



**Memphis Area Transit Authority**

**MATA'S MISSION:** To provide a reliable, safe, accessible, clean and customer-friendly Public Transportation System that meets the needs of the community.

**Ronald L. Garrison  
Chief Executive Officer**

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**Board of Commissioners**

**Chairman - Sean Healy  
Vice Chairman - Andre Gibson**

**Commissioners**

Chooch Pickard	Shelia Williams
John C. Vergos	Kristen Bland
Martin Lipinski	Lauren Taylor
Roquita Coleman-Williams	

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**Board of Commissioners Meeting  
Tuesday, April 26, 2016 - 3:30 p.m.  
Hooks Library - 3030 Poplar**

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|---|------------------------|
| <b>I. CALL TO ORDER</b>   | <b>Sean Healy</b>      |
| <b>II. BOARD ROLL CALL &amp; OBSERVATIONS</b>   | <b>Linda Eskridge</b>  |
| <b>III. APPROVE March 29, 2016 BOARD MINUTES</b>  |                        |
| <b>VI. ACTION ITEMS:</b>  | <b>Sean Healy</b>      |
| <b>A. <u>FINANCE COMMITTEE</u></b>  |                        |
| 1. Resolution to Award a Contract to Hagler<br>Bruce & Turner, PLLC for Legal<br>Services - Res. No. 16-13  | <b>Ronald Garrison</b> |
| <b>B. <u>SERVICE AND DEVELOPMENT</u></b>  |                        |
| 1. Resolution to Approve Adoption of<br>Alternative 11 (Union and Poplar Avenue)<br>as the Locally Preferred Alternative (LPA)<br>Resulting from the Midtown Alternatives<br>Analysis (AA) Study - Res. No. 16-14 | <b>Ronald Garrison</b> |

2. Resolution to Award a Contract for Rail Safety Support Services - Res. No. 16-15 Ronald Garrison
3. Resolution Authorizing Free Fares for all Customers with Bicycles that Ride Transit on May 20, 2016 - Res. No. 16-16 Ronald Garrison
4. Resolution to Extend Contracts with Apperson Crump and Glanker Brown for Legal Services - Res. No. 16-17 Ronald Garrison

V. FINANCIAL REPORT Gilbert Noble

VI. SPEAKERS Sean Healy  
(Please fill out a Speaker's card)

VII. OLD/NEW BUSINESS Sean Healy

**MINUTES OF BOARD MEETING  
MEMPHIS AREA TRANSIT AUTHORITY  
March 29, 2016**

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**CALL TO ORDER:** A regular meeting of the MATA Board of Commissioners was called to order by Vice Chairman Andre Gibson at 3:30 p.m. on Tuesday March 29, 2016 at 1370 Levee Road Board Room.

**BOARD ROLL CALL:**

**Present:** Vice Chairman Andre Gibson  
Commissioners: Charles Pickard; Martin Lipinski; Shelia Williams; John Vergos

**Absent:** Chairman Sean Healy, Kristen Bland; Roquita Williams; Lauren Taylor

**Quorum:** Yes

**Staff:** Lawson Albritton, Senior Administrative Officer, Alison Burton, Director Marketing/Customer Relations; Linda Eskridge, Executive Asst.; Ron Garrison, Chief Executive Officer; John Lancaster, Director of Planning; Maury Miles, Director of Grants & Procurement; Gilbert Noble, Chief Financial Officer; Susan Schubert, Director of Human Resources/Labor Relations

**Guests:** **MCIL/STAC Attendees:**

**Memphis Bus Riders Union:** Cynthia Bailey; Bennett Foster; Sammie Hunter; Betty Robinson

**Others:** Kwasi Agyakwa, MPO; Janice Banks, Small Planet Works; Suzanne Carlson, Innovative Memphis; Brooke Hyman, Memphis City Council; Taiwo Jaiyeoba, HDR; Randy Johnson, WREG TV; Jerry Kelley; Carlos McCloud, TDOT; Doug McGowan, City of Memphis Chief Operating Officer; Dennis Lynch, Sierra Club; Johnny Mosely, Citizens for Better Services; Nicholas Oyler, MPO; Gregory Ren, Mataplus Rider; John Paul Schaffer, Livable Memphis; Jamita Swearengen, Memphis City Councilwoman; Gilda Williams, MATA Patron

Linda Eskridge, Board Secretary welcomed all guests to MATA's Board Meeting. Ms. Eskridge also made the usual Board Meeting observations, as well as encouraged everyone to visit the MATA website for updates on any Board Meeting changes.

APPROVAL OF MINUTES: Mr. Lipinski moved for approval of the March 29, 2016 Board Minutes. Ms. Williams seconded the motion and the March minutes were unanimously approved.

### **CEO's REPORT**

**Mr. Ronald Garrison**

The CEO's Report was emailed to the Board of Commissioners prior to the meeting, therefore, no CEO Report given this month. There were no questions from the Board.

### **FINANCIAL REPORT**

**February, 2016**

**Gilbert Noble, CFO**

Due to the delay of a quorum, Vice Chairman Gibson called for the Financial Report.

Mr. Noble reported on the February financial summary, which is the first eight months of the FY2016. Revenues and Expenses are both tracking very close to budget, virtually right on budget for the eight-month period. Passenger fares are up slightly for the month of February, which is comparable to the last two years. The buses collecting fares on the trolley line is up a little for the last year as well. At this point our financials are on budget, although we budgeted a total-year deficit. Cash status at the end of February 2016 is the same as it was at the end of February 2015. We are still waiting for our initial FY16 federal preventive maintenance funds, which has been apportioned but is not yet available for agencies to draw down funds. MATA is once again at a point here in March having not received those funds that our cash flow situation has tightened. We reached out to the City of Memphis for bridge funding, which City Council has approved, and we are hoping we receive from them \$3MM before the end of this week. Mr. Noble asked for any questions from the Board. Mr. Noble stated to Mr. Gibson's question, there are no penalties or interest charged on the bridge funding. Mr. Gibson asked for more explanation on how we are on budget as opposed to what we expected. Mr. Noble stated that we projected to receive our federal funds in March; however we will not receive them until later. The rest of our operations tracking our expenses pretty close to what we had budgeted. Mr. Garrison said we are doing a little bit better on our cost of fuel as well. Mr. Garrison also stated that we want to share that the federal government has a new system for grants called TRAMs (Transit Awards Management System).

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The whole federal government is switching over, and it may take a little longer to get our apportionments, and to get that all squared away, which is another reason we will have to receive bridge funding from the city to assure that we have sufficient cash flow. Mr. Garrison stated we are not where we want to be, we must build a cash surplus to have reserve funds for operations and for capital purposes.

### ON-TIME PERFORMANCE

Mr. Garrison talked about the different banners that MATA has put around the property in an in depth effort to improve our on-time performance for our customers. OTP has really gone up since we have been able to fix most of our data issues. The handout also showed the improvements for MATApplus on-time performance is up with the lowest at 93% and the highest at 99%, compared to 45% when he first came to MATA. Mr. Garrison commended the schedulers and operators for the great job they are doing in improving on-time performance in MATApplus. Mr. Garrison also stated that the complaints are way down on MATApplus. On time performance for bus is up from 45%-49% to well over 70%. Our goal is to be better than 80% or right around 80% before the May service change and 80%+ every day after the service change, and 85% by the end of the year. Chooch asked about our communications plan and if part of this plan will be developed with the assistance of a marketing firm or graphic design to help with some of our items. Mr. Garrison stated there will be a whole number of things to include re-branding, graphics, and we will be setting money aside to do these things. Mr. Garrison stated that he would also like to get the Board's input as we develop the plan.

Mr. Garrison discussed the performance metrics. He stated that he has a meeting with the Chairman Healy as well as a Professor expert friend of Mr. Healy's to discuss performance management. We have a resolution later in the meeting on the key performance indicators as well. The On-Time Performance through February is starting to go up and the ridership was down in January and started to go up in February. Passenger Complaints per 100,000 miles are down, mileage between chargeable road calls are going down, which is good. Preventable accidents are slightly up as well. Mr. Gibson asked about the drop off in ridership between December and January. Mr. Garrison stated we had a service change in December and typically it drops off after a service change, and also it could be due to the weather.

## ACTION ITEMS:

A. FINANCE COMMITTEE

## 1. Resolution to Approve Contract for On-Call Engineering Services to Smith Seckman Reid, Inc. - Res. No. 16-08

**Discussion:** John Lancaster, Director of Planning and Scheduling presented this resolution to the MATA Board of Commissioners. MATA does on-call contracting about every 3 years to do repairs and infrastructure to the MATA facilities and this contract will expire in May 2016. Five proposals were submitted and evaluated by the Evaluation Committee and the committee deemed that Smith Seckman Reid, Inc. was the best qualified firm. Staff is recommending this firm for another three years contract at a rate of up to \$500,000. *Mr. Vergos moved that the resolution be put on the floor for discussion. Mr. Lipinski seconded the motion.* Vice Chairman Gibson called for discussion on this item. There was no discussion. Resolution No. 16-08 was unanimously approved by the Board.

## 2. Resolution to Award Insurance Brokerage Services to Arthur J. Gallagher Risk Management Services - Res. No. 16-09

**Discussion:** Mr. Maury Miles, Director of Grants and Procurement presented this resolution to the MATA Board of Commissioners. MATA has had a contractor with insurance broker services for the past eight years. This past contract was for five years and it was with Arthur J. Gallagher. We received two proposals, of which staff evaluated and Arthur J. Gallagher was deemed the better of the two and also they have the best price. Staff is recommending the contract be awarded to Arthur J. Gallagher for another five years. *Mr. Vergos moved that the resolution be put on the floor for discussion. Mr. Pickard seconded the motion.* Vice Chairman Gibson called for discussion. Mr. Vergos asked what type of insurance does our broker handle? Mr. Miles stated there are 10 different types of insurance listed on the Board resolution. Gallagher goes out and get quotes from different insurance companies and brings the quotes to us. Through the years they have been very helpful to us in reducing our insurance premium and they have helped us with insurance questions in a number of ways. Mr. Vergos confirmed that if this contract is approved, this would make 13 years they have worked with MATA, and this is correct. Mr. Vergos asked how we know that they have helped us. Mr. Miles stated they came in and reviewed all of our insurance needs and they shopped around for better premiums as well. They also help us with our revenue service fleet. They help us on our workers comp items and shops around for cheaper rates from various insurance companies. Mr. Garrison stated that they come in quarterly and view all the coverages with us and how we are performing in various areas. Maury stated bids that bids were sent out to 17 vendors, formerly advertised as well as posted to the MATA website. Vice Chairman Gibson asked about the DBE participation rate for Willis. Mr. Miles stated it was 25% and both companies exceeded the DBE goal. Resolution No. 16-09 was unanimously approved.

## 3. Resolution to Award a Contract to GMI LLC for Fabrication and Repair of Trolley Parts - Res. No. 16-10

**Discussion:** Mr. Garrison, MATA CEO, stated that due to some questions that were not adequately answered and he requested to table this agenda item.

**B. SERVICE COMMITTEE****1. Resolution to Revise Key Performance Indicators 3-1 - Res. No. 16-11**

**Discussion:** Mr. John Lancaster presented this resolution to the MATA Board of Commissioners. In 2011 MATA worked on a Short Range Transit Plan where we adopted several visions, missions, and goals. We also developed some performance measures to track the performance of the agency. In looking at Key Performance Indicator 3-1, we determined that it is not easily understood and as meaningful. Staff is proposing that we revise it from complaints per 100,000 miles to passenger complaints per 100,000 boardings to make it more easily understood and consistent with what other agencies are reporting. This is what we are asking for approval from the Board on. *Mr. Lipinski moved that the resolution be put on the floor for discussion. Mr. Pickard seconded the motion.* Vice Chairman Gibson called for questions. Mr. Vergos asked how many weekday boarding do we have. Mr. Garrison stated we are just under 200,000 per week for everything. Mr. Lancaster stated we are actually tracking complaints on a monthly basis. Mr. Garrison stated that one of the things that we are getting ready to implement next month is an inexpensive new customer service system. We will try it out and if it does not work as we think it should we will go to something more expensive. It will help us with a lot more feedback in tracking complaints and doing a better job. Mr. Pickard asked were all of these based all on the Nelson\Nygaard SRTTP. Mr. Garrison stated yes and no. Mr. Garrison then stated that the goals were from Nelson\Nygaard. The recommendation from Nelson\Nygaard was not specifically based on this performance measures. Mr. Garrison stated that complaints per 100,000 boardings gives a better sense of how many complaints we have in keeping with our ridership, which is why we recommended the change. Mr. Garrison stated that he will come back to the Board on whatever new customer service and/or communications approach that MATA comes up with, as requested by Vice Chairman Gibson. Mr. Garrison stated we do have a plan and are doing the budget differently so that we can fund the plan. **Resolution No. 16-11 was unanimously approved.**

**2. Resolution to Approve May 2016 Service Changes - Res. No. 16-12**

**Discussion:** John Lancaster and his staff presented this resolution to the Board of Commissioners. Information was forwarded to the Board in advance of the Board Meeting, and we are presenting the resolution today. Mr. Lancaster stated that at least twice a year we make our service changes to modify our system to be more accessible to our customers and align with the service levels. We advertise to the public through our Daily News, Tri-State Defender, MATA website, the Prensa Latina, and at the transit centers. MATA also held several open house meetings, and had a formal public hearing at Central Station on March 1<sup>st</sup>. Ms. Scarlet Ponder, Planner, put together a summary of all the comments that were received from our customers and a copy was distributed to the Board. There was also a transcript from the public hearing. A brief presentation was forward to the Board in advance, and if there are any questions regarding the presentation, we can discuss. There was about 12-15 routes that we made adjustments to, and most were considered to be feeder routes. The focus was to better serve the important areas in Hickory Hill and make some adjustments in Frayser. The most difficult one was the adjustment on Route 15 to President's Island, and Mr. Lancaster explained what made this route difficult. These are the routes changes that we are proposing to the Board today and are recommending approval from the Board.

*Mr. Pickard moved that the resolution be put on the floor for discussion. Mr. Vergos seconded the motion.* Vice Chairman Gibson called for questions. Mr. Pickard had a concern with some of the responses and asked if most of the people misunderstood the changes according to some of the responses, or are there a number of people that will no longer receive service. Mr. Lancaster stated that he would agree that initially a lot of people misunderstood what the changes were. However, Mr. Lancaster stated that adjustments were made to address some of the concerns. Ms. Scarlot Ponder, Planner stated that overall they received a lot of positive responses and a lot of people recognized how this would increase service for them. There were others that had a concern about having to transfer more often. Mr. Pickard stated we need to make one of the goals of the SRTP is that it is more like a grid-type system. The whole purpose is that you don't go all the way downtown and transfer back out again. Mr. Gibson asked when you introduce more transfers, is this increasing the fares. Mr. Lancaster stated the day pass has become our most common fares today, since we eliminated that transfer about two years ago. It's designed to get around all day with one-day pass at \$3.75 cents. Mr. Gibson asked about the changes in the frequency and headway. Mr. Garry Dupper, Manager of Scheduling gave an explanation on the changes in the frequency and headways. Mr. Vergos stated as he has mentioned many times in the past to get a complete maps for our route systems. That way we can see the highlighted routes on a map as it is being discussed, as well as how it fits in with other routes. He stated that he has been asking for this for the last three of four years. Mr. Pickard suggested to Mr. Vergos that perhaps he could get with Ms. Ponder and show her exactly what he is asking for and she can get it done. Mr. Vergos stated that he would be happy to do that.

Mr. Garrison gave a brief synopsis of what had been discussed thus far today to include the communications plan, rebranding the SRTP, changing the feeder for people is that having the transfer. This is why it is absolutely critical that we fix our on-time performance. What we are expecting is to get the on-time performance to regularly 80% before the May service changes, after May, we get it above 80% and after that we do the rebranding of the SRTP with the public, even better than that get the OTP to 85%. Mr. Vergos stated that we need to come up with a better name than SRTP as the public thinks it is just a quick fix. But we should be ready for it when we roll out our transportation plan with a big splash with total support of the city and county. It is important to have a marketing plan to go with it. Have every City Councilman, Legislator other employees ride the bus, go out into the community to educate the public. Of course before we do this, we need to make sure that we are ready to handle this. When we do go public, he would like to see a comparison picture of our routes from 7 or 8 years ago so the public can see how much cleaner and neater our new routes are when the changes are made. Resolution No. 16-12 was unanimously approved.

## **PRESENTATION HDR, Inc.**

Before the presentation, Mr. Garrison introduced the City of Memphis Chief Operating Officer (COO), Doug McGowan, who wanted to speak to the Board about their support of the TIGER Grant application that is being put forth by the City of Memphis.



Mr. McGowan spoke to the Board and audience about the City's focus on MATA's success and it's critical importance to the city. Mayor Strickland has established 19 key indicators to track city performance in various areas and one is on-time performance of MATA's transit system. Mr. McGowan stated that he is very pleased with the progress report heard today regarding MATA's on-time performance. One of the things they are very interested in is the opportunity to apply for a TIGER Grant, as they feel it ties in nicely with the recently awarded Choice Neighborhood Grant. It's about a \$30MM grant they received for the City with a \$30MM match, which is a \$60MM initial investment, with about \$200MM overall. The City believes this is a key opportunity to leverage the TIGER opportunity for our citizens. This will tie together two major developments in our city. They know that the first proposal on the table is to increase some high speed bus rapid transit and that may work over time; however to connect the north-south of the South City Area with an east-west connector to start building core routes is important to connect other services. There are a lot of needs that this TIGER grant could address, from road projects to logistical type projects. The City is paying a lot of attention to how we can get better connected and that we want to take advantage of this opportunity and we are pleased that MATA has joined us as a partner in this. Mr. McGowan wants MATA to know that they are very supportive of the work that is being done at MATA and they are very pleased with the progress. The Mayor plans to make an investment as he has in his proposed budget with an additional investment in capital that will provide some very necessary resources that are unmatched by any other funds, that could assist in getting the bus services back to a good start. Mr. McGowan stated that we are in this together and the City is very invested in the success of MATA. Mr. Garrison thanked Mr. McGowan for his attendance, his comments, as well as the City's support of MATA. Mr. Garrison stated that when we started the Midtown Alternatives Study and MATA received the grant, there was a lot of questions about spending all of this money for the study, but it is important to understand that this is a federal requirement for any discretionary funding especially the FTA Small Starts Program. Mr. Garrison stated they have studied many alignment alternatives and narrowed them down to the seven highest rated alternatives. The alternatives that will be presented by HDR are very good alternatives and something that is very practical and doable. It helps because it will provide much better service for our customers and it frees up a lot of resources for MATA so we can do a better job with other things. Mr. Garrison stated we just wanted to notify the Board of this grant opportunity and let them know that the City and everyone is supportive of what we are working towards. Mr. Garrison will put a notice out to the Board in regards to future meetings so that the Board could have some input on the process.

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John Lancaster introduced Taiwo Jaiyeoba, with HDR, who discussed the presentation on the Midtown Alternative Analysis Study. Taiwo will be updating the Board on meetings that have already taken place, where we are now with the Study, as well as

the next steps. The presentation will highlight the study's goals and objectives; a High Capacity Transit System; Overview of the Study; Screening Process & Results; Recommended Alternative and Funding Strategy. The study originally started out with 26 alignments, but has been narrowed down to 16 in the Tier 1 Analysis and seven have been studied in detail through the Tier 2 Analysis. Taiwo stated if MATA choose to submit for the TIGER grant they would be seeking funding for about \$20MM of the the total project cost. Taiwo stated that Alternative 11 ranked highest and may be the most cost effective of the final seven alternatives studied. Alternative 11 can be operated on an annual basis for \$4.6MM annually, compared to \$5.3MM for Alternative 23. If we were to receive the TIGER grant then we could also get additional matching funds to cover the other costs, whether locally, regionally or from the state. Taiwo also showed a breakdown of total project costs. He hopes to submit the final Midtown Alternatives Analysis report to MATA in May or June. He hopes that with the partnership that MATA has with the City of Memphis, the TIGER grant will be successful. However, Taiwo expects there will be another round of federal funding through other grant opportunities coming by the end of the year.

**SPEAKERS:**

There were no speakers

**OLD/NEW BUSINESS:**

Mr. Pickard shared that he and Andre were invited to Houston, TX as part of a Fellows program from two non-profits that partnered together on transit center and Institute for Transportation and Development Policy about transit agency Board Member fellowship. The big focus was innovative thinking, Best Practices and Peer to Peer. Mr. Pickard mentioned that it was no cost to MATA and they would possible be attending another meeting at the end June. Mr. Pickard stated that Christof Spieler, is an engineer at an Morris Architectural firm in Houston, as well as a Board Member and is the one who got the Houston system to turn around. Mr. Spieler is interested in coming to Memphis to offer his assistance. Also transit center has contacted Mr. Pickard with an interested in working with MATA. They have offered to do some of the training with staff, as well as some of the other Board Members, that he and Andre received. Mr. Garrison mentioned perhaps some of them would be interested in coming to the Annual Tennessee Public Transportation Association Conference in Memphis in October. Garrison will discuss this in more detail with Mr. Pickard.

Chooch also mentioned he has always pushed for an App to pay for tickets. Chooch mentioned that Houston is using a system of which they paid for the front end look of it, but it has been engineered for five or six other agencies and all it is the cost of the

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App. He stated that he put in a call to TransLoc as he would like to pursue all of this with them first to see if they can handle this capacity.

Vice Chairman Andre Gibson gave some highpoints from the APTA Legislative Conference that he attended in Washington, DC. He has been a member of the APTA Board of Directors since August, 2015. He also got the opportunity to meet with the staffers of Senators Alexander and Corker, and also met with Congressman Cohen's staffers. They all demonstrated great support for MATA, or at least spoke that they would be very supportive of MATA in our future applications.

Mr. Garrison mentioned that a sheet was put together showing the difference between Gomaco and Gales Creek selection process. Mr. Garrison hopes that in reviewing the sheet, it would answer a lot of the unanswered questions. There was a third vendor, GMI; however, they did not meet the RFP requirements. There were also some questions about the trucks as well, and this is include the sheet, and hope that this will answer the questions regarding the trucks also. He asked the Board to look them over and if we need to have a meeting on this, please let him know. Mr. Lipinski asked if we have an updated potential starting date for rail trolleys. Mr. Garrison stated that we do not. He also stated that we lost three trolley employees recently and we did hire a replacement, who ended up not staying. We have advertised for this position, which slowed us down some. Mr. Garrison stated that until we have the proper staff, we cannot effectively give any potential start-up date. A proposal is being put together and we will bring it back to the Board that could move us forward to the potential start-up date. Mr. Garrison also showed a picture of MATA's new CAO, Mr. Gary Rosenfeld who is out today for relocation to Memphis.

Ms. Eskridge stated that the April Board Meeting will be April 26, 2016 at the Benjamin Hooks Library at 3:30 p.m.

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**Mr. Andre Gibson**  
**Vice Chairman**

**MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS**

**RESOLUTION NO. 16-13**

**RESOLUTION TO AWARD CONTRACT TO HAGLER BRUCE & TURNER, PLLC  
FOR LEGAL SERVICES**

**WHEREAS, The Memphis Area Transit Authority (MATA) periodically requires legal services in the conduct of its business; and**

**WHEREAS, Funds are available for said services in the operating budget; and**

**WHEREAS, Proposals were solicited for this service in accordance with MATA's Procurement Policy, and the procurement was formally advertised; and**

**WHEREAS, Legal services are required in the following areas:**

- Regulatory
- Real Estate
- Construction
- Criminal & Civil
- Environmental
- Information Technology
- Railroad
- General Counsel

**WHEREAS, Seven proposals were received and two were determined responsive and responsible; and**

**WHEREAS, Hagler Bruce & Turner, PLLC was the top-ranked firm by the Evaluation Committee; and**

**WHEREAS, The hourly rates representing the Best and Final Offer were received from Hagler Bruce & Turner, PLLC; and**

<b>YEAR</b>	<b>PARTNER</b>	<b>ASSOCIATE</b>	<b>PARALEGAL</b>
<b>YEAR 1</b>	<b>\$200/hour</b>	<b>\$160/hour</b>	<b>\$105/hour</b>
<b>YEAR 2</b>	<b>\$200/hour</b>	<b>\$160/hour</b>	<b>\$105/hour</b>
<b>YEAR 3</b>	<b>\$200/hour</b>	<b>\$160/hour</b>	<b>\$105/hour</b>
<b>YEAR 4</b>	<b>\$200/hour</b>	<b>\$160/hour</b>	<b>\$105/hour</b>
<b>YEAR 5</b>	<b>\$200/hour</b>	<b>\$160/hour</b>	<b>\$105/hour</b>

WHEREAS, The Evaluation Committee recommends that a five-year contract be awarded to HAGLER BRUCE & TURNER, PLLC at the rates stated above for the period of May 1, 2016 to April 30, 2021 for Legal Services.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS, That a five-year contract be awarded to HAGLER BRUCE & TURNER, PLLC at the rates for legal services stated above for the period of May 1, 2016 to April 30, 2021.

BE IT FURTHER RESOLVED That the Chief Executive Officer, Chief Administrative Officer, Chairman or Vice-Chairman is authorized to execute the necessary documents.

\* \* \* \* \*

*MATA Staff recommended that Resolution No. 16-13 be withdrawn from the Agenda and replaced with Resolution No. 16-17 (see Resolution No. 16-17 on page 28) and approved by the MATA Board.*



**MATA**      **Board of Commissioners**

**FROM:**      **Ronald L. Garrison, Chief Executive Officer**

**SUBJECT:**   **RFP 16-07 Legal Services**

**DATE:**      **April 26, 2016**

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This memo summarizes the procurement process for legal services.

The Request for Proposals was sent to 17 firms, formally advertised and posted to MATA's website. Seven proposals were received. Two were responsive; however, five were non-responsive due to not meeting the DBE goal or providing sufficient good faith efforts.

The DBE goal of 3% was established for this solicitation by MATA's DBE Officer. He reviewed the DBE status for each of the proposals and determined that five of the proposals were non-responsive due to not meeting the DBE goal and either not providing good faith efforts or not providing sufficient good faith efforts. He determined that The Law Office of Juan T. Williams and Hagler Bruce & Turner, PLLC were certified DBEs and met MATA's DBE goal.

MATA's Evaluation Committee, consisting of five MATA staff members, reviewed the two responsive proposals and discussed their findings based on the criteria set forth in the solicitation document. The following criteria with their point values were evaluated:

- a. **Personal Qualifications/Background Experience (30%)**
- b. **Firm's knowledge of transit industry and regulations (20%)**
- c. **Availability of principal personnel (20%)**
- d. **Capacity to be responsive in a timely manner to MATA's needs (20%)**
- e. **Cost (10%)**

The Evaluation Committee's points are shown below:

	Personal Background 30%	Firm's Knowledge 20%	Availability of principal personnel 20%	Capacity to be responsive to MATA's needs 20%	Cost 10%	Total 100%

Hagler Bruce & Turner PLLC	135	54	98	98	35	420
The Law Office of Juan T Williams	64	25	75	48	50	262

Hagler Bruce & Turner PLLC's hourly rates for the five-year period are shown below:

YEAR	PARTNER	ASSOCIATE	PARALEGAL
YEAR 1	\$200/hour	\$160/hour	\$105/hour
YEAR 2	\$200/hour	\$160/hour	\$105/hour
YEAR 3	\$200/hour	\$160/hour	\$105/hour
YEAR 4	\$200/hour	\$160/hour	\$105/hour
YEAR 5	\$200/hour	\$160/hour	\$105/hour

MATA requested Hagler Bruce & Turner PLLC's best and final offer and they kept their rates the same as above. The Evaluation Committee recommends that a five-year contract for legal services be awarded to Hagler Bruce & Turner PLLC, the top-ranked firm, at the rates stated above.

Let me know if you have questions.

**MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS**

**RESOLUTION NO. 16-14**

**RESOLUTION TO APPROVE ADOPTION OF ALTERNATIVE 11 (UNION AND  
POPLAR AVENUE) AS THE LOCALLY PREFERRED ALTERNATIVE RESULTING  
FROM THE MIDTOWN ALTERNATIVES ANALYSIS STUDY**

**WHEREAS, an Alternatives Analysis study provides the basis for requests for federal funding for major capital investments under the Federal Transit Administration (FTA) New Starts and Small Starts program; and**

**WHEREAS, By Resolution 13-39, on November 25, 2013, the MATA Board of Commissioners approved a contract to HDR Inc. to analyze alternatives for transit services infrastructure that would serve the Midtown area and potentially become part of one or more regional transit corridor investments; and**

**WHEREAS, A set of project goals and objectives were established to guide the study's primary purpose of examining transit needs and the potential for providing high quality transit service in Midtown Memphis and the surrounding community, and**

**WHEREAS, A screening process was used to narrow 26 initial alignments to 14 that were subsequently developed into seven alternatives that were studied in more detail, resulting in the top performing corridor (Alternative 11) being identified, and**

**WHEREAS, Public meetings, presentations, and various other methods of public outreach were utilized by MATA and the consultant team to receive input from the public through each phase of the study; and**

**WHEREAS, A Transit Advisory Committee (TAC) consisting of local agency representatives and community stakeholders was formed to provide input into the study and participated in the screening of alternatives, providing input to the study, and**

**WHEREAS, MATA Staff recommends the adoption of Alternative 11 (Union-Poplar Avenue) as the Locally Preferred Alternative to be advanced for project development and funding and inclusion into the Memphis Metropolitan Planning Organization's Regional Transportation Plan.**



**NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS, That Alternative 11 (Union-Poplar Avenue) be adopted as the Locally Preferred Alternative resulting from the technical analysis associated with the Midtown Alternatives Analysis Study.**

**BE IT FURTHER RESOLVED That the Chief Executive Officer, Chief Administrative Officer, Chairman or Vice-Chairman be authorized to execute the required documents.**

**\* \* \* \* \***

**Motion Made By: Lauren Taylor      SECONDED: Kristen Bland**

**YEA: Charles Pickard; Martin Lipinski; John Vergos; Shelia Williams; Andre Gibson; Kristen Bland; Lauren Taylor; Roquita Williams**

**NAY: None**

**Approved: April 26, 2016**

**Absent at Time: Sean Healy**



## MEMO

**TO:** MATA Board of Commissioners

**FROM:** Ron Garrison, Chief Executive Officer

**SUBJECT:** Midtown Alternatives Analysis Recommended Locally Preferred Alternative

**DATE:** April 26, 2016

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### BACKGROUND

In April 2014, the Memphis Area Transit Authority (MATA) initiated the Midtown Alternatives Analysis (AA) study. The grant for the study was provided by the Federal Transit Administration (FTA) under federal legislation which stresses the importance of the linkage between metropolitan planning and environmental processes. The legislation also places a strong emphasis on the local planning process influencing the ultimate selection of a mode of transit along a preferred corridor. Conducting an AA provides essential information to make the case to local decision-makers addressing the needs, benefits, issues, costs of a given corridor of a local high capacity or fixed guideway transit project.

The Study's primary purpose is to examine transit needs and the potential for providing a higher quality transit service within Midtown Memphis and surrounding neighborhoods. The following study goals and objectives were developed:

**ENHANCE:** Make transit service more compelling  
**CONNECT:** Connect neighborhoods/improve local circulation  
**DEVELOP:** Support local and regional economic development goals  
**THRIVE:** Strengthen neighborhoods and business areas  
**SUSTAIN:** Create a long-term sustainable environment

### SUMMARY OF INITIAL SCREENING

The evaluation process consists of a three-step process: Pre-screening, Tier 1 and Tier 2 Screening. Initially, based on specific considerations, a range of route options (twenty six) were evaluated for their ability to meet the Study's goals. These considerations include:

Input from the public and an established Technical Advisory Committee

- Ridership on existing routes
- Population and employment densities along corridors
- Service to major activity centers/planned developments

- Streets that would be suitable for High Capacity Transit (HCT) service

During the Pre-screening process, these initial options were evaluated against three criteria:

- Does the corridor have adequate terminal anchors?
- Does it meet MATA's service design guidelines?
- Does it have adequate population/ employment density to generate demand for high capacity transit service?

This process reduced the initial options from twenty six to sixteen alignments which were then advanced into Tier 1 screening. These sixteen alignments were then screened using 15 criteria as shown in the table below:

Objective	Screening Criteria
<b>ENHANCE</b> <i>Make Midtown Corridor transit service more compelling</i>	
Provide better transit service for existing riders and attract new riders	<ul style="list-style-type: none"> <li>➤ Ridership on existing transit services</li> <li>➤ Population and employment density within ½-mile of alignment</li> </ul>
Provide fast, frequent, and reliable service	➤ Directness and average auto speeds
Improve transit options for Memphis' most vulnerable residents	➤ Transit-sensitive residents and social service centers within ½-mile of alignment
<b>CONNECT</b> <i>Connect neighborhoods and improve local circulation</i>	
Improve access for residents	➤ Residents within ½-mile of alignment (current and projected)
Improve access to jobs	➤ Jobs within ½-mile of alignment (current and projected)
Improve connections with major attractions and destinations	➤ Anchors and major activity centers within ½-mile of alignment
Improve access to civic and cultural assets	➤ Special use generators within ½-mile of alignment
Improve access to visitor destinations and accommodations	➤ Visitor destinations and visitor accommodations within ½-mile of service
Complement other transit investments and transit plans	➤ Consistency with other transit investments and plans
<b>DEVELOP</b> <i>Support local and regional economic development goals</i>	
Support small businesses and retail districts	➤ Small businesses within ½-mile of alignment
Foster compact, mixed-use development	➤ Transit-supportive land uses within ½-mile of alignment
Attract residential and commercial growth	➤ Amount of undeveloped and underdeveloped land along alignment
<b>THRIVE</b> <i>Strengthen Memphis neighborhoods and downtown</i>	
Support community desires	➤ Community and stakeholder support
<b>SUSTAIN</b> <i>Create an environment that will be sustainable over the long term</i>	
Develop implementable transit services	➤ Design Challenges

Through this Tier 1 screening, seven viable candidate alignments which were seen as reasonable set of transit routes were advanced into Tier 2, where they were further evaluated in detail. For each of these seven alternatives, analysis performed included:

- Environmental Scan
- Analysis of Development Potentials
- Ridership Projections
- Fatal Flaw Analysis

- Funding Strategy
- Conceptual Branding
- Cost Estimation (Capital Cost/Operating & Maintenance Cost)

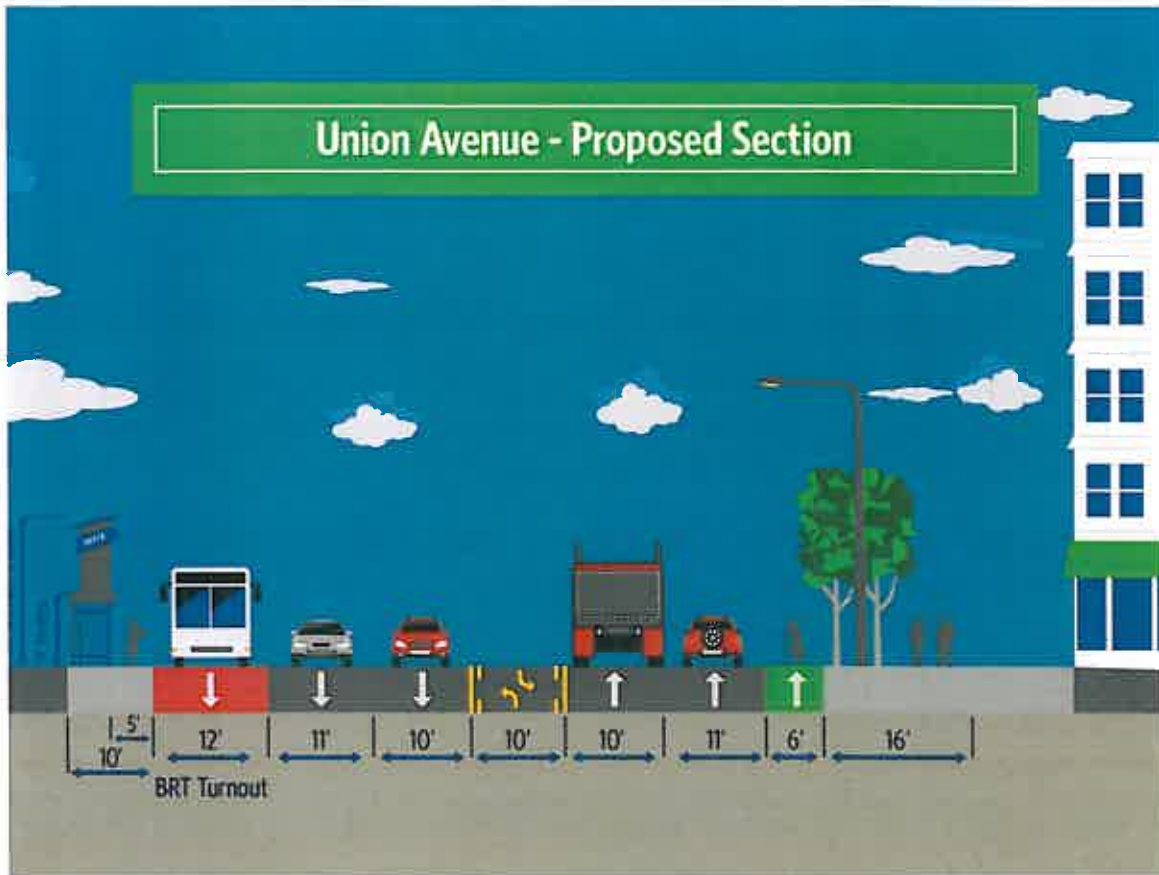
At various phases of the Study, through workshops and presentations, the screening results were presented to the public, the Technical Advisory Committee (TAC), MATA Board of Commissioners and staff. In addition, we met with City Public Works staff for their input and also presented the results to the Metropolitan Planning Organization (MPO) as information. After receiving various inputs, the performance of each option was analyzed.

The analysis performed during Tier 2 screening resulted in the identification of the top performing corridor (Alternative 11), as shown in the table below.

Alternative	Corridor Description	Mode of Travel	Daily Ridership (2035)	Capital Cost (2016)	Annual Operations & Maintenance Costs (2016)	Corridor Length (Miles)	One Way Travel Time (Minutes)	Number of Stops/Stations	Number of Vehicles	Development Potential (% of underutilized parcels)	Passengers per Mile
6	Airport via Poplar & Airways	BRT	1726	\$43.70	\$5.51	11.75	51.00	39	13	22%	147
7	German town via Poplar	BRT	2138	\$37.00	\$4.06	7.81	38.00	27	11	17%	274
8	U of M via Poplar, Cooper & Union	BRT	1205	\$35.20	\$4.52	8.49	42.00	30	12	18%	142
9*	Extension of Madison Ave Streetcar to Fairground	Streetcar	1301	\$65.00	\$3.41	2.82	28.00	4	8	13%	461
11	U of M via Union & Poplar	BRT	3061	\$25.50	\$3.90	8.63	36.00	23	9	19%	355
23	Elvis Presley, Cleveland, Walkins Crosstown	BRT	3512	\$40.00	\$5.29	11.04	47.00	39	13	22%	318
26	U of M via Union & Central	BRT	2430	\$38.40	\$4.65	9.1	45.00	32	12	20%	267

The federal AA process requires that a locally preferred alternative (LPA) be identified. Alternative 11, the LPA, will connect Downtown Memphis with University of Memphis via Union and Poplar Avenues. This improved service level will accommodate increasing demand from existing riders, businesses along the corridor, college students and also encourage local residents to consider transit as an attractive daily alternative to driving. The LPA reflects the outcomes of technical analyses and input heard from community participants and is responsive to the five goals defined above.

Further, a conceptual design of Alternative 11 was developed as shown below. It shows how a rapid bus service will operate along Poplar and Union Avenues. This design takes into consideration the City's future plans for the corridor. It is important to know that at this time the recommended service will not have a dedicated lane for service. The turnout lane shown in the graphic is proposed to be a shared lane with traffic.



MATA, in partnership with City of Memphis staff, anticipates requesting Federal TIGER 2016 Discretionary Grant funding for the implementation of the LPA. Details of the LPA, including costs for implementing and operating a Bus Rapid Transit (BRT) along Union and Poplar Avenue follow.

**Specific Details of Locally Preferred Alternative include:**

**Length:** 8.6 miles

**Number of Stations:** 23

**Frequency of Service:**

Every 10 minutes (peak)

Every 20 minutes (off-peak)

**Number of BRT Vehicles:** 8

**Capital Costs:** \$25.50M

**Annual Operating Cost:**

\$3.9M (6.7% of current MATA Annual operating budget of \$58.5 million)

**Average Daily Ridership:**



3,100 (+48% over existing routes 34, 36, & 50)

# of Passengers per/mile:

356

One-Way Travel Time:

36 minutes (average)

Opportunity for Development along Corridor:

19% underutilized parcels

Key Corridor Demographics (Transit Riders, 2013 On-Board Survey Results):

Zero-Car Households: 66 % Low-Income Riders: 62.8% Minority

Ridership: 88.9%

Further, the table below shows the breakdown of the \$25.50 million capital cost of implementing this service along Poplar and Union Avenues:

Elements	Cost
Route Length (Miles)	8.6 miles
Roadway Improvements (11.11 miles)	\$ 1,298,000.00
Number of Stations (23)	\$ 8,750,000.00
Sitework (Demolition, Clearing, Landscaping, Bike/Ped. Improvements, etc.)	\$ 888,000.00
Systems (Traffic Signals, Communications, etc.)	\$ 3,170,000.00
Right-Of-Way Acquisitions	\$ 754,000.00
Vehicles (9)	\$ 4,950,000.00
Project Development, Engineering, and Other Administrative Costs	\$ 4,475,000.00
5% Contingency	\$ 1,214,000.00

**TOTAL CAPITAL COSTS (2016 \$)****\$ 25,499,000.00**

MATA Staff recommends the adoption of Alternative 11 (Union-Poplar Avenue) as the LPA for further project development and funding, and inclusion in the Memphis MPO's Regional Transportation Plan, and authorization of MATA Staff to pursue funding sources such as the U.S. TIGER Grant and FTA Small Starts programs.



MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS

RESOLUTION NO. 16-15

**RESOLUTION TO AWARD A CONTRACT FOR RAIL SAFETY SUPPORT  
SERVICES**

WHEREAS, The Memphis Area Transit Authority (MATA) requires the services of a professional consultant to provide MATA with the necessary rail safety support in order to restart the trolley system; and

WHEREAS, Staff solicited proposals from 10 consulting firms, formally advertised the solicitation and posted it on MATA's website; and

WHEREAS, Two responsive proposals were received in response to MATA's solicitation and were evaluated by MATA's Evaluation Committee in accordance with the evaluation criteria listed in the solicitation document; and

WHEREAS, The Evaluation Committee recommends that a contract be awarded to SNC-Lavalin Rail & Transit, Inc., the highest ranked proposer, at a cost not to exceed \$764,479.04 subject to negotiations.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS That a contract be awarded to SNC-Lavalin Rail & Transit, Inc. to perform rail safety support services at a cost not to exceed \$764,479.04 subject to negotiations.

BE IT FURTHER RESOLVED, That the Chief Executive Officer, Chief Administrative Officer, Chairman or Vice Chairman is authorized to execute any and all documents necessary to process this contract.

\* \* \* \* \*

*NOTE: Mr. John Vergos moved to table Res. No. 16-15 until the next Board Meeting. This would allow the MATA staff more time to address the questions and concerns from the Board such as the principles, the scope of service, the evaluation process, etc. Mr. Pickard seconded the motion, and the motion was approved by the remaining 6 Board Members. Commissioners Taylor and Bland left prior to the vote.*



**MATA**

**MEMO**

**TO: MATA Board of Commissioners**  
**FROM: Ronald Garrison, Chief Executive Officer**  
**SUBJECT: RFP 16-12 Consultant for Rail Safety Support Services**  
**DATE: April 26, 2016**

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This memo summarizes the procurement process for the procurement of a Consultant to perform Professional Rail Safety Support Services including the creation and implementation a safety and security certification process for MATA's rail system.

The Request for Proposals was sent to 10 vendors, formally advertised and posted to MATA's website. MATA's DBE Officer set a 0% DBE goal for this solicitation. Two responsive proposals were received – one from SNC - Lavalin Rail & Transit, Inc. (SNCL) and one from Vital Assurance. MATA's Evaluation Committee reviewed the proposals and discussed their findings. After concluding their discussions, the Committee evaluated the proposals based on the evaluation criteria set forth in the RFP which included:

1. Qualifications and Experience of Personnel Assigned to the Project;
2. Past History of Successfully Supporting a Major Transit Agency through the FTA Safety and Certification Process up to and including Revenue Service; and
3. Overall Cost

SNCL received a total of 376 points out of a possible 400 compared to Vital Assurance's total of 329. The Evaluation Committee recommends that a contract be awarded to SNC-Lavalin Rail & Transit, Inc. at a cost not to exceed \$764,479.04 subject to negotiations.

Let me know if you have questions.

MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS

RESOLUTION NO. 16-16

RESOLUTION AUTHORIZING FREE FARES FOR ALL CUSTOMERS WITH  
BICYCLES THAT RIDE TRANSIT ON MAY 20, 2016

WHEREAS, The Memphis Area Transit Authority (MATA) supports Bike to Work Day, May 20, 2016; and

WHEREAS, MATA has installed bike racks on all fixed-route buses for the benefit of customers who desire to ride a bicycle and travel by bus; and

WHEREAS, Customers are allowed to bring their bicycles aboard MATA's trolleys (space permitting); and

WHEREAS, MATA encourages more customers to ride a bicycle and travel by transit; and

WHEREAS, As an added incentive for Bike to Work Day, MATA Staff recommends free fares for all customers on buses and trolleys who ride a bicycle and travel by transit on Friday, May 20, 2016.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS That the MATA Staff is authorized to offer free fares for all customers who ride a bicycle and travel by transit on Friday, May 20, 2016

\* \* \* \* \*

Motion Made By: Charles Pickard      SECONDED: Martin Lipinski

YEA: Charles Pickard; Martin Lipinski; John Vergos; Shelia Williams; Andre Gibson; Kristen Bland; Lauren Taylor; Roquita Williams

NAY: None

Approved: April 26, 2016

Absent at Time: Sean Healy

**MEMPHIS AREA TRANSIT AUTHORITY  
BOARD OF COMMISSIONERS**

**RESOLUTION NO. 16-17**

**RESOLUTION TO EXTEND CONTRACTS WITH APPERSON CRUMP AND  
GLANKLER BROWN FOR LEGAL SERVICES**

**WHEREAS, The Memphis Area Transit Authority (MATA) has contracts with Apperson Crump and Glankler Brown for legal services that expired on February 29, 2016; and**

**WHEREAS, A change order has been executed with both firms to extend the contract time to April 30, 2016 in order to allow for sufficient time for the re-solicitation process; and**

**WHEREAS, MATA Staff requests the Board to extend the two legal contracts for up to an additional 90 days.**

**NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS That the contracts with Apperson Crump and Glankler Brown for legal services are extended to July 31, 2016.**

**\* \* \* \* \***

**Motion Made By: John Vergos                      SECONDED: Kristen Bland**

**YEA: Charles Pickard; Martin Lipinski; John Vergos; Shelia Williams; Andre Gibson; Kristen Bland; Lauren Taylor; Roquita Williams**

**NAY: None**

**Approved: April 26, 2016**

**Absent at Time: Sean Healy**