

## MINUTES

### MEETING OF THE BOARD OF DIRECTORS

#### PLANNING & EXTERNAL RELATIONS COMMITTEE

#### METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

September 17, 2014

The Board of Directors Planning & External Relations Committee met on September 17, 2014 at 11:05 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

Robert L. Ashe III  
Harold Buckley, Sr.  
Frederick L. Daniels, Jr.  
Jim Durrett  
Noni Ellison-Southall, *Chair*  
Kirk Fjelstul\*  
Freda B. Hardage  
Barbara Babbit Kaufman

MARTA officials in attendance were: General Manager/ CEO Keith T. Parker, AICP; Chief Operating Officer Joseph Erves (Acting); Chief of Staff Rukiya Eaddy; Chief Administrative Officer Edward L. Johnson; Chief Financial Officer Gordon Hutchinson; Chief Counsel Paula Nash (Acting); AGMs Wanda Dunham, Robin Henry, Ming Hsi, Reginal Mason, Ryland McClendon and Donald Williams (Acting); Executive Director Ferdinand Risco; Sr. Director Rhonda Briggins; Directors John Bayalis, Lyle Harris, Johnathan Hunt, Jennifer Jinadu-Wright, Remy Saintil; Managers Kelly Hayden, Chris Pitts; 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, Nicholas Gowens, Anthony Pines, Srinath Remala, Robin Salter, Negesha Stone-Boyd, Tuan Vo.

Also in attendance Charles Pursley, Jr. of Pursley Friese Torgrimson; Jack Buckingham of MATC.

#### Consent Agenda

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- a. Approval of the August 7, 2014 Planning & External Relations Committee Meeting Minutes

\* Kirk Fjelstul 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 Mr. Durrett seconded by Mr. Buckley the Consent Agenda was unanimously approved by a vote of 4 to 0, 5\* members present.

### **Individual Agenda**

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### **Briefing – Results of the Public Hearings for December 2014 Service Changes**

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Ms. Briggins briefed the Committee on Results of the Public Hearing for December 2014 Service Changes.

The MARTA Act and the MARTA Service Standards require public input and consideration before bus service modifications are approved by the MARTA Board for implementation. Public Hearings were held:

- September 8, 2014 at Alpharetta High School (Fulton County) and MARTA Headquarters (City of Atlanta)
- September 9, 2014 at South Fulton Service and Government Center (Fulton County)

### *Advertisement*

- AJC
- ACE III/Champion
- Crossroads & So DeKalb County
- Neighbor Newspapers
- Mundo Hispanico
- Social Media (Facebook, Twitter, website)

### *Electronic Notice Distribution*

- Distributed to all 26 Neighborhood Planning Units (NPU) within the City of Atlanta
- Senior Centers (63)
- Email Blast to Outreach Database

### *Flyer Distribution - LEP Communities*

- Chinese Community Center
- Dinho Super Market
- Vietnamese Market/Buford Highway

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- Hong Kong Market - Jimmy Carter Blvd.
- Super H-Mart - Doraville/Peachtree Industrial & 1-285
- Happy Valley Restaurant - Jimmy Carter Blvd.
- Buford Farmers Market Media Distribution Desk
- Asian American Resource Center Gwinnett
- Korean Community Center-Buford Highway
- Ho Pin Market Media Table
- Atlanta Chinese Community Church
- Center for Pan Asian American Community Services

### *Public Hearing Attendance*

- MARTA Headquarters – September 8<sup>th</sup>
  - Attendance – 9
  - Speakers – 6
  - Media – 0
- South Fulton – September 8<sup>th</sup>
  - Attendance – 1
  - Speakers – 0
  - Media – 0
- North Fulton – September 9<sup>th</sup>
  - Attendance – 23
  - Speakers – 7
  - Media – 0

### *Public Hearing Comments*

- Public Comment Line (Voice Mail) - 0
- Emails - 0
- Petitions - 1 (737 signatures) - Route 74
- Letters - 0
- Public Comments (written) - 3

### *Comments During Public Hearing*

- 3 people spoke in support of changes to Route(s) 89 and 189
- Since the Route 89 changed the bus stop, more trash and crime

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- Bus along Scofield Road shakes house and tears up road at Old National Highway and Pleasant Road
- Suggested alternate bus route for the 189 and 89 making a right at Lewis and Normandy to eliminate traffic on Scofield Road
- Decrease the number of buses through the internal neighborhood of the Scofield community
- The Route 180 and the cut-off at Stonewall Tell Road adjust it instead of cutting off service to the people in Palmetto
- Add Sunday service back to the 181 Union City
- MARTA employees not riding with respect campaign; employees are rude
- Route 74 wants the route changed back to 2010 service when portion were cut
- Route 74 changes cut off all access to Candler Road and adds an hour to the trip
- Change back the Route 36 to what it was in 2010
- Heavy support for proposed route changes to Route(s) 140–143 by Georgia State University

Mrs. Southall asked will immediate consideration be given to the petition regarding Route 74.

Mr. Williams said it will be considered during the next markup period.

Mrs. Southall asked will MARTA reach back out to the community.

Mr. Williams said yes.

Mrs. Briggins said MARTA has been in touch with the community and will communicate the process.

Mrs. Southall said it is important that they know it is under consideration.

Mrs. Kaufman said she questions whether Alpharetta High School was a good location.

Mrs. Briggins said it was the only place available in North Fulton at that time.

Mrs. Hardage said she would be happy to assist in finding locations in North Fulton.

Mrs. Southall said many of the comments made during the Public Hearing were not about the proposed modifications; but rather, other matters concerning the system.

Mrs. Briggins said people use the Public Hearings as an opportunity to have a voice and the Authority encourages that feedback.

**Resolution Authorizing Approval of the December 2014 Service Changes**

Mr. Hayden presented this resolution for Board of Directors approval authorizing the GM/CEO or his delegate to implement service modifications with a scheduled implementation date of December 13, 2014 for Routes: 89–Flat Shoals/Scofield Road; 140–North Point/Mansell Park & Ride; 143–Windward Park and Ride; 180–Fairburn/Palmetto; 189–Old National Hwy/Union Station.

On motion by Mr. Durrett seconded by Mr. Buckley the resolution was unanimously approved by a vote of 6 to 0, 7\* members present.

**Briefing – FY14 Quality of Service Annual Presentation**

Dr. Salter briefed the Committee on the FY 2014 Quality of Service Survey Annual Presentation.

*Survey Method*

- Intercept interviews with 6512 bus and rail patrons from July 2013 through June 2014
- Margin of error: +/- 2.3%
- This report presents:
  - Rider demographic profile
  - Satisfaction
  - Quadrant analysis of performance and importance of 46 service attributes
  - Nuisance behaviors

*Key Findings*

- Satisfaction

- Ratings remained stable in FY14
- There was a slight shift in scores toward the neutral middle of the scale
- Performance Scores
  - Scores for 24 service attributes improved significantly in FY14 and no scores declined
- Nuisance Behaviors
  - Quarterly QOS nuisance reports showed improvement in the third quarter of FY14
- Demographic Trends
  - The percentage of higher income riders and choice riders has increased slightly

#### *Rider Profiles*

- Compared to FY13, the percentage of riders from lower income households (less than \$30k) has decreased
- At the same time, the percentage of transit choice riders increased

#### *Satisfaction*

- Overall Satisfaction
  - Slight shift of scores toward center of the rating scale (neither satisfied nor dissatisfied)
  - All overall satisfaction categories were statistically different from FY13
- Satisfaction with Bus Service
  - Increase in % who were neither satisfied nor dissatisfied with bus service
- Satisfaction with Rail Service
  - Decrease in % who were dissatisfied with rail service

#### *Quadrant Analysis – FY13-FY14 Comparison:*

- Focus attributes decreased from 18 to 15
- Lesser focus attributes decreased from 7 to 4
- Strengths more than doubled from 5 to 11

- Evaluation attributes increased from 13 to 16
- Scores that have improved since FY13:
  - Out of the 43 performance attributes measured in both FY13 and FY14, there were 24 improvements in scores and no declines

*Nuisance Behaviors*

- Ride with Respect campaign went into effect on November 9, 2013
- For FY14 and FY13 annual percentages, there were no statistical changes in the % of nuisances reported on the bus or rail system
- An analysis by quarter revealed improvements on the rail system in 3<sup>rd</sup> Quarter

*Conclusions*

- Satisfaction ratings remained stable in FY14. While there was a small decrease in satisfied riders, there was also a decline in the percentage of dissatisfied riders
- Twenty-four service attributes received statistically higher scores compared to FY13 and no scores declined
- There are currently 15 low performing service attributes in the Focus quadrant that need attention
- Second and third quarter nuisance behavior reports indicate that the program is having a positive impact on the rail system. In particular, reports of panhandling, unauthorized selling, and arguing have decreased
- Transit choice riders and the percentage of riders with higher household incomes appears to be slowly increasing

Mr. Fjelstul said MARTA's performance has improved, yet satisfaction remains steady. He asked if that mean expectations go up as service improves.

Dr. Salter said that is possible. It is important to note that the satisfaction question is the first on the survey. One of the things staff may consider is reordering the questions on some of the surveys.

Mr. Fjelstul said it looks like MARTA is not getting credit for what is great performance.

Mrs. Kaufman said it is interesting that neither went up – satisfied riders decreased slightly and there was decline in the percentage of dissatisfied riders.

Mrs. Southall said perhaps it is the way in which the questions are drafted.

Mr. Fjelstul said he believes it has to do with expectations.

Mr. Daniels said MARTA needs to quantify the reasons.

Mrs. Southall agreed that it would help the Board to understand the increases and decreases in satisfaction ratings.

Mr. Durrett asked about customer dissatisfaction regarding weekend frequency.

Mr. Parker said that is the Authority's most legitimate complaint. The bus component can be fixed over time. However, rail is more difficult because MARTA needs track time for maintenance.

Mr. Erves said an average wait on the weekend is 20 minutes for the next train.

Mr. Durrett said perhaps this correlates with Mr. Fjelstul's comments about expectations. He asked can MARTA set the frequency for it may be, due to maintenance.

Mr. Parker said MARTA notifies the public if maintenance will slow down frequency. Unfortunately, tourists or infrequent riders may miss that and not become aware until they experience a delay.

### **Briefing – MARTA's 35th Anniversary Video**

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MARTA celebrated its 35th Anniversary on June 30, 2014. In celebration of the 35<sup>th</sup> Anniversary, MARTA created a commemorative video to celebrate and highlight the Authority's journey over the last 35 years and its vision for the future. The commemorative video was shown to the Committee.

Mrs. Southall said staff did an excellent job on the video.

Mrs. Jinadu-Wright thanked Board Members and staff members that contributed to the creation of the video. She said the video will be made available on YouTube and the MARTA website.

Mr. Durrett asked that the link to the video be sent to the Board.

**Other Matters**

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Mrs. McClendon announced the following upcoming events:

- September 18<sup>th</sup> – Final Phase of Coors Light promotion
- September 19-20<sup>th</sup> – Music Midtown
- September 30<sup>th</sup> – Joint Study Committee (MARTA GM will present)
- October 2<sup>nd</sup> – Clayton County Ministers Meeting

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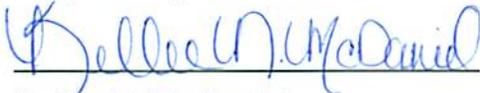
Mr. Parker introduced MARTA's new AGM of Human Resources, Robin Henry. He also congratulated LaShanda Dawkins, on her promotion to Sr. Director of Human Resources after serving as Interim AGM of Human Resources.

**Adjournment**

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The Planning & External Relations Committee meeting adjourned at 12:08 p.m.

Respectfully submitted,



Kellee N. McDaniel  
Senior Executive Administrator to the Board