



**Memphis Urban Area Metropolitan Planning Organization (MPO)**  
**Coordinated Public Transit-Human Services Transportation Plan (CPT-HSTP)**  
**Advisory Committee Meeting**  
**Tuesday, March 12, 2019 2:00PM**  
*GoToMeeting Webinar*

**SUMMARY OF MINUTES**

Mr. Alvan-Bidal Sanchez called the meeting to order at 2:00 P.M., the following members were present:

Antoinette Gray-Brown	<i>Aaron Henry Health Center</i>
Danny Heidelberg	<i>ARDOT</i>
Greg Nation	<i>ARDOT</i>
Bill Ryan	<i>ARDOT</i>
John Lancaster	<i>MATA</i>
Maury Miles	<i>MATA</i>
Scarlet Ponder	<i>MATA</i>
Roderick Bailey	<i>MDOT</i>
Shirley Wilson	<i>MDOT</i>
Janice Yancey	<i>MDOT</i>
Emily Duchac	<i>TDOT</i>
Jennifer Marshall	<i>TDOT – Office of community Transportation</i>
Eddie Brawley	<i>West Memphis MPO</i>

MPO Staff members present:

Jordan Smith

Alvan Bidal-Sanchez

Nick Warren

1) **Welcome and Introductions**

Mr. Alvan Bidal-Sanchez welcomed the committee members and laid out the agenda of the meeting.

2) **Memphis MPO Announcements**

Mr. Sanchez described the 5310 updates from MATA, TDOT, MDOT, and ARDOT. These included categories of accessible infrastructure, accessible vehicles, the One-Click, One-Call Center, and capital purchases. Afterward, Mr. Maury Miles made a correction that 5, not 6 agencies had been receiving vehicles as part of the continuing implementation of the 2016 grants, as it had gone out of business. Ms. Antoinette Gray-Brown asked what the update was for DeSoto County, and Mr. Sanchez reiterated the update concerning the Timber Hills Region IV Mental Health Agency. Ms. Janice Yancey commented that the update was correct and that Timber Hills had been operating in the area for a long time.

Mr. Sanchez also explained that the next update to the CPT-HSTP is planned for 2021, and asked for the committee's thoughts on four issues concerning the update: general (any suggested changes from last plan), geography (should the area be expanded or contracted), strategies (how are they being implemented so far), and future (potential public-private partnerships). The committee members did not yet have any comment at this time.

3) **Arkansas Statewide Transit Coordination Plan, ARDOT, Greg Nation**

Mr. Nation presented information about ARDOT's plan. Listed below are some of the main takeaways from that presentation:

- Challenges included power sharing, collection of performance data, and border state coordination
- They developed several performance measures to monitor progress, including ridership data, community satisfaction, percentage of transit demand met, percentage of key destinations served, and percentage of providers that are coordinating with the state
- They conducted over 1,000 riders surveys, some online but many on paper
- Human Services agencies were surveyed as well
- They developed a County Transportation Needs Index and resulting map, which was used in the 5310 project selection process (conducted in part by the Coordination Council that assisted in the development of the plan)
- Link to the approved plan:  
[https://www.arkansashighways.com/public\\_transportation/ARDOT%20Transit%20Coordination%20Plan%202018.pdf](https://www.arkansashighways.com/public_transportation/ARDOT%20Transit%20Coordination%20Plan%202018.pdf)

*Q: Mr. Sanchez asked the extent to which MPOs were involved in this plan.*

*A: Mr. Nations responded that while eight MPOs were invited and some participated, the level of involvement was not as much as they had hoped.*

4) **Sephora Plant Partnership, Aaron Henry Health Center, Antoinette Gray-Brown**

Ms. Gray-Brown began with a video telling the stories of and interviews with people involved in the program; workers, parents, Sephora management, and others. The video focused on the impact on the participants' lives and opportunities. Link: [https://www.youtube.com/watch?v=cM93tH-E\\_BY](https://www.youtube.com/watch?v=cM93tH-E_BY)

Ms. Gray-Brown explained the origins and process of starting this program:

- Ability Works, a program of the Mississippi State Department of Rehabilitation Services, was looking for a partner to help transport its clients to the newly opened Sephora Plant
- Delta Rides, a Coordinated Public Transit- Human Services Transportation Committee, which meets once per month, was the venue for this coordination
- Planning began in June, and service began in September, so it was a quick but difficult process
- Delta Area Regional Transit System developed routes and scheduling to serve the clients and worked with them to help them learn how to use their transit services
- DARTS used operating and capital funds for this project and used 5310 and 5311 funds
- Today, this program comprises about 5% of DARTS total ridership

**Comment:**

*Ms. Shirley Wilson stated that this project was a challenge: with resources, having enough vehicles, and more. She appreciated the effort and partnerships that made this possible and credited the longstanding relationships developed by the partners being part of the Delta Rides committee.*

**Q:** *Mr. Maury Miles asked if there was a goal for the number of persons with disability employed by Sephora.*

**A:** *Ms. Shirley Wilson responded that the goal was 30% and that she thought that this goal was part of agreements with DeSoto County before the plant was built, likely tied to economic development incentives.*

**Q:** *Mr. Sanchez asked who initiated the partnership or project.*

**A:** *Ms. Wilson responded that it was the Ability Works program.*

**5) Other Business**

Mr. Sanchez asked for feedback about using the GoToMeeting Webinar format and the members responded positively in general, however the sound quality from the MPO end was poor and one member had trouble connecting to the meeting via smartphone. Mr. Sanchez noted that the next meeting would likely be held in early 2020.

**6) Adjourn**

Meeting was adjourned at 2:50 PM.

**NOTE: The meeting minutes are a summary of the meeting. If you would like to review the tape recording of the entire meeting you may do so by scheduling an appointment with Alvan-Bidal Sanchez at (901) 636-7156.**