



Welcome to the
Tuesday, December 13, 2022
MATA Board Meeting



- Call to Order
- Board Roll Call
- Approval of Minutes

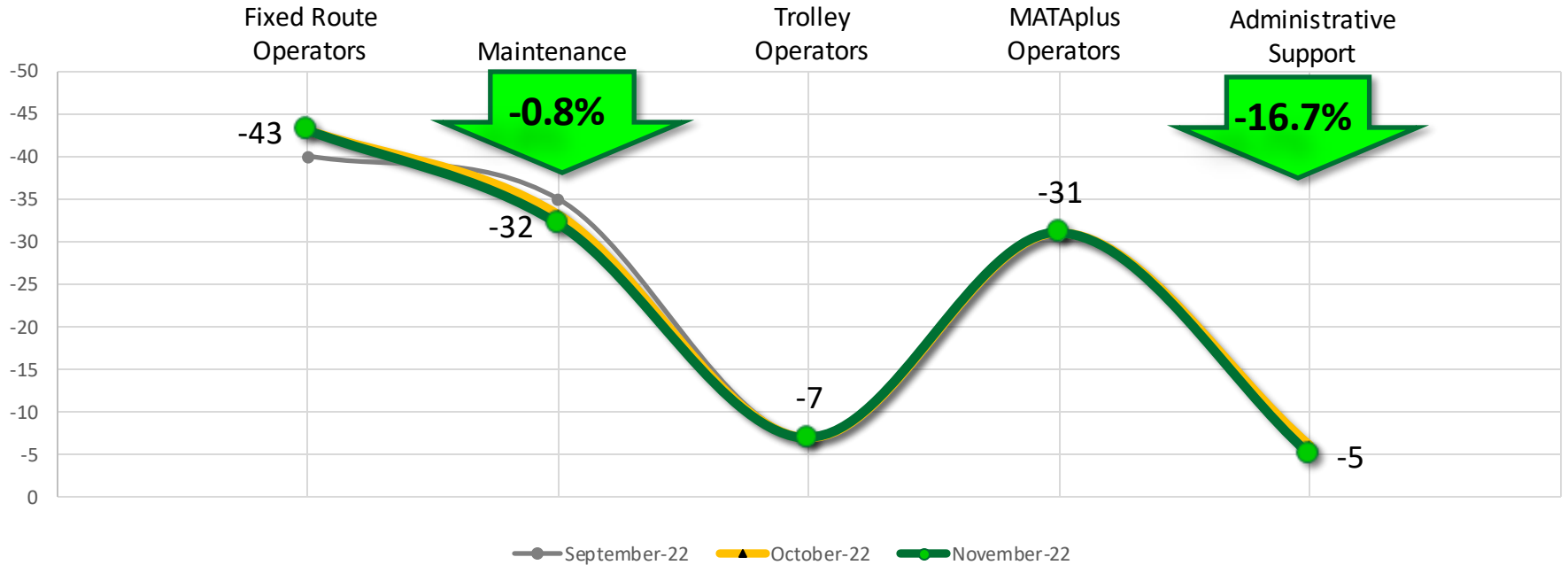


TRANSIT REPORT

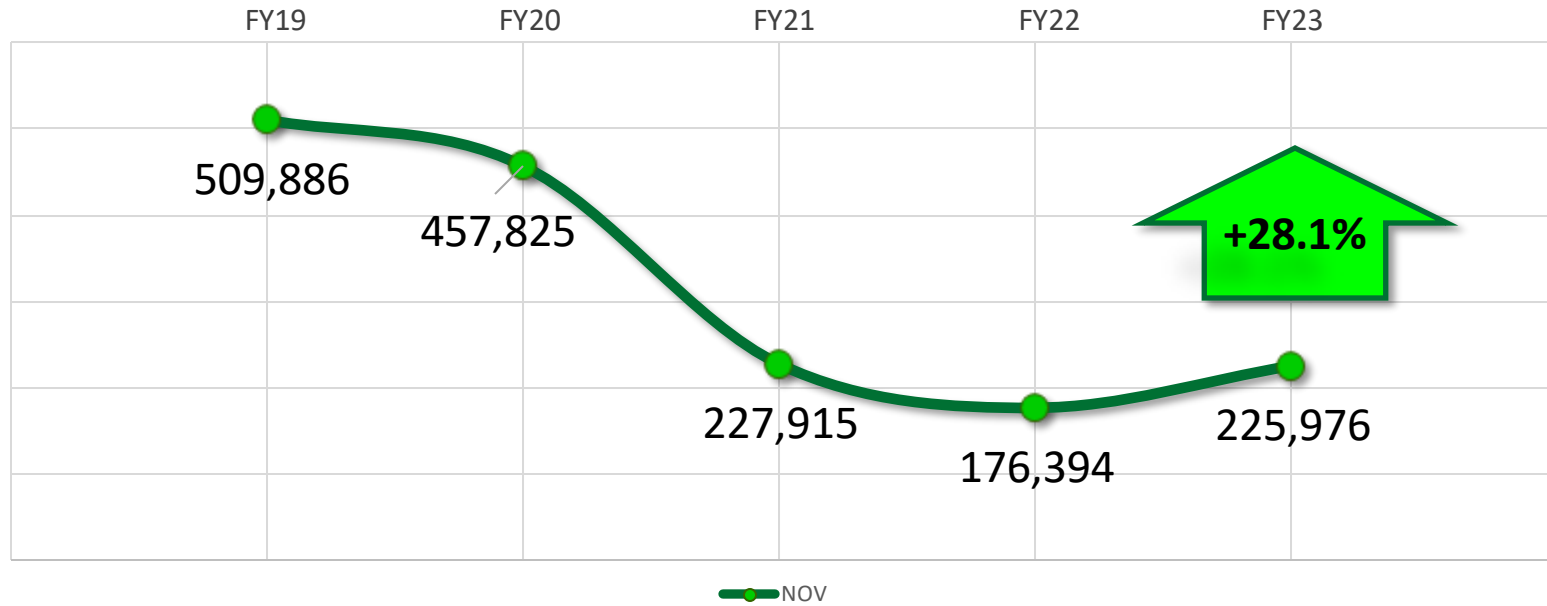
Presented by:
GARY ROSENFELD
Chief Executive Officer
Memphis Area Transit Authority

MATA Board of Commissioners, December 13, 2022

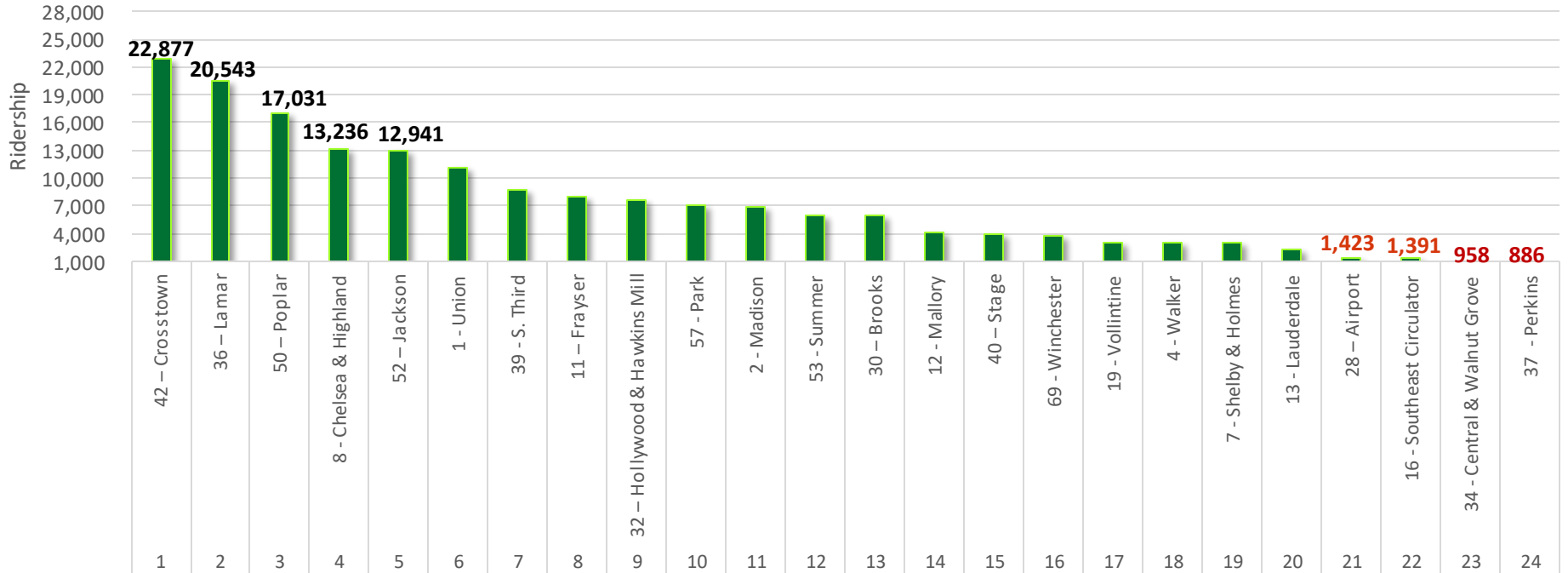
Labor Needs By Category (November 2022)



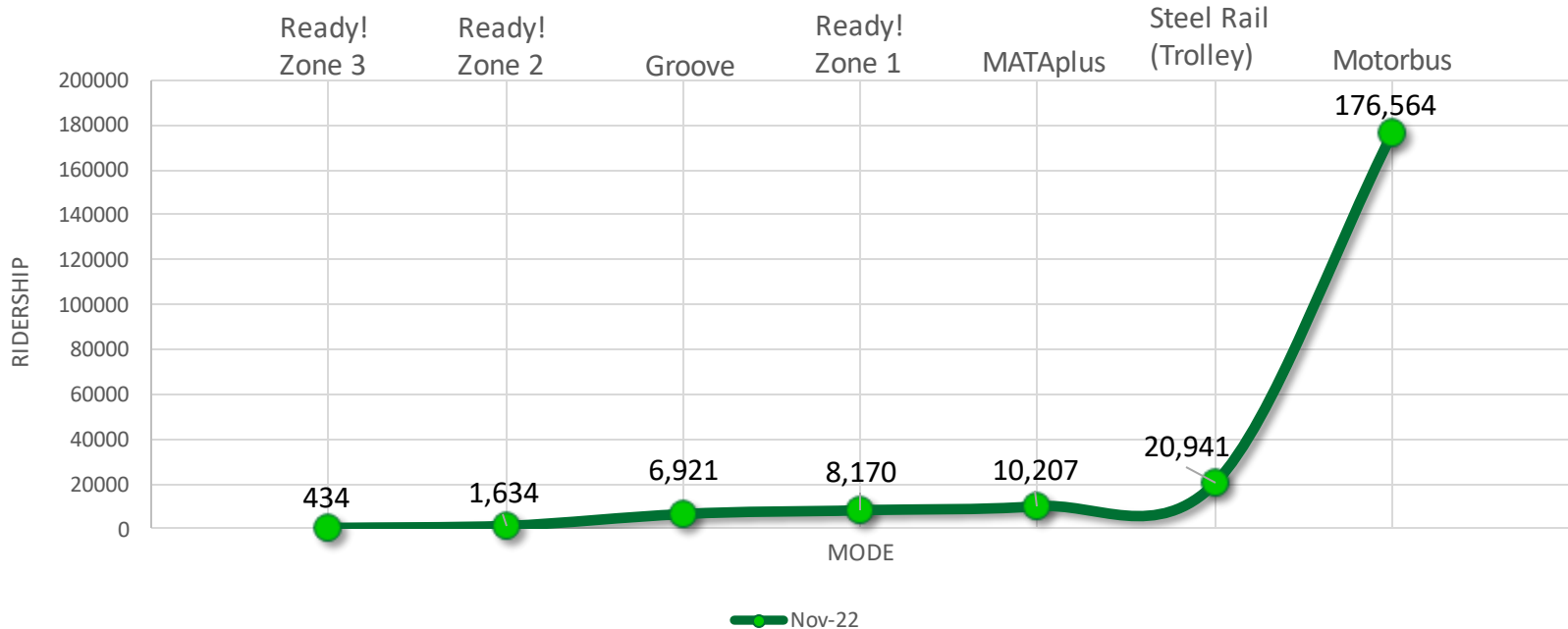
TOTAL RIDERSHIP (November)



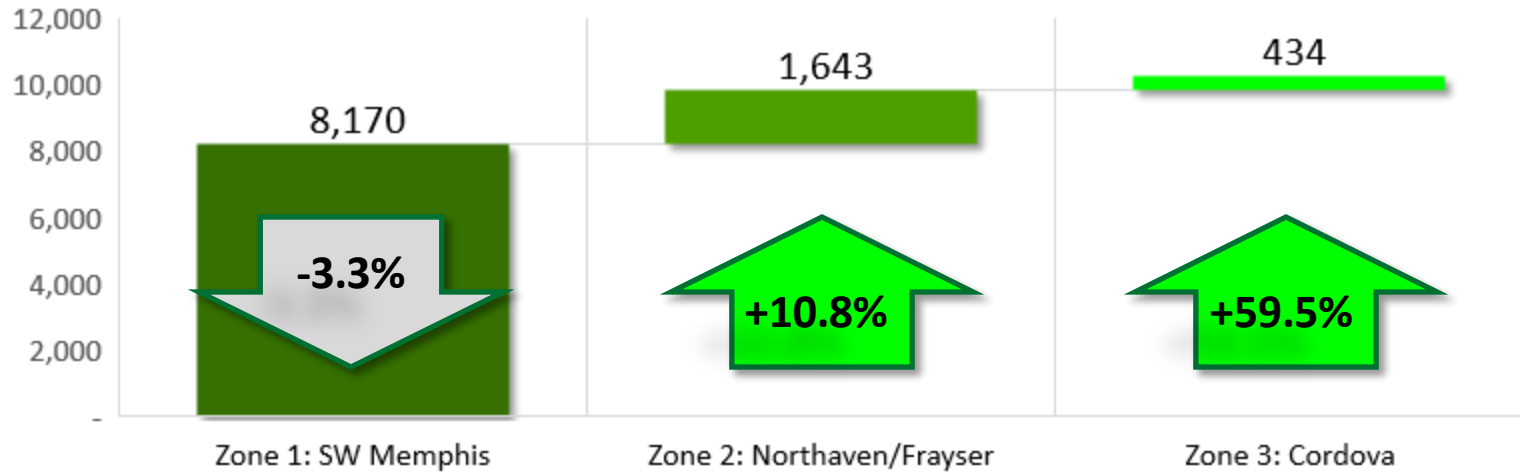
ROUTE RIDERSHIP RANKINGS (November 2022)



RIDERSHIP BY MODE (November 2022)



READY! RIDERSHIP (November 2022)



ON-TIME PERFORMANCE (November 2022)

MOTORBUS

57.0%



STEEL WHEEL (TROLLEY)

81.0%

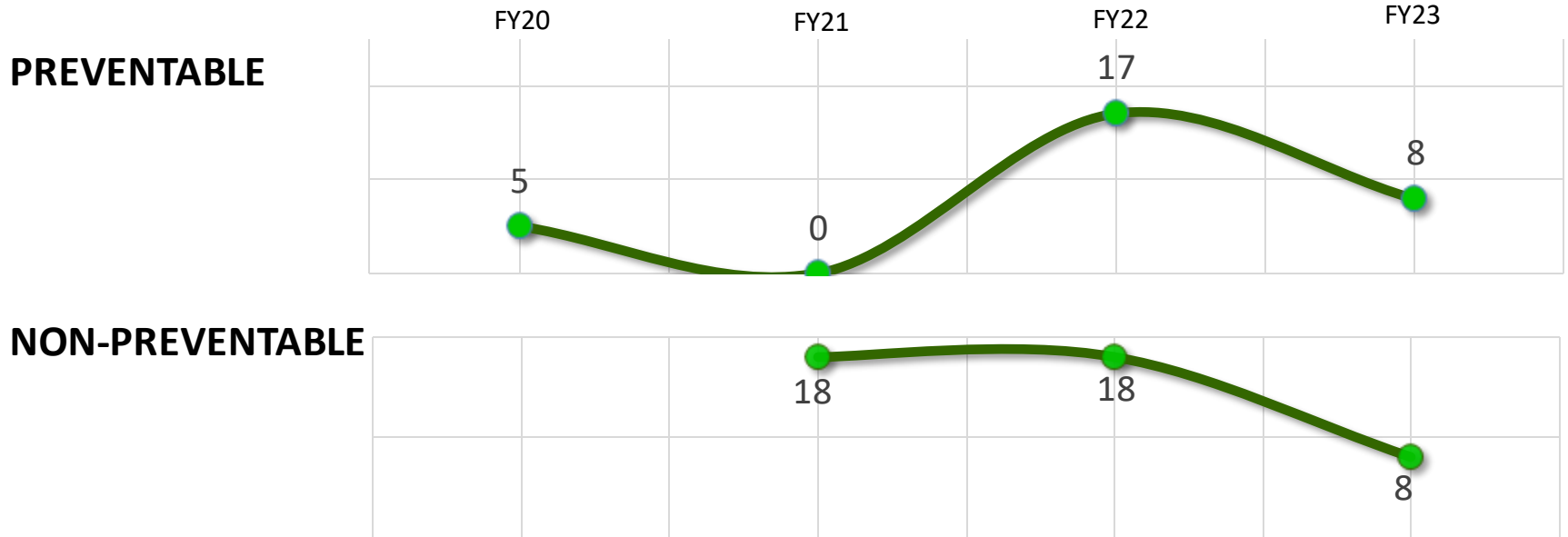


DEMAND RESPONSE (MATAPLUS)

92.4%



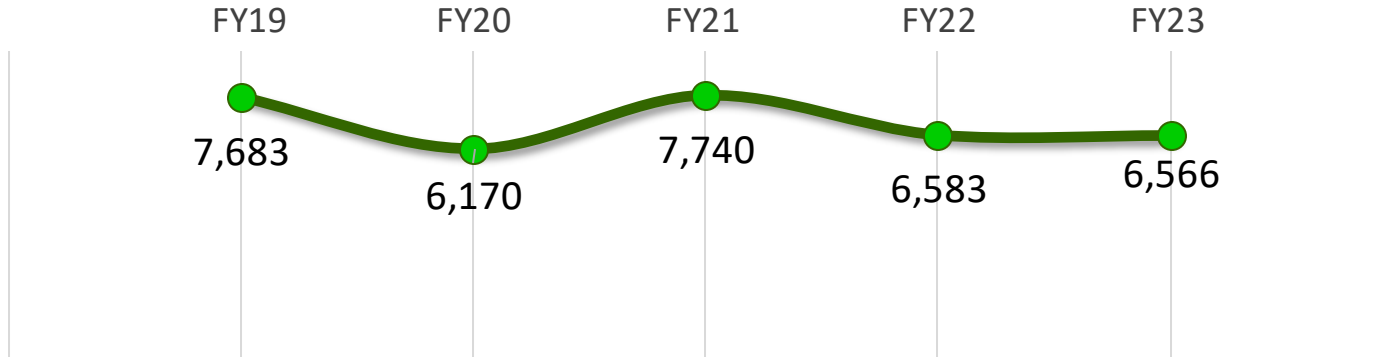
SAFETY STATS: ACCIDENTS (November)



FLEET MAINTENANCE (November)

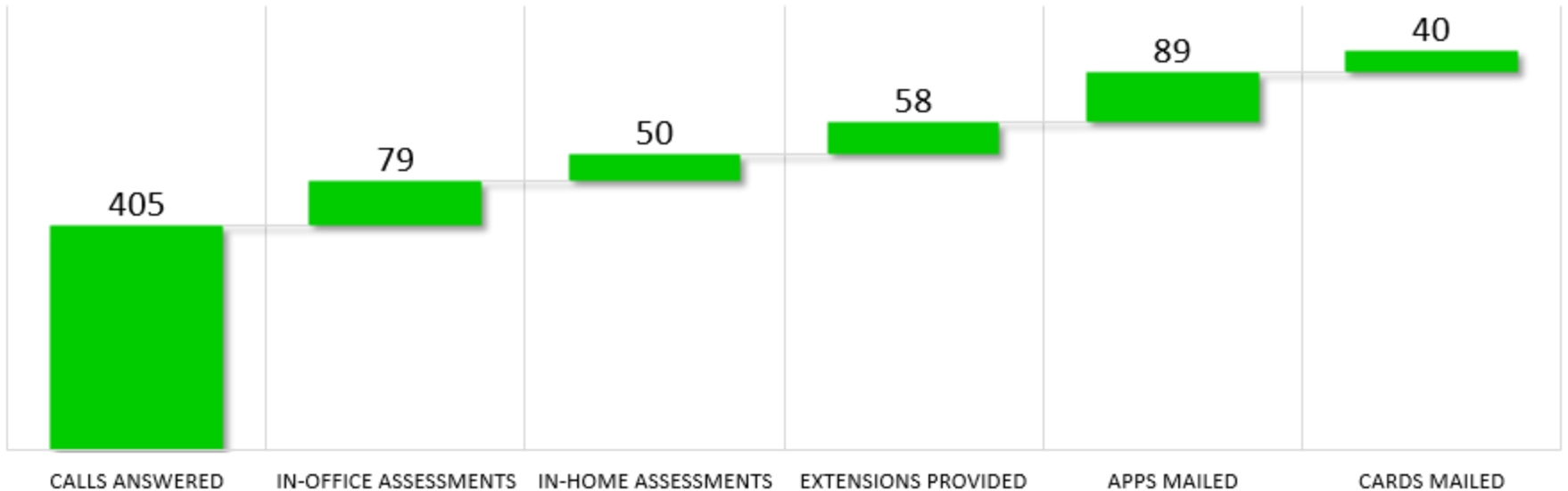
Mean Distance Between Failure

GOAL: 8,000+ MILES



ASSESSMENT CENTER: MATAplus CERTIFICATIONS

(November 2022)

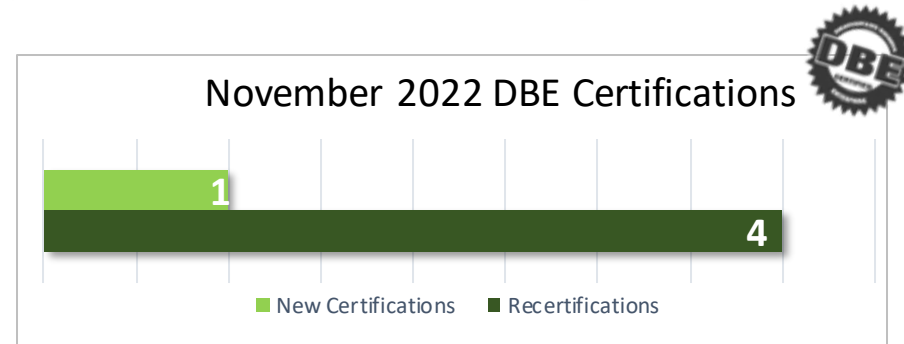


ADA EVENTS

- Memphis Office of Youth Services Transition Fair Planning Meeting – *Nov. 1 & Nov. 4*
- Vendor/Presenter - Hillcrest High School Transition Fair – *Nov. 8*
- Vendor/Presenter -Bluff City High School Transition Fair – *Nov. 9*
- MACCD: Board Meeting – *Nov. 17*
- Vendor/Presenter -Avon Lenox High School Transition Fair – *Nov. 18*
- One Stop Housing Potluck - *Nov. 19*

&

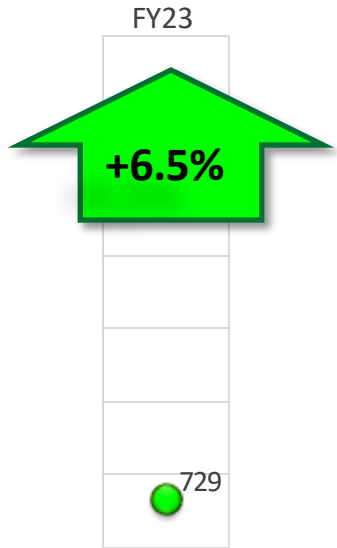
DBE REPORT



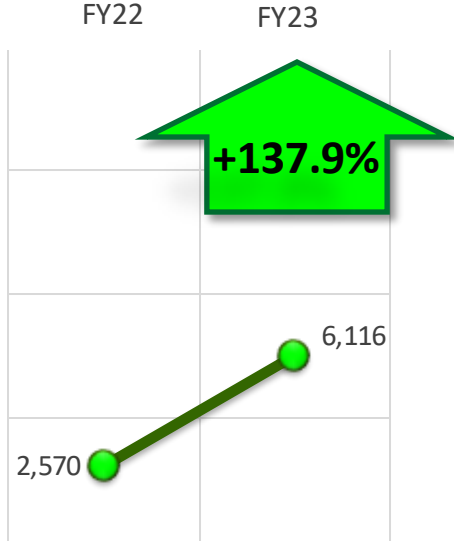
- APEX Meeting with MMBC – *Nov. 15*
- MMBC Robert R. Church Awards Luncheon – *Nov. 16*

GO901 MOBILE (November)

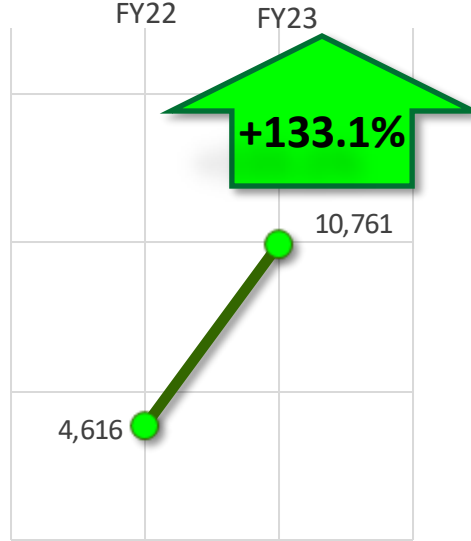
Ready! BOOKINGS



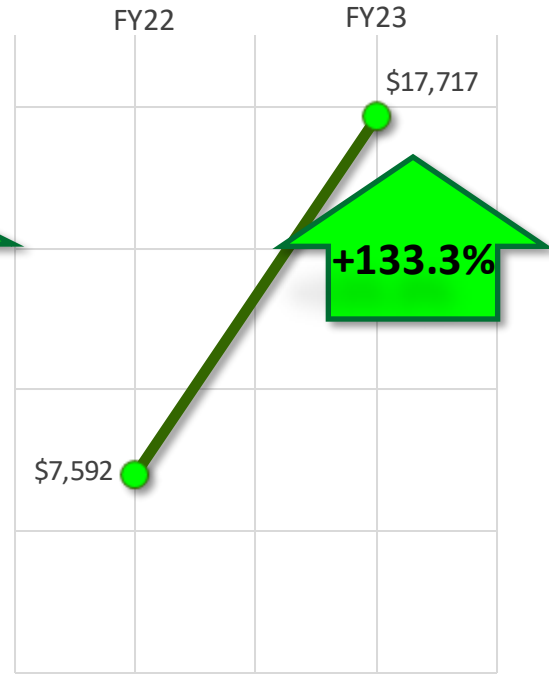
ORDERS



TICKETS



SALES



MATA TRACKER

MATA Tracker Now Available!

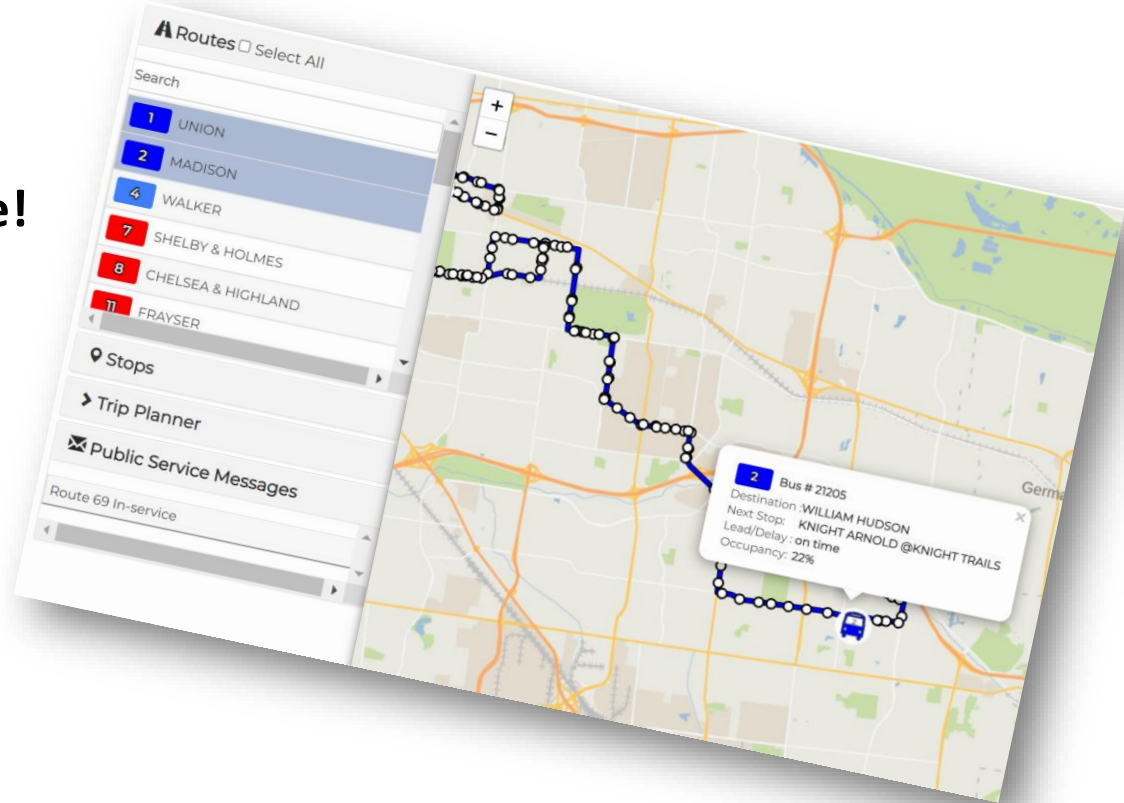
Introducing MATA Tracker

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.



MATA + Whole Child Strategies

3,728 passengers / 159 service days

(May 22, 2021 – November 30, 2022)

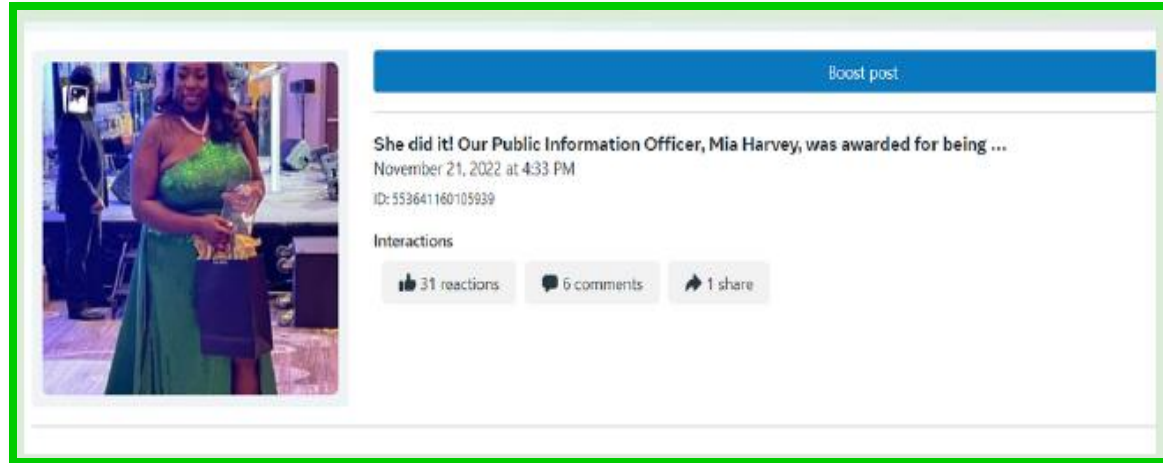
RESIDENTS ON THE MOVE offering
Klondike and Smokey City residents'
free rides to access local, fresh food sources



COMMUNICATIONS UPDATE (November 2022)

Social Media:

2,025	Facebook Page Reach
1,557	Facebook Page Visits
3,894	RideMATA Twitter Impressions



DIGITAL MARKETING UPDATE (October 2022)



Total Media Hits

5

Local Viewership

66,934

Total Ad Equivalency

\$4,622.65

DIGITAL MARKETING UPDATE (November 2022)

Website	
Website Visits	39,013
Top Device	Mobile (84%)
Top Source	Google
MATA Tracker Hits	19,359

DIGITAL MARKETING UPDATE (November 2022)

Go901 Transit

MATA Schedule Hits	7,472 (↑9%)
Top Device	Mobile (93.5%)
Sessions	9,151

AARP Tennessee Women Warrior Awards (November 2022)



The 40 Most Influential Urban Elite Professionals Under 40 Awardee:

MIA HARVEY,
MATA Public Information Officer



CYNTHIA DANIELS & CO.
PRESENTS
SIXTH ANNUAL

40 *under*
FORTY

THE FORTY MOST INFLUENTIAL URBAN
ELITE PROFESSIONALS UNDER FORTY

AWARDEE
**MIA
HARVEY**

PUBLIC INFORMATION OFFICER
MATA

HILTON MEMPHIS • NOVEMBER 19
6:30PM: 40URBAN22.EVENTBRITE.COM

TITLE SPONSOR 

(A photograph of Mia Harvey, a woman with glasses and a striped shirt, stands with her arms crossed on the right side of the poster.)

PROMOTION:

BACARRA MAULDIN,
MATA Deputy Chief Executive Officer



PROMOTIONS:

THOMAS DAVIDSON

Director

Labor and Employee Relations



LABARBARA HOUSTON

Interim Director

Service Delivery



AVERY MULL

Interim Director

Fleet Maintenance



Q & A



Consent Agenda Items



Procurement Items

Resolution 22-60

Resolution to approve justification for purchase of additional cameras and security features to current contract

Resolution 22-61

Resolution to authorize a five-year contract with nMomentum for maintenance support of its systems, fare collection systems, onboard video systems and pedestrian display

Resolution 22-62

Resolution authorizing the filing of an application with the Federal Transit Administration, an administration of the United States Department of Transportation, for federal assistance authorized by 49 U.S.C. Chapter 53, Title 23 United States code and other federal statutes administered by the Federal Transit Administration and the Tennessee Department of Transportation

Resolution 22-63

Resolution authorizing the filing of an application with the Federal Transit Administration, an administration of the United States Department of Transportation, for federal assistance authorized by 49 U.S.C. Chapter 53, Title 23 United States code and other federal statutes administered by the Federal Transit Administration and the Tennessee Department of Transportation

Resolution 22-64

Resolution authorizing the filing of an application with the Federal Transit Administration, an administration of the United States Department of Transportation, for federal transportation assistance authorized by 49 U.S.C. Chapter 53, Title 23 United States code and other federal statutes administered by the Federal Transit Administration and the Tennessee Department of Transportation

Resolution 22-65

Resolution authorizing the filing of an application with the Federal Transit Administration, an administration of the United States Department of Transportation, for federal transportation assistance authorized by 49 U.S.C. Chapter 53, Title 23 United States code and other federal statutes administered by the Federal Transit Administration and the Tennessee Department of Transportation

Resolution 22-66

Resolution to approve the 2023
Operating Calendar

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

Old or New Business

Committee Assignment and Leadership

Commissioners will be assigned to active roles on committees of the Board. All Commissioners can participate and can vote within committee meetings. The chart below identifies membership.

STANDING COMMITTEES

	Finance	Service and Development	Executive
CHAIRPERSON:	Open	Martin Lipinski	Open
MEMBERS:	Kristen Bland	Shelia Williams	Anton Mack
	Angus Blair	Ed Stephens	Michael Fulton
		Janice Holder	

The background is a green gradient that transitions from a darker shade on the left to a lighter shade on the right. A large, white, semi-circular arc is positioned in the upper half of the image, curving from the left side towards the right.

Next MATA Board Meeting:
January 24, 2023 @ 3:30 PM

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, overlapping the green background.

Meeting Adjourned