

MATA CEO REPORT

BACARRA MAULDIN
Interim Chief Executive Officer

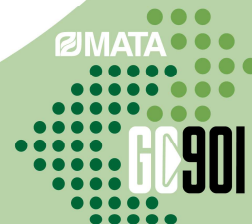
MEMPHIS AREA TRANSIT AUTHORITY
Board of Commissioners
April 23, 2024



Labor Needs

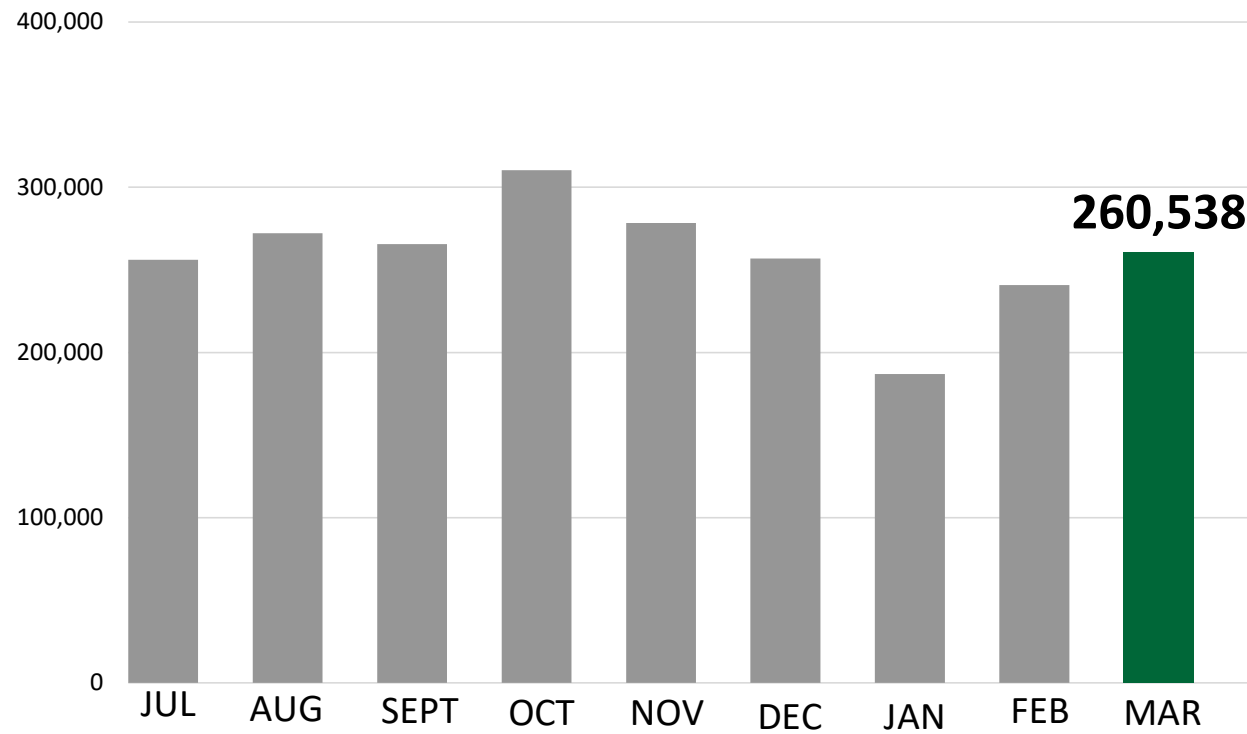


Recruitment Focus	Open Positions
Diesel Mechanic	14
Fixed Route	62
Trolley Op	7
Mata+ Op	11
Electronic Diagnostic Tech	2
Stores Clerk	1
Maint. Laborer	8
Road Supervisor	2
Electrician (B&G)	2
Trolley Laborer	2
Chief Financial Officer	1
Welder	2
Electro-Mechanic	1
Track Maintainer-Laborer	3

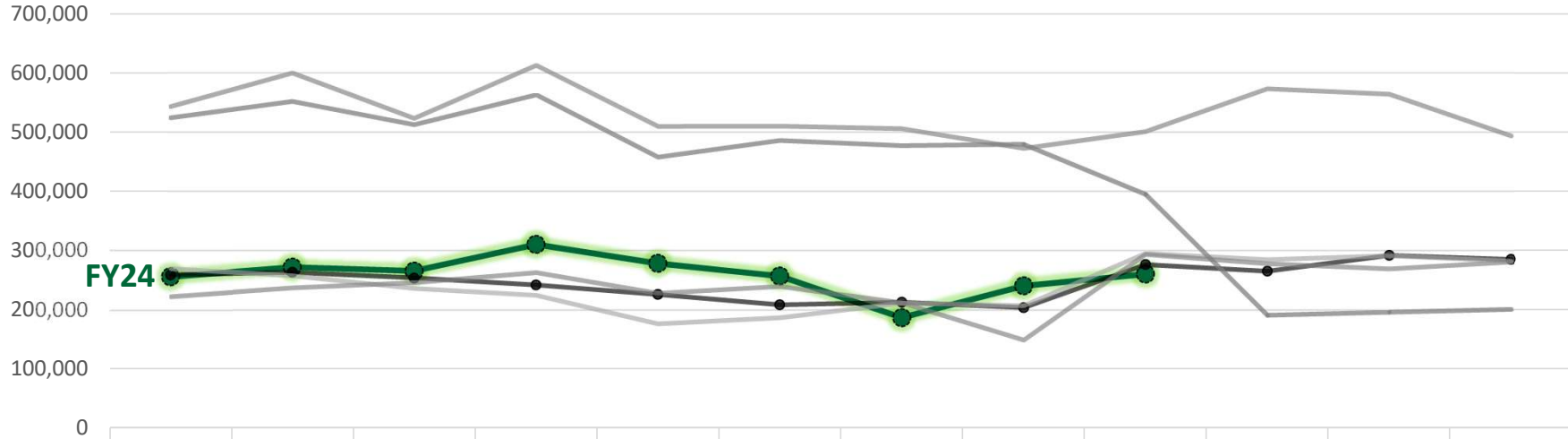


Total Ridership All Modes (FY2024)

FY2024 Total:
2,274,296 riders



Total Ridership All Modes (2019 to date)

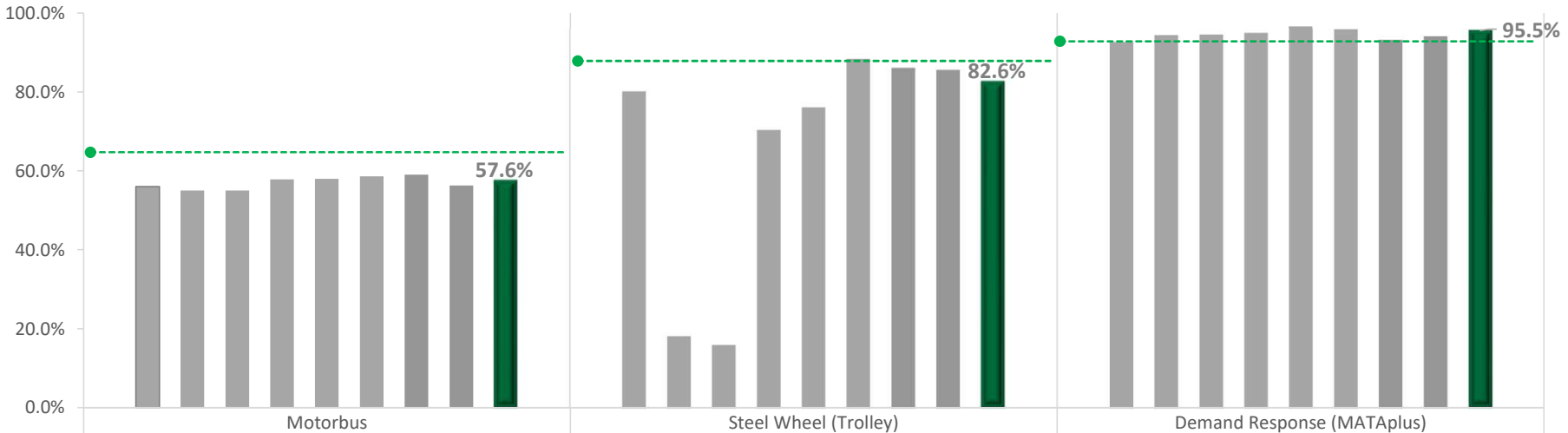


	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY24	256,066	272,303	265,561	310,466	278,368	256,977	187,030	240,760	260,538			
FY23	259,300	263,406	253,990	242,122	225,976	208,497	212,927	203,902	276,678	265,413	292,048	285,294
FY22	269,759	257,350	236,260	224,525	176,394	186,863	211,367	207,098	295,329	284,925	291,630	282,164
FY21	222,400	236,946	245,794	262,909	227,915	239,488	212,053	149,023	293,591	277,745	269,313	280,601
FY20	524,109	552,112	512,876	563,072	457,825	485,875	477,102	479,475	395,029	190,933	196,091	200,862
FY19	543,336	600,098	523,280	612,898	509,886	510,095	506,042	472,624	501,104	573,477	563,850	493,633

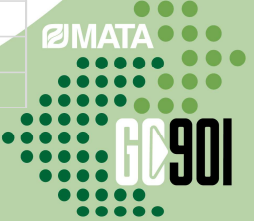


MATA OTP (Bus, Rail, Paratransit)

FY2024

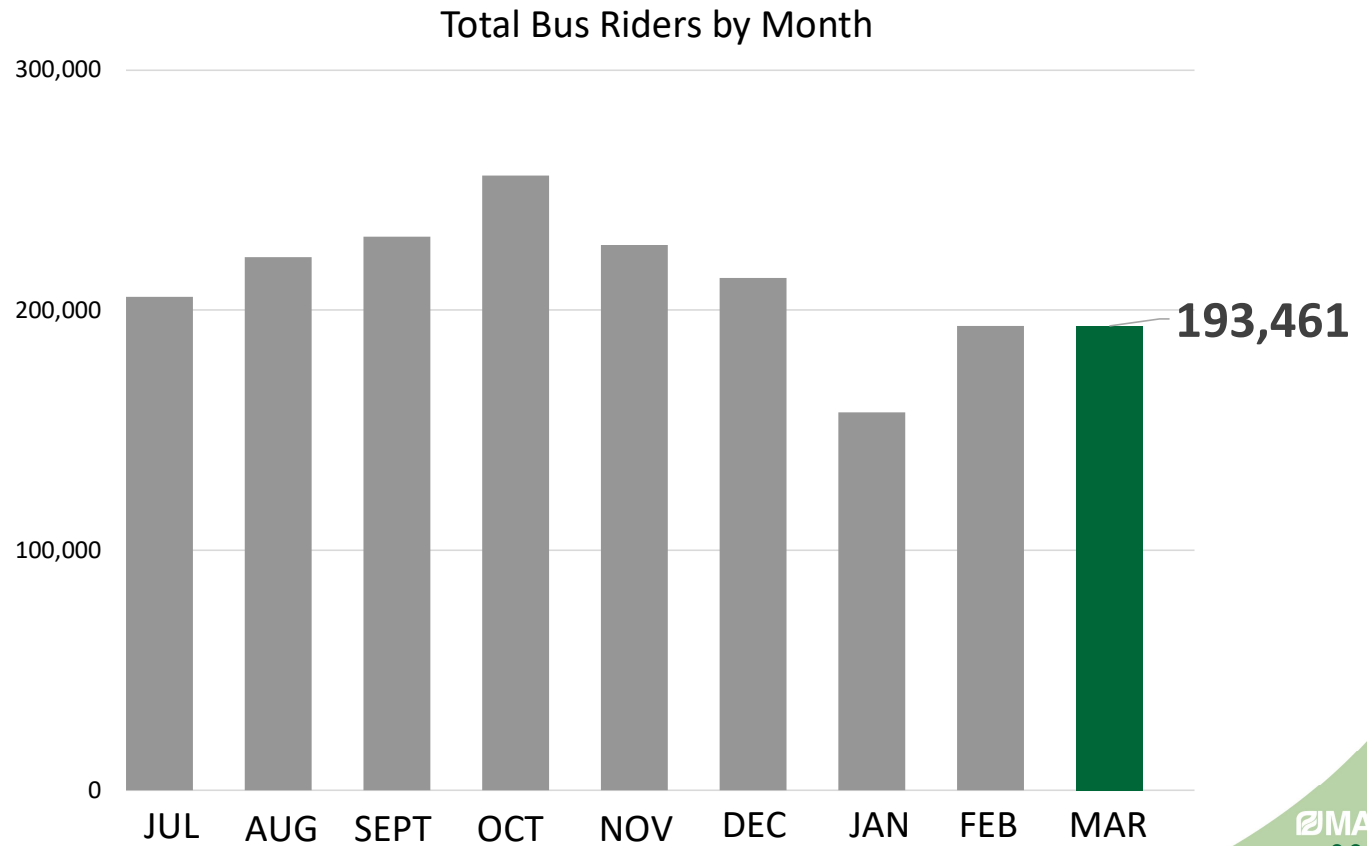


	Motorbus	Steel Wheel (Trolley)	Demand Response (MATAplus)
■ JUL	56.0%	80.0%	92.5%
■ AUG	55.0%	18.2%	94.2%
■ SEP	55.0%	16.0%	94.4%
■ OCT	57.8%	70.3%	94.8%
■ NOV	58.0%	76.0%	96.6%
■ DEC	58.6%	88.2%	95.7%
■ JAN	59.0%	86.0%	93.0%
■ FEB	56.3%	85.4%	94.0%
■ MAR	57.6%	82.6%	95.5%

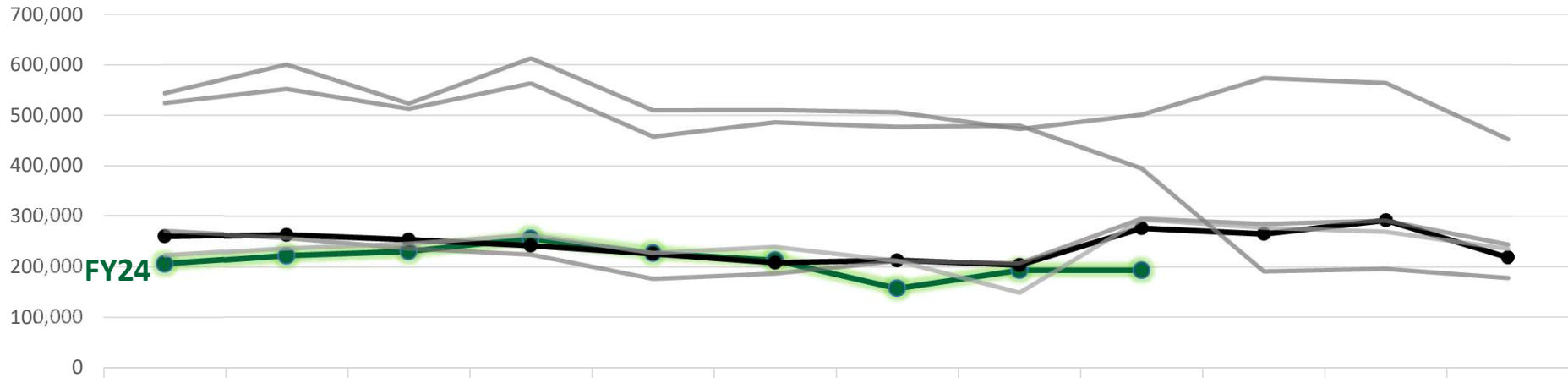


Bus Ridership (FY2024)

**FY2024 Total:
1,899,032 riders**

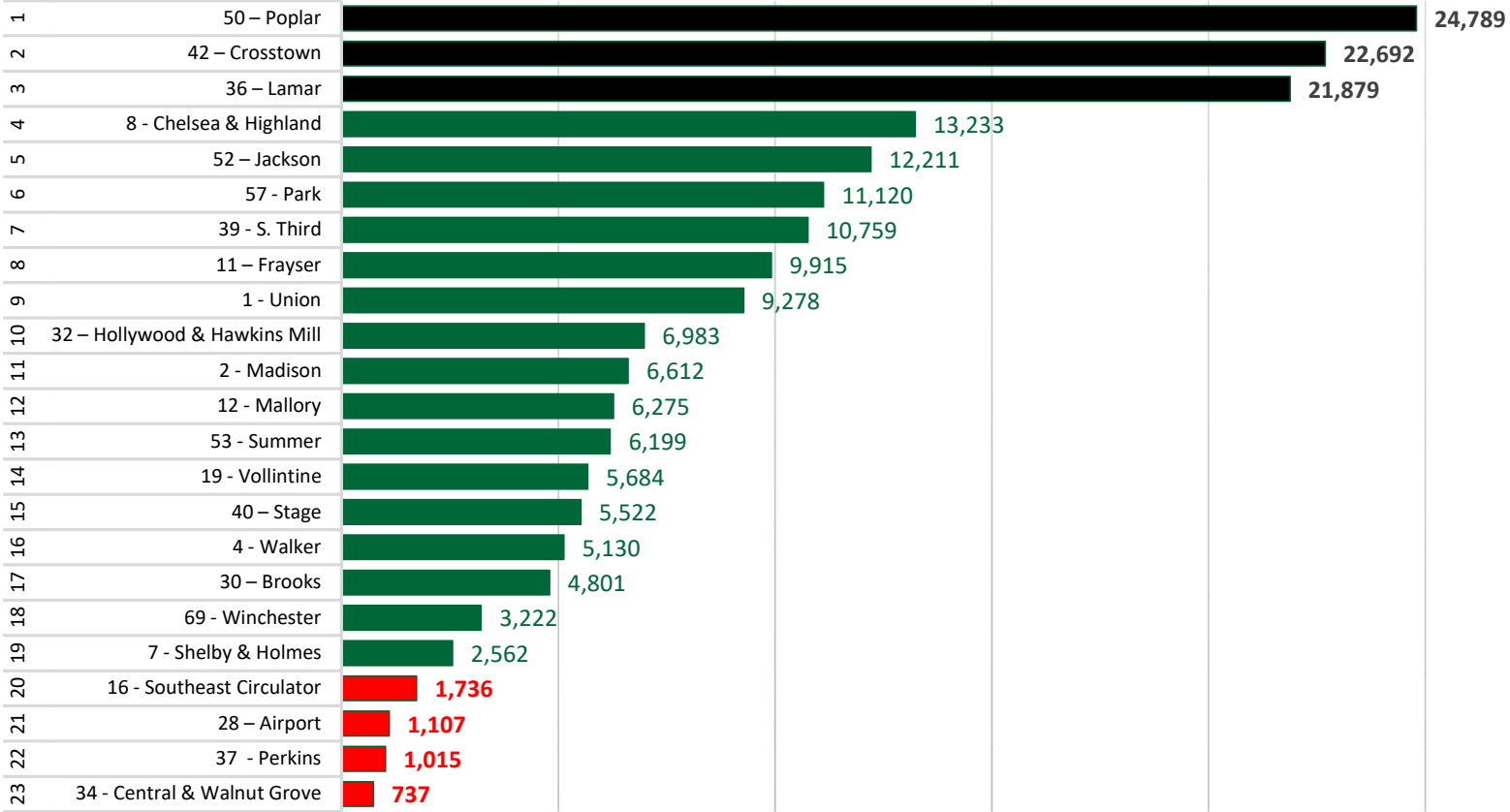


Bus Ridership (FY2019 to FY2024)

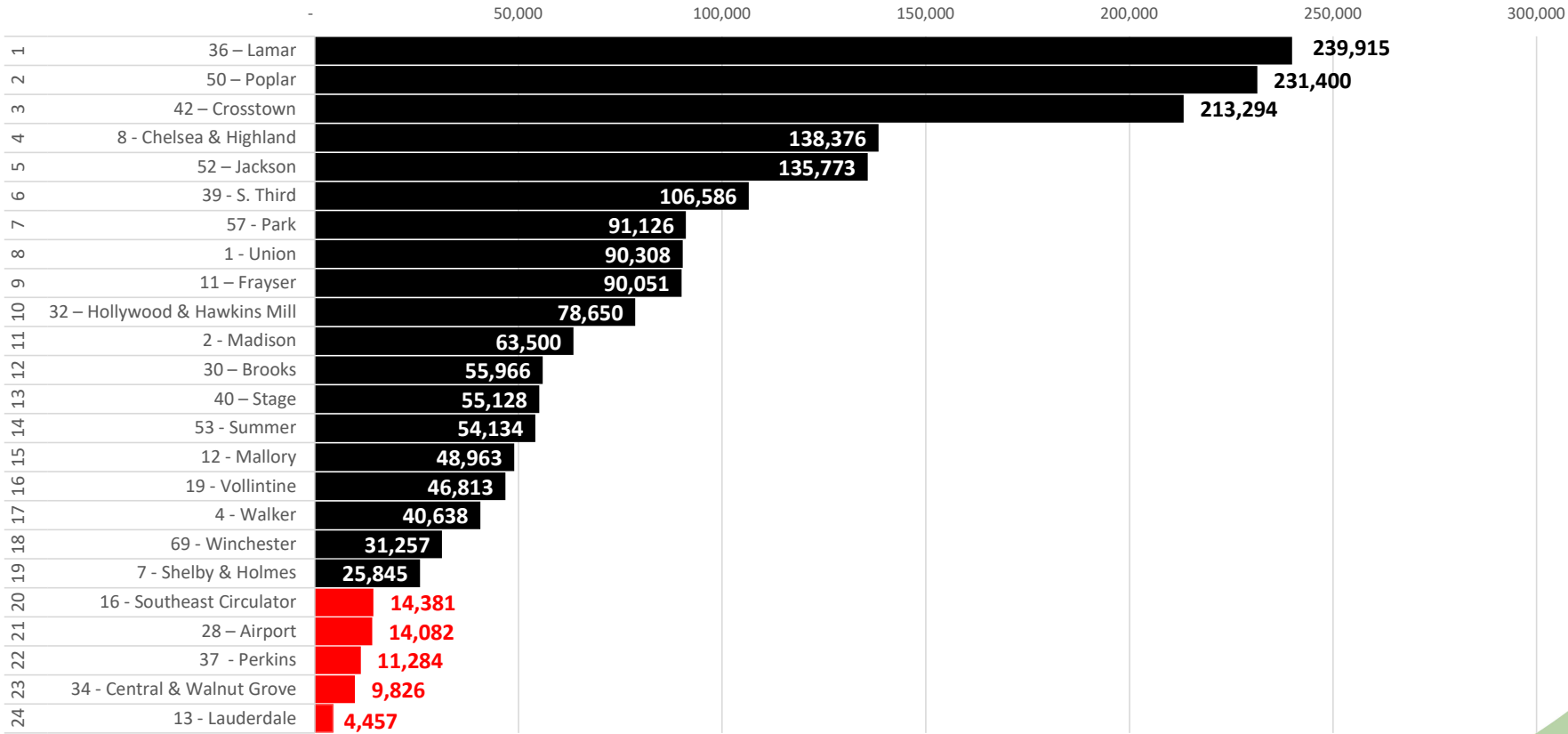


	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY24	205,520	222,033	230,633	256,028	227,100	213,391	157,384	193,482	193,461			
FY23	259,300	263,406	253,990	242,122	225,976	208,497	212,927	203,902	276,678	265,413	292,048	218,454
FY22	269,759	257,350	236,260	224,525	176,394	186,863	211,367	207,098	295,329	284,925	291,630	244,278
FY21	222,400	236,946	245,794	262,909	227,915	239,488	212,053	149,023	293,591	277,745	269,313	235,679
FY20	524,109	552,112	512,876	563,072	457,825	485,875	477,102	479,475	395,029	190,933	196,091	178,108
FY19	543,336	600,098	523,280	612,898	509,886	510,095	506,042	472,624	501,104	573,477	563,850	452,605

Bus Route Ridership Rankings (March 2024)



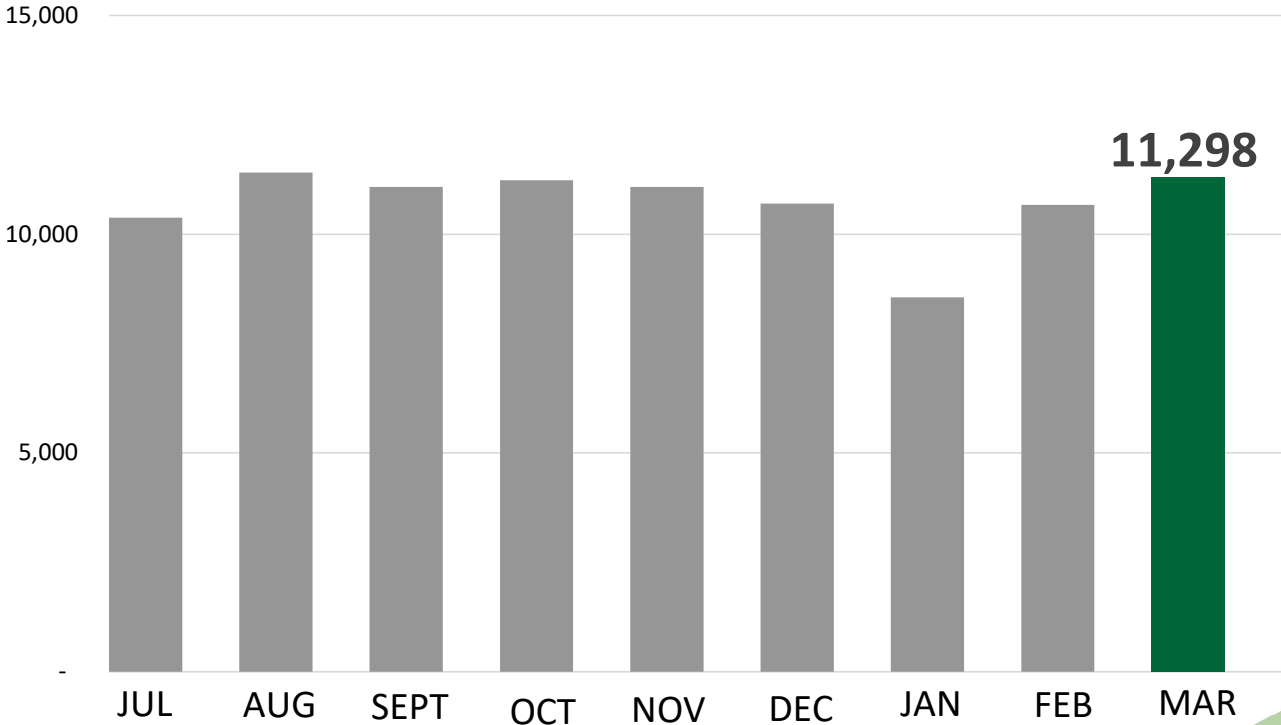
Bus Route Ridership Ranking Totals (FY2024)



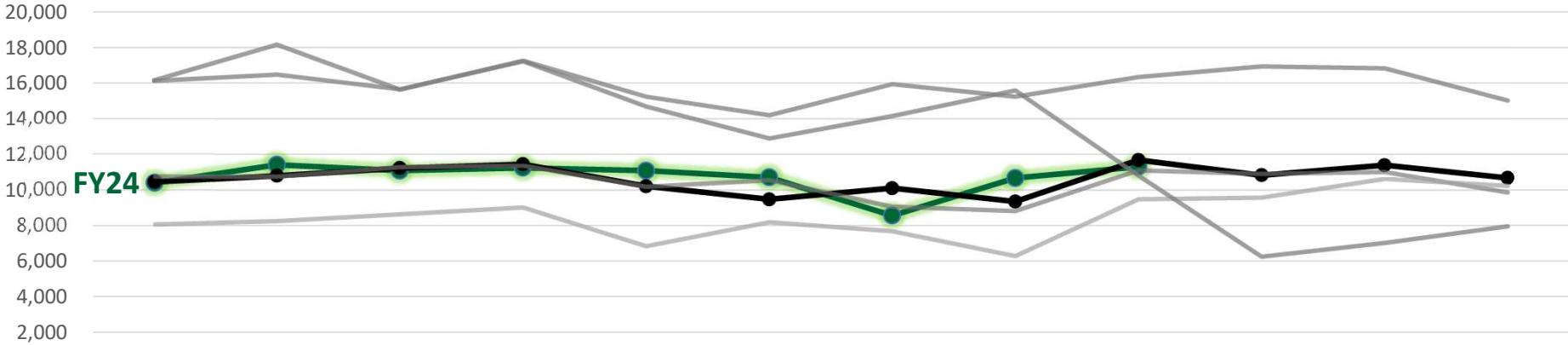
Paratransit Ridership (FY2024)

**FY2024 Total:
96,403 riders**

Total Riders by Month



Paratransit Ridership (FY2019 - FY2024)



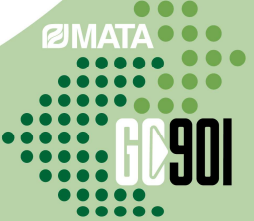
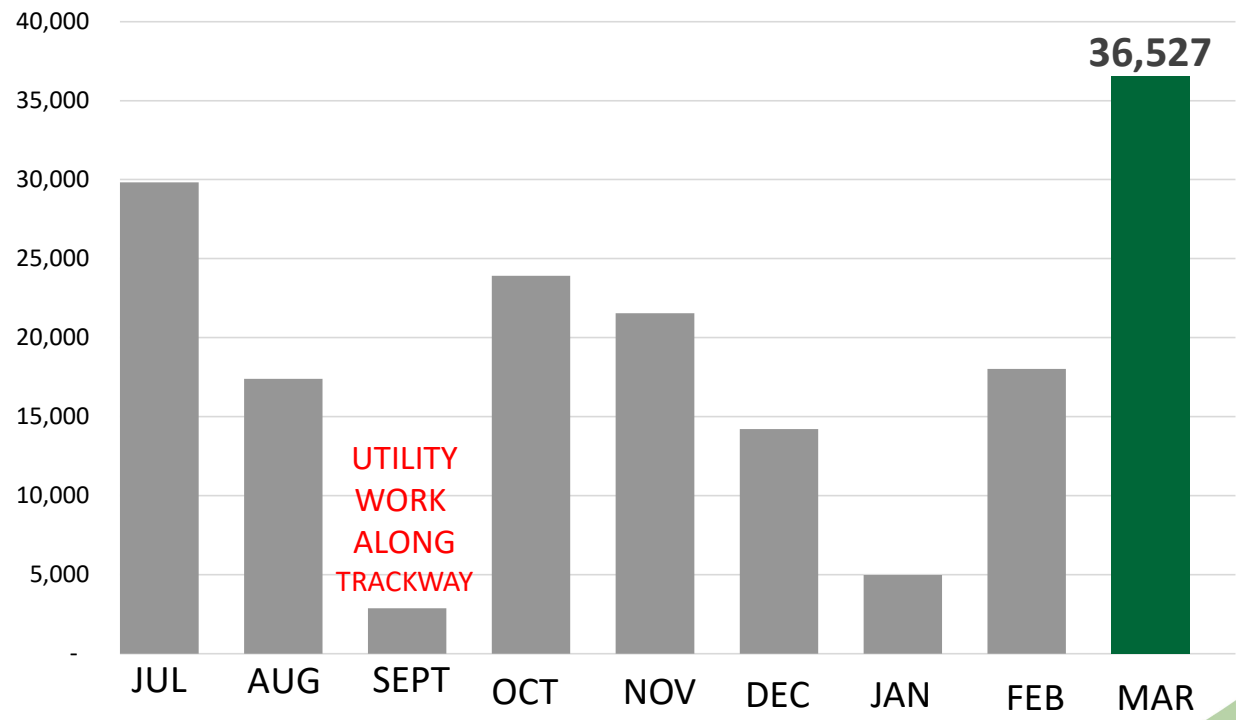
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY24	10,378	11,411	11,081	11,237	11,079	10,700	8,558	10,668	11,298			
FY23	10,448	10,793	11,228	11,441	10,207	9,471	10,099	9,349	11,678	10,830	11,386	10,672
FY22	10,727	10,752	11,281	11,363	10,188	10,543	9,055	8,816	11,094	10,903	11,009	9,861
FY21	8,074	8,255	8,631	9,015	6,849	8,188	7,690	6,288	9,483	9,571	10,621	10,220
FY20	16,118	16,481	15,656	17,223	14,688	12,897	14,155	15,590	10,811	6,254	7,032	7,957
FY19	16,157	18,159	15,632	17,255	15,236	14,195	15,938	15,232	16,338	16,932	16,823	15,026



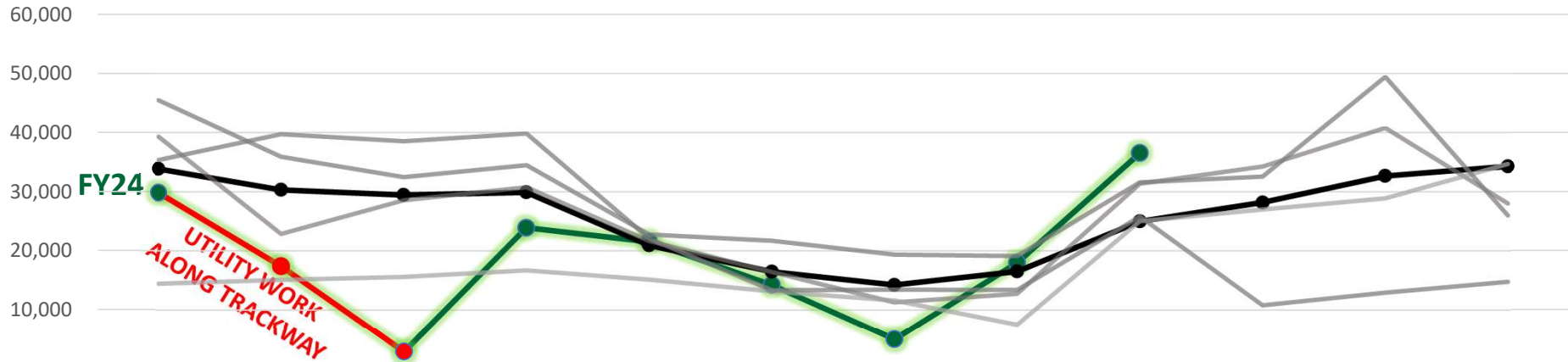
Trolley Ridership (FY2024)

**FY2024 Total:
169,358 riders**

Total Riders by Month



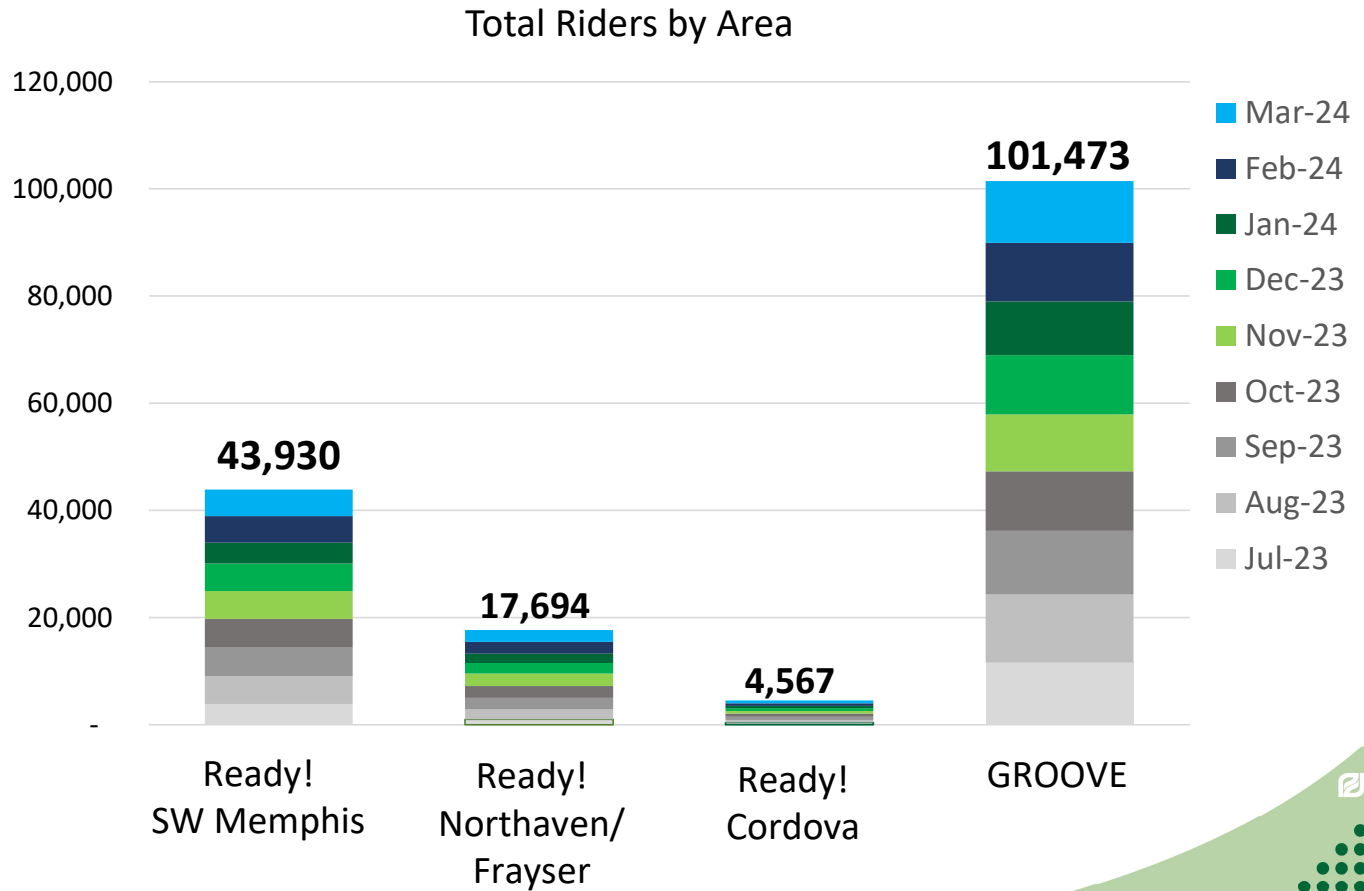
Trolley Ridership (FY2019 to FY2024)



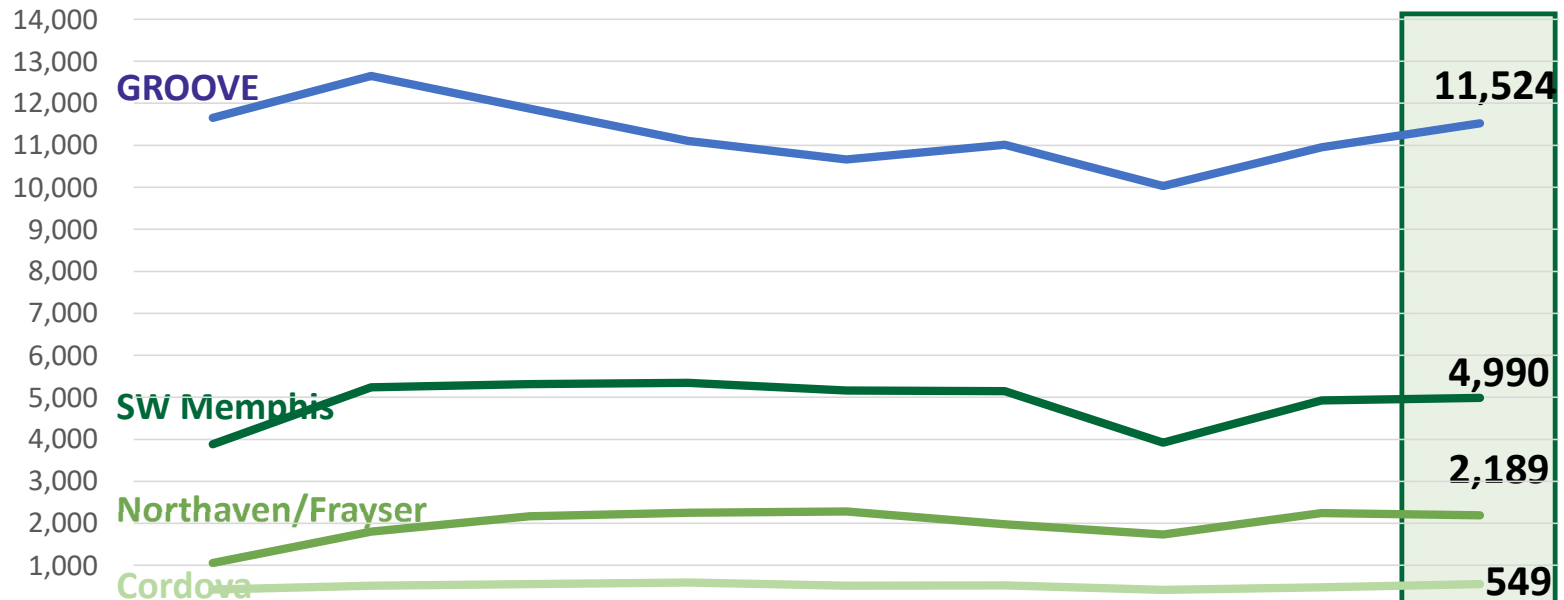
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY24	29,842	17,407	2,884	23,914	21,556	14,229	4,981	18,018	36,527			
FY23	33,866	30,327	29,452	29,892	20,941	16,487	14,247	16,516	24,994	28,183	32,677	34,292
FY22	39,308	22,883	28,568	30,773	21,673	16,448	11,290	12,772	31,362	34,277	40,795	28,025
FY21	14,463	15,101	15,607	16,694	15,135	13,175	11,622	7,486	25,015	26,998	28,882	34,702
FY20	35,381	39,712	38,556	39,851	22,077	13,337	13,449	13,417	25,808	10,800	12,958	14,797
FY19	45,457	35,905	32,457	34,483	22,794	21,741	19,381	19,144	31,610	32,573	49,428	26,002

On-Demand Ridership (FY2024)

**FY2024 Total:
167,664 riders**



On-Demand Ridership (FY2024)

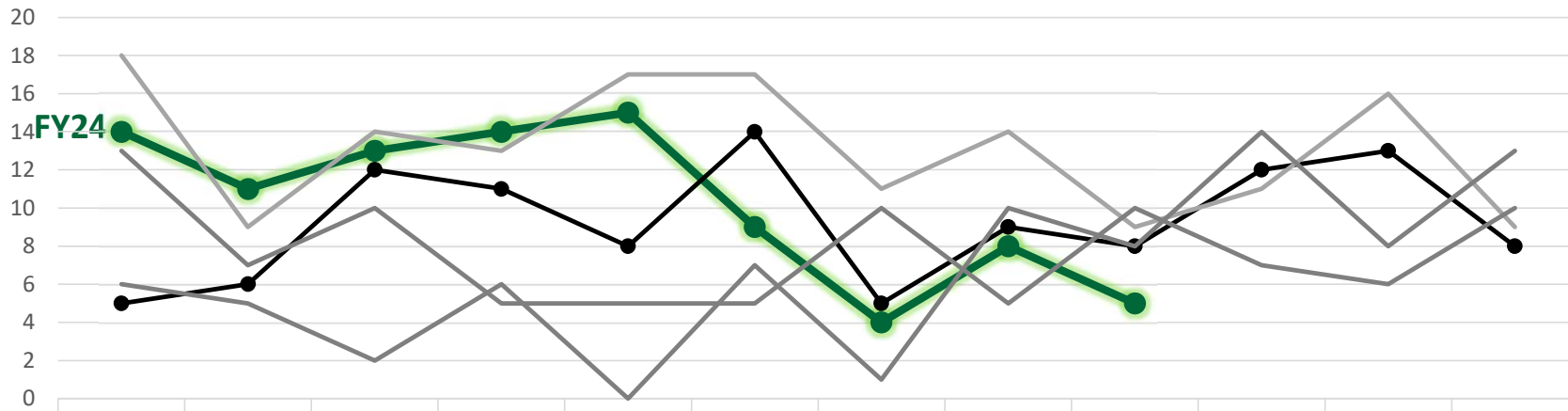


	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Ready!-SW Memphis	3,886	5,237	5,316	5,343	5,165	5,146	3,924	4,923	4,990
Ready!-Northaven/Frayser	1,058	1,800	2,168	2,248	2,286	1,974	1,730	2,241	2,189
Ready!-Cordova	426	516	553	591	518	520	418	476	549
GROOVE	11,652	12,651	11,873	11,105	10,664	11,017	10,035	10,952	11,524



SAFETY PERFORMANCE (FY2021 to FY2024)

PREVENTABLE ACCIDENTS

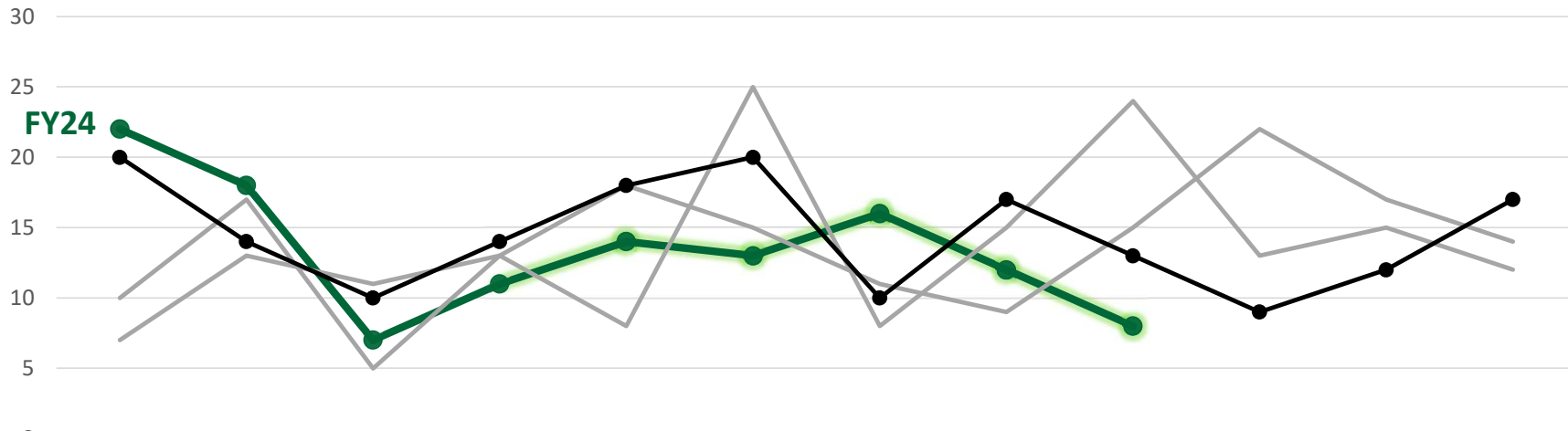


	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY24	14	11	13	14	15	9	4	8	5			
FY23	5	6	12	11	8	14	5	9	8	12	13	8
FY22	18	9	14	13	17	17	11	14	9	11	16	9
FY21	6	5	2	6	0	7	1	10	8	14	8	13
FY20	13	7	10	5	5	5	10	5	10	7	6	10



SAFETY PERFORMANCE (FY2021 to FY2024)

NON-PREVENTABLE ACCIDENTS

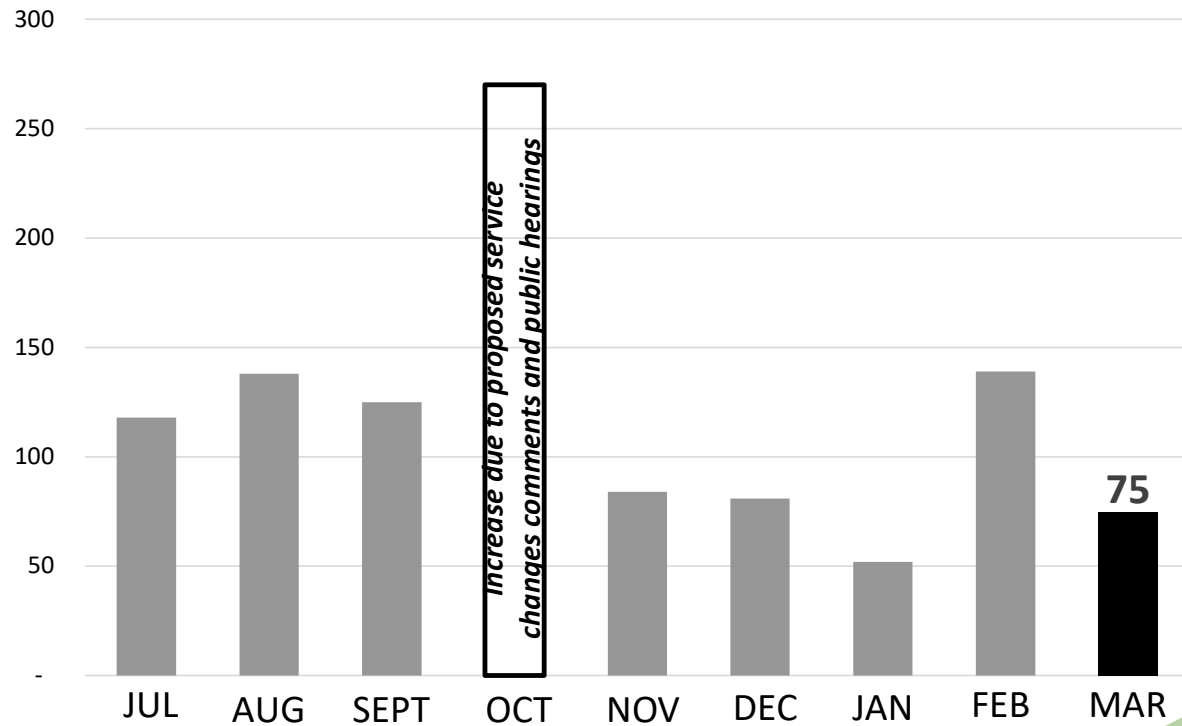


	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY24	22	18	7	11	14	13	16	12	8			
FY23	7	13	11	13	8	25	8	15	24	13	15	12
FY22	10	17	5	13	18	15	11	9	15	22	17	14
FY21	20	14	10	14	18	20	10	17	13	9	12	17

Customer Feedback (FY2024)

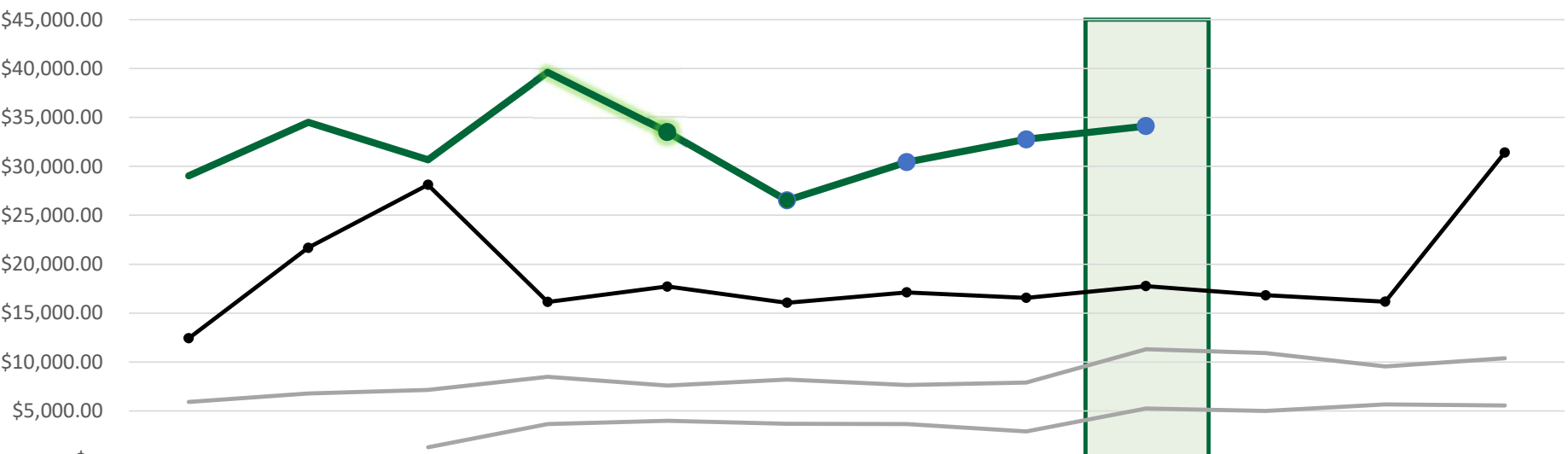
**FY2024 Total:
1,082 comments**

Total Comments by Month



GO901 Mobile App (FY2021 to FY2024)

Total Sales: \$661,626.10 Total Orders: 233,211



	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
● FY24	\$29,020.50	\$34,513.00	\$30,685.50	\$39,609.50	\$33,518.30	\$26,539.00	\$30,433.30	\$32,760.50	\$34,108.50			
● FY23	\$12,415.00	\$21,682.00	\$28,122.00	\$16,145.00	\$17,717.00	\$16,057.00	\$17,125.00	\$16,550.00	\$17,753.00	\$16,824.50	\$16,160.00	\$31,401.50
— FY22	\$5,917.00	\$6,775.00	\$7,133.00	\$8,474.00	\$7,592.00	\$8,215.00	\$7,640.50	\$7,889.00	\$11,302.00	\$10,920.50	\$9,561.00	\$10,377.50
— FY21			\$1,282.50	\$3,671.00	\$3,992.50	\$3,686.00	\$3,666.00	\$2,907.50	\$5,235.50	\$5,002.00	\$5,681.50	\$5,565.00



Major Procurements (FY2024)

<u>Projects >\$1M:</u>	<u>Cost Not to Exceed</u>	<u>Project Start*</u>	<u>Project End*</u>
NEW OPERATIONS FACILITY	\$165M	Aug-22	May-28
Memphis Innovation Corridor BRT	\$125.2M	Jan-22	Aug-26
Crosstown Corridor Connector BRT	\$134.9M	Mar-24	Jan-31
40 ELECTRIC BUSES	\$68.9M	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
Transit Vision Project	\$5M	Apr-23	May-26
<u>Projects < \$1M:</u>			
236 Contracts	\$23M	Nov-22	Dec-23
Total:	\$541.2M		

**Estimated*



COMMUNITY SERVICE (FY2022 to FY2024)



7,174 passengers / 298 service days

(May 22, 2021 – March 30, 2024)

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

During the week of Thanksgiving, MATA partnered with Whole Child Strategies and Cash Saver to provide free gift cards to Residents on the Move participants. MATA's Deputy CEO, Bacarra Mauldin greeted participants and provided well wishes for the holiday.



MEDIA REPORT (March 2024)

Ad Equivalency: **\$17,430.54**

Impressions: **281,763**

Hits: **17**



SOCIAL MEDIA REPORT (March 2024)

Facebook Reach: **118,700**
 Facebook Visits: **6,600**
 X (Twitter) Impressions: **1,400**



DIGITAL REPORT (March 2024)

MATATransit.com

Views:	138,732
Top Device (Mobile):	86.4%
MATA Tracker Hits:	82,517

GO901Transit.com

Views:	28,681
Top Device (Mobile):	92.2%
MATA Tracker Hits:	9,200



MATA is on the Move



MATA engaged potential youth riders from Douglas High



Career Speed Networking Event @ U of M

Congratulations to our CAO!

Women of the C-Suite Series



Memphis Area Transit Authority

1,205 followers

2w • 🌐

Our very own [Tiffany Casey, BBA, M.Ed.](#), recently discussed life and leadership for the Women Of The C-Suite series. Read more about her experiences and advice [here](#). [...see more](#)



Women Of The C-Suite: Tiffany Casey of Memphis Area Transit Authority On The Five Things You Need...

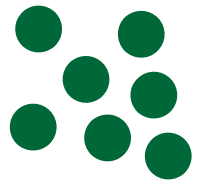
The Top 50 Women Chief Administrative Officers of 2024



MATA is on
the Move

CEO
Edition





NEXT MEETING:

May 21, 2024 @ 3:30PM

One Commerce Square Auditorium

40 South Main Street

Memphis, Tennessee

