

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

**April 22, 2013**

The Board of Directors Planning & External Relations Committee met on April 22, 2013 at 11:03 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**

Juanita Jones Abernathy  
Robert L. Ashe III  
Harold Buckley, Sr.  
Wendy Butler, *Chair*  
Frederick L. Daniels, Jr.  
Roderick E. Edmond

MARTA officials in attendance were: General Manager/ CEO Keith T. Parker, AICP; Chief Operating Officer Rich Krisak; Program Manager of Strategic Transformation Initiative (STI) Davis Allen; AGMs Undra Baldwin (Acting), Deborah Dawson, Wanda Dunham; Georgetta Gregory, Cheryl King, Miriam Lancaster (Acting), Ryland McClendon and Elizabeth O'Neill; Sr. Directors David Springstead and Donald Williams; Directors John Crocker, Lyle Harris, Ferdinand Risco and Louise Jackson Williams; Managers Cara Hodgson and Denise Whitfield; Executive Manager to the Board Rebbie Ellisor-Taylor; Manager, Executive Office Administration Tyrene L. Huff; Finance Administrative Analyst Tracy Kincaid. Others in attendance Frederick Askew, Dontaye Brown, Jeremy Craig, Don Lawrence, Jason Morgan, Anthony Pines, Tuan Vo, Tameka Wimberly.

Also in attendance Charles Pursley, Jr. of Pursley, Friese Torgrimson, LLP; Adelee LeGrande of AECOM; Heather Alhodeff of CFPT; Ashley Robbins of CFPT/G4BT; Keli Kemp of HNTB; Pam Alexander of LTK Engineering; Matt Pollack of MATC; Grady Smith of MPE; Adiels Nwankwo of PB; Ryan Gravel of P&W; Chuck Deeb of T.Y. Lin International; Richard Markwith of TranSystems; Derrick Holland of Trinity; Jim Brown of URS.

**Approval of the March 4, 2013 Planning & External Relations Committee Meeting Minutes**

On motion to approve by Mr. Ashe seconded by Mr. Buckley, the minutes were unanimously approved by a vote of 5 to 0, with 5 members present.

**Resolution Authorizing Award of Contracts to Multiple Firms for MARTA's Planning and Technical Services, Request for Proposals (RFP) Number P27818**

Mr. Williams presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to enter into contracts with AECOM Technical Services, Inc., Parsons Brinckerhoff, Nelson/Nygaard Consulting Associates, Inc., HNTB Corporation, Haddow & Company, Greystone Management Solutions and Newmark Grubb Knight Frank for MARTA's Planning and Technical Services.

Mrs. Butler asked if these will be task-ordered contracts.

Mr. Williams said yes.

Mr. Ashe said the Evaluation Summary shows that some firms received higher scores but they were not recommended.

Mr. Williams said the vendors oral presentations were also considered in the overall recommendation.

Mr. Ashe asked if the Evaluation Summary includes the oral presentation.

Mr. Williams said no.

Mr. Ashe said for clarification firms are recommended based on both the written evaluation and their oral presentation.

Mr. Williams said correct.

Dr. Edmond asked about DBE participation.

Mr. Risco said these are task-ordered contracts – DBE participation will be 0-30% based on availability.

Dr. Edmond asked what safeguards does MARTA have to ensure DBE participation.

Mr. Risco said the Authority will assign a goal based to each task.

Mr. Daniels asked if there is bonding or dollar amount cut-off in using DBE.

Mrs. Lancaster said no bonds; requirements must be met on a task-order basis.

Mrs. Butler asked what is the timeframe for work orders.

Ms. King said two weeks or less.

Mr. Ashe asked for a scoring summary of the vendors' oral presentations.

Mr. Williams said Contracts & Procurement would provide this information.

On motion to approve by Dr. Edmond seconded by Mr. Daniels, the resolution was approved by a vote of 3 to 0, with 5 members present.

Mr. Ashe and Mr. Buckley abstained.

### **Briefing – Media Monitoring – 1st Quarter CY 2013**

Ms. Hodgson briefed the Committee on an analysis of MARTA's media coverage for the 1st Quarter, January 1 – March 25, CY 2013.

#### *Analysis of News Stories*

The analysis is based on data provided by MARTA's media monitoring service, Vocus, which MARTA began using July 1, 2012.

- Tone
  - Positive – either entirely positive or very few negative or dissenting points
  - Negative – either entirely negative or primarily negative

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- Neutral – purely informative, general mention of MARTA, balanced
- Subject Matter – examples include stories about:
  - “Take MARTA”
  - Security
  - Service
  - System Improvements
- Earned Media (generated from press releases, events and outreach) vs. Media Generated stories

### *Subject Matter of MARTA Stories*

- Expansion – 9.38%
- Partnership Projects – 1.17%
- Security – 11.33%
- Service – 3.71%
- System Improvements – 1.37%
- “Take MARTA” – 14.65%
- Transit-Oriented Development – 3.13%
- Earned – 23.63%
- Media Generated – 26.37%
- New General Manager/CEO – 3.71%
- Other – 1.56%

### *Tone of Media Coverage*

- Positive – 50.87%
- Negative – 49.13%

### *Earned Media vs. Media Generated Stories*

- Positive Stories
  - Earned Media – 44%
  - Media Generated – 56%
- Earned Media Stories included outreach to:
  - Introduce the new General Manager/CEO and inform the public about his vision for MARTA

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- Promote and educate the public about MARTA's TOD (Transit-Oriented Development) program, expansion planning projects, service modifications, KPMG and vehicle security cameras
- Encourage the public to take MARTA to events and activities

### *Publicity Value\* of Positive vs. Negative Coverage*

- Positive Coverage - \$124,149
- Negative Coverage - \$109,254

\*The media monitoring system determines publicity value based on an industry standard

### *Findings and Recommendations*

- Continue to promote the "Take MARTA" message
- Plan regular media briefings and events around MARTA initiatives, including its TOD program, vehicle security cameras, service enhancements, technology improvements and other activities
- Mitigate negative stories by continuing to provide timely and accurate information and taking appropriate action to address the issue
- Continue utilizing the Authority's communication channels (Facebook, Twitter, YouTube and [www.itsmarta.com](http://www.itsmarta.com)) to tell the MARTA story

Mr. Daniels asked if the media monitoring service covers local community stories.

Ms. Hodgson said yes. It is a very comprehensive service.

Dr. Edmond asked staff to make a robust effort to get stories to neighborhood newspapers; noting that they are distributed at NPU meetings.

Mr. Ashe asked what does MARTA do to work with festival organizers.

Mrs. McClendon said MARTA's External Affairs Department organizes special events committees, along with other departments such as Operations and Police, which work directly with the community. The committee meets to discuss the level of service needed for events. One thing MARTA wants to do is strongly encourage people to purchase Breeze media prior to an event.

Mr. Krisak added that the Special Events Committee meets on a weekly basis.

Mr. Daniels said MARTA social media efforts are going well. He also commended staff on the exceptional service provided during the NCAA Final Four events.

Ms. Hodgson said MARTA has a very active Facebook community. MARTA received many positive remarks about the service during the Final Four events.

Mrs. McClendon said the Authority is making good use of Facebook, YouTube and Twitter. Crowdsourcing is another social media platform that staff is working to identify how it can be used.

Mrs. McClendon introduced a new addition to her team – Jeremy Craig, Internal Communications Specialist.

#### **Other Matters**

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Mrs. McClendon announced that the CALEA recognition program would be held in the atrium immediately following today's full Board meeting.

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#### **Update – Concessions Program**

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Ms. Whitfield updated the Committee on MARTA's Concession Program.

- MARTA's Concession Program launched in October 2010 with a beverage vending contract that extended from years 2010-2015
- The guaranteed revenue for that contract was a over \$1M – to date \$500K has been guaranteed to the Authority
- Recently, another contract was signed for snack vending, guaranteeing the Authority \$375K for the next three years – the contract was designed to coincide with the existing beverage contract
- Going forward, MARTA will implement Phase II which will be comprised of Food & Beverage and Specialty Retail
- Staff is excited about the ability to work with a consultant who will enable MARTA to take a look at some of the research data it learned about in

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2011 – the study that was conducted generated a model that presumed the Authority would contribute approximately 20% towards the build-out of some of the retail spaces. The consultants coming onboard will assist the Authority in developing a concept for implementation.

Mr. Ashe asked if the 2011 data needs to be updated.

Ms. Whitfield said yes, that will be a part of the task-orders assigned to the Planning and Technical services vendors.

Dr. Edmond said more recent data on what MARTA expects in terms of revenue is needed before it commits to contributing towards the build-out. That will help the Authority make more solid decisions on what should be done.

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Update – TOD Contract

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Dr. Crocker updated the Committee on a short-term contract that would assist MARTA in specific areas before the Planning and Technical Services contract begins. The firm under contract is Haddow & Company; they advise developers. MARTA is asking them to look at the Authority's programs to determine which ones people would respond to. Secondly, in March the Planning & External Relations Committee approved a resolution authorizing MARTA to release King Memorial Station as an RFP for joint development. This resolution will be presented for full Board approval today. Once approved, Haddow & Company will review the RFP to make sure it will get a good response. Additionally, they are helping MARTA develop a framework regarding when to work with a local government authority and when to recommend going out with a competitive bid. Lastly, the Board has approved two Letters of Agreement – one with the Development Authority of DeKalb County and one with the City of Decatur. The firm will be on standby to assist MARTA in reviewing any financial terms, in order to give the Committee a good recommendation, if that occurs before the Planning & Technical Services contract is approved and authorized.

Mr. Daniels asked if this is functioning within the scope of the Board's TOD Policies.

Dr. Crocker said yes.

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Mrs. Butler said MARTA has had some interest from the City of Atlanta regarding TOD at Edgewood/Candler Park. Last year it was tabled by the Board because the resolution had a number of financial terms that Board Members were not comfortable with. However, it was a TOD that had a lot of work put into it from staff as well as input from the community. There is a request to have the resolution move forward again but in a fashion similar to other TODs which allow for a review period of six months to come to agreement about terms.

Mr. Ashe said he wants to understand how Invest Atlanta's procurement process had gone and how does the Board ensure that MARTA is getting the best deal it can get.

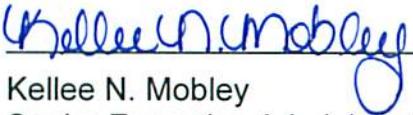
Mrs. Butler said the current consultant will be very helpful in this area.

**Adjournment**

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The Planning & External Relations Committee meeting adjourned at 11:49 a.m.

Respectfully submitted,

  
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Kellee N. Mobley  
Senior Executive Administrator to the Board