

MEMPHIS AREA TRANSIT AUTHORITY

Midtown Alternatives Analysis

HR

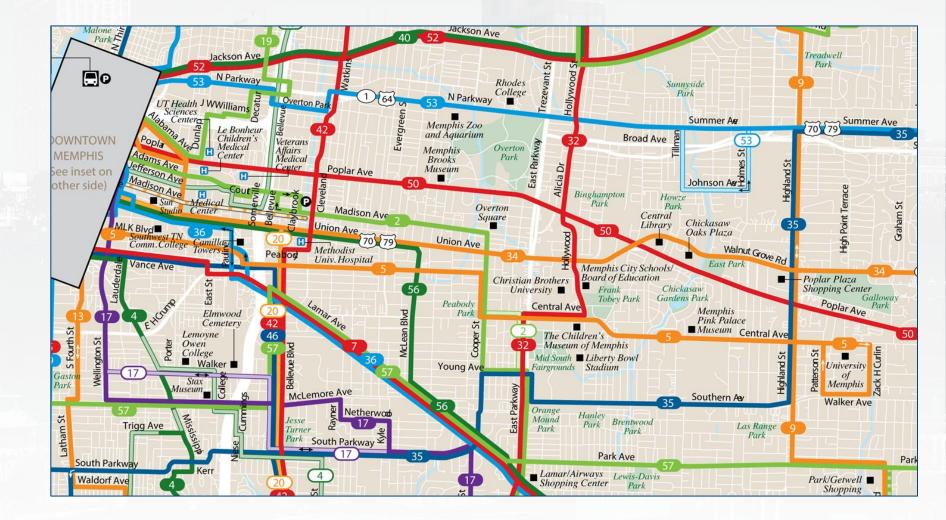
Presentation Agenda

Study Area

- Goals and Objectives Summary of Public & Agency Meetings Universe of Route Alignments
- Next Steps
- Study Schedule



Study Area



Key Characteristics of the Study Area Development Opportunities Demographics Ridership



OBSERVATIONS/OPPORTUNITIES

- Midtown Memphis is the core of the City of Memphis and the entire region;
- Large amount of transit service is currently provided within this study area and ridership is high;
- Most service consists of local bus routes whose performance could be better optimized to maximize service efficiency;
- For transit to become a more compelling and attractive option for area residents and workers, higher quality transit services such as Bus Rapid Transit (BRT), Rapid Bus and/or extended streetcar service will be needed;
- These enhanced transit services will help to provide viable transit options for users while at the same time contribute to the economic vitality of the region.



Goals and Objectives

GOAI	ENHANCE Make Midtown Corridor transit service more compelling										
ĕ	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										
7	CONNECT Connect neighborhoods and improve local circulation										
GUAL 2											
Ĕ.	Objectives:										
	 Improve access to transit for Midtown Corridor residents Improve access to jobs 										
	 Improve access to jobs Improve connections to major attractions and destinations 										
	Enhance access to civic and cultural assets Enhance access to visitor destinations										
	Ennance access to visitor destinations Complement other transit investments and transit plans										
GOAL 3	DEVELOP Support local and regional economic development goals										
с С	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										
B	Objectives:										
	Support community desires										
	Support and enhance the character of neighborhoods										
	Support walkable neighborhoods and multimodal transportation choices										
5	SUSTAIN Create an environment that will be sustainable over the long ter										
GOAL 5											
ľ.	Objectives:										
	Develop implementable transit services Develop cost-effective transit solutions										
	Reduce greenhouse gases										
	Minimize impacts on natural, historical, and cultural resources										



Community & Agency Meetings





Public Meeting #1: July 29, 2014

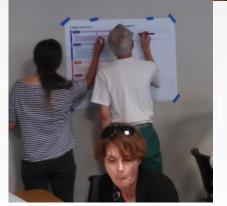


Figure 1: Meeting Attendees



Figure 2: Mapping exercise breakout group

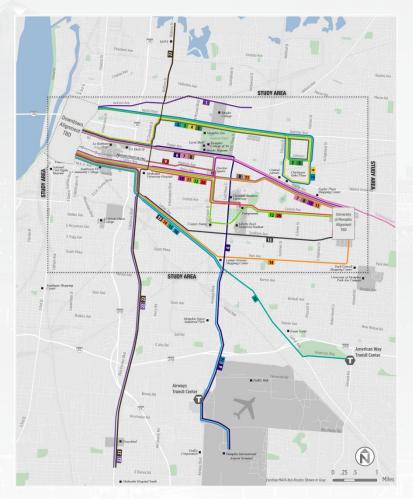






Universe of Alignments for High Capacity Transit Service

- 1. Jackson Avenue
- 2. North Pkwy, Summer Ave, Walnut Grove loop
- 3. North Pkwy, Summer Ave, and Johnson St loop
- 4. Poplar Ave, Cleveland St, North Pkwy, and Walnut Grove Rd loop
- 5. Poplar Ave, Cleveland St, North Pkwy, and Johnson Ave loop
- 6. Poplar Ave, East Parkway, and Airways Blvd
- 7. Poplar Ave
- 8. Poplar Ave, Cooper St, and Poplar Ave
- 9. Madison Ave, Cooper St, and Central Ave
- 10. Union Ave, Cooper St, and Poplar Ave
- 11. Union Ave and Poplar Ave
- 12. Union Ave, Cooper St, Poplar Ave, and Central Ave (Fairgrounds)
- 13. Union Ave, Lamar Ave, and Southern Ave
- 14. Union Ave, Lamar Ave, and Park Ave
- 15. Union Ave and Lamar Ave
- 16. Union Ave, Lamar Ave, and Airways Blvd
- 17. Walnut Grove Rd
- 18. Union Ave, Peabody St, Central St, Cooper St, and Lamar Ave
- 19. East Parkway and Airways Blvd
- 20. Union, Bellevue, Elvis Presley Blvd, Airport
- 21. Cleveland St, Elvis Presley Blvd, and Brooks Rd
- 22. Elvis Presley Blvd via Union Ave
- 23. Elvis Presley Blvd, Bellevue Blvd, and Watkins St
- 24. Cleveland St, Bellevue Blvd, and McLemore Ave
- 25. Cleveland St, Bellevue Blvd, Wellington St, and Vance loop
- 26. Fairgrounds and U of M via Central Ave and Union Ave





The sea of the

NEXT STEPS

- Refinement of Alternatives
 Advance Reasonable Alternatives
 Environmental Scan of Alternatives
 Assessment of Development Potentials
 - Meetings:
 - Stakeholder Focus Groups
 - Stakeholder Interviews
 - Public Meeting #2 (March)



Public Involvement Schedule: Key Milestones

- MATA Board Meetings:
 - May, July, October, December (2015)
- Technical Advisory Committee:
 - February; April; June; August; October & December (2015)
- Focus Groups:
 - February to March (2015)
- Stakeholder Interviews:
 - Ongoing
- Public Meetings:
 - March; June/July; October/November (2015) and March (2016)
- MPO Active Transportation Advisory Committee:
 - March, May, July, October (2015)

Study Schedule

Memphis Area Transit Authority (MATA) Alternatives																						
Analysis Study	2014 2015 2016																					
, analysis staaly	Dec	Jan		Feb	Mar	April		/lay	June	1	July	Aug		Sept	1 0	Oct	Nov	Dec		Jan	Feb	Mar
Primary Tasks	1	2		3	4	5		6	7		8	0		10		11	12	13		14	15	16
Task 1								Ť T						A	A		A A					
Project Management	🗶 🕅	X X	1	2	×	X	X	۲ –	×		☆ 👘	×	X	×	×	×	XX	×	7	ζ 👘	X	×
Task 2																						
Public Involvement\Civic Engagement and Coordination																						
Task 3																						
Project Initiation																						
Task 4																						
Purpose and Need Statement																						
Task 5																						
Establish Decision and Evaluation Framework																						
Task 6																						
Define Alternatives				_																		
Evaluation of Alternatives																						
Refinement of Alternatives Selection of A Recommended Alternatives																						
Task 7																						
Environmental Scan of Alternatives																						
Task 8																						
Assess Transportation Effects of Detailed Alternatives																						
Task 9																						
Assess Development Potentials																						
Task 10																						
Prepare Cost Estimates and Funding Plan																						
Task 11																						
Conceptual Engineering for the Build Alternatives																						
Task 12																Т						
Branding Strategy																						
Task 13																						
Locally Preferred Alternative (LPA)																						

Meeting with MATA Leadership: 12/15/14

Board Meeting: 01/02/15 Advisory Committee Meeting: 01/02/15 Locally Preferred Alternative (LPA): March 2016

Project Team Management Meetings/Calls: Monthly/2nd Week