

Downtown Mobility Authority

Operating Transition Document

Fall 2019

Parking and mobility are growing concerns for Downtown Memphis with multiple stakeholders and organizations engaged in creating best practices and strategies. Until this point, our Downtown Parking Authority has been focused on operating a limited number of public parking garages and incentivizing economic development by making strategic investments in new parking capacity. As our priorities shift, the DMC and our boards have become more involved as advocates for mobility improvements. **As such, and in order to maximize access to, and connectivity within, Downtown Memphis for all users, a formal collaboration is needed between the current DPA, City, County, MATA, private entities, prominent employers and other stakeholders.**

By creating the Downtown Mobility Authority (DMA), we will provide a structure for accomplishing our shared mobility and parking goals. The DMA will be the convener of key stakeholders and will advocate for mobility improvements in Downtown Memphis while maintaining its attention to ensuring adequate parking for current use and future development. The DMA may form working committees to improve Downtown access and mobility.

Goals

1. Improve access to Downtown Memphis for all users.
2. Facilitate seamless user experience via coordination between parking/mobility providers and users.
3. Reduce congestion into and within Downtown Memphis

Values

1. Easy - Parking and transportation options in Downtown Memphis are convenient, easy to find and easy to use.
2. Safe - Downtown parking and transportation options are and are perceived as safe.
3. Clean - Downtown parking and transportation options are and are perceived as clean, attractive and inviting.
4. Connected - Downtown parking allows users to reach their destination or be connected to other modes of transportation.
5. Innovative - The Downtown Mobility Authority always looking for ways to accomplish its mission better, faster, and at less cost.

Tasks

1. Serve as liaison between MATA and the City of Memphis, between private garage owners and the City of Memphis and between all parking asset owners and the users of such parking to facilitate the achievement of goals.
2. Coordinate and implement a performance-based management program in collaboration with City Engineering for on-street parking and public and private owners of off-street parking facilities.
3. Promote and provide education on and facilitate adherence to shared parking agreements.
4. Develop guidelines and a shared approach to technology and emerging mobility among all stakeholders.
5. Coordinate infrastructure needs to include parking, traffic and road related matters, alternative mode and shared service storage and access.
6. Evaluate technology upgrades to facilitate goals.
7. Evaluate pricing and facilitate change as needed.
8. Evaluate Transportation Demand Management programs and initiatives and execute as needed.
9. Evaluate funding sources and facilitate agreement of funding of mobility goals.

Committees - Structure and assignment may change, as needed:

1. Parking - On and off-street capacity, quality, pricing
2. Wayfinding - Traditional and technologically advanced, quality of pedestrian pathways to and from parking assets
3. City Relations - Meters, ordinances needed, etc from all Committees
4. MATA Relations - Shuttle, One Pass fare system, BRT Stakeholder meetings
5. Communications and PR - Commute Options, likely to participate in all committees
6. Transportation Demand Management - investigate options/strategies to reduce the number of single-rider cars into and around Downtown

The Downtown Mobility Authority was created by Board of Directors action on September 11, 2019 and in accordance with Tennessee Code SS 7-65-103 as follows

(a) It is hereby determined and declared that the free circulation of traffic of all kinds through the streets and roads of counties, cities and towns in this state is necessary to the health, safety and general welfare of the public. It is further determined and declared that the greatly increased use of motor vehicles of all kinds by the public has caused serious traffic congestion in certain areas of this state, and that inadequate parking facilities for vehicles have contributed to this congestion, not only to the point of seriously interfering with the primary use of such thoroughfares, but also of impeding rapid and effective firefighting and the disposition of police matters.

(b) It is the intention of the general assembly to authorize the incorporation in the several municipalities in this state of public corporations to acquire, by purchase or otherwise, own, operate, lease and dispose of properties, to the end that such public corporations may be able to reduce this parking crisis by providing sufficient off-street

parking facilities and to further incorporate such facilities within projects encompassing the full range of transportation modes relating to off-street parking, including, but not limited to, pedestrian ways, public transit and other modes of public and private transportation properly located in residential, commercial and industrial areas of the several municipalities in this state, and to vest such public corporations with all powers that may be necessary to enable them to accomplish such purposes.