REGIONAL BICYCLE & PEDESTRIAN PLAN 2014 UPDATE

ETC – November 6, 2014
Planning Themes

• Safety/Comfort

Safety is measured through analysis of historical crash data involving persons riding bicycles or walking. This analysis allows the MPO to prioritize locations with high frequencies of crashes.

Safety also plays a role in how likely a person might be to using a particular corridor for travel by bicycle or by foot. To this regard, safety also includes an analysis of user expectations and perceptions that encourage or discourage bicycling or walking.
Planning Themes

• Connectivity

Connectivity is a measure of how well the bicycle or pedestrian networks allow for efficient travel between two points.

Increasing the connectivity of the bicycle or pedestrian networks create an environment where short trips taken by bicycle or by foot rival the speed, time, and duration of trips taken by car.
Planning Themes

• Accessibility

Accessibility is a measure of how well bicycle and pedestrian modes of travel integrate with themselves and with other modes of transportation.

Often times, the connectivity between different modes of transportation, particularly bicycle, pedestrian, and public transportation, produce a synergy that allows greater access to common destinations that when a singular mode of transportation is used.

The ability for a person using a mobility device to access the pedestrian and public transportation networks is critical to ensuring equal opportunity for all residents regardless of their ability.
Planning Themes

• Mode Shift

Mode shift refers to those programs, policies, and projects that result in fewer trips being made by automobile, and more trips being made utilizing bicycling, walking, or public transportation.

There are predictive methods of estimating how many potential users would be inclined to make a trip by bicycling or walking after a key piece of infrastructure is completed.

There may be educational or encouragement programs that tap into latent demand and produce highly visible examples of short trips being made by bicycling or walking.
Methods of Analysis

- Safety/Comfort
- Connectivity
- Accessibility
- Mode Shift
Analysis of Proposed Facilities

• Facilities included in the 2011 Bicycle and Pedestrian Plan

• Facilities proposed by the Mid-South Regional Greenprint

• Facilities requested for inclusion by MPO jurisdictions during the plan’s development
Composite Results

• Every roadway and greenway segment provided a numeric score for comparison purposes.

• Results indicate where bicycle and pedestrian improvements are most likely to provide the greatest benefit (based on the plan’s 4 themes described above).

• Recommended projects from the Mid-South Greenprint incorporated into the plan.

• Bicycle project ranking separate from pedestrian ranking.
Draft Review Period

• 30-day comment period began October 11, 2014
• Reviewed by:
  • The public
  • Local municipal planners and engineers
  • TDOT/MDOT
  • Federal agencies
• All parties strongly encouraged to submit comments regarding the plan
• MPO staff will revise the plan as necessary based on comments received
• Final draft prepared by mid-November
• COMMENTS DUE TO MPO STAFF NO LATER THAN NOVEMBER 12
2014 PUBLIC PARTICIPATION PLAN (PPP)

ETC – November 6, 2014
Public Participation Plan (PPP) - Overview

• Handbook describing how the Memphis MPO involves the public in the transportation planning process.
  • Outreach Methods/ Public Input Methods
  • Participation Strategies
  • Plan Evaluation
  • State and Federal Regulations
  • Public, State and Federal Review Periods

• The PPP is updated to keep it consistent with federal transportation legislation (MAP-21) requirements.
PPP Update Process

- **July ’14** - Memphis MPO Membership and Public Notified
- **July ’14** – Peer PPP Review
- **August thru October ’14** – Public Survey & Feedback
- **August ’14** - TPB/ETC Draft Review
- **September ’14** - State DOTs/Federal Agencies Draft Review
- **October thru November ’14** - Public Draft Review
- **November ’14** - Adoption

- Attended 13+ meetings sharing PPP update status
- 5 peer PPPs reviewed
- 45 calendar day Public Review ends Nov. 18
Survey Results **70+ Participants**

1. How did you hear about today’s public meeting? (1 sticker per)

2. How would you most likely provide your input to the Memphis MPO? (2 stickers per)

3. How would you prefer to have detailed or complicated material presented to you? (1 sticker per)

4. Which of the following best describes you? (1 sticker per)
# Outreach Techniques

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<thead>
<tr>
<th><strong>Memphis MPO</strong></th>
<th><strong>Peer MPOs</strong></th>
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<tbody>
<tr>
<td>Website</td>
<td><strong>Nashville</strong></td>
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<td>Quarterly Newsletter</td>
<td>Tag- On Meetings</td>
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<td>Exhibits at Events</td>
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<td>Newspapers article</td>
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<td>Public Meetings/ Open House</td>
<td>Annual Report on Participation Efforts</td>
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<td>Press Releases</td>
<td><strong>San Francisco</strong></td>
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<td>Social Media</td>
<td>“Meeting in a Box”</td>
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<td>Say it Simple</td>
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**Peer Review Themes**: Cultivating Partnerships, Targeted Outreach, Presenting in the Community and Public Involvement Self-Reporting
2014 PPP Major Changes

• Clearly designed document to be more legible, user friendly and easier to read
• Annual Public Involvement Reporting
• New Outreach Methods from Peer PPP Review
• Incorporate technology trends (Constant Contact, Social Media) considering preferences from the PPP Survey
• Improve Public Participation process for the Regional Transportation Plan (RTP)
• Bring up to date with Federal Legislation – MAP-21
Public Review ends Nov. 18th

PPP is available online @ www.memphismopo.org, at local libraries, or at the Memphis MPO Offices

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Perter.Jenkins@memphistn.gov
LAND USE MODEL UPDATE

ETC Meeting
November 6, 2014
Agenda

• Model Process
• Control Totals and Allocation
• Results
Model Process

Legend:
- LUM Process
- Input
- Output
- TDM Process

Geospatial Data

Carrying Capacity Analysis:
Identifies potential constraints and determines where future growth may occur

Land Suitability Analysis:
Measures the attractiveness of areas for accommodating new development

Control Totals:
- Future growth in population and employment for the region

Model Allocation:
Model will assign population and employment growth

Population:
Number of Households

Employment:
Retail, Office, Service, Industrial/Manufacturing, Wholesale, and Government

Traffic Analysis Zone (TAZ) Aggregation

Transportation Facilities

Regional Travel Demand Model

Place Types:
- Represents the various development categories
- Describe, measure, and evaluate the built environment

Suitability Factors:
- Rate different locations
- Help measure the appropriateness of an area for a specific condition or use
Planning and Land Use Advisory Committee

- Standing Committee of the MPO recently formed to address regional land use planning issues
- Assisted in the development of the land use model update
  - July 31, 2014
  - September 4, 2014
  - October 9, 2014 (PLAC and ETC Work session)
- Revised model inputs based on comments from PLAC and ETC members
Land values exceed the value of the buildings:

- **High**: Building value is less than 25 percent of land value
- **Medium**: Building value is between 25 and 75 percent of land value
- **Low**: Building value is between 75 and 100 percent of land value
Allocation

• Growth determined from control totals
• Control Totals Developed as part of Travel Demand Model:
  • Historical Growth Patterns
  • US Census information
  • MPO current travel demand model projections
  • University of Tennessee's projections from their Center for Business and Economic Research + other State Projections (TN MS and AR)
  • Third party sources (Infogroup, Woods and Poole)
• Land Use Model distributes future growth based on placetypes and suitability analysis
  • Allocation constrained at the county level control totals
# Control Totals

## Population Forecasts

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<th>County</th>
<th>2010</th>
<th>2017</th>
<th>2020</th>
<th>2023</th>
<th>2025</th>
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## Household Forecasts

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Next Steps

- TDOT is currently reviewing TAZ socio-economic data for all model horizon years
- TPB meeting: November 20
- Incorporate socio-economic data into Travel Demand Model
- Model Documentation
2040 REGIONAL TRANSPORTATION PLAN

ETC Meeting November 6, 2014

**Consultant Team:** Cambridge Systematics, The Corradino Group, Parsons Brinckerhoff, Younger Associates, New West Public Relations and Dalhoff-Thomas Design Studio
Agenda

• Project Status
• Public Outreach Round 1 Results
• Preliminary Goals and Objectives
Schedule

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<td>Task 1 - Coordination</td>
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<td>Task 2 – Baseline Data and Policy Synthesis</td>
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Public Meetings

ETC/TPB Meetings

Q3 2014
Q4 2014
Q1 2015
Q2 2015
Q3 2015
Q4 2015
Q1 2016
How Does Everything Fit Together?

- Regional Land Use Model
- Regional Travel Demand Model
- Congestion Management Process
- Greenprint, other regional studies

2040 Regional Transportation Plan

Performance Measures Reporting
Public Outreach Round 1 Results

• Public Meetings
  • Turning Point, Survey Monkey: Survey/Live Polling
  • Presentation
  • Q&A

• Other Special Stakeholder Meetings
Public Outreach Round 1 Results

- Public Meetings
- Community and Tag On Meetings
- Livable Memphis
- MEMfix Event
- Westwood Community
- Center for Independent Living
- LatinoMemphis (upcoming)
Outreach Activities

• Public Meetings
• School Visits
• Transit Bus Ads
• Press Releases
• Radio Interviews
• Email Blasts
• Community Meeting Tag-Ons
• Elected Officials Meetings
• More, More, and More…..
Interactive Opportunities

LIVABILITY 2040 Homepage [www.Livability2040.com](http://www.Livability2040.com)


Facebook search “Memphis Urban Area MPO”

Twitter search @MemphisMPO

Make your voice count. – 560 survey responses.
Initial Survey Results

Q5 For my day to day travel I use the following transportation modes: (Please select all options which apply to you).

Answered: 512  Skipped: 52

- Drive my own car: 95.31%
- Carpool: 4.88%
- Transit bus or trolley: 7.03%
- Bike: 13.28%
- Walk: 14.26%
Q7 If you don’t bike, walk, or take transit the primary reason for NOT TAKING this mode is: (Please select one).

Answered: 474   Skipped: 90

- Safety/Security: 9.28% (44)
- Speed or reliability: 12.03% (57)
- Distance: 21.52% (102)
- Doesn’t get me where I need to go: 11.81% (56)
- Not convenient: 17.72% (84)
- Not Applicable: 14.98% (71)
- Other (please specify): 12.66% (60)
Q11 Are there any times of the day where you experience delay? If yes, please select the time of day you experience the MOST delay.

Answered: 494  Skipped: 70
Q16 My top THREE issues with transportation in the Greater Memphis Area are:

Answered: 449  Skipped: 115

- Frequent congestion: 82 First, 51 Second, 55 Third
- Unpredictable travel times: 33 First, 81 Second, 71 Third
- Condition and quality of transportation Infrastructure: 103 First, 102 Second, 85 Third
- Difficulty of using transportation options besides driving: 148 First, 95 Second, 55 Third
- Impact to the environment: 14 First, 28 Second, 50 Third
- Unsafe travel conditions: 38 First, 46 Second, 55 Third
- Negative community impacts: 21 First, 39 Second, 53 Third
- Other: 8 First, 5 Second, 10 Third
Q21 How would you prioritize the following? Please evaluate and select the most applicable response for each item (Higher average rating number indicates higher priority.)

Answered: 431  Skipped: 133

- Maintenance Improvements: 3.96
- Intersection Improvements: 3.73
- More frequent bus service: 3.68
- Improve Timing of Signals: 3.61
- Rail Transit Service: 3.45
- More Sidewalks: 3.30
- Widen Major Roads: 2.96
- More Bicycle/Pedestrian: 2.88
- More bike lanes: 2.71
<table>
<thead>
<tr>
<th>MAP-21 National Goal</th>
<th>2040 RTP Planning Emphasis Area</th>
<th>2040 RTP Update Goal</th>
<th>2040 RTP Update Objectives</th>
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</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>Maintenance</td>
<td>GOAL 1.1 MAINTAIN EXISTING TRANSPORTATION ASSETS AND INFRASTRUCTURE</td>
<td>OBJECTIVE 1.1 Maintain existing assets as a priority</td>
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<td>OBJECTIVE 1.2 Prioritize strategies to better manage travel demand on existing infrastructure</td>
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<td>OBJECTIVE 1.3 Promote construction/maintenance techniques and materials that minimize future maintenance needs</td>
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<td>Safety</td>
<td>Safety</td>
<td>GOAL 2.1 INCREASE THE SAFETY AND SECURITY OF THE TRANSPORTATION SYSTEM FOR ALL USERS</td>
<td>OBJECTIVE 2.1 Support projects that address an existing, identified safety or security need</td>
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<td>OBJECTIVE 2.2 Support projects, programs and policies that advance safe and secure travel</td>
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<td>OBJECTIVE 2.3 Initiate crash data management system</td>
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<tr>
<td>Environmental</td>
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<td>Goal 3.1 MINIMIZE ADVERSE IMPACTS OF TRANSPORTATION INVESTMENT ON THE SOCIAL, NATURAL, AND HISTORIC ENVIRONMENT; IMPROVE AIR QUALITY; AND IMPROVE PUBLIC HEALTH</td>
<td><strong>OBJECTIVE 3.1</strong> Provide multimodal, active transportation options</td>
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<td>Sustainability</td>
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<td><strong>OBJECTIVE 3.2</strong> Preserve and protect natural resources</td>
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<td><strong>OBJECTIVE 3.3</strong> Support integrated and expanded greenway/multiuse plans</td>
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<td>Land Use</td>
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<td>Goal 4.1 ADVANCE CORRIDOR AND COMMUNITY REDEVELOPMENT OPPORTUNITIES TO IMPROVE ECONOMIC DEVELOPMENT AND QUALITY OF LIFE</td>
<td><strong>OBJECTIVE 4.1</strong> Encourage context sensitive solutions derived from integrated transportation/land use planning efforts</td>
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<td><strong>OBJECTIVE 4.2</strong> Support complete streets implementation (on regional livability corridors)</td>
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<td><strong>OBJECTIVE 4.3</strong> Encourage access management planning and design (on regional mobility corridors)</td>
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<td><strong>OBJECTIVE 4.4</strong> Identify and mitigate freight/residential community conflict</td>
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<td>Economic Vitality/Freight Movement</td>
<td>Economic Vitality</td>
<td><strong>Goal 5.1</strong> ENSURE THE REGION IS WELL POSITIONED TO REMAIN A LEADER IN GLOBAL LOGISTICS AND FREIGHT MOVEMENT</td>
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<td><strong>OBJECTIVE 5.1</strong> Reduce truck delay on critical freight corridors and within key freight hubs</td>
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<td><strong>OBJECTIVE 5.2</strong> Reduce intermodal conflict and delay</td>
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<td><strong>OBJECTIVE 5.3</strong> Advance an Airport/Aerotropolis TMA</td>
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<td>Mobility / Accessibility</td>
<td>Goal 6.1 IMPROVE MULTIMODAL ACCESS TO COMMUNITY AND EMPLOYMENT RESOURCES</td>
<td><strong>OBJECTIVE 6.1</strong> Improve bicycle and pedestrian access to employment, educational, health, and recreational opportunities</td>
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<td><strong>OBJECTIVE 6.2</strong> Expand transit service to unserved regional employment markets</td>
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<td><strong>OBJECTIVE 6.3</strong> Improve existing transit service</td>
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<td><strong>OBJECTIVE 6.4</strong> Focus complete streets upgrades in underserved regional markets with latent demand</td>
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<td><strong>OBJECTIVE 6.5</strong> Expand rural human services transportation services into areas not currently served</td>
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<td><strong>OBJECTIVE 6.6</strong> Improve system access for all system users</td>
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<td><strong>OBJECTIVE 6.7</strong> Advance TDM strategies to support last mile connections for key employment origins and destination</td>
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<td>Congestion Reduction</td>
<td>Congestion</td>
<td>GOAL 7.1 REDUCE TRAVEL DELAY FOR PEOPLE AND GOODS</td>
<td><strong>OBJECTIVE 7.1</strong> Address critical highway bottlenecks as a priority</td>
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<td><strong>OBJECTIVE 7.2</strong> Focus capacity investment on corridor connections to regional employment centers</td>
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<td><strong>OBJECTIVE 7.3</strong> Improve system operations through technology applications</td>
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<td>System Reliability</td>
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<tr>
<td>Project Delivery</td>
<td>Addressed via agency business practice</td>
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Next Steps

• Meet with RTPAC and MPO Board
• Finalize Performance Framework
• Continue Analysis of Baseline and Forecasted Conditions
Questions