

**2033  
LONG RANGE TRANSPORTATION  
PLAN and FY 2010-2013  
TRANSPORTATION  
IMPROVEMENT PROGRAM**

**WEST MEMPHIS-MARION AREA  
TRANSPORTATION STUDY**

**April 2009**

**PREPARED BY:  
THE WEST MEMPHIS METROPOLITAN  
PLANNING ORGANIZATION**

**IN COOPERATION WITH:  
THE UNITED STATES DEPARTMENT OF  
TRANSPORTATION  
AND  
THE ARKANSAS STATE HIGHWAY  
AND  
TRANSPORTATION DEPARTMENT**

## CHAPTER I INTRODUCTION

The West Memphis Metropolitan Planning Organization is responsible for executing transportation planning activities in compliance with Federal regulations. The 2033 *Long-Range Transportation Plan* (LRP) is based on the 2028 LRP, which was adopted in June 2005 by the MPO and prepared under the guidelines of the *Transportation Equity Act for the 21st Century* (TEA-21). The 2033 LRP reaffirms the basic issues and goals of the previous plans while considering additional matters of concern.

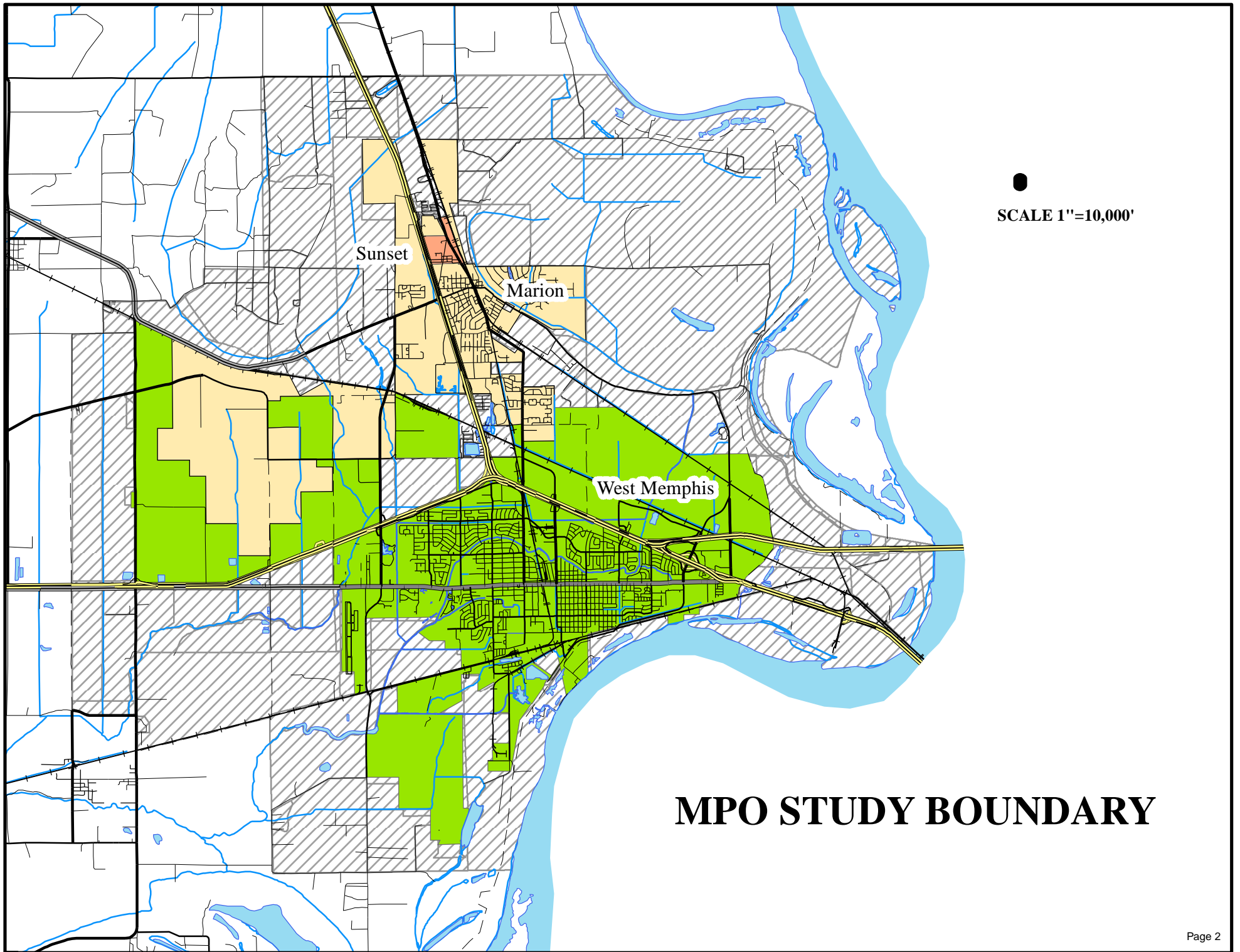
The West Memphis MPO includes a portion of Crittenden County, and three municipalities—West Memphis, Marion and Sunset. (See Page 2), **West Memphis MPO Study Boundary Map.**

This plan incorporates a multi-modal approach to transportation planning in this area for a minimum 20-year horizon and presents recommendations for improvements for the regional interstates and other highways, the local transit system, and local bikeways and pedestrian ways.

This plan follows the guidelines of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), the successor of TEA-21 and the earlier *Intermodal Surface Transportation Efficiency Act of 1991* (ISTEA), the *Clean Air Act Amendments of 1990* (CAAA), *Title VI of the Civil Rights Act of 1964* (Title VI), and the *President's Executive Order on Environmental Justice* (EJ).

Included in this LRP is a financial plan for implementing recommended projects. The financial plan was developed by the West Memphis MPO in collaboration with local jurisdictions and the Arkansas Highway and Transportation Department (AHTD). This financial plan verifies that the costs of the proposed transportation improvements and dollars required to maintain current and future systems are consistent with programmed and projected sources of revenue. The plan is fiscally constrained.

To implement the LRP, the MPO's *Transportation Improvement Program* (TIP) contains four years of programmed projects (projects for which specific funding and dates for implementation have been set). The TIP is the primary programming mechanism for implementing the LRP and therefore must be consistent with it. The West Memphis MPO updates the LRP every four years and TIP every two years.



●  
SCALE 1"=10,000'

# MPO STUDY BOUNDARY

## A. History of Metropolitan Planning Organizations (MPO)

The *1962 Federal Aid Highway Act* first recognized the need for a specialized transportation planning process in the nation's urban centers. This Act sets conditions for spending federal highway and transit funds in urbanized areas (defined as areas with a population exceeding 50,000 persons, as determined by the U.S. Census Bureau). MPOs have the responsibility for planning and coordinating the spending of Federal surface transportation dollars. From this Act and the subsequent amendments, the "3C" process was developed.

The "3C" process:

- **Comprehensively** consider social, economic, land use and environmental effects on all modes of transportation;
- Assure **coordination** among the States and all affected local governments, and provide for participation in the planning process by citizens and all other entities affecting and affected by transportation improvements, and;
- **Continually** update the resulting regional transportation plans considering growth of the metropolitan area and corridors, changes in land use, impacts of transportation projects on air quality, and other factors that affect transportation needs and performance of transportation facilities. The continuing program also includes working with transportation implementation agencies to facilitate project development.

Transportation planning in metropolitan areas is intended to be a collaborative process led by the MPO, but inclusive of other key stakeholders in the regional transportation system. A key component in the transportation planning process is involvement from the public, the business community, community groups, and environmental organizations.

## B. Key Legislation that Shapes Transportation Planning

Below is a brief description of Federal legislation that influences and guides transportation planning.

### 1. Clean Air Amendment Acts of 1990 (CAAA)

The CAAA of 1990 requires that all areas of the country meet Federal standards for air quality. In 1997, the U.S. Environmental Protection Agency (EPA) proposed new National Air Quality Standards for the regulation of what was considered a dangerous amount of ground level ozone and fine particulate matter. The proposal changed the ozone standard from 120-parts-per-billion measured over one hour to 80-parts-per-billion measured over an eight-hour period.

Once a region is designated as a non-attainment area, it is expected to make reasonable progress in controlling air pollution emissions within its boundaries until air quality standards are met. Because motor vehicles are the largest contributors to carbon monoxide and ground level ozone pollution in the United States, MPOs have been directed by the CAAA to focus on air quality as well as transportation mobility. The CAAA specifies that transportation plans, programs, and projects must not (1) worsen

existing air quality, (2) create any additional violations, or (3) delay the attainment of standards. It is the responsibility of each MPO to verify that all transportation plans and programs are in conformity with State-approved emission budgets.

## 2. The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)

The [Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users \(SAFETEA-LU\)](#) was enacted August 10, 2005, as Public Law 109-59.

SAFETEA-LU authorizes the Federal surface transportation programs for highways, highway safety, and transit for the 5-year period 2005-2009.

As with TEA-21, the objective of SAFETEA-LU as it relates to MPOs, is to:

*"Encourage and promote the safe and efficient management, operation, and development of surface transportation systems that will serve the mobility needs of people and freight and foster economic growth and development within and through urbanized areas, while minimizing transportation-related fuel consumption and air pollution."*

SAFETEA-LU identifies eight planning factors that must be considered in the metropolitan planning process:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency.
2. Increase the safety of the transportation system for motorized and non-motorized users.
3. Increase the security of the transportation system for motorized and non-motorized users.
4. Increase the accessibility and mobility options available to people and for freight.
5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system.

## 3. Title VI of the Civil Rights Act of 1964 (TITLE VI)

Title VI states that “no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal assistance” (42 U.S.C. 2000d-1). As the recipient of Federal transportation funds, the MPO is

required under law to ensure non-discrimination in all phases of any planning process for inter-modal surface facilities the organization participates in.

On an annual basis the MPO prepares its *Title VI Report* highlighting its efforts to ensure Title VI.

#### **4. President's Executive Order on Environmental Justice (EJ)**

The *President's Executive Order on Environmental Justice* enhances Title VI regulations by mandating that "each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low income populations." The MPO, through this plan, recognizes the importance of environmental justice to transportation planning. As such, environmental justice issues are incorporated into the plan's goals, objectives and strategies.

Included in these planning factors is the concept of *Environmental Justice*. Increasingly, urban transportation policy makers and planners are called on to look beyond the important, but limited objective of how to develop transportation systems to efficiently move people and commodities, to view transportation as only one major subsystem operating in the total urban environment.

In addressing these issues within the context of Environmental Justice the MPO will seek to:

- Explore needs within the minority and low-income communities
- Involve the minority community and disabled and low income persons in the planning process
- Include minorities and low income persons on committees and in leadership roles
- Document Title VI efforts
- Advertise public meetings in places where minorities and low income persons assemble
- Hold meetings at times and places convenient for the minority community
- Communicate in languages other than English (orally and written) when necessary
- Consider special needs in public accommodations
- Follow-up with minority community after public meetings, when decisions are made and after project implementation

#### **C. Three Key Documents of the MPO**

All MPOs are required by legislation to develop and maintain three key products: a long range transportation plan, a transportation improvement program and a unified planning work program as identified below:

## 1. Long Range Transportation Plan (LRP)

The LRP presents the vision of the regional transportation system for at least twenty years and is updated every three years. Its purpose is to guide the decision making process for the selection and implementation of transportation projects. Long Range Transportation Plans vary widely in style and content from one region to another, but the Federal regulation found in *23 CFR 450.322, Subpart C*, states that “*the Metropolitan Planning Process shall include the development of a transportation plan addressing at least a twenty year horizon.*”

The LRP includes long-range and short-range actions that lead to the development of an integrated, intermodal transportation system that facilitates the effective and efficient movement of people and goods. The transportation plan shall be reviewed and updated at least triennially in non-attainment and maintenance areas and at least every five years in attainment areas to confirm its validity and its consistency with current and forecasted transportation and land use conditions as well as trends extending into the forecast period.

The transportation plan must be approved by the MPO. In addition, the plan must:

- Identify the projected transportation demand of persons and goods in the metropolitan planning area over the period of the plan;
- Identify adopted congestion management strategies;
- Identify pedestrian walkway and bicycle transportation facilities;
- Reflect the consideration given to the results of the management systems;
- Assess capital investment and other measures necessary to preserve the existing transportation system and make most efficient use of existing transportation facilities to relieve vehicular congestion and enhance mobility of people and goods;
- Reflect a multi-modal evaluation of the transportation, socioeconomic, environmental, and financial impact of the overall plan, including all major transportation investments;
- Indicate that the design concept and scope have not been fully determined and will require further analysis for major transportation investments for which analyses are not completed;
- Reflect consideration of the area’s comprehensive long-range land use plan and metropolitan development objectives including local housing goals and strategies; community development and employment plans and strategies; environmental resource plans; local, State, and national goals and objectives such as linking low income housing with employment opportunities and the area’s overall social, economic, environmental and energy conservation goals and objectives;
- Indicate, as appropriate, proposed transportation enhancement activities; and
- Include a financial plan that demonstrates the consistency of the proposed transportation plan with available projected sources of revenue. (The financial plan shall compare the estimated revenue from existing and proposed funding sources that can reasonably be expected to be available for transportation uses and the estimated cost of constructing, maintaining and operating the total transportation system over the period of the plan).

## **2. The Transportation Improvement Program (TIP)**

The TIP is a financially constrained, three-year program addressing the most immediate implementation priorities for transportation projects and strategies of the LRP. It allocates limited transportation resources based on a clear set of short-term transportation priorities. Under Federal law, the TIP:

- Covers a minimum four-year period of investment
- Is updated at least every two years
- Is realistic in terms of available funding (known as a fiscally constrained TIP) and is not just a "wish list" of projects
- Conforms to the *State Implementation Plan for Air Quality (SIP)*
- Is approved by the MPO and the State for air quality
- Is incorporated into the statewide transportation improvement program (STIP).

## **3. Unified Planning Work Program (UPWP)**

The UPWP identifies the specific planning priorities and work tasks that an MPO will address during the annual program period. The development of the UPWP is required as part of the "3Cs" metropolitan planning process and specifically the *Metropolitan Planning Rules (23CFR 450.314)*.

## **D. West Memphis MPO**

The West Memphis MPO serves as the forum for collective and cooperative decision making by principally elected officials of local government. The City of West Memphis was designated by Governor Clinton as the Metropolitan Planning Organization/MPO for the West Memphis-Marion Area, Arkansas portion of the Memphis Urbanized Area, in 1983, and subsequent agreements between the Arkansas State Highway and Transportation Department (AHTD) and the West Memphis MPO developed the organizational structure and membership.

The West Memphis MPO is composed of ...

### **1. Policy Committee**

The Policy Committee constitutes the forum for cooperative decision making by the representatives of the principal participants of the WMATS. Final responsibility for establishing policies and procedures for conducting the transportation planning process rests with the Policy Committee in accordance with this document and related documents and with the rules and regulations of the Arkansas State Highway and Transportation Department and the Federal Highway Administration.

The responsibilities of the Policy Committee shall include but are not limited to the following:



- Provide guidance and set policies for the Unified Planning Work Program (UPWP).
- Review the study area boundary and revise if necessary.
- Review and approve/disapprove recommendations of the Technical Committee and Citizens Advisory Committee.
- Forward to the appropriate committee for further consideration any changes in the Unified Planning Work Program found necessary by the participating agencies.
- Approve all reports prior to public distribution.
- Revise the approved Transportation Plan, Transportation Improvement Program, and the Unified Planning Work Program, as appropriate.
- Make available to the participating agencies any data developed by the Metropolitan Planning Organization committees.
- Hold meetings as required in the bylaws.

## **2. Technical Committee**

The Technical Committee shall serve as a team to guide the technical aspects of transportation planning and shall hold the following responsibilities:

- Review all technical aspects of the Unified Planning Work Program prior to submission to the Policy Committee.
- Review requests from other committees, agencies, organizations and individuals for changes in the Transportation Plan and make appropriate recommendations.
- Provide technical guidance and direction for the other committees and agencies in the collection and evaluation of data.
- Appoint subcommittees with specific duties as necessary for the conduct of the planning process.
- Recommend revisions to the approved Transportation Plan, Transportation Improvement Program, the Unified Planning Work Program, and others as appropriate.
- Determine if current transportation data is in accord with previous projections and examine the significance of any discrepancies that may exist.
- Review the study area boundary and recommend revisions if necessary.
- Maintain data on traffic patterns and trends relative to traffic forecasts.
- Review land use changes and evaluate the effect on projected land use trends and the Area Transportation Plan or subsequent land use plans.
- Review requests for changing the West Memphis Land Use Plan.

## **3. Citizens Advisory Committee**

The Citizens Advisory Committee will advise the various committees and staff on proposed transportation projects and activities and shall have the following responsibilities:

- Review community values and goals related to the area's transportation system and make appropriate recommendations to the WMATS Policy and Technical Committees.
- Review trends in the transportation industry and advise the other committees of their possible effects upon the approved transportation system and recommend solutions.
- Identify functional problems within the existing transportation system and recommend solutions.
- Other means of involving citizens in the planning process include the use of surveys, hearings, workshops, other meetings, the mass media, newsletters, and citizen committees established for special purposes.

#### **4. Air Quality Subcommittee**

The Air Quality Subcommittee was established in 2004 for the primary purpose to serve the MPO through the Policy Committee in an advisory capacity by establishing a network of communications and cooperation among private, government and public agencies for the benefit of improving the quality of the ambient air. Specifically, the subcommittee will make recommendations on measures designed for the reduction of mobile source emissions.

# WEST MEMPHIS-MARION AREA TRANSPORTATION STUDY POLICY COMMITTEE FY 2009

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Mayor Kirby Massey  
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Mayor Frank Fogleman  
City of Marion  
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Judge Melton Holt, Crittenden County  
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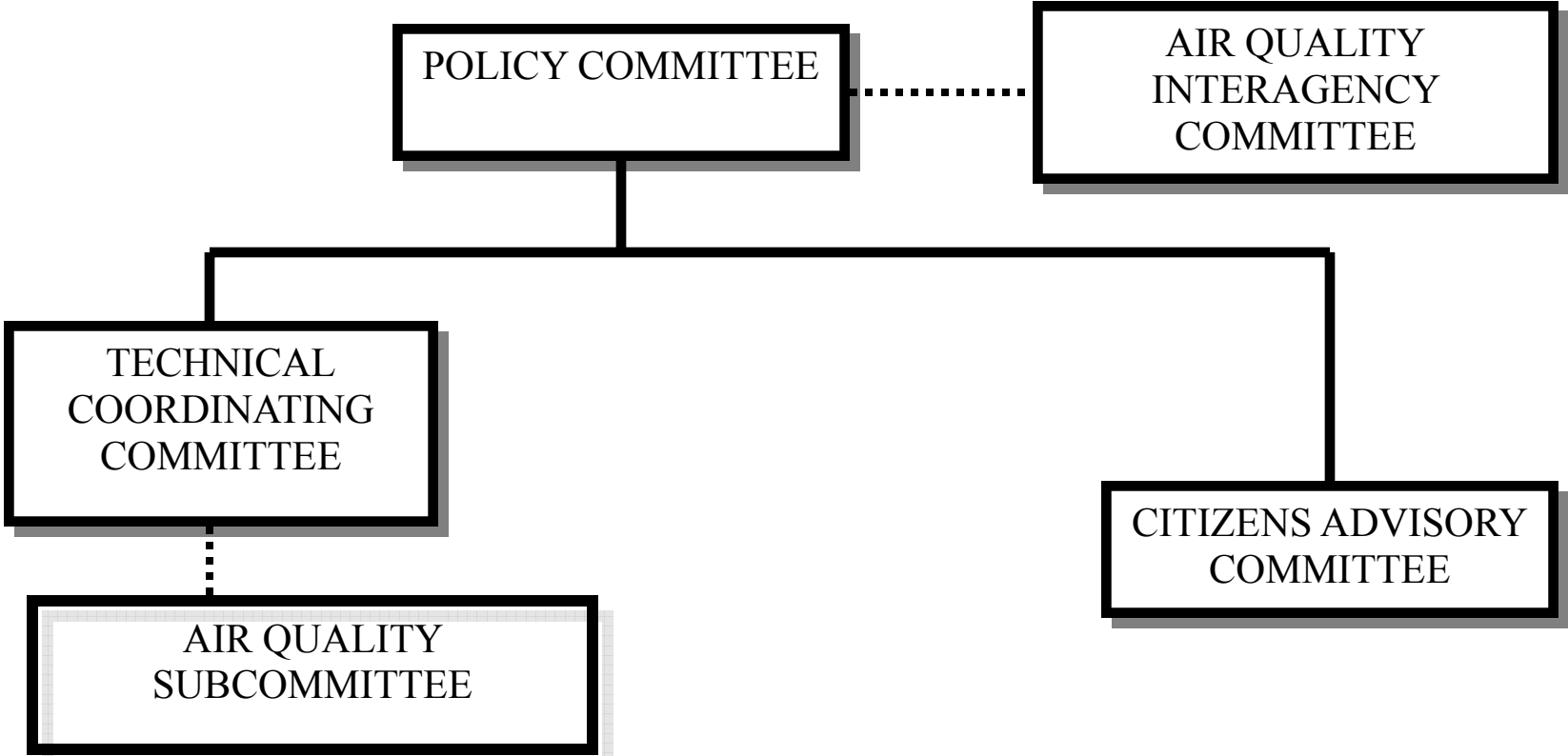
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**ORGANIZATIONAL CHART**  
WEST MEMPHIS  
MPO



## CHAPTER II

### INTRODUCTION

On August 10, 2005, the President signed into law the **Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users** (SAFETEA-LU). With guaranteed funding for highways, highway safety, and public transportation totaling \$244.1 billion, SAFETEA-LU represents the largest surface transportation investment in our Nation's history. The two landmark bills that brought surface transportation into the 21<sup>st</sup> century—the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21)—shaped the highway program to meet the Nation's changing transportation needs. SAFETEA-LU builds on this firm foundation, supplying the funds and refining the programmatic framework for investments needed to maintain and grow our vital transportation infrastructure.

SAFETEA-LU addresses the many challenges facing our transportation system today – challenges such as improving safety, reducing traffic congestion, improving efficiency in freight movement, increasing intermodal connectivity, and protecting the environment – as well as laying the groundwork for addressing future challenges. SAFETEA-LU promotes more efficient and effective Federal surface transportation programs by focusing on transportation issues of national significance, while giving State and local transportation decision makers more flexibility for solving transportation problems in their communities.

SAFETEA-LU continues a strong fundamental core formula program emphasis coupled with targeted investment, featuring:

*Safety* – SAFETEA-LU establishes a new core Highway Safety Improvement Program that is structured and funded to make significant progress in reducing highway fatalities. It creates a positive agenda for increased safety on our highways by almost doubling the funds for infrastructure safety and requiring strategic highway safety planning, focusing on results. Other programs target specific areas of concern, such as work zones, older drivers, and pedestrians, including children walking to school, further reflect SAFETEA-LU's focus on safety.

*Equity* –The new Equity Bonus Program has three features – one tied to Highway Trust Fund contributions and two that are independent. First, building on TEA-21's Minimum Guarantee concept, the Equity Bonus program ensures that each State's return on its share of contributions to the Highway Trust Fund (in the form of gas and other highway taxes) is at least 90.5 percent in 2005 building toward a minimum 92 percent relative rate of return by 2008. In addition, every State is guaranteed a specified rate of growth over its average annual TEA-21 funding level, regardless of its Trust Fund contributions. Selected States are guaranteed a share of apportionments and High Priority Projects not less than the State's average annual share under TEA-21.

*Innovative finance* – SAFETEA-LU makes it easier and more attractive for the private sector to participate in highway infrastructure projects, bringing new ideas and resources to the table. Innovative changes such as eligibility for private activity bonds, additional flexibility to use tolling to finance infrastructure improvements, and broader TIFIA and SIB loan policies, will all stimulate needed private investment.

*Congestion Relief* --Tackling one of the most difficult transportation issues facing us today – congestion – SAFETEA-LU gives States more flexibility to use road pricing to manage congestion, and promotes real-time traffic management in all States to help improve transportation security and provide better information to travelers and emergency responders.

*Mobility & Productivity* – SAFETEA-LU provides a substantial investment in core Federal-aid programs, as well as programs to improve interregional and international transportation, address regional needs, and fund critical high-cost transportation infrastructure projects of national and regional significance. Improved freight transportation is addressed in a number of planning, financing, and infrastructure improvement provisions throughout the Act.

*Efficiency* – The Highways for LIFE pilot program in SAFETEA-LU will advance longer-lasting highways using innovative technologies and practices to speed up the construction of efficient and safe highways and bridges.

*Environmental Stewardship* – SAFETEA-LU retains and increases funding for environmental programs of TEA-21, and adds new programs focused on the environment, including a pilot program for nonmotorized transportation and Safe Routes to School. SAFETEA-LU also includes significant new environmental requirements for the Statewide and Metropolitan Planning process.

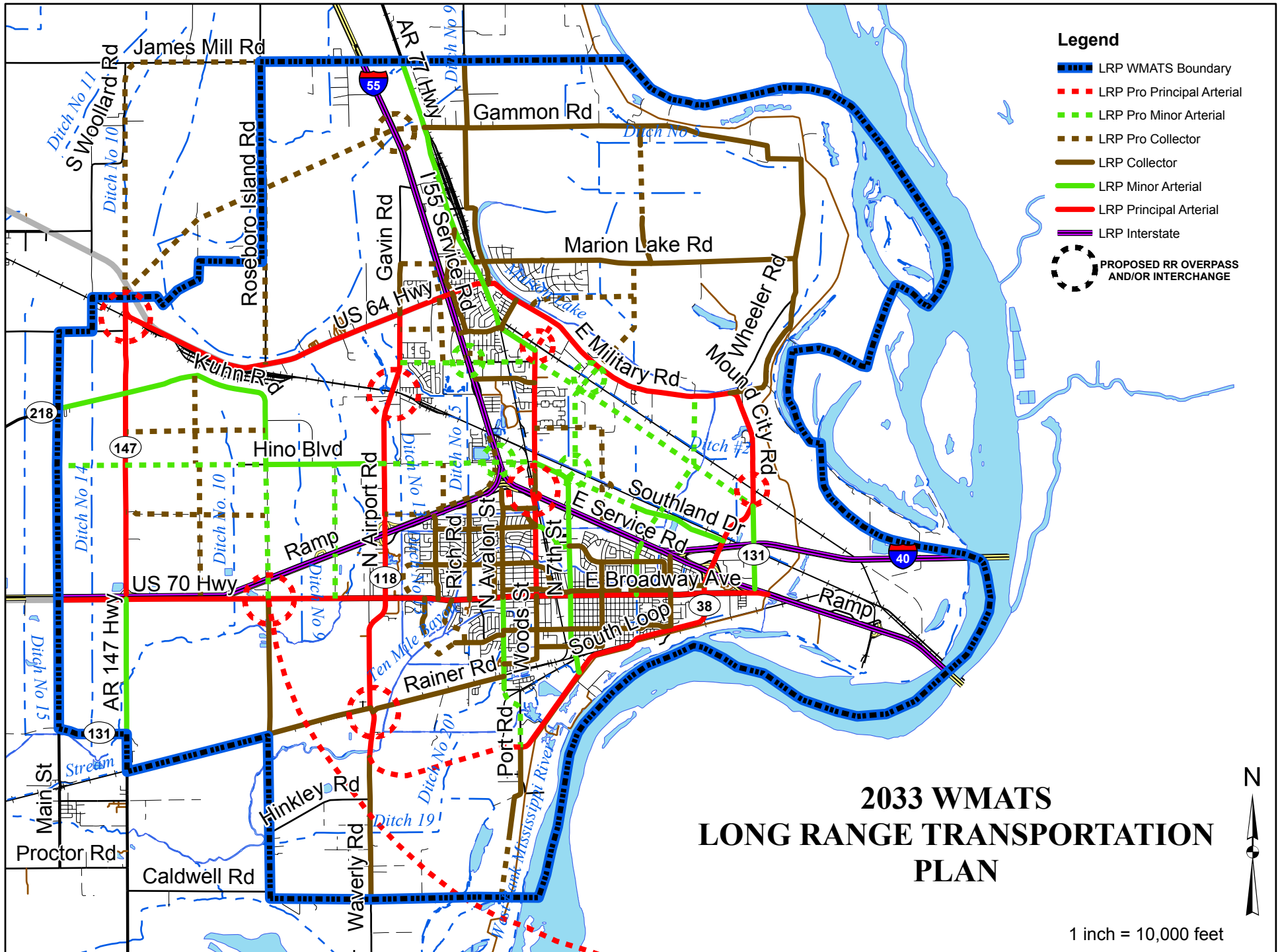
*Environmental Streamlining* – SAFETEA-LU incorporates changes aimed at improving and streamlining the environmental process for transportation projects. These changes, however, come with some additional steps and requirements on transportation agencies. The provisions include a new environmental review process for highways, transit, and multimodal projects, with increased authority for transportation agencies, but also increased responsibilities (e.g., a new category of "participating agencies" and notice and comment related to defining project purpose and need and determining the alternatives). A 180-day statute of limitations is added for litigation, but it is pegged to publication of environmental actions in the Federal Register, which will require additional notices. Limited changes are made to Section 4(f). There are several delegations of authority to States, including delegation of Categorical Exclusions for all states, as well as a 5-state delegation of the USDOT environmental review authority under NEPA and other environmental laws. The air quality conformity process is improved with changes in the frequency of conformity determinations and conformity horizons.

## **THE LONG RANGE TRANSPORTATION PLAN**

The Long Range Transportation Plan provides for future transportation needs in the MPO study area (see page 13) by identifying needs, establishing priorities, and assessing the economic, social and environmental implications of road improvements and other transportation facility enhancements projected over the next twenty-three years.

The Transportation Plan is comprehensively reassessed and updated by MPO participants in four-year intervals, as required by SAFETEA-LU. Once approved by the MPO Policy Committee, the Transportation Plan serves as a key planning document in the following areas: land use and regulation; economic and community development efforts; capital improvements programming and decision making; and, local, state and Federal project reviews and approvals. Necessarily, the Transportation Plan becomes, in effect, the basis for the master street plan for all jurisdictions within the study area and is adopted by each jurisdiction's governing body as such.

However, from time to time, circumstances make it appropriate to propose amendments to the Transportation Plan. Suggested amendments may originate from a variety of sources, including local or state officials, participating transportation agencies, consultant studies, business or development interests, community groups, or individual citizens. Proposed amendments are typically submitted to the Study Director or to the Office of Planning and Development of West Memphis, or the Marion Planning Commission, or the Crittenden County Joint Planning Commission. The proposed road plan change is then reviewed by the MPO Technical Committee and the Citizens Advisory Committee which will make recommendations for consideration and final action to the MPO Policy Committee. In this manner the plan is designed to be a flexible and dynamic tool used by these jurisdictions in infrastructure programming and determining land use policies throughout the minimum 20 year period in accordance with SAFETEA-LU.



# 2033 WMATS LONG RANGE TRANSPORTATION PLAN

1 inch = 10,000 feet



## **CHAPTER III**

### **THE TRANSPORTATION PLANNING PROCESS**

#### **OVERVIEW**

##### **WMATS PLAN GOALS AND OBJECTIVES**

Transportation facilities or operations must be responsive to the goals of the community. Careful consideration is given to a number of variables to ensure these goals are met. Thus, at the outset of planning projects the Citizens Advisory Committee is consulted to review community values and goals of the Urban Transportation System and make appropriate recommendations to the West Memphis Transportation Policy Committee, review trends in the transportation industry and advise the other committees of the possible effects upon the approved transportation system and recommend solutions and identify functional problems within the existing transportation system and recommend solutions.

##### **INVENTORIES**

Sound planning inevitably requires an assessment of past and current conditions as a basis for projecting economic trends, population distribution, and future travel demands to target needs for future transportation improvements. Consequently, depending on the scope of the planning study, the second stage of any urban transportation planning effort involves data collection to develop inventories of travel facilities, travel characteristics, population and land use, economic activities, and other information.

##### **ANALYSIS**

In the third phase of transportation planning studies, analyses of inventory data are conducted. This phase typically seeks to identify current and possible future transportation system inadequacies. In many studies, link-by-link transportation network and intersection turning movement analyses are required to forecast level of service and system capacity deficiencies (traffic congestion).

##### **FORECASTING**

Forecasting follows analysis in most transportation planning efforts. Long range studies may use target years or planning horizons as far out as ten or twenty years from the present. In forecasting, future population and land use characteristics are predicted for various origin-destination zones to generate future travel estimates.

## **DEVELOPMENT OF PLAN ALTERNATIVES**

In this step, various potential solutions are generated to address travel requirements. Alternate selection may be guided by suggesting different potential patterns or urban land uses, potential population densities, possible transportation network configurations, and potential system management options.

## **PLAN TESTING AND EVALUATION**

Plan testing and evaluation is performed to determine how well proposed plan alternatives may perform in meeting chosen planning goals and objectives. Often, objectives may be conflicting, making this step in the planning process quite complex. Balances and tradeoffs are usually made regarding system performance, cost, and economic, social and environmental impacts.

## **DECISION MAKING AND IMPLEMENTATION**

At this stage of the planning process, elected officials receive and take action on planning recommendations. This phase is often extensively shaped by the essential element of public participation and input. Public input typically occurs during the framing of goals and objectives and during subsequent technical studies through a Citizen Advisory Committee and community meetings. Also, in considering planning recommendations, elected officials reflect the views of their constituents. And, at key decision making points, public meetings and hearings are held to give citizens direct opportunities to air their views. It is not unusual for technically acceptable plan alternatives to be rejected and sent back for restudy in response to public input.

Once a general consensus is achieved and recommended solutions are approved, projects are listed by priority in a four-year Transportation Improvement Program (TIP) and coordinated with the capital improvement programs of local governments. Programming candidate projects involves assigning project priorities, allocating limited funding, and scheduling design and construction phases. The end result is a TIP and financial plan which lists priorities, funding sources, and implementation schedules--all coordinated with various participating local and state governmental jurisdictions and Federal transportation agencies.

The TIP programming process provides for regular review and at least bi-annual updating. Shifts in priorities due to changing community needs, changes in local, state or Federal funding constraints, construction delays, or other unforeseen developments must be taken into account to keep multi-year transportation improvements programs advancing.

## **MONITORING**

Monitoring is another step in the transportation planning process that indeed implies that the process is continuous (See page 17). Monitoring involves the updating of planning capabilities and data inventories, as well as performing periodic studies to determine whether what is happening in the urban area and in transportation system performance is consistent with or contrary to what earlier plans anticipated. If this is found to be contrary, forecasts and plans may require revisions.

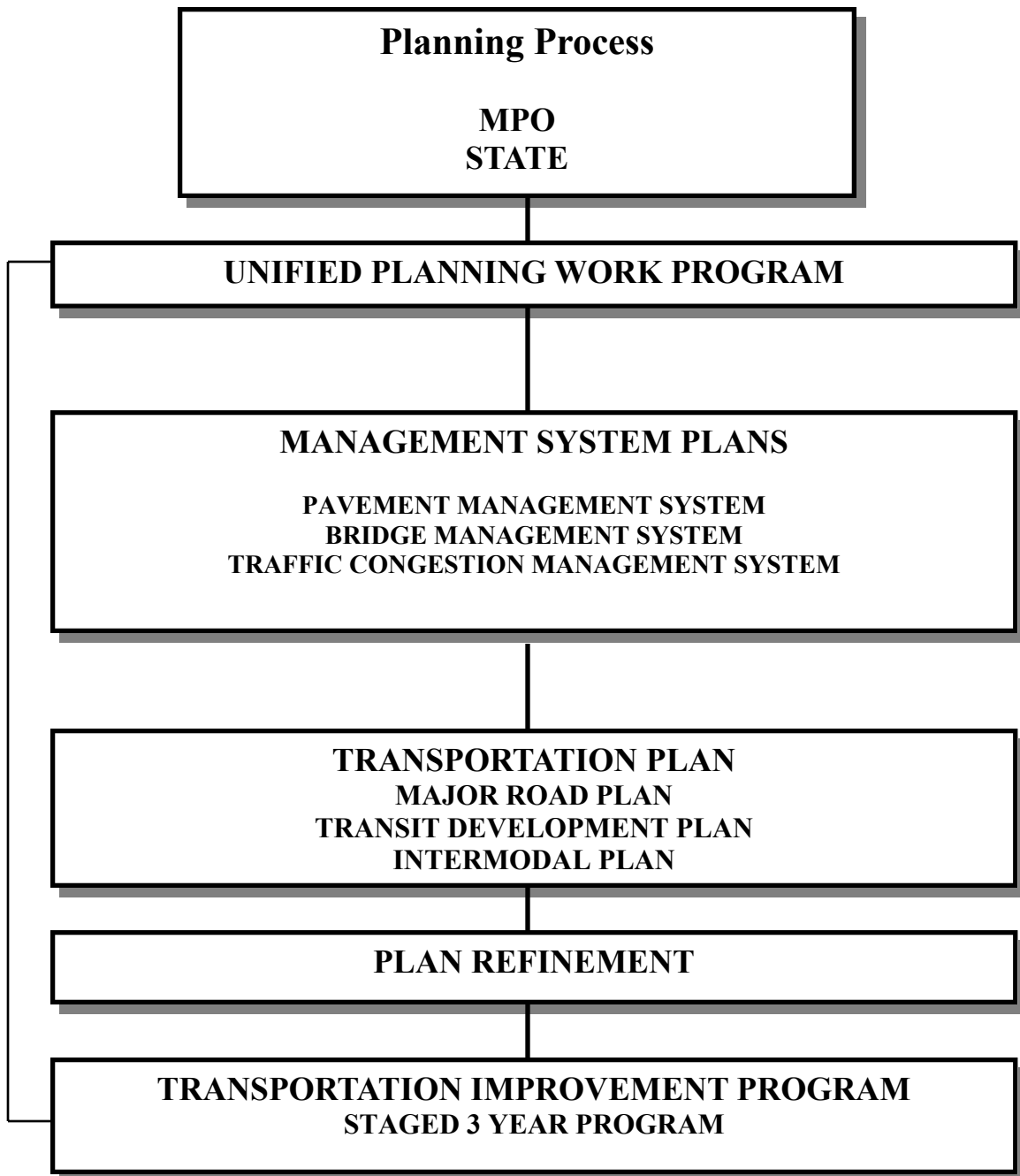
## **ADDITIONAL CONSIDERATIONS**

### **POPULATION AND EMPLOYMENT**

Of utmost importance to planning is the decisions and assumptions made regarding expectations about the future. Perhaps the most important aspect about the future that must be considered is the expected future population. Major decisions about the future, both public and private, are made based on population projections. For example, will there be enough population growth to support a new retail center? When in the future should a new school be constructed and where? Will the population growth be such that it can support an expanding industrial prospect? What roads will need to be widened and new ones built?

The answer to the above questions is based on population projections. Two general methods have been devised to simplify the problem of projecting population levels. The first method, the cohort-component method, does analyses using data on the age and sex of each member of the population (cohort) in question at the point in time from which the projections are to be made. Then, using historical rates of birth and death for members of the different age groups, the population is projected into the future. This method requires significant demographic data and historical data that are released infrequently. The past is not necessarily indicative of the future and these demographics may change significantly. The second method, which is being used by the MPO, is the extrapolation method which uses recent, historical trends in an areas population growth (or decay) and projects the population by extrapolating these trends into the future. The advantages of using the extrapolation method over the cohort-component method is that there is less stringent data requirement and this method can be revisited and retried frequently using the most recent available data.

The population projections for the LRP are based on the extrapolation method beginning with the University of Arkansas at Little Rock Census Center projection for July, 2006 for West Memphis and Crittenden County and the 2006 Special Census count for Marion. Annexations and the actual number of housing unit starts for 2000 through 2008 for West Memphis and Marion, after subtracting demolitions, was used along with the 2000 Census average persons per household to project populations for 2009. The nine year (2000-2009) average housing units and demolitions were used to project population out through 2033. Based on the 2000 Census data as per the latest UALR projections for



Planning Process Chart the rest of Crittenden County, the net growth should be in the West Memphis-Marion Study Area Boundary. With no projected growth the rest of Crittenden County is held to the current population through out the projection period. These population projections are summarized on page 19.

Although recent layoffs and cut backs have affected local employment future development is expected to pick back up. As such the employment data is based on the assumption that percentage of employment per total population will be approximately the same throughout the projected years. The industrial and commercial growth projected in the LRP is expected to generate jobs that will be serviced by the whole Mid-South area.

## **LAND USE**

Proper transportation planning in connection with major retail and mixed use centers will be essential to provide for efficient traffic flow and to minimize congestion. Retail development will continue to follow employment trends and new housing growth. Therefore, a central theme for metropolitan planning under SAFETEA-LU is the relationship between transportation and land use (See pages 20). The Long Range Transportation Plan must be consistent with community plans. Travel demand is determined by the organization and densities of land developments. The classification of roadways is based on adjacent land uses. The issue of connectivity of roads through neighborhoods needs careful consideration. Also driveway access on major roads is a concern because of the impedance that results from turning vehicles.

Additionally, SAFETEA-LU policy encourages the preservation of rights-of-way for future roadways. Major arterials in the metropolitan area are critical in the right-of-way issue. Subdivision and zoning ordinances have requirements for reserving right-of-way along major routes. In fact, in West Memphis, for example, a developer is required to donate right-of-way and build up to 37 ft. of the required roadway adjacent to the property. Obviously, it is important for the county and incorporated cities to protect right-of-way for proposed major roadways on the transportation plan. To this end the Long Range Transportation Plan specifies projects to do just that. Specifically, in the area north of I-40 and east of I-55 several routes have been targeted to be surveyed and recorded as proposed future arterials that will be constructed as the area develops. This simply ensures that the arterials, when they are constructed, will tie-in with other roadways that are already built or that are scheduled for construction.

## **CONGESTION MANAGEMENT**

Because the West Memphis-Marion Study Area is part of the Memphis MSA it has been designated as a Transportation Management Area (TMA) under the, SAFETEA-LU guidelines and is required to have a congestion management plan. The West Memphis-Marion Study Area is low-density in character and automobile oriented. With the exceptions of interstate construction and interstate accidents, this area rarely experiences severe congestion with moderate congestion occurring primarily during peak commute

**WMATS ESTIMATED POPULATION AND EMPLOYMENT  
PROJECTIONS**

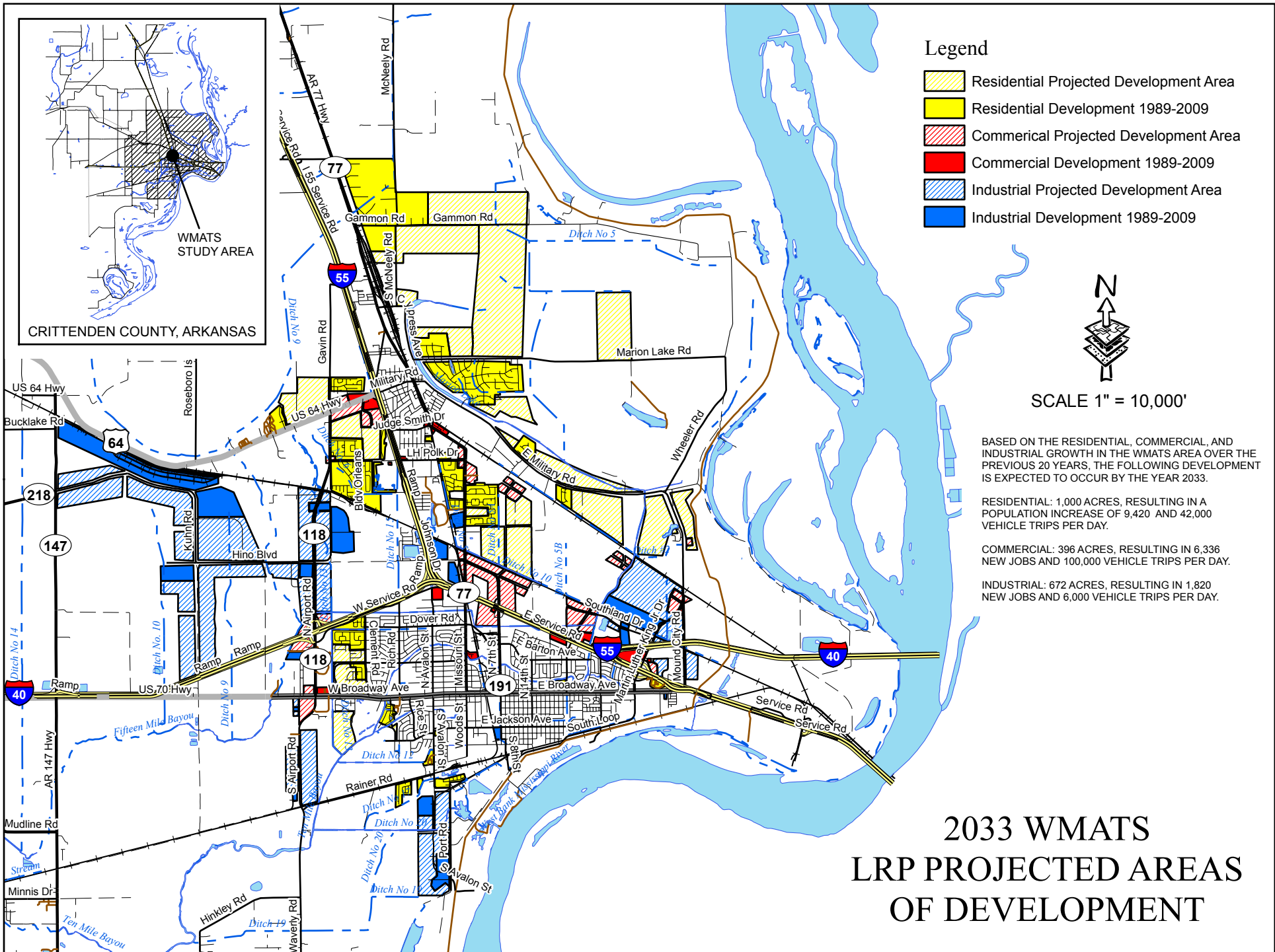
<b>Year</b>	<b>Marion</b>	<b>West Memphis January 2009</b>	<b>Crittenden County</b>	<b>Employment</b>
2006	10415	28092	52083	20825
2009	11200	28290	53066	21757
2010	11450	28356	53382	21887
2013	12233	28552	54361	22288
2015	12785	28683	55044	22568
2020	14276	29014	56866	23315
2023	15253	29215	58044	23798
2025	15940	29349	58865	24135
2030	17799	29688	61063	25036
2033	19016	29894	62486	25619

**Growth and Employment Factors:**

Marion            2.23% after 2009

West Memphis   0.23% after 2009

Employment      40% in 2006  
                         41% thereafter



hours at various locations (See page 22). Each urban area is expected to develop the alternatives that work best for the local problems.

The West Memphis-Marion Area Transportation Study (WMATS) has a Congestion Management Plan that includes the means and methods for identifying congestion problems and an evaluation process for developing solutions. Congestion breeds accidents and one of the methods for identifying congestion areas by the MPO is accident data collected for the area. Traffic volume data collected by AHTD and the MPO are also used to compare volume to capacity on area roadways. Travel time studies along with spot delay studies are used to identify intersection and spot problems which are reinforced by public input usually in the form of complaints and/or suggestions.

Some of the areas identified include school zone areas which have peak morning and afternoon congestion. The MPO staff has met with school officials and has made recommendations for additional parking, drop-off and loading lanes, signage, and other improvements to help alleviate problems. In addition the MPO has provided Safer Walking Route maps to elementary schools for distribution to instruct parents and children to take advantage of sidewalk, T-intersections crossings, Stop sign crossings, and related safer route pointers. In the LRP, Congestion Mitigation and Air Quality (CMAQ) funds and STP funds are proposed for various congestion problems (See Project Lists) including delays created by the numerous trains traveling through Marion and more recently through West Memphis. An overpass over BNSF Railroad at S.R. 77 extended is proposed in Marion and an overpass over BSNF spur at Missouri St. (S.R.77) along with an I40/I55 Overpass Connector to Missouri St. (S.R. 77) south bound into West Memphis. These improvements concur with the recent West Memphis-Marion Area Railroad Overpass Study conducted by AHTD and will help alleviate delays, congestion, and safety problems at area crossings. The Interstate incident management problems are being addressed through an ITS system which is already in progress through a Tennessee Department of Transportation (TDOT) program of placement of message boards and cameras on the Interstate System including from the Mississippi River Bridges to the I-40/55 western split in West Memphis. Extensions further west on I-40 and north on I-55 are being proposed in the LRP.

Congestion equates to additional air emissions and much of the proposed LRP projects including overpasses, road widening, and even new extensions and roadways, are in response to relieving and improving air quality.

## **ECONOMIC DEVELOPMENT**

Besides being a central geographic location on the inland waterway system--a location that continues to be favored by regional and national shifts in population distribution and growth trends--the West Memphis-Marion Study Area has the potential of becoming one of the top multimodal transportation hubs in the nation (See page 23). In terms of economic development, it is difficult to overemphasize that the health of the West Memphis-Marion area economy increasingly depends on the focus and interconnection of



# CONGESTION MANAGEMENT PROBLEM AREA IDENTIFICATION

Improvements are completed, but future problems with increasing traffic due to commercial development along U.S.64 will continue congestion.

At grade R.R. Crossing creates numerous delays

Heavy volume on L.H. Polk in front of school

Conflicting movements and alignment

Heavy commercial along service road

Heavy volume of trucks

Incidents on Interstate creates long delays

Note:  
School zone congestion occurs at peak morning and afternoon periods when school is in session.

School zone

School zone

Race track traffic peaks before and after race times

Heavy volume of trucks

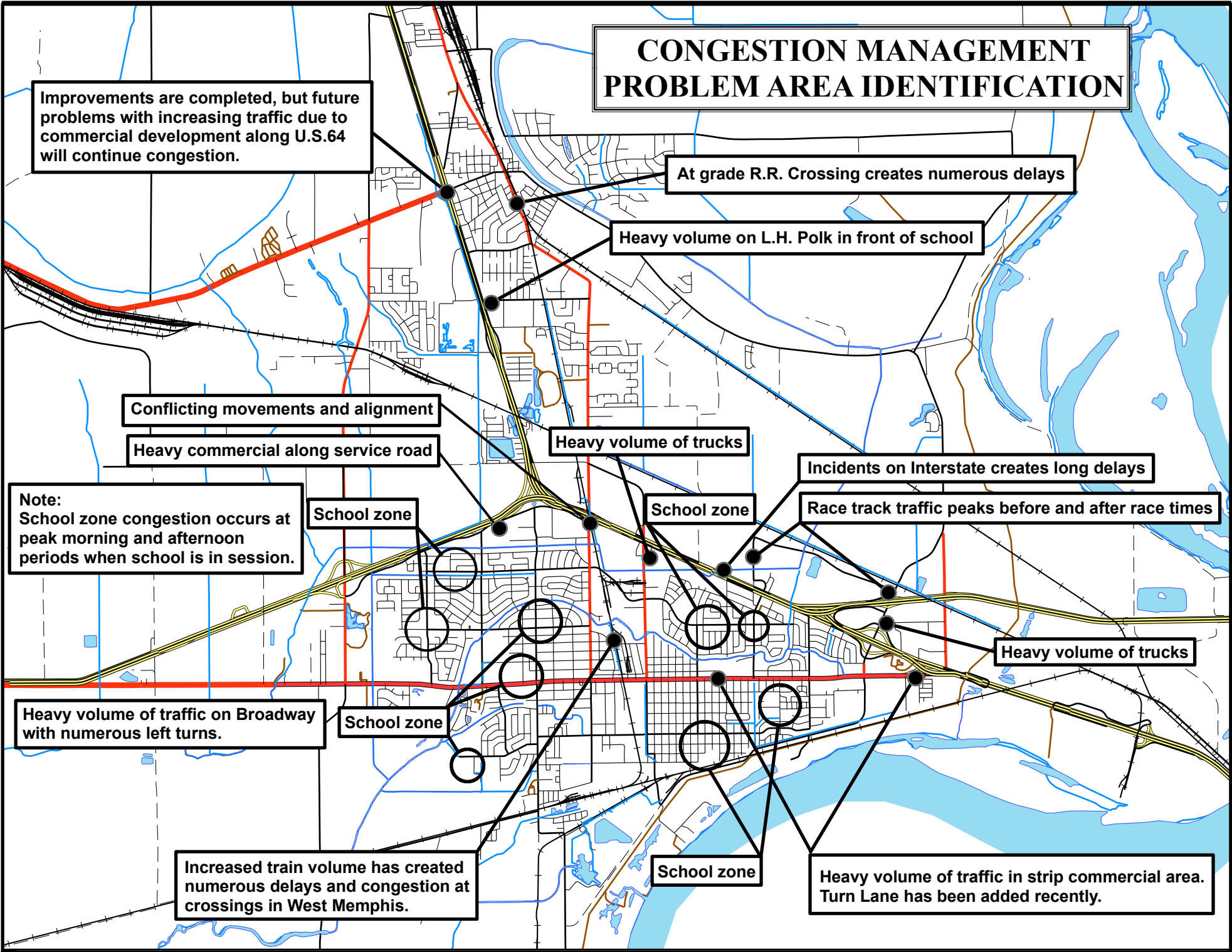
Heavy volume of traffic on Broadway with numerous left turns.

School zone

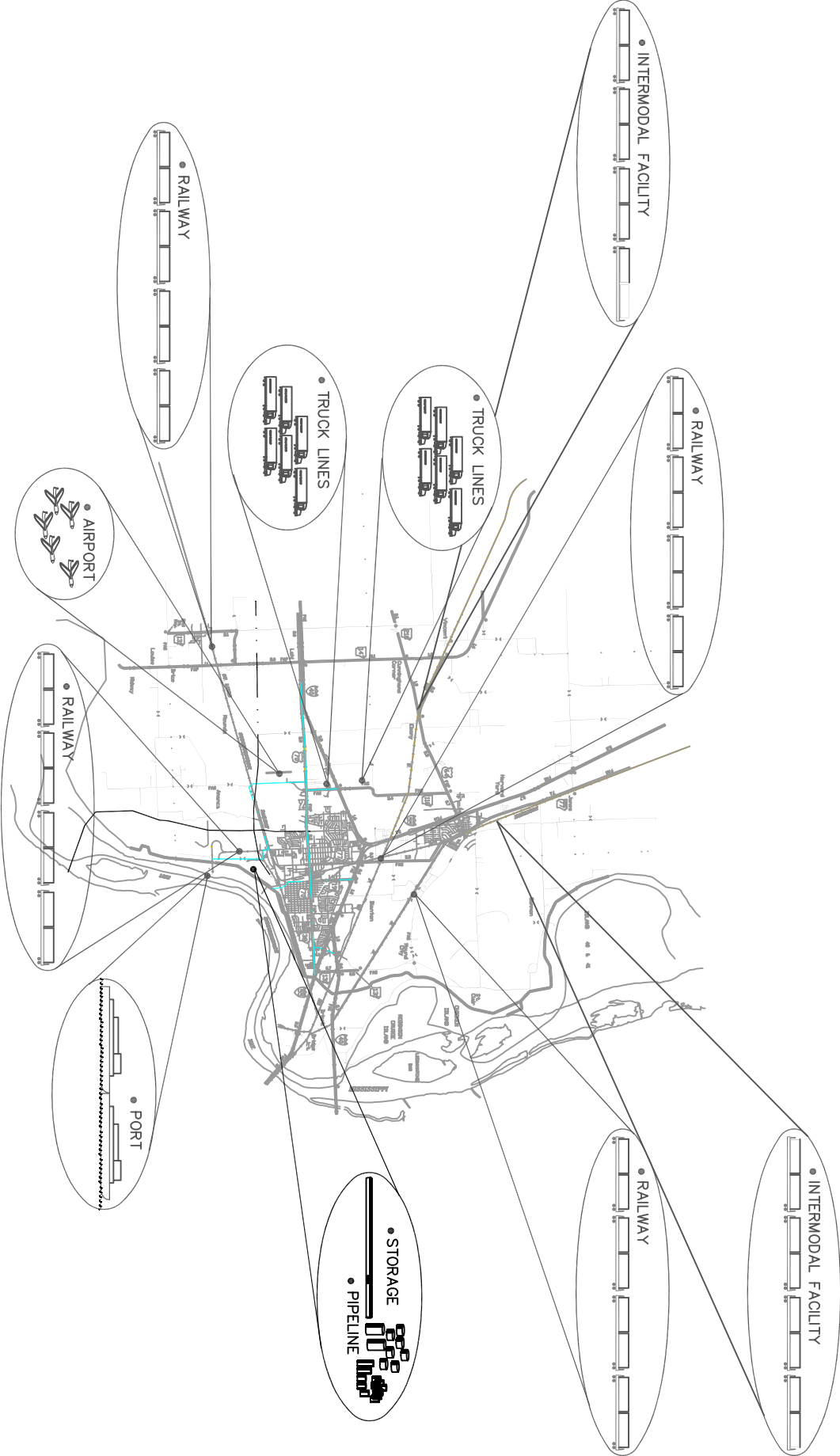
Increased train volume has created numerous delays and congestion at crossings in West Memphis.

School zone

Heavy volume of traffic in strip commercial area. Turn Lane has been added recently.



# WEST MEMPHIS MPO INTERMODAL TRANSPORTATION LOCATION MAP



# MULTIMODAL TRANSPORTATION: LINKING THE MID-SOUTH

well developed local, regional, and multi-regional transportation infrastructure, including roads, rail, water, air, and pipeline modes.

Given the continued priority placed on economic growth and development by the leaders and citizens of the West Memphis-Marion Study Area, it will be an ongoing priority in urban transportation to plan system enhancements that will be supportive of economic development activities. Transportation planners and policy makers will be called on to make every effort to support the attainment of industrial/distribution transportation user and transportation service provider goals. These goals include increased choice of modes and routes; increased local and regional accessibility; increased dependability (on-time arrivals); reduced accidents; retaining the efficiencies that modal specialization affords; enhanced transportation technology; enhanced aesthetics; environmental protection and resource conservation; and urban area and regional economic growth.

## ENVIRONMENT

Environmental issues are of utmost concern in land use planning and development and is of vital importance to all modes of transportation development from planning to implementation. In keeping with sound planning principles and SATETEA-LU requirements the West Memphis MPO has consulted with State and local land use management, natural resource, historic, and other agencies in the LRP development and has alerted these agencies to this plan update. The Plan has been compared with the local area's Level 1-3 Environmental Constraints and the MPO is cognizant of the need for project specific environmental review in the early stages of plan implementation.

**Air Quality.** Air quality has been an important planning concern since the passage of the Clean Air Act of 1977 and the comprehensive changes to the Act in 1990. EPA declared our area as non-attainment for ozone in April, 2004 with the official designation given in September 2004 (69 FR 56697). With this designation there are serious consequences if we should fail to show conformity to the new standards. However, Shelby County and Crittenden County ozone data for the 3 year average of 2006, 2007 and 2008 has shown the area to be in attainment; therefore, on January 9, 2009, the Arkansas Department of Environmental Quality (ADEQ) requested that Crittenden County, Arkansas be re-designated to attainment of the 1997 National Ambient Air Quality Standard for ozone, pursuant to Section 107(d)(3) of the 1990 Clean Air Act Amendments. That request was made in conjunction with a request submitted by the Memphis and Shelby County Health Department (MSCHD) to the Environmental Protection Agency (EPA), Region IV to re-designate the Shelby County, Tennessee portion of the nonattainment area to attainment as well. Pursuant to those requests, ADEQ made a parallel request that the motor vehicle emissions budget in the submitted Maintenance Plan for Crittenden County be deemed adequate prior to the final plan approval. This allowed the West Memphis MPO to proceed with its transportation conformity determination for the area Long Range Plan (LRP) and Transportation Improvement Program (TIP) updates as per the motor vehicle emissions budget in the submitted Maintenance Plan. This plan and the TIP have demonstrated transportation conformity as per the Maintenance Plan and the MPO is working in cooperation with other agencies to ensure continued compliance.

**Energy.** Transportation energy conservation efforts are viable parts of the planning process. Past trends indicate that even though vehicles miles travel (VMT) will continue to increase, more efficient vehicles consuming less fuel will moderate energy consumption and improve emissions and air quality. Additional reductions in energy consumption should result from traffic network improvements.

Although energy conservation benefits from the long-range incremental implementation of the Transportation Plan are expected to be relatively minor, there are other transportation system management (TSM) alternatives available which show potential to produce notable reductions in energy consumption in the West Memphis area. TSM alternatives include traffic engineering, public transportation, regulatory, pricing, operational, and other non-capital intensive measures which are oriented to managing the current transportation system, both in terms of supply and demand. The TSM approach has continually gained acceptance as a viable means of dealing with environmental and energy concerns, improving mobility in the face of widespread public resistance to the construction of new urban roadways, and dealing with transportation needs in a time of tight capital budgets. A comprehensive regional approach with broad private and public sector collaboration and coordinated through the West Memphis MPO should serve as the focus for future transportation energy conservation efforts.

**Hydrology.** The MPO study area includes several major water systems that can be impacted by urban development. Flooding in the metropolitan area can be severe and result in extensive property damage especially in the 100-year flood plains. In general, urbanization tends to increase flood potential.

Concerns have been raised about contamination of water aquifers due to pollution from landfills and dump sites. Another area of concern regarding ground water is the protection of aquifer recharge areas from over development and incompatible land uses.

As major road projects are planned, measures should be considered to mitigate adverse impacts on hydrology and water quality.

**Wetlands.** Wetland areas in the West Memphis area such as marshes, bogs and bottom lands provide filtering for polluted water. Because of their capacity to absorb water, wetlands also play a role in flood control. Wetlands support essential habitat for plant and animal life.

**Hazardous Waste.** The existence of hazardous waste sites is of concern because of potential health and safety effects and potential environmental hazards such as contamination of surface and ground water. Sites in the West Memphis area include a number of current or former industrial sites, old landfills and dump sites, old underground storage tanks, junkyards, excavation areas and locations of waste spills.

**Plant & Wildlife Resources.** Urban planning should seek to maximize opportunities to protect and enhance plant and wildlife resources in the West Memphis-Marion Study

Area. These resources are essential components of overall environmental and human health. Vegetation in the metropolitan area includes forests, parks and green spaces, grasses, aquatic plants as well as ornamental plantings.

The diversity of vegetation in the urbanized area permits a diversity of fauna. And, although human activities have seriously limited habitat, a considerable variety of wildlife live in the area. Animal life includes species that have adapted to the urban environment. In addition, migratory birds and waterfowl are attracted to some bodies of water and wetlands.

## **AESTHETICS**

SAFETEA-LU legislation includes a program for transportation enhancements. Projects in this area address pedestrian and bikeway improvements, landscaping and beautification and historic preservation. A variety of streetscape improvements are now considered part of the transportation system in the West Memphis-Marion Study Area. For example, the Long Range Transportation includes the continuation of the Broadway Revitalization Program that has already seen several blocks of the West Memphis main street improved dramatically. The West Memphis Gateway project for enhancing lighting and landscaping at the I40/55 Overpass at S.R. 77 (Missouri St.) is progressing. Additionally, bikeways trails are planned with the intention of eventually connecting Marion, West Memphis and, even, Memphis with continuous trails.

## **COST EFFECTIVENESS**

**Preservation of existing facilities.** The planning process should, where practical, preserve existing transportation facilities and develop ways to meet transportation demands by using these facilities more efficiently. This may include an analysis of existing conditions of travel, transportation facilities, vehicle fuel consumption and systems management.

**Effects of transportation projects.** The effects of all transportation projects to be undertaken within the metropolitan area without regard to the source of funding will be considered in the planning process. The analysis shall consider the effectiveness, cost effectiveness, and financing of alternative investments in meeting transportation demands and supporting the overall efficiency and effectiveness of transportation system performance.

**Changing role of the private sector.** Current trends in urban areas (especially in high growth urban areas plagued with significant traffic congestion problems) indicate that in coming years it is likely that the "urban transportation contract" between the public and private sectors will be renegotiated to provide for new roles and improved levels of public-private cooperation.

The private sector has, by and large, been absent from most facets of urban transportation, with the exception of sporadically encouraging road improvements (and

sometimes transit improvements) to support private land use development plans. The public sector has largely supported the private sector in overall transportation and community planning. Unfortunately, the general lack of public-private sector interface has made it difficult to coordinate private sector development plans with public sector community infrastructure planning and investment, including transportation system planning, investment, and management.

The sheer expense and growing difficulties of building new roads, maintaining aging facilities, and subsidizing transit are straining government fiscal resources at all levels. In the meantime, private developers and business interests have been increasingly affected by chronic urban transportation system capacity shortages in some areas, especially in rapidly growing urban fringe and suburban areas. These various pressures on the public and private sectors appear to be slowly but surely leading toward a number of new developments which may ultimately result in redefinition and reconfiguration of public-private roles in urban transportation. New developments include:

- increasing public-private sector interface and cooperation in urban transportation planning;
- a growing emphasis on low-cost ridesharing and paratransit alternatives coupled with employee commuting and parking management programs at work sites;
- new experiments in privatization and growing private sector and non-profit sector involvement in transportation services;
- more joint public-private development of transit improvements;
- a general national trend of deregulation of transportation modes and services;
- experimentation and exploration regarding new organizational approaches to plan and implement TSM strategies, including private sector and public-private sector transportation management associations; and
- Experimentation and exploration regarding land use control/regulatory approaches to foster developer and employer participation in TSM, transit, and transportation infrastructure improvements.

Over the next ten to twenty years, it is likely that the private sector will play an increasingly direct role in urban transportation. The assumption of more responsibility by private sector actors should enhance the feasibility and potential for TSM, public transportation service innovation, and the entry of new urban transportation service providers.

## **SAFETY**

Motor vehicle traffic crashes, injuries, and fatalities continue as the major safety problem in urban transportation. Each year tens of thousands of Americans are killed or injured in traffic accidents and billions of dollars are involved in medical, legal and insurance costs, lost wages, and lost productivity. Despite ongoing legislative, regulatory, enforcement, and education efforts, and efforts to enhance safety through transportation system and vehicle engineering and design measures, accidents continue to occur at alarming rates and exact an exorbitant toll in terms of human suffering and economic loss. Problem areas include pedestrian/bicycle-vehicle conflicts, vehicle-vehicle conflicts, railroad-highway grade crossings, inadequate signage and signalization, deterioration of facilities, roadside hazards, transport of hazardous materials, and safety in neighborhood and residential areas.

All of these urban transportation safety problem areas can be at least partially addressed through the application of logical planning, design, engineering and management solutions. For example, the West Memphis MPO tracks all of the traffic crashes in the cities of West Memphis and Marion. These crashes are entered into a data base and integrated into an ArcView (GIS) map allowing the MPO to generate maps and reports that indicate high accident locations as well as identifying a number of variables that may have contributed to or actually caused the crash. This data allows the MPO to make recommendations for improvements to the areas in question.

## **MAINTENANCE**

Proper maintenance of existing urban transportation infrastructure is an essential element in long range planning. Spending tremendous sums of tax revenues to build new roads is often inappropriate when existing facilities are deteriorating at alarming rates. Rehabilitating unsafe bridges, resurfacing damaged roadways, repairing guardrails, correcting or updating illegible signage, and modernizing antiquated or poorly functioning traffic signals are all basic maintenance activities which generate multi-dimensional benefits. In recent years, there has been a slow but steady shift in emphasis at all governmental levels to allocating more resources to TSM, maintenance, and safety projects.

The MPO works in cooperation with AHTD and local elected officials to address the maintenance requirements for the infrastructure in the West Memphis-Marion Study.

## **TRANSIT**

Addressing the needs of the "transportation disadvantaged" and addressing the issue of social equity have become increasingly important work tasks in urban transportation planning. Aside from those area households that do not have access to a car, many persons are simply unable to drive due to economic or health conditions, age, or other factors. For such households and individuals, the development of accessible public transit, paratransit, and other forms of special transportation is essential for access to

employment opportunities, school, services, and social support networks. Special transportation services are required to alleviate the actual and perceived travel barriers, as well as the physical and operational problems that restrict the mobility of the transportation disadvantaged.

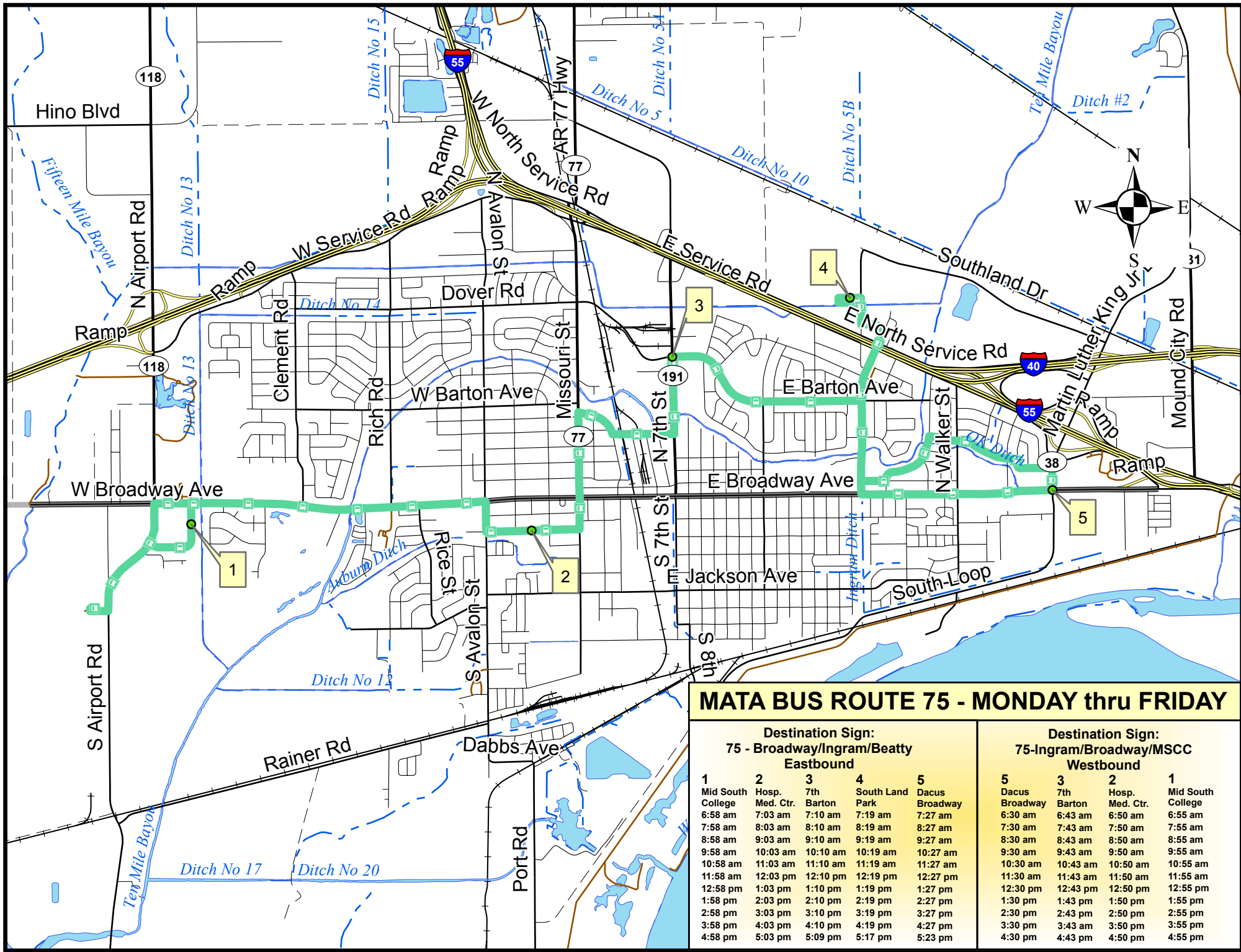
After passage in 1996 of federal legislation, Personal Responsibility and Work Opportunity Reconciliation Act, the Arkansas Department of Human Services implemented its Transitional Employment Assistance (TEA) Program, effective July, 1, 1997. The Arkansas Legislature under Act 1058 of 1997 authorized the formation of Local TEA Coalitions to plan and coordinate the delivery of services for the TEA program at the local level. The local Crittenden County TEA Coalition determined that a key element in implementing the goals of welfare-to work is a reliable, efficient transportation system to get recipients to their jobs as well as to health facilities, schools, shopping areas, and other basic need facilities.

The Crittenden County TEA Coalition in cooperation with the Arkansas Department of Human Services pursued the development of a public transportation system for West Memphis and for other incorporated areas of Crittenden County. Services for the other areas outside of West Memphis did not prove successful but the City of West Memphis ridership continued to indicate a need. The Memphis Area Transit Authority (MATA) was selected to provide transit services in West Memphis and for an express route between West Memphis and Memphis (See pages 30-32). The MPO took an active role in the preliminary development of the parameters under which the transit system would operate and continues to monitor the effectiveness of the system.

The West Memphis Transit Services has proved to provide a valuable service to the residents of this area with these routes connecting the community to Memphis and providing some internal circulation. Funding continues to be uncertain but with the new tax revenue and possibility of grants the service can be more secure than in the past. With the termination of the Department of Human Services TEA funds, the operation of the system was continued when in June 2003 the West Memphis City Council passed an additional 0.5% tax as a part of the City's Advertisement and Promotion Sales Tax, which generates approximately \$350,000.00 per year for the transit services. The total cost for operating the system is currently \$700,000.00 per year. In addition to the tax revenue, the City has recently received the additional necessary funds to cover the transit operation through the Federal Job Access and Reverse Commute Program. However, depending on extensions or other more permanent revenue sources, the continuation of the service is in jeopardy. Additionally, the MPO monitors the agencies that are providing transportation services and their clients in the study area and cooperates with the Public Transportation Section of AHTD in identifying and documenting the type of services provided by these agencies thoroughly the Public Transit/Human Services Coordination Plan as per SAFTEA-LU requirements.

The MPO continues to work cooperatively with Memphis Area Rideshare in developing car pool, vanpool, and related transportation demand services for this area. Activities are centered on the development of the Commuter Club, a Memphis Area Rideshare program





**MATA BUS ROUTE 75 - MONDAY thru FRIDAY**

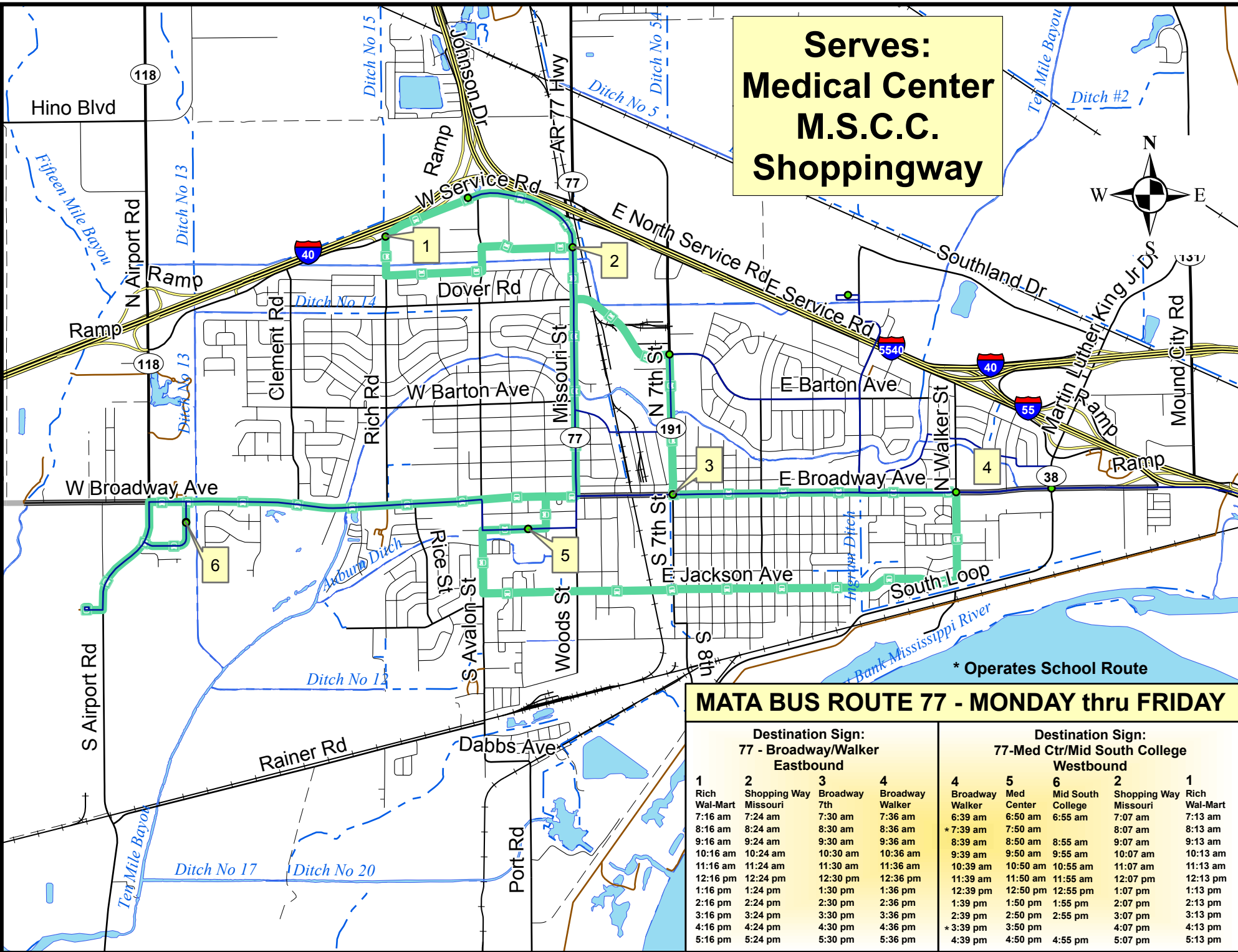
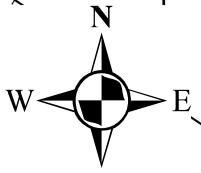
**Destination Sign:  
75 - Broadway/Ingram/Beatty  
Eastbound**

1	2	3	4	5
Mid South	Hosp.	7th	South Land	Dacus
College	Med. Ctr.	Barton	Park	Broadway
6:58 am	7:03 am	7:10 am	7:19 am	7:27 am
7:58 am	8:03 am	8:10 am	8:19 am	8:27 am
8:58 am	9:03 am	9:10 am	9:19 am	9:27 am
9:58 am	10:03 am	10:10 am	10:19 am	10:27 am
10:58 am	11:03 am	11:10 am	11:19 am	11:27 am
11:58 am	12:03 pm	12:10 pm	12:19 pm	12:27 pm
12:58 pm	1:03 pm	1:10 pm	1:19 pm	1:27 pm
1:58 pm	2:03 pm	2:10 pm	2:19 pm	2:27 pm
2:58 pm	3:03 pm	3:10 pm	3:19 pm	3:27 pm
3:58 pm	4:03 pm	4:10 pm	4:19 pm	4:27 pm
4:58 pm	5:03 pm	5:09 pm	5:17 pm	5:23 pm

**Destination Sign:  
75-Ingram/Broadway/MSSC  
Westbound**

5	3	2	1
Dacus	7th	Hosp.	Mid South
Broadway	Barton	Med. Ctr.	College
6:30 am	6:43 am	6:50 am	6:55 am
7:30 am	7:43 am	7:50 am	7:55 am
8:30 am	8:43 am	8:50 am	8:55 am
9:30 am	9:43 am	9:50 am	9:55 am
10:30 am	10:43 am	10:50 am	10:55 am
11:30 am	11:43 am	11:50 am	11:55 am
12:30 pm	12:43 pm	12:50 pm	12:55 pm
1:30 pm	1:43 pm	1:50 pm	1:55 pm
2:30 pm	2:43 pm	2:50 pm	2:55 pm
3:30 pm	3:43 pm	3:50 pm	3:55 pm
4:30 pm	4:43 pm	4:50 pm	4:55 pm

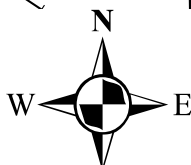
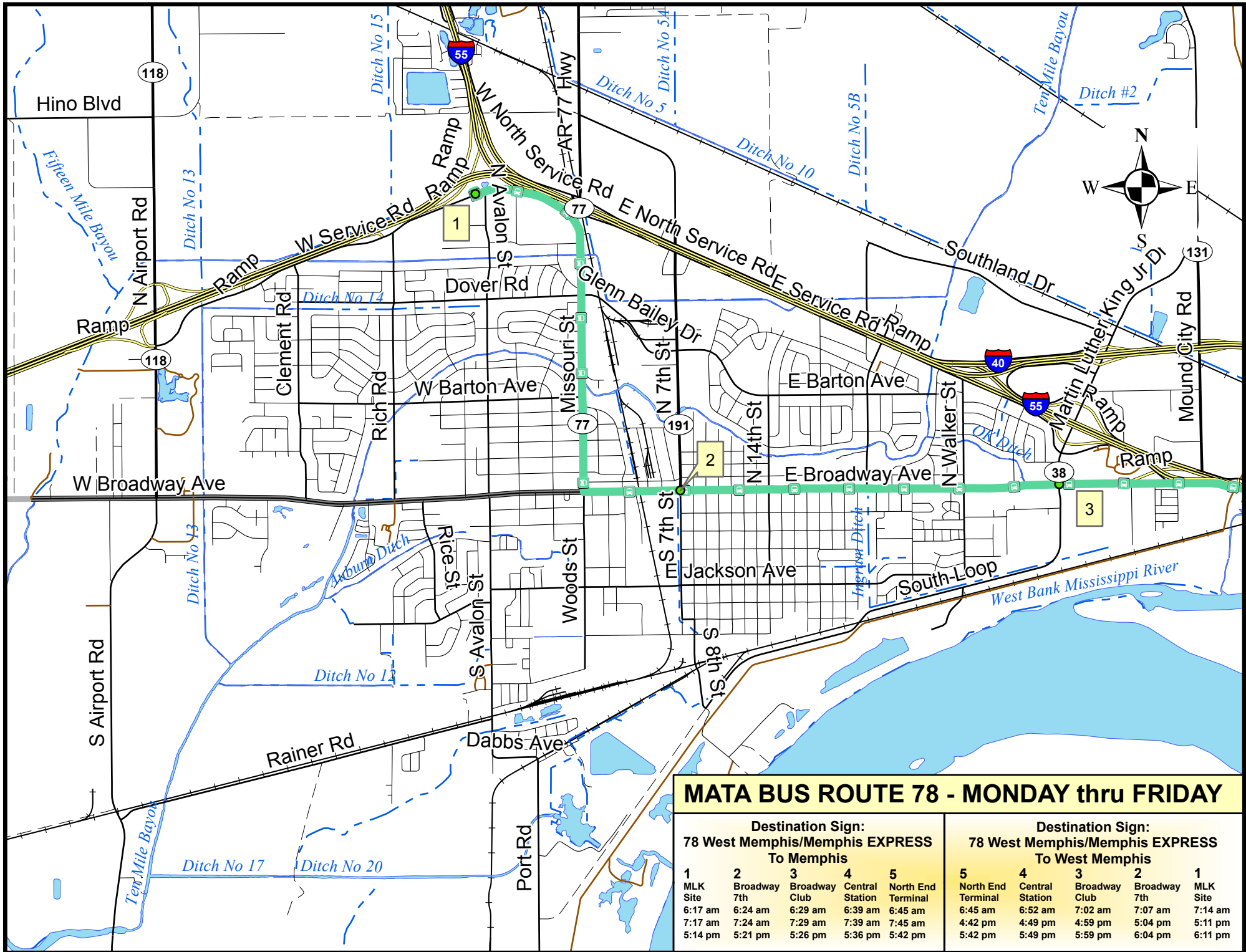
**Serves:  
Medical Center  
M.S.C.C.  
Shoppingway**



\* Operates School Route

**MATA BUS ROUTE 77 - MONDAY thru FRIDAY**

Destination Sign: 77 - Broadway/Walker Eastbound				Destination Sign: 77-Med Ctr/Mid South College Westbound				
1	2	3	4	4	5	6	2	1
Rich	Shopping Way	Broadway	Broadway	Broadway	Med	Mid South	Shopping Way	Rich
Wal-Mart	Missouri	7th	Walker	Walker	Center	College	Missouri	Wal-Mart
7:16 am	7:24 am	7:30 am	7:36 am	6:39 am	6:50 am	6:55 am	7:07 am	7:13 am
8:16 am	8:24 am	8:30 am	8:36 am	* 7:39 am	7:50 am		8:07 am	8:13 am
9:16 am	9:24 am	9:30 am	9:36 am	8:39 am	8:50 am	8:55 am	9:07 am	9:13 am
10:16 am	10:24 am	10:30 am	10:36 am	9:39 am	9:50 am	9:55 am	10:07 am	10:13 am
11:16 am	11:24 am	11:30 am	11:36 am	10:39 am	10:50 am	10:55 am	11:07 am	11:13 am
12:16 pm	12:24 pm	12:30 pm	12:36 pm	11:39 am	11:50 am	11:55 am	12:07 pm	12:13 pm
1:16 pm	1:24 pm	1:30 pm	1:36 pm	12:39 pm	12:50 pm	12:55 pm	1:07 pm	1:13 pm
2:16 pm	2:24 pm	2:30 pm	2:36 pm	1:39 pm	1:50 pm	1:55 pm	2:07 pm	2:13 pm
3:16 pm	3:24 pm	3:30 pm	3:36 pm	2:39 pm	2:50 pm	2:55 pm	3:07 pm	3:13 pm
4:16 pm	4:24 pm	4:30 pm	4:36 pm	* 3:39 pm	3:50 pm		4:07 pm	4:13 pm
5:16 pm	5:24 pm	5:30 pm	5:36 pm	4:39 pm	4:50 pm	4:55 pm	5:07 pm	5:13 pm



**MATA BUS ROUTE 78 - MONDAY thru FRIDAY**

**Destination Sign:  
78 West Memphis/Memphis EXPRESS  
To Memphis**

1	2	3	4	5
MLK Site	Broadway 7th	Broadway Club	Central Station	North End Terminal
6:17 am	6:24 am	6:29 am	6:39 am	6:45 am
7:17 am	7:24 am	7:29 am	7:39 am	7:45 am
5:14 pm	5:21 pm	5:26 pm	5:36 pm	5:42 pm

**Destination Sign:  
78 West Memphis/Memphis EXPRESS  
To West Memphis**

5	4	3	2	1
North End Terminal	Central Station	Broadway Club	Broadway 7th	MLK Site
6:45 am	6:52 am	7:02 am	7:07 am	7:14 am
4:42 pm	4:49 pm	4:59 pm	5:04 pm	5:11 pm
5:42 pm	5:49 pm	5:59 pm	6:04 pm	6:11 pm

that uses area business discounts, free taxi rides and periodic newsletters in order to attract commuters and educate the population on the benefits of car and van pooling.

In order to maximize the chances of resolving long term funding problems, it will be desirable for West Memphis area leadership to continue to develop a shared vision of what the role of transit ought to be over the next 10 to 20 years--a shared vision that is capable of generating widespread and sustained community support. The passage of the new tax that supports public transit has proved vital in this process.

## **THE TRANSPORTATION DISADVANTAGED**

In recent years, addressing the needs of the "transportation disadvantaged" has become an increasingly important work task in urban transportation planning. Aside from those area households that do not have access to a car, many persons are simply unable to drive due to economic or health conditions, age, or other factors. For such households and individuals, the development of accessible public transit, paratransit, and other forms of special transportation is essential for access to employment opportunities, school, services, and social support networks. Special transportation services are required to alleviate the actual and perceived travel barriers, as well as the physical and operational problems, that restrict the mobility of the transportation disadvantaged. The Coordinated Public Transit Human Services Transportation Plan for this area is a step to assure these services are available and coordinated.

## **SOCIAL EQUITY AND ENVIRONMENTAL JUSTICE**

Increasingly, urban transportation policy makers and planners will be called on to look beyond the important, but limited objective of how to develop transportation systems to efficiently move people and commodities, to view transportation as only one major subsystem operating in the total urban environment. Instead of asking what kind of transportation system do we want, urban transportation policy makers and planners are increasingly being called upon to contribute to answering a more fundamental question: what kind of city do we want? It is likely that questions of social equity will increasingly come to prominence in public debate.

## **OTHER PLANNING FACTORS**

**Management Systems.** As previously stated, the transportation plan will consider the needs identified through the use of the management systems. Each management system will identify a priority of facility needs, policies and strategies that will be analyzed during the development of the transportation plan. This will include the financial components of the plan.

**Intermodalism.** The transportation plan will be intermodal in scope. In the West Memphis-Marion Study Area, the port, airport, freight distribution routes, recreation areas, historic sites, and other intermodal transportation facilities will be considered during the development and amendment of the transportation plan. These studies will

provide an analysis of goods and services movement problem areas as determined in cooperation with the appropriate private sector including interconnected transportation access and service needs of intermodal facilities.

**Connectivity.** Plans for the West Memphis-Marion urban area will consider the connectivity of roads within the metropolitan area with roads outside of those areas. Close coordination with AHTD, Crittenden County and the Memphis MPO is critical to this goal.

**Freight: Rail, Truck, Ports.** Increased demand for more capacity in all of the transportation modes including aviation, rail, port facilities and trucks point to the growing need for new and expanded facilities. Freight bottlenecks near the port and rail yards can affect traffic and freight movements and air quality can become a problem when idling vehicles are stopped at railroad grade crossings for long periods of time. The 2033 LRP addresses the growth and congestion associated with the road network that serves many of the existing and proposed intermodal facilities.

The trucking industry has become a major player in intermodal freight movement in the WMATS area. This area has become a major hub for truck transportation and accommodates hubs for large trucking companies that include Schneider, FedEx, USA and other carriers. The Memphis Regional Chamber tout the area as a major trucking distribution hub to the nation with over 300 motor freight companies and a wide variety of businesses with state-of-the-art warehousing capabilities. Because of its centralized location, the local area is within a day's drive of two thirds of the U. S. population. In addition to its numerous truck terminals, the Memphis area has more than 89,000 people (21% of the workforce) employed in distribution and related industries and more than 130 million square feet of distribution space. In the West Memphis/Marion area companies like Skil Bosch, Hino, and Infinity Intermodal, maintain high-tech warehouses with several million square feet of distribution space. In the last five years, distribution continues to look favorable toward locating or expanding in Crittenden County. Five of the largest employers in Crittenden County, Arkansas are all freight-related.

Because of the commitment to the promotion and expansion of the region as a distribution center, it is critical that the road network be capable of handling the volume created by this expanding industry. Two interstates serve the West Memphis/Marion area. I-40 is an east-west highway from California on the west coast connecting the area to North Carolina on the east coast. I-55, a north-south highway, connects New Orleans, Louisiana, crossing the Mississippi River in Memphis, to St. Louis, Missouri and Chicago, Illinois. The convergence of these interstates in the West Memphis/Marion area helps make the area a prime hub for truck freight movement. While this is a benefit to the economic expansion of the area, it also comes with a cost. The capacity and level of service of the existing transportation system is affected by this expanding truck activity causing the need for congestion management.

In addition to congestion concerns from truck traffic, other truck and rail issues have

been identified in plans completed by the MPO and others over the years. These plans include the proposed I69 Intermodal Connector Route from I-40 south to cross the Mississippi River with both an Intermodal and Rail facilities to tie into the proposed I69 route in Memphis and DeSoto County, Mississippi. The “Highway 79 and Mississippi River Crossing Study” prepared in 2003 for AHTD in cooperation with the FHWA, Tennessee DOT, and Mississippi DOT details this proposed vital connector route. Several other area Mississippi River bridge crossing locations are presently under study as well.

The West Memphis MPO is charged with finding solutions to the problems of truck congestion on major corridors, truck interface with traffic on local roads, and the efficient movement of goods and services. These issues are further complicated because of the need to look at the freight industry as a whole. Intermodal freight movement issues transcend the specific concerns caused by only trucks or rail. The West Memphis/Crittenden County River Port facilities are dependent on trucking and vice versa. The UP Intermodal Facility is dependent on rail and trucking. The Port industries on the south side of West Memphis are both rail and river dependent. The West Memphis Municipal Airport by its location has potential for additional air freight. All these transportation modes are within 10 miles of each other and with the proximity to Fed Ex, the Memphis Port and the proposed intermodal super site in Memphis, the West Memphis/Marion area has unlimited potential to ship freight through intermodal means in such a time and cost efficient manner that it would not only benefit the Memphis Region but the nation as a whole.

The 2033 LRP Projects that involve improvement for freight movement including rail, truck and port facilities include.

#### Constrained Plan

- I40/S.R. 118 Interchange Phase II Improvements
- S.R. 118, Hwy 70 - I-40
- S.R. 118, Hwy 64 South
- Southland Drive, MLK, Jr. Dr. to Ingram blvd.
- I40/Kuhn Rd. Interchange
- Kuhn Rd. Widening
- Southland Dr. Extension, Ingram Blvd. to S.R. 77

#### Unconstrained Projects for Future Consideration

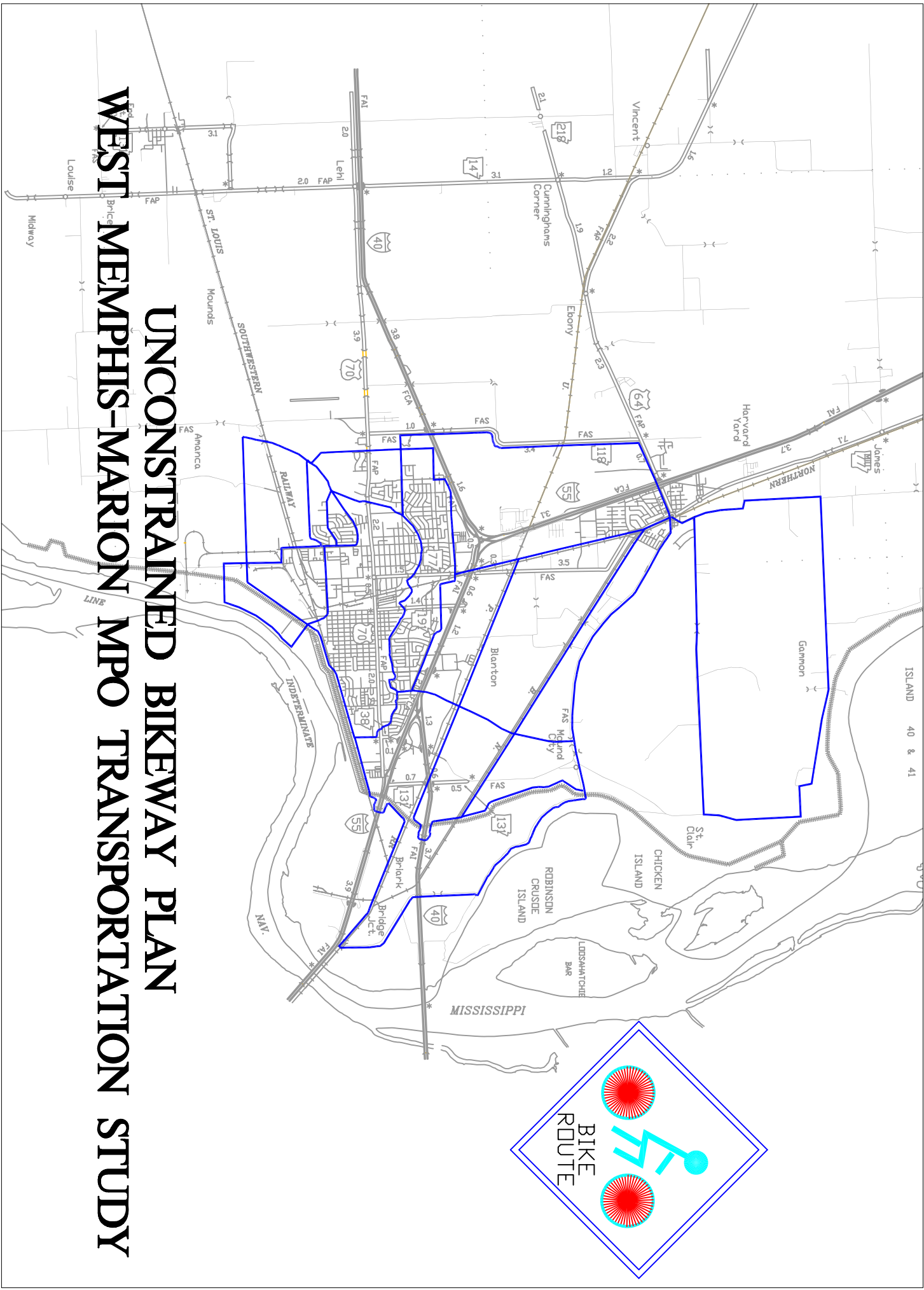
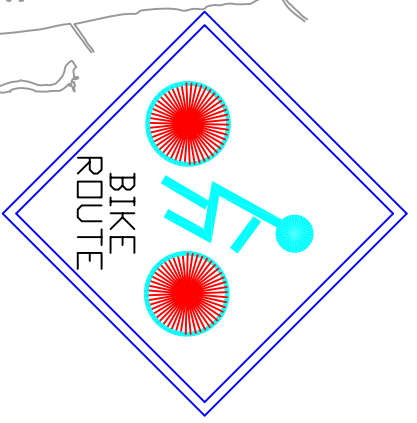
- I-69 Intermodal Connector Route and 3<sup>rd</sup> Bridge
- S.R. 118 (Airport Rd.) South Loop and Overpass at UP Railroad
- South Airport Rd. Overpass at U.P. (Old St. Louis Southern) Railroad
- S.R. 147 @ U.P. Railroad Overpass
- Gammon Rd. Extension and Interchange with I-40 and connection to U.S. 64

**Pedestrian and Bicycle Facilities.** The MPO has developed a bicycle plan (See page 36) in order to facilitate the use of bicycles in the study area. And, the MPO is working

with the AHTD and other agencies outside the study area to encourage the development of bicycle and related facilities that would enhance and encourage both intrastate and interstate cycling.

**Transportation Enhancement.** Transportation enhancement activities have been a well recognized and successful element in the LRP. In the past these funds have been used to improve the U.S. 70 (Broadway Avenue), Main Street area, from Rhodes Avenue to Nineteenth Street. This has been an award winning project in the State of Arkansas and has received positive community response because of the traffic safety improvements and aesthetically pleasing change on this major thoroughfare. Enhancement funds are available on a proposed competitive basis and require a 20% local match. Enhancement projects in the LPR are listed in the Section 12.

**Recreational Trails.** TEA 21 established funds to provide and maintain recreational trails. The federal share is 80% and federal agency project sponsors or other federal programs may provide an additional share of up to 95%. Soft match provisions are allowed, including soft matches from public agencies. Although there are not specific trail projects included in the LRP the 2005-2007 TIP lists the Recreational Trail Program Statewide to provide for projects that may be awarded in the MPO area. Those projects require an application process and are awarded based on competitive analysis by AHTD.



# UNCONSTRAINED BIKEWAY PLAN

## WEST MEMPHIS-MARION MPO TRANSPORTATION STUDY