

**MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
March 24, 2014**

CALL TO ORDER: A regular meeting of the MATA Board of Commissioners was called to order at 3:30 p.m. on Monday March 24, 2014 in the MATA Board Room at 1370 Levee Road by Vice Chairman Marion McClendon.

BOARD ROLL CALL:

Present: Vice Chairman, Marion McClendon
Commissioners: Karl Birkholz; Mattie Carter; Charles Pickard;
Lauren Taylor; John Vergos; Andre Gibson

Absent: Chairman Sean Healy

Quorum: Yes

Staff: Lawson Albritton; Ashley Best; Alison Burton; Rick Carwile; Yuri Chambers; Linda Eskridge; Lavelle Fitch; Don Forsee; Tom Fox; John Lancaster; Willie Lewis; Glen Lockhart; Shelia Maclin; Maury Miles; Gilbert Noble; Marcus North; Tommy Wallace

Others: Kwasi Agyakwa, Memphis MPO; Betty Anderson, Travel Trainer; Lydia Crawford, City of Memphis Law Division; Bennett Foster, MBRU; Eddie Settles, Back Home Media; John Paul Shaffer, Livable Memphis; Chris Shaw, Memphis Flyer; Ham Smythe, Premier Transportation

APPROVAL OF MINUTES: Ms. Carter made a motion for approval of the February 24, 2014 Board Minutes. Mr. Pickard seconded the motion and the minutes were unanimously approved.

ACTION ITEMS:

A. FINANCE COMMITTEE

1. Resolution to Award a Contract to Kirkpatrick & Moore for Legal Services for Transit Claims - Res. No. 14-18

Discussion: Mr. Rick Carwile, MATA Claims Manager, stated that the current contract for this type of Legal Services, to include accident claims, passenger claims, and liability claims will expire at the end of April, 2014. Staff issued an RFP for firms to provide this service. Ms. Shelia Maclin, Purchasing Manager, stated that the RFP was advertised in the Daily News and on the website. The Evaluation Committee used the best value approach to weigh the 11 proposals that were received.

The proposals were ranked on a scale of 1 to 11 on technical qualifications and 1 to 11 on cost. The committee recommended that a contract be awarded to Kirkpatrick & Moore for legal services for transit claims. There was no DBE goal because there were limited opportunities for subcontracting. **Ms. Carter moved that Resolution No. 14-18 be put on the floor for discussion. Mr. Gibson seconded the motion.** Mr. Gibson had a questions about the scoring process used for the four categories. Dr. Fox gave an explanation of the scoring process. Ms. Carter asked if MATA had used these serviced before. Mr. Carwile stated MATA has used this firm about 30 years, and this is the lowest and best price. Mr. Vergos recused himself from voting due to the fact that his daughter works for one of the firms that submitted a proposal to MATA. **Resolution No. 14-18 was unanimously approved.**

B. SERVICE AND DEVELOPMENT

1. Resolution to Approve Goodlett Farms Route and Schedule – Res. No. 14-19

Discussion: Dr. Fox stated this is the route that has been discussed that will serve the Conduit Global Call Center. The funding is in place for the level of service described in the proposal. If the Board approves this resolution, MATA is prepared to start in mid-April. Darryl Covington, Scheduling Manager showed a brief presentation of the route and timetable to include weekdays and Saturday service both outbound and inbound. The length of the trip is 3 miles each way. **Mr. Vergos moved that Resolution No. 14-19 be put on the floor for discussion. Ms. Carter seconded the motion.** MATA has funding through our Section 5307 Grant for at least one year of service. Dr. Fox suggested we go ahead with the CMAQ project discussion prior to the Board’s approval of this resolution. The Board agreed and Dr. Fox stated that staff brought two projects to the Board that would fit in the new or expanded regional transit service category for CMAQ funding from the state. Staff suggested the Midtown Shuttle Route and I-40 Corridor Service. Those two applications were authorized by the Board at the February meeting. If successful in getting funded for the I-40 Corridor Service through CMAQ funds, it would allow us to pick up when the JARC money runs out with a modified route and schedule. The discussion today is whether to proceed with the Midtown Shuttle proposal, and Ham Smythe with Yellow Cab is present and has some interest in running the shuttle with his own sources. **Resolution No. 14-19 was unanimously approved.**

Mr. Ham Smythe, with Premier Transportation, spoke to the MATA Board and explained what he proposes to do regarding the Midtown Shuttle. Premier has purchased a bus, invested in it, making necessary repairs, and is prepared to start up in 30 days or so. Ms. Taylor asked what else could be done with the CMAQ money if MATA does not pursue the Midtown Shuttle. Mr. Lancaster, Planning Manager presented information to the Board on an expanded version of the I-40 Corridor Service project.

2. Resolution Amending Res. No. 14-17 – Authorizing the Filing of an Application with the Tennessee Department of Transportation for CMAQ Funds for new Transit Services – Res. No. 14-20

Discussion: This resolution was added at the March Board Meeting. During the discussion of Res. No. 14-19 above, Dr. Fox stated that staff brought two projects to the Board that would fit in the new or expanded regional transit service category for CMAQ funding from the state. Staff suggested the Midtown Shuttle Route and I-40 Corridor Service. After the presentation from Ham Smythe with Premier Transportation, Commissioner Gibson made a motion to revise Resolution No. 14-17 presented at the February Board Meeting, to eliminate the Midtown Shuttle

funding and go forward with the alternative presented today by Mr. Lancaster, Manager of Planning. Ms. Taylor seconded the motion. **Resolution No. 14-20 was unanimously approved and added to the March Board Meeting minutes.**

2. Resolution to Adopt the Short-Range Transit Plan (SRTP) – Res. No. 14-21

Discussion: This resolution was added at the Board Meeting. Dr. Fox offered the opportunity for a Board Retreat, as there is still a lot to discuss on the budget and Short Range Transit Plan implementation. After much discussion about the service standards, it was determined that the SRTP had not been officially adopted by the Board. Dr. Fox confirmed that the plan had not been adopted, but has been used as a guide when staff brings service changes to the Board. **Mr. Vergos made a motion that the Short Range Transit Plan be adopted by the MATA Board of Commissioners. Mr. Pickard seconded the motion Resolution No. 14-21 was unanimously approved.**

FINANCIAL REPORT

Mr. Gil Noble

February 2014 (Eight months of the fiscal year)

Year-to-date overall revenues are on budget, with some items above budget and some below budget. Expenses were slightly favorable to budget. This reduced our year to date unfavorable variance from \$1.2 to \$1.0 unfavorable.

Passenger fares compared to last fiscal year showed February 2014 was a bad month for passenger fares. Mr. Birkholz asked how is that trending with what the projections were. Mr. Noble stated the projections were to be slightly below last year, but in reality it is a lot lower than last year. Passenger fares are down \$812,000 from the budget or 11% below budget. Mr. Vergos stated that he does not feel that this is due to bad weather. He stated that hopefully we can get a much better feel for this for the month of March. Mr. Noble stated that staff had the same conversation, and staff hopes so as well. The cash flow position is \$800,000 lower at the end of February 2014 than the previous February 2013. MATA is waiting for our federal preventive maintenance funds, which normally come in March, and have already been appropriated. If they are not received, staff is prepared to go to the city for assistance until the funds are received. Dr. Fox stated that Memphis City Council has been briefed on this request. This ended the financial report.

MARKETING REPORT

March 2014

The marketing report was sent to the Board prior to the Board Meeting. Ms. Burton gave some brief updates from the report:

March News Releases:

- Temporary suspension of trolley service due to a truck crashing in to catenary wire at Main/Winchester
- Transit service delay due to inclement weather on March 3, 2014
- MATA carries record number of bikes in 2013 about 25,000

The RFP for Marketing Services, which was in last month's report, was extended to April 9th but staff had to reschedule the pre-proposal conference due to inclement weather.

MATA's new Fast pass design is in circulation.

The American Public Transportation Association (APTA) launched a new national outreach campaign to help members accentuate the role we serve in building and supporting their community. Members will be able to take advantage of all materials associated with the campaign.

Media Events:

- April 3rd to announce the completion of the transit signal priority project. The Board will receive an update on this event.
- Transit on-board surveys MATA will give out an iPhone and several 31-day passes. A date has not yet been determined; however, the mayor wants to participate in this event as well.
- MATA gets Memphis – This event is to teach geography to a group of young men, as well as teach them how to read maps and schedules and see attractions around the city. This will be held on Saturday April 5, 2014 at Hudson Transit Center. Sheriff Odom will be participating in this event.

MATA's participation in March Community Events:

- La Casa Senior Housing – Staff met with 25 residents who are current users of fixed route and MATApplus. Staff provided updates on MATApplus service, issued applications, and responded to complaints.
- On March 18, staff attended Conduit Global Job Fair at the Convention Center from 10 a.m. to 4:00 p.m. with an estimated number of 900 in attendance.

MATA will partner with Memphis in May to help with parking and trolley needs during the month-long festival.

Staff met with ITT Tech, who also represented Strayer and Vatterott. Together they serve about 2,400 students in that area and would like to target getting the students on public transportation.

PERFORMANCE MEASURES REPORT (February)

Dr. Fox stated in the month of February we were above target on eight of the 20 measures and within 10% of the target on four of the 20 measures. Of the eight measures where the target was not reached, four of them were related to accidents. Ridership is still tracking below target, because of the seasonal trolley ridership. Also February was a tough month weather-wise, as well as a short month. We are expecting ridership to increase within the next months as well.

Ms. Burton, Director of Marketing, did a Power Point Presentation on Customer Focus Performance Measures. Mr. Birkholz asked about the average customer call wait time for January and February, 2014. Ms. Burton stated it was around 202 seconds average wait time.

Mr. Birkholz also suggested presenting to the Board the difference in this year's and last year's numbers for call wait time as well as complaints. Mr. Vergos asked why we did not keep the retirees on staff in customer service, as we do not have to pay the full benefits. Ms. Burton stated that we still have one retiree on staff; however, unfortunately two of them had two separate incidents where one broke her leg and one broke her arm. Mr. Birkholz asked what goal the staff is trying to reach with the call wait time. Ms. Burton stated 150 seconds, and explained how we came up with that goal. Mr. Gibson asked if we have any idea what similar sized transit authorities goals or expectations are in this area.

Dr. Fox stated that we would have to do some research to find out more about how other agencies are reporting this data. Ms. Taylor asked about the length of the customer service training. Ms. Burton stated anywhere from six to eight weeks, but has gone up to 10 to 12 weeks. Mr. Gibson asked who is responsible for writing the complaint response letters. Ms. Burton stated that she is the primary writer of the letters. Ms. Burton stated that she is composing/reviewing approximately 25 to 30 letters per week. Mr. Gibson requested for staff to show a presentation, in the future, on how drivers or anyone interacting with the public for a period of time, are trained on customer service. Mr. Birkholz asked where we are on the cell phone policy.

Mr. Pearson stated that a policy has been drafted and we are in the last phase of implementing the policy.

INTERIM GENERAL MANAGER'S REPORT

The General Manager's Report was forwarded to the MATA Board prior to the Board meeting. Dr. Fox gave some highlights of the report.

MATA has purchased 27 new buses that will begin to come in around April. Fifteen of the buses will be Hybrid Electric buses, and will be painted all green. We will perhaps have a bus available at the next Board Meeting.

Dr. Fox stated staff had one informational meeting with the City Finance Division regarding MATA's FY2015 operating budget, and expressed that we need more money to keep the current level of service in place. This is going to be a difficult budget year, and hopefully we will have more information within the next couple of weeks.

Mayor Wharton plans to present his budget to the Memphis City Council on April 15th. Dr. Fox stated the greatest amount of service change will occur on the Lamar Ave. and Winchester Road corridors. This will be more of an improvement rather than a reduction.

Dr. Fox offered the opportunity for a Board Retreat, as there is still a lot to discuss on the budget and Short Range Transit Plan implementation. Ms. Taylor asked if the retreat was geared more towards informational or strategic planning type discussion. Dr. Fox stated it could be both. If scheduled soon enough, we could talk about the rest of the implementation and adopting the SRTP plans, as well as discussion on the budget. Ms. Taylor's other concern was should we just wait until the GM search is done. Mr. Pickard recommended that we wait on things that are long-term strategic planning; however, he feels we should go forward with the two pressing issues.

Mr. Lancaster showed a short presentation about service standards and how it relates to the implementation of the SRTP as well as requirements for Title VI. Mr. Lancaster stated that our plan is to work with the Board to develop draft standards, and perhaps by the next meeting have a draft ready to put out for final review, and possible final adoption of the standards in May, 2014. Mr. Pickard asked does this evaluation tie into the discussion a year ago evaluating the number of stops. Dr. Fox stated with the MPO planning money from FTA, there is a study in the Unified Planning Work Program for them to survey all the routes and come up with recommendations on where to put in stops and take out stops. This will probably take about a year to complete. Dr. Fox stated he feels in order to do this thoroughly it would take a consultant to do the study.

After more discussion about the SRTP, it was determined that the Plan had not been adopted by the Board. Dr. Fox confirmed that the plan had not been adopted, but has been used as a guide when staff brings service changes to the Board. **Mr. Vergos made a motion that the Short Range Transit Plan be adopted by the MATA Board of Commissioners. Mr. Pickard seconded the motion and the SRTP was unanimously approved.**

Mr. Pearson updated the Board on a previous question about the trolley downtime and ridership due to an accident where a truck hit the trolley catenary wiring. He reported that last year that same week, MATA carried 17,000 individuals, and this year we carried only 2,584. This was a loss of 14,510 riders, which would equate to a \$14,000 loss in revenues. Repairs were \$30,676.00 and MATA will bill the insurance company of the vehicle that was in fault.. This includes fuel for the buses that took the place of the trolleys as well.

Mr. Birkholz voiced his concern with the application approval process for MATAplus riders. Mr. Pearson stated that we have a five-member committee that is investigating this process and are making some necessary changes to the approval process. Staff will report back to the Board on the changes.

SPEAKERS:

None

OLD/NEW BUSINESS

Mr. Pickard asked about the status of the mobile apps. Dr. Fox stated that we have a scope written, and we should have it out to vendors by next Board Meeting.

Mr. Birkholz asked about the MATA Board Retreat. Dr. Fox stated that the sooner the better because of the budget and the implementation around the SRTP. Mr. Pickard suggested an immediate retreat to talk about immediate concerns, and another Retreat after a new general manager is selected. Dr. Fox will email the MATA Board with a suggested date.

Next Board Meeting is April 28, 2014.

Mr. Gibson motioned that the meeting be adjourned. Mr. Vergos seconded the motion and the meeting was adjourned.

Mr. Marion McClendon
Vice Chairman of the Board