

MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
August 25, 2014

CALL TO ORDER: A regular meeting of the MATA Board of Commissioners was called to order at 3:30 p.m. on Monday August 25, 2014 in the MATA Board Room at 1370 Levee Road by Vice Chairman Andre Gibson.

BOARD ROLL CALL:

Present: Vice Chairman, Andre Gibson
Commissioners: Charles Pickard; Lauren Taylor; Shelia Williams; John Vergos; Martin Lipinski; Kristen Bland

Absent: Chairman Sean Healy; Roquita Coleman

Quorum: Yes

Staff: Lawson Albritton; Ashley Best; Alison Burton; Yuri Chambers; Darryl Covington; Judy Ellis; Linda Eskridge; Lavelle Fitch; Don Forsee; Tom Fox; Ron Garrison; Marcellus Gunn; Greg Holman; Brandy Hough; LaBarbara Houston; Rick Carwile; John Lancaster; Willie Lewis; Glen Lockhart; Shelia Maclin; Maury Miles; Gilbert Noble; Niketa Reed; Glenda Wade; Tommy Wallace

Guests: MCIL/STAC Attendees: None
Memphis Bus Riders Union: Dorothy Conner; Bennett Foster; Betty Robinson

Others: Garry Dupper; Johnnie Mosley, Citizens for Better Services; Betty Neal, Parent of MATAplus rider; Nicholas Oyler; Marvin Rooks; Memphis MPO; Henry Wilson, MATA Retiree

APPROVAL OF MINUTES: Mr. Pickard moved for approval of the July 28, 2014 Board Minutes. Mr. Vergos seconded the motion and the July 28, 2014 minutes were unanimously approved.

ACTION ITEMS:

A. FINANCE COMMITTEE

1. Resolution to Reauthorize the Purchase of Diesel Fuel - Res. No. 14-44

Discussion: Dr. Fox presented this resolution to the MATA Board. The purpose of this resolution is the get Board's approval to reopen the lock-in period until the end of December.

Staff will continue watching the market and will lock in sometime during that timeframe. Mr. Vergos moved that Resolution No. 14-44 be put on the floor for discussion. Ms. Bland seconded the motion. Mr. Vergos asked that staff make the Board aware of the date and time of the price when it is locked in. Mr. Vergos stated that he would like to suggest that staff consider finding out who FedEx uses to evaluate fuel markets and perhaps get some insight on how they do it. **Resolution No. 14-44 was unanimously approved.**

B. SERVICE AND DEVELOPMENT

2. Resolution Appointing Ronald L. Garrison as President-General Manager - Res. No. 14-45

Discussion: This resolution was added at the Board Meeting and presented by Vice Chairman Andre Gibson. Mr. Garrison was present for the meeting, and gave some brief remarks and stated that he is looking forward to working with everyone. Mr. Vergos moved that the resolution, which becomes Resolution No. 14-45, be put on the floor for discussion. Mr. Pickard seconded the motion. Mr. Vergos stated that he feels it is important that Ron gets to work and he trusts the people that were instrumental in coming up with the contract. He also stated that the Board has not seen the full details of the contract, however, he feels that if the Board approves the resolution and some serious clauses comes up that Board does not anticipate, they can come back and revisit the contract. However, he does not feel that this would happen. Mr. Lipinski agreed with Mr. Vergos on going forward with approval of Ron Garrison as President/General Manager of MATA. **Resolution No. 14-45 was unanimously approved.**

FINANCIAL REPORT

July 2014 (1st months of the new Fiscal Year)

Gil Noble

FINANCIAL REPORT

July 2014 (1st months of the new Fiscal Year)

Gil Noble

Mr. Noble presented a financial summary prior to the Board Meeting, as well as at the Board Meeting.

The report showed a comparison of revenues with last year's trend and we are about where we were last year. Our expenses exceed last year's because of the increased pension contribution this year compared to last year. Mr. Noble mentioned that we have for some months talked about the decline in passenger fares, and July passenger fares is \$683,000 starting out the fiscal year is well below where we started out above it the last two fiscal years.

Our cash status going into FY2015, we experienced some good news. There is a large pension that we will have to make on September 10, 2014 and we did get a reduction in that payment from \$2.2MM down to \$1.6MM, attributable to federal legislation associated with the transportation bill that was intended to provide relief on private

pension plans, and it pertains to calendar year 2013. That gives us a slight bit of relief coming into the year; however, we are still starting this year out, other than pension payment already owed, with just \$270,000 in cash. This is a very small amount when considering we have continued increases in pension contributions.

It is a difficult picture that we have, and will have to accommodate all of this when we finally pull together a budget that we can present. Dr. Fox stated to shed some light on the discussion and concerns with underfunded pension; we are catching up on some of the underfunded amounts already. So within a couple of years, if all the assumptions of the actuary hold true, MATA's annual contributions would start to go down. So by 2019 or 2020 we're theoretically back to where we were 10 years ago. Also, if the market improves, it can eat up some of that underfunded amount as well. Dr. Fox stated that we have made a request to TDOT to help us with the amount of money that we are losing with the trolleys being out of service. They are considering making some additional contributions toward our operating budget. There are really no additional expenses for running buses vs. trolleys. Dr. Fox stated that by next month staff should have a better idea on the cost of the initial group of trolleys we are trying to get certified. This ended the financial report.

MARKETING REPORT

Alison Burton

August Marketing Report

Ms. Burton forwarded the Marketing Report to the MATA Board prior to the Board Meeting.

MATA Bus Operator 1059, Mr. Marcellus Gunn was inducted into the International Karate & Kickboxing Hall of Fame. Very few people have achieved this honor. Others inducted include Bruce Lee & Chuck Norris. MATA celebrated a "Marcellus Gunn Day" on Thursday August 14, 2014 to recognize him & to celebrate his induction. Marcellus was present at the Board Meeting, and introduced to the MATA Board.

Training

Ms. Burton, Marketing/Customer Relations Director and Mr. Greg Holman, Trainer and Facilitator, gave a verbal presentation to the MATA Board on MATA procedures, as well as all that is included in the training of the drivers.

It included the importance of our customers, attitude toward our riders, courtesy, safety, as well as knowing MATA's rules on serving MATA's customers. Mr. Holman talked about how and why training makes a difference. Handouts were provided.

Ms. Shelia Williams had some concerns about the training module to include how long it has been in effect and how is it measured. Ms. Williams stated that she would like to see what the module consist of, as well as the accountability when it is not followed through. Dr. Fox stated that since we have not adopted a budget yet, that we need to put retraining in the budget as a priority for this year. He also stated that one of our priorities is updating all of our manuals. A new test for new hire bus operators have been implemented that was bided through the American Public Transportation Association (APTA). Mr. Lawson Albritton, and Ms. Brandy Hough gave more detailed information about the test. The test is not in full implementation at this time, but Mr. Albritton stated that other cities have seen success from the use of this test.

Mr. Vergos suggested that the customer service presentation be narrowed down and made simpler. Vice Chairman Gibson suggested that staff get with Ms. Shelia Williams and any other Board Member that would like to be involved with specific suggestions and input on narrowing the presentation down, in keeping with the same meaning.

Complaint Software

Ms. Burton stated that MATA have outgrown the software that we are currently using for tracking complaints. We are exploring some new software, and have solicited from other sister agencies as well. We are looking for a product that is going to be flexible, and that can grow with our needs and give the support we need. Mr. Albritton stated that we have been in our current software for about seven or eight years. Ms. Burton will also check on the cost information on the software.

Vice Chairman Gibson, as well as Ms. Bland requested going forward with the complaints and providing year to date vs. same month last year information, as well as month to month updates on complaints. However, they acknowledged that the old software is a factor in receiving this information. Dr. Fox explained that the new software will allow us more flexibility to implement the requests. Mr. Fox stated that we can do the same thing with the complaints as we are with the performance measures so that the Board can receive more robust data.

Mobile Apps

Ms. Burton stated we had given an original date of September 1, 2014 to have the app in place; however, we are still working on the content of this app, and are in the process of preparing informational material and posters to make people aware of what we are promoting with mobile app.

General Marketing Items

- There are tickets available for anyone that is interested in attend the MMBC's Annual Economic Development Forum.

- On September 18, we solicit Board and staff participation in our 4th Annual Stuff the Bus. We will be stuffing a Gillig bus, and Gillig has also agreed to give a donation to the Memphis Food Bank as well.
- The MATA Board approved the Customer Code of Conduct, and we finalized some of the content, and are in the process of getting internal cards, brochures and other information about the Code of Conduct printed and posted.

PERFORMANCE MEASURES REPORT

July 2014

Dr. Fox reported that this was not a good month. We hit our targets on three measures, we were within 10% on three other measures, and missed our targets on all the rest. We are way down on trolley ridership, due to buses taking the place of the trolleys. We are only carrying about 25% of the riders that we carried for the same month last year running buses on essentially the same schedule as we were running the trolleys. We are still challenged with our data issues since our June signup to accurately address our on-time performance and other real time data. We don't have an answer today, but are working to find a solution to the problem. We are working to upgrade our customer service software as stated by Ms. Burton in an effort to obtain better data. We also split out the late bus/early bus by mode, as requested by Ms. Bland. Dr. Fox stated that the time table on the customer service software depends on if we can get it under \$50,000, which could be done in a couple of months; however, if over \$50,000 it would need go through an evaluating committee, and be advertised, and come before the Board and would possibly take two or three months. He also stated that it would take us probably a couple of weeks to complete our research on who we want to reach out to, and get a scope.

INTERIM GENERAL MANAGER'S REPORT

The general manager's report was forwarded to the Board prior to the Board meeting. Dr. Fox highlighted a few items for discussion.

Suspension of Trolley Service - FTA & TDOT were on the property a few weeks ago and went through their expectations. TDOT will be responsible for recertifying the trolley system to be able to restart the trolley service. Our on-call Engineer, SSR Ellers is under contract, and their sub-consultant the Vintage Trolley expert from Toronto Canada. He has almost 40 years of experience, specifically on the types of trolleys that we have, will be here the week of September 8, 2014 for two months to work with our trolley staff.

Mr. Pearson gave an update on the trolley service. There are seven trolleys that was decided are worth putting some extra effort in. Approximately 24 motors were sent off, all controllers been reworked, and safety mechanisms have been put in place. There have been questions with safety buttons on the trolleys. All of the key systems have been replaced with a push buttons system, which is a much better safety device. Before the trolleys go back into service, a live drill will be conducted with EMA, the Fire Department and Police Department on how to rescue people from a burning trolley.

The month of July, we did \$3,912 "Code 33's", which are wheelchairs, and 2,220 "Code 55's", which are bicycles. The bicycles have really picked up and 13 of those were on the trolley green buses.

Amtrak Update

Mr. Pearson also reported that Amtrak is sponsoring a Great American Station Conference at the Peabody Hotel on Sept. 11th. The Amtrak station housed in Central Station, averages 150 passengers per day each direction. On October 4, 2014 Central Station becomes 100 years of age. The Railroad Trolley Museum will have speakers and guests coming in on that day, as well as all kinds of trains will be available for review.

Farmers Market Update

Farmers Market will be extending their services through to December 13, 2014. Mr. Pearson congratulated MATA and thanked Tom, Alison and others for their assistance with the Farmers Market. Mr. Gibson asked for an update on the expenses as to what have been done so far with the trolleys, as well as an expectation of what the total cost will be to complete the plans that are in place so far.

United Way Campaign

MATA will be participating in the United Way Campaign as well on September 12, 2014. Last year MATA raised about \$17,000 up from about \$13,000, and are very proud of our efforts.

Game Shuttles

Dr. Fox stated that the U of M has committed to continue the basketball shuttle. We are still in discussion with the Grizzlies, and they are looking at their options. We did hear back from SHC, asking for an alternative, lower cost proposal, and Lawson and Alison are working to put something together and present it to them.

MATA has some new vans and the Board is invited to go out and review the vans after the Board Meeting.

CMAQ Grant

Dr. Fox stated that MATA was awarded a CMAQ grant, five different projects through TDOT, and staff gave a quick presentation review of what the Board approved back in March, and the checks that were awarded last week. The Board requested a copy of the presentation. Dr. Fox stated that it would probably be after the 1st of the year before this is implemented.

SPAKERS:

- **Ms. Betty Neal** had to leave. Mr. Albritton will take care of Ms. Neal's concerns, as he did speak to her before she left.
- **Mr. Marvin Rooks**, 3268 Morningside, Memphis, TN 38127 – Mr. Rooks expressed his gratitude to the bus drivers that he rides with, as he is sick a lot, and the bus drivers always do all they can to assist him when he is on the bus and if he gets sick. He appreciates the consideration from the drivers.

OLD/NEW BUSINESS:

Mr. Pearson will work on getting the feedback from the microphones in the Board room rectified.

Mr. Pickard stated that the final design was approved on the artistic bus shelters.

Secretary Eskridge stated that the next MATA Board Meeting will be September 22, 2014 at 3:30 p.m. in the MATA Board Room.

The meeting was moved for adjourned by Mr. John Vergos and seconded by Mr. Pickard. The meeting was adjourned.

Mr. Andre Gibson
Vice-Chairman of the Board