



MEMPHIS MEDICAL DISTRICT
COLLABORATIVE

TEXAS PEDESTRIAN SAFETY FORUM

AUGUST 2023
Sydney Sepúlveda



HELLO!

The Memphis Medical District Collaborative (MMDC) is a community development organization working with anchor institutions to strengthen the connections, communities, and campuses in the Memphis Medical District so they are more vibrant, prosperous, and equitable.

WHAT DO WE DO?

- Keep the neighborhoods clean and green
- Improve parks, public spaces, and streets
- Support small businesses and real estate development
- Organize free events + programs
- Offer resources to residents, employees, and students

ANCHOR PARTNERS



WHAT IS THE MEDICAL DISTRICT?

The Medical District bridges Midtown and Downtown Memphis. It is home to Memphis' major health and education institutions, a wide variety of parks, restaurants, and cultural attractions, as well as 20,000 employees, 7,000, students, and 10,000 residents.

NEIGHBORHOODS:

- Victorian Village
- The Edge
- The Pinch + Uptown
- Peabody Vance
- Madison Heights



MMDC PROGRAM AREAS

ANCHOR PROGRAMS

Buy Local

Hire Local

Live Local

REAL ESTATE & ECONOMIC DEVELOPMENT

Development

Business
Recruitment

Planning

Business
Support

QUALITY PUBLIC REALM

Streetscapes &
Landscaping

Clean & Safe
Streets

Mobility

Placemaking

COMMUNICATIONS & ENGAGEMENT

District
Promotion

Signage &
Public Art

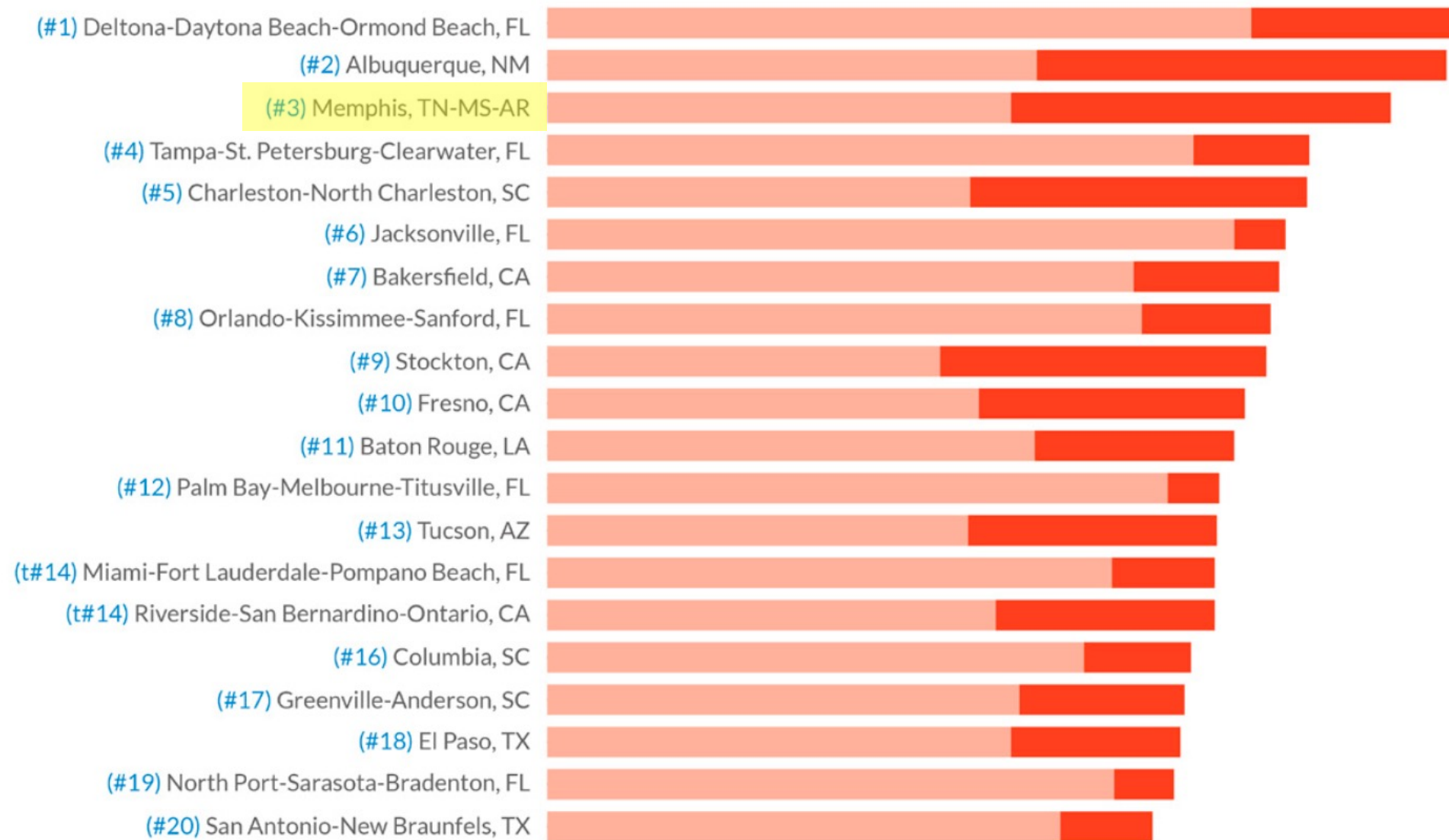
Community
Engagement &
Events

MEMPHIS: 3RD MOST DANGEROUS METRO

No metros in the top 20 are improving

All have gotten significantly more deadly

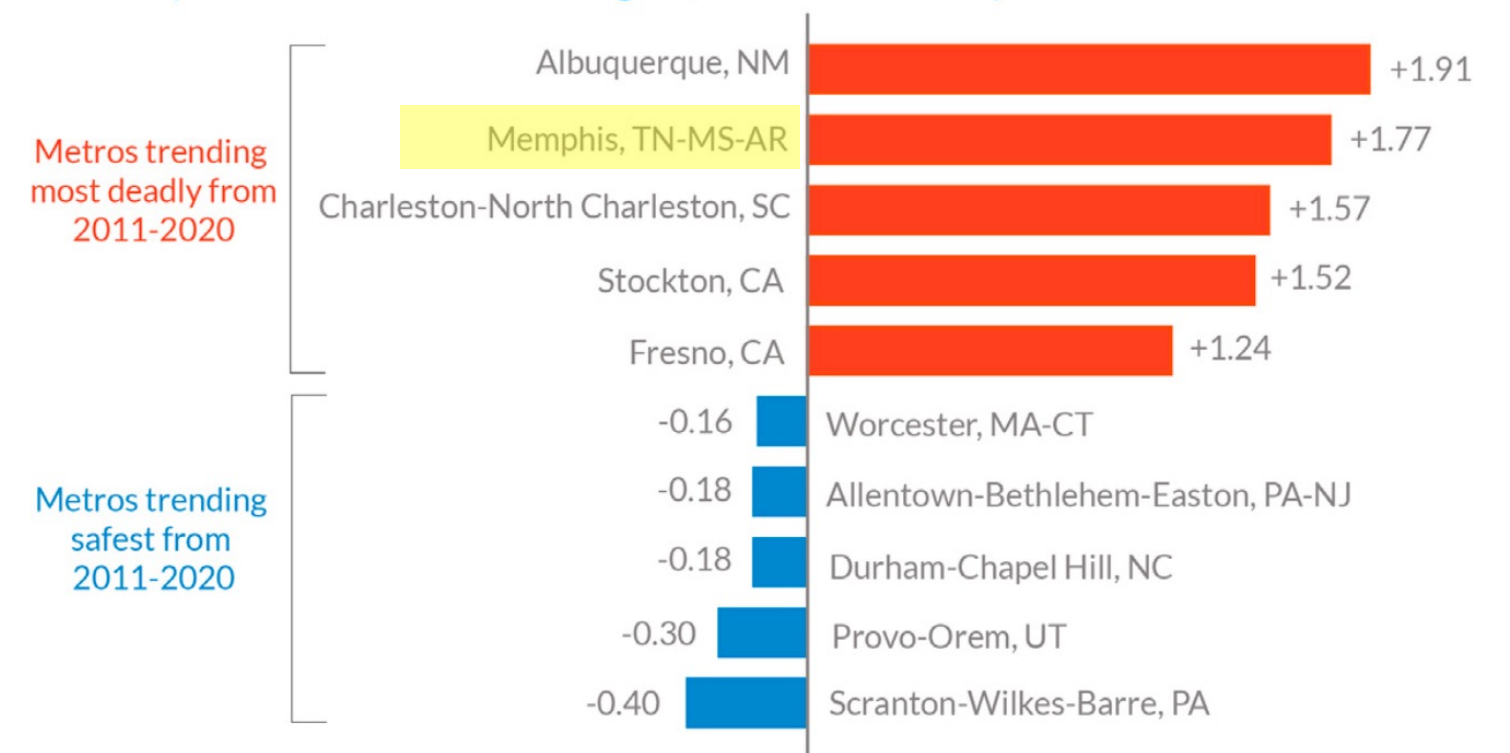
■ Average fatality rate (2011-15)
 ■ Average fatality rate (2016-20)



*Dangerous by Design 2022 rank in parentheses

Long term trends in fatalities:

Which places have been trending safer or more deadly over the last decade?



Comparing average fatality rates for the past five years (2016-20) with the five years previous (2011-15)

2023 HEADLINES

COMMUNITY

Memphis is on track to pass its highest amount of pedestrian deaths in a year | How city leaders are trying to prevent that

—
According to the Memphis Medical District Collaborative, there were 83 pedestrian related deaths, MPD says there have been 20 so far this year.

LOCAL

MPD raises awareness after fatal pedestrian accidents

3 pedestrian crashes on Union within one week; Memphis city leaders search for answers

LOCAL NEWS

'Walkin' in Memphis' | What the City of Memphis is doing to help increase pedestrian safety

—
83 people were killed while walking in Memphis in 2022, that's nearly a 30% surge in just the past three years.

SAFETY & SECURITY PARTNERSHIPS

- Mobility Leadership Team
- Safety & Security Team



PEDESTRIAN SAFETY CAMPAIGN



WALK UP AN APPETITE

BE AWARE
A VISION ZERO CAMPAIGN TO SUPPORT MEMPHIS MEDICAL DISTRICT PEDESTRIANS

powered by:
MEMPHIS MEDICAL DISTRICT COLLABORATIVE

WHERE:
TROLLEY STOP,
EVELYN & OLIVE,
SABOR CARIBE &
ALCENIA'S

DATE & TIME:
JULY 24
11AM - 1PM

The graphic has a yellow background. The top half shows two women on a blue and yellow bike path. The bottom half is a dark blue/black area with yellow text. The bottom of the graphic contains logos and event details.



PEDESTRIAN SAFETY CAMPAIGN

LOCAL

How this artwork could save lives

MEMPHIS, Tenn. – A outdoor public art installation in the medical district is creating a powerful visual image of the number of pedestrians killed on the streets of Memphis last year.

Local artist [Colin Kidder](#) created the artwork called ‘Naming’.

The 3D art is made of colorful crosswalk cutouts and represents the 69 people who died in pedestrian accidents.



CROSSWALK ZEBRAS MEMPHIS

LOCAL NEWS

"Crosswalk Zebras" team up to help Memphians across crosswalks, increase pedestrian safety

With more than a dozen pedestrian crashes this year, organizations are working to decrease the number each day.



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MEMPHIS EVENTS METRO BUSINESS OPINION SPORTS ARTS & CULTURE FOOD SUBURBS NEIGHBORHOODS PODCAST

CITY OF MEMPHIS SHELBY COUNTY STATE GOVERNMENT EDUCATION CRIMINAL JUSTICE ELECTIONS SPIRIT OF MEMPHIS THE EARLY WORD ON

SPIRIT OF MEMPHIS

'Zebra crosswalk' brings more visibility to local pedestrians

CROSSWALK ZEBRAS MEMPHIS



CROSSWALK ZEBRAS MEMPHIS

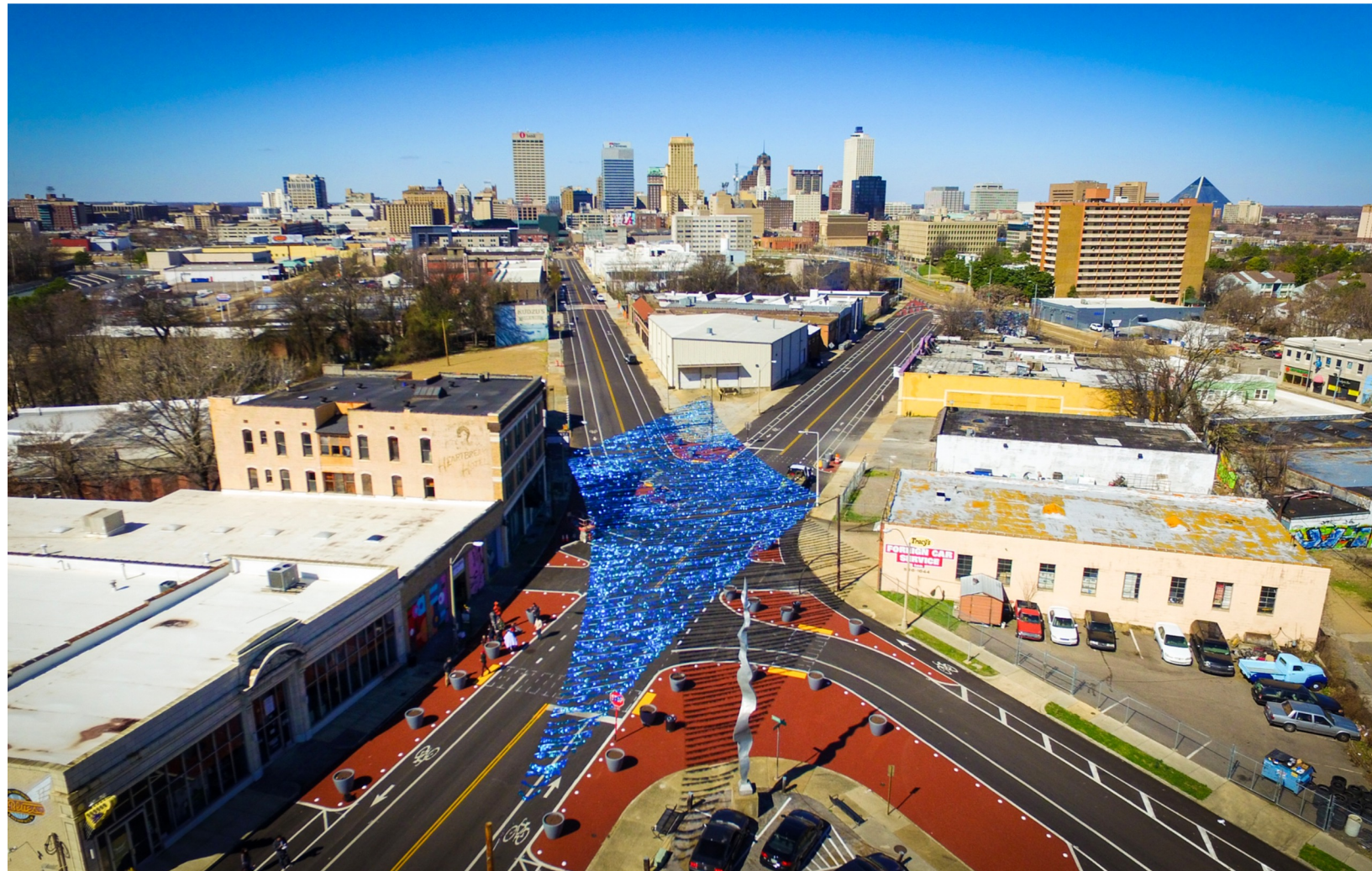
Walking in Memphis: Campus Police Promote Pedestrian Safety

Written by Peggy Reisser | August 17, 2023

[Education \(https://news.uthsc.edu/category/education/\)](https://news.uthsc.edu/category/education/)

[Public Service \(https://news.uthsc.edu/category/public-service/\)](https://news.uthsc.edu/category/public-service/)





THANK YOU!

