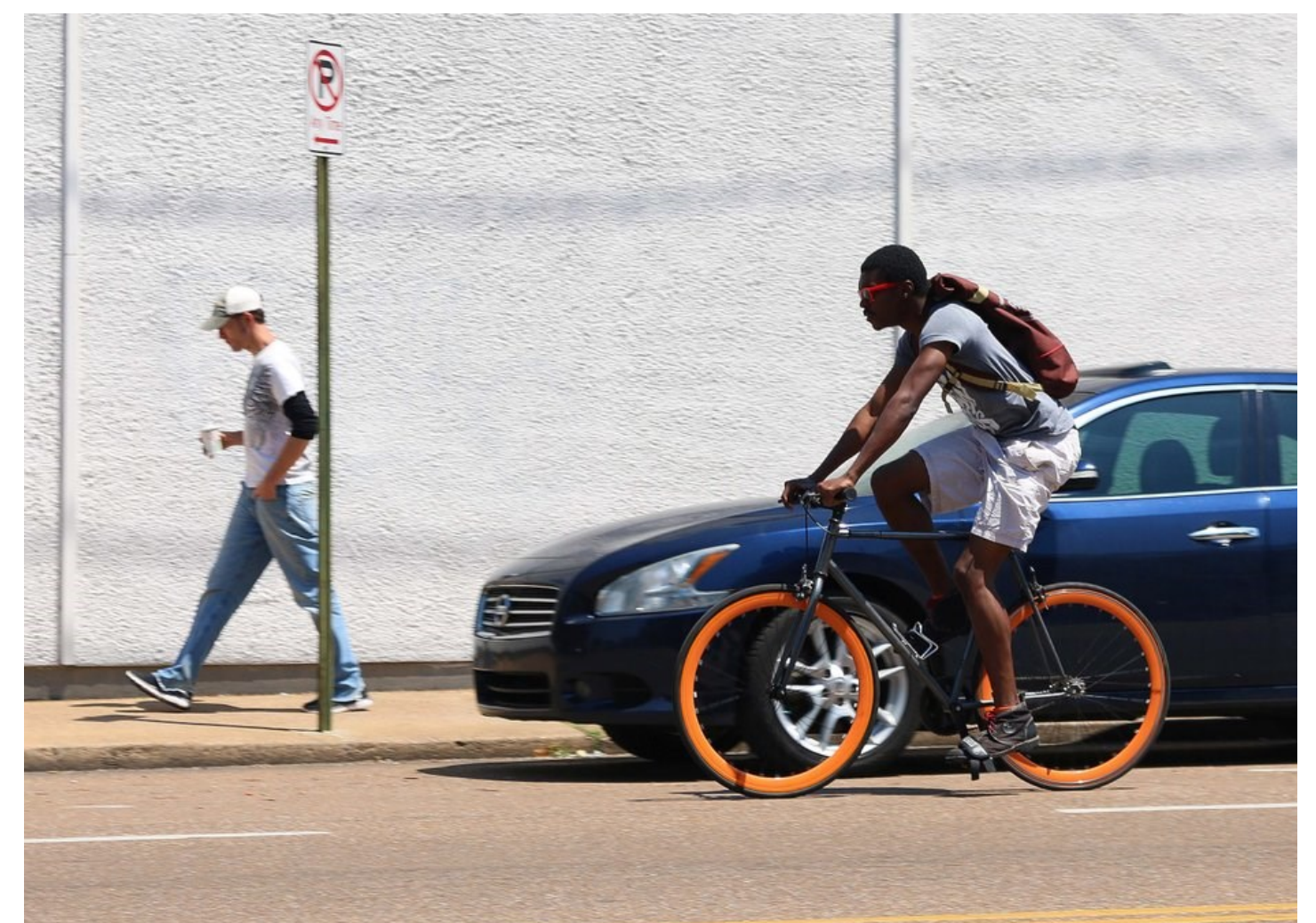


MEMPHIS

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.

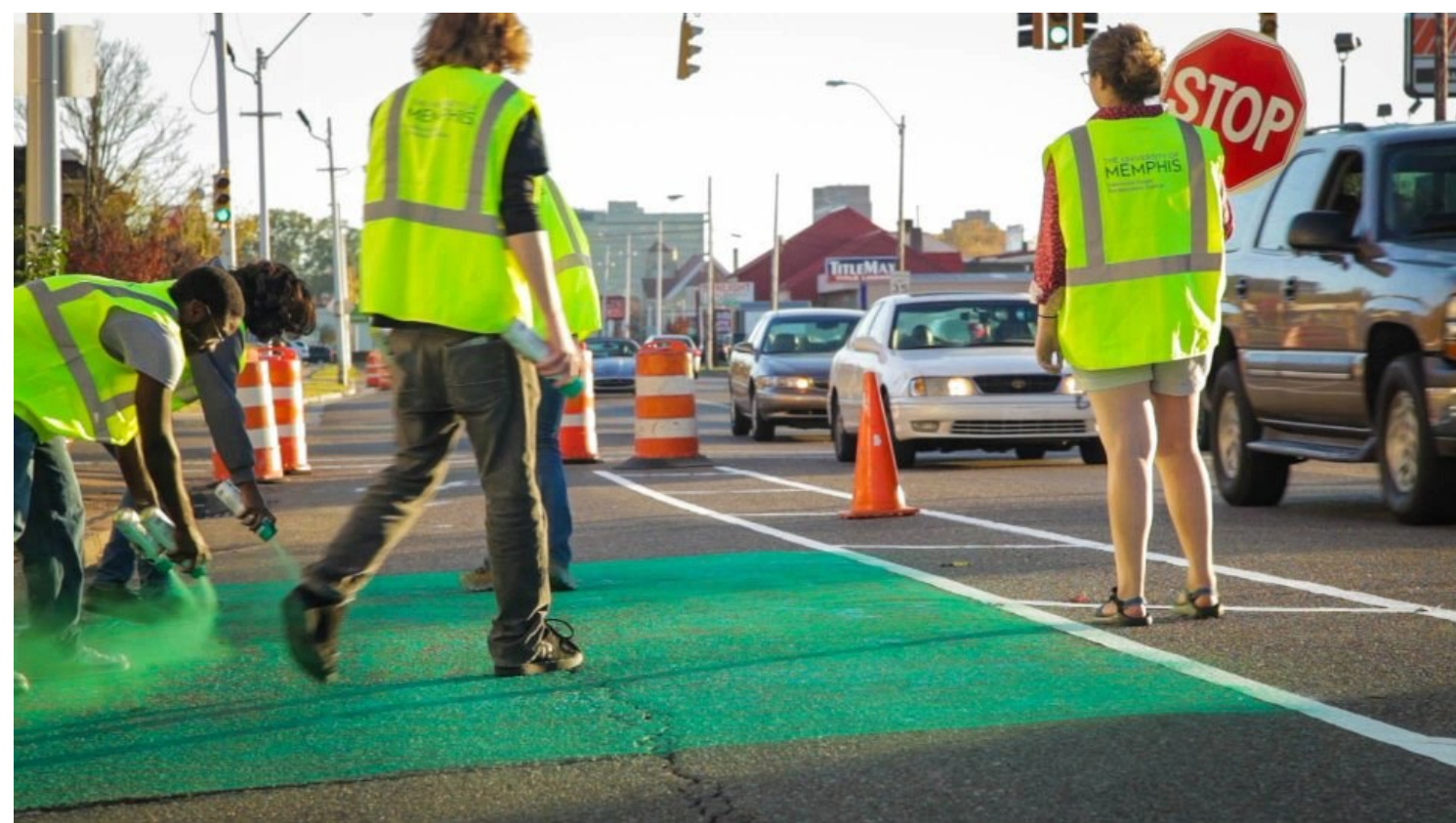
So, how do we deliver exciting, headline-grabbing transportation projects?



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.

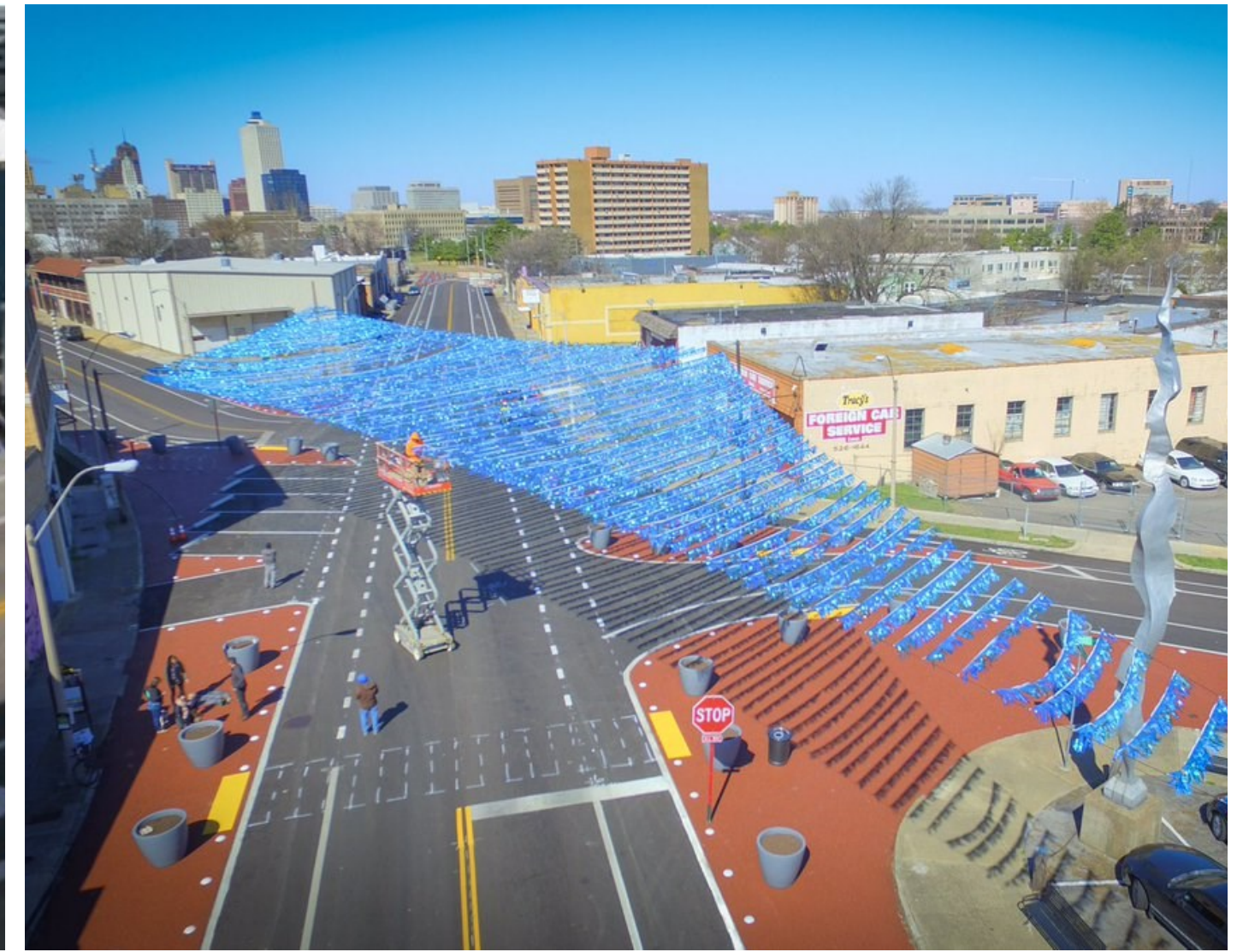


We ask the public for help.

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