

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

**June 5, 2014**

The Board of Directors Planning & External Relations Committee met on June 5, 2014 at 10:39 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**

Harold Buckley, Sr.  
Jim Durrett  
Noni Ellison-Southall, *Chair*  
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 Hutchinson; Chief Counsel Elizabeth O'Neill; AGMs LaShanda Dawkins (Interim), Wanda Dunham, Rod Hembree (Acting), Ming Hsi, Cheryl King, Ryland McClendon and Terry Thompson; Executive Director Ferdinand Risco; Sr. Director Joseph Erves; Directors Johnathon Hunt and Carol Smith; Managers Tony Griffin and Alisa Jackson; Executive Manager to the Board Rebbie Ellison-Taylor; Manager, Executive Office Administration Tyrene L. Huff; Finance Administrative Analyst Tracy Kincaid. Others in attendance Kevin Gotell, Srinath Remala and Robin Salter.

Also in attendance Charles, Pursley, Jr. of Pursley Friese Torgrimson; Helen McSwain of MATC.

**Consent Agenda**

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- a) Approval of the April 17, 2014 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mrs. Hardage the minutes were unanimously approved by a vote of 3 to 0, 4\* members present.

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

### **Individual Agenda**

#### **Resolution Authorizing the Solicitation of Proposals for Billboard Management Services**

Mr. Griffin presented this resolution requesting the Board of Directors to authorize the solicitation of proposals for Billboard Management Services on MARTA property by means other than competitive bidding, in accordance with Section 14(m) of the MARTA Act, through the use of Request for Proposals.

Several years ago a Billboard Management Firm conducted a review of a small Number of potential billboard sites on MARTA property. The Billboard Management Firm projected potential revenue from nine potential sites of over \$300,000 annually, over a twenty year base period. This program requires no upfront cost to MARTA while producing a revenue split from billboard advertisers to MARTA and the Billboard Management Firm.

The base contract term for the proposed contract is for five (5) base years with the option to extend for two (2) three year options. The contract at the discretion of MARTA, will require that multiple billboard installations be completed in the first two (2) and one half (1/2) years to ensure adequate progress is achieved.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 4 to 0, with 5\* members present.

#### **Briefing – FY 2014 Quality of Service Study Semiannual Presentation**

Dr. Salter briefed the Committee on MARTA's FY 2014 Quality of Service Study Presentation.

- The Quality of Service (QOS) Survey is a comprehensive survey that tracks customer satisfaction and perceptions of MARTA's service attributes throughout the year
- The QOS FY2014 Semiannual Presentation presents findings from 2,828 surveys that were collected from July – December 2013, with comparisons to previous fiscal years
- While there were minor differences in satisfaction ratings compared to FY13, the percentage of satisfied riders remained high in the first half of FY14 for both bus and rail service and MARTA overall

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- Demographic trends – the percentage of riders with higher household incomes is increasing
- A quadrant analysis showed notable improvements in service attribute ratings compared to FY13:
  - MARTA's strength attributes doubled from 5 to 10
  - Focus attributes decreased from 18 to 14
- Fourteen service attributes received statistically higher scores compared to FY13 and no scores declined
- Improved scores were from the areas of mechanical reliability, weekday rail frequency, rail cleanliness, employee performance and customer service attributes related to communication
- Performance areas that need attention are:
  - Frontline employees who are available, courteous, and knowledgeable
  - OTP/frequency attributes that include buses not leaving early, trains and buses arriving on time and weekend frequency of buses and trains
  - Controlling nuisance behaviors on buses (new attribute added in FY14)
  - Cleanliness of bus interior and bus stop shelters and benches
- The percentage of riders who had seen nuisance behaviors during the previous 30 days remained unchanged
- There were two improvements in November – December 2013 that could be attributed to the Ride with Respect Campaign: declines in the percentage of riders who had encountered panhandlers and disrespectful behavior on trains

Mr. Fjelstul asked if the survey includes different levels of satisfaction and dissatisfaction.

Dr. Salter said yes. MARTA's QOS asks whether riders are very satisfied, satisfied, very dissatisfied, etc. The survey rarely shows results in the extreme ranges so Research & Analysis lumps the results for the purpose of the semi-annual presentations.

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Mr. Fjelstul said there are a lot of positive results from the survey. He asked how does MARTA get the message out.

Mr. Parker said that is a great point. He added that staff could put out a marketing campaign following the 35<sup>th</sup> anniversary events.

Mrs. Hardage asked if the survey results include Mobility.

Mr. Parker said yes.

### Other Matters

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Mr. Buckley requested an update on a study that was conducted several years ago that would examine how a circular, more comprehensive system would impact Ridership.

Mr. Parker said a lot of work has been done but the study is not complete. MARTA is taking a fresh look at its routing structure to see if it all makes sense and plans to go out to the public for feedback.

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Mrs. McClendon announced the following upcoming events:

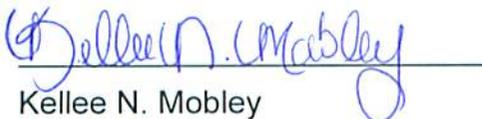
- June 11 – MARTA Development Day (Commerce Club)
- June 14 – Dump the Pump Event (Five Points Station)
- June 15-18 – APTA Rail Conference (Montreal, Canada)
- June 18 – Fulton County Jurisdictional Briefing
- June 24 – Buckhead Bridge Ribbon Cutting Ceremony
- June 29 – “Rolling Down Memory Lane” (Sandy Springs Station)
- June 30 – 35<sup>th</sup> Anniversary Event (Sandy Springs Station)

### Adjournment

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The Planning & External Relations Committee meeting adjourned at 11:18 a.m.

Respectfully submitted,



Kellee N. Mobley  
Senior Executive Administrator to the Board