

MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
September 23, 2013

A regular meeting of the MATA Board of Commissioners was held at 3:30 p.m. on Monday September 23, 2013 at the MATA Board Room at 1370 Levee Road.

BOARD PRESENT: Chairman, Sean Healy
Commissioners: Karl Birkholz; Charles Pickard; John Vergos; Lauren Taylor;
Andre Gibson (via phone)

STAFF: Lawson Albritton; Alison Burton; Darryl Covington; Linda Eskridge;
Lavelle Fitch; Don Forsee; Tom Fox; William Hudson; John Lancaster;
Shelia Maclin; Maury Miles; Gilbert Noble; Tommy Wallace

OTHERS: Betty Anderson, Travel Trainer; Stephen Albers, Memphis Railroad and
Trolley Museum; Mike Fleming, Memphis Railroad and Trolley Museum;
Aury Kangelos, TDOT; Ken Rearden, St. Patrick's Church; Betty Robinson,
Memphis Bus Riders Union; Hugh Teaford; Antonia Raciti, University of
Memphis; Ann Walsh, University of Memphis

Chairman Healy called the meeting to order. Board Secretary, Linda Eskridge called the roll. Five Board Members were present at roll call, one Board Member, Mr. Andre Gibson, joined the meeting via phone. Two Board Members, Ms. Mattie Carter and Mr. Marion McClendon were absent. There was a quorum for the meeting. Mr. Vergos asked and received clarity on MATA's quorum, which is a majority of the number of members on the MATA Board. Mr. Birkholz made a motion for approval of the August 26, 2013 Board Minutes. Mr. Vergos seconded the motion and the minutes were unanimously approved.

BUSINESS & REPORTS

A. FINANCE COMMITTEE

1. Resolution to Approve a Task Order with SSR for Architectural, Engineering, and Construction Administration Services for the Design of a New Trolley Station - Res. No. 13-32

Discussion: Mr. Birkholz asked if these monies would be used for construction. This money will not be used for construction, only for the design engineering of the trolley station. There is a 27.4% DBE participation. The main purpose of this task order is to get an accessible station closer to MATA's Central Station. Estimated construction cost is around \$1MM. Ms. Taylor asked how many accessible trolley stations MATA has. All trolley stations are accessible. Mr. Vergos asked how the project is funded. This project is eligible under the Capital Rail Grants funded federally 80%, city 10%, state 10%. Chooch asked while MATA is doing this can we include, or at least consider adding one at Vance as well. Dr. Fox stated that we could ask SSR for a cost proposal to develop a design for this location. Mr. Hudson stated there is no money to build it, but we can certainly plan for it.

Ms. Taylor asked if there was a standard distance between each station. Chooch stated that in the South Main area stations on the Main Street Line are about two blocks apart. Dr. Fox stated the spacing for Madison and Riverfront stations are much longer, more like 1/3 to 1/2 mile apart. Mr. Gibson asked if the previous Board vote on a contract to SSR covers today's action to this resolution. Dr. Fox stated that the previous Board vote was to establish the umbrella contract and it stated that any task order over \$50,000 would be brought back to the Board for separate approval. The previous Board vote provided the authority to issue task orders without bidding publicly. **Mr. Pickard moved that Resolution No. 13-32 be approved. Mr. Vergos seconded the motion and the resolution was unanimously approved.**

2. Resolution to Approve a Memorandum of Understanding Between MATA and the City of Memphis for the Main-to-Main Multimodal Connector Project - Res. No. 13-33

Discussion: Mr. Vergos asked what is going to happen to the Mall and what are MATA's responsibilities? MATA is doing the lighting upgrades on the mall, and in the South Main area, MATA is doing street scaping, paving, and drainage work in the portion of South Main Street between Peabody Place and Pontotoc Avenue. This is basically a maintenance upgrade project. MATA will oversee just the MATA portion of the project, which is \$2.75MM out of a total project cost of over \$30MM. **Mr. Vergos moved that Resolution No. 13-33 be approved. Mr. Pickard seconded the motion and the resolution was unanimously approved.**

B. SERVICE AND DEVELOPMENT

1. Resolution to Improve Increasing Contingency Fleet - Res. No. 13-34

Discussion: Mr. Gibson had asked for clarity on the 20% reference in the resolution. FTA allows a spare ratio of 20% above the peak fixed route bus peak period requirement. The contingency fleet is separate from the spares. Accepting this resolution as written would not take MATA out of compliance with the FTA Guidelines. **Mr. Charles Pickard moved that Resolution No. 13-34 be approved. Ms. Taylor seconded the motion and the resolution was unanimously approved.**

2. Resolution to Approve Disposal of Surplus Vehicles - Res. No. 13-35

Discussion: Mr. Hudson asked that this resolution be amended to include a 2001 Dodge Pickup Truck #16 along with the three vans. The three vans are vehicles that are leased to Yellow Cab Company. Also the second vehicle listed should be Van 74 instead of Van 72. A question was asked about the replacement cycle for these vehicles. The federal guidelines for useful service life for buses are 12 years or 350,000 miles, and for vans is 4 years or 100,000 miles. **Mr. Vergos moved that Resolution No. 13-35 be approved. Mr. Pickard seconded the motion and the resolution was unanimously approved.**

FINANCIAL REPORT

Mr. Gil Noble

August 2013

2nd month of the fiscal year

August represents the first two months of FY2014. Both Revenues and Expenses are on budget for the year to date. MATA's reduced service started on Sunday, September 22, 2013. Mr. Hudson commented that our budget started July 1, 2013 and he wanted to commend Mr. Noble on his input and direction.

Mr. Vergos mentioned the comments he made about the pension fund and the fact that he does not want his comments misconstrued. The comments were not by any means directed to MATA's finance department. He is still waiting to hear from staff on what, or if we have any recourse for the pension deficit.



MARKETING REPORT

Alison Burton

Books on Buses

The Books on Buses program has exceeded our expectations. To date, over 700 books have been donated. Greyhound bus riders are especially excited to pick-up books at the Airways Transit Center.

Each supply of books only lasts about 48 hours at each location. We hope Friends of the Library will be able to supply books to us on a weekly basis.

MMBC Economic Development Forum

MATA participated with the MMBC's Annual Economic Development Forum held on August 27-29 at the Convention Center. MATA participated with a booth and attended several events. Mr. Hudson is chairman of the MMBC Board of Directors.

Southern Heritage Classic

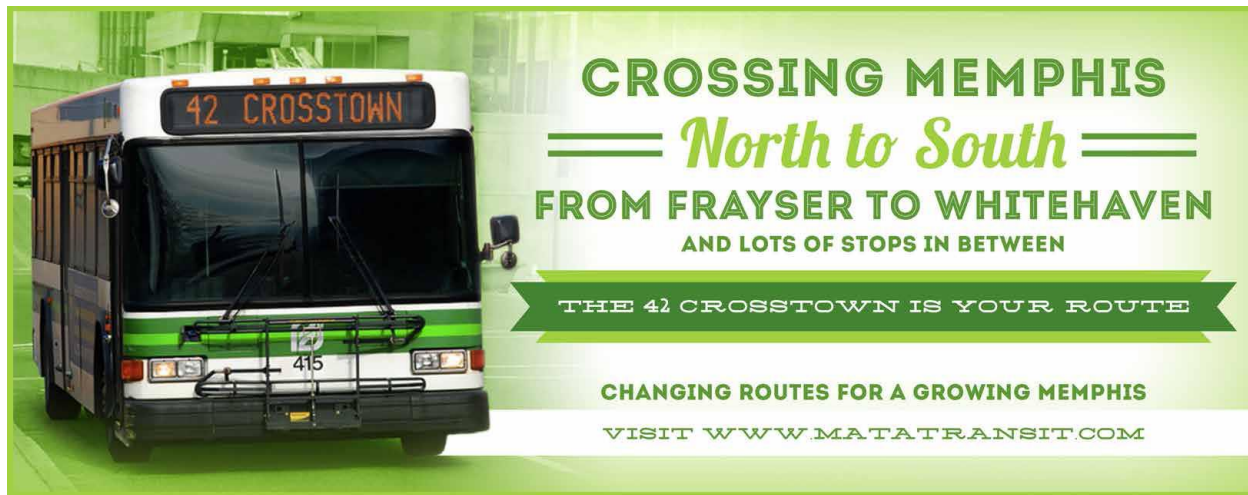


The Southern Heritage Classic was held on September 14, 2013 and 447 persons rode MATA shuttles to the Big Games which attracted 42,400 spectators inside the stadium.

Stuff-a-Bus Event

MATA had our 3rd Annual Stuff-a-Bus event that was held on Spetember 19, 2013 at Poplar Plaza Shopping Center. In addition to what MATA did with Operation Feed, MATA quadrupled last year's numbers in pounds and monetary donations to the Food Bank. This year we collected **6,251 lbs. + \$8,777. 50 = 31,541 meals.**

In 2012, approximately 4,000 pounds of food was collected and over \$2,400 in monetary donations. Total amount of food and monetary donations was equivalent to 8,279 meals.



New Service Changes went into effect on Sunday, September 22, and the following methods were used to notify riders and the public of the changes:

- 1) News Releases were sent out twice
- 2) Ads in the Flyer and Tri-State Defender (Ads will appear in the Commercial Appeal)
- 3) Radio Ads on Clear Channel Stations
- 4) On-Board Announcements
- 5) Posters on all buses
- 6) Posters at all transit centers
- 7) Workshop sessions with Center for Independent Living
- 8) Retirees assisted with notifications for the Second round beginnings September 8- 30 on buses and transit centers; this week at Super Stop locations
- 9) Radio interview with WLOK
- 10) Interior Bus Ads
- 11) Booklet went out regarding the final service changes

Overall, implementation went very smoothly.

Staff took a training tour on Wednesday September 18th of the new Route 42, which combined Routes 10, 31 and 43. Three of MATA's Board Members, Mr. Birkholz, Mr. Pickard, and Ms. Taylor accompanied staff on this tour. ***Mr. Birkholz asked for feedback on the performance of the service changes on all the routes.***

GENERAL MANAGER'S REPORT

Based on the MATA Board's previous request regarding performance measures, Mr. Hudson covered a few of the targeted performance measures for Fixed Route, MATAplus, and the Trolley Divisions.

After reviewing the performance measures, in months past, we had presented on-time performance at 50% on time. It was determined that there may be an issue with the data reporting regarding on-time performance. MATA's IT department will become involved and ACS, the contractor that is responsible for maintaining the ITS system, will be here October 21-25, 2013 for a review.

Accidents and claims were off to a good start for the first two months of the fiscal year. MATA budgeted \$100,000 and only spent \$24,000. Ms. Taylor asked to what extent are the targets for performance measures based on peer cities. Mr. Hudson stated that targets were set by directors, based on previous performance. Chairman Healy asked the Service Development Subcommittee to look very deeply into the reliability and customer focus metrics. He also offered the assistance of the Global Service Quality Assurance Team of FedEx to benchmark with MATA to see if we can come up with better ways to track the metrics. Mr. Gibson would like to have a set goal as to when staff anticipates the ITS data to be more accurate and would like an update at the next Board meeting. Mr. Hudson stated this will be determined after the ACS group comes in, and give staff an update the findings. Staff will report back to the Board as soon as the information becomes available from the ACS group.

SPEAKERS

Mr. Ken Rearden, representing the University of Memphis, and St. Patrick's Church came before the MATA Board and Staff to personally thank them for leasing them a surplus bus. The bus was converted from a mass transit vehicle to a new beautiful retail food space, along with a nutrition education corner. The now "Green Machine Mobile Food Market" was put on the road on July 22, 2013. The Green Machine is currently servicing 18 stops in the city of Memphis 5 days a week, attracting over 3,000 customers, and providing up to \$13,000 worth of fresh fruit and vegetables. MATA's former bus driver, Aaron Starks, was hired as the bus driver for the "Green Machine." Mr. Rearden presented the MATA Board a beautiful memento - a collage of pictures -- for the important role that they played, as well as the extra mile that staff went in assisting with the whole project.

Mr. Hugh Teaford and Mr. Mike Fleming - with Memphis Railroad & Trolley Museum (MRTM) gave a Power Point presentation regarding the history and first steps of the Memphis Railroad & Trolley Museum as tenants in Central Station for the past two years. Mr. Fleming discussed what the museum has done and their vision for the future.

Mr. Fleming discussed some of the specific needs required for future expansion of the museum: 1) Leaks need to be repaired; 2) improve restrooms, and provide better access for persons with disabilities; and, 3) secure long-term relationship with MATA and/or Central Station as a home for the museum. MATA Board Member Chooch Pickard volunteered to work with MRTM on this, due to his familiarity with the museum and his skills as an Architect that might assist with the space issue.

Mr. Hudson stated that MATA staff is already working with them as well. Mr. Birkholz asked for a more definitive request from the MRTM and a copy of their business plan. Mr. Fleming stated that the purpose of this meeting was to raise the Board's awareness of the museum and their future plans. He also stated that he feels this may be a way to supplement some of MATA's revenue.

OLD/NEW BUSINESS

Chairman Healy called for any old/new business to come before the Board. Mr. Vergos brought up his concern with the Overton Square bus shuttle request where Bob Loeb spoke at a MATA Board Meeting about MATA running a bus connecting with the trolley at Madison and Crosstown. Mr. Vergos stated that we really didn't pursue that very much. Mr. Vergos also suggested that MATA look at running a shorter route on Cooper Street, connecting the zoo, Overton Square, and Cooper Young. He suspects there could be funds from the zoo, as well as from the Overton Park Conservancy. Mr. Vergos would like for MATA to look into this within the next 120 days using some surplus buses, and running them back and forth on Thursday, Friday and Saturday to begin with. He also stated that he would be happy to meet with merchants in that area. Chairman Healy suggested the next logical step would be to take that proposal out, and Mr. Vergos, as well as staff talk to particular groups to see what type of funding level they can assist with.

MATA's next Board Meeting is scheduled for October 28, 2013 at 3:30 p.m. Chairman Healy recognized the visitors that were present, and thanked them for their attendance. Chairman Healy called for a motion to adjourn. Mr. Vergos moved that the Board Meeting be adjourned, Ms. Taylor seconded the motion and the MATA Board of Commissioners 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.