

MEETING SUMMARY
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 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

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

Consent Agenda

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

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

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)

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.

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

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Briefing – Routine Excellence

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

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 1st and 2nd Quarters of Fiscal Year 2015.