

MEMPHIS AREA TRANSIT AUTHORITY
Regular Meeting Agenda
Wednesday, June 11, 2025
2:00 PM



Memphis Area Transit Authority
One Commerce Square
40 S Main St
Memphis, TN 38103
Memphis Area Transit Authority
One Commerce Square

Brandon Arrindell
Cynthia Bailey
Emily Greer

**Transit Service Planning and
Rider Experience Committee**
Brian Marflak, Chair

Sandi Klink
Brian Marflak
Jackson McNeil

-
- | | | |
|------|---------------------|---------------------|
| I. | Call to Order | Committee Chair |
| II. | Board Roll Call | Board Administrator |
| III. | Approval of Minutes | Committee Chair |

Transit Service Operations Meeting Minutes May 22

Attachments: Transit Service Committee Meeting Minutes May 22

- | | | |
|-----|-----------------------------|-----------------|
| IV. | Upcoming Board Agenda Items | |
| V. | Unfinished or New Business | Committee Chair |

Service Metrics and Rider Experience

Service Metrics Review

Attachments: Service Metrics Review06-11-25

Planning Dept

Citizens Advisory Committee Update

- | | | |
|-----|-------------|-----------------|
| VI. | Adjournment | Committee Chair |
|-----|-------------|-----------------|

The Next Regular Meeting of the:

MATA Board of Commissioners will Be:

Wednesday, June 25th, 2025

3:30pm

At

Memphis Area Transit Authority
One Commerce Square – 40 S. Main Street
Memphis, TN 38103

The Next Committee Meetings will be:

Monday July 28th, 2025

1:00pm Finance & Audit Committee

2:00pm Transit Service Planning and Rider Experience Committee

3:00pm Business Operations and Metrics Committee

4:00pm Executive Committee

at

Memphis Area Transit Authority
One Commerce Square – 40 S. Main Street
Memphis, TN 38103



MEMPHIS AREA TRANSIT AUTHORITY
Transit Service Planning and Rider Experience Committee

40 South Main Street,
Memphis, TN 38103
John Lewis, Interim CEO
www.matatransit.com

RESOLUTION NO. TSMM05-22-25

MEMPHIS AREA TRANSIT AUTHORITY

*Memphis Area Transit Authority
One Commerce Square
40 S Main St
Memphis, TN 38103
John Lewis, Interim CEO*



Regular Meeting Minutes

Thursday, May 22, 2025

2:00 PM

**Memphis Area Transit Authority
One Commerce Square
40 S Main St**

**Memphis, TN 38103
Transit Service Planning and Rider Experience Committee**

*Brandon Arrindell
Cynthia Bailey
Emily Greer*

*Sandi Klink
Brian Marflak
Jackson McNeil*

I. Call to Order Committee Chair

II. Board Roll Call Board Administrator

Present: Brandon Arrindell, Cynthia Bailey, Emily Greer, Sandi Klink, Brian Marflak and Jackson McNeil

Absent:

Approval of Minutes

Attachments: [Transit Service Meeting Minutes April 17](#)

RESULT: APPROVED

MOVER: Sandi Klink

SECONDER: Brandon Arrindell

Aye: Arrindell, Bailey, Greer, Klink, Chairperson Marflak and McNeil

Nay:

Absent:

Abstain:

Recuse:

IV. Upcoming Board Agenda Items

V. Unfinished or New Business Committee Chair

Citizens Advisory Committee

Attachments: [MATA Citizens Transit Advisory Group](#)

Service Change Presentation

Attachments: [Service Change Presentation 05-22-25](#)

VI. Adjournment Committee Chair

The Next Regular Meeting of the:

MATA Board of Commissioners will Be:

Wednesday, May 28th, 2025

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At

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4:00pm Executive Committee

at

Memphis Area Transit Authority

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Memphis, TN 38103



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RESOLUTION NO. TSMM4-17-25

MEMPHIS AREA TRANSIT AUTHORITY

*Memphis Area Transit Authority
One Commerce Square
40 S Main St
Memphis, TN 38103
John Lewis, Interim CEO*



Regular Meeting Minutes

Thursday, April 17, 2025

3:00 PM

**Memphis Area Transit Authority
One Commerce Square
40 S Main St**

**Memphis, TN 38103
Transit Service Planning and Rider Experience Committee**

*Brandon Arrindell
Cynthia Bailey
Emily Greer*

*Sandi Klink
Brian Marflak
Jackson McNeil*

I. Call to Order Committee Chair

II. Board Roll Call Board Administrator

Present: Brandon Arrindell, Cynthia Bailey, Emily Greer, Sandi Klink, Brian Marflak and Jackson McNeil

Absent:

III. Approval of Minutes Committee Chair

RESULT: APPROVED

MOVER: Sandi Klink

SECONDER: Jackson McNeil

Aye: Bailey, Greer, Klink and Chairperson Marflak

Nay:

Absent: Arrindell and McNeil

Abstain:

Recuse:

Minutes from the Transit Service Planning and Rider Experience Committee March 19, 2025

Attachments:

IV. Upcoming Board Agenda Items

Resolution to Adopt 2025 MATA Trolley System Safety Program Plan

V. Unfinished or New Business Committee Chair

VI. Adjournment Committee Chair

The Next Regular Meeting of the:

MATA Board of Commissioners will Be:

Wednesday, April 23, 2025

3:30pm

At

Memphis Area Transit Authority

One Commerce Square – 40 S. Main Street

Memphis, TN 38103

The Next Committee Meetings will be:

Friday, May 22, 2025

12:00pm Finance & Audit Committee

1:15pm Transit Service Planning and Rider Experience Committee

2:30pm Business Operations and Metrics Committee

3:45pm Executive Committee

at

Memphis Area Transit Authority

One Commerce Square – 40 S. Main Street

Memphis, TN 38103



MEMPHIS AREA TRANSIT AUTHORITY
Transit Service Planning and Rider Experience Committee

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RESOLUTION NO. JL05-22-2025

Citizens Transit Advisory Committee (CTAC)

Composition: 7-9 members appointed by the Mayor of Memphis (with input from MATA staff and Board) and ratified by the City Council of Memphis.

The MATA Board may, upon affirmative vote of at least three-quarters of the voting members dissolve CTAC effective as of a selected dissolution date. As of any selected dissolution date, the terms of all CTAC members shall end and CTAC shall cease to have any responsibilities.

Representation: Advisory Committee members should be, to the extent possible, representative of different geographic areas of the City of Memphis; different incomes, races and ethnicities, abilities and disabilities, identities, and ages; different transit rider groups (persons with disabilities, senior and school age riders, commuters, low-income riders); travelers of different modes of public transportation (e.g., local bus, micro-transit, streetcar, and paratransit); City of Memphis (Shelby County) residents with an interest in improving transit conditions within the city and region, and have experience with urban transit issues; transit-related organizations/clubs; and, schools, business, and neighborhood organizations that particularly depend on the City's public transportation system.

- **Chair & Leadership:**

1. The Mayor appoints the CTAC Chair and Vice-Chair from among committee members.
2. Committee members elect a Chair and Vice-Chair to serve on an annual basis.

- **Non-Voting Representation on MATA Board:** The CTAC Chair (or Vice-Chair) will serve as a non-voting member of the MATA Board.

- **Participation in MATA Board Committees:** The CTAC Chair (or Vice-Chair) may attend and participate in MATA Board committee meetings.

Responsibilities: CTAC shall be responsible for (1) reviewing the MATA CEO's operating and capital programs, (2) reviewing transit policies, (3) serving as an initial forum for suggestions and complaints concerning fares, routes, and schedules, and (4) making recommendations to the MATA Board regarding these matters. CTAC shall also be responsible for providing such other advisory functions as directed by the MATA Board.

Administration: The MATA CEO will assign a staff advisor to CTAC to facilitate meetings and set the agenda with MATA Board and CTAC input as needed.

- **Meetings & Governance:**
- Monthly meetings with Minutes published within 7 days.
- Published **rules of decorum** govern discussions.
- Existing public comment process at MATA Board meetings remains unchanged.
- **Board Engagement:** The CTAC Chair will present a committee report to the MATA Board during regular MATA Board meetings during Committee Chair reports.



MEMPHIS AREA TRANSIT AUTHORITY
Transit Service Planning and Rider Experience Committee

40 South Main Street,
Memphis, TN 38103
John Lewis, Interim CEO
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RESOLUTION NO. TSDJ05-22-25



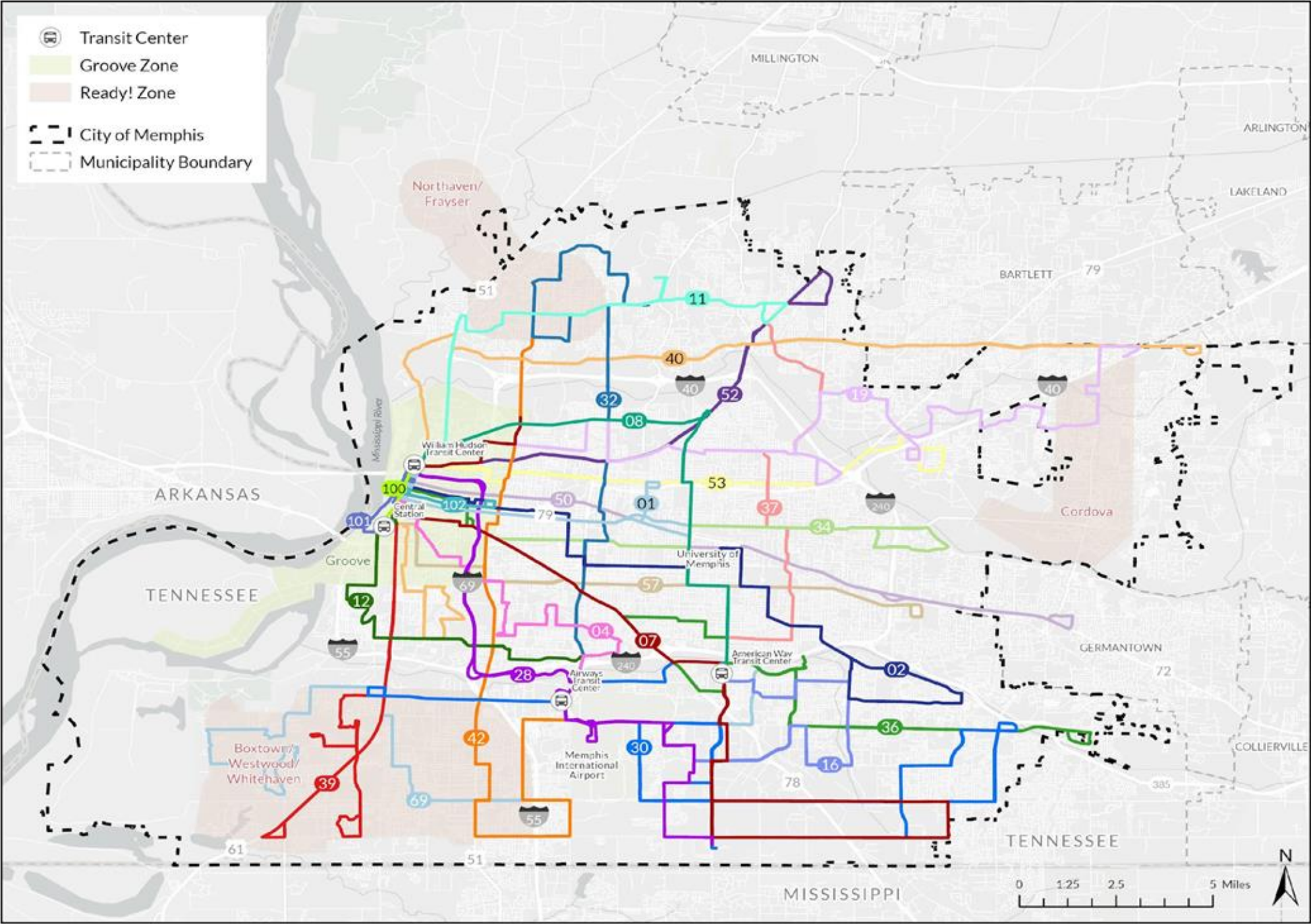
July Service Changes

May 22, 2025



JULY SERVICE CHANGE

- Minor Routing Changes
- “Resource Neutral” Misc. Changes
- “Resource Neutral” Additional Morning/Night Trips

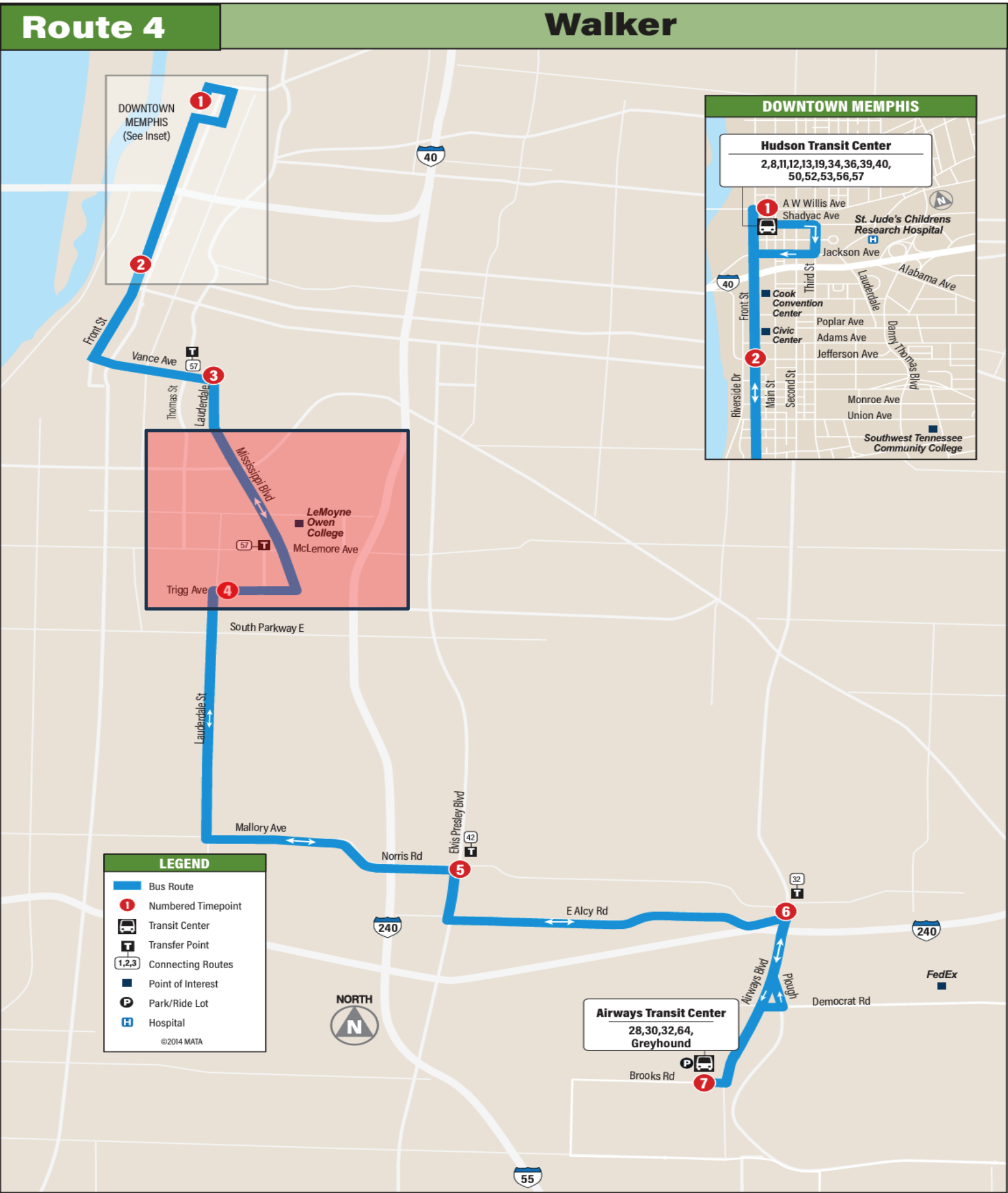


ALL CHANGES EFFECTIVE 7/13/25

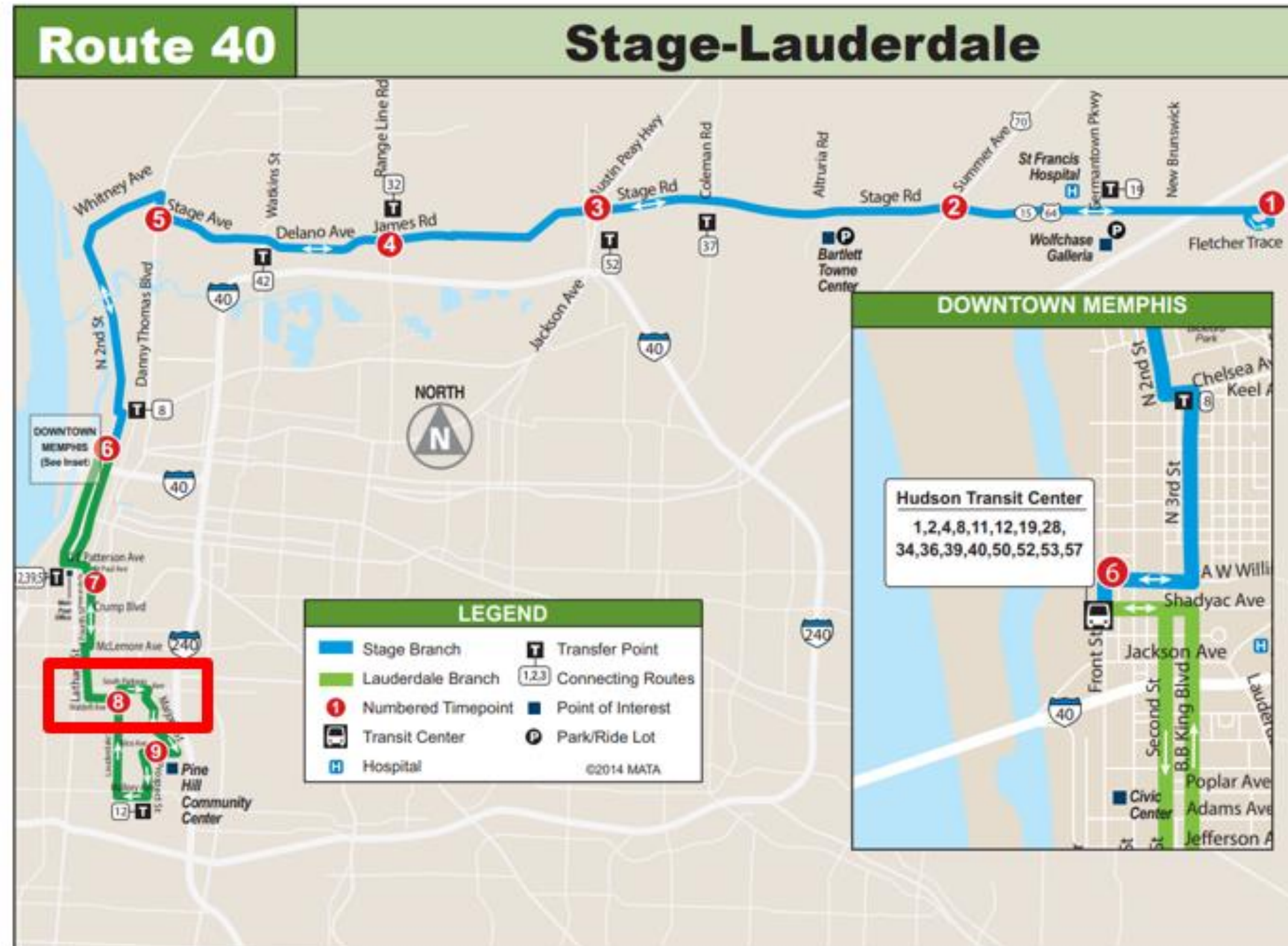
Minor Routing Changes: Route 4 – Walker

To address safety concerns for our customers and staff on the existing alignment, Route 4 – Walker is proposed to change in the following ways (see red inset):

- Change routing near Pillow & Kerr
- Use Mississippi and McLemore, rather than Walker and College



Minor Routing Changes: Route 40 – Stage/ Route 13- Lauderdale



- Route 40 & Route 13 will run independently.
- The **BLUE** segment of the route becomes 40 Stage
- The **GREEN** segment of the route becomes 13 Lauderdale
- Minor change on Lauderdale section of the route (see red insert)

Minor Routing Changes: Route 42 – Crosstown

To avoid ongoing construction on the existing alignment, Route 42 – Crosstown is proposed to change in the following way (see red inset):

- Utilize Elvis Presley rather than Faronia with minor impact to running times



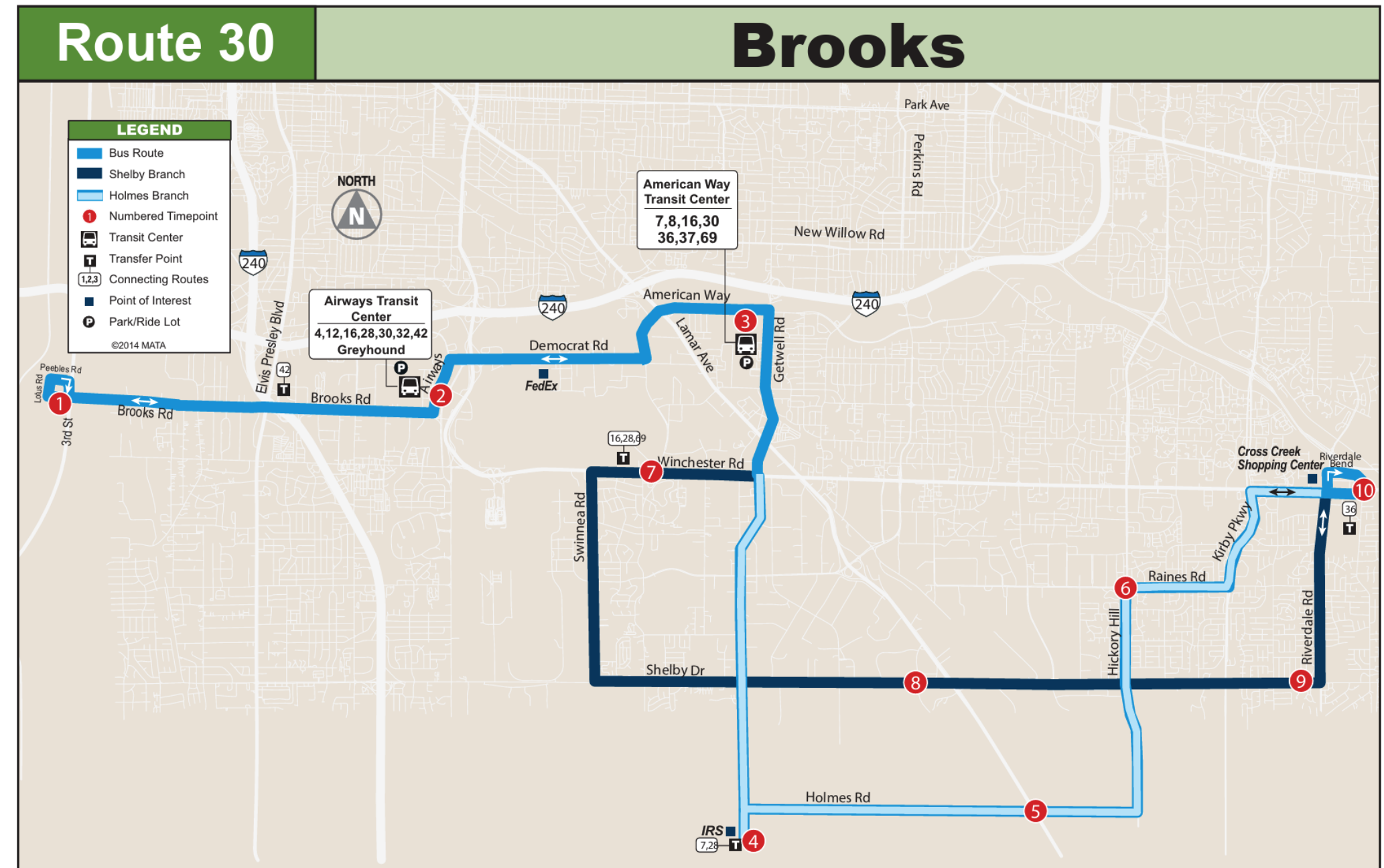
“Resource Neutral” Miscellaneous Changes:



- Route 69 – Winchester will run addt'l trips at every 60 minutes, requiring minor adjustments to span and trip times which will allow minor shifts on **Route 7** as a result.

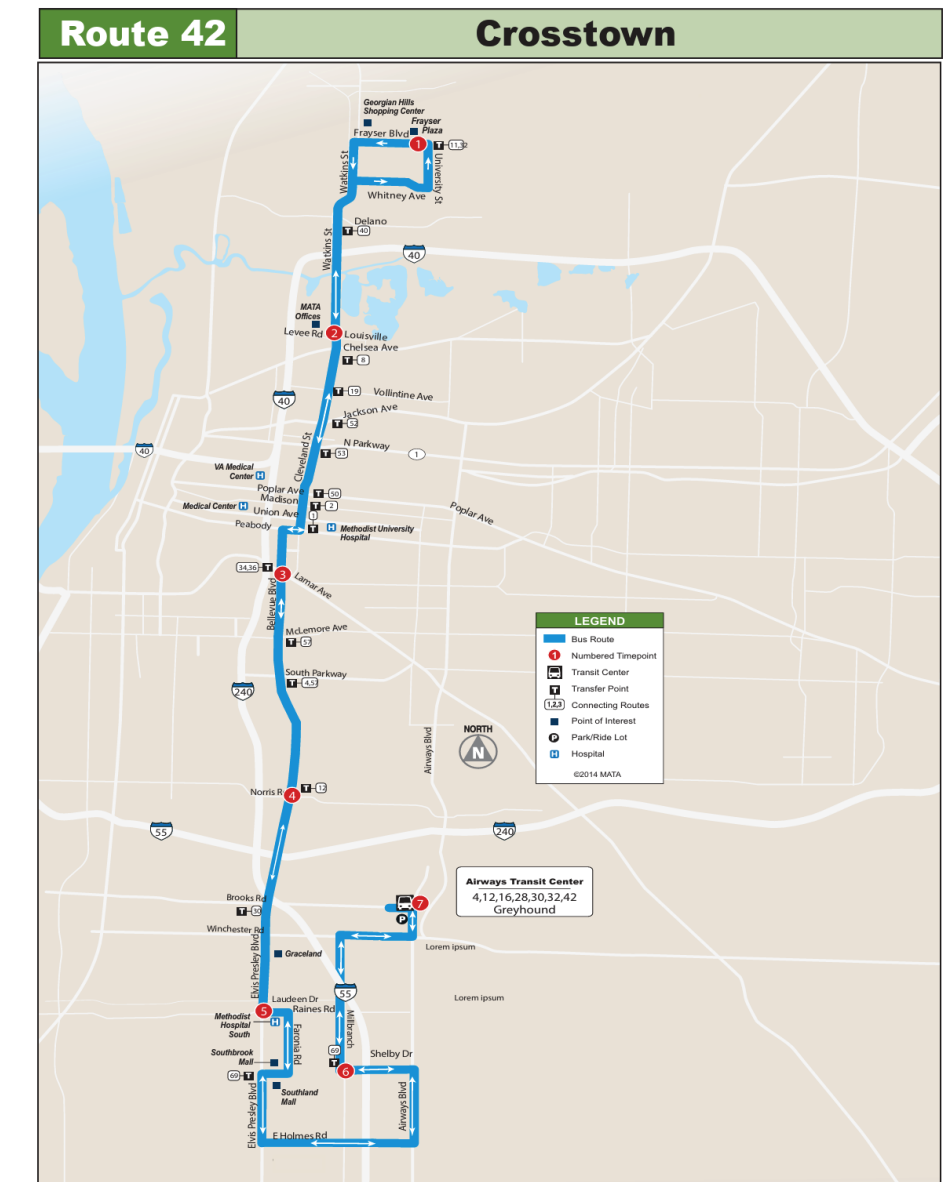
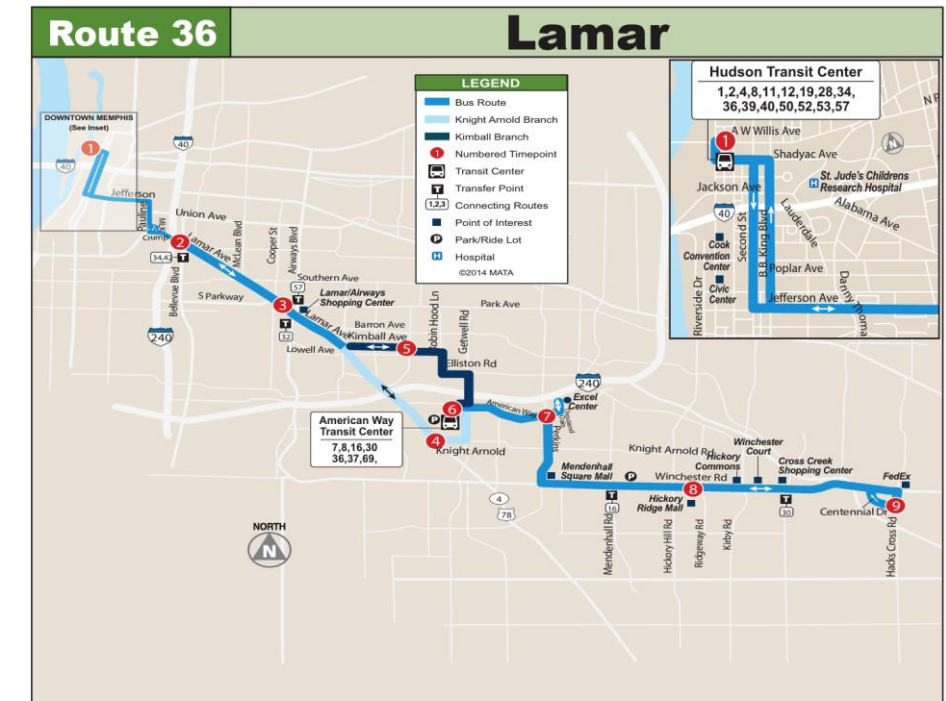
“Resource Neutral” Miscellaneous Changes Cont’d:

- **Route 19 – Vollintine** will shift Summer & Mendenhall trips to enable even headways, results in changes to span (about 30 minutes “mixed”)
- **Route 30 – Brooks** will shift trips to enable an even headway, results in changes to span (about 60 minutes “unfavorable”)
- **Routes 40/13 Stage/Lauderdale** will shift trips to enable even headway, results in changes to span (about 60 minutes “favorable”)



“Resource Neutral” Additional Morning/Night Trips:

- **Route 8 – Chelsea & Highland** will add a new weekday inbound trip at 5:23AM
- **Route 36 – Lamar** will add:
 - New weekday inbound trip at 5:15AM
 - New weekday outbound trip at 9:45PM
 - New weekday outbound trip at 10:15PM
- **Route 42 – Crosstown** will add a new weekday northbound trip at 5:00AM





MEMPHIS AREA TRANSIT AUTHORITY
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RESOLUTION NO. SMR6-11-25



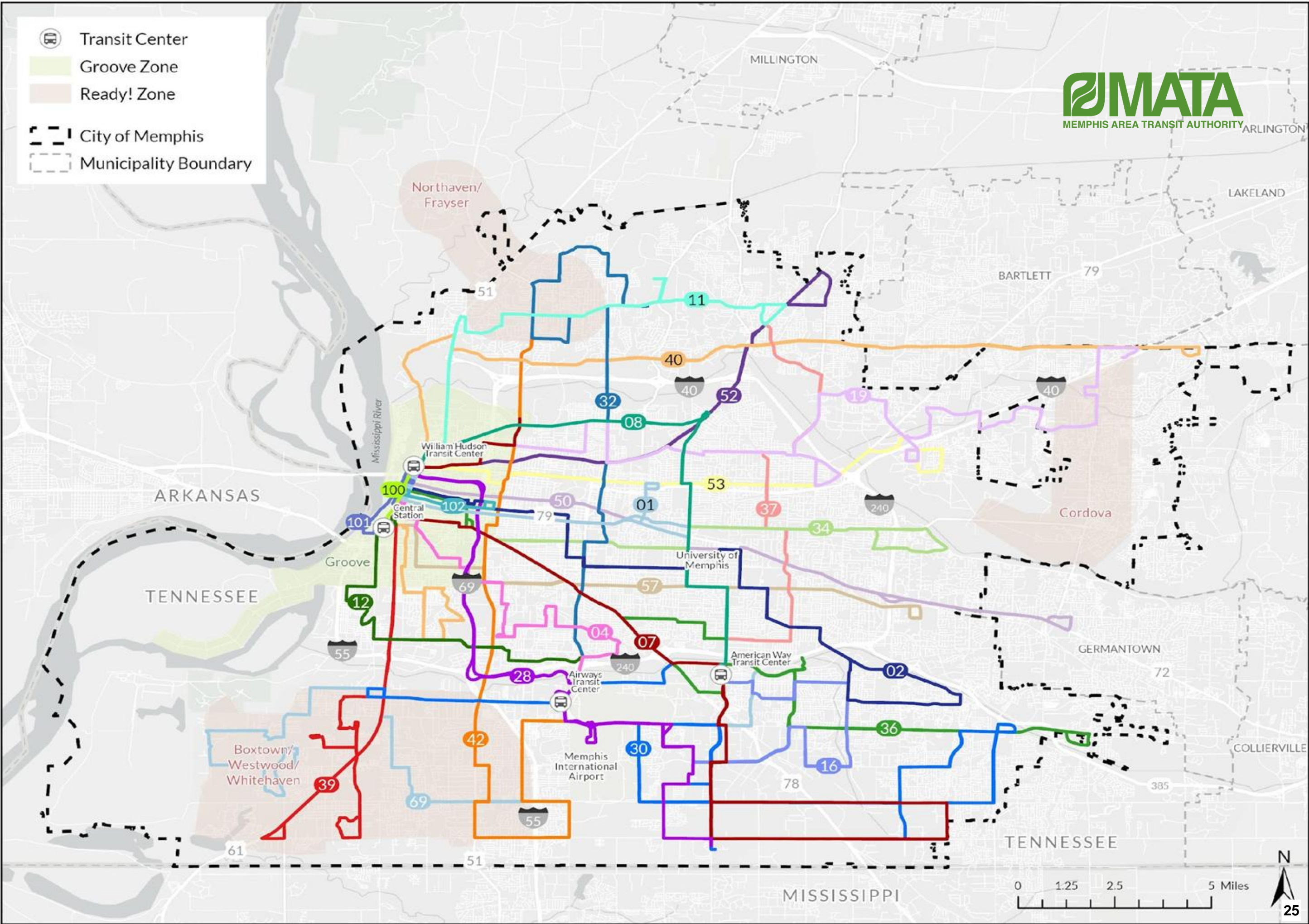
Service Metrics Review

June 11, 2025



System Map

- 23 Fixed Routes
- 4 On-Demand Zones

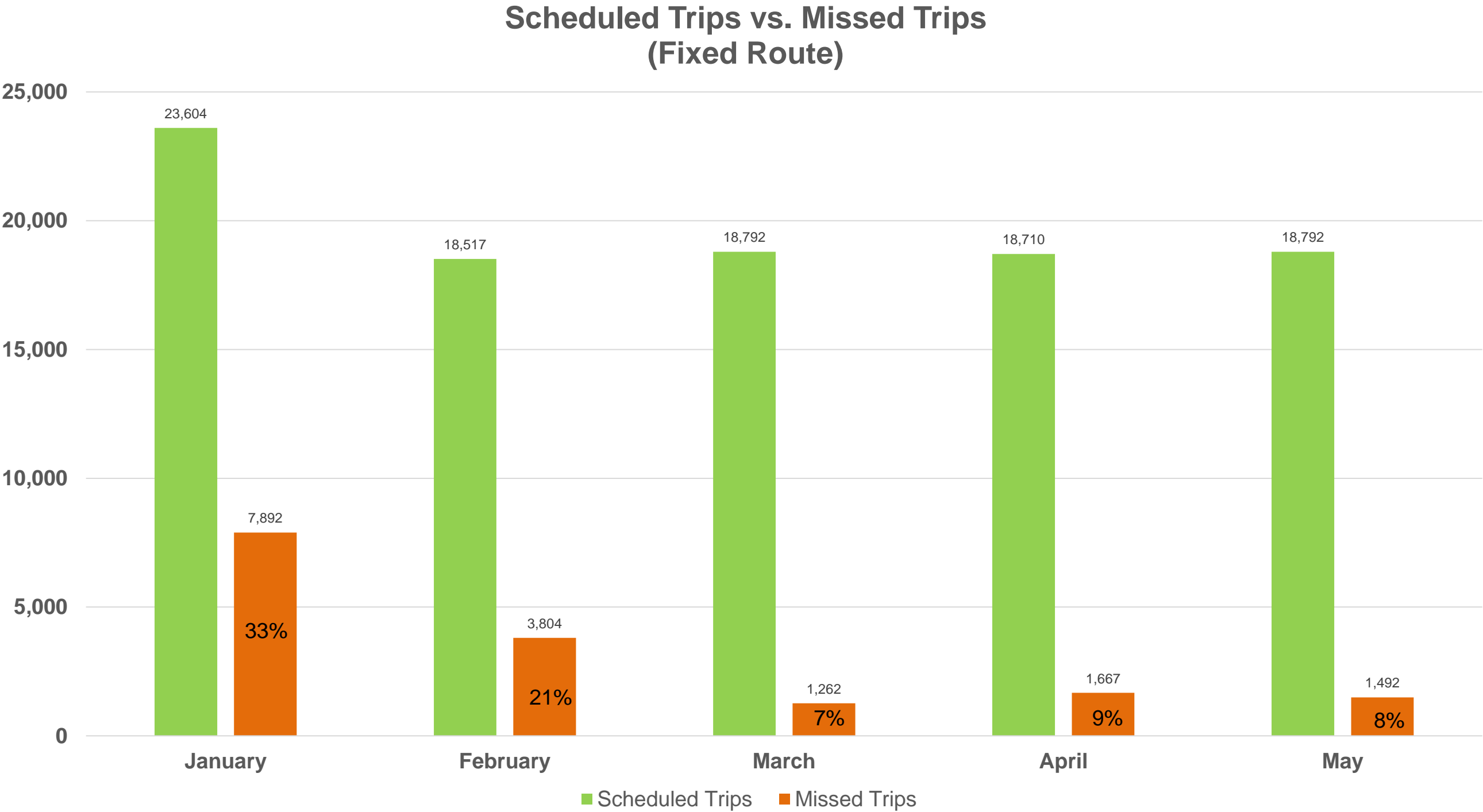


SYSTEM SERVICE LEVELS

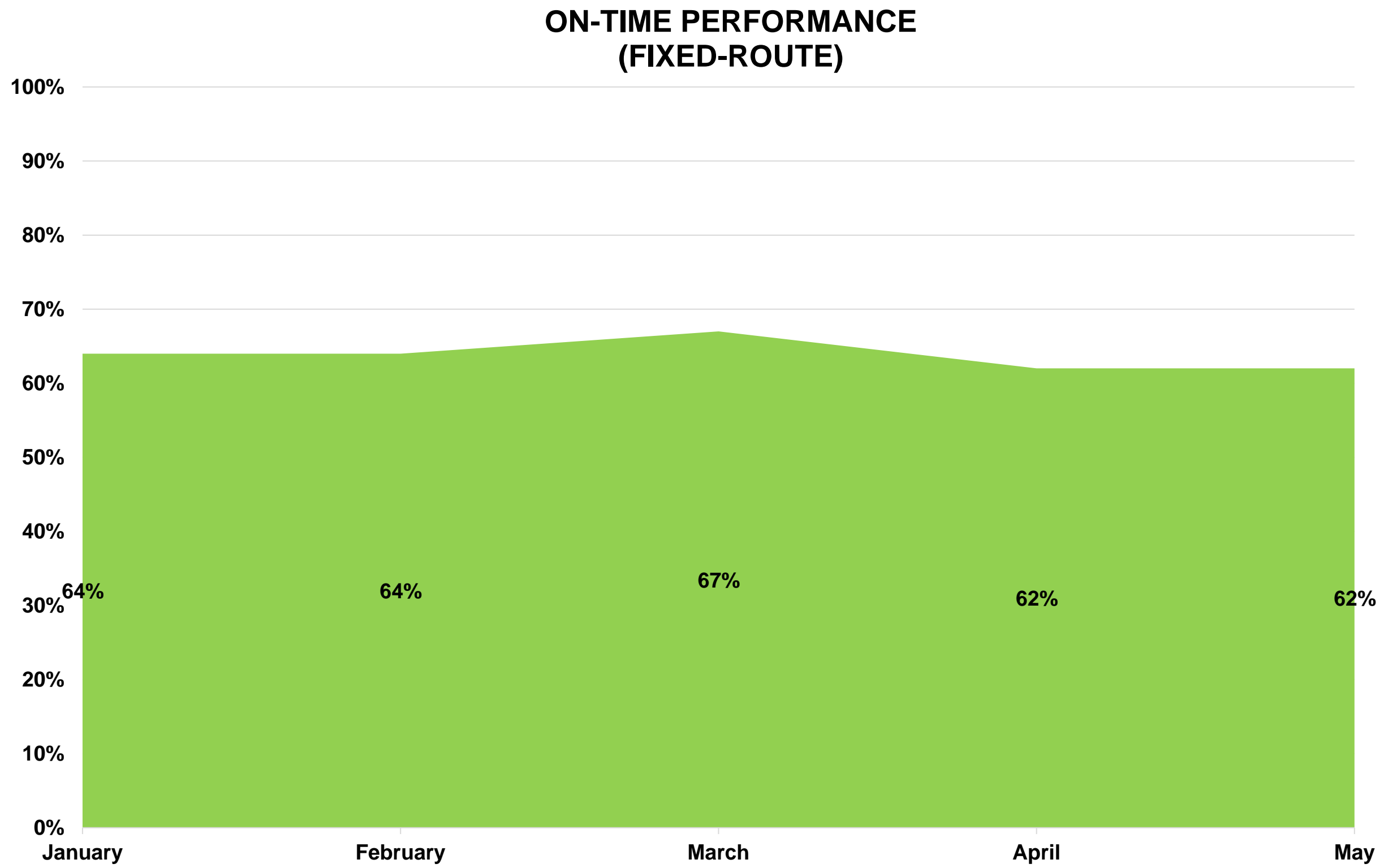
ROUTE #	ROUTE NAME	# OF VEHICLES	WEEKDAY FREQUENCY	SATURDAY FREQUENCY	SUNDAY FREQUENCY
01	UNION	2	EVERY 60 MINS START: 5:15A END: 12:05a	EVERY 90 MINS START: 7:15A END: 8:35P	EVERY 90 MINS START: 8:15A END: 6:35P
02	MADISON	3	60/90 MINS START: 5:45A END: 8:27P	EVERY 60 MINS START: 7:45A END: 6:27P	EVERY 60 MINS START: 8:15A END: 5:57P
04	WALKER	2	EVERY 60 MINS START: 4:15A END: 7:05P	EVERY 60 MINS START: 8:15A END: 5:05P	EVERY 60 MINS START: 8:15A END: 5:05P
07	SHELBY & HOLMES	2	EVERY 60 MINS START: 4:28A END: 6:37P	EVERY 60 MINS START: 8:15A END: 5:30P	EVERY 60 MINS START: 8:15A END: 5:30P
08	CHELSEA & HIGHLAND	3	30/60 MINS START: 5:15A END: 11:50P	30/60 MINS START: 6:45A END: 8:20P	30/60 MINS START: 8:15A END: 6:21P
11	FRAYSER	2	EVERY 60 MINS START: 5:15A END: 11:53P	EVERY 60 MINS START: 7:15A END: 8:53P	EVERY 60 MINS START: 8:15A END: 5:53P
12	MALLORY	2	EVERY 60 MINS START: 5:15A END: 7:59P	EVERY 60 MINS START: 8:15A END: 5:59P	NO SUNDAY SERVICE
16	SOUTHEAST CIRCULATOR	1	EVERY 120 MINS START: 6A END: 7:46P	EVERY 120 MINS START: 8A END: 7:46P	EVERY 120 MINS START: 8A END: 5:46P
19	VOLLINTINE	3	30/120 MINS START: 4:45A END: 7:01P	30/120 MINS START: 8:15A END: 8:01P	NO SUNDAY SERVICE
28	AIRPORT	1	EVERY 120 MINS START: 5:15A END: 7:01P	EVERY 120 MINS START: 8:15A END: 6:01P	EVERY 90 MINS START: 8:15A END: 5:01P
30	BROOKS	2	60/120/180 MINS START: 5A END: 11:53P	EVERY 120/60 MINS START: 8A END: 8:36P	EVERY 60 MINS START: 8A END: 6:36P
32	HOLLYWOOD & HAWKINS MILL	3	EVERY 60 MINS START: 4:30A END: 12:14A	120/60 MINS START: 7A END: 8:44P	EVERY 60 MINS START: 8A END: 4:45P
34	CENTRAL & WALNUT GROVE	1	EVERY 120 MINS START: 5:15A END: 7:05P	EVERY 120 MINS START: 8:15A END: 6:05P	NO SUNDAY SERVICE
36	LAMAR	4	30/60 MINS START: 4:15A END: 11:35P	30/60 MINS START: 7:15A END: 9:04P	EVERY 30 MINS START: 8:15A END: 6:34P
37	PERKINS	1	EVERY 120 MINS START: 6A END: 5:50P	EVERY 120 MINS START: 8A END: 3:50P	NO SUNDAY SERVICE
39	SOUTH THIRD	3	30/60 MINS START: 5:15A END: 12:05A	30/60 MINS START: 8:06A END: 9:05P	30/60 MINS START: 9:06A END: 6:05P

SYSTEM SERVICE LEVELS CONT'D

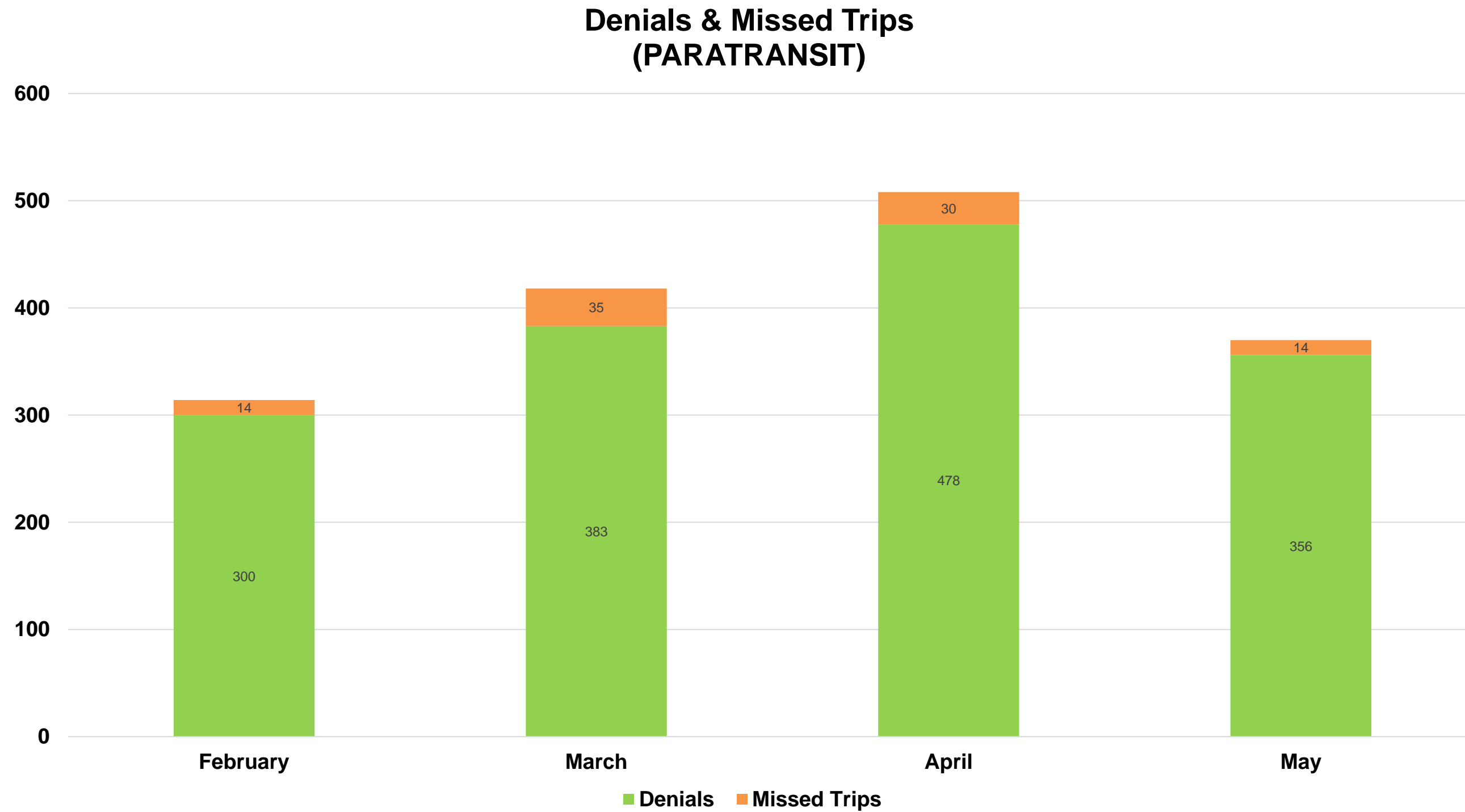
ROUTE #	ROUTE NAME	# OF VEHICLES	WEEKDAY FREQUENCY	SATURDAY FREQUENCY	SUNDAY FREQUENCY
40	STAGE & LAUDERDALE	2	EVERY 60 MINS START: 5:15A END: 8:37P	EVERY 120 MINS START: 8:15A END: 8:37P	EVERY 60 MINS START: 8:15A END: 6:15P
42	CROSSTOWN	4	30/60 MINS START: 4:15A END: 11:58P	EVERY 60 MINS START: 7:15A END: 9:45P	EVERY 60 MINS START: 8:15A END: 6:45P
50	POPLAR	4	30/60 MINS START: 4:15A END: 11:30P	EVERY 60 MINS START: 7:15A END: 8:50P	EVERY 60 MINS START: 8:15A END: 6:50P
52	JACKSON	2	EVERY 60 MINS START: 4:15A END: 11:55P	EVERY 60 MINS START: 7:15A END: 8:55P	EVERY 60 MINS START: 8:15A END: 5:55P
53	SUMMER	2	60/120 MINS START: 6:15A END: 12:01A	EVERY 60 MINS START: 8:15A END: 6:01P	EVERY 120 MINS START: 8:15A END: 6:01P
57	PARK	2	EVERY 60 MINS START: 4:15A END: 11:05P	EVERY 60 MINS START: 7:15A END: 8:05P	EVERY 60 MINS START: 8:15A END: 5:05P
69	WINCHESTER	3	60/120 MINS START: 5:15A END: 11:53P	60/120 MINS START: 8A END: 7:35P	NO SUNDAY SERVICE
	ON-DEMAND ZONES	10	6a-7p	6a-7p	NO SUNDAY SERVICE



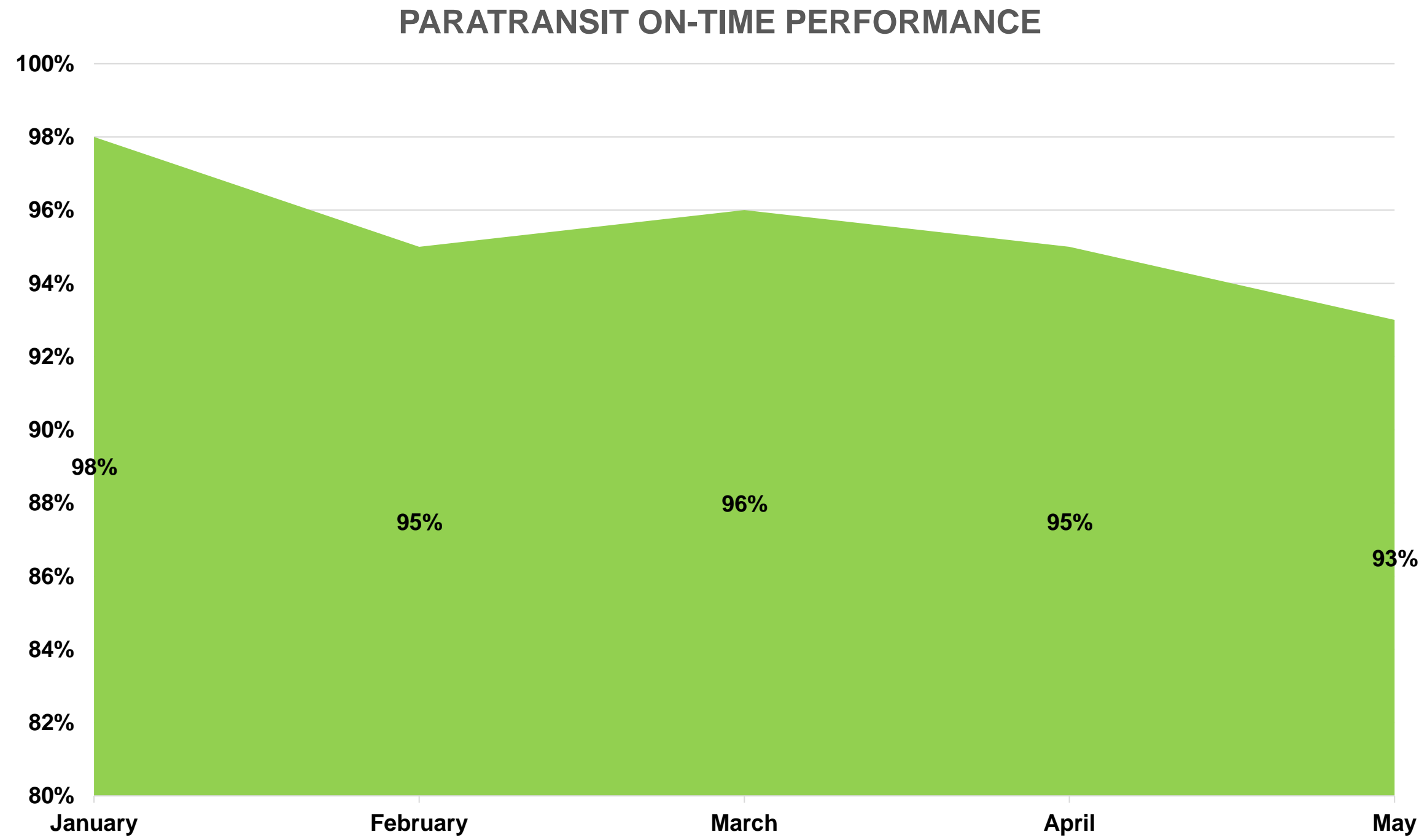
- Data Review from 1/2025 to 5/2025
- Missed Trips are defined as percentage of scheduled stops not performed (i.e., a bus did not arrive at a scheduled stop)



• Data Review from 1/2025 to 5/2025



- Data Review from 2/2025 to 5/2025
- From April to May Missed Trips were cut in half and the Denials were reduced by 26%
- Denials are defined as “capacity denials” or trips that could not be booked due to lack of availability of vehicles/operators
- Missed Trips are defined as trips that the customer declined due to a late vehicle.



- Data Review from 1/2025 to 5/2025
- OTP Declined 5% from January to May

SUCCESS OUTCOMES

CREATE SATISFIED CUSTOMERS – FIXED ROUTE



Metric	Description	Best in Class	Mar 2025	Apr 2025	May 2025
On Time Performance (OTP)	Percentage of buses that arrive between 1 minute early and 5 minutes late at their scheduled stop (metric excludes Missed Trips)	85%	66%	62%	62%
Missed Trips (MT)	Percentage of scheduled stops not performed (i.e., no bus arrived for a scheduled stop)	0%	7%	9%	8%
Community Commitment Score (CCS)	Total percentage of scheduled stops performed on time (calculated by multiplying OTP and the percentage of completed trips)	85%	62%	56%	57%

Key updates:

- Identified sister agencies with spare buses who are willing to transfer ownership to MATA
- Received quote for 14 new buses at \$800K/each

SERVICE IMPROVEMENT PLAN

- TO IMPROVEMENT SERVICE RELIABILITY, MATA WILL FOCUS ON THE FOLLOWING:
 - INCREASE NUMBER OF PARATRANSIT (15) & FIXED ROUTE VEHICLES (14)
 - HIRE & TRAIN ADDITIONAL OPERATORS (Received 75 applications during Job Fair)
 - REVIEW EXISTING SERVICE LEVELS AND SCHEDULE & ADD RESOURCE NEUTRAL IMPROVEMENTS

TROLLEY UPDATE

TROLLEY DEPARTMENT IS WORKING DILIGENTLY TO DEVISE A PLAN TO RESTORE TROLLEY SERVICE ASAP

CURRENTLY HAVE TWO TROLLEY BUSES (RUBBER TIRES) ACTIVE & READY TO GO. WORKING TO SECURE SPARES FOR BACK-UP.

ORGANIZING & DEVELOPING A SCHEDULE FOR SERVICE
(COMPLETED)

CONTACTING FORMER TROLLEY OPERATORS & PREPARING FOR TRAINING.

COMMUNICATIONS TEAM WILL PUBLICIZE A NOTICE TO THE PUBLIC IN THE COMING DAYS.

QUESTIONS?