Transit Basics

- Founded in 1975, MATA currently operates 44 routes and serves almost 7 million riders annually (2nd most broadly impactful community asset)
- MATA is governed by 9-member Board, serving 3-year terms
- Memphis Mayor nominates Directors, who are then approved by Memphis City Council
- Memphis Mayor designates Chair; MATA Board selects Vice-Chair
- MATA Board holds around ten board meetings per year
- MATA Board hires General Manager of MATA

See Memphis Code of Ordinances, Sections 2-56-1 through 2-56-5.

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Current Sources of Transit Funding (FY20)

- City of Memphis $29,170,000
- United States Government $11,872,000
- State of Tennessee $7,656,400
- Passenger Fares $6,141,064
- Auxiliary Revenue (Advertising) $725,665
- Other Revenue (Leasing, etc.) $689,167
- Shelby County Schools $300,000
- Shelby County Aging Commission $185,000
- Non-Government Grants $100,000

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Transit Vision 3.0

- Transit Vision 3.0 process began in early 2017, with complete plan made public in April 2018
- Process included ten-week community engagement efforts as part of a 3-phase process to collect input and feedback
- Community feedback emphasized shorter waits resulting in eight high frequency, high-use routes (every 15 or 20 minutes)
- Cost to implement plan is $30 million, made up of $4 million in capital investments and $26 million in yearly operational costs

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Road to Today’s Recommendation

- Reviewed Transit Vision 3.0
- Met with relevant stakeholders, including City of Memphis, MATA representatives, Memphis Bus Riders Union, MICAH
- Hired Innovate Memphis as consultant, a local subject matter expert & an architect of Transit Vision, to facilitate & assist in crafting of recommendations & plan
- Made initial presentation on Transit Vision at County Commission meeting
- Invited County Commissioners to participate & give feedback

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Principles and Assumptions

- No property tax increase to fund County’s investment in MATA
- MATA continues to be owned by City of Memphis
- MATA/City of Memphis carve out role for County on MATA board (i.e., 2 board seats approved by Commission)
- MATA/City of Memphis permit County employees to ride MATA at no cost (similar to arrangement provided to City employees)
- City of Memphis maintains at least its current level of local funding for transit (per an MOU, other future agreement w/ City, or as a condition of grant)
- MATA strongly prefers sustainable, dedicated investment in current operations (not necessarily CIP or even light rail)
- County Commission votes to approve new transit fund for transit-related revenues and transit plan

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Background on 3rd Vehicles

- 700,000 Motor Vehicles in Shelby County. Although the vast majority of households have 1-2 vehicles, at least 17% of the 350,000+ households in our County have 3 or more cars registered.

Proposal

- Implement Additional Sustainability Fee of $145 for 3rd+ cars & some non-traditional vehicles (e.g., trailers) ($9 million+ in dedicated funding for transit)
- Allocate & dedicate 1.5% of County CIP Budget to transit ($1 million+ in dedicated funding for transit)
- No fee changes & no new taxes for the vast majority of residents of our county.
- In total, proposal raises $10+ million dedicated funding for transit.
More on Use of Funds from Sustainability Fee

Create Transit Fund
- If approved by Commission, new County Transit Fund is set up (similar to Pre-K Fund); all revenue deposited in Transit Fund
- Transit Fund creates opportunity for sustainable, dedicated source for MATA

Transfer to MATA based on Scheduled Plan for Release of Funds
- New County Transit Fund would release funds to public transit according to a Commission-approved schedule or actual collections, whichever is lower (goal is $10 million+ dedicated funding for public transit)

Use Funds for Transit Vision 3.0
- Funds used to expand frequency of 8 successful routes, fund new express route to the Airport (new Route 9), & help implement Transit Vision

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Why a Sustainability Fee?

**BIG IMPACT ON TRANSIT**

A $10+ MILLION DEDICATED INVESTMENT IN TRANSIT HAS AN ECONOMIC IMPACT OF $40+ MILLION AS A RESULT OF EXPANDED JOB ACCESS, REDUCED CAR CRASHES

**BIG IMPACT ON POVERTY**

THERE ARE 15,000 AVAILABLE JOBS IN SHELBY COUNTY, MORE FREQUENCY HELPS PEOPLE GET TO A JOB & KEEP A JOB

**ZERO IMPACT ON MOST FAMILIES**

NO INCREASE IN TAXES, PLUS 83% OF RESIDENTS WILL SEE NO INCREASE IN CAR REGISTRATION FEE

**BIG IMPACT ON OUR SHARED ENVIRONMENT**

INVESTMENT PRODUCES NEARLY 1 MILLION NEW RIDES, REMOVES THOUSANDS OF CARS FROM WEEKDAY TRAFFIC, & REDUCES THOUSANDS OF METRIC TONS OF EMISSIONS

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Next Steps

- Commission Chair or Commission Chair designee works with our office on community engagement
  - Engage with public (e.g., MICAH Public Meeting, Sept. 15, 2019 at 4:30pm, Mt. Vernon Baptist Church in Westwood, First #Future4Transit Townhall, Sept. 26, 2019 at Noon, Impact Baptist Church in Frayser, Second #Future4Transit Townhall, Oct. 7, 2019 at 6pm, MS Blvd Church in Midtown)
  - Engage with individual Commissioners
  - Engage with key stakeholders (e.g. MATA, Chamber of Commerce, City Council)

- Catalog feedback and refine plan in light of feedback

- Seek full Commission vote for an investment in transit and transit plan by February 2020

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