

**MINUTES**  
**MEETING OF THE BOARD OF DIRECTORS**  
**PLANNING & EXTERNAL RELATIONS COMMITTEE**  
**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**  
**February 5, 2015**

The Board of Directors Planning & External Relations Committee met on February 5, 2015 at 10:37 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**

Roberta Abdul-Salaam  
Harold Buckley, Sr.  
Jim Durrett  
Noni Ellison-Southall, *Chair*  
Jerry Griffin  
Freda B. Hardage  
Christopher Tomlinson\*

MARTA officials in attendance were: General Manager/ CEO Keith T. Parker, AICP; Chief Operating Officer Richard A. Krisak; Chief Administrative Officer Edward L. Johnson; Chief Financial Officer Gordon L. Hutchinson; Chief Counsel Elizabeth O'Neill; AGMs, Robin Henry, Ming Hsi, Reginald Mason, Ryland McClendon, Terry Thompson and Donald Williams (Acting); Executive Director Ferdinand Risco; Sr. Director David Springstead; Directors Lyle Harris, Johnathon Hunt and Jennifer Jinadu-Wright; Managers Kelly Hayden and Alisa Jackson; Manager, Executive Office Administration Tyrene L. Huff; Executive Manager to the Board Rebbie Ellisor-Taylor; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Mark Eatman, Nicholas Gowens, Saba Long, Anthony Pines, Srinath Remala and Dansby Wade.

Also in attendance Charles Pursley, Jr. of Pursley Friese Torgrimson; John Crocker of JTC Analytics; Andrea Foard of Parson Brinckerhoff; Sam Gude of Gude Management Group; Rhonda Johnson.

**Consent Agenda**

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- a. Approval of the January 8, 2015 Planning & External Relations Committee Meeting Minutes

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

On motion by Mrs. Hardage seconded by Mr. Buckley, the Consent Agenda was unanimously approved by a vote of 5 to 0, with 6\* members present.

**Individual Agenda**

**Resolution Authorizing the Award of a Contract for MARTA's Mystery Customer Program, RFP P34580**

Mr. Risco presented this resolution for Board of Directors approval authorizing the General Manager/CEO or his delegate to enter into a contract with McCloud Transportation & Associates, LLC for MARTA's Mystery Customer Service Program.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 5 to 0, with 6\* members present.

**Resolution to Adopt the Locally Preferred Alternative for the Georgia 400 Transit Initiative (Connect 400)**

Mr. Eatman presented this resolution for Board of Directors approval authorizing adoption of the East-West-East Heavy Rail Transit (HRT) alternative as the Locally Preferred Alternative (LPA) for the GA 400 Transit Initiative (Connect 400).

This alternative proposes a HRT line that would cross to the west side of Georgia 400 north of North Springs Station but south of Spalding Drive. This alternative would have a second crossover back to the east side of GA 400 north of the Chattahoochee River which would be further studied in a future Draft Environmental Impact Statement (DEIS).

Additionally, this resolution authorizes the following alternatives for study in the DEIS:

- 1) An East-West East BRT alternative. This alternative would be a Bus Rapid Transit line in dedicated right-of-way that would cross to the west side of Georgia 400 north of North Springs Station but south of Spalding Drive. This alternative would have a second crossover back to the east side of GA 400 north of the Chattahoochee River which would be further studied in the future DEIS.

- 2) A BRT system in GDOT Managed Lanes. This alternative would be a Bus Rapid Transit line operating in a future GDOT managed lane project. A future agreement would need to be reached with GDOT for MARTA to operate bus rapid transit in any future managed lane project within the Georgia 400 corridor.
- 3) A No-Build alternative

On motion by Mr. Durrett seconded by Mrs. Hardage, the resolution was unanimously approved by a vote of 5 to 0, with 6\* members present.

### **Briefing – Routine Excellence**

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Mrs. Jinadu-Wright briefed the Committee on MARTA's Routine Excellence campaign.

#### *Routine Excellence Campaign*

- The conclusion of a very successful 35<sup>th</sup> anniversary provides MARTA with an opportunity to continue to celebrate and renew MARTA's past, present and future
- MARTA will look towards the Authority's Vision Statement and Key Performance Indicators (KPIs) to help outline its path to that future
- There are five key areas that MARTA wishes to focus on:
  - 1) On Time Performance
  - 2) Revenue
  - 3) Customer Service
  - 4) Safety
  - 5) Ridership
- These focus areas are already embodied within MARTA's current Vision Statement and supported by the Authority's strategic KPIs
  - MARTA Vision Statement – "MARTA is an integral part of the community, the economy and the transportation system in the region, providing a meaningful mobility choice and attractive alternative to the automobile for all residents and visitors to the area. MARTA is a safe, secure, and reliable public transportation system, with emphasis upon customer service and cost effectiveness. It is a system with a positive image that the community understands, respects and support."

- The strategy therefore is to take these five key areas and bring the Vision Statement to life — research has shown that giving employees a sense of meaning in their work is not only good for employees, but it is critical to building a healthy organization
- MARTA wants its employees to feel a sense of ownership which will help them to feel more committed, more intrinsically motivated and more engaged which results in better performance on all dimensions
- MARTA Leadership has looked at ways to consolidate the Authority's KPIs, vision and core values and effectively communicate and present it as unified package to employees
- MARTA's C-Team will go out and spread the message to employees Authority-Wide; additionally, Routine Excellence vision signs, infographics poster, info cards and a series of videos have been developed to by effectively communicate to employees how their work contributes to the bigger picture and help them make the connections

#### **Briefing – Media Monitoring FY15 1st and 2nd Quarters Report**

Ms. Jackson provided the Committee an overview of the tone, subject matters and ad equivalency of the Authority's media coverage for the 1<sup>st</sup> and 2<sup>nd</sup> Quarters of Fiscal Year 2015.

*Analysis of News Stories 1<sup>st</sup> and 2<sup>nd</sup> Quarters FY15 – based on data provided by MARTA's media monitoring service, Vocus*

- Tone
- Subject Matter
- Ad Equivalency

#### ***News Themes***

- Public Safety: MARTA Police arrest of alleged serial killer, assaults and Accidents
- Expansion/Service: Clayton County expansion, "Take MARTA" message, especially during Falcons' season and other events with high attendance
- Financial: Ridership and revenue gains
- Transit-Oriented Development: Brookhaven, College Park, Doraville, Oakland City, air rights

*News by Tone*

- Positive: 40%
- Negative: 5%
- Neutral: 55%
- Neutral/Positive Mentions: 8,610
- Positive coverage attributed to:
  - Revenue and ridership numbers
  - "Take MARTA" message
  - Transit-Oriented Development
- Negative coverage attributed to:
  - Service-related issues
  - Safety/crime on the system

*Ad Equivalency*

- Ad Equivalency is what media coverage would cost if the Authority had to pay for the advertising space
- Vocus determines publicity value based on an industry standard
- Total Ad Equivalency 1st and 2nd Quarters FY15: \$7,169,141

*National Reach Media Coverage*

- The Wall Street Journal
- The New York Times
- Governing magazine
- CityLab
- Next City
- Stories included:
  - Clayton County expansion
  - Success of Transit-Oriented Development program
  - MARTA's GM/CEO and agency's financial improvements profiled

*Local/Trade Reach Media Coverage*

- WGCL-TV Channel 46 – CBS Atlanta
- Atlanta Business Chronicle
- All News 106.7
- American Public Transportation Association (APTA)
- WSB-TV Channel 2 Action News
- WXIA-TV (11-Alive)
- *Atlanta Journal Constitution (AJC)*
- Progressive Railroading
- WABE 90.1 FM Public Radio

*Clayton County Media Coverage*

- News by Tone
  - Positive: 30.5%
  - Negative: 1%
  - Neutral: 68.5%
- Highlights
  - Expansion endorsed by the Atlanta Journal-Constitution, Clayton News Daily, Creative Loafing
  - Negligible media coverage
  - Earned national coverage

*Social Media – @CEOMARTA*

- Tweets earned 60.3K impressions over this 91 day period; 663 impressions per day
- Boosted monthly impressions from 1.6K to a peak of 22.9K
- Increased followers from 1,221 to 1,588 – averaging 90 new followers per month
- Retweets were from the Federal Transit Administration, Atlanta Regional Commission, elected officials, journalists & regional thought leaders

*Overview – Media Relations*

- Mentioned or was the primary subject in 12 AJC Atlanta Forward Op-Eds over a six-month period
- Scheduled a media briefing in December that was attended by 13 journalists, including TV stations WSB, WXIA, FOX and WGCL and radio stations WIGO and WABE
- Worked with Operations on a TV news story to improve understanding of the long-standing bus layover issue
- Led the ioby (In Our Backyard, a crowd-resourcing platform) crowdsourcing effort to procure and place bike repair kiosks at MARTA rail stations and bus stops
- Provided support for external and internal items including:
  - State of MARTA, Clayton County, Atlanta Streetcar, other expansion projects, labor negotiations, Comprehensive Operation Analysis, Falcons/MillerCoors giveaway and film requests
- Began laying groundwork for S-E-A-T (Service, Economy, Art, Technology), a program to further engage customers, more information will be provided at the next meeting of the Planning & External Relations Committee

**Other Matters**

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Mrs. McClendon announced the following External Events:

- COMTO Day at the State Capitol – February 16<sup>th</sup> 9am-12pm
- Clayton County Chamber “Munch & Learn” – February 19<sup>th</sup> 8-10am
- MARTA will have a representative participating in the 2015 Call Center Challenge Finals being held at the APTA Marketing & Communications Workshop – February 22-25
- GTA Day at the State Capitol – February 24<sup>th</sup> 8:30am-3pm
- Atlanta Jurisdictional Briefing – February 25<sup>th</sup> 10:30am
- Clayton: State of the County Address – February 26<sup>th</sup> 7:45-9:30am

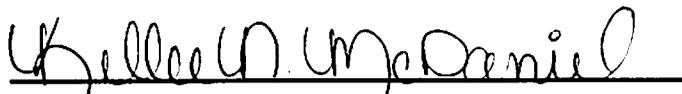
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**Adjournment**

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

Respectfully submitted,

A handwritten signature in cursive script, reading "Kellee N. McDaniel", is written over a solid horizontal line.

Kellee N. McDaniel  
Senior Executive Administrator to the Board