



June 2, 2015

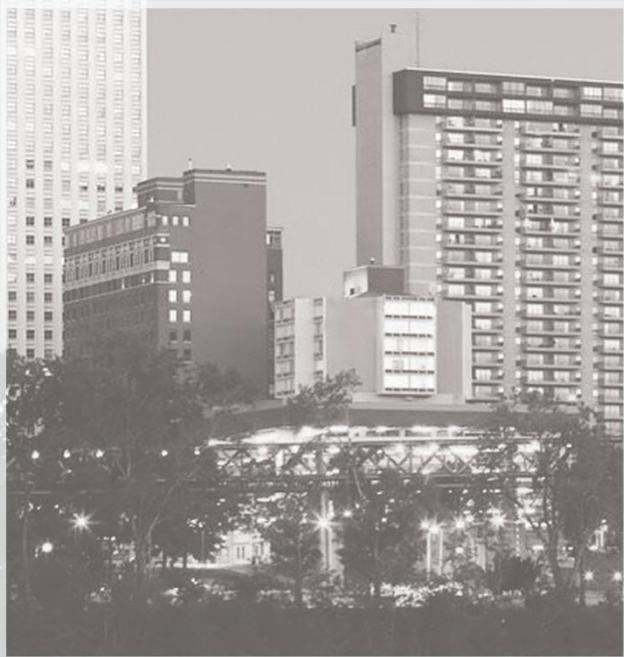
MEMPHIS AREA TRANSIT AUTHORITY

Midtown Alternatives Analysis



Agenda

- Summary of March Public Meeting
- Overview of Alternatives Analysis Process
- Screening Process
- Tier-1 Screening Criteria
- Tier-1 Screening Results
- Next Steps
 - Board Presentation
 - Tier-2 Evaluation



SUMMARY OF MARCH 26 2015 PUBLIC MEETING

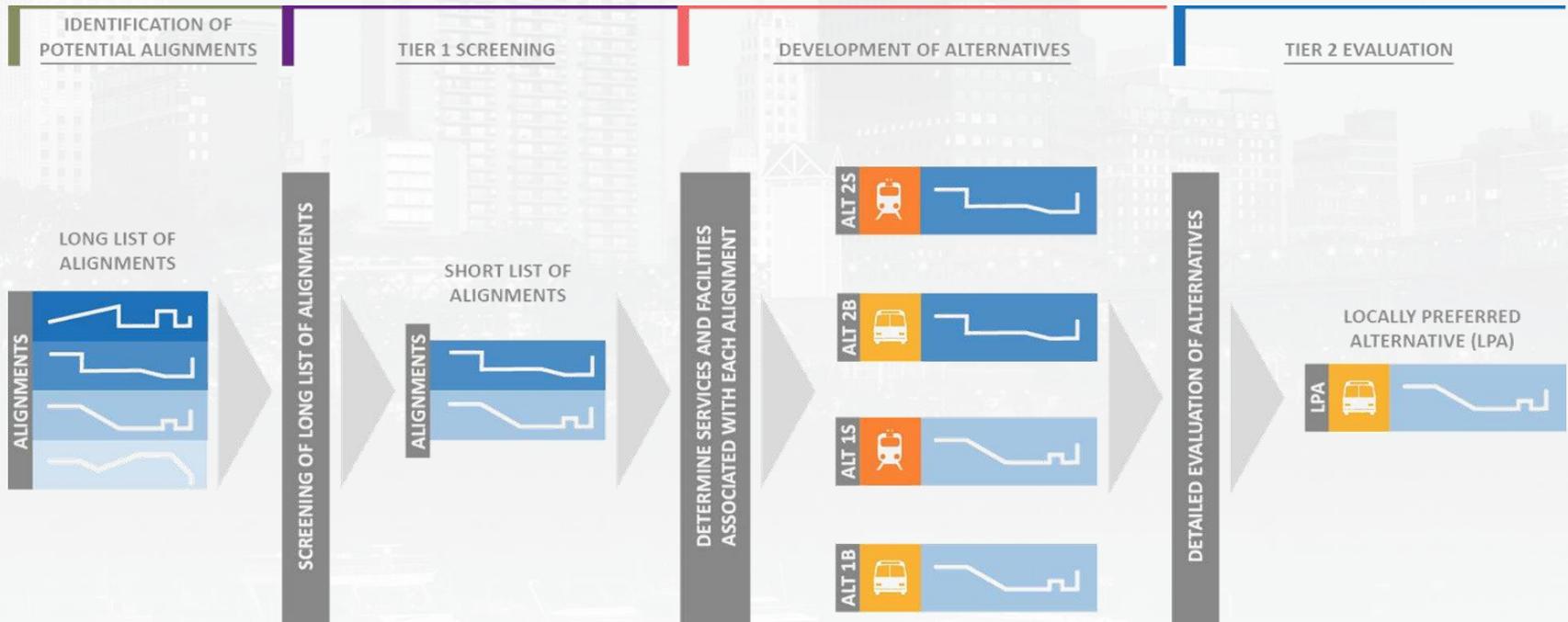
Summary of March 26, 2015 Public Meeting

- ✓ Presented preliminary screening options
- ✓ Feedback:
 - ✓ 1. Highest need for MATA customers is getting to and from employment
 - ✓ 2. Balance new service/investments with basic needs of customers
 - ✓ 3. Consistency and coverage of service is important
 - ✓ 4. Consider new service effects on transfer points and trips O/D
 - ✓ 5. How can the Madison Ave. trolley line connect (with few transfers) to Crosstown, Overton Square, Poplar Plaza, University District, Cooper-Young, and Southern?
 - ✓ 6. Consider effect of alternatives on travel times system wide
 - ✓ 7. Does this project compete with existing service or funding?



OVERVIEW OF ALTERNATIVES ANALYSIS PROCESS

Overall Alternatives Analysis (AA) Process





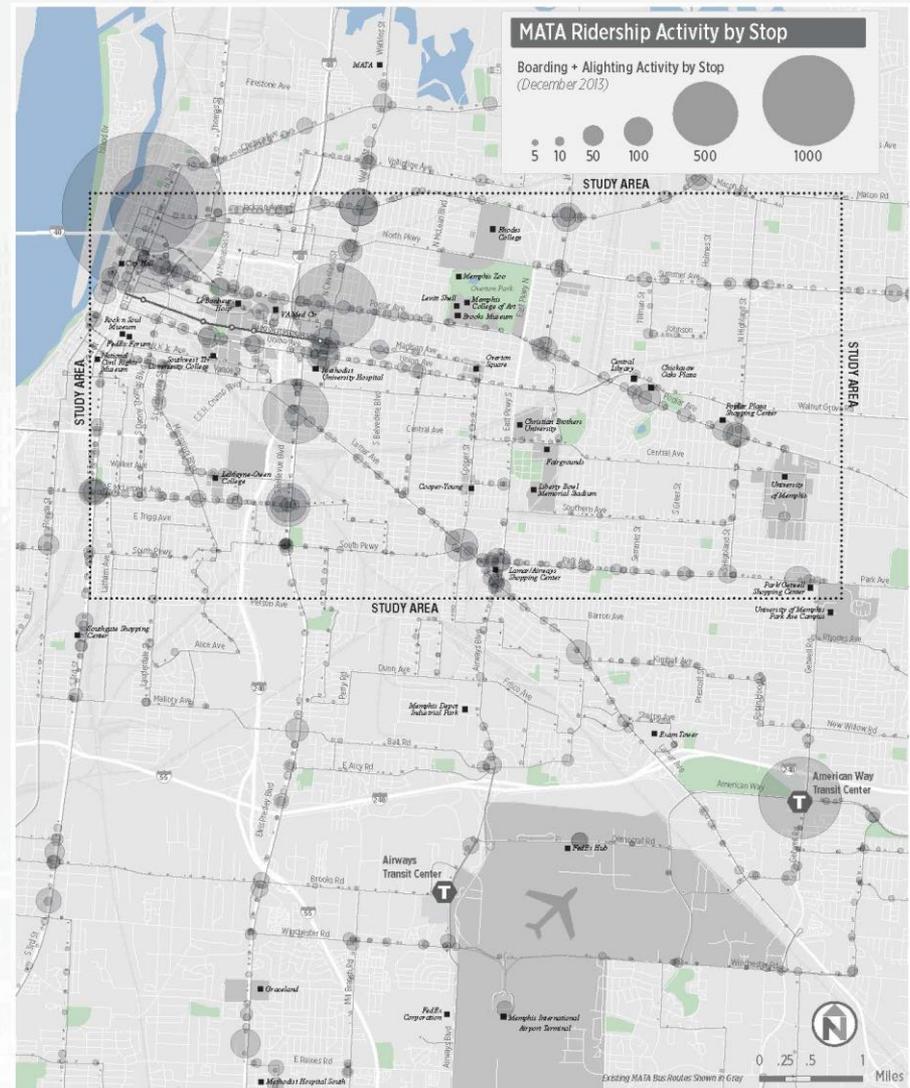
ALIGNMENTS SCREENING PROCESS



Identification of Initial Alignments

■ Considerations:

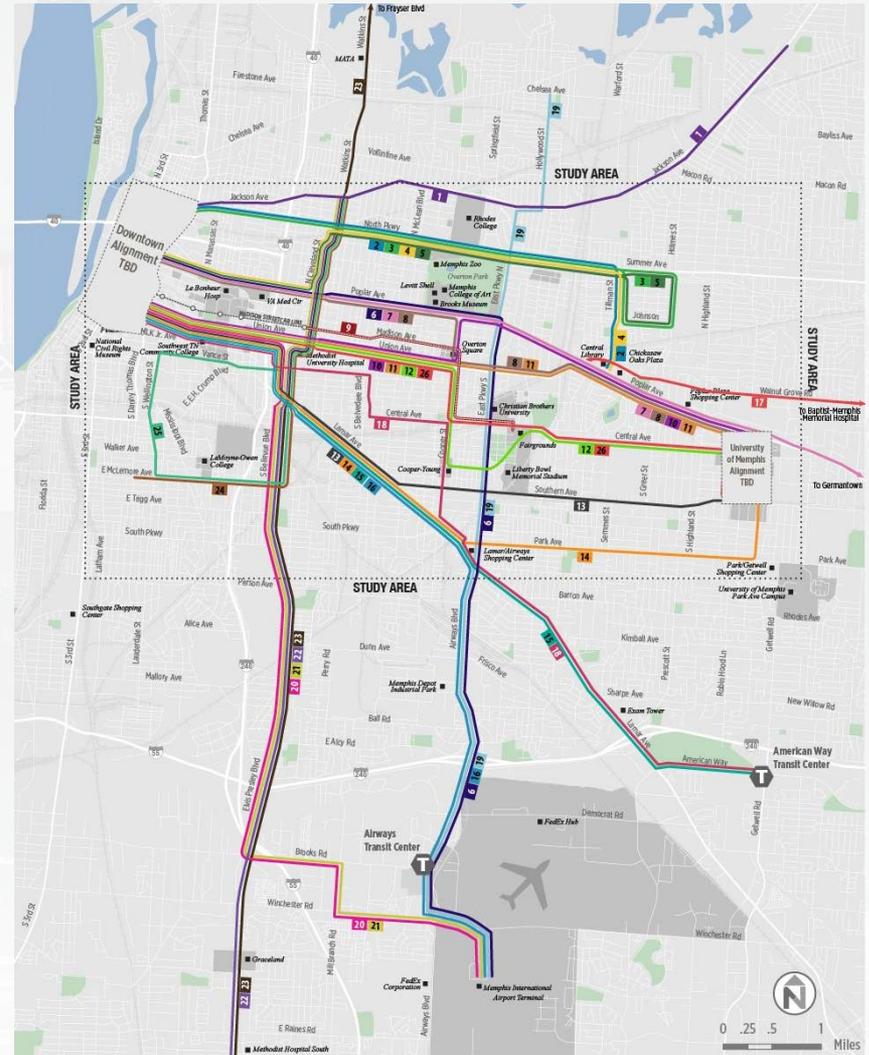
- Input from the public and Technical Advisory Comm.
- Ridership on existing routes
- Population and employment densities along corridors.
- Service to major activity centers/planned developments
- Streets that would be suitable for High Capacity Transit (HCT) service

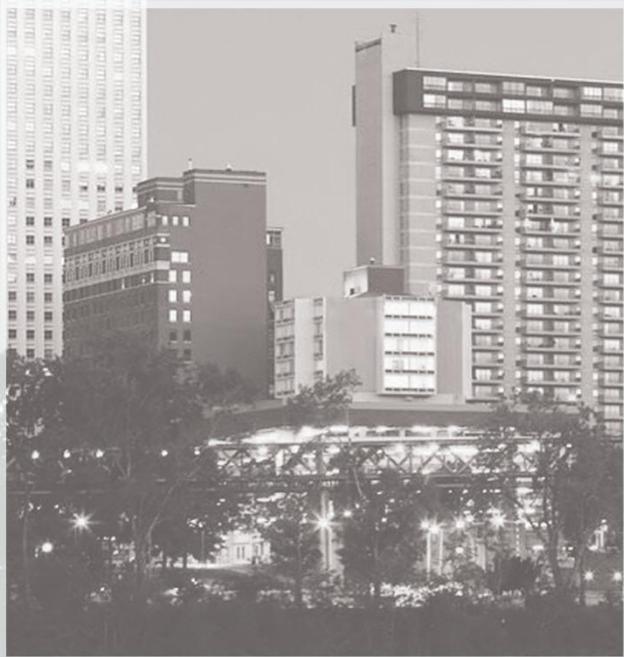


Current MATA Bus Boardings

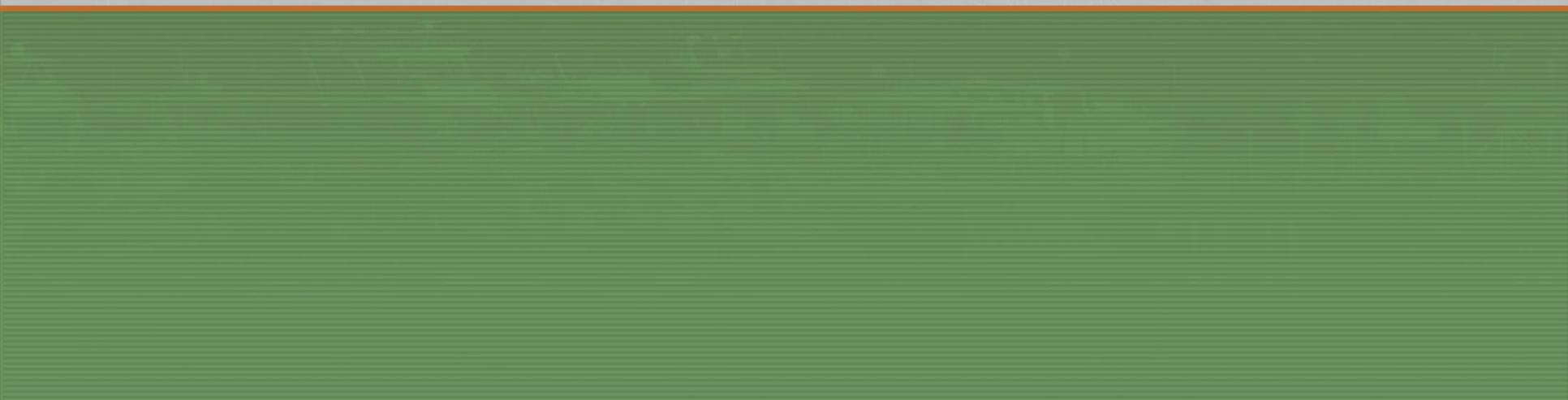
Initial Alignments Screening Results

- 26 Initial Alignments
 - 18 East-West alignments
 - 8 North-South alignments
- 14 alignments passed on all three criteria
- 2 alignments passed based on future development
- 10 failed one or more criteria
- **In total, 16 of 26 alignments were advanced into Tier 1 Screening**





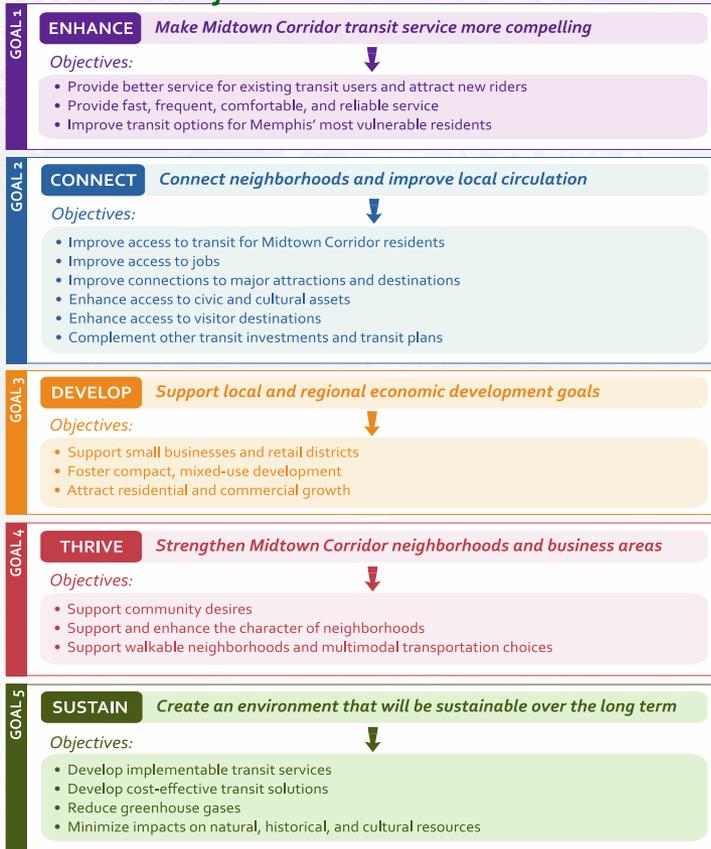
TIER-1 SCREENING CRITERIA



Screening Criteria

- Reflect project goals and objectives
- Differentiate between alignments
- Provide level of detail needed to make informed decisions

Goals & Objectives

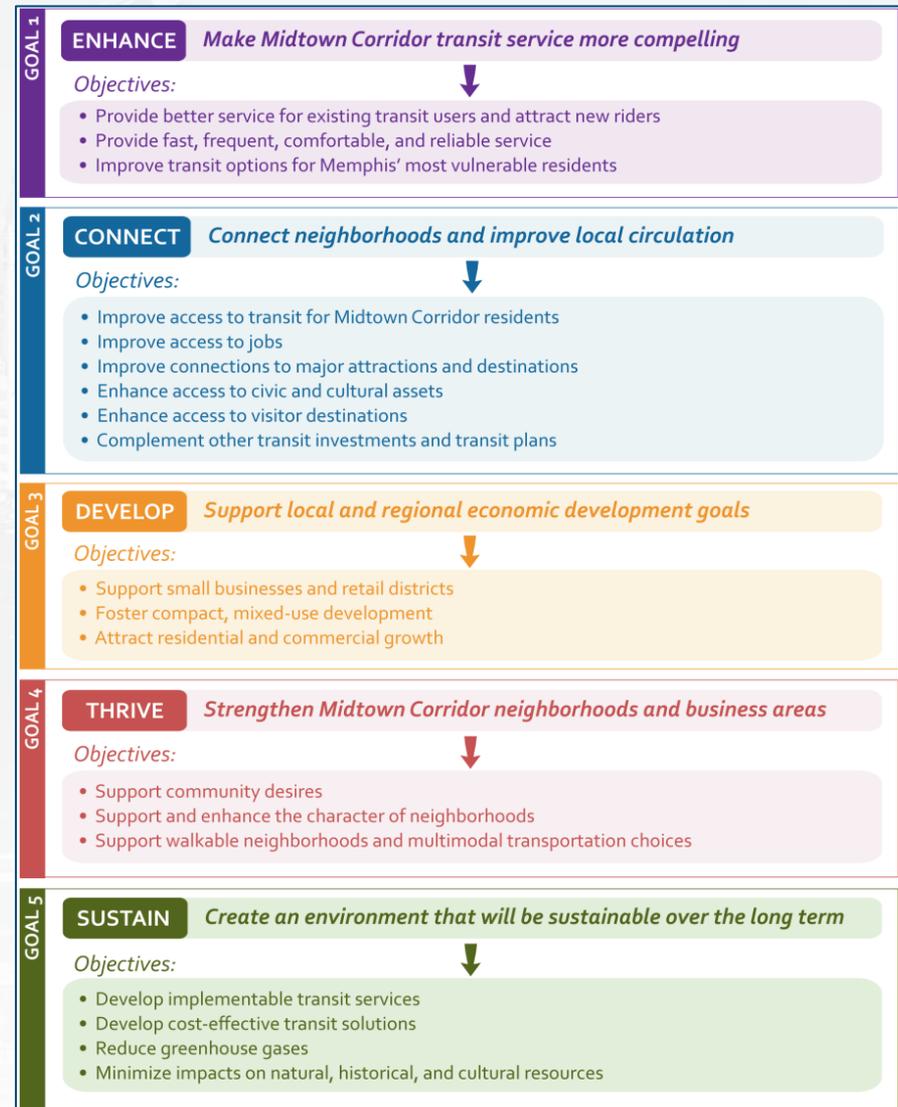


Tier 1 Screening Criteria (Higher Level)

Objective	Screening Criteria
ENHANCE <i>Make Midtown Corridor transit service more compelling</i>	
Provide better transit service for existing riders and attract new riders	<ul style="list-style-type: none"> • Ridership on existing transit services • Population and employment density within 1/2-mile of alignment
Provide fast, frequent, and reliable service	<ul style="list-style-type: none"> • Directness and average auto speeds
Improve transit options for Memphis' most vulnerable residents	<ul style="list-style-type: none"> • Transit-sensitive residents and social service centers within 1/2-mile of alignment

Tier 1 Screening Criteria

- Screening criteria:
 - Reflect project goals and objectives
 - Differentiate between alignments
 - Provide level of detail necessary to make informed decisions



ENHANCE

Objectives:

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

Findings:

- Alignments 11 and 14 rated *BEST* based on high ridership potential and/or service to vulnerable residents
- 5 alignments rates as GOOD

Alignment	Overall Rating
2 Binghampton via North Parkway	✓ GOOD
4 Binghampton via Poplar and Summer	▲ FAIR
6 Airport via Poplar and East Pkwy	✓ GOOD
7 Germantown via Poplar	▲ FAIR
8 U of M via Poplar, Cooper, and Union	✓ GOOD
9 Fairgrounds via Madison	▲ FAIR
10 U of M via Union, Cooper and Poplar	▲ FAIR
11 U of M via Union and Poplar	✓✓ BEST
12 U of M via Union, Cooper, Young, and Central	▲ FAIR
13 U of M via Lamar and Southern	✓ GOOD
14 U of M via Lamar and Park	✓✓ BEST
15 AWTC via Lamar	▲ FAIR
16 Airport via Lamar	▲ FAIR
22 Graceland	✗ POOR
23 Elvis Presley, Cleveland, Watkins Crosstown	✗ POOR
26 U of M via Union, Cooper, and Central	✓ GOOD

CONNECT

Objectives:

- Improve access for residents
- Improve access to jobs
- Improve connections with major attractions and destinations
- Improve access to civic and cultural assets
- Improve access to visitor destinations and accommodations
- Complement other transit investments

Findings:

- Alignments 9 and 11 rated *BEST* in connecting neighborhoods and improving local circulation
- Alignment 9 serves a high number of jobs, activity centers, special activity generators, and visitor attractions
- 5 alignments rated *GOOD*

Alignment	Overall Rating
2 Binghampton via North Parkway	▲ FAIR
4 Binghampton via Poplar and Summer	▲ FAIR
6 Airport via Poplar and East Pkwy	▲ FAIR
7 Germantown via Poplar	▲ FAIR
8 U of M via Poplar, Cooper, and Union	✓ GOOD
9 Fairgrounds via Madison	✓✓ BEST
10 U of M via Union, Cooper and Poplar	✓ GOOD
11 U of M via Union and Poplar	✓✓ BEST
12 U of M via Union, Cooper, Young, and Central	✓ GOOD
13 U of M via Lamar and Southern	✓ GOOD
14 U of M via Lamar and Park	▲ FAIR
15 AWTC via Lamar	▲ FAIR
16 Airport via Lamar	✗ POOR
22 Graceland	▲ FAIR
23 Elvis Presley, Cleveland, Watkins Crosstown	✗ POOR
26 U of M via Union, Cooper, and Central	✓ GOOD

DEVELOP

Objectives:

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

Findings:

- Alignment 9 rated BEST to:
 - Promote urban and economic growth
 - Serve small businesses
 - Serve areas that are transit supportive
 - Serve areas with significant potential to develop
- 8 alignments rated GOOD

Alignment	Overall Rating
2 Binghampton via North Parkway	✗ POOR
4 Binghampton via Poplar and Summer	▲ FAIR
6 Airport via Poplar and East Pkwy	▲ FAIR
7 Germantown via Poplar	✓ GOOD
8 U of M via Poplar, Cooper, and Union	✓ GOOD
9 Fairgrounds via Madison	✓✓ BEST
10 U of M via Union, Cooper and Poplar	▲ FAIR
11 U of M via Union and Poplar	✓ GOOD
12 U of M via Union, Cooper, Young, and Central	✓ GOOD
13 U of M via Lamar and Southern	✓ GOOD
14 U of M via Lamar and Park	✓ GOOD
15 AWTC via Lamar	▲ FAIR
16 Airport via Lamar	✗ POOR
22 Graceland	✓ GOOD
23 Elvis Presley, Cleveland, Watkins Crosstown	✗ POOR
26 U of M via Union, Cooper, and Central	✓ GOOD

THRIVE

Objectives:

- Support community desires

Findings:

- 3 alignments rated BEST:
 - Alignment 6:
 - Connections with employment and cultural and educational institutions
 - Alignment 10:
 - Connections with employment and cultural and educational institutions
 - Develops stronger grid service
 - Could improve Union Ave
 - Alignment 23:
 - Develops stronger grid service
- 4 alignments rated GOOD

Alignment	Overall Rating
2 Binghampton via North Parkway	✗ POOR
4 Binghampton via Poplar and Summer	✗ POOR
6 Airport via Poplar and East Pkwy	✓✓ BEST
7 Germantown via Poplar	✓ GOOD
8 U of M via Poplar, Cooper, and Union	✓ GOOD
9 Fairgrounds via Madison	▲ FAIR
10 U of M via Union, Cooper and Poplar	✓✓ BEST
11 U of M via Union and Poplar	▲ FAIR
12 U of M via Union, Cooper, Young, and Central	▲ FAIR
13 U of M via Lamar and Southern	✗ POOR
14 U of M via Lamar and Park	▲ FAIR
15 AWTC via Lamar	▲ FAIR
16 Airport via Lamar	✓ GOOD
22 Graceland	▲ FAIR
23 Elvis Presley, Cleveland, Watkins Crosstown	✓✓ BEST
26 U of M via Union, Cooper, and Central	✓ GOOD

SUSTAIN

Objectives:

- Develop implementable transit services

Findings:

- All alignments were given a good or fair rating, no alignment exhibited a serious design challenge to prevent them from advancing into the Tier 2 analysis.

Alignment	Overall Rating
2 Binghampton via North Parkway	▲ FAIR
4 Binghampton via Poplar and Summer	✓ GOOD
6 Airport via Poplar and East Pkwy	✓ GOOD
7 Germantown via Poplar	✓ GOOD
8 U of M via Poplar, Cooper, and Union	✓ GOOD
9 Fairgrounds via Madison	▲ FAIR
10 U of M via Union, Cooper and Poplar	✓ GOOD
11 U of M via Union and Poplar	✓ GOOD
12 U of M via Union, Cooper, Young, and Central	▲ FAIR
13 U of M via Lamar and Southern	▲ FAIR
14 U of M via Lamar and Park	▲ FAIR
15 AWTC via Lamar	▲ FAIR
16 Airport via Lamar	▲ FAIR
22 Graceland	▲ FAIR
23 Elvis Presley, Cleveland, Watkins Crosstown	▲ FAIR
26 U of M via Union, Cooper, and Central	▲ FAIR



TIER-1 SCREENING RESULTS

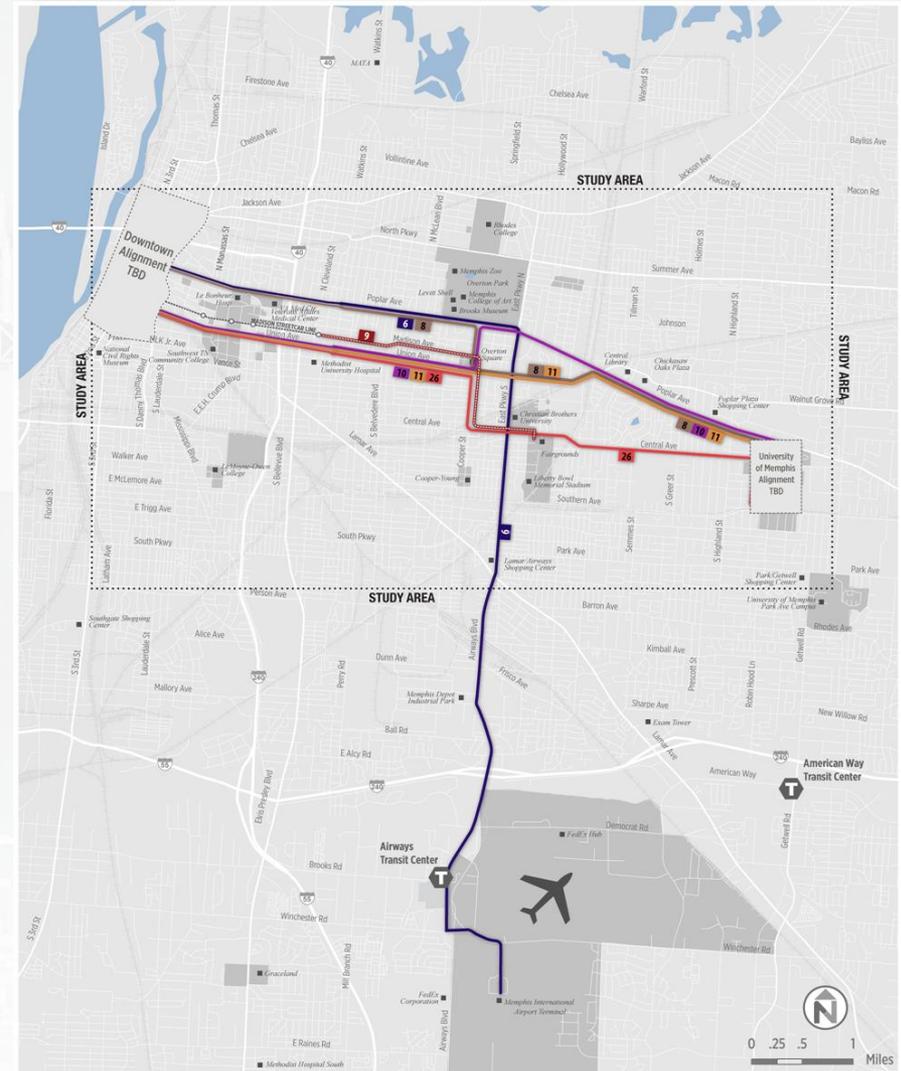


Tier-1 Screening Evaluation Summary Matrix (16 Alignments)

Alignment	Enhance	Connect	Develop	Thrive	Sustain	Overall Rating
2 Binghampton via North Parkway	✓ GOOD	▲ FAIR	✗ POOR	✗ POOR	▲ FAIR	✗ POOR
4 Binghampton via Poplar and Summer	▲ FAIR	▲ FAIR	▲ FAIR	✗ POOR	✓ GOOD	▲ FAIR
6 Airport via Poplar and East Pkwy	✓ GOOD	▲ FAIR	▲ FAIR	✓✓ BEST	✓ GOOD	✓ GOOD
7 Germantown via Poplar	▲ FAIR	▲ FAIR	✓ GOOD	✓ GOOD	✓ GOOD	▲ FAIR
8 U of M via Poplar, Cooper, and Union	✓ GOOD					
9 Fairgrounds via Madison	▲ FAIR	✓✓ BEST	✓✓ BEST	▲ FAIR	▲ FAIR	✓✓ BEST
10 U of M via Union, Cooper and Poplar	▲ FAIR	✓ GOOD	▲ FAIR	✓✓ BEST	✓ GOOD	✓ GOOD
11 U of M via Union and Poplar	✓✓ BEST	✓✓ BEST	✓ GOOD	▲ FAIR	✓ GOOD	✓✓ BEST
12 U of M via Union, Cooper, Young, and Central	▲ FAIR	✓ GOOD	✓ GOOD	▲ FAIR	▲ FAIR	▲ FAIR
13 U of M via Lamar and Southern	✓ GOOD	✓ GOOD	✓ GOOD	✗ POOR	▲ FAIR	▲ FAIR
14 U of M via Lamar and Park	✓✓ BEST	▲ FAIR	✓ GOOD	▲ FAIR	▲ FAIR	▲ FAIR
15 AWTC via Lamar	▲ FAIR					
16 Airport via Lamar	▲ FAIR	✗ POOR	✗ POOR	✓ GOOD	▲ FAIR	✗ POOR
22 Graceland	✗ POOR	▲ FAIR	✓ GOOD	▲ FAIR	▲ FAIR	▲ FAIR
23 Elvis Presley, Cleveland, Watkins Crosstown	✗ POOR	✗ POOR	✗ POOR	✓✓ BEST	▲ FAIR	✗ POOR
26 U of M via Union, Cooper, and Central	✓ GOOD	✓ GOOD	✓ GOOD	✓ GOOD	▲ FAIR	✓ GOOD

Tier-1 Screening Results

- 16 of initial 26 alignments were evaluated in Tier 1
- Six recommended for detailed analysis:
 - 6 Airport via Poplar and East Pkwy
 - 8 U of M via Poplar, Cooper, and Union
 - 9 Fairgrounds via Madison
 - 10 U of M via Union, Cooper, and Poplar
 - 11 U of M via Union and Poplar
 - 26 U of M via Union, Cooper, and Central





NEXT STEPS



Next Steps



Recommendation of Locally Preferred Alternative in Spring 2016

Environmental Scan of Alternatives and Assess Development Potentials in Winter 2015

Tier 2 Evaluation of Modal Alternatives in Summer 2015

Ongoing Public Meetings

MATA Board Review of Tier-1 Screening Results (June 2015)



Thank YOU for your participation!