

MINUTES
MEETING OF THE BOARD OF DIRECTORS
PLANNING & EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

January 6, 2014

The Board of Directors Planning & External Relations Committee met on January 6, 2014 at 10:32 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
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; Chief Counsel Elizabeth O'Neill; AGMs LaShanda Dawkins (Interim), Shyam Dunna (Interim), Jonnie Keith (Acting), Cheryl King, Ryland McClendon and Terry Thompson; Executive Director Ferdinand Risco; Sr. Directors David Springstead and Donald Williams; Director John Crocker; Managers Kelly Hayden, Denise Whitfield 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 Davis Allen, Dontaye Brown, Jeremy Craig, Diane Graham, Anthony Pines, Srinath Remala, Robin Salter and Tuan Vo.

Also in attendance Charles Pursley, Jr. of Pursley Friese Torgrimson, LLP; Adalee LeGrand of AECOM; Matt Pollack of MATC.

Consent Agenda

Mrs. Southall requested a motion to approve the following item on the Consent Agenda:

- a) Approval of the December 9, 2013 Planning & External Relations Committee Meeting Minutes

* 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.

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

Individual Agenda

Resolution Authorizing the Solicitation of Proposals for the Procurement of MARTA's Mystery Customer Service Program, RFP P32261

Mr. Risco presented this resolution for Board of Directors' approval authorizing the solicitation of proposals for the procurement of MARTA's Mystery Customer Service Program.

The purpose of the Mystery Customer Service Program is to evaluate the full spectrum of MARTA's customer services with special emphasis on the performance and behavior of all frontline employees in meeting customer expectations, complying with the mandates of the Americans with Disabilities Act (ADA) and delivering courteous reliable service for all of MARTA's customers, including those individuals with disabilities.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 4 to 0, with 4 members present.

Resolution Authorizing MARTA In-Kind Staff Support for the Regional Transit Committee

Mrs. Sidifall presented this resolution for Board of Directors' approval authorizing MARTA In-kind staff support for the Regional Transit Committee.

The Regional Transit Committee (RTC) of the Atlanta Regional Commission (ARC) is requesting an annual amount of \$150,000 in In-kind services from MARTA to support the work of the RTC. MARTA has provided In-kind services at this level to the RTC and its predecessors since 2006 and provision of these services allows MARTA to have voting privileges at the RTC.

The RTC has adopted a 3-year work program that requires additional funds from members to match federal funding grants to implement the work program. The total 3-year budget is \$3,000,000, of which, MARTA's share amounts to \$450,000. RTC member contributions of \$600,000 will allow ARC to leverage \$2,400,000 in federal funds for the 3-year work program. This approach allows

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for multi-year strategic planning for RTC.

Mrs. Southall said without payment, MARTA would not be allowed to vote.

Ms. Sidifall said that is correct – that is a part of the quad agreement.

Mrs. Southall asked what are the other entities contributing; is it equitable.

Ms. Sidifall said \$500,000. MARTA gives \$150k of in-kind services.

Mrs. Southall asked when the resolution needs to be approved.

Ms. Sidifall said by February.

Mrs. Southall asked if the Committee could defer the resolution.

Mr. Parker said yes. He added that Chairman Ashe requested that staff provide further discussion during Work Session.

Mr. Durrett asked if the Committee should defer until further discussion is had.

Mr. Parker said yes.

Mr. Buckley made a motion to defer the resolution. Mr. Durrett seconded the motion. The resolution was deferred by a vote of 3 to 0, with 5 members present.

Mr. Daniels and Mrs. Hardage abstained.

Other Matters

Mr. Hayden briefed the Committee on the proposed Service Changes

- Proposed Service Changes will be implemented in May 17, 2014 instead of April as originally planned
- Proposed Service Changes will address On-Time Performance (OTP) improvements and increased Ridership
- MARTA cannot increase the number of buses; however, the Authority is adding service middays and weekends where possible

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- Route 67 – West End/Dixie Hills routing changes based on residents' request will operate via Anderson Ave. to Joseph E. Boone, Aurora Ave., Morehouse, Morris Brown to Tiger Flowers
- Service on Routes 1, 3, 16, 110 and 155 can be restored soon as a result of the completion of Atlanta Streetcar construction
- Public Hearings will be held on January 21st and 23rd
- Staff will come back to the Board in March for approval of the Proposed Service Changes

Mr. Daniels asked how can MARTA optimize service throughout the system.

Mr. Hayden said MARTA has contracted Parsons Brinkerhoff to consult the Authority on improving service efficiency.

Mr. Parker said MARTA has several efforts underway to comprehensively look at the system – Mystery Customer Service Program is one. MARTA will also complete a comprehensive market survey. These are things that the Board brought to staff at last year's retreat.

Mr. Daniels asked if MARTA has a timeline for review and implementation.

Mr. Parker said some things will be immediate while others will be more long range, for instance the market survey may be close to 12 months.

Mr. Daniels asked if the Board could receive some type of schedule or tracking mechanism.

Mr. Parker said staff can provide a quarterly briefing.

Mr. Durrett asked about the Bus Operator Job Fair.

Mrs. Dawkins said a Bus Operator Job Fair was held over the weekend at MARTA. The Job Fair went very well – 500+ attended and over 300 people were tested and interviewed.

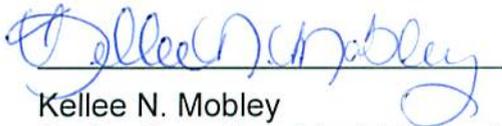
Mrs. McClendon announced the following upcoming events:

- January 14 – Georgia Legislative Session begins
- January 15 – Georgia Chamber of Commerce Eggs & Issues Breakfast

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:02 a.m.

Respectfully submitted,



Kellee N. Mobley
Senior Executive Administrator to the Board