MOBILITY IMPLEMENTATION PLAN

BAPTIST COLLEGE
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ABOUT THIS REPORT

Baptist College is one of the institutions in the Memphis Medical District working to encourage transportation choices. This report outlines the specific strategies and tactics identified by the institution’s mobility implementation planning team that will guide this work. Baptist College staff will implement these strategies and actions with support from the Memphis Medical District Collaborative (MMDC) staff.

MMDC is a community development organization working with partners to strengthen the communities in the Memphis Medical District so that they are more livable, vibrant, and safe.

PLAN OVERVIEW

Baptist College is the owner of this Mobility Implementation Plan with MMDC partnering in execution, expected to launch by the 2019 spring semester. This plan, and the mobility implementation planning sessions that preceded it, are framed by two years of data collected from employees, students, and medical residents in the District. Using this data as an informative foundation, a mobility team consisting of leadership from varying departments of Baptist College was formed to participate in the mobility implementation planning process.

In three sessions in August and September 2018, the team developed overarching goals, strategies, and actions for decreasing the drive alone rate to the college and increasing the transportation choices. The actions outlined in this plan work towards achieving three primary goals: connectivity, choices, and communication & education. These goals and their corresponding actions contribute to efforts by Baptist College and surrounding Medical District institutions to make sustainable transportation choices more accessible and attractive and to cultivate a safe and welcoming District.

As the contents of this plan demonstrate, increasing transportation choice and changing the way people commute intersects with many other goals, such as creating a safer, more inviting and connected District. Consequently, the action items in this plan may appear in multiple sections, as they intersect with multiple goals identified by the college. While some actions might be simple, such as adding additional bike racks in front of the college, others, like encouraging the use of transit and increasing transit ridership, may be a longer-term effort that requires sustained attention. The Baptist College planning team assigned each action a measure of impact and effort in order to help prioritize items and acknowledge the importance of a sustained effort throughout implementation.

MMDC and Baptist College will continue to refine and reassess their action items for addressing the transportation goals outlined in this plan as we learn from our efforts and adjust as needed. This approach uses an agile-incremental design and development process that allows us to measure, adjust, and refine the benefits and services offered.

Mobility implementation planning with Baptist College and other institutions within the Medical District contributes to larger city and region-wide goals to improve transportation. Memphis’ entire transportation system must be comprehensively improved to enhance the viability and availability of mobility options throughout the District. Efforts put forth by MMDC, Baptist College, and other Medical District institutions will help advocate for necessary improvements to municipal transportation services and infrastructure.

Baptist College Implementation Planning Team:
• Cristen Adkins – Human Resources;
• Patricia Becker – Nursing;
• Sarah Biggs – Student Activities;
• Megan Bursi – Marketing and Alumni Services;
• James Knox – Parking;
• Nichelle Mack – Librarian;
• Captain David Nunley – Security;
• Benjamin Roberts – Faculty.

GOALS

The following strategies and actions are organized to support three Baptist College values:
• Connectivity – Medical District & Campus Infrastructure
• Mobility Choices – Institutional Policy & Service
• Communication, Learning, and Support – Education & Engagement Strategy
• Long Term Vision for the Medical District
GOAL 1: CONNECTIVITY | Medical District & Campus Infrastructure

STRATEGIES:

- Creating pedestrian, bicycling and transit friendly streets;
- Increasing opportunities for students to study, socialize, live, and eat off campus;
- Improving perception of the District as vibrant, safe, and livable; and
- Supporting public infrastructure improvements and advancing campus connectivity to the District, including walkability and increased mobility options.

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<th>IMPACT</th>
<th>ACTIONS</th>
<th>WHO</th>
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<tbody>
<tr>
<td>LOW</td>
<td>Develop campus branding or wayfinding that is safe, inviting, healthy, special place</td>
<td>MARKETING REPRESENTATIVE</td>
<td>LOW</td>
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| HIGH    | Support development of student-oriented places nearby by encouraging off-campus spending and local procurement  
          • Coffee shops and hangouts  
          • Retail  
          • Housing | MMDC LONG TERM VISION | LOW    |
| HIGH    | Improve District-wide security  
          • Coordinate agreements between institutions to integrate campus security, shared communication protocols, data, and more  
          • Increase off campus patrols in the District  
          • Add off campus lighting, security cameras  
          • Address aggressive panhandling around campus | SECURITY REPRESENTATIVE | MEDIUM |
| HIGH    | Engage City of Memphis and other agencies for streetscape improvements  
          • Partner for streetscaping in the District and around the campus  
          • Pedestrian connectivity nearby and to Greenline, Midtown and other areas | MMDC LONG TERM VISION | HIGH   |
| HIGH    | Improve campus access:  
          • Provide curb access for rideshare, ridehailing and deliveries  
          • Connect new Admin offices and classroom/dorm campus (Union Crossing)  
          • Improve accessibility around gating and fencing  
          • Increase bike parking on-campus  
          • Identify MATA stops and routes around campus | MARKETING REPRESENTATIVE | HIGH   |
STRATEGIES & ACTIONS

GOAL 2: MOBILITY CHOICES | INSTITUTIONAL POLICY & SERVICES

STRATEGIES:
- Helping employees, students, and visitors get to and around the District with flexible and easy mobility options;
- Marketing and packaging mobility options such as ridesharing, working remotely, walking, biking, and transit;
- Piloting a shuttle for getting to and around the Medical District; and
- Aligning institutional incentives to encourage more mobility options.

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| MEDIUM       | Facilitate carpooling program
- Develop ridesharing guidance and policies
- Promote RideAmigos
- Identify prime carpool parking as an incentive and determine rules for use | NURSING REPRESENTATIVE   | LOW    |
| MEDIUM       | Make transit easier and more accessible to employees and students
- Develop convenient ways to purchase and distribute passes for mobility options
- Secure transit discount or provide free transit passes | HR REPRESENTATIVE        | MEDIUM |
| MEDIUM       | Explore on-campus parking management options that improve efficiency and encourage a variety of mobility options | PARKING REPRESENTATIVE   | MEDIUM |
| HIGH         | Create a parking map to communicate available campus parking          | PARKING REPRESENTATIVE   | LOW    |
| HIGH         | Plan and implement secure bike parking on and around campus            | FACULTY REPRESENTATIVE   | LOW    |
| HIGH         | Inform new students of available nearby housing options
- Coordinate with SCO housing fair each spring
- Determine viability of employee participation in the MMDC’s Live Local program | ADMISSIONS               | LOW    |
| HIGH         | Review institutional policy to provide strategies to work from home    | HR REPRESENTATIVE        | LOW    |
| HIGH         | Coordinate on a shared District Shuttle                                | PARKING REPRESENTATIVE   | MEDIUM |
| HIGH         | Create and market toolkit of information and incentives to increase access to transportation choices for short trips - bikeshare, transit, carpooling, and emergency ride home | MARKETING REPRESENTATIVE | LOW    |
GOAL 3: COMMUNICATION, LEARNING, SUPPORT | Education & Engagement

STRATEGIES:
- Design communications strategies that are engaging for students and employees
- Offer assistance and incentives through Human Resources or RideAmigos

GOAL 4: LONG-TERM VISION | MEMPHIS MEDICAL DISTRICT

The Baptist College mobility planning team identified items that fit within a long term vision for the campus and surrounding district. These are issues like safety, walkability, and retail development that require sustained support and partnership with MMDC and other agencies and are valuable pieces to the College’s overall transportation and mobility vision:

- Support development of student-oriented places nearby by encouraging off-campus spending and local procurement
  - Coffee shops and hangouts
  - Retail
  - Housing
  - Support development of student-oriented places nearby by encouraging off-campus spending and local procurement
  - Coffee shops and hangouts
  - Retail
  - Housing

- Engage City of Memphis and other agencies for streetscape improvements
  - Partner for streetscaping in the District and around the campus
  - Pedestrian connectivity nearby and to Greenline, Midtown and other areas
MOBILITY IMPLEMENTATION PLAN

BAPTIST COLLEGE

MEMPHIS MEDICAL DISTRICT COLLABORATIVE

656 Madison Ave, Memphis, TN 38103
901-552-4781  mdcollaborative.org

CREATING VITAL CONNECTIONS