

MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
November 25, 2013

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

BOARD PRESENT: Chairman, Sean Healy
Commissioners: Karl Birkholz; Mattie Carter; John Vergos; Marion McClendon;
Charles Pickard; Andre Gibson; Lauren Taylor

STAFF: Lawson Albritton; Alison Burton; Frances Boyland; Yuri Chambers;
Darryl Covington; Linda Eskridge; Lavelle Fitch; Don Forsee; Tom Fox;
Brandy Hough; William Hudson; John Lancaster; Willie Lewis; Glen
Lockhart; Shelia Maclin; Maury Miles; Gilbert Noble; Glenda Wade;
Tommy Wallace

OTHERS: Maria Fuhrmann, City of Memphis; Delon Hampton, Delon Hampton and
Associates; Ray McClanahan, MBRU; Johnnie Mosley, Citizens for Better
Services; Shahin Saimie, MBRU; Sarah Sieloff, SCR; Eddie Settles, Back
Home Media; Henry Wilson, MATA Retiree

Chairman Healy called the meeting to order. Linda Eskridge, Board Secretary, called the roll. Seven Board Members were present at roll call and Mr. McClendon arrived after roll call. All eight Board Members were present, and there was a quorum for the meeting. Mr. Birkholz made a motion for approval of the October 28, 2013 Board Minutes. Mr. Vergos seconded the motion and the minutes were unanimously approved.

BUSINESS & REPORTS

A. FINANCE COMMITTEE

1. Resolution to Award a Contract to HDR Engineering for Preparation of a Midtown Alternatives Analysis Study - Res. No. 13-39

Discussion: Dr. Fox presented this resolution to the MATA Board with an explanation of the purpose of the study and procurement process. Staff is recommending award to HDR Engineering, Inc. at a price of \$751,199. HDR also exceeded their 9% DBE goal at 13.52%. **Mr. Vergos moved that the resolution be put on the floor and Mr. Pickard seconded the motion.** Chairman Healy called for discussion. Mr. Vergos asked about the funding source. Dr. Fox stated 80% federal and 20% local.

Mr. Vergos asked if the 20% comes out of MATA's budget. Dr. Fox stated this is programmed as a CIP item, so it is paid for by CIP. Mr. Gibson asked how the criteria were weighed in making the final decision? They were weighed equally. Mr. Vergos questioned the use of \$150,000 in City funds and stated that the funds can be used for other hard capital projects or for better bus shelters. He also asked what is the specific goal of the project? The goal of the project is to evaluate the midtown areas for major transit improvements that might be appropriate for short-term/long-term needs. Dr. Fox further stated the City of Memphis encouraged MATA to pursue this project.

Mr. Pickard asked if the \$150,000 available from the City could be used for anything other than this project. Dr. Fox stated that the City generally does not move money from one CIP item to another; however, it is possible. Chairman Healy called for the vote. **Seven Board Members voted for approval of the resolution and one Board Member, (John Vergos) voted nay. Resolution No. 13-39 was approved by majority vote.**

**2. Resolution Authorizing the Submission of a Grant Proposal with the Tennessee Department of Transportation (TDOT) for use of Multimodal Access Funds
- Res. No. 13-40**

Discussion: John Lancaster presented this resolution to the MATA Board. This is a new TDOT program that was just initiated. It is funded 95% by TDOT with only a 5% local match. MATA is teaming with the City of Memphis on a project to make improvements at the Poplar/Cleveland super stop location. Estimated project cost is about three quarters of a million dollars. Of that about \$712,000 will be funded by TDOT with a local share of \$37,500. **Mr. Vergos moved that the resolution be put on the floor and Ms. Taylor seconded the motion.** Chairman Healy called for discussion. Mr. Vergos commented that this does seem to provide hard capital assets. He also stated that it would be nice to combine all the shelters within this really into more efficient shelters. Mr. Gibson asked about the process of selection for the Poplar/Cleveland area. Mr. Lancaster stated this area was selected because it is the intersection of two of MATA's busiest bus routes. Also it is our top priority transfer areas. **All Eight Board Members voted for approval and Resolution No. 13-40 was unanimously approved.**

B. SERVICE AND DEVELOPMENT

1. Resolution Authorizing Signatures on Memphis Area Transit Authority

General Liability Account - Res. No. 13-41

Discussion: Mr. Hudson presented this resolution to the MATA Board. MATA requires various bank accounts be approved by the MATA Board. An attachment to this resolution shows the various banks that MATA uses, as well as the individuals who will be approved to sign on the accounts. Mr. Hudson is asking the Board to approve for the named signatures to be used to sign on the General Liability Account. **Mr. Gibson moved that the resolution be put on the floor for discussion, and Mr. Vergos seconded the motion.** Chairman Healy called for discussion. Mr. Birkholz asked for clarity on the need for the changes. Mr. Hudson's signature will be removed from the account due to his retirement at the end of the 2013. **All Eight Board Members moved for approval and Resolution No. 13-41 was unanimously approved.**

FINANCIAL REPORT

Mr. Gil Noble

October 2013

Four Months of the fiscal year

The month of October expenses were slightly variable to budget; which reduced the year-to-date unfavorable variances. Salaries line item continues to be over budget because more transit service was added after the budget was approved. Overall year-to-date expenses are tracking close to budget.

Mr. Noble stated that our external auditors will be completing the FY13 audit in December. The Board will receive a copy of the audit.

Chairman Healy called for any questions from the MATA Board. Chairman Healy commented on the passenger fare, the actual vs. budget is about \$100,000 unfavorable for the month; and \$300,000 unfavorable for the year-to-date. Mr. Noble stated the month budget was a little high because MATA subsequently reduced transit service. Compared to last year, the month's fares were 8% lower. Also the month's ridership was about 8% below the preceding year. This reduction is basically in line with the reduction in service that was implemented in late September. This ended the financial report.

OLD/NEW BUSINESS

The normal format of the Board meeting was changed due to Board Member (Vergos) possibly needing to leave early, but wanted to bring some business before MATA Board and staff. Chairman Healy called for the **Old/New Business** at this point of the meeting.

Midtown Shuttle

Mr. Vergos stated that he met with Mr. Hudson and Dr. Fox regarding the Cooper/Young Corridor and some figures were emailed to him, which he felt was reasonable figures for running a bus in the Overton Square area on Thursdays, Fridays, Saturdays, and Sundays. Mr. Hudson stated that a power point presentation will be shown to include more detailed information on Mr. Vergos' request. Dr. Fox also distributed a copy of the Midtown Shuttle options

to include the routing, the days and hours of coverage, and the annual net cost. An annual funding level of \$50,000, which is the low end of the service, with one bus, would be a good start to build from. Mr. Vergos stated if there are no objections from the Board, he would like to at least talk to some of the developers in that area and see if some of the businesses can be encouraged to contribute to the service. He would also like to make a suggestion to the developers about possibly receiving some revenues from the new parking garage. This is very preliminary, but he would like to go one more step in approaching the people along that corridor. Chooch stated that he does not feel he can use the garage for revenue as it is completely self-service. Mr. Vergos stated he thinks it would be worth it to talk to the developers before totally saying it will not work. Mr. Birkholz asked what kind of ridership it would take to support this. Dr. Fox stated that Nelson\Nygaard reported an estimate of 3 to 10 passengers per hour. He used seven passengers per hour for this analysis. Mr. Vergos will talk with the developers and get back with the MATA Board & staff with an update.

Renaming the North End Terminal

Ms. Carter made a recommendation to the MATA Board to rename the North End Terminal (NET) after Mr. Hudson as a legacy for his almost 50 years of service to MATA. She realizes that the Board cannot make the change, but can make the recommendation to the Memphis City Council. **Mr. Birkholz made the motion that someone from the MATA Board of Commissioners meet with the City to determine what the process is to rename the North End Terminal. Mr. McClendon seconded the motion.** Mr. Gibson recommended this be put in an official resolution to the Memphis City Council. Chairman Healy volunteered to draft the official resolution to support this request. **All Board Members voted in favor of Chairman Healy drafting a resolution to the Memphis City Council regarding the terms and conditions for renaming the North End Terminal as a legacy to Mr. Hudson.**

Increase in Amtrak Train Travel

Mr. Vergos mentioned a recent article in the Commercial Appeal regarding the potential renovation of Central Station. He stated that money is being spent to get new airlines to come into Memphis, and additional development is being considered at Central Station but nothing is being done to increase train travel on AMTRAK.

Mr. Vergos suggested that someone from MATA contact Amtrak to see about possibly having an extra train trip between Memphis, New Orleans, Chicago, or in other directions. He realizes this may be a tedious process, but that it should be explored.

MARKETING REPORT

Alison Burton

Ms. Burton began the marketing report by stating in reference to renaming the North end Terminal, that the terminal was actually named by our Director of Transportation, Lawson Albritton in 1998.

Ms. Burton personally thanked the MATA Board for approving a resolution to honor all veterans on November 11th (Veterans' Day) with a free ride on all modes of MATA. Nearly 600 veterans took advantage of the free rides. MATA also honored our veterans with a lunch and special ribbon of honor. Mr. Birkholz, MATA Board Member, took time to come by and speak to the veterans on that day as well.

Mr. Pearson and the trolley crew are finishing up with decorating a trolley for Christmas. There have been several requests for photos of the decorated trolley. The City wants to use a picture of the decorated trolley for their official Christmas card.

In a previous Board Meeting there were people present with the Memphis Railroad and Trolley Museum. One of their goals is to sell trolley passes on the weekend. Staff will be working with this group to make the arrangements. Staff will also be working with Amtrak, and hopefully the South Main neighborhood and businesses on the 100th Celebration of Central Station.

Service changes will go into effect on December 1, 2013. We have been notifying our riders with flyers, posters, as well as onboard information.

Ms. Burton stated that staff has been meeting to discuss ways to celebrate Mr. Hudson's retirement after 49 years of service to MATA. There will be an open house on December 12, 2013 for retirees and staff; December 19th at the North End Terminal we will have open house for the riders, and others wishing to attend. On February 15, 2014, MATA will have an official retirement celebration at Central Station.

This is also Black History Month, which we feel is very appropriate for the occasion. There will also be a formal dedication of the Central Station Hudson Hall in honor of Mr. Hudson during this event. The Hall was named back in 1999 by the Memphis City Council; however, there was not an official dedication ceremony. There will be other activities planned, and we will keep the Board informed of these events. Ms. Burton ended by thanking Mr. Hudson for his 49 years of services to MATA as well as to the general public.

GENERAL MANAGER'S REPORT

The general manager's report began with a power point presentation to update the MATA Board on performance measures and what staff is doing to improve upon these measures in an effort to meet the targets. The presentation consisted of four main goals: 1) Ridership/Efficiency, which included monthly transit boardings, and passengers per revenue hour, 2) Reliability/Quality, which included on-time performance for all modes of transportation, and miles between chargeable road calls, 3) Customer Focus, which included passenger complaints per 100,000 miles, and average customer call wait time, and 4) Safety/Security, which included preventable and non-preventable accidents. Chooch inquired about trolley on-time performance for last year, same month. Mr. Hudson stated that it is a work in progress, but should be corrected the early part of 2014. Fixed route as well. Mr. Vergos asked who establishes the performance target. Mr. Hudson stated that Dr. Fox consults with each director of the division when establishing a target.

The presentation also included more detailed information regarding the options for the proposed midtown shuttle, as well as annual net cost for each option.

Mr. Vergos mentioned a request that he made about a year ago for a list of accident claims cases and what was paid out within the past year. Mr. Hudson apologized and stated that he would get this to Mr. Vergos. Mr. Hudson stated that on time performance has improved, and feels that it will continue to improve and that we are headed in the right direction. Mr. Gibson asked to consider setting goals and keeping track of lost time incidents on site at MATA facilities. Mr. Hudson stated we do keep records of all OJI and are working with a third party administrator that keeps track as well.

Mr. Hudson thanked the Board for approving some changes at the last Board Meeting to add a small amount of service back to address critical needs. The bus service was reduced by 13.2%, which actually ended up being 47,271 actual annual hours reduced from the system.

In the December changes, staff will be adding back about 1.1% of service hours. Mr. Hudson thanked the Board for their support on the services.

Mr. Hudson took this opportunity to thank the Board for allowing him to be the general manager for the last 20 years at MATA. Mr. Hudson also stated that he could not find a better staff to work with. He recognized Chairman Healy and thanked him for his support, attitude and efforts. He offered his assistance even as he leaves at the end of the month if he is needed.

Dr. Fox handed out a map to the Board comparing where we are in terms of the Short Range Transit Plan, as requested by Chairman Healy. Mr. Vergos asked if once we establish the headways is that a budget item or will it flow into the budget once it is established. Dr. Fox's reply was there are a number of variables to go into determining how much service we can provide for a certain amount of money, such as routing, headways, days of service and span of service.

SPEAKERS

Ray McClanahan, 497 LaClede, Memphis, TN 38126 – Mr. McClanahan re-emphasized what he spoke to the MATA Board about in October regarding the importance of the 42 Crosstown and the 50 Poplar routes. He made a correction on his suggestion to run the #50 until 1:00 a.m., and stated that may not be necessary. The main thing is to cover the end of the second and third shift on Saturday nights. He requested that staff consider running the #50 until 11:30 p.m. or 12:00 midnight on Saturday to cover any second or third shift workers.

Mr. McClanahan also asked if there is a rule about obstructing the isles with shopping carts, and are they supposed to go to the back of the bus when boarding the bus with shopping carts. Mr. Hudson stated that this is a safety issue; however, they are not required to go to the back of the bus. They cannot use the cart to occupy a seat. If they cannot get it in between the seat, they should put it on the side of the isles. The isle should be clear, and the bus driver should make sure the isle is clear.

Mr. Henry Wilson, 7708 Hunters View Drive, Olive Branch, MS - Mr. Wilson wanted to take this opportunity as a MATA retiree to recognize Mr. Hudson and express the great job that he has done as general manager. He stated that he has seen a lot of improvements under Mr. Hudson's leadership. He wanted Mr. Hudson to know that he is a great man and also a great general manager. Mr. Wilson also recognized the Board and stated he feels they are doing a great job in trying to make the transit authority a better place for the citizens of this city.

Chairman Healy called for any additional Old/New Business to come before the Board. Mr. Pickard asked for any updates on the general manager selection. Chairman Healy stated that Bruce Smith, MATA's attorney, is reviewing the contract with KL Executive, and should be completed within the next couple of days. Afterwards, representatives from the search team will be reaching out to the Board Members individually for interviews. The search team will interview some of the key local government and civic leaders as well. They will start updating the existing job description with suggestions from the Board. Chairman Healy stated that Dr. Fox will become interim general manager. Ms. Burton asked if it is feasible to put out a press release to that effect. Mr. Healy stated it is acceptable to put out a press release stating that Dr. Fox will become interim general manager.

Ms. Carter recognized all visitors that were present at the meeting and asked if anyone had any comments. Dr. Delon Hampton, with Delon Hampton and Associates made comments and thanked Mr. Hudson as well as MATA for supporting him and for helping him rise through the transit profession. Mr. Hudson recognized Mr. Johnnie Mosley and thanked him for all the support over the years. When a person cares about the passengers as Mr. Mosley does, you can't help but respect him. Mr. Mosley stated that he appreciates Mr. Hudson for being a great role model. He also stated that Mr. Hudson has been that moral support and has inspired many young people across the city.

Ms. Carter wished everyone a Happy Thanksgiving and a very Merry Christmas.

Mr. Birkholz moved that the meeting be adjourned. Mr. McClendon seconded the motion and the November 25, 2013 Board 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.