



# MEMPHIS AREA TRANSIT AUTHORITY

One Commerce Square  
40 South Main Street · Memphis, TN 38103  
[www.matatransit.com](http://www.matatransit.com)  
Gary J. Rosenfeld  
Chief Executive Officer

## Board of Commissioners

Dr. Martin Lipinski, Chair  
Shelia Williams, Vice-Chair

Angus Blair  
Michael Fulton  
Edward Stephens, III  
Janice Holder

Sara Burnett  
Michelle McKissack  
Anton Mack

## Board of Commissioners

Regular Meeting AGENDA  
Tuesday, October 24, 2023  
3:30 PM

- I. Call to Order
- II. Board Roll Call

Martin Lipinski  
Gary Rosenfeld

Member	Arrived	Departed	Member	Arrived	Departed
Blair, Angus			Mack, Anton	1539	1815
Burnett, Sara	1539	1815	McKissack, Michelle		
Fulton, Michael	1539	1815	Stephens, Edward	1539	1815
Holder, Janice			Williams, Shelia	1543	1730
Lipinski, Martin	1539	1815			

- III. Approval of Minutes
  - a. Regular Board Meeting – July 25, 2023

Commissioners

- The minutes of the July 25, 2023, Board meeting can be found beginning on page 6.

Item:	Approval of the July 25, 2023, Regular Board Meeting Minutes									
Motion by:	Fulton				Second By:	Mack				
	Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent
	Blair, Angus				X	Mack, Anton	X			
	Burnett, Sara	X				McKissack, Michelle				X
	Fulton, Michael	X				Stephens, Edward	X			
	Holder, Janice				X	Williams, Shelia				X
	Lipinski, Martin	X								

IV. Executive Session Gary Rosenfeld  
 a. Personnel

V. CEO (Chief Executive Officer) Report Gary Rosenfeld

VI. Consent Agenda Items

VII. Procurement Item(s)

- a. Resolution to rescind resolution 23-33 to award a contract to HFT Management, Inc DBA Gateway Outdoor Advertising for transit advertising, sales, production, and removal.
  - Resolution 23-46
  - Memo 23-46

Item:	Resolution 23-46 to rescind resolution 23-33 to award a contract to HFT Management, Inc DBA Gateway Outdoor Advertising for transit advertising, sales, production, and removal									
Motion by:	Mack				Second By:	Burnett				
	Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent
	Blair, Angus				X	Mack, Anton	X			
	Burnett, Sara	X				McKissack, Michelle				X
	Fulton, Michael	X				Stephens, Edward	X			
	Holder, Janice				X	Williams, Shelia				X
	Lipinski, Martin	X								

- b. Resolution to award a contract to Zellner for installation of three bus charging stations.
  - Resolution 23-47
  - Memo 23-47

Item:	Resolution 23-47 to award a contract to Zellner for installation of three bus charging stations									
Motion by:	Stephens				Second By:	Mack				
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent	
Blair, Angus				X	Mack, Anton	X				
Burnett, Sara	X				McKissack, Michelle				X	
Fulton, Michael	X				Stephens, Edward	X				
Holder, Janice				X	Williams, Shelia				X	
Lipinski, Martin	X									

VIII. Service and Development

- a. Resolution to approve December 3, 2023, service changes.
  - Resolution 23-48
  - Memo 23-48

Item:	Resolution 23-48 to approve December 3, 2023 service changes									
Motion by:	Fulton				Second By:	Burnett				
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent	
Blair, Angus										
Burnett, Sara										
Fulton, Michael										
Holder, Janice										
Lipinski, Martin										

Motion to Table Resolution 23-48  
 Motion: Fulton 2<sup>nd</sup>: Williams  
 Ayes: Burnett, Fulton, Lipinski, Mack, Stephens, Williams  
 Absent: Blair, Holder, McKissack

- IX. Finance Agenda Items
- X. Acknowledgement of Public Comment
- IX. Old or New Business
- X. Adjournment

The Next Regular Meeting of the  
MATA Board of Commissioners will Be:  
Tuesday, November 28, 2023

**@ 3:30 PM**

At

Memphis Area Transit Authority  
One Commerce Square  
40 S. Main Street Memphis, TN 38103



**PASSED 10/24/23**

Resolutions presented and voted upon:

Item:	Resolution 23-39 to authorize purchase of diesel fuel									
Motion by:	Holder				Second By:	Stephens				
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent	
Blair, Angus	X				Mack, Anton				X	
Burnett, Sara	X				McKissack, Michelle				X	
Fulton, Michael	X				Stephens, Edward	X				
Holder, Janice	X				Williams, Shelia				X	
Lipinski, Martin	X									

Item:	Resolution 23-40 to authorize purchase of unleaded gasoline									
Motion by:	Stephens				Second By:	Holder				
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent	
Blair, Angus	X				Mack, Anton				X	
Burnett, Sara	X				McKissack, Michelle				X	
Fulton, Michael	X				Stephens, Edward	X				
Holder, Janice	X				Williams, Shelia				X	
Lipinski, Martin	X									

Item:	Resolution 23-41 award a contract to Kimley-Horn and Associates, Inc. for the Advanced Traffic Management System (ATMS) Software									
Motion by:	Holder				Second By:	Burnett				
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent	
Blair, Angus	X				Mack, Anton				X	
Burnett, Sara	X				McKissack, Michelle				X	
Fulton, Michael	X				Stephens, Edward	X				
Holder, Janice	X				Williams, Shelia				X	
Lipinski, Martin	X									

**PASSED 10/24/23**

Item:	Resolution 23-42 to approve operating budget for FY 2024								
Motion by:	Holder				Second By:	Fulton			
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent
Blair, Angus				X	Mack, Anton				X
Burnett, Sara	X				McKissack, Michelle				X
Fulton, Michael	X				Stephens, Edward	X			
Holder, Janice	X				Williams, Shelia				X
Lipinski, Martin	X								

Item:	Resolution 23-43 to authorize insurance coverage								
Motion by:	Holder				Second By:	Stephens			
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent
Blair, Angus				X	Mack, Anton				X
Burnett, Sara	X				McKissack, Michelle				X
Fulton, Michael	X				Stephens, Edward	X			
Holder, Janice	X				Williams, Shelia				X
Lipinski, Martin	X								

Item:	Approval of Policy 5.07 – Travel								
Motion by:	Holder				Second By:	Burnett			
Member	Aye	Nay	Abstain	Absent	Member	Aye	Nay	Abstain	Absent
Blair, Angus				X	Mack, Anton				X
Burnett, Sara	X				McKissack, Michelle				X
Fulton, Michael	X				Stephens, Edward	X			
Holder, Janice	X				Williams, Shelia				X
Lipinski, Martin	X								

MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS

APPROVED 10/24/23

RESOLUTION NO. 23-46

**RESOLUTION TO RESCIND RESOLUTION 23.33 TO AWARD A CONTRACT TO HFT MANAGEMENT, INC.  
DBA GATEWAY OUTDOOR ADVERTISING FOR TRANSIT ADVERTISING, SALES, PRODUCTION, AND  
REMOVAL**

**WHEREAS**, MATA staff solicited proposals from companies for Marketing Transit Advertising Sales, Production, Installation, and Removal under which the companies would provide advertising and related services and MATA would receive a portion of the revenues; and

**WHEREAS**, MATA's Evaluation Committee reviewed proposers' technical proposals and financial proposals, conducted interviews, and performed background checks; and

**WHEREAS**, The Evaluation Committee recommended that the award of a contract to HFT Management (DBA Gateway Outdoor Advertising) was in the best interests of MATA considering qualifications/experience, innovativeness, methodology and technical approach, management plan, scope of work, community engagement experience, and approach to long term financial growth and financial sustainability; and

**WHEREAS**, Upon further review by MATA staff has determined that the Request for Proposals (RFP) is not clear to potential proposers in certain respects; and that the overall proposals received to be inadequate as to MATA's needs and that a new procurement action should be initiated and include clearer evaluation criteria and scoring categories; and

**WHEREAS**, the determination by MATA staff of proposers' failure to adequately provide documentation and certification forthwith that either entity has secured and will comply with the Disadvantaged Business Enterprise (DBE) contract goal as determined by the proposal; and,

**NOW THEREFORE, BE IT RESOLVED BY MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS**, That Resolution 23-33 be rescinded, and that any offer implied or stated is also rescinded.

**BE IT FURTHER RESOLVED**, That MATA will reissue the RFP based on recommendations and review of the General Counsel and MATA staff.

**BE IT FURTHER RESOLVED**, That the Chief Executive Officer, Deputy Chief Executive Officer, Chairman or Vice-Chairman of the MATA Board of Commissioners is authorized to execute the rescission of Resolution 23-33 and related documents.



**MEMO 23-46**

**TO:** MATA Board of Commissioners

**FROM:** Gary Rosenfeld, Chief Executive Officer

**SUBJECT:** Resolution to rescind resolution 23-33 to award a contract to HFT Management, INC  
DBA Gateway Outdoor Advertising for transit advertising, sales, production, and  
removal

**DATE:** October 24, 2023

---

MATA staff solicited proposals from companies for Marketing transit advertising sales, production, installation, and removal of advertising on behalf of MATA.

The evaluation team determined that HFT Management (DBA Gateway Outdoor Advertising) would operate in the best interest of MATA. However, upon further review, MATA staff determined that there was a failure in the scoring and issues with meeting the DBE requirements.

It was also determined that MATA staff, through further investigation, that there were actions that were deemed inappropriate by vendors that were not adequately addressed and believed disqualifiable under MATA's fair bidding process.

MATA staff will revise the procurement later to include terms and conditions concerning vendors and any disqualifiable actions while going through the bidding process as well as address any bids that do not meet the strict adherence of the DBE requirements as indicated in the procurement.

Let me know if you have any further questions.

APPROVED 10/24/23

**MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS**

**RESOLUTION NO. 23-47**

**RESOLUTION TO AWARD A CONTRACT TO ZELLNER FOR  
INSTALLATION OF THREE BUS CHARGING STATIONS**

**WHEREAS**, The Memphis Area Transit Authority (MATA) is a public agency responsible for providing public transportation services within the City of Memphis and surrounding communities; and

**WHEREAS**, Bids were solicited from vendors in accordance with MATA’s Procurement Policies including formal advertisement; and

**WHEREAS**, Three bids were received and evaluated by MATA’s staff; and

**WHEREAS**, MATA’s staff recommends that a contract for the installation of three bus charging stations be awarded to Zellner Construction Company Inc., who submitted a responsive and responsible bid, in an amount of \$439,306.00; and

**WHEREAS**, MATA has Federal, State and Local capital funds for this project.

**NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS** That a contract be awarded to Zellner Construction Company Inc., for Installation of Three Bus Charging Stations in the amount of \$439,306.00 and a time of completion of 120 days from Notice to Proceed.

**BE IT FURTHER RESOLVED** That the Chief Executive Officer, Chief of Staff, Chairman or Vice-Chairman be authorized to execute the necessary contract.

\*\*\*\*\*

**MEMO 23-47**

**TO:** MATA Board of Commissioners  
**FROM:** Gary Rosenfeld, Chief Executive Officer  
**SUBJECT:** Installation of Three Bus Charging Stations  
**DATE:** October 24, 2023

---

This procurement was formally advertised, published on MATA's website, and an Invitation for Bids was sent to seven vendors.

The goal for participation by Disadvantaged Business Enterprise (DBE) was set at 26.24%.

Three responsive bids were received as follows:

A & B CONSTRUCTION CO.	\$615,896.34
YORK CONSTRUCTION SERVICES	\$749,992.88
ZELLNER CONSTRUCTION CO.	\$439,306.00

Zellner Construction Company, Inc. submitted a responsive responsible bid in the amount of \$439,306.

The subcontractor for this project is A1 Electric. A1 Electric is a 100% DBE company. MATA has worked with Zellner Construction Company on several projects and their work has always been determined acceptable. They have indicated that they can meet the period of performance of 120 days after Notice to Proceed.

MATA's Staff recommends that a contract be awarded to Zellner Construction Company, Inc. for the Installation of Three Bus Charging Stations in the amount of \$493,306.00.

**TABLED 10/24/23**

**MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS**

**RESOLUTION NO. 23-48**

**RESOLUTION TO APPROVE DECEMBER 2023 SERVICE CHANGES**

**WHEREAS**, MATA makes service changes periodically to increase efficiency and effectiveness of service and to align service levels with available manpower and funding; and

**WHEREAS**, The proposed set of changes were made available for public comment by providing notices to the Daily Memphian, Commercial Appeal, Memphis Flyer, and La Prensa Latina. In addition, the information was shared via the MATA website, at all three MATA Transit Centers, Omnilert (a customer communications tool which customers can subscribe to receive real-time information), frequent posts on MATA social media platforms and the City of Memphis NextDoor app, reshared/retweeted by several community organizations, and shared by multiple news outlets; and

**WHEREAS**, 12 public meetings were held throughout the MATA service area during the week of October 16-21<sup>st</sup> to provide riders and citizens an opportunity to submit comments in addition to the normal public comment period; and

**WHEREAS**, Staff recommends that the change summarized in Appendix A be approved for fixed-route bus and trolley service; and

**WHEREAS**, Comments from riders and citizens in the community have been considered and are summarized in Appendix B with responses; and

**WHEREAS**, The recommended changes are consistent with the goals and recommendations of the Transit Vision that was adopted by the MATA Board of Commissioners on January 29, 2019; and

**WHEREAS**, The proposed changes have been reviewed according to MATA’s Title VI policies, adopted on March 25, 2013, and a service equity analysis was performed to determine whether the new service would have adverse effects, potential disparate impacts, or disproportionate burdens to minority or low-income populations; and

**WHEREAS**, It has been determined that there will be no adverse effects, potential disparate impacts, or disproportionate burdens to minority or low-income populations associated with these proposed service changes; and

**WHEREAS**, Staff recommends that said changes be effective on December 3, 2023.

**NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS**, that said service changes are approved to be effective December 3, 2023.

\* \* \* \* \*

**MEMO 23-48**

**TO:** MATA Board of Commissioners

**FROM:** Gary Rosenfeld, CEO

**RE:** Resolution to approve December 3, 2023, service changes

**DATE:** October 24, 2023

---

The purpose of this resolution is to approve proposed service changes to take effect December 3, 2023. These changes are needed to improve reliability, on-time performance, and address manpower and operational funding challenges.

The proposed changes include having a minimum frequency of 60 minutes on all fixed-route buses on weekdays and Saturdays, 120 minutes on Sundays, and the suspension of all service after 7 pm on weekdays, Saturdays, and Sundays. Service on several routes with low ridership will be suspended on weekdays, Saturdays, and Sundays as well. Please see Appendix A for a list of for a detailed list of the proposed changes.

These changes to the fixed-route system will impact MATApplus service, resulting in the suspension of service after 7 pm. Some other areas of the MATApplus service area will be impacted by the suspension of service on the fixed-route service.

MATA's On-Demand Ready! service will be expanded in the Frayser Zone 2 and Cordova Zone 3 to help cover service suspension to Route 32 and Route 19.

The proposed changes have been reviewed according to MATA's Title VI policies and a service equity analysis has performed to determine whether the new service would have adverse effects, potential disparate impacts, or disproportionate burdens to minority or low-income populations. The results confirmed that there will be no adverse effects, potential disparate impacts, or disproportionate burdens to minority or low-income populations associated with these proposed service changes.

Please let me know if you have any questions.

**PROPOSED SERVICE CHANGES  
DECEMBER 3, 2023 SIGNUP**

Line	WEEKDAY	SATUDAY	SUNDAY
1 UNION	CHANGE HEADWAY FROM 30 MIN TO 60 MIN; REMOVED NIGHT TRIPS	REMOVED OB 7:18 PM TRIP AND IB 8:15 PM TRIP; SAME 90 MIN HEADWAY	CHANGED HEADWAY FROM 90 MIN TO 120 MIN
2 MADISON (MT MORIAH & UOFM)	REMOVED MT MORIAH OB 5:48 TRIP AND INBOUND 7:14PM TRIP; SAME 60 MIN HEADWAY FOR MT MORIAH; CHANGED UOFM HEADWAY FROM 60 MIN TO 120 MIN	SAME 60 MIN HEADWAY FOR MT MORIAH; CHANGED UOFM HEADWAY FROM 60 MIN TO 120 MIN	SAME UOFM BRANCH ONLY; CHANGE HEADWAY FROM 60 MIN TO 120 MIN
4 WALKER	NO CHANGE; SAME 60 MIN HEADWAY	NO CHANGE; SAME 60 MIN HEADWAY	CHANGE HEADWAY FROM 60 MIN TO 120 MIN
7 SHELBY & HOLMES	NO CHANGE; SAME 60 MIN HEADWAY	<b>ELIMINATE</b>	<b>ELIMINATE</b>
8 CHELSEA & HIGHLAND	CHANGE HEADWAY FROM 30 MIN TO 60 MIN; REMOVED NIGHT TRIPS	CHANGE HEADWAY FROM 30 MIN TO 60 MIN	CHANGE HEADWAY FROM 30 MIN TO 120 MIN
11 FRAYSER	REMOVED NIGHT TRIPS; SAME 60 MIN HEADWAY	SAME 60 MIN HEADWAY; REMOVED 7:21 PM OUTBOUND TRIP AND 8:14 PM INBOUND TRIP	CHANGE HEADWAY FROM 60 MIN TO 120 MIN
12 MALLORY	NO CHANGE; SAME 60 MIN HEADWAY	NO CHANGE; SAME 120 MIN HEADWAY	<b>NO SERVICE</b>
16 SOUTHEAST CIRCULATOR	<b>ELIMINATE</b>	<b>ELIMINATE</b>	<b>ELIMINATE</b>
19 VOLLINTINE	ELIMINATE CHASE BRANCH; ROUTE CHANGE TO END AT SWTCC. CHANGED HEADWAY FROM 30 MIN AND 90 MIN TO ALL TRIPS 60 MIN HEADWAY	<b>ELIMINATE</b>	<b>NO SERVICE</b>
28 AIRPORT	<b>ELIMINATE</b>	<b>ELIMINATE</b>	<b>ELIMINATE</b>
30 BROOKS	REMOVED HOLMES BRANCH; SHORTEN SHELBY BRANCH TO BROOKS@3RD TO AMERICAN WAY; REMOVED NIGHT TRIPS; SAME 60 MIN HEADWAY	REMOVED HOLMES BRANCH; SHORTED SHELBY BRANCH FROM BROOKS@3RD TO AMERICAN WAY; SAME 60 MIN HEADWAY	REMOVED HOLMES BRANCH; BROOKS@3RD TO AMERICAN WAY; CHANGED FROM 60 MIN. TO 120 MIN HEADWAY
32 HOLLYWOOD & HAWKINS MILL	REMOVED TIMEPOINT OVERTON CROSSING@HAWKINS MILL; END OF THE LINE FRAYSER PLAZA; REMOVED NIGHT TRIPS; SAME 60 MIN HEADWAY	REMOVED TIMEPOINT OVERTON CROSSING@HAWKINS MILL; END OF THE LINE FRAYSER PLAZA; REMOVED IB 6:29 PM AND 7:29 PM TRIPS; SAME 60 MIN HEADWAY	REMOVED TIMEPOINT OVERTON CROSSING@HAWKINS MILL; END OF THE LINE FRAYSER PLAZA; CHANGE HEADWAY FROM 60 MIN TO 90 MIN
34 CENTRAL & WALNUT GROVE	<b>ELIMINATE</b>	<b>ELIMINATE</b>	<b>NO SERVICE</b>
36 LAMAR (KIMBALL & KNIGHT ARNOLD)	CHANGED SHARE ROUTE FROM 30 MIN HEADWAY TO 60 MIN; CHANGED BRANCES FROM 60 TO 120 MIN HEADWAY; REMOVED NIGHT TRIPS	CHANGED SHARE ROUTE FROM 30 MIN HEADWAY TO 60 MIN; CHANGED BRANCES FROM 60 TO 120 MIN HEADWAY	CHANGED SHARE ROUTE FROM 30 MIN HEADWAY TO 60 MIN; CHANGED BRANCES FROM 60 TO 120 MIN HEADWAY
37 PERKINS	<b>ELIMINATE</b>	<b>ELIMINATE</b>	<b>NO SERVICE</b>
39 SOUTH THIRD (WEAVER & HORN LAKE)	CHANGED SHARE ROUTE FROM 30 MIN TO 60 MIN HEADWAY, CHANGED BRANCHES 60 MIN TO 120 MIN HEADWAY; REMOVED NIGHT TRIPS	CHANGED SHARE ROUTE FROM 30 MIN TO 60 MIN HEADWAY, CHANGED BRANCHES 60 MIN TO 120 MIN HEADWAY	CHANGED SHARE ROUTE FROM 30 MIN TO 60 MIN HEADWAY; CANGED BRANCHES 60 MIN TO 120 MIN HEADWAY
40 STAGE & LAUDERDALE	REMOVED NIGHT TRIPS; SAME 60 MIN HEADWAY	REMOVED NIGHT TRIPS; SAME 60 MIN HEADWAY	REMOVED LAUDERDALE TRIPS; CHANGED HEADWAY FROM 60 MIN TO 90 MIN
42 CROSSTOWN	CHANGE HEADWAY FROM 30 MIN TO 60 MIN; REMOVED NIGHT TRIPS	REMOVED LAST ROUND TRIP, 6:15 PM OB TRIP AND 8:15 PM IB TRIP; SAME 60 MIN HEADWAY	CHANGE HEADWAY FROM 60 MIN TO 120 MIN
50 POPLAR	CHANGE HEADWAY FROM 30 MIN TO 60 MIN; REMOVED NIGHT TRIPS	REMOVED LAST ROUND TRIP, 6:21 PM OB TRIP AND 7:50 PM IB TRIP; SAME 60 MIN HEADWAY	CHANGE HEADWAY FROM 60 MIN TO 90 MIN
52 JACKSON	CHANGE HEADWAY FROM 30 MIN TO 60 MIN; REMOVED NIGHT TRIPS	REMOVED LAST ROUND TRIP, 7:21 PM OB TRIP AND 8:21 PM IB TRIP; SAME 60 MIN HEADWAY	CHANGE HEADWAY FROM 60 MIN TO 120 MIN
53 SUMMER	REMOVED NIGHT TRIPS; SAME 60 MIN HEADWAY	NO CHANGE; SAME 60 MIN HEADWAY	NO CHANGE; SAME 120 MIN HEADWAY
57 PARK	REMOVED NIGHT TRIPS; SAME 60 MIN HEADWAY	NO CHANGE; SAME 60 MIN HEADWAY	CHANGE HEADWAY FROM 60 MIN TO 120 MIN
69 WINCHESTER	SHORTEN ROUTE TO END OF LINE AT BROOKS AND 3RD; SAME 60 MIN HEADWAY	SHORTEN ROUTE TO END OF LINE AT BROOKS AND 3RD; SAME 60 MIN HEADWAY	<b>NO SERVICE</b>
100 TROLLEY MAIN LINE	NO CHANGE; SAME 12 MIN HEADWAY	NO CHANGE; SAME 12 MIN HEADWAY	NO CHANGE; SAME 12 MIN HEADWAY
101 TROLLEY RIVERFRONT	<b>ELIMINATE</b>	<b>ELIMINATE</b>	<b>ELIMINATE</b>
102 TROLLEY MADISON	<b>ELIMINATE</b>	<b>ELIMINATE</b>	<b>NO SERVICE</b>