

MATA Progress & The Road Ahead

Rodrick Holmes
Trustee



A NEW ERA FOR MATA: IMPROVING SERVICE



FLEET REVITALIZATION: BUILDING A SYSTEM THAT CAN DELIVER

AMBITIOUS GOAL: TOTAL FIXED ROUTE FLEET REPLACEMENT

56 BUSES OVER 12 MONTHS

- \$48 MILLION IN FEDERAL & CITY FUNDING
 - 12 40-FOOT DIESEL BUSES DELIVERED
 - 12 40-FOOT BUSES ON ORDER SLATED FOR 2027 DELIVERY
 - 32 ADDITIONAL 40-FOOT DIESEL BUSES: ALLOCATION SECURED SLATED FOR SPRING/SUMMER 2027 DELIVERY

THE IMPACT

IMPROVING THE FLEET & TRANSIT IN MEMPHIS

- REDUCE MAINTENANCE DISRUPTIONS
- INCREASE AVAILABILITY OF SERVICE
- IMPROVE RELIABILITY
- ENHANCE CUSTOMER EXPERIENCE



MAINTENANCE IMPROVEMENTS: IMPACTING SERVICE

NEW PROCEDURES IMPLEMENTED

- IMPROVED PARTS AVAILABILITY
- REDUCED REPAIR BACKLOG
- PRIORITIZED CRITICAL REPAIRS
- FOCUSED ON ROOT-CAUSE REPAIRS
- LAUNCHED FLEET-WIDE RELIABILITY CAMPAIGNS



ON TIME PERFORMANCE: DELIVERING A MORE RELIABLE RIDE



- FIXED ROUTE 60% (JULY)
- PEAK OTP 71% (JULY)
- HIGHEST OTP BY ROUTE (7/19-7/25)
 - 75% ROUTE 52
 - 66% ROUTE 42
 - 64% ROUTE 50

4TH QUARTER EXPANSION PLAN: PROVIDING A BETTER CUSTOMER EXPERIENCE

ADDING BUSES IN AS FLEET GETS BACK INTO GOOD REPAIR & NEW BUSES ARRIVE

HEADWAY REDUCED BY 30 MINUTES

- ROUTE 1
- ROUTE 2
- ROUTE 8
- ROUTE 52
- ROUTE 57

HEADWAY REDUCED BY 15 MINUTES

- ROUTE 11
- ROUTE 12
- ROUTE 36
- ROUTE 53

HEADWAY REDUCED BY 45 MINUTES

- ROUTE 40



TROLLEY RESTORATION: BRINGING BACK A MEMPHIS ICON

REGULATORY & SAFETY MILESTONES

- BRAKING SYSTEM TESTING COMPLETE
- SYSTEM INTEGRATION TESTING UNDERWAY
- 180-DAY NOTICE SUBMITTED TO TDOT
- 4 TROLLEYS SELECTED FOR SERVICE

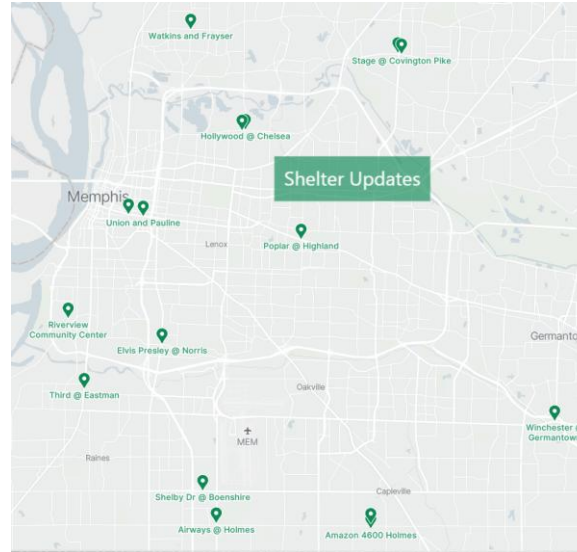


ON TRACK FOR TARGET LAUNCH

- FALL 2026

IMPROVING THE RIDER EXPERIENCE: SHELTERS

- 16 SHELTERS INSTALLED
- EVALUATING STOP & SHELTER PLACEMENTS
- EXPLORING CORPORATE & COMMUNITY PARTNERSHIPS
- SUBMIT SHELTER FEEDBACK @ MATATRANSIT.COM



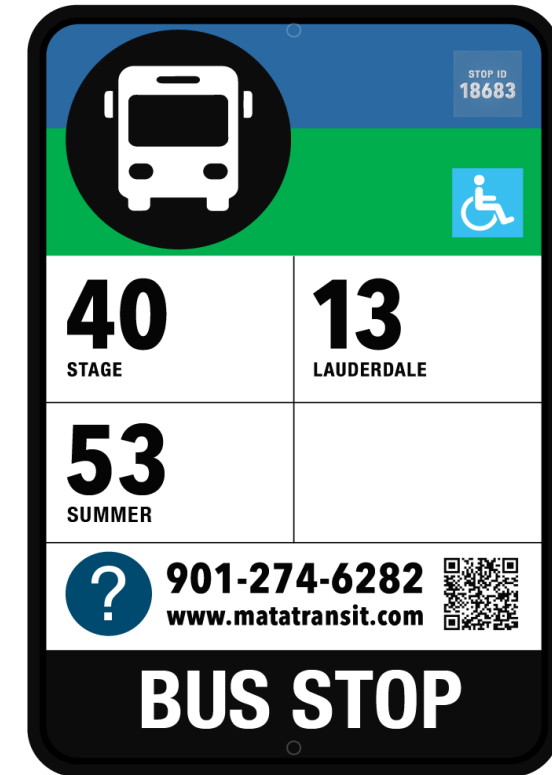
IMPROVING THE RIDER EXPERIENCE: STOPS & COMMUNICATION

- NEW ADA COMPLIANT BUS STOP SIGNS DEVELOPED & IN PROCUREMENT PLANNING
- NEW BUS STOP SIGNAGE INSTALLATION
 - 120 SIGNS SINCE MARCH
- UPDATED MESSAGING FOR OMNILERTS
 - CLEARER INSTRUCTIONS FOR RIDERS
- LAUNCHING QUARTERLY RIDER SATISFACTION SURVEY IN SEPTEMBER

CURRENT SIGN



NEW SIGN



MATA PLUS IMPROVEMENTS: DELIVERING RESULTS

CURB-TO-CURB OPTION FOR ANYONE WITH DISABILITIES

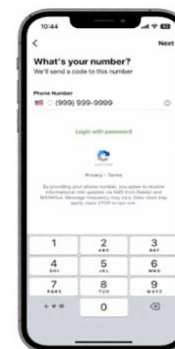
- 15 NEW VANS
 - 24 IN PROCUREMENT PLANNING
- 96% OTP
- CUSTOMER EXPERIENCE RATING: 4.7 ★
- 2,700 MORE TRIPS THAN LAST YEAR
- EASIER BOOKING WITH NEW APP



Logging into the Mobile App



Open the app and click get started



Enter your phone number



Enter a one-time code sent through text



Enter your personal details



GROOVE & READY! FUTURE PLANNING: IMPROVING ON-DEMAND SERVICE

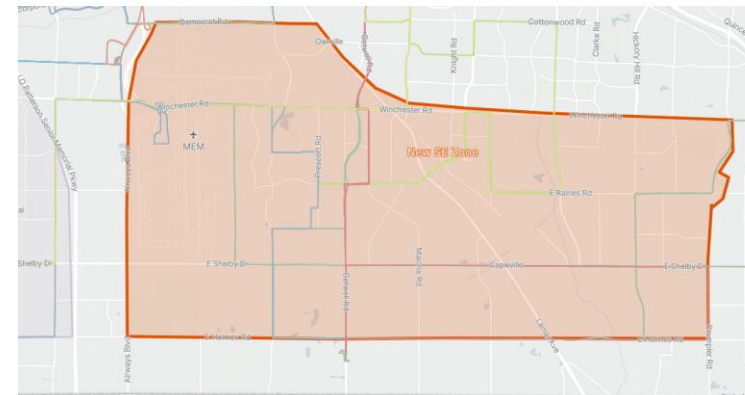
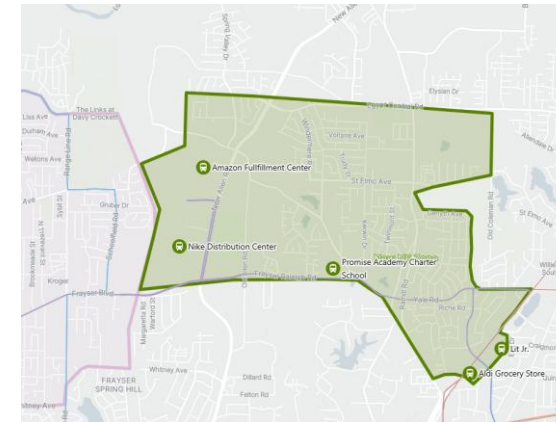
READY!: CONVENIENT CURB-TO-CURB OPTION IN CORDOVA, NORTHAVEN, WHITEHAVEN



GROOVE: FAST, EASY, AFFORDABLE RIDES DOWNTOWN, THE MEDICAL DISTRICT, SOUTH CITY, & NEW CHICAGO



- TWO PROPOSED NEW MICROTRANSIT ZONES
 - NORTHEAST MEMPHIS
 - CONNECTS RIDERS TO ROUTES 52 & 11
 - LIMITED FIXED ROUTE COVERAGE CURRENTLY
 - AIRPORT AREA
 - EMPLOYMENT & LOGISTICS CORRIDOR
 - HOME TO MAJOR EMPLOYERS & ROUGHLY 63,000 JOBS
 - STRONG EMPLOYMENT ACCESS OPPORTUNITY



IMPROVING THE WORKFORCE

SINCE MARCH 2026

- 73 TOTAL HIRES
- 26 FIXED ROUTE OPERATORS
 - OPERATOR COMPLEMENT:
134 OUT OF 155 NEEDED
 - POSITIONS FILLED: 88%
- 16 MATApplus OPERATORS



SAFETY & SECURITY: PROTECTING OUR STAFF & RIDERS

ACTIVELY PREVENTING ISSUES THROUGH VISIBILITY

- NEW PROCESS IMPLEMENTED IN MAY
 - 129 ROUTE CHECKS CONDUCTED
 - 210 TRANSIT CENTER SECURITY CHECKS
- HIRING:
 - 2 ADDITIONAL SAFETY SPECIALISTS



PINWHEEL PLAYROOM: INSPIRING YOUNG RIDERS

- GRAND OPENING: APRIL 2026
- EXPANDS ACCESS TO LITERACY
- AVERAGE OF 160 BOOKS DISTRIBUTED PER MONTH
- POWERED BY COMMUNITY PARTNERSHIPS:
 - URBAN CHILD INSTITUTE
 - PORTER-LEATH
 - LITERACY MID-SOUTH
 - MEMPHIS PUBLIC LIBRARIES
 - SITE ADOPTER: KIFANI KIDS



MEASURING SUCCESS



- RETAIN & DEVELOP A HIGH-PERFORMANCE WORKFORCE
- DELIVER RELIABLE, ON-TIME SERVICE DAILY
- IMPROVE CUSTOMER EXPERIENCE AT EVERY TOUCHPOINT
- CONTINUE GROWING RIDERSHIP THROUGH BETTER SERVICE

THANK YOU

