









March 26, 2015

MEMPHIS AREA TRANSIT AUTHORITY

Midtown Alternatives Analysis



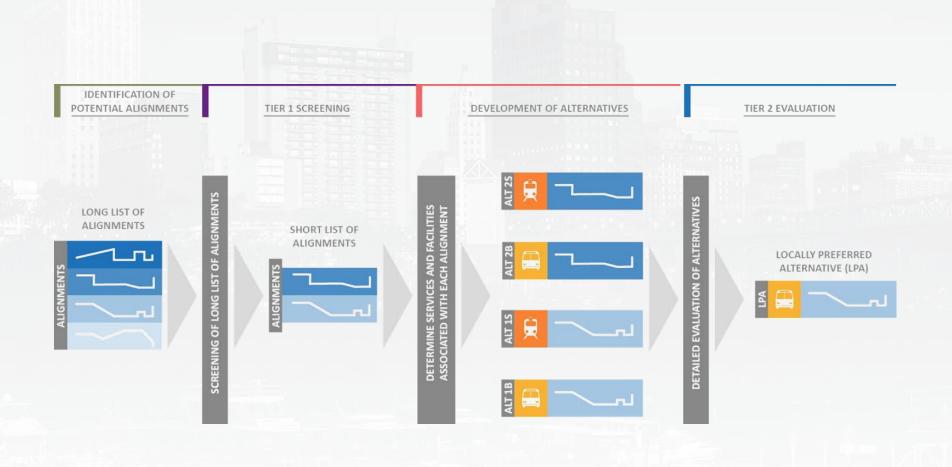
<u>Agenda</u>

- Project Status
- Overview of Alignments Screening
- PreliminaryAlignments
- Preliminary Screening
 Recommendations/Public Input
- Next Steps

Project Status (As of March 26, 2015)

- Conducted initial project meetings
 - Public
 - Stakeholders
 - Advisory Committee
 - MATA Board
 - MPO
- ✓ Developed Midtown goals and objectives
- ✓ Developed evaluation criteria
- ✓ Developed and analyzed initial range of alignment options
- ✓ Presenting initial options for public and Board input

Overall Alternatives Analysis (AA) Process



Evaluation Framework

Goals & Objectives

Make Midtown Corridor transit service more compelling ENHANCE

Objectives:

- Provide better service for existing transit users and attract new riders
- Provide fast, frequent, comfortable, and reliable service
- Improve transit options for Memphis' most vulnerable residents

CONNECT

Connect neighborhoods and improve local circulation

Objectives:



- Improve access to jobs
- Improve connections to major attractions and destinations • Enhance access to civic and cultural assets
- · Enhance access to visitor destinations
- Complement other transit investments and transit plans

Support local and regional economic development goals

Objectives:

- Support small businesses and retail districts
- Foster compact, mixed-use development
- Attract residential and commercial growth

THRIVE

Strengthen Midtown Corridor neighborhoods and business areas

Objectives:

- Support community desires
- Support and enhance the character of neighborhoods
- · Support walkable neighborhoods and multimodal transportation choices

SUSTAIN

Create an environment that will be sustainable over the long term

Objectives:

- · Develop implementable transit services
- Develop cost-effective transit solutions
- Reduce greenhouse gases
- · Minimize impacts on natural, historical, and cultural resources

Tier 1 Screening Criteria (Higher Level)

Objective	Screening Criteria		
ENHANCE Make Midtown Corridor transit	service more compelling		
Provide better transit service for existing riders and attract new riders	Ridership on existing transit services Population and employment density within ½-mile of alignment		
Provide fast, frequent, and reliable service	⇒ Directness and average auto speeds		
Improve transit options for Memphis' most vulnerable residents	☐ Transit-sensitive residents and social service centers within ½-mile of alignment		



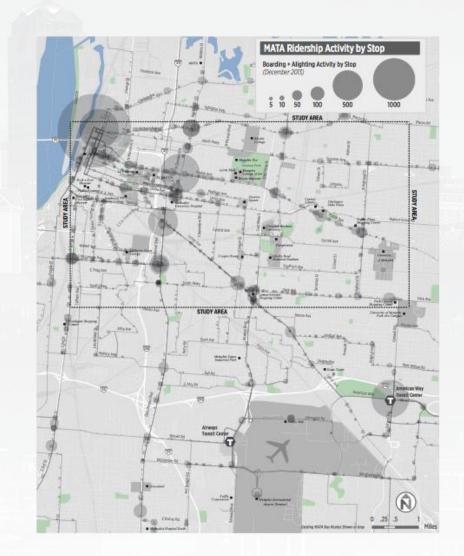
Tier 2 Evaluation Criteria (Detailed)

Goal/Objective	Evaluation Criteria		
ENHANCE Make Midtown Corridor transit	service more compelling		
Provide better transit service for existing riders	→ Total projected ridership		
and attract new riders	⇒ Projected transit dependent ridership		
	⊃ Number of new transit riders		
Provide fast, frequent, and reliable service	⇒ Directness, average speeds, frequency, and alignment traffic conditions		
Improve transit options for Memphis' most vulnerable residents	→ Transit-sensitive residents and social service centers within ½-mile of stations		



Identification of Initial Alignments

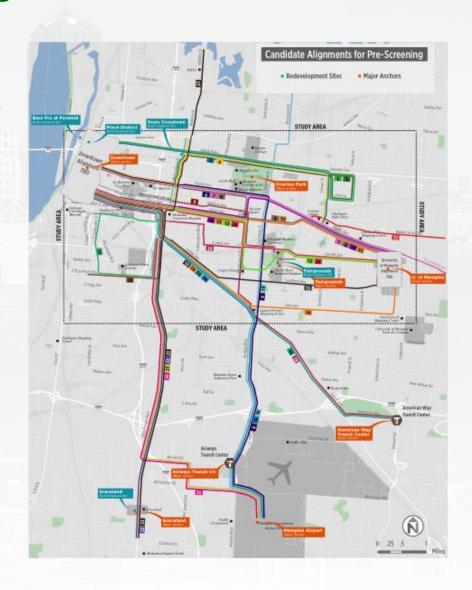
- Stakeholders and the public input
- Ridership on existing routes
- Population and employment densities
- Service to major activity centers/planned developments
- Streets that would be suitable for High Capacity Transit (HCT)



Current MATA Bus Boardings

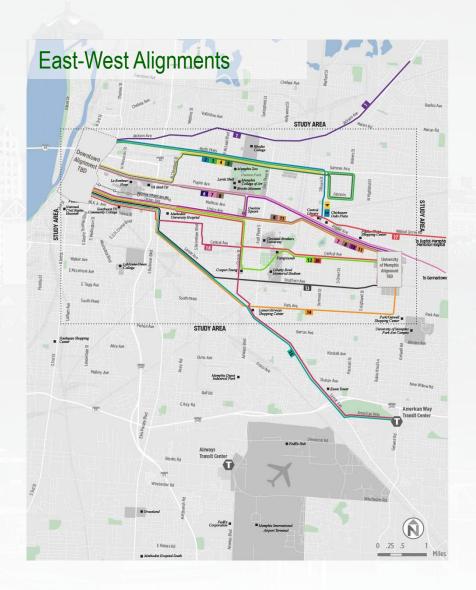
Initial Alignments: All

- 26 Alignments
- All major arterials
- All major activity centers
 - Hospital Area
 - Overton Square
 - Cooper-Young
 - Fairgrounds
 - University of Memphis
 - Graceland
 - Airport
 - Transit centers
 - Others



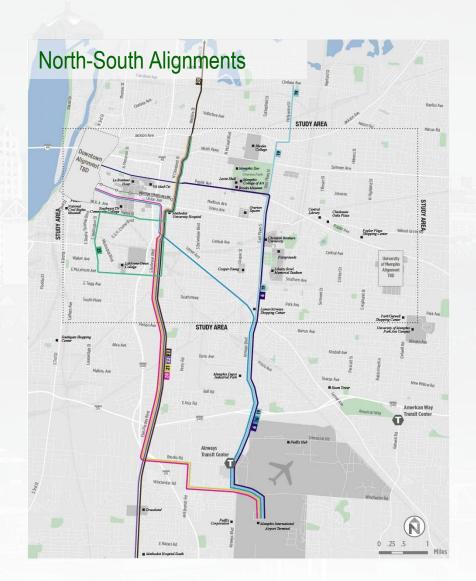
Initial Alignments: East-West

- 18 Alignments
- All to-from downtown
- Combinations of:
 - Jackson Ave
 - North Pkwy/Summer Ave
 - Poplar Ave
 - Madison Ave
 - Union Ave
 - Poplar Ave/Union Ave
 - Central Ave
 - Lamar Ave
 - Southern Ave
 - Park Ave



Initial Alignments: North-South

- 8 alignments
- 3 "bend west" to downtown
- 5 entirely north-south
- Combinations of:
 - Watkins Street
 - North Cleveland
 - South Bellevue Blvd/ Elvis Presley Blvd
 - Airways Blvd



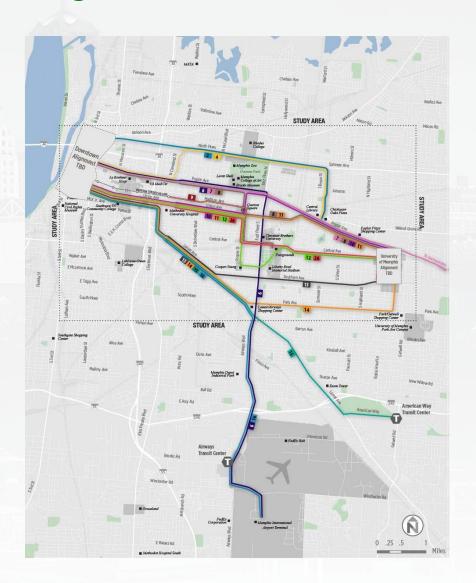
Initial Screening Criteria

Based on three factors:

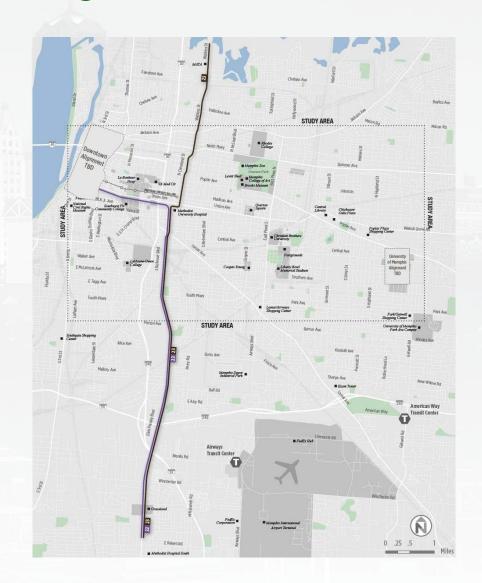
- Population and employment densities high enough to warrant High Capacity Transit
- Strong terminal anchors to support bi-directional travel
- Consistent with MATA's service design guidelines for effective transit



 14 alignments passed on all three criteria

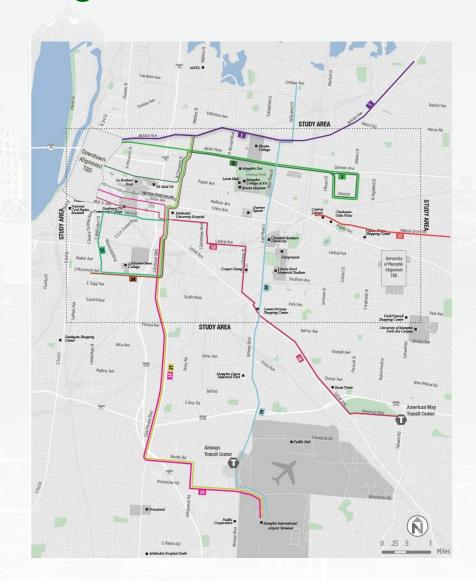


- 2 could potentially pass based on future development
- Magnitude of planned development around Graceland still being determined
- Existing ridership also very high
- Were brought forward to next phase pending additional information

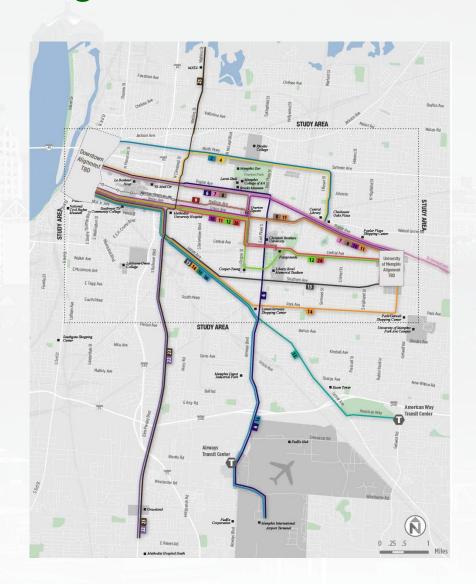


- 10 failed one or more criteria
- Nearly all areas served by alignments that didn't pass still served by other remaining alignments
- Exceptions are:
 - Walnut Grove Road
 - LeMoyne-Owen/Soulsville

Candidate Alignment and Description	Population and Employment	Anchors	Service Design	Final Result
1: Jackson Ave	30	3¢	1	NO PASS
3: North Pkwy, Summer Ave, and Johnson St loop	✓	✓	×	NO PASS
5: Poplar Ave, Cleveland St, North Pkwy, and Johnson Ave loop	✓	✓	Jt.	NO PASS
17: Walnut Grove Rd	32	1	√	NO PASS
18: Union Ave, Peabody St, Central St, Cooper St, and Lamar Ave	✓	1	3c	NO PASS
19: East Parkway and Airways Blvd	JE .	3¢	✓	NO PASS
20: Union, Bellevue, Elvis Presley Blvd, Airport	38	1	√	NO PASS
21: Cleveland St, Elvis Presley Blvd, and Brooks Rd	30	✓	✓	NO PASS
24: Cleveland St, Bellevue Blvd, and McLemore Ave	*	æ	√	NO PASS
25: Cleveland St, Bellevue Blvd, Wellington St, and Vance loop	√	3¢	3¢	NO PASS



In total, 16 of 26 alignments recommended to advance into Tier 1 analysis



Questions

- Do the initial alignments address the most important service needs for the Midtown area?
- What alignments do you like the best?
- Are there additional alignments that should be eliminated at this time?
- Other?

Next Steps



Environmental Scan of Alternatives and Assessment Development Potentials in Summer/Fall 2015

Tier 2 Evaluation of Modal Alternatives in Summer 2015

Tier 1 Screening in Summer 2015

MATA Board Review of Preliminary Screening Recommendation/ Public Input in Spring 2015





Potential Transit Modes/Stops

- Bus Rapid Transit (BRT)
- Trolleys
- Modern Streetcars
- Light Rail Transit (LRT)
- Superstops



Superstop Example

