

MINUTES
MEETING OF THE BOARD OF DIRECTORS
CUSTOMER DEVELOPMENT COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

January 31, 2011

The Board of Directors Customer Development Committee met on January 31, 2011 at 11:23 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert L. Ashe, III
Harold Buckley, Sr.
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
Noni Ellison-Southall
Barbara Babbit Kaufman

MARTA officials in attendance were: General Manager/CEO Beverly A. Scott; Deputy General Manager/COO Dwight A. Ferrell; AGMs Davis Allen, Deborah Dawson, Wanda Dunham, Ben Graham, Mary Ann Jackson, Cheryl King, Rich Krisak, Ryland McClendon, Elizabeth O'Neill, Gary Pritchett, B.K. Trivedi (Acting) and Tim White (Acting); Sr. Directors Rhonda Briggins-Ridley and Johnny Dunning, Jr.; Directors Reginald Diamond, Lyle Harris, Jennifer Jinadu-Wright and Carol Smith; Managers Donna DeJesus, Cara Hodgson and Marvin Toliver; Executive Manager to the Board Rebbie Ellisor-Taylor; Sr. Executive Administrator Tyra J. Wiltz; Office Administrator II Tracie Roberson. Others in attendance Kenya Hammond, Leeshu Kennedy, Don Lawrence, Anthony Pines, Srinath Remala and Kelli Wright.

Also in attendance Charles Pursley, Jr. of Pursley, Lowery and Meeks; Matt Pollack of MATC.

Approval of the November 22, 2010 Customer Development Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Daniels, the minutes were unanimously approved by a vote of 6 to 0, with 6 members present.

Briefing – Public Hearing Results for the April 23, 2011 Mark-Up

Mrs. Briggins-Ridley briefed the Committee on the Public Hearing Results for the April 23, 2011 Mark-Up.

Proposed Service Modifications

- Route 42 – Pryor Road/McDaniel Street
 - Alternate weekday trips until 7:00 p.m. to restore service along Amal Drive, Bond Drive and Ashwood Avenue
- Route 56 – Adamsville/Collier Heights
 - Alternate trips to restore weekday peak hour service to Waits Drive, Alex Drive, Alex Way and Tarragon Way
- Route 120 – East Ponce de Leon Avenue/Tucker
 - Modify route to operate from Avondale Station via E. Ponce de Leon Avenue to Tucker
- Route 121 – Stone Mountain/Memorial Drive
 - Modify service to reflect all trips operating via North Hairston Road, E. Ponce de Leon Avenue, Main Street, W. Mountain Street and Memorial Drive termination at Goldsmith Park & Ride Lot; service along Memorial Drive between North Hairston Road and Goldsmith Park & Ride Lot will continue to be provided by the Route 119
- Route 125 – Clarkston/Northlake
 - Reroute from Kensington Station to Avondale Station along North Decatur Road and Winn way to relieve congestion and improve bus movement in and around Kensington Station; service would no longer be provided along Northern Avenue between North Decatur Road and Rockbridge Road
- Route 126 – Northlake/Chamblee
 - Provide more service along the Chamblee Tucker Road to Henderson Mill Road segment and reduce the frequency of service along the Flowers Road South and Mercer University segments from alternating trips to selective trips only to reflect current service demand on weekdays only

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Public Hearings

- MARTA Headquarters – Atlanta, GA – Monday, January 24, 2011
- Decatur Library – Decatur, GA – Monday, January 24, 2011

Advertising

- MARTA Website
- TTN/TRN (On-Board Video)
- Signposts
- Atlanta Journal Constitution (Metro Section 2x)
- ACE III/Champion Newspaper
- Mundo Hispanico
- Crossroads Newspapers
- Social Media (Facebook and Twitter)

Attendance of Public Hearings

- MARTA Headquarters
 - Attendance – 33
 - Speakers – 15
 - Board/Staff – 15
 - Media – 0
- Decatur Library
 - Attendance – 17
 - Speakers – 5
 - Board/Staff – 12
 - Media – 1

Comments Received

- One email received in support of restored bus service on Route 56
- Reinstate Route 38, Roswell/E. Glenridge, to Dunwoody Station; add service along Abernathy Road by Kaiser and UPS

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- Similar route numbers are confusing (i.e., East Point Station 93/193, Kensington Station 21/121); change numbers to eliminate confusion
- No long term parking on West Line, consider Holmes to generate revenue
- Charge for parking again, consider yearly passes at a lower rate for residents within MARTA's service area and a higher rate for those outside the service area
- Earlier announcements for trains coming into the stations to allow time for patrons to get to the platform before train arrival
- Modify Route 32, consider taking bus off Ormewood Ave., it's noisy – instead run on Confederate and bus would be able to turn on signal
- Several residents from Cosby Spear Senior Towers expressed concern about Routes 99, 27 and 2
 - Need access to Ansley Mall, which consists of Publix, Kroger and other stores and services
 - Wants more service for Cosby Spear Towers, restore Routes 2, 7 & 99
 - Residents from North Ave. have to cross over to Ponce de Leon which is a safety issue for senior residents; would like to see Route 99 back on North Avenue
 - Limited mobility and unsafe in the evening
 - Access to hospitals is challenging; walking distance is a challenge and problematic for elderly residents and those with disabilities
 - Used Route 27 for shopping, appointments and other errands, consider reinstating; if not entirely, at least half days

Dr. Scott commented that MARTA has a lot of work to do concerning the Cosby Spear Towers. She added that staff is looking into the possibility of adding back the Braves Shuttle.

Mr. Daniels asked how the modifications process works.

Dr. Scott answered that the proposed modifications are based on information that came from Customer Service, a service evaluation team and complaints of overcrowding received from operators.

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Mr. Ashe asked if the Authority doesn't provide regular bus will it end up providing Mobility service.

Dr. Scott said that it is a possibility. She added that it is extremely difficult to impose differential parking fees based on residency as one public commenter suggested.

Dr. Edmond asked how MARTA responds to the comments received at Public Hearings.

Mrs. Briggins-Ridley said MARTA staff meets with large groups to address the concerns and provide responses and/or subsequent actions taken.

Mrs. McClendon added that the information will also be brought back to the Board.

Briefing – Legislative, HB 277 and Referendum Campaign Update

Mrs. Briggins-Ridley briefed the Committee on the most current information as it relates to MARTA's legislative priorities and strategy.

- In Governor Deal's State of the State Address this year, he outlined the major issues that will take priority during his administration: public safety, educations, health and transportation.
 - In the area of transportation, he stated that the State's transportation network is one of Georgia's strengths and infrastructure is key for the State to continue being economically competitive.
 - The twelve state roundtables and the work ahead for them was mentioned, with the hope that the state's biggest opportunity to shape transportation investment in communities is by the passing of the Transportation Referendum in 2012.
 - The Governor's speech was very promising for the transportation industry and the future of HB 277. At the same time, the General Assembly has not evidenced any significant interest in dealing with transportation again during this session.
- The Regional Transit Committee (RTC), chaired by Atlanta Mayor Kasim Reed, has approved its regional transit governance legislation.

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- During this session, MARTA will not try to directly advance any legislative items as individual bills. Instead MARTA intends to seek strategic opportunities to insert key provisions into other legislation with broad regional support.
 - The key items for MARTA are: (1) permanent removal of the 50/50 restriction on MARTA's sales tax having to be divided between operations and capital, (2) permitting MARTA to provide rail contracting services and (3) making MARTA eligible to receive operations funding for the current system from the potential new sales tax.
 - The proposed legislation being advanced by the RTC is MARTA's first attempt at this legislative strategy. The RTC understands the importance of creating a truly regional transit system before the passage of a transportation referendum to ensure successful implementation and delivery of transit projects.
 - The third item is being advanced by Atlanta Regional Commission (ARC) and others interested in making this change for the Authority.
- Rep. Mike Jacobs (R-DeKalb) will Chair the House MARTOC Committee
 - A Majority of the MARTOC members (all but one) represent MARTA's service area (City of Atlanta, DeKalb and Fulton Counties)
- The Transit Governance Study Commission (established through HB 277), chaired by Rep. Donna Sheldon, has produced a preliminary report on transit in the Atlanta region today and steps that should be taken to develop a framework for a region-wide governance structure

Briefing – Customer Service Key Performance Indicators (KPIs)

Mrs. DeJesus briefed the Committee on Customer Service Key Performance Indicators (KPIs) for the month of November 2010.

Performance data for the Breeze Card Service Center is no longer reported because of the introduction of the Automated Breeze Card Balance Check IVR and the remaining Breeze-related inquiries not resolved by automation are handled in the Customer Service Center.

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The Average Customer Call Wait Time for November 2010 was 8 seconds below the FY11 target of 70 seconds. There was an increase of 36 seconds when compared with the previous month and an increase of 32 seconds when compared to November 2009. The increase is a direct result of the reduction in staff in the Customer Service Center and having to respond to Breeze-related inquires not handled by the Automated Breeze Card Balance Check IVR.

The November 2010 Customer Call Abandonment Rate was 2.76% below the FY11 target of 11%. There was an increase of 5.87% when compared with the previous month and an increase of 4.83% when compared with November 2009. This increase is also a result of the reduction in staff in the Customer Service Center and having to respond to Breeze-related inquires not handled by the Automated Breeze Card Balance Check IVR.

Other Matters

Mrs. McClendon announced the following upcoming special events:

- February 2 – Fulton County Jurisdictional Briefing – 10:00 am
County Administration Building
- February 3 – GTA Legislative Day – 8:00 am
Georgia State Capitol
- February 14 – Holland & Knight Briefing – 12:00 pm
MARTA Board Work Session – MARTA HQ
- February 15 – DeKalb County Jurisdictional Briefing – 9:00 am
Maloof Auditorium
- February 16 – City of Atlanta Jurisdictional Briefing – 10:30 am
City Council Transportation Committee

Mrs. McClendon notified the Board that MARTA will offer Two-Day Breeze Passes to approximately 509 patrons who had registered Breeze Cards and were directly affected by cancelled bus service due to inclement weather on January 10-11, 2011.

Adjournment

The meeting of the Customer Development Committee adjourned at 12:04 p.m.

Respectfully submitted,

Kellee N. Mobley
Sr. Executive Administrator to the Board