



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.

Board of Commissioners

Chairman – Sean Healy
Vice Chairman – Marion McClendon

Commissioners
Karl Birkholz
M. P. Carter
Charles “Chooch” Pickard
John C. Vergos
Andre Gibson
Lauren Taylor

Board of Commissioners Meeting
Monday, October 28, 2013
3:30 pm

- | | | |
|------|--|-----------------|
| I. | CALL TO ORDER | Sean Healy |
| II. | BOARD ROLL CALL | Linda Eskridge |
| III. | APPROVAL of September 23, 2013 | Sean Healy |
| IV. | BUSINESS & REPORTS | Sean Healy |
| A. | <u>FINANCE COMMITTEE</u> | |
| | None | |
| B. | <u>SERVICE AND DEVELOPMENT</u> | |
| 1. | Resolution to Approve Service Changes – Res. No. 13-36 | William Hudson |
| 2. | Resolution Authorizing Free Fares for Veterans on November 11, 2013 –Res. No. 13-37 | William Hudson/ |
| 3. | Resolution Announcing the Retirement of MATA’s President/General Manager –Res. No. 13-38 | Sean Healy |

V. FINANCIAL REPORT	Gilbert Noble
VI. MARKETING REPORT	Alison Burton
VII. GENERAL MANAGER'S REPORT	William Hudson
VIII. SPEAKERS <i>(See sign-in cards for speakers)</i>	
IX. OLD/NEW BUSINESS	Sean Healy

**MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
September 23, 2013**

A regular meeting of the MATA Board of Commissioners was held at 3:30 p.m. on Monday September 23, 2013 at the MATA Board Room at 1370 Levee Road.

BOARD PRESENT: Chairman, Sean Healy
Commissioners: Karl Birkholz; Charles Pickard; John Vergos; Lauren Taylor;
Andre Gibson (via phone)

STAFF: Lawson Albritton; Alison Burton; Darryl Covington; Linda Eskridge;
Lavelle Fitch; Don Forsee; Tom Fox; William Hudson; John Lancaster;
Shelia Maclin; Maury Miles; Gilbert Noble; Tommy Wallace

OTHERS: Betty Anderson, Travel Trainer; Stephen Albers, Memphis Railroad and
Trolley Museum; Mike Fleming, Memphis Railroad and Trolley Museum;
Aury Kangelos, TDOT; Ken Rearden, St. Patrick's Church; Betty Robinson,
Memphis Bus Riders Union; Hugh Teaford; Antonia Raciti, University of
Memphis; Ann Walsh, University of Memphis

Chairman Healy called the meeting to order. Board Secretary, Linda Eskridge called the roll. Five Board Members were present at roll call, one Board Member, Mr. Andre Gibson, joined the meeting via phone. Two Board Members, Ms. Mattie Carter and Mr. Marion McClendon were absent. There was a quorum for the meeting. Mr. Vergos asked and received clarity on MATA's quorum, which is a majority of the number of members on the MATA Board. Mr. Birkholz made a motion for approval of the August 26, 2013 Board Minutes. Mr. Vergos seconded the motion and the minutes were unanimously approved.

BUSINESS & REPORTS

A. FINANCE COMMITTEE

1. Resolution to Approve a Task Order with SSR for Architectural, Engineering, and Construction Administration Services for the Design of a New Trolley Station - Res. No. 13-32

Discussion: Mr. Birkholz asked if these monies would be used for construction. This money will not be used for construction, only for the design engineering of the trolley station. There is a 27.4% DBE participation. The main purpose of this task order is to get an accessible station closer to MATA's Central Station. Estimated construction cost is around \$1MM. Ms. Taylor asked how many accessible trolley stations MATA has. All trolley stations are accessible. Mr. Vergos asked how the project is funded. This project is eligible under the Capital Rail Grants funded federally 80%, city 10%, state 10%. Chooch asked while MATA is doing this can we include, or at least consider adding one at Vance as well. Dr. Fox stated that we could ask SSR for a cost proposal to develop a design for this location. Mr. Hudson stated there is no money to build it, but we can certainly plan for it.

Ms. Taylor asked if there was a standard distance between each station. Chooch stated that in the South Main area stations on the Main Street Line are about two blocks apart. Dr. Fox stated the spacing for Madison and Riverfront stations are much longer, more like 1/3 to 1/2 mile apart. Mr. Gibson asked if the previous Board vote on a contract to SSR covers today's action to this resolution. Dr. Fox stated that the previous Board vote was to establish the umbrella contract and it stated that any task order over \$50,000 would be brought back to the Board for separate approval. The previous Board vote provided the authority to issue task orders without bidding publicly. **Mr. Pickard moved that Resolution No. 13-32 be approved. Mr. Vergos seconded the motion and the resolution was unanimously approved.**

2. Resolution to Approve a Memorandum of Understanding Between MATA and the City of Memphis for the Main-to-Main Multimodal Connector Project - Res. No. 13-33

Discussion: Mr. Vergos asked what is going to happen to the Mall and what are MATA's responsibilities? MATA is doing the lighting upgrades on the mall, and in the South Main area, MATA is doing street scaping, paving, and drainage work in the portion of South Main Street between Peabody Place and Pontotoc Avenue. This is basically a maintenance upgrade project. MATA will oversee just the MATA portion of the project, which is \$2.75MM out of a total project cost of over \$30MM. **Mr. Vergos moved that Resolution No. 13-33 be approved. Mr. Pickard seconded the motion and the resolution was unanimously approved.**

B. SERVICE AND DEVELOPMENT

1. Resolution to Improve Increasing Contingency Fleet - Res. No. 13-34

Discussion: Mr. Gibson had asked for clarity on the 20% reference in the resolution. FTA allows a spare ratio of 20% above the peak fixed route bus peak period requirement. The contingency fleet is separate from the spares. Accepting this resolution as written would not take MATA out of compliance with the FTA Guidelines. **Mr. Charles Pickard moved that Resolution No. 13-34 be approved. Ms. Taylor seconded the motion and the resolution was unanimously approved.**

2. Resolution to Approve Disposal of Surplus Vehicles - Res. No. 13-35

Discussion: Mr. Hudson asked that this resolution be amended to include a 2001 Dodge Pickup Truck #16 along with the three vans. The three vans are vehicles that are leased to Yellow Cab Company. Also the second vehicle listed should be Van 74 instead of Van 72. A question was asked about the replacement cycle for these vehicles. The federal guidelines for useful service life for buses are 12 years or 350,000 miles, and for vans is 4 years or 100,000 miles. **Mr. Vergos moved that Resolution No. 13-35 be approved. Mr. Pickard seconded the motion and the resolution was unanimously approved.**

FINANCIAL REPORT

Mr. Gil Noble

August 2013

2nd month of the fiscal year

August represents the first two months of FY2014. Both Revenues and Expenses are on budget for the year to date. MATA's reduced service started on Sunday, September 22, 2013. Mr. Hudson commented that our budget started July 1, 2013 and he wanted to commend Mr. Noble on his input and direction.

Mr. Vergos mentioned the comments he made about the pension fund and the fact that he does not want his comments misconstrued. The comments were not by any means directed to MATA's finance department. He is still waiting to hear from staff on what, or if we have any recourse for the pension deficit.



MARKETING REPORT

Alison Burton

Books on Buses

The Books on Buses program has exceeded our expectations. To date, over 700 books have been donated. Greyhound bus riders are especially excited to pick-up books at the Airways Transit Center.

Each supply of books only lasts about 48 hours at each location. We hope Friends of the Library will be able to supply books to us on a weekly basis.

MMBC Economic Development Forum

MATA participated with the MMBC's Annual Economic Development Forum held on August 27-29 at the Convention Center. MATA participated with a booth and attended several events. Mr. Hudson is chairman of the MMBC Board of Directors.

Southern Heritage Classic

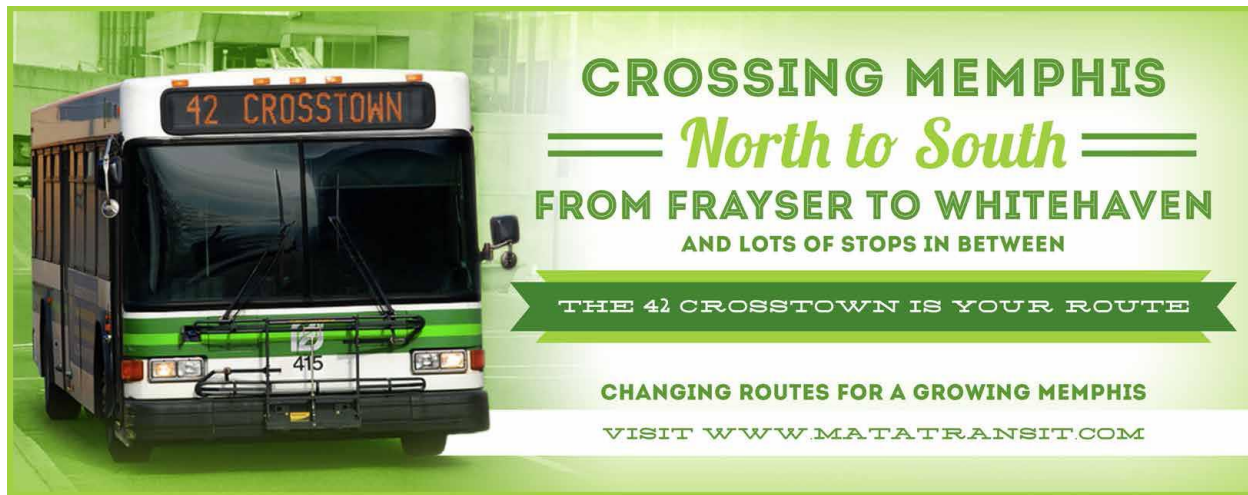


The Southern Heritage Classic was held on September 14, 2013 and 447 persons rode MATA shuttles to the Big Games which attracted 42,400 spectators inside the stadium.

Stuff-a-Bus Event

MATA had our 3rd Annual Stuff-a-Bus event that was held on Spetember 19, 2013 at Poplar Plaza Shopping Center. In addition to what MATA did with Operation Feed, MATA quadrupled last year's numbers in pounds and monetary donations to the Food Bank. This year we collected **6,251 lbs. + \$8,777. 50 = 31,541 meals.**

In 2012, approximately 4,000 pounds of food was collected and over \$2,400 in monetary donations. Total amount of food and monetary donations was equivalent to 8,279 meals.



New Service Changes went into effect on Sunday, September 22, and the following methods were used to notify riders and the public of the changes:

- 1) News Releases were sent out twice
- 2) Ads in the Flyer and Tri-State Defender (Ads will appear in the Commercial Appeal)
- 3) Radio Ads on Clear Channel Stations
- 4) On-Board Announcements
- 5) Posters on all buses
- 6) Posters at all transit centers
- 7) Workshop sessions with Center for Independent Living
- 8) Retirees assisted with notifications for the Second round beginnings September 8- 30 on buses and transit centers; this week at Super Stop locations
- 9) Radio interview with WLOK
- 10) Interior Bus Ads
- 11) Booklet went out regarding the final service changes

Overall, implementation went very smoothly.

Staff took a training tour on Wednesday September 18th of the new Route 42, which combined Routes 10, 31 and 43. Three of MATA's Board Members, Mr. Birkholz, Mr. Pickard, and Ms. Taylor accompanied staff on this tour. ***Mr. Birkholz asked for feedback on the performance of the service changes on all the routes.***

GENERAL MANAGER'S REPORT

Based on the MATA Board's previous request regarding performance measures, Mr. Hudson covered a few of the targeted performance measures for Fixed Route, MATAplus, and the Trolley Divisions.

After reviewing the performance measures, in months past, we had presented on-time performance at 50% on time. It was determined that there may be an issue with the data reporting regarding on-time performance. MATA's IT department will become involved and ACS, the contractor that is responsible for maintaining the ITS system, will be here October 21-25, 2013 for a review.

Accidents and claims were off to a good start for the first two months of the fiscal year. MATA budgeted \$100,000 and only spent \$24,000. Ms. Taylor asked to what extent are the targets for performance measures based on peer cities. Mr. Hudson stated that targets were set by directors, based on previous performance. Chairman Healy asked the Service Development Subcommittee to look very deeply into the reliability and customer focus metrics. He also offered the assistance of the Global Service Quality Assurance Team of FedEx to benchmark with MATA to see if we can come up with better ways to track the metrics. Mr. Gibson would like to have a set goal as to when staff anticipates the ITS data to be more accurate and would like an update at the next Board meeting. Mr. Hudson stated this will be determined after the ACS group comes in, and give staff an update the findings. Staff will report back to the Board as soon as the information becomes available from the ACS group.

SPEAKERS

Mr. Ken Rearden, representing the University of Memphis, and St. Patrick's Church came before the MATA Board and Staff to personally thank them for leasing them a surplus bus. The bus was converted from a mass transit vehicle to a new beautiful retail food space, along with a nutrition education corner. The now "Green Machine Mobile Food Market" was put on the road on July 22, 2013. The Green Machine is currently servicing 18 stops in the city of Memphis 5 days a week, attracting over 3,000 customers, and providing up to \$13,000 worth of fresh fruit and vegetables. MATA's former bus driver, Aaron Starks, was hired as the bus driver for the "Green Machine." Mr. Rearden presented the MATA Board a beautiful memento - a collage of pictures -- for the important role that they played, as well as the extra mile that staff went in assisting with the whole project.

Mr. Hugh Teaford and Mr. Mike Fleming - with Memphis Railroad & Trolley Museum (MRTM) gave a Power Point presentation regarding the history and first steps of the Memphis Railroad & Trolley Museum as tenants in Central Station for the past two years. Mr. Fleming discussed what the museum has done and their vision for the future.

Mr. Fleming discussed some of the specific needs required for future expansion of the museum: 1) Leaks need to be repaired; 2) improve restrooms, and provide better access for persons with disabilities; and, 3) secure long-term relationship with MATA and/or Central Station as a home for the museum. MATA Board Member Chooch Pickard volunteered to work with MRTM on this, due to his familiarity with the museum and his skills as an Architect that might assist with the space issue.

Mr. Hudson stated that MATA staff is already working with them as well. Mr. Birkholz asked for a more definitive request from the MRTM and a copy of their business plan. Mr. Fleming stated that the purpose of this meeting was to raise the Board's awareness of the museum and their future plans. He also stated that he feels this may be a way to supplement some of MATA's revenue.

OLD/NEW BUSINESS

Chairman Healy called for any old/new business to come before the Board. Mr. Vergos brought up his concern with the Overton Square bus shuttle request where Bob Loeb spoke at a MATA Board Meeting about MATA running a bus connecting with the trolley at Madison and Crosstown. Mr. Vergos stated that we really didn't pursue that very much. Mr. Vergos also suggested that MATA look at running a shorter route on Cooper Street, connecting the zoo, Overton Square, and Cooper Young. He suspects there could be funds from the zoo, as well as from the Overton Park Conservancy. Mr. Vergos would like for MATA to look into this within the next 120 days using some surplus buses, and running them back and forth on Thursday, Friday and Saturday to begin with. He also stated that he would be happy to meet with merchants in that area. Chairman Healy suggested the next logical step would be to take that proposal out, and Mr. Vergos, as well as staff talk to particular groups to see what type of funding level they can assist with.

MATA's next Board Meeting is scheduled for October 28, 2013 at 3:30 p.m. Chairman Healy recognized the visitors that were present, and thanked them for their attendance. Chairman Healy called for a motion to adjourn. Mr. Vergos moved that the Board Meeting be adjourned, Ms. Taylor seconded the motion and the MATA Board of Commissioners Meeting was adjourned.

Mr. Sean Healy
Chairman of the MATA Board

NOTE: A taped recording of the MATA Board of Commissioners Meetings is always available in the event of clarity on a particular item.

**MEMPHIS AREA TRANSIT AUTHORITY
BOARD OF COMMISSIONERS**

RESOLUTION NO. 13-36

RESOLUTION TO APPROVE SERVICE CHANGES

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

WHEREAS, The proposed set of service changes was made available for public comment by posting notices in the Daily News and Tri-State Defender, on MATA's website, and at transit centers; and

WHEREAS, Comments from riders and citizens in the community have been considered; and

WHEREAS, Staff recommends that the changes summarized below be approved for fixed route bus service.

7 Air Park – Add one outbound trip in the am peak beginning at about 5:00am. The trip will begin at Lamar and Bellevue.

11 Thomas – Route change for Weekday Nights and Sunday. Outbound from the North End Terminal (NET): right on A.W. Willis, left on Thomas, left on Pear, right on North Second/Whitney, left on Dellwood, left on Steele to end of the line at Steele and Corning. Inbound: right on Corning, right on Watkins, right on Frayser, left on Steele, right on Dellwood, right on Whitney/N. Second, left on Pear, right on Thomas, right on A.W. Willis, left on Second, right on Shadyac into NET.

13 Lauderdale – Route change for Weekday and Saturday. Inbound: regular route from Alice & Laramie to Central Station and then right on Front, and right A.W. Willis to the NET. Outbound: left on Shadyac, right on Third, right on Jackson, left on Front to Central Station; leaving Central Station, right on Front, right on G.E. Patterson and continue regular route to the end of the line.

20 Bellevue – Add one inbound trip to downtown in the am peak period beginning around 5:00 am.

36 Hacks Cross – Route change for Weekday and Saturday. Outbound: Regular route from NET to Union & Pauline, right on Pauline, left on Crump/Lamar and continue regular route to the end of the line at Hack Cross. Inbound: regular route from Hacks Cross to Lamar, right on Somerville/Linden, right on Pauline, and continue regular route to the NET.

39 South Third – Adjust schedule times at timepoints on Western Park branch on Weekday and Saturday.

42 Crosstown – Adjust schedule times to add nine minutes to run time of each trip. Slight increase in frequency. Eliminate am and pm peak period trips serving Job Corps Center. See route 46-Whitehaven for replacement service.

46 Whitehaven Flyer – Change name to **46-Whitehaven**. Route change for Weekday. Serve all stops along the route instead of only selected stops and serve the Jobs Corps Center in Whitehaven. Inbound: Job Corps Center at McAlister, left on Millbranch, right on Winfield, right on Elvis Presley/Bellevue and continue regular route to NET. Outbound: regular route to Millbranch & Winfield, straight on Millbranch, and right on McAlister to Job Corps Center.

52 Jackson - Route change for Weekday, Saturday and Sunday. Outbound: regular route from NET to Austin Peay, right on Covington Pike to end of the line at Wal-Mart. Inbound: from Covington Pike, right on Yale, left on Austin Peay, and continue regular route to the NET.

53 Summer – Route change for Weekday and Saturday. On trips that serve Binghampton, the loop will operate the same as Night and Sunday loop. Outbound: regular route from NET to Tillman, right on Tillman, left on Johnson, left on Holmes, right on Summer, and continue regular route to the end of the line. Inbound: regular route from the end of the line to Summer & Holmes, left on Holmes, right on Johnson, right on Tillman, left on Summer and continue regular route to the NET.

57 Park – Route change for Weekday, Saturday and Sunday. Inbound: from the end of the line (St. Francis or Kirby Road), regular route to Lamar, right on Lamar, left on Harbert, right on Bellevue, right on McLemore, regular route to the end of the line. Outbound: regular route from Benford & Davant to McLemore & Bellevue, left on Bellevue, right on Lamar, and continue regular route to the end of the line (Saint Francis or Kirby Road).

WHEREAS, there will be no changes to MATAPlus service; and

WHEREAS, There will be no changes to MATAPlus service.

WHEREAS, A Title VI Service Equity Analysis has been performed in accordance with MATA’s adopted Title VI policy and FTA regulations and it has been determined that there will be no potential disparate impacts associated with these service changes; and

WHEREAS, Staff recommends said changes be effective on December 1, 2013.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS AREA TRANSIT AUTHORITY BOARD OF COMMISSIONERS, That the service changes are approved to be effective December 1, 2013 or as soon thereafter as possible.

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Motion Made By: Mattie Carter SECONDED: John Vergos

YEA: Sean Healy; Karl Birkholz; Charles Pickard; Marion McClendon; John Vergos; Mattie Carter; Lauren Taylor; Andre Gibson (via phone)

NAY: None

Approved: October 28, 2013

Absent at Time: None



TO: MATA Board of Commissioners
FROM: William Hudson, Jr., President/General Manager
SUBJECT: Summary of Proposed Service Changes for December 2013
DATE: October 21, 2013

By policy, MATA makes service changes in December and June of each year. The changes in the accompanying resolution are designed to make adjustments to routes and schedules on certain bus routes to go into effect on December 1, 2013. These changes are relatively minor – some of which are to make small adjustments to routes and schedules that were implemented in September 2013, and some are to better align services with demand on other routes.

MATA sought public comment by the following methods:

- Advertisements in the Daily News and Tri-State Defender
- Notice on MATA's website
- Printed materials available at transit centers
- E-mail to Memphis Bus Riders Union

As of the date of this memo, no public comments have been received. Staff will provide the Board with copies of comments received by the deadline on Friday, October 28, 2013.

The following are staff recommendations that differ from the published public notice:

1. **42 Crosstown:** Nine minutes was added to the run time of each trip instead of four minutes.

Please let me know if you have questions or would like to discuss.

**MEMPHIS AREA TRANSIT AUTHORITY
BOARD OF COMMISSIONERS**

RESOLUTION NO. 13-37

**RESOLUTION AUTHORIZING FREE FARES FOR VETERANS ON
NOVEMBER 11, 2013**

WHEREAS, The Memphis Area Transit Authority (MATA) salutes America's veterans on Monday, November 11, 2013 for their service to protect and serve the United States of America ;and

WHEREAS, MATA appreciates the service of all veterans who served in the U.S. Coast Guard; U.S. Army, U.S. Air Force, U.S. Navy, and U.S. Marine Corps; and

WHEREAS, MATA recognizes men and women who are in active duty works in any branch of the U.S. military; and

WHEREAS, MATA understands during these tough economic times everyone is looking for a way to save money; and to ride free, veterans can show their Veterans Identification Card (VIC) or any other military ID to the bus or trolley operator upon boarding the bus.

WHEREAS, in appreciation of all veterans and active duty; and

WHEREAS, MATA staff recommends free fares for all veterans and active duty persons who service in the U.S. military; and

WHEREAS, staff recommends veterans cab show their Veterans Identification Card or any other military ID to the bus, trolley or MATApplus operator upon boarding the bus or trolley; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE MEMPHIS AREA TRANSIT AUTHORITY authorizes the staffs to offer free fares to all veterans and active duty persons who present a Veterans Identification Card or any other military ID on Monday, November 11, 2013 on fixed route, trolley service or MATApplus service on Veterans Day.

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Motion Made By: Karl Birkholz SECONDED: John Vergos

YEA: Sean Healy; Karl Birkholz; Charles Pickard; Marion McClendon; John Vergos; Mattie Carter; Lauren Taylor; Andre Gibson (via phone)

NAY: None

Approved: October 28, 2013

Absent at Time: None

**BOARD OF COMMISSIONERS
MEMPHIS AREA TRANSIT AUTHORITY**

RESOLUTION NO. 13-38

**RESOLUTION ANNOUNCING THE RETIREMENT OF MATA'S
PRESIDENT/GENERAL MANAGER**

WHEREAS, William Hudson, Jr. began his transit profession as a bus operator in April, 1964; and

WHEREAS, William Hudson, Jr.'s entire transit career of 49 years has been spent in Memphis, and he has served in numerous senior level positions of transit and is marked by distinguished service; and

WHEREAS, William Hudson, Jr. was appointed to the position of President/General Manager in 1993; and

WHEREAS, William Hudson, Jr. has decided to retire at the end of his contract on January 1, 2014;

WHEREAS, A nationwide search will be conducted for a new general manager; and

WHEREAS, Three firms were recommended from Nelson\Nygaard and American Public Transportation Association (APTA); and

WHEREAS, Mayor Wharton and the MATA Board is supportive of KL Executive Search to assist in fulfilling the general manager's position; and

WHEREAS, MATA will receive a grant from the Hyde Foundation in the amount of \$45,000 to help cover the cost of the search firm; and

WHEREAS, The MATA Board of Commissioners will be in charge of the interview and selection process; and

WHEREAS, The general manager's replacement could be internal or external.

NOW THEREFORE, BE IT RESOLVED, By the Memphis Area Transit Authority Board of Commissioners that after almost 50 years of service to MATA, as well as the longest standing general manager to the Memphis Area Transit Authority, William Hudson, Jr.'s retirement will begin January 1, 2014.

BE IT FURTHER RESOLVED, That William Hudson, Jr.'s many accomplishments and outstanding leadership in public transportation has made a tremendous difference in the lives of his employees, and the many riders, that gave him the fulfillment to serve for 49+ Years.

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Motion Made By: Sean Healy SECONDED: Charles Pickard

YEA: Sean Healy; Karl Birkholz; Charles Pickard; Marion McClendon; John Vergos; Mattie Carter; Lauren Taylor; Andre Gibson (via phone)

NAY: None

Approved: October 28, 2013

Absent at Time: None