



Welcome to the  
Tuesday, November 15, 2022  
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, November 15, 2022**

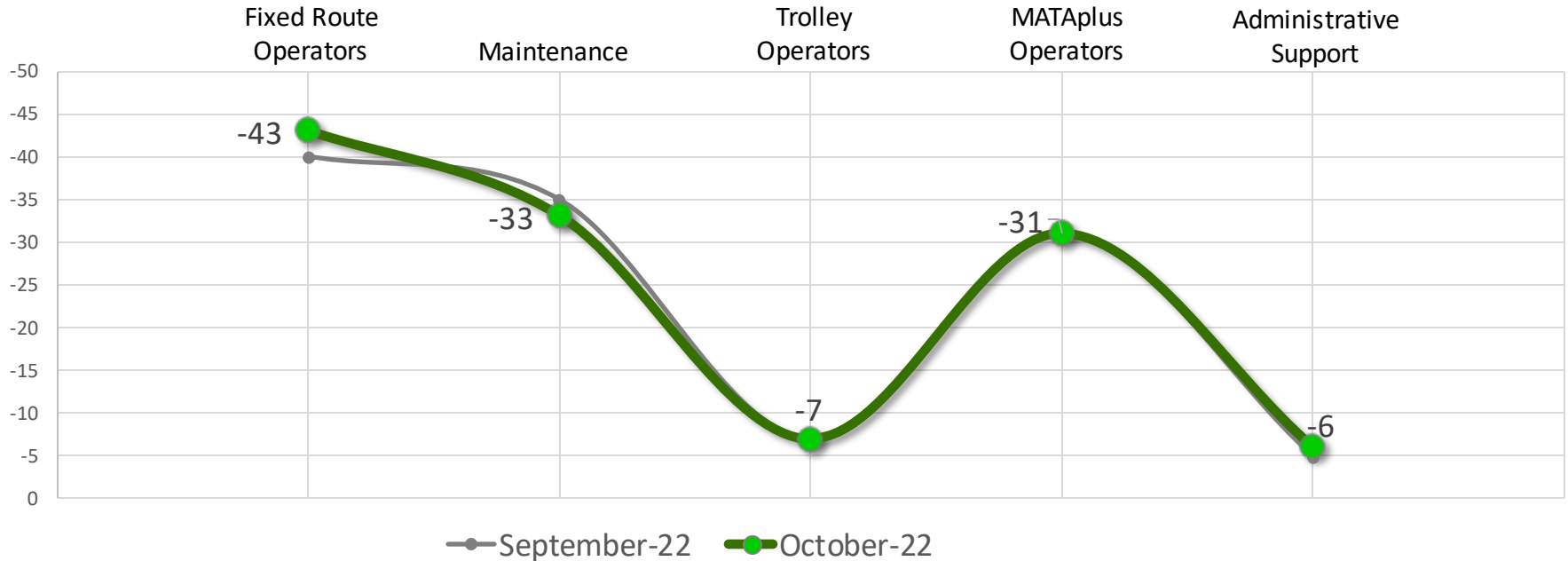
# Approved by Memphis City Council

City of West Memphis, Arkansas request for MATA to provide new on-demand public transit service for the City of West Memphis.

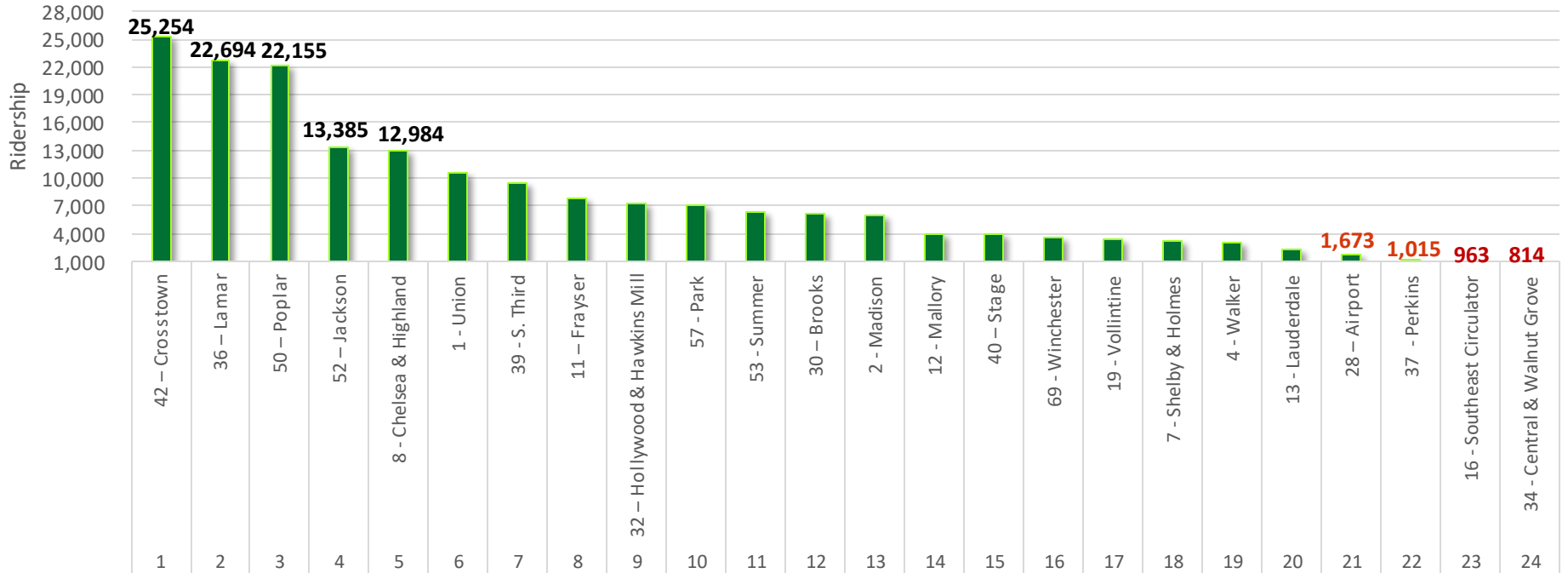
WEST MEMPHIS  
area transit



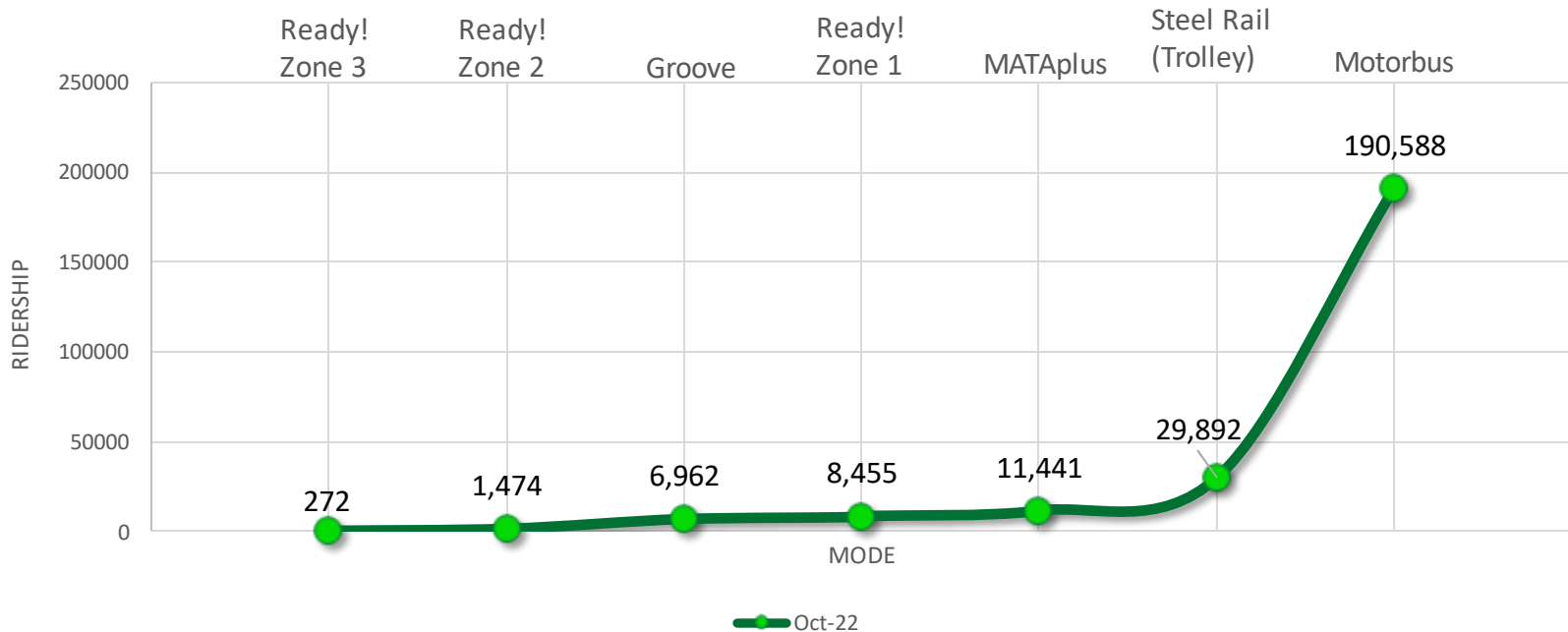
# Labor Needs By Category (October 2022)



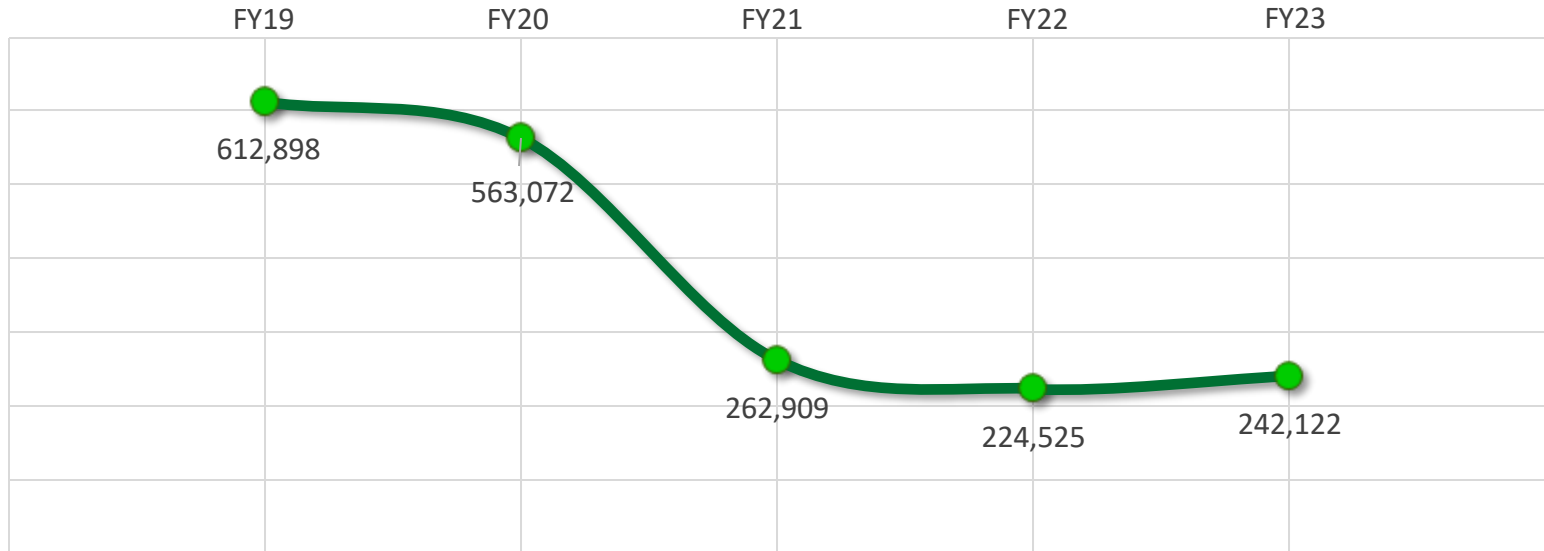
# ROUTE RIDERSHIP RANKINGS (October 2022)



# RIDERSHIP – ALL MODES (October 2022)

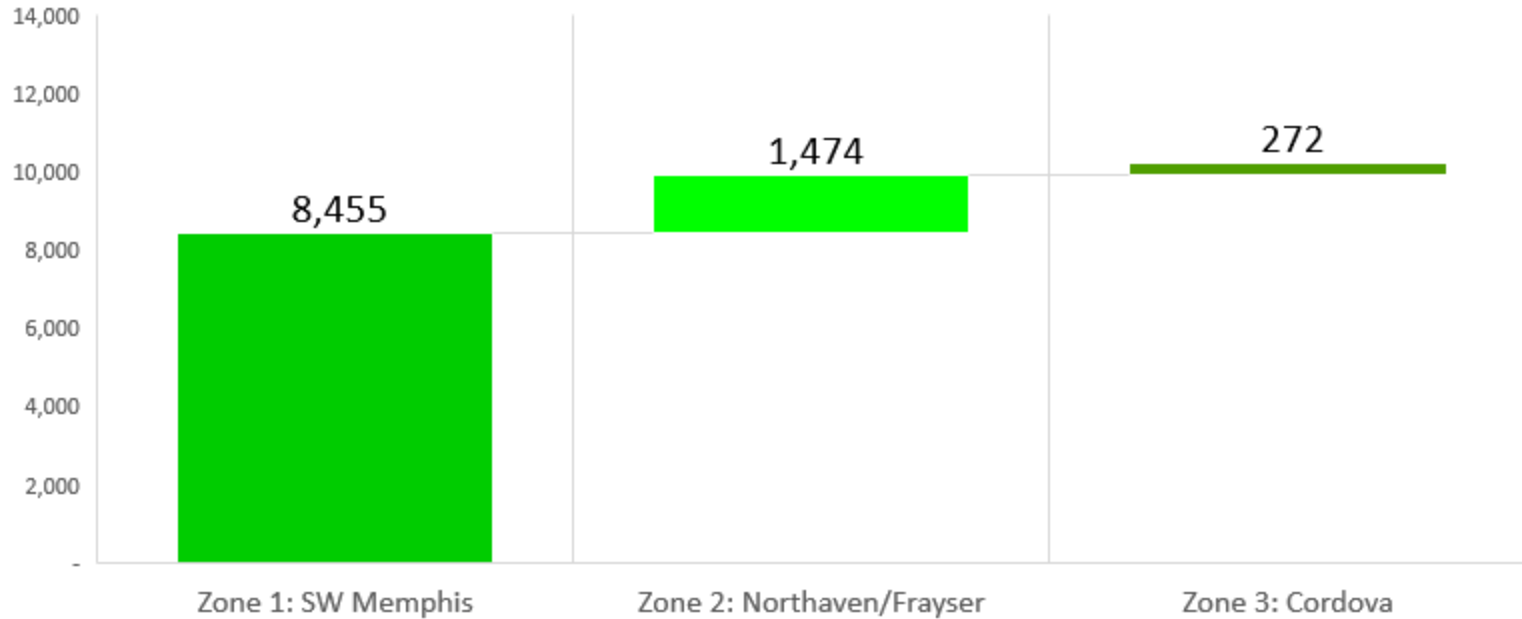


# TOTAL RIDERSHIP (October)





# READY! RIDERSHIP (October 2022)



# ON-TIME PERFORMANCE (October 2022)

MOTORBUS

**57.1%**



STEEL WHEEL (TROLLEY)

**77.8%**

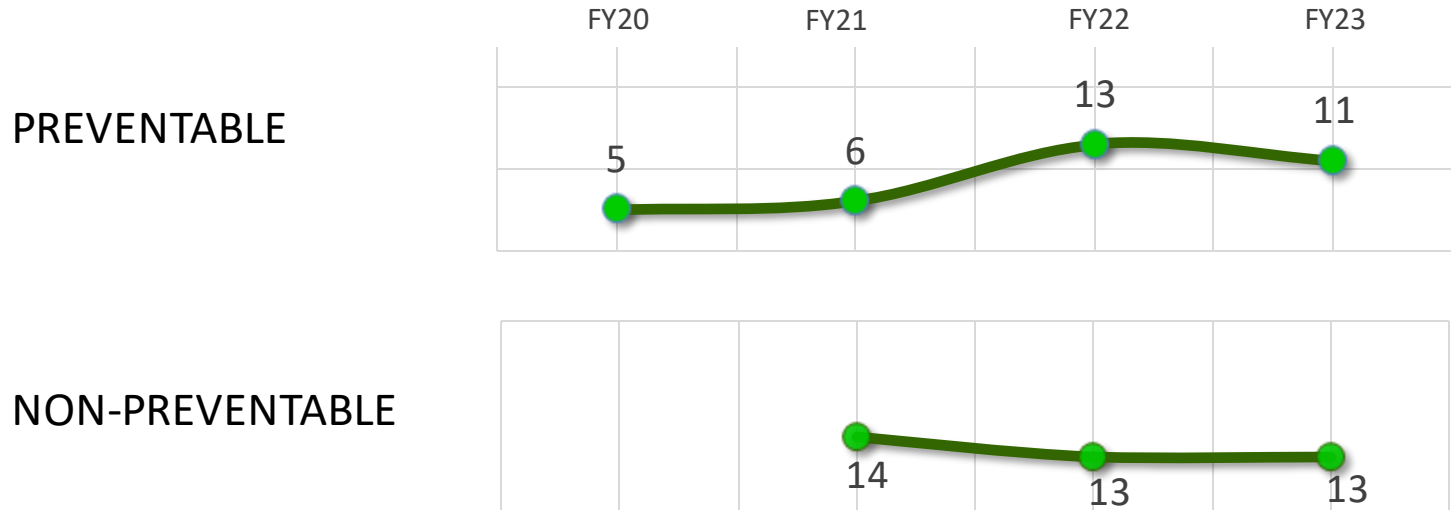


DEMAND RESPONSE (MATAPLUS)

**95.4%**



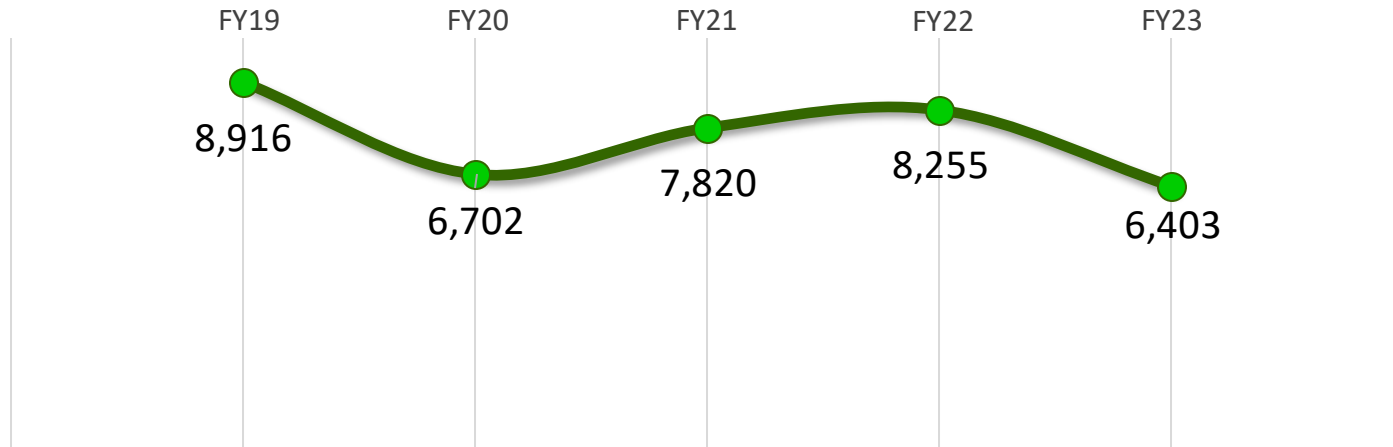
# SAFETY STATS: ACCIDENTS (October)



# FLEET MAINTENANCE (October)

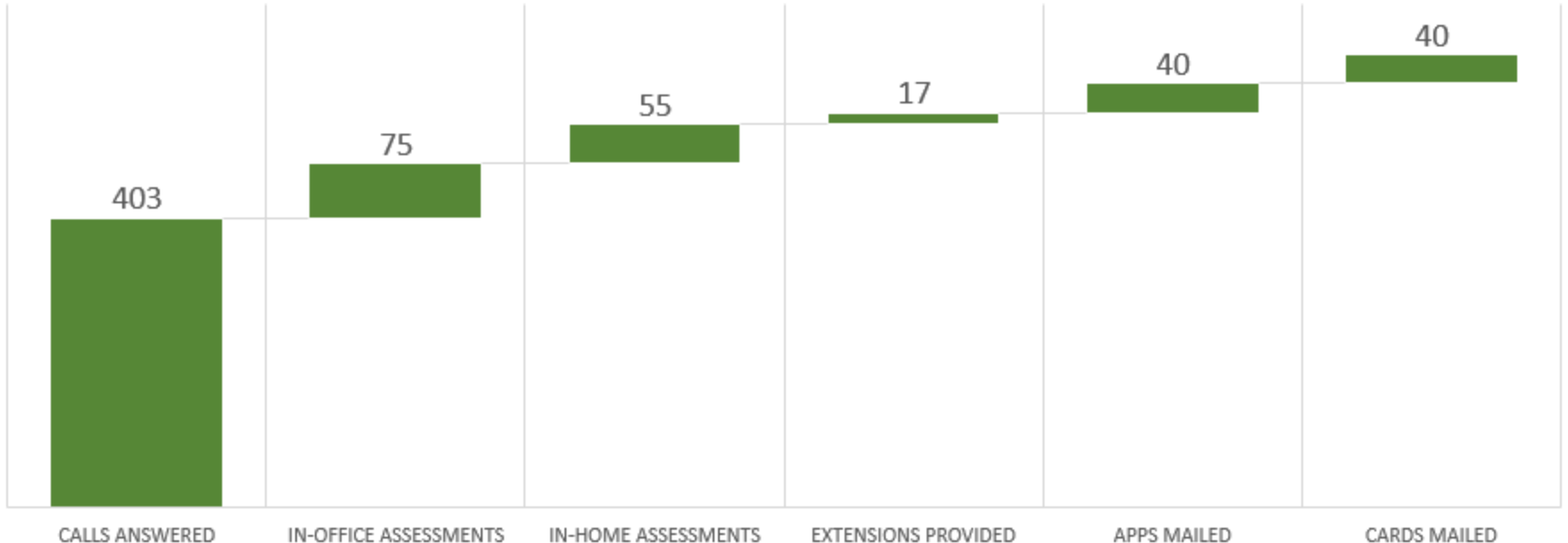
## Mean Distance Between Failure

GOAL: 8,000+ MILES



# ASSESSMENT CENTER: MATAplus CERTIFICATIONS

(October 2022)

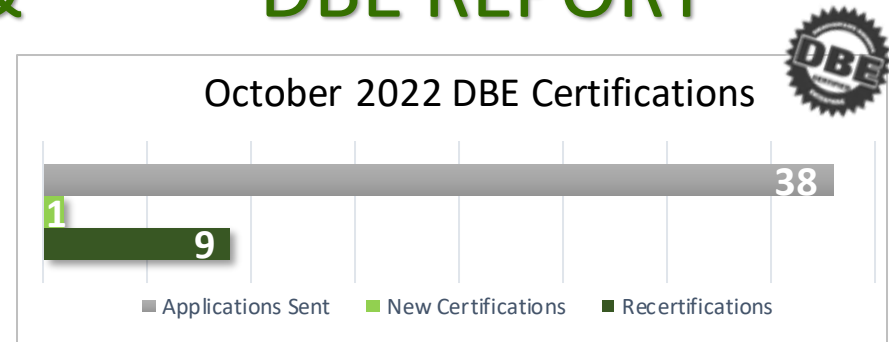


## ADA EVENTS

- MACCD: Disability Awareness Summit Planning – *Oct. 4*
- Cycle of Life Summit – *Oct. 5*
- West Region Choices Forum – *Oct. 6*
- MACCD: Disability Awareness Summit Planning – *Oct. 11*
- MACCD: Disability Awareness Summit Event – *Oct. 21*
- MACCD: Board Meeting – *Oct. 25*
- Meet & Greet with MATApplus and I Am Included – *Oct. 8*

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## DBE REPORT



- Greater Memphis Chamber Certification Day – *Oct. 13*
- City of Memphis WMBE CBPA Training – *Oct. 18*
- City of Memphis Culmination Ceremony of the Fall 2022 Competitive Bidder's Prep Accelerator – *Oct. 31*

# GO901 MOBILE (October)

## SALES

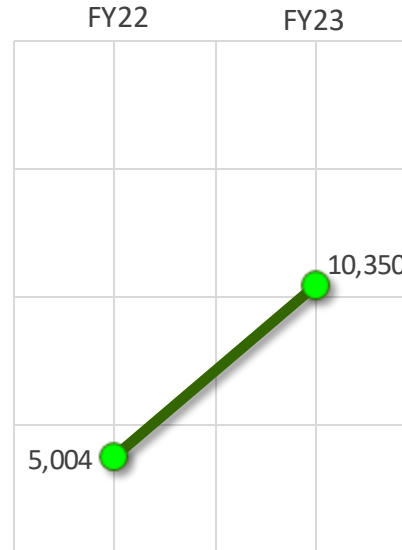
### Ready! BOOKINGS



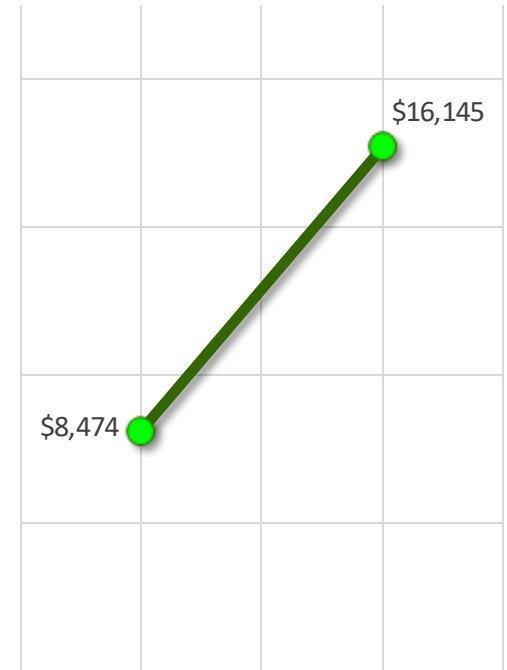
### ORDERS



### TICKETS



FY22      FY23



# MATA TRACKER

## MATA Tracker Now Available!

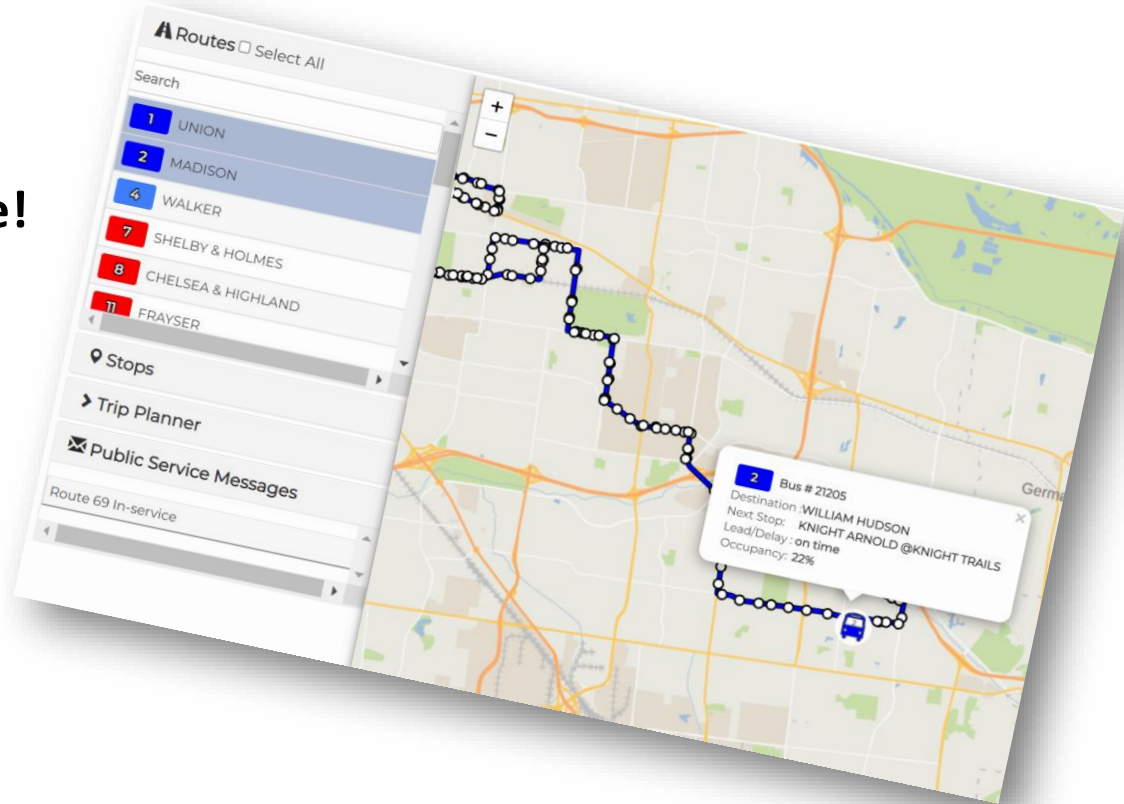
### Introducing MATA Tracker

Real-time vehicle location technology to plan your bus and trolley travel

Desktop and mobile-friendly features:

- Real-time vehicle location information
- And route detour guidance

MATA Tracker is a convenient passenger tool to plan your Memphis area travel.





## U2 STREETCAR UPDATE (September)

Testing continues along  
Main Street



# MATA + Whole Child Strategies

3,642 passengers / 152 service days

(May 22, 2021 – October 31, 2022)

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



# COMMUNICATIONS UPDATE (October 2022)



**GO90! COMMUNITY MEETINGS**  
**October 15 -29**  
*Fare Policy - Fare System - Funding Priorities*



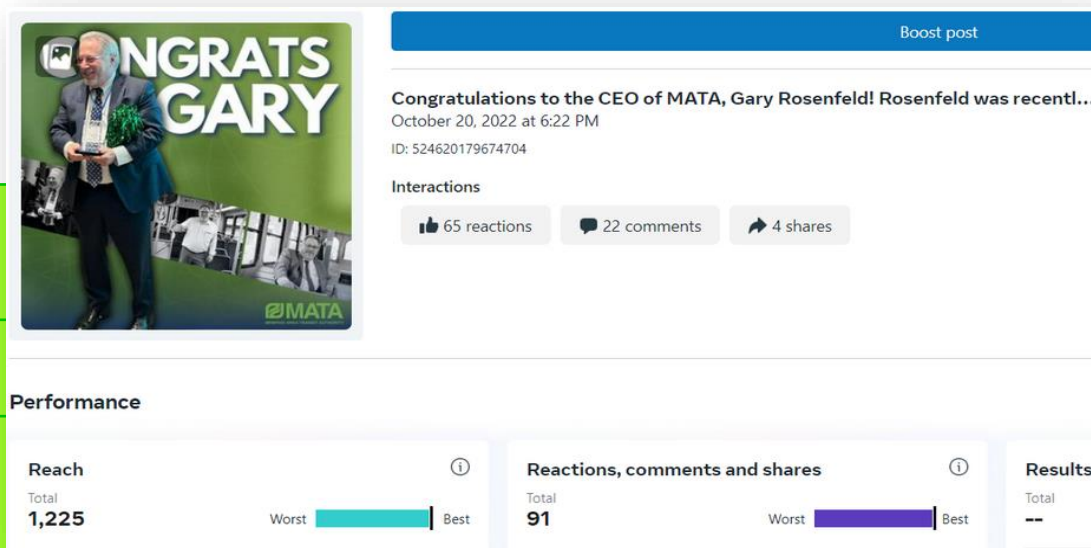
October 15	Whitehaven Library, 4120 Millbranch	11:00am - 1:00pm
October 17	Ben Hooks Library, 3030 Poplar	6:00pm - 8:00pm
October 18	Olivet Fellowship, 4450 Knight Arnold Rd	11:00am - 1:00pm
October 20	Airways Transit Center, 3033 Airways	1:30pm - 3:30pm
October 22	Cordova Library, 8457 Trinity	12:00 - 2:00pm
October 29	Frayser Library, 3712 Argonne	10:00am - noon



# COMMUNICATIONS UPDATE (September 2022)

## Social Media:

<b>45,923</b>	Facebook Page Reach
<b>2,155</b>	Facebook Page Visits
<b>2,624</b>	RideMATA Twitter Impressions



**Boost post**

**CONGRATS GARY**

**Congratulations to the CEO of MATA, Gary Rosenfeld! Rosenfeld was recentl...**  
 October 20, 2022 at 6:22 PM  
 ID: 524620179674704

**Interactions**

65 reactions 22 comments 4 shares

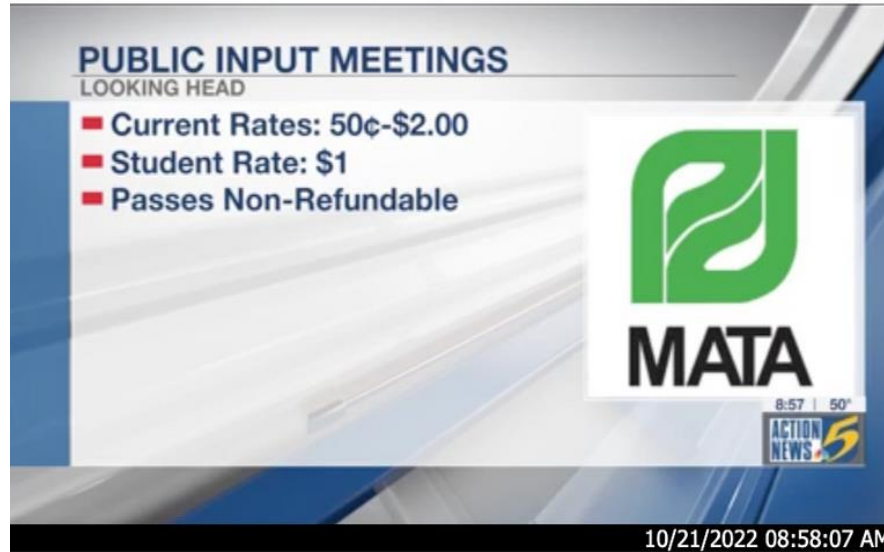
**Performance**

**Reach** ⓘ  
 Total **1,225**  
 Worst | Best

**Reactions, comments and shares** ⓘ  
 Total **91**  
 Worst | Best

**Results**  
 Total --

# DIGITAL MARKETING UPDATE (October 2022)



Total Media Hits

27

Local Viewership

179,624

Total Ad Equivalency

\$6,819.22

# DIGITAL MARKETING UPDATE (October 2022)

## Website

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Website Visits	<b>39,759</b>
Top Device	<b>Mobile (82.9%)</b>
Top Source	<b>Google</b>
MATA Tracker Hits	<b>20,168</b>

# DIGITAL MARKETING UPDATE (October 2022)

## Go901 Transit

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MATA Schedule Hits	<b>7,163 (↑3%)</b>
Top Device	<b>Mobile (93.6%)</b>
Sessions	<b>9,049</b>

# COMMUNITY OUTREACH

American Cancer Society (October 2022)





# COMMUNITY OUTREACH

American Cancer Society (October 2022)



**IT'S CUSTOMER SERVICE WEEK**



Swing by the large board room on Monday, Wednesday, & Friday for a treat!  
10 am - 3 pm

 @MATA



**MAKE THE WHEELS ON THE BUS GO ROUND AND ROUND.**

At MATA, we're committed to providing the best possible service to our customers. We're also committed to providing a safe and secure environment for our employees and the community. We're proud to be a part of the Memphis Area Transit Authority.




West Memphis Job Fair & Trunk or Treat

Q & A



# Consent Agenda Items



# Procurement Items

# Resolution 22-51

To authorize a contract with TRAPEZE  
SOFTWARE GROUP, INC for  
Trapeze Cloud Managed Services –  
EAM Only

# Resolution 22-52

For purchase of 15 switch machines  
from Hanning & Kahl  
for the Madison Line Project

# Resolution 22-53

To approve sole-source  
procurement for electrical work

# Resolution 22-54

To authorize buildout of, purchase  
of furniture for the 12th floor at  
One Commerce Square



## Resolution 22-55

To award a three-year contract to  
Magnificent Grounds LLC for lawn  
maintenance

# Resolution 22-56

To award a five-year contract to Otis Elevator for wheelchair lift and elevator maintenance

## Resolution 22-57

To approve change order #1 to  
Tolar Manufacturing Company for  
the purchase of bus shelters and  
accessories

## Resolution 22-58

To authorize entering a lease expansion a lease with One Commerce Square Realty LP for additional office space to support new project and program management needs

# Resolution 22-59

To approve purchase for 2023  
Tahoe from Freeland Automotive



# Service and Development Items



a. Procurement of vehicles  
(supply chain issues)

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, framing the text.

# Finance Agenda Items



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# October 2022 Financials

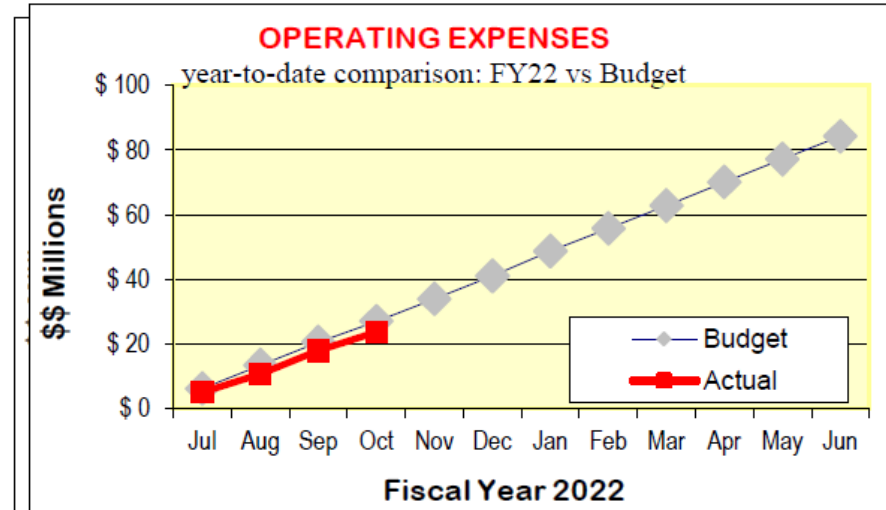
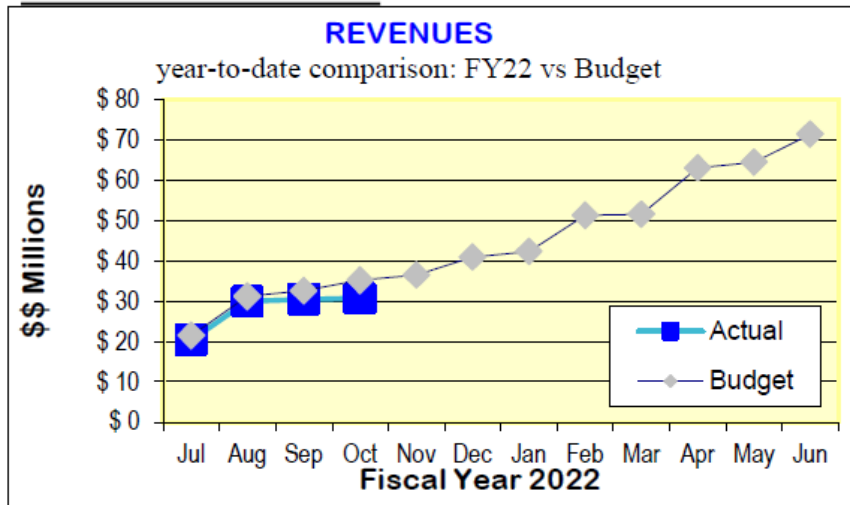
# FY2023 Financial Results

## Month-of-October

Oct-22

October 2022, Four months of FY23

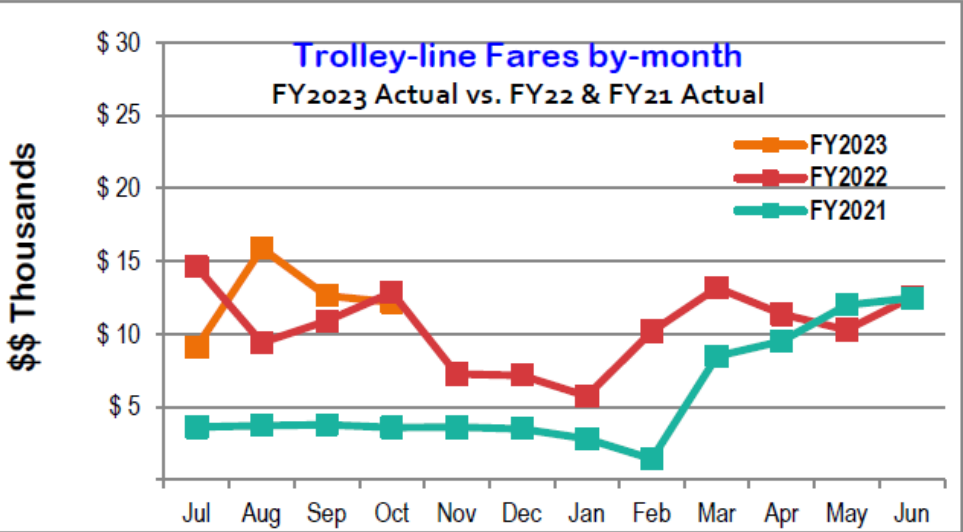
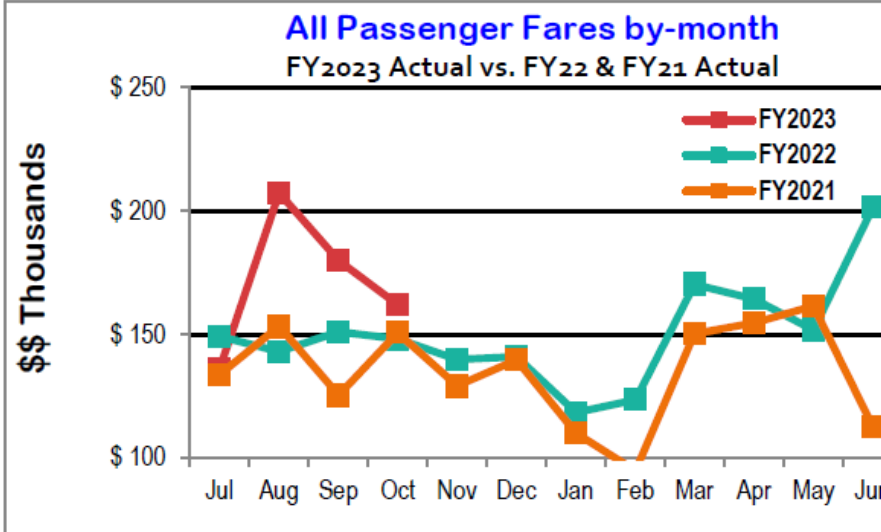
Actual	Budget	Variance	
		Favorable (Unfavorable)	
\$ 30.7	\$ 35.1	\$ (4.4)	Revenues - Operating & Grants <i>(excluding Capital)</i>
\$ 23.7	\$ 26.5	\$ 2.8	P&L Expenses
\$ 7.0	\$ 8.6	\$ (1.6)	Operating Margin



# FY2023 Financial Results

## Month-of-October

Passenger Fares covering October of \$162k are \$72k favorable to budget. Year-To-Date Fixed Route was favorable to budget by \$60k, MATA+ was favorable to budget by \$18k, and Trolley was <\$6k> 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 shape, resembling a thick arc or a partial circle, is positioned on the right side of the image, framing the text.

Old or New Business

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

**Next MATA Board Meeting:**  
**December 13, 2022 @ 3:30 PM**



Meeting Adjourned