

2020

---

*a future for*  
**TRANSIT**



---

**MAYOR LEE HARRIS**

#Future4Transit

# 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.

#Future4Transit

# 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

#Future4Transit

# 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

#Future4Transit

# Road to 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

#Future4Transit



# 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

#Future4Transit

# Sustainability Fee for 3rd Vehicles; \$10+ Million in Dedicated, Yearly Funding for Transit

## Background on 3rd Vehicles

- 573,000 registered passenger vehicles in Shelby County and 65,000 registered commercial vehicles, according to the State of Tennessee. Although the vast majority of households have 0, 1 or 2 vehicles, at least 17% of the 350,000+ households in our County have 3 or more cars registered, according to Census estimates.

## Proposal

- Implement Additional Sustainability Fee of \$145 for 3rd cars, including 3rd commercial vehicles (**\$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

#Future4Transit





# 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

#Future4Transit



# 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 17,000+ 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 MORE THAN 1 MILLION NEW RIDES, REMOVES THOUSANDS OF CARS FROM WEEKDAY TRAFFIC, & REDUCES THOUSANDS OF METRIC TONS OF EMISSIONS

#Future4Transit

2020

*a future for*  
**TRANSIT**



MAYOR LEE HARRIS

# Seeking An Investment

- Commission Chair or Commission Chair designee works with our office on community engagement
  - Engage with public
  - 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

#Future4Transit