

MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
September 22, 2014

CALL TO ORDER: A regular meeting of the MATA Board of Commissioners was called to order at 3:30 p.m. on Monday September 22, 2014 in the MATA Board Room at 1370 Levee Road by Chairman Sean Healy.

BOARD ROLL CALL:

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

Absent: None

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; Willie Lewis; Glen Lockhart; Shelia Maclin; Gilbert Noble; Robert Stewart (Roadeo winner); Glenda Wade; Tommy Wallace

Guests: **MCIL/STAC Attendees:** None
Memphis Bus Riders Union: Dorothy Conner; Leonard Ewing; Bennett Foster; Sammie Hunter; Darryl McGhee; R. McClanahan; Scarlot Ponder; Betty Robinson

Others: Betty Anderson; Mary Bradberry, Kansas Riverview Community German Castro, AFSCM4E; J. Katherine Coxen, Kansas Riverview Community; Susan Hines, Kansas Riverview Community; Johnnie Mosley, Citizens for Better Services; Aury Kangelos, TDOT

Linda Eskridge, Executive Assistant/Board Secretary welcomed all guest and thank them for attending MATA's monthly Board of Commissioners Meeting.

APPROVAL OF MINUTES: Dr. Lipinski moved for approval of the August 25, 2014 Board Minutes. Mr. Vergos seconded the motion and minutes were unanimously approved.

Mr. Ron Garrison, MATA's new General Manager, expressed his appreciation of being a part of the MATA staff as General Manager.

Mr. Garrison begin his report by complimenting MATA on its 30th Annual Bus Roadeo that was held on Saturday September 20, 2014. He took the opportunity to recognize the Roadeo winners to include: MATAplus Division, Andrew Patton; 1st Place Bus Division, Robert Stewart; and Maintenance Division, Tim Jones. The winners will compete at the Annual TPTA and Roadeo Conference in Knoxville, TN in November.

The Roadeo also included a Barbecue Cooking Contest as well. Mr. Garrison recognized those winners as well to include: 1st place winner in the Rib category, Ms. Rolanda Eatmon, Accounting Analyst, I. 1st place winner in both the Shoulder and Sliders category was Mr. Tommy Wallace, Senior Manager of IT. Mr. Garrison stated that this was a very fun event and thanked everyone that attended the Roadeo and congratulated all winners.

ACTION ITEMS:

A. FINANCE COMMITTEE

1. Resolution to Approve Operating Budget for Fiscal Year 2015 -Res. No. 14-46

Discussion: Mr. Gil Noble, CFO presented this resolution to the MATA Board including a two-page attachment summarizing the P&L items. Mr. Noble sent a 2015 Budget Summary to the Board prior to the Board Meeting, at that time was about 99% complete. However, due to three small changes, the Board received a new Budget Summary at the Board Meeting. This summary also included the Board's travel budget. This is largely a status quo budget, we were faced with over the past couple of years a decline in revenues, but received an increase in city funding, which helped to offset our decline in revenues in FY15. New estimates were made in employee benefits, and the other line items are within what we lived with last year. Mr. Noble stated we feel that this is a budget that MATA can live with. Staff is recommending approval of the Capital Budget. Chairman Healy called for approval of the resolution. Mr. Vergos moved that Res. No. 14-46 be approved, and Mr. Gibson seconded. The resolution was put on the floor for discussion. Mr. Pickard asked did we exceed recommended Board Members' Travel budget last year. We did not exceed Board's Travel budget. Mr. Noble explained the FY15 increase for Risk Management asked by Dr. Lipinski. Ms. Bland asked about the trend with an increase from City contribution and the decrease from Federal and State sources and why staff feels this is occurring and what can be done to change that. Dr. Fox and Mr. Garrison both gave a brief explanation to this question. They also explained other grants that MATA can apply for to increase the pot, one being the CMAQ funds. Mr. Garrison stated that we would like to provide more information to the Board regarding this resolution at a subsequent meeting. Mr. Gibson commended Mr. Noble, Dr. Fox, as well as Mr. Garrison for a budget without service reductions, considering the financial difficulty that MATA has faced. **Resolution No. 14-46 was unanimously approved.**

2. Resolution to Approve Capital Budget for Fiscal Year 2015 -Res. No. 14-47

Discussion: Dr. Fox, Deputy General Manager, presented this resolution to the MATA Board of Commissioners. The Capital Budget for FY2015 is a little over \$7.3MM. This budget includes projects funded with grants, 80% Federal, 10% City; and 10% State. Attachments to the resolution include a list of the nine largest projects, as major projects, split by bus and trolleys. The money allotted for trolleys is what MATA envision us getting about seven trolleys back in operations this fiscal year. Mr. Vergos moved that Res. No. 14-47 be approved and Mr. Gibson seconded. The resolution was moved to the floor for discussion. Mr. Gibson and Ms. Taylor expressed concern about the long-term solution for getting the trolleys back in service, and how much will we invest in the short-term solution before we know what the long-term solution is. Mr. Garrison stated that we would talk about it more, however, MATA is working with FTA and TDOT to address this as they want to see certain things happen before that comes to fruition. Staff is meeting with them via phone on a consistent basis to get this issues resolved. Mr. Garrison stated that Staff needs facts before we can give the Board a concrete answer. The expense for this project comes from a grant, and we would hope to get some new grant money to supplement what we are getting already. Dr. Fox stated that any contract award over \$50,000 in value as any grant application would come back to the Board for approval. Dr. Fox stated that MATA will not purchase any regular buses this year, which was asked by Mr. Pickard. **Res. No. 14-47 was unanimously approved.**

3. Resolution Authorizing Signatures on Memphis Area Transit Authority General Liability Account - Res. No. 14-48

Discussion: Mr. Noble, CFO presented this resolution to the MATA Board of Commissioners. This resolution identifies the bank accounts, the banks that we use, and it authorizes Ron Garrison, General Manager to have control over the bank accounts. The attachment shows the signers proposed for those accounts, as well as authorizes Linda Eskridge, as Board Secretary, to execute the necessary signature cards for each of these accounts. Mr. Gibson moved that Res. No. 14-48 be approved, and Ms. Taylor seconded. The resolution was put on the floor for discussion. Ms. Bland asked about the process of the bank selection. Mr. Noble answered hat the same bank have been used in recent years. **Resolution No. 14-48 was unanimously approved**

B. SERVICE AND DEVELOPMENT

1. Resolution to Award a Contract to Memphis Communications for a Five-Year Maintenance Contract for CCTV Video Surveillance Equipment - Resolution No. 14-49

Discussion: Mr. Alvin Pearson, Asst. General Manager, presented this resolution to the MATA Board. This is a five-year contract with Memphis Communications. We have approximately 181 working cameras and this contract is to clean, adjust, repair and move cameras as needed. The contract does include a clause in the event MATA is not pleased with the services of Memphis Communication the contract can be canceled. Mr. Vergos moved that Res. No. 14-49 be approved, and Mr. Pickard seconded. The resolution was put on the floor for discussion. Mr. Pearson stated there is nothing in this contract about adding cameras in reply to Mr. Pickard's question. Mr. Pearson stated there is money in the capital budget to add cameras.

Mr. Pearson stated that we are looking at adding cameras on the west side of the William Hudson Transit Center, down around the Marriott, as well as other areas where there are dead spots in the system. This contract does not cover the additional cameras at this time, there will be an add-on for these additional cameras. There was no DBE goal on this project because there is only one DBE in the state of Tennessee around the Knoxville area. Ms. Williams asked about a timeframe, and Mr. Pearson stated we are working on this and have begun receiving bids for them. These are facility, and building cameras only, not vehicle cameras. **Resolution No. 14-49 was unanimously approved.**

2. Resolution Authorizing Free Fares for Veterans on November 11, 2014 – Res. No. 14-50

Mr. Garrison, President/General Manager, presented this to the Board. Mr. Garrison is a veteran and he stated this is a wonderful thing that we do each year to recognize the men and women that have sacrificed to serve our country. Staff respectfully asked Board's approval of the free fares on November 11, 2014, Veterans Day. Ms. Taylor moved that Resolution No. 14-50 be approved, and Ms. Coleman seconded. After no discussion, **Res. No. 14-50 was unanimously approved.**

FINANCIAL REPORT

August 2014 (Two months Actual vs Budget Comparison)

Gil Noble

For the month of August we are on budget. There is nothing unusual at this point, of course, passenger fares continue to decline. This is not a deviation from budget, because we budgeted for lower passenger fares. This is part of the reality that we are trying to manager through. Those were the highlights of the Budget report. Chairman Healy noted that the different between budget is trolley fares, and Mr. Noble agreed and stated that fares are down significantly.

MARKETING REPORT

Alison Burton

September Marketing Report

- **The 4th Annual Stuff the Bus campaign** was held on Thursday, September 18th at Poplar Plaza. Kroger agreed to donate 5,000 pounds of food to the Memphis Food Drive. The total was over 8,000 pounds of food this year, compared to 6,000 pounds last year. As a partial report, we collected 8,125 pounds of food, and over \$3,000 as well. Whitehaven High School donated a truck load of food as well. MATA will go out and give a big thank-you to Kroger for their donation.
- **Code of Conduct** – Staff has been discussing the Code of Conduct and Mr. Garrison has asked that we take a more customer friendly approach, not only for our customers, but for our employees as well.

- **Mobile Apps** – Staff experienced some formatting problems with the server, which caused a delay in data input. However, the problems were rectified and all the data is completed. MATA is looking toward a date in October to go live with the mobile apps, but will come back to the Board with a more exact date.
- **MemFix Event** – MATA will participate in this event on October 18th. This year's event will be held in the Edge District. MATA will be stationed near a bike-repair area, which would allow us to show people how to load their bikes on buses, as well as encourage people to use their bikes. Mr. Pearson reported that we are at around 3,000 bikes on buses per month.
- **Veterans Day** – MATA will have a Veterans Day Lunch on November 11, 2014 to honor all MATA employees that have served in the armed services. MATA's General Manager, Mr. Garrison will be the speaker at the lunch. It will be held at 1370 Levee Road in the Board Room.
- **Tracking Software** – This software will be used to help track compliments as well as complaints. Staff conducted some research and have identified about 15 different sources. We are now trying to determine if it is going to be an RFQ or RFP. If it is over \$50,000, that pushes us to an RFP. Hopefully we can get it under \$50,000, which would push the process along a little faster.

Ms. Burton concluded her report by also stating that this year's Roadeo was an outstanding event.

PERFORMANCE MEASURES REPORT

August 2014

Dr. Fox stated that trolley ridership numbers will remain below the target until the trolleys are back up and running. The bus ridership is much lower than compared to the same time last year.

Accident Data - most of the accidents that occur are very minor, as stated by our safety manager. Out of the 15 fixed route accidents listed, 12 of those were mirrors being knocked off the buses. Staff is taking another look at the way we measure accidents, as well as the way we measure a number of the performance measures and targets. We will come back to the Board in the near future with suggestions about how we may want to tweak these measurements.

Dr. Fox stated that the August complaints are more detailed and are broken down by modes to include Fixed Route, MATAplus, and Trolley. When the complaint software is in place, we will be able to do much more with the analysis of the complaints and compliments.

A power point presentation was shown on some performance measures and ways to present the data with more clarity. Mr. Garrison suggested that we show better visuals in comparison to last year's measures. Dr. Fox and staff will be spending a lot more time on this. Dr. Lipinski asked how on-time performance is measured for MATApplus. On-time performance is measured as up to 30-minutes outside the time window for MATApplus, and for fixed route it is measured as anything that leaves time points no more than one minute early or five minutes late. Anything that's more than 4 minutes 59 seconds late is pretty industry standard. Chairman Healy's concern is more about the root cause and analysis. Showing numbers is one thing, but what are we doing to address the issues, especially in regards to average wait time for customers. Mr. Vergos stated that we certainly need to make sure our data is consistent from now on. Mr. Gibson placed more emphasis on the safety numbers, especially preventable accidents and the actions taken to correct these numbers. Chairman Healy mentioned that there is also a lot of street damage in certain sections of the city that he feels could be causing some of the damage to our buses. These are things to look at when it comes to damage and wear and tear to our buses, as well as root causes for accidents. Chairman Healy offered MATA the opportunity to benchmark with Federal Express' Service and Quality Assurance Team for ideas on this as well.

GENERAL MANAGER'S REPORT

Mr. Ronald Garrison

Mr. Garrison talked more about root cause analysis mentioned by Chairman Healy, and would welcome the opportunity for the Fed Ex team to assist MATA in this area. He also suggested doing a trend analysis.

Trolley Shutdown: He and staff have conducted meetings with TDOT and two renowned experts are coming in to assist with the trolleys. One is from Canada who is an expert on Vintage Trolleys. The other is an expert engineer who has worked on systems all over the world, as well as in Canada. We are hoping we can get them both here at the same time to work on getting the trolleys back up.

Mr. Garrison stated one of the top priorities on his list is to let the Board know where we are as an organization. He has met with staff individually, and continues to hold senior staff meetings. He has requested a SWOT Analysis from each Staff Member.

Mr. Garrison has conducted eight to 10 meetings with MATA operators and with maintenance staff as well. He stated that our customers are number one, and that is something that we are working very hard on.

Mr. Garrison, along with Mr. Albritton and Mr. Pearson, has developed a committee with the operators to get their suggestions and ideas on the route design and schedule changes.

Over a period of time, Mr. Garrison plans to ride every route. He stated that some work needs to be done on our routes. He met with Henry Turley on the project at Central Station, and is working on scheduling a meeting with Congressman Cohen as well. Mr. Garrison will be meeting individually with the Board Members, as it works for the Board. Mr. Garrison will be scheduling a Board Development Retreat and Ms. Eskridge will follow up with the Board. Mr. Garrison also mentioned the top four items of discussion for the Board Retreat, and Ms. Eskridge will forward these topics to the Board, along with the date, time, and location for the retreat. Mr. Garrison also stated that after the first Board Retreat, perhaps in another four months, we would do another more in depth Retreat on the SWOT analysis and work with the Board on the strategic plan. This is a suggestion for the Board to think about. Mr. Garrison also wants the Board to know that additional money was put in the budget for training.

Mr. Healy stated that he feels the topics for the Retreat is right on target as we do have a lot of new Board Members and feels that a follow-up retreat would be great as well.

Mr. Vergos mentioned the opening of Bass Pro and feels that MATA should keep this in mind and be prepared to be a part of this opening. Mr. Pickard stated that Bass Pro will open in March, 2015.

SPEAKERS:

Ms. Julia Marshall, P. O. Box 901242, Memphis, TN 38190-1242 – Ms. Marshall welcomed the opportunity to meet the new Board Members. Ms. Marshall stated that she came before the Board because she needs some help. She rides both fixed route and MATApplus. She gave a brief overview of an incident that happened to her with a supervisor and the police department. She stated that she was embarrassed and hurt because she believes in dignity and respect. Her purpose for attending the meeting was to get approval or disapproval from the Board on this incident. The way it was done was very much out of order. The riders need to know about our equipment and the correct use of it. Everything else she will put in writing. Mr. Alvin Pearson stated that he is handling this situation.

Mr. Leonard Ewing, 1081 Court Ave., #812, Memphis, TN – Mr. Ewing talked about the Park/Ride Article in the Commercial Appeal on August 27, 2014. His concern was with the grant that was mentioned in the article and what the grant covers.

He wants to know if this grant only covers East Memphis and not the north side of the city. Riders have been talking for months to get the three routes back that they lost last year. Mr. Ewing would like some clarity on what the grant covers, as it states in the article that it “promotes public transportation”.

There are people walking blocks to catch a bus and some people can park their cars and just get on a bus. Chairman Healy clarified that the CMAQ grant referred to in the article is for new services only. Dr. Fox stated the targeted area does not have service at all. This particular grant has specific instructions on how it can be spent. Mr. Pickard wanted clarification on why individuals are complaining about the route that was cut and people having to walk blocks to catch the bus. Ms. Coleman asked if there is a way to measure how many people were impacted by the change that has caused them to have to walk several blocks to catch a bus. Dr. Fox stated that we do have the ability to measure that.

OLD/NEW BUSINESS:

Dr. Fox updated the Board on what has been spent on the trolley cost thus far. We have obligated about \$200,000 to date to getting the trolleys back in service, and \$114,000 for contractors to work on components, motors, etc., and the remainder in professional services. The total amount that we expect to spend through June 30, 2015 relating to the trolley suspension is about \$1.4MM, which would come out of the grant that we had from the savings on the Madison Avenue Line project. That would give us a minimum of seven trolleys with that funding. Mr. Garrison stated that he does not want to commit to a schedule publicly at this time, as we still have a lot to consider before make a commitment to scheduling. Our commitment on scheduling to the public is when we can do it safely.

Mr. Pickard commented on the disappointing article in the Memphis Flyer from Ham Smythe regarding the Midtown Shuttle. MATA was prepared to do the shuttle, but was asked, by Mr. Smythe, for the opportunity to do it. Other Board Members voiced their disappointment as well. Mr. Pickard stated that we should reply to the untrue comments.

Ms. Eskridge stated that the next Board Meeting is scheduled for October 27, 2014 at 1370 Levee Road, unless otherwise noted. Events pertinent to the MATA Board of Commissioners will be emailed to them as soon as possible. We will try to make sure that the Board is briefed on all events.

Mr. Vergos moved that the meeting be adjourned. Mr. Gibson seconded and the Board Meeting was adjourned.

Mr. Sean Healy
Chairman of the Board