Ms. Pragati Srivastava called the meeting to order at 1:30 PM. In addition to Ms. Pragati Srivastava, the following Advisory Committee members were present at the meeting:

- Christopher Pate, Oakland
- Jim Vasquez, Shelby County Housing
- Jim Atkinson, Lakeland
- Paul Ryan, Piperton
- Patricia L Brown, Gallaway
- Chip Saliba, Memphis and Shelby County OPD
- John Lancaster, MATA
- Carlos McCloud, TDOT
- Esther Sykes Wood, Fayette County
- Heather Sparkes, Arlington
- Aury Kangelos, TDOT
- Sean Isham, Collierville
- Robert Rae, Kimley Horn (via phone)
- Lindsay Puckett, Gresham Smith and Partners (via phone)
- Kevin Tilbury, Gresham Smith and Partners
- Sajid Hossain, Peter Jenkins

The following Advisory Committee members were present via video conferencing:
- Rusty E Bloodworth, Boyle

The following Consultants were present:
- Kenny Monroe, Kimley Horn
- Alex Shoemaker, Kimley Horn
- Annie Wise, Kimley Horn
- Robert Rae, Kimley Horn (via phone)

The following Memphis MPO staff members were present:
- Sajid Hossain, Peter Jenkins
1. **Welcome and Introduction**

Ms. Pragati Srivastava explained that this is the first time a land use committee has been formed at the Memphis MPO, with the purpose being to better coordinate land use and transportation decision making throughout the region. Ms. Pragati Srivastava informed the committee that the two members of the MPO staff that will be working with the PLAC and on the Land Use Model Update are Mr. Sajid Hossain and Mr. Peter Jenkins.

2. **Election of Committee Chair and Vice-Chair**

Ms. Pragati Srivastava shared that the MPO staff will support the Land Use Model Update under the guidance of the Planning and Land Use Committee, but a Chair and Vice-Chair are necessary for the success of the advisory committee.

   i. **Chair Elected**: John Lancaster – Mr. Carlos McCloud made the motion to elect Mr. John Lancaster as the chair of the Planning and Land Use Committee; Mr. Ted Garrod seconded the motion and the motion carried without dissent

   ii. **Vice-Chair Elected**: Heather Sparks – Mr. Jim Vasquez made the motion to elect Ms. Heather Sparkes as the Vice-Chair of the Planning and Land Use Committee; Mr. Jim Atkinson seconded the motion and the motion carried without dissent

3. **Designation of a Proxy in Committee Member’s Absence**

Ms. Pragati Srivastava detailed that in the absence of the primary committee member the MPO staff would like to have a designated proxy member. The name of this proxy member can be e-mailed to the MPO staff when known.

4. **Land Use Model Presentation**

   a. **Introduction**

   Mr. Kenny Monroe introduced the team of consultants that will be working on the Land Use Model Update which includes staff from Kimley-Horn as well as staff from Gresham Smith and Partners, who are responsible for the study design. Mr. Kenny Monroe and Mr. Alex Shoemaker described that the purpose of this committee is to provide feedback, interaction, and support in the development of the update to the Land Use Model.

   b. **Model Background and History**

   Mr. Alex Shoemaker explained that the regional Travel Demand Model (TDM) is expanding and that the purpose of this project is to update the existing Land Use Model to match the boundary of the new Travel Demand Model (TDM). It is necessary that the existing LUM be updated and improved, as the LUM will provide part of the input for the TDM in the long range transportation plan. Mr. Shoemaker described that the LUM will display development in the region based off
of population and employment control totals. Future allocation of development in the region is then estimated using these control totals as well as land use placetypes and suitability factors.

c. CommunityViz Model Features
Mr. Shoemaker described that CommunityViz is an extension of GIS, and is used to run the LUM. CommunityViz uses GIS data to allocate future growth for population and employment.

d. Scope of Model Update
i. Project Schedule
Mr. Alex Shoemaker detailed the project schedule including upcoming MPO’s Engineering and Technical Committee (ETC) and Transportation Policy Board (TPB) meetings. He outlined that we are currently in the data collection and study design phase of the project. Mr. Alex Shoemaker described the goal of the two remaining Planning and Land use Advisory Committee meetings, including a presentation about the suitability factors and placetypes in meeting number two and initial model outputs and allocations in meeting number three.

e. Study Design
i. Current Model Limitations
Mr. Kevin Tilbury shared that a disintegrated model structure, dissimilar polygon sizes in GIS and the lack of redevelopment within the allocation structure are limitations to the current LUM.

ii. Best Practices
Mr. Kevin Tilbury described that Scenario Planning is a powerful tool within CommunityViz that planners can use within their localities to evaluate alternative development strategies. He presented I-269 in Shelby County as a project that utilized Scenario Planning.

iii. Model Enhancements
Mr. Kevin Tilbury detailed that a switch from parcel-level analysis in CommunityViz to a grid-level analysis would result in a faster and more efficiently run model. He also mentioned that a focus on redevelopment within the model is important, as Memphis undergoes pockets of re-intensification and cited PlanET as an example of redevelopment within a land use model using CommunityViz.

f. Feedback from the Committee
i. Involvement with decision-makers
   1. Mr. Paul Ryan asked how many squares a 40-acre grid structure would make in our region.
      a. Mr. Kevin Tilbury guessed that it would be about 50,000 but, shared that will be determined and presented as part of the Study Design.
He described that a hybrid case may be appropriate in this region, given the size of the model boundary.

2. Ms. Esther Sykes Wood asked how the land use attributes from parcels would be distributed at the grid level.
   a. Mr. Kevin Tilbury described that the core info at the parcel level is land use and that is summarized at the grid level. A 40-acre grid may display 5-acres as residential within it. A 40-acre grid acts as a summary whereby 10 acres may be retail, 10 acres residential, and so on.

3. Ms. Esther Sykes Wood followed up and asked how you would split up a larger tract with current representation of population and dwelling units.
   a. Mr. Kevin Tilbury stated that it would be distributed evenly across a grid. For example, if you had a big parcel with 100 people and you broke it into 10 grid cells, each cell would get 10 people.

4. Mr. Carlos McCloud asked if we would revisit the suitability factors.
   a. Mr. Kevin Tilbury replied that the suitability factors are being revisited as part of the study design and that the PLAC will be going over changes and enhancements to the suitability factors at the second PLAC meeting in early September.

5. Mr. John Lancaster asked how population numbers were being allocated to the parcel level and if that data was from the US Census, specifically if it will be from Census block groups to parcels.
   a. Mr. Alex Shoemaker replied that they would be taking population control totals from the updated Travel Demand Model and that distribution from the parcel level up to the grid system would be based off of a geometric calculation. Mr. Alex Shoemaker further described that they will be using information from Traffic Analysis Zones (TAZs) and applying the data to the grid structure.

6. Mr. Chip Saliba asked if the LUM would project the type of roadway needed by individual communities.
   a. Mr. Kevin Tilbury and Mr. Kenny Monroe describe that the LUM would work in conjunction with the updated TDM. The TDM would be used to determine future roadway capacity needs, but the LUM will help provide inputs to the TDM.

7. Mr. Rusty Bloodworth asked for a clarification about the difference between placetypes and land use when thinking about the grid component. He continued that it may be easier to allocate placetypes more discretely in grid system where you are not overstating traffic demand at the parcel level, i.e. with redevelopment in the model.
   a. Mr. Kevin Tilbury explained that zoning and land use is one of the key components in developing current placetypes and that when thinking about redevelopment you are not limited to one type of placetype given that using scenario planning you can evaluate the results of multiple placetypes.
8. Mr. Carlos McCloud asked if the placetypes will be revisited, considering the MPO’s LUM will not be undertaking Scenario Planning, including adding additional placetypes.
   a. Mr. Alex Shoemaker states that placetypes will be revisited at the next PLAC meeting, where there will be opportunities to enhance and refine some of the existing placetypes from Imagine 2040.
9. Mr. John Lancaster asked if there will be interchangeability in terms of level of grid size and corresponding analysis, considering Lakeland uses a 5-acre grid size.
   a. Mr. Kevin Tilbury clarified it is easier to move up than move down in scale. Scalability is an option that will be discussed at the next PLAC meeting. A 40-acre grid is \(\frac{1}{4}\) of a mile by \(\frac{1}{4}\) of a mile, generally the distance a person is willing to walk to a destination.
10. Mr. Ted Garrod asked if this model will let us see the impact of changing individual grid blocks and the resulting trip generation.
    a. Mr. Kevin Tillbury stated that this will be dependent on the size of the changes to the blocks. The LUM will primarily serve as a regional model to coincide with the TDM. This model forecasts population and employment location and that information is an input into a Travel Demand Model which forecasts trips and travel behavior.
11. Mr. Alex Shoemaker asked about cases where we have variable grid sizes?
    a. Mr. Kevin Tillbury stated that larger grid squares would be used in the situation where the land will not be developed.
    b. Mr. Kenny Monroe added that depending on the quality of available data, larger blocks may be used, especially in areas where there is not a lot of anticipated growth. Mr. Carlos McCloud added that this may be the case in areas where no sewer infrastructure is in place and in places where growth is not desired by the local community.
12. General Discussion: What is the point of the model projections? Are we talking about attracting traffic to an area or producing more traffic in the area? What’s the correct way of thinking about the big picture?
    a. The LUM will allocate future growth of population and employment, which will serve as inputs into the TDM. These allocated values will be aggregated to the TDM’s Traffic Analysis Zones (TAZ). The TDM will generate and assign trips to the roadway network for the analysis years.

g. Data Collection
   i. Data needs lists
   ii. How the data is used
   iii. What is needed from the PLAC:
      1. The LUM will provide future allocations for population and employment
      2. This will be approved by the PLAC, ETC, and the TPB.
3. There is a need to talk to local agencies, Mayors, and others to help them understand the process and approve the allocations.

4. A really solid LUM is related to local efforts, therefore we need local input.

h. Next Steps
   i. Complete Study Design
      Mr. Kevin Tilbury described that at the next meeting the PLAC will discuss the grid structure, placetypes, suitability factors and the redevelopment option within the model.
   ii. Data Collection
      Mr. Alex Shoemaker explained that he is working with the MPO to review the current data.

i. Upcoming Meetings
   i. Planning and Land Use Advisory Committee
      1. Meeting #2 – Early September, The PLAC will be provided with information to review the existing placetypes and current Travel Demand Model update as soon as possible.
      2. Meeting #3 – Early October, The PLAC will get to see the allocation in the LUM
   ii. Engineering Technical Committee
      1. August 7 and November 6
   iii. Transportation Policy Board
      1. August 21 and November 20th

5. New Business

6. Adjourn

NOTE: The meeting minutes are a summary of the meeting. If you would like to review the tape recording of the entire meeting you may do so by scheduling an appointment with Peter Jenkins, Transportation Planner at (901) 576-7156.