

MINUTES
MEETING OF THE BOARD OF DIRECTORS
PLANNING & EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY
February 8, 2018

The Board of Directors Planning & External Relations Committee met on February 8, 2018 at 10:31am in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert F. Dallas
Jim Durrett
Jerry Griffin, Chair
Freda B. Hardage
John Algernon (AI) Pond

MARTA officials in attendance were: Interim General Manager/ CEO Elizabeth O'Neill; Deputy General Manager Robert Troup; C-Suite Team Members – Chief Counsel Corporate Law Jonathan Hunt (Acting), Chief Financial Officer Gordon L. Hutchinson, Chief Operating Officer Richard A. Krisak, Chief Counsel Litigation Paula Nash (Acting), and Chief Marketing and Communications Officer Goldie Taylor; AGM's LaShanda Dawkins, Wanda Dunham, Benjamin Limmer, David Springstead and Emil Tzanov; Chief Information Officer Dean Mallis; Executive Director Shelton Goode; Senior Directors Stephany Fisher (Acting), Jennifer Jinadu-Wright, Amanda Rhein, Donald Williams and George Wright; Directors Rhonda Allen and Sherrie Johnson; Managers Davis Allen, John Cochran, Donna DeJesus, Niki Hester, Jacqueline Holland and Antoine Smith; Manager Executive Office Administration Tyrene Huff Sr. Executive Administrator Ashanti Booth Sr. Executive Administrator Debra Oliver Others in attendance Teresa Arnold, Jonathan Braithwrite, Daniel Goodridge, Kenya Hammond, Terry Ponder, Dionne Thompson, and Toni Thornton.

Also in attendance Brenda Harrison of Organized Clayton; Tim Kasa of HNTB.

Consent Agenda

- a) Approval of the January 4, 2018 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Pond, the Consent Agenda was unanimously approved by a vote of 4 to 0 with 4 members present.

Individual Agenda

Briefing – Customer Experience Initiatives

Mrs. Rhein provided a presentation on a series of initiatives that are being implemented within the station to improve the customer service experience.

- Retail & Concessions
- Existing Vending Program – located within 37 of MARTA's 38 stations
 - Entered a 3- Year Contract with Gilly Vending in 2017
 - Contract will cover 200 machines located within the 37 stations
 - Contract will also introduce newer technology

Mr. Durrett asked what station doesn't have vending?

Mrs. Rhein replied Airport Station. Legally, MARTA is not allowed to put vending in the Airport

- Pilot Program in partnership with a company called Mobile Cubes
 - provide mobile recharging devices for your cell phone, iPad, iPhone
- Fresh MARTA Market – improves food access for underserved communities
 - Provides customers with fresh and healthy produce
 - Re-opens in May
 - MARTA partners with local growers and round it out with produce from the State Farmer's Market

-4 Locations

- HE Holmes
- West End
- Five Points
- College Park

2017 Statistics

- 58K visitors
- \$65K in revenue which exceeded the goal of \$50K(1/3 attributed to SNAP and EBT Transitions)
- Received \$500K Grant from the USDA to expand the program

Mr. Durrett asked if the grant from the USDA was revenue to MARTA or to the entire program?

Mrs. Rhein replied that it goes to the program. It will pass through MARTA and support the program.

- **Activation – looking to activate the underutilized space within our stations**
 - Five Points Station
 - Station Soccer – Partnership with a non-profit organization called Soccer in the Streets
 - Opened in September 2016
 - Great attendance and great participation from youth and adults
 - Launched as a pilot – successful; Expanding to other stations with West End being first
 - Community Farmer’s Market – placed in transit accessible stations (no parking)
 - provides benefits to the community and increases ridership
 - Community Garden – partnership with Central Atlanta Progress
 - Brought in Crystal Ray High School to help tend the garden
 - The community garden will be part of the high schools Biology curriculum

For those that are not aware, Mr. Durrett said the station soccer program is receiving international attention. MARTA should be proud of what has happened.

- **Placemaking – partnership with Mid-Town Alliance (Arts Center Station); pilot project to place tables, chairs, and public art in the upper plaza to provide a better connection to the Woodruff Arts Center**
- **Access Improvement – Expand our reach and improve first and last mile**
 - 44 Bike Fixit kiosks (1 in each station)
 - 51 bike racks (surveillance/ security camera provided)

Mr. Dallas suggested putting bikes inside the gate may provide more security.

Bike Share – Worked with the City of Atlanta to extend the reach of MARTA's service

Mr. Dallas asked if any of the other jurisdictions reached out to MARTA regarding the Bike Share Program.

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Mrs. Rhein responded there has been informal conversation about it. They are considering using the same company.

- Carshare – Partnered with Uber
 - New users can enjoy a discount when you access MARTA's app
 - Discounts are also provided during special events
- Wayfinding
 - signage that will focus more on pedestrian than cycling
- New Business Shelters
 - Currently 23 New Shelters
 - Looking to install 200 shelters system-wide over a five-year period
- Public Art
 - Visual and Performing Art at 38 stations

Mr. Dallas said the bus shelters is a great idea. He asked if MARTA is engaging jurisdictional partners

Mrs. Rhein deferred to Ben Limmer

Mr. Limmer said the Authority provides quarterly briefings to each membered jurisdiction. As part of those presentations, staff outlined the comprehensive shelter program that is underway system-wide, as well as a special report on the specific activities within each jurisdiction. They are given a report on the number of shelters and benches located within their area, as well as current standards for potential shelters, stops, benches and trash receptacles.

In response to Mr. Dallas, Mr. Limmer said going forward, MARTA will review with the jurisdictions the standards for placement of bus shelters of benches, but also any special conditions with regards to severance around land usage. MARTA has been very engaged with the staff at the local counties and cities.

Mr. Pond referenced bus shelters and said about four months ago, MARTA talked about the cost of trying to do these one at a time and the thought of getting one contractor on a competitive cost basis to do these on a task quarter basis. He asked about the status.

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Mr. Limmer indicated historically, MARTA has worked with Outfront Media. They are committed per the terms of the contract to install a particular number of bus shelters per year. Staff recognized the need was greater than what was outlined in the contract so installation was expedited above and beyond the contractual minimum. Actually two rounds of bus shelters installations were expedited. Mrs. Rhein mentioned the twenty-three bus shelters that was in the latest package that went out. The intent going forward is to achieve economy of scale by packaging these in a larger more feasible format in order to build up to two hundred per year over the five-year period.

Mrs. Hardage due to diligence was done with each of the planning departments in North Fulton. There is a lot of building going on all over town and I encourage them as they're tearing up the sidewalks and building new buildings that they work with those developers and ask to have a bus shelter put in and I really encourage you to that throughout the city. A new shelter was recently installed on Old Milton, so it's starting to happen. It's something that long-term that I think we can help get those bus shelters done faster.

Mr. Griffin said adding things to the station could possibly add potential problems for public safety, i.e, lockers. In this light, he asked if MARTA is working with safety.

Mrs. Rhein said MARTA Police Department (MPD) is really an important stakeholder in all these decisions and safety and security is going to be the biggest hurdle on the bike lockers, so we have to figure out a way to do that. It may be possible if the lockers are transparent. It is something that staff is still evaluating.

Mr. Griffin said it is important that the vending machines are modern. It is important to create the image we want; otherwise there would not be much value added.

Resolution Authorizing the Solicitation of Proposals for the Procurement of MARTA's Mystery Customer Program, RFP P41113

Mrs. Hester presented this resolution authorizing the solicitation of proposals for the procurement of MARTA's Mystery Customer Service Program

The purpose of the Mystery Customer Program is to evaluate the full spectrum of MARTA's customer service with primary emphasis on the performance and behavior of all frontline employees in meeting customer expectations, complying with the mandates of the ADA and delivering courteous reliable service for MARTA's customers most specifically with those individuals with disabilities.

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Following approval by the Board of Directors to advance this Request for Proposals, staff intends to seek proposals from the marketplace and evaluate those proposals based on clearly defined criteria which may include total costs, related experience, with demonstrated expertise in ADA monitoring, web-based reporting capabilities and transit experience.

Mr. Durrett said the Court Order has been in place over 15 years. He asked about the current status.

Mrs. O'Neal said what we have been doing through the years is gradually decreasing the requirements in a variety of areas because it was not just geared toward Mobility. A lot of the items had to do with the fix routes services as far as the accessibility for wheelchairs on our larger buses, so we have gradually been taken out of the court order some of the requirements that were opposing us because we've met the performance levels that were needed to delete them from the Court Order. We are working our way through it. There is actually still a motion for contempt pending in front of the judge who issued the original Consent Order which was filed by the Plaintiffs. We believe we have addressed the issues that they had in the contempt order as far as call times for making reservations and a couple of the other items. We are hoping that those items will then be deleted and gradually have the entire Order dismissed.

Mrs. Nash said the initial Order covered the gamut of the ADA throughout the system, The Authority it's now down to primarily our Mobility service. On time performance is the main focus now.

Mr. Dallas asked if the Board received reports in prior meetings from our prior contractor on anything that they've reported on?

Mrs. Hester responded this is something the Office of Diversity and Conclusion can look into.

Mr. Dallas said if they're doing something to analyze us in this area should we not be made apprised of that. Second, as an observation, I'm not suggesting that this should be done, these are via Court Order, but having somebody independently look at how effectively we are with any ADA requirements both in law and with Best Practices from my perspective is a good thing. Just an observation

Mr. Griffin said what would we do in order to ensure that we're complying with the Civil Rights Act and the ADA? I assume we would still be very conscious of the requirements of these laws.

Mrs. Nash said we would say we still need to monitor it. Whether that's an in-house monitoring or outside like the Mystery Customer Program.

Mrs. O'neal said in addition to the items covered by the Court Order, we are constantly looking at the EOC regulations to see if there's any changes. We then work on getting those changes implemented in the Authority's Policies and Procedures.

On motion by Mr. Durrett seconded by Mr. Dallas the Board unanimously approved the resolution by a vote of 5 to 0, with 5 members present.

Briefing – Results of Public Hearings on Service Modifications April 14, 2018

Mr. Williams presented a briefing on Results on Public Hearings on Service Modifications for April 14, 2018.

Three Public Hearing Locations: (*rescheduled due to inclement weather)

- (1) Tuesday, January 16, 2018 – Decatur Recreation Center
- (2) *Tuesday, January 30, 2018 – Clayton County Library (HQ's Branch)
- (3) *Wednesday, January 31, 2018 – College Park Safety Complex

Four Community Exchange Meetings:

- (1) Tuesday, January 9, 2018 – Clayton County Riverdale Library
- (2) Wednesday, January 10, 2018 – Adamsville Recreation Center
- (3) Thursday, January 11, 2018 – South Fulton Service Center
- (4) Thursday, February 1, 2018

Three Additional Community Outreach Meetings

- (1) Thursday, November 16, 2017 – NPU-G
- (2) Thursday, November 16, 2017 – Darnell Senior Center
- (3) Tuesday, January 9, 2018

MARTA is being sensitive to the needs of the Senior Citizen and Mobility Community.

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Advertisement Mechanisms

- Atlanta Journal Constitution
- ACE III/Champion
- Clayton Daily News
- Crossroads & South DeKalb County
- MARTA website
- Neighbor Newspapers
- Mundo Hispanico
- Social Media (Facebook, Twitter, etc.)
 - o Youtube – 167 views
 - o Facebook- reached 800 people
 - o Twitter – 1,500 impressions

Public Notice Distribution

- City of Atlanta Neighborhood Planning Units – 26
- Senior Centers – 133
- Outreach Email Database – 400+
- Station Outreach – 8,000 flyers distributed
 - o H.E Holmes
 - o College Park
 - o Bankhead
 - o East Point

Notice Distribution

- Asian American Resource Center Gwinnett
- Atlanta Chinese Community Church
- Buford Farmers Market Media Distribution Desk
- Center for Pan Asian American Community Services
- Chinese Community Center
- Dinho Super Market
- Happy Valley Restaurant – Jimmy Carter Blvd
- Ho Pin Market Media Table
- Hong Kong Market – Jimmy Carter Blvd
- Korean Community Center – Buford Highway
- Super H-Mart – Doraville/Peachtree Industrial & I-285
- Vietnamese Market/ Buford Highway

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<u>Public Hearing Attendance</u>	<u>Date</u>	<u>Attendance</u>	<u>Speakers</u>	<u>Media</u>
- Decatur Recreation Center	01/16/2018	3	3	0
- Clayton Library	01/30/2018	12	3	1
- College Park Safety Complex	01/31/2018	19	6	0
Total		34	12	1

Additional Public Hearing Comments

- Emails
- Letters
- Petitions
- Public Comment Line

Summary Public Comments

- Oppose April Service Changes – 16 comments
- Support April Service Changes – 5 comments
- Service Change Notification – 4 comments
- Request for Smaller Buses – 1 comment
- Bus Stop Spacing/Location – 1 comment
- Bus Loading – 1 comment
- Request for New Service – 3 comments
- Request Change to Other Routes – 1 comment

Initial Proposed

- Route 26 – Restored Bankhead Station Access
- Route 58 – Restored 1 seat ride to Joseph E. Lowery & Ralph Abernathy (Provided access to a local shopping center)
- Route 68 – Restored service to the Ashby station
- Route 82 – Route revised. Community was not happy with the buses traveling through the community. Buses are now routed through South Fulton Parkway from Scarborough Road
- Route 867 (formerly Route 67) – Alternating routes to service a legally blind customer between Peyton Place and Harland Road.

Mr. Durrett thanked Mr. Williams for placing emphasis on how we listen and what we do with what we hear.

Mr. Griffin concurred.

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Mr. Griffin asked I understand that you are considering in the future putting a notice in the actual bus which would tend to get to the riders better than anything else to let the riders of that route know that there's a modification.

Mr. Williams said yes, MARTA will do seat drops again on buses and even on rail to ensure the public have access to the information.

Briefing – Media Impressions Quarterly Update

Ms. Fisher presented the Media Impressions Quarterly Update.

Consistent Messaging (broadcast, print, and online) – Strive to deliver communication across all of our media coverage

Tracking Oct. – Dec. 2017:

- Overall Impressions
- Audience
- Subject Matter
- Tone

Oct. – Dec. 2017

- Produced 17 press releases and media alerts
- Hosted national media during 2017 APTA Conference
- Coordinated media message of safety during Dome implosion
- Received unprecedented media attention after video of MARTA bus went viral

Making Impressions Numbers from Oct. – Dec. 2017

- 27.26 million media impressions
- MARTA was mentioned 3,001 in articles, broadcasts, and online
- Media monitoring service tracked 2,902 stories

Positive Impressions

- 24.4% Positive News Coverage (738 positive clips)
- 631.3% Neutral News Coverage (2,000 neutral clips)
- 13.3% Negative News Coverage (386 negative clips)

Natural vs. Positive Coverage comes down to tone

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MARTA experienced lowest negative experience from Oct. – Dec. 2017, then we have seen in many many years

Headline Highlights:

- Georgia Dome Implosion
- Blocky the Bus
- MPD Mobile Command Vehicle
- Annual holiday toy give-a-way/Children's Christmas Parade
- Artbound Program
- APTA Conference

Mr. Dallas mentions that obviously a year from now we will be having the Superbowl here. He asked if a strategy has been developed that will convey to us along the way as how we'll address our role, the media outreach and experience that MARTA will have.

Ms. Fisher said staff is working with the Superbowl Committee the Host Committee to talk about messaging, how we can get our message out, not only to our loyal riders, but also those thousands and thousands of other people who will be visiting. So yes, we will have something to present to you in the coming months.

Mr. Griffin said by then, they'll be able to get their ticketing on the iPhone before they get here.

Briefing – Media Impressions Quarterly Update - More MARTA Program Development Update

Mr. Limmer provided an update on the More MARTA Program

MARTA and the City of Atlanta recently finalized two Intergovernmental Agreements

- Atlanta Streetcar
- More MARTA

IGA Key Components

- Establishes the roles/responsibilities (MARTA and City Staff)
- Establishes program development
- List full universe of potential transit projects (Bus service, Minor capital, Major capital)
- Serves as framework for the overall program activities

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Major capital investment project execution / management

IGA Roles and Responsibilities

- IGA does identify that MARTA will establish a program management office over time
- IGA calls for City Program Management Liaison – technical and policy coordination between MARTA and City Hall
- Joint Prioritization Working Group
- Stakeholder Advisory Committee – external entity that play a key role in expanding MARTA services and capital projects throughout the city
- Specific touch points with the governing body with MARTA and the city

Programming of Initial Projects

- Bus Service Improvements
- Minor Capital Investment Projects (Non-Fixed Guideway, Non-Federal)
- Major Capital Investment Projects (Fixed Guideway, Federal)

Joint Prioritization Working Group

- Executive leadership staff from MARTA and City of Atlanta
- Initiated monthly meetings in December 2017
- Two meetings held to date

Program Implementation to Date throughout 2017

- 28 expanded routes
- 3 new routes (Northside Drive, Metropolitan Campus Express, Dollar/ Mill Plainville)
- 3 routes upgraded to match rail service frequency and span
- 14 routes with increased service frequencies
- 15 routes modified for more streamlined services
- 13 routes modified for more streamlined services
- Added over 4, 900 miles of revenue service each day

Mr. Limmer presents a map of service modifications

Financial Summary

- Sales tax collections began in April 2017
- Estimated to generate \$65 million per year (life over the 40-year tax)
- \$2.5 billion in present year dollars
- \$5.6 billion in year of expenditure dollars
- \$2.9 billion in potential federal funding
- \$9.4 billion in total revenue over 40 years

Expenditures to date through December 2017

- Bus operations = \$11.4 million annually in operating cost
- Atlanta Streetcar = will also be part of expenditures to date / final bill = TBD

2018 Work Program

- Expanded service frequencies and span
- Bus Service
- Community circulators
- High Capacity transit
- Initiate Campbellton Corridor Transit Initiative (BRT/LRT)
- Clifton Corridor Transit Initiative Project Development
- Atlanta Streetcar Extension Design
- Reynoldstown/Inman Park pedestrian enhancements
- Oakland City elevator access
- Comprehensive shelter program

2018 Major Milestones

- More MARTA Benefits to Date
- LIN Southwest Project Kickoff
- Northwest Bus Service
- Streetcar Transition
- Northeast Bus Service
- Clifton Corridor Project Development
- Southeast Bus Service

Next Steps

- Develop draft program scenarios
- Develop communications/ update public outreach plan
- MARTA/ City of Atlanta briefings
- Additional public / stakeholder outreach
- Prepare recommended program

Mr. Durrett thanked Mr. Limmer for the report. He stated it is really hard for the public to see that service has been enhanced. He asked what are the plans for reporting to those who voted to tax themselves; not just the City of Atlanta, but others throughout the region who are going to have to make decisions in November about how an agency like this is responsible with its money

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Mr. Limmer said the Authority is looking to increase both social media footprint, electronic footprint, as well as our footprint on the ground. There are no major capital projects underway yet. We are looking at ways when investments are made in MARTA services that are related to supporting more MARTA.