



February 23, 2015

# MEMPHIS AREA TRANSIT AUTHORITY

Midtown Alternatives Analysis



## Presentation Agenda

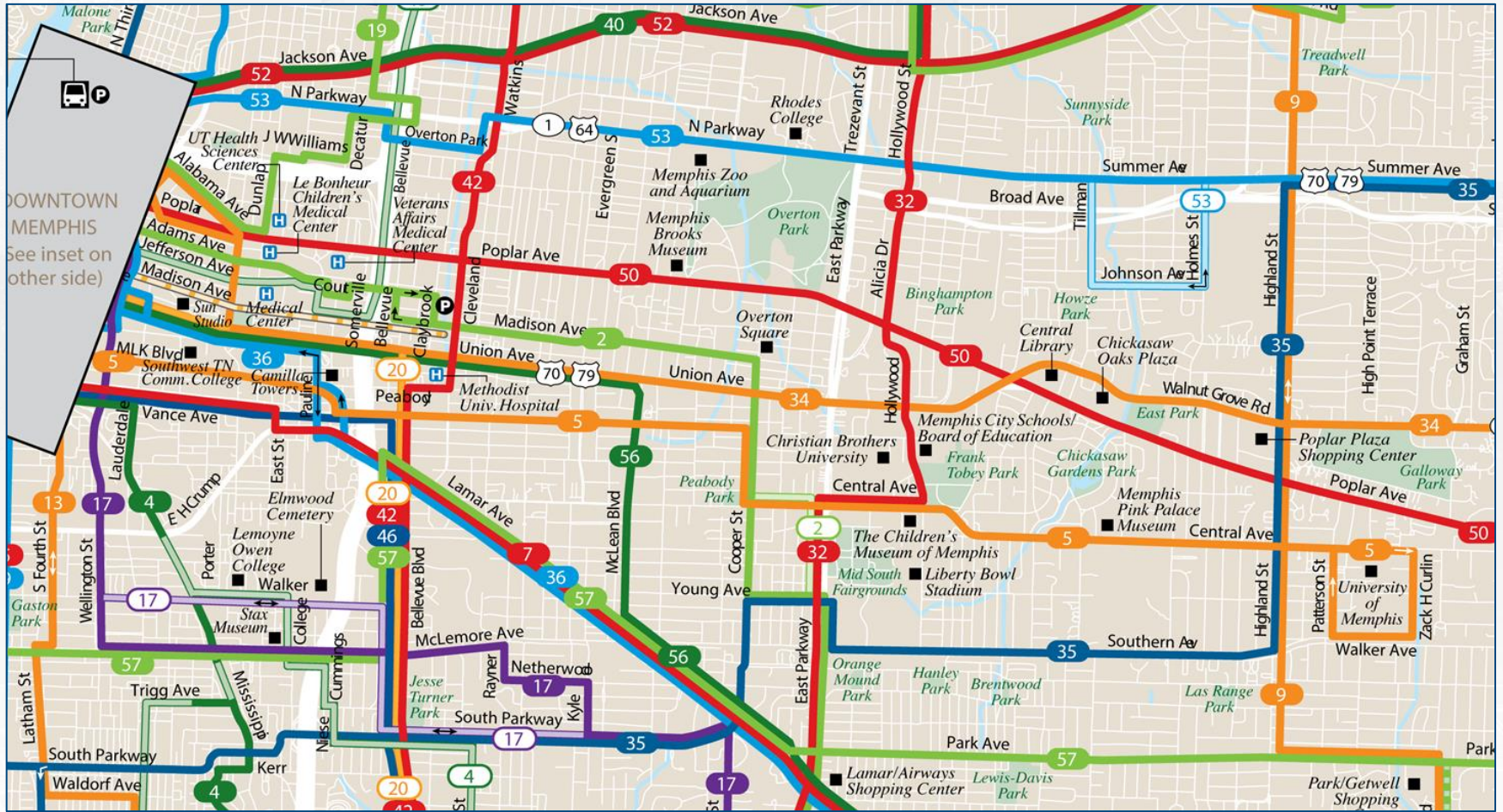
- Study Area
- Goals and Objectives
- Summary of Public & Agency Meetings
- Universe of Route Alignments
- Next Steps
- Study Schedule



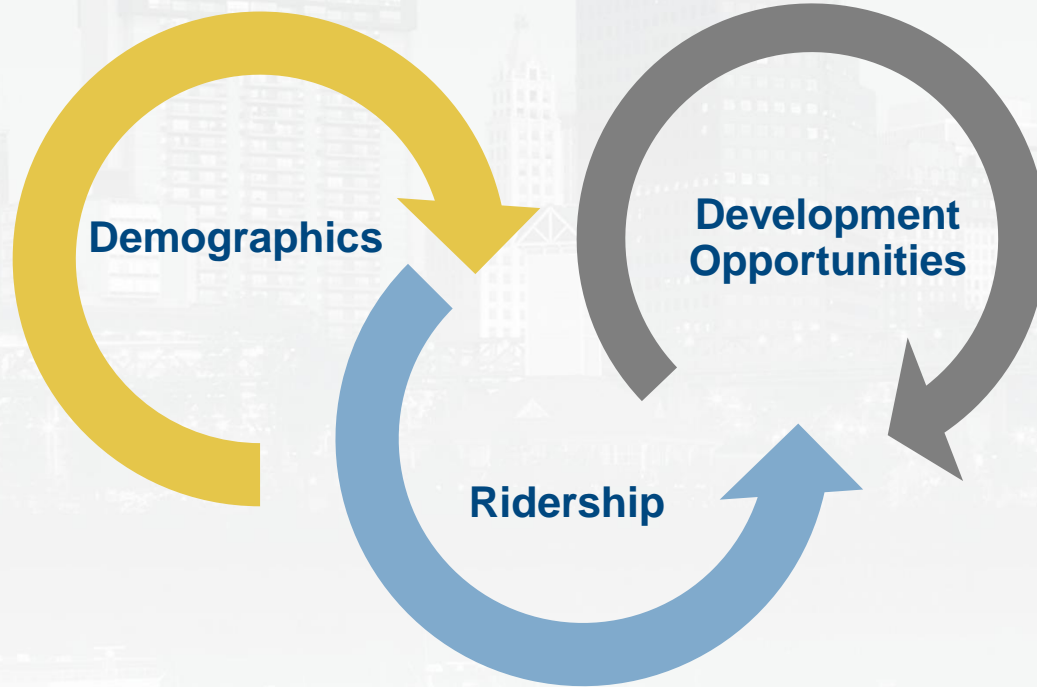
## **STUDY AREA**

Where Are We Doing This?

# Study Area



# Key Characteristics of the Study Area





# **OBSERVATIONS/OPPORTUNITIES**

What Are The Key Challenges In The Study Area?

# 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.*

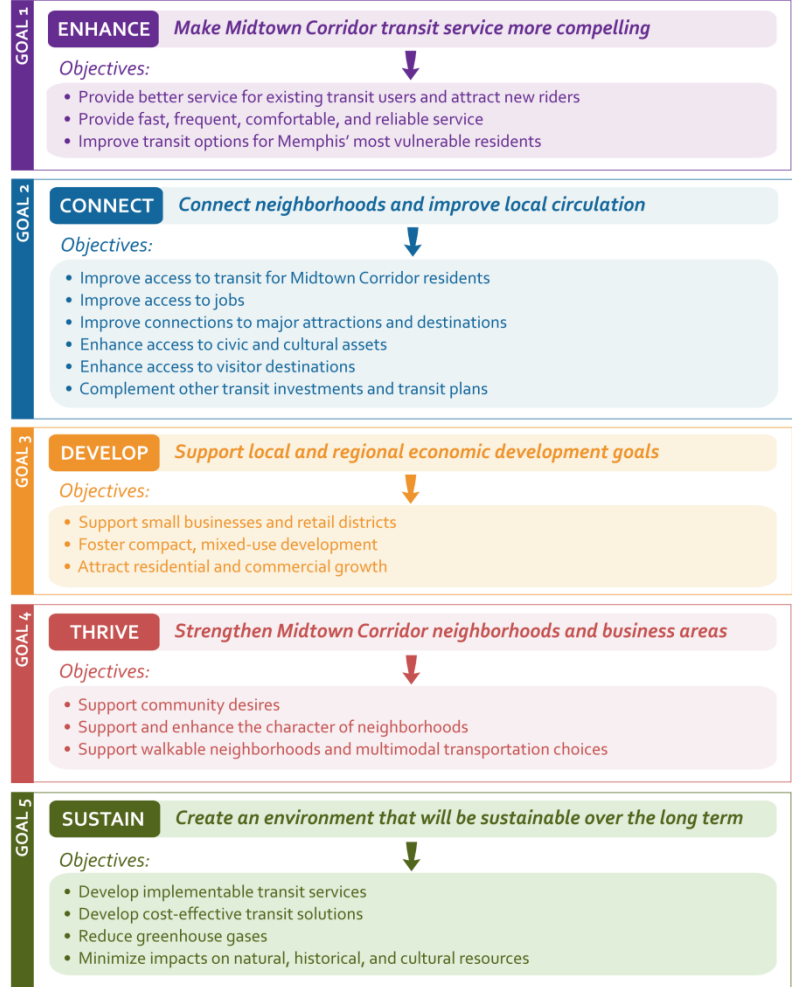


# **GOALS AND OBJECTIVES**

What Do We Aim To Accomplish?



# Goals and Objectives





# **PUBLIC & AGENCY MEETINGS**

What We Heard From The Community



# Community & Agency Meetings

- Technical Advisory Committee
  - 10 Attendees
- Community Meeting
  - 35 Attendees
- City of Memphis Engineering Division Staff
- Ongoing Participation of Memphis Metropolitan Planning Organization (MPO) Staff



# Public Meeting #1: July 29, 2014

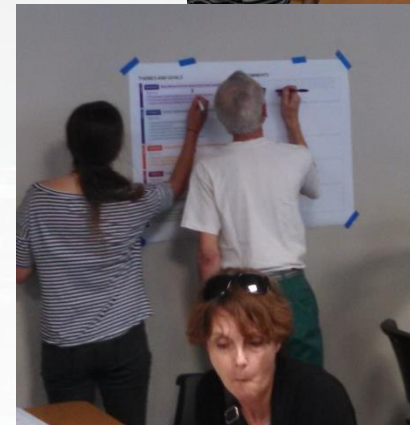
## Summary of Meeting

- Presented draft AA goals and objectives
- Discussed MATA's possible future expansion opportunities
- Desires for new transit services within Midtown connecting with surrounding areas
- Breakout group mapping exercises in which participants identified potential transit alignments

Figure 1: Meeting Attendees



Figure 2: Mapping exercise breakout group



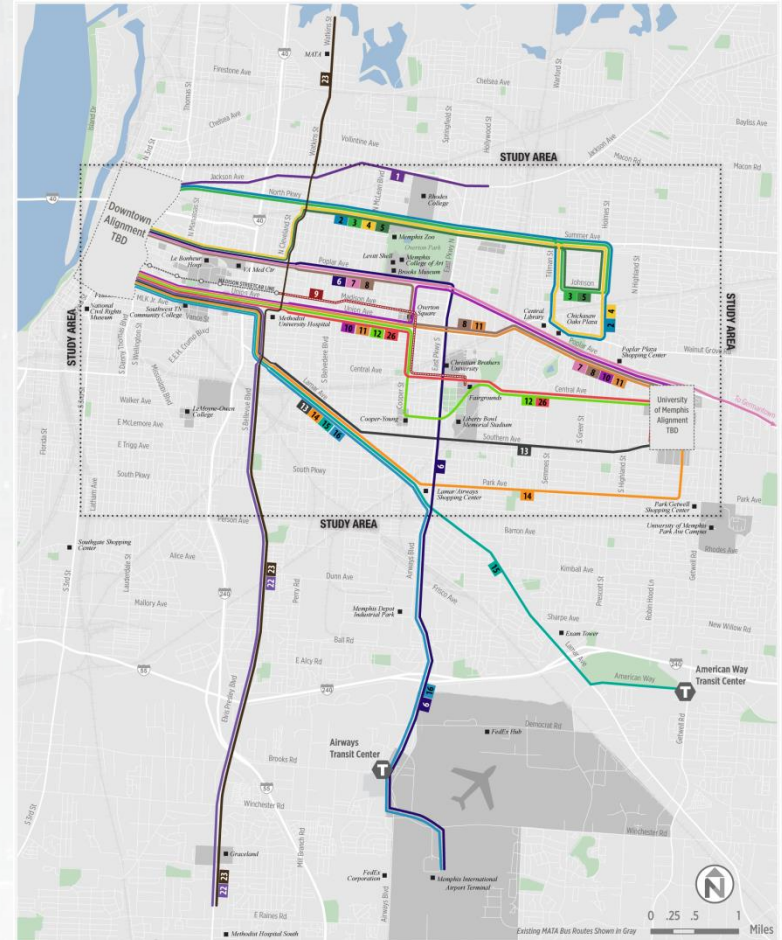


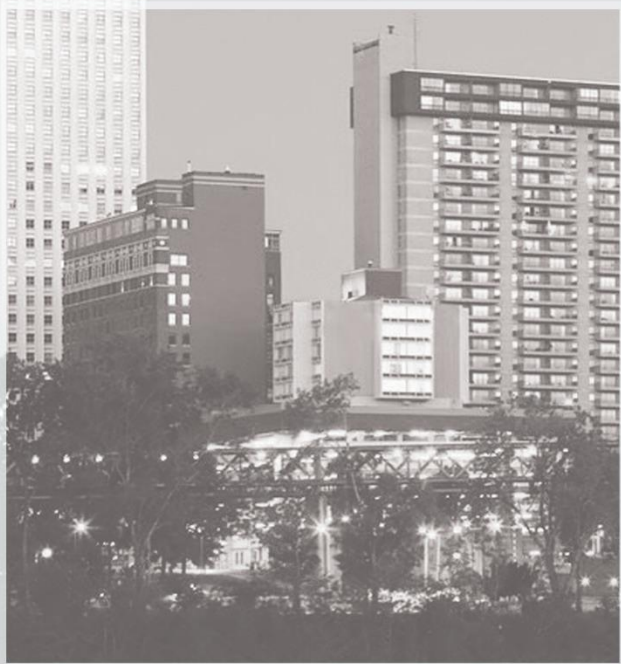
# **UNIVERSE OF ROUTE ALIGNMENTS**

Potential Corridors For High Capacity Transit Services

# 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





## **NEXT STEPS/STUDY SCHEDULE**

Progression of Study & “What’s Next?”

## NEXT STEPS

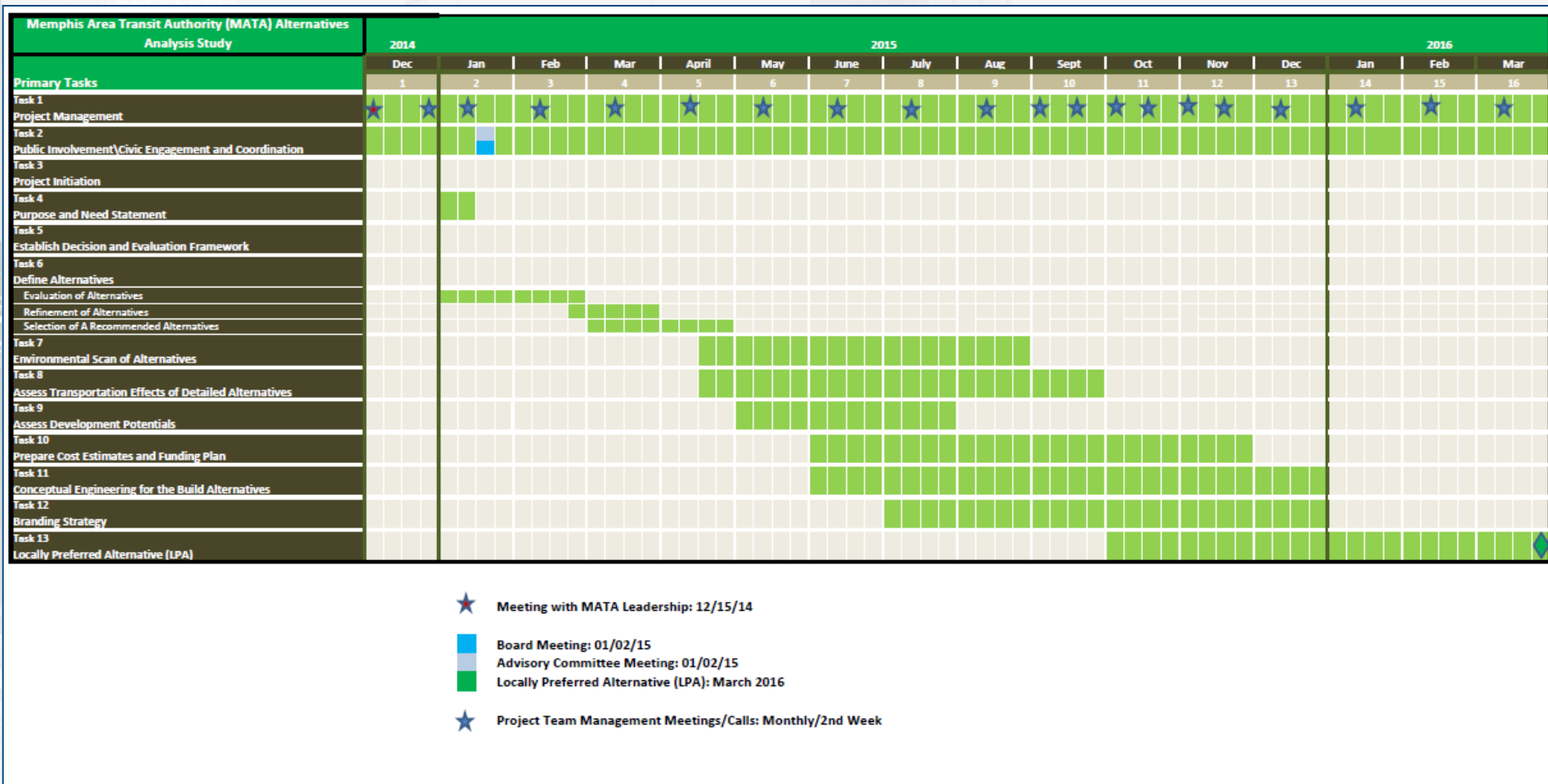
- Refinement of Alternatives
- Advance Reasonable Alternatives
- Environmental Scan of Alternatives
- Assessment of Development Potentials
- Meetings:
  - Stakeholder Focus Groups
  - Stakeholder Interviews
  - Public Meeting #2 (March)



# 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



- ★ 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