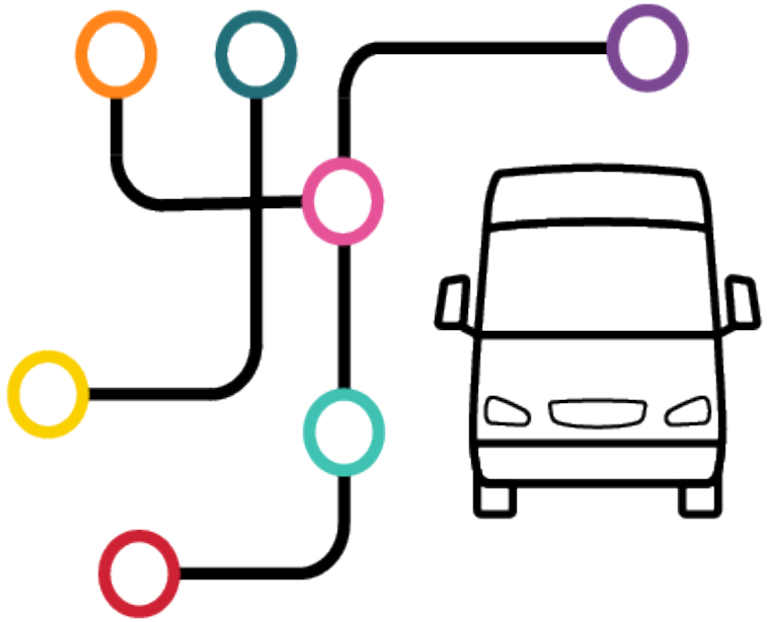
# ATAC UPDATE

JULY 8, 2025

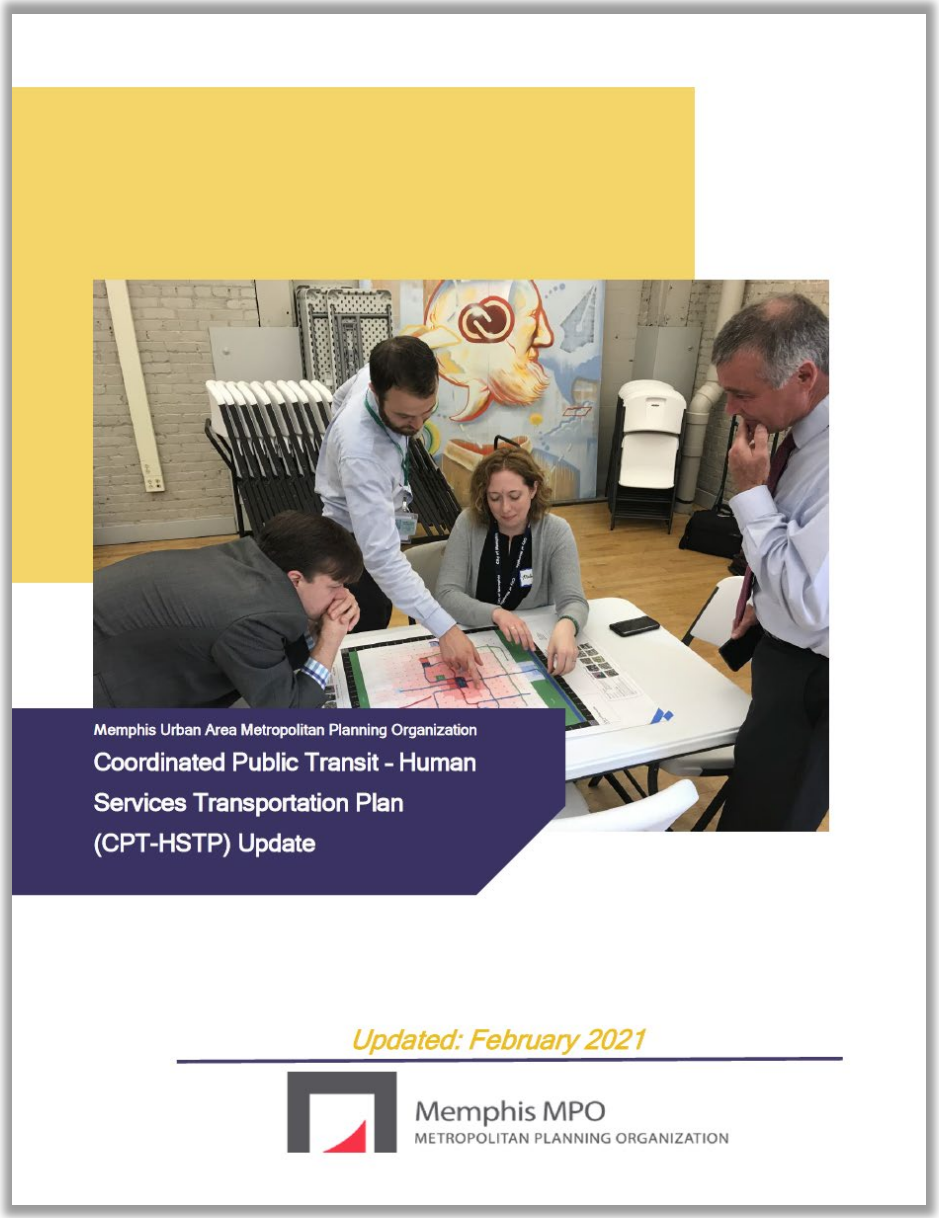


# COORDINATE MID-SOUTH

COORDINATED PUBLIC TRANSIT
HUMAN SERVICES TRANSPORTATION PLAN

# PURPOSE

- Focuses on Transportation-Disadvantaged Populations
  - Seniors
  - Individuals with Disabilities
  - Low-Income Households
- 5310 Fund Eligibility
  - Updated every 5 years

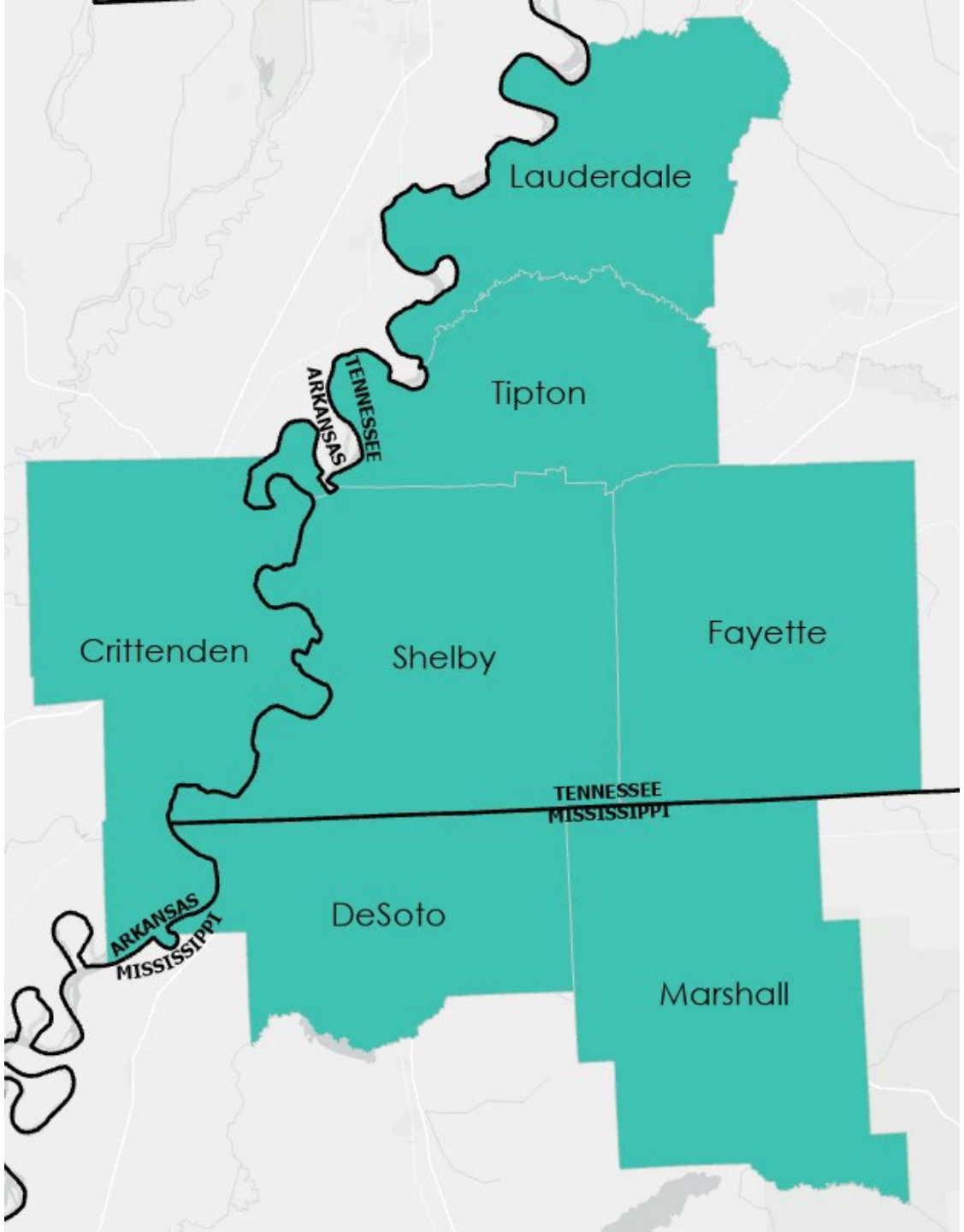


# INTEREST AREAS

- Mobility management programs
- Innovative strategies to support dialysis trips
- Grants that support rural transportation
- Enhancing Transit Access through Pedestrian Improvements

# STUDY AREA

- **Tennessee**
  - Lauderdale County
  - Tipton County
  - Shelby County
  - Fayette County
- **Mississippi**
  - DeSoto County
  - Marshall County
- **Arkansas**
  - Crittenden County



# STAKEHOLDER INTERVIEWS

## TENNESSEE

- **TDOT**
- **Delta HRA**: Delta Human Resources Agency
- **MATA**: Memphis Area Transit Authority
- **Innovate Memphis**

## MISSISSIPPI

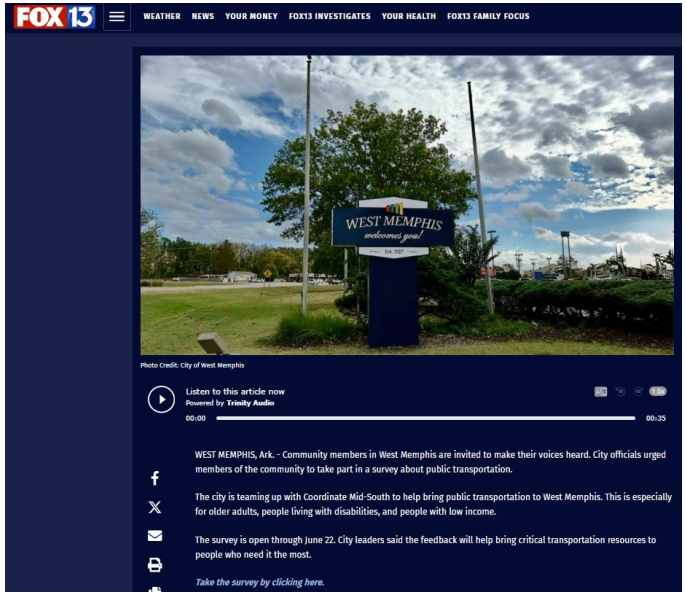
- **MDOT**
- **DARTS**: Delta Area Rural Transit System
- **NITA**: Northeast Mississippi Intermodal Transit Association
- **Timber Hills Region IV Mental Health Services**

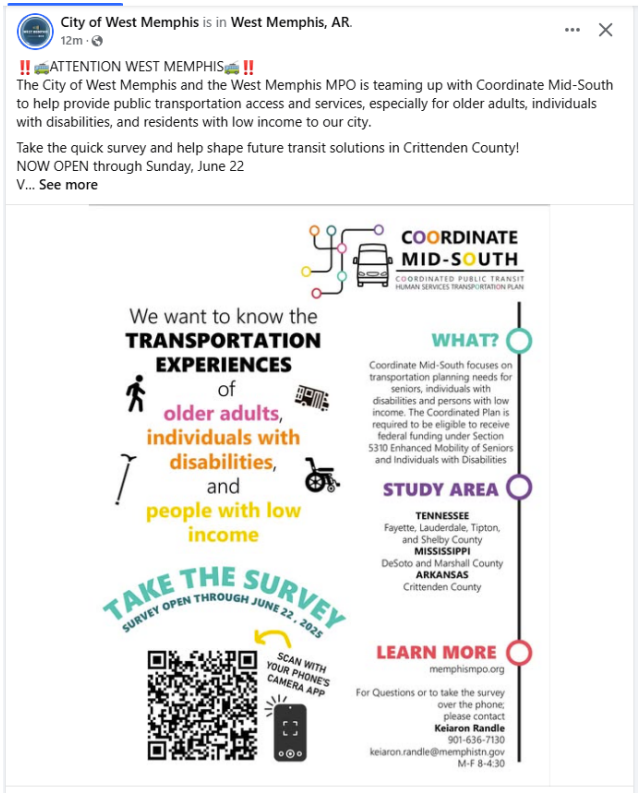
## ARKANSAS

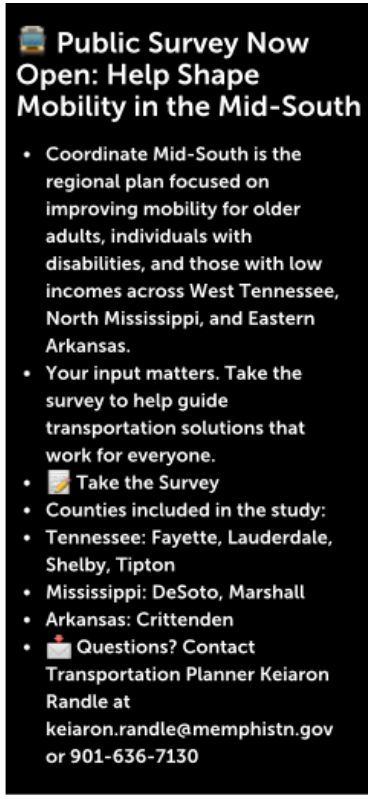
- **ArDOT**
- **NEAT**: Northeast Arkansas Transportation

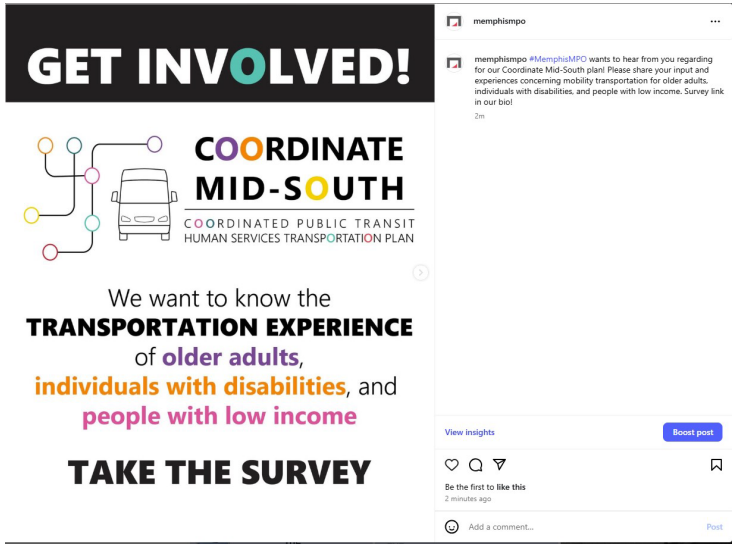
# PUBLIC OUTREACH

- Community Centers
- MIFA – Meals on Wheels
- Public Libraries



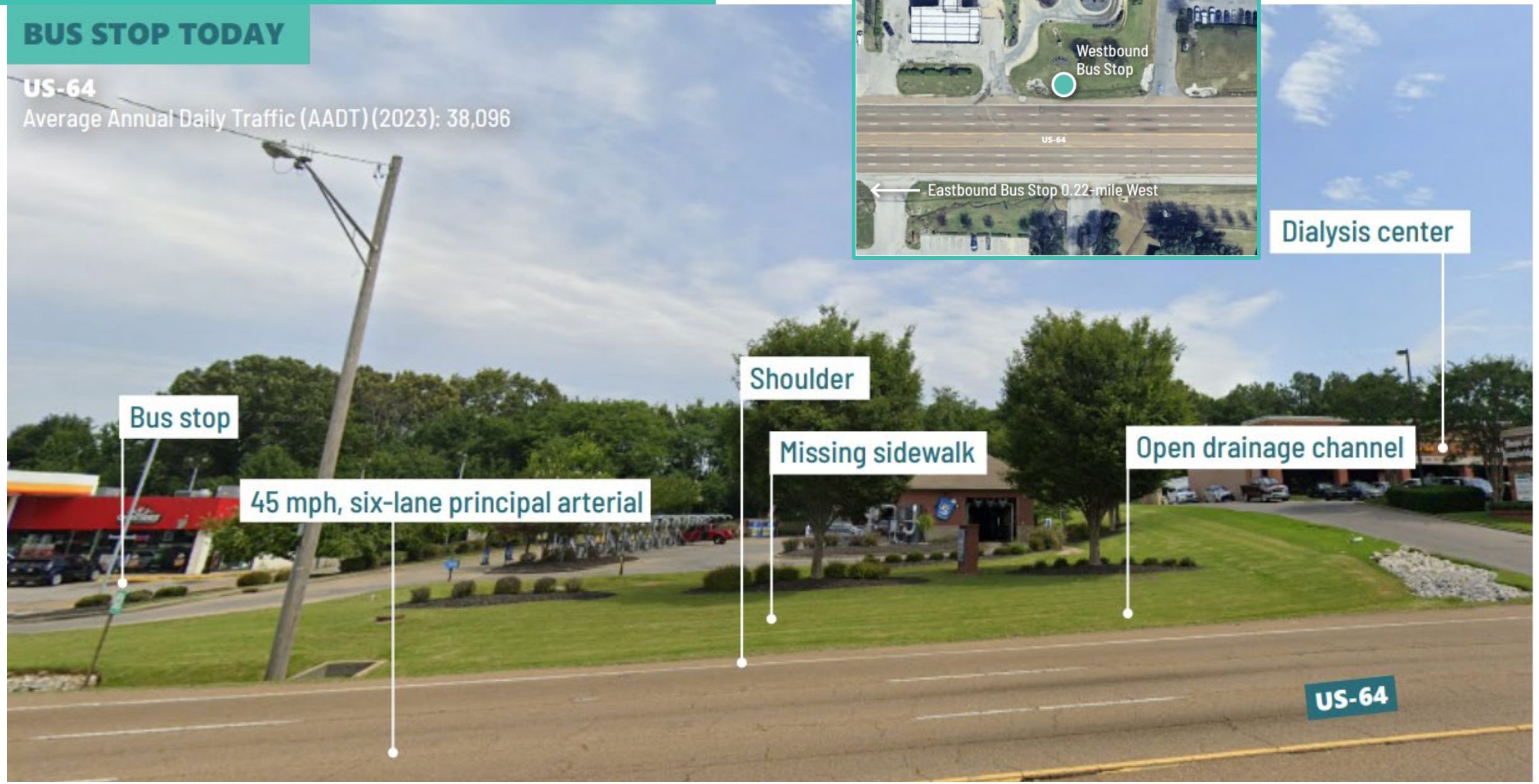





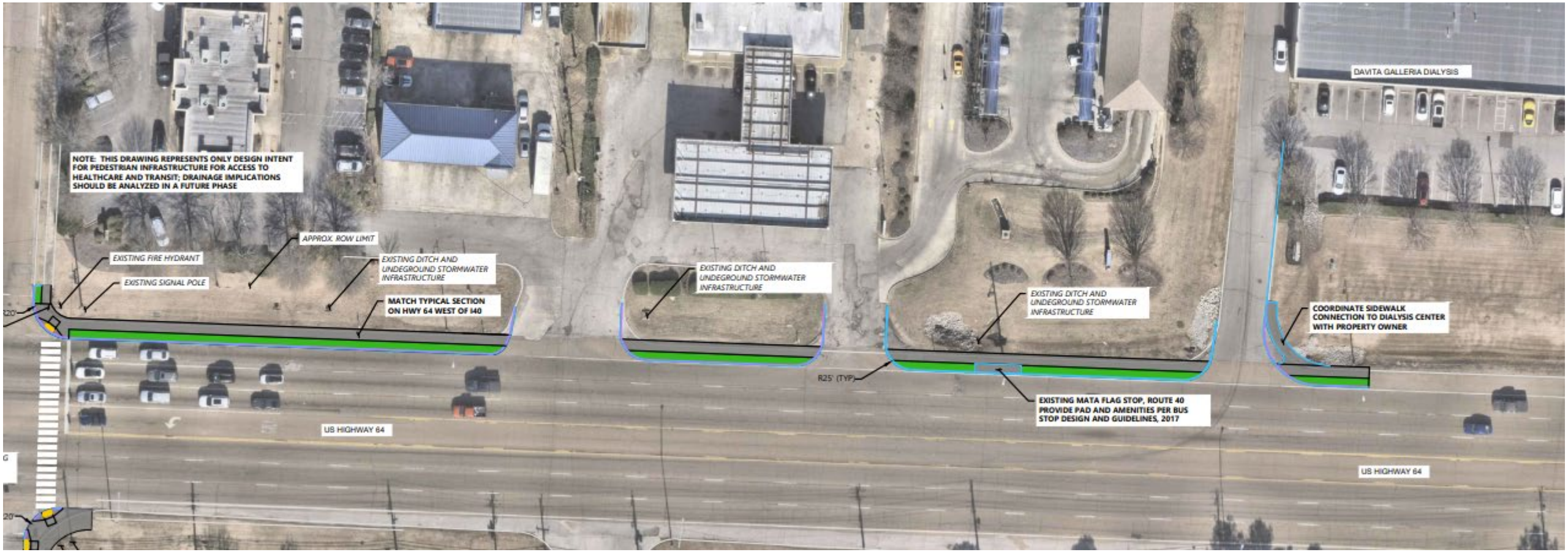
# PEDESTRIAN–TRANSIT CONNECTION

| | | | |
|---|---|---|---|
| 1 | **US-64 near Fletcher Trace Pkwy** | Lakeland, TN | 40 |
| 2 | **E Holmes Rd near Citation Dr** | Memphis, TN | 7 and 30 B |
| 3 | **Nonconnah Blvd @ Dividend Dr** | Memphis, TN | 28 |

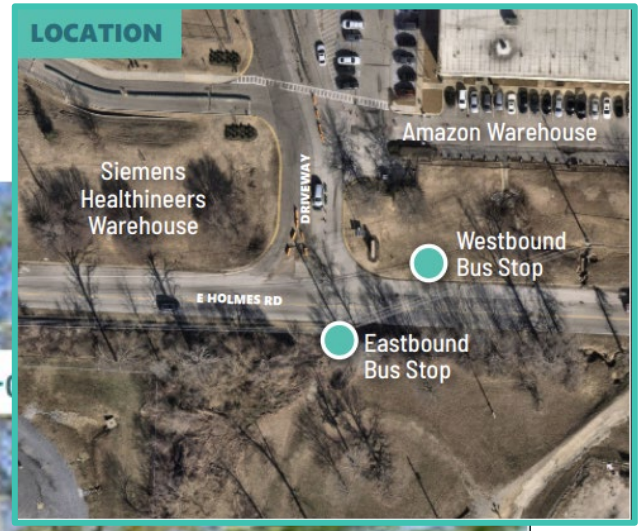
# US-64 near Fletcher Trace Pkwy



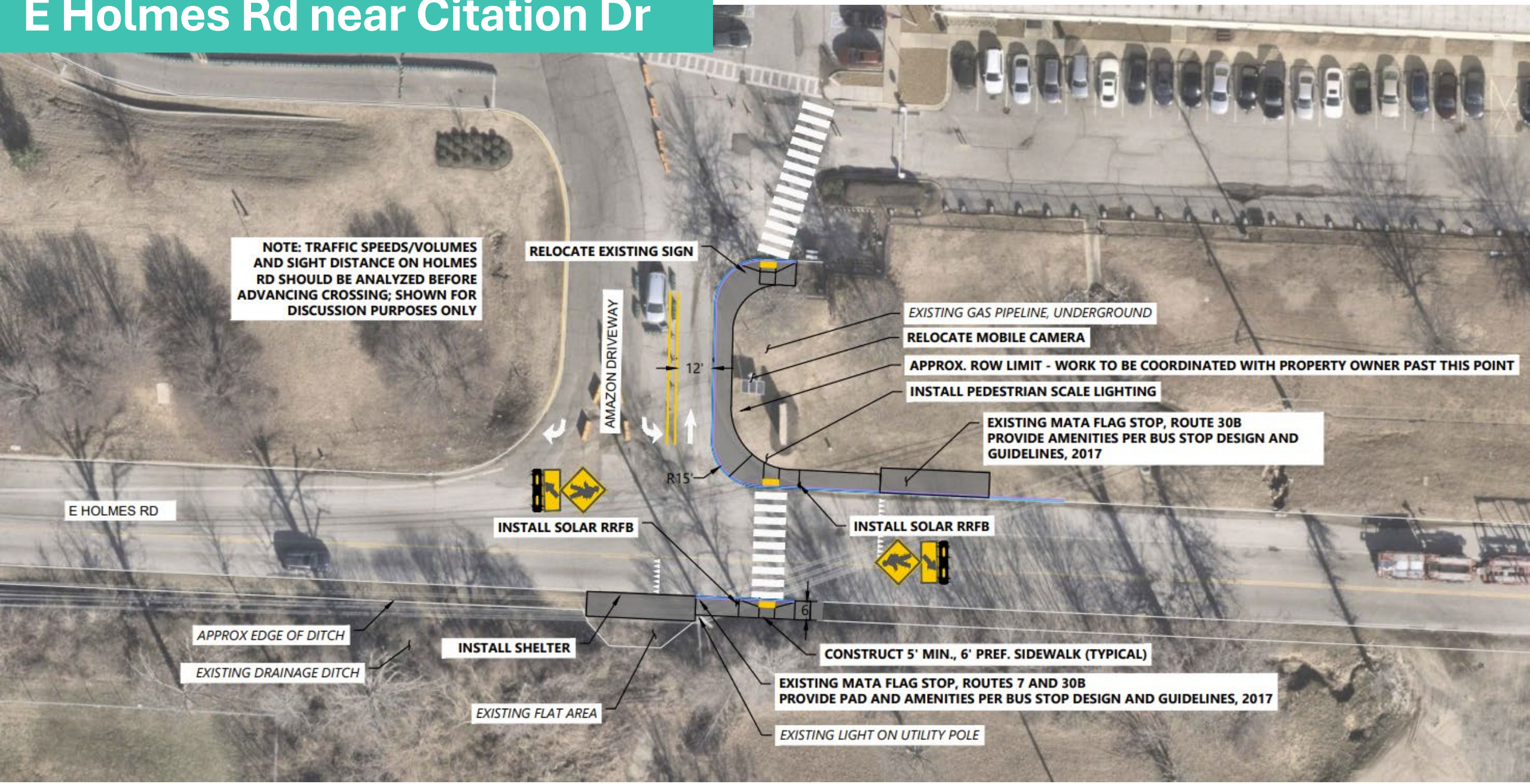
# US-64 near Fletcher Trace Pkwy



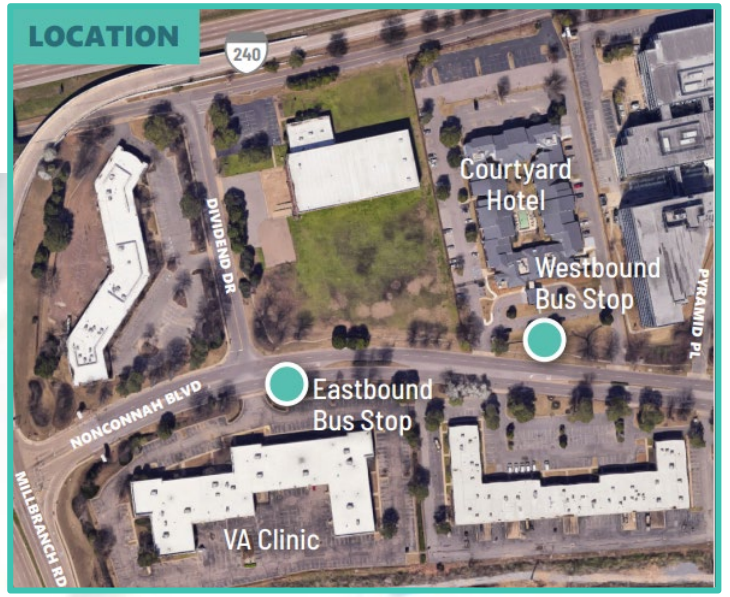
# E Holmes Rd near Citation Dr

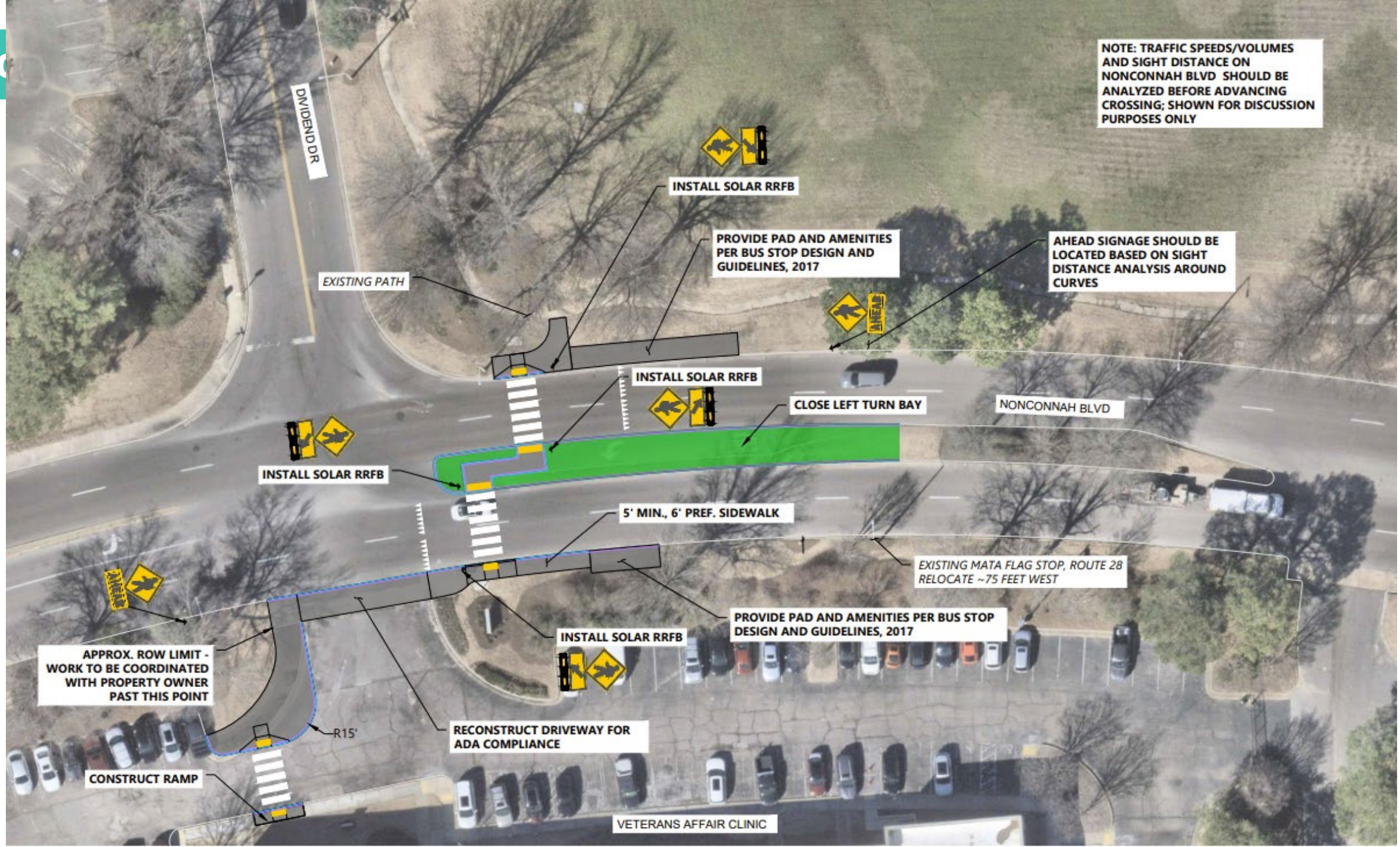


# E Holmes Rd near Citation Dr



# Nonconnah Blvd at Dividend Dr




NOTE: TRAFFIC SPEEDS/VOLUMES AND SIGHT DISTANCE ON NONCONNAH BLVD SHOULD BE ANALYZED BEFORE ADVANCING CROSSING; SHOWN FOR DISCUSSION PURPOSES ONLY
DIVIDEND DR
INSTALL SOLAR RRFB
PROVIDE PAD AND AMENITIES PER BUS STOP DESIGN AND GUIDELINES, 2017
AHEAD SIGNAGE SHOULD BE LOCATED BASED ON SIGHT DISTANCE ANALYSIS AROUND CURVES
EXISTING PATH
INSTALL SOLAR RRFB
CLOSE LEFT TURN BAY
NONCONNAH BLVD
INSTALL SOLAR RRFB
5' MIN., 6' PREF. SIDEWALK
EXISTING MATA FLAG STOP, ROUTE 28 RELOCATE ~75 FEET WEST
PROVIDE PAD AND AMENITIES PER BUS STOP DESIGN AND GUIDELINES, 2017
INSTALL SOLAR RRFB
APPROX. ROW LIMIT - WORK TO BE COORDINATED WITH PROPERTY OWNER PAST THIS POINT
R15'
RECONSTRUCT DRIVEWAY FOR ADA COMPLIANCE
CONSTRUCT RAMP
VETERANS AFFAIR CLINIC

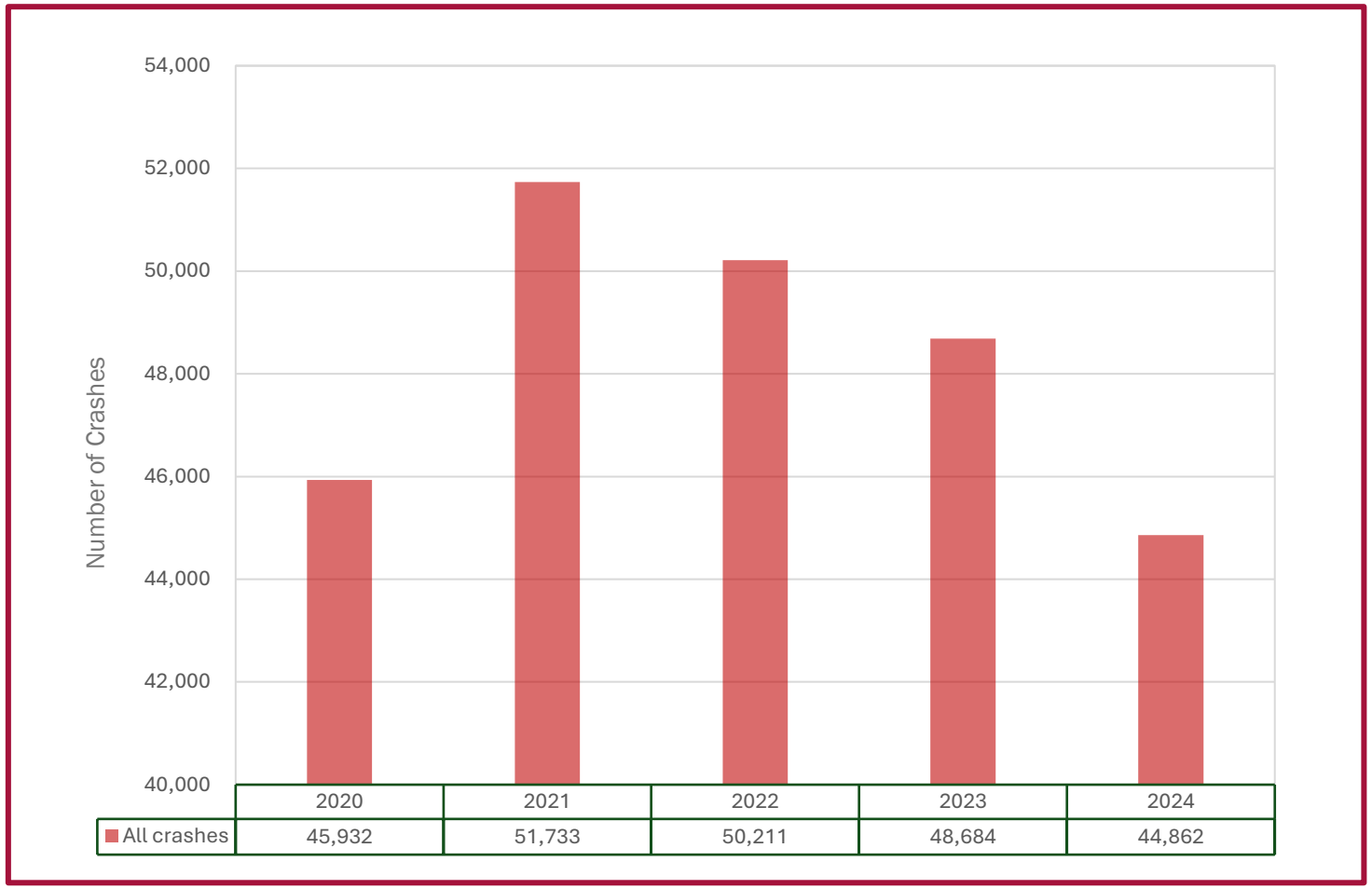
# WHAT'S NEXT

- Draft Plan Public Review
  - July 24th – August 22nd
  - memphismpo.org
- Scheduled Plan Adoption
  - September 11th

# Active Transporta
# Advisory Commit
# (ATAC) MEETING
# July 8, 2025

# Background Information

- The Memphis MPO adopted the Mid-South Safety Action Plan (SAP) in 2023, with the goal of reducing traffic-related fatalities and injuries in the Mid-South region.
- Since the adoption of the SAP, the Memphis MPO has published an annual Safety Report to track and monitor the implementation of the Mid-South Safety Action Plan (SAP).
- The Annual Safety Report summarizes regional and jurisdictional-level roadway safety crash data throughout the Memphis MPO area.




**5-years crash trend**

*Source: Tennessee Integrated Traffic Analysis Network (TITAN) and Safety Analysis Management System (SAMS)*

Total number of Crashes

44,862

8% decrease from 2023

Number of Non-motorist Crashes

603

7% decrease from 2023

Total Number of Fatalities

220

23% decrease from 2023

Number of Large truck Crashes

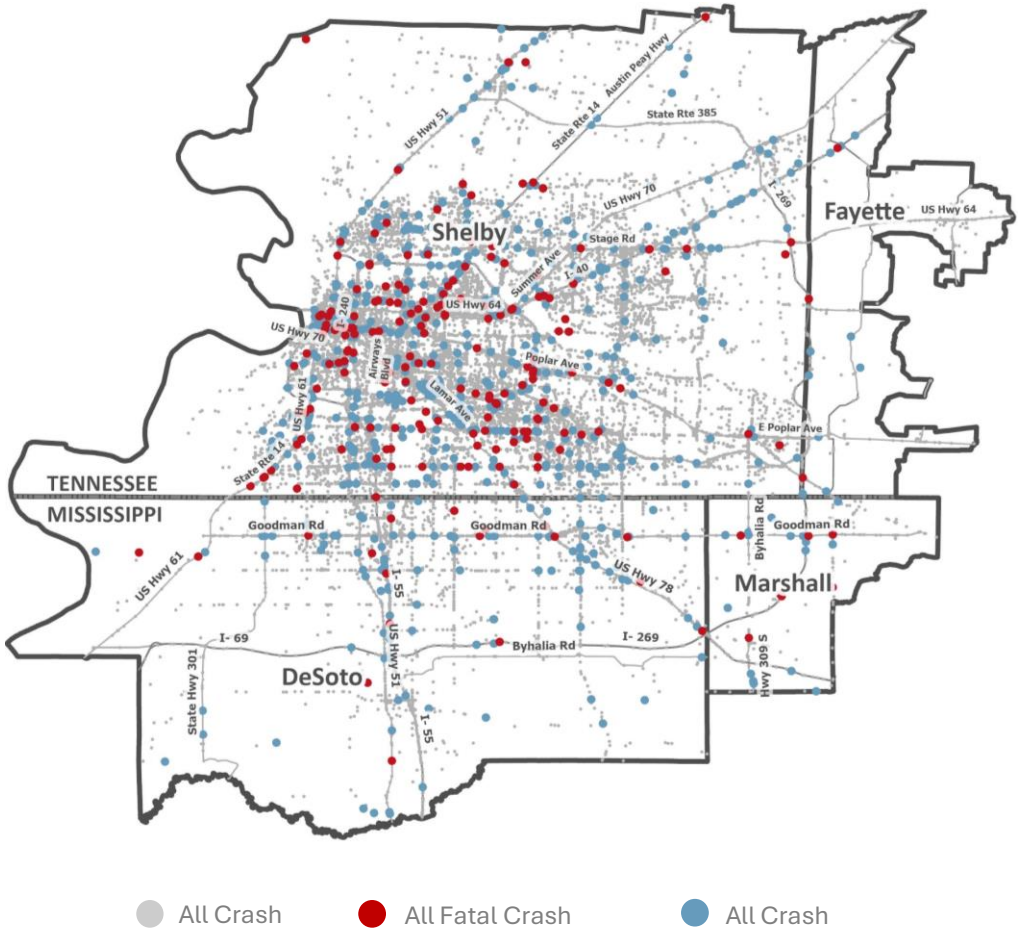
2,111

10% decrease from 2023

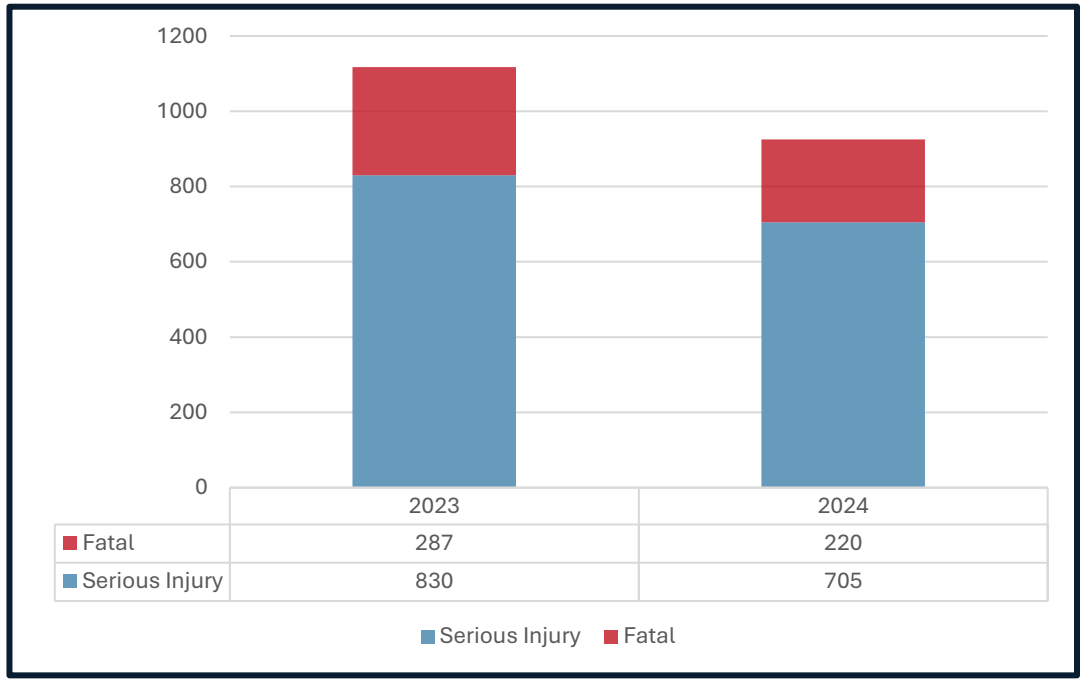
Total Number of Serious Injuries

705

15% decrease from 2023

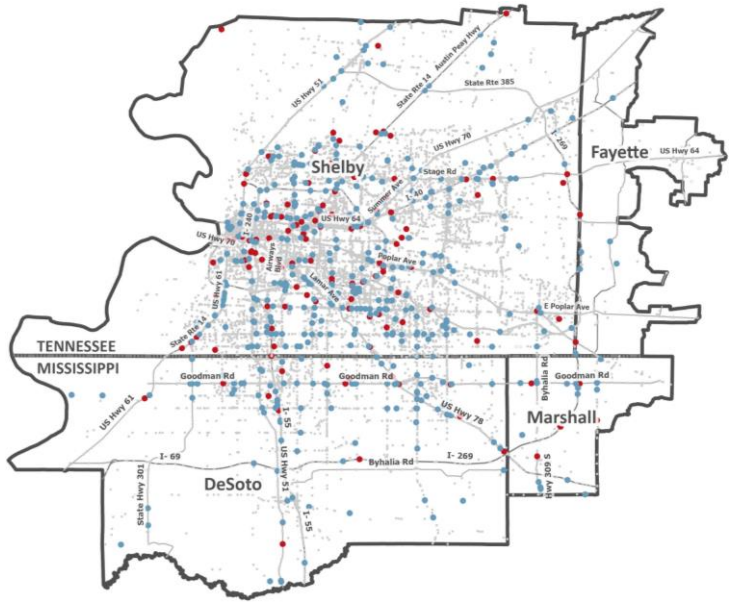



**KSI crashes of 2024 in the Memphis MPO Region**



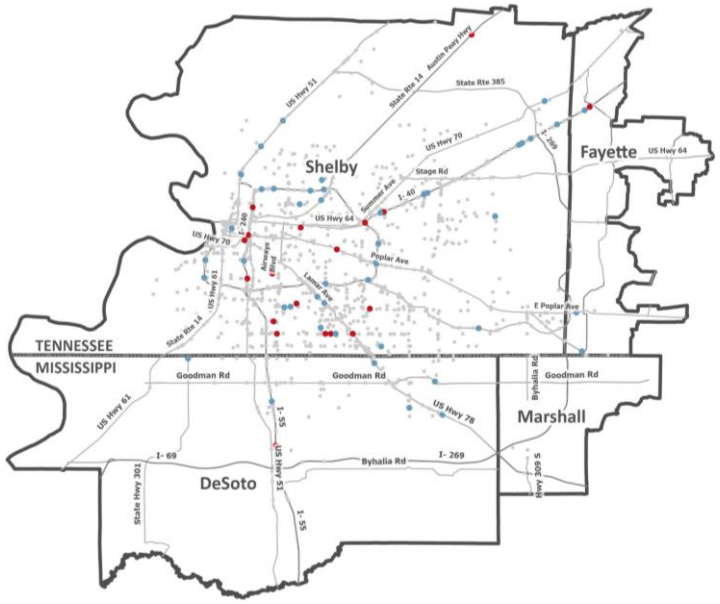

**KSI crashes in 2023 & 2024**

## Passenger vehicle crash locations



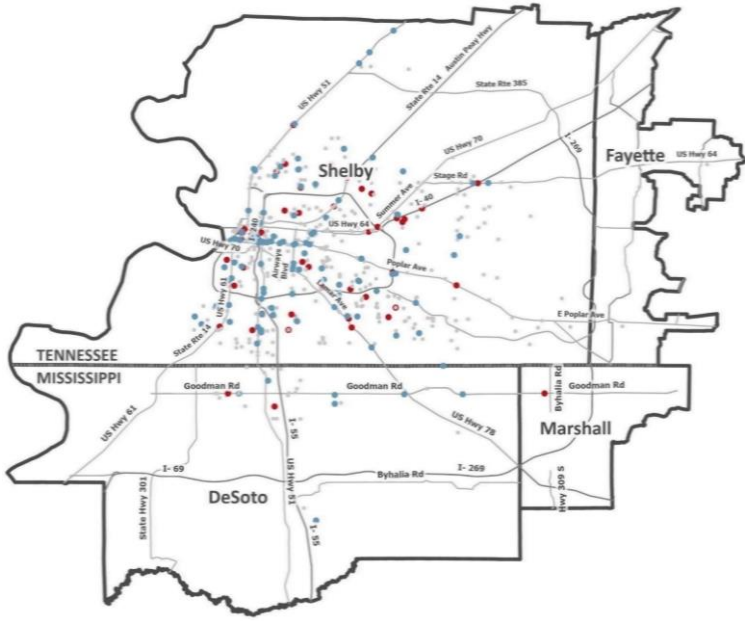

All Passenger Vehicle Crash | Fatal Crash | Serious Injury Crash

## Large truck crash locations




All Large Truck Crash | Fatal Crash | Serious Injury Crash

## Non-motorist crash locations



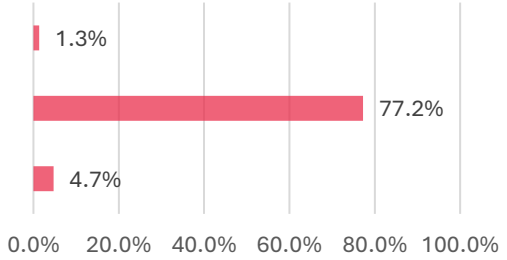

All Non-Motorist Crash | Fatal Crash | Serious Injury Crash

Non-motorist Crashes

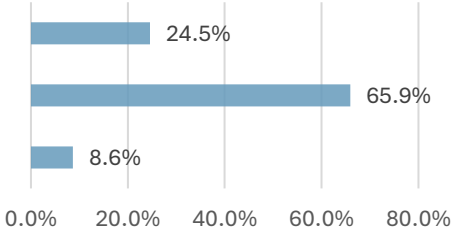
Passenger Vehicle Crashes

Large Truck Crashes

### % in All Crashes




### % in All Fatalities



# 2024 Jurisdictional Crash Overview by Severity

| State | County | Jurisdiction | All Crashes | Fatal | Serious Injury | Minor injury | Possible Injury | Property damage | Total Crash Comparison (2023 VS 2024) |
|---|---|---|---|---|---|---|---|---|---|
| TN | Shelby County | Town of Arlington | 309 | 1 | 9 | 23 | 30 | 246 | ↑ |
| | | City of Bartlett | 945 | 1 | 14 | 25 | 139 | 766 | ↓ |
| | | Town of Collierville | 1,077 | 2 | 7 | 78 | 80 | 910 | ↑ |
| | | City of Germantown | 1,039 | 2 | 10 | 75 | 55 | 897 | ↓ |
| | | City of Memphis | 32,622 | 176 | 458 | 520 | 5,672 | 25,796 | ↑ |
| | | City of Millington | 545 | 2 | 15 | 18 | 102 | 408 | ↓ |
| | | City of Lakeland | 282 | 0 | 5 | 20 | 26 | 231 | ↑ |
| | | Shelby County | 38,882 | 200 | 562 | 836 | 6416 | 30,868 | ↓ |
| | | Unincorporated Shelby County | 2,063 | 16 | 47 | 75 | 311 | 1,614 | |
| | Fayette County | Town of Braden | 6 | 0 | 0 | 2 | 1 | 3 | ↑ |
| | | City of Galloway | 25 | 1 | 2 | 0 | 3 | 19 | ↑ |
| | | Town of Oakland | 158 | 0 | 0 | 2 | 29 | 127 | ↑ |
| | | City of Piperton | 86 | 1 | 4 | 7 | 7 | 67 | ↑ |
| | | Town of Rossville | 15 | 0 | 0 | 0 | 0 | 15 | ↓ |
| | | Fayette County | 290 | 3 | 10 | 26 | 47 | 311 | ↓ |
| | | Unincorporated Fayette County | 107 | 1 | 4 | 15 | 7 | 80 | ↓ |
| MS | Marshall County | Town of Byhalia | 52 | 1 | 2 | 10 | 5 | 34 | ↓ |
| | | Marshall County | 286 | 7 | 19 | 29 | 36 | 195 | ↓ |
| | | Unincorporated Marshall County | 519 | 15 | 43 | 39 | 74 | 348 | ↓ |
| | DeSoto County | City of Hernando | 534 | 1 | 7 | 55 | 28 | 443 | ↑ |
| | | City of Horn Lake | 801 | 1 | 13 | 101 | 78 | 608 | ↓ |
| | | City of Olive Branch | 1,284 | 4 | 36 | 114 | 150 | 980 | ↓ |
| | | City of Southaven | 1,859 | 5 | 22 | 166 | 236 | 1,430 | ↑ |
| | | Town of Walls | 26 | 1 | 1 | 2 | 6 | 16 | ↑ |
| | | DeSoto County | 5,293 | 19 | 111 | 515 | 570 | 4,078 | ↓ |
| | | Unincorporated DeSoto County | 789 | 7 | 32 | 77 | 72 | 601 | ↑ |

** Only considers the portion within Memphis MPO region, Source: State Crash Database, Tennessee (TITAN), Mississippi (SAMS)*

## 2024 Crash Statistics by Manner of Collision

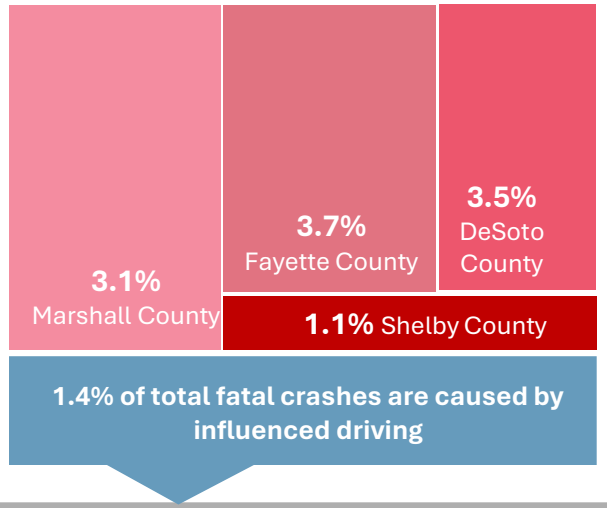
| State | County | Jurisdiction | All Crashes | Angle | Front to Rear | Sideswipe | Not with motor vehicle | Other |
|---|---|---|---|---|---|---|---|---|
| TN | Shelby County | Town of Arlington | 309 | 69 | 84 | 34 | 99 | 23 |
| | | City of Bartlett | 945 | 399 | 220 | 89 | 171 | 66 |
| | | Town of Collierville | 1,077 | 262 | 266 | 84 | 299 | 166 |
| | | City of Germantown | 1,039 | 282 | 289 | 142 | 171 | 155 |
| | | City of Memphis | 32,622 | 19,127 | 3,937 | 1,544 | 4,630 | 3,384 |
| | | City of Millington | 545 | 183 | 120 | 53 | 121 | 68 |
| | | City of Lakeland | 282 | 59 | 88 | 29 | 81 | 25 |
| | | Shelby County | 38,882 | 20,924 | 5,515 | 2,155 | 6,239 | 4,049 |
| | | Unincorporated Shelby County | 2,063 | 542 | 511 | 180 | 665 | 162 |
| | Fayette County | Town of Braden | 6 | - | - | 1 | 4 | 1 |
| | | City of Galloway | 25 | 1 | 5 | 4 | 11 | 4 |
| | | Town of Oakland | 158 | 45 | 53 | 26 | 18 | 6 |
| | | City of Piperton | 86 | 11 | 16 | 12 | 35 | 12 |
| | | Town of Rossville | 15 | 1 | 4 | 4 | 3 | 3 |
| | | Fayette County | 290 | 58 | 78 | 72 | 46 | 36 |
| | | Unincorporated Fayette County | 107 | 8 | 13 | 8 | 71 | 7 |
| MS | Marshall County | Town of Byhalia | 52 | 9 | 8 | 6 | 16 | 12 |
| | | Marshall County | 191 | 109 | 28 | 21 | 53 | 33 |
| | | Unincorporated Marshall County | 519 | 56 | 80 | 155 | 105 | 123 |
| | DeSoto County | City of Hernando | 534 | 99 | 81 | 65 | 191 | 91 |
| | | City of Horn Lake | 801 | 182 | 123 | 48 | 285 | 146 |
| | | City of Olive Branch | 1,284 | 215 | 184 | 103 | 526 | 236 |
| | | City of Southaven | 1,859 | 340 | 320 | 144 | 690 | 335 |
| | | Town of Walls | 26 | 10 | 2 | 5 | 3 | 6 |
| | | Desoto County | 4,504 | 846 | 710 | 386 | 1,695 | 814 |
| | | Unincorporated DeSoto County | 789 | 91 | 89 | 222 | 155 | 220 |

** Only considers the portion within the Memphis MPO region*

*Source: State Crash Database, Tennessee (TITAN), Mississippi (SAMS)*

## 2024 Crash Statistics by Driver Action of Shelby and Fayette County

| State | County | Jurisdiction | All Crashes | Aggressive, Erratic, Distracted, or Careless Driving | Failure to Obey Traffic Laws | Improper Passing | Speed Related |
|---|---|---|---|---|---|---|---|
| TN | Shelby County | Town of Arlington | 309 | 8 | 63 | 57 | 10 |
| | | City of Bartlett | 945 | 73 | 206 | 47 | 12 |
| | | Town of Collierville | 1,077 | 11 | 312 | 168 | 33 |
| | | City of Germantown | 1,039 | 22 | 269 | 142 | 8 |
| | | City of Memphis | 32,622 | 3,033 | 5,801 | 1,796 | 312 |
| | | City of Millington | 545 | 36 | 157 | 46 | 9 |
| | | City of Lakeland | 282 | 7 | 66 | 33 | 6 |
| | | Shelby County | 38,882 | 3,273 | 7,424 | 2,489 | 459 |
| | | Unincorporated Shelby County | 2060 | 82 | 550 | 199 | 69 |
| | Fayette County | Town of Braden | 6 | 0 | 1 | 1 | 0 |
| | | City of Galloway | 25 | 0 | 8 | 5 | 0 |
| | | Town of Oakland | 158 | 1 | 55 | 18 | 1 |
| | | City of Piperton | 86 | 3 | 13 | 15 | 4 |
| | | Town of Rossville | 15 | 1 | 1 | 1 | 0 |
| | | Fayette County | 290 | 7 | 100 | 67 | 13 |
| | | Unincorporated Fayette County | 107 | 2 | 20 | 28 | 8 |



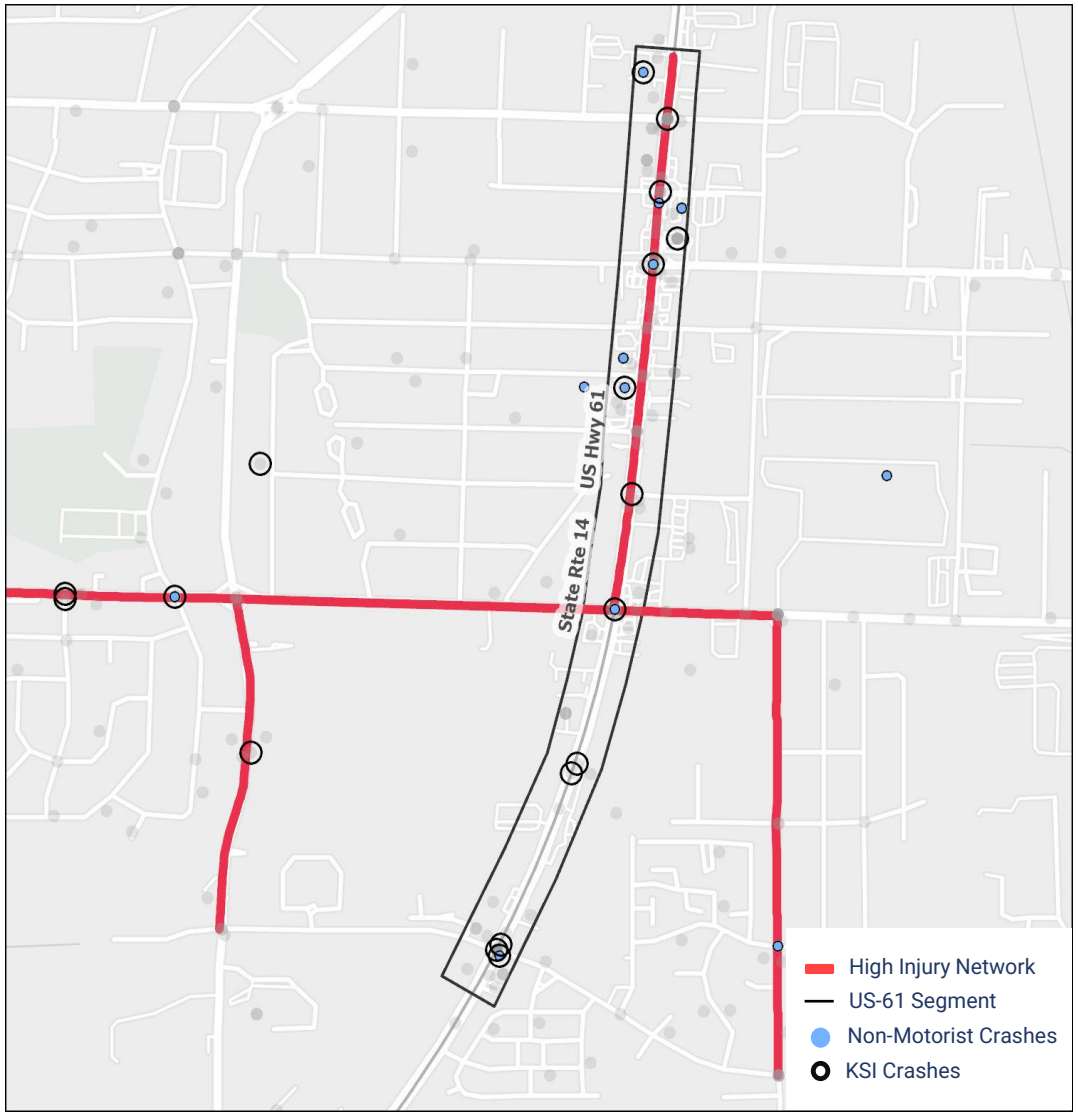

**Alcohol Influenced Crashes**

# 2024 High Crash Density Intersections over the Memphis MPO Region

| State | County | Intersection | All Crashes | Fatalities | Serious Injuries | Total Injuries |
|---|---|---|---|---|---|---|
| TN | Shelby County | Millbranch Rd & Shelby Dr. | 190 | 0 | 0 | 49 |
| | | Riverdale Rd. & Winchester Rd. | 86 | 0 | 0 | 33 |
| | | Norris Rd. & Hernando Rd. | 81 | 0 | 2 | 24 |
| | | | | | | |
| | Fayette County | Highway 64 & Chickasaw Ridge Dr. | 14 | 0 | 2 | 0 |
| | | Highway 64 & Highway 94 | 10 | 0 | 1 | 0 |
| | | Highway 64 & Highway 196 | 9 | 0 | 7 | 0 |
| | | | | | | |
| MS | Marshall County | Goodman Rd. & Cayce Rd. | 10 | 1 | 8 | 2 |
| | | Goodman Rd. & Red Banks Rd. | 7 | 0 | 14 | 0 |
| | | Goodman Rd. & I269 | 5 | 0 | 6 | 3 |
| | | | | | | |
| | DeSoto County | Goodman Rd. & US 51 N | 66 | 0 | 0 | 17 |
| | | Goodman Rd. & Interstate Blvd | 58 | 0 | 0 | 17 |
| | | Goodman Rd. & Southcrest Pkwy | 51 | 0 | 0 | 7 |
| | | | | | | |

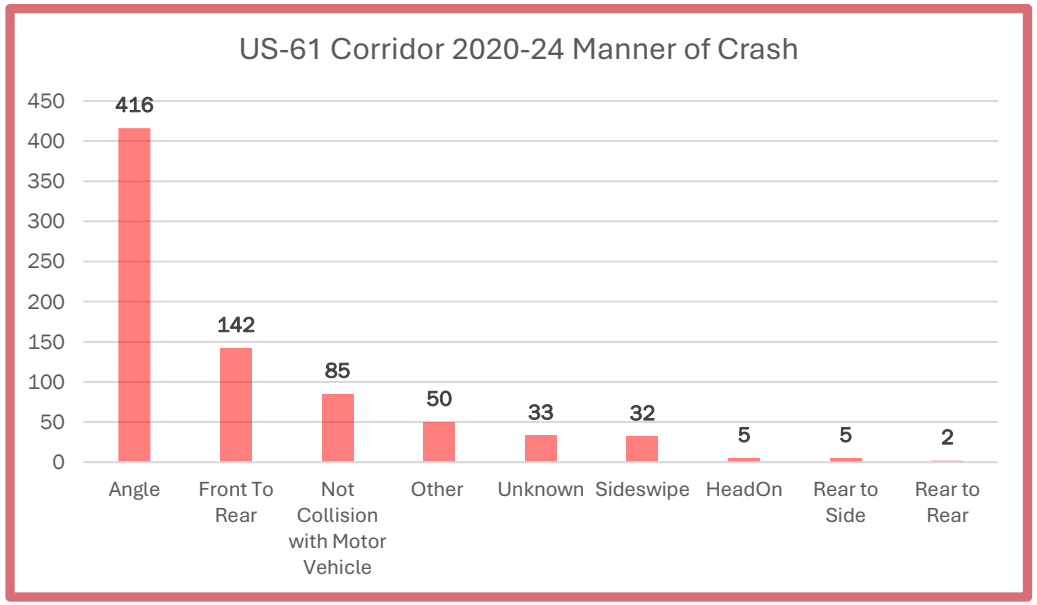
| State | County | | All Crashes | Fatalities | Serious Injuries | Total Injuries |
|---|---|---|---|---|---|---|
| TN | Shelby County | **Intersection level** | 23,771 | 135 | 654 | 7918 |
| | | **County Level** | 38,882 | 224 | 993 | 11,263 |
| | | **Percentage** | **61%** | **60%** | **65%** | **70%** |
| | | | | | | |
| | Fayette County | **Intersection level** | 124 | 0 | 2 | 34 |
| | | **County Level** | 401 | 3 | 12 | 118 |
| | | **Percentage** | **31%** | **0%** | **17%** | **29%** |
| | | | | | | |
| MS | Marshall County | **Intersection level** | 63 | 2 | 10 | 43 |
| | | **County Level** | 286 | 7 | 33 | 127 |
| | | **Percentage** | **22%** | **29%** | **30%** | **34%** |
| | | | | | | |
| | DeSoto County | **Intersection level** | 2,450 | 5 | 6 | 888 |
| | | **County Level** | 5,293 | 21 | 194 | 1,777 |
| | | **Percentage** | **46%** | **24%** | **3%** | **50%** |
| | | | | | | |

# Corridor Analysis




## US-61 Corridor from 2020-24

- 770 Crashes
- 45 KSI Crashes
- 12 Non-Motorist Involved Crashes
- Identified as part of the High Injury Network (HIN) in the Mid-South SAP



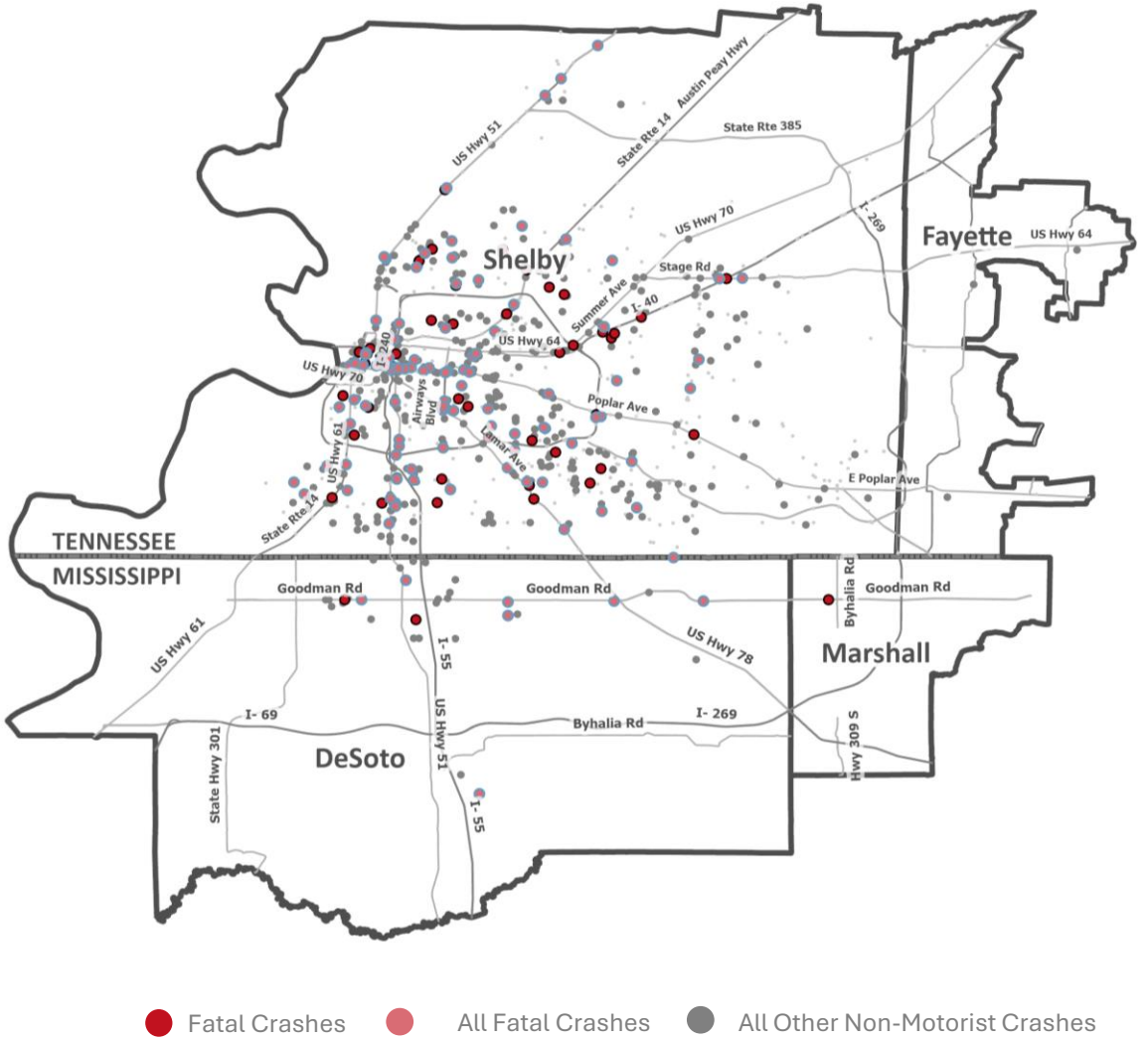
# Corridor Study

## Emphasis on Non-Motorist Crashes

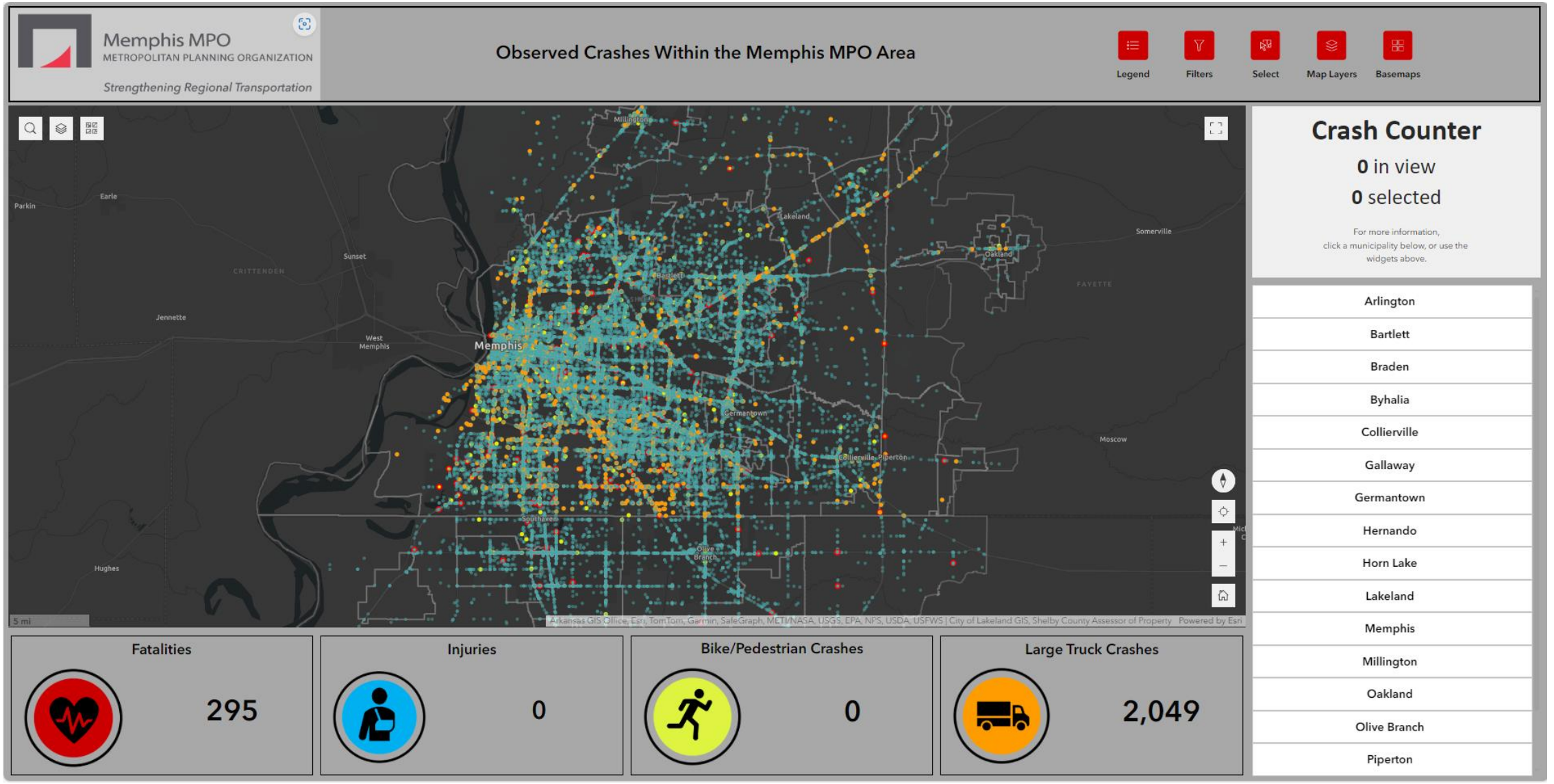
- 3,178 Non-motorist involved rashes from 2020-24
- 603 Non-Motorist Crashes in 2024
- 55 Fatalities
- 123 Serious Injuries

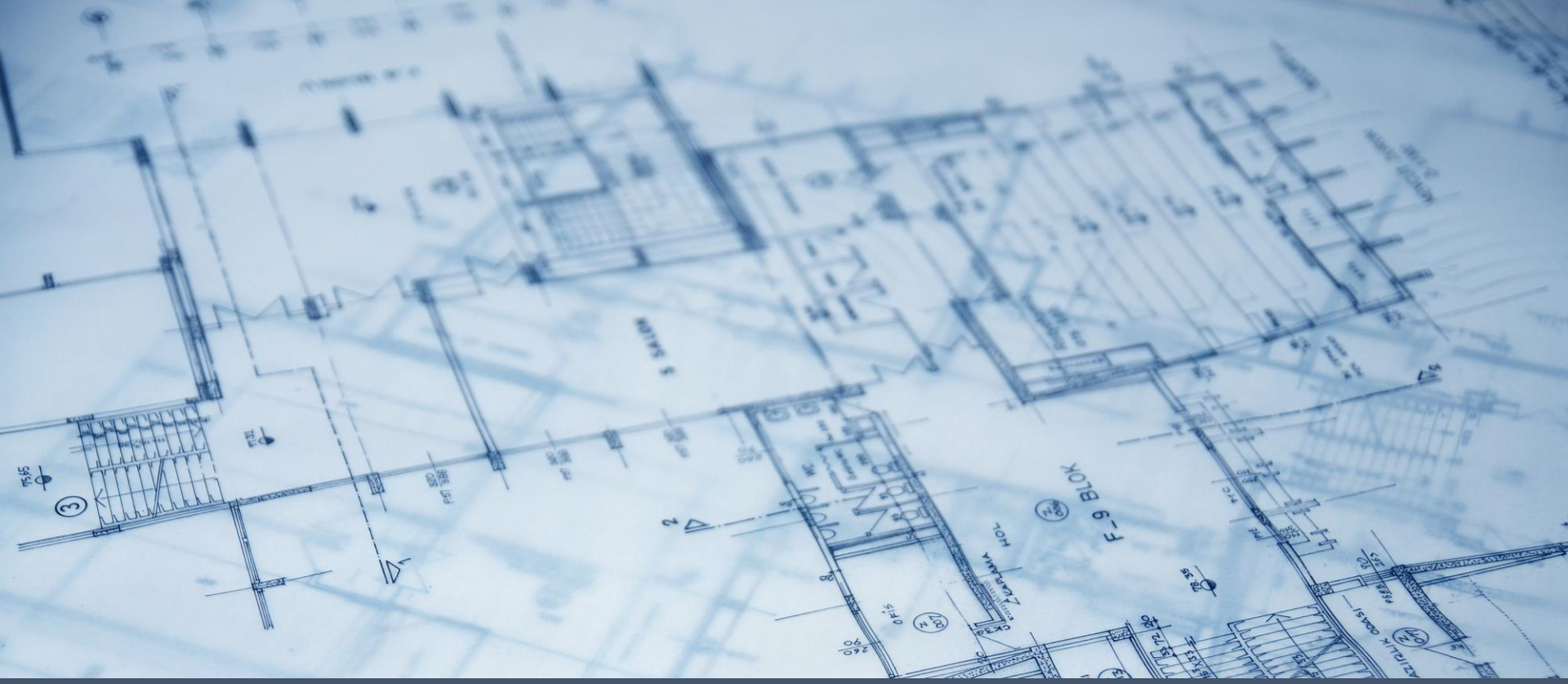
## Corridors Highlighting Non-Motorist Crashes

- Additional reporting of non-motorist collisions within the MPO Area
- Two additional corridor analyses that focus on non-motorist collisions
- Increased non-motorist reporting in future safety reports.



# Dashboard Demo





## Memphis MPO – Active Transportation Advisory Committee

# TDOT Statewide Transportation Demand Management (TDM) Plan

Matt Meservy & Savannah Robertson | July 8, 2025

# TDOT Project Management Team

## Matt Meservy

- Planning Division Director
- Executive Project Sponsor
- Certified TDM Professional

## Savannah Robertson

- Senior Planner – TDOT Planning
- Statewide TDM Manager

## Bryson LaCasse

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# ACT's Definition of TDM

**The use of strategies to inform and encourage people to maximize the efficiency of our transportation system leading to improved mobility, reduced congestion, and lower emissions.**

# The 4 Phases of the Plan Update

01

Update and expand on the 2017 TDM Plan – identify gaps and build on successes.

02

Develop a unified statewide TDM vision inclusive and supportive of existing regional programs.

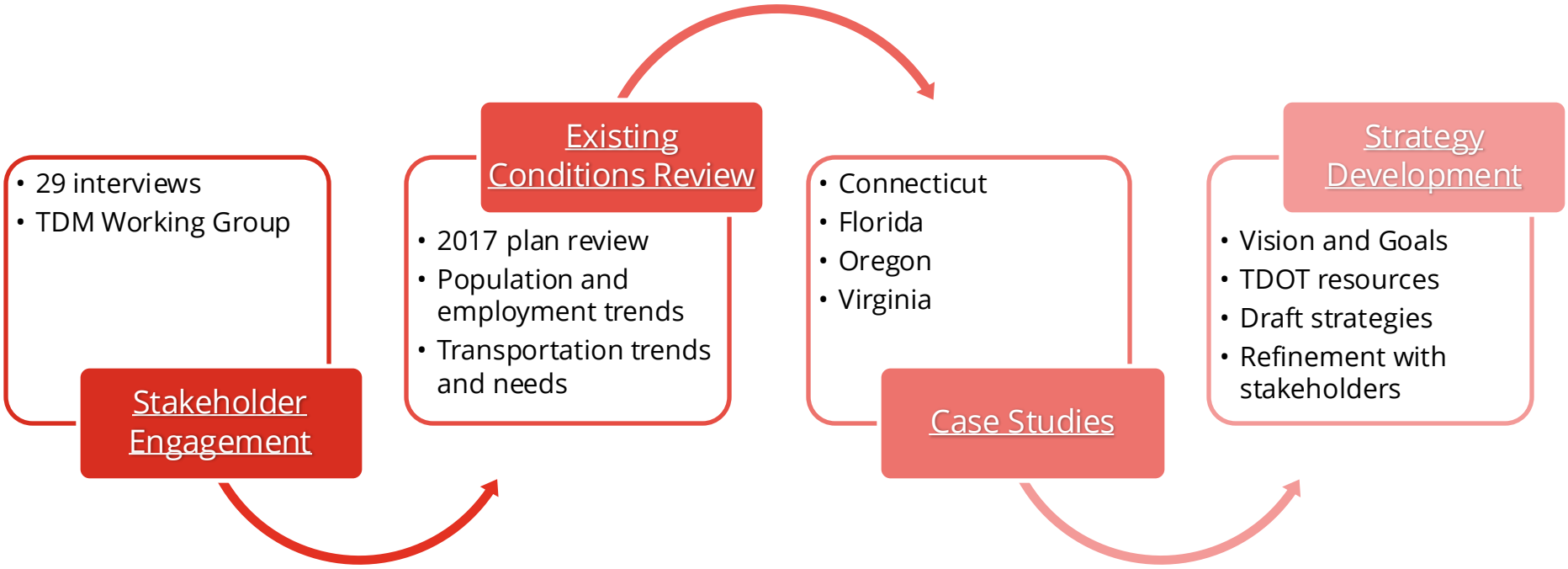
03

Guide the development of a comprehensive statewide TDM program – integrate findings into an actionable framework.

04

Develop resources for TDOT to implement and maintain a statewide TDM program and support existing programs – toolkits, SOPs, funding guides, and trainings.

# The Planning Process



# Stakeholder Engagement

# Stakeholders & Partners

# Key Themes

TRAFFIC CONGESTION
LOW AWARENESS OF TRAVEL OPTIONS
NEGATIVE WORKFORCE IMPACTS
PROTECT EXISTING BRANDS
LEVERAGE PARTNERSHIPS
ENHANCE TRANSPORTATION MARKETING

# Existing Barriers

# Existing Conditions Review

# Tennessee's Growing Transportation Needs

| | |
|---|---|
| Population | 517,000 new residents by 2035 |
| Jobs | More than 300,000 new jobs since 2020 |
| Congestion | 7 more hours of travel delay per year in Memphis region |

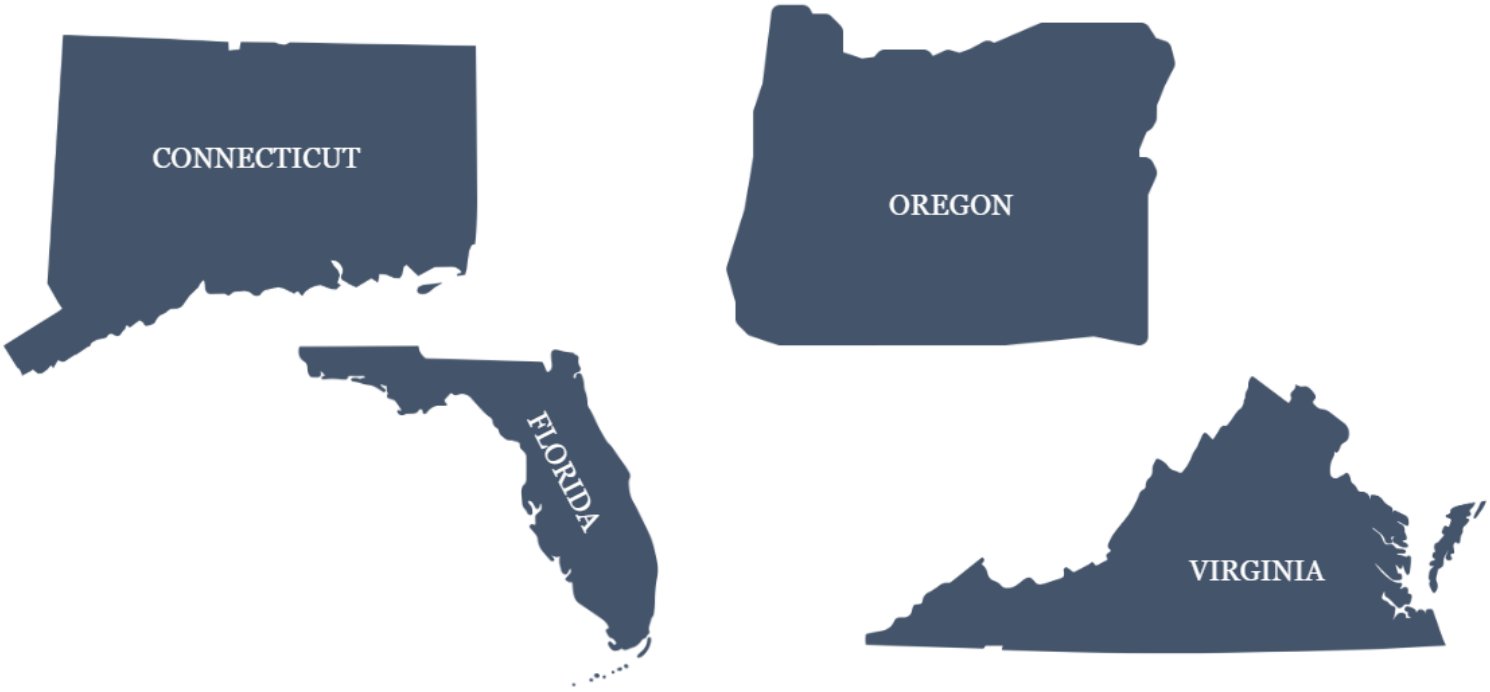
# Commute Trends

| Commute Mode | 2000 | 2010 | 2020 | 2023 | Memphis 2023 |
|---|---|---|---|---|---|
| Car, truck, or van: | 94.3% | **93.4%** | **90.7%** | **85.7%** | **88.1%** |
| Drove alone | 81.7% | 83.2% | 81.9% | 77.2% | 78.5% |
| Carpooled | 12.5% | 10.2% | 8.8% | 8.4% | 9.6% |
| Public transportation | 0.8% | 0.8% | 0.6% | 0.5% | **0.4%** |
| Bicycle | 0.1% | 0.1% | 0.1% | 0.1% | **0.1%** |
| Walk | 1.5% | 1.4% | 1.3% | 1.2% | **1.2%** |
| Taxicab, motorcycle, or other | 0.8% | 1.0% | 1.1% | 1.2% | **1.0%** |
| Worked from home | 2.6% | **3.4%** | **6.3%** | **11.4%** | **9.3%** |

# Construction is Expensive

- Construction costs increased 98% between 2018 and 2024.
- Consumer price index increased 38% in comparison.

| Year (Q3) | NHCCI | CPI All Items |
|---|---|---|
| **2018** | 6.4% | 2.6% |
| **2019** | 6.9% | 1.8% |
| **2020** | -4.2% | 1.2% |
| **2021** | 11.5% | 5.3% |
| **2022** | 32.0% | 8.3% |
| **2023** | 12.5% | 3.5% |
| **2024** | 6.4% | 3.2% |

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# Case Studies

# Strategy Development

# Vision

*WayFinderTN program will provide Tennesseans with safe, interconnected, and competitive transportation options, giving them convenient access to resources and the freedom and choice to travel how they want based on their individual needs.*

# Goals

1. Increase the use of sustainable travel options to better balance capacity within the transportation system.
2. Provide solutions that improve access to jobs, schools, and other essential services to individuals and households that lack access to personal vehicles or may be unable to drive.
3. Reduce injuries and deaths associated with travel.
4. Reduce pollution and other environmental impacts associated with travel.
5. Work collaboratively with stakeholders and transit agencies throughout the state to advance the TDM program.
6. Ensure that TDM program resources are distributed throughout the state to address the travel needs of rural, suburban, and urban travelers.

# How TDM Can Help

- Aligns with TDOT's mission, "To provide a safe and reliable transportation system to support economic growth and quality of life."
- Encourages travel on routes, in modes, and during times when there is limited capacity.
- Boosts the use of alternative modes of transportation.

# How TDM Can Help

- Reduces congestion when targeted to specific corridors and small geographic areas.
- Delays the need for costly infrastructure investments.
- Minimizes disruptions associated with construction.
- Supports economic development through improvements to job access.

# Draft Recommendations

Create Personalized Travel Tools

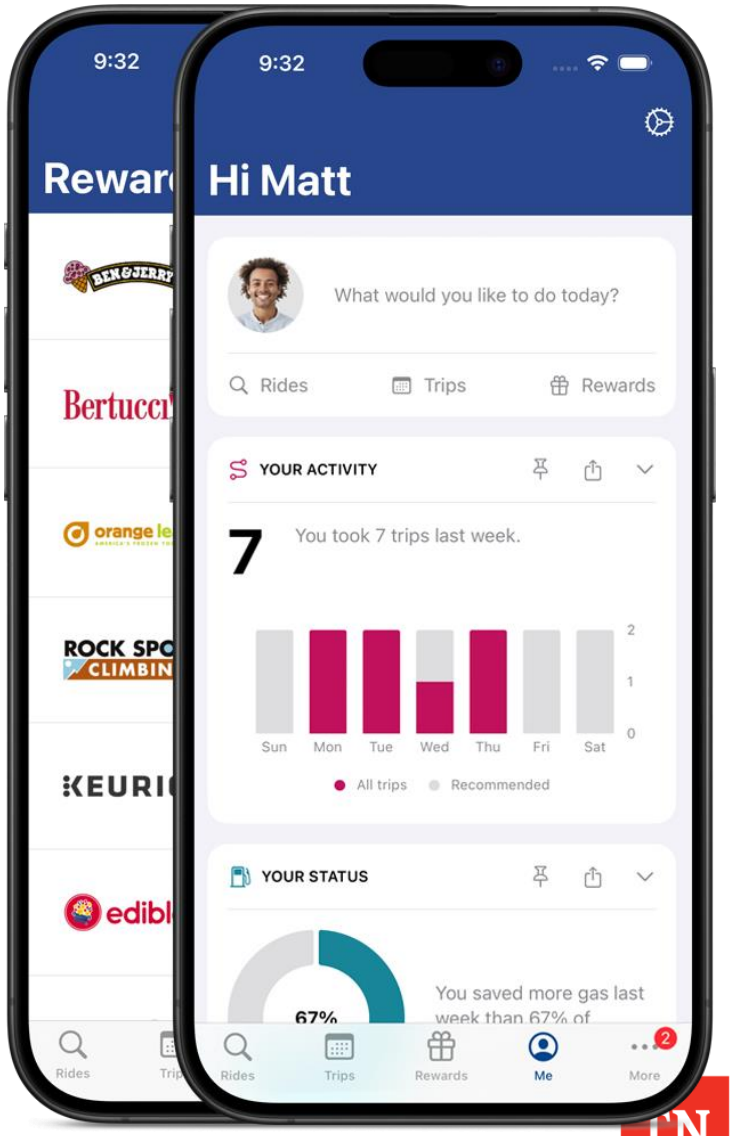
Create a TDM Resource Hub

Lead the Development of TDM Policy

Facilitate Statewide Partnership

# Create Personalized Travel Tools

- Maintain a travel management platform and associated communications materials.
- Create a statewide TDM incentive pool.
- Create a TDM strategy planning tool.
- Expand and adapt TDM grant support to local governments.

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# Create a TDM Resource Hub

- Build statewide TDM brand awareness.
- Integrate TSMO information into TDM messaging.
- Develop and maintain TDM training materials.
- Develop and maintain digital marketing materials.
- Implement modal campaigns.

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# Lead the Development of TDM Policy

- Implement TDM construction mitigation efforts.
- Improve TDM program tracking.

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# Facilitate Statewide Partnerships

- Establish a TDM stakeholder committee.
- Pilot rural focused TDM.
- Pilot tourism focused TDM.
- Pilot economic development focused TDM.

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# Next Steps

- Finalize the TDM plan and strategies
- Launch Agile Mile
- Secure funding
- Begin implementing the plan's recommendations