



DEAN
& ASSOCIATES

OUR SERVICES

PUBLIC AFFAIRS



We help clients navigate complex political and regulatory environments through strategic advocacy and effective communication. Our team creates customized campaigns to influence policy and build essential relationships for impactful outcomes.

GOVERNMENT RELATIONS



We integrate government relations with business strategies to enhance connections with local and state governments, advocate for favorable policies, and prepare clients to effectively tackle challenges.

STAKEHOLDER ENGAGEMENT



We offer tailored stakeholder engagement services that connect leaders with key influencers and groups affecting your business. Our expertise enhances public engagement, advises executives, and improves employee relations, providing valuable solutions.

BUSINESS CONSULTANCY

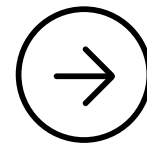


Our advisory services help businesses overcome market challenges and achieve strategic objectives. We specialize in economic development, market research, and entry strategies, with a focus on market penetration and corporate social responsibility.

OUR TRACK RECORD



MATA + DA OVERVIEW



2020

RFP for Legislative
Advocacy released

MATA Board awards
contract to Dean &
Associates

2021

Multi year RFP issued for
Legislative Advocacy

MATA Board awards
contract to Dean &
Associates

2022 -23

Expanded strategy to
increase federal
advocacy.

2024 - present

Renew support for local,
state and federal
initiatives that align with
MATA's strategic
objectives, aiming to
strengthen its position in
the midst of change and
extreme uncertainty.





DA has successfully built direct relationships with the mayor's office and city council members to ensure that MATA's message is effectively conveyed. By addressing past negative perceptions, champions within the council have emerged, positively influencing funding and the agency's reputation. Since the city serves as MATA's funding body and chartering agency, strengthening this relationship has been vital for overall success with other levels of government.

STRATEGIC FOCUS

Empowering Local Leadership Through Education

Fostering Trust

Fiscal Sustainability

CITY OF MEMPHIS

OUTCOMES



Increased local funding



Improved Relationships and MATA knowledge



Enhanced connections with city departments.





Shelby County Government, while not required, has become more involved in funding transit through increased advocacy and relationship efforts. The county mayor and some commission members support transit funding, though opinions on levels vary. An approved joint ordinance aims to add a seat to the board based on county funding that has yet to be determined.

STRATEGIC FOCUS

Regular and Continuous Engagement Focused on Securing Increased Funding

Empowering County Leadership Through Education

Fostering Trust

SHELBY COUNTY

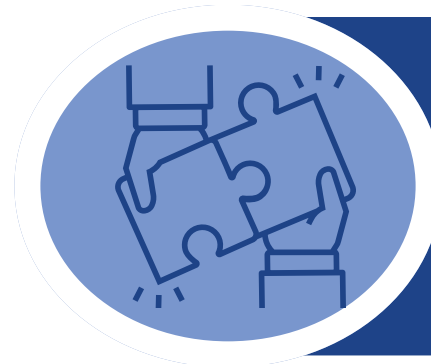
OUTCOMES



Maintaining MATA funding within the County's annual budget.



Improved Relationships and MATA knowledge



Maintain County Engagement and Focus on Transit Needs





Navigating changing legislation presents challenges. MATA has strengthened its relationships with the Tennessee Department of Transportation, the governor's office, and the legislature through consistent communication and timely reporting. This engagement has evolved, focusing on bus and rail decisions, leading to meaningful long-term state efforts despite the pace.

STRATEGIC FOCUS

Enhancing Trust: Reestablishing communication within the department with key officials at TDOT.

Continued grant funding

New funds for operations

STATE OF TENNESSEE

OUTCOMES



Strengthened relationships



Heightened levels of engagement



More engaged in evolving communications



FEDERAL AGENCIES



At the federal level, we have gained support from Congressional representatives and Senators who endorse MATA's primary priorities. Our advocacy focuses on long-term capital projects, such as expanding the bus fleet, electrification of vehicles and the development of Bus Rapid Transit (BRT) systems, which are crucial for MATA's growth and service enhancement. Moreover, our participation in federal regulatory and fiscal discussions positions MATA to take advantage of infrastructure funding opportunities at the national level.

STRATEGIC FOCUS

Responsiveness to grant funding opportunities

Improved relationships with DOT and FTA

Increase Opportunities for Connectivity

OUTCOMES



Strengthened relationships



Heightened levels of engagement



Inclusion in national issues related to transit and mobility.



THE JOURNEY



- 1 Administration and City Council Annual Budget Commitments 2020-2024
- 2 Created Successful Engagement Strategies that Increased Communications between MATA and the City Council, Mayor, County Mayor, and County Commission
- 3 Increased Visibility at the Federal Level with Congressional Delegation from TN and AR as well as others on the Transportation and Infrastructure Committee
- 4 Improved the Relationship between TDOT and MATA
- 5 Commission Support of Capital Dollars in Annual CIP Budget to Support Transit FY 2020-2023
- 6 Commission Support of Annual Operating Funds FY 2023-2025
- 7 Grant Award to Support Bus Rapid Transit
- 8 Supported Legislation to Create Joint Agreement of City and County to add Expiring PILOT Funds to Support Transit Vision
- 9 Garnered City Mayor and Council Support for Annual Discretionary Funding in Federal Budget
- 10 Supported the Addition of a Transportation Committee of the City Council that Provided More Focus on Transit Needs
- 11 Grant Awards to Fund New Bus Maintenance Facility
- 12 Grant Awards to Fund Bus Electrification

THE PATH FORWARD



**THANK
YOU**

