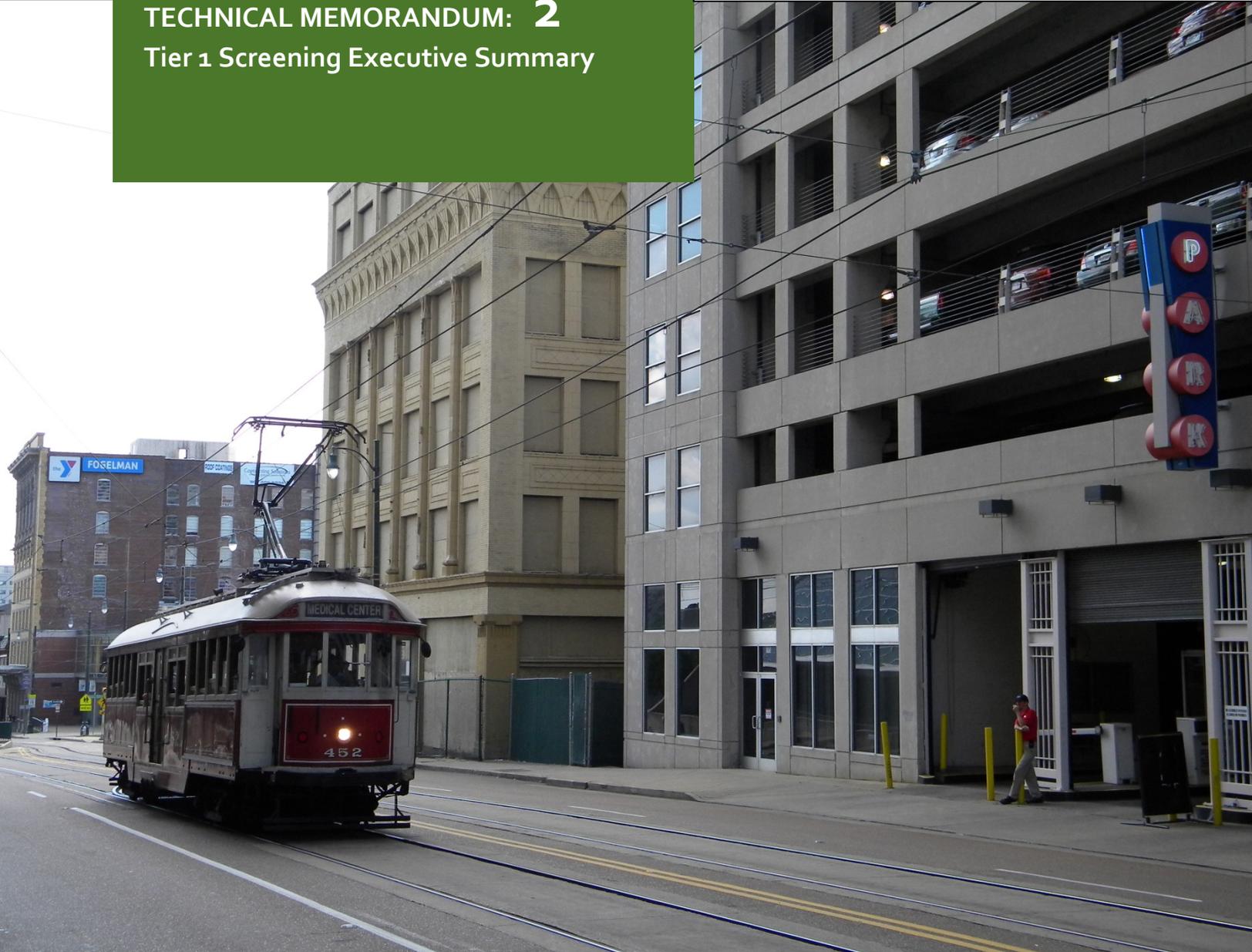
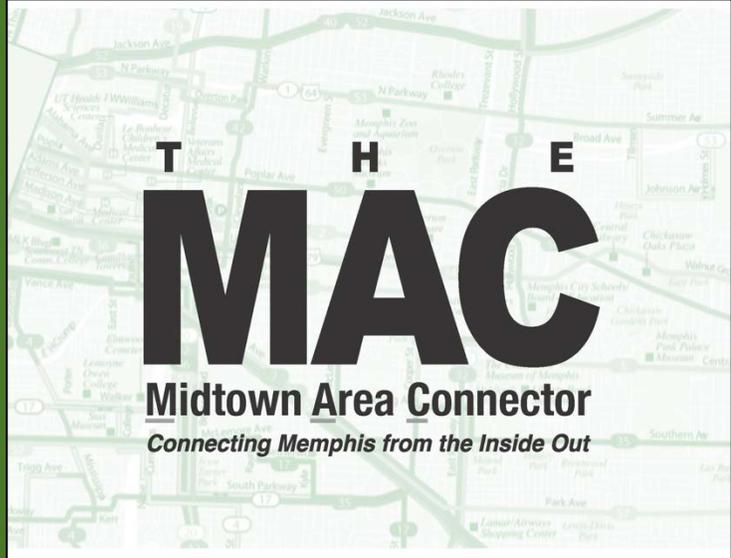


MEMPHIS AREA TRANSIT AUTHORITY

Midtown

Alternatives Analysis

TECHNICAL MEMORANDUM: **2**
Tier 1 Screening Executive Summary



July 2014

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Executive Summary

The evaluation process developed to select the Locally Preferred Alternative (LPA) for the Memphis Midtown Alternatives Analysis (AA) consists of a two-step process. The first step involves an initial Tier 1 screening intended to narrow a long list of potential alignments into a short-list of alternatives, followed by a Tier 2 process in which the short-listed alternatives will be evaluated in more detail. This document reports on the Tier 1 screening process and results.

The study team identified 16 Tier 1 alignments that could potentially meet the goals and objectives of the Memphis Midtown AA. These alignments are intended to be “mode neutral” and could reasonably accommodate a variety of transportation modes, including light rail, streetcar, or Bus Rapid Transit (BRT). The Tier 1 alternatives were screened according to 15 criteria that are directly tied to the project goals articulated in the Purpose and Needs Statement (see Table ES-1). These criteria include both qualitative and quantitative measures that were examined at varying levels of detail. The screening process focused on how well the alternative alignment fulfilled the screening criteria objective and assigned each alternative a rating of BEST, GOOD, FAIR, or POOR. The ratings are relative to the other alternatives and should not be interpreted as an absolute score.

The alternatives have different strengths and weaknesses, and each option offers potential as a viable Midtown corridor. Some alternatives have greater potential and offer better choices in terms of improving transportation linkages, supporting existing activity centers, and strengthening development potential. The preliminary results of the Tier 1 screening process show that **seven alignments were rated as BEST or GOOD when considering the project’s five goals (see Figure ES-1 and Table ES-1):**

- 6 Airport via Poplar and East Pkwy
- 7 Germantown via Poplar
- 8 U of M via Poplar, Cooper, and Union
- 9 Fairgrounds via Madison
- 11 U of M via Union and Poplar
- 23 Elvis Presley, Cleveland, Watkins Crosstown
- 26 U of M via Union, Cooper, and Central

These seven alignments will be further evaluated during the Tier 2 analysis. The analysis performed during Tier 2 will be a detailed evaluation of each alignment and will eventually result in the selection of a Locally Preferred Alternative.

Figure ES-1: Best Performing Alignments



Table 1: Tier 1 Screening Criteria Summary Matrix

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

Alignments received an overall rating of BEST if they had one BEST rating, three or more GOOD ratings, and no POOR ratings. Alignments received an overall score of GOOD if they had three GOOD or BEST ratings and no POOR ratings or if they had two BEST ratings and no POOR ratings. Alignments received a FAIR overall rating if they had three or more FAIR ratings or if they had one POOR rating. Any alignment with more than one