



Welcome to the
Tuesday, January 24, 2023
MATA Board Meeting



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



TRANSIT REPORT

Presented by:
GARY ROSENFELD
Chief Executive Officer
Memphis Area Transit Authority

MATA Board of Commissioners, January 24, 2023

MAJOR PROCUREMENTS (December 2022)

<u>Projects >\$1M:</u>	<u>Cost Not to Exceed</u>	<u>Project Start*</u>	<u>Project End*</u>
NEW OPERATIONS FACILITY	\$77M	Aug-22	May-28
BRT Line	\$24.5M	Jan-22	Aug-26
40 ELECTRIC BUSES	\$27M	Apr-22	May-26
20 ELECTRIC BUS CHARGING STATIONS	\$14M	Apr-22	May-26
6-8 Trolley Vehicle Rehabs	\$4M	Jun-22	Sep-26
Madison Line Restart	\$1.2M	Sept-23	Jun-26
<u>Projects <\$1M:</u>			
236 Contracts	\$23M	Nov-22	Dec-23

**Estimated*

WINTER
WEATHER

The image features the words "WINTER" and "WEATHER" stacked vertically in a large, bold, 3D sans-serif font. The letters are a bright, metallic blue with a white-to-blue gradient, giving them a frosty appearance. They are set against a dark blue, atmospheric background of a snowy night. The scene includes snow-covered ground, a dark tree branch in the upper right, and a faint, glowing structure in the distance. The overall lighting is cool and moody, with soft shadows cast by the letters onto the ground.

Holiday/Weather Schedule December 22-26, 2022

Fixed Route Bus/MATAplus

Thursday, December 22nd
Regular Service hours
(Last run at 7 p.m. due to predicted inclement weather)

Friday, December 23rd
Service Suspended due to Ice on roads

Saturday, December 24th
Sunday Service Hours

Sunday, December 25th
Sunday Service Hours

Monday, December 26th
Sunday Service Hours

Trolley

Thursday, December 22nd
Regular Service hours
(Last run at 7 p.m. due to predicted inclement weather)

Friday, December 23rd
Suspended Service

Saturday, December 24th
Suspended Service

Sunday, December 25th
No Service

Monday, December 26th
Sunday Service Hours (10 a.m. to 6 p.m.)

Omnilert, MATA Tracker and MATA social media
provided weather-related route updates.

Holiday/Weather Schedule

December 22-26

On Demand

Thursday, December 22nd

7 a.m. – 5:30 p.m.

Friday, December 23rd

No Service

Saturday, December 24th

7 a.m. – 5:30 p.m.

Sunday, December 25th

No Service

Monday, December 26th

7 a.m. – 5:30 p.m.

Transit Center Lobby Hours

Thursday, December 22nd

6 a.m. to 7 p.m.

Friday, December 23rd

6 a.m. to 7 p.m.

Saturday, December 24th

6 a.m. to 7 p.m.

Sunday, December 25th

6 a.m. to 7 p.m.

Monday, December 26th

6 a.m. to 7 p.m.

**Hours for Hudson & Am. Way Only. Airways is open
24/7 due to Greyhound

MATA social media provided weather-related updates.

MATA Winter Storm Response December 2022



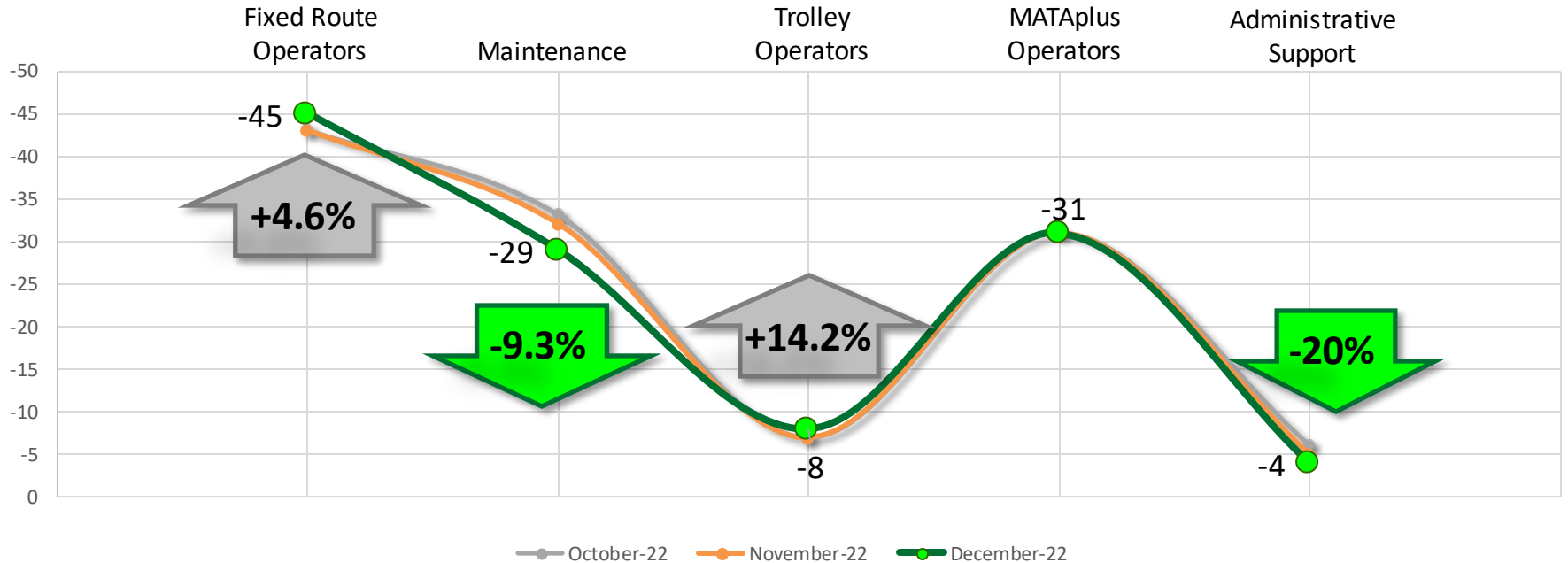
Warming Centers

(In Partnership with the Office of Emergency Management)

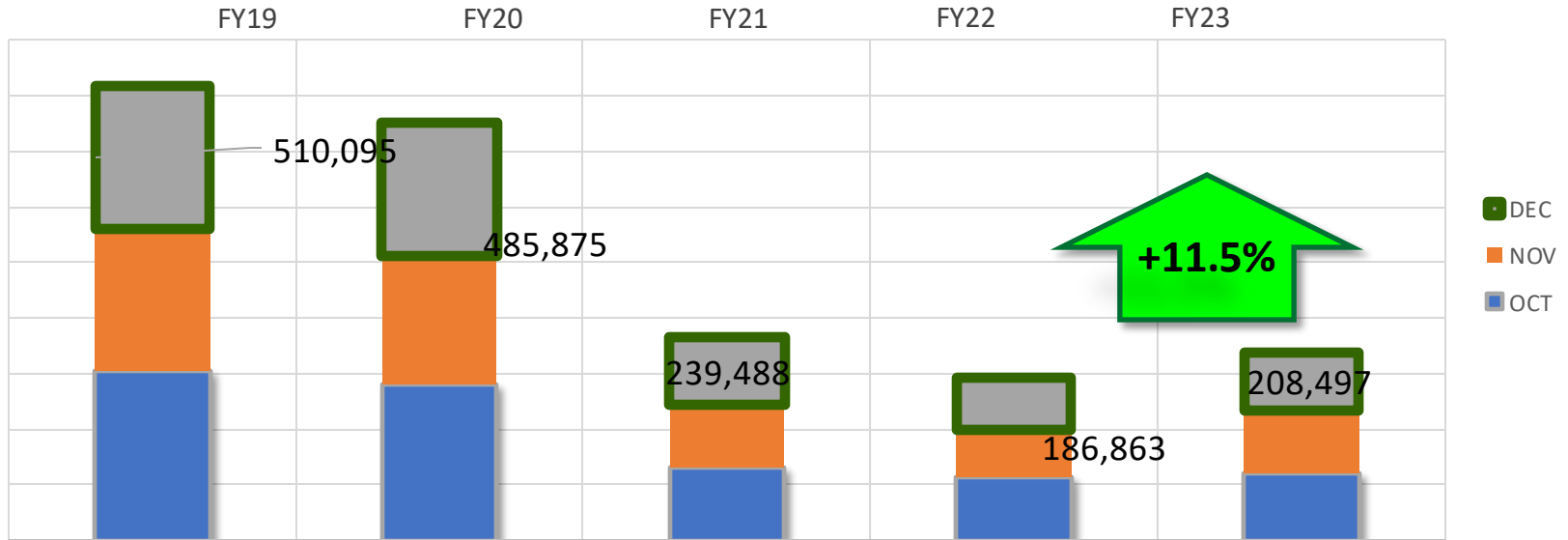
- Picked up citizens in need of a warm place to stay as requested by OEM from December 21st through 28th.
- Transported 383 Citizens during that time.

During the winter storm MATA continued to serve MATAplus customers who had life-sustaining appointments such as dialysis

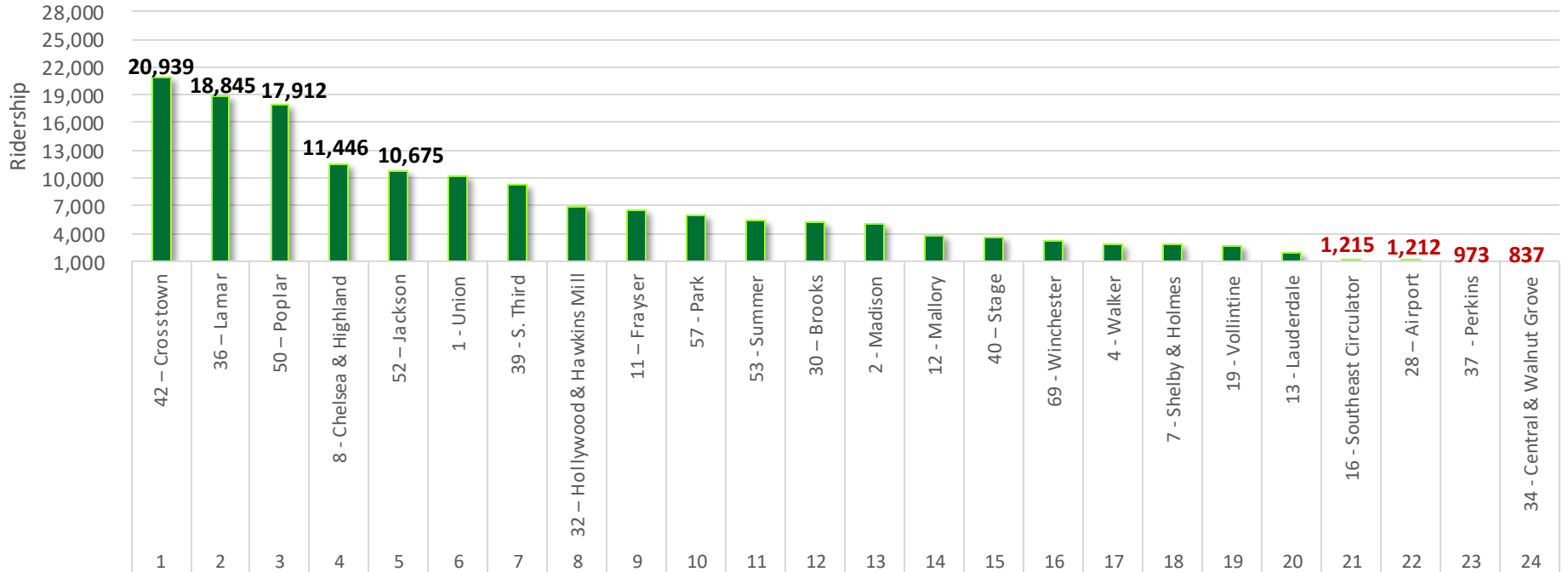
Labor Needs By Category (December 2022)



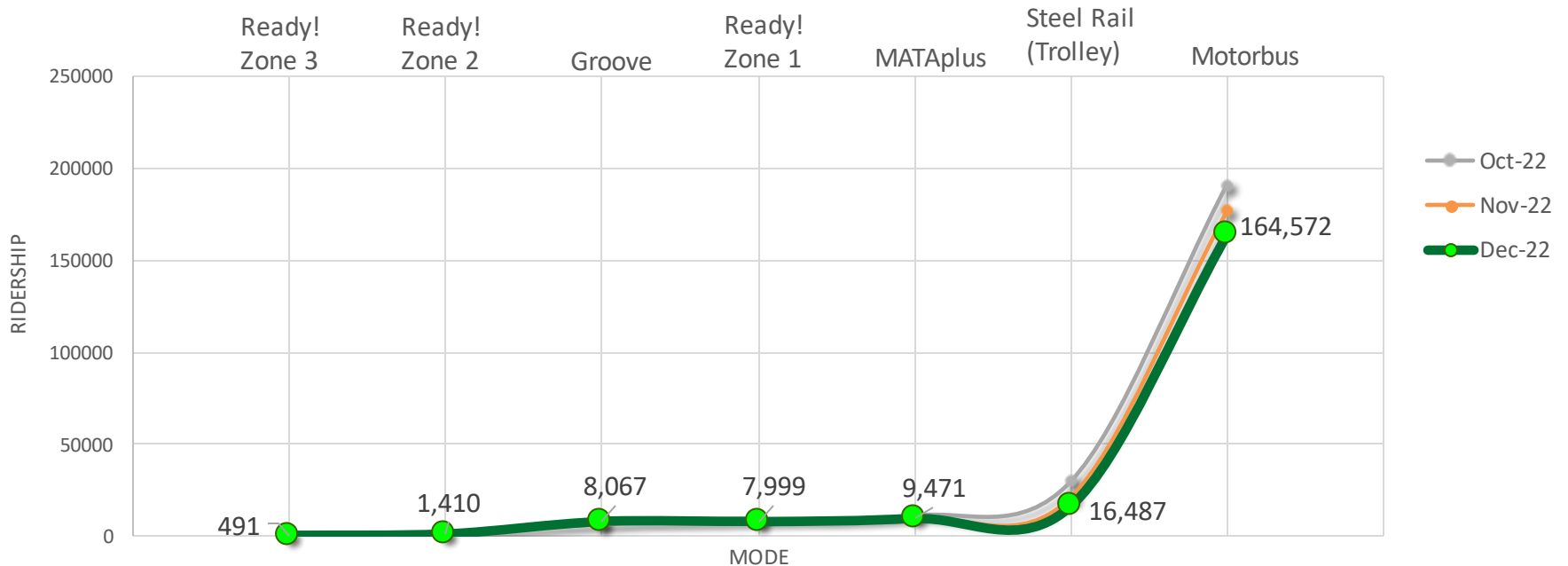
TOTAL RIDERSHIP (Quarter 2)



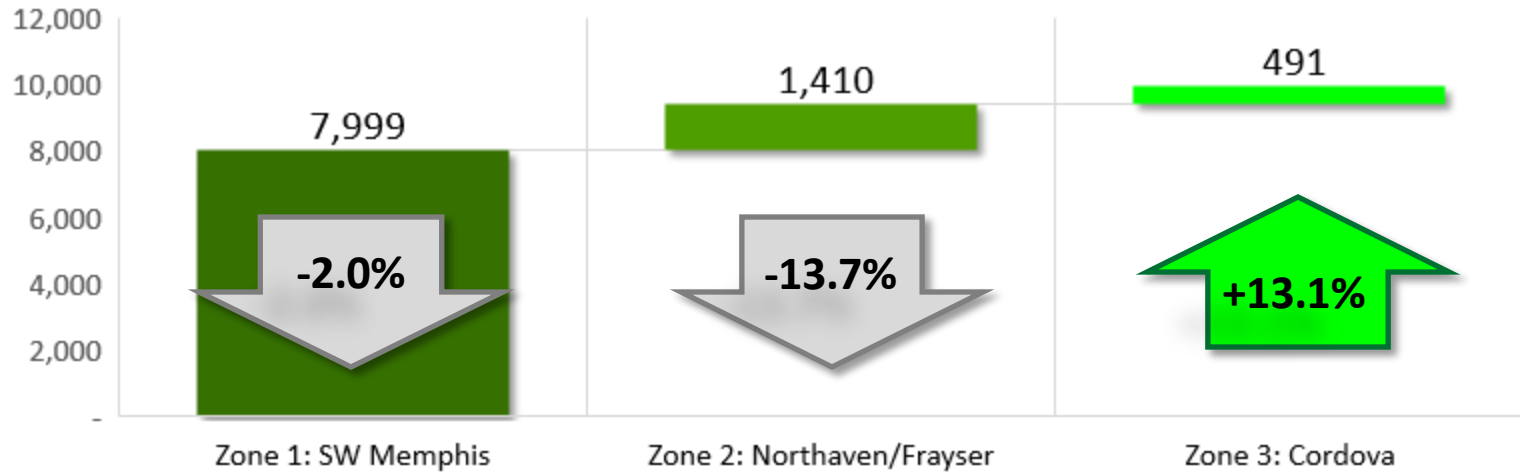
ROUTE RIDERSHIP RANKINGS (December 2022)



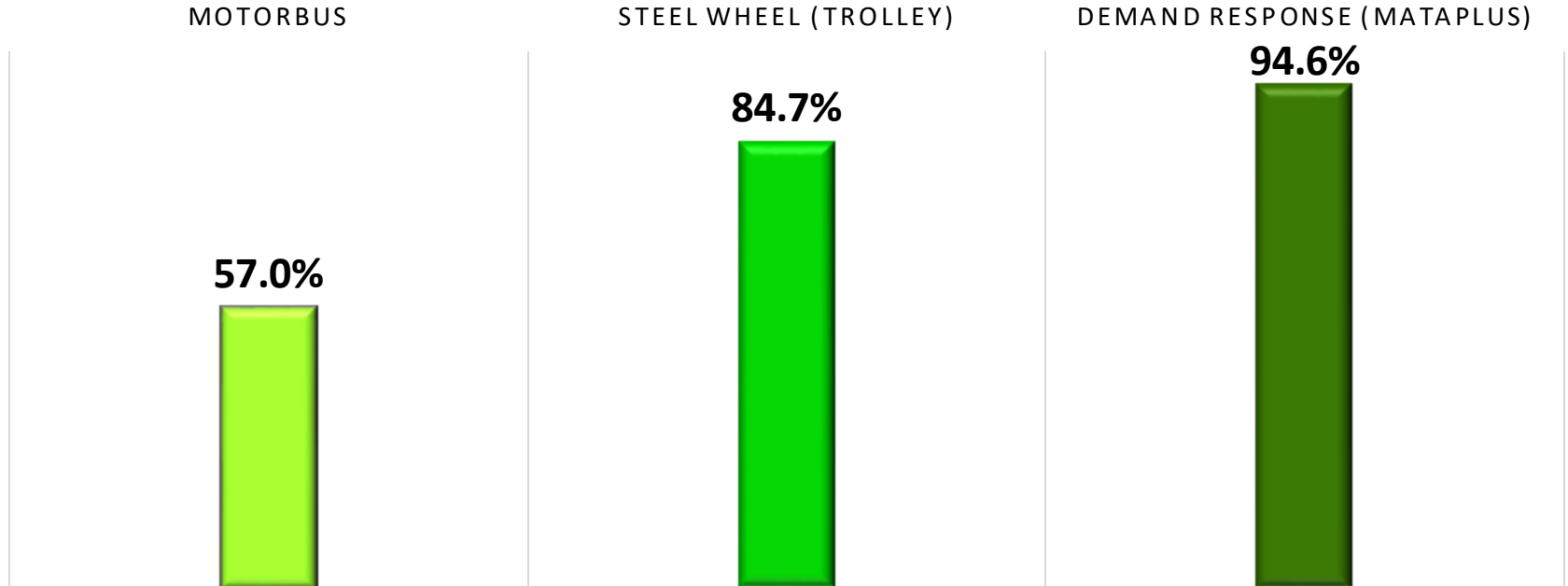
RIDERSHIP BY MODE (Quarter 2)



READY! RIDERSHIP (December 2022)

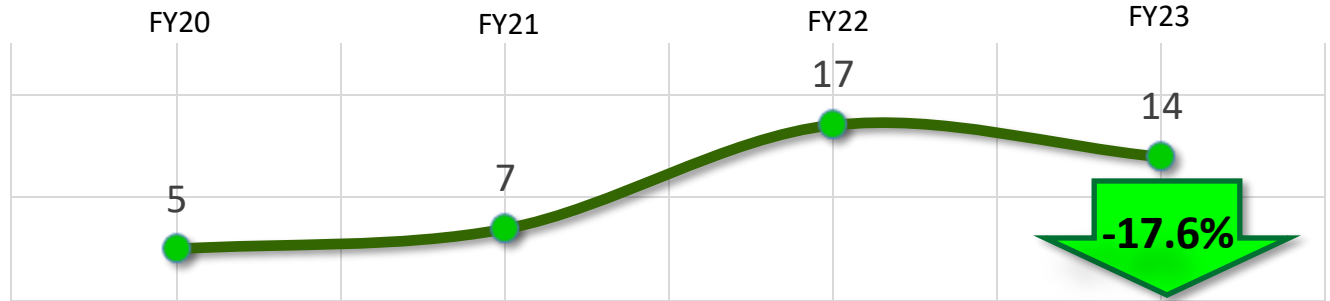


ON-TIME PERFORMANCE (December 2022)

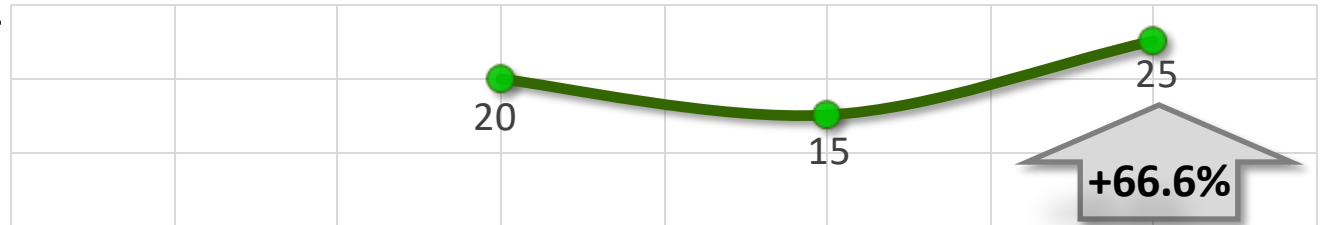


SAFETY STATS: ACCIDENTS (December)

PREVENTABLE



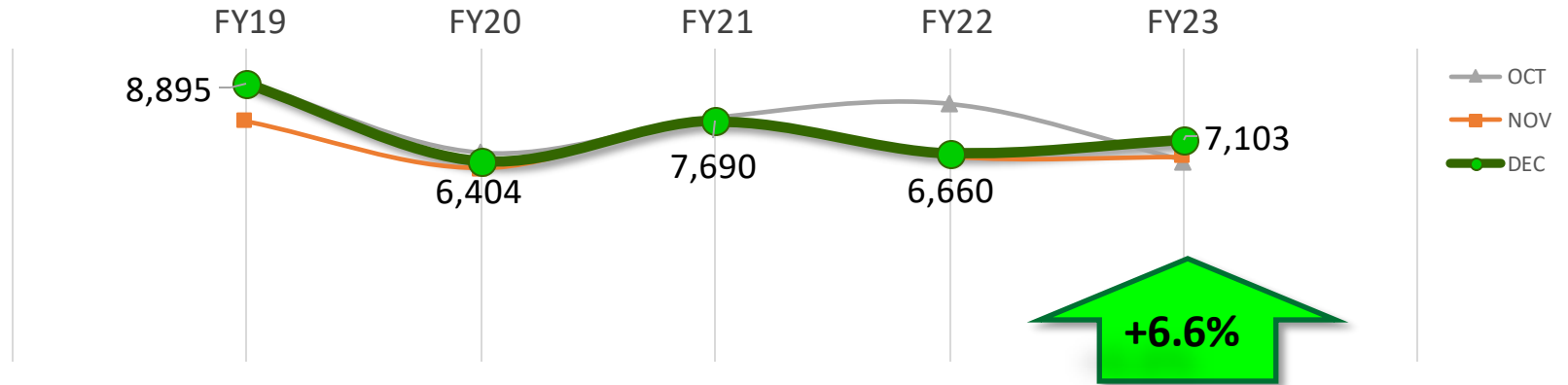
NON-PREVENTABLE



FLEET MAINTENANCE (Quarter 2)

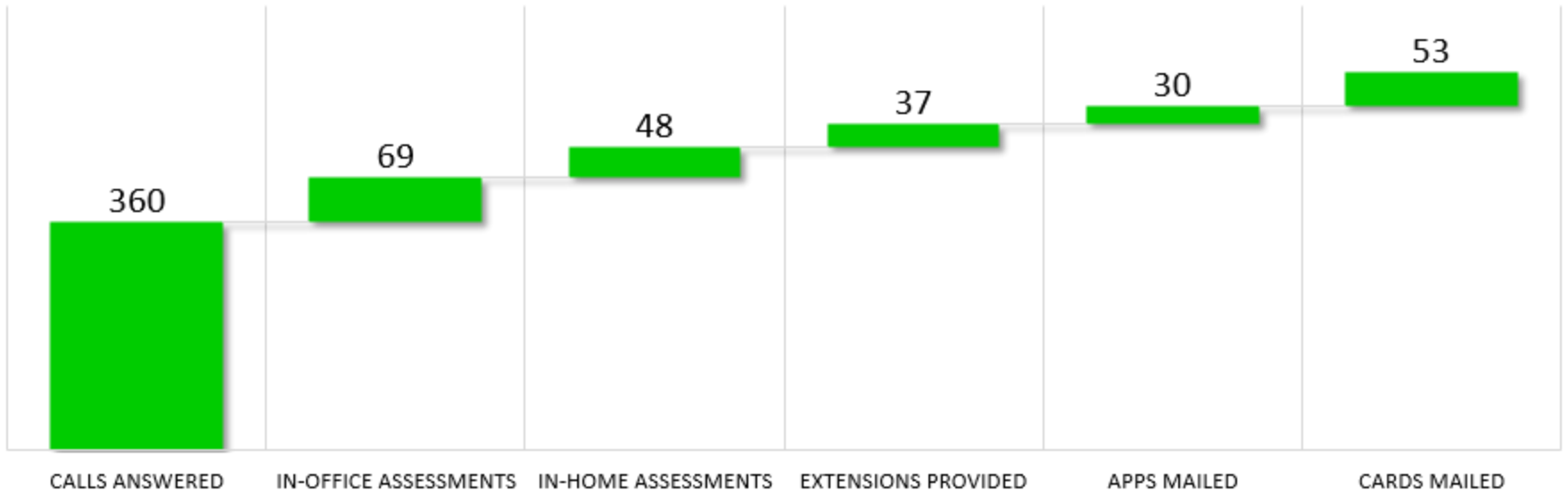
Mean Distance Between Failure

GOAL: 8,000+ MILES



ASSESSMENT CENTER: MATAplus CERTIFICATIONS

(December 2022)



ADA EVENTS

&

DBE REPORT

December 2022:

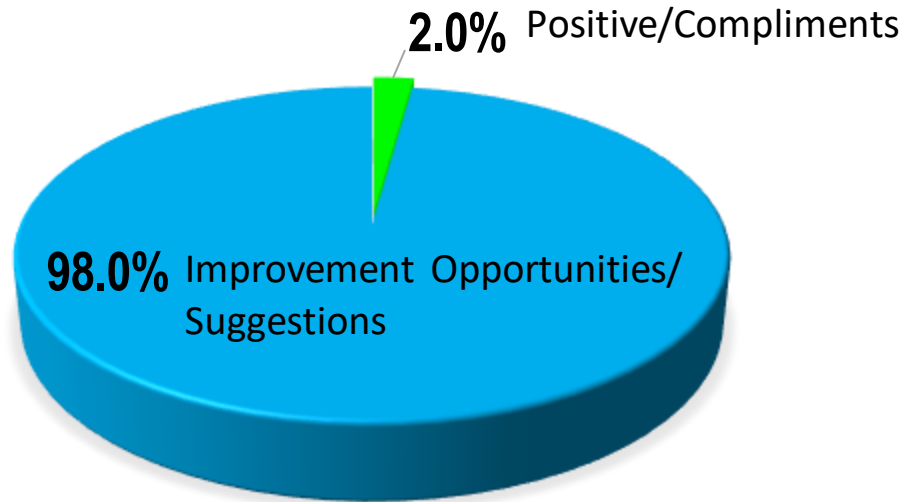
- ADA Training for MATA New Hires – *Dec. 9*
- Shelby County Schools Transition Fair – *Dec. 10*
- Majestic Rehabilitation Center – *Dec. 14*



- National Transit Institute DBE Training – *Dec. 5-9*
- Annual Chairman's Luncheon – *Dec. 12*
- Best Procurement Practices – *Dec. 13*

CUSTOMER FEEDBACK (December 2022)

21.8 Comments Per 100K Boardings



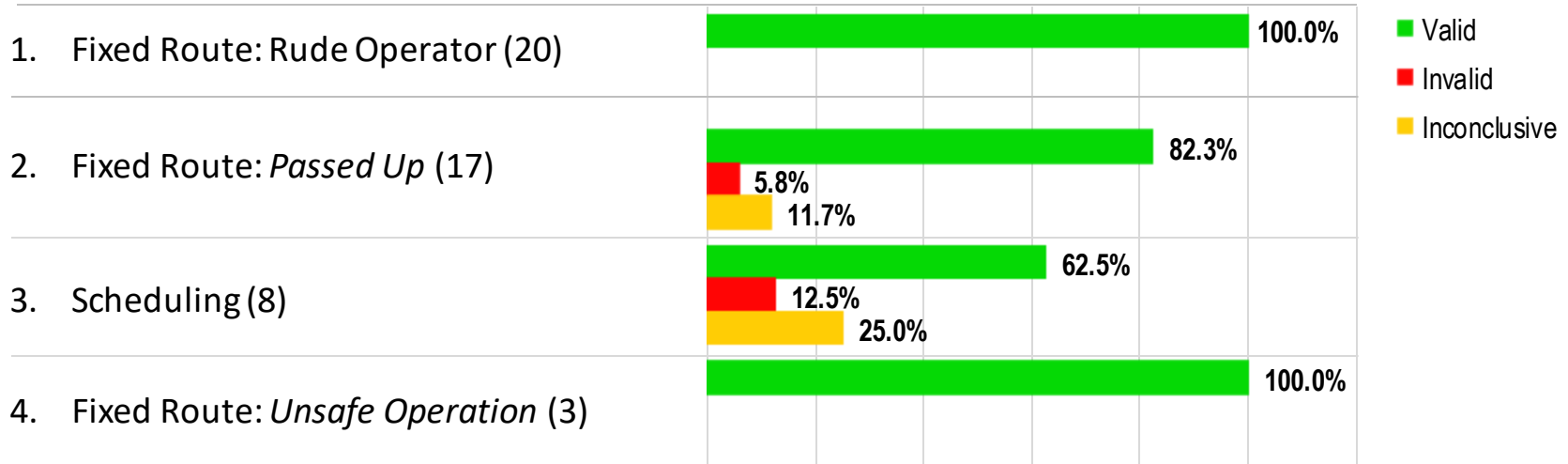
CUSTOMER FEEDBACK by MODE (December 2022)



TOP 4 COMMENT CATERGORIES (December 2022)

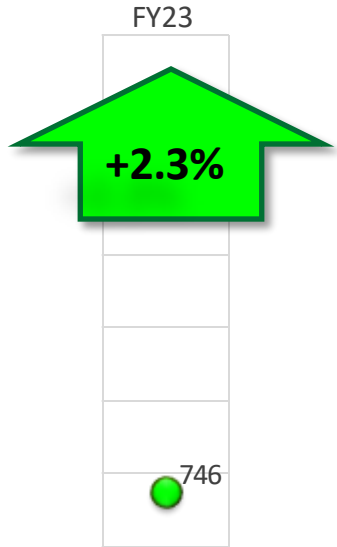
CATEGORIES

FINDINGS

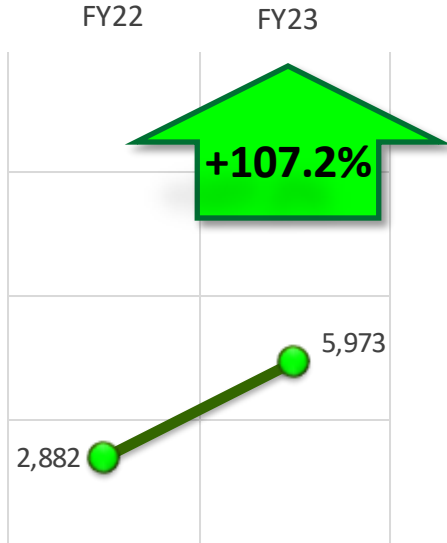


GO901 MOBILE (December)

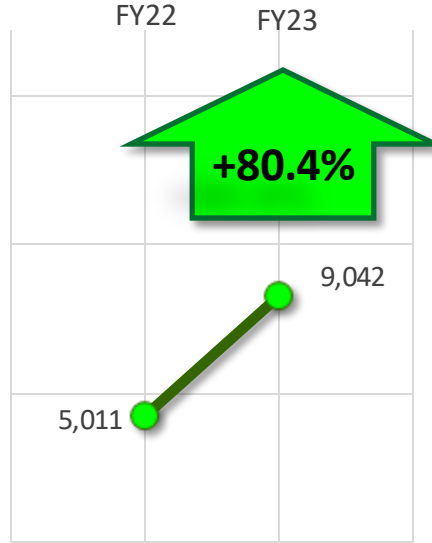
Ready! BOOKINGS



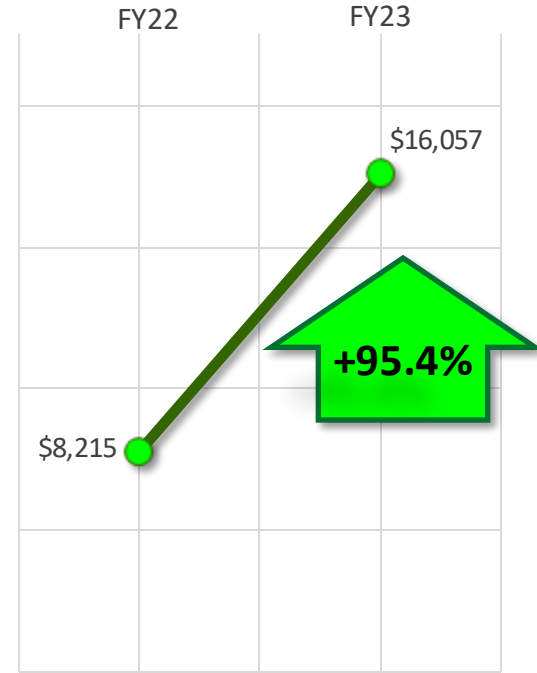
ORDERS



TICKETS



SALES



MATA + Whole Child Strategies

3,885 passengers / 166 service days

(May 22, 2021 – December 31, 2022)

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



Ready! West Memphis

Proposed Logistics



MONDAY – THURSDAY
6am – 6pm

FRIDAY
6am – 10pm

SATURDAY
8am – 10pm



West Memphis ∞ Downtown Memphis
MATA Hudson Transit Center

Session for Elected Officials



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

MEDIA UPDATE (December 2022)



Total Media Hits

29

Local Viewership

254,100

Total Ad Equivalency

\$30,985.41

SOCIAL MEDIA UPDATE (December 2022)

51, 969

Facebook Page Reach

3,697

Facebook Page Visits

24,000

RideMATA Twitter Impressions



Bus/MATagplus

Thursday, December 22nd	Regular service
Friday, December 23rd	Service between 5:00 a.m. and 5:30 p.m.
Saturday, December 24th	Service between 5:00 a.m. and 5:30 p.m.
Sunday, December 25th	Service between 5:00 a.m. and 5:30 p.m.
Monday, December 26th	Service between 5:00 a.m. and 5:30 p.m.

Trolley

Thursday, December 22nd	Regular service
Friday, December 23rd	Service between 5:00 a.m. and 5:30 p.m.
Saturday, December 24th	Service between 5:00 a.m. and 5:30 p.m.
Sunday, December 25th	No service
Monday, December 26th	Service between 5:00 a.m. and 5:30 p.m.

Omnifert, MATA Tracker and MATA social media will have weather-related route updates.

**Holiday/Weather Schedule
December 22-26**

On Demand	Transit Center Lobby Hours
Thursday, December 22nd 7 a.m. – 5:30 p.m.	Thursday, December 22nd 8 a.m. to 5 p.m.
Friday, December 23rd 7 a.m. – 5:30 p.m.	Friday, December 23rd 8 a.m. to 5 p.m.
Saturday, December 24th 7 a.m. – 5:30 p.m.	Saturday, December 24th 8 a.m. to 5 p.m.
Sunday, December 25th No service	Sunday, December 25th 8 a.m. to 5 p.m.
Monday, December 26th 7 a.m. – 5:30 p.m.	Monday, December 26th 8 a.m. to 7 p.m.

**Hours for Hublot & Am. Via Only. Arrivals & departures.

Boost post

Due to expected severe weather and upcoming holiday, we will operate on a ...
December 20, 2022 at 10:08 AM
ID: 580471324089589

Interactions

👍 35 reactions 💬 1 comment ➦ 50 shares

DIGITAL MARKETING UPDATE (December 2022)

Website

Website Visits	39,013
Top Device	Mobile (84%)
new Sessions	39.88%
MATA Tracker Hits	18,247

DIGITAL MARKETING UPDATE (November 2022)

Go901 Transit

MATA Schedule Hits

6,894

Top Device

Mobile (94.1%)

Email Signups

161

COMMUNITY OUTREACH (December 2022)



Our Community Outreach Specialist was invited to speak to seniors about the programs and services that MATA offers. The seniors enjoyed the information so much that they are working to bring the new GO901 Tech team back to do side by side trainings.

COMMUNITY OUTREACH (December 2022)

Hot Chocolate & Christmas Carolers From Stax Music Academy



MATA spread holiday cheer at our Hudson Transit Center. Our team set up a hot chocolate and apple cider station and served riders as they waited on their connecting buses and trolleys. Singers from Stax Music Academy came out and sang Christmas Carols to riders inside the transit center and serenaded riders on the Main Street Trolley.

COMMUNITY OUTREACH (December 2022)

Downtown Christmas Parade



EMPLOYEE ENGAGEMENT (December 2022)

Electric Bus Party



MATA received its very first electric bus and celebrated by hosting an It's Electric Party! This event allowed our drivers to see and test drive our very first electric vehicle. Our employees were served S'mores and hot chocolate. This event created lots of excitement within the employees and we look forward to introducing the electric vehicles to the public!

NEW RADIO COMMUNICATIONS CENTER



Q & A



Consent Agenda Items

Resolution 23-01

Resolution to adopt the 2023 MATA
Safety Plan

Resolution 23-02

Resolution to adopt the 2023 MATA
Drug and Alcohol Policy



Procurement Items

Resolution 23-03

Resolution to award a contract to Jim's Tank Service, LLC for a three-year contract for environmental waste management

Resolution 23-04

Resolution to award a contract to
Southern Tire Mart for retread tires

Resolution 23-05

Resolution to approve change order #1 to Gant Systems Care agreement to increase monthly service fee

Resolution 23-06

Resolution to approve purchase of
additional security cameras for MATA
Airways facility

Resolution 23-07

Resolution to approve NEPA
environmental clearance study for
MATA operations and maintenance
facility

Resolution 23-08

Resolution to approve Granicus
equipment and software purchase

Resolution 23-09

Resolution to approve change order
#1 to amend contract amount for
Kimley-Horn for BRT Project
management services

Resolution 23-10

Resolution to authorize the disposal of surplus/obsolete computer equipment items

Resolution 23-11

Resolution to award a five-year contract to Shuttleworth PLLC for legal services

Resolution 23-12

Resolution for the purchase of eight
Gillig buses off the Washington State
Contract

The background is a solid green color with a gradient that is darker on the left and lighter on the right. A large, white, semi-transparent arc curves across the top and right side of the image, framing the text.

Service and Development Items

Resolution 23-13

Resolution to approve the new fare
policy

Resolution 23-14

Resolution to approve the Fare Equity
Analysis

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Finance Agenda Items

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November 2022 Financials

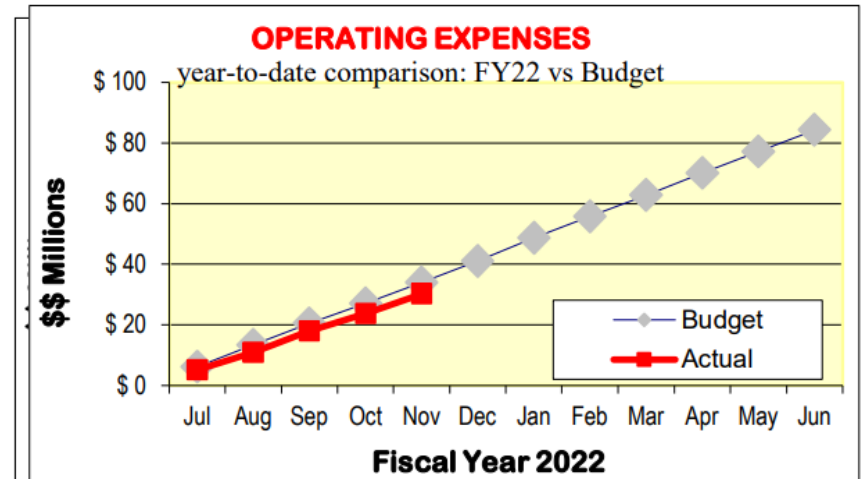
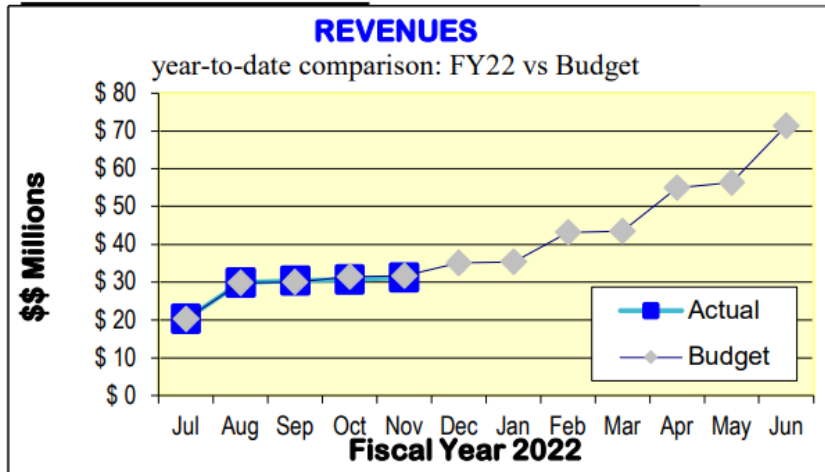
FY2023 Financial Results

Month-of-November

Nov-22

November 2022, Five months of FY23

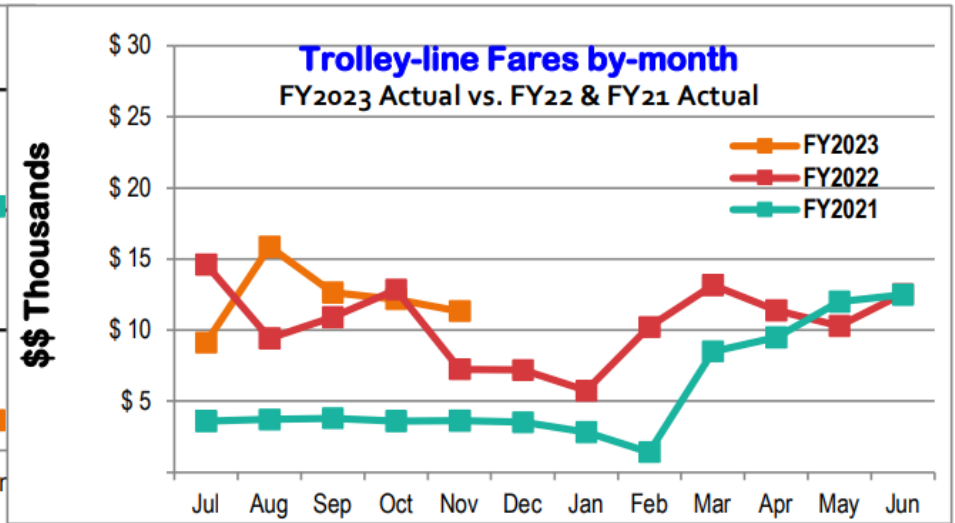
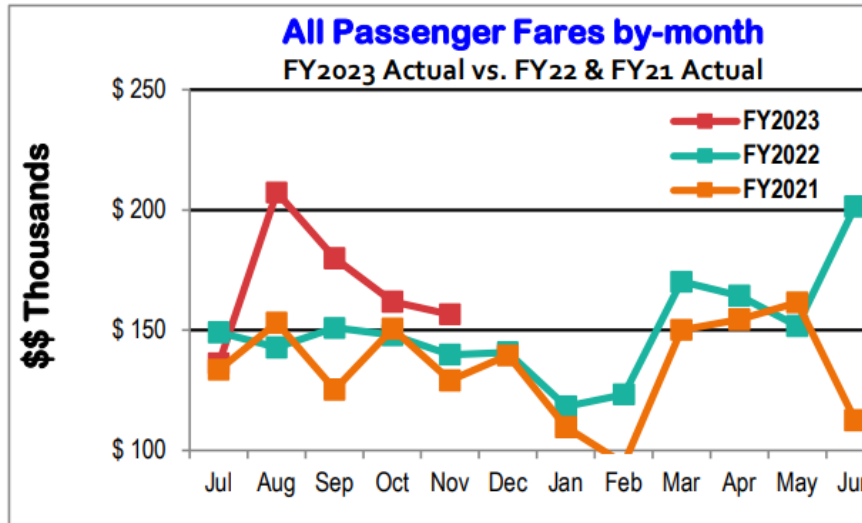
<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	
		Favorable (Unfavorable)	
\$ 31.2	\$ 31.7	\$ (0.5)	Revenues - Operating & Grants <i>(excluding Capital)</i>
\$ 30.2	\$ 33.5	\$ 3.4	P&L Expenses
\$ 1.0	\$ (1.8)	\$ 2.8	Operating Margin



FY2023 Financial Results

Month-of-November

Passenger Fares covering Jul-Nov of \$842k are \$79k favorable to budget. Year-To-Date Fixed Route was favorable to budget by \$67k, MATA+ was favorable to budget by \$18k, and Trolley was <\$6k> unfavorable to budget.



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December 2022 Financials

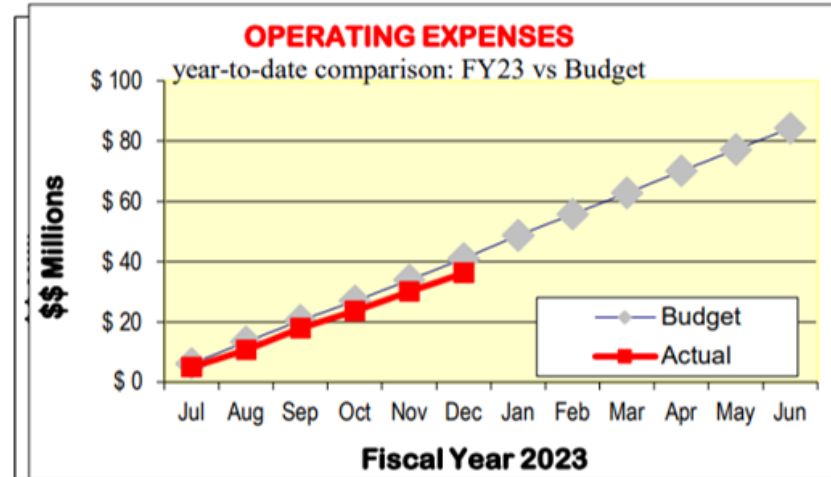
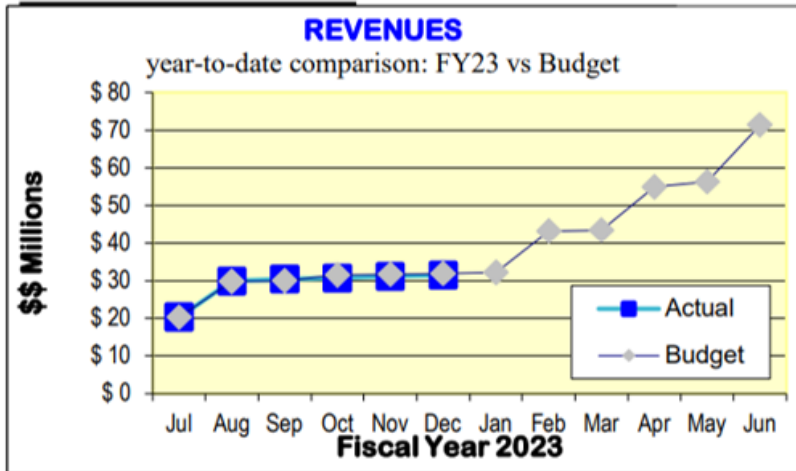
FY2023 Financial Results

Month-of-December

Dec-22

December 2022, Six months of FY23

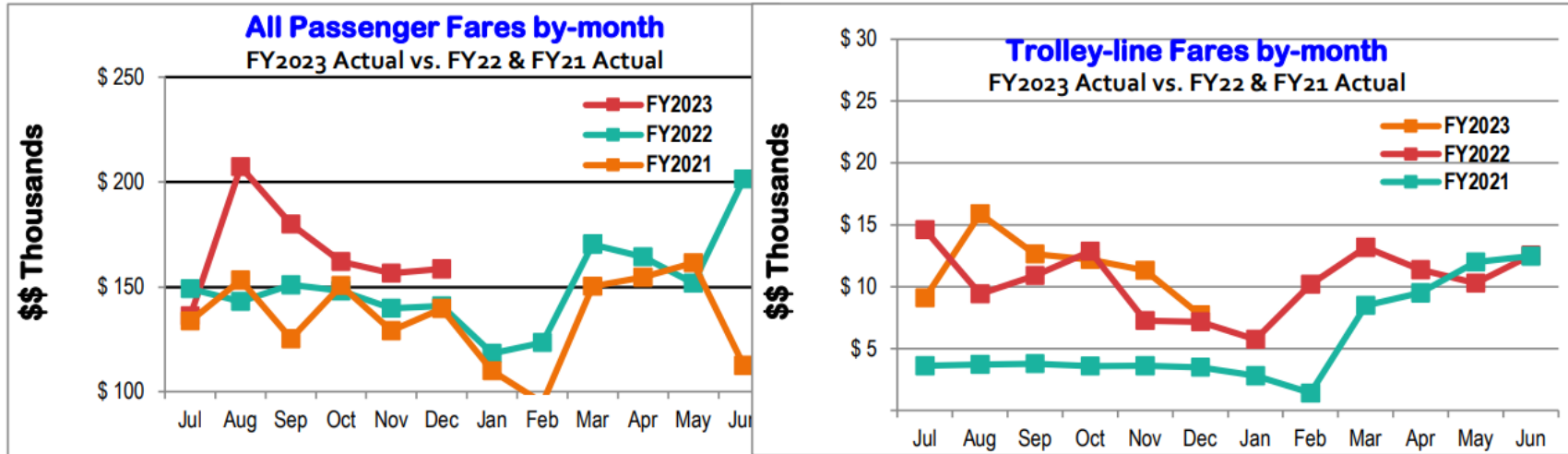
<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	
\$ 31.4	\$ 31.9	\$ (0.5)	Revenues - Operating & Grants <i>(excluding Capital)</i>
\$ 36.3	\$ 40.7	\$ 4.4	P&L Expenses
\$ (4.9)	\$ (8.8)	\$ 4.0	Operating Margin



FY2023 Financial Results

Month-of-December

Passenger Fares covering Jul-Dec of \$1M are \$90k favorable to budget. Year-To-Date Fixed Route was favorable to budget by \$80k, MATA+ was favorable to budget by \$18k, and Trolley was <\$8k> unfavorable to budget.



The background is a solid green color with a gradient that is darker on the left and lighter on the right. A large, white, semi-circular arc is positioned on the right side of the image, curving from the top towards the bottom. The text is centered within the white area of this arc.

Acknowledgement of Public Comments

The background is a solid green color with a gradient that is darker on the left and lighter on the right. A large, white, curved arc starts from the bottom left and curves towards the top right, framing the text.

Old or New Business

The background is a green gradient that transitions from a darker shade on the left to a lighter shade on the right. A large, white, curved arc is positioned in the upper half of the image, creating a semi-circular shape that frames the text below.

Next MATA Board Meeting:
February 21, 2023 @ 3:30 PM

The background is a solid green color with a gradient that is darker on the left and lighter on the right. A large, white, curved shape, resembling a stylized 'C' or a partial circle, is positioned on the right side of the image, overlapping the green background.

Meeting Adjourned