

MINUTES

MEETING OF THE BOARD OF DIRECTORS

PLANNING & EXTERNAL RELATIONS COMMITTEE

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

March 6, 2014

The Board of Directors Planning & External Relations Committee met on March 6, 2014 at 10:33 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*
Roderick E. Edmond
Kirk Fjelstul*
Freda B. Hardage

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), Rod Hembree (Acting), Ryland McClendon and Terry Thompson; Executive Director Ferdinand Risco; Directors Lyle Harris and Carol Smith; Manager Kelly Hayden; 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, Abebe Girmay, Kevin Gotell, Anthony Pines and Srinath Remala.

Also in attendance Charles, Pursley, Jr. of Pursley Friese Torgrimson; Adelee LeGrand of AECOM; Ashley Duncan of Transit Authority of River City.

Consent Agenda

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

- a) Approval of the February 6, 2014 Planning & External Relations Committee Meeting Minutes

* Kirk Fjelstul is Acting Director of Georgia Regional Transportation Authority (GRTA) and is therefore a non-voting member of the MARTA Board of Directors.

On motion by Mr. Buckley seconded by Mr. Durrett, the minutes were unanimously approved by a vote of 6 to 0, with 6* members present.

Individual Agenda

Resolution Authorizing the Service Modifications for May 17, 2014

Mr. Hayden presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to implement bus and rail service modifications for May 17, 2014.

The service modifications involve the return to previous routing for 5 of 7 routes (1-Centennial Olympic Park/Coronet Way; 3-MLK Dr./Auburn Ave.; 16-Noble; 110-Peachtree St. (The Peach); 155-Windsor St./Lakewood Ave) which had been detoured due to construction of the Atlanta Streetcar. The remaining two routes (99-Boulevard/Monroe Dr.; 186-Rainbow Dr./South DeKalb) improved ridership on the detour route versus the pre-detour route thus the detour route will become the regular route. There will be no reduction or additional costs as these changes will be absorbed into the existing costs. Additionally, the modifications will include the following re-routes:

- Route 148-Medical Center/Riveredge Pkwy due to traffic on I-285
- 67-West End/Dixie Hills to extend service per resident's requests between Tiger Flowers Dr. and Joseph E. Boone Blvd., NW on Anderson Ave., NW

Frequency Modifications

- Improve the service frequency (headway) during the peak on 14 routes – most weekday improvements are completed without additional vehicle requirements while weekend improvements generally require additional vehicles
- Adjust running time on 11 routes to improve on-time performance
- Reduce the service frequency (headway) on 4 routes due to lower ridership and poor on-time performance
- Improve the service frequency (headway) on 4 rail lines with the ultimate goal of service every 10 minutes per line (every 5 minutes on combined segments of each corridor) during peak hours subject to manpower availability

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On motion by Mr. Durrett seconded by Dr. Edmond, the minutes were unanimously approved by a vote of 6 to 0, with 6* members present.

Mr. Daniels asked what changes were made to Route 186 to increase ridership.

Mr. Hayden said the detour that was set up to accommodate construction of the Atlanta Streetcar seemed to better align to the people's needs.

Mr. Daniels asked about rail frequency on the East/West lines.

Mr. Hayden said the lines will have a five minute frequency during peak hours.

Mr. Daniels asked about service during special events.

Mr. Hayden said during special events, particularly on the weekend, MARTA will provide peak service time.

Briefing – Status of Action Plan to Decrease Fare Evasion

Ms. Smith briefed the Committee on Status of Action Plan to Decrease Fare Evasion.

In June 2013, the Office of Research and Analysis briefed the Board on the results of two fare evasion studies completed during FY12 and FY13 which reported a Rail overall fare evasion rate of 1.8% and a Bus overall fare evasion rate of 6.6% – an estimated \$3.5M loss in revenue for FY13. In August, a task force was established to create initiatives to curb fare evasion throughout the system.

The task force has identified problem areas of concern and has begun the planning and implementation of initiatives designed to curb revenue loss.

Fare Evasion Action Plan

- Piggybacking & Gate Manipulation
 - Customer/Employee education campaign
 - "Ride with Respect" enforcement blitz
 - Investigate feasibility of technology upgrades
- Emergency Transfer Abuse

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- Updated emergency transfer forms
 - Investigating electronic transfers issued from farebox
- Entering Bus when Operator Is Not Present
 - Bus doors scheduled to be closed May 2014
 - Occur only at end of line layovers on unmanned vehicles
- Entering/Exiting through Emergency Gates
- New signs posted with stronger verbiage
 - Customer/Employee education campaign
 - "Ride with Respect" enforcement blitz
- Discount Fare Card Abuse
 - Increased card replacement fees to \$5
 - Auditing card use
 - Notify holders of confiscated cards
- Employee Fare Card Procedural Changes
 - Purging database of invalid employee, retiree and contractor cards
 - Auditing employee cards

Next Steps

- Request permission from Legislature to collect fines for criminal behavior including fare evasion
- Inform Board on implementation of public campaigns
- Periodically report the status of the Fare Evasion program

Mr. Daniels asked about the stations with the highest fare evasion rates.

Ms. Smith said the study found that the stations with the lowest ridership tend to have the highest fare evasion rate.

Mr. Daniels said he would like to see actual numbers rather than percentages.

Ms. Smith said that information can be provided to the Board.

Mr. Daniels asked how helpful is video surveillance.

Chief Dunham said it is a tool for investigation purposes – video analytics will allow MARTA to determine the anomalies.

Mr. Durrett asked about plain-clothed officers.

Chief Dunham said both plain-clothed and uniformed officers are strategically placed throughout the system – it has been very successful in deterring criminal and nuisance behavior.

Mr. Parker added paying customers do not take kindly to fare evaders so fare evasion is readily reported. MARTA wants to bring action to this issue; however, it is not assumed that the Authority will see a surplus of revenue as a result of the crackdown on fare evasion. It is very likely that the evaders just won't ride the system.

Mrs. Hardage asked what is the penalty for fare evasion.

Chief Dunham said up to sixty days suspension from the system.

Other Matters

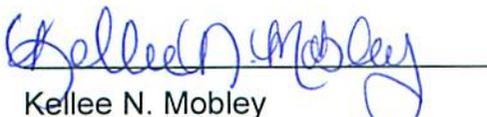
Mrs. McClendon announced the following upcoming events:

- APTA Legislative Conference – Washington, D.C. March 9-11
- DeKalb Jurisdictional Briefing – March 18
- Central Atlanta Progress Annual Meeting – March 19

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:15 a.m.

Respectfully submitted,



Kellee N. Mobley
Senior Executive Administrator to the Board