

**MINUTES**  
**MEETING OF THE BOARD OF DIRECTORS**  
**PLANNING & EXTERNAL RELATIONS COMMITTEE**  
**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**  
**November 4, 2013**

The Board of Directors Planning & External Relations Committee met on November 4, 2013 at 10:35 a.m. in the Board Room on the 6<sup>th</sup> Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

**Board Members Present**

Juanita Jones Abernathy  
Robert L. Ashe III, *Chair*  
Harold Buckley, Sr.  
Frederick L. Daniels, Jr.  
Jim Durrett  
Roderick E. Edmond  
Jannine Miller\*

MARTA officials in attendance were: General Manager/ CEO Keith T. Parker, AICP; Chief Operating Officer Rich Krisak; Chief of Staff Rukiya Eaddy; Chief Administrative Officer Edward L. Johnson; Chief Financial Officer Gordon L. Hutchinson; AGMs Deborah Dawson, Joseph Dorsey (Acting); Shyam Dunna (Interim); Jonnie Keith (Acting); Cheryl King; Ryland McClendon, Elizabeth O'Neill and Terry Thompson; Executive Director Ferdinand Risco; Sr. Directors Joseph Erves, David Springstead and Donald Williams; Directors John Crocker and Lyle Harris; Managers Tony Griffin, Jason Ward and Beverly Williams; Executive Manager to the Board Rebbie Ellisor-Taylor; Manager, Executive Office Administration Tyrene L. Huff; Finance Administrative Analyst Tracy Kincaid. Others in attendance Dontaye Brown, Reginald Bryant, Daniel Goodridge, Nicolle Holt, Don Lawrence, Anthony Pines, Srinath Remala, Janide Sidifall and Dansby Wade.

Also in attendance Charles Pursley, Jr. of Pursley Friese Torgrimson, LLP; Adalee LeGrand of AECOM; James Pitts of H.J. Russell; Pam Alexander of LTK Engineering; Matt Pollack of MATC; Rod Mullice of NGKF; Andy Brewer of Place; Samantha Hill of TSS.

\* Jannine Miller is Executive Director of the Georgia Regional Transportation Authority (GRTA) and is therefore a non-voting member of the MARTA Board of Directors.

**Consent Agenda**

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- a) Approval of the October 7, 2013 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Daniels, the Consent Agenda was unanimously approved by a vote of 5 to 0, with 5 members present.

**Individual Agenda**

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**Resolution – Authorization to Enter into Contract Negotiations for the King Memorial Station Transit Oriented Development RFP 29268**

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Dr. Crocker presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to enter into contract negotiations for the King Memorial Station Transit Oriented Development.

Mr. Buckley asked if there is a retail component.

Dr. Crocker said yes, a small part but it is mostly multi-family.

Dr. Edmond asked if MARTA received any input from the community.

Dr. Crocker said input was received from Livable Community Initiatives (LCIs). LCIs provided a way for the community to give input – they offer extensive public involvement. MARTA's next steps are to set up meetings with City of Atlanta, Neighborhood Planning Units (NPU's) and Oakland Cemetery.

On motion by Mr. Durrett seconded by Dr. Edmond, the resolution was approved by a vote of 3 to 0, with 6\* members present.

Mr. Daniels and Mr. Ashe recused themselves.

**Resolution Authorizing the Amendment of the Authority's Advertisement Policy**

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Mr. Griffin presented this resolution for Board of Directors' approval authorizing the amendment of the Authority's Advertisement Policy to allow alcohol advertising on MARTA buses, trains and in rail stations.

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Ms. Miller said a reminder to drink responsibly should be added to any alcohol advertisements. Not to confuse the messaging, patrons should also be reminded that eating or drinking any beverage on rolling stock is prohibited.

Mr. Griffin said that messaging is a part of MARTA's Code of Conduct.

Mr. Daniels asked what is the estimated revenue.

Mr. Griffin said approximately \$500,000 annually split 50/50 with CBS. Prior to the end of the contract MARTA will work to negotiate a higher split.

Dr. Edmond asked how will MARTA ensure that the ads are tasteful.

Mr. Griffin said MARTA will approve the creative copy before any advertisements are posted.

Mr. Parker said this program will be closely monitored and staff will notify the Board of any complaints regarding the new ads.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 6 to 0, with 7\* members present.

### **Briefing - Process for Unsolicited Proposals**

Mrs. O'Neill briefed the Committee on the policy and process for the review and evaluation of Unsolicited Proposals.

- An Unsolicited Proposal is :
  - A new, innovative idea
  - Originated by firm submitting proposal
  - Not an idea for which MARTA has already requested proposals

#### *Proposal Content*

- Identity and description of entity submitting
- Description of project
- Method to be used to construct, purchase and finance
- Anticipated MARTA involvement
- Cost of proposal

*Evaluation and Release of Proposal*

- 30-Day period from receipt for Contracts, Procurement & Materials staff and Subject Matter Experts to review
- Determine if it is viable concept
- Determine if it is beneficial to Authority

*Competitive Process*

- For proposals with value greater than \$100,000
- Board approval to proceed and advertise proposal received
- Seek other interested parties
- If other proposals received - evaluate all and select one
- No other proposals received – negotiate contract
- 60-90 day process

*Fees*

- Returned if proposal rejected upon receipt
- Used to encourage viable ideas
- Determined by level of effort necessary for evaluation
- Refunded under certain circumstances even if proposal accepted for consideration

Mr. Daniels asked why would an unsolicited proposal be put out for bids.

Mrs. O'Neill said it is required by the MARTA Act.

Mr. Ashe said businesses may not like that their original idea has to be solicited.

Dr. Edmond said the Board's goal is to encourage visionary thinking. If a company brings an idea to MARTA that would save the Authority money but is not awarded a contract their fees should be reimbursed. Or, if the company that presented the unsolicited proposals is within 5% of the lowest bid they should still get the business. The Board wants people to be encouraged to bring in new ideas.

Mr. Daniels asked is this something MARTA is working towards in the upcoming legislative session.

Mr. Parker said yes. This is merely a briefing to gather the Board's input – staff will discuss in further detail during the next Work Session. Staff will come back to the Board with a clearer picture and next steps. Within the current law MARTA can enact some of the Board's suggestions but the Authority will look to get some changes to the MARTA Act on the Legislative agenda.

Ms. Miller asked if the firms would be given extra points during the qualification process for creativity.

Mr. Parker said they will have an inherent advantage if they have come up with the idea.

Mr. Durrett said to Ms. Miller's point, the criteria needs to be spelled out – price is only one criteria.

#### **Other Matters**

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Mrs. McClendon announced the following upcoming events:

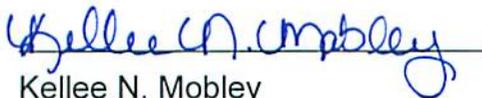
- Travel Training Facility Ribbon Cutting – November 6, 2013
- COMTO Scholarship Luncheon – November 7, 2013
- City of Atlanta Jurisdictional Briefing – November 13, 2013
- Small Business Veteran's Day Event – November 14, 2013
- DeKalb County Jurisdictional Briefing – November 19, 2013

#### **Adjournment**

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The Planning & External Relations Committee meeting adjourned at 11:33 a.m.

Respectfully submitted,



Kellee N. Mobley  
Senior Executive Administrator to the Board