

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

November 22, 2010

The Board of Directors Customer Development Committee met on November 22, 2010 at 10:03 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Harold Buckley, Sr.
Barbara Babbit Kaufman
Walter L. Kimbrough
Gloria Leonard
Bruce LeVell
Michael W. Tyler
Michael Walls

MARTA officials in attendance were: General Manager/CEO Dwight A. Ferrell (Acting); Chief Business Support Services Theodore Basta, Jr.; AGMs Wanda Dunham, Johnny Dunning, Jr. (Acting), Ben Graham, Georgetta Gregory, Mary Ann Jackson, Rich Krisak, Ryland McClendon, Elizabeth O'Neill, Gary Pritchett and B.K. Trivedi; Sr. Directors Rhonda Briggins and David Springstead; Directors Rich Boullain (Acting), Lisa DeGrace, Reginald Diamond, Garry Free, Hubert Gee (Acting), Scott Haggard, Jennifer Jinadu-Wright, Connie Krisak and Lavoise Magee; Managers Donna DeJesus, Sgt. Aston Greene, Ming Hsi, Cynthia McCall and Roosevelt Stripling; Sr. Executive Administrator Tyra J. Wiltz; Office Administrator II Tracie Roberson. Others in attendance Manmohan Khuman, Don Lawrence, Anthony Pines, Srinath Remala Charles Smith, Renee Willis and Kelli Wright.

Also in attendance Charles Pursley, Jr. of Pursley, Lowery and Meeks; Pam Alexander of LTK; Matt Pollack of MATC; Joe Beasley of Rainbow Push.

Approval of the October 18, 2010 Customer Development Committee Meeting Minutes

On motion by Dr. Kimbrough seconded by Mr. Buckley, the minutes were unanimously approved by a vote of 7 to 0, with 7 members present.

Briefing – 2010 Federal & State Election – Impact to MARTA

Mr. Haggard briefed the Committee on the 2010 Federal and State Elections and its impacts to MARTA.

- The Georgia Congressional Delegation for 2011 will include Republican Senators Johnny Isakson and Saxby Chambliss, eight Republican House Members and five Democrat House Members
- The delegation's general point of view towards MARTA should remain roughly the same – all current members representing the MARTA service area were re-elected
- Congressmen Jack Kingston and Sanford Bishop, who have been helpful in the past on the Appropriations Committee, were also re-elected
- With Republicans gaining control of the House, Congressmen Lynn Westmoreland and Tom Graves will take on added significance with their expected continued membership on the House Transportation and Infrastructure (T & I) Committee
- Rep. Mica, will likely become Chairman of the House T & I Committee; he and Rep. Oberstar have long worked well together on transportation and transit issues and are believed to have many similar views with regard to transit specifically
- On the legislative side, MARTA's position should remain similar to 2010 – the only change in House leadership is the replacement of Rep. Jerry Keen as Majority Leader with Rep. Larry O'Neal, who serves on MARTOC and has been very approachable to MARTA in the past
- With the defeat of MARTOC Chair Jill Chambers, the most likely, rumored, new chair is either Rep. Mike Jacobs (R-DeKalb County) or incoming Rep. Tom Taylor (R-Dunwoody), who is replacing Fran Miller
- In both chambers, a significant amount of turnover will provide MARTA with an opportunity to start with a clean slate with many new members
- In the Senate, a full 25% of the chamber will be new and in the House almost 20% will be new

Briefing – Customer Service Key Performance Indicators (KPIs)

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

- Effective September 25, 2010, to coincide with the FY11 Budget Reduction changes in service and personnel and the October 3, 2010 fare increase, technical upgrades were deployed in the Call Centers to provide customers with access to information by using automation
- The following automated services are available via the 404-848-5000 front end menu:
 - Automated Breeze Card and Breeze Ticket Balance Check
 - Revisions to the Automated Information on Bus and Rail Schedules
 - Revisions to the 404-848-5000 menu options
- Average Customer Call Wait Time (in seconds)
 - September 2010 actual performance is two (2) seconds above the FY 11 Target of 70 seconds
 - There was a decrease of 2 seconds when compared with the previous month
 - There was an increase of 30 seconds when compared to September 2009
- Customer Call Abandonment Rate
 - September 2010 actual performance is 1.48 percent below the FY11 Target of 11 percent
 - There was a decrease of 0.52 percent when compared with the previous month
 - There was an increase of 4.88% when compared with September 2009
- Breeze Card Service Center – Average Call Wait Time (in seconds)
 - Average Customer Call Wait Time in the Breeze Card Service Center was 24 seconds in September 2010; this performance level is 6 seconds above (worse than) the 18 seconds recorded in September 2009 , and an increase of 4 seconds (worse than) the performance in August 2010

Next month (October's report) will be the final month for providing a briefing on the performance within the Breeze Card Service Center – the remaining customer inquiries, not available by the Automated Breeze Card Balance Check IVR, will be handled in the Customer Service Center

Other Matters

Mrs. McClendon announced the following upcoming special events:

- December 1, 2010
 - ARC 4th Annual Legislative Roundtable Breakfast
 - Metro Atlanta Chamber of Commerce 151st Annual Meeting
- December 1-3, 2010
 - GTA Annual Conference
- December 7, 2010
 - Transit Governance Study Commission Meeting
- December 17, 2010
 - Atlanta Regional Roundtable (first official meeting)
 - Regional Transit Committee Monthly Meeting
- TBD
 - Joint Fulton & DeKalb Transportation Committee Meeting
- January 10, 2011
 - First Day of 2011 General Assembly Session
- January 25, 2011
 - Georgia Chamber of Commerce – Eggs & Issues Breakfast

Adjournment

The meeting of the Customer Development Committee adjourned at 10:18 a.m.

Respectfully submitted,

Kellee N. Mobley
Sr. Executive Administrator to the Board