



**FOR IMMEDIATE RELEASE**  
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**MATA Launches Customer Service Survey**  
*Broad Range of Issues Measured*

MEMPHIS, TN — The Memphis Area Transit Authority (MATA) today launched a survey to measure customer satisfaction on its fixed-route bus and trolley modes. (*Note: A separate telephone survey to gauge customer satisfaction for the MATAplus paratransit service is expected to begin next month.*)

The survey – conducted by TransPro Consulting – will gauge a broad scope of issues including bus cleanliness, driver courtesy, and the convenience and frequency of bus and trolley routes. The survey will also gauge how customers prefer to communicate with MATA.

Customers are encouraged to visit [matatransit.com](http://matatransit.com) or call (901) 308-8533 to complete the survey. Customers who complete the survey will be entered into a weekly \$100 gift card prize drawing for their participation.

**About MATA**

MATA is the public transportation provider for the Memphis area. As one of the largest transit operators in the state of Tennessee, MATA transports customers in the City of Memphis and parts of Shelby County on fixed-route buses, paratransit vehicles and vintage rail trolleys. For more information, visit [www.matatransit.com](http://www.matatransit.com).

**About TRANSPRO**

TransPro Consulting, LLC is a professional services consulting firm specializing in the public sector and public transit, offering full-service strategic planning, performance-based management consulting, process improvement, organizational assessments, vendor oversight, route analysis and optimization, community and customer satisfaction surveys, communications support, and executive coaching. For more information, visit [www.transproconsulting.com](http://www.transproconsulting.com).

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