

MINUTES

MEETING OF THE BOARD OF DIRECTORS

PLANNING & EXTERNAL RELATIONS COMMITTEE

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

January 14, 2016

The Board of Directors Planning & External Relations Committee met on January 14, 2016 at 10:35 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert Abdul-Salaam
Robert F. Dallas
Jim Durrett, *Chair*
Roderick E. Edmond
Jerry Griffin
Freda Hardage
Christopher Tomlinson

MARTA officials in attendance were: General Manager/CEO Keith T. Parker, AICP; Chief Operating Officer Richard A. Krisak; Chief Financial Officer Gordon L. Hutchinson; Chief Administrative Officer Edward L. Johnson; Chief Counsel Elizabeth O'Neill; AGMs, Elayne Berry (Interim), Wanda Dunham, Robin Henry, Ming Hsi, Benjamin Limmer and Ryland McClendon; Executive Director Joyce Brown (Acting); Senior Director Donald Williams; Directors Farouk Baksh, Lyle Harris, Johnathan Hunt and Jennifer Jinadu-Wright; Managers Jolando Crane (Acting), Tony Griffin and Alisa Jackson; Executive Manager to the Board Rebbie Ellisor-Taylor; Manager, Executive Office Administration Tyrene L. Huff; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Carlos Arrietta, Kelly Barraza (Student Intern), Abebe Girmay, Nicholas Gowens, Don Lawrence, Courtne Middlebrooks, LaTonya Pope and Robin Salter.

Also in attendance Russ Gottesman of Commuter Advertising; Jim Schmid of HNTB.

Consent Agenda

- a) Approval of the December 10, 2015 Planning & External Relations Committee Meeting Minutes

On motion by Mrs. Abdul-Salaam seconded by Mr. Griffin the Consent Agenda was unanimously approved by a vote of 3 to 0, with 3 members present.

Individual Agenda

Briefing – MARTA's 2017-2019 Title VI Program

Ms. Brown provided the Committee on an overview of MARTA's 2017-2019 Title VI Program as required by the Federal Transit Administration (FTA) under FTA Circular 4702.1 B.

Title VI – Civil Rights Act of 1964

- No person, in any federally-funded programs, policies, or activities, shall be:
 - Excluded from participation
 - Denied benefits, or
 - Subjected to discrimination on the basis of three protected classes:
 - Race
 - Color, or
 - National Origin
- Executive Order 12898 and FTA circular guidance also adds low-income status as a protected category

Title VI Objectives

- Ensure level and quality of transportation service is equitable
- Identify and address disproportionately high and adverse effects
- Inclusive public involvement
- Prevent the denial, reduction of, or delay in benefits related to programs
- Ensure meaningful access to programs and activities by persons with Limited English Proficiency (LEP)

Recipient vs. Subrecipient

- Recipient
 - Any public or private agency, institution, department or other organizational unit receiving funding from the FTA
 - Transit Agency
 - State DOT

- Sub-recipient
- Any entity that receives FTA financial assistance as a pass-through from another entity
 - Rockdale County
 - DeKalb County

Title VI – Application to MARTA

- As a direct recipient of federal funds, MARTA must submit a Title VI Program every three years to the FTA
- All MARTA sub-recipients must submit Title VI reporting to MARTA quarterly
- Non-compliance with Title VI can cause federal funds to be withheld

Required Elements

- Title VI Notice to the Public
- Title VI Complaint Policy and Form
- List of Title VI Complaints, investigations and lawsuits
- Racial breakdown of members of MARTA ADA advisory committee
- Limited English Proficient Plan (LEP)
- Public Participation Plan
- Facility Equity Analysis if contemplating building a new facility

Necessary Board Actions

- The Title VI Program must have Board approval, prior to the plan update, of the following:
 - Service standards
 - Major Service change policy, disparate impact policy and disproportionate burden policy
 - Results of any service and fare equity analyses
 - Results of service monitoring

Next Steps

- Adoption of the MARTA Title VI Program
- Authorization for the General Manager/CEO to submit the Title VI Program to the FTA by April 1, 2016

Resolution Authorizing Approval of 2016-2019 Title VI Program

Ms. Brown presented this resolution for Board of Directors' approval authorizing MARTA's 2016-2019 Title VI Program and its submission to the Federal Transit Administration.

On motion by Mr. Tomlinson seconded by Mrs. Hardage, the resolution was unanimously approved by a vote of 5 to 0, with members present.

Resolution Authorizing Award of a Contract for On-Board Audio Advertising, RFP P32723

Mr. T. Griffin presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to enter into a contract with Commuter Advertising for On-Board Audio Advertising on MARTA buses.

Mr. Tomlinson asked if the advertisements will conflict with stop announcements.

Mr. T. Griffin said advertisements will not interfere with MARTA announcements.

Mrs. Abdul-Salaam asked who approves the content of the advertisements.

Mr. T. Griffin said MARTA has a policy that all advertisements must adhere to, and the Office of Marketing ultimately approves advertisements

Mrs. Abdul-Salaam asked about Public Service Announcements (PSAs).

Mr. T. Griffin said PSAs will be MARTA related only. MARTA will be able to use the system to communicate MARTA information or promotional messages; such as, service updates or Free Ride Days.

Mrs. Abdul-Salaam asked if any of the advertisements will be alcohol related.

Mr. T. Griffin said possibly.

Mrs. Abdul-Salaam asked if the advertisements will be FCC compliant.

Mr. T. Griffin said yes.

On motion by Mr. Griffin seconded by Mrs. Hardage, the resolution was approved by a vote of 4 to 0, with 5 members present.

Mrs. Abdul-Salaam abstained.

Briefing – The Passenger Environment Survey (PES) – FY12 to FY15

Dr. Salter briefed the Committee on the Passenger Environment Survey (PES) and its potential impact on customer perceptions.

Quality of Service (QOS) Survey and Passenger Environment Survey (PES) Comparison

- QOS – MARTA's ongoing customer satisfaction study
 - 20-Year Tracking Study
 - Intercept Interviews
 - Conducted on rail platforms and fixed route buses.
 - Core Topics
 - Satisfaction
 - Ratings of 46 performance attributes
 - Demographics & ridership behavior
 - Customer perceptions of service
 - Annual or semiannual reports with quarterly highlights
 - Meetings with stakeholders twice per year
- PES – MARTA's ongoing passenger environment audit
 - Began in 2011 (FY12)
 - Design based on NYC model
 - Ongoing
 - Weekdays
 - Before and during service hours

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- Comprehensive
 - Conducted throughout passenger areas of the system
 - 25 metrics for rail
 - 50 metrics for bus
- Audit of the customer experience
 - Reports every other week
 - New - dashboards with daily updates
 - Failures reported within 24 hours with photographs
- Opportunities to maintain relationships with stakeholders
- High stakeholder engagement

Takeaways

- The potential impact of PES can be seen from improvements in QOS scores for attributes that are also measured by the PES
- QOS customer scores have significantly improved in FY14 and/or FY15 for 12 out of the 16 performance attributes assessed by PES
- These improvements may in part be attributed to:
 - Frequent and specific stakeholder feedback and increased interaction between stakeholders and Research & Analysis
 - The use of photographs for failed assessments
 - Immediate stakeholder notification about problems (failed assessments)

Next Steps

- Maintain the quick notification process for stakeholders by continuing to use and improve dashboards with PES scores
- Continue communications to maintain stakeholder engagement and to continuously improve the notification process
- Continue comparisons between QOS and PES scores

Mr. Tomlinson asked how many metrics are measured per day and per week at each location.

Dr. Salter said every rail station is audited once per week. Cleanliness has the highest number of observations, while Operations (employees) has the lowest. Staff will provide more details at the next presentation.

Briefing – Bus Modifications for the April 16, 2016 Mark-Up

Ms. Crane briefed on the proposed bus modifications for the April 16, 2016 Mark-Up.

Highlights

- April service modifications will affect the following bus routes:
 - Bus Route 9, 24, 34, 73, 86, 99, 140, 143, 172 and 185
- Key Objectives:
 - Improve On-Time Performance and Schedule Adherence
 - Streamline Routes to Improve Travel Time
 - Simplify Alternating Trip Patterns
 - Tailor Service to meet Ridership Volume and Demand
 - Address Community and Rider Input/Requests where Feasible

Proposed MARTA Route Modifications

- Route 9: Toney Valley / Peachcrest Road:
 - It is proposed this route be realigned to operate from Rainbow Way to Inman Park/Reynoldstown Rail Station; this modification will improve schedule adherence, provide community connectivity to area retail and streamline service
- Route 24: East Lake / Hosea Williams Drive:
 - It is proposed this route be realigned to operate from Edgewood/Candler Park Station to Miriam Lane and McAfee Road; this modification will improve route productivity, streamline services and increase service days of operation
- Route 34: Gresham Road / Clifton Springs:
 - It is proposed this route be realigned to operate from East Lake Rail Station to GA Perimeter College (Decatur Campus); this modification will improve schedule adherence, connect area neighborhoods to retail within the area with a one seat trip and streamline service

- Route 86: Fairington Road/McAfee Road:
 - It is proposed this route be realigned to operate from Kensington Station to The Mall at Stonecrest; this modification will improve schedule adherence and streamline service
- Route 73: Fulton Industrial:
 - To improve schedule adherence, streamline service and provide service to meet demand, a short turn alignment will be implemented during weekday peak periods (6:00AM -9:00AM and 3:00PM-7:00PM) only
- Route 172: Sylvan Road / Virginia Avenue:
 - The Tradeport segment is proposed to be discontinued due to underutilization and failure to meet MARTA Service Standards
- Route 99: Boulevard / Monroe Drive:
 - Route 99 is proposed to be split into two separate routes (Route 99 and a new Route 109); this modification will improve schedule adherence, streamline service and simplify alternating trip patterns
 - Route 99 is proposed to operate from the North Avenue Rail Station to GA State Rail Station via King Memorial; this route will operate on all service days
 - New Route 109 is proposed to operate from Midtown Rail Station to GA State Rail Station and operate on weekdays only
- Route 140: North Point I Mansell Park & Ride:
 - Route 140 is proposed to be split into two separate routes; this modification will improve schedule adherence, streamline service and simplify alternating trip patterns
 - Route 140 is proposed to operate from North Springs Rail Station to Windward Park & Ride via Mansell Park & Ride
 - New Route 141 is proposed to operate from North Springs Rail Station to Windward Park & Ride via Haynes Bridge Road
- Route 143: Windward Park & Ride:
 - Route 143 is proposed to maintain its current routing from North Springs Station to Windward Park & Ride during peak periods; this modification will improve schedule adherence, maintain the integrity of the Old Milton Parkway segment with one route and streamline service

- Route 185: Alpharetta I Holcomb Bridge Road:
 - Route 185 is proposed to maintain its current routing from North Springs Station to Old Milton Parkway then operate via Old Milton Parkway, Brookside Parkway and Alexander Drive which will be the new terminus on all service days; this modification will improve schedule adherence, maintain the integrity of the Old Milton Parkway segment with one route and streamline service

Public Hearing Schedule

- When and Where: Three (3) Separate Locations
 - Tuesday, January 19, 2016 at Clayton State University Student Activity Center
 - Tuesday, January 19, 2016 at Decatur Recreation Center
 - Thursday, January 21, 2016 at Fulton County Government Center Assembly Hall
- Time:
 - 6 PM – Community Exchange
 - 7 PM – Hearing
- If patrons are unable to attend the hearings and want to provide comments they may:
 - Leave a message at 404-848-5299;
 - Write to MARTA's Office of External Affairs
2424 Piedmont Road, N.E, Atlanta, Georgia 30324-3330;
 - Complete an online Comment Card at www.itsmarta.com; or
 - Fax comments no later than January 27, 2016 to 404-848-4179

Mr. J. Griffin asked what does failure to meet service standards mean.

Mr. Williams said MARTA measures route performance against ridership and other standards. MARTA will try to make a route more productive, but if a segment continues to fail it may be discounted.

Mr. Johnson added MARTA uses passenger per hour and revenue generation, i.e., Farebox Recovery to measure route performance.

Mr. J. Griffin said those are important functions that most people may not be aware of.

Mr. Williams added that MARTA's Service Standards come to the Board of Directors for approval.

Mr. Dallas asked if MARTA will share this information with the DeKalb County and Fulton County Commissioners and Atlanta City Council so they can relay it to their jurisdictions.

Mrs. McClendon said MARTA informs elected officials and informs the public through Community Meetings. MARTA will also post a video to its website.

Mr. Dallas asked if MARTA uses Public Access Channels to provide this type of information to the public.

Mrs. McClendon said not at this time, but that is something MARTA should look into.

Mrs. Abdul-Salaam asked what is the difference between Public Hearing and a Community Meeting.

Mrs. McClendon said during a Public Hearing comments from the public are heard but not answered directly, so MARTA holds a Community Exchange prior to each Public Hearing to answer questions from the public. Community Meetings are held to inform the public about proposed or upcoming changes that may affect MARTA customers.

Other Matters

Mrs. McClendon announced the following events:

- Public Hearings
 - Clayton State University Student Activity Center – January 19th
 - Decatur Recreation Center – January 19th
 - Fulton County Government Center Assembly Hall – January 21st
 - Time: 6 PM – Community Exchange; 7 PM – Hearing
- Clayton County Police Precinct Ribbon Cutting Ceremony – January 22nd 11am
- Brady Mobility Facility Ribbon Cutting Ceremony – January 25th 11am

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:22 a.m.