

TRANSIT REPORT

GARY ROSENFELD

Chief Executive Officer

MEMPHIS AREA TRANSIT AUTHORITY

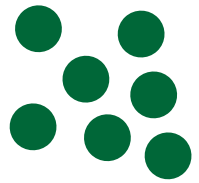
Board of Commissioners

October 24, 2023

MATA

GO 901





MATA PROPOSED WINTER 2023 SERVICE CHANGES

Proposed Effective Date: Sunday, December 3, 2023

MATA Proposed Winter 2023 Service Changes



TARGETED & RELIABLE TRIPS:

- Targeted bus services in high ridership areas
- Targeted on-demand services in low-ridership areas
- Streamline staff resources
- Commitment to more timely arrivals
- More effective communication with riders
- Replacement buses immediately available

Public Meetings on Proposed Service Changes

	DATE	LOCATIONS	MEETING TIME
1	October 16	Officer G. Redd Library	11AM -12PM
2	October 16	Ed Rice Community Center	6PM -7PM
3	October 17	Bartlett Library	11AM -12PM
4	October 17	Cossitt Library	6PM -7PM
5	October18	Levi Library	11AM -12PM
6	October18	Orange Mound Comm. Ctr.	2:30PM –3:30PM
7	October 19	Hollywood Library	11AM -12PM
8	October 19	North Library	5PM -5:55PM
9	October 20	Raleigh Library	11AM -12PM
10	October 20	Benjamin Hooks Library	4:30PM -5:30PM
11	October 21	Whitehaven Library	1:30 -2:30 PM
12	October 24	MATA Board	3:30PM-5PM

Labor Needs



MATA IS LOOKING FOR A FEW GOOD MECHANICS!

JOIN US FOR
MECHANIC MONDAY

ON-SITE JOB FAIR

Every Monday
Starting September 11th

MATA Headquarters
1370 Levee Rd.

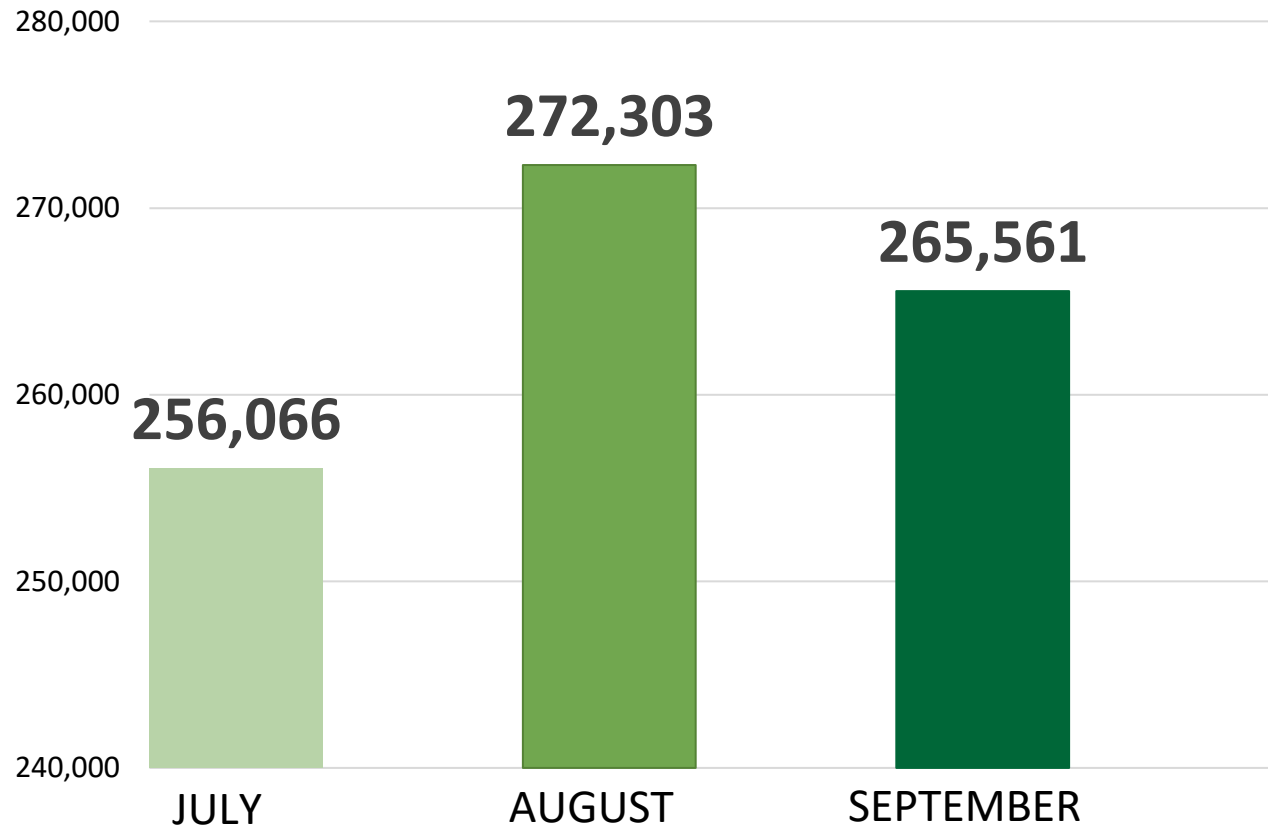
9:00-11:30 AM

3:00-5:00 PM

Recruitment focus:
42 diesel mechanics
(Currently **10** short)

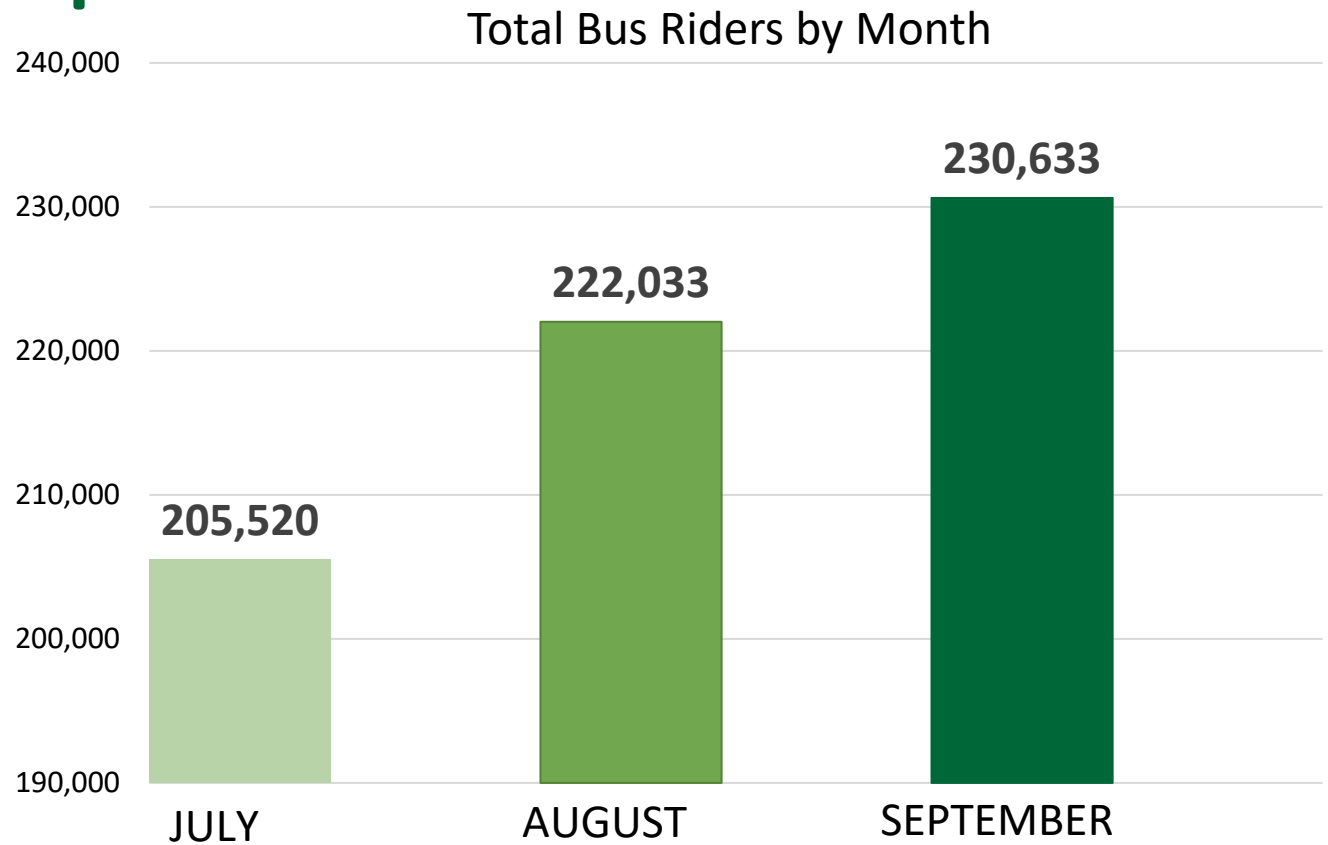
Total Ridership All Modes (FY2024 / 1st Quarter)

Q1 Total:
793,930 riders



Bus Ridership (FY2024/Q1)

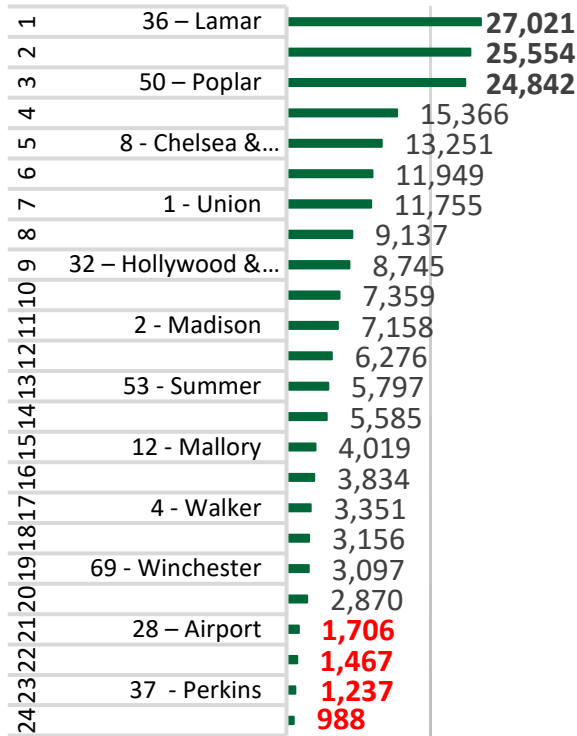
Q1 Total:
658,186 riders



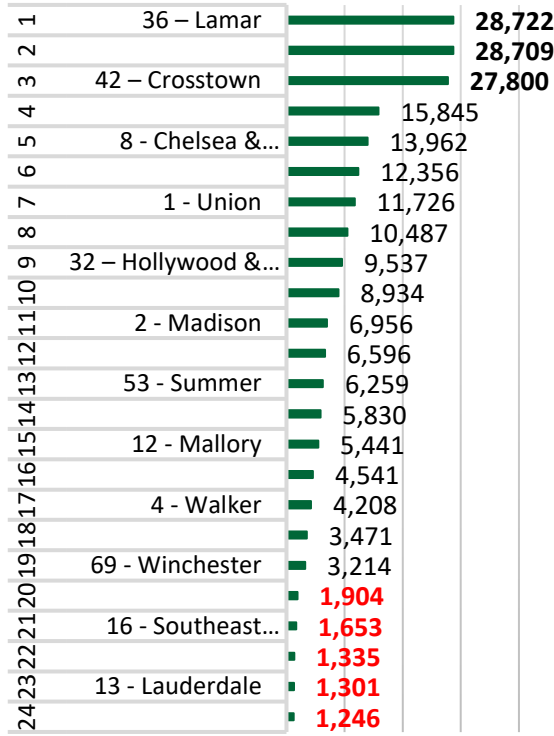
Bus Route Ridership Rankings (FY2024 / 1st Quarter)

Quarter)

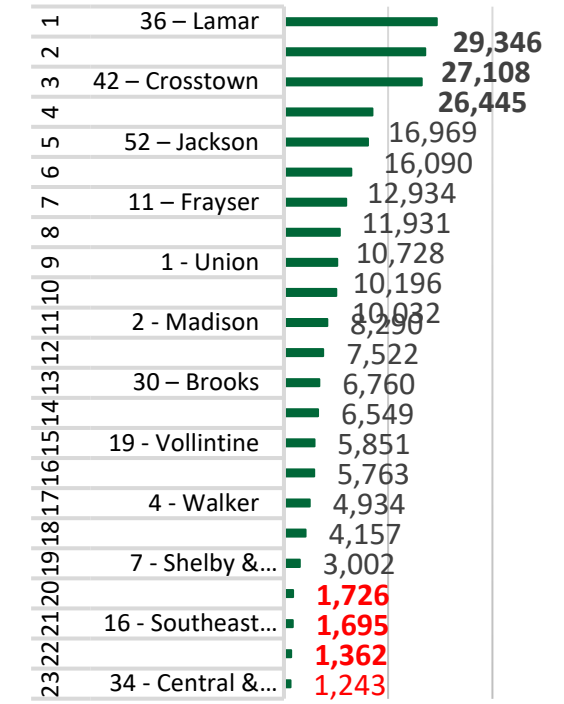
JULY 2023:



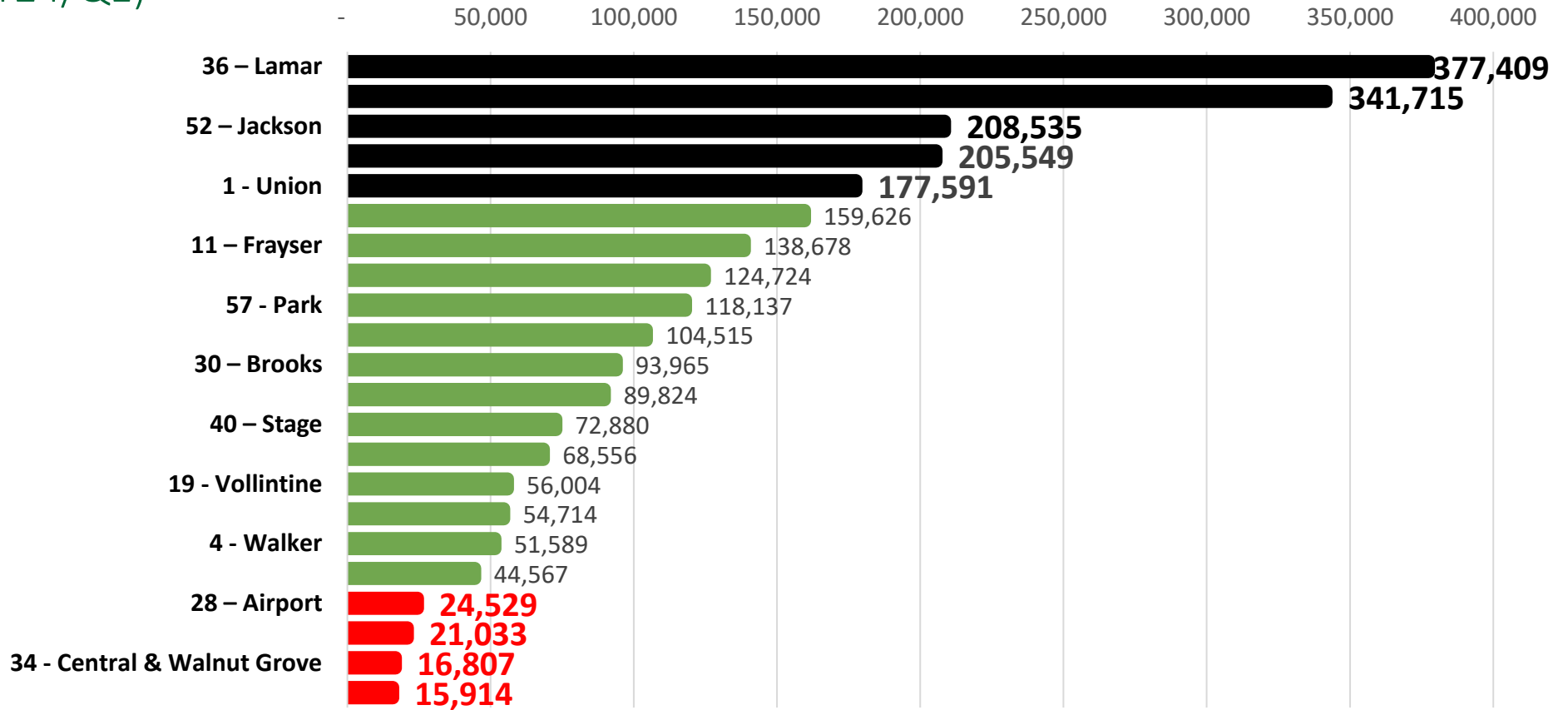
AUGUST 2023:



SEPTEMBER 2023:



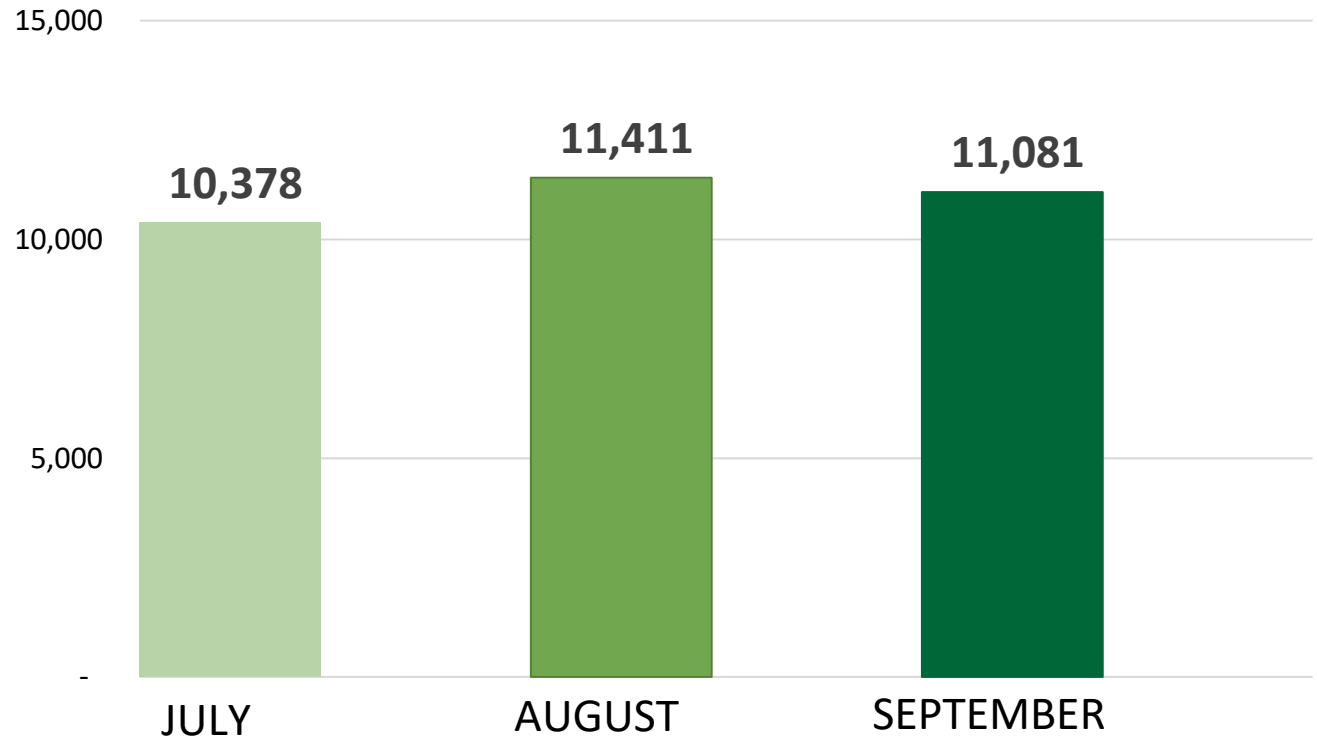
Bus Route Ridership Rankings (Total FY23 - FY24/Q1)



Paratransit Ridership (FY2024/Q1)

Q1 Total:
32,870 riders

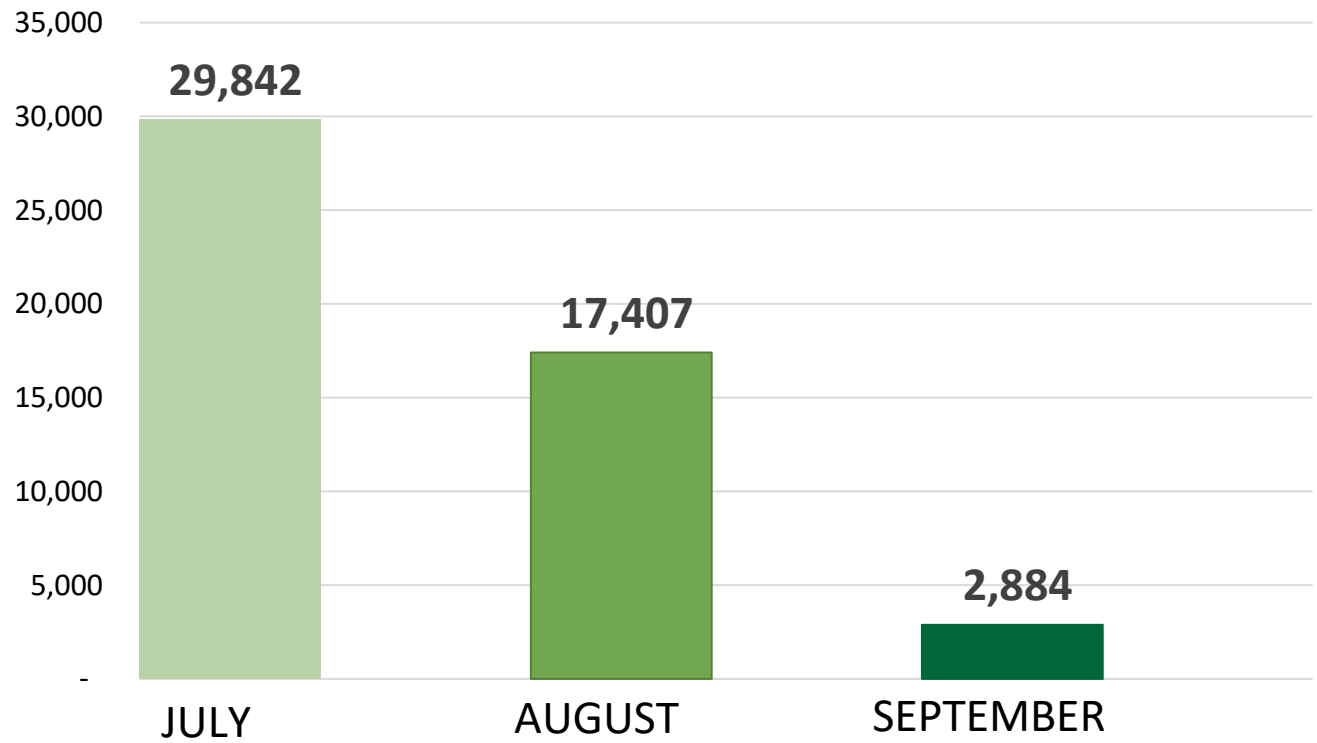
Total Bus Riders by Month



Trolley Ridership (FY2024/Q1)

Q1 Total:
50,133 riders

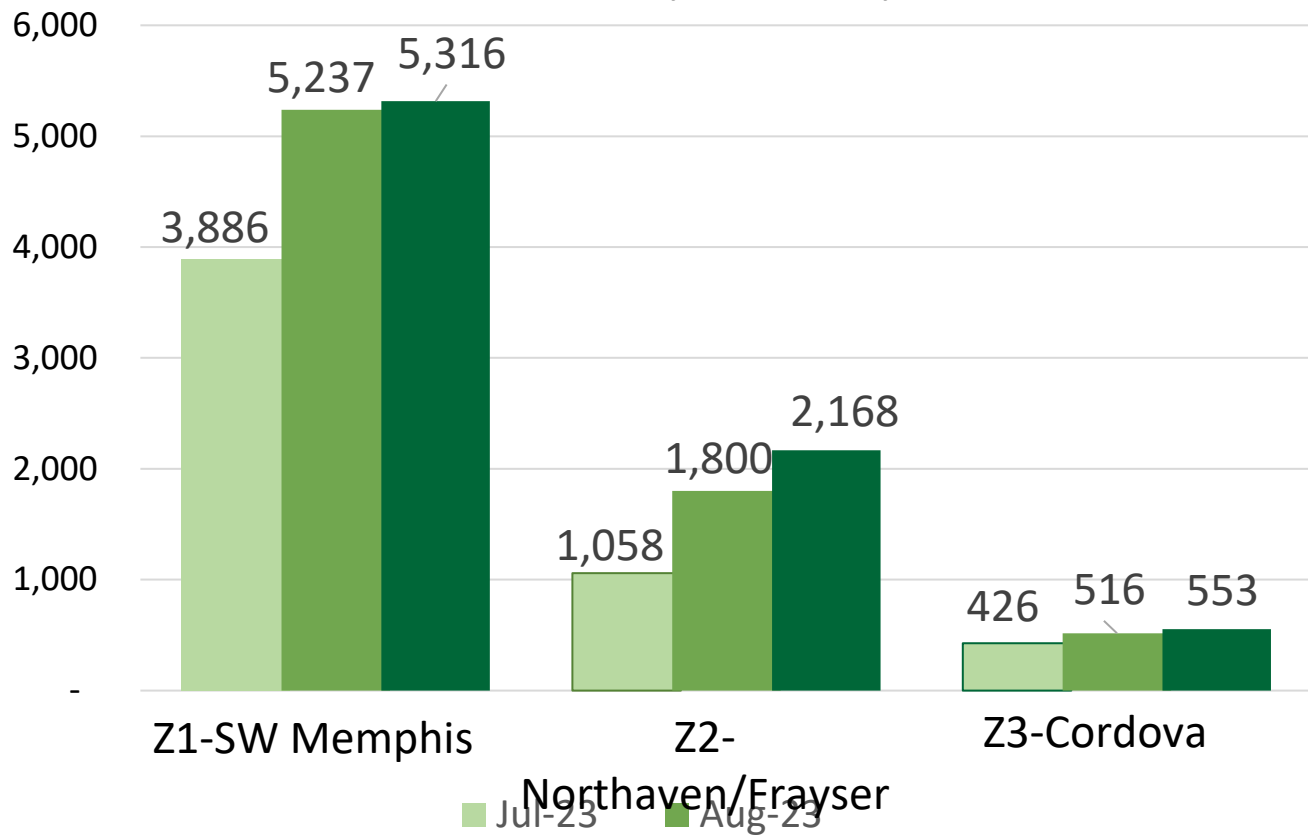
Total Bus Riders by Month



Ready! Ridership (FY2024/Q1)

Q1 Total:
20,960 riders

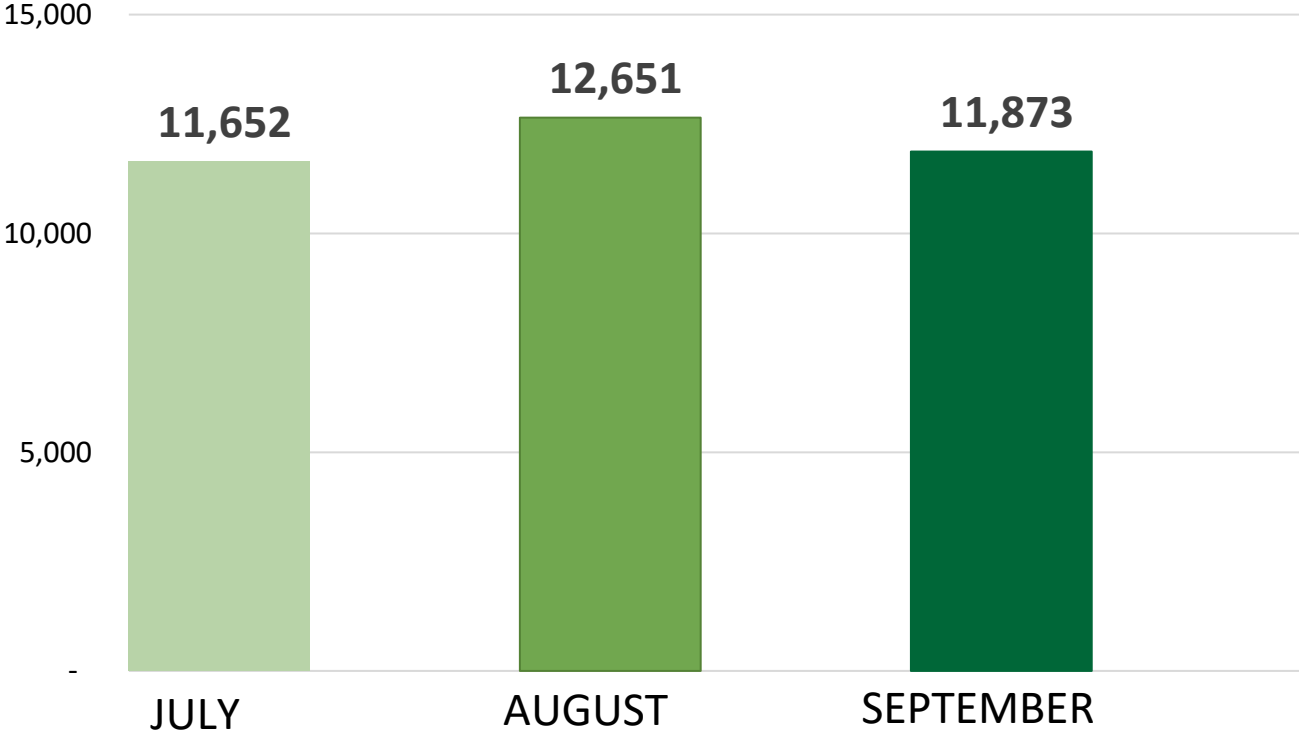
Total Ready! Riders by Month



GROOVE Ridership (FY2024/Q1)

Q1 Total:
36,176 riders

Total GROOVE Riders by Month



GO901 Smart Card (FY2024/Q1)

Cards Registered: **38,120**

Tickets Registered: **13,525**

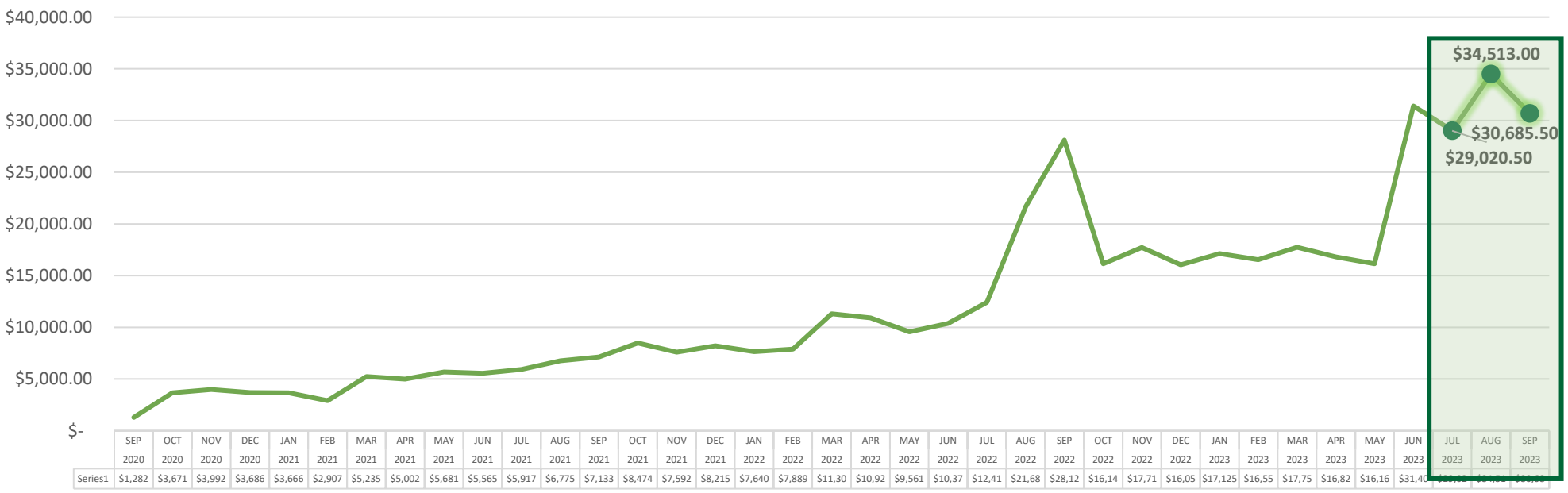
MATA launches cashless, reloadable 'Smart Card'

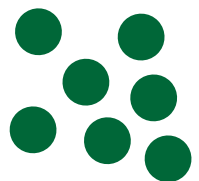


GO901 Mobile App (FY2024/Q1)

Total Sales: \$464,657.00

Total Orders: \$464,657.00





Q&A