

MINUTES

MEETING OF THE BOARD OF DIRECTORS

PLANNING & EXTERNAL RELATIONS COMMITTEE

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

October 2, 2014

The Board of Directors Planning & External Relations Committee met on October 2, 2014 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

Harold Buckley, Sr.
Frederick L. Daniels, Jr.
Jim Durrett
Noni Ellison-Southall, *Chair*
Freda B. Hardage

MARTA officials in attendance were: General Manager/ CEO Keith T. Parker, AICP; Chief Operating Officer Joseph Erves (Acting); Chief of Staff Rukiya Eaddy; Chief Administrative Officer Edward L. Johnson; Chief Financial Officer Gordon Hutchinson; Chief Counsel Elizabeth O'Neill; AGMs Wanda Dunham, Robin Henry, Ming Hsi, Reginald Mason and Ryland McClendon; Executive Director Ferdinand Risco; Directors Lyle Harris, Connie Krisak and Carol Smith; Managers Kelly Hayden, Janide Sidifall and Robert H. Thomas; 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, Alphonse Eugene, Nicholas Gowens, Don Lawrence, Saba Long, Courtney Middlebrooks, Anthony Pines, Robin Salter and Tuan Vo.

Also in attendance Andrea Simmons of AJC; Jack Buckingham and Helen McSwain of MATC; Tony Hill, Amin Kumar and Mita Parich of Murid; Tiffany Blakemore of Smith Real Estate Services; William Lawrence of TR Advisors, LLC.

Consent Agenda

- a. Approval of the September 17, 2014 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Daniels seconded by Mr. Durrett the Consent Agenda was unanimously approved by a vote of 3 to 0, 3 members present.

Individual Agenda

Briefing – FY2015 Service Standard Modifications

Mr. Hayden briefed the Committee on the proposed modifications for the FY2015 Bus, Rail and Mobility Service Standards.

What Are Service Standards & Why Are They Needed?

- Service Standards support MARTA's ongoing mission to provide a safe, clean, reliable and cost effective public transportation system that meets mobility needs, contributes to sustainable growth and development, and improves the quality of life in the Atlanta metropolitan region

Role of the MARTA Board

- State Requirements (Marta Act)
 - Consistent with the Authority's enabling legislation (the MARTA Act) and other external mandates, such as Title VI of the Civil Rights Act of 1964
 - Should be Board adopted not later than 120 days after the end of each fiscal year
- Federal Requirements
 - Public Hearing requirements for fare and service change, charter/school service restrictions, service requirements for seniors or persons with disabilities (ADA) and Title VI (Civil Rights Act of 1964)

What Services Are Monitored?

- Bus and Rail Headways
 - Hours of Service and Frequency of Service
- Bus and Rail Load Factors (how many people per bus or per rail car)
 - Bus maximum is 150% of a seated load (40 foot bus = 60 passengers)

- Rail maximum is 150% of a seated load (6 cars/train = 576 passengers)
- Productivity standards (part of the KPI reporting system)
- Requests for New Service; Extensions of routes or expanded service hours
- Bus Stop Spacing and amenities
- Transit Access (physical distance from transit)

What Are The Categories of Bus Service?

- Service is split into four (4) categories – routes are only compared with routes within their category to determine their performance
 - Core Service – Served at each end by a rail station or major trip generator and has similar ridership in both directions of travel
 - Lifeline Service – Links areas of low income or transit dependency to public facilities (hospitals, government centers, activity centers, etc.)
 - Less than 2000 Service – Service that has less than 2000 passengers per day and does not serve a lifeline facility
 - Peak Hour Service Only – Route operates only during the peak time of the day on weekdays only

Updates for FY15

- There are changes to the FY 2015 Service Standards which move to improve the service offered to the customer, clarify or add to language that has evolved over the past year. These changes include:
 - Modifications to Rail Headways
 - Clarifications of language and updates of definitions and data (Based the Moving Ahead for Progress in the 21st Century Act (MAP-21), and FTA Feedback)
 - Addition of vehicles amenities
 - Addition of metrics to fixed route bus performance, rail on-time performance and mobility on-time performance

Next Steps

- Notify staff of any changes
- Request conditional approval of Service Standards document for FY2015
- Conduct Board vote at November 2014 meeting formally approving Service Standards for FY2015

Briefing – FY 2014 End-of-Year Ridership

Mr. Thomas briefed the Committee on recent trends in MARTA Ridership.

- FY 2014 MARTA ridership was about 129.12 million passenger boardings, about 0.6% below the previous fiscal year and about 0.9% below the projection
- Passenger Revenue directly associated with boardings (that is, excluding parking, media fees, etc.) fell by about 1.3% from FY 2013 and was about 2.0% less than expected
- Ridership was lower primarily due to the loss of about 1.2 million passenger boardings as a result of the winter storms in January and February of 2014; however, even if this loss had not occurred, FY 2014 MARTA ridership would have exceeded the previous year's only by about 1.0% and would have been only about 0.7% above the forecast
- The average fare for FY 2014 was \$1.0461 (dollars of revenue from boardings divided by number of boardings), which was about one cent lower than expected – possibly due to the bogus fare media in circulation during the first half of the fiscal year, as the ridership would have been recorded by the Breeze system without corresponding revenue (at least not for MARTA)
- By mode, FY 2014 Rail ridership was 1.2% less than for a year earlier, Bus ridership rose 0.1% and Mobility ridership showed a 0.4% rise
- June's Bus ridership (up 7.4%) showed a notably better performance versus the previous year than did Rail ridership (up 1.7%), probably due to better data capture stemming from the new Bus "closed door" policy at Rail stations
- Against projections for the year, Rail ridership was 1.6% low, Bus boardings were 0.2% low, and Mobility trips were 0.1% low – all three modes had essentially stable ridership

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- By service day type, average weekday ridership increased 0.5% between FY 2013 and FY 2014, average Saturday ridership showed virtually no change and average Sunday ridership rose 0.3%
- By fare payment method, FY 2014 time pass ridership declined about 6-4% for FY 2014 while stored value (and Bus cash) ridership rose about 3.1%, and stored trip boardings had a 5.7% increase
- During this period, stored time pass boardings were only about 44.7% of all ridership, while five years ago, they made up 63.2% of all passenger boardings – this decline has been due mostly to the two price increases for time period passes (in October 2010 and October 2011) relative to the prices of other fare media

Briefing – The Office of Research & Analysis

Ms. Smith briefed the Committee on MARTA's Office of Research & Analysis.

Who We Are

- Total Staff-63
- Over 10 countries represented
- Staff members hold PhDs, Masters, Six Sigma Black Belts
- Ages of Office personnel range from 18 to 65
- Staff tenure includes several members with 20+ years at MARTA

What We Do

- The Office of Research & Analysis (R&A) touches every MARTA department with critical information and analyses:
 - On-Time Performance
 - Budget Forecasting
 - Ridership reporting
 - Marketing Research including Customer Satisfaction/Loyalty
 - System Health Monitoring
 - NTD Reporting
 - Benchmarks and Best Practice Studies

- 200+ reports produced annually

Research & Analysis Overview Video

- In September, the Office of Research & Analysis sponsored an Expo to highlight its core business capabilities
- A short "home movie" was produced that introduce Research & Analysis's scope of work to stakeholders – the video will presented during the Board Work Session

Other Matters

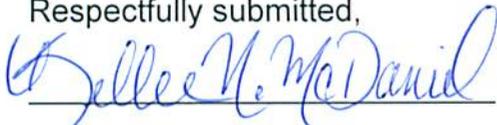
Mrs. McClendon announced the following upcoming events:

- September 30, 2014 – Joint Study Committee Meeting
- October 10, 16, & 25, 2014 – Clayton County Job Fairs
- October 12-15, 2014 – APTA Annual Meeting & EXPO (Houston, TX)
- 2017 APTA Annual Meeting & EXPO (Atlanta, GA)
- October 24, 2014 – Disabilities Employment Awareness Resource & Job Fair hosted by MARTA DEO

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:09 a.m.

Respectfully submitted,



Kellee N. McDaniel
Senior Executive Administrator to the Board