

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

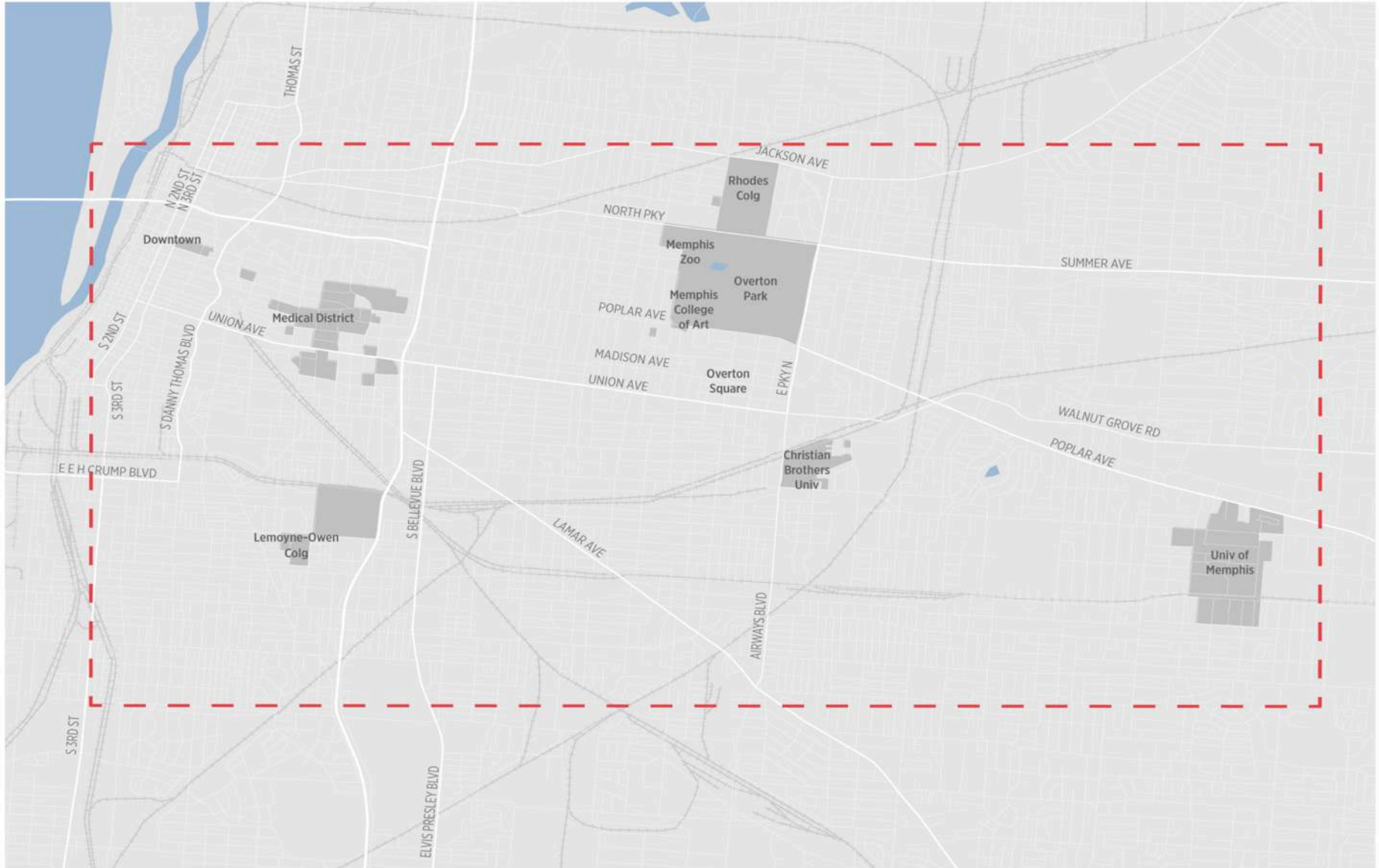
- **Taiwo Jaiyeoba:** Project Manager, experience managing transit corridor projects throughout the United States (agency and consultant)
- **Douglas Moore:** Project Advisor, experience managing transit corridor projects throughout the United States (agency and consultant)
- **Geoff Slater:** Alternative 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



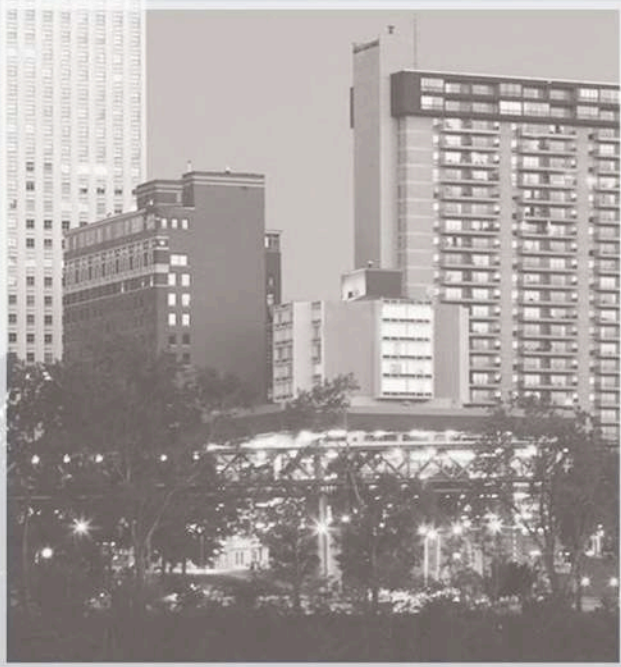


PURPOSE OF STUDY

Why We Are Doing This

Purpose of Alternatives Analysis (AA) Study

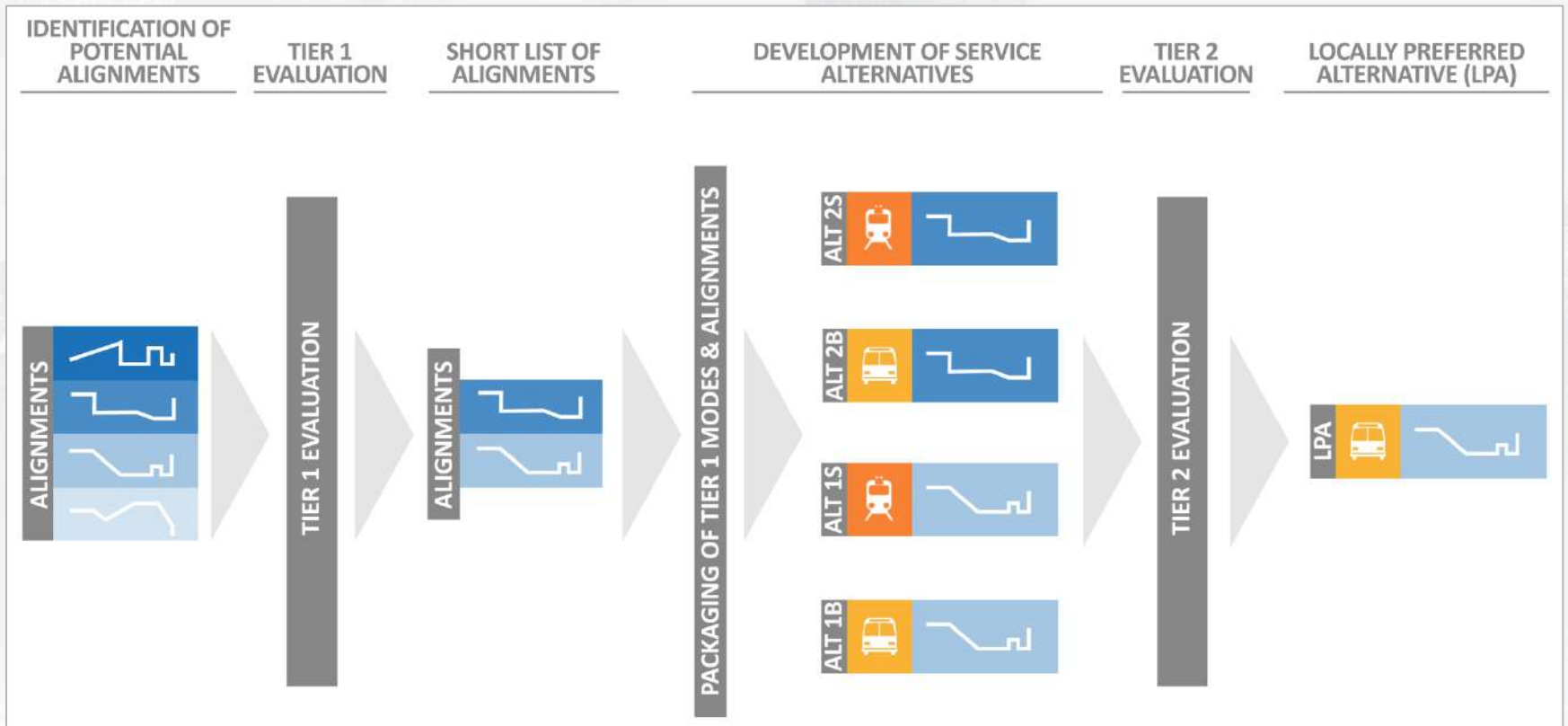
- Continue Implementation of Adopted MATA Short Range Transit Plan
 - Initiate planning for Bus Rapid Transit (BRT)
 - Advance on-street transfer facility planning
- Engage the community regarding transit needs in Memphis Midtown
 - Internal Circulation
 - Regional Connectivity
- Develop enhanced transit 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:

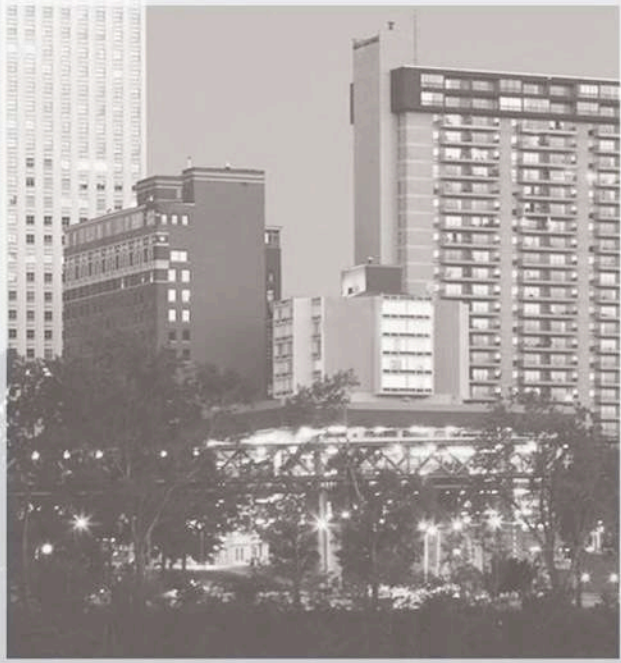
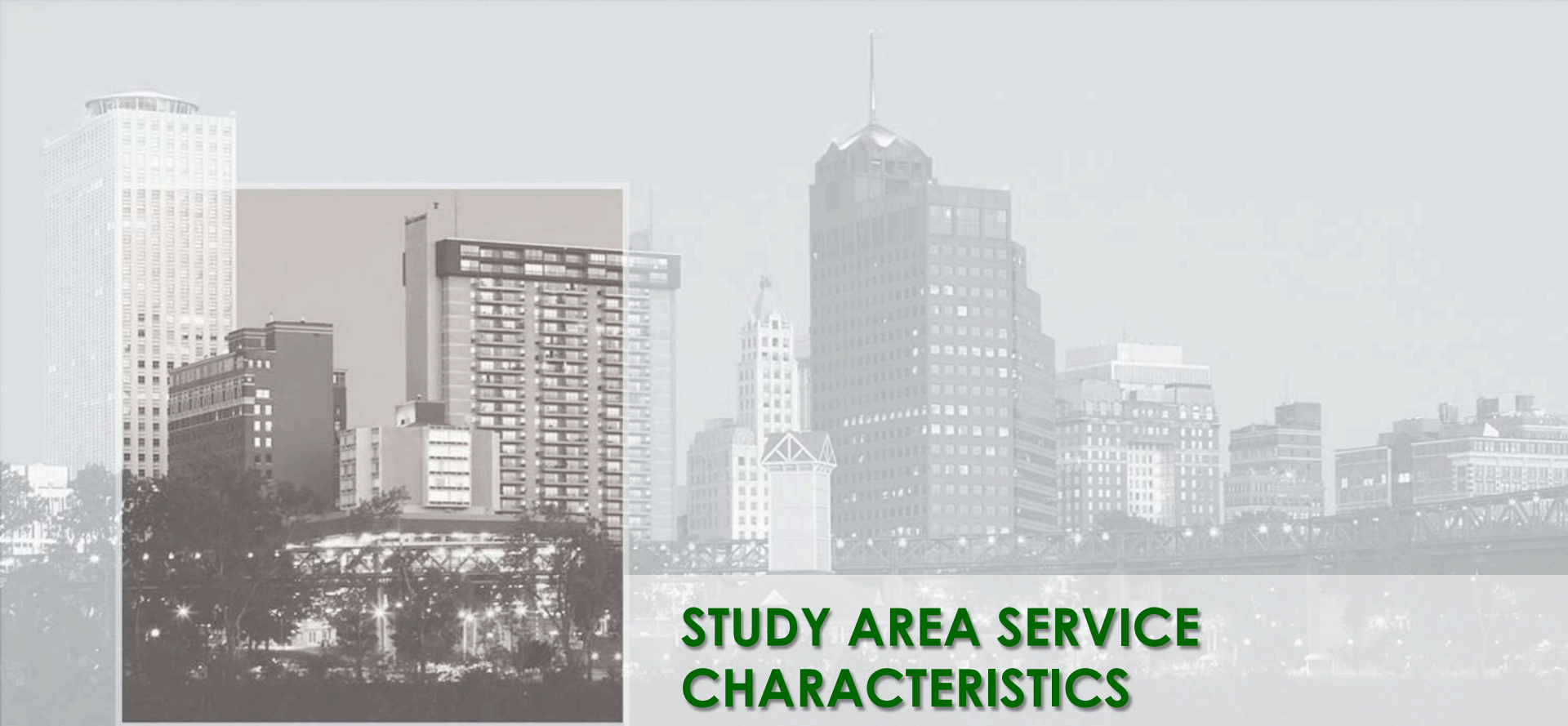
- Support community desires
- Support and enhance the character of neighborhoods
- Support walkable neighborhoods and multimodal transportation choices

GOAL 5

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

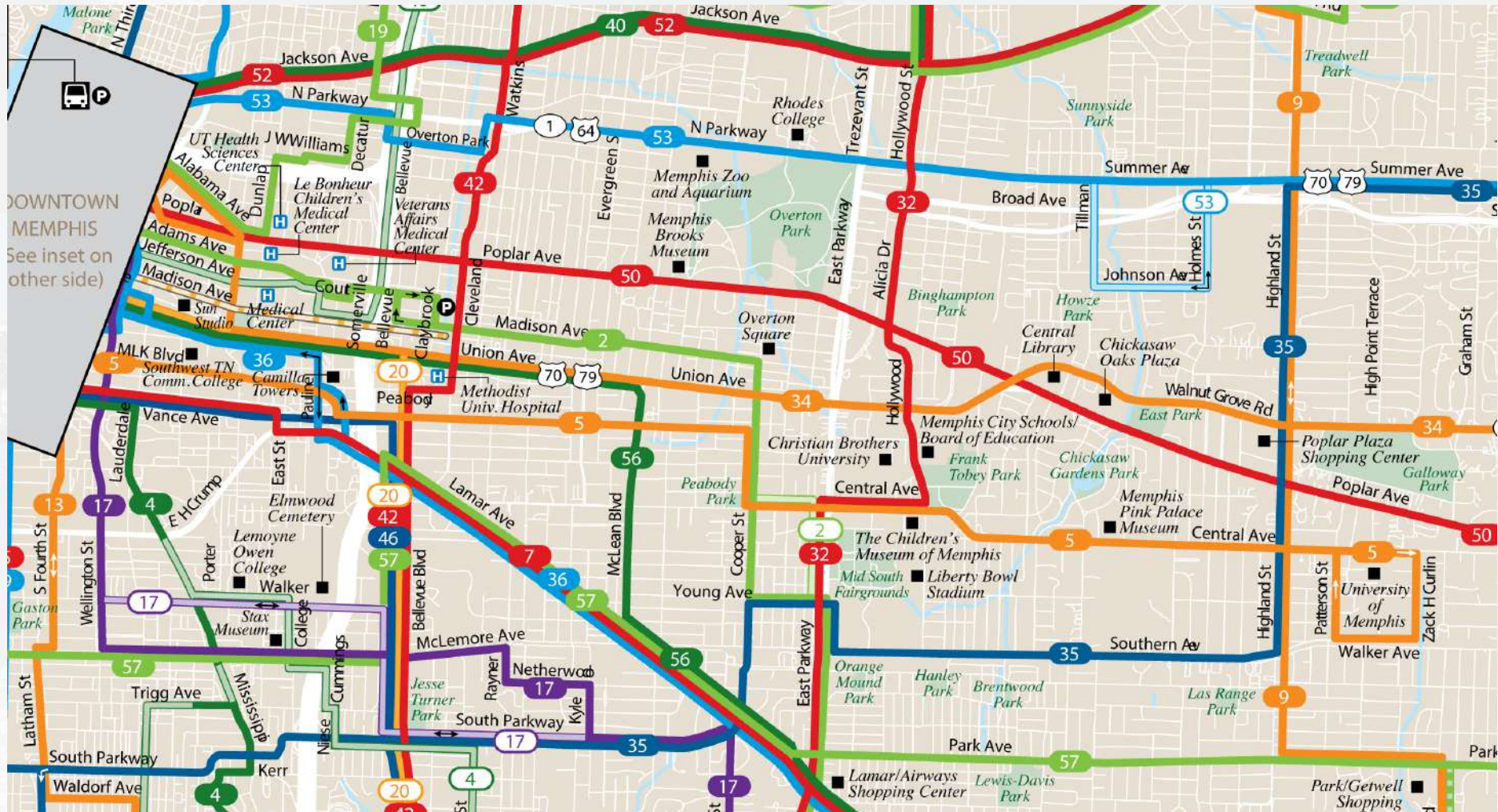
Objectives:

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

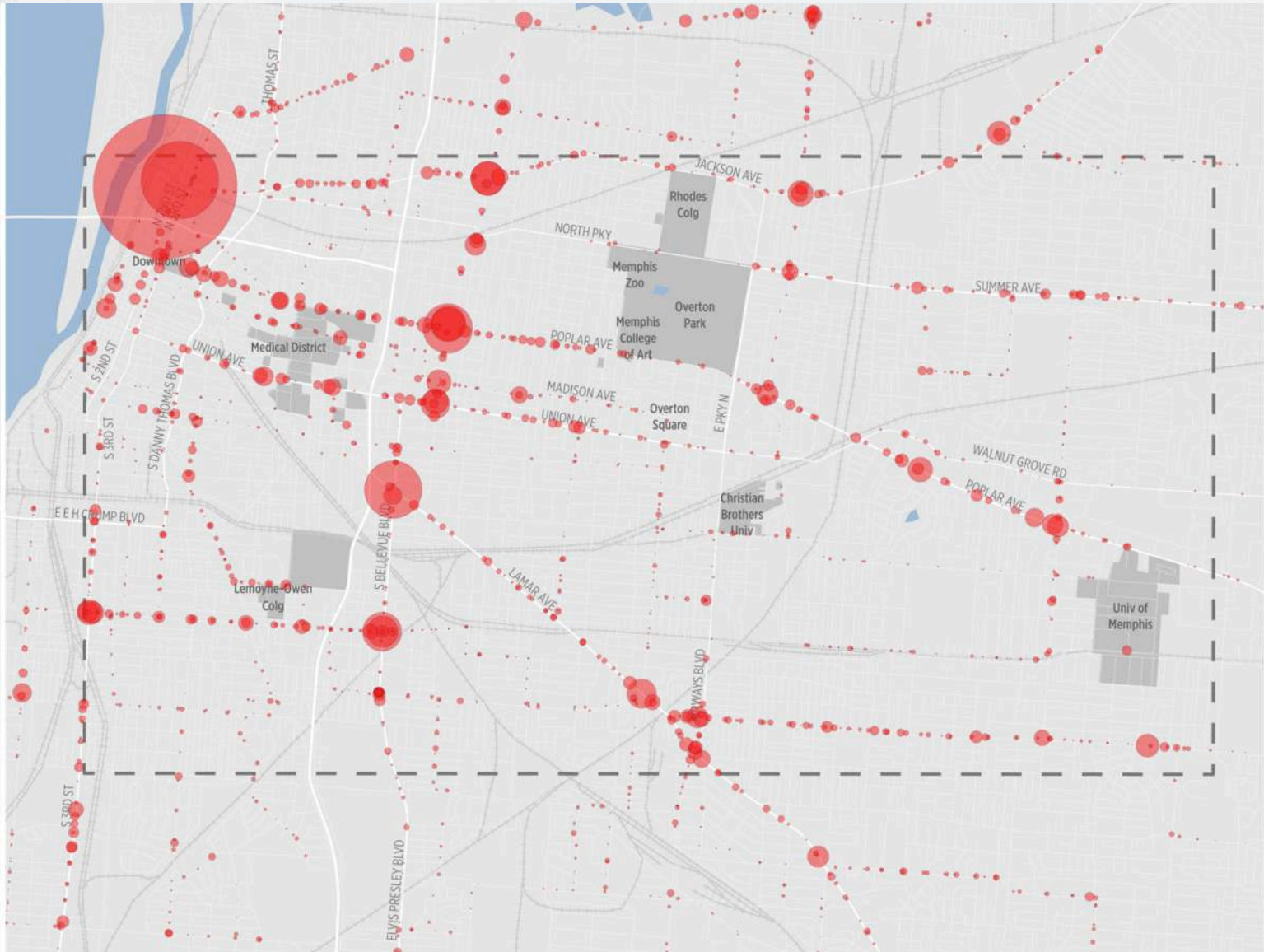


STUDY AREA SERVICE CHARACTERISTICS

Existing MATA Routes in Study Area



Existing Ridership in Study Area



Study Area: Transit-Supportive Densities

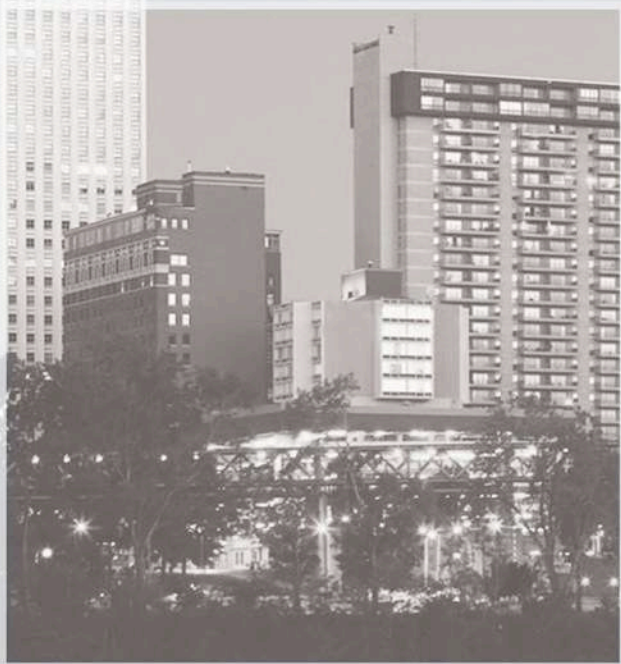
Employment + Population Density (2010)

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



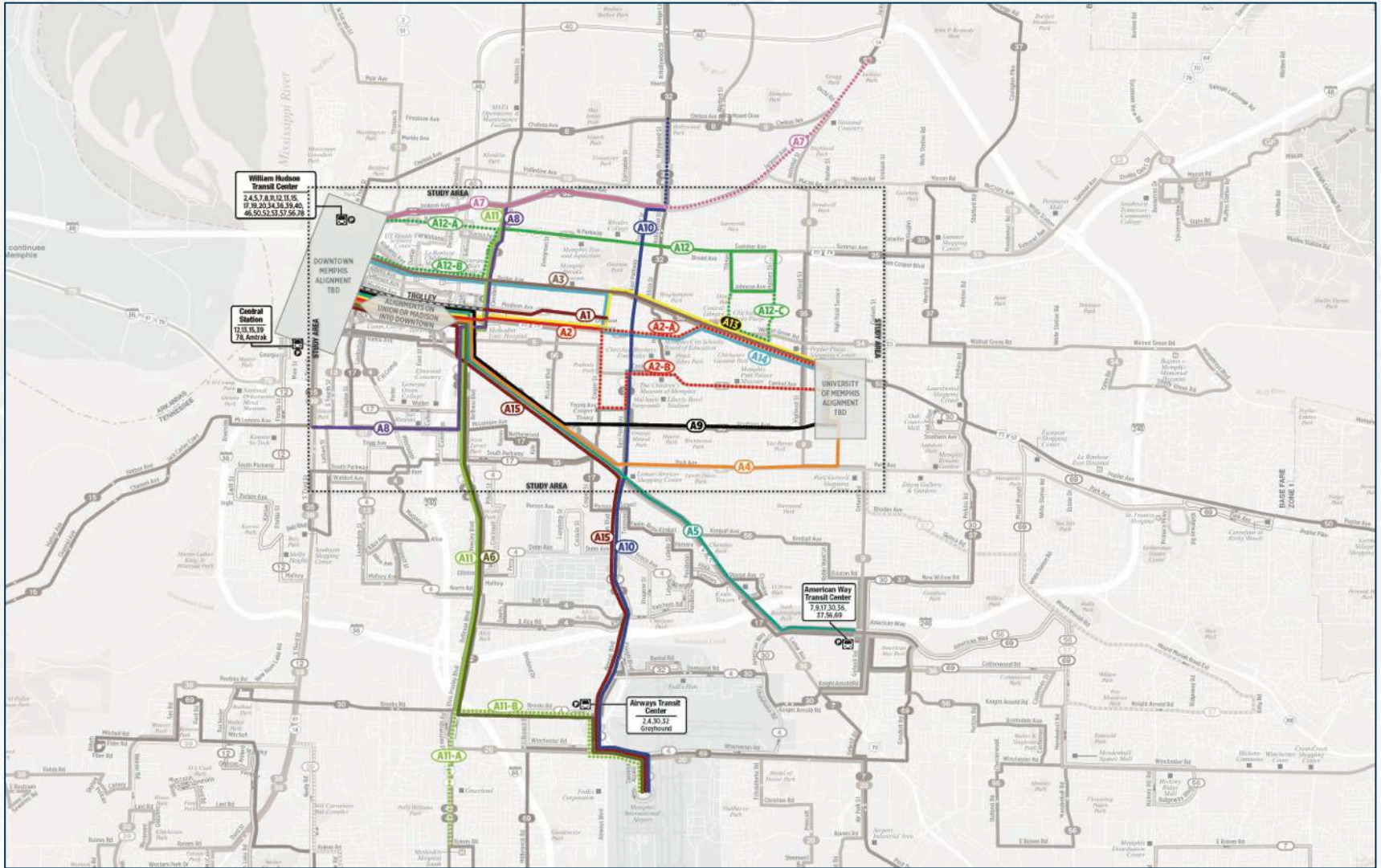
Our Vision: Creating A Signature Community Transit System

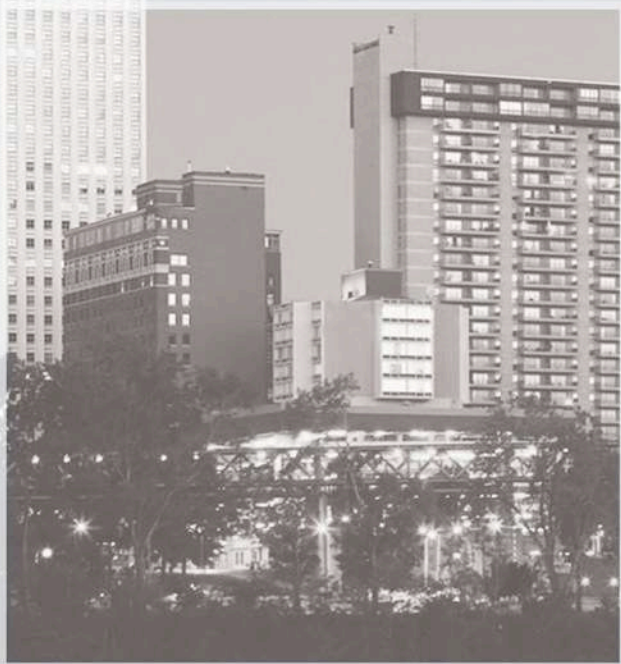




PRELIMINARY ROUTE OPTIONS

Preliminary Route Options





Community Input

We Want To Hear From You!

Community Assessment of Transit Needs In Study Area

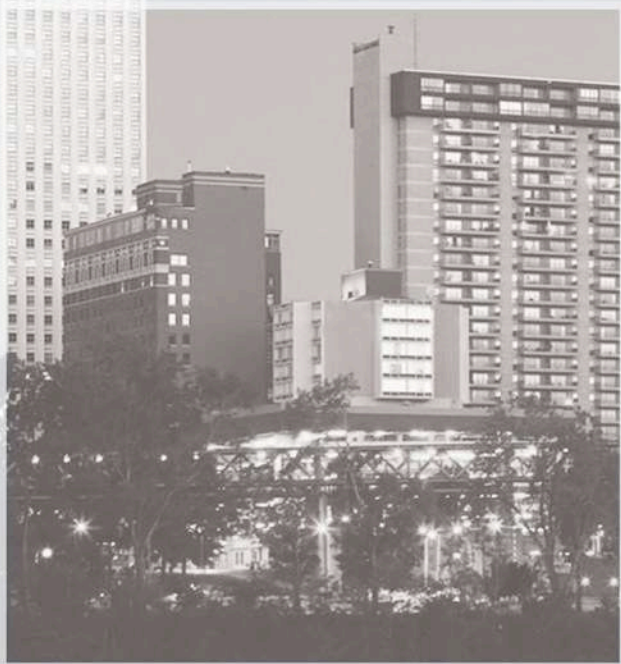
- What are the top transit destinations/activity centers in the Study Area?
- What are the key destinations outside the Study Area?
- What are the major needs? (connections, frequency, travel time, reliability, other)



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