



March 26, 2015

MEMPHIS AREA TRANSIT AUTHORITY

Midtown Alternatives Analysis



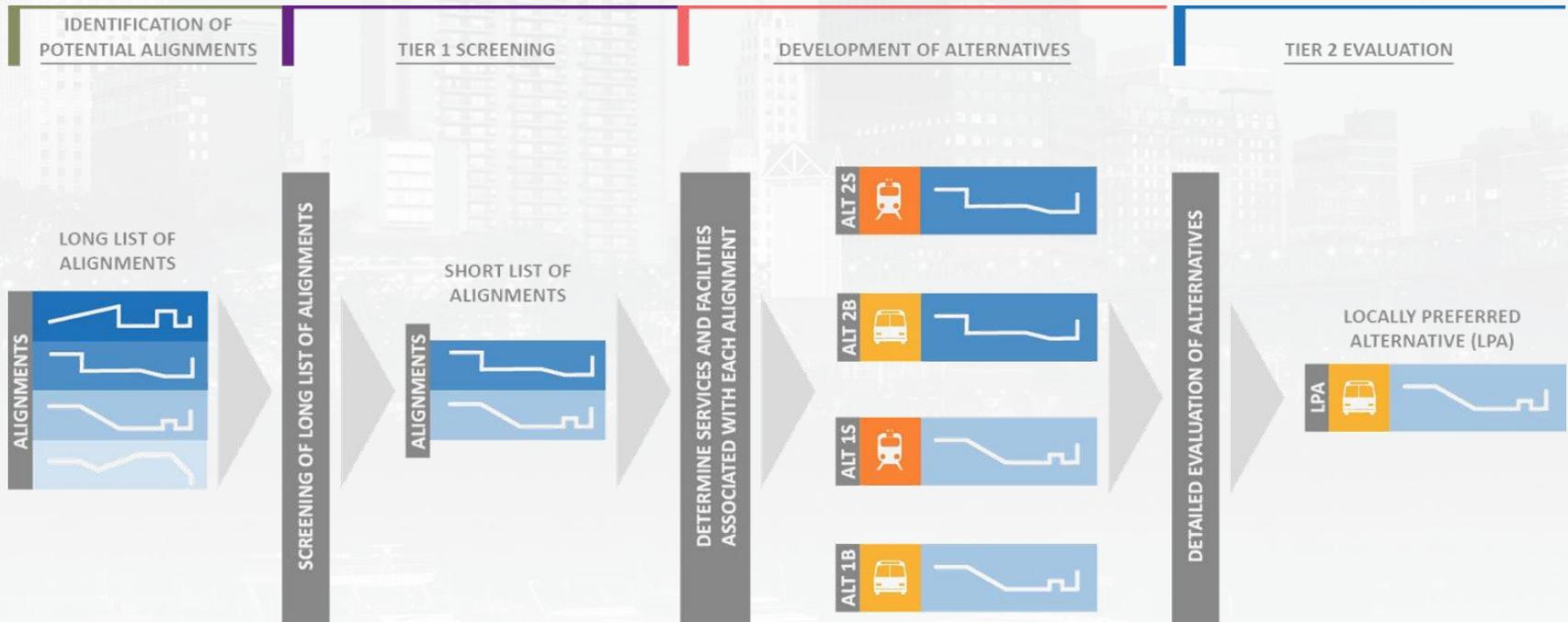
Agenda

- **Project Status**
- **Overview of Alignments Screening**
- **Preliminary Alignments**
- **Preliminary Screening Recommendations/Public Input**
- **Next Steps**

Project Status (As of March 26, 2015)

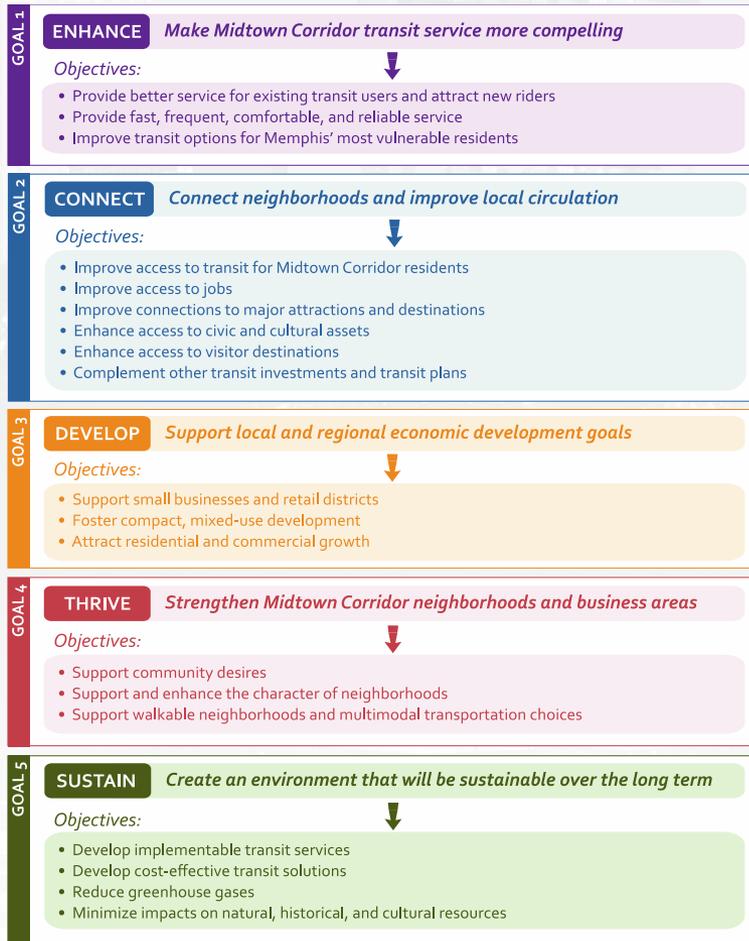
- ✓ Conducted initial project meetings
 - Public
 - Stakeholders
 - Advisory Committee
 - MATA Board
 - MPO
- ✓ Developed Midtown goals and objectives
- ✓ Developed evaluation criteria
- ✓ Developed and analyzed initial range of alignment options
- ✓ Presenting initial options for public and Board input

Overall Alternatives Analysis (AA) Process



Evaluation Framework

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	➤ Directness and average auto speeds
Improve transit options for Memphis' most vulnerable residents	➤ Transit-sensitive residents and social service centers within 1/2-mile of alignment

Tier 2 Evaluation Criteria (Detailed)

Goal/Objective	Evaluation 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"> ➤ Total projected ridership ➤ Projected transit-dependent ridership ➤ Number of new transit riders
Provide fast, frequent, and reliable service	➤ Directness, average speeds, frequency, and alignment traffic conditions
Improve transit options for Memphis' most vulnerable residents	➤ Transit-sensitive residents and social service centers within 1/2-mile of stations

Identification of Initial Alignments

- Stakeholders and the public input
- Ridership on existing routes
- Population and employment densities
- Service to major activity centers/planned developments
- Streets that would be suitable for High Capacity Transit (HCT)



Current MATA Bus Boardings

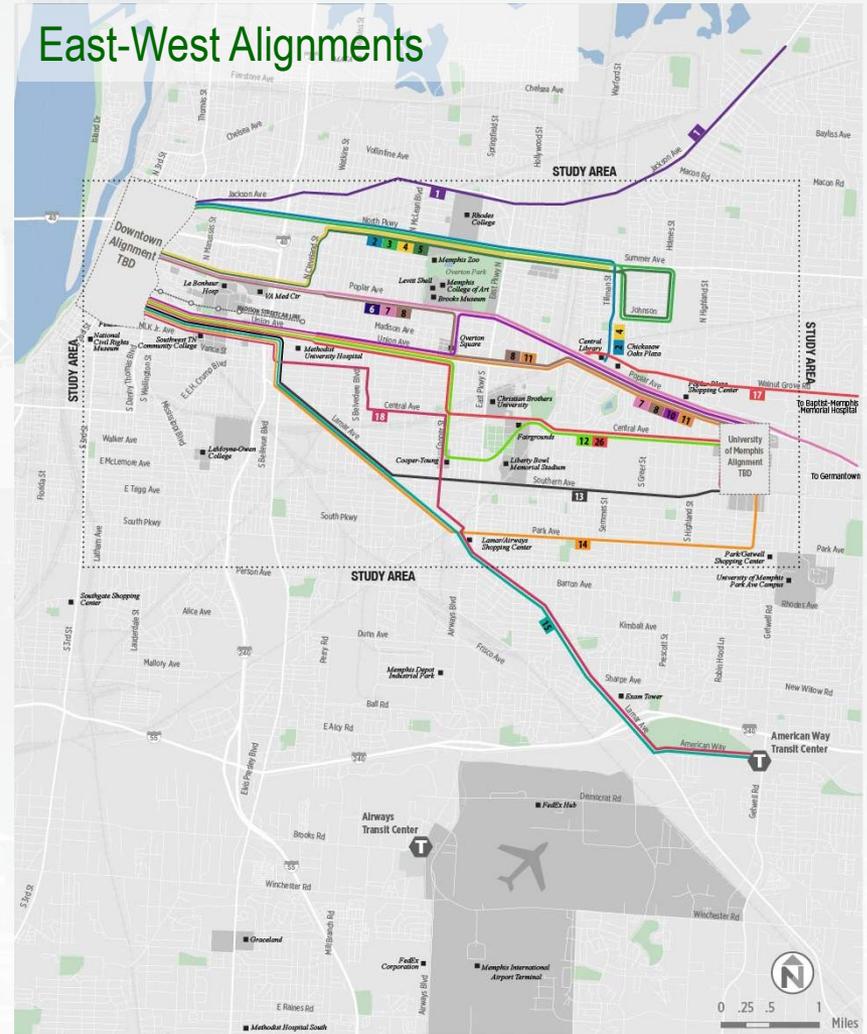
Initial Alignments: All

- 26 Alignments
- All major arterials
- All major activity centers
 - Hospital Area
 - Overton Square
 - Cooper-Young
 - Fairgrounds
 - University of Memphis
 - Graceland
 - Airport
 - Transit centers
 - Others



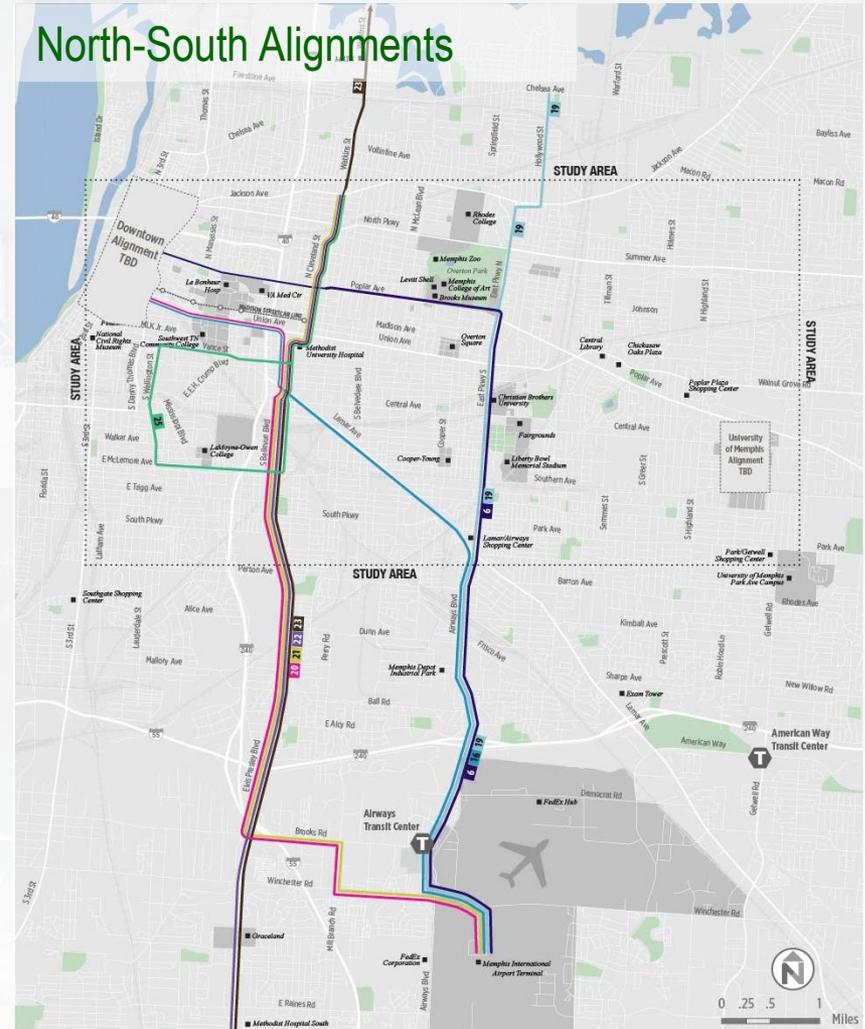
Initial Alignments: East-West

- 18 Alignments
- All to-from downtown
- Combinations of:
 - Jackson Ave
 - North Pkwy/Summer Ave
 - Poplar Ave
 - Madison Ave
 - Union Ave
 - Poplar Ave/Union Ave
 - Central Ave
 - Lamar Ave
 - Southern Ave
 - Park Ave



Initial Alignments: North-South

- 8 alignments
- 3 “bend west” to downtown
- 5 entirely north-south
- Combinations of:
 - Watkins Street
 - North Cleveland
 - South Bellevue Blvd/
Elvis Presley Blvd
 - Airways Blvd



Initial Screening Criteria

Based on three factors:

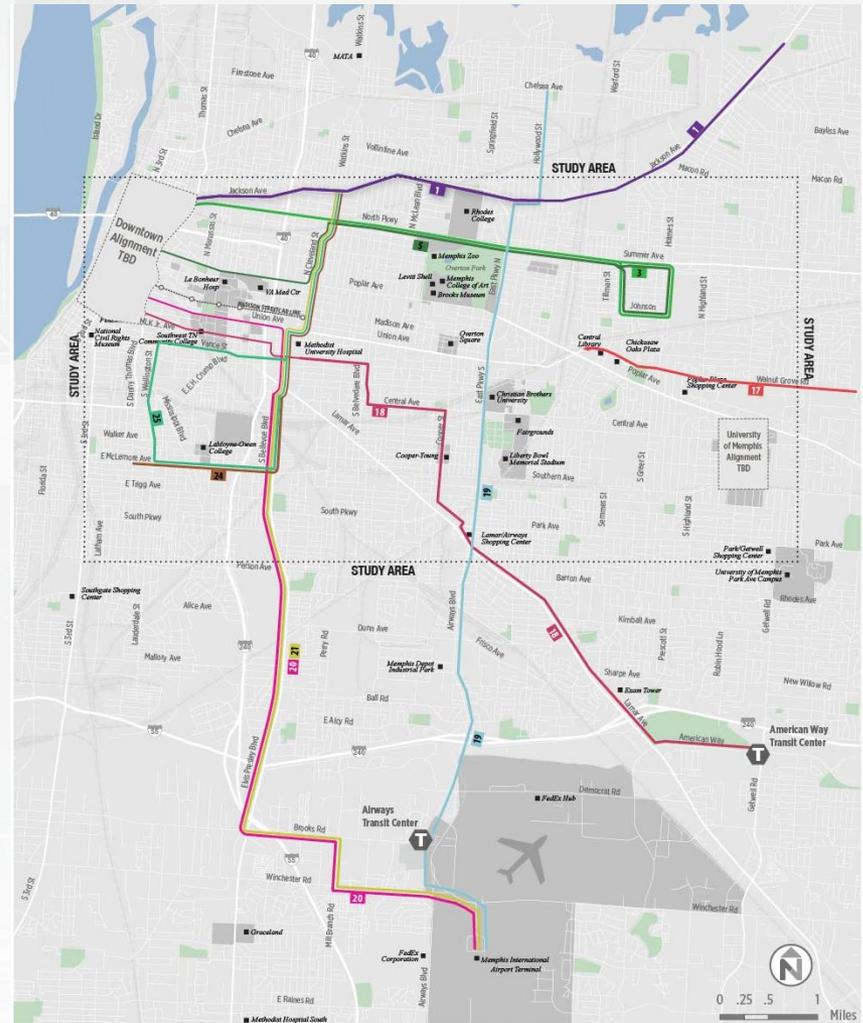
- Population and employment densities high enough to warrant High Capacity Transit
- Strong terminal anchors to support bi-directional travel
- Consistent with MATA's service design guidelines for effective transit



Initial Screening Results

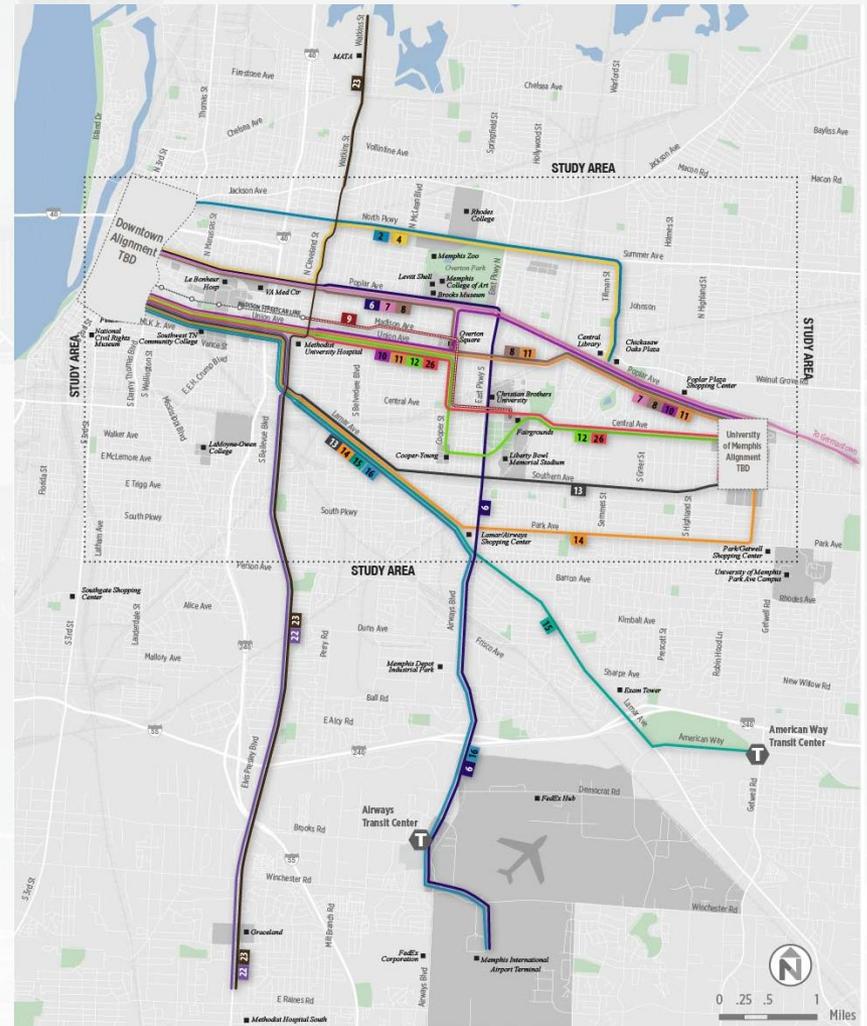
- 10 failed one or more criteria
- Nearly all areas served by alignments that didn't pass still served by other remaining alignments
- Exceptions are:
 - Walnut Grove Road
 - LeMoyne-Owen/Soulsville

Candidate Alignment and Description	Population and Employment	Anchors	Service Design	Final Result
1: Jackson Ave	✗	✗	✓	NO PASS
3: North Pkwy, Summer Ave, and Johnson St loop	✓	✓	✗	NO PASS
5: Poplar Ave, Cleveland St, North Pkwy, and Johnson Ave loop	✓	✓	✗	NO PASS
17: Walnut Grove Rd	✗	✓	✓	NO PASS
18: Union Ave, Peabody St, Central St, Cooper St, and Lamar Ave	✓	✓	✗	NO PASS
19: East Parkway and Airways Blvd	✗	✗	✓	NO PASS
20: Union, Bellevue, Elvis Presley Blvd, Airport	✓	✓	✓	NO PASS
21: Cleveland St, Elvis Presley Blvd, and Brooks Rd	✗	✓	✓	NO PASS
24: Cleveland St, Bellevue Blvd, and McLemore Ave	✗	✗	✓	NO PASS
25: Cleveland St, Bellevue Blvd, Wellington St, and Vance loop	✓	✗	✗	NO PASS



Initial Screening Results

- In total, 16 of 26 alignments recommended to advance into Tier 1 analysis



Questions

- Do the initial alignments address the most important service needs for the Midtown area?
- What alignments do you like the best?
- Are there additional alignments that should be eliminated at this time?
- Other?

Next Steps



Recommendation of Locally Preferred Alternative in Fall 2015/Winter 2016

Environmental Scan of Alternatives and Assessment Development Potentials in Summer/Fall 2015

Tier 2 Evaluation of Modal Alternatives in Summer 2015

Tier 1 Screening in Summer 2015

MATA Board Review of Preliminary Screening Recommendation/ Public Input in Spring 2015



Thanks for your participation!
Please visit macmemphis.com

Potential Transit Modes/Stops

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



Superstop Example

