



**Welcome to the
Tuesday, June 20, 2023
MATA Board Meeting**



- **Call to Order**
- **Board Roll Call**
- **Approval of Minutes**



TRANSIT REPORT

Presented by:

BACARRA MAULDIN

Deputy Chief Executive Officer

GARY ROSENFELD

Chief Executive Officer

MEMPHIS AREA TRANSIT AUTHORITY

MATA BOARD OF COMMISSIONERS

June 20, 2023



MATA IN ACTION

MAY 2023



**Spring 2023 Service Updates
began Sunday, April 9th**

**Next meeting: Wednesday, June 14
PILGRIM REST BAPTIST CHURCH
491 E. McLemore Ave, 38106
6:00PM - 7:00PM**

@MATA
Spring 2023 Updates - Effective April 9th

Line	Weekday	Saturday	Sunday
1 Union	Westbound Trips Will Begin 2 Mins Earlier Starting at 6:12 AM	No Change	No Change
4 Walker	Relocated Stops on Lauderdale West 1 Block to Danny Thomas Bus Expected Every 60 Mins	Same as Weekday Change	Same as Weekday Change
32 Hollywood & Hawkins Mill	Southbound Trips Will Begin 3 Mins Earlier Beginning at 5:03 AM	No Change	No Change
36 Lamar	From 5 AM – 10 AM & 2 PM - 5:30 PM, Expect Buses to Arrive Every 20 Mins	No Change	No Change
37 Perkins	Southbound Trips Will Begin 5 Mins Earlier Beginning at 6:58 AM	No Change	No Change
39 South Third / Weaver	Westbound Trips Will Begin 4 Mins Earlier Beginning at 7:51 AM	No Change	No Change
39 South Third / Hoen Lake	Westbound Trips Will Begin 4 Mins Earlier Beginning at 6:07 AM	No Change	No Change
42 Crosstown	Buses Are Expected Every 30 Mins Beginning at 5:18 AM Northbound	No Change	No Change

*All Routes are East (Outbound)/ West (Inbound) Except Route, 16,30,32,37,42,69 which run North/ South



MAJOR PROCUREMENTS

MAY 2023

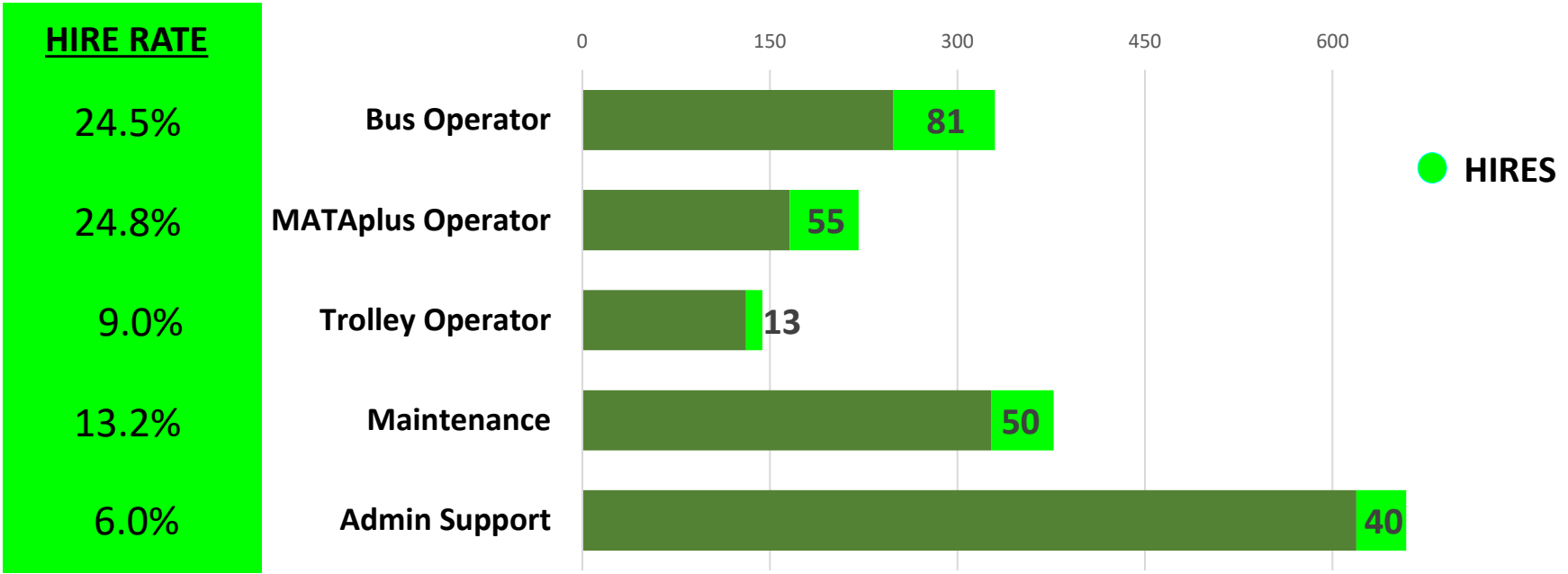
Projects Greater Than \$1 Million:	Cost Not to Exceed (millions)	Project Start Date	Project Completion Date
New Operations Facility	\$ 303.0	Aug, 2022	May, 2028
Memphis Innovation Corridor BRT	\$ 125.2	Jan, 2022	Aug, 2026
Crosstown Corridor Connector BRT	\$ 134.9	Mar, 2024	Jan, 2031
40 Electric Buses	\$ 68.9	April, 2022	May, 2026
20 Electric Bus Charging Stations	\$ 14.0	April, 2022	May, 2026
6-8 Trolley Vehicle Rehabs	\$ 4.0	June, 2022	Sept, 2026
Madison Line Restart	\$ 1.2	Sept, 2023	June, 2026
Various Transit Vision Projects	\$ 5.0	April, 2024	May, 2026
<u>Projects < \$1M:</u>			
236 Contracts	\$ 23.0	Nov, 2022	Dec, 2023
Total:	\$ 679.2		
<i>*Estimated</i>			



EMPLOYEE RECRUITMENT

MAY 2023

Hired 239 new employees in FY2023 (July 2022-May 2023)



LABOR NEEDS

MAY 2023

↓
4.0%

↑
4.0%

↓
5.7%

↓
50%

Fixed Route
Operators

Maintenance

Trolley
Operators

MATApplus
Operators

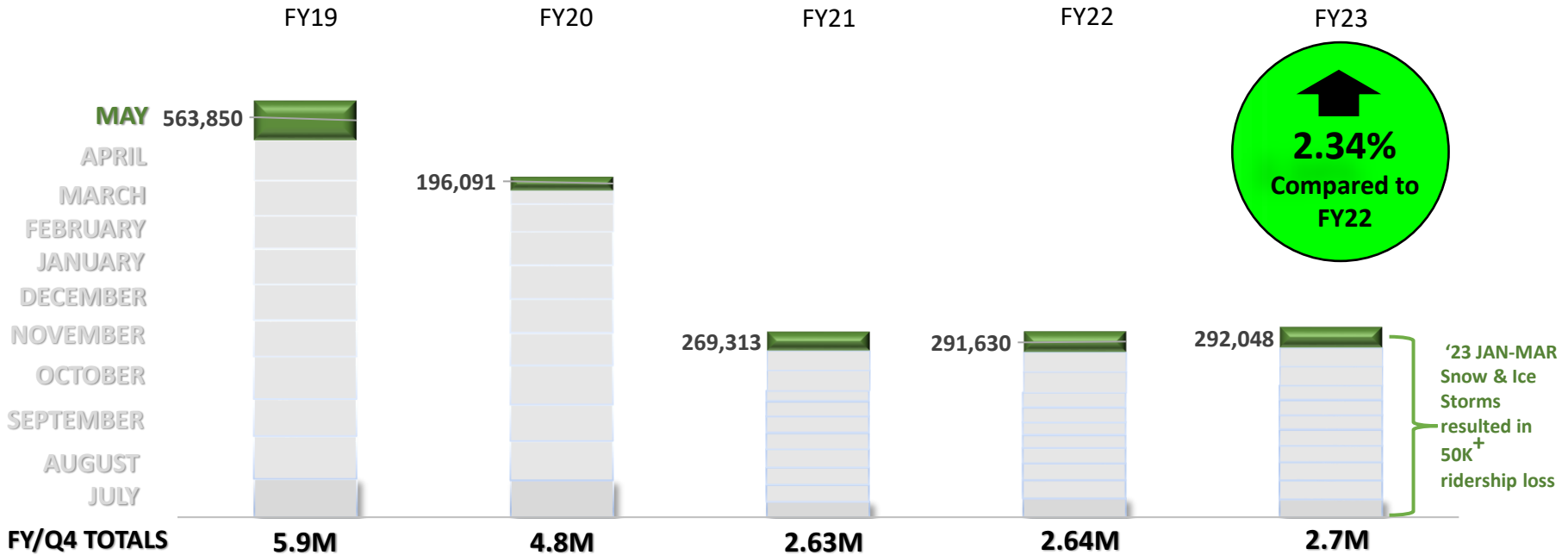
Administrative
Support



101 current vacancies

TOTAL RIDERSHIP (All Modes)

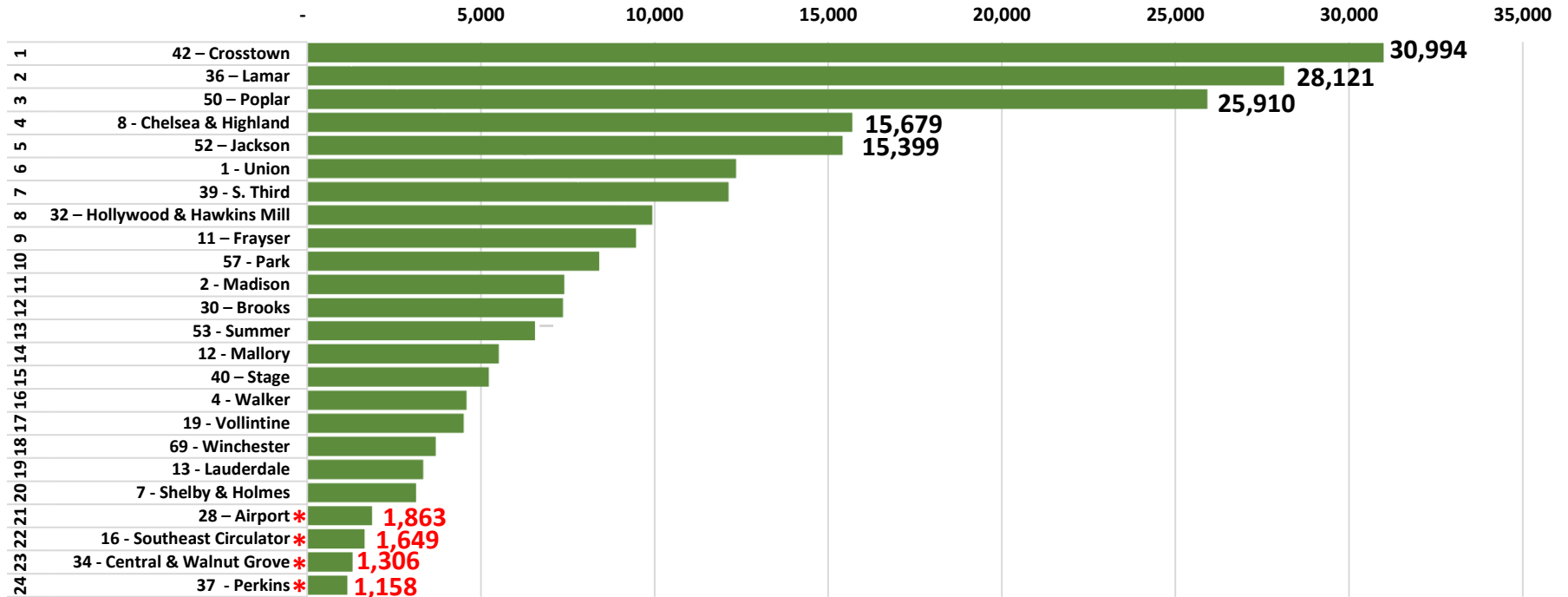
Total ridership increase of 2.34% in FY23/Q4 compared to FY22/Q4





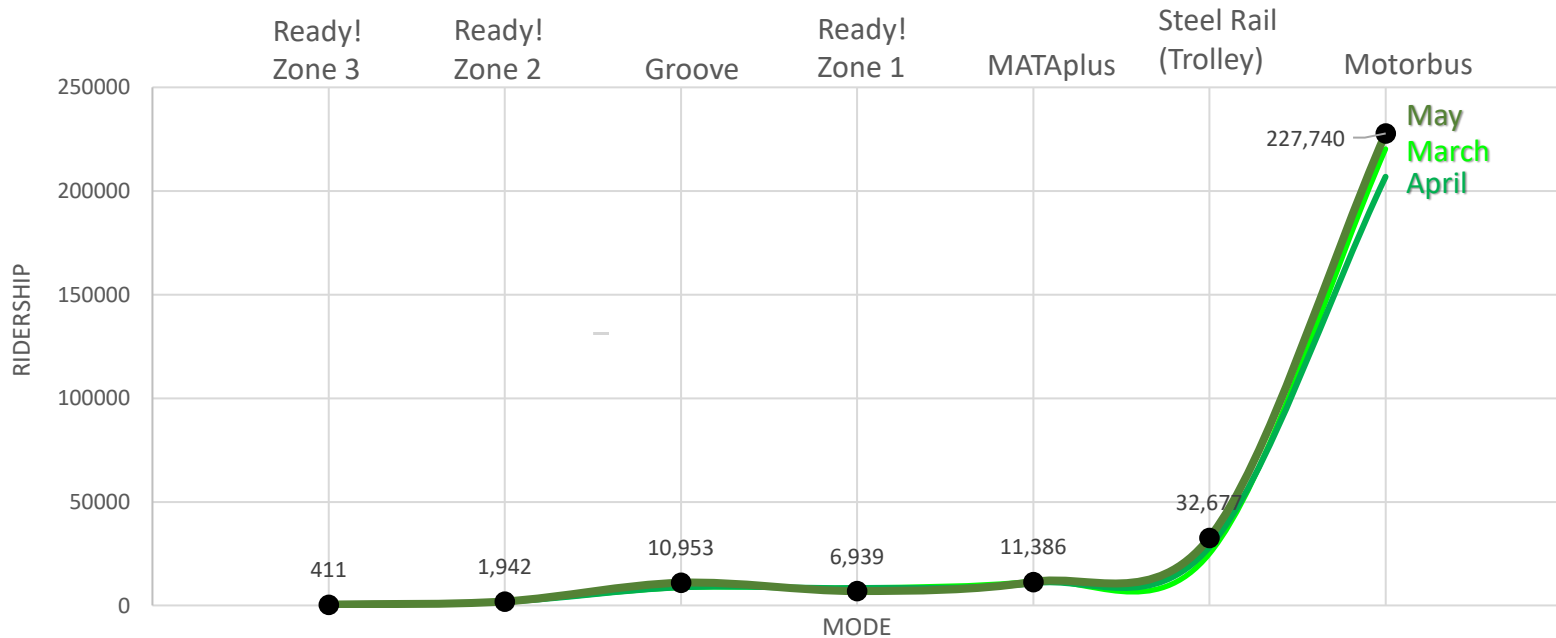
ROUTE RIDERSHIP RANKINGS

MAY 2023



RIDERSHIP BY MODE

March 2023





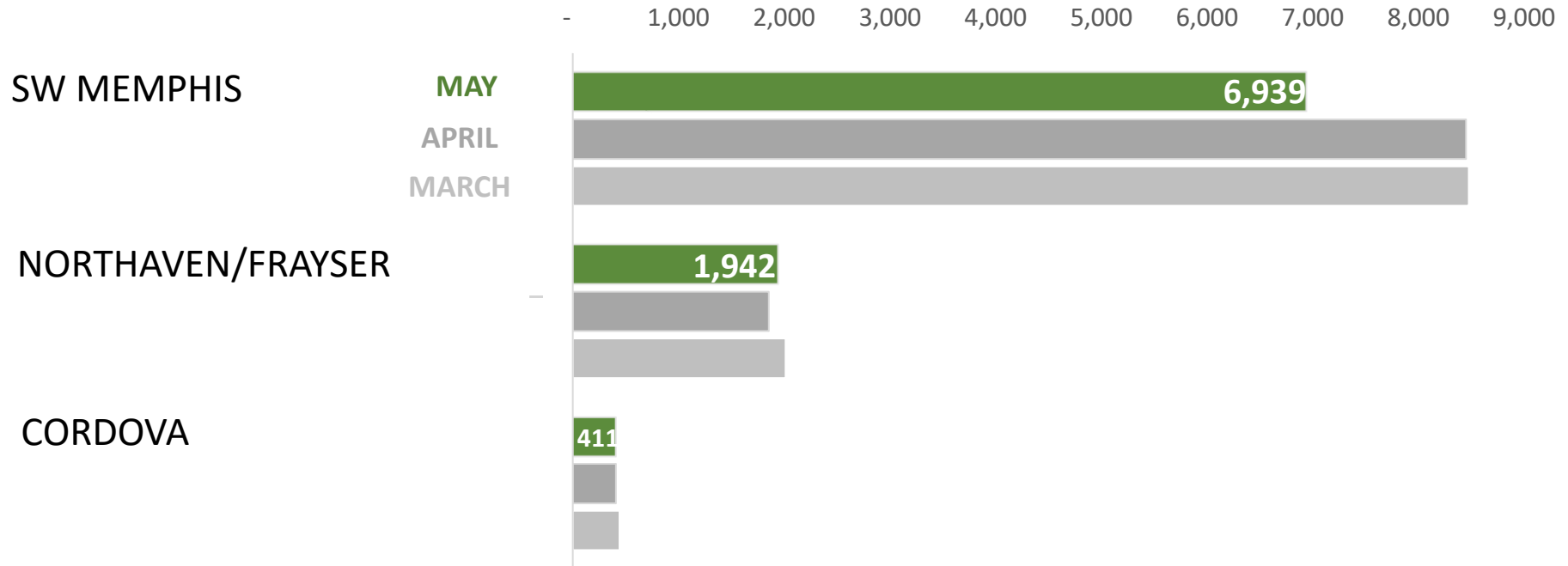
Groove On-Demand service celebrated 100,000 rides





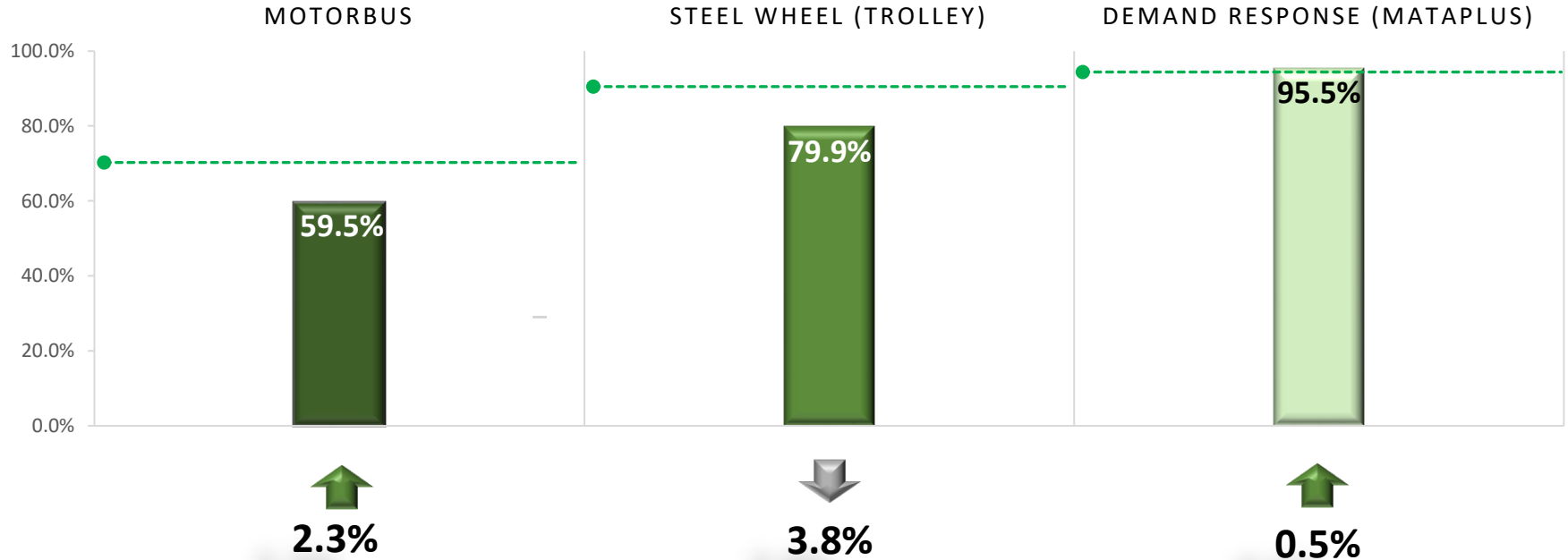
READY! RIDERSHIP by ZONE

MAY 2023



ON TIME PERFORMANCE

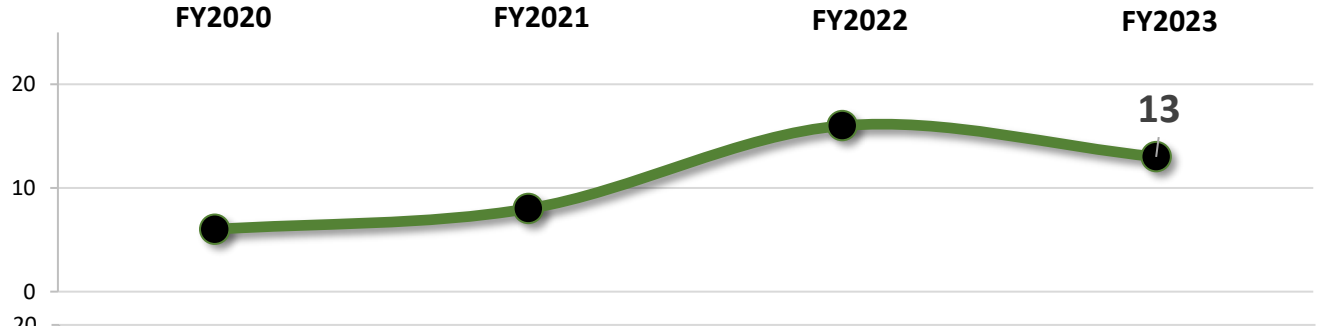
MAY 2023



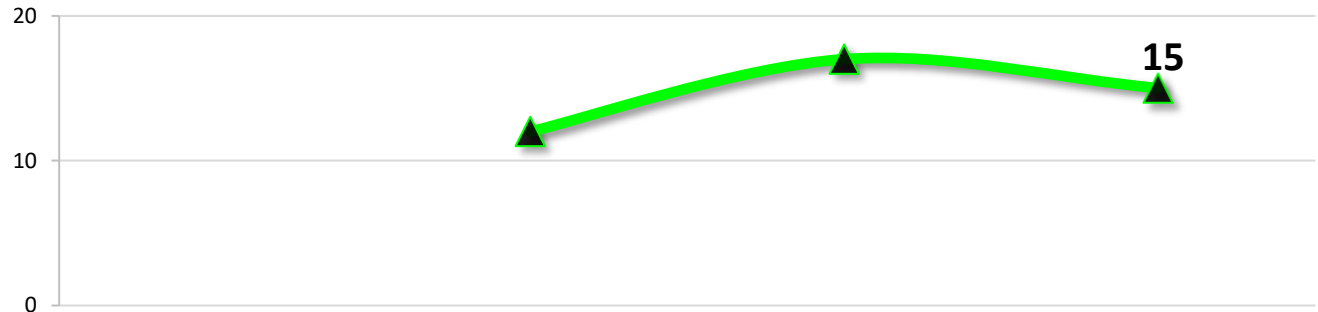
SAFETY STATS: ACCIDENTS

Accidents decreased by 15.1% compared to May 2022

PREVENTABLE ACCIDENTS



NON-PREVENTABLE ACCIDENTS

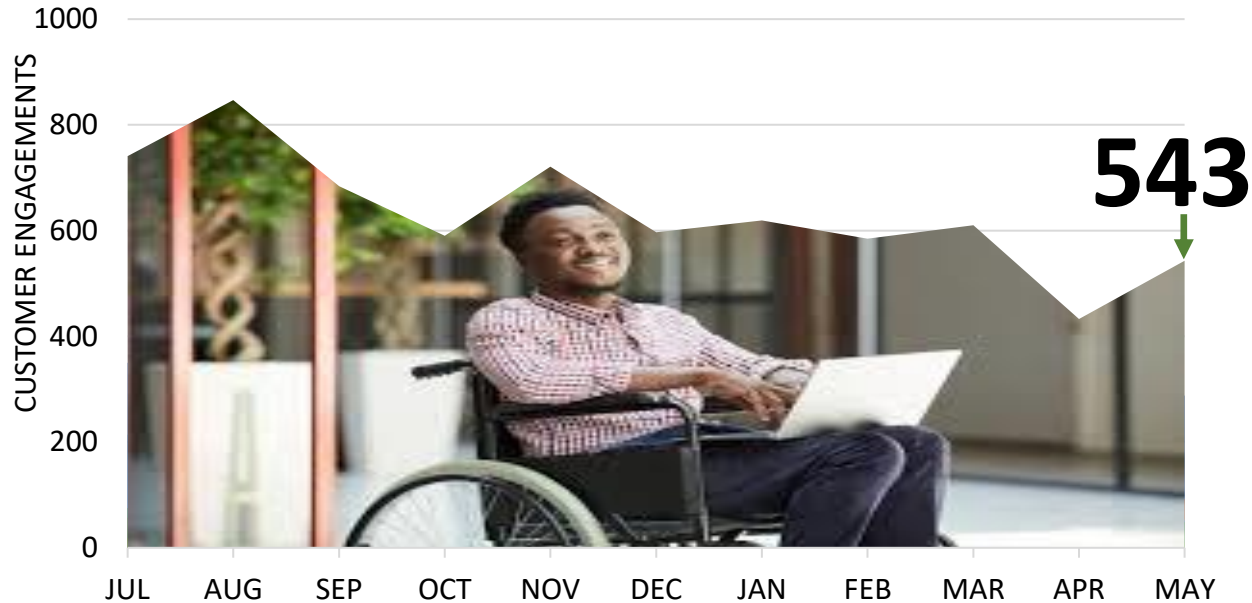




ASSESSMENT CENTER

MAY 2023

Conducted 543 Rider Assessment Customer Interactions





BUSINESS DEVELOPMENT CENTER

MAY 2023

MAY 2023 DBE Certifications



DBE EVENTS

- Downtown Commission DEI Director Meeting
- ACCA Local Planning & Executive Committee Monthly Meeting
- MLGW Procurement Fair Briefing
- EPICenter CEO & Leadership Staff Partnership Meeting
- Tennessee SBDC Business Planning Strategies Training
- Tennessee SBDC Capital & Finance for Businesses Training
- Anthony Amos Received a designation of Certified Compliance Administrator from American Contract Compliance Association
- APEX Tennessee Accelerator Training-Government Contracting 101
- Pathway Lending and MATA-Capital Partnership Meeting
- Intergovernmental Quarterly Consortium Meeting
- Developing a Business Model & Strategy: Communities Unlimited
- Tennessee SCORE: Grant Writing Strategies & Proposal Writing Techniques



CUSTOMER FEEDBACK

May 2023

39 Comments per 100,000 boardings



112



SUGGESTIONS & CONCERNS

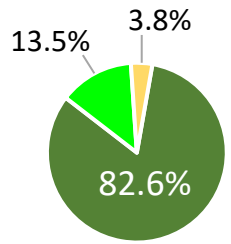
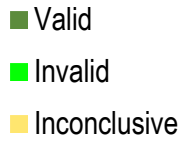
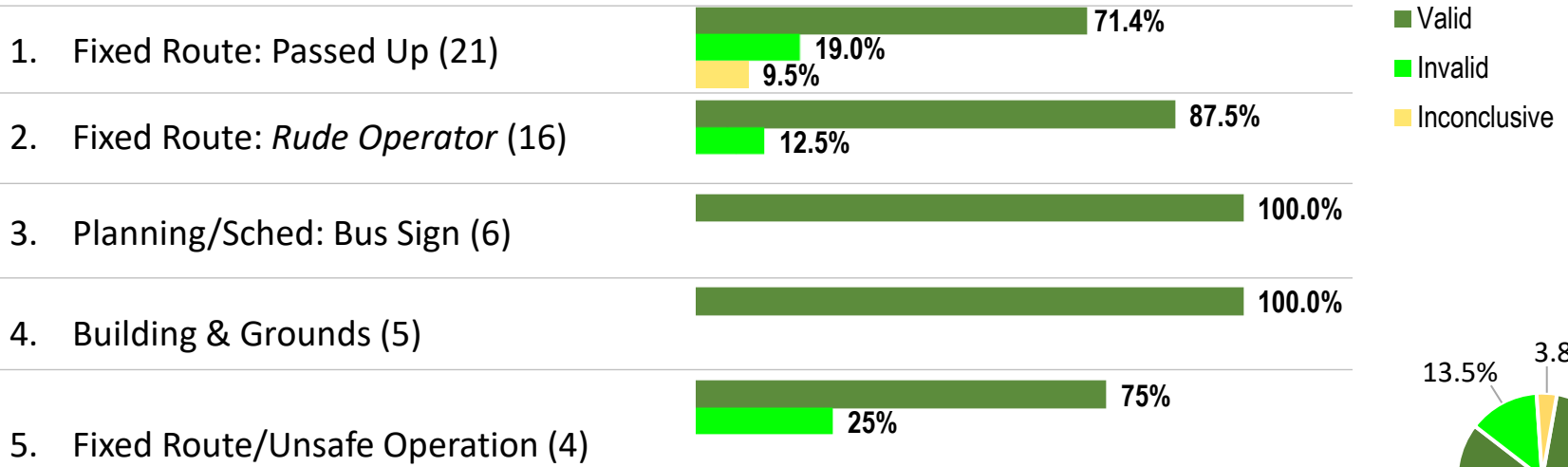
Received 19 more comments than April

TOP 5 FEEDBACK CATEGORIES

MAY 2023

CATEGORIES

FINDINGS





CUSTOMER FEEDBACK by RIDERSHIP

MAY 2023

292,048

Passengers

112 comments





Partnership

7,223 passengers / 211 service days

(May 22, 2021 – May 31, 2023)

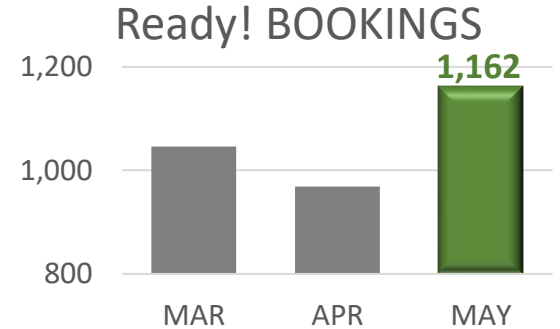
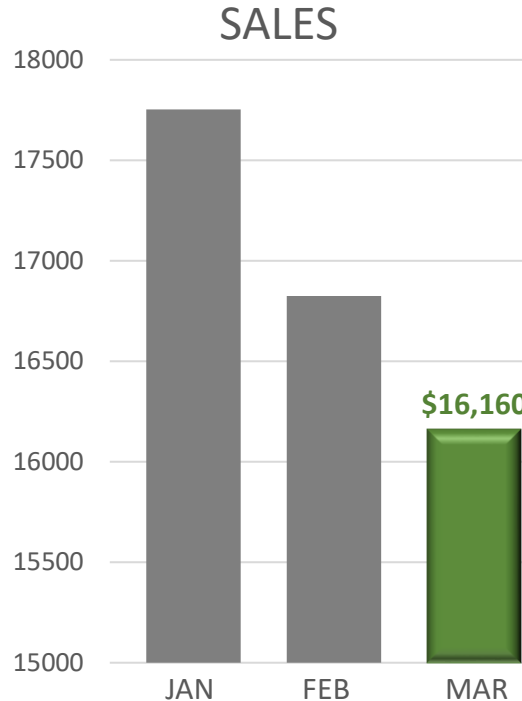
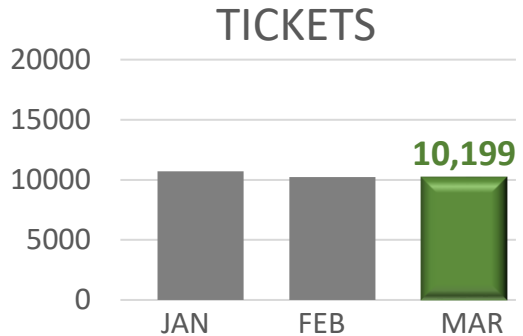
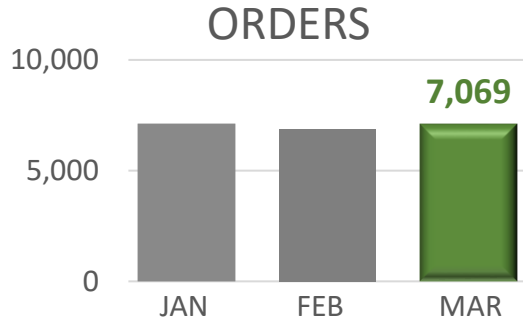
RESIDENTS ON THE MOVE offering
Klondike and Smokey City residents'
free rides to access local, fresh food sources





GO901 MOBILE

MAY 2023



FY23 =	
Orders	68,721
Tickets	102,243
Sales	\$196,551
Ready! Bookings	7,223

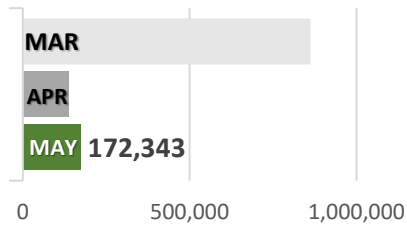


COMMUNICATIONS UPDATE

MAY 2023

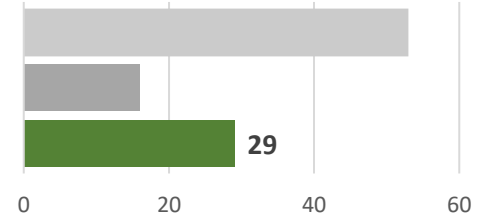
MEDIA

Media Viewship
(Local)



Ad Equivalency
\$8,977,70

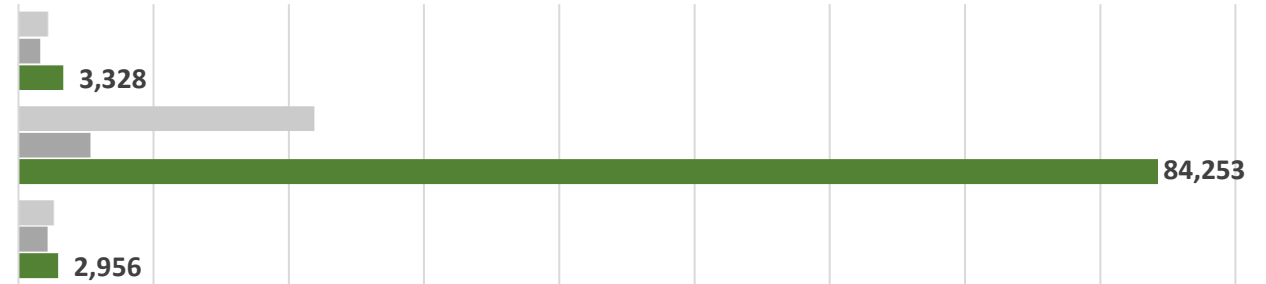
Media Hits



SOCIAL MEDIA

RideMATA Twitter Impressions

0 10,000 20,000 30,000 40,000 50,000 60,000 70,000 80,000 90,000

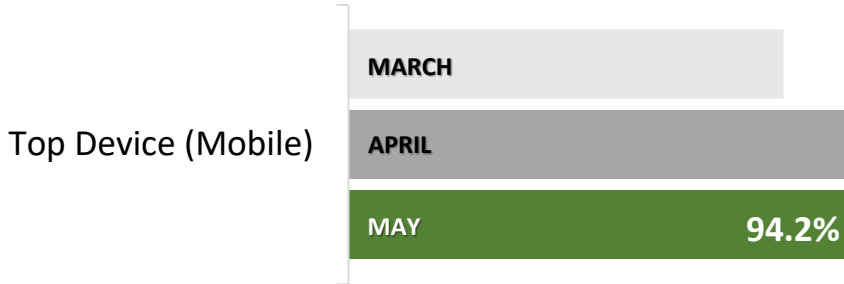




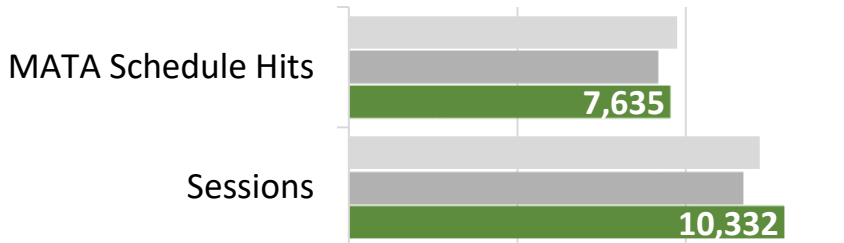
COMMUNICATIONS UPDATE

MAY 2023

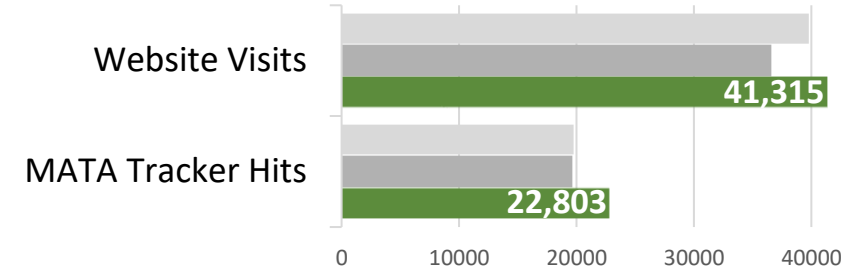
GO901 TRANSIT



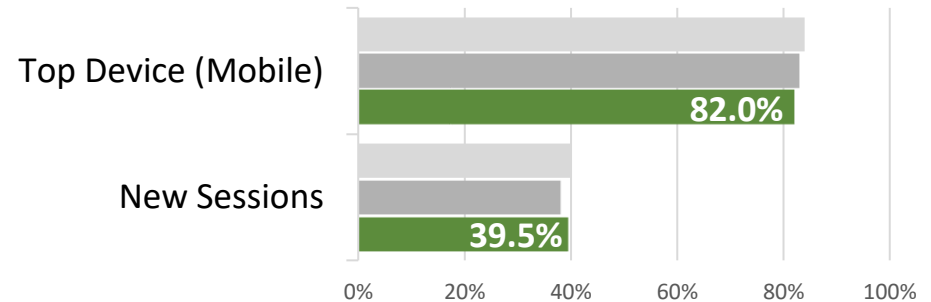
GO901 TRANSIT



WEBSITE



WEBSITE USE %





GO901



***Communications
Presentation***

Mia Harvey, Chundra Smith, Arielle Robinson, Chan Cobb



Communications Team



Mia Harvey
Public Information Officer



Chan Cobb
Graphic Designer



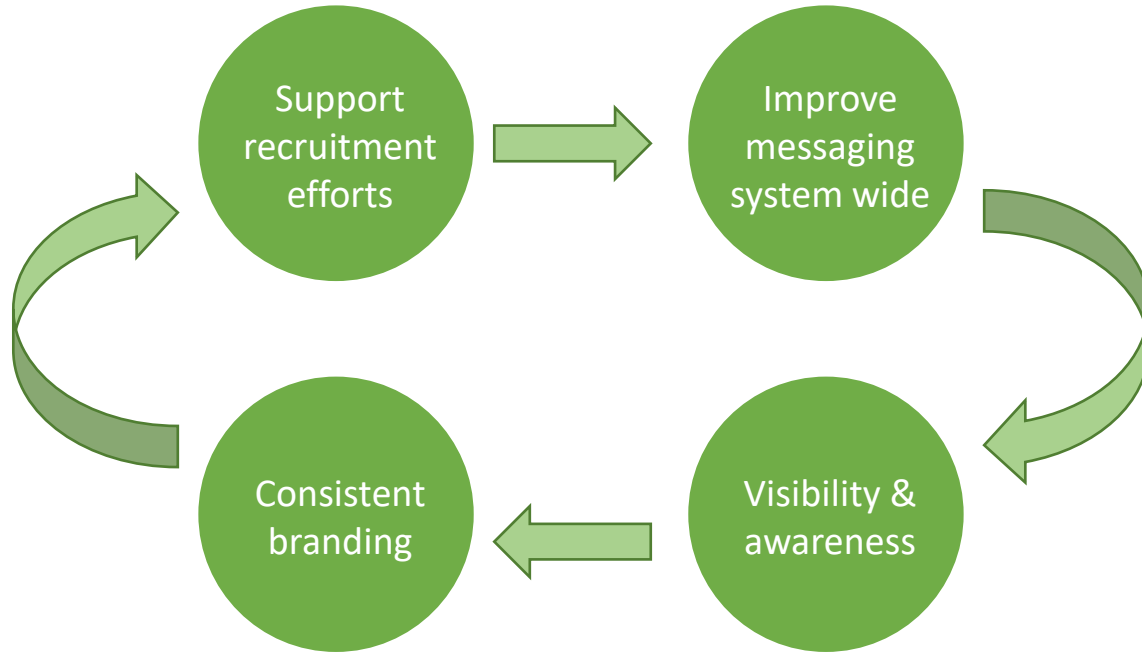
Chundra Smith
Community Engagement
Manager



Arielle Robinson
Marketing Specialist



FY22-FY23 COMMS Department Goals



Communication Department Highlights

Created Instagram page



Created TikTok page



Created "rideMATACEO" Twitter page



How Do We Do It?

Community Outreach



Proactive PR Strategy



Brand Storytelling



Worked with
KQ Communications



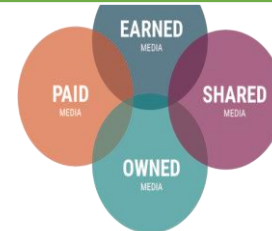
Paid Social Media Advertisements



Consistency



PESO (Paid, Earned, Shared, Owned)
Method to build a strategic framework





Marketing



Consistent branding

Visibility & awareness

Support recruitment efforts



Marketing Video

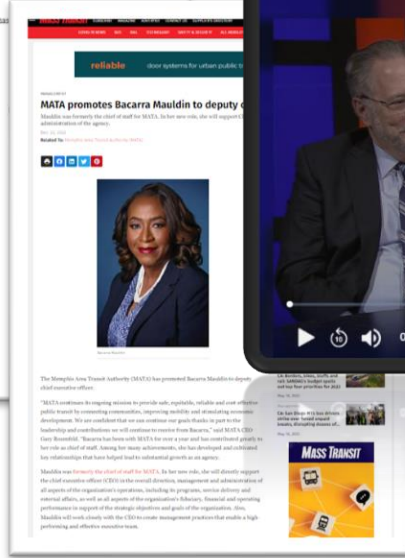
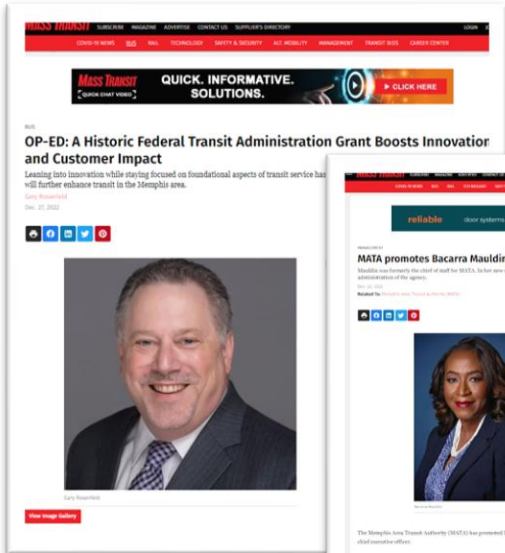


Consistent
branding

Visibility &
awareness

Support
recruitment
efforts

Public Relations



Support recruitment efforts

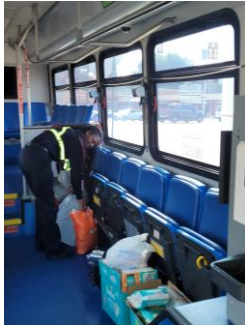
Improve messaging system wide

Visibility & awareness



Outreach

Community Meetings Attended	9
Public Engagement Meetings	25
Community Speaking Opportunities	8
Community Events	33
Total	75



Visibility & awareness



Internal Communications

Memphis Area Transit Authority
@RideMATA

We'd like to close out Black History Month by highlighting a few more pioneers who helped MATA become what it is today. We thank them for their contributions to MATA!

5:24 PM - 2/28/23 from Earth - 483 Views

2 Retweets

Memphis Area Transit Authority
@RideMATA

Earth Day 2023 is here, but the fight for a reduction of greenhouse gases is a year-round effort at MATA.

Reducing Emissions & Increasing Mobility

12:01 PM - 4/22/23 from Earth - 155 Views

MATA
MEMPHIS AREA TRANSIT AUTHORITY

Retiree Newsletter

Connect with Fellow Retirees!
Please contact us with your name, address, phone number, and email address. We will contact you to schedule a meeting, which may be in person or virtual. We will also provide you with a list of other retirees in your area who may be interested in meeting.

Living your Best Life in Retirement
Finding a routine after such a long career can be difficult. But there are many ways to stay active and engaged in your community.

Retiree Spotlight
We are proud to feature the stories of our retirees who have made a significant impact in their communities.

Retiree Roadside Results
Thank you to the retirees who have helped us improve our services and increase our efficiency.

Up Next: John Butler and Prince Dennis Swain

ready!
by MATA

Malia, a Ready! On Demand driver for MATA, enjoyed working and being part of the Ready! program. She worked with the program for nearly 3 years, where she then transitioned into a real supervisory role.

"The basics of the job included picking up and dropping off customers at their pre-approved destinations... we had fun on the spot training and guided hands-on learning. I was privileged to also be a trainer for the Ready! program and assisting with new hires."

When asked about the differences between On Demand work and other positions she previously worked in, Malia said that "On demand differed because I was working with a wider variety of people versus a set group of individuals... we had consistent interactions with people of all ages. It was high paced with minimal operators, so it challenged me to be organized and attentive to details."

After being asked if he would recommend this type of work to others, Malia said, "I would and have recommended the Ready! program to individuals who enjoy structured, high-pace work." Malia added, "I did enjoy working and being apart of the program... the ability to aid people in a timely and precise manner... and the operators and dispatchers worked well together."

MATA
MEMPHIS AREA TRANSIT AUTHORITY

Superwoman In Business Award

BACARRA MAULDIN
MEMPHIS AREA TRANSIT AUTHORITY

On April 20, MATA's Deputy Chief Executive Officer, Bacarra Mauldin, will be honored

Improve messaging system wide



Graphic Design

SUPER WOMEN
2023
IN BUSINESS



Congratulations
Bacarra Mauldin



DEPUTY CHIEF EXECUTIVE OFFICER



At MATA,
we are inclusive.
We believe diversity
drives innovation.
We are proud to show
our support for the
Top 40 Under 40 Urban Elite
Professionals and congratulate our
Public Information Officer, **Mia Harvey**.



Congratulations
Gary Rosenfeld

CHIEF EXECUTIVE OFFICER
MEMPHIS AREA TRANSIT AUTHORITY



2023
MEMPHIS BUSINESS JOURNAL
**POWER
100**
HONOREE



Join a Power100 team!



@MATA

Get your
career
rolling right
in the
direction

Go901Careers.com



Consistent
Branding

Graphic Design



MATA TRANSIT

An opportunity to learn more about MATA for elected officials

January 26, 2023
3:00 p.m. to 5:00 p.m.

Universal Life Insurance Building
480 Dr. MLK Jr. Avenue
Memphis, TN 38126

RSVP: jane@adeanassociates.com




2023 

Spring Service Updates



Effective **April 9th**




Operator's Town Hall Meeting

Friday, March 10th
Operator's Lounge

4:00 AM
12:00 PM
2:00 PM



Get your career rolling in the right direction.



Join Our Team!





HIRING BONUS UP TO \$3000

- Paid Holidays
- Retirement Plan
- Great Health Benefits
- Time Off
- Paid Training



MATA is governed by the Metropolitan Council of Governments, a political subdivision of the State of Tennessee. MATA is an Equal Opportunity Employer. MATA is an Equal Opportunity Employer.

To learn more or apply online, visit www.memphistatransit.com/careers





Get your career rolling in the right direction

Visit **Go901 Careers.com**


Consistent Branding




KPIs

	FY 21	FY 22	FY 23	Performance
MEDIA HITS	40	212	315	687.5% increase
SOCIAL MEDIA ENGAGEMENT	14,639 (Facebook) 294,000 (Twitter)	206, 554 (Facebook) 361, 409 (Twitter)	262,935 (Facebook) 134,000 (Twitter)	1696.1% increase -54.4% decrease
WEBSITE	254, 570	348, 551	379,942	49.2% increase
EMAIL	319 subscribers 3 email campaigns	3,370 subscribers 18 email campaigns	3,618 subscribers 27 email campaigns	1034.1% increase 800.0% increase
GO901 DOWNLOADS	3,834	7,624	9,742	154.0% increase
MEDIA TONALITY	60% Positive (24 articles) 27.5 % Neutral (11 articles) 12.5% Negative (5 articles)	62.3% Positive (132 articles) 21% Neutral (46 Articles) 16% Negative (34 Articles)	67% Positive (212 articles) 19% Neutral (60 articles) 13% Negative (43 articles)	783.3% increase 445.4% increase 760.0% increase
CAREERS PAGE	11,759	14,126	16,407	20.1% increase

MATA IN ACTION



MEMPHIS AREA TRANSIT AUTHORITY




Code Orange Advisory for
Monday, May 29.
Fare for all modes of travel is 25
Cents .



MEMPHIS AREA TRANSIT AUTHORITY




Code Orange Advisory for
Saturday, June 3
Fare for all modes of travel is 25
Cents .




MEMPHIS AREA TRANSIT AUTHORITY



Code Orange Advisory for
Sunday, June 4
Fare for all modes of travel is 25
Cents .



MEMPHIS AREA TRANSIT AUTHORITY



Code Orange Advisory for
Friday, June 9
Fare for all modes of travel is 25
Cents .



MATA IN ACTION

May 9 - United States Department of Transportation





MATA IN ACTION

Career Days @ MSCS





Join Us for the
MATA
Career
Fair



MATA Headquarters
1370 Levee Rd.

Thursday
June 1, 8, 15 & 22



The image features a woman with dark, curly hair, smiling warmly. She is wearing a light blue button-down shirt under a dark blue vest with a MATA logo patch on the left chest. A lanyard with a badge hangs around her neck. The background is a bright, slightly blurred office setting. Large green arrows point from the text and QR code towards the right side of the image.



GO901 HAVE YOU HEARD? MATA IS LOOKING FOR A NEW HEADQUARTERS!

LEARN MORE ABOUT OUR PROCESS OF FINDING A
NEW OPERATIONS AND MAINTENANCE FACILITY
AND HOW IT WILL BENEFIT YOUR COMMUNITY

SESSION DATE IS:
JUNE 8 AT 6 PM

ALCY BALL COMMUNITY DEVELOPMENT
CORPORATION - ROGERS STORE
1672 E ALCY RD, MEMPHIS, TN 38114

JOIN US

WWW.MATATRANSIT.COM

GO901 HAVE YOU HEARD? MATA IS LOOKING FOR A NEW HEADQUARTERS!

LEARN MORE ABOUT OUR PROCESS OF FINDING A
NEW OPERATIONS AND MAINTENANCE FACILITY
AND HOW IT WILL BENEFIT YOUR COMMUNITY

SESSION DATES ARE:
JUNE 7 AT 10 AM
JUNE 15 AT 6 PM

HARRIETT PERFORMING ARTS CENTER
2788 LAMAR AVE, MEMPHIS TN 38114

JOIN US

WWW.MATATRANSIT.COM



WEST MEMPHIS UPDATE

Proposed
Logistics



MONDAY – THURSDAY
6am – 6pm

FRIDAY
6am – 10pm

SATURDAY
8am – 10pm



West Memphis ∞ Downtown Memphis
MATA Hudson Transit Center



Q & A





CONSENT AGENDA ITEMS



PROCUREMENT ITEMS



SERVICE & DEVELOPMENT ITEMS



Resolution 23-38

Resolution to approve Summer Service Enhancements



FINANCE AGENDA ITEMS



MAY 2023 FINANCIALS



FY2023 Financial Results

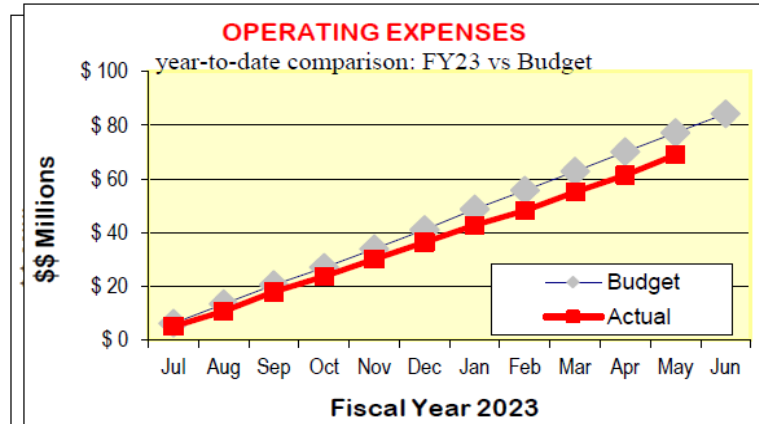
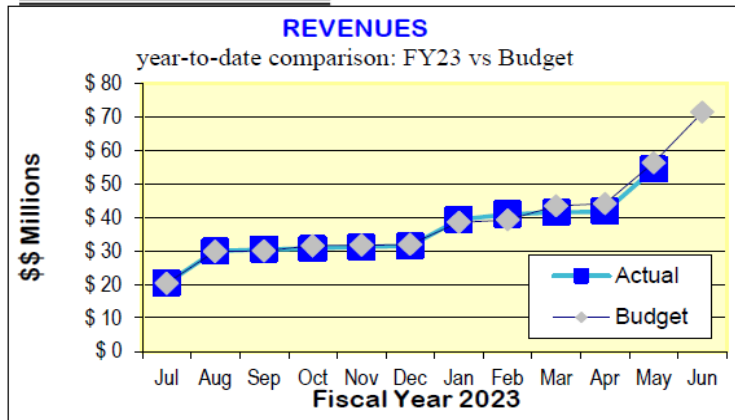
MAY 2023

Actual Expense Year-To-Date thru May is favorable to budget by \$8.0M (10.5%). The following expenses were all favorable to Budget: Labor & Benefits - \$5.9M, Services - \$1.5M, Material & Supplies - \$99k, Utilities/Phone - \$455k, Insurance - \$47k, and COVID expense - \$274k.

May 2023, Eleven months of FY23

May-23

Actual	Budget	Variance	
			Favorable (Unfavorable)
\$ 53.9	\$ 56.3	\$ (2.4)	Revenues - Operating & Grants <i>(excluding Capital)</i>
\$ 69.1	\$ 77.1	\$ 8.0	P&L Expenses
\$ (15.2)	\$ (20.8)	\$ 5.5	Operating Margin

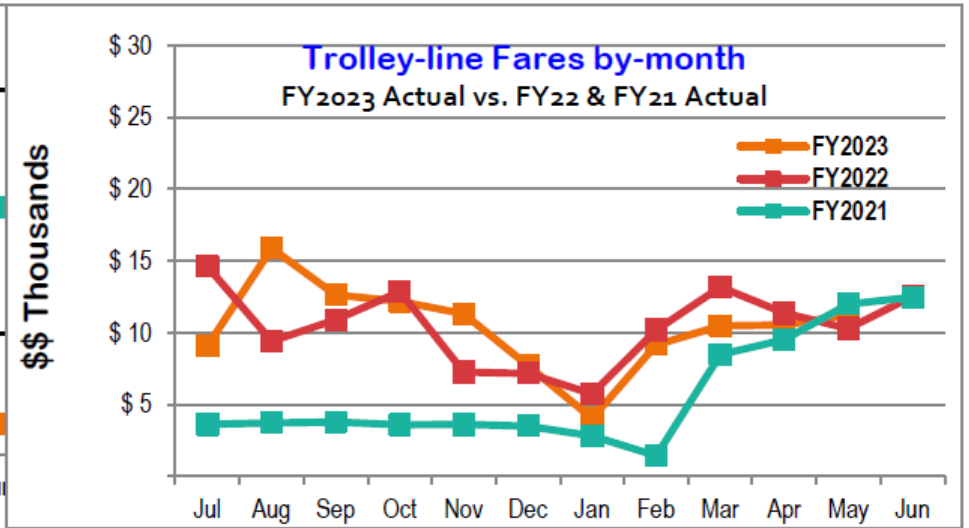
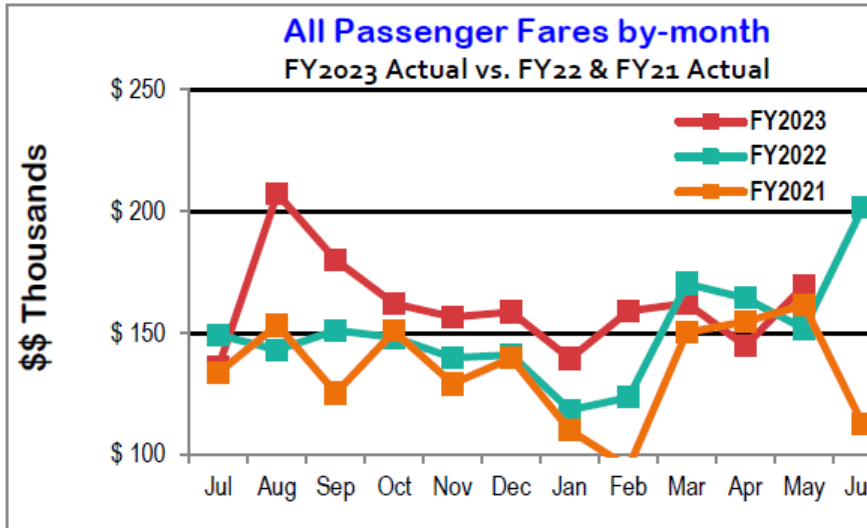




FY2023 Financial Results

MAY 2023

Passenger Fares covering Jul-Apr of \$1.6M are \$136k favorable to budget. Year-To-Date Fixed Route was favorable to budget by \$102k, MATA+ was favorable to budget by \$39k, and Trolley was <\$5k> unfavorable to budget.





ACKNOWLEDGEMENT OF PUBLIC COMMENTS



OLD or NEW BUSINESS



NEXT MATA BOARD MEETING

July 25, 2023



MEETING ADJOURNED