

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

December 8, 2016

The Board of Directors Planning & External Relations Committee met on December 8, 2016 at 9:46 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert L. Ashe III
Robert F. Dallas
Jim Durrett
Noni Ellison-Southall, *Chair*
Jerry Griffin
Freda B. Hardage
Christopher Tomlinson

MARTA officials in attendance were: General Manager/CEO Keith T. Parker, AICP; Chief of Staff Rukiya S. Thomas; Chief Operating Officer Richard A. Krisak; Chief Financial Officer Gordon L. Hutchinson; Chief Counsel Elizabeth O'Neill Chief Administrative Officer LaShanda Dawkins (Acting); AGMs Wanda Dunham, Robin Henry, Ming Hsi, Benjamin Limmer and Ryland McClendon; Executive Director Ferdinand Risco; Sr. Directors Rhonda Briggins, Perfidia Collier (Acting), Donald Williams and George Wright; Directors Johnathan Hunt, Jennifer Jinadu-Wright and Sherrie Johnson; Managers Tony Griffin, Alisa Jackson and Janide Sidifall; 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, Abebe Girmay, Nicholas Gowens, Kenya Hammond, Don Lawrence, LaTonya Pope, Ryan Sager, Dionne Thompson and Columbus Ussery.

Also in attendance were Merryl Mandus and Elmer Stancil of Georgia Regional Transportation Authority (GRTA); Al Pond of Fulton County; Audra Rojeli of WSELEB; Jim Schmid of HNTB.

Consent Agenda

- a) Approval of the November 3, 2016 Planning & External Relations Committee Meeting Minutes

- b) Resolution Authorizing the Solicitation of Proposals for Advertising and Non-Advertising Bus Shelters in Clayton County

On motion by Mr. Ashe seconded by Mrs. Hardage, the Consent Agenda was unanimously approved by a vote of 6 to 0, with 6 members present.

Individual Agenda

Resolution Adopting Legislative Guidelines for the 2017 Georgia General Assembly

Ms. Briggins presented this resolution for Board of Directors' approval authorizing the adoption of the Legislative Guidelines described in Attachment 1, which the Authority seeks to have addressed during the upcoming 2017 legislative session.

On motion by Mr. Durrett seconded by Mr. Ashe, the resolution was approved by a vote of 5 to 0, with 6 members present.

Mr. Tomlinson abstained.

Resolution Authorizing Award of a Contract for Billboard Management Services, RFP P33684

Mr. Griffin presented this resolution for Board of Directors approval authorizing the General Manager/CEO or his delegate to enter into a contract for Billboard Management Services with OUTFRONT Media Group.

The contract is for a base term of five (5) years, with two (2) five-year options. Under the contract's compensation provisions, OUTFRONT Media Group will receive 10% revenue on existing billboard revenue sources and 20% on new billboard revenue sources, as a billboard management services retainage fee. In addition, once MARTA selects a billboard contractor for the construction and solicitation of billboard revenue sources, MARTA will retain 90% of the gross sales revenue on existing billboards and 80% of the gross sales revenue on new billboards.

Mr. Ashe asked what is the DBE goal.

Mr. Griffin said because this is a revenue generating contract the Office of Diversity & Inclusion did not assign a DBE goal.

Mr. Risco said a DBE goal will be included in the construction component of the contract.

On motion by Mr. Durrett seconded by Mr. Ashe, the resolution was unanimously approved by a vote of 6 to 0, with 6 members present.

Briefing – Georgia 400 Transit Initiative

Mrs. Sidifall updated the Board on the progress, status and next steps of the Connect 400 (GA 400) Transit Initiative being conducted by MARTA.

Progress

- Alternative Analysis (2011 – 2013)
- Early Scoping (2013 – 2014)
- Initiated Environmental Review Process (Current Stage)

Environmental Schedule

- Notice of Intent/Scoping
- Prepare Draft Environmental Impact Statement (DEIS) – (Current Phase)
- Public Review of DEIS
- Prepare Final EIS/Record of Decision (ROD)
- Federal Transit Administration (FTA) Signs ROD

Project Location and Background

- 12 miles along GA 400
- Locally Preferred Alternative (LPA)
 - Heavy Rail Extension
 - East-West-East Alignment
 - Five Stations
 - Northridge Rd
 - Holcomb Bridge Rd
 - Encore Pkwy
 - Old Milton Pkwy

- Windward Pkwy

Rationale for Selecting the LPA

- Strongest community support
- One seat ride → high ridership
- Natural extension of existing red line
- Supports land use, economic development and future investment goals
- Performs well against preliminary
- FTA New Starts criteria

Alternatives Considered

- Build Alternative 1 – Heavy Rail (LPA)
- Build Alternative 2 – Bus Rapid Transit (BRT) in same alignment as LPA
- Build Alternative 3 – BRT in future GA 400 Managed Lanes

Draft Environmental Impact Statement

- Requirement for any project seeking federal funding
- Positive and negative environmental impacts
- Mitigation strategies
- Purpose and need of the project
- Performance evaluation in relation to goals and objectives
- Selection of a preferred alternative

Public Outreach

- Public Meetings (Spring 2015)
 - 42 meetings to date
 - 1,150 in-person attendees
 - 700 on-line attendees
- Community Events (Ongoing):
 - Station Kiosks at North Springs, Dunwoody and Sandy Springs Stations

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- Roswell Health and Wellness Expo
- Georgia State University
- North Fulton Community Charities
- Community Assistance Center

Feedback

- From the Community:
 - Desire for East-West bus circulation
 - Connect service to current/emerging development along corridor
- From the Stakeholders:
 - Desire for East-West bus circulation
 - Interest in relieving congestion
 - Desire to preserve visual aesthetics
- From the Environmental Justice Groups:
 - Desire for East-West bus circulation
 - Increase mobility options to access jobs and services

Project Support (Source: Public Agency Involvement Report, July 28, 2016)

- Do you agree with MARTA's proposal to extend high capacity transit service up the GA 400 corridor to the Forsyth County Line?
 - Yes – 88%
 - No – 12%
- Which of the three options do you believe will best improve the commuting experience in North Fulton?
 - Heavy Rail Transit – 89%
 - Bus Rapid Transit in Exclusive Greenway – 4%
 - Bus Rapid Transit in Managed Lanes – 8%

Agency Participation

- Agencies and Local Government
 - City of Alpharetta

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- City of Dunwoody
- City of Milton
- City of Roswell
- City of Sandy Springs
- National Park Service
- Atlanta Regional Commission (ARC)
- Georgia Department of Transportation (GDOT)
- FTA
- United States Army Corps of Engineers (USACE)
- U.S. Fish and Wildlife Service (USFWS)
- Department of Natural Resources (DNR)
- Environmental Protection Division (EPD)
- Georgia Regional Transportation Authority (GRTA)
- Federal Highway Administration (FHWA)
- Environmental Protection Agency (EPA)
- Federal Railroad Administration (FRA)
- Businesses, Community Groups, Employers and Landowners
 - North Fulton Community Improvement District (CID)
 - Duke Real Estate
 - Transwestern
 - North Point Mall
 - Avalon
 - Gwinnett Tech
 - Global Venture Capital
 - Kimberly-Clark
 - Georgia State University
 - AT&T
 - Perimeter CID
 - Neighborhoods
 - EJ Communities

Anticipated Schedule

- Prepare DEIS – Early 2017

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- Public Review of DEIS – Spring 2017
- Prepare Final EIS – Summer 2017
- FTA Issues ROD – Fall 2017

Next Steps

- Continue coordination with stakeholders
- Conclude Technical Studies
- Complete DEIS
- Submit for FTA Review
- Brief MARTA Board
- Issue DEIS for Public Comment

Mr. Dallas asked about cost estimates.

Mrs. Sidifall said cost estimates are currently being finalized and will be released once FTA approval is received.

Mr. Tomlinson asked when can construction start.

Mrs. Sidifall said that will depend on funding.

Mr. Durrett said he understands why the public wants heavy rail. However, it less expensive to take advantage of what is already in place.

Mrs. Hardage said if MARTA goes back and shows all the details the people will likely change their opinions.

Mr. Ashe asked who has participated from the City of Alpharetta.

Mrs. Sidifall said citizens, technical staff, and board members.

Mr. Ashe asked if any city officials have expressed a preference.

Mrs. Sidifall said letters were received from Sandy Springs and Roswell in support of heavy rail.

Mr. Ashe said the reality is MARTA does not have the money to build it. It will come down to what North Fulton is willing to be levied for.

Mrs. Hardage said a part of this is education. Not as many people will support rail once they are aware of the costs and other considerations.

Other Matters

Mrs. McClendon announced the following events:

- December 9th
Pay-it-Forward with the Atlanta Dream – Hamilton E. Holmes Station
- December 9th
Fresh MARTA Market (final day of season) – Five Points Station
- December 12th
Senate Transportation Committee – State Capitol
- December 14th – 3:00 - 5:00 p.m.
MARTA Holiday Customer Appreciation – All Stations, Upper Concourse
- December 16th
Pay-it-Forward with the Atlanta Dream – Arts Center Station
- December 20th – 10:00 a.m.
MARTOC Meeting – Coverdell Legislative Office Building
- December 21st – 7:30 a.m.
MARTA's Charity Club Holiday Shop Ribbon Cutting – MARTA HQ

Outgoing Board Member and Committee Chair Noni Ellison-Southall wished everyone farewell and said it has been a pleasure serving MARTA.

Mrs. Ellison-Southall joined the MARTA Board of Directors in January 2011 and represented Fulton County.

Adjournment

The Planning & External Relations Committee meeting adjourned at 10:34 a.m.