

# MEMPHIS

## You've heard it before.

A cash-strapped community is challenged to make ends meet, but finds a way to still deliver projects worthy of a 21st-century city. Which mid- to large-sized city in the US isn't in such a tough place right now?

Memphis, though, just may take the cake as one of the most challenged. We're not self-deprecating, just pragmatic. Hear us out. Despite our obstacles we've moved forward, and we're ready to tell your city how it can, too.



Around **650,000 people** call the Bluff City home, but they're spread around **325 square miles**.

And by the way, over a quarter of those people live below the poverty line.



We have nearly **7,000 lane miles** under local jurisdiction.

The City's annual capital budget hovers around **\$70 million**, only about 35% of which may go to transportation-related projects in any given year. Over half of that percentage is basic re-surfacing.

In other words, we struggle to maintain basic transportation infrastructure while still looking toward the future.

So, how do we deliver exciting, headline-grabbing transportation projects?



# THIS IS HOW.

## We let citizens take matters into their own hands.

In 2010, before tactical urbanism had a name, citizens on Broad Avenue painted their own protected bike lanes. The City, not privy to the plans, let it slide. These same citizens later raised funding to build a curb-protected cycle track, which will break ground in spring 2018.



## We ask the public for help.

Since 2011, the City has annually partnered with non-profits and public volunteers to host a tactical urbanism festival called MEMFix, which targets a different neighborhood each year and leaves behind the interim improvements.

## We take small steps that lead to big change.

If you haven't caught on yet, Memphis embraces interim design improvements. We seek low-cost, quick build measures that yield significant results in terms of safety, quality-of-life, and transportation connectivity. Intersection improvements in the Edge District are one example. What started as paint, is now epoxy gravel. One day, we'll move the actual curbs.



## We take risks.

Some of the first major bike lanes proposed in Memphis were on Madison Avenue in 2011. Businesses pressed the City hard against the idea, but we gave them a try anyway. Since then, Madison Avenue has experienced massive levels of investment, and stakeholders welcome the growing connections by bike.

## We assemble creative partnerships.

The Great Streets Pilot Project, which launched in June 2017, exists thanks to private sponsors and a local non-profit that assumed the role of fiscal agent for the project. With this partnership, we delivered a project from conception to implementation in less than nine months.



Or, as Memphians like to say, we grit and grind.

Follow Our Progress: @BikePedMemphis