



MEMPHIS CITY COUNCIL

Transportation Committee

Transportation 101 | Part One

Gary J. Rosenfeld, MATA CEO

February 2, 2021

GO901
MOBILE

MATA
MEMPHIS AREA TRANSIT AUTHORITY

An aerial, black and white photograph of Memphis, Tennessee, showing a mix of urban buildings and a large-scale transit infrastructure project in the foreground. A vertical white line divides the image into two halves. The text 'VISION' is on the left, and 'WE CONNECT PEOPLE TO PLACES.' is on the right.

VISION

**WE CONNECT PEOPLE TO
PLACES.**



1975

MATA BEGAN OFFERING PUBLIC TRANSIT SERVICE

**THAT'S THE
PAST.**

**HOW DID PUBLIC
TRANSPORTATION ARRIVE AT
ITS CURRENT STATE?**

**DRAMATIC
CHANGES TO
PUBLIC
TRANSPORTATION
INITIALLY
BEGAN IN:**

THE 1980s

PAST KEY MOMENTS THAT IMPACTED MATA

**1981 &
1982**



**200 BUS
OPERATORS LAID
OFF DUE TO
REDUCTIONS OF
FEDERAL
OPERATING FUNDS.**

**TROLLEY SERVICE
BEGAN WITHOUT
DEDICATED FUNDING.**



1993

**MATA BEGAN
OPERATING
MATAPLUS WITHOUT
DEDICATED
FUNDING.**

**2009-
2013**



**ABOUT 100,000
HOURS OF BUS
SERVICE CUT & 100
BUS
OPERATORS/STAFF
LAID OFF.**

**RAIL TROLLEY
SYSTEM SHUT DOWN
AFTER FIRE. MAIN
STREET LINE
RESTORED IN 2018.**




2014

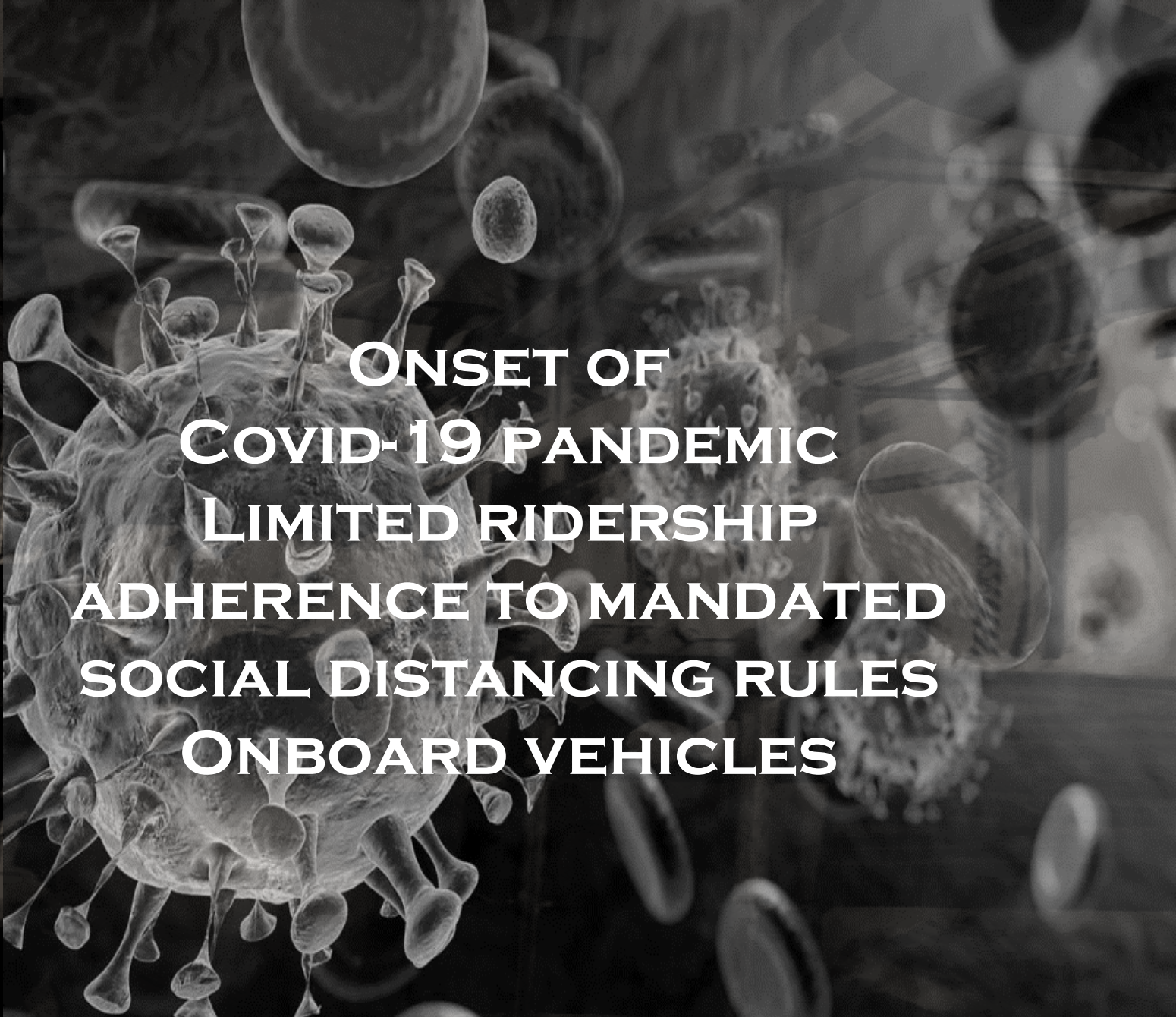


THE
PRESENT.

CURRENT STATE.

A grayscale photograph showing the interior of a transit vehicle, likely a bus or train, with rows of seats and overhead luggage racks. The image is dark and serves as a background for the text on the left side of the slide.

**SERVICE CUTS.
DECLINING
RIDERSHIP.
NO DEDICATED
FUNDING SOURCES.
UNDERFUNDED.**

A grayscale microscopic image of a coronavirus particle, showing its characteristic spherical shape and numerous spike-like projections (glycoprotein spikes) extending from its surface. The particle is the central focus, with other smaller particles visible in the background.

**ONSET OF
COVID-19 PANDEMIC
LIMITED RIDERSHIP
ADHERENCE TO MANDATED
SOCIAL DISTANCING RULES
ONBOARD VEHICLES**



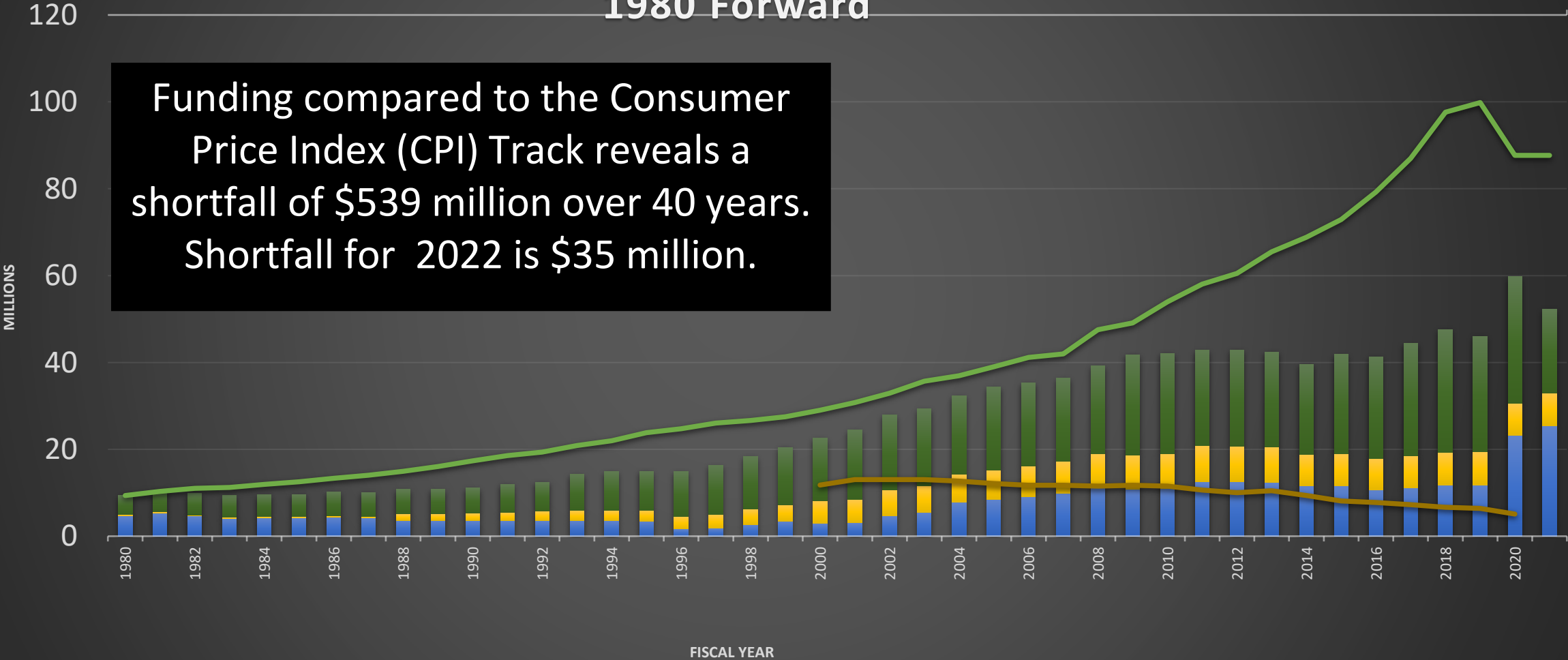
MATA FUNDING

Memphis Area Transit Authority Historical Subsidies w/CPI Track

1980 Forward

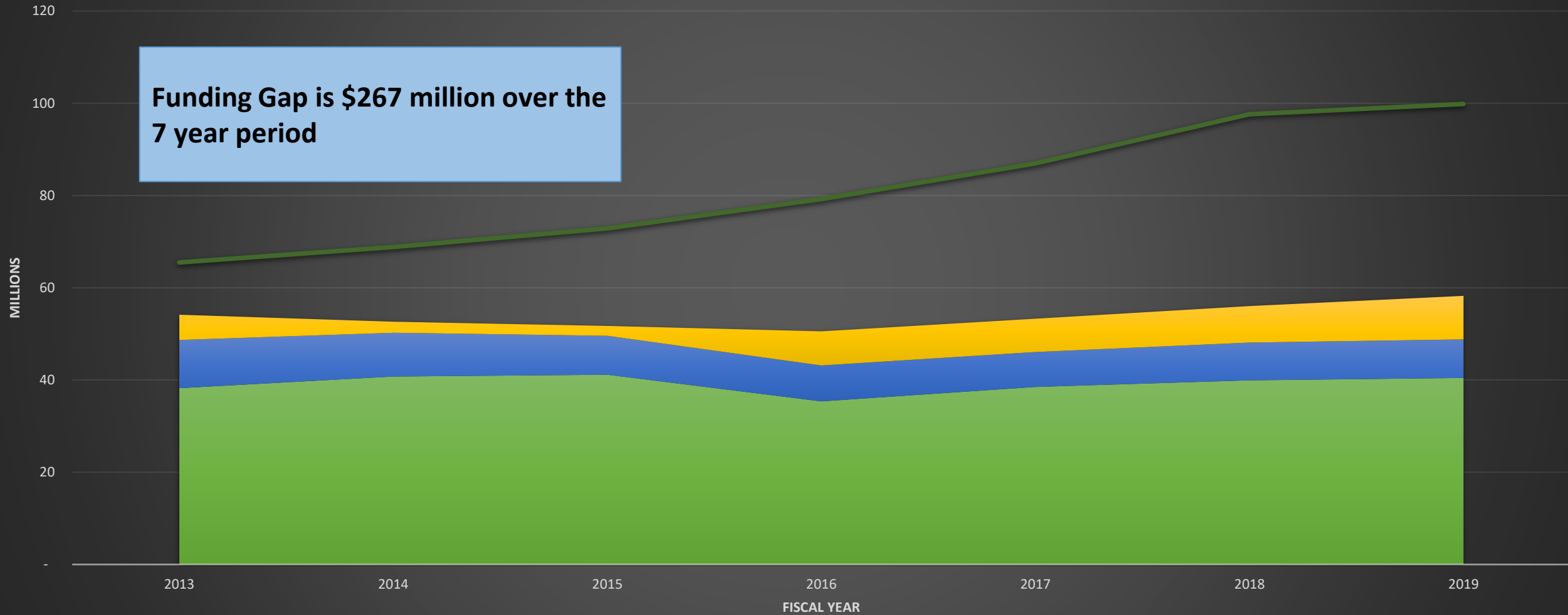
1

Funding compared to the Consumer Price Index (CPI) Track reveals a shortfall of \$539 million over 40 years. Shortfall for 2022 is \$35 million.



■ Federal
 ■ State
 ■ City
 — CPI
 — Unlinked Passenger Trips

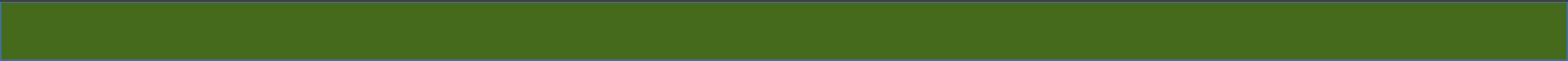
Memphis Area Transit Authority Historical Spending 2013-2019



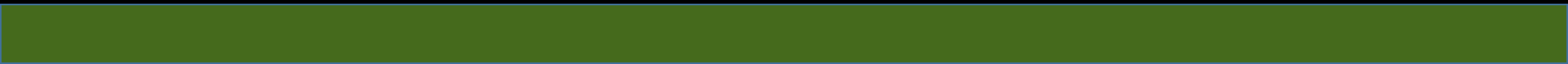
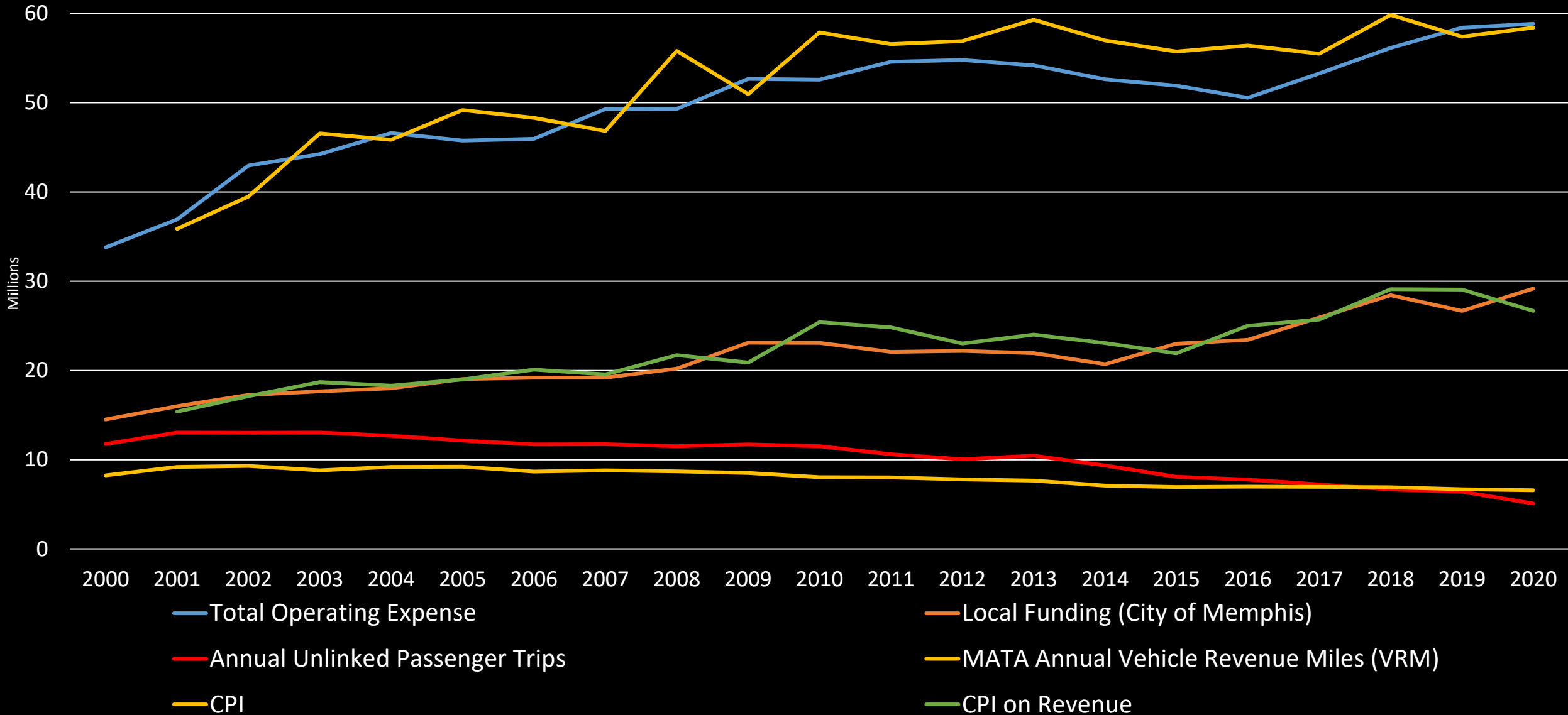
■ Wages ■ Materials & Supplies ■ Other Operating Expense — Should Be

MATA Sources of Operating Funding (dollars in thousands)

Fiscal Year	Federal Funds		State Funds		City of Memphis		Farebox Revenue		Other Sources		Total Operating Expenses
	Funds	% Total	Funds	% Total	Funds	% Total	Revenue	% Total	Sources	% Total	
2000	\$2,942	9%	\$5,182	15%	\$14,500	43%	\$8,940	26%	\$2,233	7%	\$33,797
2001	3,103	8%	5,285	14%	16,000	43%	9,189	25%	3,333	9%	36,910
2002	4,598	11%	6,016	14%	17,250	40%	9,858	23%	5,233	12%	42,955
2003	5,513	12%	6,140	14%	17,650	40%	9,127	21%	5,818	13%	44,248
2004	7,855	17%	6,432	14%	18,000	39%	9,083	19%	5,244	11%	46,614
2005	8,467	19%	6,808	15%	19,030	42%	8,163	18%	3,274	7%	45,742
2006	9,106	20%	7,027	15%	19,180	42%	9,097	20%	1,539	3%	45,949
2007	9,933	20%	7,259	15%	19,180	39%	9,215	19%	3,692	7%	49,279
2008	11,249	23%	7,708	16%	20,207	41%	9,600	19%	542	1%	49,306
2009	10,855	21%	7,838	15%	23,120	44%	9,616	18%	1,245	2%	52,673
2010	10,968	21%	8,037	15%	23,080	44%	9,180	17%	1,310	2%	52,575
2011	12,545	23%	8,233	15%	22,080	40%	9,648	18%	2,081	4%	54,587
2012	12,491	23%	8,213	15%	22,180	40%	10,210	19%	1,682	3%	54,777
2013	12,339	23%	8,194	15%	21,930	40%	10,498	19%	1,209	2%	54,170
2014	11,541	22%	7,367	14%	20,690	39%	9,330	18%	3,697	7%	52,626
2015	11,538	22%	7,389	14%	22,990	44%	8,301	16%	1,668	3%	51,887
2016	10,684	21%	7,258	14%	23,420	46%	7,848	16%	1,216	2%	50,555
2017	11,087	21%	7,382	14%	25,920	49%	7,030	13%	1,477	3%	53,279
2018	11,755	21%	7,466	13%	28,420	51%	8,089	14%	0	0%	56,122
2019	11,680	20%	7,698	13%	26,670	46%	7,670	13%	0	0%	58,402
2020	23,138	39%	7,407	13%	29,170	50%	5,745	10%	0	0%	58,833



Revenues and Ridership





**THE
SOLUTION**

**DEDICATED SOURCE OF
REVENUE NEEDED:**

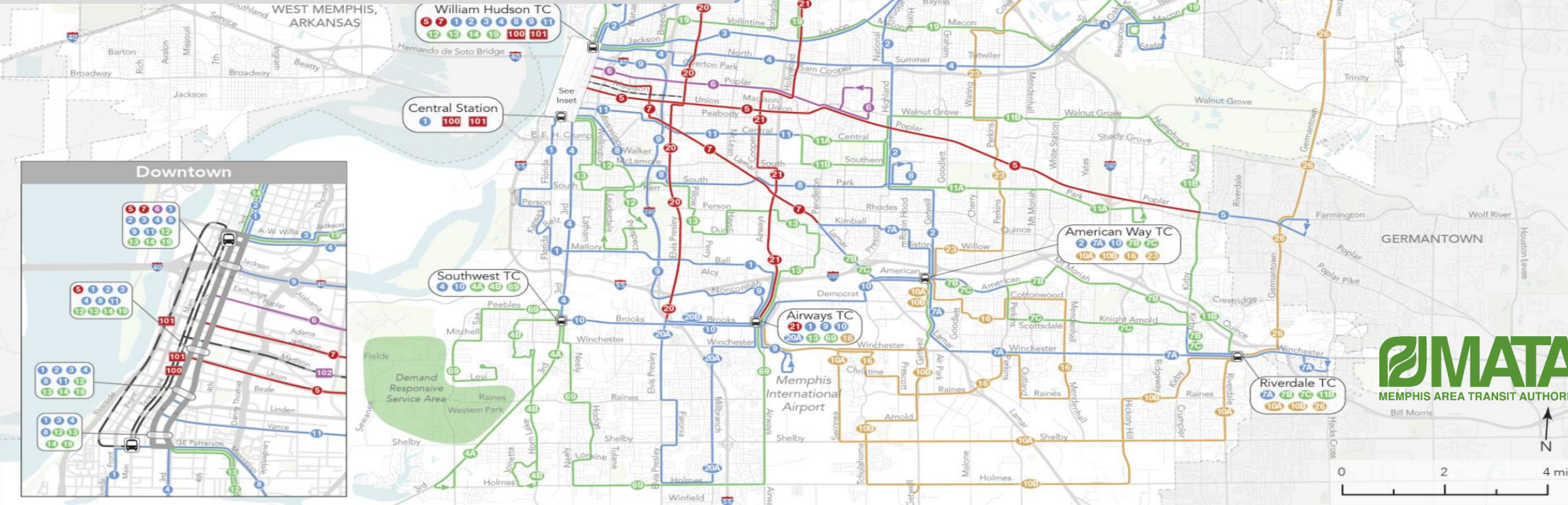
**AT LEAST \$35 MILLION
ANNUALLY
(2022 DOLLARS)**

THE FUTURE

**CREATE FREQUENT SERVICE
REDUCE WAITING TIMES
IMPROVE RELIABILITY
REDUCE TRANSFERS
COVER LOW-DENSITY AREAS**

THE FUTURE OF TRANSIT IN THE CITY OF MEMPHIS

transitvision.memphistn.gov



**FEBRUARY 16,
2021
TRANSPORTATION
COMMITTEE
MEETING**

**PRESENTATION WILL
FOCUS ON TRANSIT VISION
AND mCONNECT, THE
PLANNED BUS RAPID
TRANSIT LINE**



QUESTIONS