



# MEMPHIS AREA TRANSIT AUTHORITY

## Midtown Alternatives Analysis





## **PROJECT TEAM**

Experienced and Qualified Project Team



# National Expertise + Strong Local Knowledge



- Specialist skills in transit service design, service restructuring and transit operations
- Completed several studies in **MEMPHIS** region, including MATA Short Range Transit Plan
- Experience with HDR on several AA studies, including Kansas City and Providence



- Headquartered in **MEMPHIS**
- The area's largest multi-disciplined marketing agency that specializes in marketing within urban and ethnic market environments



- Transportation planning consulting firm
- Leading Current **MEMPHIS** MPO Model/Survey Update
- Strong Modeling History in **MEMPHIS**
- Working closely with FTA modeling staff



- **MEMPHIS** based office
- Nonprofit grassroots coalition passionate about promoting healthy growth and development in the urban market



PROMOTING HEALTHY GROWTH  
IN THE MEMPHIS REGION

## Key Staff

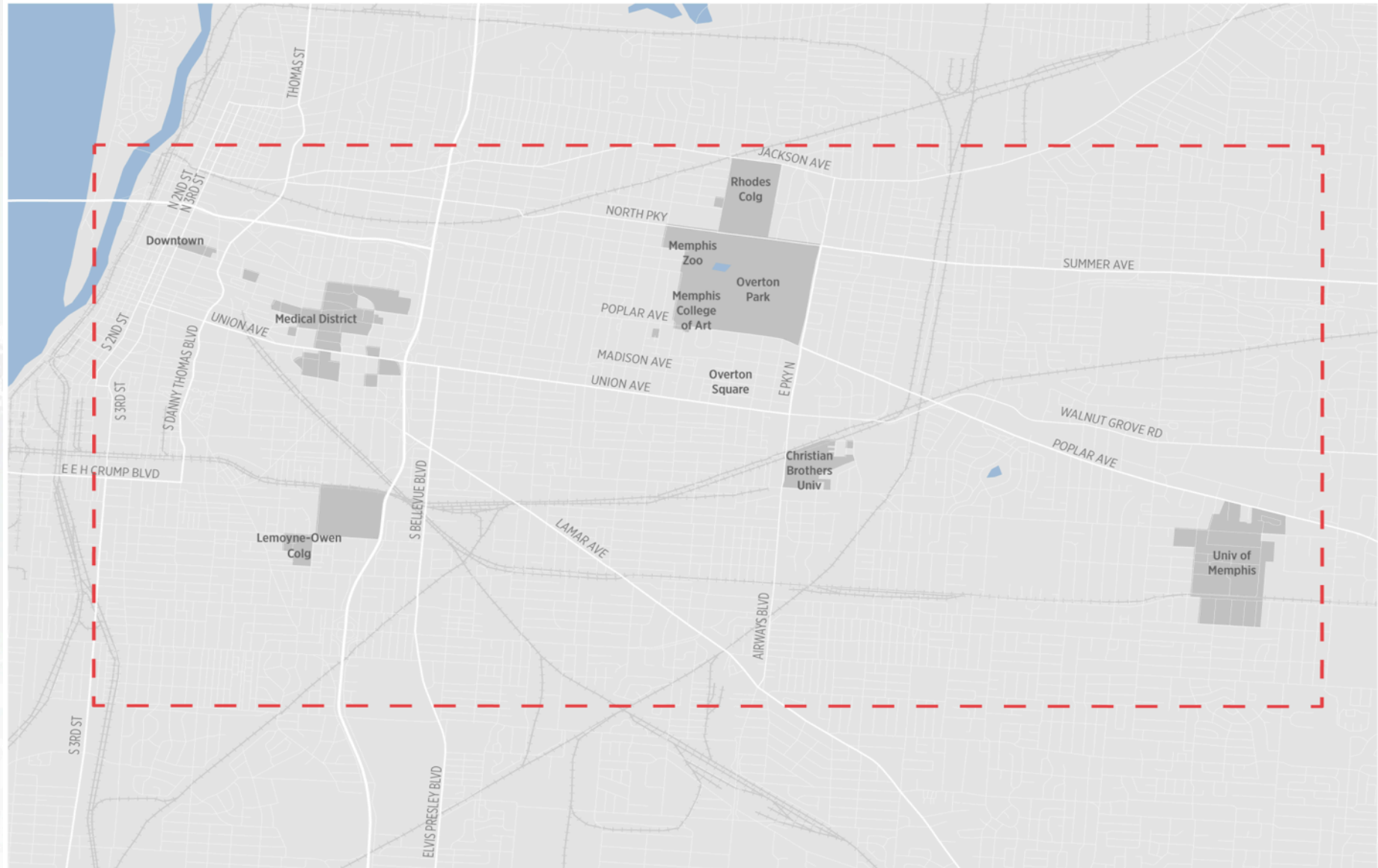
- **Taiwo Jaiyeoba:** Project Manager, experience managing transit corridor projects throughout the United States (agency and consultant)
- **Douglas Moore:** Project Advisor, experience managing transit corridor projects throughout the United States (agency and consultant)
- **Geoff Slater:** Alternative Evaluation, experience conducting corridor and system service analyses throughout the United States (agency and consultant)
- **Howard Robertson:** Public participation and branding strategy development with TRUST marketing
- **Emily Trenholm:** Community development lead with Livable Memphis
- **John Paul Shaffer:** Transportation planner with Livable Memphis
- **Nikhil Puri:** Ridership forecasting, national multi-modal experience



## STUDY AREA



# Study Area





## **PURPOSE OF STUDY**

Why We Are Doing This

# Purpose of Alternatives Analysis (AA) Study

- Continue Implementation of Adopted MATA Short Range Transit Plan
  - Initiate planning for Bus Rapid Transit (BRT)
  - Advance on-street transfer facility planning
- Engage the community regarding transit needs in Memphis Midtown
  - Internal Circulation
  - Regional Connectivity
- Develop enhanced transit service options to meet community needs
  - Bus Rapid Transit (BRT)
  - Trolley/Modern Streetcar
  - Light Rail Transit (LRT)
  - Complementary bus service and facility investments
- Advance a “signature” transit service for the community
  - Reinforces neighborhood vitality
  - Creates momentum for comparable service enhancement throughout the MATA area
- Position study recommendations for federal funding

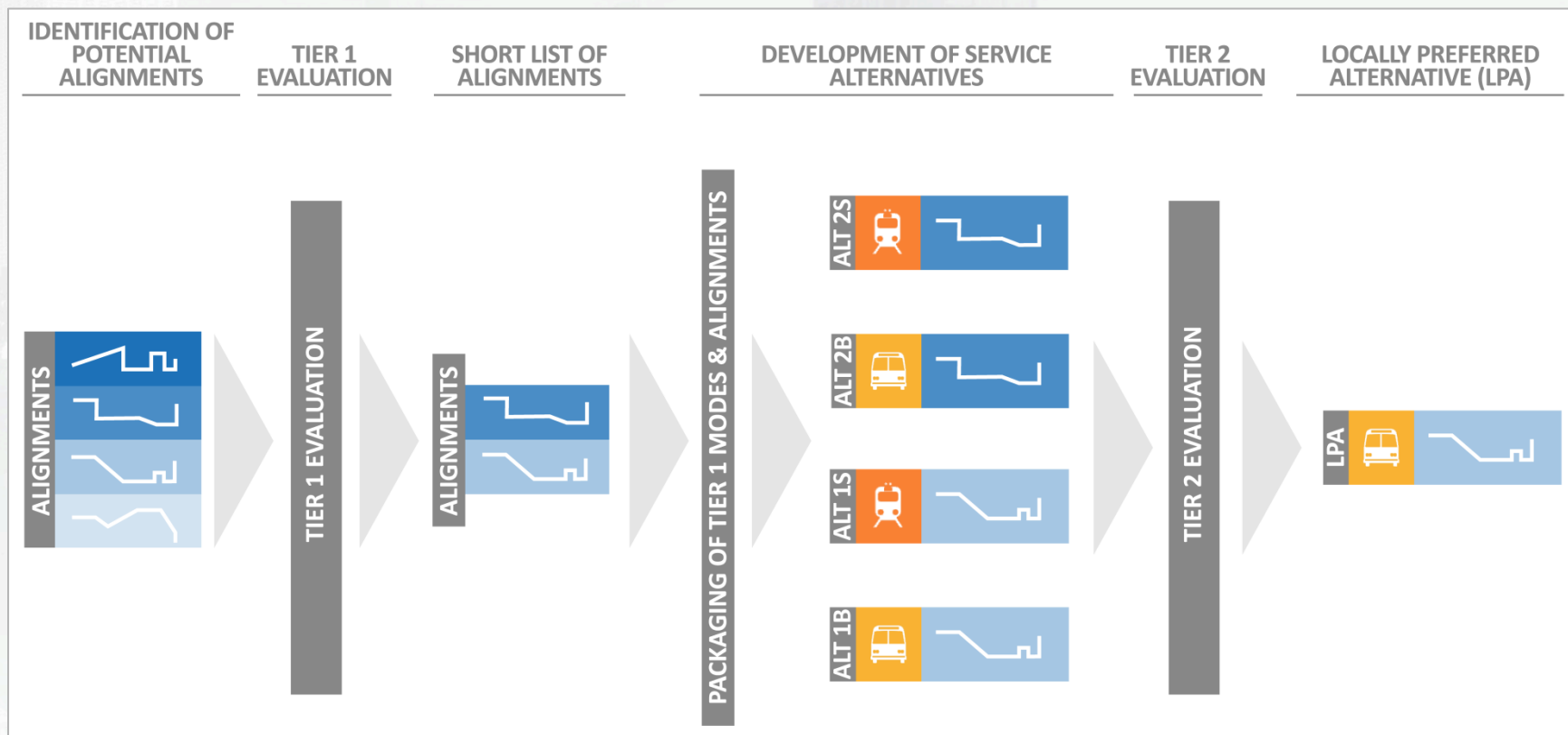




# **STUDY PROCESS/GOALS & OBJECTIVES**

How We Are Doing This

# Alternatives Analysis (AA) Process



# Draft Goals

GOAL 1

## ENHANCE

*Make Midtown Corridor transit service more compelling*

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

GOAL 2

## CONNECT

*Connect neighborhoods and improve local circulation*

Objectives:

- Improve access to transit for Midtown Corridor residents
- 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

GOAL 3

## DEVELOP

*Support local and regional economic development goals*

Objectives:

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

GOAL 4

## 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

GOAL 5

## SUSTAIN

*Create an environment that will be sustainable over the long term*

Objectives:

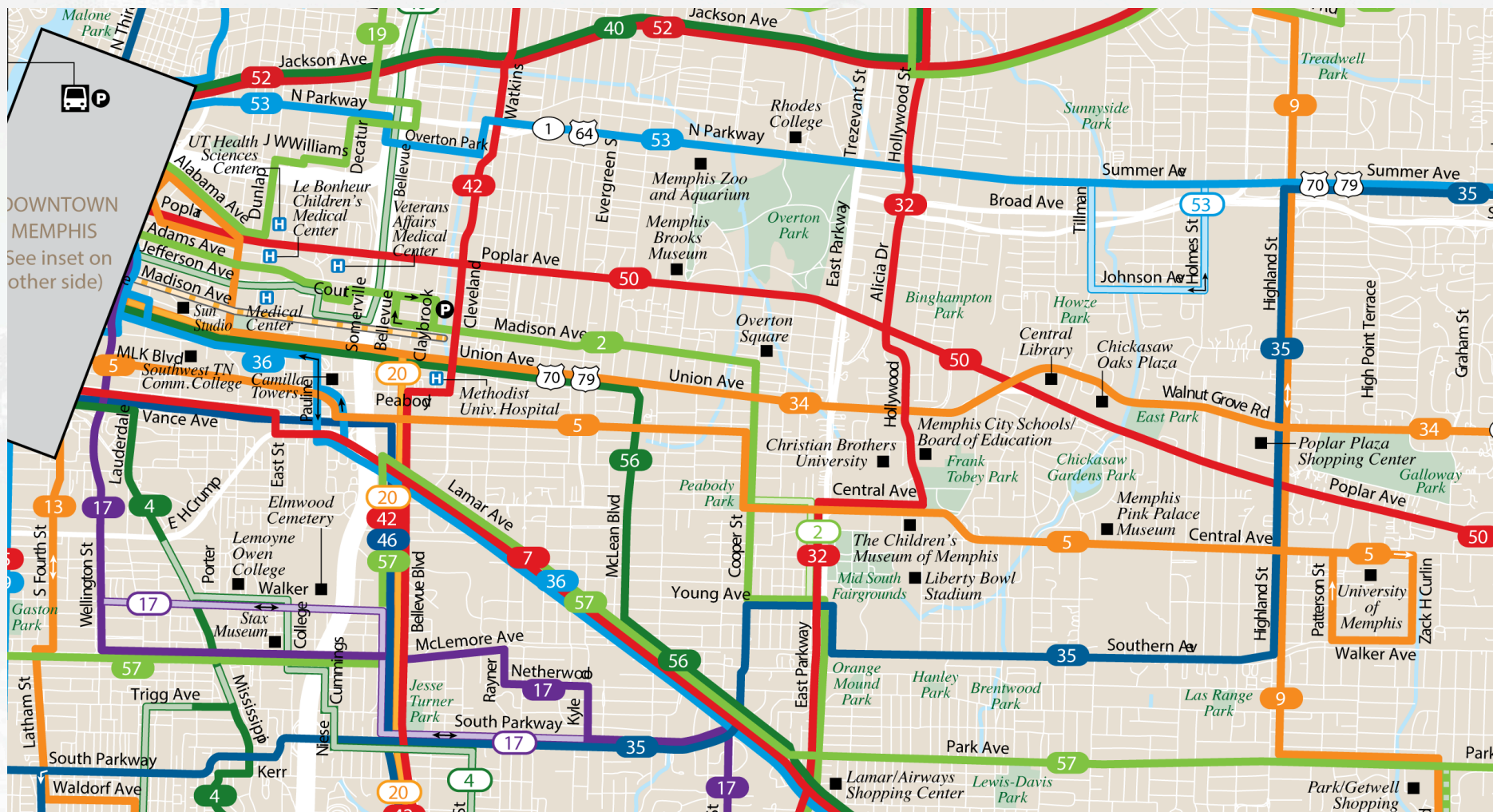
- Develop implementable transit services
- Develop cost-effective transit solutions
- Reduce greenhouse gases
- Minimize impacts on natural, historical, and cultural resources



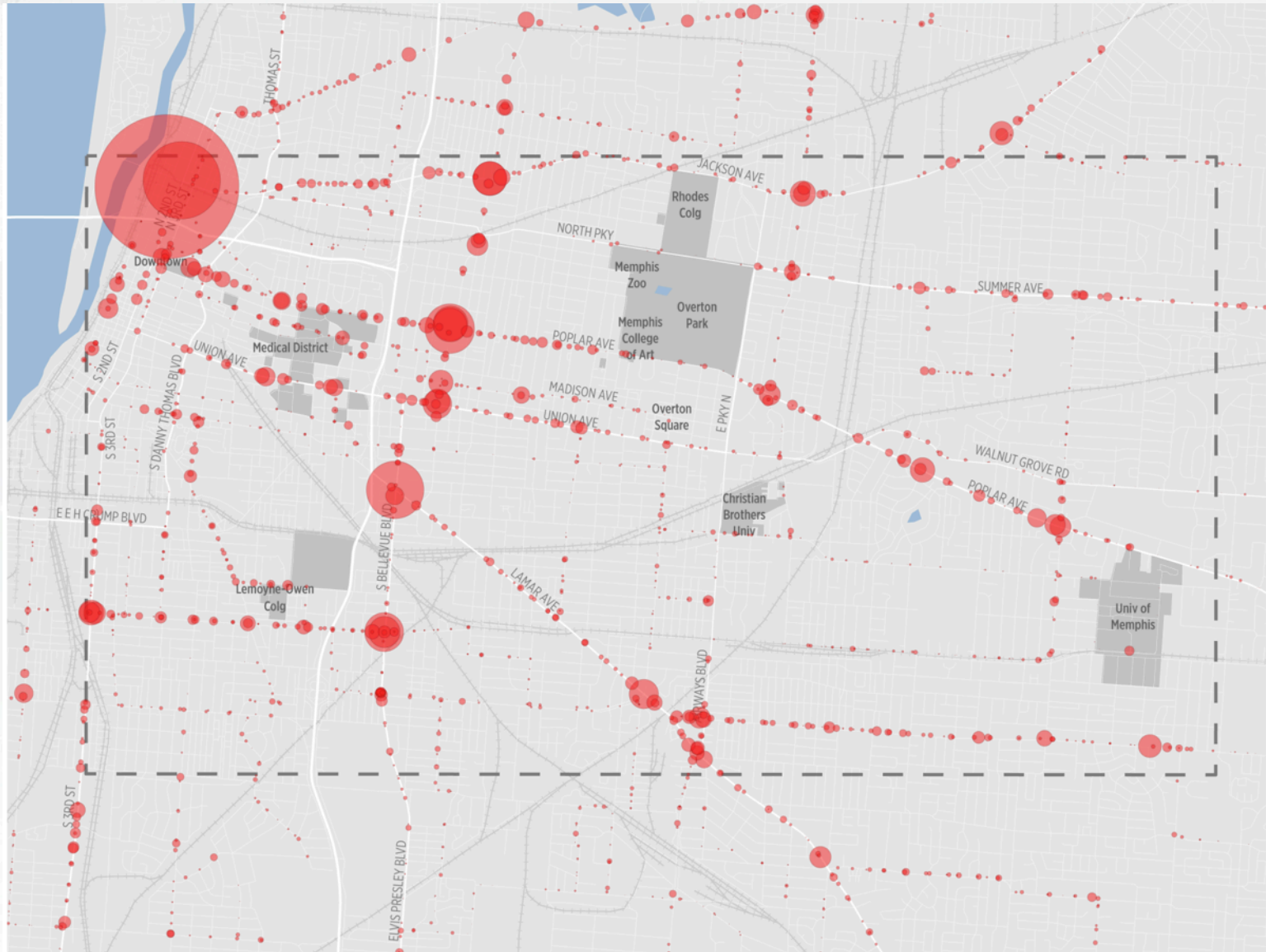


## **STUDY AREA SERVICE CHARACTERISTICS**

# Existing MATA Routes in Study Area



# Existing Ridership in Study Area





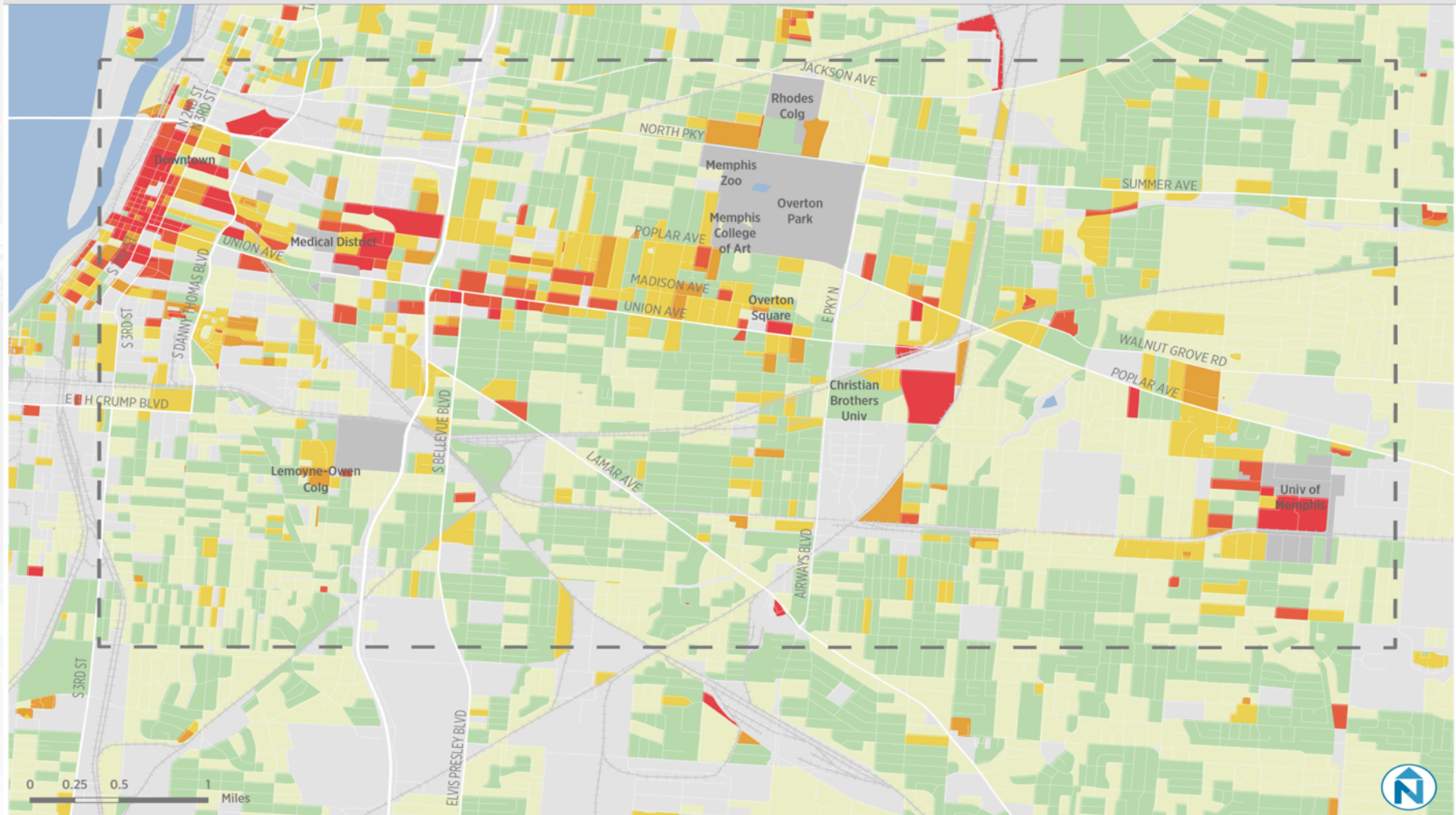
# Study Area: Transit-Supportive Densities

Employment + Population Density (2010)

LOW

HIGH

*Higher density supports more transit service*





# **TRANSIT TECHNOLOGIES**

Potential Transit Modes



# Potential Transit Modes/Stops

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





# Superstop Example



# Our Vision: Creating A Signature Community Transit System



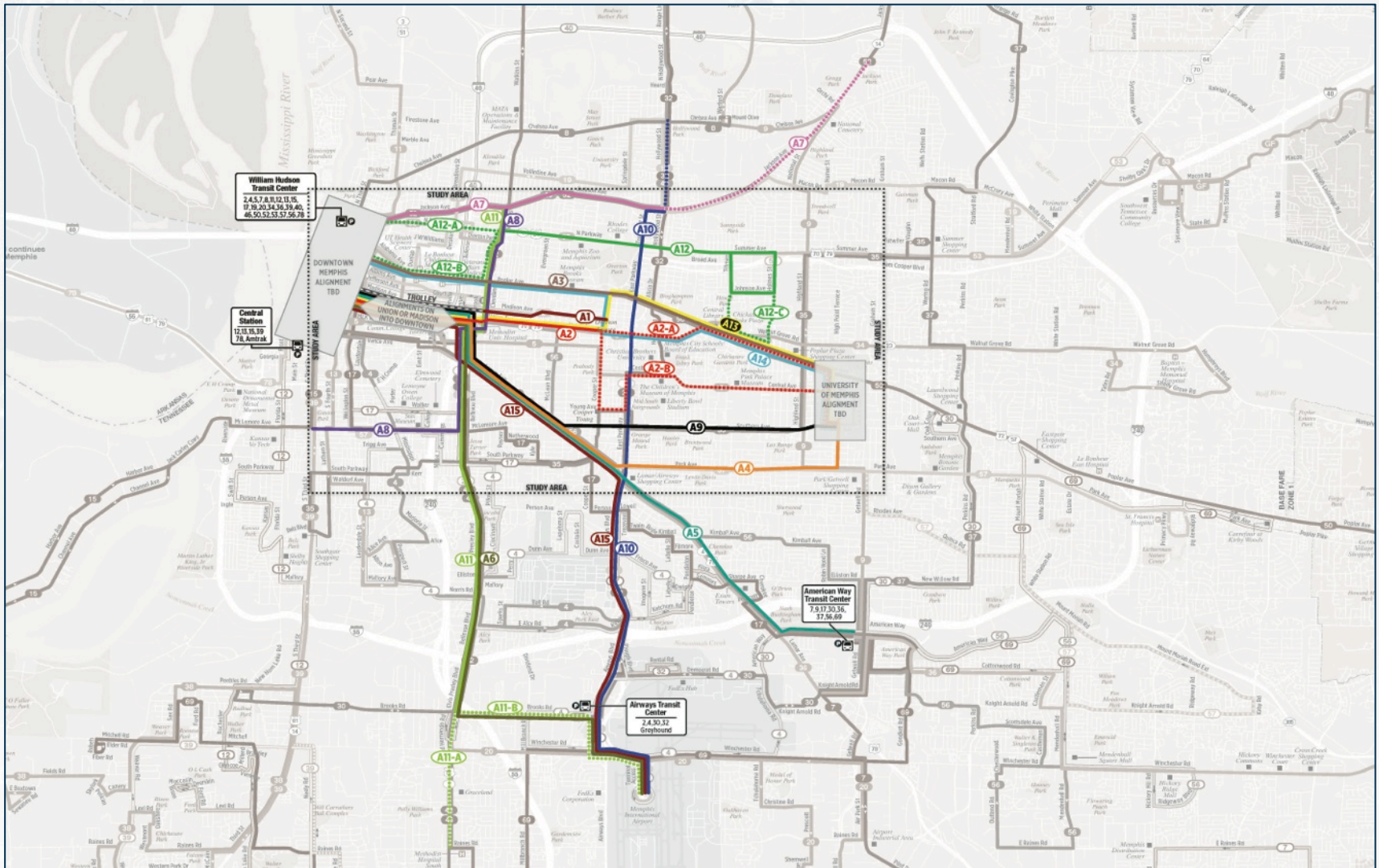




## **PRELIMINARY ROUTE OPTIONS**



# Preliminary Route Options





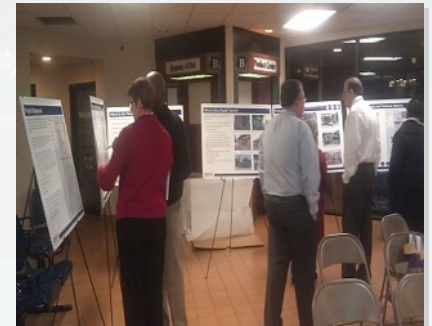
# Community Input

We Want To Hear From You!



# Community Assessment of Transit Needs In Study Area

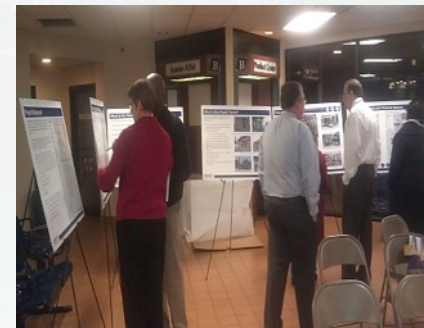
- What are the top transit destinations/activity centers in the Study Area?
- What are the key destinations outside the Study Area?
- What are the major needs? (connections, frequency, travel time, reliability, other)





# Community Assessment of Preliminary Route Options

- What are the key transfer issues? Reduced wait time between buses, real time information at transfer points, more substantial shelters?
- What route options best meet community needs?
- How should these route options be modified?
- What additional route options should be considered?





## NEXT STEPS

Progression of Study & What's Next