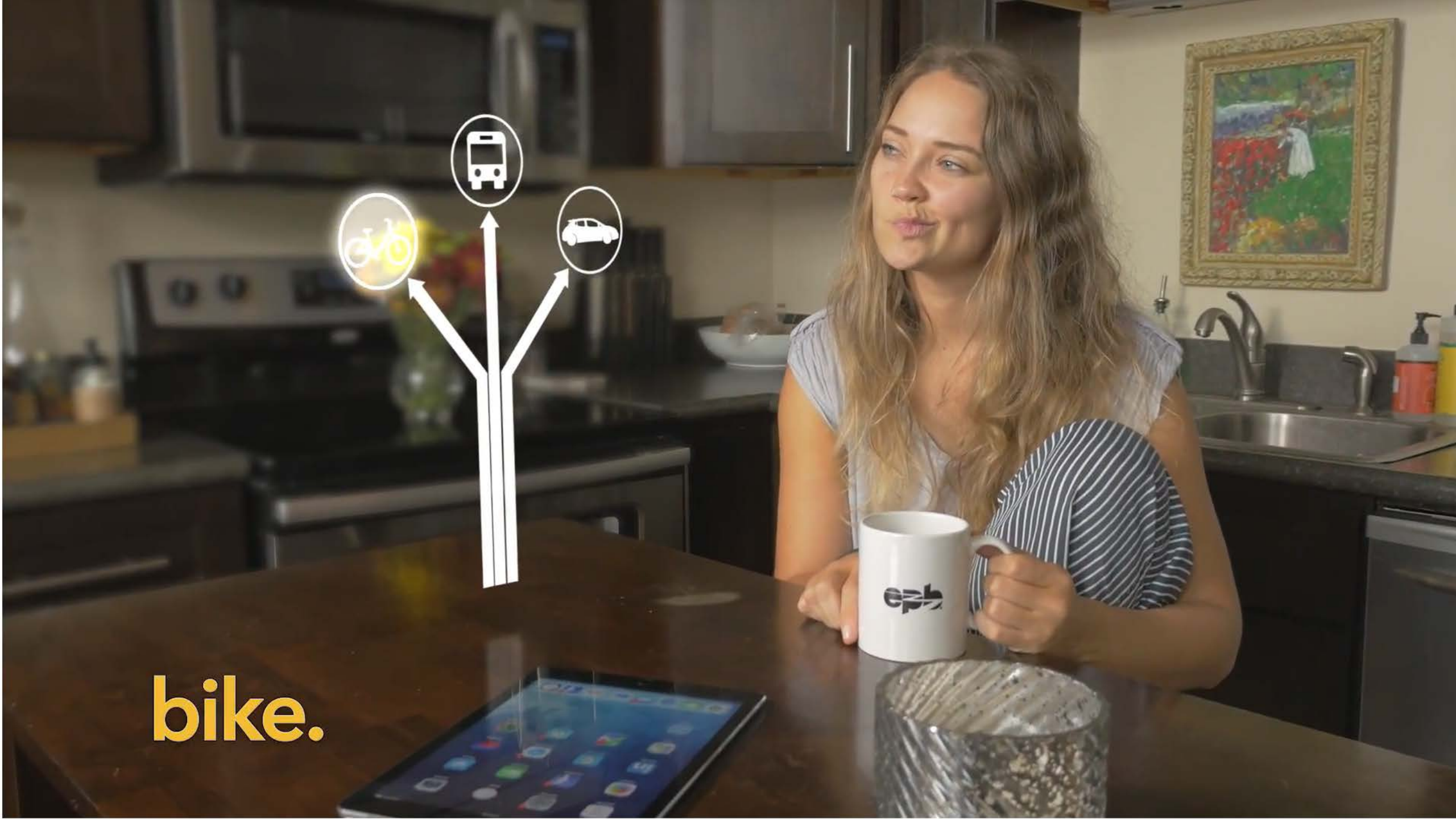
CARTA *GO*

Mobility on Demand



6STRONGMEDIA



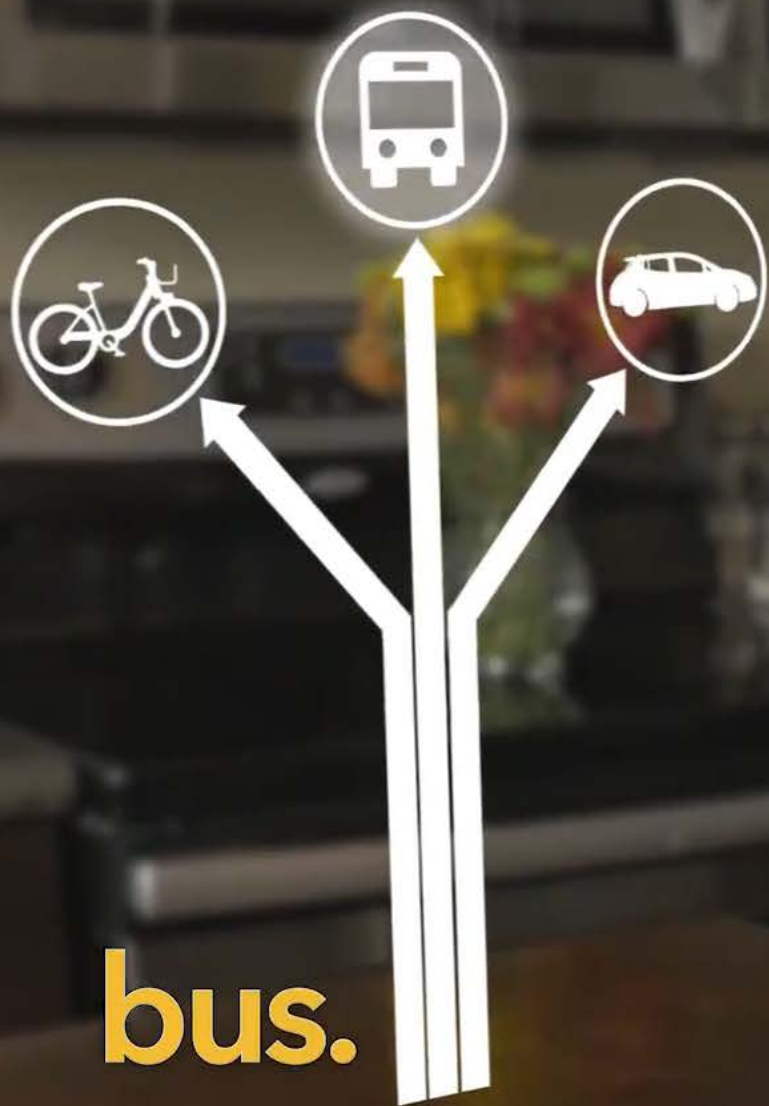


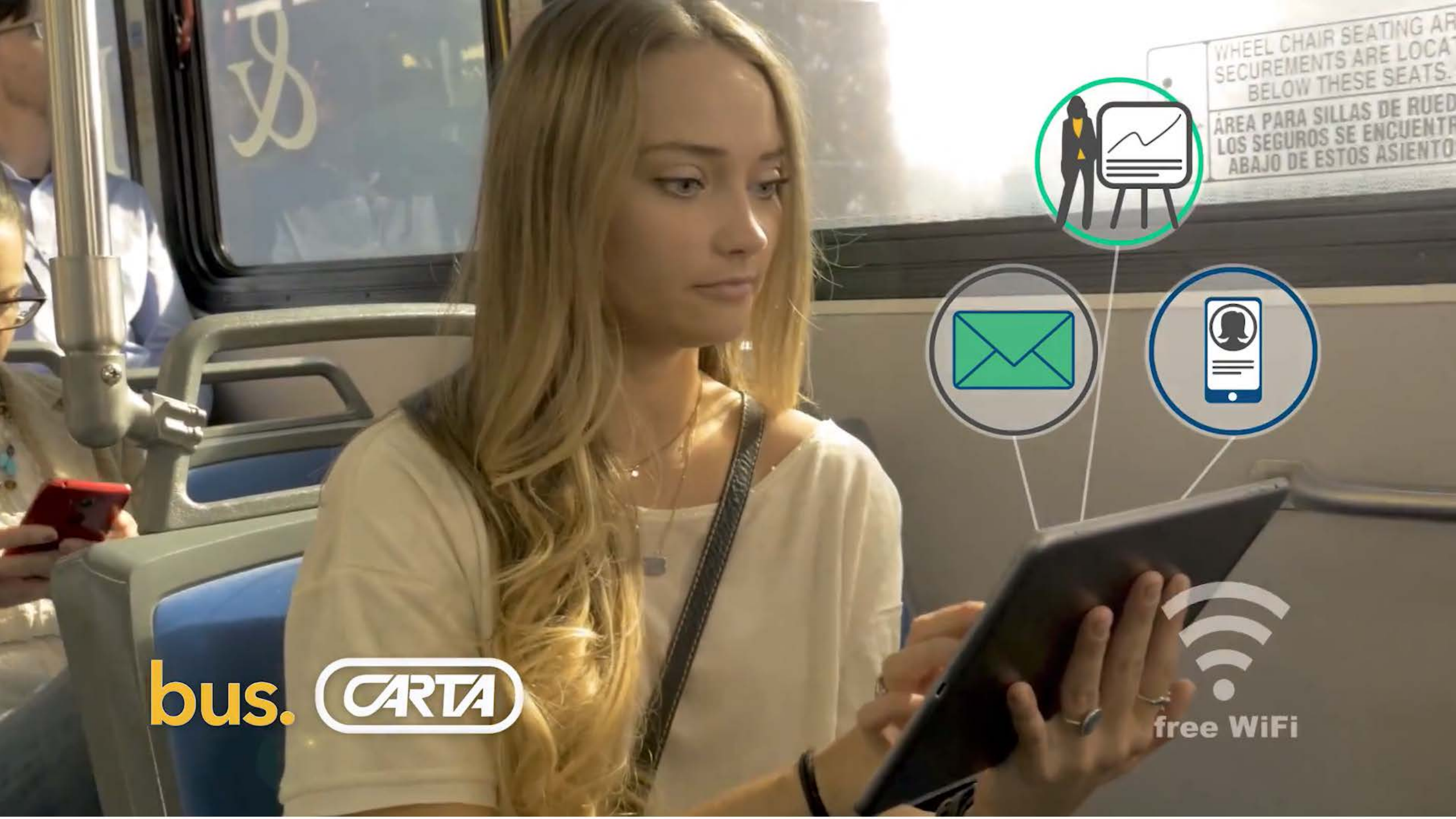
bike.



bike. CHATTANOOGA
BICYCLE TRANSIT SYSTEM

bus.





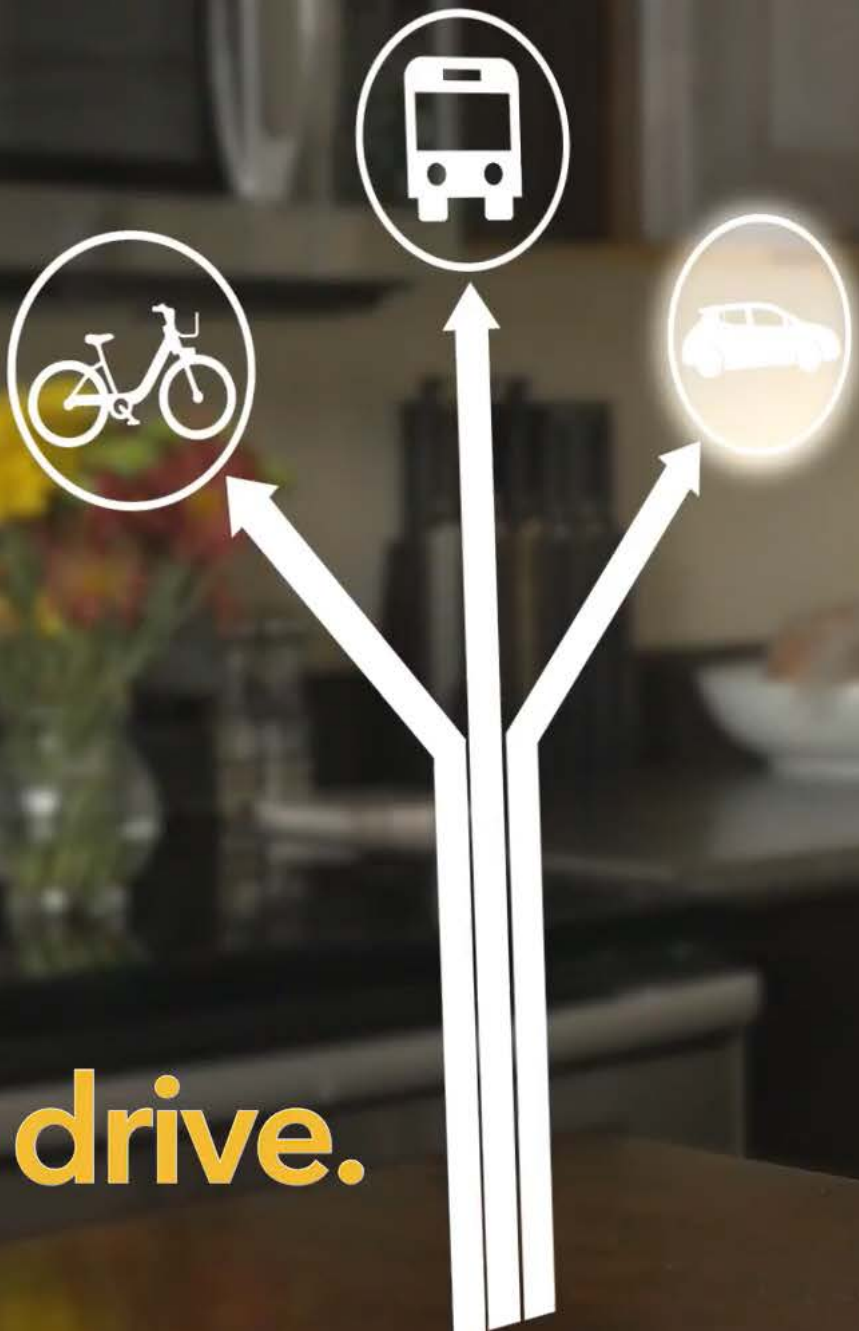
WHEEL CHAIR SEATING ARE
SECUREMENTS ARE LOCATED
BELOW THESE SEATS.
ÁREA PARA SILLAS DE RUEDAS
LOS SEGUROS SE ENCUENTRAN
ABAJO DE ESTOS ASIENTOS



bus. **CARTA**


free WiFi

drive.





drive.



RESULTS

61 Activated on Bus

39% Used 6 included trips only

28% Reloaded for continued use

679 Trips to date



RESULTS

- 53 Annual Memberships activated**
- 4 Also used CARTA Flexpass**
- 5 Also active on Bike Chattanooga**



RESULTS

24 Memberships approved

16 Members Active – 120 Trips

5 Also active Bike Chattanooga

4 Active on all 3 modes

PHASE II

Future Retail Coordination

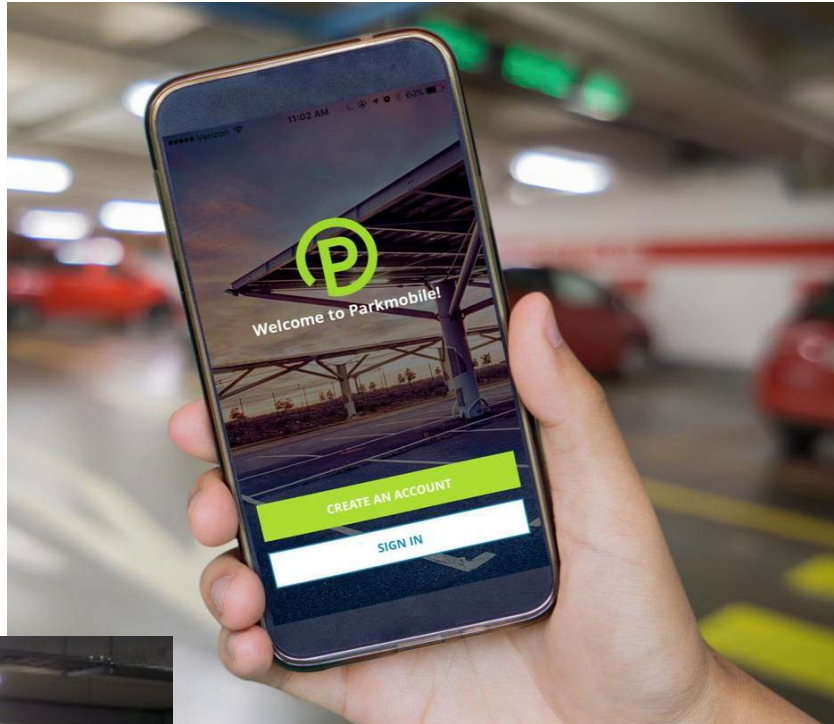


CARTA GO

Mobility on Demand

bike. bus. drive. park.

PARKING CHALLENGES



MOBILE TICKETING SOLUTION



transit

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GO YOUR OWN WAY

iPhone



Android



It's in the Name™



ANDROID, PLEASE

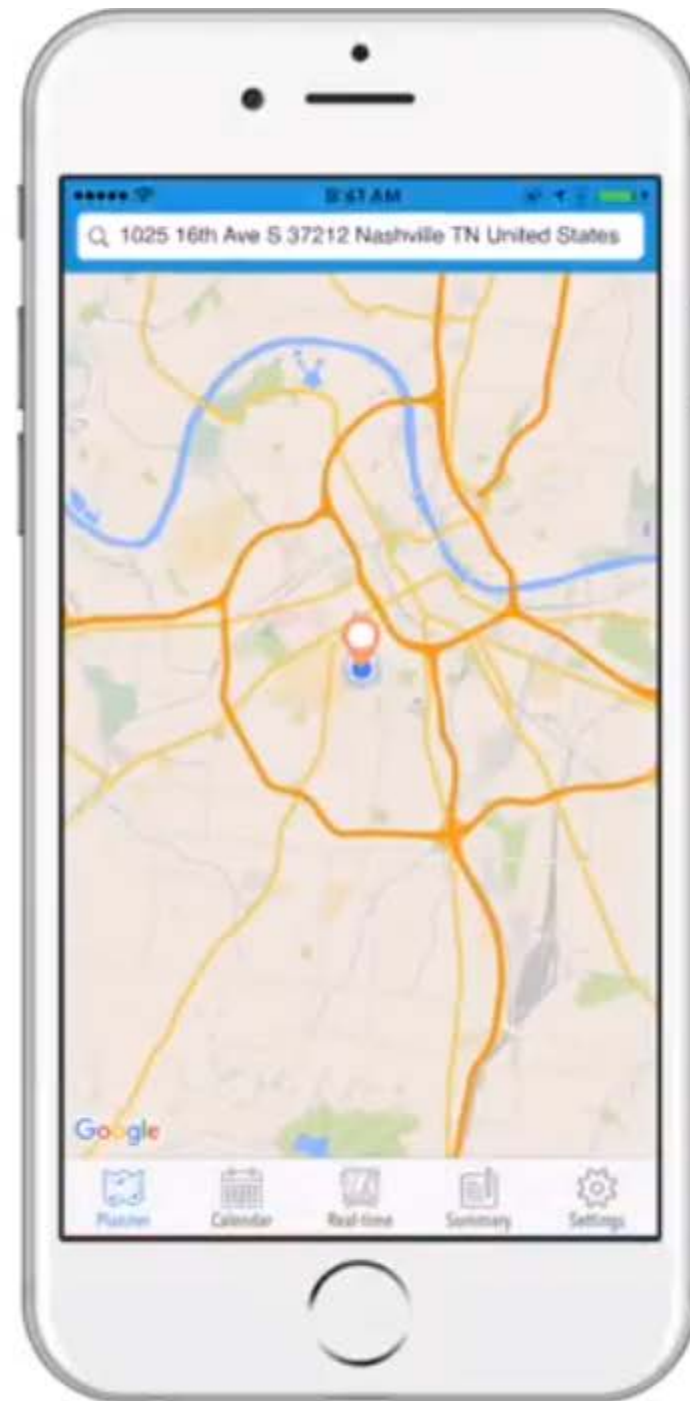


TRANSIT-HUB

SMART DECISION SUPPORT SYSTEM
FOR PUBLIC TRANSPORTATION



Sponsored by NSF under the research award 1528799




PRICING DEVELOPMENT


CARTA GO
Mobility on Demand

<i>Bike</i>	<i>Bus</i>	<i>Drive</i>	<i>Park</i>
Annual Membership Hourly Rate? Free?	Per trip Subscription Passes Free?	Hourly Rate Subscription	Hourly Rate Subscription Cash Out System Location Priority

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Transportation System Planner
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423.424.1348