

MINUTES

MEETING OF THE BOARD OF DIRECTORS

PLANNING & EXTERNAL RELATIONS COMMITTEE

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

March 3, 2016

The Board of Directors Planning & External Relations Committee met on March 3, 2016 at 11:34 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Juanita Jones Abernathy
Robert F. Dallas
Jim Durrett, *Chair*
Roderick E. Edmond
Jerry Griffin
Freda Hardage
Christopher Tomlinson

MARTA officials in attendance were: General Manager/CEO Rukiya S. Thomas (Acting); Chief Operating Officer Richard A. Krisak; Chief Financial Officer Gordon L. Hutchinson; Chief Administrative Officer Edward L. Johnson; Chief Counsel Elizabeth O'Neill; AGMs, Wanda Dunham, Robin Henry, Ming His, Benjamin Limmer and David Springstead (Interim); Executive Director Ferdinand Risco; Senior Director Donald Williams; Directors Jennifer Jinadu-Wright, Remy Saintil and Carol Smith; Manager Alisa Jackson; 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, Kelly Barraze (Student Intern), Abebe Girmay, Nicholas Gowens, Terry L. Ponder, Tracie Roberson, Robin Salter.

Also in attendance Marcus Arnold; Dominique Huff of Home Rule News; Adelee Le Grand of AECOM; Tim Kassa and Jim Schmid of HNTB.

Consent Agenda

- a) Approval of the January 14, 2016 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Griffin seconded by Mrs. Hardage the Consent Agenda was unanimously approved by a vote of 5 to 0, with 5 members present.

Individual Agenda

Briefing – Clayton County High Capacity Update

Mr. Williams provided the Committee an update on the planning activities related to the Clayton County High Capacity Transit Study.

Norfolk Southern Agreement – Project Status

- Study purpose:
 - Preliminary engineering study to determine right-of-way available for potential acquisition by MARTA
- Deliverables:
 - Analysis of engineering design criteria for Norfolk Southern freight operations along Love Joy
 - Identification of right-of-way available for potential acquisition by MARTA
- Study will be completed by summer 2016

High Capacity Transit Initiative Overview

- Purpose
 - Evaluate project alternatives and complete necessary environmental documentation
- Deliverables
 - Purpose and Need
 - Alternatives screening and analysis
 - Technical environmental studies
 - Environmental Impact Statement
 - Advisory Committee/public involvement

High Capacity Transit Initiative Overview – Project Stages

- Scoping
 - Purpose and Need
 - Goals and Objectives

Planning & External Relations Committee
3/3/16
Page 3

- Critical Issues
- Range of Alternatives
- Input (Public, Agencies, and Stakeholders)
- Prepare Draft Environmental Impact Statement (DEIS)
 - Alternatives Screening and Analysis
 - Technical Environmental Studies
 - Input (Public, Agencies, and Stakeholders)
- Publish DEIS
 - Review and Comment (Public, Agencies, and Stakeholders)
- Select Preferred Alternative
 - Comments Reviewed and Addressed
 - Preferred Alternative Selected
 - Final Environmental Impact Statement to be undertaken

High Capacity Transit Initiative Overview – Schedule

- | | |
|--|-----------------------------|
| ● Project Administration | February 2016-July 2017 |
| ● Advisory Committee/Public Involvement | March 2016-July 2017 |
| ● Data Collection and Analysis | March 2016-February 2017 |
| ● Development of Project Purpose and Needs | April 2016-September 2016 |
| ● Alternatives Screening and Analysis | March 2016 -November 2016 |
| ● Selection of Locally Preferred Alternative | November 2016-February 2017 |
| ● Technical Environmental Studies | March 2016-April 2017 |
| ● Complete DEIS | Summer 2017 |

High Capacity Transit Initiative Overview – Advisory Committee

- Clayton County Advisory Committee Role
 - Provide input in reference to community transit needs
 - Function as a sounding board for the project team
 - Provide feedback on study direction and analysis

Planning & External Relations Committee
3/3/16
Page 4

- Recommended Representation
 - Elected Officials, Development Community,
 - Neighborhood Groups, Academic Community and
 - Business Community
- Status
 - Preliminary list of Committee members identified
 - Refining the list to ensure inclusiveness and diversity

Next Steps

- Initiate Advisory Committee Kickoff Meeting
- Complete Project Management Plan
- Continue data collection and analysis
- Provide Board periodic status updates

Mr. Griffin asked about the parameters of public involvement in regards to projects.

Mr. Williams said MARTA documents all the feedback from the public and provides realistic outcomes and cost constraints.

Mr. Durrett asked if the concerns of Board Member Abdul-Salaam regarding the make-up of the advisory committee were addressed.

Mr. Williams said yes.

Mr. Durrett asked about the academia representation.

Mr. Williams said Clayton State University will have representation.

Mr. Dallas asked if there will be support for Transit Oriented Development.

Mr. Williams said GDOT is already thinking about possible corridors.

Mr. Griffin commented that Forest Park has two blocks cleared out for redevelopment and Morrow has a parking deck.

Briefing – FY16 Quality of Service Survey Semiannual Report

Dr. Salter briefed the Committee on the Quality of Service update of satisfaction and performance scores from the first six months of FY16.

Survey Methodology

- Interviewed Riders
 - 3,328 intercept interviews with bus and rail patrons from July 1 to December 31, 2015
- Analyzed Data
 - Ran analyses for current and previous fiscal years to identify trends
- Summarized Key Findings
 - Rider Profiles
 - Satisfaction ratings
 - FY16 changes in performance scores
 - *Appendix*
 - Jurisdiction of Residence
 - Complete list of performance ratings

Rider Profiles

- Compared to the previous fiscal year, the first six months of FY16 saw a slight increase in the percentage of work-related trips
- There was a decrease in the percentage of African-American riders, male riders, and patrons who have alternative transportation

Satisfaction

- During the first six months of FY16 there was a moderate increase in overall satisfaction
- Willingness to recommend MARTA to family or friends remains high and future riding intentions are stable

Quadrant Analysis

- First SIX months of FY 16 saw improvements In the quadrant analysis overall:

- More strength attributes
- Fewer focus attributes
- 12 attribute scores increased significantly and 10 declined
- Perceptions of service frequency are worsening, particularly for off-peak times

The Takeaways

- Trend of increased customer satisfaction continues
- Willingness to recommend MARTA to family or friends remains high
- Future riding intentions are stable
- Out of 42 performance attributes scored in FY15 & FY16
 - 12 improved and 10 declined
- Positive changes in the FY16 quadrant analysis
 - Strength attributes increased from 13 to 18
 - Focus attributes decreased from 12 to 8
- Of 8 performance attributes in focus category 4 related to off-peak frequency
- Frequency of weekday bus and rail service during day still strengths but average scores for both declined

Next Steps

- Research & Analysis continues to monitor performance attributes
- Continue taking measures to improve the quality of wait time:
 - Promote MARTA on the Go and See & Say apps
 - Provide next bus information at rail stations via digital signage at bus bays and rail platforms

Mr. Durrett asked how is importance rated.

Dr. Salter said Research & Analysis does not ask people what is most important; instead, attributes are related to overall satisfaction to determine what is important to riders.

Briefing – Regional Marketing Overview

Mrs. Jinadu-Wright briefed the committee on the Regional Transit Marketing Program.

Communication Objectives

- To increase overall awareness of the transit options available to metro Atlanta commuters and to position these options (MARTA, GRTA, CCT and GCT) as a desirable and easy option

Target Audience

- Millennials (age 20 - 34)
- By targeting Millennials, which represent nearly 1/4 of potential transit riders in the region, regional transit agencies can have a significant impact on raising awareness of transit and ultimately increasing ridership

Campaign Strategy

- Reach them at work
- Make it social
- Go where they go
- Persuade them with their own peers

Key Message & Creative Approach

- Stress reduction and “me time” on transit
- Creative approach will center on satire with the payoff of the tangible benefits of riding transit, blending the “Satirical” and “Alternative to Stress” concepts
- Tagline
 - Some people love traffic. Others try transit.

Campaign Metrics

- Quantitative Metrics
 - Web hits, length of stay, trips planned
 - Materials distributed
 - Events participated in

Planning & External Relations Committee
3/3/16
Page 8

- Facebook/Twitter engagement (# of followers, # of shares, # of comments)
- Video views, video shares
- Qualitative Metrics
 - Transit provider survey responses (both of riders and non-riders)
 - Tonality of social media engagement
 - Partner anecdotes

Timeline & Budget

- Campaign Dates: March 10th 2016 – May 5th 2016
- Budget: \$250,000 (\$140,000 for implementation)

Other Matters

No other matters came before the Committee.

Adjournment

The Planning & External Relations Committee meeting adjourned at 12:14 p.m.