

**MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
March 25, 2013**

A regular meeting of the MATA Board of Commissioners was held at 3:30 p.m. on Monday March 25, 2013 at 1370 Levee Road in the MATA Board Room.

BOARD PRESENT: Chairman, Sean Healy

Commissioners: Karl Birkholz; Mattie Carter; Charles Pickard; Andre Gibson

STAFF: Lawson Albritton; Frances Boyland; Alison Burton; Darryl Covington; Gary Crawford; Lavelle Fitch; Don Forsee; Tom Fox; William Hudson; John Lancaster; Willie Lewis; Glen Lockhart; Shelia Maclin; Maury Miles; Gilbert Noble; Alvin Pearson;

OTHERS: Betty Anderson, Travel Trainer; Juanita Brooks, MBRU; Sarah Clark, MBRU; Amy Doss, MPO; Bennett Foster, MBRU; Maria Fuhrmann, City of Memphis; David Mason, MBRU; Eddie Settles, backinriver.city.com; Betty Robinson, MBRU; Henry Wilson, MATA Retiree

Chairman Healy called the meeting to order and called for Board roll call. The secretary, Linda Eskridge called the Board roll. Five Board Members were present; two Board Members were absent, John Vergos and Marion McClendon. There was a quorum for the meeting. Chairman Healy called for approval of the February 25, 2013 Board Minutes. Mr. Birkholz made a motion for approval. Mr. Pickard seconded the motion and the February Board minutes were unanimously approved.

BUSINESS & REPORTS

A. FINANCE COMMITTEE

1. Resolution to Approve Contract for On-Call Engineering Services to SSR Ellers, Inc.

- Res. No. 13-10

Discussion: Dr. Fox presented this resolution to the Board. This is a contract that MATA has had for a long time to assist us with small jobs, less than \$50,000 as well as for quick turnaround things. This is on-call contract as needed, we don't guarantee any amount of fees, but it is a three-year contract. The last contract MATA issued 14 task orders over the period, and it totaled approximately \$473,000 worth of work. We went out with the same request for qualifications and we received 5 proposals, and SSR was the top rank proposer. We requested a price proposal, which is attached to the resolution. MATA typically don't assign a DBE goal to on-call contracts, but look at each individual task order and assess them and assign individual goals on individual tasks. MATA do ask that each firm has DBE firms on their team, and SSR does have three DBE's on their team. Dr. Fox stated that SSR feels the projection of DBE participation on this project would be about 15%.

Ms. Carter moved that Resolution No. 13-10 be approved. Mr. Pickard seconded the motion and after discussion the Resolution was unanimously approved.

B. SERVICE AND DEVELOPMENT

1. Resolution to Adopt Title VI Policies – Res. No. 13-11

Discussion: Mr. John Lancaster presented this resolution to the Board. MATA have been developing a new Title VI policy to put into effect in response to new regulations issues by FTA in October. MATA has to develop a new major service change policy, which will replace the previous one; MATA also had to develop two new Disparate Impact Policies, and also a Disproportionate Burden Policy. Staff will be bringing to the Board some other policies for revised service standards; and we will be conducting onboard passenger surveys, which are required in the new policy to be conducted every five years. Again, these are major service changes. We cannot have a fare increase until the policy is adopted and data is in place to do the analysis. So it would be before the end of the year before MATA could raise the fares. Both Mr. Gibson and Ms. Carter asked for clarity on the regularly mandated definition for minority. Mr. Lancaster gave an explanation on the definition. Mr. Gibson also expressed his concern on clarity of a sentence on Page 2 under “Title VI Disparate Impact Policy”, last sentence in second paragraph. Mr. Lancaster also explained this as well. **Ms. Carter moved that Resolution No. 13-11 be approved. Mr. Gibson seconded the motion and after discussion the Resolution was unanimously approved.**

2. Resolution to Authorize Reduced Trolley Fares during the 20th Anniversary of the Main Street Trolley – Res. No. 13-12

Discussion: Ms. Burton presented this resolution to the MATA Board during the Marketing Report. **Mr. Gibson moved that Resolution No. 13-12 be approved. Mr. Pickard seconded the motion and the Resolution was unanimously approved.**

FINANCIAL REPORT

Mr. Gil Noble

First 8 months of Fiscal Year

Mr. Noble stated that we are close to budget on revenues, about \$400,000 behind, which is expected to be made up later in the year. We are \$1MM favorable in our expenses, primarily attributed to some legislative relief we received on our pension contributions. Our cash flow; however, overall on federal formula funds were reduced by \$400,000 for the fiscal year we are in. Because of that we expect to have some unfavorable revenue variances at the end of the year. Those same appropriations mentioned in last month’s meeting reduced our funds for FY2014.

Mr. Noble also talked about MATA’s request to the city administration on a cash advance in the event MATA needed it. It was approved in the March 5th City Council Meeting; however, we are presently not expecting to need that advance.

We did receive the funds that we were looking to get in March; therefore, will not need the advance. When we started this we knew it would be a long process, so we felt like we needed to start the process in the event we did need the advance. Ms. Carter asked if this is something that MATA could keep open with the city at all times, in the event it comes down to the advance, since it is deemed to be a long process. Mr. Hudson stated he thinks it is only appropriated once a year.

Mr. Hudson talked about FY2014 budget, which begins July 1, 2013. Our FY2013 budget had a deficit of \$4 ½ MM and going into FY2014 we incurred some more bad news. Our federal funds are going to be reduced by \$1.5MM to \$2MM. We learned that the city administration is putting us in their FY2014 budget with a reduction of over \$1MM, so that would be about \$3MM reduction in grant funds over this budget year. In addition, we got some large increases in our OPEB accrual for retiree health benefits. MATA is facing the prospect of having to come up with at least \$4 ½ MM to lower our deficit sufficiently so that we can cash flow in FY2014 budget. MATA has some significant bad blows that we now have to address in planning for FY2014. Chooch expressed his concern, and asked if it would be to MATA's advantage to meet with the City Council before the budget is finalized. Mr. Hudson stated that it is all up in the air at present, and none of it has been approved, and they are working on the budget. These were the highlights of the financial report.

MARKETING REPORT

Alison Burton

Mr. Hudson began the marketing report by stating that MATA would like to add a resolution to the agenda regarding the MATA Trolley turning 20, and a reduction in the fare during the celebration on April 25-27, 2013. Ms. Burton read the resolution to the MATA Board. **Mr. Gibson moved that the resolution be approved and Mr. Pickard seconded. The resolution was unanimously approved and will be added to the agenda as Resolution No. 13-12.** Ms. Burton stated this will be a great celebration. All completed details will be posted on the MATA web site before April 5th.

The new season of Memphis Trolley Unplug will begin on Saturday April 13, 2013. This year the Memphis Music Commission will partner with Memphis Farmers Market, and this will help them to offset some of their expenses.

The musicians will be used at the farmers market, and after that they will get on the trolley and ride for a few hours and play music. The summer series will begin in June. During the month of April and May, it will just be the Saturday riding.

Ozone season will begin in May, and this is when MATA offers reduced fares when the ozone is reduced a day in advance. This is a program which is offered in partnership with the Shelby County Health Department. This is the 4th year, and the customers really look forward to it.

MATA is excited to work with a local person, Ms. LeAnn Touhey, who has a new program coming out on the GMC channel called "Family Mission". It is centered around families who are going through the process of adding a new family members. They are making over family homes, and while they are redoing the home, they want to have something for the families to do. So one of the things they will be doing in riding the trolleys. Don Forsee and Mr. Pearson have worked with five or six different crews lately, and it is great to recognize the trolley as an icon for downtown Memphis.

MATA's website is being upgraded and a lot of work has been put into the upgrade. We plan to launch in early April and we feel that the Board will be very pleased with the overall look and coloring of the website. We will include a lot more information on this new website.

On Saturday March 30th a couple of events will be going on in the city of Memphis, and MATA is working with both events. The one that MATA is more focused on is the Heart of Memphis at the Tiger Lane from 10:00 a.m. until 5:00 p.m. Everyone is invited to come out and enjoy great music, food and lots of fun.

In the month of April we will be working with a lot of different festivals because this can impact the trolley line if we don't work with them. So we are working with the Cajun Crawfish Festival, African in April, and the Earth Day event as well. A lot of work has been done to upgrade our signage at our bus stop locations. Niketa Reed and Darryl Covington have been working on this. This will make the information at the stop more accurate and easier to read. This ended the marketing report.

GENERAL MANAGER'S REPORT

William Hudson

Mr. Hudson began his report by discussing performance measures and pointed out that MATA's ridership increased from February 2012 to February 2013 to by over 196,000 riders. The trolley system is close to 1½ MM riders now, so that is much improvements.

Previously Mr. Hudson advised the Board that MATA had worked for other partners on a State of Good Repair Grant, and MATA will actually receive \$4.2MM out of that, along with monies out of CIP, which the city is providing about \$1.9MM CMAQ money. MATA will be purchasing 30 new buses, 15 hybrids and 15 diesels. With the aging fleet, this will be a great for MATA moving forward. We will also try to work on some MATAplus vans as well. We are very appreciative that the city did fund us the \$1.9MM, and that was our request. It was a carryover from last year and we were able to get all of the funds. Earlier we talked about the \$3MM requested from the city and stated that MATA will be going back again next year just in case this comes up again, which could possibly happen.

Mr. Hudson made a presentation to Ms. Juanita Brook with Memphis Bus Riders Union for her heroic act of kindness in assisting one of MATA's bus drivers that was experiencing a medical emergency. Ms. Brooks assisted the driver and stayed with her until medical services arrived. Ms. Brooks missed her own appointment to assist our MATA driver. MATA appreciates what Ms. Brooks did to assist our driver and presented her with a plaque, as well as a gift from MATA staff and the MATA Board of Commissioners. Ms. Brooks thanked MATA and the Board and gave us an update on how she assisted the driver. She stated that the bus did not have any air and she saw that the driver stand up and was getting faint and sweating. As the driver stepped off the bus, she assisted in making sure that the driver's head did not hit the concrete pavement. Ms. Brooks stated that she takes pride in her job as a caregiver, and appreciates the recognition received from MATA.

SPEAKERS

1) Ms. Betty Robinson, 858 Alaska Street, with MBRU

Ms. Robinson again addressed the MATA Board regarding the safety issues with the Green Route that goes to West Memphis. She again stated they spoke with the GM and the secretary in west Memphis and they stated they had no problem with them using Ingram Blvd. and Service Road on the north side as long as the buses did not come on the parking lot. It is still the same situation that she spoke of at the last Board Meeting. Ms. Robinson stated as part of the Riders First slogan, MATA states they want to hear what the riders had to say. A lot of the passengers say they want to be heard, but she also stated they did not come to appear before the Board. Ms. Robinson stated they want to get the riders back because there were about 40 to 50 people to ride.

Chairman Healy thanked Ms. Robinson for her comments. He stated clearly again that the issue is in the hands of the west Memphis mayor and City Council, as was stated at the last Board Meeting.

2) Mr. Eddie Settles–P.O. Box 17489, Memphis, TN 38187-0489, with backinrivercity.com

Last month Mr. Settles came before the Board and requested certain documents. He thanked Ms. Burton for supplying him with a 2005 Readers Survey and recommended that anyone who had not read it to do so as it has some very important data regarding what is happening in the transit system. He also posed three questions to the staff and stated that he would explain why it is important that this data be made available. 1) What is the average daily ridership for non MATAplus riders for the last 12 months; 2) What is the average daily ridership for MATAplus for the last 12 months; and 3) What is the per trip cost of operating the fare boxes on all MATA routes; 4) What is the average fare revenue per mile for all fare generating MATA routes for the last 12 months. Mr. Settles stated that citizens cannot figure out these answers. He stated he does know that there is about \$75MM a year being spent on MATA services in Shelby County, West Memphis, and Southaven. Mr. Settles stated that if we are going to be good stewards of the resources that are committed to us, and if we are going to have citizen involvement, we have to have good data. Mr. Settles made a plea to the chairman and the MATA Board to ask management to make documents available and let them make a consortium to put this information on the web. He feels the U of M certainly would be ecstatic in their city planning area to have this data available at little cost to MATA, and he understands that it is a cost. But the benefit is you now have ability for citizens at large to participation in this discussion. However, at this point there is no meaningful way for any citizens to have any reasonable input about any details about MATA operations. Mr. Settles thanked the Board and staff and prays that they will respond. *Dr. Fox stated that the data has been developed and the questions on your email were answered. He apologized that it had not gotten to Mr. Settles. Mr. Settles' point was that should not be something that citizens should have to asked for, but be able to look at and develop for themselves. Chairman Healy stated that as part of the MATA web redesign, we could talk about some key operating metrics to post on the website. Chairman Healy stated that perhaps we can bring this back under new business at our next Board Meeting.*

3) Sarah Clark – 3083 Guernsey Ave., Memphis, TN 38112, Social/Political Activist

Ms. Clark wanted clarity on minority and non-minority in reference to a comment made regarding the bus system and the execution of its services in particular areas, *Mr. Lancaster explained that minority is classified as all people in the census other than the white race. Chairman Healy stated in reference to the execution of service in particular areas, this being related to the new Title VI Policy voted on and discussed earlier in the meeting. When MATA makes major changes we have to measure the impact on that to all people that would be affected by it. In that definition is where we were using the term minority.*

OLD/NEW BUSINESS

Chairman Healy called for any old/new business. He stated that in the previous Board Meeting we discussed how MATA would get the Board Meeting information to the general populous before the meeting. Chairman Healy stated that he and the Board Secretary discussed it and the information would be posted to the website on Wednesday or Thursday prior to the Monday Board Meeting. This will be effective for the April Board Meeting, which is scheduled for April 22, 2013.

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.