

M I D - S O U T H R E G I O N A L
GREENPRINT

2015 Mid-Year Review

OVERVIEW:

In November 2011, Shelby County Government was awarded a \$2.6M grant from the US Department of Housing and Urban Development to prepare the Mid-South Regional Greenprint and Sustainability Plan (“Greenprint”). Over the next three years, a consortium of more than 80 local jurisdictions, organizations, businesses, agencies and individuals worked together to develop the plan, under the guidance of the Memphis-Shelby County Office of Sustainability. In February 2015, the final plan, *GREENPRINT 2015/2040*, was published and distributed to the public. Today, consortium partners are actively building out the proposed trail network and addressing many of the recommended targets for action. This report provides a general update on the progress of Greenprint implementation across the Mid-South Region.

GREENPRINT ADOPTION PROCESS:

Greenprint adoption by the represented jurisdictions (18 municipalities, 4 counties, 2 MPOs) demonstrates the community’s commitment to implementing the plan and authorizes responsible agencies to execute their actions. As of June 11, 2015, the Greenprint has been formally adopted by 7 jurisdictions including:

- Shelby County
- Crittenden County
- DeSoto County
- City of Memphis
- City of West Memphis
- Town of Arlington
- City of Millington

In June, it is anticipated that Greenprint adoption resolutions will be put to vote in the following jurisdictions:

- City of Hernando
- City of Germantown

The Greenprint Team will continue to encourage formal adoption of Greenprint by the remaining jurisdictions to demonstrate unified support for the plan across the Mid-South Region. The remaining jurisdictions include: Town of Collierville, City of Bartlett, City of Lakeland, Fayette County, City of Braden, City of Gallaway, City of Piperton, City of Sunset, City of Marion, City of Horn Lake, City of Southaven, City of Olive Branch, Town of Walls.

ADMINISTRATION UPDATE:

In January 2015, the Memphis-Shelby County Office of Sustainability and Greater Memphis Chamber received a grant from Hyde Family Foundations to hire a coordinator to facilitate the first phase of Greenprint implementation. In April, the Chamber and Office of Sustainability hired John Michels to fill this role. Michels’ work plan will address the following objectives:

1. Guide and support Mid-South Greenprint partners in completing short-term targets for action and implementing Greenprint trail network
2. Strengthen support for Greenprint among Mid-South Regional jurisdictions
3. Spread awareness of Mid-South Greenprint and grow grassroots support
4. Maintain Consortium relationships and evolve partnership model for effective implementation
5. Establish independent entity to guide Greenprint implementation/management in the future
6. Establish long-term funding mechanism(s) to finance Greenprint projects

GREENPRINT FUNDING UPDATE:

- The \$2.6 million HUD grant has been spent and the Office of Sustainability is now completing the grant closeout process with submission of required reports.
- Hyde Family Foundations has funded the Greenprint Coordinator position through January 2017.
- In March 2015, Shelby County Government applied for Phase I of the National Disaster Resilience Competition from the US Department of Housing and Urban Development. The competition makes \$1 billion available to communities that have been struck by natural disasters in recent years. Selected recipients will be able to use awarded funds to help them rebuild and increase their resilience to future disasters. Shelby County will find out in mid-June if its application has passed the first round of review. The second round of review will conclude in October and grants will be awarded in December.
- The Greenprint team will soon begin to explore possible long-term funding strategies for the Greenprint Network. The plan proposes 448 miles of new greenway trails in the four-county area (shown on the Concept Map). At an average cost of \$777,000 per mile for construction of a greenway trail plus an additional 25% for acquisition and design, the total cost over 25 years is over \$400 million dollars.

SHORT-TERM TARGETS

The Mid-South Greenprint identifies 31 recommended actions be completed in the first 5 years of Greenprint Implementation. 4 of the 31 actions have recommended deadlines by end of 2015 and 15 additional actions have deadlines by the end of 2016.

2015 targets include:

- Develop and implement a Complete Streets design manual for Memphis by 2015 (Complete)
- Create regional coordination agency or organization by 2015 (In Progress)
- Establish or designate an organization to coordinate the promotion of green space across all healthcare programs by 2015 (In Progress)
- Increase the mode share of work commute trips made by bicycling, walking or transit within the region to 5% by 2015 (In Progress – 2013 Census Data indicated the percentage of people that commute to work by walking, biking, or transit for the region is 3%)

2016 targets include:

- Create and implement educational programs for healthcare providers and school districts by 2016 (In Progress)
- Develop a regional food system assessment to address issues of access, economics, and food system sustainability by 2016 (Complete)
- Double the number of gardens on public school campuses by 2016 (In Progress)
- Create a pilot program to address last minute connections by 2016 (In Progress)
- Build a coalition of partners to initiate a housing energy efficiency program by 2016 (In Progress)
- Identify greatest sidewalk needs within 0.5 miles of Greenprint corridors and prioritize for repair or installation by 2016 (In Progress)
- Establish a formal transportation management association (TMA) by 2016 (In Progress)
- Establish geotourism as a regional tourism subsector by 2016 (In Progress)
- Create three native landscaping demonstration projects by 2016 (In Progress)
- Expand regional geodatabase and establish data sharing platform by 2016 (In Progress)
- Perform inventory of parks, greenways, and waterways access to assure equity by 2016 (In Progress)
- Convene a regional outreach council by 2016 (In Progress)
- Grow regional consortium partnerships under identified or new coordinating agency or organization by 2016 (In Progress)
- Publish advocacy toolkit in various formats by 2016 (In Progress)
- Provide education on economic benefits and financing options for green infrastructure by 2016 (In Progress)

GREENPRINT TRAIL NETWORK

The Mid-South Greenprint recommends the establishment of approximately 500 miles of greenway trails and 200 miles of on-street bicycle lanes. As of May 2015, the following connections have been constructed.

- **Greenways:** 51/499 miles = 10% of total Greenways established
- **On-Street Connections:** 41/196 miles = 21% of total On-Street connections established

RECENT IMPLEMENTATION ACTIVITY

Big River Strategic Initiative:

- **Big River Crossing (Harahan Bridge Project):** Big River Crossing is the centerpiece of the \$39M Main Street to Main Street Multi-Modal Connector project (“Main to Main”) that will create bike paths and walkways from Uptown Memphis to West Memphis, Arkansas. Construction has begun on the Harahan Bridge and on the greenway that will connect the bridge to West Memphis. The Main Street Memphis portion of the Main to Main project is substantially complete and construction of the Memphis approach to the bridge can be seen from Virginia Ave and Channel 3 drive. Completion of the Big River Crossing is expected in mid-2016.
- **West Memphis Eco-Park:** BRSI is working with the City of West Memphis and Crittenden County Arkansas to develop an Eco-Park on the Arkansas bank of the Mississippi River, directly across from Downtown Memphis. The size of the park will total approximately 1,800 acres bordered by I-40 & I-55, the river and the Levee. In the planning phase of the Greenprint, the City of West Memphis received a \$50K subplanning grant, which it used to contract the University of Memphis planning department for preliminary study of the area. Additionally, BRSI funded a survey of eco-park site. On May 12, 2015, the West Memphis MPO allocated \$1M in CMAQ funds for trails in the proposed park, connecting The Harahan Bridge and West Memphis to this unique destination.
- **Big River Parkway:** BRSI has a memorandum of understanding with the St. Francis Levee District to develop a soft surface trail system, 73 miles from Marion to Marianna Arkansas. BRSI received \$100K Economic Development Grant from the State of Arkansas to build 48 pass-through gates on the levee for bike-pedestrian traffic. BRSI received a commitment from the USACE for materials to resurface the levee road with fine gravel. The St. Francis Levee District has committed resources to install the fine gravel on the existing levee roads. This project is expected to be completed in mid-2016. The ultimate goal is a levee top trail that runs from St. Louis to New Orleans.
- **National Geographic Project:** BRSI has raised \$500K thus far to establish a Geotourism zone along the entire Mississippi River Valley. This project will establish a geotourism map and website for the region. Any small or medium size business can submit their info to be posted on the National Geographic Website. Partners include National Geographic, National Park Service, US Fish and Wildlife Service, Mississippi River Parkway Commission, MS River Cities and Towns Initiative.

Binghampton Development Corporation

- **Hampline:** The Hampline provides safe access for bikes and pedestrians to the Shelby Farms Greenline and Overton Park. The design for the Hampline is complete and has been submitted to TDOT. The Greenprint sub-award funded the Tillman section of the project. Other sections – city-funded sections – of the Hampline are currently under construction. The Tillman section, along with the other state-funded sections, are awaiting final approval at TDOT. We expect construction to begin this Fall 2015.
- **Addressing Blight:** BDC is working with partnering organization, the Community Development Council of Greater Memphis, on public policies to address blight. This policy work relates specifically

to the Greenprint short-term target of drafting state legislation to offer property tax waivers or freezes for infill development by 2018.

City of Bartlett

- **Fletcher Creek Greenway:** The Fletcher Creek Greenway runs alongside Fletcher Creek, connecting Memphis and Bartlett. The total project will have a multi-use trail running from Highway 64 on the south to Brunswick Road on the north following Fletcher Creek, approximately 4.4 miles. City of Bartlett is seeking to fund 80% with Federal Dollars and 20% local dollars. The total project cost is estimated to be \$6 million, so the local match is \$1.2 million. Phase 1 consists of construction of 2 trailheads and construction of the trail from US 64 to Yale road. All right of way has been purchased and the project is under final design. Project should bid in late Summer to early Fall 2015. Phase 1 should be completed by Fall of 2016. Future Phases will be included in the next TIP for construction as funding is available.

City of Memphis

- **Memphis Heritage Trail Green Infrastructure Retrofit:** The Memphis Heritage Trail Green Streets Retrofit Initiative will supplement the trail's cultural components with environmental solutions to help improve the quality of life in the metropolitan downtown Memphis area. Environmental solutions recommended in the street retrofit are stormwater management, construction of a pedestrian-friendly streetscape, traffic calming solutions, and locations for public spaces and green infrastructure. There are three segments to the street retrofit, along Martin Luther King Boulevard (formerly Linden Avenue) from Main Street to Danny Thomas Boulevard. The estimated cost of the retrofit is \$6.2 million.
- **See also:** Greater Memphis Greenline (below) and Wolf River Conservancy (below)

City of Millington

- **Millington Greenways Plan:** The Millington Greenway Master Plan is a long range plan for connecting 20 miles of greenway throughout the City of Millington, including connections reflected on the Greenprint Concept Map. The plan links Millington's park system by trails and bike lanes, and seeks to conserve open spaces, provide alternative transportation, and promote healthier lifestyles. The cost to implement the plan is estimated at \$15 million.

Community LIFT

- **Frayser Town Center Plan:** The Downtown Frayser plan addresses a priority for the community to create a central gathering space. Through the sub-planning grant from Mid-South Regional Greenprint, consultant Ray Brown Urban Design and Universal Commercial Real Estate LLC were hired to develop this concept in conjunction with Frayser stakeholders. Several engagement sessions were held, in addition to planning, urban design, and real estate development services that helped determine the optimal location, size and land uses for a business improvement district for the Frayser neighborhood, to be known as The New Downtown Frayser. This plan was presented to the City Council around the same time the Raleigh Springs mall redevelopment was presented. They were advised to wait until the next budget cycle to make requests for City investments to carry out the Downtown Frayser plan. They are working to meet with City Directors regarding this project to get their buy-in before the project goes back to the Council. Specifically, they would like to meet with the Director of Library Services and the City's engineering department.

Crosstown, LLC

- **Crosstown Greenline Connector:** This connector is an urban pedestrian and bike trail in Memphis TN, designed to extend the existing Vollintine & Evergreen Greenline, once the L & N Railroad that served the historic Sears Distribution Center, southwest from its current termination point north of North Parkway, across the railway bridge and North Watkins, through the the Crosstown Development Project site. The Crosstown Greenline Connector will better, more safely connect surrounding neighborhoods to the resources available in the newly renovated Sears building, including an art gallery, a charter public high school, and a wellness center that provides healthcare for the working uninsured. The design includes rail bridge acquisition, abatement, lighting for aesthetics and safety, bike lanes, walking paths, exercise equipment, and seating. The cost to implement the design is estimated between \$150,000 and \$200,000.

DeSoto County Greenways and Parks

- **Native Landscaping:** Three native landscaping demonstration projects will be completed by 2016 at the Johnson Creek Greenway, ARK Trails, and Hernando DeSoto River Park.
- **Arkabutla Lake & Olive Branch Trails:** In partnership with the North MS Trails Association, at least 10 miles of trail at Arkabutla Lake and Olive Branch will be completed by the end of 2015.
- **Horn Lake Creek Greenway:** Developed as a subplanning project of the Mid-South Greenprint, DeSoto County Greenways has identified the Horn Lake Creek Greenway as a priority for greenways development in DeSoto County. The project is organized into two phases: Southaven to Highway 51 (1 mile) and Horn Lake Road to Highway 51 (2 miles). Preliminary estimates suggest each phase would cost approximately \$1.5 million to complete or \$3 million overall. Currently, construction is continuing on the Johnson Creek Greenway and work has begun on the east-west section of the Horn Lake Creek Greenway.
- **Four Rivers Regional Food Hub:** DeSoto County Greenways and Parks is supporting the Four Rivers Regional Food Hub to address issues of access, economics, and food system sustainability in Northwest Mississippi.
- **Geotourism:** DeSoto County Greenways is working with DeSoto County Tourism to establish geotourism as part of regional tourism by actively promoting our County's scenic byways, cultural, historical, greenways, parks and recreational venues.

Greater Memphis Greenline and the City of Memphis

- **Chelsea Greenline:** Greater Memphis Greenline proposes to convert an abandoned rail corridor approximately 2.6 miles long into a greenway through north mid-town, connecting residential, commercial, and employment areas. The trail would begin 1 block from Buckman Laboratories on the east and Washington Park in the Uptown area. Acquisition/easement consultant selection is underway by the City of Memphis. Approximately \$1.5 million is currently included in the Transportation Improvement Program (TIP) with approximately \$2 million needed in construction funds. Greater Memphis Greenline intends to create several public engagement opportunities as the process moves forward over the next four years. The first of which will be held on June 11th to announce outdoor art on the Wolf River flood wall that parallels the trail from Evergreen to Watkins. Memphis Paint, a day-long event on July 18th, will feature the work of dozens of artists. The event will allow the conversation about the trail to begin in earnest.

Grow Memphis

- **Policy Changes for Urban Agriculture:** Grow Memphis has led policy research to accelerate urban agriculture in Memphis and Shelby County. Three prime areas of opportunity for local policy change have been identified: 1. (Land Access) Development of a simple lease program to allow residents to access vacant properties within the Shelby County Land Bank for the purposes of urban agriculture without having to purchase them; 2. (Water Access) Changes to demolition standards to keep water lines intact on formerly residential properties to make more lots viable for urban agriculture; and 3. Communication and marketing around soil such as current city and county resources for free agricultural/gardening materials (compost, wood chips, etc) and testing soil for toxins. Much of this work involves advocacy and marketing, and it is estimated these changes are achievable for around \$48,000.

Knowledge Quest

- **Green Leaf Learning Farm Expansion:** Knowledge Quest recently received 6 donated parcels from the County Landbank Office and purchased 1 for expansion properties. They have installed 12 of 24 permanent raised beds on the current organic portion of the farm and renewed organic certification to include additional space on current farm area and all expansion properties (including apartments). Green Leaf Learning Farm has expanded to South Memphis Farmer's Market and Downtown Market for the 2015 Market season and has been able to increase overall farm staff and capacity by 50%.
- **Residences of Green Leaf:** Knowledge Quest was awarded Quality Energy Conservation Bonds to support the renovation of the Residences of Green Leaf through the Memphis Green Communities Grant.
- **Community Supported Agriculture:** Knowledge Quest has developed infrastructure for Community Supported Agriculture program, with implementation goal of Spring 2016.
- **Gardening School Programs:** Knowledge Quest is actively working with its adopted schools - Cummings Elementary, Larose Elementary, and Hollis F. Price High School - to develop and establish gardens and robust gardening programs that connect with efforts at Knowledge Quest and Green Leaf.
- **Gaston Park:** Knowledge Quest is continuing to develop Private-Public partnerships to continue enhancements at Gaston Park.

Livable Memphis & Community Development Council of Greater Memphis

- **Complete Streets Manual:** The Memphis Complete Streets Project Delivery Manual was completed in fall 2014 and released publicly in February 2015; the document will take effect as an internal city policy on July 1, 2015. The local development code will be amended in summer 2015 to reference and strengthen the capability to enforce those policies and procedures present in the manual.
- **Roadway Regulatory Plan:** Funded by a grant to Livable Memphis from the National Association of Realtors through the Memphis Area Association of Realtors, work began in spring 2015 on the development of a roadway regulatory plan. The regulatory plan will assign typologies consistent with the manual to all current and future roadways in the City of Memphis in order to strengthen the concepts and implementation of the Complete Streets Policy. The Roadway Regulatory Plan's anticipated completion is the end of June, but possible delays may occur depending on the availability of data from the Memphis MPO. The MPO's travel demand model is the source of certain

GIS data files needed to perform the technical analysis – the model is currently being updated and will be available soon.

Mayor's Institute for Excellence in Government

- **Transportation and Mobility Strategies:** MIEG has developed transportation and mobility strategies that will address Greenprint short-term targets related to last mile connections, increasing the mode share of work commute trips made by bicycling, walking or transit, and establishing a formal transportation management association (TMA).

Memphis Bioworks

- **Alternative Fuels Analysis:** Memphis Bioworks has led an analysis on the feasibility of alternative fuels in order to inform fleet manager decisions on a future transition to alternative vehicles. The next step is to identify a specific municipal fleet for a pilot project in which a small sample of vehicles will be chosen within a particular vehicle category as an experiment group to demonstrate the effectiveness for an identified alternative fuel. For example, a one year pilot project to test operating costs and emissions reductions for 10 light duty passenger trucks (general maintenance trucks) is estimated to cost between \$150,000 and \$200,000 including incremental costs of replacement vehicles, data acquisition systems to track comparative outcome data, and personnel to conduct analysis.

Mississippi River Corridor - Tennessee, Inc.

- **Mississippi River Camp Restoration Plan:** The MRCT has recently received a Contract from the Tennessee Department of Environment & Conservation (TDEC) to produce a Restoration Plan for the historic CCC Mississippi River Camp located inside Meeman-Shelby Forest State Park. The MRCT has partnered with the Department of City & Regional Planning at the University of Memphis and will be working with their staff Professors and graduate students to produce the comprehensive plan. The Camp was built in 1933 and has been closed for approximately twelve years. It contains a large assembly hall with kitchen, approximately 24 cabins, bath house and large swimming pool. When the camp has been restored, it will become a unique destination site for visitors looking for places to stay that feature outdoor recreational activities. A ramp with access to the Mississippi River is located down the street from the Camp and will serve as a put in site for river tour/paddles down to Memphis with a team of professional outfitters.

Overton Park Conservancy

- **Poplar/Cooper Entrance:** A new bike/pedestrian connector trail will be installed in 2015 to connect the intersection of Poplar at Cooper with the park entrance at Veterans Plaza Drive, and will extend west to the park entrance at Tucker, providing better access to MATA stops along Poplar Avenue. A second crosswalk and pedestrian-activated light will be added on the west side of the Poplar/Cooper intersection.
- **North Parkway Sidewalk:** The sidewalk adjacent to the Zoo on North Parkway will be repaired and extended to the park entrance at the eastern boundary of the Zoo's maintenance area. This step is necessary for the City to install on-street parking and a bike lane along that section, connecting cyclists to and through Overton Park, and adding about 100 on-street parking spaces that could be used for Zoo employees or visitors.

Shelby Farms Park Conservancy

- **Perkins Road Access Point:** Shelby Farms Park Conservancy (SFPC) formed a neighborhood group that is helping fundraise for the construction of the connector trail that links the Avon neighborhood to the Greenline. The “Perkins Project” has a Facebook page, fundraising committee and is on Shelby County’s radar. SFPC is working with Ritchie Smith Associates and Wagner General to get a total project budget and then we will break out the fundraising responsibilities between SFPC and the neighbors. SFPC has applied for one grant to date that will help with the construction of the trail and has one more on the radar. It is estimated that this project will be complete by 2017.
- **Appling Road Access Point:** Shelby County approved a three-way stop on Mullins Station Rd that will slow traffic and prepare cars for the pedestrian crossing that will come when Greenline East is paved later in 2015. SFPC is applying for a grant to fund this access point as well. SFPC is striving to solidify this connection by the time Greenline East is constructed in the Fall of 2015 or Spring of 2016.
- **Heart of the Park:** Heart of the Park is a visionary reimagining of Patriot Lake - a well-loved but ecologically dysfunctional lake in the center of the Park, which was created when dirt was needed to cap a nearby landfill. The Heart of the Park will become a vibrant and diverse community hub, an environmental teaching tool, an important part of the business plan to sustain the Park, a gathering place for health and recreation, relaxation and big water adventure. Plans include a new visitor center, a restaurant/retreat center, event stage, boat rental kiosk, water play, and much more. Shelby Farms Park Conservancy completed its capital campaign, raising \$70M, and hosted a groundbreaking event at the end of April 2015. Targeted completion of this project is fall of 2016.

Town of Arlington:

- **Memphis-Arlington Bike-Ped Trail:** In May 2015, The Board of Mayor and Aldermen awarded a contract for the construction of a portion of the shared use path along Memphis-Arlington. The Memphis-Arlington Bike-Ped Trail will be an extension of an existing trail, which currently ends at the Arlington Sports Complex. Construction of this next phase will extend from the Sports Complex eastward, and will provide a connection between the Arlington Elementary School, and Arlington Middle School. The length of the new addition will be 0.59 miles. A grant from TDOT was received for construction of this project, along with matching funds from the Town of Arlington.
- **Forrest Street Park:** In June 2014, the Town of Arlington was awarded a \$250,000 matching grant through the Tennessee Department of Environment and Conservation for the development of the Forrest Street Property through the Parks and Recreation Department. This project is now in the Construction process with an anticipated completion in mid-2015. The park will be 11 acres in size, and will be a multi-phase project. The first phase, now under construction, will include recreational fields for soccer, lacrosse and football. Future phases will include walking trails, restroom facilities and gazebo. Forrest Street Park is within the Town of Arlington’s Historic Depot Square District, the historic Town Center.
- **Depot Square Community Garden:** The Town is constructing a community garden in our Historic Depot Square on a 1.2-acre parcel. The gardens will include raised beds where residents can plant vegetables. The Arlington Parks Department has worked with area Master Gardeners on the plans, and will be working with area schools for educational opportunities for students on the benefits of gardening.
- **Loosahatchie Greenway:** Developed as a subplanning project of the Mid-South Greenprint, the Town of Arlington identified two phases of trail along the Loosahatchie River. The first phase includes approximately one mile of trail, 3,000 feet of boardwalk, and a trailhead and is estimated to

cost \$1.2 million. The second phase includes a path south to Highway 70 and north to the river along Collierville Arlington Road of less than one mile and a trailhead and is estimated to cost \$500,000. The Town has included in its CIP the purchase of land for phase 1, and searching for grants to further the project.

Vollintine Evergreen Community Association

- **V&E Greenline Entrances and Street Crossings:** Consultant Ritchie Smith Associates has completed the construction drawings and submitted them to the City of Memphis, which de facto approved the drawings. The proposed public improvements include concrete wheelchair ramps at eight street crossings. The ramps will be extra wide to facilitate easy crossing of the street. Adjacent to the ramps, the concrete curb and sidewalk will be rebuilt. Drainage improvements will be made at Stonewall St and other crossings as needed. For the actual street crossings, 20 foot wide zebra striping will be added to create a highly visible crosswalk. Traffic signs will be placed in advance of and at each crosswalk to alert motorists that they are approaching a V&E Greenline crosswalk. This project is shovel ready; once funding is obtained, construction will begin promptly.

Wolf River Conservancy and the City of Memphis

- **Wolf River Greenway:** The Conservancy and the City of Memphis have partnered to complete the 21 miles of the Wolf River Greenway within the Memphis city limits. Approximately 3 miles have been completed and are open to the public. The user count for the 12 month period that ended April 15, 2015, showed 187,000 people used the trail. The entire 18 mile corridor has been surveyed. There are approximately 8 miles of trail in design & engineering, including one new river access point. Public engagement will begin this summer. Wolf River Conservancy is still in the process of acquiring land and right-of-way in select areas. A ground-breaking planned for this fall and the remaining 18 miles are targeted for completion by 2019.
- **Boat Launch Study:** The Wolf River Boat Launch Access Study inventoried existing boat launch sites, identified locations for new sites, and assessed conditions of sites along the Wolf River. During the study, a conceptual plan for a canoe launch point at McLean Boulevard was developed in tandem with design for Phase 5B of the Wolf River Greenway.

The Works

- **South Memphis Greenline:** The South Memphis Greenline proposes to convert an abandoned rail corridor approximately 2 miles long into a greenway through the heart of South Memphis, connecting residential, commercial, and employment areas. The project has received Federal Transportation Improvement Program funding for its design and engineering phase. That work will begin upon completion of TDOT review of the proposal. Preliminary estimates for construction are between \$2 million and \$2.5 million, but could change depending on the scope of environmental mitigation needed.
- **South Parkway median restoration:** This project is focused on addressing pedestrian safety and connectivity issues seen on a segment of South Parkway between I-240 and Lauderdale Street. This section of South Parkway no longer has a landscaped median as can be found on the majority of the Parkway system (North, South, and East Parkways) in residential areas. The removal of this section's landscaped median has resulted in a 75-foot wide thoroughfare that encourages high-speed traffic and has only two marked pedestrian crossings in its one-mile length. This segment of South Parkway is home to five churches, two elementary schools, and the only public park in the neighborhood, and

consequently sees heavy pedestrian use. The current estimate for construction and landscaping is \$260,000.

YMCA of Memphis & the Mid-South

- **Healthy Food Options:** The goal of the Healthy Convenience Store Initiative (HCSI) is to provide healthy food options to residents in communities that are food deserts and whose health statistics and socio-economic characteristics indicate a great need of access to food that promotes a healthier and better quality of life. El Amigo Supermarket, the Healthy in a Hurry pilot store, is currently in the implementation phase of the Healthy Convenience Store Initiative. Health Innovations representatives have been holding a conversation over the course of the 2015 with the store owner about how to successfully apply business practices to begin establishing the store as an outlet for healthy options. Consistency, awareness, and resident nutrition education are proving to be a requirement for sustainability. Cosmetic renovations and designs were applied to the Healthy in a Hurry section to make the healthy offerings appear welcoming and encourage exploration leading to purchase. Bilingual English and Spanish recipe cards were placed in the healthy area to strengthen awareness of the ease of choosing healthy. An opening launch event was held on April 18, 2015 to reintroduce the store as a balanced solution for shopping in the neighborhood and to raise community awareness about the availability of nutritious food products. The event included bilingual cooking demonstrations of quick, easy, and economic meals that incorporated the wholesome foods available in the store. Futuristically, any launch promotions will be held on a smaller scale and consist of giveaways and direct conversation with customers.